

Ideation Phase

Empathize & Discover

Date	20 june 2025
Team ID	LTVIP2025TMID45817
Project Name	HouseHunt
Maximum Marks	4 Marks

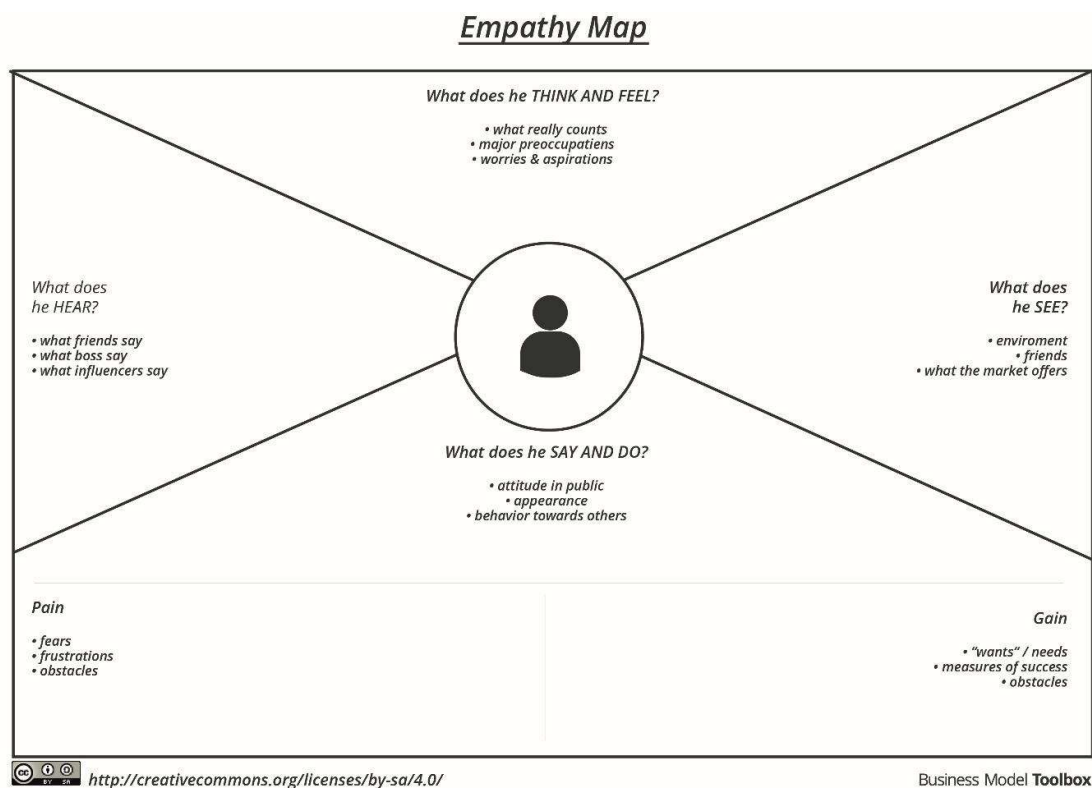
Empathy Map Canvas:

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:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

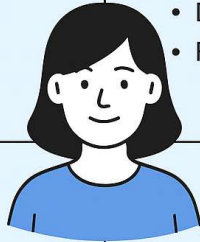
EMPATHY MAP — HOUSEHUNT

THINKS

- Is it easy to list and manage my property?
- I hope my house gets noticed by renters
- Does the rental suit my needs and budget?

FEELS

- Worried about fake listings
- Overwhelmed by lots of ads
- Determined to find a good home
- Responsible as an owner



SAYS

'Where can I find tenants without a broker?'

'I need a home close to my workplace.'

'I want to sell my house online.'

'Those property photos look suspicious'

DOES

- Browse listings frequently
- Compare various properties
- Reach out to homeowners
- Look for short-term rentals