

Project Design Phase

Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID20803
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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

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:

Problem-Solution fit canvas 2.0

Enable data-driven in-store Product Placement optimization for increased sales.

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; color: #007bff;">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> 1. CUSTOMER SEGMENT(S) <small>Retail Sales Managers, FMCG Marketing Analysts. (Optimize in-store product placement & promotions.)</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> 2. JOBS-TO-BE-DONE / PROBLEMS <small>Analyze placement impact on sales. Optimize product visibility & strategy. Data-driven decision-making for merchandising.</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> 3. TRIGGERS <small>Sales reporting cycles. Performance issues, new promotions. Need for strategic insights.</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> 4. EMOTIONS: BEFORE / AFTER <small>Before: Frustrated, uncertain, overwhelmed. After: (Desired): Confident, insightful, effective.</small> </div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; color: #007bff;">Focus on J&P, tap into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> 6. CUSTOMER CONSTRAINTS <small>Data silos. Inadequate tools. Time limitations.</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> 9. PROBLEM ROOT CAUSE <small>Lack of a specialized, integrated, visual analytics tool for product placement and sales correlation.</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> 10. YOUR SOLUTION <small>A centralized, visual, interactive analytics platform integrating placement and sales data for actionable insights.</small> </div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em; color: #007bff;">Explore AS, differentiate</div> <div style="flex-grow: 1;"> <div style="background-color: #f8d7da; padding: 5px; border: 1px solid #f5c6cb; margin-bottom: 5px;"> 5. AVAILABLE SOLUTIONS <small>Scattered, static reports. Manual spreadsheet analysis. (Lacks visualization, integration, speed.)</small> </div> <div style="background-color: #fff3cd; padding: 5px; border: 1px solid #ffee58; margin-bottom: 5px;"> 7. BEHAVIOUR <small>Manual data gathering & merging. Basic spreadsheet analysis. Decisions based on incomplete data.</small> </div> <div style="background-color: #d4edda; padding: 5px; border: 1px solid #c3e6cb;"> 8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE: Internal systems, email, search (analytics tools). 8.2 OFFLINE: Meetings, manual report review.</small> </div> </div> </div>
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References:

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