Ideation Phase:-

Empathize & Discover:-
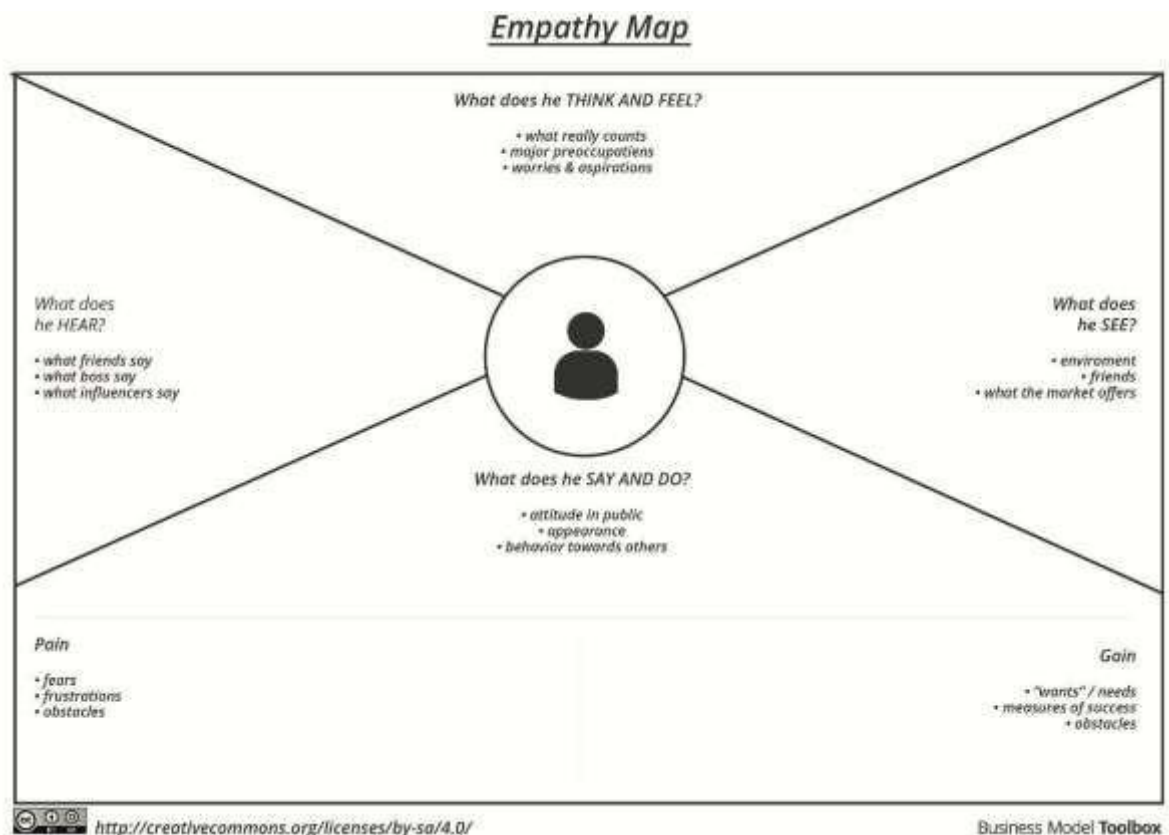
Date	18 June 2025
Team ID	LTVIP2025TMID49509
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

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. **Example:-**

Example:- Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

THINK & FEEL

- Is this product safe for my skin?
- What ingredients are trending?
- How do I find cruelty-free options?

SEE

- Beauty influencers and makeup tutorials
- Product displays in stores
- Tableau visualizations of trends

SAY & DO

- I prefer natural ingredients
- I research prorducts online
- I try samples before buying

PAIN

- Confusing ingredient labels
- Difficuity finding ethical products
- Overwhelming number of choices

GAIN

- Clear understanding of trends
- Easier comparison of product attributes

GAIN

- Clear understanding of trends
- Easier comparison of product attributes