

Ideation Phase

Empathize & Discover

Date	13 Feb 2026
Team ID	LTVIP2026TMIDS87052
Project Name	House Hunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

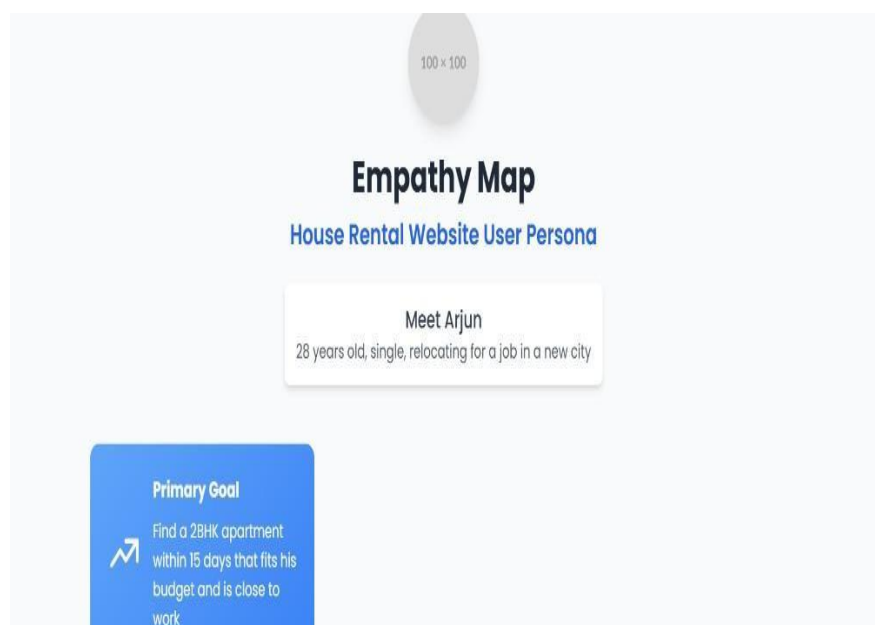
Empathy Map :

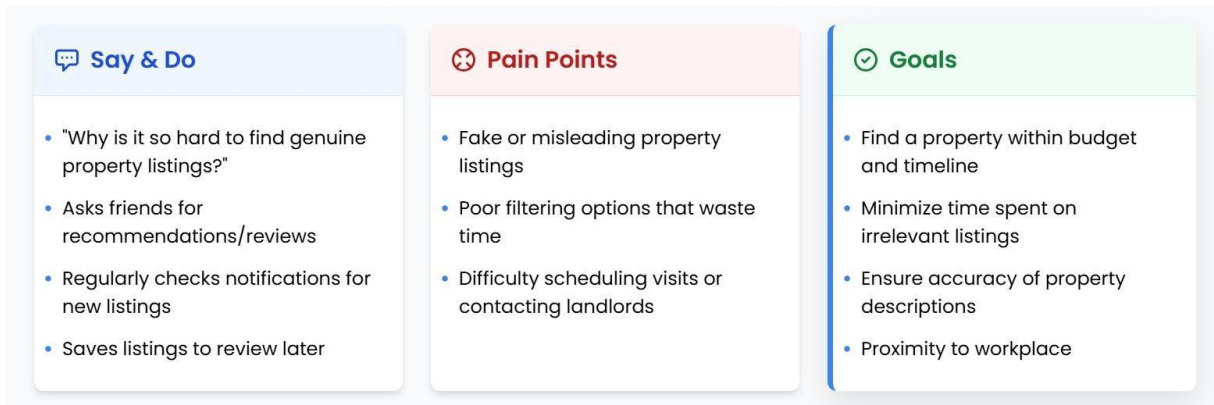
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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: House Hunt: Finding Your Perfect Rental Home





Key Insights for Rental Website Design

What Arjun Needs:

- Verified, accurate property listings
- Advanced filtering options
- Neighborhood safety and commute information
- Easy landlord communication system

Potential Solution Features:

- 360° virtual tours of properties
- Verified badge for trustworthy listings
- AI-powered recommendation system
- Integrated schedule viewing feature

House Rental Website Persona – Empathy Map for Design Thinking

