Ideation Phase Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID48455
Project Name	Visualizing Housing Market Trends: An Analysis
	of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas for the project "Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau" helps us deeply understand the thoughts, feelings, and challenges of key users—homebuyers, sellers, and real estate professionals. It captures what users see (raw data, unclear listings), hear (market buzz, conflicting advice), think and feel (uncertainty, desire for clarity), and say and do (searching property sites, asking questions like "Is this a good time to buy?"). By identifying their pains (difficulty comparing properties, information overload) and gains (clear, interactive dashboards and data-driven confidence), the empathy map informs user-focused design that makes complex housing data accessible, visual, and actionable.

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

EMPATHY MAP

SAYS

- Is this a good time to buy/sell?
- Why is this home priced so high?
- I want to understand what's happening in the market
- How can I make sense of all the data?
- What trends are affecting home values?
- · Should I buy now or wait?
- Where's the best area to buy/live?

PAINS

- · Difficult to interpret raw data
- Overwhelmed by information or misinformation
- Hard to compare different factors

HEARS

- News about housing bubbles or crashes
- Word-of-mouth pricing rumors
- Agent advice and speculation
 - Raw data, complicated spreadsheets
 - Listings with unclear price logic
- Charts showing general trends

GAINS

- · Visual and interactive insights
- Data-driven confidence
- · Clearer decision-making