

## **Ideation Phase**

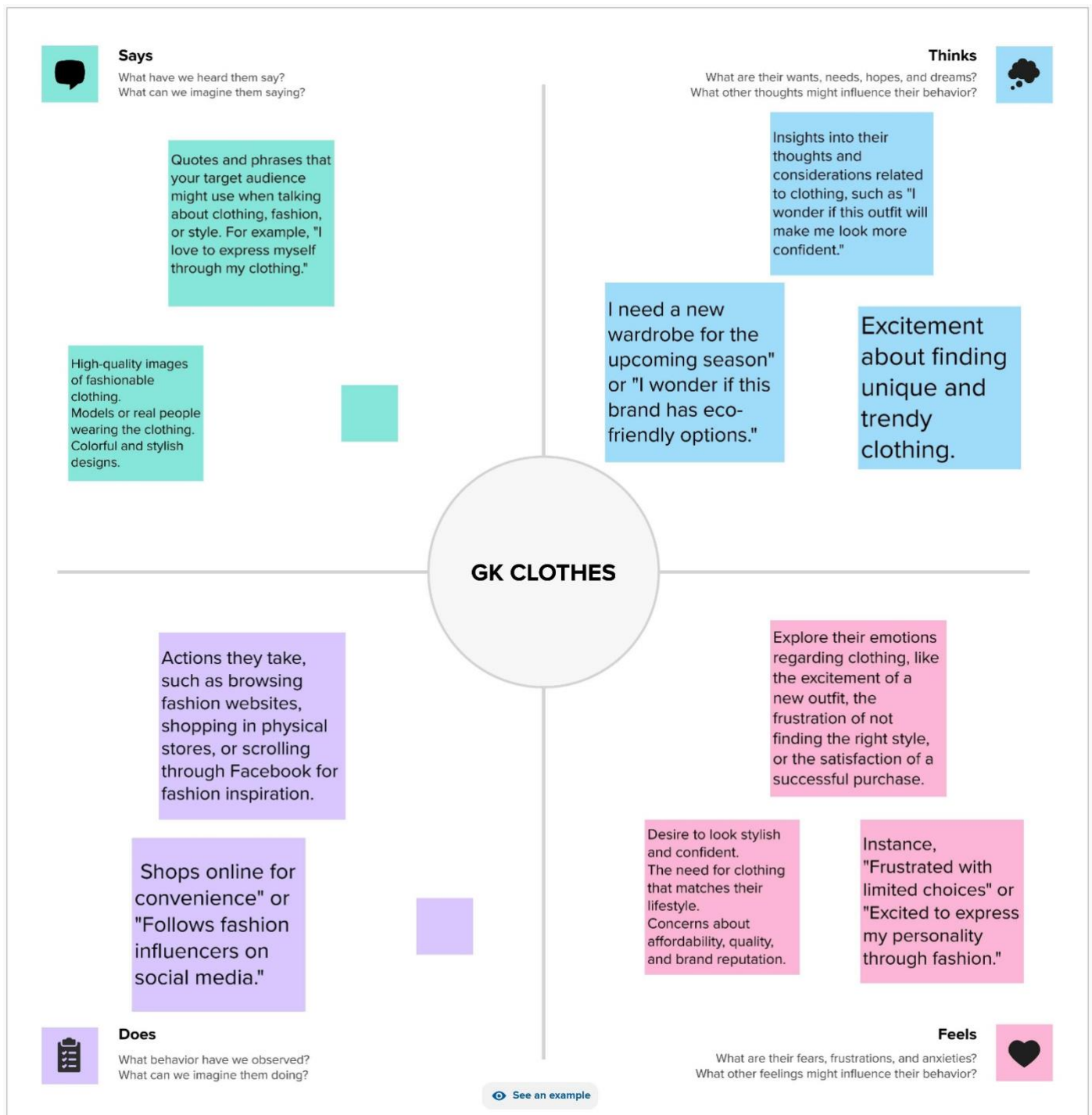
### **Empathize & Discover**

<b>Date</b>	<b>02 November 2023</b>
<b>Team ID</b>	<b>B2DF7E4FB2160FDA23848332D658AAE7</b>
<b>Project Name</b>	<b>Creating A Social Media Ad Campaign In Facebook</b>

#### **Empathy Map :**

- ❖ Says: What are the things your customers say about your clothing brand? Their feedback, reviews, and comments on social media.
- ❖ Thinks: What might be going on in their minds? Their aspirations, desires, and concerns related to fashion and clothing.
- ❖ Feels: What emotions are associated with your brand? How do they feel when wearing your clothes, shopping from your brand, or engaging with your content?
- ❖ Does: What actions do your customers take in relation to your clothing brand? How do they interact with your products, website, or physical stores?

# Empathy Map



## Reference Link :

<https://app.mural.co/t/facebookadcompaign7412/m/facebookadcompaign7412/1699088143384/e951686f794aef9f54de416569330f4714a9ffc8?sender=u42db4b44d83cd48003881363>