

IdeationPhase

Empathize&Discover

Date	21 June 2025
Team ID	LTVIP2025TMID48274
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map is a powerful visual tool that helps teams gain deeper insights into their users. By mapping out what users say, think, do, and feel, it provides a clearer view of their experiences, challenges, and expectations.

his tool is especially valuable during the empathize stage of a design or problem-solving process. It enables teams to focus on real user emotions, pain points, and motivations, which is essential for building human-centered, impactful solutions.

In the case of the Measuring the Pulse of Prosperity project, the empathy map focuses on understanding the roles of policy analysts, economists, and decision-makers working with economic freedom data. By uncovering their pain points—such as the challenge of interpreting complex, multi-dimensional data—and their needs—like clear, interactive dashboards that reveal key patterns and trends—we can design more effective Tableau dashboards that genuinely support insightful policy analysis and informed decision-making



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

