

Project Design Phase

Problem – Solution Fit Template

Date	28 june2025
Team ID	LTVIP2025MID48455
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem – Solution :

Problem Recap •

Users (buyers, sellers, analysts) lack easy-to-understand, interactive, and feature wise insights into real estate prices. • Market data is often raw, scattered, or non-visual, which makes decision-making difficult.

Solution Fit •

Build a Tableau-based interactive dashboard that: • Visualizes trends in housing prices. • Links features (like sqft, bedrooms) with prices. • Enables filtering by region, time, and features. • Uses maps, charts, and tooltips to simplify insights. • Ensures users don't need technical knowledge to explore meaningful insights from raw data.

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Homebuyers, real estate investors, sellers, agents, analysts, and policymakers looking for insights on housing market trends.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>6. CUSTOMER CC</p> <p><small>Users may lack technical skills to analyze raw datasets or time to interpret spreadsheets and reports.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>Static market reports, non-interactive dashboards, general real estate</small></p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Explore AS,</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand</div> <div> <p>2. JOB S-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Users need to understand how housing prices vary over time and location and how different property features (e.g. size, bedrooms) affect prices.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p><small>Lack of accessibility, visual tools to analyze trends, identify feature-price relationships, and explore data dynamically.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>7. BEHAVIOUR BE</p> <p><small>Users rely on anecdotal data or agents' advice; some customize decisions</small></p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p><small>Users preparing to buy or sell homes want to base their decisions on accurate, visual, and interpretable market data.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>10. YOUR SOLUTION SL</p> <p>Create an interactive Tableau dashboard with visual tools for time-based trends, geographic heatmaps, and property feature comparisons. Enable filtering by price, location, size, and export options.</p> </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><small>Before: Confused, uncertain, overwhelmed by raw data. After: Confident, informed, able to make data-driven decisions.</small></p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p><small>1.1 ONLINE Users explore online platforms, public datasets, or talk to agents; they prefer visual dashboards over spreadsheets.</small></p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div> </div>	

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>