

## **Ideation Phase Empathize & Discover**

Date	04 November 2023
Team ID	NM2023TMID08872
Project Name	How to Create Brand Name, Brand Mail and Brand Logo in Canva

### **Empathy Map :**

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 help 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.

### **EXAMPLE: ARTS BRAND CREATION**

