Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID47436
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.

Example:

SAYS

- I want a spacious home that fits my budget.
- Why is a smaller home more expensive than a bigger one in somece?
- I just want to know the best price per square foot for my money.

DOES

- Visits multiple listings and real estate platforms.
- Compares area and price side by side.
- Uses filtering tools to sort by size and price but still feels uncertain

THINKS

- Am I making the right choice or overpaying for less space?
- Should I compromise on space or location?
- I wish I had more clarity on how size influences price across different

FEELS

- Frustrated by unclear price metrics.
- Pressured to decide quickly in a competitive market.
- Confused by wide differences in cost per square foot wihin similar zip codes.

Example: Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

