# 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 helps 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



SAYS

DOES

I'm always on the lookout for clothing that blends comfort and style seamlessly. It's essential that I feel great in what I wear.

Shopping for workwear can be such a hassle. I need clothing that's professional, but not boring. I want to feel confident and stylish at the office.

I often browse various online clothing stores and check out their collections to see if I can find something that matches my style I actively follow fashion influencers on social media and engage with their content to stay updated on the latest trends.

I wish I could find more sustainable and eco-friendly clothing options. It's important to me that brands are mindful of the environment.

I love shopping for special occasions, and I want to stand out. Unique and trendy pieces are what I crave. Before a special event, I tend to spend a lot of time trying on different outfits and accessories, striving to create a unique and memorable look. When shopping for work attire, I visit both physical stores and online platforms, looking for clothing that combines professionalism and style.

SAYS

DOES

THINKS

**FEELS** 

Fashion is more than just clothing; it's about making a positive impact on the environment. I hope to find a brand that values sustainability and offers eco-friendly choices. As I prepare for work each day, I'm thinking about how I can maintain a professional appearance while feeling stylish and confident. Is this brand going to make my workwear choices more effortless and enjoyable?

I feel a sense of excitement and anticipation when I discover clothing that aligns perfectly with my style. It's a mood booster. I experience a deep sense of satisfaction and pride when I choose sustainable and eco-friendly clothing, knowing that I'm contributing to a better world.

I wonder if this brand truly understands my fashion preferences and if their clothing will meet my expectations. Will it make me feel good about myself? When I shop for special occasions, I'm always thinking about how to make a statement and create a memorable impression. Will this brand have unique and trend-setting options?

When I successfully put together a unique and trendy outfit for a special occasion, I feel confident, empowered, and ready to make a statement.

Finding the right work attire that combines professionalism and style gives me a sense of relief and confidence. It eases my morning routine and boosts my self-esteem.

THINKS FEELS