2. Ideation Phase2.2 Empathy Map Canvas

Date	15/06/25
Team ID	LTVIP2025TMID49848
Project Name	Visualizing housing market trends: an analysis of sale prices and features
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.

EMPATHY MAP

Does

- $\cdot\,$ Analyzes sales reports and data to identify trends.
- Collaborates with the marketing team to promote products effectively.
- Manages inventory levels and ensures stock availability.
- Interacts with customers to gather feedback and understand their needs.

See

- Pressure to meet sales targets and achieve business goals.
- Frustration with unexpected challenges in the retail environment.
- $\boldsymbol{\cdot}$ Excitement about implementing new sales strategies.
- Satisfaction when customer satisfaction and loyalty increase

SALES MANAGER

Sav

- · "I need to meet sales targets and KPIs."
- "Training the sales team is crucial for success."
 "Understanding customer needs is essential for
- "Understanding customer needs is essential for effective selling."
- "Inventory management needs to be optimized."
- "I have to analyze sales data regularly."

Think

- "How can I motivate and lead my sales team effectively?"
- · "What products are trending, and how can we capitalize on them?"
- "How can I enhance the in-store experience for customers?"
- "Balancing cost and revenue for better profitability."

Pain

- · High employee turnover affecting team stability.
- $\boldsymbol{\cdot}$ Difficulty in predicting and adapting to rapidly changing market trends.
- Pressure to meet aggressive sales targets within tight deadlines.
- · Struggles with inefficient processes that hinder productivity.

Gain

- · Pressure to meet sales targets and achieve business goals.
- · Frustration with unexpected challenges in the retail environment.
- Excitement about implementing new sales strategies.
- · Satisfaction when customer satisfaction and loyalty increase.