# Ideation Phase
## Empathize & Discover

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|---|---|
| **Date** | 31 January 2025 |
| **Team Id** | LTVIP2026TMIDS36439 |
| **Project Name** | Toycraft Tales Tableau's vision into Toy manufactures Data |
| **Maximum Marks** | 4 Marks |

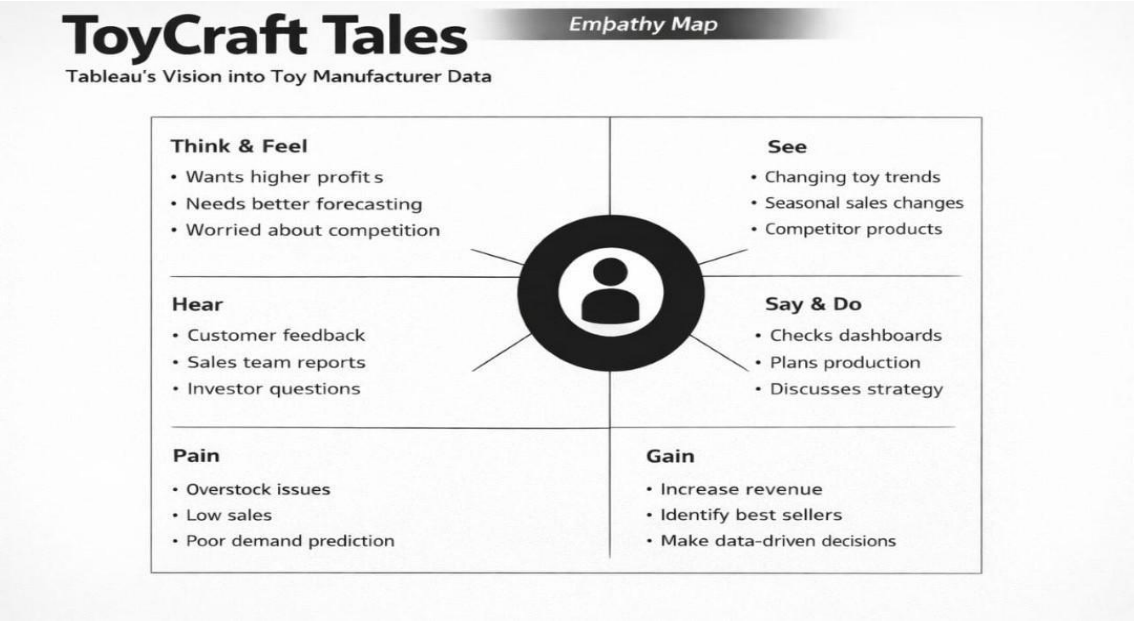
**Empathy Map Canvas**

**Definition** :

- An Empathy Map is a collaborative visual tool used to articulate what a team knows about a particular type of user.
- It externalizes user knowledge in order to create a shared understanding of user needs and aid in decision-making.
- The map is divided into sections that capture what the user Thinks & Feels, Sees, Says & Does, and Hears, along with their Pains and Gains.

**Purpose:**

- Understand the User: To help teams better understand their users by seeing things from the user's perspective.
- Identify True Problems: To identify the real challenges and goals a user experiences, which is essential for creating an effective solution.
- Team Alignment: To help participants consider the user's goals and challenges together, ensuring the whole team is focused on the same user needs.



