

Ideation Phase

Empathize & Discover

Date	3 July 2025
Team ID	LTVIP2025TMID50300
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

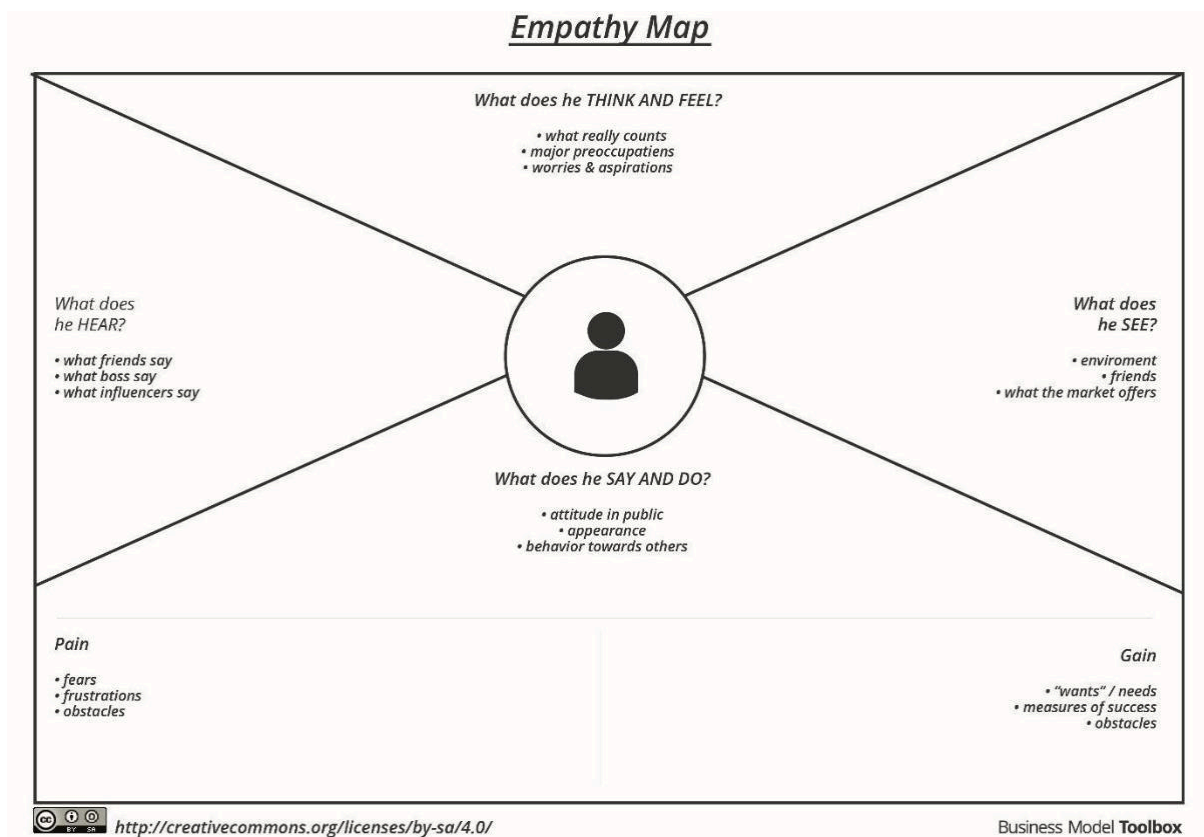
Empathy Map Canvas:

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 help teams better understand their users.

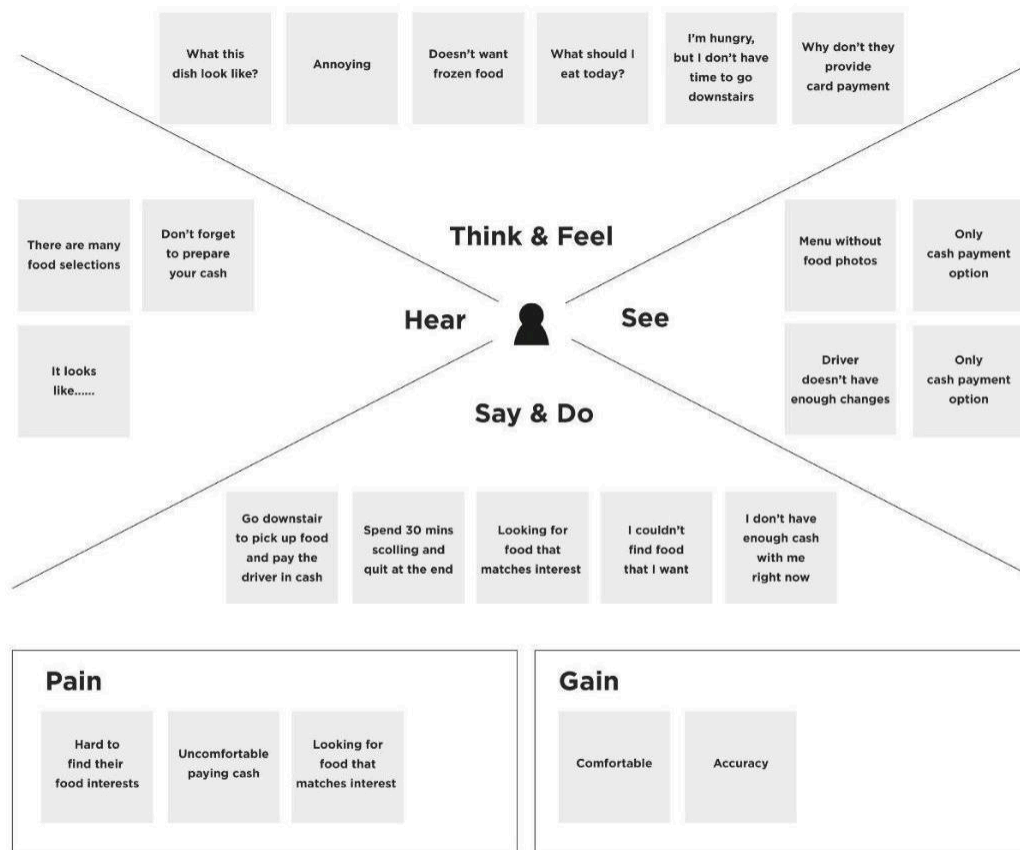
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application



Empathy Map Canvas

The primary user as : A marketing strategist or brand analyst at a cosmetics company

Content

Section

Says

We need visual insights on which cosmetic products are trending.

I want to compare consumer preferences across age groups and regions.

I'm not sure if our campaigns match what consumers actually want.

Thinks

There might be demand trends we're not tracking properly.

Uses Excel reports or sales logs to track performance manually.

Does

Spends hours reviewing product sales and feedback in raw format.

Feels	Frustrated with data overload and lack of visual tools.
Sees	Wants confidence when recommending marketing plans to leadership. Messy sales reports, CSV files, and static charts.
Hears	Disjointed insights without clear consumer trends. Leadership asking for trend-based campaigns.
Pains	Marketing heads pushing for data-backed decisions. Manual effort with low visibility into preferences

Hard to present compelling reports with plain data.

Gains Interactive Tableau dashboards that highlight preferences and performance.
Improved targeting and stronger marketing ROI.