

## Ideation Phase

### Empathize & Discover

Date	15 Feb 2026
Team ID	LTVIP2026TMIDS77319
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### Empathy Map Canvas:

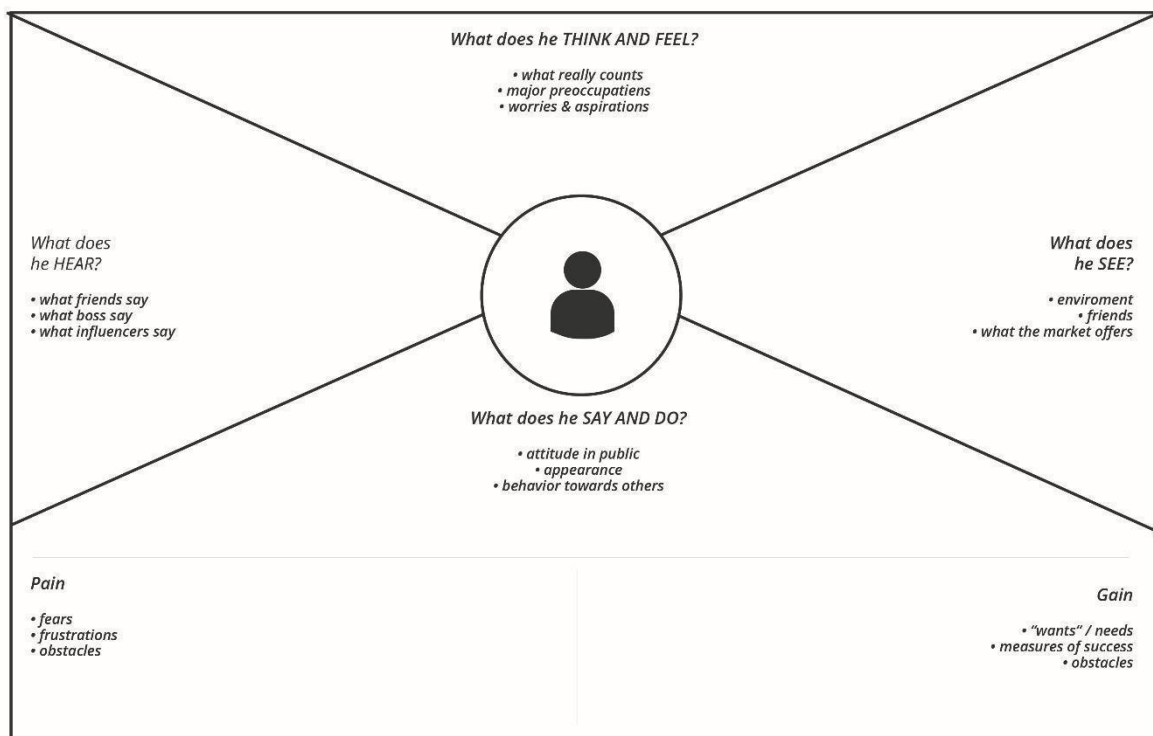
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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:

#### Empathy Map



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Business Model **Toolbox**

### Example: Home trends and Price Analysis

Template

## Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray et al.

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### Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

**What do they THINK?**

- Am I making a sound investment decision?
- There must be a simpler way to compare different properties.
- I wish I could easily predict future pricing trends.
- What do the trends say about the neighborhoods I'm interested in?

**What do they HEAR?**

- The neighborhood's prices are going up fast.
- Everyone's talking about market cooling in certain areas.
- Tableau is a great tool for visualizing this kind of data.
- Buyers are looking for more data-driven insights these days.
- You should focus on location and square footage – those matter most.
- Data visualization can help simplify complex market trends.

**What do they FEEL?**

- Curious when exploring housing data.
- Frustrated by data overload or lack of clarity.
- Confident when insights are visual and well-structured.
- Anxious about missing critical insights that impact investment.

**What do they DO?**

- Search for properties online using filters (price, location, size).
- Analyze housing datasets in Excel or Tableau.
- Discuss market trends with other analysts or clients.
- Make purchasing or advising decisions based on data visualizations.

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

- Difficulty interpreting new datasets.
- Inconsistent or incomplete data sources.
- Limited ability to visualize trends across multiple variables.
- Lack of real-time insight from traditional tools.

**GAINS**

- Clear understanding of pricing trends and influential features.
- Interactive dashboards to explore data intuitively.
- Time-saving through automated visual analysis.
- Data-driven decision-making power.

**What do they NEED TO DO?**

- Search for properties online using filters (price, location, size).
- Analyze housing datasets in Excel or Tableau.
- Discuss market trends with other analysts or clients.
- Make purchasing or advising decisions based on data visualizations.

**What do they SEE?**

- Easy-to-read charts and graphs showing price trends.
- Maps with colors showing where houses are cheaper or more expensive.
- Filters to pick what kind of houses they want to look at.
- Comparisons between different house types (like apartments vs. villas).
- Trends – like where prices are going up or down.

**What other thoughts and feelings might influence their behavior?**

**Overwhelmed**  
**Skeptical**  
**Curious**  
**Empowered**  
**Impatient**

**What they SAY?**

- I need to know which features affect house prices the most.
- I want to see trends over time and location.
- It's hard to make decisions based on raw data or spreadsheets.
- Visualization helps me understand the market faster.

Share template feedback

Need some inspiration?

See a finished version of this template to kickstart your work.

Open examples

