

# Empathy Map

## Empathy Map For Buying a TV

### Says

What have we heard them say?  
What can we imagine them saying?

What do you think?

I was expecting something different

What brand do you like?

What size is best?

Checks the website

More research

Lists pros/cons

Asks friends

Too many acronyms

I want something awesome

What is best for me?

Buying a Tv

Excited 😄

Fear 😨

Anxious 😬

Overwhelmed

### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

What else am I missing?

### Does

What behavior have we observed?  
What can we imagine them doing?

### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

# Brainstorming

The collage displays 12 distinct business model canvas templates. Each template is a structured form for business planning, typically divided into nine main sections: Mission Statement, Value Proposition, Channels, Customer Segments, Revenue Streams, Cost Structure, Key Partners, Key Activities, and Key Resources. The templates vary in their visual design, including different colors, fonts, and layouts. Some templates include additional sections like 'Key Partners' or 'Key Resources'. The templates are arranged in a 3x4 grid, with each template occupying one cell. The templates are: 1. A simple white template with a blue header. 2. A template with a blue header and a yellow background. 3. A template with a blue header and a yellow background. 4. A template with a blue header and a yellow background. 5. A template with a blue header and a yellow background. 6. A template with a blue header and a yellow background. 7. A template with a blue header and a yellow background. 8. A template with a blue header and a yellow background. 9. A template with a blue header and a yellow background. 10. A template with a blue header and a yellow background. 11. A template with a blue header and a yellow background. 12. A template with a blue header and a yellow background.

# Tableau Dashboard

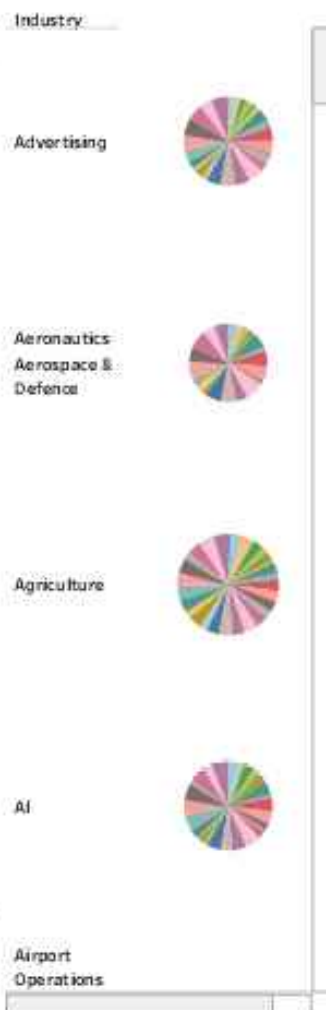
Sheet 3

State	Count	Count of s
Andaman a..	38	2
Andhra Pra..	1,297	2
Arunachal P.	14	1
Assam	729	1
Bihar	1,453	2
Chandigarh	296	1
Chhattisgarh	880	2
Dadra and ..	37	1
Delhi	9,777	3
Goa	352	1
Gujarat	5,909	2
Haryana	4,550	2
Himachal P..	252	1
Jammu and ..	454	1
Jharkhand	768	1
Karnataka	10,028	3
Kerala	3,774	2
Ladakh	3	1
Lakshadwe..	1	1
Madhya Pra..	2,505	2
Maharashtra	15,699	3
Manipur	95	1
Mayilalaya	27	1
Mizoram	12	1
Nagaland	27	1
NOT SPECIF..	2	1
Odisha	1,444	2
Puducherry	86	1
Punjab	847	1
Rajasthan	2,725	2
Sikkim	8	1
Tamil Nadu	4,735	2
Telangana	4,461	2
Tripura	72	1
Uttar Prade..	7,761	2

