Ideation Phase Empathize & Discover

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52193
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
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.

SAYS

I want to see the data that proves which cosmetic products are driving growth over time

I spend too much time pulling numbers from different reports It's hard to get clear insights into market performance

Find opportunities to lew new



THINKS

We need to identify signals of new trends as early as possible

There has to be a better way to track product I wsh there was a dashboard tailored for cosmetics

Current dat doesn't sho w the full picture of how market

Cosmetics Analysis

They save or screenshott visuals for presentations

Requests summarized charts instead They repeatedly ask chart on demand

Anxious about missing market trends

Frustrated by manual data work

DOES

