

Ideation Phase

Empathize & Discover

Date	20 February 2026
Team ID	LTVIP2026TMIDS38385
Project Name	Toycraft Tales:Tableau's Vision Into Toy Manufacturer Data
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.

Example:

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 [Gillian Doherty](#)

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.

Empathize

What are we empathizing with?
Who is the user we are trying to understand?
What is the situation they are in?
What is their role in the situation?

What do they THINK and FEEL?
What are their needs, illustrations, and emotions?
What are their wants, needs, feelings, and dreams?

What do they WANT?
What does the user want?
What would make them happy?
What would make them successful?

What do they DO?
What are their behaviors?
What are they doing?
What are they avoiding?

What do they HEAR?
What are they hearing?
What are they learning from others?
What are they seeing/hearing with?

What other thoughts and feelings might influence their behavior?

Imagine

What are their GOALS?
What are their needs?
What are their fears?
What are their motivations?

What are their DREAMS?
What are their aspirations?
What are their hopes?
What are their ambitions?

What are their FEARS?
What are their insecurities?
What are their fears?
What are their concerns?

What are their HABITS?
What are their routines?
What are their daily habits?

Plan

What are their NEEDS?
What are their wants?
What are their fears?
What are their goals?

What are their DREAMS?
What are their aspirations?
What are their hopes?
What are their ambitions?

What are their FEARS?
What are their insecurities?
What are their fears?
What are their concerns?

What are their HABITS?
What are their routines?
What are their daily habits?

Do

What are their NEEDS?
What are their wants?
What are their fears?
What are their goals?

What are their DREAMS?
What are their aspirations?
What are their hopes?
What are their ambitions?

What are their FEARS?
What are their insecurities?
What are their fears?
What are their concerns?

What are their HABITS?
What are their routines?
What are their daily habits?

Share Empathy Findings

Next steps

Based on the findings, how can we use this information to inform our design process?

[Open example](#) →

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

Example: Food Ordering & Delivery Application

