

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID49805
Project Name	Visualizing housing market trends : an analysis of sales 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:



Says

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

- "This dashboard should make price trends clear at a glance."
- "We need filters by location, bedrooms, and price range."
- "Stakeholders want easy-to-understand visuals."
-

- "Where's the highest ROI for investment?"
- "I want to compare sales trends over time."
- "It's hard to deal with missing or messy data."



sharmila.k

Short summary of the persona

Type your paragraph...

- Iteratively tests visualizations to improve clarity
- Annotates charts to highlight key findings

- Builds **heatmaps, bar charts, and trend lines** in Tableau
- Applies filters to explore regional or feature-based price trends
- Shares dashboards with stakeholders
- Cleans and preps data before importing to Tableau



Does

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



Thinks

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

- "Am I analyzing the right variables?"
- "Can I spot early signs of market changes?"
- "How can I make this dashboard more interactive?"
- "I need to build confidence in these insights."
-

- "Hope this helps our marketing or sales strategy."
- "What's the best way to visualize multiple features?"

- Anxious about how **non-technical users** interpret the visuals
- Disappointed when insights don't lead to action

- Worried about **data quality** or missing values
- Feels pressure to deliver **quick but deep** insights
- Frustrated when Tableau charts don't behave as expected
-

Feels

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



[See an example](#)