

Project Design Phase

Problem – Solution Fit Template

Date	16 February 2026
Team ID	LTVIP2026TMIDS24136
Project Name	Strategic Product Placement Analysis: Unveiling Sales Impact with Tableau Visualization
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

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 Enable data-driven in-store Product Placement optimization for increased sales.

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="font-size: 0.8em;">Retail Sales Managers, FMCG Marketing Analysts. (Optimize in-store product placement & promotions.)</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">6. CUSTOMER CONSTRAINTS CC</div> <div style="font-size: 0.8em;">Data silos. Inadequate tools. Time limitations.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">5. AVAILABLE SOLUTIONS AS</div> <div style="font-size: 0.8em;">Scattered, static reports. Manual spreadsheet analysis. (Lacks visualization, integration, speed.)</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <div style="font-size: 0.8em;">Analyze placement impact on sales. Optimize product visibility & strategy. Data-driven decision-making for merchandising.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">9. PROBLEM ROOT CAUSE RC</div> <div style="font-size: 0.8em;">Lack of a specialized, integrated, visual analytics tool for product placement and sales correlation.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">7. BEHAVIOUR BE</div> <div style="font-size: 0.8em;">Manual data gathering & merging. Basic spreadsheet analysis. Decisions based on incomplete data.</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">3. TRIGGERS TR</div> <div style="font-size: 0.8em;">Sales reporting cycles. Performance issues, new promotions. Need for strategic insights.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">10. YOUR SOLUTION SL</div> <div style="font-size: 0.8em;">A centralized, visual, interactive analytics platform integrating placement and sales data for actionable insights.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">8. CHANNELS OF BEHAVIOUR CH</div> <div style="font-size: 0.8em;">8.1 ONLINE: Internal systems, email, search (analytics tools). 8.2 OFFLINE: Meetings, manual report review.</div>

Define CS, fit into CC

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

Extract online & offline CH of BE

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References:

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