Ideation Phase Empathize & Discover

Date	02 November 2023
Project Name	Project - Create a Reel using Canva
Maximum Marks	4 Marks

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 helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Title:Create a Reel Using Canva

Empathy Map

What does he think and feel? Excitement about the possibility of

- finding something they love.

 Anxious about making the right fashion
- choices. Happiness when they discover clothing that makes them feel confident.

What does he hear?

- · Positive comments from friends about a new fashion purchase.
- Fashion influencers' recommendations on social media.
- Customer reviews and testimonials about AM Cloths.

What does he see?

- · Attractive fashion images on social media.
- Friends and influencers wearing trendy clothing.
- AM Cloths store advertisements and promotions



What does he say and do?

- Follow fashion influencers on social media.
- Scroll through clothing store websites and social media pages.
- Share fashion-related content with friends.

Pain

- Difficulty in finding fashion inspiration.
- Lack of time to browse through multiple sources.
- Overwhelmed by too much content to choose from.

Gain

- Discover new fashion trends.
- Save time when looking for outfit ideas.
 Feel confident in their clothing
- choices.