

Ideation Phase

Define the Problem Statements

|               |                                   |
|---------------|-----------------------------------|
| Date          | 21 July 2025                      |
| Team ID       | PNT2025TMID10117                  |
| Project Name  | Visualizing Housing Market Trends |
| Maximum Marks | 2 Marks                           |

Template Screenshot:

I am

I am **Ethan Hunt**,  
a real estate  
market analyst  
with a keen eye  
for trends.

I'm trying to

Communicate  
Insights  
effectively to  
clients and  
stakeholders.

But

The raw data  
is messy,  
inconsistent,  
and hard to  
interpret.

Because

My reports  
influence  
major  
investment  
decisions.

Which makes me feel

Motivated to  
find better  
ways to  
visualize  
insights.

| Problem Statement | I am (Customer)               | I'm trying to                     | But                           | Because                                    | Which makes me feel |
|-------------------|-------------------------------|-----------------------------------|-------------------------------|--|---------------------|
| PS-1              | Ethan Hunt                    | Communicate insights.             | The raw data is messy.        | My reports influence investment decisions. | Motivated           |
| PS-2              | A real-estate market analyst. | Understand housing market trends. | The raw data is inconsistent. | Clients rely on me for insights.           | Frustrated          |