

Project Design Phase

Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID51830
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2Marks

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) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>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.</small>	5. AVAILABLE SOLUTIONS <small>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.</small>	Explore AS, differentiate
	1. Real estate analysts 2. Marketing teams 3. Strategic decision-makers (executives, managers)	Limited technical knowledge in data visualization tools Budget or time constraints Incomplete or inconsistent data	Manual Excel-based reports Market prediction blogs and real estate portals Traditional consulting services	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>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.</small>	7. BEHAVIOUR <small>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)</small>	Focus on J&P, tap into BE, understand RC
	1. Understand what factors influence housing prices 2. Identify trends related to renovations, house age, and property features 3. Strategize pricing and marketing based on data	Lack of visualized insights from available housing data Raw data is hard to interpret No integration of factors like renovation, age, and features into one view	Attempt to analyze Excel reports manually Depend on outdated reports or intuition Look at competitors or public listings for trends	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Difficulty in understanding complex housing data Market fluctuations and uncertainty in pricing trends Competitors using data analytics for better decisions</small>	10. YOUR SOLUTION <small>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.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Tableau dashboards Housing analytics websites Company intranet tools 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Team meetings Market reports Internal presentations</small>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? e.g. lost, insecure > confident, in control - use it in your communication strategy & design.</small> Before: Confused, uncertain, overwhelmed by raw data After: Confident, clear insights, empowered to make strategic decisions	A set of Tableau dashboards visualizing key patterns in housing data Scenarios include sales by renovation years, house age distributions, and structural features Helps stakeholders identify actionable insights to improve pricing and market targeting		