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:



Says

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

> We need to understand What's influencing housing prices

Are Renovated houses really selling for more

Tracks sales trends over time to adjust business strategies

Collects housing data from Excel or internal databases



Does

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

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



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

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

Arjun

Real Estate Analyst at ABC Company

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

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

Feel

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



