

# Empathy Map Canvas

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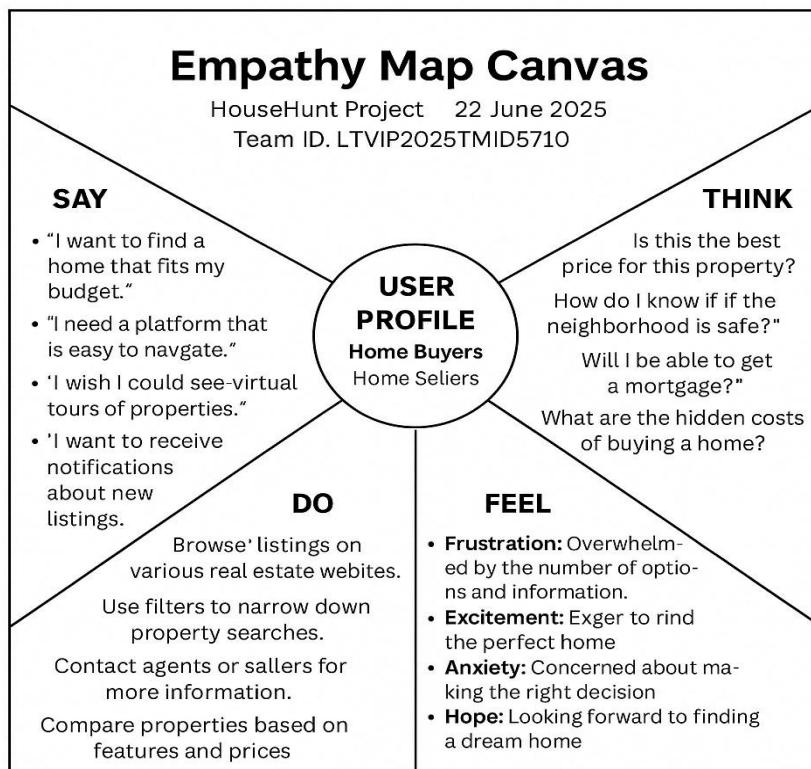
Team ID: LTVIP2025TMID57110

Project Name: HouseHunt

## 1. User Profile

- User Types:
  - Home Buyers – Individuals looking to purchase or rent properties.
  - Home Sellers – Property owners looking to sell or rent their homes.
  - Real Estate Agents – Professionals assisting buyers and sellers.

## 2. Empathy Map



### 3. User Goals

- Home Buyers:
  - Find a property that meets their needs and budget.
  - Get accurate and detailed information.
  - Enjoy a smooth, transparent buying process.
- Home Sellers:
  - Sell property quickly and profitably.
  - Reach a wide audience.
  - Get professional help throughout the selling process.
- Real Estate Agents:
  - Connect buyers with the right properties.
  - Deliver great customer service.
  - Build reputation and grow network.

### 4. Pain Points

- Home Buyers:
  - Difficulty finding reliable listings.
  - Lack of price transparency.
  - Complex mortgage process.
- Home Sellers:
  - Struggles with effective marketing.
  - Uncertainty around pricing.
  - Time wasted with uninterested viewers.
- Real Estate Agents:
  - Managing multiple listings and clients.
  - Staying updated with real estate trends.
  - Balancing time and priorities across roles.

### 5. Insights and Opportunities

-  Virtual Tours: Enhance engagement and trust by allowing users to view homes remotely.
-  User-Friendly Interface: Ensure intuitive design for easy navigation and search.
-  Real-Time Alerts: Keep users informed of new listings and price changes.

-  Educational Resources: Provide guides to assist users through every stage of buying or selling.