

# IDEATION PHASE

## EMPATHIZE AND DISCOVER

Date	06 May 2023
Project Name	Creating an Sponsored Post for Instagram
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### Empathy map canvas:

Understanding our audience is key to creating an engaging sponsored post for HungerMania Food Shop on Instagram. Our audience consists of food enthusiasts always on the hunt for mouthwatering and convenient dining options They trust recommendations from food influencers and value genuine opinions on the taste and quality of dishes. However, they sometimes feel overwhelmed by the sheer number of food choices and worry about the authenticity of restaurant reviews and sponsored content. By understanding their needs, preferences, and pain points, we can create a sponsored post that speaks directly to their desire for a unique and delicious dining experience at HungerMania Food Shop.

### EMAPTHY MAP:



