

## **Ideation Phase**

### **Empathize & Discover**

Date	03 November 2023
Team ID	NM2023TMID02371
Project Name	Creating a Social media Ad Campaign in Facebook

### **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.

Reflect on the topic



### Says

What have we heard them say?  
What can we imagine them saying?

brand  
awareness

event  
responses

app install

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



make  
strategy to  
goals

invest  
marketing

learn from  
analytics



observing  
consumers

understand  
better what  
was  
happening

target  
audience

and and  
profit

fake  
information

jamming of  
network



### Does

What behavior have we observed?  
What can we imagine them doing?

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



[See an example](#)