Ideation Phase

Empathize & Discover

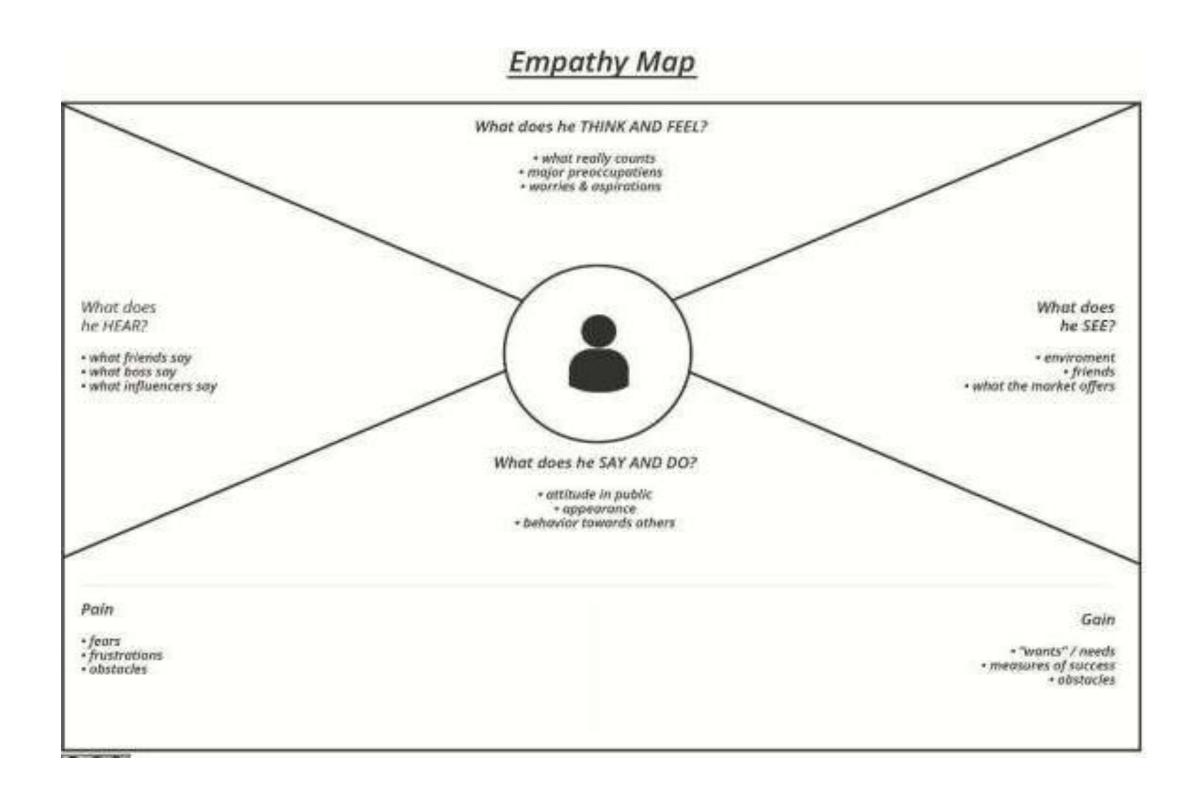
Date	17 June 2025
Team ID	LTVIP2025TMID50706
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviour and attitudes. It is a useful tool to helps 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.

Example:



THINK & FEEL SEE Is this product safe Beauty influencers and for my skin? makeup tutorials What ingredients are · Product displays in stores trending? Tableau visualizations of trends How do I find crueltyfree options? SAY & DO I prefer natural PAIN ingredients Confusing ingredient labels I research prorducts Difficulty finding online ethical products I try samples before Overwhelming number buying of choices GAIN GAIN Clear understanding of trends Clear understanding of trends Easier comparison of Easier comparison of product attributes product attributes