Empathy Map

User-friendly
Easy customization
Visual appeal
Affordable
Engagement
Professional Design
Brand Consistency
Cost Effective
Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
BUILDING A WEBSITE USING CANVA
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?
Customizes
Publishes Content
Promotes on Social Media
Analyzes Performance
Excited
Confident
Satisfied
Eager