Ideation Phase
Empathize & Discover

Date	28 June2025
Team ID	LTVIP2025TMID51433
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau : A College Food Choices Case Study
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 go sushi because I like that it's a healthy option

It's rare that we'll go to a buffet sushi

Thinks

Sushi is better in Japan than in London

Sushi is better in Japan than in London

Dream sushi would be raw fish, avocado, roe

Does

Ordered sushi on an ipad in Japan

Has ordered sushi in food delivery apps

Colleagues use her phone to add what they want and buy extras if they don't like raw fish

Asks for dairy to be removed

Has ordered her dream custom sushi before

Feels

Confused by some ingredients

Disappointed that sometimes the sushi doesn't look like past experience