

Ideation Phase

Define the Problem Statements

Date	26 June 2025
Team ID	LTVIP2025TMID49786
Project Name	Visualizing housing market trends: An analysis of sales 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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A patient	Wants to make a treatment	They couldn't unable to make a treatment	The cost of medical treatment can be prohibitively expensive for many patients	dread

Ideation Phase Empathize & Discover

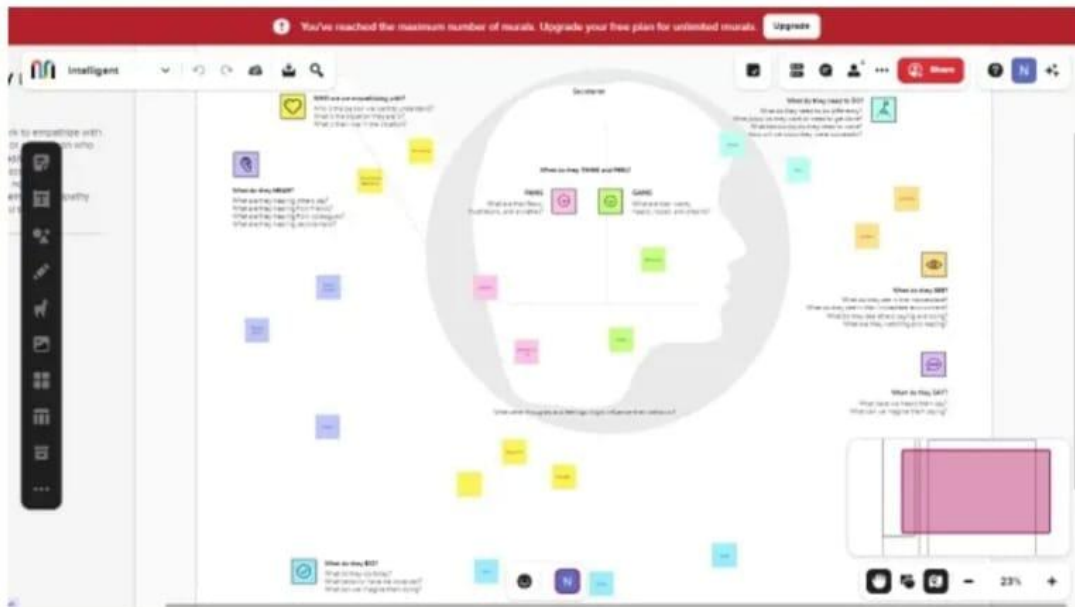
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Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



REFERENCE:

<https://app.mural.co/invitation/mural/intelligent3744/1683169467613?sender=u0b0040ae0941615e3f084806&key=4cfbe1bc-31f6-4e94-b2a7-7f1c863d9d3d>

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	8 June 2025
Team ID	270P0217624816
Project Name	Handwritten notes
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement