

Project Design Phase

Problem – Solution Fit Template

Date	10 june 2025
Team ID	LTVIP2025TMID50297
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 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

Purpose / Vision
Version

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Customer Segment(s)</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Real estate buyers, seellers, investors</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Customer Limitations</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Limited access to analytics tools or technical expertise</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Available Solutions</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">limited housing analyzing housing price trends due to scattered data and lack of</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Problems / Pains</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Difficulty analyzing housing price trends</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Problem Root / Cause</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Difficulty in analyzing housing price trends due to scattered data</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Behavior</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Users dependent on general reports or manual analysis for decision-making</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Triggers to Act</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Uncertainty/ confusion</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Your Solution</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Interactive Tableau dashboard visualizing housing market trends</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Channels of Behavior</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;"> <div>ONLINE</div> Websites, websites, real estate platforms, mobile apps </div> <div>OFFLINE</div> Websites, real estate platforms, mobile apps
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Emotions</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">Confidence, consolation</div>		

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idealhackers.us

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>