

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID48289
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map Canvas for the project *“Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau”* helps us deeply understand the thoughts, feelings, and challenges of key users—homebuyers, sellers, and real estate professionals. It captures what users see (raw data, unclear listings), hear (market buzz, conflicting advice), think and feel (uncertainty, desire for clarity), and say and do (searching property sites, asking questions like “Is this a good time to buy?”). By identifying their pains (difficulty comparing properties, information overload) and gains (clear, interactive dashboards and data-driven confidence), the empathy map informs user-focused design that makes complex housing data accessible, visual, and actionable.

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

EMPATHY MAP

