

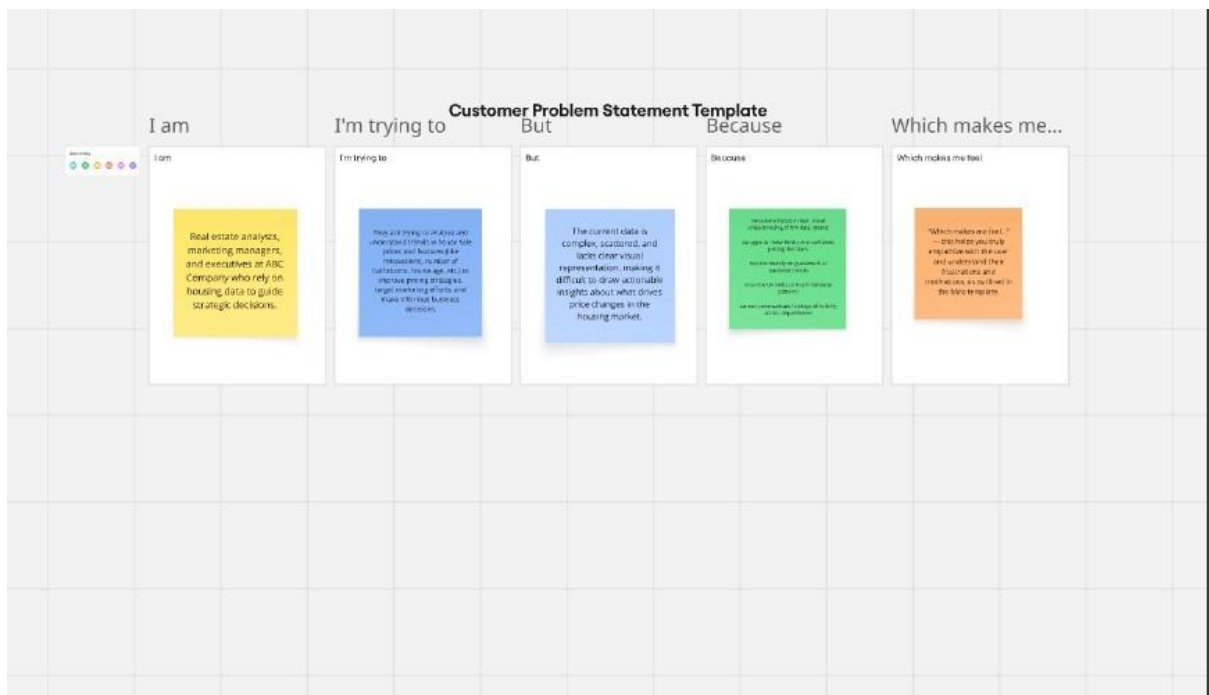
Ideation Phase Define the Problem Statements

Date	31 January 2025
Team ID	PNT2025TMID09489
Project Name	Visualizing Housing Market Trends An Analysis of Sale Prices and Features using Tableau
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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because me feel	Which makes
PS-1	Real estate analyst	Analyze sale price trends	Data is scattered and unclear	No interactive visualization	Frustrated & unsure
PS-2	Marketing manager	Plan datadriven campaigns	Data isn't segmented for marketing	Hard to extract visual insights	Disconnected & ineffective