

Project Design Phase
Problem – Solution Fit

Date	23/02/26
Team ID	LTVIP2026TMIDS91275
Project Name	Visualizing housing market trends: an analysis of sale prices and features
Maximum Marks	2 Marks

Problem – Solution :

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: To visualize electricity consumption patterns and empower smarter, data-driven energy decisions for a sustainable future.

Define CS, fit into Focus on J&P, tap into BE, understand Identify strong TR & EM Explore AS Focus on J&P, tap into BE, understand Expect online & offline CH of BE	1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER	CC	5. AVAILABLE SOLUTIONS	AS
	<ul style="list-style-type: none"> Utility company decision-makers Government policymakers (energy departments) Energy analysts and researchers Public sector monitoring authorities 		<ul style="list-style-type: none"> Limited technical/data visualization skills Budget constraints for tool adoption Reliance on manual Excel-based workflows Limited access to cleaned, centralized data Low IT infrastructure in smaller utility companies 		<ul style="list-style-type: none"> Static government reports in PDF/Excel Manual data analysis using spreadsheets Internal dashboards with limited scope Pros: Familiar tools, simple setup Cons: No interactivity, slow, difficult to analyze, lacks filtering 	
Focus on J&P, tap into BE, understand Expect online & offline CH of BE	2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	RC	7. BEHAVIOUR	BE
	<ul style="list-style-type: none"> Understand state-wise and sector-wise electricity usage patterns Forecast demand for better grid management Identify peak hours and plan energy-saving programs Analyze seasonal usage trends and post-lockdown impacts Make data-driven decisions from raw usage data 		<ul style="list-style-type: none"> No centralized platform for data-driven electricity consumption insights Datasets are raw, unfiltered, and not visualized Decision-makers lack tools and training to interpret the data easily Growing complexity in managing supply-demand post-COVID and climate events 		<ul style="list-style-type: none"> Use Excel to sort and manually analyze usage Request reports from IT/data team Refer to government portals for downloads Discuss patterns informally within departments Use experience-based intuition over data evidence 	
Focus on J&P, tap into BE, understand Expect online & offline CH of BE	3. TRIGGERS	TR	10. YOUR SOLUTION	SL	8. CHANNELS OF BEHAVIOUR	CH
	<ol style="list-style-type: none"> External pressure from government mandates, public reports, or internal datasets requiring improved energy planning and transparency. Operational challenges like blackouts, peak season budgeting, or rising interest in sustainability prompt action from utility stakeholders. 		<p>A web-based dashboard using Tableau embedded into a Flask app. Pre-processed data is stored in MySQL, integrated with real-time filtering. Visualizations include: Time-wise, region-wise, lockdown comparison, and top/bottom usage states. Interactive filters for users to select year, region, and time period. Optional ML-powered demand forecasting. Published on Tableau Public for easy access and sharing.</p>		<p>8.1 ONLINE Download datasets from energy portals (POSOCO, Ministry of Power) Read insights or trends from news portals or LinkedIn Watch dashboard demos (YouTube, Tableau Public)</p> <p>8.2 OFFLINE Attend government briefings Internal review meetings and printed reports Collaborate on planning documents manually</p>	
Focus on J&P, tap into BE, understand	4. EMOTIONS: BEFORE / AFTER	EM				