

INTRODUCTION

Overview:

The primary goal of the Tamil Nadu Naan Mudhalvan scheme is to identify, train and provide career and academic guidance to the students enrolled in Graphic Designing with Canvas. In this course we have done Empathy mapping and Brain storming. The Empathy mapping process helps us to distil and categorise your knowledge, an Empathy map is a quick, digestible way to illustrate user attitudes and behaviours.

The goal of Brainstorming is to generate many ideas quickly and “out of the box” thinking can be encouraged. The ideas are then discussed, merged and refined. The group eventually works to achieve a consensus on the finalist or best approach to solve the problem.

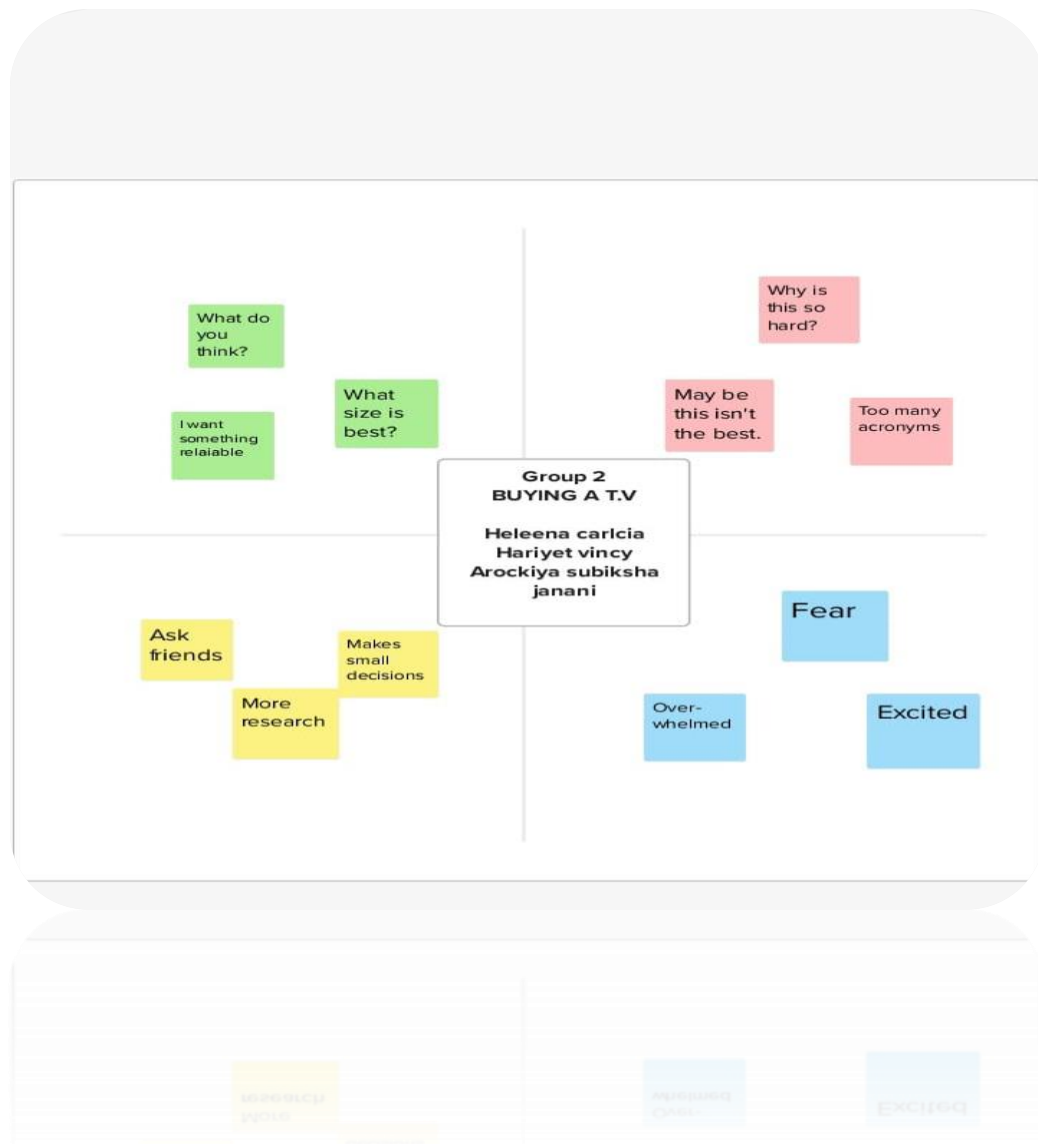
Purpose:

Canvas allows designers to spend more time designing and less time copy editing by enabling clients to make these small copy revisions themselves. With a platform that's completely outline and collaborative your clients can unless and edit the design through then account. By using Canvas we learned how to use Empathy mapping and Brainstorming map.

