

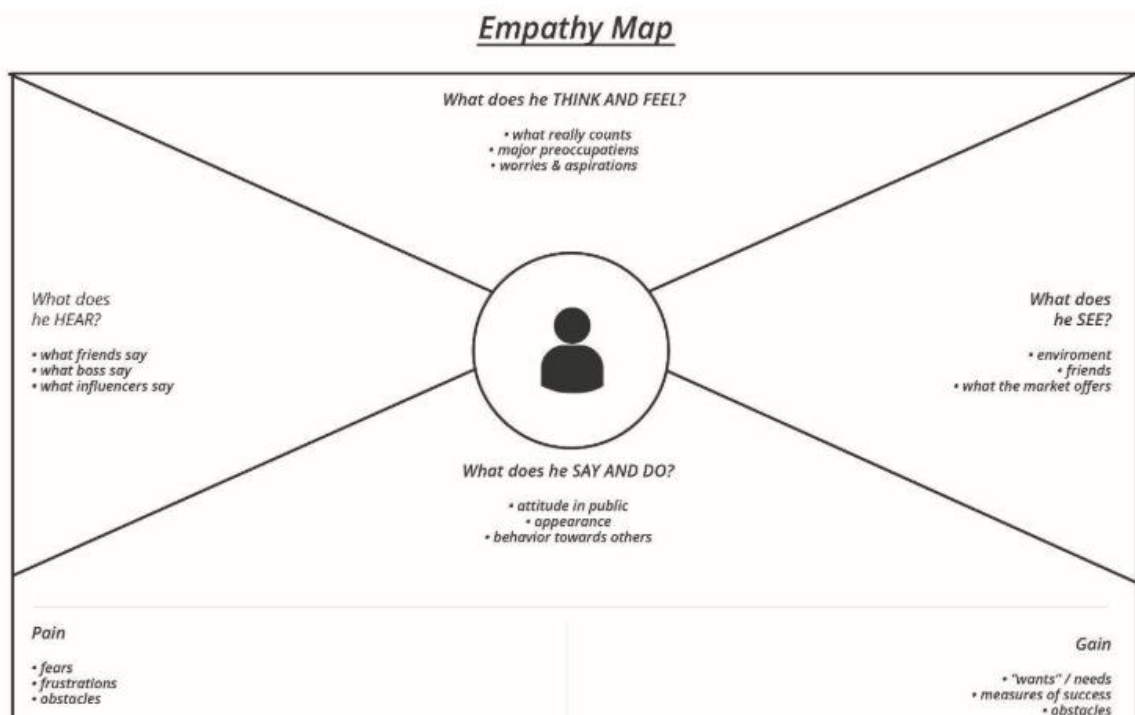
# Ideation Phase

## Empathize & Discover

Date	June 2025
Team ID	LTVIP2025TMID50930
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.



## Example: Food Ordering & Delivery Application

