

## Project Design Phase

### Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID51601
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:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) <span style="float: right; background-color: #f0f0f0; padding: 2px;">CS</span>	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> <span style="float: right; background-color: #f0f0f0; padding: 2px;">CL</span>	5. AVAILABLE SOLUTIONS <small>PROS &amp; CONS</small> <span style="float: right; background-color: #f0f0f0; padding: 2px;">AS</span>	Explore AS, differentiate
	Home buyers, agents, and developers who want to understand housing prices and make smart decisions.	<ul style="list-style-type: none"> <li>✓ Don't know how to use tools like Tableau</li> <li>✓ Can't spend much money on data software</li> </ul>	<ul style="list-style-type: none"> <li>✓ Real estate websites with listings</li> <li>✓ Market reports from</li> </ul>	
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> <span style="float: right; background-color: #f0f0f0; padding: 2px;">PR</span>	9. PROBLEM ROOT / CAUSE <span style="float: right; background-color: #f0f0f0; padding: 2px;">RC</span>	7. BEHAVIOR <small>+ ITS INTENSITY</small> <span style="float: right; background-color: #f0f0f0; padding: 2px;">BE</span>	Focus on PR, tap into BE, understand RC
	<ul style="list-style-type: none"> <li>✓ Hard to understand what drives housing prices.</li> <li>✓ Buyers confused about fair pricing.</li> <li>✓ Agents struggle to compare areas easily.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unorganized and raw housing data</li> <li>✓ No easy way to compare features with prices</li> <li>✓ Limited use of data analytics in real estate decisions</li> </ul>	<ul style="list-style-type: none"> <li>✓ High interest in buying/selling but low data usage</li> <li>✓ Most users rely on guesswork or agents</li> <li>✓ Only serious buyers explore detailed</li> </ul>	
Identify strong TR & EM	3. TRIGGERS TO ACT <span style="float: right; background-color: #f0f0f0; padding: 2px;">TR</span>	10. YOUR SOLUTION <span style="float: right; background-color: #f0f0f0; padding: 2px;">SL</span>	8. CHANNELS of BEHAVIOR <span style="float: right; background-color: #f0f0f0; padding: 2px;">CH</span>	Extract online & offline CH of BE
	<ul style="list-style-type: none"> <li>✓ Sudden rise or fall in property prices</li> </ul>		<ul style="list-style-type: none"> <li>✓ Property portals, real estate apps</li> <li>✓ Tableau dashboards</li> </ul>	
4. EMOTIONS <small>BEFORE / AFTER</small> <span style="float: right; background-color: #f0f0f0; padding: 2px;">EM</span>				
<p><b>Before:</b> Confusion risk in decision-making</p> <p><b>After:</b> Confidence, smarter investments</p>		<p>A Tableau dashboard to show housing price trends and compare features like area and location using visuals.</p>		
		<p>OFFLINE</p> <ul style="list-style-type: none"> <li>✓ Paper-based property brochures</li> <li>✓ Agent consultations</li> </ul>		

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#### References:

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