Ideation Phase

Empathize & Discover

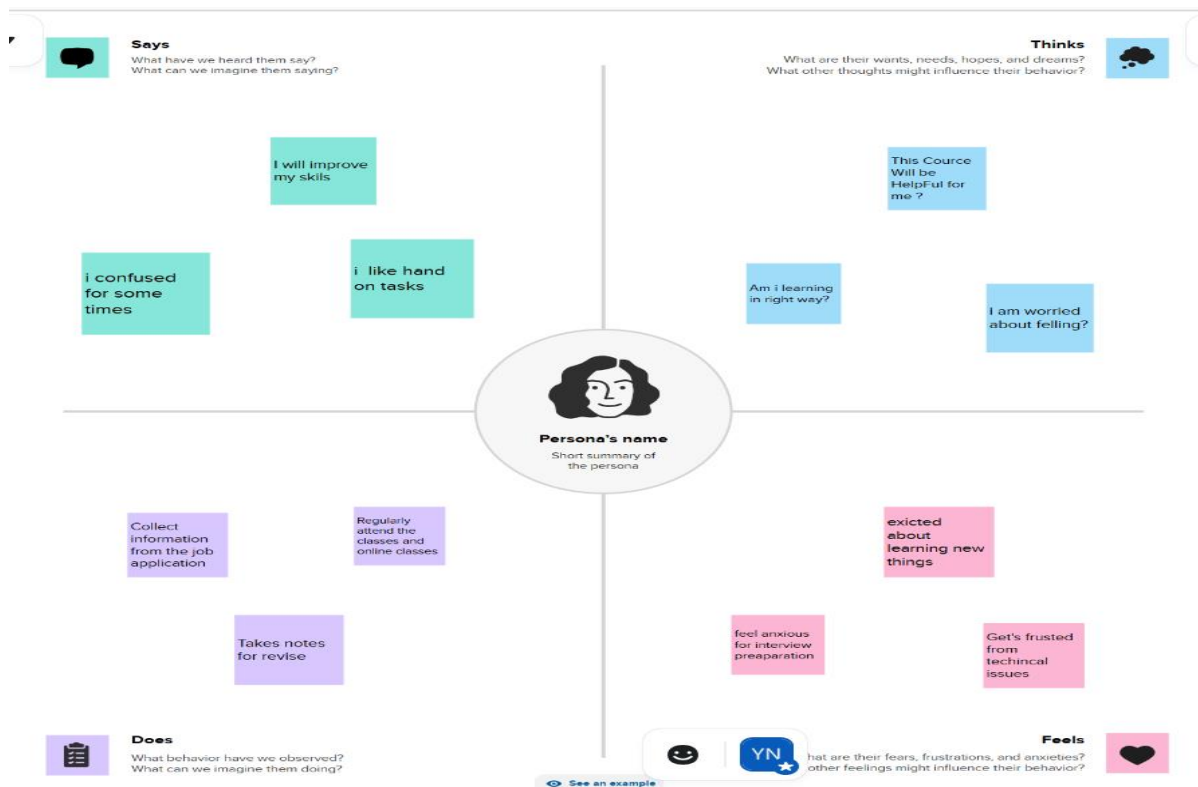| Date	18-06-2025
Team ID	LTVIP2025TMID47723
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
MAXIMUM MARKS	4 marks

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:

Product: Healthy Ready-to-Drink Smoothie

Target Audience: Busy Urban Professionals (Ages 25–40)