# Empathy Map Canvas

Ideation Phase  
  
Empathize & Discover

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Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study

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.

### Who are we empathizing with?

College students (ages 18–25) who use campus cafeterias for their daily meals.

### SAYS

- “I just grab whatever is quick and cheap.”  
- “I wish I knew what’s healthy in the mess.”  
- “Why does the food taste different every day?”  
- “I don’t know how much I’ve been spending lately.”  
- “There are never good vegetarian options.”

### THINKS

- “Am I eating balanced meals?”  
- “Maybe I should cut back on fried food.”  
- “I don’t feel energetic after eating here.”  
- “It’s hard to track my food intake.”  
- “Is there a healthier or cheaper alternative?”

### SEES

- Long queues at peak hours  
- Limited food variety  
- No nutrition or calorie info displayed  
- Same menus repeated weekly  
- Peers choosing based on price/taste

### HEARS

- “Hostel food is always unhealthy.”  
- “Try ordering from outside, it’s better.”  
- “The canteen should show what’s in the food.”  
- “You’re wasting money in the mess.”

### PAINS

- Poor visibility into nutritional value  
- Monotony in food choices  
- Lack of personalization in meals  
- No record of spending or consumption patterns  
- Lack of feedback loop for cafeteria improvement

### GAINS

- Clear insights into what they eat and how it affects them  
- Suggestions for cost-effective, nutritious meals  
- Smarter decisions about what and when to eat  
- Feeling of control over their diet and budget  
- Contribution to healthier campus food services