

Project Design Phase

Problem – Solution Fit Template

Date	23 june 2025
Team ID	LTVIP2025TMID49805
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
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 behavioural 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:

<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ul style="list-style-type: none"> Real estate analysts Home buyers & investors Real estate agencies Urban planners Policy makers 	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, hi-tech, network connection, available devices.</p> <p>Lack of technical/data analysis skills No access to real-time data Time-consuming traditional methods High cost of professional tools or consultancy</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <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> <p>Static reports from brokers Property listing websites Excel spreadsheets used by analysts Pen and paper comparisons But these lack dynamic visuals and real-time insights.</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</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"> Difficulty in understanding property pricing trends Lack of visual, easy-to-digest data on real estate markets Inability to compare housing features and their effect on price Hard to predict market fluctuations 	<p>9. PROBLEM ROOT CAUSE RC</p> <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> <p>Raw housing data is available but not understandable Lack of data visualization skills in common users Gap between data availability and actionable insights</p>	<p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right water panel installer, calculate usage and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p>Manually compare listings Consult agents Rely on outdated reports Use basic filters on property websites Ask peers for opinions</p>
<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Seeing peers using real estate dashboards Urban planning initiatives</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure + confused, in control + use it in your communication strategy & design.</p> <p>Before: Confused, unsure, overwhelmed with raw data After: Informed, confident, in control of buying/investment decisions</p>	<p>10. YOUR SOLUTION SL</p> <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 modifies customer behaviour.</p> <p>A Tableau dashboard that visually analyzes housing sale prices and features Dynamic filters to compare prices by area, size, year, number of rooms, etc.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>Tableau dashboards shared on blogs or LinkedIn</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Broker consultations Real estate expos</p>