**Ideation Phase**

**Empathize & Discover**

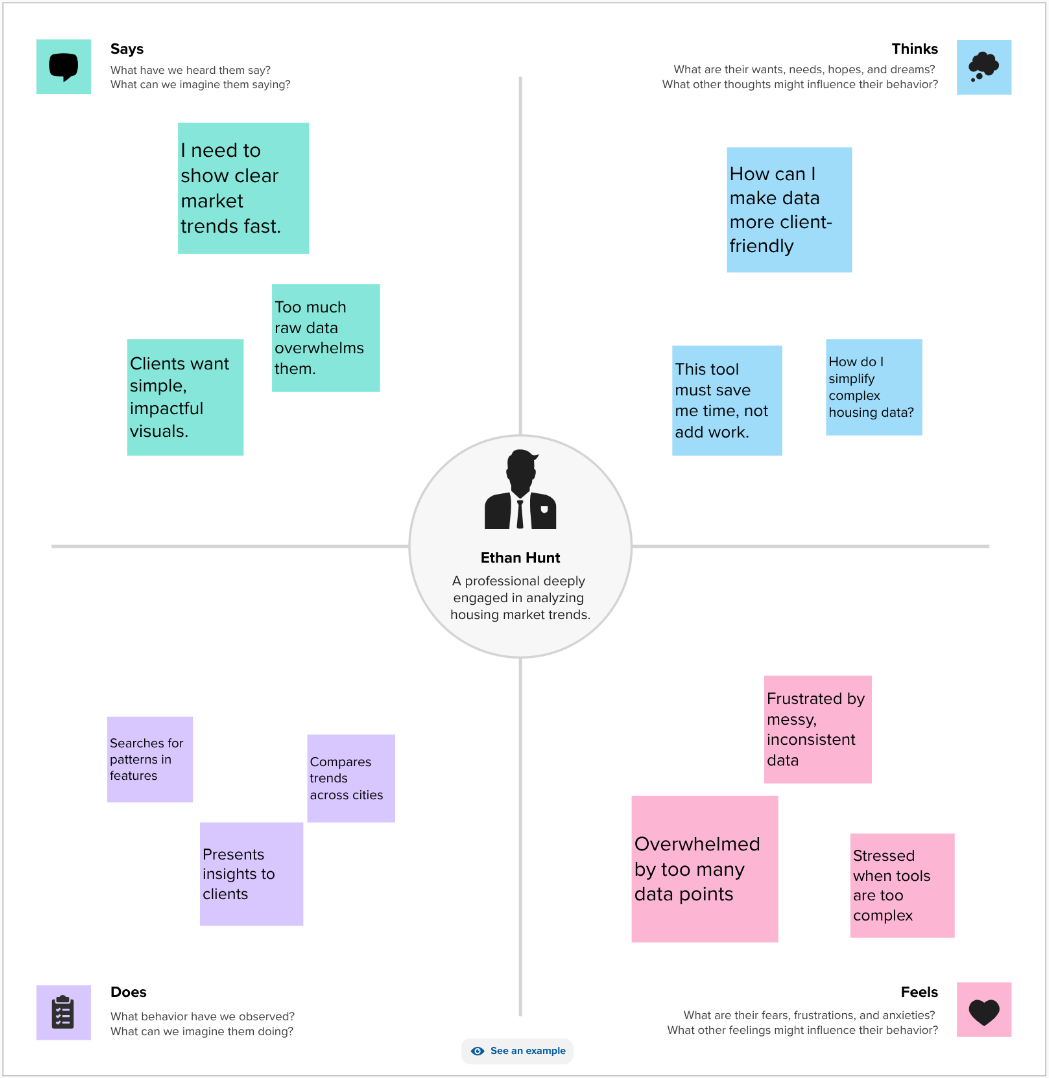
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| --- | --- |
| Date | 15 July 2025 |
| Team ID | 05 |
| Project Name | **Visualizing Housing Market Trends**: An Analysis of Sale Prices and Features using Tableau |
| Maximum Marks | 4 Marks |

**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)**

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