

Project Design Phase

Problem – Solution Fit Template

Date	29 June 2025
Team ID	LTVIP2025TMID48331
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 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.

Template :

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data

1 CUSTOMER SEGMENT(S)

CS

- Small to mid-sized toy manufacturers
- Data teams in toy manufacturing companies
- Product managers, marketing analysts, and executives in toy companies

6 CUSTOMER CONSTRAINTS

CC

- Limited technical expertise
- Budget limitations for BI tools
- Resistance to change or new platforms

Pros & Cons

- Familiarity, low initial cost

5. AVAILABLE SOLUTIONS

AS

- Excel spreadsheets
- In-house ERP or legacy BI tools
- Manual tracking and siloed dashboards

Pros & Cons:

- Time-consuming, not scalable

2. JOBS-TO-BE-DONE./PROBLEMS

JAP

Analyze sales trends and seasonal demand
Track inventory and supply chain data
Measure marketing campaign effectiveness
Predict production needs and optimize manufacturing

7 BEHAVIOUR

What does they perceive as the problem?

Legacy systems not built for fast, visual insights

Lack of awareness of modern data tools like Tableau

Procedural to upskilling central data access

9 PROBLEM ROOT CAUSE

RC

Legacy systems not built for fast, visual insights

Lack of awareness of modern data tools like Tableau

Outsourcing analytics occasionally

Trying to upskill teams in data analytics

3 TRIGGERS

TR

Overwhelmed with cluttered or delayed data
Frustrated by slow manual reporting
Anxious about decision-making and insights

10 YOUR SOLUTION

ToyCraft Tales - A Tableau-powered data storytelling solution tailored for toy manufacturers:

- Interactive dashboards for real-time visibility across departments
- Templates focused on seasonal demand, inventory, and marketing ROI
- Easy integration with existing ERP or sales systems

8 CHANNELS of BEHAVIOUR

CH

Google searches for BI tools for manufacturers

Watching YouTube tutorials or webinars on data visualization

Participating in LinkedIn forums or Tableau user groups

Attending trade shows or manufacturing expos

Consulting with data strategy firms

4 EMOTIONS: BEFORE / AFTER

EM

Confident in data-driven decisions
in control of operations and forecasts
Excited by uncovering new business insights