

## Ideation Phase

### Empathize & Discover

Date	13 June 2025
Team ID	LTVIP2025TMID51124
Project Name	Cosmetic Insights : Navigating cosmetics Trends And Consumer Insights With Tableau
Maximum Marks	4 Marks

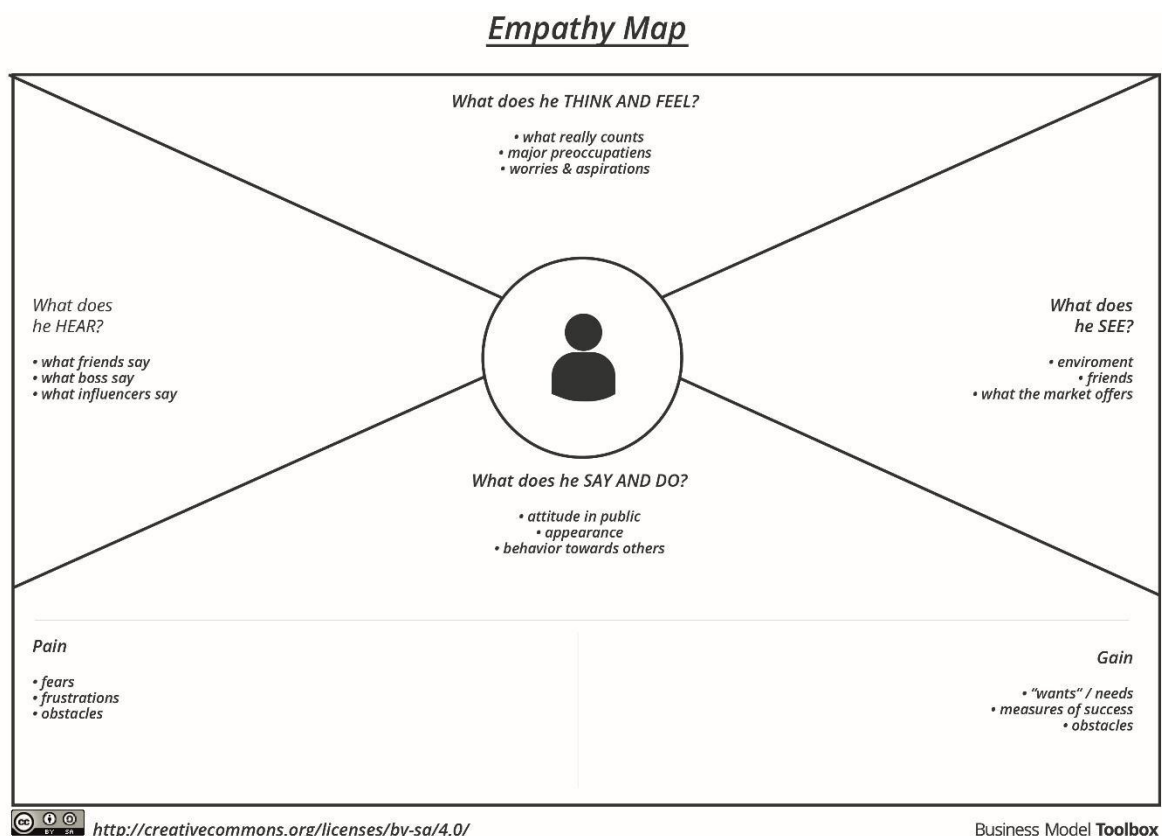
#### Empathy Map Canvas:

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:



#### Example: Understanding a Cosmetics Consumer



### Says

What have we heard them say?  
What can we imagine them saying?

I want products that suit my skin type

Everyone's talking about this new brand... should I try it too

I follow trends, but I don't know if they really work for me

Scrolls through product reviews and influencer content

Tries different products frequently without consistent results

Joins beauty forums or follows skincare pages on Instagram/YouTube



### Does

What behavior have we observed?  
What can we imagine them doing?



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

There are so many choices—what's actually best for me?

Am I wasting money on the wrong products?

What are others with my skin type and age using?

Overwhelmed by options and marketing hype

Confused about which ingredients or brands are trustworthy

Frustrated when results don't match expectations

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



[See an example](#)