**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID59690 |
| Project Name | Househunt-Finding Your Perfect Rental home. |
| 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:**

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| EMPATHY MAP |

| HouseHunt: Renter User |

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| SAYS | THINKS | DOES |

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| "I need a place | "Will the | Browses |

| within my budget."| listings be real?"| listings on |

| "I wish I could | "Will the owner | multiple |

| trust the photos."| reply to me?" | platforms. |

| | "Is this secure?"| Sends |

| | | inquiries. |

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| FEELS |

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| Frustrated by lack of transparency, worried about |

| scams, hopeful when finding a good property. |

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