<p align="center">**Ideation Phase**</p>
<p align="center">**Empathize & Discover**</p>

Date	21 June 2025
Team ID	LTVIP2025TMID48532
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map is a simple and powerful tool that helps us understand our users better. It shows what users say, think, do, and feel, giving us a complete picture of their experiences, challenges, and goals.

This tool is especially helpful during the "empathize" stage of designing a product or solving a problem. It helps teams stay focused on real human emotions, pain points, and motivations—important factors when creating meaningful, user- centered solutions.

Applying the Empathy Map: Measuring the Pulse of Prosperity Project

In this project, we use the empathy map to better understand the people working with economic freedom data, such as:

- **Policy analysts**
- **Economists**
- **Decision-makers**

By exploring their experiences, we uncover key insights:

- **Pain Points**: They often struggle to interpret complex, multi-layered data.

- **Needs**: They want **simple, interactive dashboards** that clearly show important patterns and trends.

These insights guide us in designing **effective Tableau dashboards** that make data easier to understand and help users make smarter, more informed decisions.

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback

❋

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

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?

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?