

## Ideation Phase

### Empathize & Discover

Date	20 June 2025
Team ID	LTVIP2025TMID49745
Project Name	Cosmetic insights:Navigating Cosmetic Trends and Consumer insights with Tableau
Maximum Marks	4 Marks

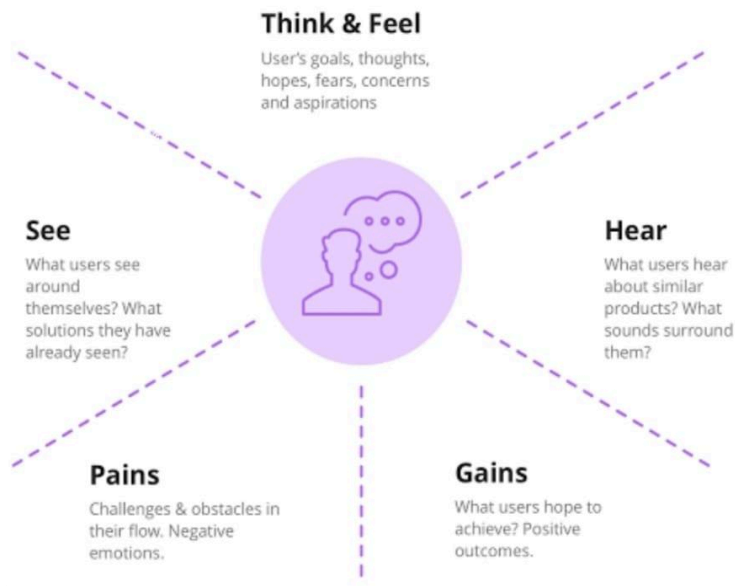
#### Empathy Map Canvas:

The Empathy Map Canvas is a powerful visual tool used to gain a deeper understanding of a target user or customer. It helps teams step into the shoes of the user by focusing on their experiences, thoughts, and emotions. The canvas is typically divided into several sections, each addressing a different aspect of the user's perspective. These sections include what the user thinks and feels, what they see, what they hear, what they say and do, as well as their pains and gains.

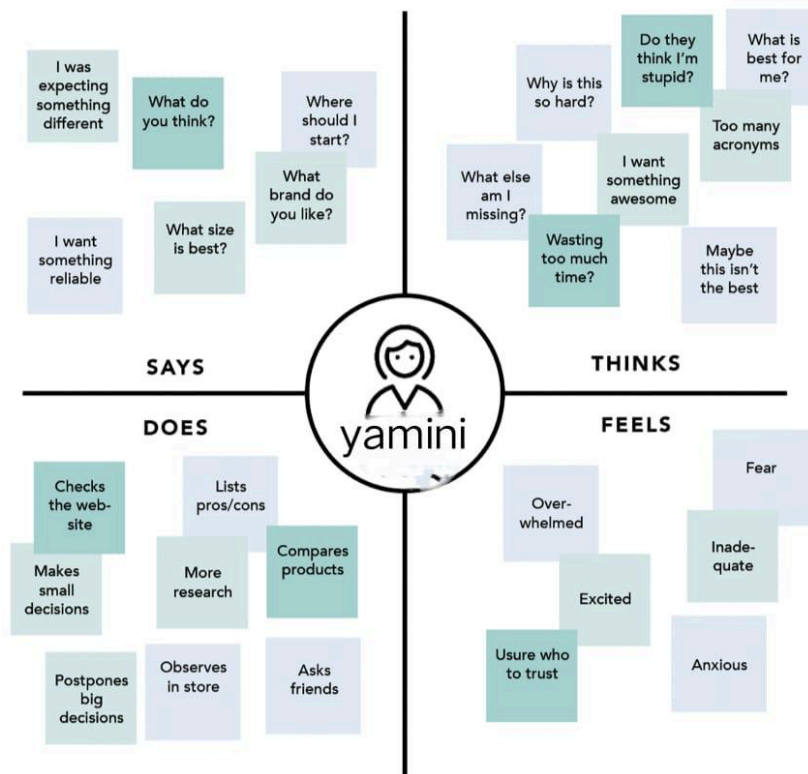
By exploring what the user thinks and feels, teams can understand their internal motivations and concerns. Observing what they see and hear gives context about their environment and influences, while their words and actions provide insights into their behavior. The pains section highlights the user's challenges and frustrations, and the gains section focuses on their needs, desires, and goals.

The Empathy Map Canvas is commonly used in design thinking, user research, and marketing to ensure that products, services, or campaigns are truly user-centered. It encourages collaboration and empathy within teams, making it easier to design solutions that genuinely meet user needs

#### Example:



## Example:Cosmetic Sales



Reference: <https://www.mural.co/templates/empathy-map-canvas>

