

Ideation Phase

Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID49628
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.

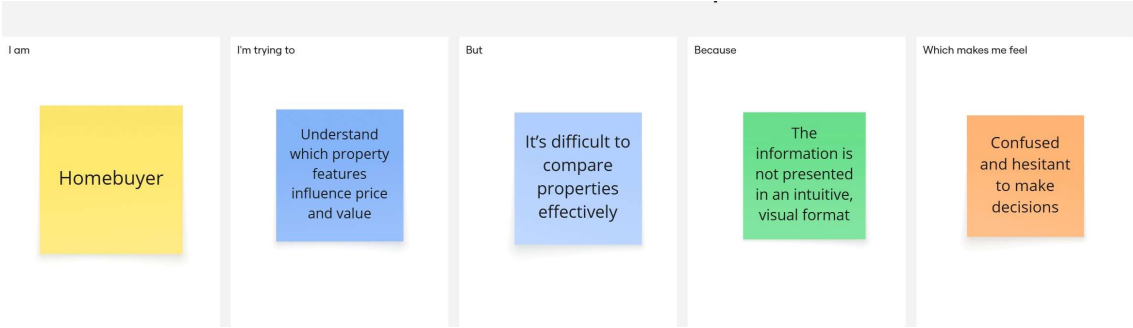
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Problem Statement 1:

I am	I'm trying to	But	Because	Which makes me feel
Real estate analyst	Identify trends and factors driving housing sale prices	The data is scattered and hard to interpret	It lacks clear visualizations and consolidated insights	Overwhelmed and uncertain in my analysis

Problem Statement 2:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Real estate analyst	Identify trends and factors driving housing sale prices	The data is scattered and hard to interpret	It lacks clear visualizations and consolidated insights	Overwhelmed and uncertain in my analysis
PS-2	Homebuyer	Understand which property features influence price and value	It's difficult to compare properties effectively	The information is not presented in an intuitive, visual format	Confused and hesitant to make decisions