

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	15 February 2025
Team ID	LTVIP2025TMID50177
Project Name	Visualizing Housing Market Trends:An Analysis Of Sales prices And Features Using Tableau
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-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <b>Real Estate Analysts</b> - Data professionals who need to interpret market trends and provide insights for investment decisions <b>Marketing Teams</b> - Professionals responsible for pricing strategies, market positioning, and promotional campaigns <b>Company Executives</b> - Decision-makers who require strategic insights for business planning and competitive positioning	<b>6. CUSTOMER</b> <span>CC</span> <b>Real Estate Analysts:</b> Limited budget for advanced analytics tools and software licenses. Time constraints due to multiple concurrent projects <b>Marketing Teams:</b> Budget limitations for market research and analytics platforms. Lack of technical skills to interpret complex data visualizations. Time pressure to deliver quick insights for campaign decisions	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Manual Excel Analysis, Basic Real Estate Platforms, Traditional Market Reports, In-house Database Queries <b>What they've tried:</b> <ul style="list-style-type: none"> <li>Spreadsheet-based analysis with basic charts</li> <li>Purchasing industry reports from real estate research firms</li> <li>Using free online real estate analytics tools</li> <li>Manual data collection and analysis</li> </ul>	Explore AS
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <b>Strategic Pricing Optimization</b> - Determine optimal pricing strategies based on market factors <b>Market Trend Analysis</b> - Identify and predict housing market trends and patterns <b>Investment Decision Support</b> - Provide data-driven insights for property investment decisions <b>Competitive Analysis</b> - Understand market positioning relative to competitors <b>Performance Benchmarking</b> - Measure and track market performance metrics	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> Data Fragmentation Complexity of Market Factors Rapid Market Changes Information Asymmetry Technology Gap Resource Constraints	<b>7. BEHAVIOUR</b> <span>BE</span> Manually collecting data from multiple real estate websites Creating basic Excel charts and pivot tables Purchasing expensive industry reports quarterly or annually Attending real estate conferences and networking events Hiring external consultants for specific analysis projects	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Quarterly business reviews requiring market insights</li> <li>Budget planning cycles needing market forecasts</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <b>Strengths:</b> <ul style="list-style-type: none"> <li>Comprehensive data visualization capabilities</li> <li>Interactive dashboards for real-time insights</li> <li>Integration of multiple data sources</li> <li>Professional presentation quality</li> <li>Customizable analysis parameters</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <ul style="list-style-type: none"> <li>Research housing data on MLS platforms and real estate websites</li> <li>Use LinkedIn for professional networking</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> BEFORE : Overwhelmed , Frustrated , Uncertain AFTER : Empowered , Confident , Efficient	<b>8.2 OFFLINE:</b> <ul style="list-style-type: none"> <li>Attend real estate conferences and industry events</li> <li>Network at local real estate association</li> </ul>		



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