Project Design Phase
Problem – Solution Fit Template

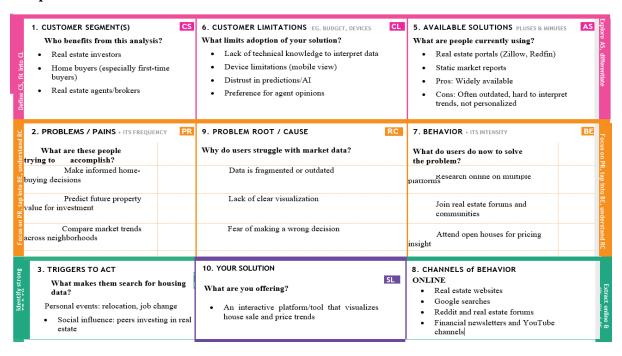| Date	19 June 2025
Team ID	LTVIP2025TMID59142
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

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.

Template:

1. CUSTOMER SEGMENT(S) CS	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES CL	**5. AVAILABLE SOLUTIONS** PLUSES & MINUSES AS
Who benefits from this analysis? • Real estate investors • Home buyers (especially first-time buyers) • Real estate agents/brokers	**What limits adoption of your solution?** • Lack of technical knowledge to interpret data • Device limitations (mobile view) • Distrust in predictions/AI • Preference for agent opinions	**What are people currently using?** • Real estate portals (Zillow, Redfin) • Static market reports • Pros: Widely available • Cons: Often outdated, hard to interpret trends, not personalized
2. PROBLEMS / PAINS + ITS FREQUENCY PR	**9. PROBLEM ROOT / CAUSE** RC	**7. BEHAVIOR** + ITS INTENSITY BE
What are these people trying to accomplish? Make informed home-buying decisions Predict future property value for investment Compare market trends across neighborhoods	**Why do users struggle with market data?** Data is fragmented or outdated Lack of clear visualization Fear of making a wrong decision	**What do users do now to solve the problem?** Research online on multiple platforms Join real estate forums and communities Attend open houses for pricing insight
3. TRIGGERS TO ACT	**10. YOUR SOLUTION** SL	**8. CHANNELS of BEHAVIOR**
What makes them search for housing data? Personal events: relocation, job change • Social influence: peers investing in real estate	**What are you offering?** • An interactive platform/tool that visualizes house sale and price trends	**ONLINE** • Real estate websites • Google searches • Reddit and real estate forums • Financial newsletters and YouTube channels

Side labels:
- Define CS, fit into CL — Explore AS, differentiate
- Focus on PR, tap into BE, understand RC — Focus on PR, tap into BE, understand RC
- Identify strong — Extract online &

4. EMOTIONS BEFORE / AFTER

Before using the tool:
- Confused, overwhelmed, uncertain, anxious about investment

After using the tool:
- In control, confident, data-driven, reassured

- Predictive modeling for future prices
- Filters by location, time, property type
- Clear graphs, maps, and user-friendly UI
- **Possibly:** alerts or recommendations for buy/sell timing

OFFLINE
- Real estate seminars
- Talking to agents
- Attending open houses
- Networking events