

Ideation Phase

Empathize & Discover

Date	03 November 2023
Team ID	NM2023TMID08612
Project Name	Creating an social media ad campaign in facebook

Empathy Map Canvas:

Empathy maps are easy-to-read and digest visuals used not only to understand user behavior but also visually communicate those findings to colleagues, Uniting the team under one shared understanding of the user. An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage.

