

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID47570
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.



Develop shared understanding and empathy

We gathered insights from children (ages 6–12) and their parents, the key users impacted by toy products. Kids are drawn to trendy and fun toys they see online or with friends. Parents focus on safety, price, and educational value. These findings help us prioritize features like durability, interactive learning, and affordability—ensuring the product meets both user desires and decision-maker concerns.

