

## Project Design Phase

### Problem – Solution Fit Template

|               |                                   |
|---------------|-----------------------------------|
| Date          | 3 july 2025                       |
| Team ID       | LTVIP2025TMID60925                |
| Project Name  | Visualizing Housing Market Trends |
| 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:

|  |   |  |  |                                   |
|--|---|--|--|-----------------------------------|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b><br><small>Whose customer? (i.e. working parents of 0-5 y.o. kids)</small><br><br>Real estate analysts, housing consultants, marketing teams, and executives at ABC Company (or any real estate-based organization)  | <b>6. CUSTOMER CONSTRAINTS</b><br><small>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)</small><br><br>Limited time for manual analysis, low technical skill in programming, dependence on reports, lack of interactive tools, limited access to BI tools | <b>5. AVAILABLE SOLUTIONS</b><br><small>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 &amp; cons do these solutions have? (i.e. pen and paper is an alternative to digital notetaking)</small><br><br>Excel reports, traditional charts, internal data tables. Pros: simple, already known. Cons: not visual, static, no trend insights, time-consuming   | Explore AS, differentiate         |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small><br><br>Understand factors affecting house pricing, renovation trends, buyer preferences, and regional sales variations                                   | <b>9. PROBLEM ROOT CAUSE</b><br><small>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)</small><br><br>Manual data analysis lacks visual interpretation; leadership needs faster, insight-driven decision making   | <b>7. BEHAVIOUR</b><br><small>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))</small><br><br>Teams use Excel to generate static reports and filter data manually or ask analysts to build insights on demand  |                                   |
| Focus on J&P, tap into BE, understand RC | <b>3. TRIGGERS</b><br><small>Monthly performance reviews, requests from leadership for insights, housing trend updates, or market strategy sessions</small><br><br><b>4. EMOTIONS: BEFORE / AFTER</b><br><small>Before: Stressed, frustrated, time-pressured<br/>After: Empowered, confident, excited to use visuals for storytelling</small> | <b>10. YOUR SOLUTION</b><br><small>An interactive Tableau dashboard that visualizes housing trends using renovation status, house features, and geographic data. It allows stakeholders to filter, explore, and gain insights instantly – reducing time and increasing clarity in decision-making.</small>   | <b>8. CHANNELS OF BEHAVIOUR</b><br><b>8.1 ONLINE</b><br><small>Use Tableau Public to view dashboards, share links in Slack/Teams, watch Loom walkthroughs, read data insights on LinkedIn</small><br><br><b>8.2 OFFLINE</b><br><small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small><br>Discuss dashboards in team meetings, print visual snapshots for reports, strategize using insights during physical planning discussions | Extract online & offline CH of BE |
|  | <b>Identify strong TR &amp; EM</b>  | <b>Identify strong TR &amp; EM</b>   | <b>Identify strong TR &amp; EM</b>   |                                   |

#### References:

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