**SmartBridge Virtual Internship – Ideation Phase**

**Project Title**: Visualizing Housing Market Trends – An Analysis of Sale Prices and Features  
**Team Member**: CHEREDDY VENKATA VINOD KUMAR REDDY  
**Date**: 29/06/2025

**1. Problem Statement**

The real estate market produces vast amounts of complex data, making it difficult for buyers, sellers, and investors to draw actionable insights. Without visualization, it's challenging to understand how factors like renovation status, house age, and structure affect property sale prices.

**2. Empathy Map Canvas**

* **Thinks**: Getting best value and making data-driven decisions
* **Feels**: Overwhelmed by raw data and lack of tools
* **Says**: Want simple, interactive platforms for insights
* **Does**: Compares listings manually or relies on agents

**3. User Needs & Goals**

* Understand how renovation and house age affect price
* View KPIs for housing data
* Prefer visual dashboards over raw tables
* Access the tool via browser without installing software

**4. Brainstorming**

* Dashboards for sale price trends
* Visuals for structure vs price
* Storyboards for insight progression
* Flask web app for interface and navigation