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.

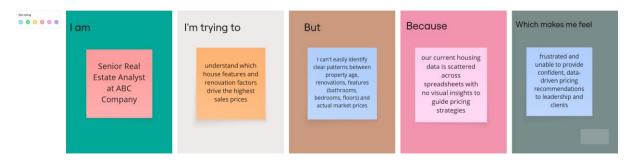
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

l am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "Job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

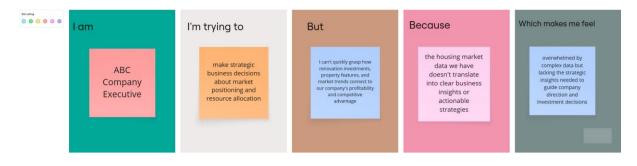
Reference: https://miro.com/templates/customer-problem-statement/

Example:

Customer Problem Statement Template



Customer Problem Statement Template



Problem	l am	I'm trying	But	Because	Which makes me
Statement (PS)	(Customer)	to			feel
PS-1	Senior Real Estate Analyst at ABC Company	understan d which house features and renovatio n 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 positionin g 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