

Ideation Phase Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID51574
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

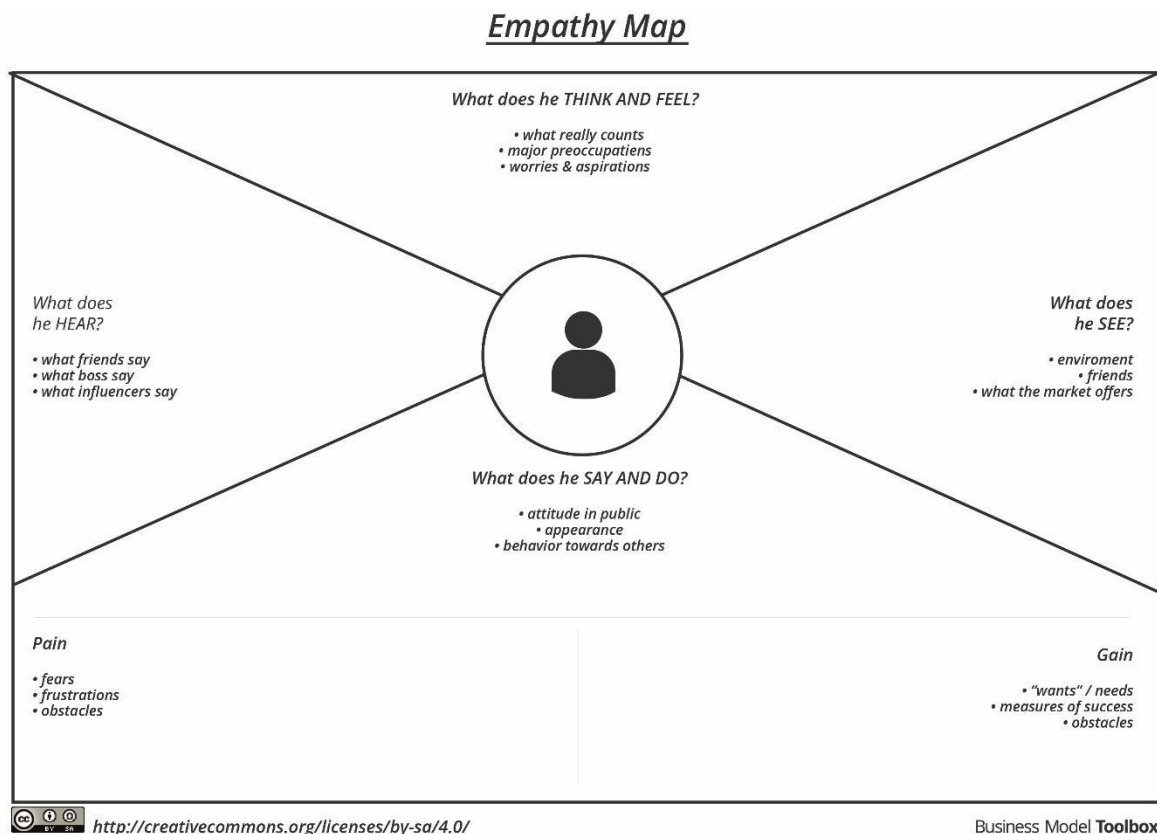
Empathy Map Canvas:

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.

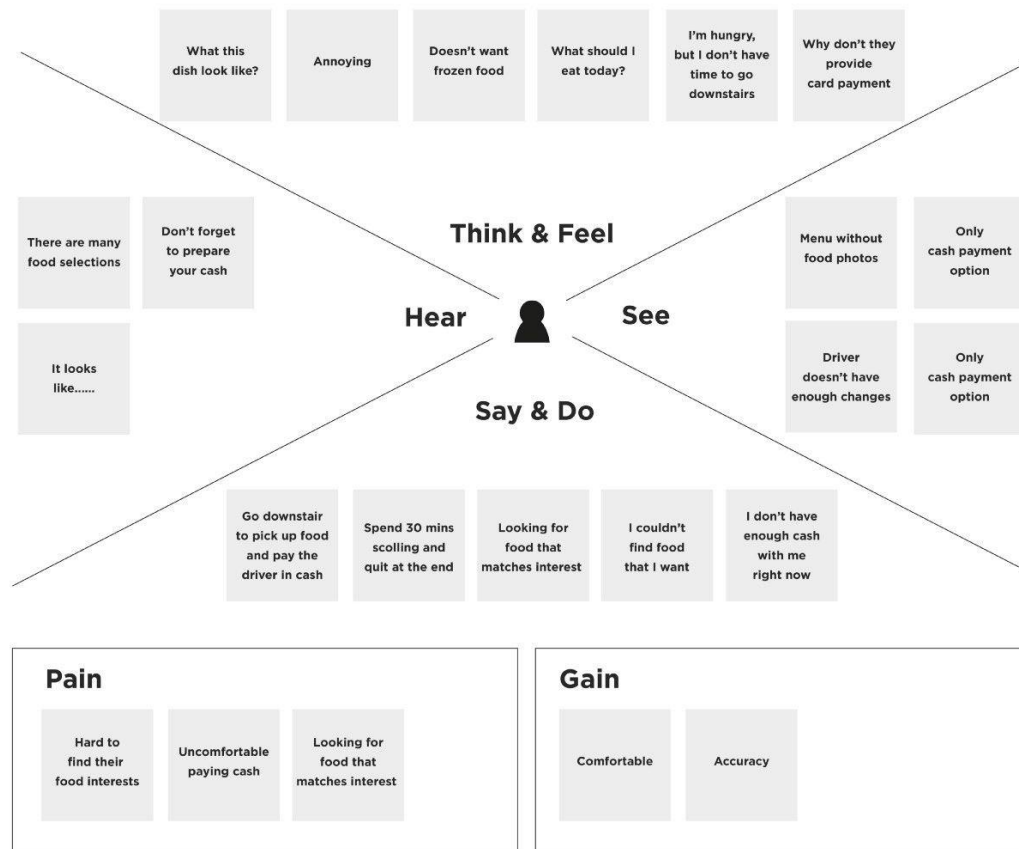
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



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

Example: Food Ordering & Delivery Application



Empathy Map Canvas

the primary user as: A real estate analyst at ABC Company

Section	Content
Says	<p>"We need clear insights into what factors drive house prices."</p> <p>"I want to visually compare renovated and non-renovated properties."</p>
Thinks	<p>"I'm not sure if our pricing strategy is aligned with market trends."</p> <p>"There might be hidden patterns in the data that we're missing."</p>
Does	Uses Excel spreadsheets or basic reports to review past sales. Attempts to identify trends manually across features like age and price.
Feels	Frustrated by lack of clarity in raw data. Wants confidence when presenting data to stakeholders. Curious about new data tools.
Sees	Large unstructured datasets. Basic charts that don't reveal deep insights. Opportunities to improve data storytelling.
Hears	Feedback from executives asking for smarter pricing models. Marketing teams looking for buyer preferences data.
Pains	Time-consuming manual analysis. Lack of interactivity in current reports. Difficulty convincing stakeholders with plain data.
Gains	Interactive dashboards for quick decision-making. Data-driven insights about housing trends. Stronger pricing and renovation strategy.