Ideation Phase
Empathize & Discover
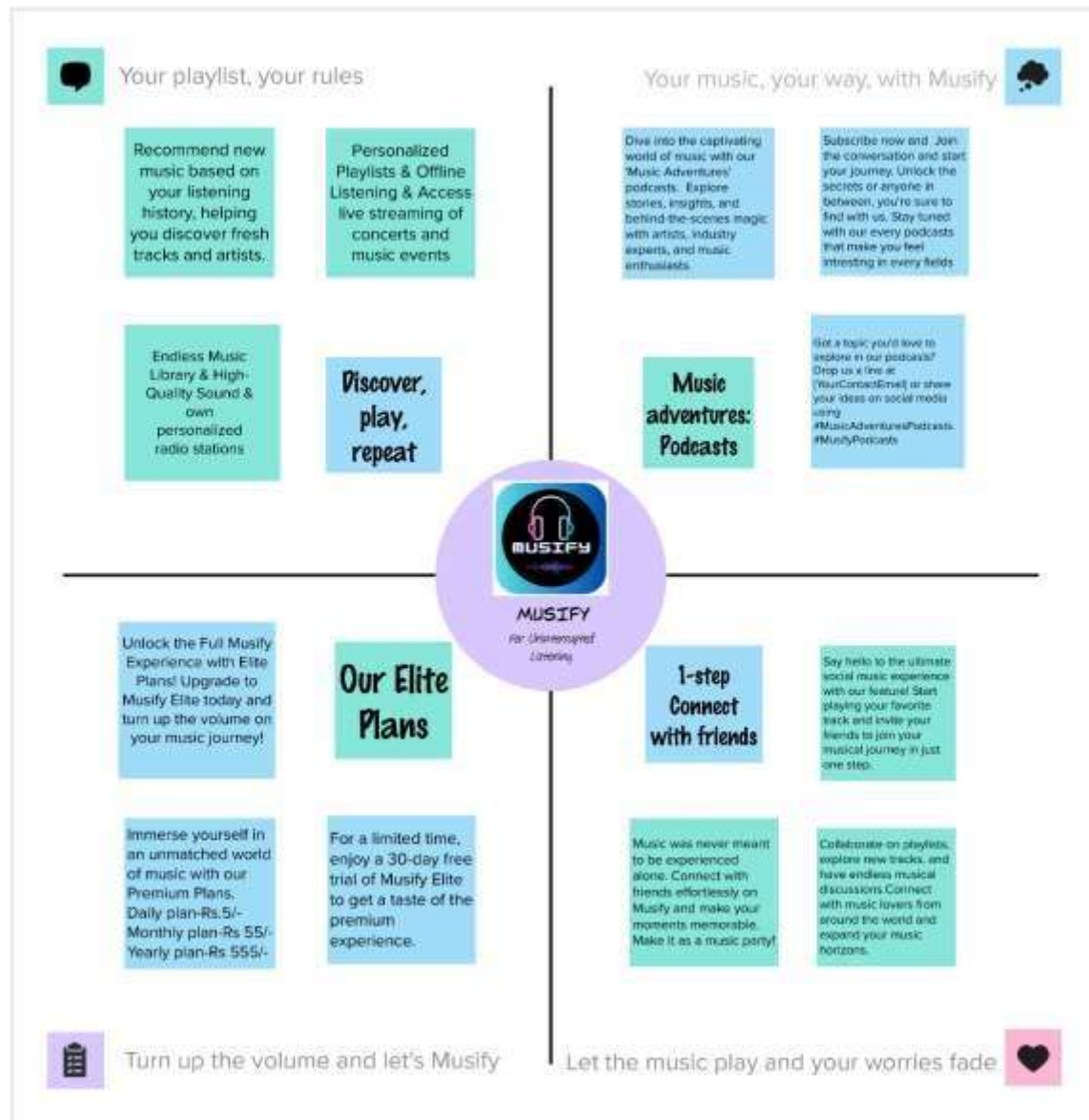
Date	03 November 2023
Team ID	NM2023TMID04574
Project Name	How to Create a Reel Design Using Canva

Empathy Map Canvas:

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

Example:

Reference:
https://app.mural.co/t/musify5237/m/musify5237/1698484512063/44f854d7d2e7b8c0e53933eb
b48 89b17f78ec5b7?sender=ufca2c7733f8f0d96c7a56256