Ideation Phase Empathy Map

Date	14 June 2025
Team ID	LTVIP2025TMID49029
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

EMPATHY MAP

THINKS

- Am I doing enough to support student health?
- I wish I had clearer, real-time data on student nutrition patterns
- What are the biggest risks among students' dietary habits?
- Can I justify funding for wellness programs using data?

FEELS

- Worried about increasing health risks due to poor student diets.
- Frustrated by lack of actionable, visual insights.

Concerned about limited outreach and late interventions

Empowered when making evidence-based health recon

SAYS

- We need to take a data-driven approach to student wellness
- Vitamin and snack consumption patterns are hard to track manually
- A dashboard would really help monitor dietary deficiencies
- I need to show outcomes 'to get budget for health programs

DOES

- Uses static reports or manual surveys to assess health trends
- Plans awareness campaigns, designs nutrition posters
- Consults with nutritioniste, leads health workshops, sends emalls
- Prepares reports for administration using survey or spreadsheet data