**Ideation Phase**

**Empathize & Discover**

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| Date | 22nd May 2025 |
| Team ID | LTVIP2025TMID21134 |
| Project Name | House Hunt: Find your perfect rental home |
| 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.

**Says**

* “I’m tired of visiting so many properties without finding the right one.”
* “I wish I could filter by what *I* need, not just basic options.”
* “I want to know if the neighbourhood is safe and well-connected.”
* “Why is it so hard to contact the owner directly?”

**Thinks**

* “Is this property worth the rent they’re asking?”
* “What if I miss a better deal just around the corner?”
* “I hope I’m not getting scammed.”
* “This process should be more transparent and easier.”

**Does**

* Searches for properties using filters like location, budget, and amenities.
* Compares multiple listings and reads reviews or ratings (if available).
* Shortlists properties and contacts landlords or agents.
* Uses map view and transport connectivity to evaluate property value.

**Feels**

* Frustrated by limited information or fake listings.
* Overwhelmed by too many options with little clarity.
* Excited when a good property matches all their needs.
* Reassured when the platform feels safe, easy, and transparent.