

Ideation Phase

Empathize & Discover

Date	02 November 2023
Team ID	E6E1DFAC303A3A4B69045A752716115D
Project Name	How to Create a Brand Promo Video Using Canva

Empathy Map Canvas:

- ❖ An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
- ❖ It is a useful tool to help teams better understand their users.
- ❖ Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.
- ❖ I need to make a compelling brand promo video to boost our online presence.
- ❖ Video marketing is essential for our brand, but I am not a video editing expert.

Empathy Map



Reference Link :

<https://app.mural.co/t/ece6013classroom7482/m/ece6013classroom7482/1699081286459/3893de8f7afe6dec6921c1f8405fe2cf1cac0877?sender=u61916db67365f01be1925021>