**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID47510 |
| Project Name | Visualizing Housing Market Trends: An Analysis of Sale Prices and Features |
| 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1: Lack of clarity in understanding housing price patterns | A homebuyer or investor | Analyze and compare property prices in different locations | Raw data is complex and difficult to interpret | There is no easy-to-use visual dashboard | Confused and unsure about making the right decision |
| PS-2: Difficulty identifying which features impact pricing most | A real estate analyst or agent | Identify key features influencing house sale prices (e.g. condition, renovation, size) | Information is scattered or not visually connected | Traditional reports don’t highlight patterns clearly | Frustrated and slow in making recommendations or insights |
| PS-3: Inability to track housing market trends over time | A data enthusiast or policymaker | Monitor how property prices change year over year | Static data reports lack time-series visuals | Market trends are not obvious without historical context | Uninformed and unable to forecast properly |
| PS-4: Hard to present insights to non-technical users | A project presenter or student | Create a compelling and simple story with data | Raw data is too technical and not engaging | Stakeholders need visual stories, not spreadsheets | Nervous about audience engagement and understanding |

2.2 EMpathy map

Diagram

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