

Ideation Phase

Empathize&Discover

Date	21 June 2025
Team ID	LTVIP2025TMID48487
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Empathy Map Canvas

In today's data-driven world, simply having data is not enough. The true power lies in understanding the people behind the data — their frustrations, needs, and aspirations. Our project, *"ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data,"* revolves around transforming complex toy sales data into clear, actionable insights through visualization. But before we could do that effectively, we had to step into the shoes of our users — the toy manufacturers, analysts, and decision-makers.

The **Empathy Map Canvas** became our guiding tool to understand these users not just as stakeholders, but as humans. Through it, we explored what they see, hear, think, and feel every day. We realized that behind every delayed report or misjudged inventory decision is someone trying to do their best with limited tools. They desire clarity, speed, and control — and our job was to deliver that.

Example: Toy Craft Manufacturer

