**Empathy Map**

# Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

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| Date | Team ID | Project Name | Maximum Marks |
| 16-06-2025 | LTVIP2025TMID48235 | Exploring the Toy Manufacturing Industry through Data Visualization | 2 Marks |

The **Empathy Map Canvas** helps us step into the shoes of the end-users or stakeholder

of our Tableau-based project. It identifies what users **say, think, do, and feel**, enabling

us to design a data-driven solution that delivers real business impact.

**Who Are We Empathizing With?**

* **Toy Manufacturers & Product Managers:** Companies involved in designing, producing, and selling toys who need market insights to shape production and innovation.
* **Sales & Marketing Teams:** Professionals responsible for identifying customer preferences and planning campaigns to improve sales outcomes.
* **Retail Distributors & Store Managers:** People managing toy inventory, supply chains, and stocking decisions based on customer demand.
* **Business Analysts & Decision-Makers:** Stakeholders who rely on data for planning marketing, logistics, and product development strategies.

**User Says**

* We need to know which toys are in high demand during different seasons.
* How do preferences change across different age groups and regions?
* Sales are fluctuating — but we don’t know why or when.
* We want real-time, visual dashboards instead of boring spreadsheets.

**User Thinks**

* If I could visualize customer preferences, I’d make better production decisions.
* Trends vary so much across locations — one product may not fit all markets.
* We’re probably missing sales because we don’t understand what kids really want.
* It would be easier to convince management with interactive charts and visuals.

**User Does**

* Manually analyzes CSV or Excel files to extract sales trends.
* Uses guesswork or past experience to plan inventory or promotions.
* Sends monthly PDF reports that are outdated by the time they reach decision-makers.
* Prepares static PowerPoint presentations with limited insights.

**User Feels**

* Frustrated by the lack of real-time, easy-to-understand visual data.
* Anxious about overstocking or understocking popular products.
* Motivated when data clearly aligns with customer behavior.
* Confident when using visual dashboards to back their decisions.

**Insights Gained**

* **Strong need** for interactive dashboards showing seasonal and demographic trends.
* **Visual filters** (by category, region, age group, etc.) can help users explore data more meaningfully.
* **Real-time and historical visualizations** will empower stakeholders to make better, faster decisions.
* **Storytelling with Tableau** helps communicate data insights effectively to both technical and non-technical audiences.
* **Web-based access** (Tableau Public or embedded dashboards) is essential for team-wide collaboration.