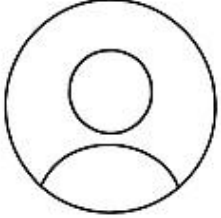



 <p>Empathy: I need to understand which toys are doing well. I worry that poor goods availability affects my decisions.</p>	<div>  <h1>Toy Manufacturer Manager</h1> </div>			
	Hear	See	Say	Say Do
 <p>Empathy</p>	Other managers say you misunderstand	Registration via dashboards is hard to understand	Often ask for better reports and dashboards	Clear and easy to access insights via Tableau
 <p>Hear</p>	Sales team complains about inconsistent and declining prod.	Confirmation about not knowing previous trends	Tell my team we need to better understand product performance	Frustration due to difficult-to-use evaluation tools
 <p>Pain & Do</p>	Hear complicated, all over the place, and outdated methods	Display difficult to interpret and reduce confusion without visualization	Request updates to outdated reports	Confident, fast decision making with visual data