Ideation Phase
Define the Problem Statements

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

Customer Problem Statement Template:

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.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathise with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Example:

ABC Company seeks to better understand how structural housing features, such as the number of bathrooms, bedrooms, and floors, relate to the age of homes in the market. However, raw data alone does not reveal how these features have evolved. There is currently no visualisation that illustrates how house age correlates with specific amenities or structural characteristics. In particular, stakeholders lack clarity on: • Whether older homes tend to have fewer features (e.g., 1 bathroom, fewer floors). • If newer homes are being built with more modern layouts, such as multiple bathrooms or levels. • How buyer

preferences and architectural trends have changed over the decades. This lack of insight limits ABC Company's ability to plan strategic renovations, forecast market trends, or target development in line with modern housing demands.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	ABC Company's strategic planners and analysts	better understand how structural housing features relate to the age of homes in the market	Raw data alone does not reveal how these features have evolved	There is currently no visualisation illustrating how house age correlates with specific amenities or structural characteristics	uninformed and limited in grasping market evolution
PS-2	ABC Company's decision-makers (e.g., for renovations, forecasting, development)	plan strategic renovations, forecast market trends, and target development in line with modern housing demands	A lack of insight limits our ability to do so	We lack clarity on whether older homes tend to have fewer features, if newer homes are built with more modern layouts, and how buyer preferences/ architectural trends have changed over the decades	Unable to make data-driven strategic decisions and potentially missing market opportunities