Date	3 November 2023
Team ID	NM2023TMID02725
Project Name	Creating an Email Campaign in MailChimp

Build empathy

The information you add here should be representative of the observations and research you've done about your users.
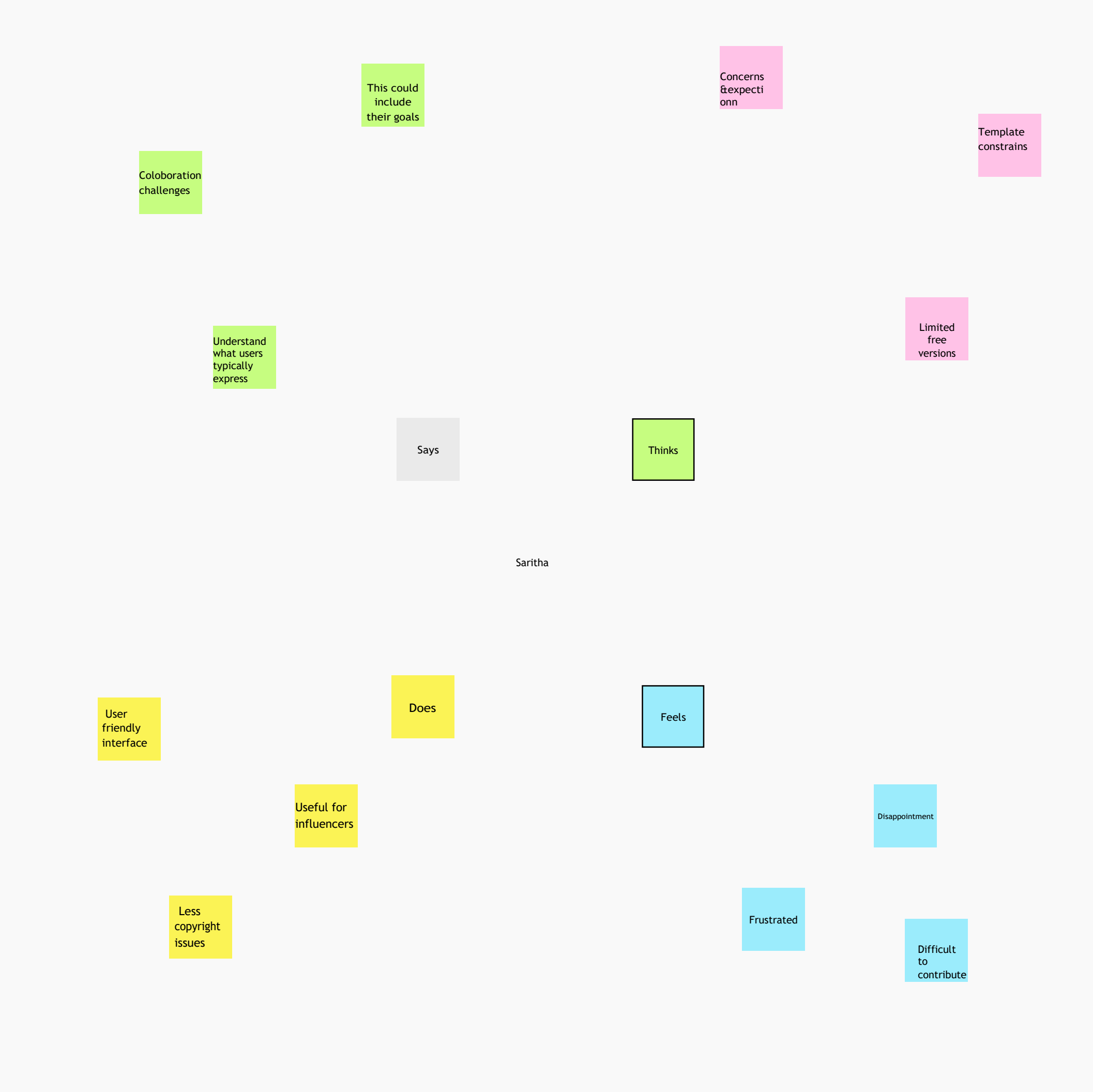
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Says
What have we heard them say? What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

This could include their goals

Concerns &expectionn

Template constrains

Coloboration challenges

Understand what users typically express

Limited free versions

Says

Thinks

Saritha

User friendly interface

Does

Feels

Useful for influencers

Disappointment

Less copyright issues

Frustrated

Difficult to contribute

Does
What behavior have we observed? What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?