

Ideation Phase

Empathize & Discover

Date	25 June 2025
Team ID	LTVIP2025TMID50397
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau

Empathy Map:

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.

