

Project Design Phase

Problem – Solution Fit Template

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| Date | 21 June 2025 |
| Team ID | LTVIP2025TMID48991 |
| 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:

| ToyCraft Tales: Tableau's Vision into Manufacturers Data | | | |
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| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>1. CUSTOMER SEGMENT(S)</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CS</div> </div> <p style="font-size: 0.8em;">Students, educators, hobbyists, and small business owners interested in the toy industry who want to understand manufacturing trends, regional patterns, and production data. They may have minimal technical expertise but strong curiosity about market insights and data visualization tools.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>6. CUSTOMER CONSTRAINTS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CC</div> </div> <p style="font-size: 0.8em;">Limited technical skills for data analysis, lack of time to process raw data, potential distrust of temporary links (ngrok), and need for mobile-friendly tools.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>5. AVAILABLE SOLUTIONS</div> <div style="background-color: #e91e63; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">AS</div> </div> <p style="font-size: 0.8em;">Manually searching toy manufacturing data on public sites, using static reports, or generic market reports – often time-consuming, limited interactivity, or outdated info.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Explore AS, differentiate</div> </div> | |
| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="background-color: #f9a825; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">J&P</div> </div> <p style="font-size: 0.8em;">Users want to access and understand toy manufacturing data in a simple, visual, and interactive format without needing to process raw data themselves. They want to explore trends, compare regional manufacturers, and possibly use these insights for academic work, small business planning, or personal interest. They also want to connect with communities building similar projects.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>9. PROBLEM ROOT CAUSE</div> <div style="background-color: #f9a825; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">RC</div> </div> <p style="font-size: 0.8em;">Access to detailed, interactive toy manufacturing data is scattered and not easily understandable for non-technical users.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>7. BEHAVIOUR</div> <div style="background-color: #f9a825; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">BE</div> </div> <p style="font-size: 0.8em;"> ♦ Direct: They access shared links, submit contact forms, view dashboards/charts/stories, and apply filters. ♦ Indirect: They share the tool with others, revisit via follow-up emails, or explore similar tools online. </p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> </div> | |
| <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Identify strong TR & EM</div> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>3. TRIGGERS</div> <div style="background-color: #009688; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">TR</div> </div> <p style="font-size: 0.8em;">Users discover the app through shared ngrok links, social media, emails, or peer recommendations when looking for toy industry data tools.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>10. YOUR SOLUTION</div> <div style="background-color: #673ab7; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">SL</div> </div> <p style="font-size: 0.8em;">A Flask + ngrok web app that provides a clean UI with Home, Dashboard, Story, and Charts options; allows users to submit their details; sends welcome emails; and delivers rich Tableau-powered visualizations – all without needing advanced technical knowledge.</p> </div> </div> | <div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div>8. CHANNELS of BEHAVIOUR</div> <div style="background-color: #009688; color: white; padding: 2px 5px; font-size: 0.7em; font-weight: bold;">CH</div> </div> <p style="font-size: 0.8em;"> 8.1 ONLINE Click ngrok links, use web app, submit contact form, interact with embedded Tableau visuals, read follow-up emails. 8.2 OFFLINE Discuss insights with peers, note trends for academic or business use, share app link verbally. </p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; font-weight: bold;">Extract online & offline CH of BE</div> </div> | |