

Project Design Phase Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID52545
Project Name	Toycraft Tales: toycraft Tales: Tableau 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

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:

1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. making parents of 2-5 year olds</small>	6. CUSTOMER CONSTRAINTS <small>What conditions prevent your customers from taking action or trying their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital, not ideal</small>
2. JOBS-TO-BE-DONE / PROBLEMS <small>What jobs-to-be-done (or problems) do you address for your customer? There could be more than one, explore different ideas</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that the problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? i.e. directly related, find the right online parent teacher, calculate usage and benefits Indirectly associated, customers spend less time on other things (i.e. time pressure)</small>
3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour building solar panels, reading about a new method solution in the news</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, BE in the canvas, and write how much it fits the reality. If you are working on a new business proposition, then keep it blank until you fill the canvas and come up with a solution that fits the whole customer behaviour, solves a problem and addresses customer behaviour</small>	8. CHANNELS of REFERENCE 8.1 ONLINE <small>What kind of online do customers take action? To reach online channels from IT</small>
4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they have a problem as a job and afterwards? i.e. lost, increase in confidence, to extend - use it in your communication strategy & design</small>	8.2 OFFLINE <small>What kind of offline do customers take action? To reach offline channels from IT and/or from the customer development</small>	

References:

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