Ideation Phase
Empathize & Discover

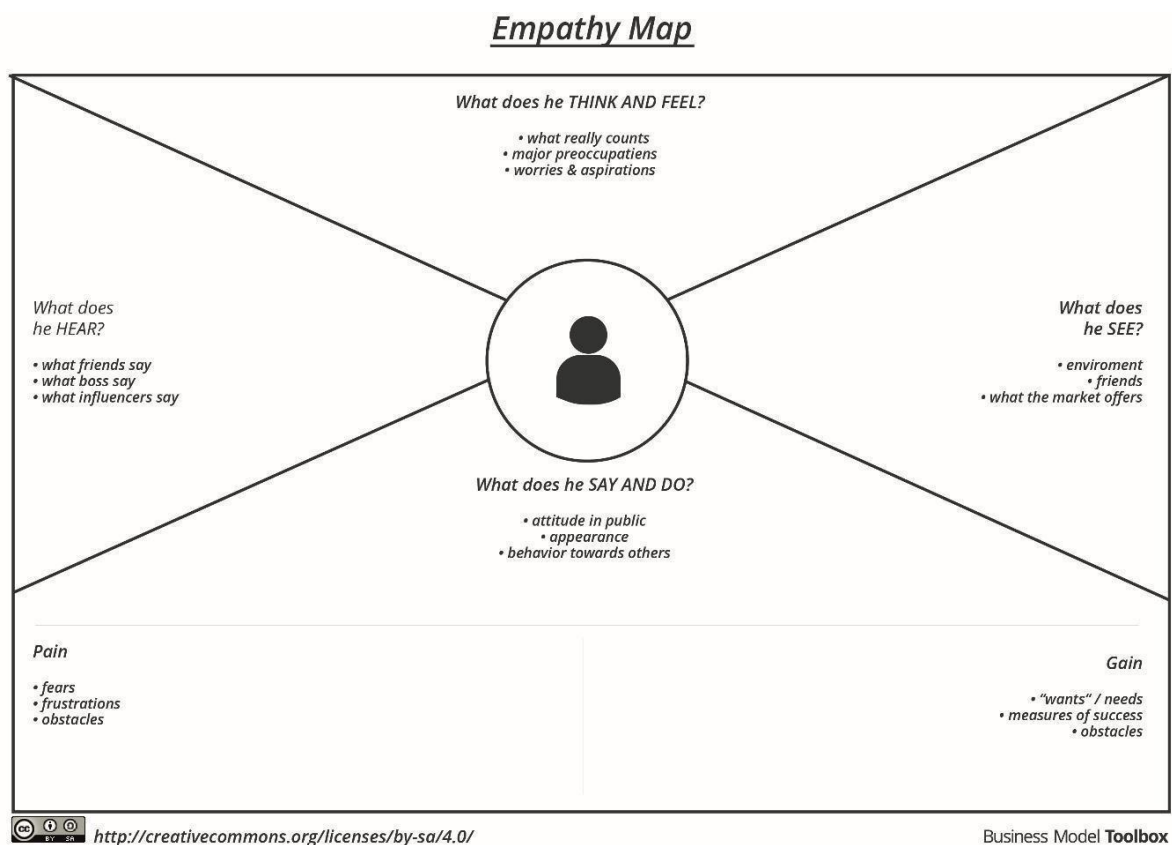| Date	16 Feb 2026
Team ID	LTVIP2026TMIDS66459
Project Name	Visulazation Housing Market Trends
Maximum Marks	4 Marks

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

For my project: Visulazation Housing Market Trends

Wants clear insights from complex housing data

Feels overwhelmed by large raw datasets

Needs confidence before making pricing or investment decisions

Cares about accuracy and trends

Management wants clear reports and dashboards

Large CSV files with thousands of records

Renovated houses sell at higher prices.

Different property features like price, age, renovation, size.

Housing prices are changing frequently.

Market reports that are hard to compare

Think and Feel

hear

see

say and no

I need a quick overview of the housing market

Renovation impact should be clearly visible

Tries to analyze data using Excel/Tableau

Looks for dashboards and visual reports

PAIN
1. Housing data is large and confusing to understand
2. Difficult to identify price trends and renovation impact
3. No single dashboard showing all key insights

GAIN
1. Clear and interactive dashboards for easy understanding
2. Quick insights into pricing trends and renovation effects
3. Better and faster data-driven decision-making