

Ideation Phase
Define the Problem Statements

Date	3 rd July 2025
Team ID	LTVIP2025TMID48488
Project Name	Visualizing Housing Market Trends
Maximum Marks	2 Marks

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a real estate analyst for ABC Company	understand the key factors that influence house prices and sales trends	the raw housing data is too complex and overwhelming to interpret visually	the data is in large, unprocessed tables, making it impossible to spot trends or correlations quickly	overwhelmed and unable to provide strategic advice

PS-2	a marketing manager at ABC Company	identify which house features are most valuable to buyers in different market segments	I can't easily see how property features correlate with age or renovation status	all the information is mixed together, so I can't create targeted campaigns for different types of properties	uncertain and inefficient in my marketing efforts
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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.

