Ideation Phase Empathize & Discover

Date	18 June 2025
Team ID	LTVIP2025TMID48912
Project Name	Visualizing Housing Market Trends:An Analysis
	of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

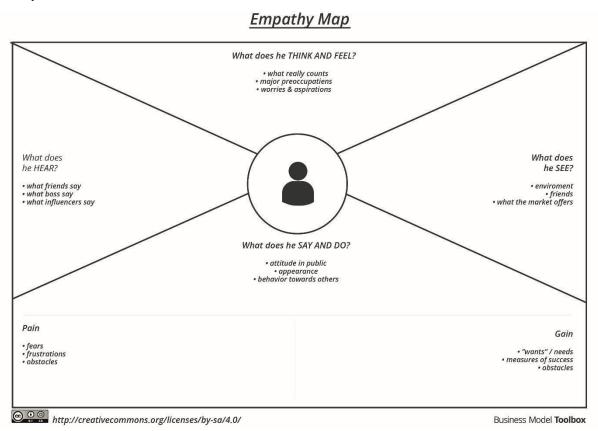
Empathy Map Canvas:

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.

Example:



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

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

Tableau.

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

Think & Feel

- · Is this area affordable for me?
- · Am I making the right investment?
- · What features affect the house price? Confused by inconsistent trends

Hear I want accurate and recent data

ousing prices are going up again!" heck how many bathrooms and cation impact price."

se Tableau to analyze real estate trends." his dashboard is too complicated

See

- Interactive charts and filters
- Property trends by location
- Correlation between features
- · Outdated or incomplete datal
- · Complex visualizations that ar hard to interpret

Say & Do

- Uses filters to explore sale price by feature
- Compares neighborhoods visually
- Spends time analyzing but gives up if the UI is compex
- · Asks questions like "What's the best time to
- Exports graphs for presentations or decisions

Pain

- · Difficult to interpret raw data
- Hard to compare
- Visual overload or poor dashboard
- design multiple locations/features

Gain

- Easy comparison of Interactive exploration housing data
- Accurate and updated information
- with filters
- Accurate and updated information