

## Ideation Phase

### Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID48306
Project Name	<b>Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study</b>
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 helps 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.

Template

## Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Grey at

Share template feedback

### Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

**WHO are we empathizing with?**

- They're navigating limited time, money, and options.
- Many want to eat healthy but feel overwhelmed by choices.
- Social influence and peer norms impact them.

**GOAL**

**What do they need to DO?**

- Make healthier food choices consistently
- Balance cost, taste, and nutrition
- Set personal diet goals based on real insight
- Understand how peers eat and succeed
- Track progress or get social motivation

**What do they HEAR?**

- "Eat clean" / "Avoid carbs" / "Fast food is bad"
- "Health" trends from Instagram, YouTube, and peers
- Worst messages about diets, dieting, and body image
- "College food sucks" or "No time to cook"

**What do they THINK and FEEL?**

**PAINS**  
What are their fears, frustrations?

**GAINS**  
What are their wants, needs, hopes, and dreams?

What other thoughts and feelings might influence their behavior?

**What do they SEE?**

- Calorie lists, food stalls, and fast food around campus
- Peers choosing convenience or skipping meals
- Nutrition posters that are often ignored
- Contrasting info from social media and influencers

**What do they DO?**

- Skip meals, eat late, or binge occasionally
- Rely on "instant" or "fast" food
- Try diets without consistency
- Occasionally read about health but don't follow through

**What they SAY?**

- "Fast food is cheaper and easier"
- "I don't know what's actually good for me"
- "I skip meals when I'm busy"

I don't have time to cook or think about healthy eating

I'm young, my body can handle it for now