Project Design Phase
Problem – Solution Fit Template

Date	26 February 2026
Team ID	LTVIP2026TMIDS38235
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:

References:

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

Problem-Solution fit canvas 2.0

Purpose / Vision: To make housing market trends easy to understand through clear and interactive Tableau Dashboard

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) — CS	6. CUSTOMER CONSTRAINTS — CC	5. AVAILABLE SOLUTIONS — AS	Explore AS, differentiate
	Home buyers, realestate investors,agents and Policy makers looking to understand market trends.	Budget limitations, lack of data understanding, time constraints, and limited access to rellable sources.	Static reports, government datasets,Excel dashboards,traditional real estate websites. These are lackof interactivity,detailed filtering or predictive insights.	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS — J&P	9. PROBLEM ROOT CAUSE — RC	7. BEHAVIOUR — BE	Focus on J&P, tap into BE, understand RC
	Customers want to understand house prices and features easily. They find it hard to work with raw data and need clear visual insights.	Fragmented data sources, poor visualization tools and complex raw datasets make insights hard to derive.	Customers on agent advice, browse listing manually.	

3. TRIGGERS — TR

Customers act when they see rising house prices, get renovation ideas, or are asked to analyze data for a project or investment. Visual examples or news about market trends also motivate them to explore housing data.

4. EMOTIONS: BEFORE / AFTER — EM

Before: Confused, unsure, overwhelmed by raw data.
After: Clear, confident, and in control with visual insights.

10. YOUR SOLUTION — SL

An interactive Tableau dashboard that visually shows housing trends like sale prices, renovation effects, and house features. It's easy to use, fits user needs, and removes the confusion of raw data.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Customers browse real estate sites like Zillow or 99acres, search for housing data, watch YouTube tutorials, and use Excel or Tableau to explore trends.

8.2 OFFLINE
What kind of action do customers take offline? Extract offline channels from #7 and use them for customer development.

Customers visit property sites, talk to real estate agents, attend housing expos, and discuss trends with friends or family before making decisions.

Identify strong TR & EM / *Extract online & offline CH of BE*