

## Ideation Phase

### Empathize & Discover

Date	15 July 2025
Team ID	PNT2025TMID09745
Project Name	<b>Visualizing Housing Market Trends:</b> An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

#### Empathy Map Canvas:

**Ethan Hunt** – A mid-level real estate analyst working for a property consulting firm, who frequently needs to present clear and insightful visualizations of market data to clients and stakeholders.

To design a meaningful visualization solution, we must step into the shoes of our user — understanding their needs, behaviors, and frustrations. This empathy map will help our team grasp what matters most to Ethan Hunt, a real estate analyst relying on data to make informed property decisions and communicate trends effectively

**Empathy Map Template: (Please scroll down to 2<sup>nd</sup> page)**



### Says

What have we heard them say?  
What can we imagine them saying?

I need to  
show clear  
market  
trends fast.

Clients want  
simple,  
impactful  
visuals.

Too much  
raw data  
overwhelms  
them.



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

How can I  
make data  
more client-  
friendly

This tool  
must save  
me time, not  
add work.

How do I  
simplify  
complex  
housing data?



### Ethan Hunt

A professional deeply  
engaged in analyzing  
housing market trends.



### Does

What behavior have we observed?  
What can we imagine them doing?

Searches for  
patterns in  
features

Compares  
trends  
across cities

Presents  
insights to  
clients



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

Frustrated by  
messy,  
inconsistent  
data

Overwhelmed  
by too many  
data points

Stressed  
when tools  
are too  
complex

[See an example](#)