

## Ideation Phase

### Empathize & Discover

Date	25 June 2025
Team ID	LTVIP2025TMID51671
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau.
Maximum Marks	4 Marks

#### ► What is an Empathy Map?

An empathy map is a collaborative visual tool used to understand a user's thoughts, behaviors, emotions, and needs. It helps project teams develop a deep, shared understanding of users and see the problem from their perspective. Typically divided into four quadrants — *Says*, *Thinks*, *Does*, *Feels* — it may also include *Sees* and *Hears*. It is an essential part of the ideation phase in design thinking and supports user-centered solutions.

#### ► Who is the User?

For this project, the identified user is a Real Estate Analyst, who interacts with housing market data. Their responsibilities include examining sales prices, identifying housing trends, understanding the impact of renovations, and communicating key insights to decision-makers through data visualizations built in Tableau.

#### ► Key User Insights:

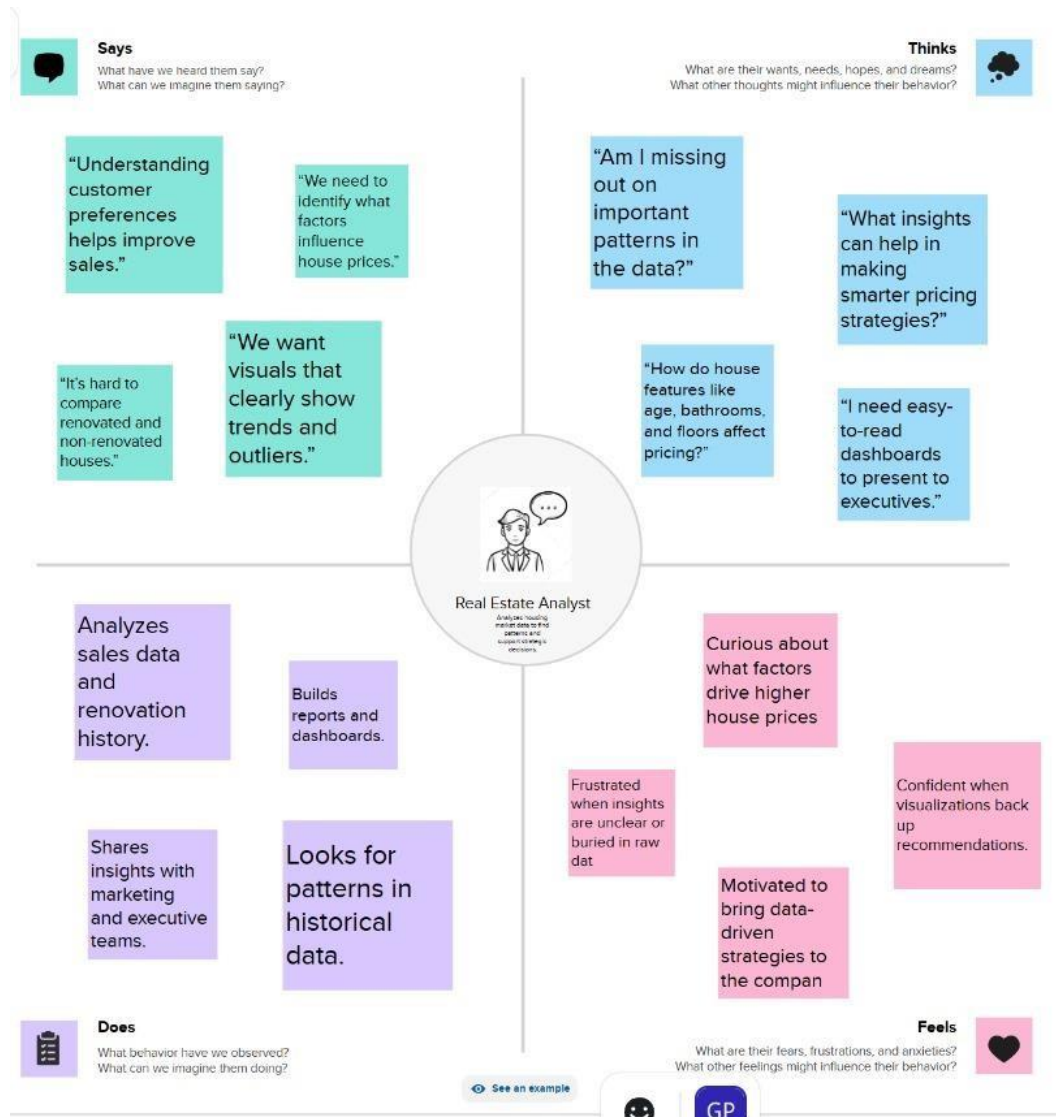
The empathy map reveals the following user insights. The analyst:

- Says things like:
  - “What trends are driving house prices?”
  - “Are renovations truly increasing property value?”
  - “How do features like bathrooms and bedrooms relate to sales?”
- Thinks about:
  - Effective pricing strategies, buyer preferences, renovation impact, and visual storytelling.
- Feels:
  - Curious about data patterns, under pressure to deliver insights, motivated by clear visual results.
- Does:
  - Builds dashboards in Tableau, filters datasets, compares features, and presents insights to executives.

These insights reflect a need for clear, actionable dashboards that support fast comparisons and help in strategic decision-making.

## ► Why It Matters:

Understanding this user helps shape our Tableau dashboards in a way that is meaningful, visual, and aligned with the real estate analyst's goals. It ensures the final solution is not just technically accurate, but also user-friendly and valuable for housing market strategy.



## ► Conclusion:

By empathizing with the real estate analyst, we ensure our visualizations are grounded in real-world needs. This empathy map guides our design decisions, enabling the creation of powerful dashboards that simplify complex housing data and help users make informed decisions.

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

