

Project Design Phase

Problem – Solution Fit Template

Date	25 june2025
Team ID	LTVIP2025TMID51407
Project Name	Visualizing Housing Marketing Trends:An Analysis of Sales prices And Features Tableau
Maximum Marks	4 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 :

1. Customer Constraints <ul style="list-style-type: none"> Hard to predict price trends, lack of clear insights 	6. Customer Constraints <ul style="list-style-type: none"> Hard to predict price trends, lack of clear insights 	5. Available Solutions <ul style="list-style-type: none"> Generic reports, spreadsheets, intuition-based
2. Jobs-to-be-Done / Problems <ul style="list-style-type: none"> Need to understand price trends, optimize pricing 	9. Problem Root Cause <ul style="list-style-type: none"> Data is complex, scattered, no easy visualization 	7. Behaviors <ul style="list-style-type: none"> Rely on outdated reports, guesswork, experience
3. Triggers <ul style="list-style-type: none"> Market competition, client demand for better insights 	10. Your Solution <ul style="list-style-type: none"> Interactive Tableau dashboards with clear trends 	8. Changes in Behavior <div>8.1 Online</div> <ul style="list-style-type: none"> Use data-driven insights for pricing, better marketing
4. Emotional Drivers / State <ul style="list-style-type: none"> Frustration, stress about wrong pricing, pressure 		<div>8.2 Offline</div> <ul style="list-style-type: none"> Better pricing strategies, competitive advantage