Idea on Phase

Empathize & Discover

Date	16 February 2025
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Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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 a tudes.

It is a useful tool to helps teams be er understand their users. Crea ng an effec ve solu on requires understanding the true problem and the person who is experiencing it. The exercise of crea ng the map helps par cipants consider things from the user's perspec ve along with his or her goals and challenges.

Develop shared understanding and empathy

We gathered insights from children (ages 6–12) and their parents, the key users impacted by toy products. Kids are drawn to trendy and fun toys they see online or with friends. Parents focus on safety, price, and educational value. These findings help us prioritize features like durability, interactive learning, and affordability—ensuring the product meets both user desires and decision-maker concerns.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Parents and children (ages 6–12) who are involved in toy purchase decisions

Kids who want trendy and fun toys

GOAL

Choose toys that are useful and durable

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Trending toys on YouTube, ads, and in stores

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Balance fun with learning

Friends playing with cool new toys

"Everyone in class has this toy!"

"Don't waste money on plastic junk."

"This toy boosts brain development."

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Too many toy options – hard to choose

Frustration with expensive or overhyped toys

Worry that toys won't last long

Want toys that are both fun and educational

Hope to feel included in trends

Wish for toys that spark creativity

Toy shelves filled with similar-looking options

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

"Can I get this for my birthday?"

What other thoughts and feelings might influence their behavior?

Desire to fit in and be socially accepted

Feeling proud when they own the "coolest" toy in the group

Pressure from siblings or peer comparison

What do they SAY?
What have we heard them say?
What can we imagine them saying?

"I'll study better if you buy me this one."

"It's so cool, I saw it online."

Watch toy videos and reviews

Use or ignore toys based on peer validation

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Ask parents repeatedly for specific products

Compare with friends' toys