Ideation Phase
Empathize & Discover

Date	5 February 2026
Team ID	LTVIP2026TMIDS35952
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Empathy Map :

The empathy map is used to understand the users of the Sales Dashboard Application by analysing their needs, behaviours, feelings, and challenges while working with business data. It helps the development team design a system that is user-friendly and supports better decision-making.

The map focuses on how users interact with sales data and what they expect from the application. Users usually deal with large amounts of raw data and complex reports, which makes analysis difficult and time-consuming. They want clear visual insights that help them make quick and accurate business decisions.

From the empathy analysis, users think and feel the need for simple and understandable dashboards. They see multiple data sources and complicated spreadsheets in their daily work. They hear feedback from management requesting performance reports and data analysis. They say and do actions like applying filters, checking charts regularly, and sharing insights with team members.

The empathy map also identifies user pains, such as difficulty in analysing scattered data, slow reporting processes, and confusion caused by complex information. At the same time, it highlights user gains, including faster decision-making, easy visualization, improved productivity, and better understanding of sales performance.
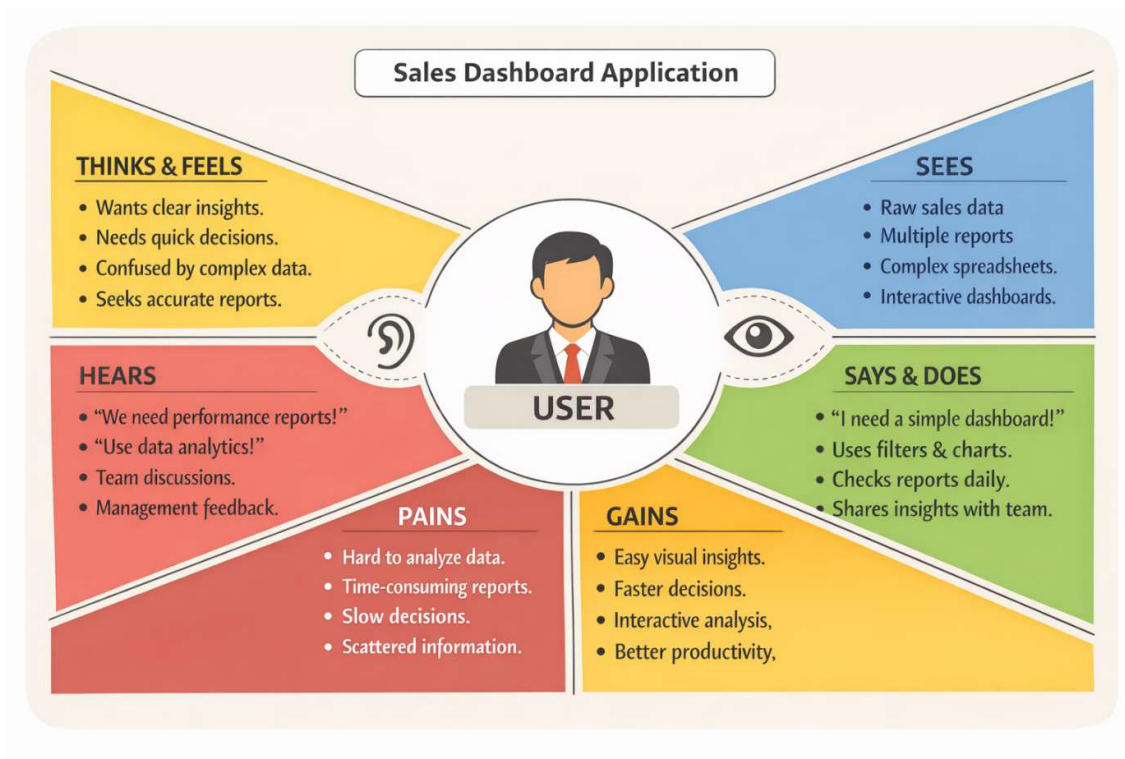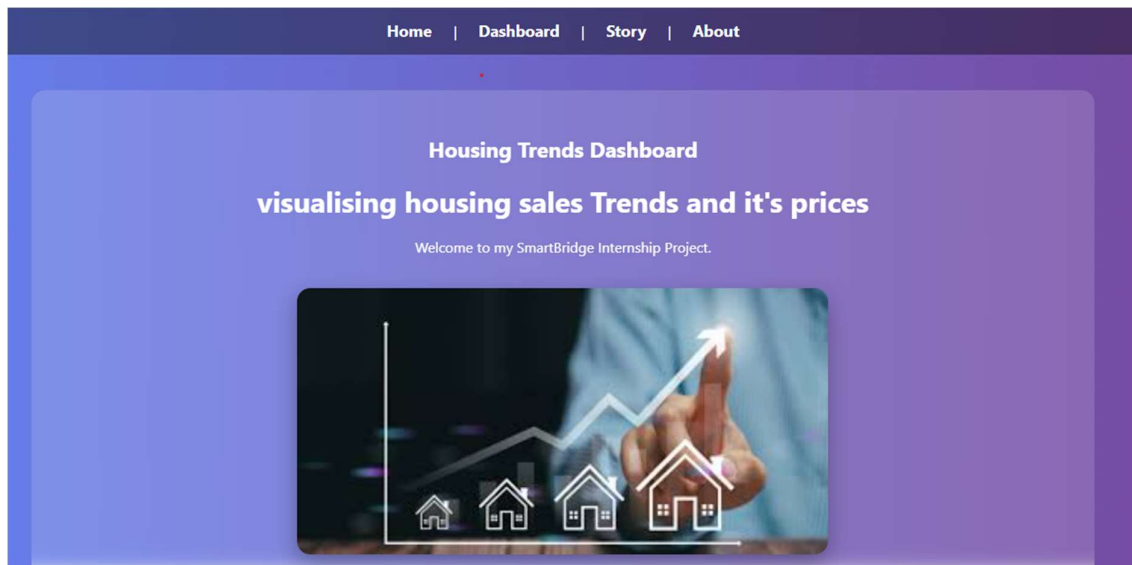
Tableau Story feature was used to present insights step-by-step, helping users understand the analysis logically from introduction to conclusion

- Easy-to-understand visual dashboards.
- Faster business insights.
- Better decision-making support.
- Interactive filtering and analysis.
- Improved productivity and reporting efficiency.

- "I need simple dashboards to understand sales."
- Uses filters and charts to analyze performance.
- Checks reports regularly to track business progress.
- Shares dashboard insights with team members.