Date	02 NOVEMBER 2023
Team ID	NM2023TMID02643
Project Name	
	Project - How To Create A Brand Promo
	Video Using Canva

How To Create A Brand Promo Video Using Canva

EMPATHY MAP

EVENT DESIGN affective

2018 EVENT DESIGN COLLECTIVE GMBH

Identifying stakeholder behaviour

what does (s)he THINK & FEEL? Conveys Satisfied information What really counts briefly in short Major preoccupations time Worries & aspirations Time Detailed Information Saving what does (s)he Business will be what does (s)he Colorful and SEE? **HEAR?** Developed Exciting What friends say Environment What the boss says Friends nat the market offers What influencers say Online and Offers and what does (s)he offline Gift SAY & DO? Shopping Vouchers Good Package Improved Attitude in public Product Appearance Quality Behaviour towards others **PAINS** GAINS (:) **Product Mismatch** On time Delivery Convenience Returns can be "wants"/needs Variety of Options frustrations measures of success Complicated obstacles obstacles No product pushing

EVENT DESIGN USING THE EVENT CANVAS" METHODOLOGY

www.eventcanvas.org

version 20180621

Source: adapted from XPLANE