

Ideation Phase
Empathy Map

Date	3 November 2023
NM ID	NM2023TMID02686
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Title	To Create Brand Name, Brand Mail and Brand Logo in Canva.

Build empathy

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

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.

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?

Brand reputation

Product quality and features

Brand status

Brand authenticity

Brand experience

Price and Sustainability

Says

Thinks

CREATION OF BRAND NAME, BRAND MAIL, BRAND LOGO USING CANVA

Recommending product to others

Does

Feels

Using the product

Fear of making a bad purchase and wasting money

Leaving reviews

Worrying about whether product will live up expectation

Overwhelmed by too many choices

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?

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