

Project Design Phase
Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID48542
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:

Problem-Solution fit canvas 2.0		Purpose / Vision: To make housing market trends easy to understand through a clear and interactive Tableau dashboard	
Define CS, fit into	1. CUSTOMER SEGMENT(S) Who is your customer? Home buyers, real estate investors, agents, and policymakers looking to understand market trends.	6. CUSTOMER 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. Budget limitations, lack of data understanding, time constraints, and limited access to reliable sources	5. AVAILABLE SOLUTIONS 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 <ul style="list-style-type: none"> Static reports, government datasets, Excel dashboards, traditional real estate websites. These lack interactivity, detailed filtering, or predictive insights.
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customer? There could be more than one; explore different sides. Users need to identify market trends, price fluctuations, neighbourhood growth. Compare features (e.g. size, location, amenities) to price variations.	9. PROBLEM ROOT CAUSE 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. <ul style="list-style-type: none"> Fragmented data sources, poor visualization tools, and complex raw datasets make insights hard to derive. Lack of centralized, visualized, user-friendly insights. 	7. BEHAVIOUR 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) Customers rely on agent advice, browse listings manually, or use basic tools Time-consuming, risk of poor investment decisions.
Focus on J&P, tap into BE, understand	3. TRIGGERS What triggers customers to act? <u>It-Rising</u> home prices, market uncertainty, family needs, investment goals. <u>It-Ads</u> for new projects or media articles on housing trends.	10. YOUR SOLUTION Available Solutions: Current tools like static Excel sheets, real estate listing sites, or government reports offer limited interactivity and outdated data. They often require manual analysis, which can be time-consuming and error-prone. Your Solution: A Tableau-powered interactive dashboard centralizes real estate data, enabling users to visually explore sale price trends and home features across locations and time. With filters for size, neighbourhood, and amenities, users can easily uncover market insights. The tool simplifies complex datasets into actionable visuals, helping buyers, investors, and analysts make better decisions. It's fast, intuitive, and regularly updated, reducing the reliance on guesswork or scattered sources	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do take online? Property websites, market news blogs, government housing portals. 8.2 OFFLINE What kind of actions do customers take offline? Real estate agents, open houses, expos, word-of-mouth.
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? <u>Before:</u> Confusion, doubt, fear of bad decisions. <u>After:</u> Confidence, clarity, satisfaction after seeing data-driven insights.		Extract online & offline CH of BE

References:

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

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer?</div><div>Home buyers, real estate investors, agents, and policymakers looking to understand market trends.</div></div>	<div><div>6. CUSTOMER</div><div>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.</div><div>Budget limitations, lack of data understanding, time constraints, and limited access to reliable sources</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>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</div><div><ul style="list-style-type: none">Static reports, government datasets, Excel dashboards, traditional real estate websites.These lack interactivity, detailed filtering, or predictive insights.</div></div>	Explore AS, AS, tap into BE, understand
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Users need to identify market trends, price fluctuations, neighbourhood growth. Compare features (e.g. size, location, amenities) to price variations.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div><ul style="list-style-type: none">Fragmented data sources, poor visualization tools, and complex raw datasets make insights hard to derive.Lack of centralized, visualized, user-friendly insights.</div></div>	<div><div>7. BEHAVIOUR</div><div>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)</div><div>Customers rely on agent advice, browse listings manually, or use basic tools</div><div>Time-consuming, risk of poor investment decisions.</div></div>	
	<div><div>3. TRIGGERS</div><div>What triggers customers to act?</div><div><ul style="list-style-type: none">Rising home prices, market uncertainty, family needs, investment goals.Ads for new projects or media articles on housing trends.</div></div>	<div><div>10. YOUR SOLUTION</div><div>Available Solutions: Current tools like static Excel sheets, real estate listing sites, or government reports offer limited interactivity and outdated data. They often require manual analysis, which can be time-consuming and error-prone.</div><div>Your Solution: A Tableau-powered interactive dashboard centralizes real estate data, enabling users to visually explore sale price trends and home features across locations and time. With filters for size, neighbourhood, and amenities, users can easily uncover market insights. The tool simplifies complex datasets into actionable visuals, helping buyers, investors, and analysts make better decisions. It's fast, intuitive, and regularly updated, reducing the reliance on guesswork or scattered sources</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do take online? Property websites, market news blogs, government housing portals.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Real estate agents, open houses, expos, word-of-mouth.</div></div>	
Identify strong TR & EM		Extract online & offline CH of BE		

