

**Explore AS, differentiate**

**Focus on J&P, tap into BE, understand RC**

**Define CS, fit into CC**

**Focus on J&P, tap into BE, understand RC**

Purpose / Vision

+

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

* Manual research on websites like MagicBricks, 99acres, or Housing.com
* Using Excel or Google Sheets to compare pricing manually
* Referring to real estate blogs, agent opinions, or YouTube videos
* Visiting properties in person  
  **Pros & Cons:**
* Pros: Data from real-world platforms
* Cons: Time-consuming, inconsistent, and not visually appealing

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

What constraints prevent your customers from taking action or limit their choices

of solutions?

* Lack of technical or analytical skills
* Limited time to explore or evaluate markets manually
* Budget constraints prevent access to premium tools
* Overwhelming and scattered data sources
* Lack of trust in agent recommendations

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

* Home buyers and property investors
* Real estate agents and consultants
* Market analysts and researchers
* People seeking affordable housing options
* Builders and developers evaluating trends

-Use online listing sites and filter options to search for properties

* Discuss with peers, agents, and family for decision input
* Manually compare prices or consult offline brokers
* Attend property expos or visit localities on weekends
* Read real estate blogs to understand market fluctuations

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

* Real estate data is highly unstructured and not centralized
* Most portals focus on listings, not market insights
* No easy tool to visualize pricing trends vs. features (like area, number of rooms, location)
* Users lack tools that offer decision-making support without needing advanced knowledge
* Changing market conditions require continuous, updated insight

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

* Understand real estate market trends and pricing
* Identify affordable or ideal locations to invest or purchase
* Compare different property features quickly
* Avoid poor investment decisions due to lack of data
* Need for easily digestible visuals instead of complex spreadsheets

.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS**  **TR**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  - Seeing peers or neighbors buy or invest in a property  - Sudden increase in rent or housing costs  - News articles or social media trends showing market price changes  - Government policy announcements (e.g., interest rate cuts, subsidies)  - Ads or campaigns from real estate platforms  - Urgency due to personal milestones (marriage, relocation, job change) | **10. YOUR SOLUTION**  **SL**  - A visual analytics dashboard created using **Tableau**, enabling users to:   * Compare sale prices by location, property type, and size * View trends using bar charts, heatmaps, and interactive filters * Track market performance over time * Gain insights via intuitive, clean, and clear visuals   - This reduces decision fatigue, saves time, and increases investment confidence.  - Designed to be accessible even for non-technical users.  . | 1. **CHANNELS of BEHAVIOUR**  **CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7  - Browsing real estate platforms (like 99acres, MagicBricks)  - Searching location-wise pricing on Google  - Watching YouTube videos about housing trends or investment tips  - Using social media to get peer opinions or explore areas  - Reading blogs and online reviews about localities or builders  - Interacting with map-based dashboards or price prediction tools | **Extract online & offline CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER**  **EM**  How do customers feel when they face a problem or a job and afterwards?  **Before: After:**  -Confused by too much unorganized data - Confident in decision-making  -Anxious about making a poor investment decision - Relieved due to clear visual comparison  -Frustrated due to time-consuming comparisons across sites - Empowered with a user-friendly tool  -Feeling uninformed or overwhelmed  . | **8.2 OFFLINE**  What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  -Visiting properties or areas in person  -Attending property expos or real estate workshops  -Speaking with brokers or real estate agents  -Asking for recommendations from friends, family, or colleagues  -Collecting physical brochures or documents from developers |