

## Ideation Phase

### Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMD53273
Project Name	House Hunt - Finding Your Perfect Rental Home
Maximum Marks	4 Marks

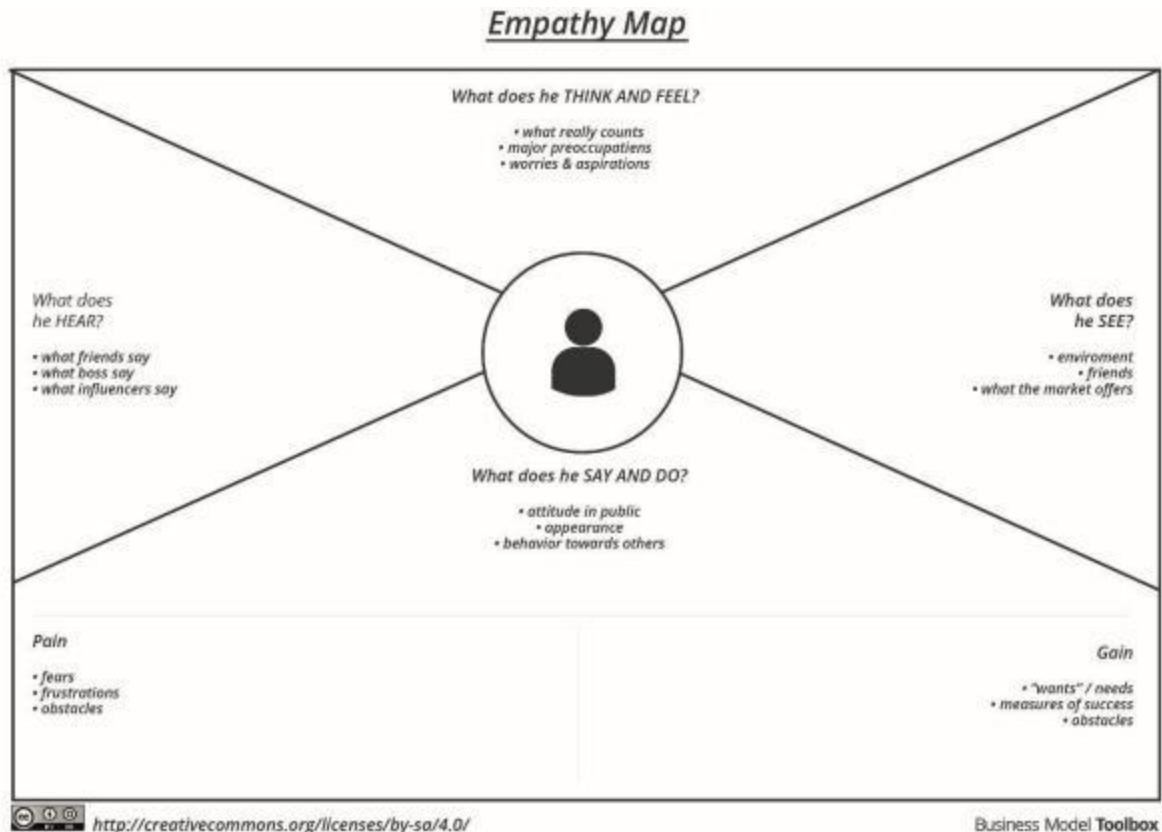
### Empathy Map Canvas:

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 challenges.

### Example:



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

## Example: House Hunt

### EMPATHY MAP

#### SAYS

- Looking for a house easily and within budget.
- The house is not strategic enough with the work location.
- Sometimes the correct information is not provided which often leads to frustration. Thus, she loses motivation to open the app.

#### THINKS

- Am I talking to a real person?
- Wants to feel relaxed when I get home, wants to be reassured.
- Not showing what she wants.
- Can contact the landlord directly?
- Information on monthly or annual house rental payments.



#### DOES

- Works full time job.
- Do research on houses to be rented (facilities, location).
- Looking for a modern, comfortable house type reference.
- Comparing prices, house locations.

#### FEELS

- Gets confused when she sees too many options.
- Feels frustrated and unsure as sometimes the information given is irrelevant and also the contact provided is incorrect.
- The environment around the house is less comfortable for me.
- A place to work from home easily and temporary residence.