

Ideation Phase

Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMID51607
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

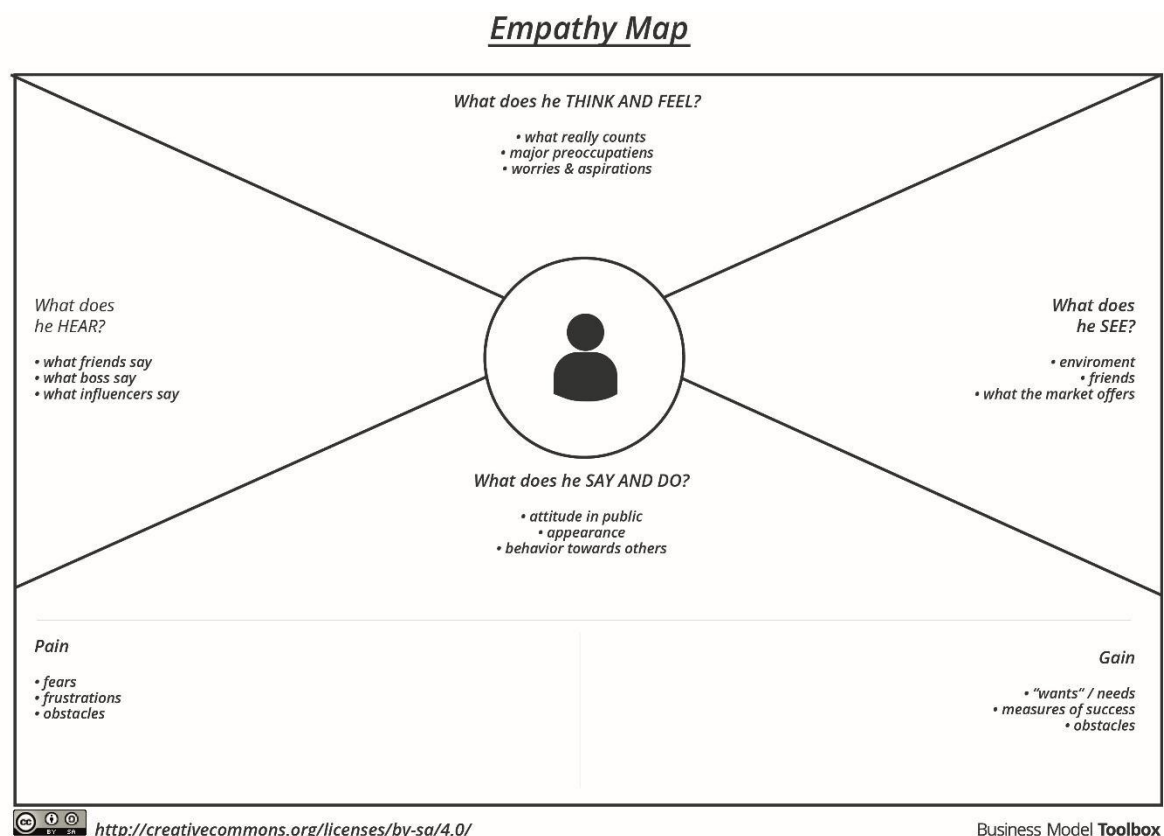
Empathy Map Canvas:

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 help teams better understand their users.

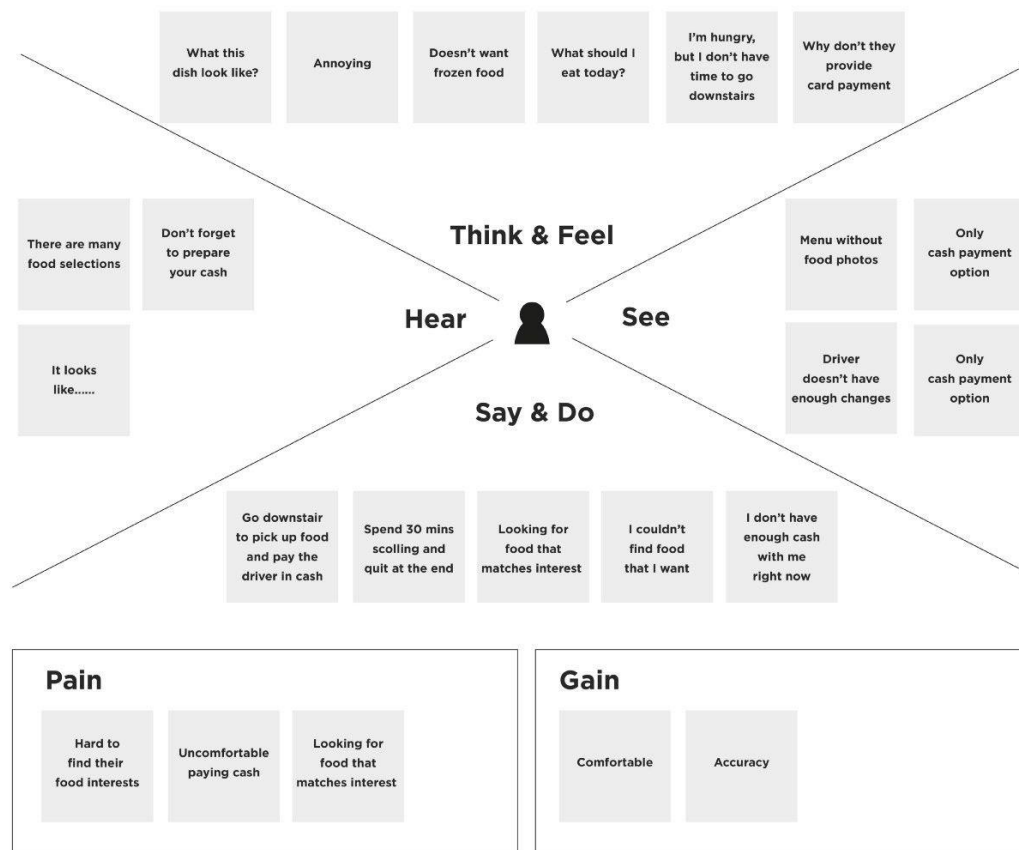
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



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

Example: Food Ordering & Delivery Application



Empathy Map Canvas

The primary user as : A marketing strategist or brand analyst at a cosmetics company

Section	Content
Says	We need visual insights on which cosmetic products are trending. I want to compare consumer preferences across age groups and regions.
Thinks	I'm not sure if our campaigns match what consumers actually want. There might be demand trends we're not tracking properly.
Does	Uses Excel reports or sales logs to track performance manually. Spends hours reviewing product sales and feedback in raw format.
Feels	Frustrated with data overload and lack of visual tools. Wants confidence when recommending marketing plans to leadership.
Sees	Messy sales reports, CSV files, and static charts. Disjointed insights without clear consumer trends.
Hears	Leadership asking for trend-based campaigns. Marketing heads pushing for data-backed decisions.
Pains	Manual effort with low visibility into preferences

Gains	Hard to present compelling reports with plain data. Interactive Tableau dashboards that highlight preferences and performance. Improved targeting and stronger marketing ROI.
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