Project Design Phase
Problem – Solution Fit Template

Date	1 July 2025
Team ID	LTVIP2025TMID48066
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

❑ Solve complex problems in a way that fits the state of your customers.

❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.

❑ Sharpen your communication and marketing strategy with the right triggers and messaging.

❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

❑ **Understand the existing situation in order to improve it for your target group.**

Template:

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Homebuyers & Renters
- Real Estate Agents & Brokers
- Property Investors & Developers
- Government & Urban Planner

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Homebuyers/Renters:May lack data analysis skills or feel overwhelmed by raw market information
- Real Estate Agents:Limited time for deep insights; prefer fast, visual overviews
- Investors: Skeptical of surface-level data; want deeper trend validation
- Urban Planners :Struggle with outdated tools and bureaucratic data silos

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do
these solutions have? i.e. pen and paper is an alternative to digital notetaking

- prosReady-made KPI tiles
- Robust integration
- Mobile-responsive and optimized for on-the-go access
- Cons:
- High cost for licensing
- Limited customization

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Homebuyers/Renters Understand price trends to make smart buying or renting decisions
- Real Estate Agents Use visual insights to advise clients and boost credibility
- Property Investors Identify high-value features to guide profitable investments
- Urban PlannersTrack affordability and supply to inform housing policy

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Scattered/Unstructured Data :Users can't easily make sense of trends across time, place, and features
  Time Constraints: Stakeholders lack time for deep analysis or custom reporting

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Defining Session Intensity Metrics
- Calculating Intensity Scores
- Binning Intensity Levels
- Visualizations for Intensity

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Ready to move, relocating, or anxious about pricing
- Preparing listings or advising new clients
- Spotting market trends or reacting to economic/news signals
- Planning infrastructure or responding to housing demand

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEEORE   Confused, unhealthy
AFTER   Aware: enpowered in control of dite

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Interactivity & Filters
- Data Preparation & Metrics
- Design Best Practices
- Advanced Analytics & Enhancements
- Workflow & Implementation Steps
- Real-World Examples & Inspiration

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

- To research property prices, trends, neighborhood details
- Browsing listings (e.g., 99acres, Zillow), comparing locations and amenities

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Getting personalized advice, discussing price points and feature preferences
- Checking real estate classifieds and local market news