Empathy Map

EMPATHY MAP
Identifying stakeholder behaviour
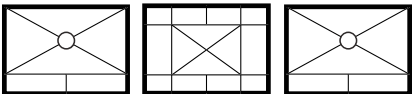
Project name:	Designing A Infographic Using Canva
Designed for:	Tourism

Stakeholder:	Jeya, Kavipriya, Madhubala, Lalitha Uma Maheshwari
Designed by:	Jeya, Kavipriya, Madhubala, Lalitha Uma Maheshwari

Day	Month	Year
31	August	2023

Version

what does (s)he
THINK & FEEL?

Adapt it to your needs and capture your audience's attention

what does (s)he
HEAR?

A wonderful serenity has taken possession

Graphic designing

what does (s)he
SEE?

To educate buyers about new products or services

what does (s)he
SAY & DO?

Enhance readability.It can help readers easily digest text-heavy content

☹ PAINS

They can be expensive to create if you hire a professional designer

GAINS ☺

Share complex information with a specific audience.

Designed by
EVENT DESIGN collective
2018 EVENT DESIGN COLLECTIVE GMBH

EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY
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