Ideation Phase
Empathize & Discover

Date	15 june 2025
Team ID	LTVIP2025TMID50297
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 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.

The image is an **Empathy Map** designed for a housing market analysis dashboard project using Tableau. It visually represents what key users—such as real estate analysts, home buyers, and marketing teams—**think, feel, see, hear, say, and do** in relation to the housing market and data tools.

Key Insights from the Image:

- **Think & Feel**: Users are confused about inconsistent house pricing and unsure of the impact of renovations on value.

- **See**: They encounter outdated spreadsheets and disconnected data, leading to poor understanding of trends.

- **Hear**: Feedback includes doubts about visual clarity and skepticism toward renovation value impact.

- **Say & Do**: Users spend excessive time manually cleaning data, building dashboards, and making guesses instead of informed decisions.

- **Pain Points**: Include disjointed data, lack of visual clarity, and difficulty in identifying pricing influencers.

- **Gains**: A Tableau-powered dashboard provides clarity, interactive visualizations, accurate insights, and a competitive advantage.

This empathy map emphasizes the **need for a centralized, visual, and intuitive solution** to help stakeholders confidently navigate and interpret housing market data.