Ideation Phase
Empathize & Discover

Date	16 June 2025
Team ID	LTVIP2025TMID47573
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple visual tool to understand a user's thoughts, feelings, and actions. This map represents Meena, a Product Manager at a toy company who uses Tableau to make data-driven decisions. It highlights her challenges like seasonal planning and raw data overload—and her goals of launching the right toys using clear, visual insights. This helps in building dashboards that truly support her role.

Empathy Map

Says
What have we heard them say?
What can we imagine them saying?

We need better data to launch on time.

Let's analyze last quarter's performance.

Are kids still interested in STEM toys?

Marketing and production need real-time insights.

We should localize toys based on region-wise demand.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Seasonal demand is tricky — we always guess late.

What if I launch the wrong product at the wrong time?

We're behind competitors in understanding market shifts.

I wish we had a single view of customer behavior.

Visualization would help me see patterns faster.

Meena
Meena is a Product Manager at a toy company who uses Tableau dashboards to plan launches based on sales trends and consumer preferences.

Checks Tableau dashboards every week.

Coordinates with analysts for sales data.

Compares product performance across locations.

Works with marketing to plan campaigns.

Tracks seasonal patterns for next quarter's launch.

Feels pressured before every product launch.

Gets stressed when there's too much raw data.

Feels confident when she sees clear data visualizations.

Gets frustrated with late reports.

Proud when customer-focused toys perform well.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example