Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID47679
Project Name	Toy Craft 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

1.Customer Segment(s)

- **Data Stakeholders**:

- Toy industry analysts

- State economic development officers

- Manufacturing trade associations

2.Problems Pains-Frequency:

Pain Point	Frequency	Evidence from Data
Cannot compare state performance	High	Inconsistent index methods across reports
Missed regional trends	Medium	Your image shows fragmented state data
No early warning system	High	2008 crisis caused 14.5% drop (largest YoY)

3. Triggers to Act

Triggers (TR):

- State losing >10 manufacturers in 3 years

- National reports highlighting industry decline

Enablers (EN):

- Tableau's mapping capabilities
- Pre-cleaned dataset with index formula

4. Emotions

Stage	Emotion	How Solution Addresses
Before	Frustration	"Why can't we see which states are most vulnerable?"
After	Empowerment	Interactive dashboard highlights at-risk regions

5. Available Solutions

Solution	Pros	Cons
Static Excel reports	Familiar format	No trend analysis
Competitor dashboards	Real-time updates	Lacks index standardization

6. Customer Limitations

- **Economic Constraints (EC)**: Limited budget for custom BI tools
- **Devices**: Must work on Tableau Public/Desktop
- **Data Literacy**: Requires intuitive visualizations

7. Behavior - Intensity

- **Current Behavior (BE)**: Manual data aggregation in Excel (High effort)
- **Desired Behavior**: Interactive filtering (Low effort)

8. Channels of Behavior

- **Online**: Tableau Public embeds for stakeholders
- **Offline**: PDF exports for board meetings

9. Problem Root Cause (RC)

"Lack of standardized, visual benchmarking across states and years"

10. Your Solution

Tableau Dashboard Features:

- **State Index Ranking**: Normalized comparison (like your image)

- **Survival Rate Calculator**: IF [Manufacturers] >=5 THEN "Stable" ELSE "At Risk" END

- **Trigger Alerts**: Highlight states meeting decline thresholds