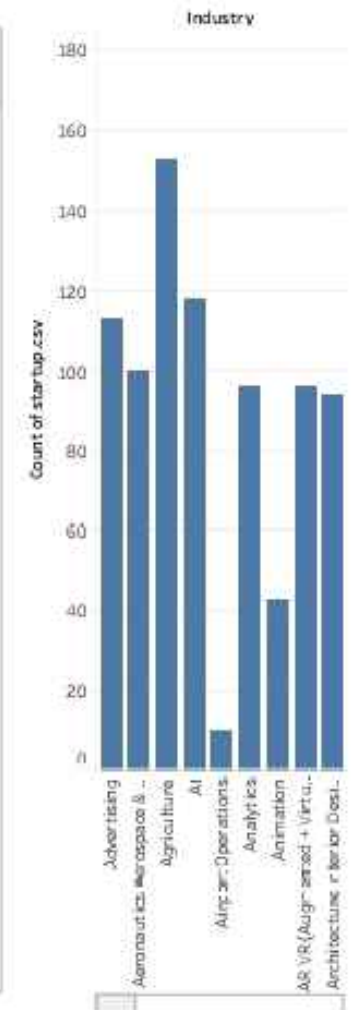
Sheet 2

State	Industry	Count of s
Andaman and Nicobar Islands	Agriculture	1
	AR/VR/Aug..	1
	Construction	1
	Education	1
	Green Tech..	1
	Internet of ..	1
	IT Services	1
	Logistics	1
	Manufacturing	1
	Non-Remo..	1
	Other Spec..	1
	Professiona..	1
	Textiles & A..	1
	Transporta..	1
	Travel & To..	1
Andhra Pradesh	Advertising	1
	Aeronautic..	1
	Agriculture	1
	AI	1
	Analytics	1
	Animation	1
	AR/VR/Aug..	1
	Architecture..	1
	Art & Photo..	1
	Automotive	1
	Biotechnol..	1
	Chemicals	1
	Computer V..	1
	Construction	1
	Dating Mat..	1
	Design	1
	Educational	1

