

IdeationPhase
Empathize&Discover

Date	04 feb 2026
Team ID	LTVIP2026TMIDS53415
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map is a powerful visual tool that helps teams gain deeper insights into their users. By mapping out what users say, think, do, and feel, it provides a clearer view of their experiences, challenges, and expectations.

This tool is especially valuable during the empathize stage of a design or problem-solving process. It enables teams to focus on real user emotions, pain points, and desires, which is essential for building human-centered, impactful solutions.

In the case of the ToyCraft Tales project, the empathy map focuses on understanding the roles of toy company managers and analysts. By uncovering their pain points—such as the difficulty of working with disorganized data—and their needs—like intuitive, visually rich dashboards—we can design more effective Tableau dashboards that genuinely support smarter and faster decision-making

Example: Toy Craft Manufactrerur

