Project Design Phase
Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID51574
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:

Category	Description
Customer Segment	Real estate analysts, marketing teams, company executives
Key Problem(s)	Difficulty understanding how house features & renovations impact pricing
Why it's a problem	Leads to poor pricing strategy and lost competitiveness in the housing market
Existing Alternatives	Manual analysis, spreadsheets, lack of visual insight
Your Solution	Tableau dashboards visualizing price trends, renovation impact, age factors
Main Benefit	Clear, actionable insights to improve pricing decisions & strategy
Success Criteria	Improved pricing strategy, better market segmentation, stakeholder clarity

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe