

## Ideation Phase

### Define the Problem Statements

Date	16 Feb2026
Team ID	LTVIP2026TMIDS75520
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

#### **Example:**



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
<b>PS-1</b>	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
<b>PS-2</b>	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
<b>PS-3</b>	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
<b>PS-4</b>	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