Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID09489
Project Name	Visualizing Housing Market Trends An Analysis of Sale 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:

Visualizing Housing Market Trends:
An Analysis of Sale Prices and Foatures using TTableau

1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS
• Homebuyers (first-time & repeat) • Real estate investors • Real estate agents Urban planners • Housing policy-analy sts	• Lack of real-time or localized housing data • Difficially interpreting housing trends (pricing, demand, supply) • Inability to compare locations effectively due to complex datasets	• Static reports from real estate agencies • News articles and blog posts about housing trends cronshvi) • Government or open datasats (e g, census) but often hard to interplet • Zillow or Magicbricks price estimate tools (limited treatures)

2. JOBS-TO-RE-DONE / PROBLEMS JaP	8. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE
• How can we help users understand house price frends over time? • How can they compare housing Teatures (size, location, etc.) and their effect alprire? • How can decision-makers identify high-growth areas?	• Real estate data is fragmented and not user frendly • Lack of visualization tools that make data exploration easy • Too much reliance an intuition or unreliable sources for market ltends	• Users browse oeoperty platforms but don't know how to interprer pricing • They may ook firends or agents for advice rather than rely on data • They auold areas dus too assumptions rather than trends

3. TRIGGERS TR	10. YOUR SOLUTION	11. CHANNELS & BEHAVIOUR ONLINE / OFFLINE CH
• Buying/selling a house or properly • Intereat in mvesting in property in a new area • Rising/falling prices in nearby neighbothoods spore curtasity • Planning relocation due to job, family, or retirement	• A Tableau dashboard hat shows, dynamic visualizations of housing market trends ≡ Filket to location, price range, year ≡ View heatment, leend lines and predice ≡ Compare neighborhoods based aseu features and sale prices	• Onliлe: Tableau Public, webseetbe, reb- als teato platforms • Ofiline: Property expics, investment·ceminars presentations for government/housing bodies

4. EMOTION-BEFORE / AFTER	ADEFER Curiveꝺᴵᴹ / AFTER	9. UPLINE
Confused, overwhelmed, anxious about overpaying	• Empewered, confident, informmedin in making housing decisions	• What data sources can we integare with? (Government data, housing APIs)

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe