

## Ideation Phase

### Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID60628
Project Name	visualizing housing market trends: an analysis of sale prices and features using tableau
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>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the core about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:

Customer Problem Statement Template				
<b>I am</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
Senior Real Estate Analyst at ABC Company	understand which house features and renovation factors drive the highest sales prices	I can't easily identify clear patterns between property age, renovations, features (bathrooms, bedrooms, floors) and actual market prices	our current housing data is scattered across spreadsheets with no visual insights to guide pricing strategies	frustrated and unable to provide confident, data-driven pricing recommendations to leadership and clients

## Customer Problem Statement Template



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Senior Real Estate Analyst at ABC Company	understand which house features and renovation factors drive the highest sales prices	I can't easily identify clear patterns between property age, renovations, features (bathrooms, bedrooms, floors), and actual market prices	Our current housing data is scattered across spreadsheets with no visual insights to guide pricing strategies	frustrated and unable to provide confident, data-driven pricing recommendations to leadership and clients
PS-2	ABC Company Executive	Make strategic business decisions about market positioning and resource allocation	I can't quickly grasp how renovation investments, property features, and market trends connect to our company's profitability and competitive advantage	The housing market data we have doesn't translate into clear business insights or actionable strategies	overwhelmed by complex data but lacking the strategic insights needed to guide company direction and investment decisions