Ideation Phase:

Empathize&lliscover:-

Date	17 June 2025
Team ID	LTVIP2025TMID49296
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 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. **Example:**

Empathy Map What does he THINK AND FEEL? + what really counts · major preoccupations What does What does he HEAR? he SEE? environment friends what the market offers what friends saywhat boss say · what influencers say What does he SAY AND DO? * attitude in public * appearance. · behavior towards others Pain Gain • fears • frustrations • obstacles " "wants" / needs measures of success obstacles ⊕ ⊕ http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

THINK & FEEL

- Is this product safe for my skin?
- What ingredients are trending?
- How do I find crueltyfree options?

SEE

- Beauty influencers and makeup tutorials
- Product displays in stores
- Tableau visualizations of trends

PAIN

- Confusing ingredient labels
- Difficulty finding ethical products
- Overwhelming number of choices

GAIN

- Clear understanding of trends
- Easier comparison of product attributes

SAY & DO

- I prefer natural ingredients
- I research prorducts online
- I try samples before buying

GAIN

- Clear understanding of trends
- Easier comparison of product attributes