

IDEATION PHASE

Empathize & Discover

Date	4 November 2023
Team ID	NM2023TMID10148
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.

