

Ideation Phase

Empathize & Discover

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Project Name	Create a brand promo video using canva


Empathy Map Canvas:

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 help 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.


Template



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Steve Dreyer




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Develop shared understanding and empathy

To develop shared understanding and empathy within the context of Serenity Stones, a company focused on holistic well-being, it's crucial to foster a deep connection with your target audience and create a supportive community. Here are some strategies to achieve

SERENITY STONES EMPATHY MAP



WHO are we empathizing with?

The people we empathize with in the context of the Path of Prosperity are individuals who are striving to improve their financial situation and build wealth.

What do they HEAR?

They might hear recommendations from friends, family, or professionals about meditation, mindfulness, or holistic approaches to managing stress.

What could improve their well-being?

- Improved access to resources and tools, such as guided meditation, relaxation exercises, or healing stones, may positively impact their well-being.

What do they DO?

- They say they use Serenity Stones to relax and clear their mind.
- They actively engage in breathing exercises or meditation while holding the stones.

GOAL

Set clear financial goals (defining specific, measurable, and achievable goals can help individuals stay focused and motivated on their path towards prosperity).

What do they THINK and FEEL?

PAIN

- They may feel overwhelmed by the complexity of financial planning.
- They may feel uncertain about the value of investing in holistic approaches.
- They may feel a sense of urgency to take action.

GAINS

- They may experience emotional well-being and stress reduction.
- They may experience better sleep and an ability to focus.

What other thoughts and feelings might influence their behavior?

- Curiosity:** People may feel curious about holistic approaches to wealth-building and alternative investments. They might be interested in exploring what Serenity Stones has to offer and how it can benefit them.
- Skepticism:** Some individuals may be initially skeptical about the effectiveness of holistic and alternative well-being practices. Convincing them of the value of Serenity Stones' offerings may require addressing a bit of skepticism.
- Desire for Control:** Many people desire a sense of control over their well-being. They may seek products or services that empower them to manage their stress and anxiety more effectively.

What do they SEE?

- They see a collection of beautifully polished stones in various colors and shapes.
- They see an attractive display or packaging that conveys a sense of serenity.

What do they SAY?

They may talk about the need for a natural and holistic approach to wellness that doesn't rely solely on medications.

What do they see in their environment?

- They see a world filled with demands, responsibilities, and potential triggers for their stress and anxiety.

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