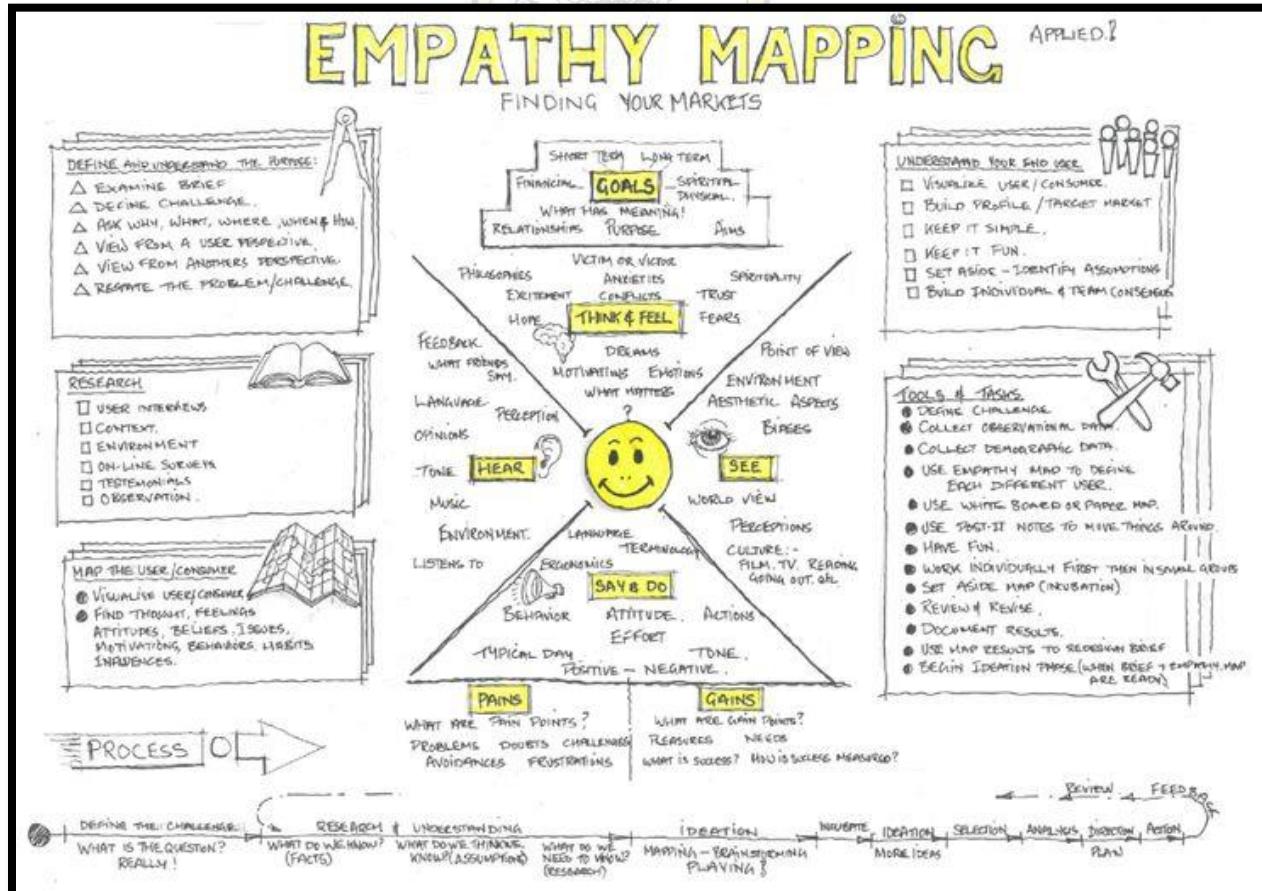


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

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PROJECT NAME	Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study
MAXIMUM MARKS	4 MARKS

2.2 Empathy Map Canvas

An Empathy Map Canvas is used to better understand the target users—in this case, college students making daily food choices. It helps identify their thoughts, emotions, behaviors, challenges, and motivations related to dietary decisions.



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Role of Tableau in Empathy Mapping:

Using Tableau dashboards, we can:

- Visualize student food preferences.
- Analyze spending patterns.
- Identify frequency of fast-food consumption.
- Detect nutritional gaps.
- Segment students based on eating behavior.

This empathy map forms the foundation for developing data-driven dietary strategies tailored to the real needs of college students.

