

## Ideation Phase

### Empathize & Discover

Date	28 June2025
Team ID	LTVIP2025TMID51433
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau : A College Food Choices Case Study
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 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.

## Says

I go sushi  
because I like  
that it's a  
healthy option

It's rare that  
we'll go to a  
buffet sushi

## Thinks

Sushi is  
better in  
Japan than  
in London

Sushi is  
better in  
Japan than  
in London

Dream sushi  
would be raw  
fish, avocado,  
roe

## Does

Ordered  
sushi on an  
ipad in  
Japan

Has ordered  
sushi in food  
delivery apps

Colleagues use  
her phone to add  
what they want  
and buy extras if  
they don't like raw  
fish

Asks for  
dairy to be  
removed

Has ordered her  
dream custom  
sushi before

## Feels

Confused  
by some  
ingredients

Disappointed that  
sometimes the  
sushi doesn't look  
like past  
experience

