Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID50177
Project Name	Visualizing Housing Market Trends:An Analysis Of Sales 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.

EMPATHY MAP CANVAS

THINK & FEEL–
- Is this renovation really increasing t the house value?"
- I hope this dashboard helps me detect hidden pricing trends
- Curious, data-driven, but sometimes frustrated by too much data
- Wants clarity and accuracy to make the right decisions

HEAR
- "Can you quickly show me how house age affects price?"
- Management needs a report by end of day
- What's ROI on renovated properties?

USER

SAY & DO
- Analyzing pricingg data stime–consuming
- Dashboard can be overwhelming

SEE
- Multiple dashboards with bar, pie, and KPI visualizations
- Complex datasets in CSV or Excel format
- Variations in house age, renovations and price ranges
- A clear dashboard in investment choices

PAIN
Analyzzing pricing data is time-consuming

GAIN
Understand market trends faster