



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?

"I need to create an engaging infographic for my project presentation."

"I want the infographic to visually convey the key points of my topic."

"I'm looking for a tool that's easy to use and offers various design options."

Desing a infographic using canva

"I hope I can find a template in Canva that matches my topic."

"I want the infographic to look professional and well-designed."

"I need to organize the information in a clear and logical manner."

Adjust colors, fonts, and layouts to make the infographic visually appealing.

Search for relevant templates and design elements in Canva's library

Customize the template by adding my content, such as text, images, and icons

Hopeful that Canva will provide the tools I need to create a compelling infographic.

Excited about creating a visually appealing infographic.

This empathy map helps capture the thoughts, feelings, and actions of someone using Canva to design an infographic.



Does

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



Feels

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