

## Ideation Phase

### Empathize & Discover

Date	20 June 2025
Team ID	LTVIP2025TMD49786
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### Empathy Map Canvas:

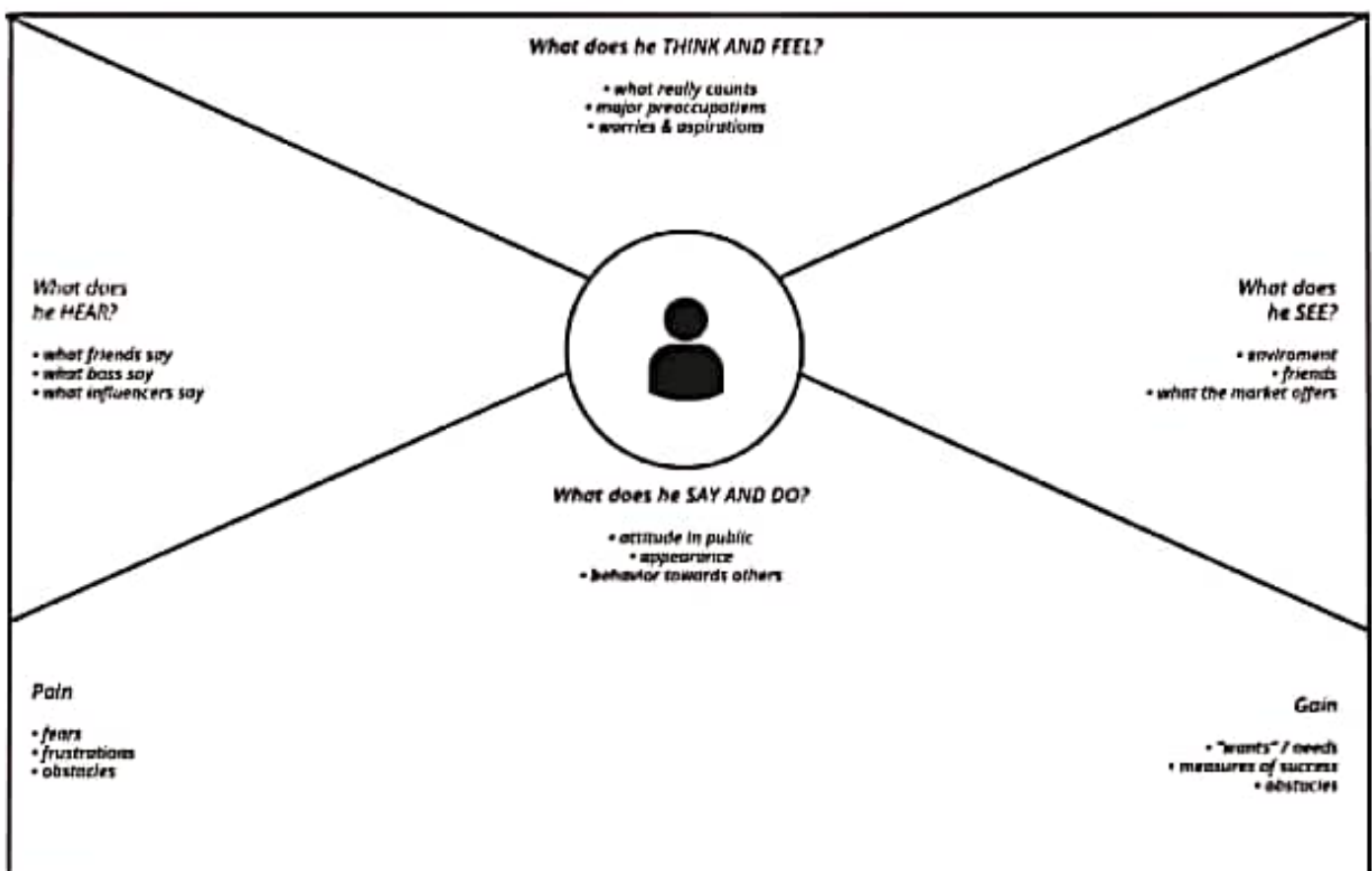
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

#### Example:

#### Empathy Map





## Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a topic & with this canvas find the user's pain points, desires and their point of view to gain more empathy for the people you serve.

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## Develop shared understanding and empathy

Use the canvas to develop a shared understanding of the user's experience and to gain empathy for the user's pain points, desires and their point of view to gain more empathy for the people you serve.

