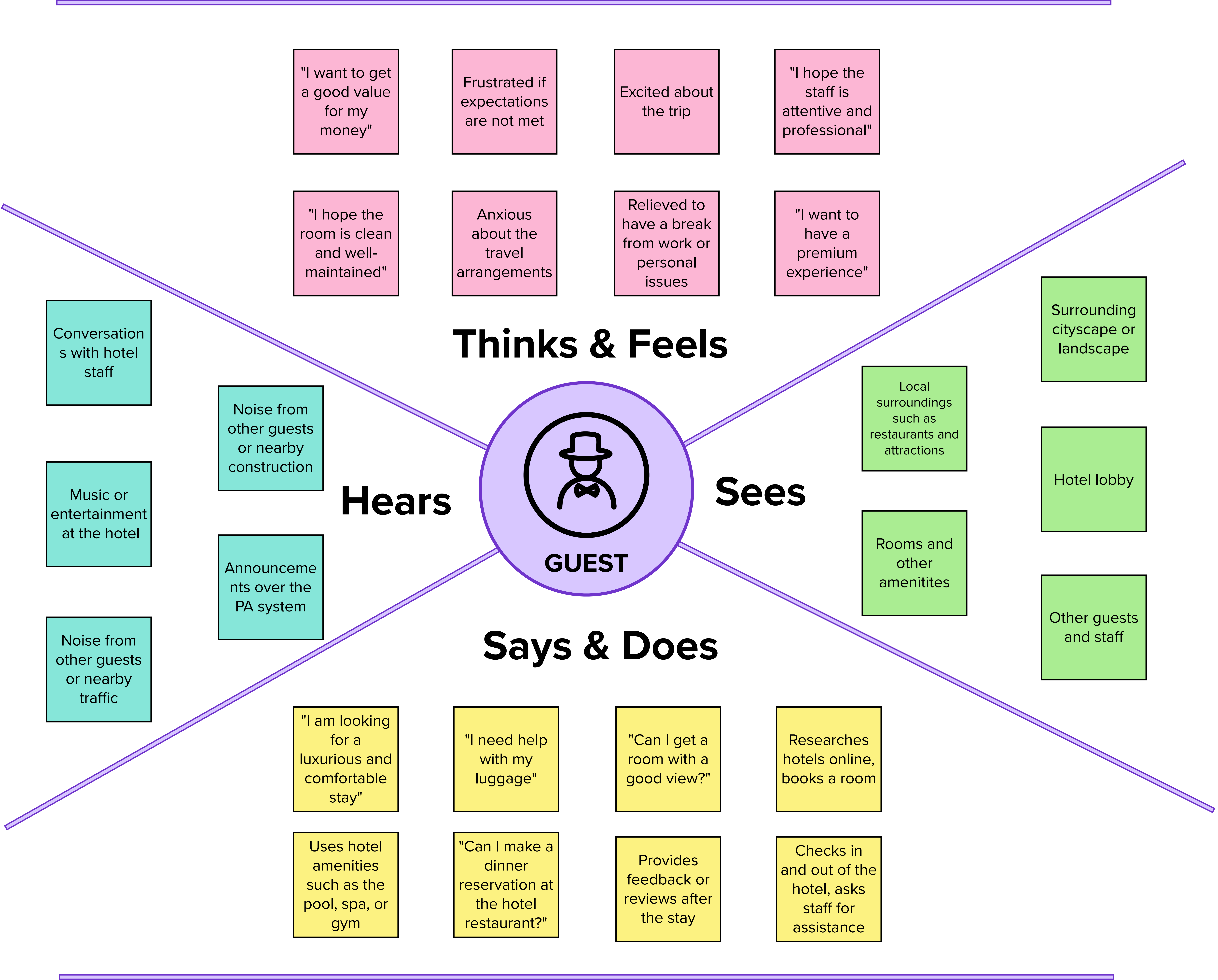


Empathy map

An Empathy Map is a tool used to understand the needs, behaviors, and motivations of a target audience. It is a visual representation of what a person thinks, feels, says, and does in a particular situation. The empathy map helps to gain a deeper understanding of the target audience and provides insights that can be used to create products, services, or experiences that better meet their needs.

By filling out this empathy map, a hotel can gain a better understanding of what their guests are thinking, feeling, and doing during their stay. This understanding can help hotels improve their customer service, amenities, and overall experience, leading to greater customer satisfaction and loyalty.



Pains				Gains			
Inconvenient Location	Uncomfortable Beds	Poor Wi-Fi Connection	Unresponsive Staff	High-Quality Amenities	Quick Check-In and Check-Out	Responsive Staff	Quality Dining Options