

IDEATION PHASE

Empathize and Discover

Date	02 November 2023
NM ID	NM2023TMID05849
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.

