

# EMPATHY MAP FOR RADISSION HOTEL



## Says

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



## Thinks

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



## Does

What behavior have we observed?  
What can we imagine them doing?



## Feels

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