EMPATHY MAP

- "I want to learn more about this project."
- "I need something that catches my attention."
- "I'm tired of boring ads on Facebook."

- "Is this project relevant to me?"
- "Will it solve a problem I have?"
- "I wonder if my friends have seen this."

Says

Creating social media advertisement in Facebook

Does

Feels

- Click to learn more
- Share with friends if they find it interesting
- Scroll past if uninterested

- curious
- skeptical
- frustrated about the irrevalant content