**Ideation Phase**

**Empathize & Discover**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID58256 |
| 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 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.

**Who is the user?**

The users of this project are **real estate analysts** and **executives at ABC Company** who need clear, actionable insights from housing data to guide pricing and renovation strategies. They value interactive Tableau dashboards that simplify complex data, highlight key trends like renovation impact, and support quick, confident decision-making. This project helps them overcome challenges with raw data by delivering visual, filterable summaries that enhance clarity and business impact.

**Key user insights:**

The empathy map reveals several user insights. The user:

Says things like “We need to know what features affect sale price the most” and “Is renovation really increasing value?”

Thinks about “Are we focusing on the right zip codes or property grades?” and “If I miss a trend, we might price homes poorly”.

Does actions like “Uses Tableau dashboards for analysis and presentation” and “Compares sale trends and pricing patterns by features like bedrooms, age”.

**Example for this project of Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau:**

**A diagram of a person's head

AI-generated content may be incorrect.**