Date	21 July 2025
Team ID	PNT2025TMID10260
Project Name	**Visualizing Housing Market Trends: An Analysis of Sale Prices and Features**
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.
❑   **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution fit canvas

1. CUSTOMER SEOMENT(S)	2. CUSTOMER CONSTRAINTS	8. PROBLEM ROOT CAUSE
First time home buyers, real estareinvestors, urban professionals (ages 25-48), brokers and real estate an-	Limited knowledge of data tools Budget constraints Overload of conflicting information Distruct in brokers Limited time to explore options	Housing market data is scattered and unorganized Lack of visualization makes pan hard to detect
2. JOBS TO BE-DONE / PROBLEMS Understand housing price frends Compare proporty features and sale Identify good investment zones Make data-driven decisions abou buying properties	**7. BEHAVIOUR** Browse listings on real estate Compare prices manually Ask friends/family for opinions Use EMI calculators	**6. BEHAVIOUR** Browse listings on real estate sites Compare prices manually Ask friends/family for opinions Watch property review videos
3. TRIGGERS Rising rental prices Ads or deals on prooporties Peerifamily recommnendations Using clear charts as plece charts **EMOTIONS. BEFORE / AFTER** Before, Confused, unsure, over whelm, skepti- **EMOTIONS. BEFORE / AFTER**	**YOUR SOLUTION** An Interactive Tableau dashboard that visualizes housing data (sale price, size, type, local, trends)	**8. CHANNELS OF BEHAVIOUR** **6.1 ONLINE** Real estate websites (MagicBricks, 99- Tableau dashboards Keggle datasets Youtube reviews **6.2 OFFLINE** Property site visits Broker consultations