

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Students, Data Analysts, and Beginners learning Data Visualization who need to analyze housing market data using dashboards</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Large dataset size, lack of visualization knowledge, limited Tableau experience, limited system performance.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Excel analysis, manual data filtering, basic chart tools, online dataset visualization tools.</div>	Explore AS, differen
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div></div> <div>Customers need to analyze housing price trends, renovation impact, and house feature influence using visual dashboards instead of raw datasets..</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Housing data is complex and raw data format makes it difficult to identify price trends and feature relationships.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Customers download datasets, try Excel charts, learn Tableau online, search visualization tutorials, and build dashboards.</div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

<div>3. TRIGGERS</div> <div>TR</div> <div>College project requirements, need to build portfolio project, interest in data analytics and real-world dataset analysis.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>Develop Tableau dashboards and Flask-based web application to visualize housing price trends, renovation impact, and feature-based price analysis.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>ONLINE – Tableau Public, GitHub, YouTube Tutorials, Data Analytics Websites OFFLINE – College labs, classroom learning, project discussions with faculty</div>	Idea

4. EMOTIONS: BEFORE / AFTER



Before → Confused, overwhelmed by raw housing dataset  
After → Confident, clear understanding of housing trends through dashboards