

Ideation Phase

Empathize & Discover

| | |
|--------------|--------------------------------|
| Date | 03 Nov 2023 |
| Team ID | NM2023TMID4218 |
| Project Name | Building a Website Using Canva |

Empathy Map:

Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

"I need a bouquet for my mom's birthday."

"Can I order a custom arrangement?"

"The roses here are beautiful."

"Can I request a personalized message with the flowers?"

Thinks

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

"I need to stay within my budget."

"I wonder if they offer any discounts or promotions."

"Are these flowers fresh and long-lasting?"

"Can they accommodate my last-minute order?"

BUILDING A WEBSITE
USING CANVA
TITLE: FLORAL
BOUTIQUE

"Contacts customer support for delivery details."

"Leaves a positive review after a satisfactory purchase."

"Visits the 'Bestsellers' page for popular choices."

"Recommends the boutique to a friend looking for flowers."

"Anxious about selecting the right arrangement."

"Overwhelmed by the variety of choices."

"Nervous about making a good impression with the gift."

"Excited about finding the perfect flowers."

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?

Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

The diagram illustrates the four steps to creating an empathy map:

- A blank empathy map template with a central circle and four quadrants.
- The template with a user icon added to the center.
- The template with various colored dots (green, pink, blue, yellow) scattered across the quadrants.
- The final template with the dots organized into distinct clusters within each quadrant.