Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID60627
Project Name	**Visualizing Housing Market Trends**
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 helps 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:

We need to understand What's influencing housing prices

This data is complex... I need quick insights.

Are Renovated houses really selling for more

I'm not sure how to show this to marketing or sales teams.

Arjun
Real Estate Analyst at ABC Company

Tracks sales trends over time to adjust business strategies

Frustrated with messy data or Excel files that are hard to interpret

Collects housing data from Excel or internal databases

Fear of missing key insights that could lead to poor business decisions

See an example