Ideation Phase Empathize & Discover

Date	10 Feb 2026
Team ID	LTVIP2026TMIDS75080
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