

## Ideation Phase

### Empathize & Discover

Date	15 february 2026
Team ID	LTVIP2026TMIDS61809
Project Name	Toy craft tales: tableau's vision into toy manufacturer data
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

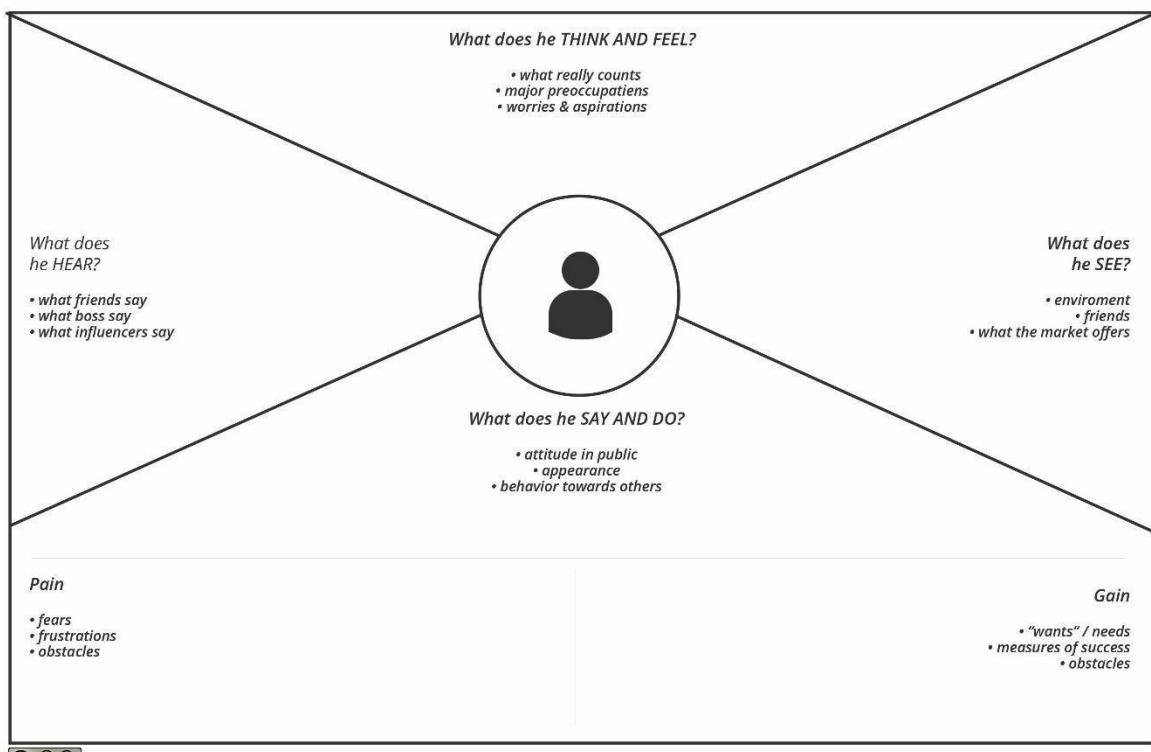
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

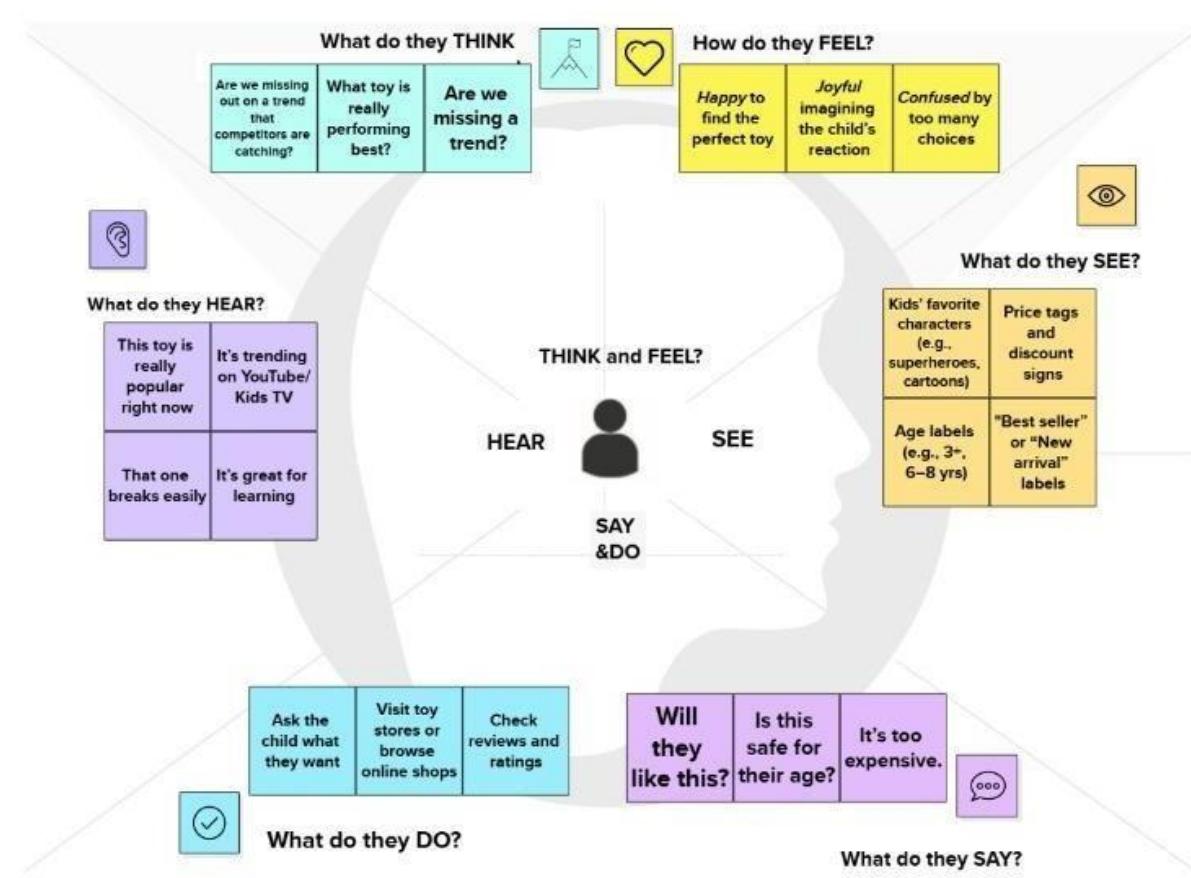
#### **Example:**

#### Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Empathy Map



### Pains

Too many options, hard to choose

Toys break easily after a few uses

Out of stock or limited availability

Pressure from kids influenced by trends

### Gains

Seeing the child happy and excited

Buying something durable and safe

Getting a good deal or discount

Choosing a trending or popular toy