

Ideation Phase Empathizes

Discover

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| Date | 9 th Febrary 2026 |
| Team ID | LTVIP2026TMIDS74276 |
| Project Name | Toy Craft Tales: tableau's vision into toy Manufacturer data |
| Marks | 2Marks |

Empathy Map Canvas:

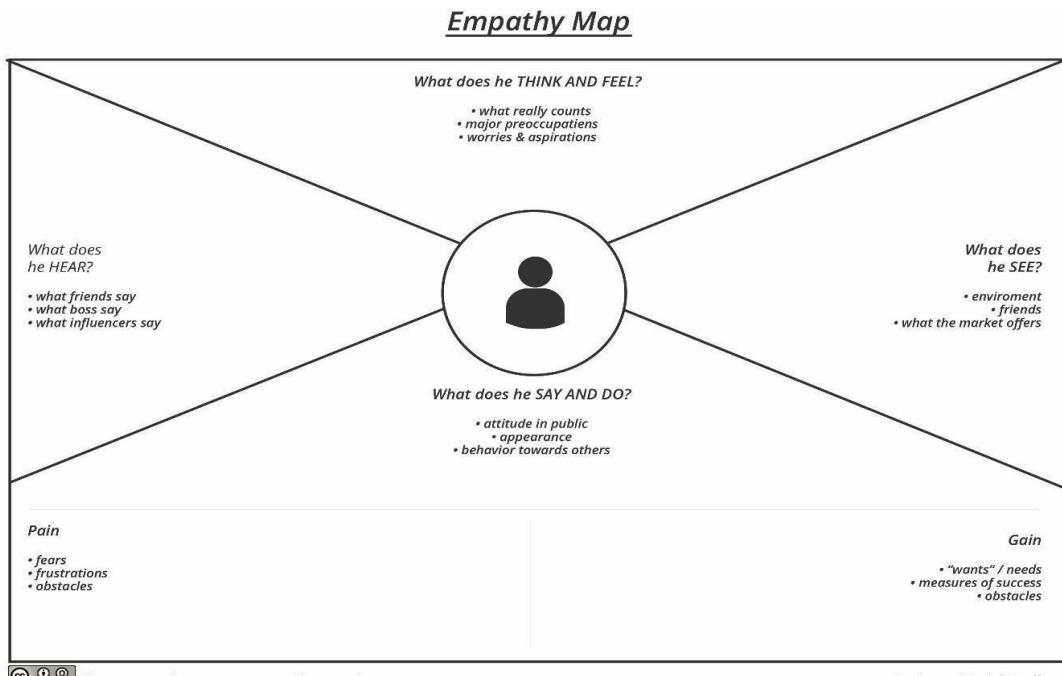
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool that helps teams better understand their users.

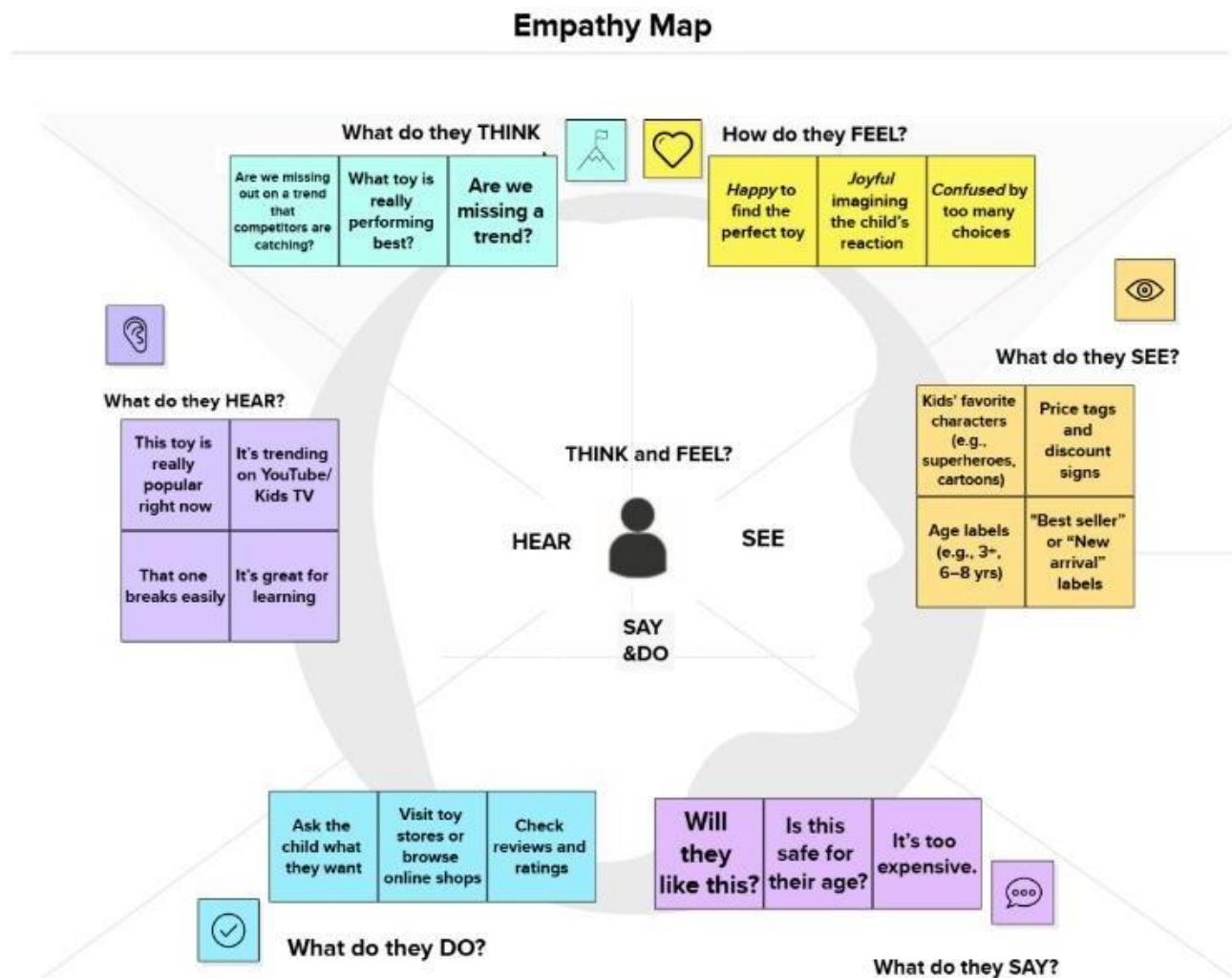
Creating an effective solution requires understanding the true problem and the person who is experiencing it.

The exercise of creating the map helps participants consider things from the user's perspective, along with his or her goals and challenges.

Example:



Empathy Map on Toy Craft tales:



Pains

- Too many options, hard to choose
- Toys break easily after a few uses
- Out of stock or limited availability
- Pressure from kids influenced by trends

Gains

- Seeing the child happy and excited
- Buying something durable and safe
- Getting a good deal or discount
- Choosing a trending or popular toy