Ideation Phase Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID59682
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.

HEARS

- · I don't havee time to eat healthy with all the classes
- Canteen food isn't always nutritious
- · I eat based on my mood especially during exants
- · My parents keep asking me to eat more vegetables

SEES

- · Sees pe ers-eating junk food more oft than healthy meals
- Sees meal prop content on social med but doesn't follow it regularly
- Notices posters or messages about di awareness around camous

Watches YouTube reels or shorts about guick snacks and 'hostel hacks"

SAYS & DOES

- · Says "Let's grab-a quick bite" instead of proper meals
- · Skips breakfast, eats late-night snacks
- Frequently orders food online or from nearby stails
- · Claims to care abut health, but prioritizes convenience

THINKS & FEELS

- · Feels guilty after eating too much junl food
- Thinks they want to start eating healthier "from next week."
- · Feels stressed du to acadermic load-uses food as comfort
- · Worries about weight, skin, or energy levels due to poor eating
- · Thinks healthy food is either expenssibland, or hard to access

