

Problem-Solution fit canvas 2.0

Purpose / Vision: To visualize housing market trends:An analysis of sale price and features using tableau.

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">Real estate investorsHome buyers (especially first-time buyers)Real estate agents/brokersData-driven property developers</div>	<div>6. CUSTOMER<div>CC</div><ul style="list-style-type: none">Lack of technical knowledge to interpretDevice limitations (mobile view)Distrust in predictions/AIPreference for agent opinionsLow IT infrastructure in smaller utility companies</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Static market reportsAgent consultationsGeneral search enginesPros: Widely availableCons: Often outdated, hard to interpret trends.</div>	Explore AS, Focus on J&P, tap into BE, understand
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">Make informed home-buying decisionsPredict future property value for investmentCompare market trends across neighborhoodsIdentify the best time to buy/sellUnderstand local market dynamics</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Data is fragmented or outdated</p><p>Lack of clear visualization</p><p>Fear of making a wrong decision</p><p>Poor data literacy</p></div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">Research online on multiple platformsContact agents or financial advisorsAttend open houses for pricing insightJoin real estate forums and communities</div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><ol style="list-style-type: none">News about market crashes/boomsInterest rate changesPersonal events: relocation, job changeSocial influence: peers investing in real estate</div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none">An interactive platform/tool that visualizes house sale and price trendsPredictive modeling for future pricesFilters by location, time, property typeClear graphs, maps, and user-friendly UIPossibly: alerts or recommendations for buy/sell timing</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none">Real estate websitesGoogle searchesReddit and real estate forumsFinancial newsletters and YouTube channels</div><div>8.2 OFFLINE<ul style="list-style-type: none">Real estate seminarsTalking to agentsAttending open house</div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>Before: Confused, overwhelmed, uncertain, anxious about investment</p><p>After: In control, confident, data-driven, reassured</p></div>			