IdeationPhase
Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID51830
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau.
Maximum Marks	2 Marks

Customer Problem Statement Template: Create a problem statement to understand your
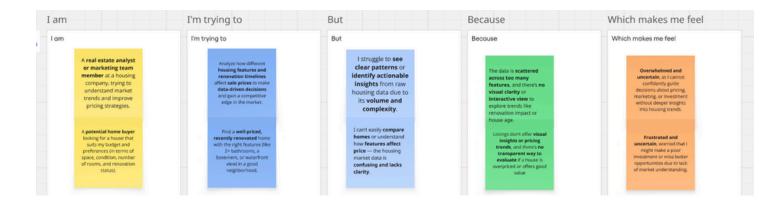
customer's point of view. The Customer
Problem Statement template helps you focus on what matters to create experiences people
will love. A well-articulated customer problem statement allows you and your team to find the

ideal
solution for the challenges your customers face. Throughout the process, you'll also be able
to empathize with your customers, which helps you better understand how they perceive
your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Example:

Problem Statement (PS)	Iam (Customer)	I'm trying to	But	Because	Which makes me feel
PS 1	real estate analyst	Analyze how different housing features and renovation timelines affect sale prices to make data-driven decisions and gain a competitive edge in the market.	I struggle to see clear patterns or identify actionable insights from raw housing data due to its volume and complexity.	The data is scattered across too many features, and there's no visual clarity or interactive view to explore trends like renovation impact or house age.	Overwhelmed and uncertain, as I cannot confidently guide decisions about pricing, marketing, or investment without deeper insights into housing trends.
PS 2	potential home buyer	Find a well-priced, recently renovated home with the right features (like 2+ bathrooms, a basement, or waterfront view) in a good neighborhood.	I can't easily compare homes or understand how features affect price — the housing market data is confusing and lacks clarity. Because	Listings don't offer visual insights or pricing trends, and there's no transparent way to evaluate if a house is overpriced or offers good value.	Frustrated and uncertain, worried that I might make a poor investment or miss better opportunities due to lack of market understanding.