

Ideation Phase Empathizes

Discover

Date	9 th Feburary 2026
Team ID	LTVIP2026TMIDS74471
Project Name	Toy Craft Tales: tableau' s vision into toy Manufacturer data
Marks	2Marks

Empathy Map Canvas:

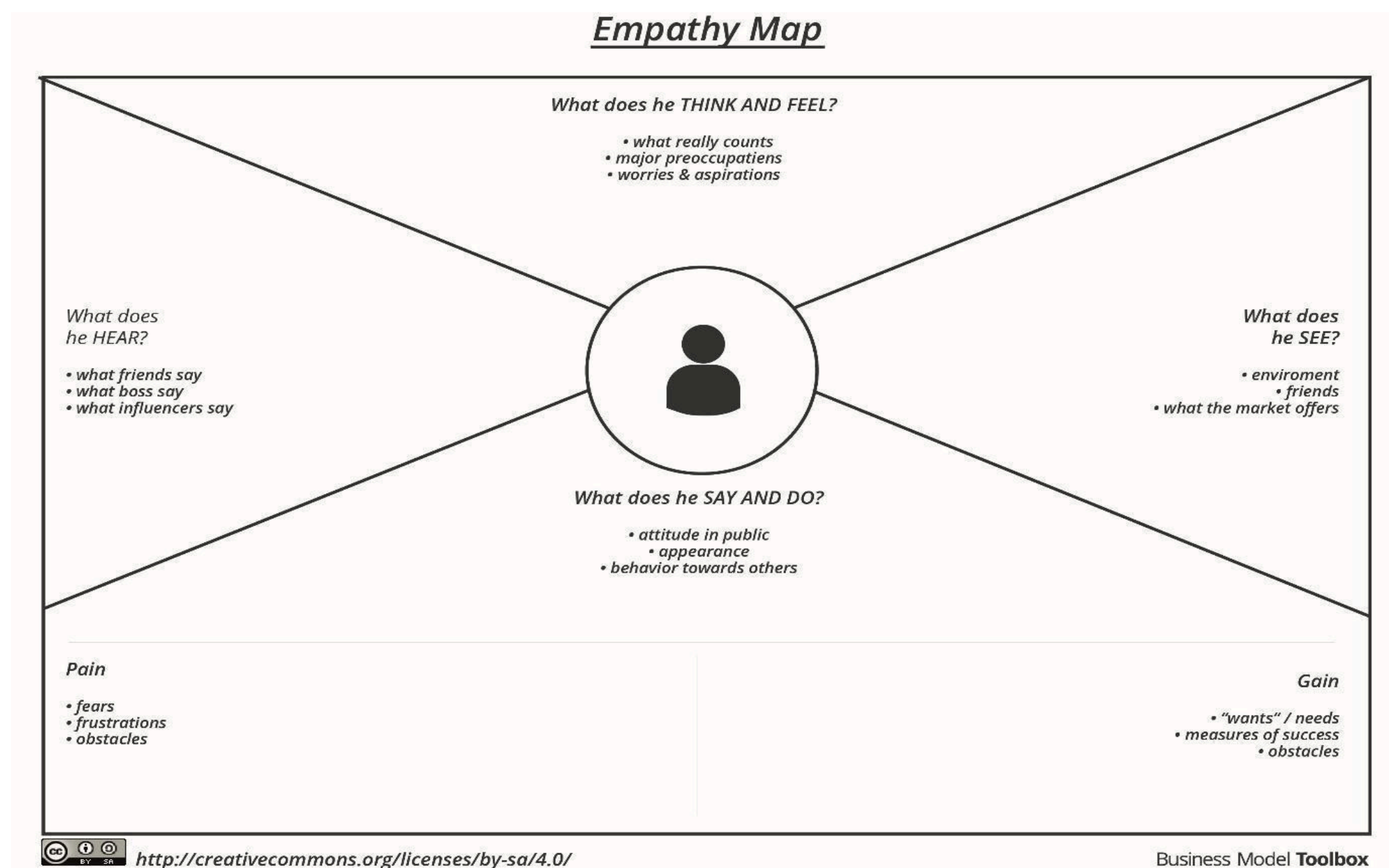
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user' s behaviours and attitudes.

It is a useful tool that helps teams better understand their users.

