Ideation Phase

Define the Problem Statements

Date	28 January 2026
Team ID	LTVIP2026TMIDS66669
Project Name	Visualization of Housing Market Trends
Maximum Marks	2 Marks

Customer Problem Statement:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Real Estate Analyst / ABC Company Executive	Understand housing price trends and renovation impact to make strategic decisions	Existing reports are static, non-interactive, and do not visually communicate patterns	They do not integrate multiple housing features like renovation age, bathrooms, bedrooms, and floors together	Uncertain and unable to act on data; frustrated by lack of clear market insights
PS-2	Property Buyer / Investor	Identify which housing features and renovation status drive higher sale prices	Available market data is raw, unstructured, and not visually explored	Visualization tools are either unavailable or not tailored to housing market analysis	Anxious and under-confident when making high-value property investment decisions