Ideation Phase Empathize & Discover

Date	29 June 2025
Team ID	LTVIP2025TMID48066
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:



Says

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

> I want to understand which features impact house prices the most.

"I wonder if this insight could help realtors or firsttime buyers."

Comparing

geographic

variation

housing trends

across different

regions to explore

Documents the

insights and

experienced

throughout the

challenges

If only I had time-series data, I could show how prices changed over the years **Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



If my insights are clear and actionable, even real estate agents could use this

Visual design matters as much as the data—it has to be both smart and intuitive. I need to sharpen my data storytelling skills so I can stand out in analytics or consulting roles



ESHANKA

Passionate about turning raw data into actionable insights

Adding predictive models or price forecasts using new datasets Moments of **self-doubt**, especially when comparing visualizations to professional dashboards

Satisfaction

from overcoming a challenge—like messy data I feel overwhelmed when the dataset grows—it's hard to know where to begin



Does

project

What behavior have we observed? What can we imagine them doing?

Feel

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

