

Project Design Phase
Problem – Solution Fit Template

Date	2 July 2025
Team ID	LTVIP2025TMID48762
Project Name	Strategic Product Placement Analysis
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:

SSERWEIFMS	Customer segments) CS <ul style="list-style-type: none"> • Retail store managers • Category or merchandising leads • Marketing promotion analysts • Product positioning consultants <p>Et helps entrepreneurs, artists and decision-makers drive</p>	6 Technical/customer const. CC <ul style="list-style-type: none"> • Limited experience with BI tools like Tableau • Reliance on outdated spreadsheet-based workflows • No clear way to link shelf position and sales visually • Limited focus on free-time non-coding-based platforms
	S JOBS-TO-BE-DE PROBLEMS J&P <ul style="list-style-type: none"> • Understand which shelf positions (aisle vs. end-cap) boost product visibility • Analyze sales impact of pricing ("More Expensive" vs. "Same Price") • Segment consumer behavior by demographics and foot traffic • Identify poor-performing product placements 	7 Behaviour BE <ul style="list-style-type: none"> • Make placement decisions based on habit or past success • Use Excel to generate static reports • Rely on category manager intuition • Limited cross-team collaboration on insights
HEBK SOELTOMS	3 TRIGGERS TR <ul style="list-style-type: none"> • Declining sales for certain categories • Unstructured promotions with inconsistent outcomes • Pressure to justify shelf space to manufacturers 	R. Root cause <ul style="list-style-type: none"> • No interactive platform to explore shelf, pricing, and foot traffic in one view • Including Treemaps, stacked bar charts in filters for exploration • Helps marketers and managers make visual comparisons by segment
		10 YOUR SOLUTION SL <p>A Tableau-based interactive dashboard</p>