Empathy Map Canvas	Designed for: Ryan	Designed by: Eri	C Date:	Version:
From Likiness partners: He is al	erson we want to understante? Hotelis (1) place ituation they are in? role in the situation? Where he can work	What do they r What job(s) do What decision How will we kn O He net do at the	they need to DO? 2) He needs here to do differently? They want or need to get done? Order for foods so do they need to make? They were successful? The to Check in call for cabs, They they were successful? The needs a key rayd to DN	ping,
1 Service	What do they	1		os that allow !
in order to stay competitive. Many hotels start using mubicapps to substitute tradition hotelsevine What do they HEAR? What are they hearing from friends? What are they hearing from colleague What are they hearing second-hand?	Trustrations, and anxieties? Dissing time and maney. Bad hatel service Missing business opportunities. What other thoughts and feeling	- good quality - meets demands - leave the hotel with a happy smile. smight motivate their behavior?	What do they SEE? (To make What do they see in the marketplace? What do they see in their immediate environs What do they see others saying and doing? What are they watching and reading? The alluays Secalong of Agueue at the front desk.	est fur hotel service) 350mehrtels rent? allow their padm, to check in & access to hotel room via mone apps rebile (heck in the save met from
	His business min		2) Digital Room	Key Is
from the hot	e night time, stake-out & where tel cafe; then to work on his What do they of what can we in am; Then he went to bed.	they DO? otoday? nave we observed? nagine them doing? bartners	Let + i the	hotel service a mobile opp is supereacy!