Problem-Solution fit canvas 2.0

ToyCraft Tales Tableau's Vision into Toy Manufacturer Data

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Toy manufacturers, market analysts, product strategists, and supply chain planners in the U.S. toy industry (2005–2016).i.e. working parents of 0-5 y.o. kids

6. CUSTOMER — CC

Limited access to real-time consumer behavior data.
- Budget or training limitations in using advanced analytics tools.
- Resistance to digital transition from legacy systems.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem

5. AVAILABLE SOLUTIONS (AS)

Solution	Pros	Cons
Manual Excel analysis	Accessible, low cost	Static, hard to visualize trends
National trade reports	Industry-wide view	Lack granularity
Tableau Dashboards	Interactive & visual storytelling	Requires data prep and user training

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Understand long-term manufacturing decline across regions.
- Predict seasonal demand patterns.
- Align toy offerings with demographic preferences.
- Identify growth opportunities for product strategy.

9. PROBLEM ROOT CAUSE — RC

Shifting consumer preferences to digital entertainment.
- Global manufacturing migration reducing U.S.-based operations.
- Lack of adaptable data tools for regional planning.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
Use static reports for regional planning.
- Collect fragmented trend data from various sources.
- Seek retrospective insights instead of predictive analysis.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — TR

Drop in national manufacturing numbers.
- Competitive pressure from international markets and digital alternatives.
- Internal performance reviews demanding cost optimization or innovation.

10. YOUR SOLUTION — SL

"ToyCraft Tales": An interactive Tableau-powered analytical dashboard that helps U.S. toy manufacturers, analysts, and stakeholders visualize manufacturing patterns, regional strengths, and emerging market demands to support smarter, data-driven decisions.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Using Tableau Public / Tableau Online dashboards
- Reviewing competitor or retail performance via e-commerce sites and analytics |

8.2 OFFLINE
Industry expos, trade shows
- Internal meetings for sales/performance reviews
- Manufacturer and distributor interviews |

Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER — EM

Before:
Uncertain, data-blind, reactive
After:
Empowered, data-informed, proactive

AMALTAMA