Ideation Phase
Define the Problem Statements

Date	15 Feb 2026
Team ID	**LTVIP2026TMIDS77319**
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.

Problem Statement (PS)		I am (Customer)		I'm trying to	But	Because		Which makes me feel
PS-1		A busy working professional		Quickly find a suitable area to buy a house	I don't have time to analyze lengthy reports or datasets	The dashboard lacks a simple summary or recommendation feature		Overwhelmed and indecisive
PS-2		A datasavvy user exploring market trends		Visualize how different features impact house prices	Some data points are missing or outdated	The dashboard isn't pulling from live or recent data sources		Skeptical and frustrated

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.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

EXAMPLE:

Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau

I am	A data-driven homebuyer or real estate investor who values informed decision-making, is time-constrained, and lacks technical skills to process raw data.
I'm trying to	Understand how property features and locations impact sale prices to make confident buying or investment decisions.
But	I find it hard to interpret raw data and correlate different housing features due to lack of visual clarity or missing insights.
Because	The available dashboards are not intuitive, lack interactivity, and often do not reflect up-to-date or easily comparable information.
Which makes me feel	Frustrated, uncertain, and less confident in making a financial decision that could impact my future