

# PROJECT DESIGN PHASE

## PROBLEM SOLUTION-FIT

Date	June 2025
Team ID	LTVIP2025TMID50933
Project Name	ToyCraft tales: tableau's vision into toy manufacturer data
Maximum Marks	2 Marks

### Problem solution fit

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Small-to-medium U.S. toy manufacturing companies operating from 2005 to 2016	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <ul style="list-style-type: none"> <li>Budget constraints for sophisticated tools.</li> <li>Lack of in-house technical expertise.</li> <li>Dependency on legacy systems.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> <ul style="list-style-type: none"> <li>Manual Excel analysis (time-consuming, error-prone).</li> <li>General-purpose BI tools (complex setup, non-domain-specific).</li> <li>Consultant-driven reports (expensive, not scalable)</li> </ul>
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span>PR</span> <ul style="list-style-type: none"> <li>Lack of tools to <b>analyze</b> historical manufacturing and sales data.</li> <li>Difficulty identifying trends and seasonal shifts.</li> <li>Inability to make data-backed decisions.</li> <li>Fragmented or inaccessible archival data.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> <i>Root Cause:</i> Lack of easy-to-use, tailored analytics solutions for the toy manufacturing domain.  <i>Frequency:</i> Occurs every fiscal quarter and peak business periods	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span>BE</span> <ul style="list-style-type: none"> <li>Maintain Excel-based records.</li> <li>Intermittently review past data during key decisions.</li> <li>Attend trade shows and research online for tools.</li> <li>Outsource occasional analytics.</li> </ul>
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Annual business reviews and planning cycles.  Increase in market competition.  Demand for modern, analytics-driven reporting from management.	<b>10. YOUR SOLUTION</b> <span>SL</span> A cloud-based, domain-specific analytics platform allowing toy manufacturers to upload historical data (e.g., spreadsheets), process and visualize trends, and receive actionable business insights. Features include dashboard generation, trend reports, and integration options for legacy system	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <ul style="list-style-type: none"> <li>Online: Manufacturer forums, LinkedIn groups, trade websites.</li> </ul>
	<b>4. EMOTIONS</b> <span>EM</span> <ul style="list-style-type: none"> <li><i>Before:</i> Frustration, confusion, indecision, fear of missed opportunities.</li> <li><i>After:</i> Confidence, clarity, empowerment, improved decision-making.</li> </ul>		<ul style="list-style-type: none"> <li>Offline: Industry expos, consultant meetings, internal planning workshops.</li> </ul>
Identify strong TR & EM			