

Project Design Phase-I
Problem - Solution Fit Template

Date	18 February 2026
Team ID	L RVIP2026MIKS77449
Project Name	Visualizing Housing Market Trends: An Analysis for Sales Pitches and Investor Relations Using Tableau
Maximum Marks	5 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.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> 1.Home buyers 2.Real estate analysts 3.students & researchers 	6. CUSTOMER CONSTRAINTS CC <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> 1.Lack of data analysis skills 2.Large and complex dataset 3.Time constraints 	5. AVAILABLE SOLUTIONS AS <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <ul style="list-style-type: none"> 1.Excel sheets 2.Static reports 3.Online property websites 	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> 1.Understanding housing price trends 2.Compare prices across locations 3.Identify price influencing features 	9. PROBLEM ROOT CAUSE RC <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <ul style="list-style-type: none"> 1.Housing data is complex 2.Lack of visualization based tools 3.Difficulty extracting insights 	7. BEHAVIOUR BE <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ul style="list-style-type: none"> 1.Searching housing data online 2.Manually compare prices 3.Refer reports and blogs 		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> 1.Understanding housing price trends 2.Compare prices across locations 3.Identify price influencing features 	10. YOUR SOLUTION SL <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <ul style="list-style-type: none"> 1.Interactive housing dashboard 2.Flask based web application 3.Visual price & feature analysis 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> 1.Viewing dashboard 2.Applying filters 3.Analyzing charts <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> 1.Discussions with peers 2.Academic reviews 3.Decision documentation 		
4. EMOTIONS: BEFORE / AFTER EM <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>Before: Confused, overwhelmed After: Confident, informed</p>					