

Ideation Phase

Define the Problem Statements

Date	28 JUNE 2025
Team ID	LTVIP2025TMID50619
Project Name	Visualizing Housing Market Trends: An Analysis of Sales Prices and features using Tableau.
Maximum Marks	2 Marks

Customer Problem Statement :-

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.

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I can't find a home within my budget due to rising prices and high mortgage rates	There's not enough inventory in the areas I want to live	I don't fully trust the listings, agents, or pricing models online	There's too much information but not enough personalized guidance	Homes don't reflect new needs—like remote work spaces, eco-features, or access to services.	I face unexpected costs or issues after moving in.
Down payments and closing costs are unclear or too high for me to manage.	Homes sell too quickly; I lose opportunities before I can act	Hidden fees or bidding wars make the buying process unpredictable	I feel overwhelmed by legal steps, mortgage options, and future risks	I want a flexible or hybrid ownership model, but options are limited	Property value tracking and management tools are fragmented