PRATHYUSHA ENGINEERING COLLEGE

NAAN MUDHALVAN – DIGITAL MARKETING

ASSIGNMENT: Create and design a social media advertisement poster using canva

NAME OF THE STUDENT: AKASH PANDE R

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SEM/YEAR: VII SEM/IV YEAR

DEPARTMENT: BIOTECHNOLOGY

THEME NAME: Bio Paradise: Pioneering Bioscience and Biotechnology

Empathy mapping for the creation of a social media poster for "Brand Bio Paradise: Pioneering Bioscience and Biotechnology"

What they See:

1. Visually appealing graphics and images showcasing innovative biotechnology.
2. A clear and engaging headline that grabs their attention.
3. The brand's logo and color scheme for recognition.

What they Hear:

1. A concise and impactful message related to the brand's innovative work in bioscience and biotechnology.
2. Possible keywords: "Cutting-edge," "Pioneering," "Revolutionizing," "Biotech."

What they Say:

1. Users might share or comment on the post if they find it interesting or inspiring.
2. They could tag others who share similar interests in biotechnology.

What they Do:

1. Engage with the post by liking, sharing, or commenting.
2. Click on the post to learn more about the brand or its products.

3. Visit the brand's social media profiles for more information.

What they Think and Feel:

1. They feel excited about the brand's contributions to bioscience and biotechnology.
2. They may think this brand is at the forefront of innovation in its field.
3. Some may feel a sense of trust and credibility due to the professional appearance of the post.

Pain Points and Gains:

1. Pain Points: Users may be overwhelmed by complex scientific terms or not understand the importance of the brand's work.
2. Gains: Users gain knowledge and awareness of the brand's achievements in biotechnology, which may spark their interest.

By considering these empathy mapping factors, we can design a social media poster that effectively engages our target audience and conveys the brand's message.