**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID61039 |
| Project Name | Rental Home:Finding Your Perfect Home |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**An Empathy Map Canvas is a collaborative visualization tool used to articulate what a customer thinks, feels, says, and does when facing a problem or using a product/service. It helps teams better understand customer motivations, pain points, and expectations, ultimately guiding them toward customer-centered solutions.**

**📊 Empathy Map Table**

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| --- | --- | --- |
| **Section** | **Guiding Questions** | **Example (Rental Home Project)** |
| **Says** | **What does the customer openly say?  What words do they use?** | ***“It’s hard to find a trusted rental house online.”*** |
| **Thinks** | **What do they think but might not say out loud?  What worries or aspirations do they have?** | ***“I might get cheated if I don’t verify the owner.”*** |
| **Feels** | **What emotions are they experiencing?** | ***Stressed, anxious, frustrated with delays, hopeful when finding a good listing.*** |
| **Does** | **What actions or behaviors are they showing?** | ***Browsing multiple websites, contacting brokers, calling owners directly.*** |
| **Pains** | **What challenges, fears, or obstacles do they face?** | ***High brokerage fees, fake listings, time wasted in site visits.*** |
| **Gains** | **What outcomes do they expect? What does success look like?** | ***Quickly finding an affordable, verified, and safe rental home.*** |

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

