**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID48490 |
| Project Name | **Comprehensive Analysis and Dietary Strategies with Tableau** |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

🎯 **Empathy Map Canvas**: *Health-Conscious User*

| **Section** | **Description** |
| --- | --- |
| **Says** | “I want to eat healthier, but I’m not sure if I’m getting enough of the right nutrients.” “I wish I had a visual way to track what I eat.” “It’s hard to stick to my diet when I don’t see progress.” |
| **Thinks** | “Am I unknowingly missing out on key vitamins?” “Are these diet choices helping or hurting me long-term?” “I need something that’s easy to use but also smart enough to guide me.” |
| **Does** | Logs meals intermittently Reads diet blogs and watches YouTube nutrition videos Experiments with different eating patterns but struggles to stay consistent |
| **Feels** | Confused by conflicting dietary advice Frustrated with apps that offer limited insights Hopeful that better data can lead to better health decisions |
| **Pains** | Overwhelmed by data and choices Lack of clarity on what’s working Feeling judged or disheartened when goals aren’t met |
| **Gains** | Personalized suggestions that actually reflect habits Visual feedback that motivates behavioral change Confidence from seeing clear, meaningful progress |