

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Build empathy

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The information you add here should be representative of the observations and research you've done about your users.

Their aims is to create

shared value and bring

positive benefits to the

communities in which we

operate through their high

quality serious, economic

development, employment

opportunities, environmental

sustainable initiatives and

community initiates and

community involvement

Says

What have we heard them say?
What can we magine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Thinks

At Radisson hotel group are committed to caring for people, our community and the planet and we lead many actions that create a ripple effect of positive impact.

Their service culture builds one-on one relationships with guests, it opens door and close deals.

Analyzing the performance and Efficiency of the Radisson hotels using Data visualization Techniques



Radisson hotel group is a name synonymous with creative hospitality and innovation spirit. Their growth strategies and unique business model make us one of the most attractive and respected partners in the industry

Its hotels are mainly located in major cities, key airport gateways and leisure destinations.

DoesWhat behavior have we observed?

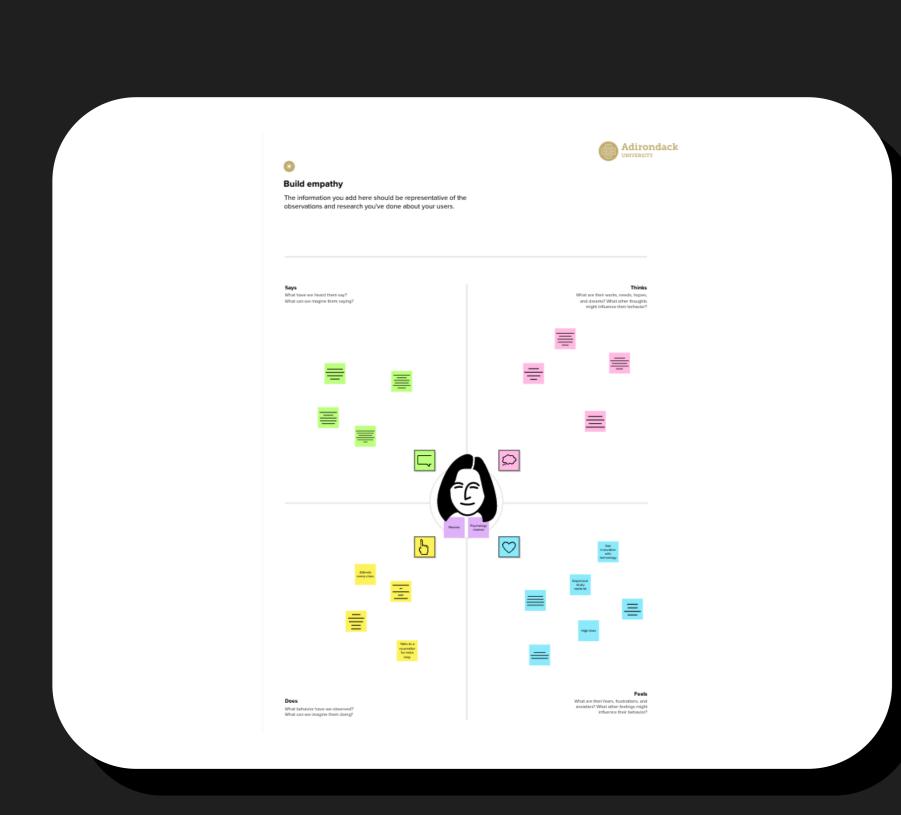
What can we imagine them doing?

There are often long queues waiting to check-in or out.
At a very busy time, there are only two or three counters - surely not enough for a hotel if this size. And the staff, albeit friendly, is a bit slow and just cannot cope with the accumulation of guests coming in and out. A bit annoying.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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Need some inspiration?

See a finished version of this template to kickstart your work.



