

IdeationPhase

EmpathizesDiscover

Date	26June2025
TeamID	LTVIP2025TMID50208
ProjectName	ToyCraftTales:tableau'svisionintotoy manufacturerdata
Marks	2Marks

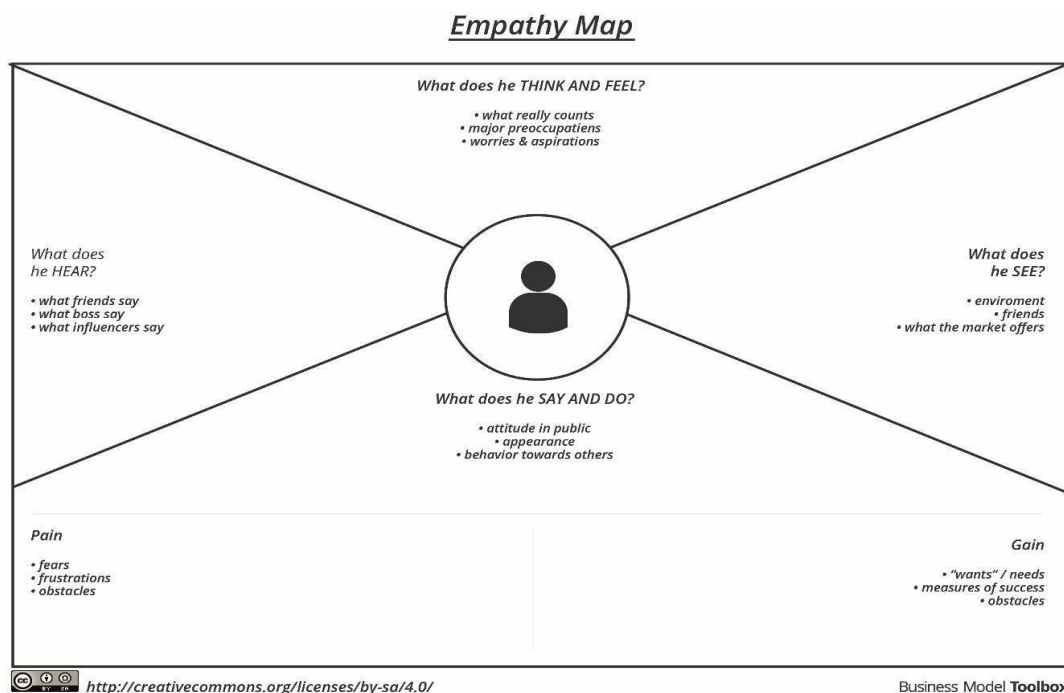
EmpathyMapCanvas:

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 help teams better understand their users.

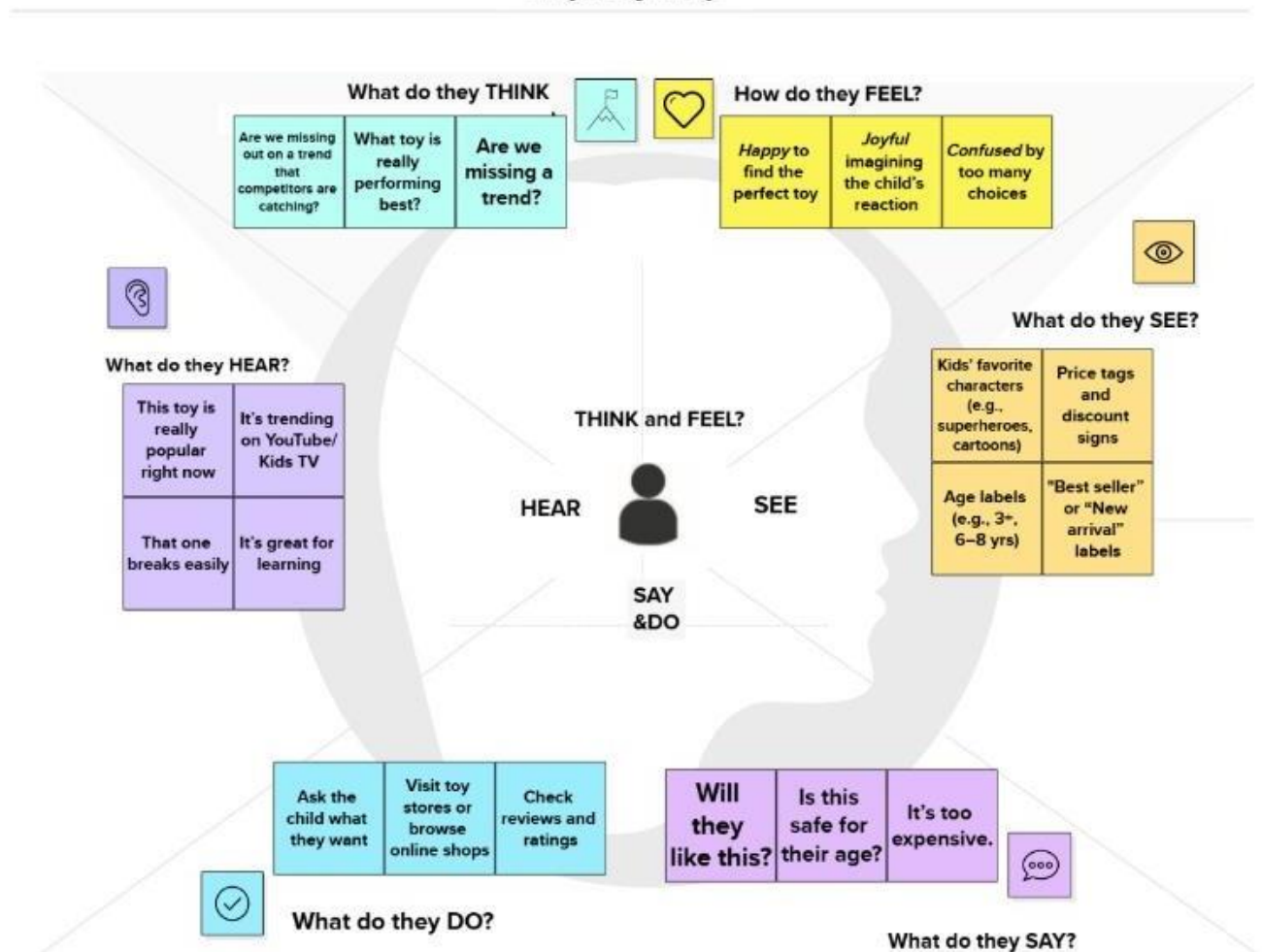
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



EmpathyMaponToyCrafttales:

Empathy Map



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
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Gains

Seeing the child happy and excited	Buying something durable and safe	Getting a good deal or discount	Choosing a trending or popular toy
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