

Ideation Phase

Empathize & Discover

Date	27 june2025
Team ID	LTVIP2025TMID49260
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

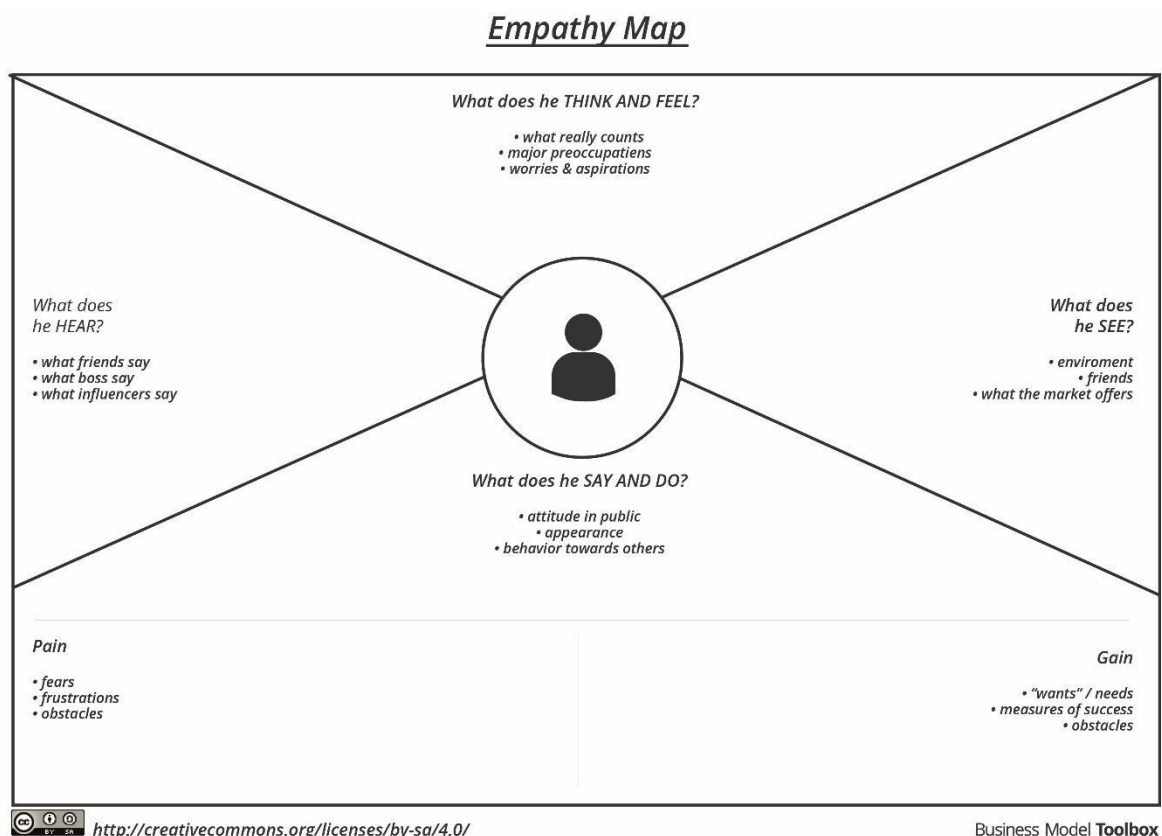
Empathy Map Canvas:

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.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

User Persona

- **Primary User:** Data Analysts, Business Students, Industry Researchers, and Policymakers
 - **Context:** Analyzing manufacturing trends in the U.S. toy industry using Tableau dashboards
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Says

- “I need a clear visual of how the toy manufacturing industry has changed.”
 - “It’s hard to compare states and metrics without a proper dashboard.”
 - “I want to explore meaningful insights from the dataset, not just raw numbers.”
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Thinks

- “There must be a way to simplify this complex dataset.”
 - “I should be able to identify top-performing states and spot trends over time.”
 - “Visualization can help me communicate these insights better.”
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Sees

- Large and unstructured historical data (2005–2016) from Kaggle
 - Multiple metrics (Index, Manufacturer Count, State Names, etc.)
 - Difficulty in identifying trends and comparisons without visuals
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Hears

- “Tableau is great for making sense of complex data.”
 - “Dashboards help decision-makers see the bigger picture.”
 - “Index values are important for measuring economic scale.”
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Pains (Frustrations/Barriers)

- Difficulty interpreting raw .hyper dataset
 - Lack of narrative or guided analysis
 - Confusion between multiple metrics (e.g., Index vs. Manufacturer Count)
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Gains (Goals/Needs)

- **Easy-to-understand dashboard showing top states and trends**
- **Visual comparisons of different metrics**
- **Insights that support academic or strategic conclusions**