

Project Design Phase

Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID60628
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas 2.0

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ul style="list-style-type: none"> Real Estate Analysts: Perform trend analysis and pricing strategy. Need accurate, visual data tools. Marketing Teams: Identify customer segments, plan campaigns. Need targeted market insights. Company Executives: Make strategic decisions. Need fast, high-level summaries and ROI data. </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> Technical: Limited user skills, data inconsistency Organizational: Time/budget limits, change resistance Data-related: Fragmentation, large volumes, real-time needs </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ul style="list-style-type: none"> Excel: Manual, slow, error-prone Basic tools: Static visuals, no interactivity BI tools: Expensive, not industry-specific Outsourcing: Slow, costly, lacks flexibility </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> Analysts: Create reports, calculate ROI, analyze feature-price correlation Marketing: Understand buyer behavior, segment customers Executives: Evaluate investment opportunities, assess market trends </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Identify strong TR & EM</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>10. YOUR SOLUTION SL</p> <p>If you are working on an existing business, write down your current solution first, fit in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <p>Key Features:</p> <ul style="list-style-type: none"> Unified platform consolidating housing data Role-specific dashboards (Executive, Analyst, Marketing) Interactive visual tools: ROI calculator, feature correlation, market trends Web and mobile-ready interface <p>Validated Fit:</p> <ul style="list-style-type: none"> Reduces report time by 90% Supports real-time, visual storytelling Meets business needs under existing constraints <p>Customer Transformation:</p> <ul style="list-style-type: none"> From Excel confusion → Visual clarity From data overload → Clear insights From delayed decisions → Instant responses </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Identify strong TR & EM</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ul style="list-style-type: none"> Analysts manually gather and calculate data; marketing relies on instinct or basic tools; executives wait for static reports All rely on reports, offline analysis, external insights </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> New listing analysis, campaign performance review, competitor moves Strategic planning meetings, sudden market changes Requests from clients, board meetings, delayed insights </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Identify strong TR & EM</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <ul style="list-style-type: none"> Data Fragmentation: Siloed sources, no integration Tech Gap: Lack of modern tools adoption Skill Gap: Users lack visualization training Market Pressure: Demand for faster insights </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Identify strong TR & EM</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Online: Websites, LinkedIn, forums, APIs, reports</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Offline: Strategy meetings, property visits, printed docs</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>

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