

Ideation Phase

Empathize & Discover

Date	15 July 2025
Team ID	05
Project Name	Visualizing Housing Market Trends: 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 2nd page)



Says

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

I need to
show clear
market
trends fast.

Too much
raw data
overwhelms
them.

Clients want
simple,
impactful
visuals.



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](#)