

Ideation Phase:-

Empathize & Discover:-

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| Date | 17 June 2025 |
| Team ID | LTVIP2025TMID48853 |
| Project Name | Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau |
| Maximum Marks | 4 Marks |

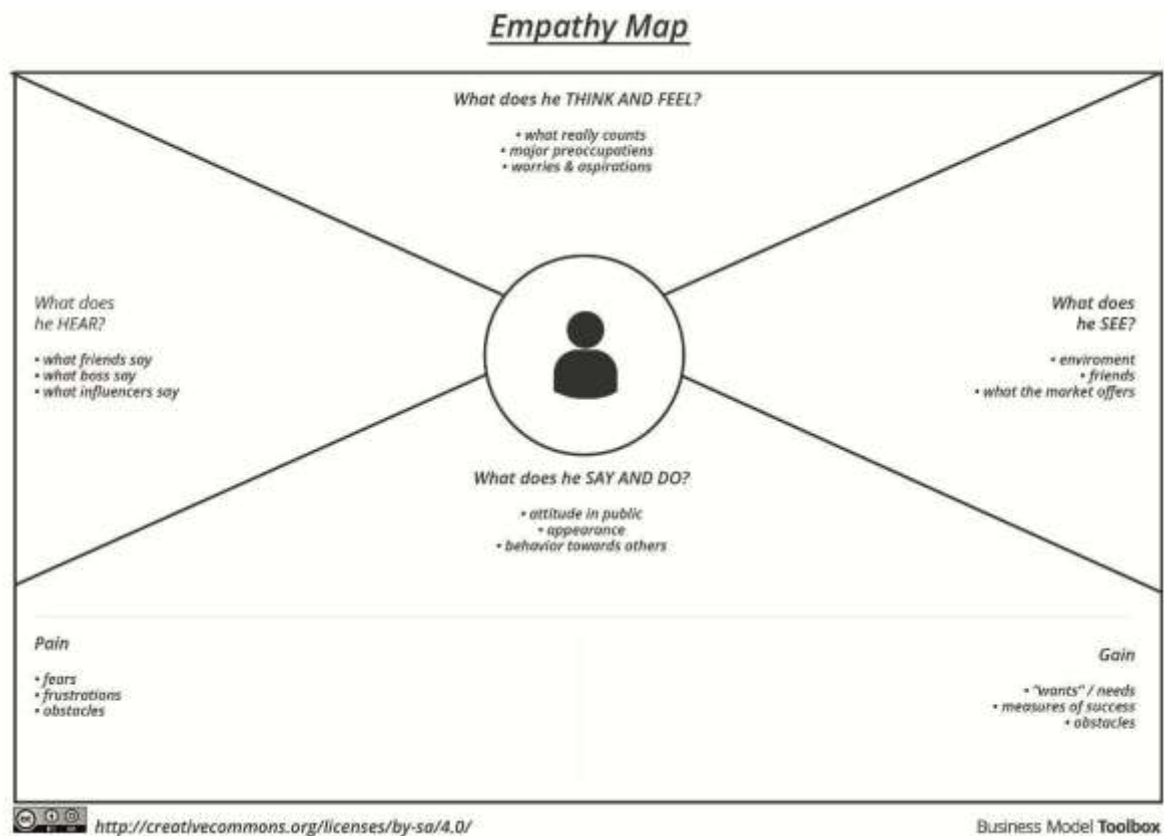
Empathy Map Canvas:-

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:-



Example:- Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

