

# Ideation Phase

## Empathize & Discover

Date	02 November 2023
Project Name	How to create Brand name, brand mail and brand logo in 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.

