

## **Ideation Phase**

### **Empathize & Discover**

Date	15 July 2025
Team ID	PNT2025TMID09511
Project Name	<b>Visualizing Housing Market Trends:</b> An Analysis of Sale Prices and Features using Tableau
Maximum Marks	4 Marks

### **Empathy Map Canvas:**

Lucas is a mid-level real estate analyst working at a dynamic property consulting firm, where he plays a critical role in transforming complex market data into actionable insights. His day-to-day responsibilities involve analyzing housing trends, evaluating property values, and preparing data-driven presentations for clients, investors, and internal stakeholders. Lucas frequently relies on visualizations to communicate patterns, forecasts, and anomalies in the real estate market — making clarity, accuracy, and usability essential to his work.

However, Lucas often faces challenges such as navigating large, fragmented datasets, dealing with inconsistent data sources, and customizing dashboards to suit different audiences. He needs tools that not only simplify data exploration but also empower him to tell compelling stories through visuals. Whether he's advising a client on investment opportunities or briefing senior management on market shifts, Lucas must ensure that his visualizations are intuitive, interactive, and tailored to the decision-making context.

To design a truly meaningful visualization solution, our team must step into Lucas's shoes — understanding his professional environment, technical constraints, and the expectations placed on him. This empathy map will help us uncover Lucas's motivations, frustrations, and behaviors, enabling us to build solutions that align with his workflow and enhance his ability to deliver impactful insights. By focusing on what matters most to Lucas, we can create visualization tools that not only meet his analytical needs but also elevate the way he communicates value in the real estate domain.

**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 quickly highlight market shifts."

"Raw datasets feel overwhelming."

"My clients prefer visuals that are clear and powerful."



### Thinks

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

"How can I make this data easier for clients to understand?"

"This tool should streamline things, not complicate them."

"I need a way to simplify detailed housing data."

Spots trends in features and patterns.

Shares insights and presentations with clients.

Draws comparisons between different regions.

Annoyed by data that's messy or inconsistent.

Feels lost when confronted with too many variables.

Gets anxious when tools are hard to use.



### Does

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



### Feels

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

[See an example](#)