Ideation Phase:-

Empathize & Discover:-

Date	17 June 2025
Team ID	LTVIP2025TMID48901
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

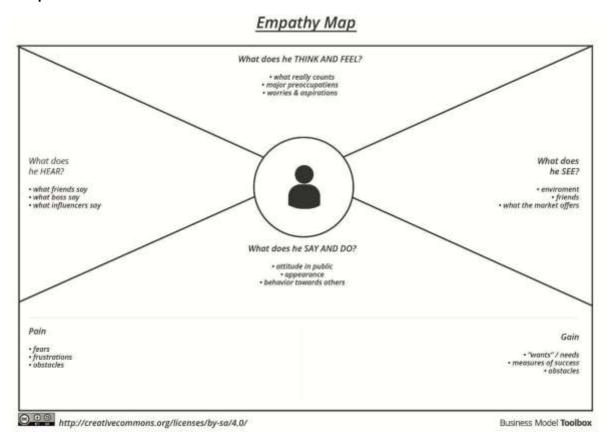
Empathy Map Canvas:-

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:-



Empathy Map

THINK & FEEL

Am I making a good investment? Will this home value increase over time?

Do the features match the price? Worries about loan approvals and interest rates

HEAR

Recommendations from friends, family, or agents News reports about ising or falling housing prices Real estate forums and expert predictions

PAIN

Too many listings, difficult to compare Misleading information about area or features Unexpected extra costs like registration

SEE

- Property listings on websites like MagicBricks, 99acres
- Tableau dashboards showing trenc lines, average pricing by location
- Ads for newly launched housing projects
 - Influencen sharing market tips on YouTube or Instagram

- SAY & DO -----

- Visits multiple real estate platforms
- Asks about nearby schools, hospita connectivity
- Shares concerns in buyer WhatsAp groups or forums
- Attends open houses or uses 3D/VR virtual tours

GAIN

- Understanding which areas offer best price per soft
- Easily comparing features vs price using Tableau dashboards