

Ideation Phase

Empathize & Discover

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID48331 |
| Project Name | ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

The Empathy Map for *"ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data"* focuses on toy manufacturer stakeholders, including executives, product managers, sales leads, and supply chain analysts. These individuals need to effectively understand market trends, optimize inventory, identify best-selling products, predict demand, analyze supply chain efficiency, manage supplier performance, and ensure overall profitability. They often say things like, "Where are our sales lagging?" or "How can we reduce waste?" and frequently think about whether their current data is sufficient, if they're missing key insights, or how they can react faster to market changes. In their daily work, they do things like attending numerous meetings, reviewing endless spreadsheets, and making decisions based on gut feelings or limited information. This often leaves them feeling frustrated by data silos, overwhelmed by manual reporting, and anxious about missed opportunities. Their primary pains include disjointed data, slow reporting, a critical lack of real-time insights, and difficulty in identifying crucial trends. Ultimately, the gains they seek from a solution like Tableau are a holistic data view, real-time dashboards, predictive analytics, optimized inventory, improved sales forecasting, and streamlined operations, leading to more confident decision-making and a significant competitive advantage.

Example:



ToyCraft Tales

Tableau's Vision into Toy Manufacturer Data

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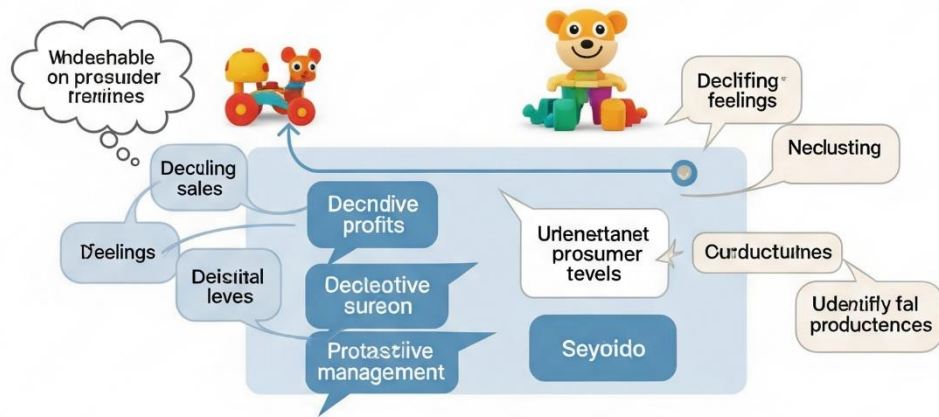
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Example: Toys Ordering & Delivery Application

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data



Needs

- Data-driven insights for informed decision-making
- Improved inventory management

Goals

- Improved understanding
- Target audience
- Productive production
- Optimize management

Goals

- Struggle in interpreting complex data
- Enhance product line development
- Slow analysis of reports
- Development
- Slow analysis of reports
- Improve production efficiency
- Optimism in supply chain
- Difficulty in maintaining
- Difficulty in obtaining optimal inventory