

Ideation Phase

Empathy Map

Date	28 January 2026
Team ID	LTVIP2026TMIDS66669
Project Name	Visualization of Housing Market Trends
Maximum Marks	2 Marks

Empathy Map:

An Empathy Map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to create a shared understanding, and to aid in decision making. For this project, the primary user is a Real Estate Analyst or ABC Company Executive who needs to interpret housing market data visually to make informed pricing and investment decisions.

SAYS	THINKS
<ul style="list-style-type: none">• "We need an interactive dashboard to explore sale price trends."• "Static spreadsheets don't help us communicate insights to executives."• "We lose competitive advantage when we can't act on housing data quickly."• "Our team spends too long manually analyzing renovation impact."	<ul style="list-style-type: none">• A Tableau dashboard could reveal patterns in renovation and sale prices.• Visualizing house age vs. features could guide renovation investment.• Interactive filters would help us focus on the most profitable property segments.• Embedding dashboards in a web app would make insights accessible to all teams.
DOES	FEELS
<ul style="list-style-type: none">• Manually reviews housing CSV files in Excel without visual analysis.• Presents static charts in PowerPoint to management with limited interactivity.• Spends significant time on ad-hoc data queries for pricing decisions.• Relies on general market reports that are not specific to the company's data.	<ul style="list-style-type: none">• Before: Frustrated with non-interactive, time-consuming data analysis; anxious about making pricing decisions without clear visual evidence.• After (with Tableau dashboard): Confident in data-driven decisions; relieved by interactive filters, dynamic charts, and a clear visual narrative of housing market trends.