

Ideation Phase

Empathize & Discover

Date	31 January 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

