Ideation Phase
Empathize & Discover

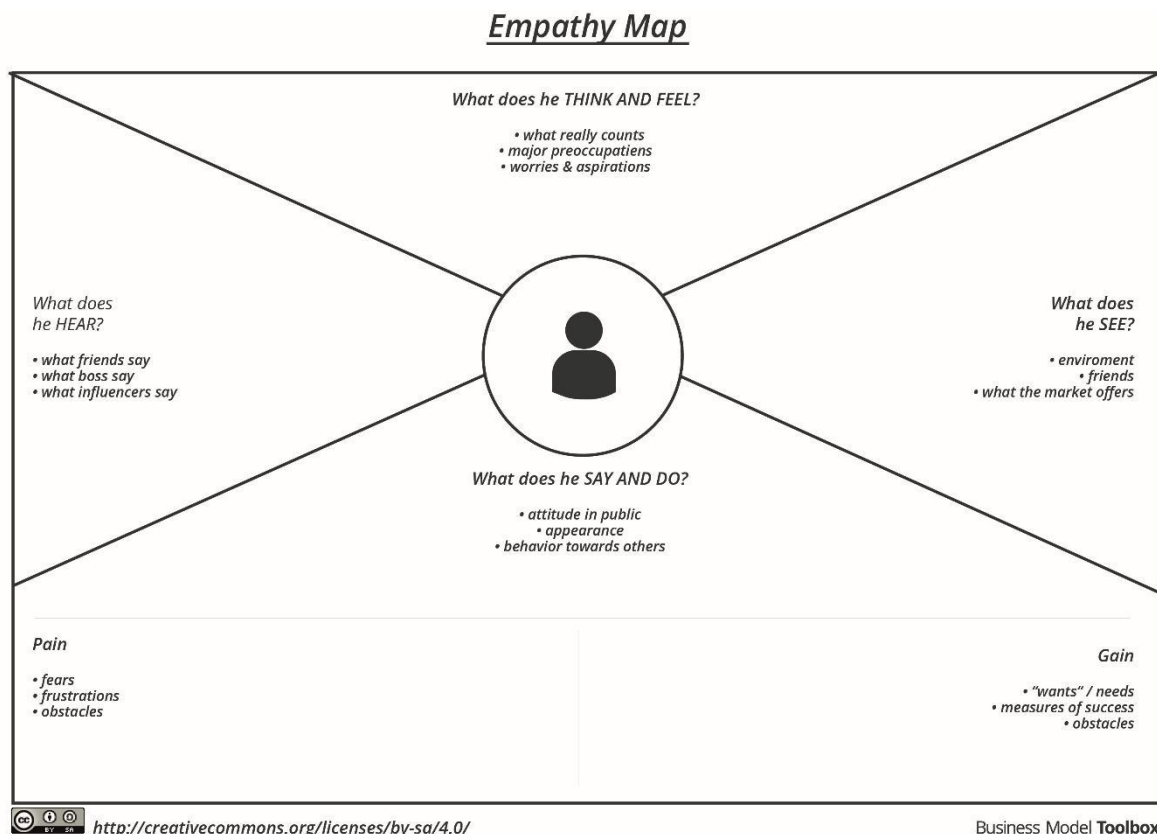|	
Date	28 June 2025
Team ID	LTVIP2025TMID47530
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

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.

Example:

Reference:

Housing Market Trends Analysis : Empathy Map

EMPATHY MAP

SAY
- I need quick insights on housing trends
- Which areas have the highest prices?
- Are sales increasing over the years?

THINK
- I need accurate, up-to-date visual insights
- Comparisons between locations and features would help
- I should be able to filter and interpret

WHO are we empathizing with?
Real estate analyst / housing market researcher

DO
- Analyze housing datasets
- Present insights to management
- Make investment recommendations

FEEL
- Frustrated when data is scattered or unclear
- Confident when visuals are clear and interactive
- Pressured to provide insights quickly