

Ideation Phase

Empathize & Discover

Date	18-OCT-2023
Team ID	NM2023TMID03329
Project Name	Create Brand Name, Brand Mail and Brand Logo in Canva
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

HENLIEN WATCHES



User: Describe the person or group you're empathizing with.

- "Says": What are their direct quotes, opinions, or statements?

"Feels": Describe their emotions, whether positive or negative.

- "Does": Outline their actions, behaviors, and habits.

- "Pain Points": Identify their challenges, frustrations, or pain points.

Type your p- "Gains": List what they hope to achieve, what would make them happy, or their desired outcomes.agraph...

"Thinks": What might be going on in their mind? What are their concerns or thoughts?

Feel free to fill in this template with specific details related to the user or audience you're targeting. It's a valuable tool for understanding your audience's perspective and needs.

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

[See an example](#)