Ideation Phase
Empathize & Discover

Date	26 June 2025
Team ID	LTVIP2025TMID49452
Project Name	iRevolution: A Data -driven Exploration of Apple's iPhone Impact in India using 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.

An **empathy map** is a widely used visualization tool within the field of user experience design and human–computer interaction practice. In relation to empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end user. Within context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user-centered solution

Structure

The traditional empathy map begins with four categories: says, thinks, does, and feels. At the center of the map, a user or persona is displayed to remind practitioners and stakeholders what type of individual this research is centered around. Each category of the empathy map represents a snapshot of the user's thoughts and feelings without any chronological order.

- **Says** category contains what the user says out loud during research or testing. Ideally, each point is written down as close to the user's original words as possible.

- **Thinks** category contains what the user is thinking. While content may overlap with the *Says* category, *Thinks* category exists to capture thoughts users may not want to share willing due to social factors, such as self-consciousness or politeness.

- **Does** category contains the user's action and behaviours. This contains what the user is physically doing and captures what actions users are taking.

- **Feels** category contains the user's emotional state in context with their experience. This typically contains information or phrases as to how they feel about the experience

Example:

Says
What have we heard them say?
What can we imagine them saying?

"I know Apple is doing well, but I want to see the data that proves it—especially over time.

Our dashboards are too generic; I need something that tells a story specifically about Apple..

I spend too much time pulling numbers from different reports just to get a basic market view.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I need to make decisions based on data, not gut feeling — especially when planning new iPhone features or pricing.

If I can spot early signals from regions or trends, I can guide product and marketing before competitors do.

If I can spot early signals from regions or trends, I can guide product and marketing before competitors do.

VNVR KARTHIK
Apple revolution & dashboard design

Does
What behavior have we observed?
What can we imagine them doing?

They save or screenshot visuals from Tableau dashboards and include them in pitch decks or strategy briefs.

They repeatedly ask for cleaned, summarized charts in meetings rather than detailed spreadsheets.

They manually combine data from various reports (sales, specs, market share) to get a full picture of Apple's performance.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Frustrated when they have to jump between multiple spreadsheets or tools just to answer a simple question like "How did Apple perform last quarter?

Pressure to present insights in executive meetings, where blurry data storytelling could undermine their credibility.

Anxious about missing critical trends in a highly competitive market where Apple is expected to stay ahead.

⊙ See an example