

Ideation Phase

Define the Problem Statements

Date	29 June 2025
Team ID	LTVIP2025TMD48638
Project Name	visualizing housing market trends: an analysis of sale
Maximum Marks	2 Marks

Customer Problem Statement Template:

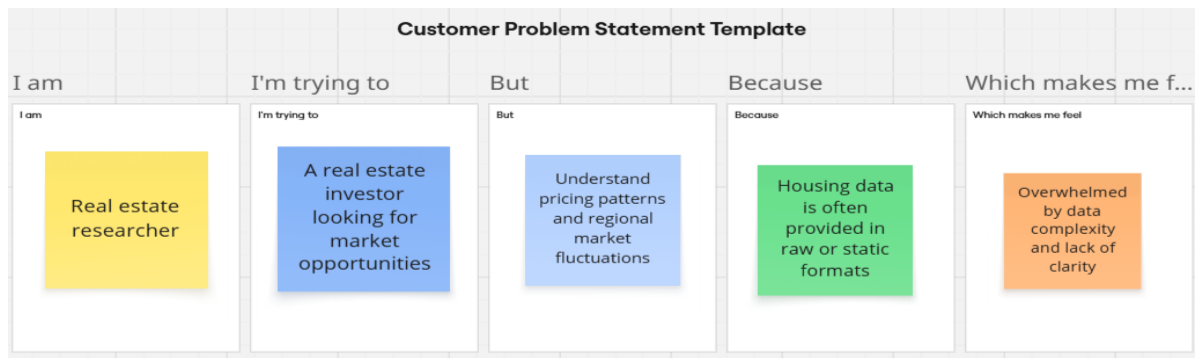
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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 your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Example:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me f...
I am <div>Data analyst</div>	I'm trying to <div>Identify clear patterns and insights from housing sales data to inform decisions and strategies</div>	But <div>The raw data is complex, overwhelming, and lacks intuitive visualization tools</div>	Because <div>Most datasets are presented in spreadsheets or static reports without interactive or visual storytelling elements</div>	Which makes me feel <div>Frustrated and uncertain about making timely, data-driven decisions</div>



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Data analyst	<i>Identify clear patterns and insights from housing sales data to inform decisions and strategies</i>	<i>The raw data is complex, overwhelming, and lacks intuitive visualization tools</i>	Most datasets are presented in spreadsheets or static reports without interactive or visual storytelling elements	<i>Frustrated and uncertain about making timely, data-driven decisions</i>
PS-2	Real estate researcher	A real estate investor looking for market opportunities	Understand pricing patterns and regional market fluctuations	Housing data is often provided in raw or static formats	Overwhelmed by data complexity and lack of clarity