Wants to produce unique

birthday

Card

Excited and Passionate about the Design of the Card

EMPATHY MAP

(DESIGNING A **BIRTHDAY INVITATION CARD)**

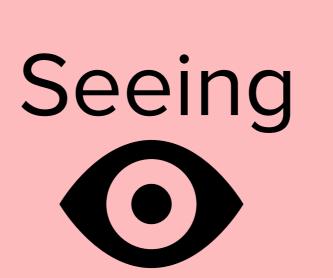
Seeing different

elements to create Visually Appealing

Refer innovative Invitation Cards in Online

The Card should reflect the Theme of the Party

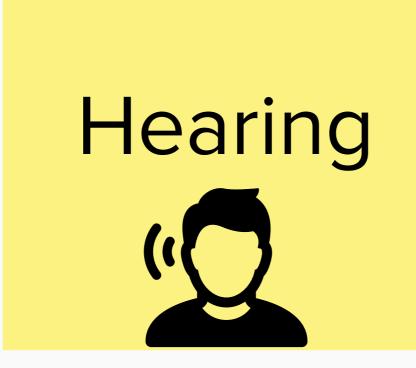




Saying and

Doing

Think about the Price of the card



Experiment many layouts, fonts, images to choose attractive

Design

Feedback from Friends and Family

suggestions from friends and family to design the Invitation

Received

Explores different designs, templates, fonts and graphics to create impressive **Invitation Cards**

Ask for suggestions from expert designers

Research ideas Online

Stress about the task of creating a theme-based Invitation

Pain

A lack of time to design a card

Feeling proud of having created personalized

invitation card

Gain

Saving money and time by designing and making a card with one person

Limited creative skills to make attractive card

Fear of making a mistake in creating an invitation card

Difficulty in finding the right phrase to convey the invitation message

Satisfaction with conveying the concept and tone of the event through the invitation

The delight of witnessing the recipients positive reaction to the invitation

Strengthening relationships between designers and clients