Empathy Map Canvas:

WHO are we empathizing with?

Primary Users:

- Cosmetic brand managers
- Marketing analysts
- Product developers in the beauty industry
- Retailers selling cosmetics
- Skincare and beauty influencers
- Consumers curious about trends

Key Stakeholders:

- Data analysts using Tableau
- Business decision-makers
- Sales teams
- Marketing teams

What do they NEED TO DO?

- Understand emerging cosmetic trends quickly.
- Visualize complex consumer data in an easy, interactive way.
- Identify top-performing brands and products.
- Analyze consumer preferences (e.g., suitability for skin types).
- Track how labels and rankings affect buying decisions.
- Make data-driven product development and marketing strategies.

What do they SEE?

- Vast amounts of scattered cosmetic sales and feedback data.
- Fragmented or outdated reports.
- Competitors leveraging data visualization tools.
- New trends constantly changing (K-beauty, clean beauty, vegan, etc.).
- Shifts in consumer behavior post-pandemic.

What do they SAY?

- *"We need clear dashboards to track market trends."*
- *"It's hard to make sense of raw data."*
- *"We want to know what consumers really care about."*
- *"We need to justify decisions with solid insights."*
- *"We'd like to see visual stories, not just spreadsheets."*

What do they DO?

- Collect and store large datasets.
- Create basic charts and reports in Excel or older tools.
- Manually prepare presentations for stakeholders.
- Spend a lot of time cleaning and merging data.
- Rely on intuition when insights are unclear.

What do they HEAR?

- From leadership: *"Bring innovative, data-backed recommendations."*
- From industry: *"Visualization is key to competitive advantage."*
- From peers: *"Better dashboards save us time."*
- From consumers: *"We want transparency and personalization."*

PAINS

- Time-consuming data cleaning and reporting.
- Lack of user-friendly, interactive visuals.
- Difficulty understanding consumer segmentation.
- Missed opportunities due to delayed insights.
- Inability to clearly present data to non-technical stakeholders.

GAINS

- Easy-to-use Tableau dashboards to explore trends interactively.
- Faster, clearer decision-making.
- Better targeting of marketing campaigns.
- More innovative, consumer-driven product lines.
- Increased competitiveness in the cosmetic market.

Solution Statement

"Cosmetic Insights" empowers cosmetic brands and analysts to explore, visualize, and understand cosmetic trends and consumer preferences using Tableau — turning scattered data into actionable insights for better products and smarter marketing."

Example:

Says
- "We need clear dashboards to track trends."
- "I want to know which brands are growing fastest."
- "Our reports should be more visual and less boring."
- "We must understand what our customers really want."

Thinks
- "I hope this tool saves me time on manual reports."
- "What if we miss a trend and lose market share?"
- "Our team needs to make smarter, data-backed decisions."
- "I want to stand out as an insight-driven marketer."

Cosmetic Brand Analyst
Data-driven professional seeking clear, actionable insights on trends and consumers.

Does
- Collects sales & consumer data from multiple sources.
- Cleans & merges spreadsheets manually.
- Prepares static presentations for managers.
- Experiments with Tableau dashboards.

Feels
- Frustrated with scattered, messy data.
- Anxious about staying ahead of fast-changing trends.
- Feels under pressure to deliver insights fast.
- Excited to present clear, interactive visuals.