Sheet 4

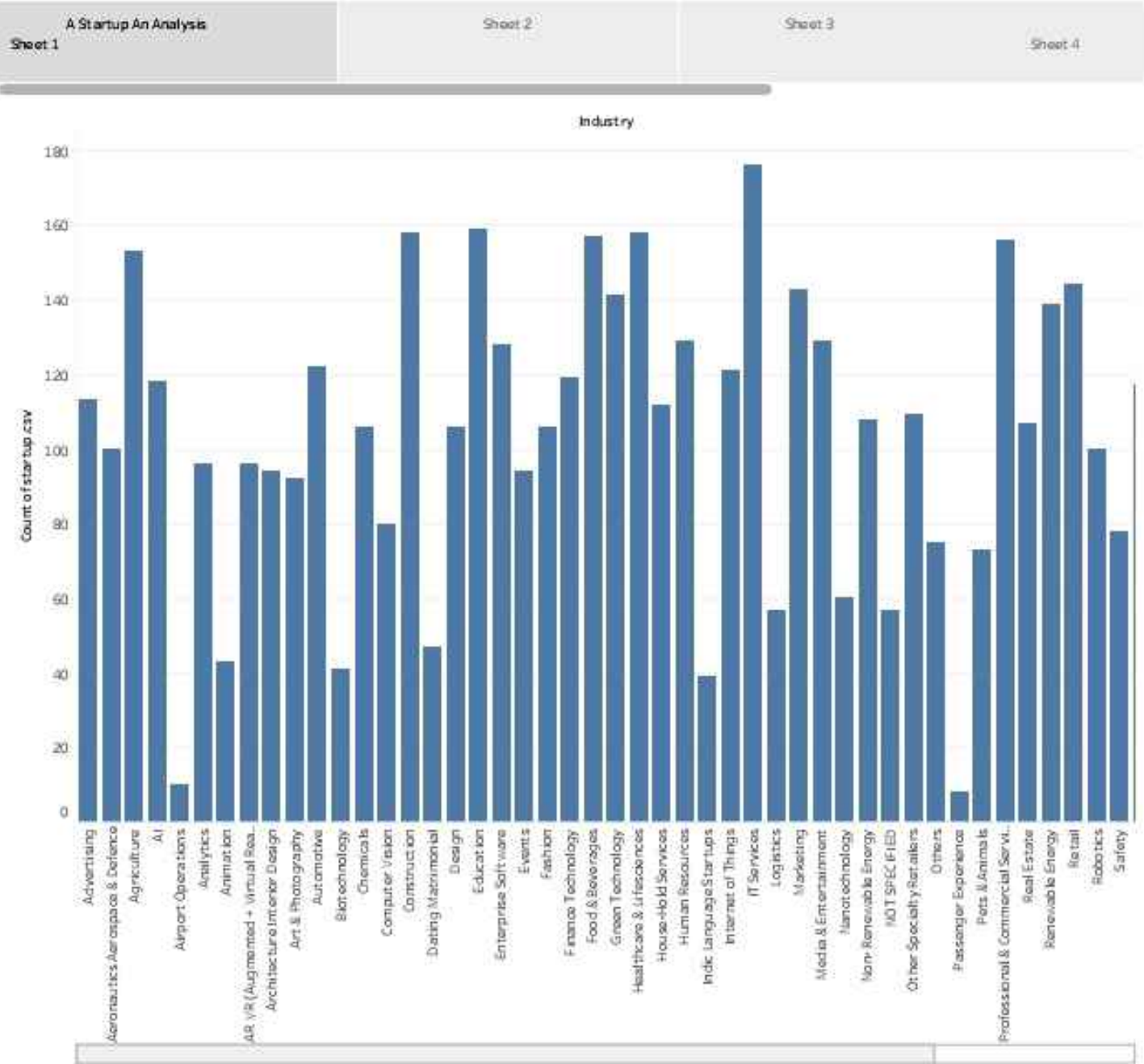


Sheet 1



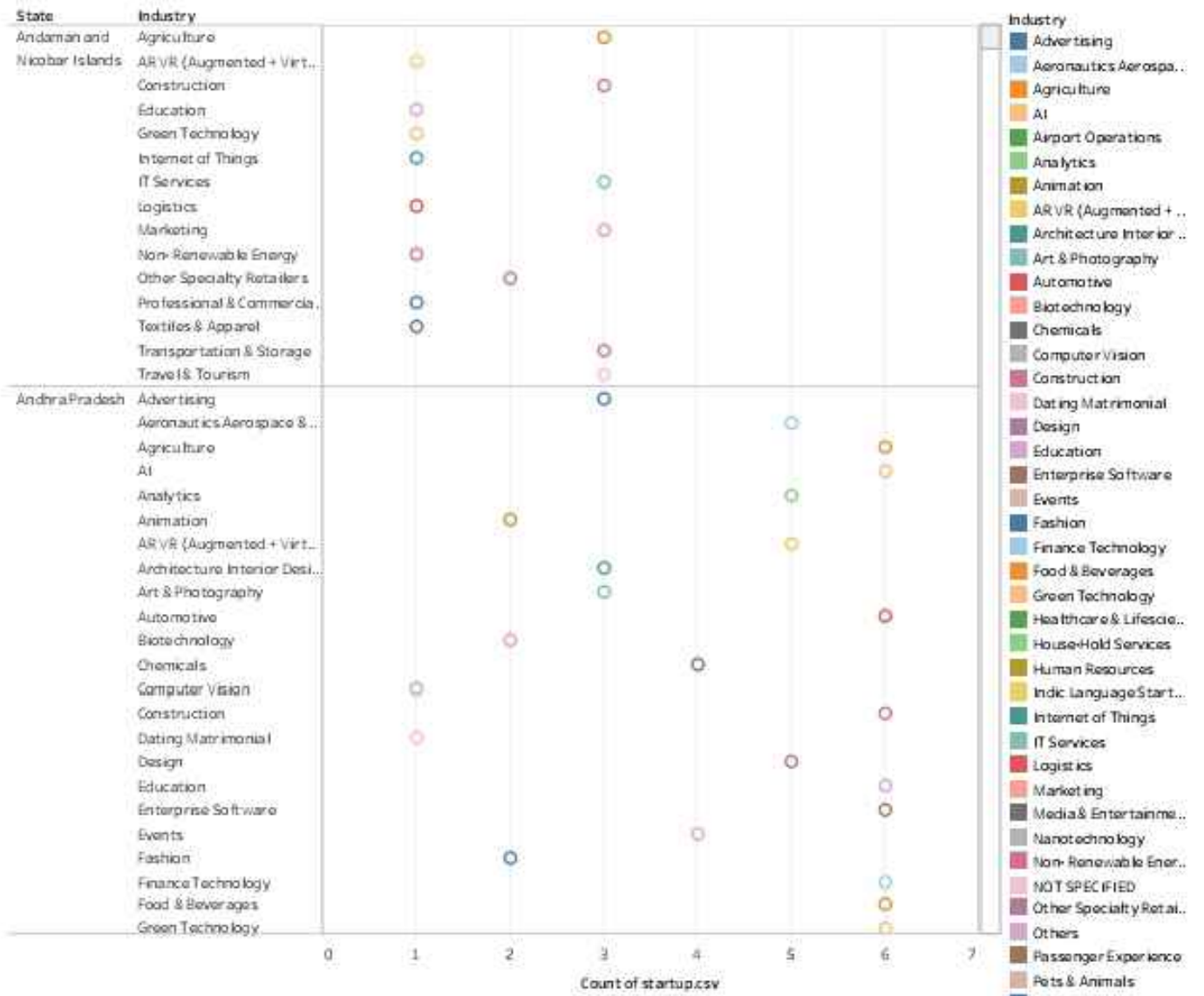
# Tableau Story

Story 1



Story 1

A Startup An Analysis	Sheet 2	Sheet 3	Sheet 4
Sheet 1			

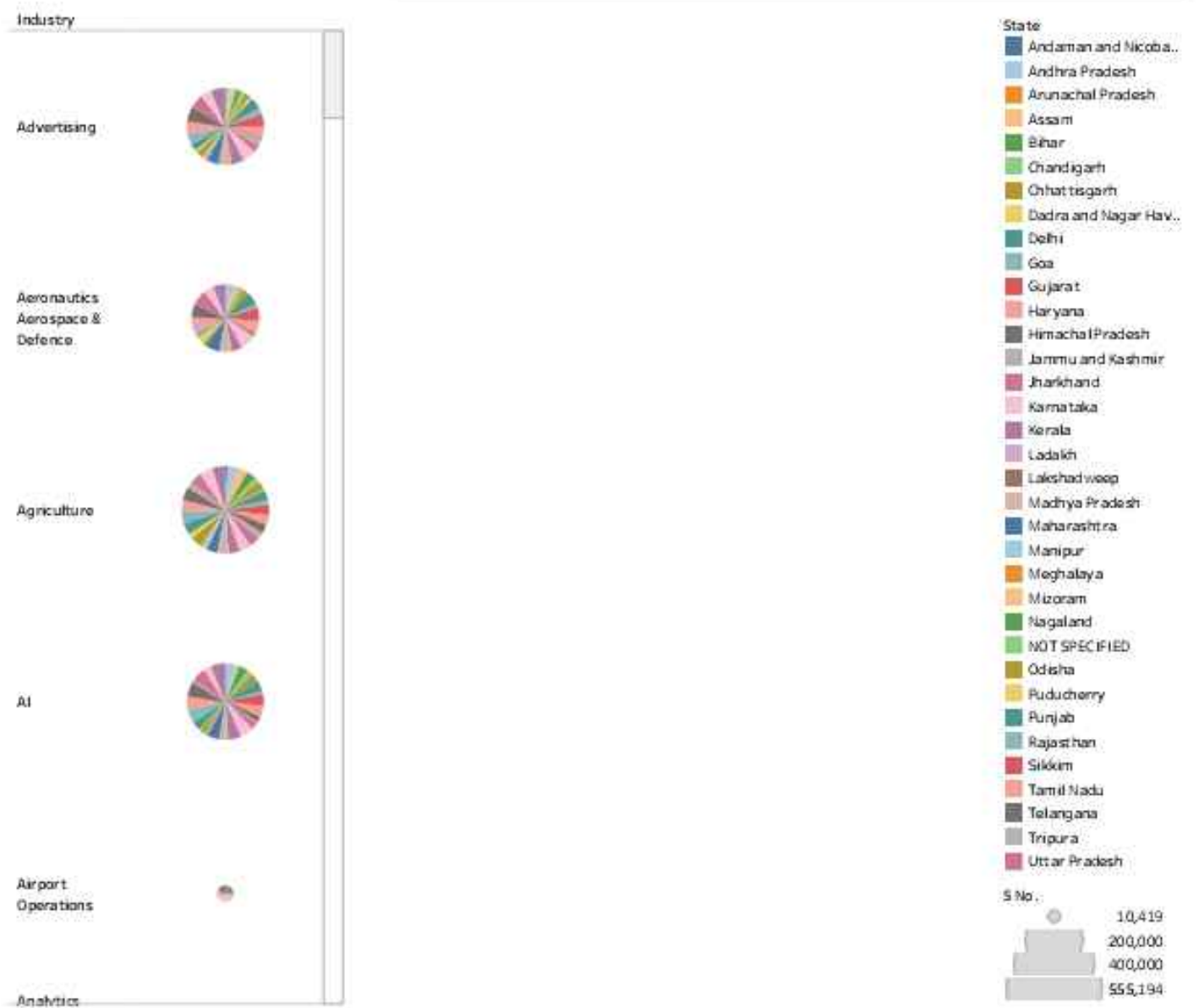


## Story 1

Sheet 2	Sheet 3	Sheet 4	Dashboard
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State	Count	Count of startup.csv	S No.
Andaman and Nicobar Isla..	28	28	49,665
Andhra Pradesh	1,292	230	597,114
Arunachal Pradesh	14	12	17,335
Assam	729	178	413,998
Bihar	1,455	230	576,096
Chandigarh	296	139	323,839
