Date	24 June 2025
Team ID	LTVIP2025TMID48448
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 powerful visual tool that helps teams gain deeper insights into their

users. By mapping out what users say, think, do, and feel, it provides a clearer view of their

 experiences, challenges, and expectations.

his tool is especially valuable during the empathize stage of a design or problem-solving
process. It enables teams to focus on real user emotions, pain points, and motivations,
which is essential for building human-centered, impactful solutions.

In the case of the Measuring the Pulse of Prosperity project, the empathy map focuses on
understanding the roles of policy analysts, economists, and decision-makers working with
economic freedom data. By uncovering their pain points—such as the challenge of
interpreting complex, multi-dimensional data—and their needs—like clear, interactive
dashboards that reveal key patterns and trends—we can design more effective Tableau
dashboards that genuinely support insightful policy analysis and informed decision-making
.

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?