

Ideation Phase
Define the Problem Statements

Date	19 June 2025
Team ID	LTVIP2025TMID38975
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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A homebuyer or real estate investor	Understand which features affect property prices	The data is scattered and hard to interpret	Different sources present inconsistent or unclear information	Frustrated and unsure
PS-2	A market analyst or data-driven decision-maker	Visualize pricing trends across time and location	Raw housing data is complex and overwhelming	I need an intuitive tool to quickly gain insights from large datasets	Overwhelmed but hopeful Tableau can help

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

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau":

I am	Data analyst and real estate market researcher
I'm trying to	Visualize housing market trends: an analysis of sale prices and features using Tableau
But	Data gaps and inconsistent information
Because	Data from multiple sources and sources using different formatting and standards
Which makes me feel	Frustrated and overwhelmed

