

Empathize

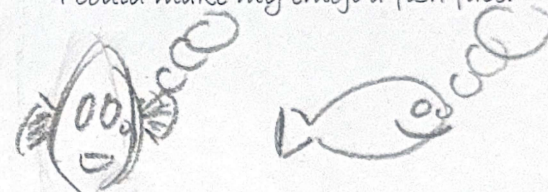
My audience is the owner of a scuba shop. The shop has a loyal following of regular customers but needs help attracting new customers. The owner thinks that a weak social media presence is part of the problem. In discussing social media presence, the owner seemed particularly excited about the idea of creating a new scuba diver themed emoji to use in social media posts.

Define

In an effort to help the owner of the scuba shop improve their shop's social media presence, I need to design a personalized scuba-themed emoji that can be used in their social media posts and is so creative that it not only improves their social media presence, but also helps to attract new customers.

Ideate

I could make my emoji a fish face.



Pro: Appeals to scuba divers since they love seeing fish. Con: Not specific enough. Could apply to seafood lovers, fish tank owners, etc.

I could make my emoji a scuba face.



Pro: Very specific and personal. Con: May be too complicated to create.

I could make my emoji an actual scuba diver.



Pro: Also very specific and personal. Con: Way too complicated to create.