

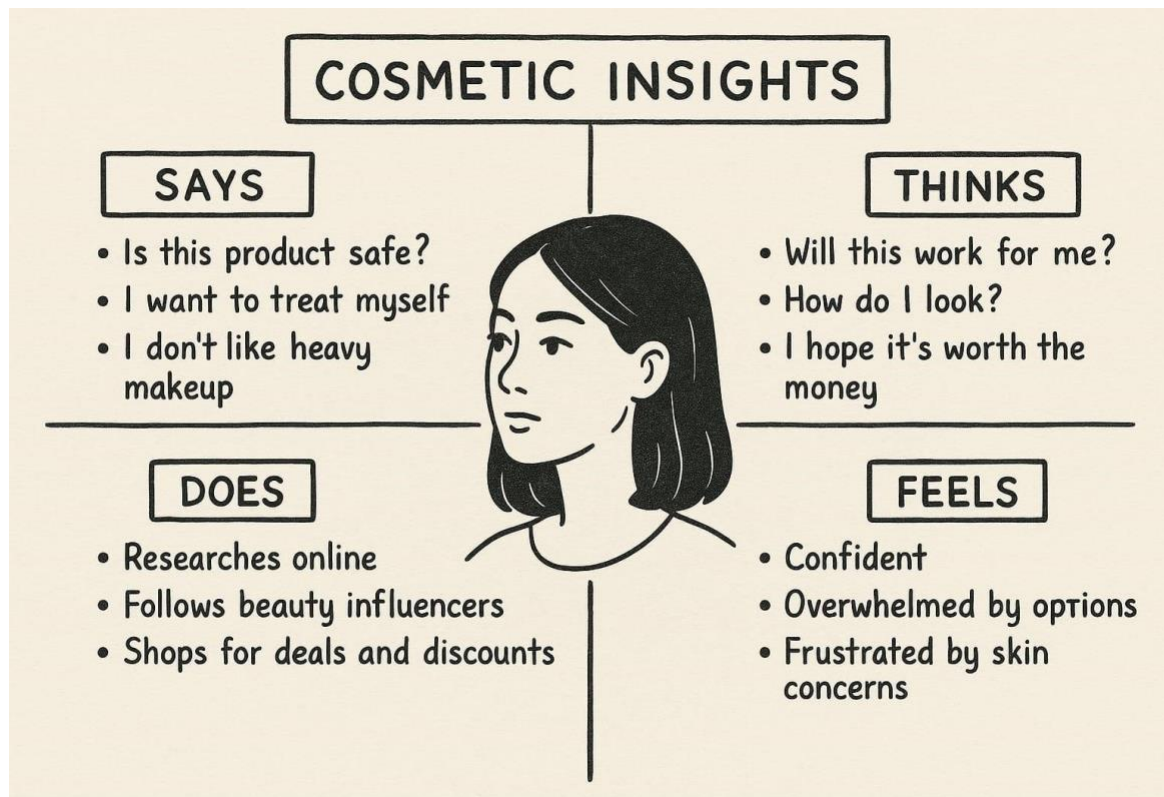
IDEATION PHASE

EMPATHY MAP & DISCOVER

DATE	18 JUNE 2025
TEAM ID	LTVIP2025TMID52211
PROJECT NAME	COSMETIC INSIGHTS:NAVIGATING COSMETIC TRENDS AND CUSTOMER INSIGHTS WITH TABLEAU
MAXIMUM MARKS	4 MARKS

EMPATHY MAP FOR COSMETIC INSIGHTS

This empathy map for cosmetic insights visually captures a consumer's mindset across four key dimensions:



- **Says:** What the user verbalizes, including their direct quotes and opinions.
- **Thinks:** The user's thoughts, beliefs, and opinions about the product or service.
- **Does:** The user's actions and behaviors when interacting with the product or service.
- **Feels:** The user's emotions and feelings related to the product or service.

The cosmetic consumer is cautious but self-indulgent, heavily influenced by online research and trends, and experiences a mix of confidence and frustration due to the abundance of choices and personal skincare challenges.