



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?

Doesn't have time to learn how to use Canva

Doesn't know how to use Canva

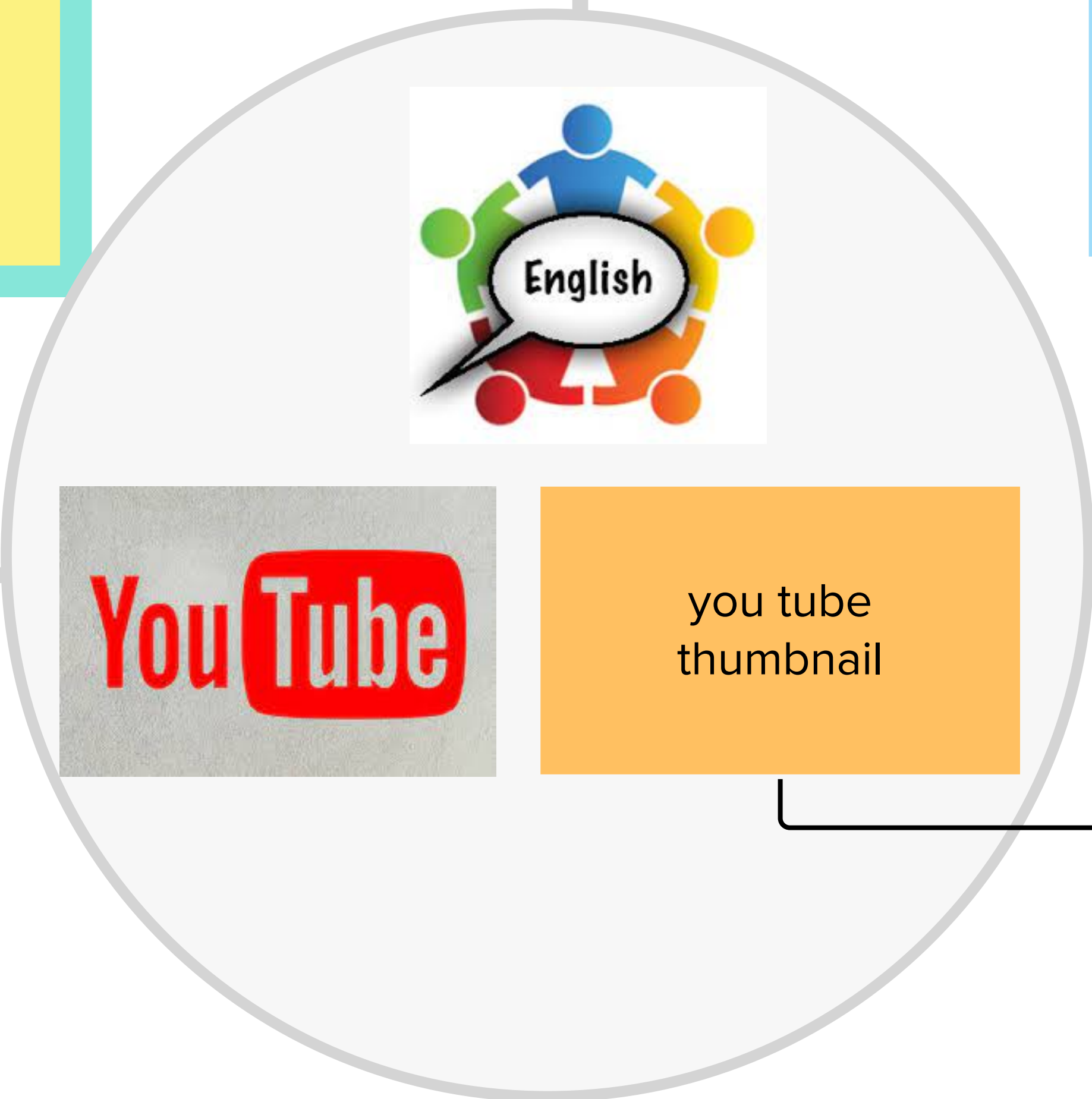
Doesn't have the creative skills to design a good thumbnail

Doesn't know what makes a good YouTube thumbnail

Will save time by using a drag-and-drop design tool like Canva

Will be able to create a thumbnail that attracts viewers and gets clicks

Will be able to create a thumbnail that reflects their unique brand and style



Watch tutorials on how to use Canva

Will be able to create a thumbnail that reflects their unique brand and style

Use pre-made templates and graphic

A clear and concise guide on how to use Canva
Access to pre-made templates and graphics

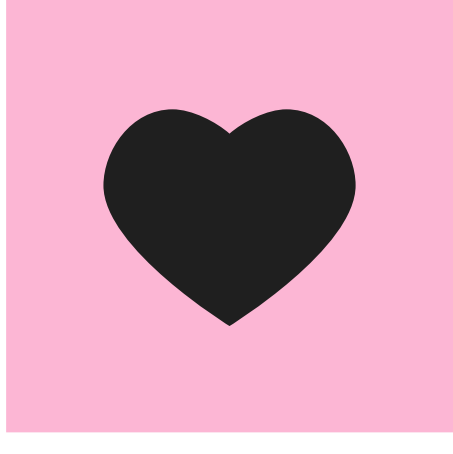
Inspiration and ideas for creating a good thumbnail
Support and encouragement from others

This empathy map can help you understand the needs and challenges of YouTubers who are creating thumbnails with Canva. By understanding their pain points, you can create a design process that is more user-friendly and effective.



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?