Ideation Phase Empathize & Discover

| Date | 30 June2025 |
|---------------|---|
| Team ID | LTVIP2025TMID49628 |
| Project Name | Visualizing Housing Market Trends An Analysis |
| | of Sale Prices and Features using Tableau |
| Maximum Marks | 4 Marks |

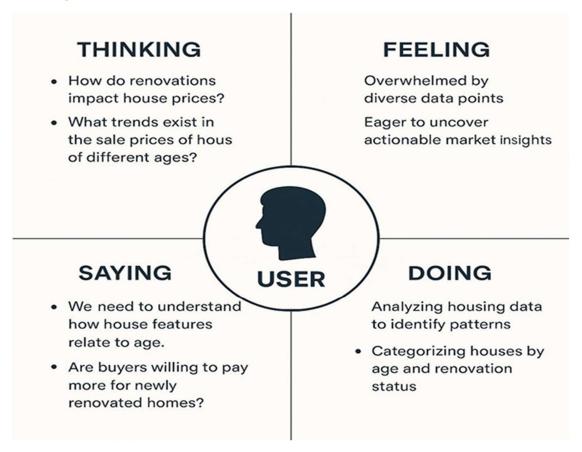
Empathy Map Canvas:

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



Example: Food Ordering & Delivery Application

REAL ESTATE ANALYST

Housing market visualization ty Tableau

THINKS

- Which features influence housing prices the most?
- How do renovations impact value?
- More data insights can improve pricing strategies

SEE

- · Trends in sale price data
- Charts & dashboards in Tableau
- House features, age, renovation status

PAIN

- Difficulty in identifying key drivers of price
- · Managing large, complex datasets



SAY & DO

- Filter by renovation status, age ranges
- Interpret charts for colleagues
- Explain market patterns and anomalies

HEARS

- Requests from senior management
- Feedback from marketing teams
- Changes in buyer & seller priorities

SAY & DO

- Filter by renovation status, age ranges
- · Interpret charts for colleagues
- Explain market patterns and anomalies

GAIN

- Clearer understanding of housing trends
- Data-backed renovation recommendations