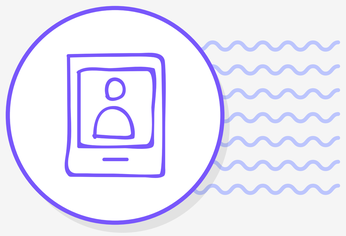
Template



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.

Share template feedback

Build empathy

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

Says

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

Thinks

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

Radisson Hotel is a global hotel chain that operates over 1,100 hotels in more than 100 countries.

Radisson Hotel has a reputation for providing a comfortable and enjoyable stay for guests, with a focus on personalized service and attention to detail

including luxurious bedding, high-speed internet, fitness centers, on-site dining, and meeting spaces.
The brand has a variety of hotel types, including Radisson Blu, Radisson Collection, Radisson RED, and Radisson.

Radisson hotels offer various amenities such as free Wi-Fi, fitness centers, and on-site restaurants.

Radisson is a global hotel brand with over 1,100 hotels worldwide, offering a range of accommodation options including upscale, full-service hotels, and resorts

Radisson hotels are known for their contemporary design, personalized service, and commitment to sustainability

Radisson has a loyalty program called Radisson Rewards, which allows members to earn and redeem points for free nights, upgrades, and other benefits.

Radisson Hotel

Using hotel facilities: Guests may use the hotel's facilities such as the gym, pool, spa, or restaurant

Attending events: Radisson hotels often host events such as conferences, weddings, or business meetings. Guests attending these events may interact with others, network, or participate in activities.

Relaxing and unwinding: Many guests come to Radisson hotels to relax and unwind. They may spend time in their room, use the hotel's amenities, or explore nearby attractions

Checking-in: Guests typically check-in at the reception desk and provide their identification and credit card information to complete the process.

Room inspection: Guests may inspect their room upon arrival, looking for cleanliness and amenities to ensure that everything is in order.

Overall, people's fears, frustrations, and anxieties about Radisson Hotel will vary depending on their individual experiences and preferences. It is always a good idea to research and read reviews from previous guests to gain a better understanding of the hotel's strengths and weaknesses before making a reservation.

However, I can provide some general information on common fears, frustrations, and anxieties that people may have about Radisson Hotel based on public feedback and reviews

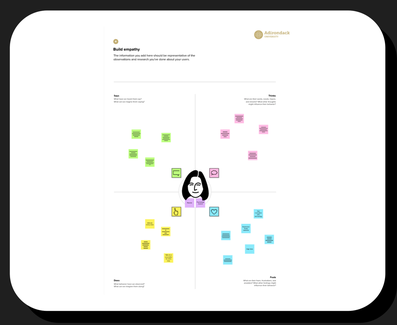
ome common fears and anxieties that people may have about Radisson Hotel could include concerns about the cleanliness and hygiene of the rooms and common areas, the quality of the amenities and services, and the safety and security of the prop

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?



Need some inspiration?

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

Open example