

## 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:

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CS</span></p> <p><small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Business analysts and decision makers analyzing toy manufacturing data.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CC</span></p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Limited time and difficulty interpreting large datasets manually.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">AS</span></p> <p><small>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 &amp; cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Using Excel pivot tables and static charts for analysis.</p> </div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">J&amp;P</span></p> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Need to convert raw toy manufacturer data into clear, visual insights.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">RC</span></p> <p><small>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.</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Business analysts and decision makers analyzing toy manufacturing data.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">BE</span></p> <p><small>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)</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Manually filtering and creating static reports from Excel data.</p> </div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">TR</span></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Requirement to analyze and present manufacturing performance</p> </div> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">EM</span></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Before: Confused by raw data → After: Confident by visual insights.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">SL</span></p> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Interactive Tableau dashboard with KPIs, trend analysis, and exportable reports.</p> </div> </div> </div>	
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CH</span></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Uses Tableau Desktop and exports reports for presentations.</p> </div> <p><small>B-2 OFFER LINE</small></p> <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <p>Raw manufacturing data lacks centralized and interactive visualization.</p> </div> </div> </div>		