

Project Design Phase

Problem – Solution Fit Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID49263
Project Name	Toycraft_Tales
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:

Problem-Solution fit canvas 2.0
ToyCraft_tales

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS
	Product Manager and Marketing manager at toy manufacturer company	Attractive and loveable for kids	Generic spread sheet BI dashboard	
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand
	Disjoint data Weak visual insights Scattered data	Fragmantend,static dashboard.	Constand spreadsheet-updates Digging for meaningful numbers	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	Filter by year.		8.1 ONLINE	
	4. EMOTIONS: BEFORE / AFTER EM		8.2 OFFLINE	
	Confounded Confident.	Creation of intuitive visual analytics i.e., easy to understand Interactive drag-and-drop filters.		