

## Project Design Phase-I

### Problem – Solution Fit Template

Date	14 Feb 2026
Team ID	LTVIP2026TMIDS37718
Project Name	Visualization Housing Market Trends
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:

PROBLEM – SOLUTION FIT CANVAS   HOUSING MARKET ANALYSIS: USING TABLEAU			
Define CS, Rd Imp CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Data Analysts</li> <li>Real Estate Analysts</li> <li>Business Stakeholders</li> <li>Students learning Data Analytics</li> <li>Home buyers &amp; investors (decision makers)</li> </ul>	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Understand housing price trends</li> <li>Compare renovated vs non-renovated house prices</li> <li>Analyze house age and feature impact</li> <li>Make data-driven real estate decisions</li> <li>Quickly interpret large housing datasets</li> </ul>	<b>5. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Limited time for analysis</li> <li>Lack of visualization skills</li> <li>Difficulty interpreting large datasets</li> <li>No single dashboard view for insights</li> </ul>
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Understand housing price trends</li> <li>Compare renovated vs non-renovated house prices</li> <li>Analyze house age and feature impact</li> <li>Make data-driven real estate decisions</li> <li>Quickly interpret large housing datasets</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Housing data is large and complex</li> <li>Lack of meaningful visual representation</li> <li>No integrated dashboard combining KPIs, trends and stories</li> <li>Raw data does not directly support decision-making</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Limited time for analysis</li> <li>Lack of visualization skills</li> <li>Difficulty interpreting large datasets</li> <li>No single dashboard view for insights</li> </ul>
Define CS, Rd Imp CC	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Rapid changes in housing market prices</li> <li>Difficulty understanding raw housing datasets</li> <li>Need for visual insights for reports or presentations</li> <li>Business or academic project requirements</li> </ul>	<b>4. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Housing data is large and complex</li> <li>Lack of meaningful visual representation</li> <li>No integrated dashboard combining KPIs, trends and stories</li> <li>Raw data does not directly support decision-making</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>Users manually explore datasets</li> <li>Switch between multiple files</li> <li>Spend extra time understanding trends</li> <li>Depend on static charts and summaries</li> </ul>
	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Rapid changes in housing-market prices</li> <li>Difficulty understanding raw housing datasets</li> <li>Need for visual insights for reports or presentations</li> <li>Business or academic project requirements</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>✓ Interactive Tableau Dashboards</li> <li>✓ KPI overview for quick insights</li> <li>✓ Scenario-based analysis (4 scenarios)</li> <li>✓ Web integration using Flask</li> <li>✓ Clean visuals for easy understanding</li> <li>✓ Transforms raw housing data into clear, actionable insights</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <ul style="list-style-type: none"> <li>ONLINE <ul style="list-style-type: none"> <li>Tableau dashboards</li> <li>Web application (Flask website)</li> <li>Online reports &amp; presentations</li> </ul> </li> <li>8. OFFLINE <ul style="list-style-type: none"> <li>POPs</li> <li>Project documentation</li> <li>Academic submissions</li> </ul> </li> </ul>
Identify along TR EM	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>Before: <ul style="list-style-type: none"> <li>Confused</li> <li>Overwhelmed by raw data</li> </ul> </li> <li>After: <ul style="list-style-type: none"> <li>Clear understanding of trends</li> <li>Few confusions-making</li> </ul> </li> </ul>		