

Ideation Phase

Empathize and Discover

Date	03 November 2023
Team ID	NM2023TMID09555
Project Name	TO CREATE A WEBSITE USING CANVA

Template



Empathy Map

CREATING A WEBSITE USING CANVA

BRAND NAME:
GIFTS N GIFTS

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CREATING A WEBSITE USING CANVA

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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?

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?

Need some inspiration?

See a finished version of this template to kickstart your work.

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