

## Ideation Phase

### Empathize & Discover

Date	31 Jan 2026
Team ID	LTVIP2026TMIDS24922
Project Name	Toycraft Tales: Tableau's Vision into Toy Manufacturer Data
Marks	4 Marks

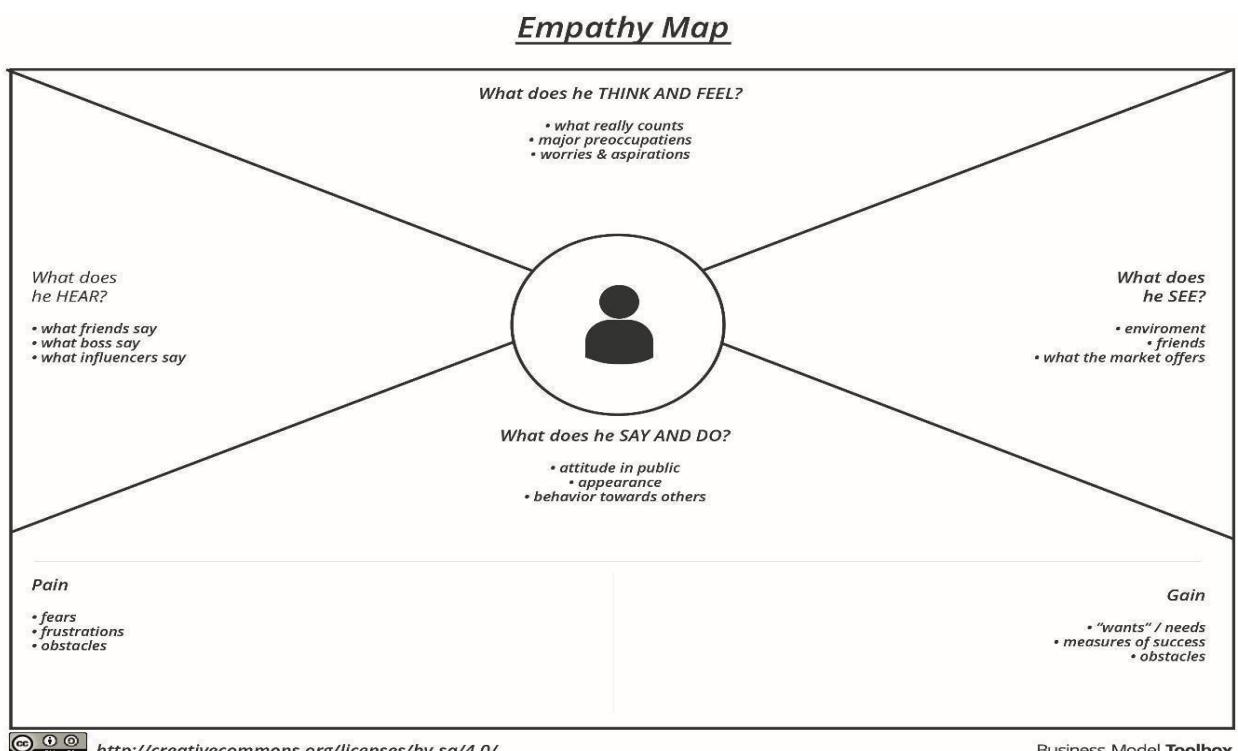
#### Empathy Map Canvas:

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

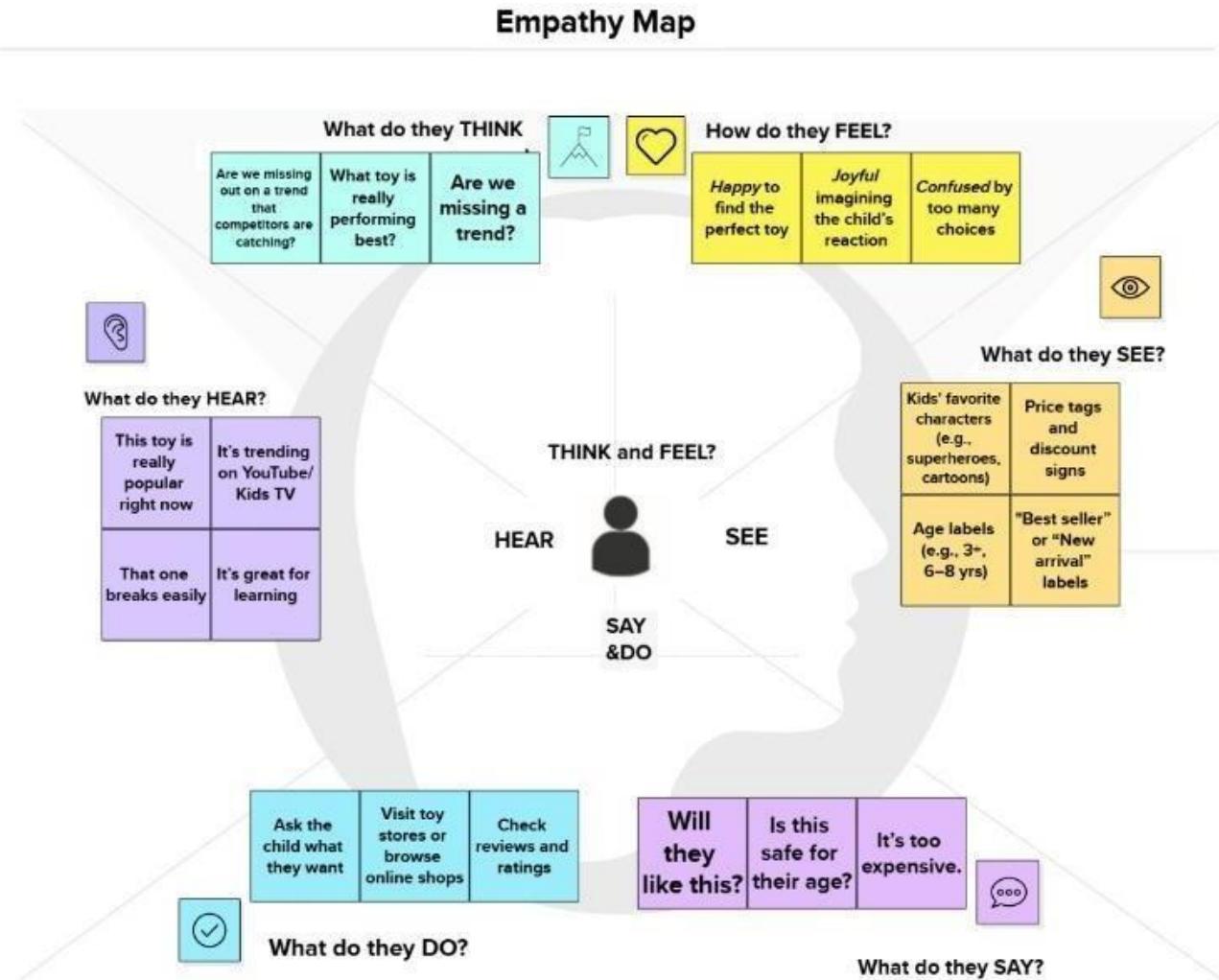
It is a useful tool to help teams better understand their users.

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