

Ideation Phase

Define the Problem Statements

Date	19 june 2025
Team ID	LTVIP2025TMID47753
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

1. Who is the customer?

Identify the specific user or persona.

Example:

"Real estate investors looking to identify profitable neighborhoods."

"Homebuyers trying to understand how property values are changing over time in their area."

2. What is the customer trying to achieve?

Describe the goal or outcome the user wants.

Example:

"They want to easily compare historical housing price trends across cities or ZIP codes."

"They want to predict where housing prices are likely to rise over the next year."

3. What problem are they facing today?

Describe the current obstacles or limitations the customer faces in achieving their goal.

Example:

"Current public data is scattered across multiple platforms and often outdated."

"Visualizations are static or too technical for the average user to understand."

"There's no easy way to overlay housing trends with demographic or economic indicators."

4. Why is this problem important to solve?

Explain the impact of this problem on the user or business.

Example:

"Inaccurate or hard-to-access data can lead to poor investment decisions or missed opportunities."

"Time-consuming analysis discourages everyday users from engaging with the data."

5. What would success look like?

Define what a good solution would look like from the user's perspective.

Example:

"An interactive, intuitive dashboard that displays real-time housing trend data by location, including price history, forecast, and nearby market comparisons."

Optional Add-on: Problem Statement Formula

A concise version using a formulaic structure.

[Customer Persona] is trying to **[achieve a goal]**, but is unable to because **[problem or friction]**, which leads to **[consequence]**. **A successful solution would [key features or outcomes].**

Example:

"First-time homebuyers want to understand how prices are changing in potential neighborhoods, but they struggle with fragmented, outdated data sources and confusing visuals, leading to frustration and poor decisions. A successful solution would provide clean, interactive maps showing recent trends, affordability, and forecasts at a glance."

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