

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID51430
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

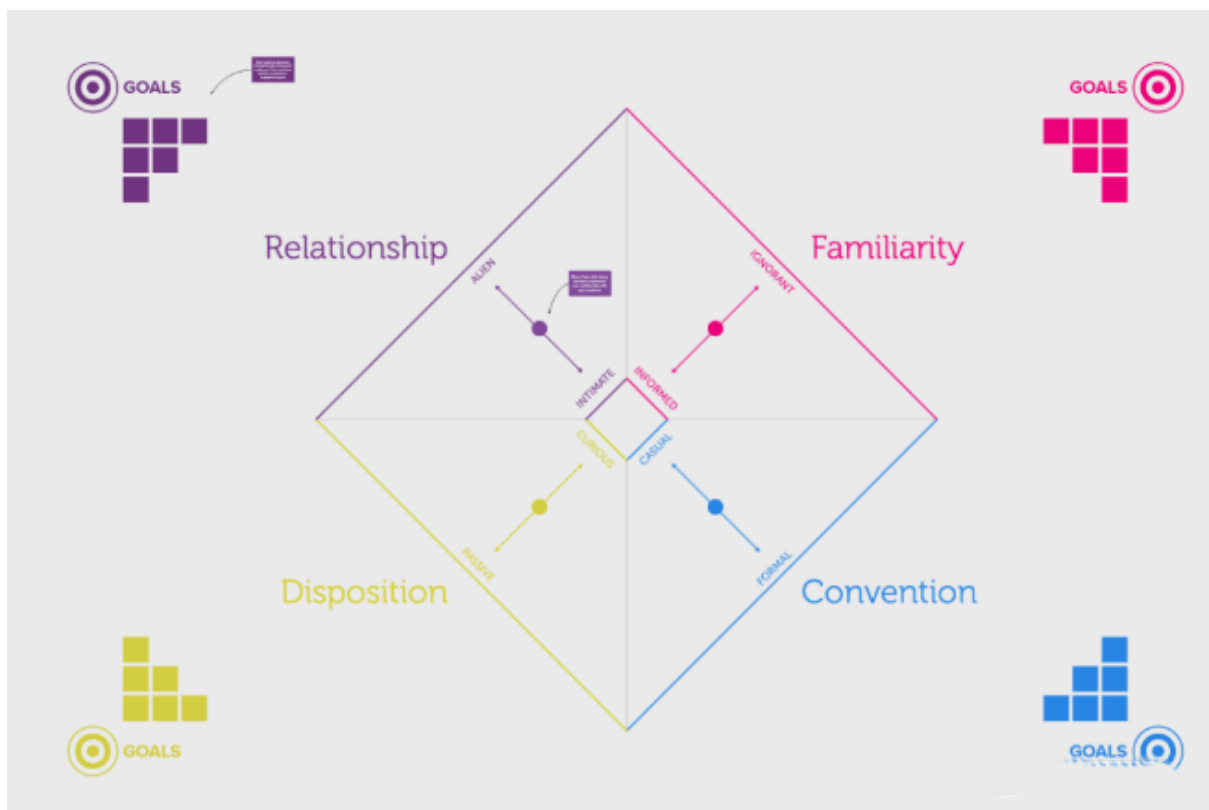
Empathy Map Canvas:

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:



Example: Housing Trends based on stake holders

Understand key stakeholders for your next project

Stakeholder Mapping

Stakeholder Mapping involves mapping all the people or organisations involved in or affected by a project or business initiative.

INTRODUCTION

The stakeholders in a project or initiative are the people or organisations that are involved in the project or initiative. They are the people or organisations that have an interest in the project or initiative. They are the people or organisations that can affect the project or initiative. They are the people or organisations that the project or initiative can affect.

STAKE TYPES

Create connections at all the speed of thought

- Internal Stakeholders: People who are directly involved in the project or initiative.
- External Stakeholders: People who are indirectly involved in the project or initiative.
- Primary Stakeholders: People who have a direct interest in the project or initiative.
- Secondary Stakeholders: People who have an indirect interest in the project or initiative.
- Support Stakeholders: People who provide support to the project or initiative.
- Adversary Stakeholders: People who oppose the project or initiative.
- Stakeholder Groups: Groups of people who have a common interest in the project or initiative.
- Stakeholder Roles: Roles that people play in the project or initiative.
- Stakeholder Interests: Interests that people have in the project or initiative.
- Stakeholder Influence: Influence that people have on the project or initiative.
- Stakeholder Availability: Availability that people have to the project or initiative.

HOW TO USE

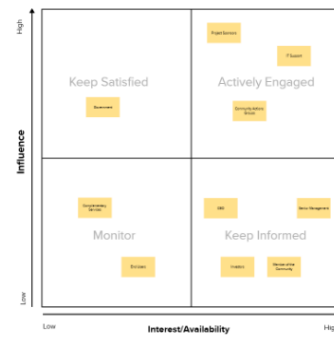
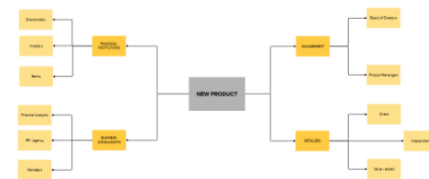
1. Identify the stakeholders in your project or initiative.

2. Map the stakeholders to understand their interests, influence, and availability.

3. Use the map to develop strategies to manage the stakeholders.

1 Identify Stakeholders

Using this tool, identify all relevant stakeholders. For each stakeholder you can also assign them an involvement strategy using the 4 box model.



2 Identify Stakeholder

Identify stakeholders

