

## Ideation Phase

### Empathize & Discover

Date	03 November 2023
Team ID	NM2023TMID01262
Project Name	Project – Building a Website using Canva

#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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.

#### Building a Website using Canva:

1. **User Needs:** What are the primary needs of your website visitors? Are they seeking information, entertainment, products, services, or solutions to specific problems?
2. **Feelings and Emotions:** How might your audience feel when they visit your website? Are they looking for inspiration, excitement, relaxation, or a sense of belonging?
3. **Pain Points:** What challenges or frustrations might your users encounter when navigating your website? Understanding these pain points can help you address them effectively.
4. **Goals and Objectives:** What are the goals and objectives of your website visitors? What do they hope to achieve when they interact with your site?
5. **Demographics:** Who is your target audience? Understanding their age, gender, location, and other demographic factors can help tailor the website's content and design to their preferences.
6. **User Behaviour:** How do your visitors typically behave online? What devices do they use, and what browsing habits do they have?
7. **Motivations:** What motivates your audience to engage with your website? Is it information, entertainment, social interaction, or something else?

Says



Thinks



Easy to  
→ Design a  
Website

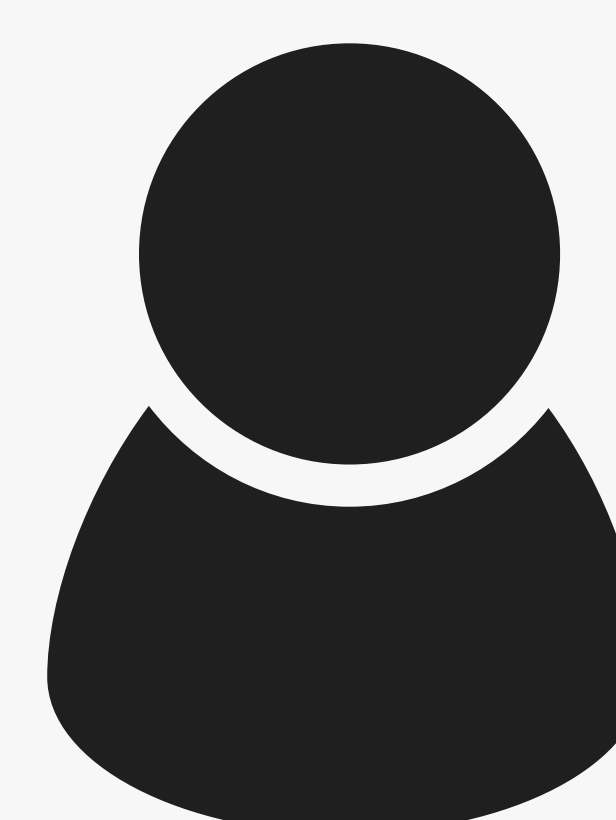
Pre-designed  
templates for  
user needs

Need of  
Templates  
and Ideas

Easy to  
launch the  
Website

Developing  
time should  
be less

Editing  
should be  
easier



USER

Need of  
programming  
knowledge for  
website  
developing

Technical  
complexity

Website in  
five minutes

Have time to  
design and  
to make  
attractive

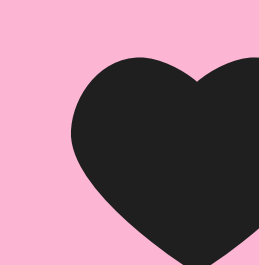
Easy to launch  
without  
technical  
complexities

Cloud and  
other  
technical  
requirements

Pain



Gain



[See an example](#)