Ideation Phase
Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID49617
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Business stakeholder	understand the key factors influencing house sales and pricing trends.	the data is large and complex, making it difficult to extract actionable insights.	it lacks visual representation and interactive tools to highlight trends and outliers.	overwhelmed and unsure about decision-making.
PS-2	A stakeholder seeking actionable insights for decision-making.	Understand key drivers of sales trends and profitability.	Existing reports lack interactivity and do not address specific business needs.	They don't highlight critical metrics like geographic trends and feature impacts.	Frustrated but optimistic about Tableau's potential to solve this.

2.2 EMpathy map

Empathy Map

What does THINK AND FEEL?

- Delivering menoingful insights throught iieations
- Major preoccupations: Ensuring accuracy in data in dasshboards

Worries & aspirations: Balancing
user-friendliness and depth of analysis

What friends say

"Interactive visuallizations are
the key to understanding data"

What bosses say

"Focus on highlighting key metrics
and actionable insights"

What influencers say

"Leverage tools like Tableau for
the best user experience''

SEE?

Environment: Stakeholders
wanting actionable and int–
interactive dashboards

What the market offers

Tools like Tableau, Excel, and
competitors' dashboards

Say aNDO SAY AND DO?

- Attitude in public: Focused on creating
intuitive, impactrul visualizatisations
- Appearance: Collaborative, working with
teammates to refine dashboards

Pain

Fears: Missing critical insights or creating
overly complex dashboards

Frustrations: Cleaning inconsistent datasets
or handling complex requirements

Gain

- Wants/needs: Clear, interactive dashboards
that simplify complex data
- Measures of success: Stakeholder satisfaction,
clarify of insights, and usability