

Ideation Phase

Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID48066
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

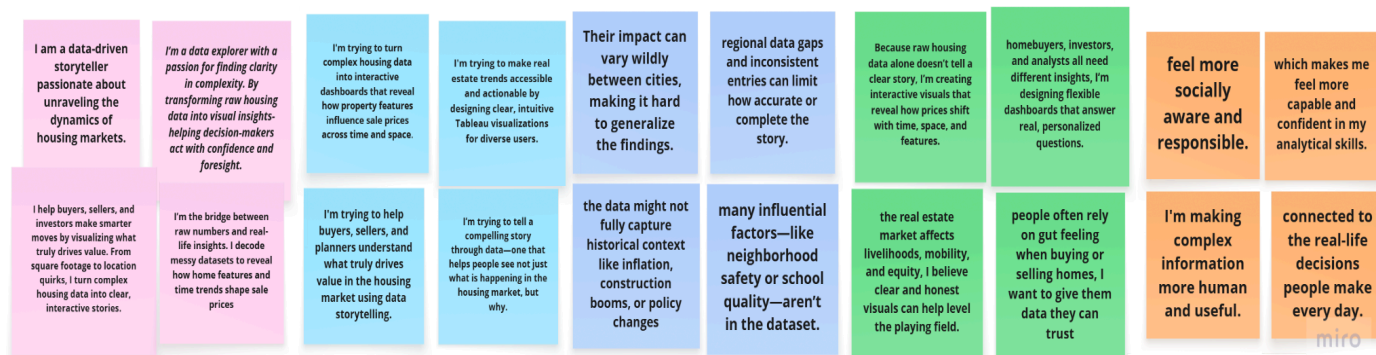
Customer Problem Statement Template:

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

Example:

Customer Problem Statement Template



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Data-driven storyteller	tell meaningful stories through data that help people make sense of where, why, and how property values change over time.	not everyone interprets visuals the same way—and design clarity is a constant challenge.	Buying a home is one of the most important financial decisions people make, I want to help them understand what really drives pricing.	which makes me feel more socially aware and responsible as a storyteller.
PS-2	Data visualization specialist	simplify the complexity of housing trends and make them easy to understand through interactive visualizations.	real-world datasets are often incomplete, inconsistent, or missing key context like policy shifts or inflation.	housing markets shape people's lives, I want to make those trends easier to understand and act upon.	proud to contribute something useful to people navigating complex real estate markets
PS-3	Housing market analyst	empower buyers, sellers, and investors to make smarter decisions by showing how factors like location, square footage, and amenities impact prices.	Alone doesn't guarantee users will interpret trends correctly without guidance.	Real estate is one of the most significant investments people make. I want to provide data that supports smarter, more confident choices.	I'm uncovering patterns that genuinely impact people's lives.
PS-4	Data translator	to show how time trends and home features shape sale prices—without overwhelming the viewer.	Translating complexity into simplicity without oversimplifying important insights is a constant tension.	home pricing isn't just a number—it reflects economic shifts, neighborhood dynamics, and individual choices	I'm transforming complexity into clarity that others can act on.