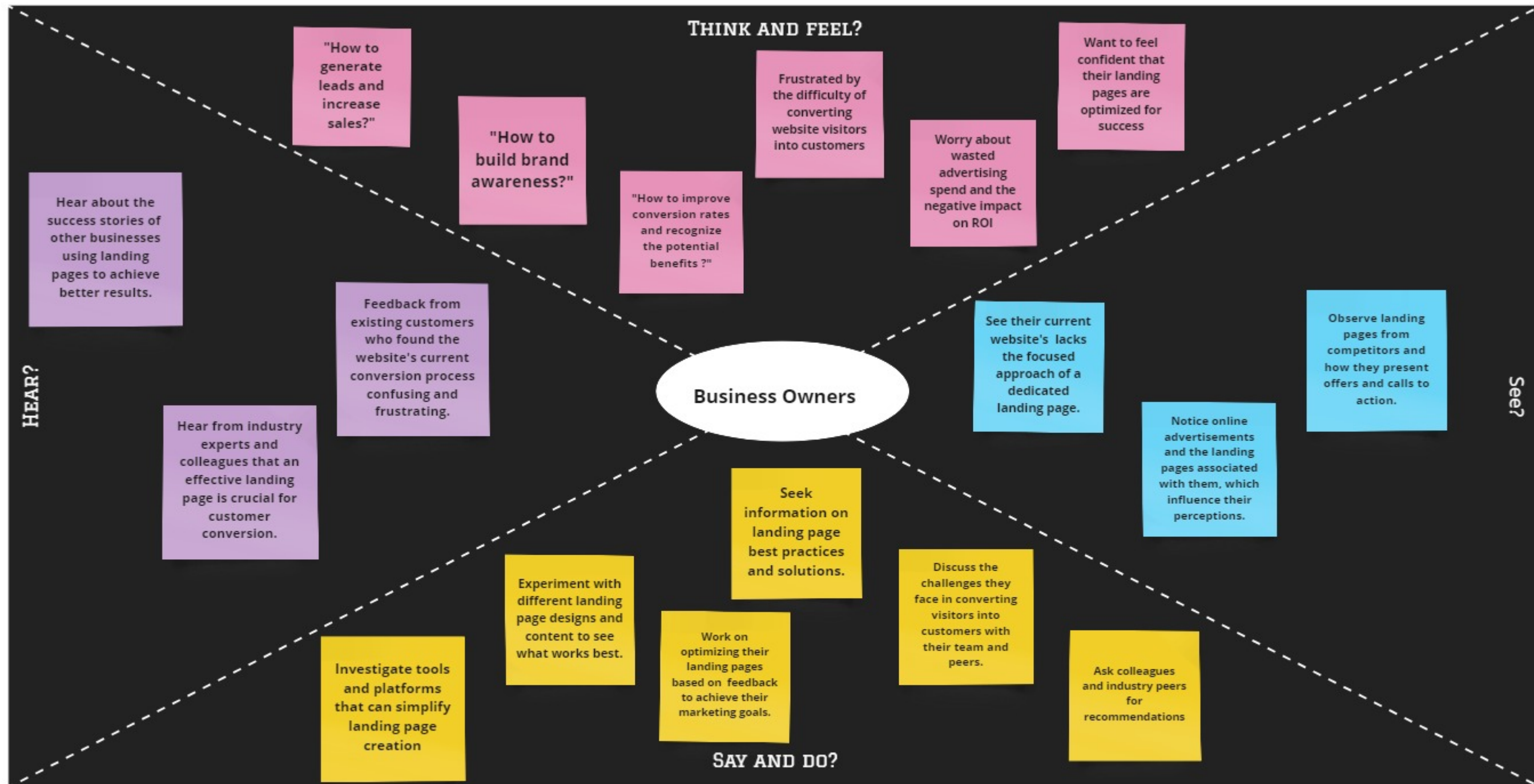


## Ideation Phase

### Empathy Map

Date	03 November 2023
Team ID	NM2023TMID01229
Project Name	Creating a Landing page using HubSpot.



## Pain

Wasting money on advertising campaigns that don't convert.

Not having the time or skills to create a landing page on their own.

Unable to get the visitor's attention for a specific offer

## Gain

Increased website conversion rates.

Improved SEO performance.