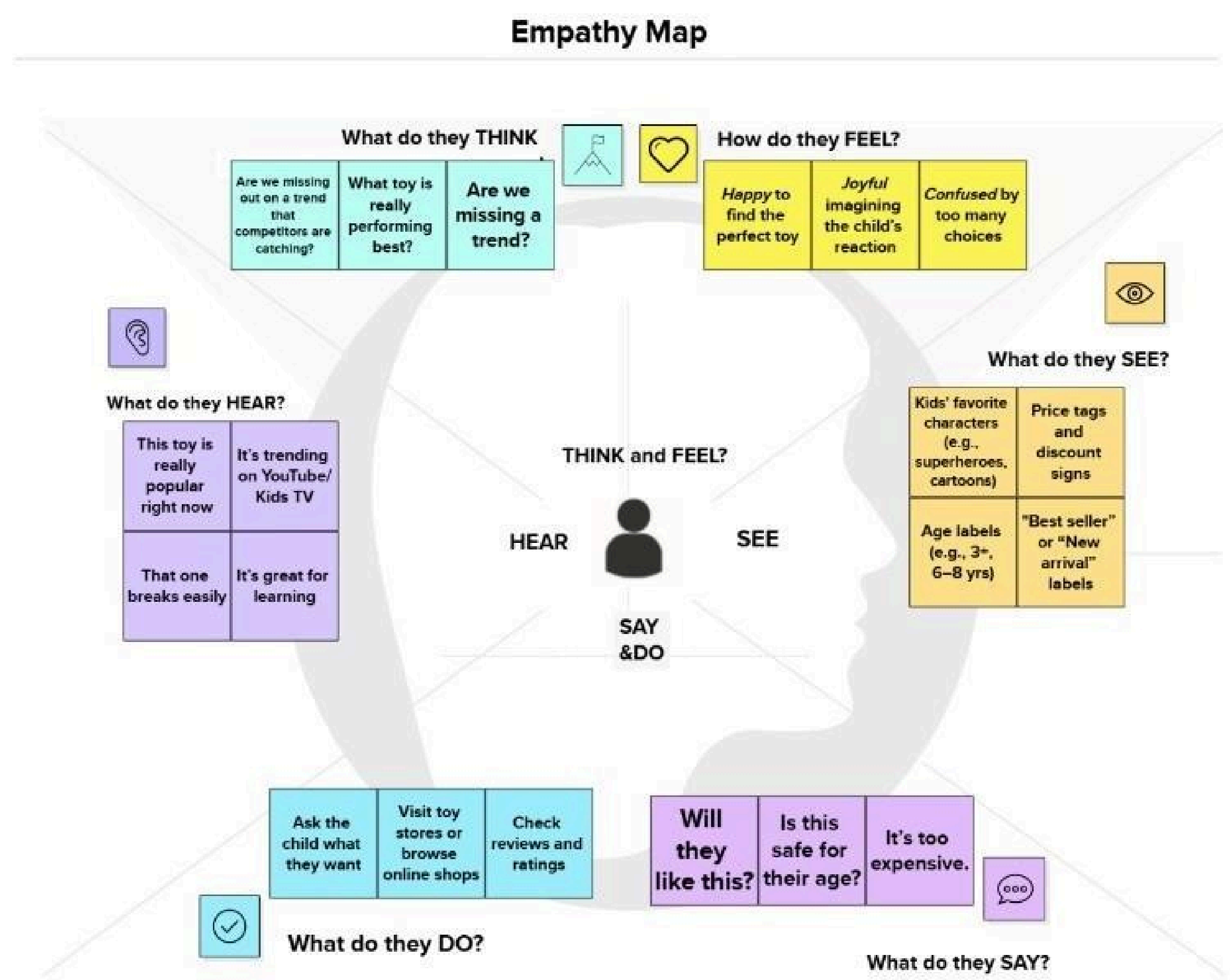
Creating an effective solution requires understanding the true problem and the person who is experiencing it.

The exercise of creating the map helps participants consider things from the user' s perspective, along with his or her goals and challenges.

Example:



Empathy Map on Toy Craft tales:



Pains

Too many options, hard to choose	Toys break easily after a few uses	Out of stock or limited availability	Pressure from kids influenced by trends
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Gains

Seeing the child happy and excited	Buying something durable and safe	Getting a good deal or discount	Choosing a trending or popular toy
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