

1. INTRODUCTION

1.1 Overview:

The main goal of Naan Mudhalvan course by the government is to enhance students skill opportunities and to career. In Naan Mudhalvan course they gave more videos to teach the graphic design with canva.

In this course, we created an empathy map, brainstormed ideas, and designed business cards using Canva. Empathy maps are a collaborative tool that helps production teams to understand the purpose behind their actions by building empathy for the customer. We used a brainstorming map to debate and foster more ideas about a specific topic, and we also produced business cards with Canva. We used a brainstorming map to debate and foster more ideas about a specific topic, and we also designed business card by using Canva

1.2 Purpose:

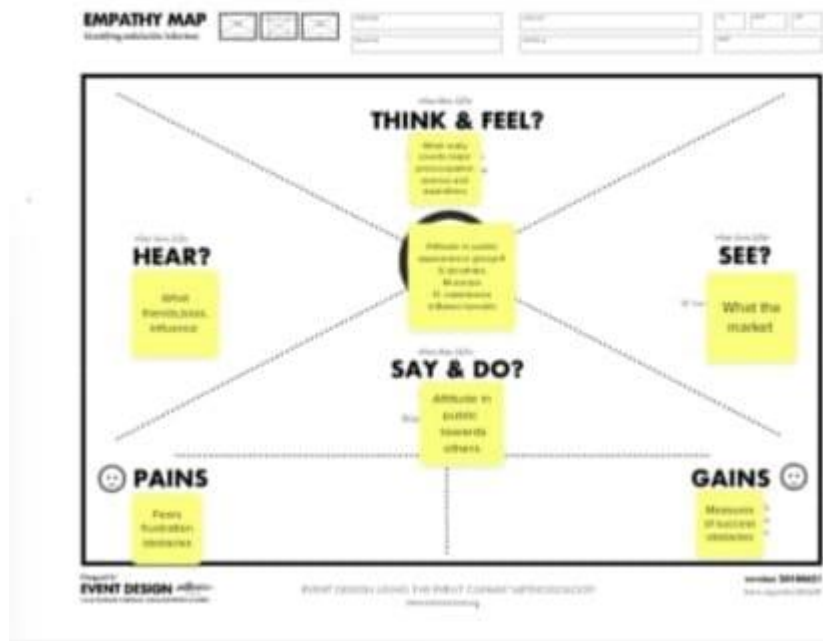
Canva is a web-based design tool that allows users to make professional-looking posters, slideshows, photos, event flyers, resumes, certificates, business cards, infographics, and other media. Students can use the tools to create visualizations that convey their knowledge in unique manners.

2. PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map:

Our team's theme in Empathy Map is **Attitude in Public Appearance**, and we included Think, Say, Hear, See. Our team discussed and developed solutions, and team members contributed information about our topic, which we included in our empathy map.

Empathy Map



2.2 Ideation & Brainstorming Map

Our team topic in brainstorming is a Great concept to improve the customer experience in through customer journey mapping, and we have discussed the issue and everybody has given their own suggestions.

- Enhancing the on boarding process.
- Make a profile to include more relevant ideas.
- Include auto-saving options in documents.
- Modify the design and content.

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Improve the shopping process
Add a way for users to ask questions
Add social features like reviews and ratings

Person 2

Create a way for users to share their experiences
Improve the quality of the content
Add a way for users to ask questions

Person 3

Add a way for users to ask questions
Improve the quality of the content
Add a way for users to ask questions

Person 4

Improve the quality of the content
Add a way for users to ask questions
Add a way for users to ask questions

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. If sticky notes have been grouped, give each cluster a sentence-like label. If a cluster bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your project.



Discovery, engagement, delivery are the three main components of customer experience

A great idea to improve the customer experience is through customer journey mapping

3. RESULT

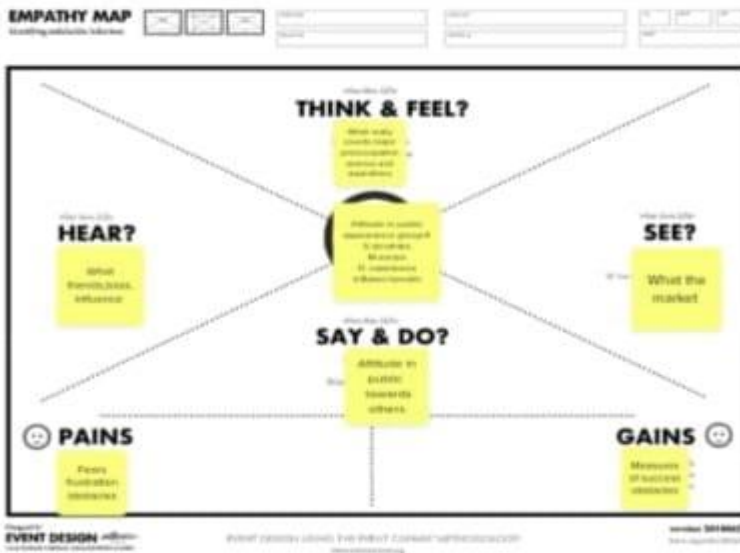
CONTACT: 9363344334



SPRAKLE_DESIGN_18

ADDRESS : SINCAN NAGAR,
COMIBATORE

Empathy Map



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!



Group ideas

Take turns sharing your ideas while a facilitator writes or records notes on your idea. If a sticky note is on the ground, give each other a sentence that says, "If I don't know what it is, try and see if you can break it up into smaller parts."

TIP
Add a sticky note to the board to make it easier to find, organize, and integrate important ideas as themes within your project.



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4. ADVANTAGES & DISADVANTAGES

Advantages:

- The Mural app's empathy map helps us gather knowledge and more information.
- The Brainstorming tool in Mural is useful for gathering general information.
- The Canva app provides a lot of features that help us develop and learn many templates.

Disadvantage:

- We had some network errors and server problems while making empathy maps and brainstorming, and it has a limit of saving ideas, which means we couldn't save the maps if it exceeded the limit.
- Canva provides various templates, but it also includes Pro, for which we must pay a fee.

5. APPLICATIONS

Canva makes it simple for anybody to create great creative elements. From social media photographs to films, gifts, and booklets, there is something for everyone. Canva is a fantastic tool for improving your design skills, even if you're just starting out.

6. CONCLUSION

This three-tiered technique enables an extensive method to understanding, ideation, and implementation. Empathy mapping guides brainstorming discussions, and the insights gained serve as the foundation for building meaningful Canva projects. Individuals and organizations may create meaningful, empathic solutions that address real-world problems and connect with their intended audience on a deeper level by integrating these aspects. Graphic design with Canva is really important for us to improve our desiring skills, which will also benefit our career.