

PROJECT TITLE: Create a promo video for your brand - using Canva

PROJECT MEMBERS:

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EMPATHY Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset. 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.

Empathy Map for Project:

An empathy map is a vital step in crafting a compelling video ad in Canva. It provides a clear framework for understanding the emotions, needs, and motivations of your target audience, allowing you to create content that truly resonates. In the context of a video ad, the empathy map helps you identify what your audience says, thinks, does, and feels. By exploring their explicit statements, underlying thoughts, actions, and emotions, you gain valuable insights that guide the creation of a video that speaks directly to their desires and challenges. This enables you to build a more emotionally engaging and persuasive narrative in your video advertisement, increasing its effectiveness in capturing the viewer's attention and driving the desired response.

The scope of the empathy map for a video ad in Canva is versatile, making it applicable to various industries and products. Whether you are promoting a clothing brand, tech gadgets, or even a social cause, understanding your audience's perspective is crucial. By mapping their emotions and experiences, you can craft a video ad that not only showcases your product or message but also connects with viewers on a personal level, making it more memorable and impactful. The empathy map is a foundational tool in creating content that captures the hearts and minds of your audience, increasing the likelihood of conversion and positive brand engagement.

EMPATHY MAP FOR VIDEO ADVERTISEMENT FOR BRAND IN CANVA

In the ever-evolving world of fashion and clothing, understanding your audience is key to creating a compelling video advertisement that resonates with potential customers. An empathy map is a valuable tool that allows us to delve into the minds and hearts of our target audience, helping us identify their thoughts, feelings, and desires. For our clothing brand's video advertisement in Canva, the empathy map serves as the compass that guides our creative process

