

Ideation Phase

Empathize & Discover

Date	18 July 2025
Team ID	PNT2025TMID08078
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India
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.

Says
What have we heard them say?
What can we imagine them saying?

I'm looking for a house that fits my budget and gives good value for money

Would it be smarter to purchase now or wait another six months?

I want to look at multiple options and compare features before choosing.

I need a property in a safe, up-and-coming neighborhood.

How can I make sure I'm not spending more than I should?

What's the going rate for similar properties?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Is there a different area where I can get the same space for less?


Are property values rising or dropping in this region?

Will the value of this home go up in the near future?

Will this locality still be affordable years down the line?

Should I make the purchase now before property prices climb again?

Do features like an extra balcony or bathroom justify the added cost?



Persona's name
Short summary of the persona

Does
What behavior have we observed?
What can we imagine them doing?

Reviews price listings in their preferred neighborhoods.

Seeks advice and input from family and friends

Inquires with real estate agents about pricing and trends.

Consults brokers and double-checks pricing claims with facts

Monitors property trends, listings, and features across various platforms

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feeling pressure due to EMIs and getting loan approval.

Feeling lost with all the different choices and conflicting price info.

Interested in long-term resale value and best places to invest.

Struggling to understand the large price variations between different areas.

Eager yet nervous about making a smart home purchase.

Optimistic about buying their own place in the near future

[See an example](#)

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

Example:

