

Ideation Phase Empathize & Discover

Team ID	NM2023TMID04585
Project Name	Creating a social media Ad campaign in facebook

Brainstorm & Idea Prioritization Template:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference:

<https://app.mural.co/t/socialmediacampaign5709/m/socialmediacampaign5709/1699112552093/2e7f106c7c7501db31239e91db9960e2af807540?sender=ufc10159de512e8fb7a8c5346>

Empathy Map:

