

Ideation Phase

Empathize & Discover

Date	16 th June 2025
Team ID	LTVIP2025TMID47637
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
Maximum Marks	4 Marks

Empathy Map Canvas

To better understand the needs of retail managers and decision-makers, we created an Empathy Map. It captured what the user thinks, feels, says, and does regarding product placement decisions. The map highlighted their need for data-backed insights, frustrations with manual decision-making, and desire for interactive dashboards. This understanding helped us tailor our visualizations to deliver actionable, easy-to-interpret insights

Empathy Map – Retail Shopper:

