2. Ideation Phase

2.2 Empathy Map Canvas

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Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableaue
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 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.

Empathy Map

Think & Feel

- Am I making data drive conclusions?
- Are there any emerging trends?
- Concerned about market fluctuations
- Curious about regional differences

See

- · Charts and graphs in Tableau
- Latest data on sale prices
- Different housing features

Hear

- · Discussions with colleagues
- Market news and reports
- Client feedback

Say & Do

- Share findings with the team
- · Focus on price trends over in
- Compare property attributes

Pain

- Difficult to identify patterns
- · Time-consuming analysis
- Data quality concerns

Gain

- Better market understanding
- · Informed decision making
- Stronger client presentations