

## Project Design Phase

### Problem-Solution Fit Template

Date	23 June 2025
Team ID	LTVIP2025TMID50341
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 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.

CUSTOMER SEGMENTS (CS)	<b>1. CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>Home buyers</li> <li>Real estate investors</li> <li>Data analysts in real estate</li> <li>Government housing departments</li> </ul>	<b>2. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Lack of insights on how renovations impact real estate value</li> <li>No centralized access to renovation-linked sales data</li> <li>Target price appreciation from recent renovations</li> <li>Identify trends in renovated vs. non-renovated house</li> </ul>
	<b>3. JOBS-TO-BE-DONE / PROBLEMS</b> AS <ul style="list-style-type: none"> <li>Using property portals like Zillow or 88acres with limited filtering</li> <li>Relying on agents' subjective opinions</li> <li>Manually checking past sale history (often outdated or incomplete)</li> </ul>	<b>4. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>No focused analysis tools combining renovation age and sales price</li> <li>Traditional listings don't link renovation status to pricing data</li> <li>Lack of visual data tools for real-time market trend comparison</li> </ul>
REVENUE	<b>5. TRIGGERS</b> 19 <ul style="list-style-type: none"> <li>Wanting to buy-sell home via confused</li> <li>Skipped over renovation history unless highlighted by seller</li> <li>Avoiding older homes without clear value evidence</li> </ul>	<b>9. SOLUTION OVERVIEW (SO)</b> <ul style="list-style-type: none"> <li>A visualization dashboard that uses histogram charts to show the correlation between renovation age and total sales</li> <li>Enables filtering based on renovation age, price bands, and location</li> </ul>
SOLUTION OVERVIEW	<b>9. SOLUTION OVERVIEW</b> 50 <ul style="list-style-type: none"> <li>A visualization dashboard that uses histogram charts to show correlation between renovation age and total sales</li> </ul>	<b>10. CHANNELS OF INTERACTION</b> <ul style="list-style-type: none"> <li>Online. Interactive dashboards, real estate websites. Tableau Online, etc.</li> <li>Real estate advisory offices, investor meets, brochures</li> </ul>