Ideation Phase
Empathize & Discover

Date	03 November 2023
Team ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media compaign on facebook

Empathy Map Canvas:

   Empathy maps are easy-to-read and digest visuals used not only to understand user behavior but also visually communicate those findings to colleagues, Uniting the team under one shared understanding of the user. An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage.