

Project Design Phase

Problem – Solution Fit Template

Date	11 FEB 2026
Team ID	LTVIP2026TMIDS74471
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
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

Purpose / Vision

Version:

<div>Define CS, fit into CL</div> <div>1. CUSTOMER SEGMENT(S) Toy manufacturers, retail store managers, parents, students, educators</div> <div>CS</div>	<div>6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES</div> <div>Limited data literacy, no access to advanced tools, poor visualization, time-consuming manual work</div> <div>CL</div>	<div>5. AVAILABLE SOLUTIONS PROS & CONS</div> <div>Generic sales reports, manual Excel-based analysis, intuition-driven stocking decisions</div> <div>AS</div> <div>Explore AS, differentiate</div>
<div>Focus on PR, tap into BE, understand RC</div> <div>2. PROBLEMS / PAINS + ITS FREQUENCY</div> <div>Understand toy trends across regions/seasons, align production with demand, and know consumer preferences</div> <div>PR</div>	<div>9. PROBLEM ROOT / CAUSE</div> <div>Lack of a unified, visual, interactive platform to analyze and interpret toy sales and preference data</div> <div>RC</div>	<div>7. BEHAVIOR + ITS INTENSITY</div> <div>Manufacturers and managers rely on gut feeling or past sales; students or educators do basic trend analysis manually</div> <div>BE</div> <div>Focus on PR, tap into BE, understand RC</div>
<div>Identify strong TR & EM</div> <div>3. TRIGGERS TO ACT</div> <div>Sales drops in certain regions, stockouts during holidays, or rising demand for specific categoriest</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>A Tableau dashboard that visualizes sales by state, toy category, and season; includes survey feedback integration; helps stakeholders make informed, timely decisions</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOR</div> <div>ONLINE Retail analytics tools, Excel dashboards, printed reports, informal discussions</div> <div>CH</div> <div>Extract online & offline CH of BE</div>
<div>4. EMOTIONS BEFORE / AFTER</div> <div>Before: Confused, reactive, unsure of trends; After: Confident, data-driven, better aligned with market</div> <div>EM</div>		

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IdeaHackers .NL

References:

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