

Project Design Phase-I Problem – Solution Fit Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS83686
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids	CS Business analysts and decision makers analyzing toy manufacturing data.	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.	CC Limited time and difficulty interpreting large datasets manually.	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking.	AS Using Excel pivot tables and static charts for analysis.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	J&P Need to convert raw toy manufacturer data into clear, visual insights.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.	RC Business analysts and decision makers analyzing toy manufacturing data.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)	BE Manually filtering and creating static reports from Excel data.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS Requirement to analyze and present manufacturing performance	TR Interactive Tableau dashboard with KPIs, trend analysis, and exportable reports.	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the gaps, and check how much it fits the customer's needs. If you are working on a new business problem, then keep it blank until you fill in the gaps and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	SL Uses Tableau Desktop and exports reports for presentations.	8. CHANNELS OF BEHAVIOUR B2B OFFLINE	 Raw manufacturing data lacks centralized and interactive visualization.	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER Before: Confused by raw data → After: Confident by visual insights.	EM Before: Confused by raw data → After: Confident by visual insights.					