IDEATION PHASE

EMPATHY MAP
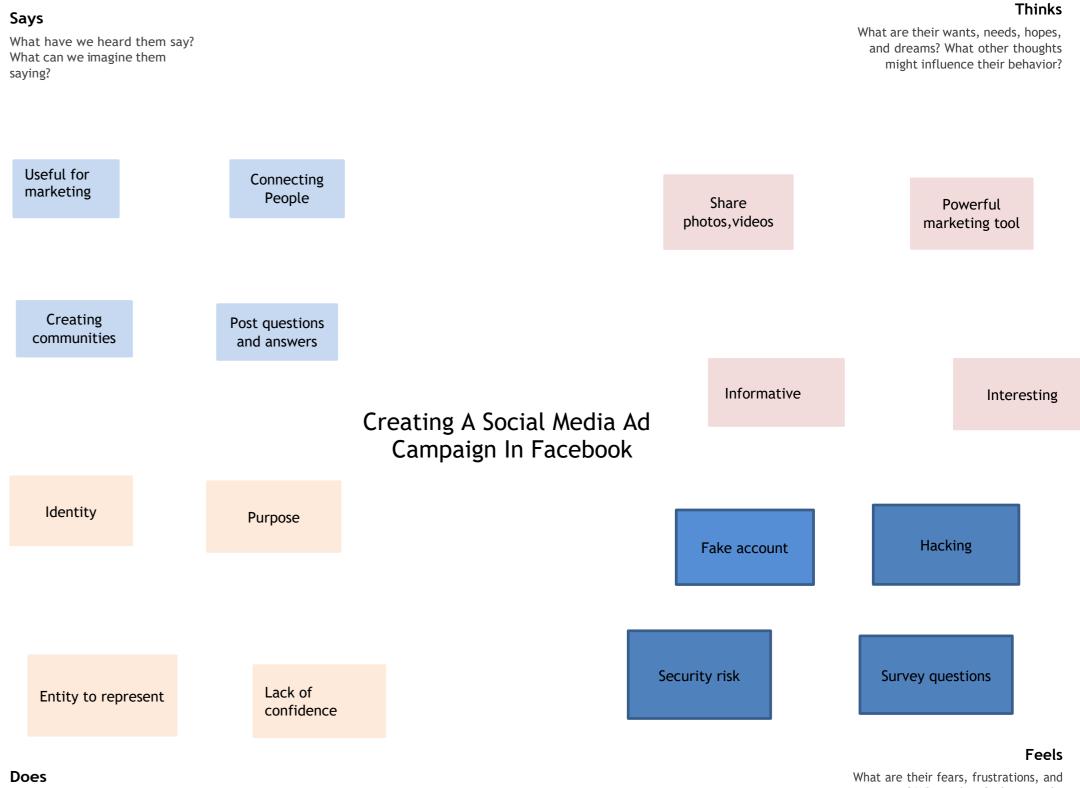
Date	3 November 2023
Team Id	NM2023TMID02695
Team Leader	6BDDB91C0C813379826425CBE31585E9
Team Member 1	6BDDB91C0C813379826425CBE31585E9
Team Member 2	E23643843824107875C49353797276D0
Team Member 3	FD8B7C58B9ED24FABB74D8F7B32B9E58
Team Member 4	CD9EF7C3E7F7077A248423F77C03FEBE
Project Title	Creating A Social Media Ad Campaign In Facebook

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Says
What have we heard them say?
What can we imagine them saying?

Useful for marketing

Connecting People

Creating communities

Post questions and answers

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Share photos,videos

Powerful marketing tool

Informative

Interesting

Creating A Social Media Ad Campaign In Facebook

Identity

Purpose

Fake account

Hacking

Entity to represent

Lack of confidence

Security risk

Survey questions

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?