

# Project Design Phase

## Problem – Solution Fit Template

Date:	3rd July 2025
Team ID:	LTVIP2025TMID48488
Project Name:	Housing Visualization Analysis Trend
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:

#### Problem:

Difficulty understanding housing market factors that affect prices and trends.

#### Solution:

A Tableau-based interactive data analysis tool that visualizes sale prices, renovations, house age, and features — enabling better decision-making for stakeholders.