<p style="text-align:center">Project Design Phase-I
Problem – Solution Fit Template</p>

Date	19 December 2025
Team Id	LTVIP2026TMIDS36439
project Name	Toycraft Tales Tableau's vision into Toy manufactures data
Maximum Marks	2 marks

Problem – Solution Fit Template: Toycraft Tales

The Problem-Solution Fit for Toycraft Tales means identifying the specific operational pain points of toy manufacturers and proving that our Tableau-driven data analytics effectively solves them. This helps manufacturers move from "guesswork" to "data-backed decisions."

Purpose:

- ❖ **Solve Complex Manufacturing Issues**: Addressing production delays and inventory imbalances in a way that aligns with the current workflow of toy factory managers.

- ❖ **Faster Market Success**: Increasing the adoption of new toy designs by tapping into existing customer buying patterns and seasonal trends discovered through data.

- ❖ **Sharpened Communication:** Using data triggers (like low stock alerts or high demand shifts) to refine marketing strategies and retail messaging for specific toy categories.

- ❖ **Enhanced Trust & Touch-points**: Building long-term reliability with retailers by solving "urgent or costly" problems like overstocking unpopular toys or missing out on viral toy trends.

- ❖ **Optimized Target Group Strategy**: Deeply understanding the current market situation to improve toy safety, pricing, and play-value for children and parents.

Templates:

Project Title: 🧩 ToyCraft Tales — Project Design Phase-I · Problem-Solution Fit Template — Team ID: TCT/2026/MFG0001

DEFINE CS, FIT INTO CC	**CS 1. CUSTOMER SEGMENTS** • Parents of children aged 2-12 yrs • Toy retailers & gift shops (B2B) Working parents of 0-8 yr olds & institutional buyers	**CC 6. CUSTOMER CONSTRAINTS** • Safety — BIS/CE/ASTM certification needed • High price sensitivity in mid-market	**AS 5. AVAILABLE SOLUTIONS** • Imported brands (LEGO, Hasbro, Mattel) • Local unbranded plastic toys ToyCraft: Safe, affordable India-made storytelling kits	EXPLORE AS, DIFFERENTIATE
FOCUS ON CS, JOB TO BE DONE	**J/P 2. JOBS-TO-BE-DONE / PROBLEMS** • No safe & affordable imaginative toys locally • Parents want screen-free developmental play	**RC 9. PROBLEM ROOT CAUSE** • Domestic makers underinvest in R&D • Fragmented supply chain for safe materials Customers compromise — limited quality alternatives	**BH 7. BEHAVIOUR** • Buy imported toys at 2-3x price premium • Resort to digital devices (3+ hrs/day) Avg 43 min/session browsing for better toys	FOCUS ON AS, UNDERSTAND BH
FIT, TR & EM · SURVEY JOURNEY	**TR 3. TRIGGERS** • Birthdays & festive gifting (Diwali, Christmas) • Viral STEM-play social media content **EM 4. EMOTIONS: BEFORE / AFTER** BEFORE: Anxious, guilty about screen time AFTER: Confident, proud of Indian brand	**YS 10. YOUR SOLUTION** • BIS & CE certified wooden + fabric toy kits • Themed kits — Folklore, STEM, Nature (2-12 yrs) Rs.299-Rs.1,499/kit	MOQ: 50 units	Export-ready	**CH 8. CHANNELS OF BEHAVIOUR** ONLINE: • Amazon, Flipkart, D2C website & app • Instagram, YouTube parenting communities OFFLINE: • Hamleys, Crossword, Reliance Trends • School shops, craft fairs, parenting expos	IDENTIFY & SURVEY JOURNEY

References:

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