

Ideation Phase

Define the Problem Statements

Date	15 July 2025
Team ID	PNT2025TMID09745
Project Name	Visualizing Housing Market Trends
Maximum Marks	2 Marks

Template Screenshot:

I am

I am **Ethan Hunt**,
a real estate
market analyst
with a keen eye
for trends.

I'm trying to

Communicate
Insights
effectively to
clients and
stakeholders.

But

The raw data
is messy,
inconsistent,
and hard to
interpret.

Because

My reports
influence
major
investment
decisions.

Which makes me feel

Motivated to
find better
ways to
visualize
insights.

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Ethan Hunt	Communicate insights.	The raw data is messy.	My reports influence investment decisions.	Motivated
PS-2	A real-estate market analyst.	Understand housing market trends.	The raw data is inconsistent.	Clients rely on me for insights.	Frustrated