Ideation Phase Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID49598
Project Name	Visualizing Housing Market Trends: An Analysis
	of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

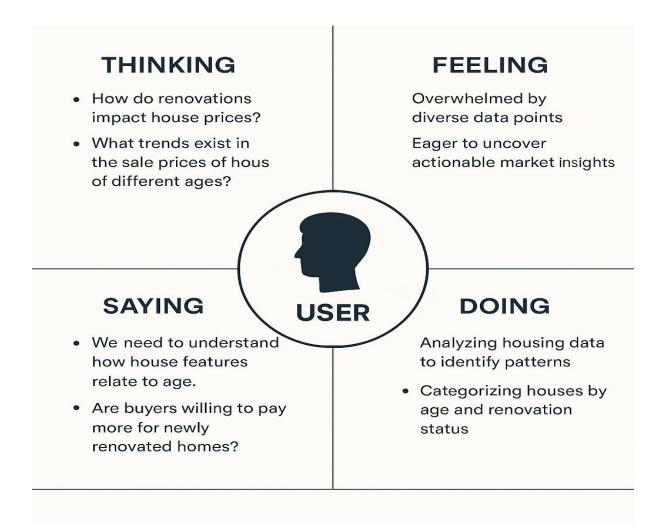
Empathy Map Canvas:

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 helps 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.

Example: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features



REAL ESTATE ANALYST Housing market visualization ty Tableau **THINKS HEARS** · Which features influence · Requests from senior housing prices the most? management How do renovations impact value? Feedback from marketing teams · More data insights can improve pricing strategies • Changes in buyer & seller priorities SEE SAY & DO • Trends in sale price data • Filter by renovation status, age SAY & DO ranges • Charts & dashboards in Tableau Filter by renovation • Interpret charts for colleagues · House features, age, status, age ranges renovation status · Explain market patterns and Interpret charts for anomalies colleagues **PAIN** GAIN Explain market • Difficulty in identifying · Clearer understanding of patterns and key drivers of price housing trends anomalies • Managing large, complex datasets · Data-backed renovation recommendations

Summary:

Understanding users' frustrations and goals ensures our Tableau dashboard directly addresses what matters most to ABC Company's analysts and decision makers.