

Project Design Phase

Problem – Solu on Fit Template

Date	24 January 2026
Team ID	LTVIP2026TMIDS87011
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualiza on
Maximum Marks	2 Marks

Problem – Solu on Fit Template:

The Problem - Solu on Fit simply means that you have found a problem with your customer and that the solu on you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators idenfy behavioral paerns and recognize what would work

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solu on a dop on by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communica on and markeng 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 exisngsitua on in order to improve it for your target group.

Template:

Problem-Solution fit canvas 2.0 Enable data-driven in-store Product Placement oPtimization for increased sales.

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Retail Sales Managers, FMCG Marketing Analysts. (Optimize in-store product placement & promotions.)</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, lay into BE, understand RC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p>Data silos. Inadequate tools. Time limitations.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Explore AS, differentiate</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p>Scattered, static reports. Manual spreadsheet analysis. (Lacks visualization, integration, speed.)</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify along TR & EM</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Analyze placement impact on sales. Optimize product visibility & strategy. Data-driven decision-making for merchandising.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, lay into BE, understand RC</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>Lack of a specialized, integrated, visual analytics tool for product placement and sales correlation.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, lay into BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <p>Manual data gathering & merging. Basic spreadsheet analysis. Decisions based on incomplete data.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify along TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>Sales reporting cycles. Performance issues, new promotions. Need for strategic insights.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify along TR & EM</div> <div> <p>10. YOUR SOLUTION SL</p> <p>A centralized, visual, interactive analytics platform integrating placement and sales data for actionable insights.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>B.1 ONLINE: Internal systems, email, search (analytics tools). B.2 OFFLINE: Meetings, manual report review.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify along TR & EM</div> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: Frustrated, uncertain, overwhelmed. After (Desired): Confident, insightful, effective.</p> </div> </div>		

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Created by Daria Napieralska / Amaltama.com

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References:

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