

Project Design Phase

Date	29 June 2025
Team ID	LTVIP2025TMID49931
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Problem – Solution Fit Template

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:

Problem-Solution Fit canvas			Purpose / Vision	Version:
1. CUSTOMER SEGMENT(S) CS Toy manufacturers, retail store managers, parents, students, educators	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Limited data literacy, no access to advanced tools, poor visualization, time-consuming manual work	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Generic sales reports, manual Excel-based analysis, intuition-driven stocking decisions	Explore AS, differentiate	
2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Understand toy trends across regions/seasons, align production with demand, and know consumer preferences	9. PROBLEM ROOT / CAUSE RC Lack of a unified, visual, interactive platform to analyze and interpret toy sales and preference data	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Manufacturers and managers rely on gut feeling or past sales; students or educators do basic trend analysis manually	Focus on PR, tap into BE, understand RC	
3. TRIGGERS TO ACT TR Sales drops in certain regions, stockouts during holidays, or rising demand for specific categoriest	10. YOUR SOLUTION SL A Tableau dashboard that visualizes sales by state, toy category, and season; includes survey feedback integration; helps stakeholders make informed, timely decisions	8. CHANNELS of BEHAVIOR CH ONLINE Retail analytics tools, Excel dashboards, printed reports, informal discussions OFFLINE	Extract online & offline CH of BE	
4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Confused, reactive, unsure of trends; After: Confident, data-driven, better aligned with market				

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References:

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

