

**Ideation Phase**  
**Empathize & Discover**

Date	12 October 2023
Team ID	Team- <b>591157</b>
Project Name	<b>Uncovering Business Formation Insights in the U.S with Tableau - A Data-Driven Approach for Strategic Decision Making.</b>
Maximum Marks	4 Marks

**Empathy Mapping Day:**

**Digital Collaboration:** Our team recently hopped on a digital collaboration train by hosting an empathy mapping session using Google Meet and the Mural platform. This combo made it easy for us to collaborate effectively, regardless of our physical locations.

**A Day of Immersion:** We set aside a full day to deeply immerse ourselves in understanding our users. During this immersive session, we dove into the nitty-gritty of user behaviors, attitudes, and needs, gaining some profound insights.

**Diverse Perspectives:** We believe in the power of diverse thinking. Our team, with its varied backgrounds and viewpoints, brought a lot to the table. This led to open and vibrant discussions, encouraging fresh and innovative ideas.

**User Emotions:** We didn't stop at functionality; we explored the feelings and emotions users experience on their journey with our project. This has helped us connect with our users on a more personal level.

**Behavioural Insights:** We left no stone unturned in understanding user behavior. We went in-depth to discover the subtle intricacies of their interactions with our project, which is key to delivering an outstanding user experience.

**Innovative Thinking:** Our empathy mapping session was a catalyst for creative thinking. It lit a fire of inspiration, resulting in user-centred, out-of-the-box solutions.

**Alignment with Values:** Above all, our empathy mapping session reinforced our project's core values of empathy and user-centric design. It ensured that we're staying true to these values as we move forward.



## Empathy map canvas

Uncovering Business Formation insights in the U.S with Tableau-A Data Driven Approach for strategic Decision making.



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## Uncovering Business Formation insights in the U.S with Tableau-A Data Driven Approach for strategic Decision making.

"Business Insights with Tableau" uses data from the U.S. Census Bureau to analyze EIN applications, which are critical for starting businesses. It offers data-driven insights at the state and county levels for informed decision-making by businesses and policymakers.

