

Project Design Phase

Problem – Solution Fit Template

Date	19 June 2025
Team ID	LTVIP2025TMID48912
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.**

Problem – Solution Fit (Updated for Project)

🔗 Problem:

Analyzing the housing market to understand pricing trends and the impact of various property features can be difficult due to inconsistent data sources, large dataset volumes, and lack of interactive tools. This makes it challenging for users such as homebuyers, investors, or analysts to make informed decisions.

🔗 Solution:

Our solution leverages Tableau to provide an interactive dashboard for visualizing housing data. The data is cleaned and processed using Python and visualized with filters for region, price, and features. Users can explore patterns and gain insights without needing technical skills or coding knowledge.

🔗 Why it works:

This solution fits well because many users struggle to interpret raw real estate data. Tableau's interactivity and Python's automation simplify analysis, allowing users to focus on insights rather than processing. The system also provides scalability for use across regions and datasets.

Problem-Solution fit canvas 2.0

Problem-Solution fit canvas is a strategic decision-making tool for startups. It helps you define your problem, identify your target market, and develop a solution that addresses their needs. The canvas is divided into four quadrants, each representing a different aspect of the business model.

Quadrants:

- Top-Left (Problem):** Focuses on the problem you are solving. It includes sections for Customer Segment(s), Jobs-to-be-done / Problems, and Triggers.
- Top-Right (Solution):** Focuses on the solution you are offering. It includes sections for Customer Constraints, Problem Root Cause, and Your Solution.
- Bottom-Left (Market):** Focuses on the market you are targeting. It includes sections for Available Solutions, Behaviour, and Channels of Behaviour.
- Bottom-Right (Business Model):** Focuses on the business model you are developing. It includes sections for Available Solutions, Behaviour, and Channels of Behaviour.

How to use the Problem-Solution fit canvas:

- Define your problem: What problem are you solving? Who is your customer?
- Identify your target market: Who are your customers? What are their needs?
- Develop your solution: What solution are you offering? How does it address the problem?
- Validate your business model: How will you make money? What are your costs?

The Problem-Solution fit canvas is a powerful tool for startups. It helps you define your problem, identify your target market, and develop a solution that addresses their needs. By using the canvas, you can ensure that your business model is sustainable and scalable.