

Ideation Phase

Empathize & Discover

Date	30 JUNE 2025
Team ID	LTVIP2025TMID46419
Project Name	House Hunt: Finding Your Perfect Rental Home
Maximum Marks	4 Marks

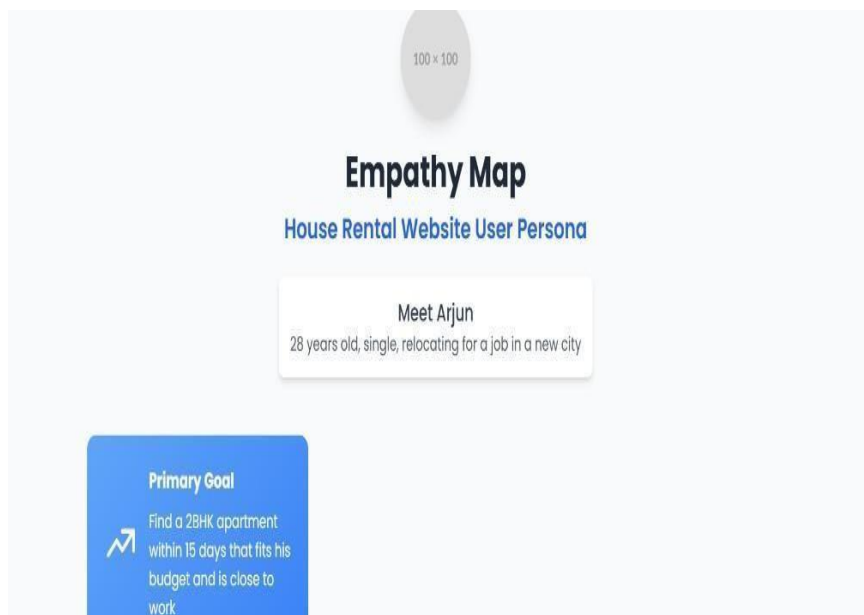
Empathy Map :

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: House Hunt: Finding Your Perfect Rental Home



Say & Do

- "Why is it so hard to find genuine property listings?"
- Asks friends for recommendations/reviews
- Regularly checks notifications for new listings
- Saves listings to review later

Pain Points

- Fake or misleading property listings
- Poor filtering options that waste time
- Difficulty scheduling visits or contacting landlords

Goals

- Find a property within budget and timeline
- Minimize time spent on irrelevant listings
- Ensure accuracy of property descriptions
- Proximity to workplace

Key Insights for Rental Website Design

What Arjun Needs:

- Verified, accurate property listings
- Advanced filtering options
- Neighborhood safety and commute information
- Easy landlord communication system

Potential Solution Features:

- 360° virtual tours of properties
- Verified badge for trustworthy listings
- AI-powered recommendation system
- Integrated schedule viewing feature

House Rental Website Persona - Empathy Map for Design Thinking

Think & Feel

- "Will I find a property that suits my budget and preferences?"
- "Is the neighborhood safe and well-connected?"
- "What if the property looks different than the photos online?"
- Feels overwhelmed by options but anxious about missing deals

Hear

- "You need to act fast in this rental market" (friends/colleagues)
- "This website is great for verified listings" (social media)
- "The best properties get booked quickly"

See

- Listings that lack clarity or detailed descriptions
- Confusing navigation on competing platforms
- Ads for premium services

