

# Ideation Phase

## Empathize & Discover

Date	25 June 2025
Team ID	LTVIP2025TMID47679
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

### Empathy Statement:

"Parents and caregivers want toys that inspire long-term creativity, not just short-term entertainment. They're overwhelmed by low-quality, disposable options and seek meaningful play that aligns with their values—durability, learning, and imagination. Toy Craft Tales can be the solution by offering thoughtfully designed, open-ended toys that kids cherish and parents feel good about."

## Empathy Map Overview

### What They Say

Toy manufacturers often express their need for **innovative data** solutions that enhance product design and marketing strategies, ensuring they resonate with the evolving preferences of children and parents alike.

### What They Think

Stakeholders believe that effective data visualization provides deep insights into market trends, helping them make informed decisions that drive **sales growth** and foster creativity in toy development.

### What They Do

Many stakeholders actively engage with data visualization tools, analyzing consumer feedback and sales patterns to refine their strategies and create toys that **delight and inspire** young imaginations.





Each image represents insights into what toy manufacturers **say**, **think**, **do**, and **feel** when utilizing data to enhance their creative processes.

