Ideation Phase
Empathize & Discover

Date	23 June 2025
Team ID	LTVIP2025TMID50341
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 collaborative visualization tool used to articulate what we know about a particular type of user. For this project, the empathy map helps us understand the needs, perspectives, challenges, and motivations of key stakeholders involved in the real estate domain—namely **real estate analysts**, **marketing teams**, and **company executives**.

These stakeholders are responsible for analyzing housing market trends, identifying pricing strategies, and making data-driven decisions. Through this empathy map, we aim to gain insights into their behaviors, thoughts, and frustrations when working with housing data.

By understanding **what users see, hear, think, feel, say, and do**, along with their **pains and gains**, this map guides the development of effective **Tableau dashboards** that are not only visually impactful but also **informative and actionable**.

Ultimately, this exercise ensures that the final solution aligns with user expectations, drives clarity in interpreting complex data, and supports **strategic business decisions** in a competitive housing market.

Empathy Map:

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

Housing data is massive

Finding right pricing is challenging

Discuss market competitiveness

Trend visualizations

Hear

Think & Feel

See

Talk about renovation impacts

Sales distribution charts

Say & Do

Run Tableau dashboards

Discuss trends with peers

Analyze housing data

Plan pricing strategies

Pain

| Data interpretation | Market uncertainty | High-pricing volatility |

Gain

| Informed decisions | Market understanding | Strategic advantage |