

Ideation Phase
Empathize & Discover

Date	3 Feb 2026
Team ID	LTVIP2026TMIDS60231
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Empathy Map Canvas:

An Empathy Map is a simple visual tool used to better understand the users of a product or service. It captures what a user says, thinks, does, and feels, helping teams view the problem from the user's perspective.

It is especially useful during the empathize phase of a project, where understanding the user's emotions, pain points, and needs is crucial to creating effective and human-centered solutions.

In the context of the ToyCraft Tales project, the empathy map helps us understand toy company managers and analysts. By knowing their frustrations (like handling raw data) and needs (like clear visual dashboards), we can design better Tableau visualizations that truly support their decision-making.

Example: Toy Craft Manufacturer

