

EMPATHY MAP
(DESIGNING A BIRTHDAY INVITATION CARD)

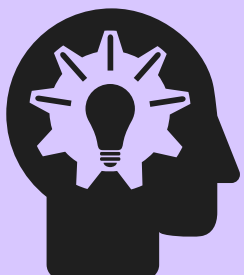
Wants to produce unique birthday Card

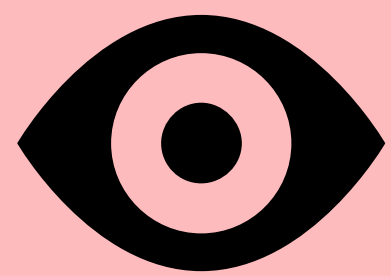
Excited and Passionate about the Design of the Card

Seeing different elements to create Visually Appealing


Refer innovative Invitation Cards in Online

The Card should reflect the Theme of the Party

Thinking and Feeling


Seeing


Think about the Price of the card

Hearing


Saying and Doing


Received suggestions from friends and family to design the Invitation

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

Experiment many layouts, fonts, images to choose attractive Design

Feedback from Friends and Family

Ask for suggestions from expert designers

Research ideas Online

Pain

Stress about the task of creating a theme-based Invitation

A lack of time to design a card

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

Gain

Feeling proud of having created personalized invitation card

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

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