IdeationPhase
Empathize&Discover
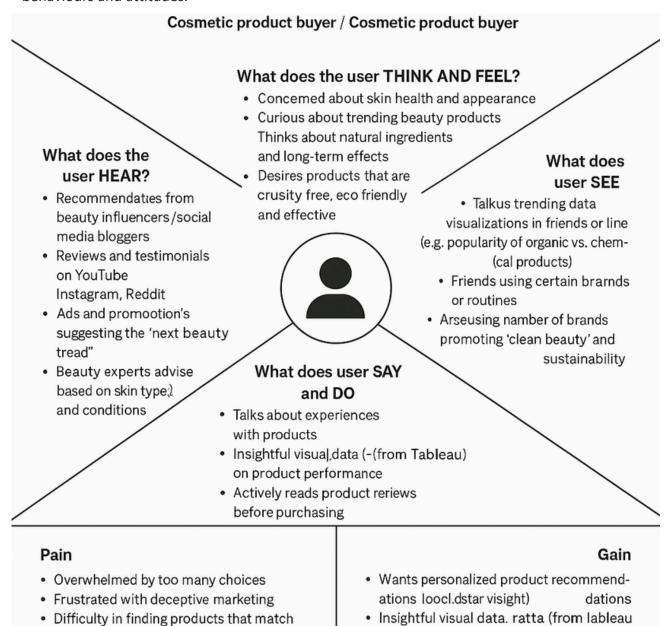
Date	21 june 2025
Team ID	LTVIP2025TMID49795
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4Marks

Empathy Map Canvas:

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

Cosmetic product buyer / Cosmetic product buyer

What does the user THINK AND FEEL?
- Concemed about skin health and appearance
- Curious about trending beauty products
  Thinks about natural ingredients and long-term effects
- Desires products that are crusity free, eco friendly and effective

What does the user HEAR?
- Recommendaties from beauty influencers/social media bloggers
- Reviews and testimonials on YouTube Instagram, Reddit
- Ads and promootion's suggesting the 'next beauty tread"
- Beauty experts advise based on skin type) and conditions

What does user SEE
- Talkus trending data visualizations in friends or line (e.g. popularity of organic vs. chem-(cal products)
- Friends using certain brarnds or routines
- Arseusing number of brands promoting 'clean beauty' and sustainability

What does user SAY and DO
- Talks about experiences with products
- Insightful visual,data (-(from Tableau) on product performance
- Actively reads product reriews before purchasing

Pain
- Overwhelmed by too many choices
- Frustrated with deceptive marketing
- Difficulty in finding products that match skin tone/type
- Concoms over albroic rections

Gain
- Wants personalized product recommend-ations loocl.dstar visight)   dations
- Insightful visual data. ratta (from lableau on product performance   *performince*
  - Lovelfairewards value for money

Example: Cosmetic Product Insights & Tableau Dashboard Application

- What ingredients are in this **product**?
- Is this suitable for my skin type?
- I want natural and cruelty free products.
- Which brand is currently trending?
- I'm overwhelmed with too many options. Are these reviews genuine?

Think & Feel
- "This brand is relly good for sensitiveskin,
- "There's a new product everyone is talking about,"
- "I sawithis recommended by a beauty influencer."
- "Use Tableau data to find what suits your skin type."
- I'm these reviews genuine?

Hear

See
- Tableau dashboard showing product ratings-& skin type matchies
- Charts comparing organic vs, chemical products
- Popular trends from different regions
- Product price vs, performance compations
- Influencer backed product scores

See

Say & Do
- Browses beauty product dashboards in Tableau
- Confusing labels and msleading marketing
- Searchs for long-term skin health outcomes
- Filters products by ingredients, ratings, and price in Tableau

Pain
- Difficult to find trusted product information
- Confusing labels and misleading marketing
- Wastes money on unsuitable products
- Top many brands without real differentiation
- Lack of tailored recommendations

Gain
- Personalized product recommendations via Tableau
- Confidence from seeing actual customer satisfaction trends
- Clarity in Ingredient sourcing and effects
- Discovering trending, effective, and ethical