

Ideation Phase

Empathize & Discover

Date	2 Feb 2026
Team ID	LTVIP2026TMIDS90501
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
Marks	4 Marks

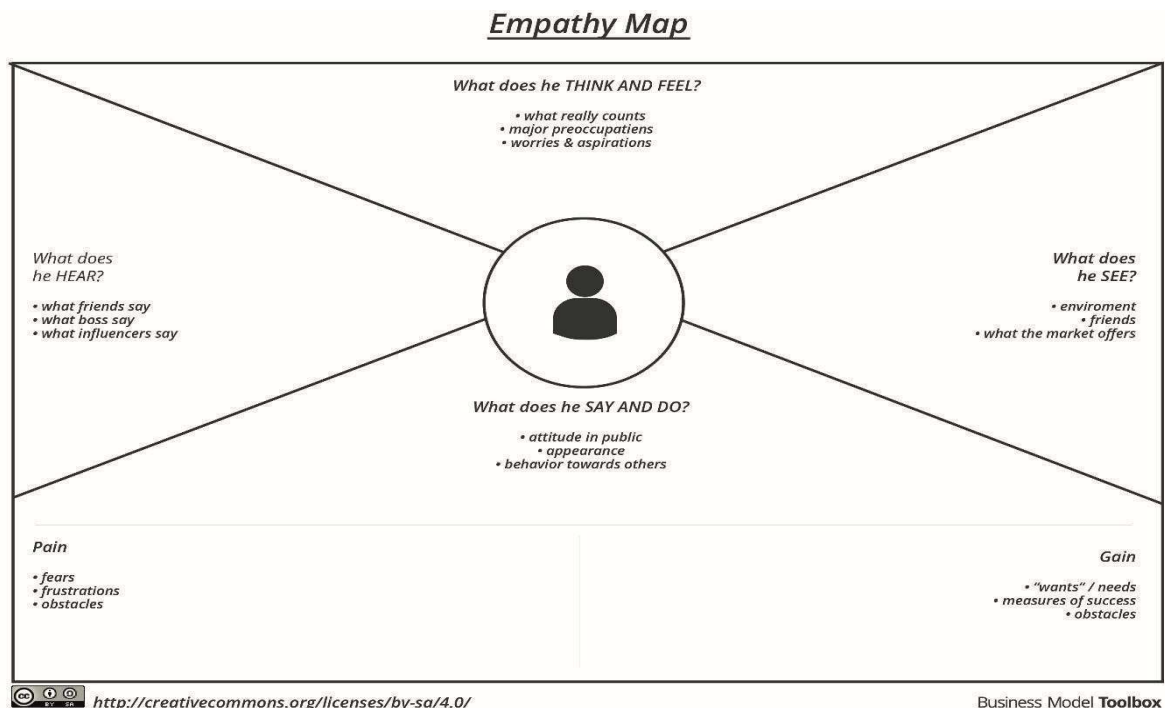
Empathy Map Canvas:

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

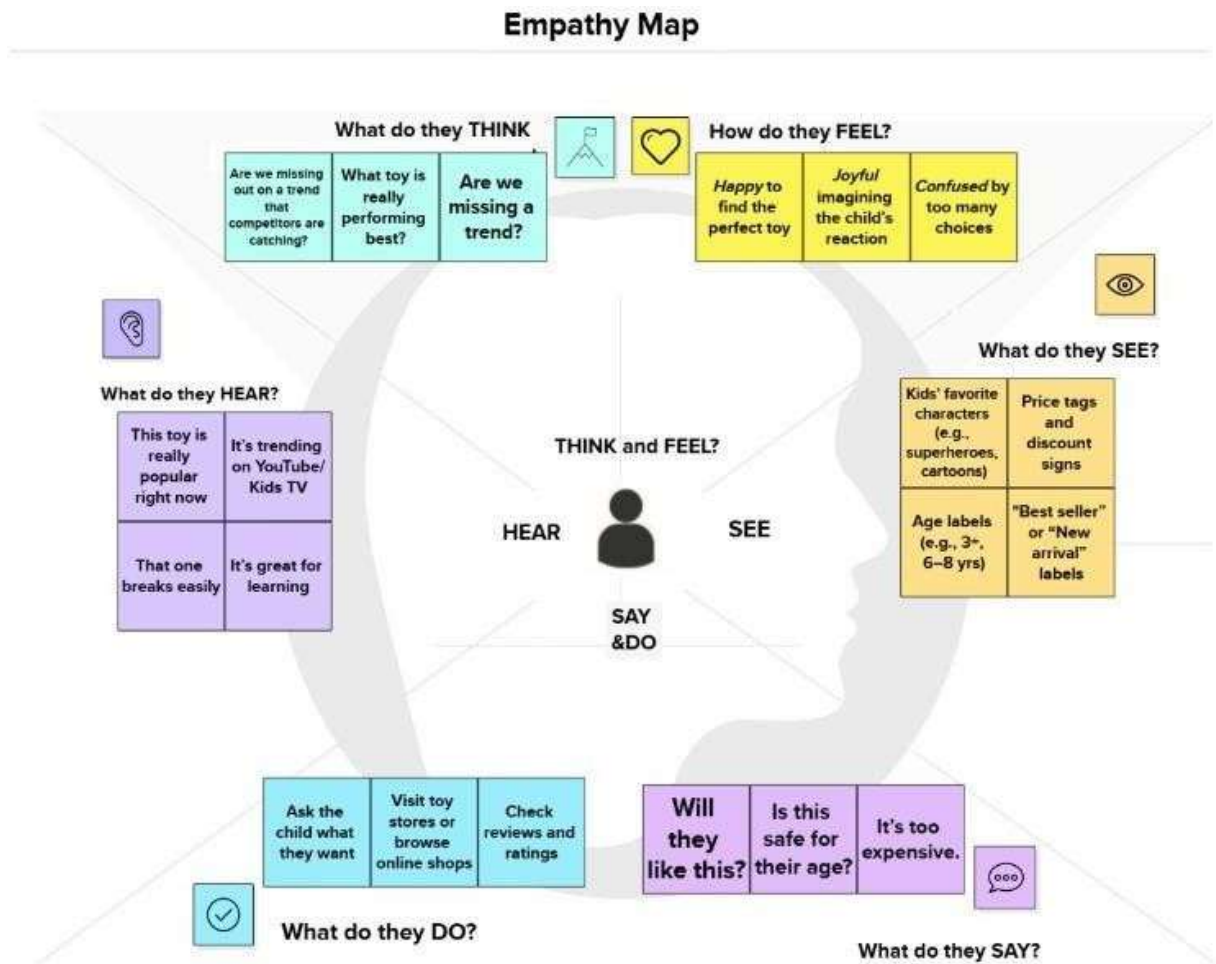
It is a useful tool to help teams better understand their users.

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:



Empathy Map on Toycraft 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