

## Project Design Phase

### Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID49598
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 realised for it solves the customer's problem. It helps entrepreneurs, marketers, and corporate innovators identify behavioural patterns and recognise 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 behaviour.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, urgent or costly problems.
- ☐ **Understand the existing situation to improve it for your target group.**

#### Template:

<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> Real estate analysts, company executives, housing investors, and marketing teams looking to understand trends in house pricing and renovations.	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> Time-consuming manual reports, lack of technical Tableau knowledge, limited access to interactive dashboards, inconsistent data sources
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> Understand factors influencing house prices Analyze how renovations affect value Identify buyer trends by house features Optimize sales and marketing strategies	<b>7. PROBLEM ROOT CAUSE</b> <b>RC</b> Analyze Excel data, consult real estate reports, use intuition or experience. Some use static visualizations or external consultants
<b>3. TRIGGERS</b> <b>TR</b> Rising real estate competition Renovation surge in urban areas Market demand for data-driven decisions Competitor firms adopting dashboards	<b>10. YOUR SOLUTION</b> <b>SL</b> Create an interactive Tableau dashboard that visualizes house sales by age, renovation status, and features. Enables real-time filtering, stakeholder-specific insights and scalable decision support.
<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> BEFORE: Uncertain, reactive, slow decision-making AFTER: Confident, data-driven, predictive insights	<b>8. CHANNELS OF BEHAVIOUR</b> <b>CH</b> 8.1 ONLINE: Tableau dashboards, public visualizations, online property platforms