**ToyCraft Tales**

*Empathy Map*

Tableau's Vision into Toy Manufacturer Data

**Think & Feel**
- Wants higher profit s
- Needs better forecasting
- Worried about competition

**See**
- Changing toy trends
- Seasonal sales changes
- Competitor products

**Hear**
- Customer feedback
- Sales team reports
- Investor questions

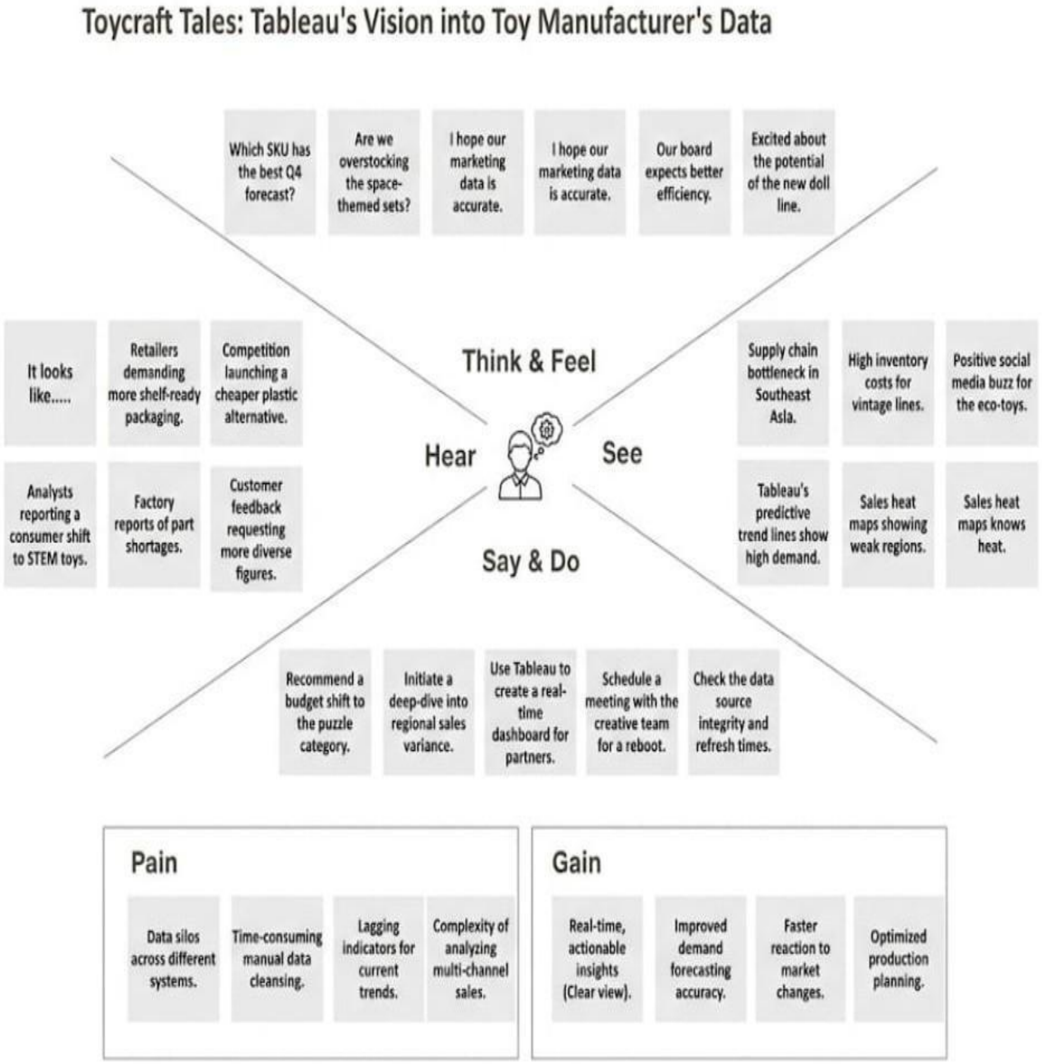
**Say & Do**
- Checks dashboards
- Plans production
- Discusses strategy

**Pain**
- Overstock issues
- Low sales
- Poor demand prediction

**Gain**
- Increase revenue
- Identify best sellers
- Make data-driven decisions

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

**Example** :



Toycraft Tales: Tableau's Vision into Toy Manufacturer's Data

Think & Feel

- Which SKU has the best Q4 forecast?
- Are we overstocking the space-themed sets?
- I hope our marketing data is accurate.
- I hope our marketing data is accurate.
- Our board expects better efficiency.
- Excited about the potential of the new doll line.

Hear

- It looks like.....
- Retailers demanding more shelf-ready packaging.
- Competition launching a cheaper plastic alternative.
- Analysts reporting a consumer shift to STEM toys.
- Factory reports of part shortages.
- Customer feedback requesting more diverse figures.

See

- Supply chain bottleneck in Southeast Asia.
- High inventory costs for vintage lines.
- Positive social media buzz for the eco-toys.
- Tableau's predictive trend lines show high demand.
- Sales heat maps showing weak regions.
- Sales heat maps knows heat.

Say & Do

- Recommend a budget shift to the puzzle category.
- Initiate a deep-dive into regional sales variance.
- Use Tableau to create a real-time dashboard for partners.
- Schedule a meeting with the creative team for a reboot.
- Check the data source integrity and refresh times.

Pain

- Data silos across different systems.
- Time-consuming manual data cleansing.
- Lagging indicators for current trends.
- Complexity of analyzing multi-channel sales.

Gain

- Real-time, actionable insights (Clear view).
- Improved demand forecasting accuracy.
- Faster reaction to market changes.
- Optimized production planning.