

Ideation Phase

Define the Problem Statements

Date	24 july 2025
Team ID	PNT2025TMID14588
Project Name	Visualizing Housing Market Trends: An Analysis of Sale Prices and Features using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

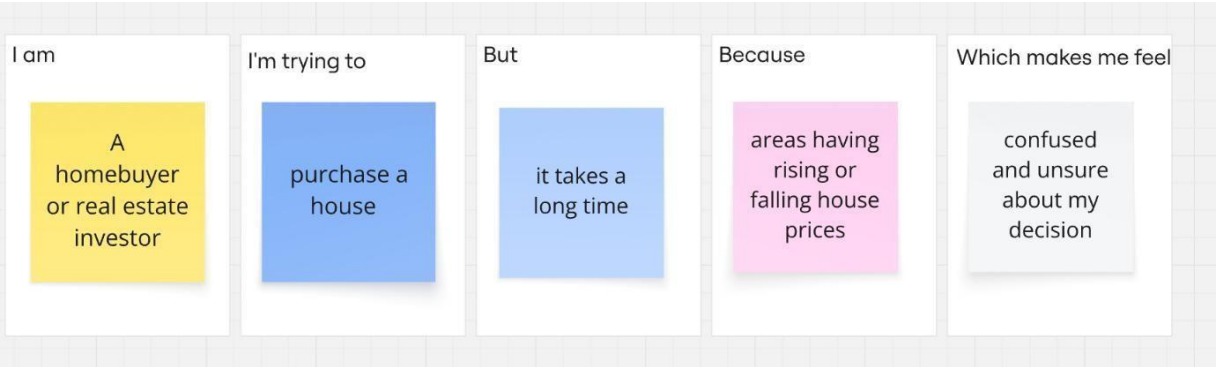
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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...	First-time home buyer with a limited budget, looking for a good investment. I care about safety, schools, and future resale value.
I am trying to ...	Find a home in a good neighborhood that fits my budget and will grow in value over time.
But ...	It's hard to know which areas are actually growing, which homes are overpriced, and whether the timing is right to buy.
Because ...	There's too much scattered information online, and it's hard to compare prices, trends, and neighborhood changes all in one place.
Which makes me feel ...	Overwhelmed, unsure, and worried I might make a bad or rushed decision.

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

Example:



Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	homebuyer	Buy a house	Selecting best house is challenging	House prices are rising or falling	Confused and Unsure
PS-2	Real estate investor	Identify best neighbourhood	Identifying improving areas is difficult	Don’t know a clear way to compare areas	Worried and stressed