

Empathy map

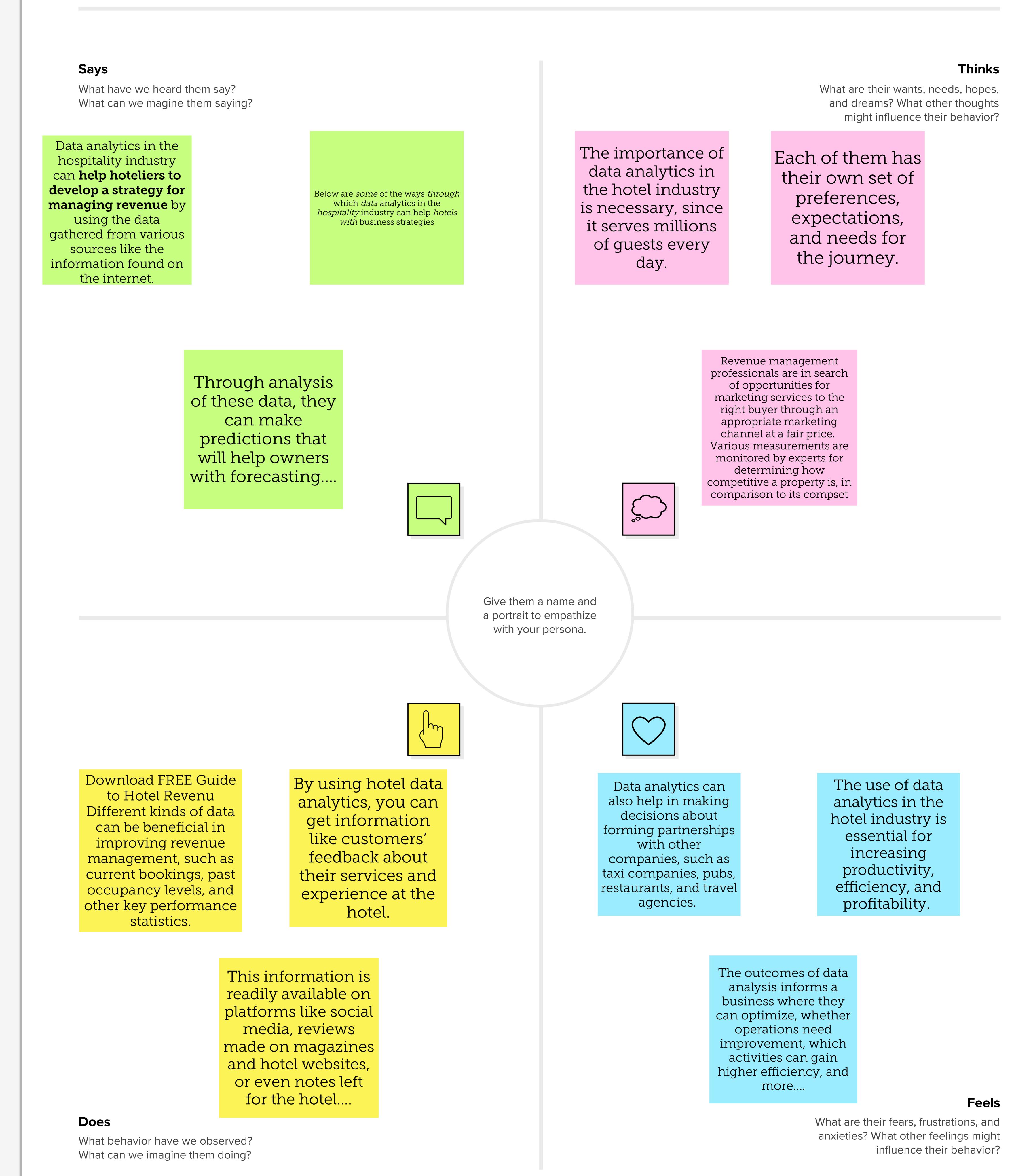
When a hotel collects detailed information derived from sources such as customer feedback forms, it can run analytics on that data about services and experiences at a hotel.

Surveys of guest experiences at a hotel are also useful sources and can provide insights into booking patte



Build empathy

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



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