Ideation Phase
Define the Problem Statements

Date	11 Feb 2026
Team ID	LTVIP2026TMIDS38740
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 empathize with your customers, which helps you better understand how they perceive your product or service.

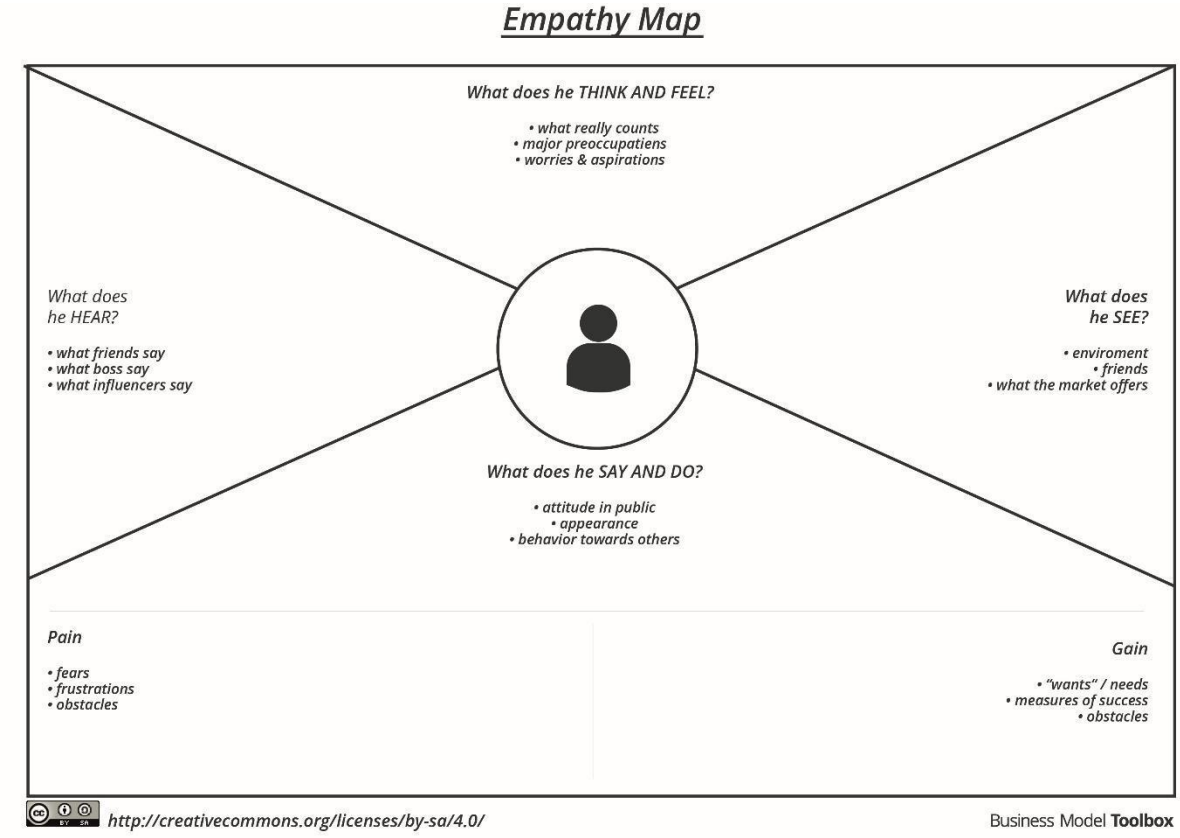
I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand 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 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

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst at ABC Company	understand how renovation age affects house sale prices	the data is large and difficult to interpret manually	I don't have an intuitive or visual way to analyze housing trends	frustrated and uncertain about pricing recommendations
PS-2	a marketing executive at ABC Company	identify what housing features buyers prefer most	our sales reports don't show visual patterns	raw spreadsheets don't help me spot trends easily	lost and unsure how to target promotions effectively

2.2 Empathy map:



primary user: the real estate analyst or marketing executive

Section	Description
Think & Feel	"I need to spot patterns in sales data quickly.""I wish I could clearly see which house features influence prices."
Hear	"The executives want insights for better strategy.""There's pressure to improve our pricing models."

Section	Description
See	“Lots of spreadsheets and CSV files.”“Charts that are difficult to interpret.”
Say & Do	“Let’s try to visualize the trends using Tableau.”“We need better tools to understand the market.”
Pain	“Hard to make data-driven decisions quickly.”“Manual data handling wastes time.”
Gain	“Accurate pricing strategy.”“Visual dashboards help track renovation impact and house features.”