Ideation Phase
Empathize & Discover

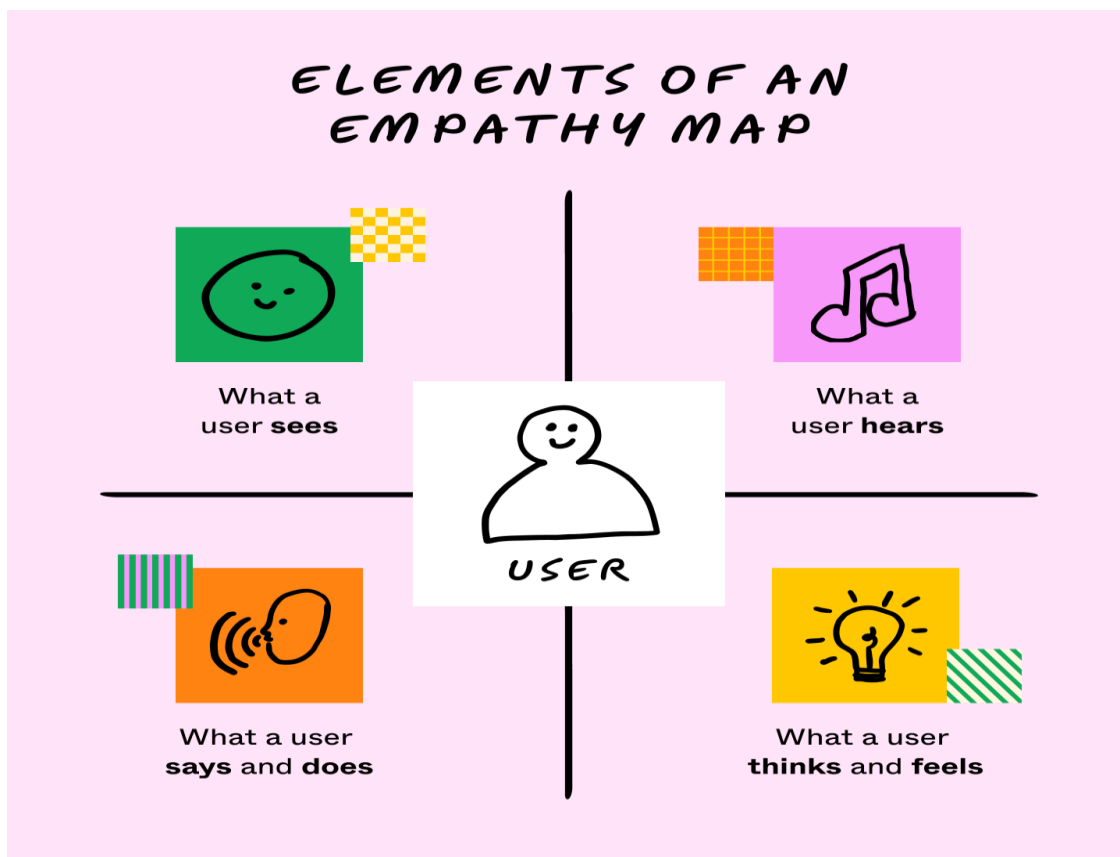| Date	18 June 2025
Team ID	LTVIP2025TMID47753
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features
Maximum Marks	4 Marks

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:

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

Example: Amara Assprine first-time Homebuyer

Amara
Assprine First-time Homebuyer

Says
- It's so challenge to find a home that's within my budget. budget.
- I want to buy a place that's in gorlocation.
- I'm feeling to bbit lost with all the information.

Feels
Overrwelmed by a current market

Excited but that' find she'll taking next steep

Worryend about petent the perfect place sooon

High prices houses and currrent imarkety
Reads artiiicles wathes anto beots
apotı of viodes with homebuying process

Pains
- High prices and limited inventory
  The fast-pated of he competition process
  Difficulty understenig application pracens
  Difficulty unorsg market fucations
- Compares mortgage rates & loan options

Thinks
'Where can find good real estate agent?

'Where can i find good restate agent?'
'How much can i really afford to brow
Should I consider a fixer-upper

What's market like on my area

Does
Reads articles and watches about neighbuying process
Contacts real estate agents & lenders

Saves for a down payment

- Chance to build equity and wealth
  A sence security and stability
  Creatre space to call her own
- Fear of missing on dispoids
- Improved quality life in in neighborbhood that suits her

Gains
- Potential for increased property and future