Ideation Phase

Empathize & Discover

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Team ID	LTVIP2026TMIDS86926
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 M

EMPATHY MAP CANVAS:

An Empathy Map Canvas is a visual tool used to understand a user's thoughts, feelings, and behaviour from their point of view. It helps in developing a usercentered solution by identifying what the user says, thinks, does, and feels when interacting with a product, system, or problem. In this project, the empathy map focuses on the house buyer, helping us understand their needs and challenges when analysing housing prices and features. By mapping their experience, we can design meaningful visualizations that solve their pain points and improve decision-making. It tells about User **Ganesh** who is a first –time homebuyer looking for a budgetfriendly house with the right features.

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

- I want a house in a good location.
- The prices are going up so fast.
- I need enough space for my family.

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

- Is this the right time to buy?
- Will this area grow in value?
- What features affect the price most?

Ganesh
A first-time homebuyer looking for a budget-friendly house with the right features.

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

- Browses real estate websites
- Checks renovation history
- Compares houses by price and size

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

- Excited but anxious
- Overwhelmed by too many options
- Worried about making the wrong decision

👁 See an example