

Ideation Phase

Empathize & Discover

Date	18 October 2023
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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 David Gray at XPLANE®

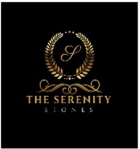


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Develop shared understanding and empathy

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 Serenity Stones are individuals who are striving to improve their financial situation and build wealth.

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 HEAR?

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

PAIN

They may feel overwhelmed by financial stress, lack of savings, or debt.

GAINS

They may experience emotional well-being, reduced stress, and improved focus.

What do they THINK and FEEL?

They may feel a sense of hope and possibility, but also anxiety and uncertainty about the future.

What do they SEE?

They see a collection of beautifully polished stones in various colors and shapes.

What do they SAY?

They may talk about the need for a natural and holistic approach to well-being that doesn't rely solely on medication.

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 may use Serenity Stones to relax and clear their mind, or they may engage in breathing exercises or meditation while holding the stones.

What other thoughts and feelings might influence their behavior?

They may feel a sense of urgency to improve their financial situation, or they may feel a sense of hope and possibility for the future.

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