

Project Design Phase

Problem – Solution Fit Template

Date	29 June 2025
Team ID	LTVIP2025TMID48638
Project Name	visualizing housing market trends: an analysis of sale
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who/what customer? (i.e. working parents of 0-2 y.o. kids) <div style="text-align: center;"> Home buyers and sellers Real estate agents </div>	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? (i.e. spending power, budget, no cash, network connections, available devices) <div style="text-align: center;"> Limited technical knowledge Budget for premium tools or consultants </div>	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? (i.e. pen and paper is an alternative to digital housing) <div style="text-align: center;"> Static real estate reports and PDFs Real estate agent advice (subjective) </div>	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different ideas. <div style="text-align: center;"> Identify areas with increasing/decreasing housing prices Make data-driven investment choices Analyze trends to time property buying/selling decisions </div>	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the basic story behind the need to do this job? (i.e. customers have to do it because of the change in regulations) <div style="text-align: center;"> Disorganized, non-visual, outdated housing data Inability to spot patterns without technical or statistical tools Decisions based on guesswork instead of trends </div>	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? (i.e. directly related: find the right seller/purchaser, calculate usage and benefits; indirectly associated: customers spend free time on valuing work (i.e. sleepless)) <div style="text-align: center;"> Use property listing websites Consult agents or property blogs Attempt to use Excel for tracking trends </div>		Focus on J&P, fit into RC, understand RC
	3. TRIGGERS TR What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news) Make data-driven investment choices Real estate news or market reports	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <div style="text-align: center;"> Visualizing Housing Market Trends: An Analysis of Sales An interactive web-based visualization platform that aggregates housing market data and provides real-time trend analysis through dashboards, charts, and geospatial visualizations. Users can compare locations, filter by price/range/date, and even predict future price movements with built-in models. </div>	8. CHANNELS of BEHAVIOUR CH A.1 ONLINE What kind of actions do customers take online? Connect online channels from #7 Visit websites like Zillow, Realtor.com Social media discussions or forums A.2 OFFLINE What kind of actions do customers take offline? Connect offline channels from #7 and use them for customer development.		
4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? (i.e. loss, hesitancy, confusion, in control - use it in your communication strategy & design) Before: Confused, overwhelmed, unsure about timing and location After: Empowered, informed, confident in decision-making					