

# Ideation Phase

## Empathize & Discover

Date	26-06-25
Team ID	LTVIP2025TMID51031
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 M

### EMPATHY MAP CANVAS:

An Empathy Map Canvas is a visual tool used to understand a user's thoughts, feelings, and behaviour from their point of view. It helps in developing a user-centered solution by identifying what the user says, thinks, does, and feels when interacting with a product, system, or problem. In this project, the empathy map focuses on the house buyer, helping us understand their needs and challenges when analysing housing prices and features. By mapping their experience, we can design meaningful visualizations that solve their pain points and improve decision-making. It tells about User **Ganesh** who is a first –time homebuyer looking for a budget-friendly house with the right features.

