Ideation Phase
Define the Problem Statements

Date	20 June 2025
Team ID	LTVIP2025TMID49786
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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy working professional	Quickly find a suitable area to buy a house	I don't have time to analyze lengthy reports or datasets	The dashboard lacks a simple summary or recommendation feature	Overwhelmed and indecisive
PS-2	A datasavvy user exploring market trends	Visualize how different features impact house prices	Some data points are missing or outdated	The dashboard isn't pulling from live or recent data sources	Skeptical and frustrated

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 empathize 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 that 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	Describe the emotions the result from experiencing the problems or barriers