# **Ideation Phase:-**

# **Empathize & Discover:-**

Date	18 June 2025
Team ID	LTVIP2025TMID51646
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.

It is a useful tool to helps 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** What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends say what boss say what influencers say environment friends what the market offers What does he SAY AND DO? attitude in public appearance behavior towards others Pain • fears • frustrations • obstacles • "wants" / needs • measures of success • obstacles http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

**Example:**- Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

# THINK & FEEL

- Is this product safe for my skin?
- What ingredients are trending?
- How do I find crueltyfree options?

#### SEE

- Beauty influencers and makeup tutorials
- Product displays in stores
- Tableau visualizations of trends

# PAIN

- Confusing ingredient labels
- Difficulty finding ethical products
- Overwhelming number of choices

# GAIN

- · Clear understanding of trends
- Easier comparison of product attributes

# SAY & DO

- I prefer natural ingredients
- I research prorducts online
- I try samples before buying

# GAIN

- Clear understanding of trends
- Easier comparison of product attributes