

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID56105
Project Name	HouseHunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

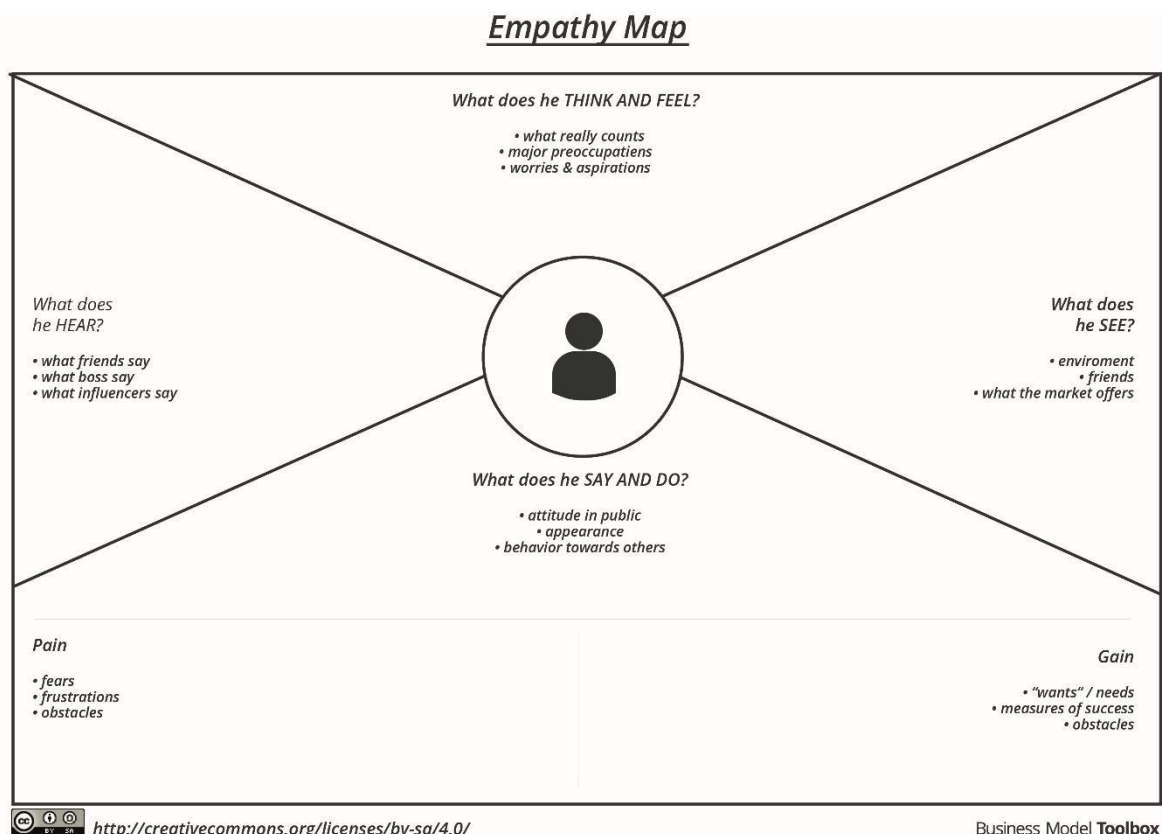
Empathy Map Canvas:

An **Empathy Map** is a simple, easy-to-understand visual tool that captures insights about a **renter's behavior, needs, and mindset** during their home-search journey.

For **HouseHunt**, this tool helps the development team understand renters and property owners better—what they think, feel, see, hear, say, and do—so we can create a more intuitive and effective rental platform.

Creating an effective rental solution requires deeply understanding the **real challenges faced by renters and owners**, not just technical requirements. This mapping exercise helps the team **view the experience from the user's perspective**, highlighting their pain points, motivations, and expectations.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: Food Ordering & Delivery Application

