**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID47530 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A home buyer looking for affordable properties | Compare property prices across different locations to find the best deal | The data is scattered across multiple websites and not visually clear | There is no single dashboard that shows price trends, property types, and locations together | Overwhelmed and unsure about making the right decision |
| PS-2 | A real estate investor tracking housing market trends | Analyze property price patterns and demand trends over time | I have to download large reports and manually process data | There is no interactive visualization that simplifies insights in one place | Frustrated and uncertain about investment decisions |