Ideation Phase

Empathize & Discover

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50828
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 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.



I know Comelics is doing w'ill, but I want to seethe data that proyes it-ater

I spend too much time puking mumbers from different reports just to get a basic market view.

Our dashboards are too generic, I need something that tells a story specifically about Cometics.

They repeatedly ask for cleaned summarited sharts rather man detailed

datasebsets.

If I can spot early signels from regians et-trends I can ousile product and worketing before competitors do.

If I can spot early signals from regions of frends, I can guide product and markeling before competitors do.

VNVR KARTHIK

They save or screenshot visuals for Taklead dashboards and include them in prich gecks or stratedy briefs.

> They manually combine data from various reports (sales Sheefts, market share) to get a full picture of trends.

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

Frustrated" when They have to jumb en multious remedulizers ot loots tost to anynet s anifore like "rrop did a erojet perform last" quartet?

Anxious about missing critical trends in a highl competitive market where Cometics is exinsighic effectively to leve-team provitive minimulm static. credibility

Pressure to present

pected to +- What also trear's, frustrations, and an sethe?
What other feelings might influence their bettor?

See-an example

