

## Ideation Phase

### Empathize & Discover

Date	26 June 2025
Team ID	LTVIP2025TMID50159
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

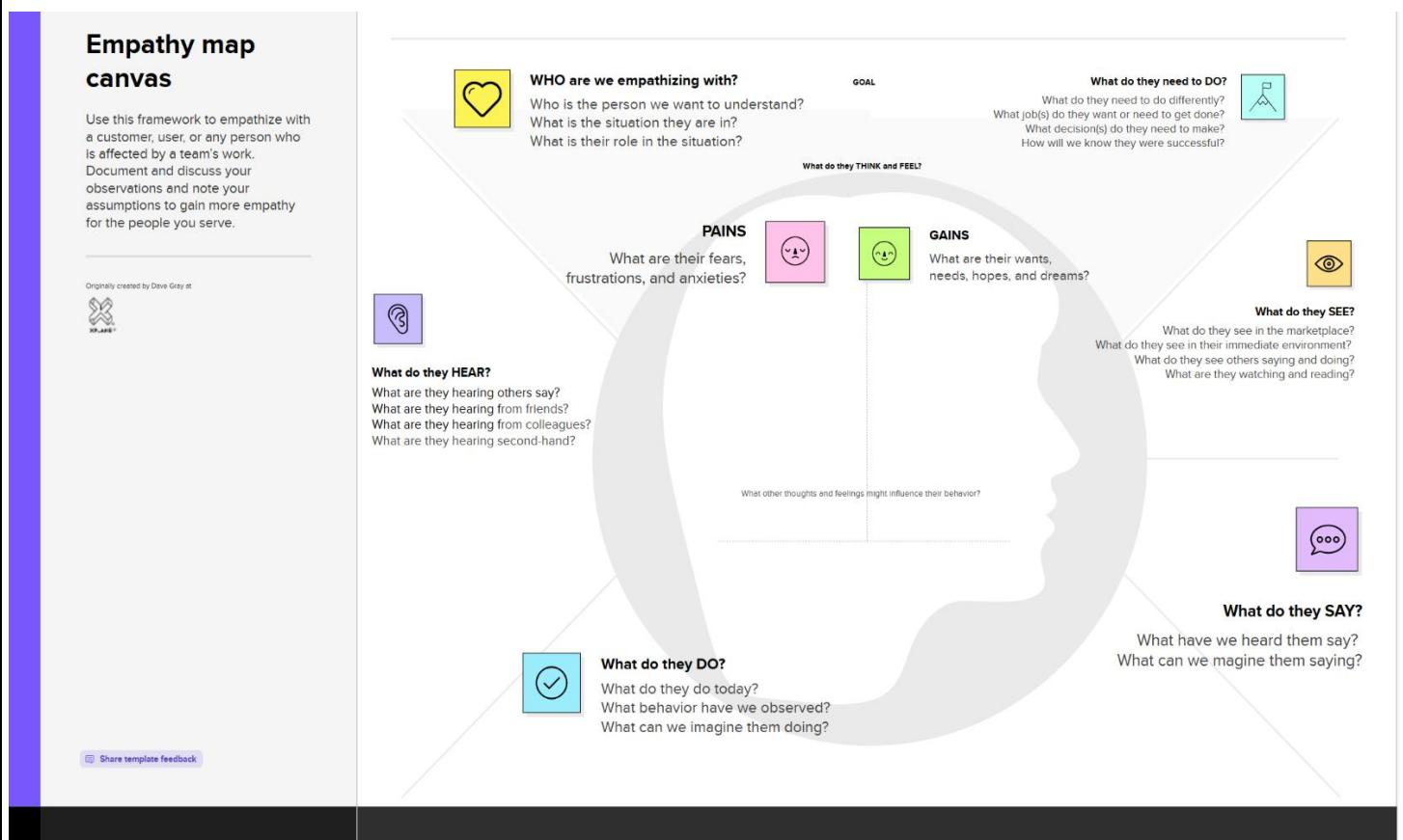
#### Empathy Map Canvas:

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 help 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.

**Empathy map:** Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau



Reference:

<https://app.mural.co/t/binnu7656/m/binnu7656/1750933677762/fe17b89661abd6fb17893124c5b991123f9a61fc?s=ender=uf05a3bc35ac4dbf54b0b8875>



#### WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?



#### What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

#### GOAL

- A student beginning a Tableau-based project
- Trying to make sense of housing market data

- Learning data visualization and storytelling
- Responsible for submission and documentation

- Part of a SmartBridge internship
- Figuring out how to build visuals and insights

- Understand the dataset structure
- Identify key factors like age, renovation, pricing

- Think of which visualizations will be meaningful
- Start mapping the story the data could tell



#### What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

- From Friends:
- "I'm still learning Tableau basics"
  - "What if my chart type is wrong?"
  - "How many visuals should we make?"

- From Mentors/Colleagues:
- "Use filters wisely"
  - "Group data meaningfully"
  - "Create calculated fields if needed"
  - "Make your visuals talk business"

- From Others:
- "Make it visually appealing"
  - "Keep only what adds value"
  - "Don't clutter the dashboard"

#### What do they THINK and FEEL?

##### PAINS

What are their fears, frustrations, and anxieties?

- (Fears, Frustrations, Anxieties)
- What if my charts don't make sense?
  - I'm scared I'll pick the wrong visualization
  - Tableau is confusing at first
  - I'm unsure about how to explain insights
  - Not confident in cleaning or transforming data

##### GAINS

What are their wants, needs, hopes, and dreams?

- (Wants, Needs, Hopes, Dreams)
- I want my dashboard to look clean and professional
  - I hope my visuals clearly tell a story
  - I want to learn Tableau deeply through this project
  - I hope to make my project stand out
  - I wish to build something resume-worthy



#### What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

- In the Marketplace:
- Dashboards showing trends over time
  - Simple charts that reveal powerful business logic
  - Color-coded summaries and KPIs

#### What do they SAY?

What have we heard them say?  
What can we imagine them saying?

- Imagine Me Saying:
- "This dashboard layout feels balanced"
  - "I'm planning my visuals around stakeholder needs"
  - "The data should speak for itself — not too much noise"

- Heard From Me:
- "I need to pick the right charts first"
  - "Should I focus on renovations or house age?"
  - "Let's keep it simple but effective"



#### What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

- Explore the dataset structure
- Note down chart ideas before jumping in

Sketch dashboard layout ideas on paper

- Start creating calculated fields where needed
- Brainstorm possible visual stories

#### in the Environment:

- Project checklist
- Sample dashboards from previous interns

#### Others Saying/Doing:

- Experimenting with bar and pie charts
- Debating on what to keep or remove

