

## Ideation Phase

### Empathize & Discover

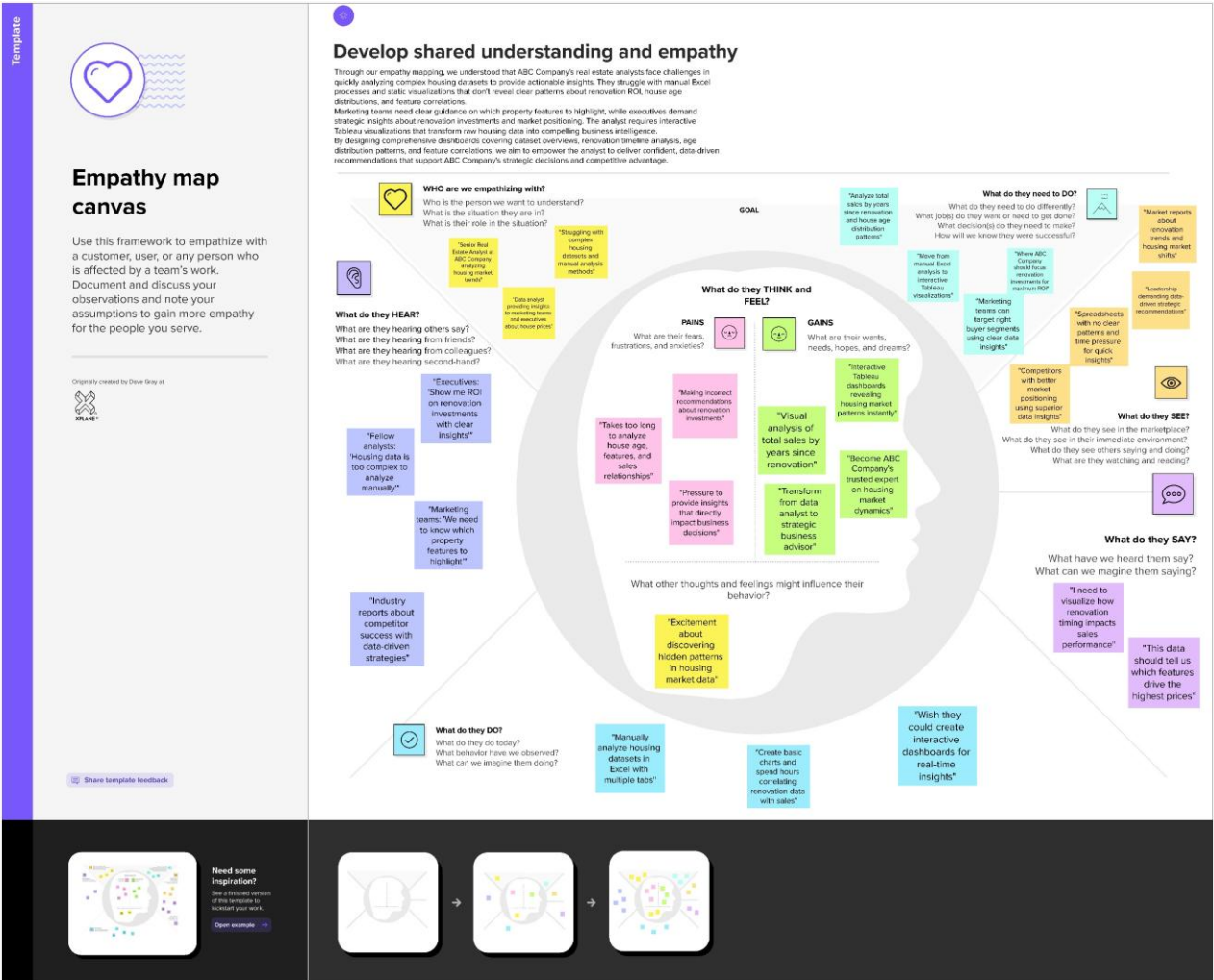
Date	25 June 2025
Team ID	LTVIP2025TMID60628
Project Name	visualizing housing market trends: an analysis of sale prices and features using tableau
Maximum Marks	4 Marks

## 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 helps 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.



<b>WHO are we empathizing with?</b> <ul style="list-style-type: none"> <li>• "Senior Real Estate Analyst at ABC Company analyzing housing market trends"</li> <li>• "Struggling with complex housing datasets and manual analysis methods"</li> <li>• "Data analyst providing insights to marketing teams and executives about house prices"</li> </ul>	<b>What do they HEAR?</b> <ul style="list-style-type: none"> <li>• "Fellow analysts: 'Housing data is too complex to analyze manually'"</li> <li>• "Executives: 'Show me ROI on renovation investments with clear insights'"</li> <li>• "Marketing teams: 'We need to know which property features to highlight'"</li> <li>• "Industry reports about competitor success with data-driven strategies"</li> </ul>	<b>What do they need to DO?</b> <ul style="list-style-type: none"> <li>• "Analyze total sales by years since renovation and house age distribution patterns"</li> <li>• "Move from manual Excel analysis to interactive Tableau visualizations"</li> <li>• "Marketing teams can target the right buyer segments using clear data insights."</li> <li>• "Where ABC Company should focus renovation investments for maximum ROI"</li> </ul>
<b>What other thoughts and feelings might influence their behavior?</b> <p>"Excitement about discovering hidden patterns in housing market data"</p>	<b>What do they THINK and FEEL?</b> <p><b>PAINS:</b></p> <ul style="list-style-type: none"> <li>• "Making incorrect recommendations about renovation investments"</li> <li>• "Takes too long to analyze house age, features, and sales relationships"</li> <li>• "Pressure to provide insights that directly impact business decisions"</li> </ul>	<b>What do they SEE?</b> <ul style="list-style-type: none"> <li>• "Competitors with better market positioning using superior data insights"</li> <li>• "Spreadsheets with no clear patterns and time pressure for quick insights"</li> <li>• "Leadership demanding data-driven strategic recommendations"</li> <li>• "Market reports about renovation trends and housing market shifts"</li> </ul>
<b>What do they DO?</b> <ul style="list-style-type: none"> <li>• "Manually analyze housing datasets in Excel with multiple tabs"</li> <li>• "Create basic charts and spend hours correlating renovation data with sales."</li> <li>• "Wish they could create interactive dashboards for real-time insights"</li> </ul>	<b>GAINS:</b> <ul style="list-style-type: none"> <li>• "Interactive Tableau dashboards revealing housing market patterns instantly"</li> <li>• "Visual analysis of total sales by years since renovation"</li> <li>• "Transform from data analyst to strategic business advisor"</li> <li>• "Become ABC Company's trusted expert on housing market dynamics"</li> </ul>	<b>What do they SAY?</b> <ul style="list-style-type: none"> <li>• "I need to visualize how renovation timing impacts sales performance."</li> <li>• "This data should tell us which features drive the highest prices."</li> </ul>