Chhattisgarh	880	210	556,732
Dadra and Nagar Haveli a..	37	30	62,011
Delhi	9,722	306	671,764
Goa	352	143	368,433
Gujarat	5,909	291	829,785
Haryana	4,550	389	827,550
Himachal Pradesh	252	110	260,265
Jammu and Kashmir	454	137	360,050
Jharkhand	768	193	545,654
Karnataka	10,028	307	938,398
Kerala	3,771	270	810,941
Ladakh	5	5	5,397
Lakshadweep	1	1	2,900
Madhya Pradesh	2,505	255	769,204
Maharashtra	15,099	308	996,025
Manipur	95	50	135,662
Meghalaya	27	24	50,608
Mizoram	12	11	24,298
Nagaland	27	27	79,143
NOT SPECIFIED	2	2	4,673
Odisha	1,533	238	743,500
Puducherry	86	65	184,773
Punjab	847	183	560,686
Rajasthan	2,725	265	859,648
Sikkim	9	9	25,111
Tamil Nadu	4,735	288	970,752
Telangana	4,461	288	978,247
Tripura	72	48	132,673
Uttar Pradesh	7,761	299	1,054,981
Uttarakhand	700	180	594,587
West Bengal	2,764	271	943,662

Story 1





Story 1

Sheet 2

Sheet 3

Sheet 4

Dashboard 1

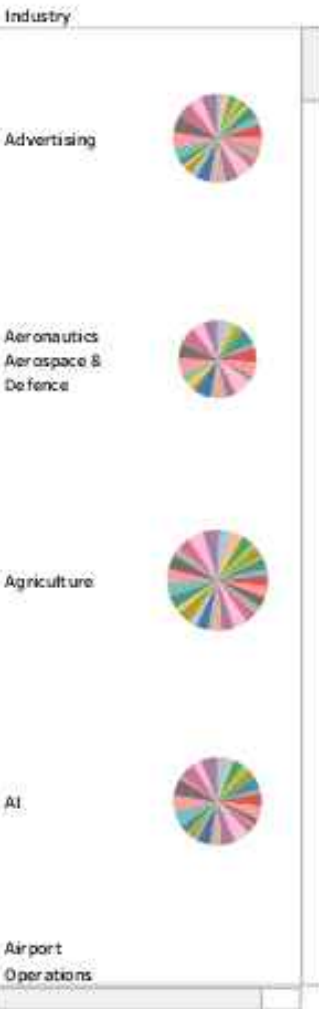
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Sheet 2

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	Chemicals		
	Computer V..		
	Construction		
	Dating Mat..		
	Design		
	Education		

Sheet 4



Sheet 1

