

**Ideation Phase**  
**Empathize & Discover**

Date	3 November 2023
Team ID	NM2023TMID02623
Project Name	Creating An Email Campaign Using Mailchimp

**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 bettr understand and their users. Creating an effective solution requires understanding the true problem and the person who is experiencing.



## Empathy map

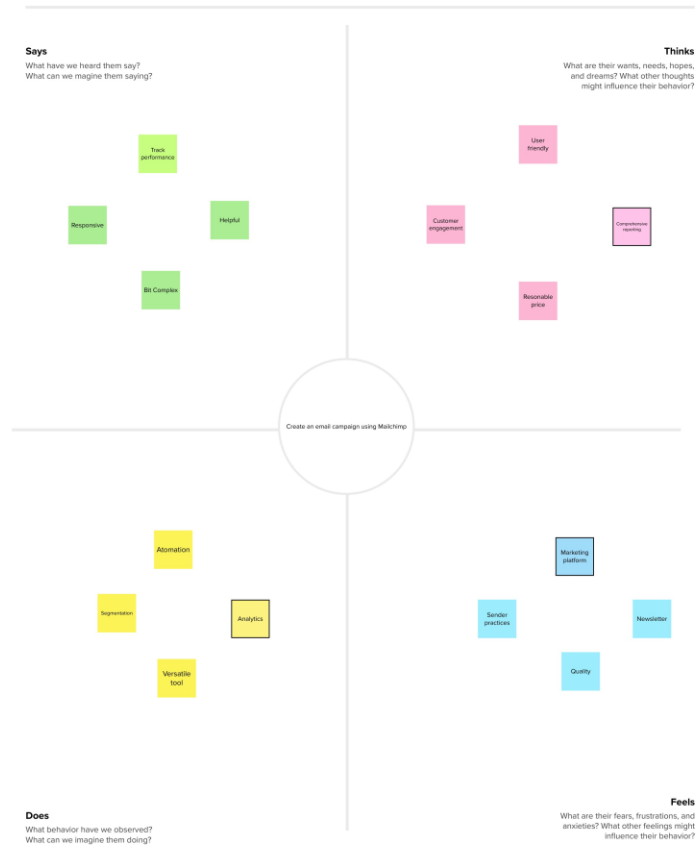
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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### Build empathy

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



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) →

