

## Ideation Phase

### Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID48073
Project Name	visualizing housing market trends: an analysis of sale prices
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	A home buyer/investor wanting to make informed decisions, interested in area, price, and renovation impacts
<b>I'm trying to</b>	Understand how factors like flat area, renovation status, and waterfront view affect house prices to plan purchases
<b>but</b>	The data is scattered, unorganized, and hard to analyze visually, making it difficult to identify trends and patterns
<b>because</b>	There is no clear, interactive, visual tool to explore how these factors influence house prices in one place
<b>which makes me feel</b>	Confused, overwhelmed, and lacking confidence in making high-value property decisions



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A home buyer/investor wanting clear insights on pricing factors	Understand how flat area, renovation, and waterfront view affect house prices	The data is scattered and hard to analyze visually	There is no interactive tool to view these factors clearly	Confused and hesitant in making property decisions
PS-2	A real estate analyst preparing market insights	Visualize pricing trends and identify patterns for client reporting	Existing tools are complex and lack dynamic filtering	Available data lacks clear, interactive graphical representation	Frustrated and delayed in preparing reports efficiently

