**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID53011 |
| Project Name | **HouseHunt: Finding Your Perfect Rental Home** |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An **Empathy Map** is a simple, easy-to-understand visual tool that captures insights about a **renter’s behavior, needs, and mindset** during their home-search journey.

For **HouseHunt**, this tool helps the development team understand renters and property owners better—what they think, feel, see, hear, say, and do—so we can create a more intuitive and effective rental platform.

Creating an effective rental solution requires deeply understanding the **real challenges faced by renters and owners**, not just technical requirements. This mapping exercise helps the team **view the experience from the user's perspective**, highlighting their pain points, motivations, and expectations.

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated