### Ideation Phase Empathize & Discover

Date	
Team ID	LTVIP2025TMID59126
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 help 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 challenge

## **EMPATHY MAP CANVAS**

## WHAT DOES THEY THINKS AND FEELS

- I'm unsure which features drive pricing.
- There must be an easier way to read this data.

### WHAT DOES THEY HEARS

- Management needs fast, clear insights.
- Marketing needs actionable trends

# WHAT DOES THEY SAYS AND DOES

- We need meaningful visualizations.
  - Discusses renovation impact and sale price drivers.

## WHAT DOES THEY SEE

- Raw spreadsheets with unstructured data.
- Static charts that don't show patterns clearly

#### PAINS

- Too much time spent cleaning data.
- Can't identify trends quickly
- Static dashboards with low interactivity

### GAINS

- Better insights with Tableau visuals.
- Quicker decisions using dashboards.
- Improved market strategy based on features and trends