Ideation Phase
Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMID50896
Project Name	visualizing housing market trends: an analysis of sale prices and features
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.

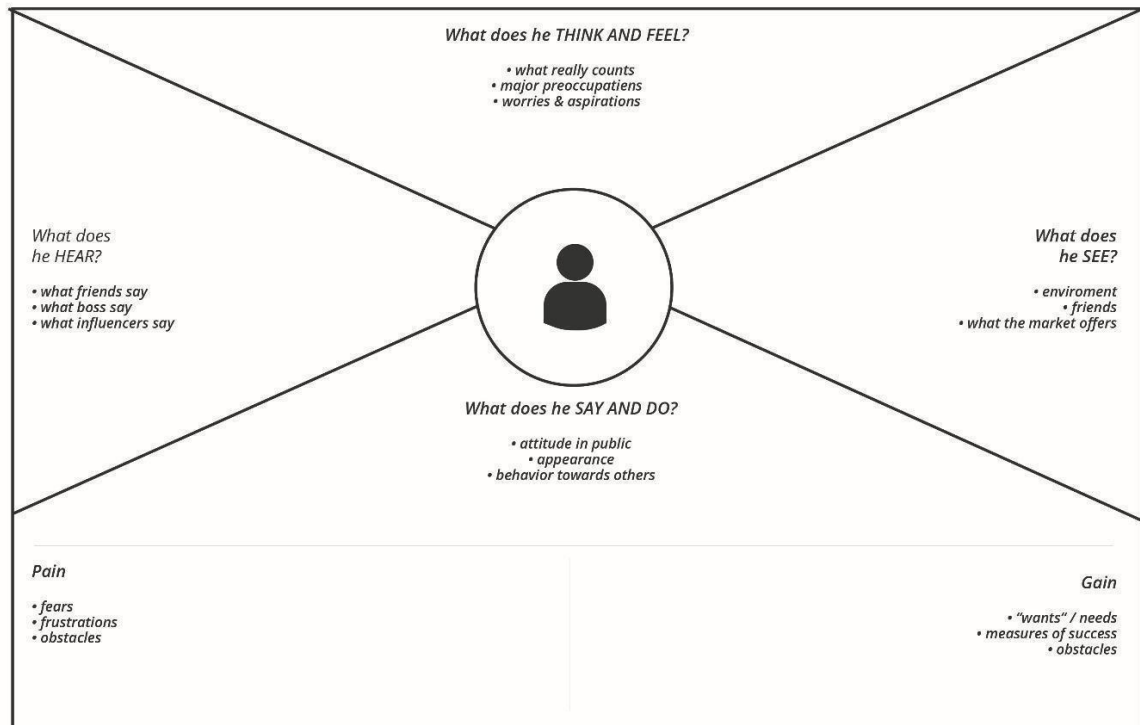|		
I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers 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:**

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A first-time homebuyer exploring housing options.	Understand what features affect housing prices and identify affordable homes that meet my criteria.	The available data is scattered, difficult to interpret, and lacks visual clarity.	There is no unified platform or dashboard that simplifies housing data for easy comparison and decisionmaking.	Confused, overwhelmed, and uncertain about making a high-stakes financial decision.
PS-2	A real estate analyst working for an investment firm.	Identify housing market trends, outliers, and patterns in sale prices over time and across locations.	Tradition al reports and spreadsh eets are timeconsuming to analyze and often miss insights hidden in large datasets.	There's a lack of interactive tools that allow deep, dynamic exploration of the data.	Frustrated and inefficient in providing timely, data-driven insights to stakeholders.

2.2 EMpathy map

Empathy Map

What does he THINK AND FEEL?

• what really counts
• major preoccupatiens
• worries & aspirations

What does
he HEAR?

• what friends say
• what boss say
• what influencers say

What does
he SEE?

• enviroment
• friends
• what the market offers

What does he SAY AND DO?

• attitude in public
• appearance
• behavior towards others

Pain

• fears
• frustrations
• obstacles

Gain

• "wants" / needs
• measures of success
• obstacles

Business Model **Toolbox**