

## Project Design Phase

### Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID49620
Project Name	ToyCraft Tales _ Tableau's 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

#### Template:

#### Problem-Solution fit canvas 2.0

Purpose / Vision

To help the toy company understand its sales and products better using Tableau dashboards.

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CS</span></p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p><b>The toy manufacturing company's management or decision-makers</b> (the people who use my dashboard to gain insights into sales, products, and regions for better decisions).</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CC</span></p> <p><small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></p> <ul style="list-style-type: none"> <li>Limited data literacy,</li> <li>Absence of intuitive visualization tools,</li> <li>Time constraints restrict customers from effectively analyzing and acting on toy sales insights.</li> <li>High cost and complexity of advanced analytics tools prevent small to mid-sized toy businesses from adopting them easily.</li> </ul> </div> <div> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">AS</span></p> <p><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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <p>Solutions customers use:</p> <ol style="list-style-type: none"> <li><b>Excel Sheets</b> – Easy to use, but slow and not smart enough.</li> <li><b>ERP Tools</b> – Powerful but costly and hard to customize.</li> <li><b>Custom Dashboards</b> – Fit well but take time and money to build.</li> <li><b>BI Tools like Tableau</b> – Fast and clear visuals, but need training.</li> </ol> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">J&amp;P</span></p> <p><small>Which jobs to be done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <ul style="list-style-type: none"> <li>Track toy sales performance,</li> <li>Compare regional demand,</li> <li>Make data-driven decisions,</li> <li>Identify trends,</li> <li>Improve operational efficiency through interactive Tableau dashboards.</li> </ul> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">RC</span></p> <p><small>What is the real reason that this 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></p> <p>Toy manufacturers lack centralized, user-friendly tools to visualize and analyze data, leading to fragmented insights and delayed decisions.</p> <p>The backstory behind the need to do this job is that traditional sales tracking methods were manual, scattered, and time-consuming—creating a demand for a streamlined solution like Tableau to enable faster, data-driven decisions.</p> </div> <div> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">BE</span></p> <p><small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></p> <p>Customers use tools like Excel or Tableau to understand sales trends and product performance, but without a proper dashboard, it takes time and is hard to get quick insights. Our solution makes it faster and easier with clear visual reports.</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #808080; padding: 2px 5px; font-weight: bold;">TR</span></p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>A need to understand declining sales, shifting market trends, or regional performance gaps prompts customers to explore data insights using the dashboard.</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #808080; padding: 2px 5px; font-weight: bold;">SL</span></p> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> <p>The solution is to create an interactive Tableau dashboard and story that helps toy manufacturers easily visualize sales trends, product performance, and regional insights for faster and smarter decision-making.</p> </div> <div> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #808080; padding: 2px 5px; font-weight: bold;">CH</span></p> <p><b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small></p> <p>Customers search, explore dashboards, watch videos, and engage on platforms like Google, YouTube, LinkedIn, and Tableau Public.</p> <p><b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>Customers attend meetings, discuss reports, visit stores, and analyze printed dashboards or sales summaries offline..</p> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #808080; padding: 2px 5px; font-weight: bold;">EM</span></p> <p><small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small></p> <p>Customers feel uncertain at first, but confident and empowered after gaining insights from the dashboard.</p> </div> </div>	

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