



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?

Change the text to include event details, such as the date, time, location, and a brief description of the empathy map exercise.

Canva allows you to import data from a CSV file to auto-populate names.

If you want to make each invitation unique, you can add personalized names to each one.

Once you're satisfied with the design, click the "Download" button to save the invitations to your computer.

"Invitation" in Canva's search bar. Select a template that suits the theme of your empathy map exercise.

You can also share the invitations directly from Canva if you prefer a digital approach.



If you're creating physical invitations, print them out and distribute them to your participants.

Add any images or icons that relate to your exercise's theme.

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Remember to maintain a consistent and appealing design to make the invitations engaging and relevant to your empathy map exercise.

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If you don't already have a Canva account, sign up or log in.



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?