Problem definition and designing thinking

- Say: What does the persona say?
- Thinks: What is doing on in their mind?
- Feels: What emotions or feelings one they experiencing?
- Does: What action or behaviour is associated with this persona?

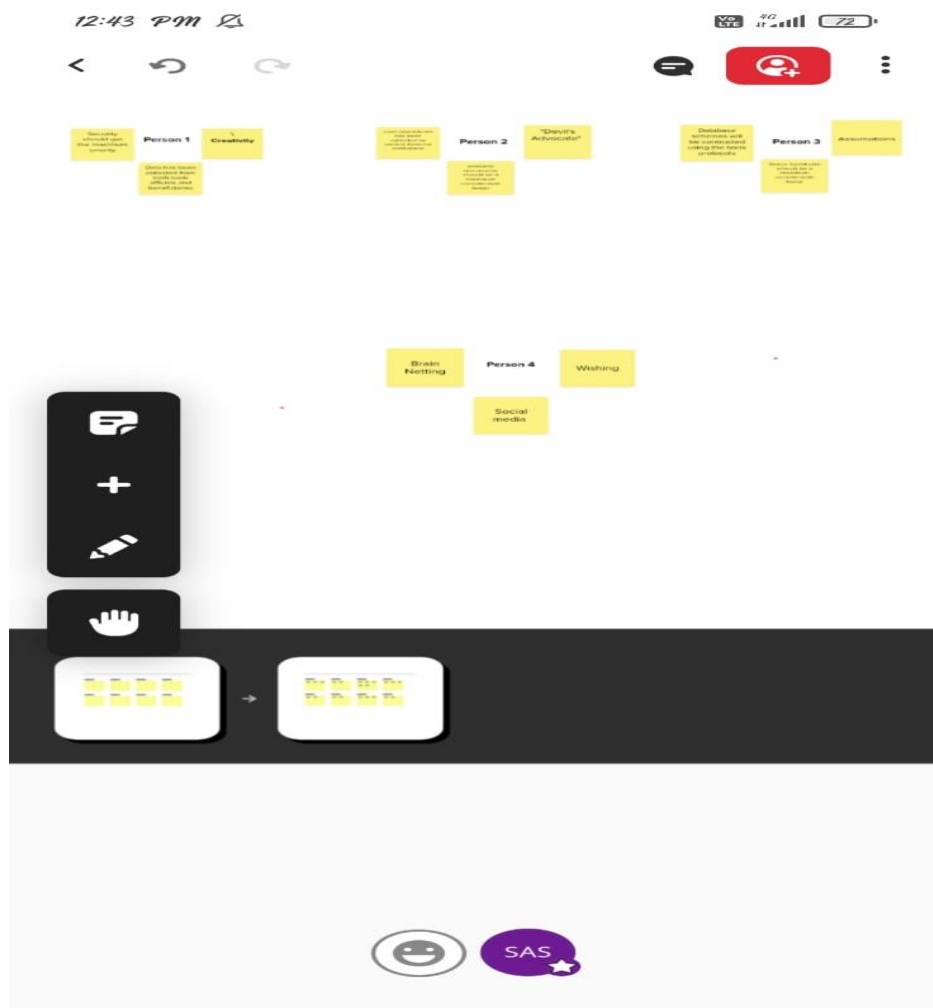
EMPATHY MAP:



BRAIN STORMING:

In Brainstorming we took a problem and analysed with our team mates, first identify the problem.

Clearly define the problem or need you want to address. The more specific you can be the better.



RESULT:



ADVANTAGE:

- Customizable Template
- Grind knowledge
- Affordable
- User-friendly
- Millions of Images and Options

DISADVANTAGE:

- Template over use
- Lack of Network
- Accused more error
- Issues in Github
- Free version is Limited

APPLICATION:

Canvas is widely used platform and its services are accessible to users in various locations. Canvas can be used in home, schools and educational Institutions, small and large business, non profit organization which helps to create marketing materials, event promotion and also used in graphic design agencies. Canvas plays a major role in government and public sector some agencies we Canvas for creating information materials, reports and presentation.

CONCLUSION:

This three step process facilitates a holistic approach to understanding, ideation and execution. Empathy mapping informs brainstorming sessions and the insights gathered serve as a foundation for creating meaningful Canvas projects. By integrating these elements, individuals and organizations can create impactful, empathetic solutions that address real world problems and connect with their intended audience on a deeper level.