

Ideation Phase

Define the Problem Statements

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|---------------|-------------------------------------|
| Date | 16 Feb2026 |
| Team ID | LTVIP2026TMIDS37718 |
| Project Name | Visualization Housing Market Trends |
| 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 - who are they? | Describe the customer and their attributes here |
| I'm trying to | List their outcome or "job" the care about - what are they trying to achieve? | List the thing they are trying to achieve here |
| but | Describe what problems or barriers stand in the way - what bothers them most? | Describe the problems or barriers that get in the way here |
| because | Enter the "root cause" of why the problem or barrier exists - what needs to be solved? | Describe the reason the problems or barriers exist |
| which makes me feel | Describe the emotions from the customer's point of view - how does it impact them emotionally? | Describe the emotions the result from experiencing the problems or barriers |

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

| | | | | |
|------------------------|---|---------------------------------|--|---------------------------------------|
| I am a traveler | I'm trying to book flights on my phone | but it takes a long time | Because The website is not responsive and doesn't have a mobile version | Which makes me feel Frustrated |
|------------------------|---|---------------------------------|--|---------------------------------------|

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|--------------------------------------|---|---|---|--|
| PS-1 | A data analyst / real-estate analyst | Analyze the effect of renovation on house sale prices | It is hard to compare renovated vs non-renovated houses | The data is large and not visually structured | Slow and less confident in my analysis |
| PS-2 | A business stakeholder | Understand housing market trends across different house age groups | The data is not grouped clearly by house age | Trends are shown in raw format without insights | Confused while identifying market patterns |
| PS-3 | A student learning data analytics | Understand how house features (bedrooms, bathrooms, floors) affect prices | Feature comparisons are not easy to interpret | There are no clear visual comparisons | Frustrated during learning and analysis |
| PS-4 | A decision-maker / investor | Make quick and confident property decisions | I cannot see all insights in one place | There is no single interactive dashboard | Uncertain and inefficient in decision-making |