Project Design Phase

Problem – Solution Fit

Date	16 February 2026
Team ID	LTVIP2026TMIDS90954
Project Name	ToyCraft Tales: Tableau's Vision Into Toy Manufacturer Data
Maximum Marks	4 Marks

Problem – Solution Fit:

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.

1. CUSTOMER SEGMENT(S) — CS

The key customers are toy manufacturers, especially small to mid-scale companies. Within these firms, product managers, toy designers, and market research teams are the main users. They rely on insights to create products that meet market demand and reduce waste.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

Manufacturers often lack technical expertise and big budgets. They prefer simple, web-based tools that are easy to use without extra training. Time and device compatibility are also key limitations.

5. AVAILABLE SOLUTIONS — PROS & CONS — AS

Current tools include surveys, sales dashboards, and consultants. Surveys are slow, dashboards are too basic, and consultants are expensive. These methods offer limited insights and are not tailored to the toy industry.

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Manufacturers often produce toys that don't match customer needs due to a lack of real-time feedback. They rely on outdated reports or general trends, leading to high unsold inventory and weak product-market fit. There's also a gap in understanding age-specific and regional preferences.

9. PROBLEM ROOT / CAUSE — RC

The core issue is the lack of a single tool that combines customer preferences, trends, and production data. Without this, manufacturers can't predict demand or build toys that connect with users.

7. BEHAVIOR + ITS INTENSITY — BE

Most manufacturers rely on gut feelings and old sales records. They don't use analytics tools often, but they're open to adopting new ones if they're easy and helpful. The need for change is rising.

3. TRIGGERS TO ACT — TR

Events like leftover unsold toys, festive seasons with unclear demand, and competitor success push them to act. There's also pressure to optimize manufacturing and create smarter, data-backed product lines.

4. EMOTIONS — BEFORE / AFTER — EM

Before using a solution, users feel confused, stressed, and uncertain about their decisions. After implementing a data-driven system, they feel confident, relieved, and satisfied with more accurate, informed actions.

10. YOUR SOLUTION — SL

Toycraft is a simple Tableau-powered dashboard built for toy manufacturers. It turns data into visuals that help companies see what kids like, track trends, and design better toys. It's easy to use and made for this specific industry.

8. CHANNELS of BEHAVIOR — CH

ONLINE

Online, they use email, dashboards, Excel sheets, and chat tools like Slack or Teams.

OFFLINE

Offline, they use printed reports in meetings or get customer opinions during retail visits or expos.

Define CS, fit into CL · Explore AS, differentiate · Focus on PR, tap into BE, understand RC · Identify strong TR & EM · Extract online & offline CH of BE