

Project Design Phase

Problem – Solution Fit Template

Team ID	TVIP2025TMID51129
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

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

Purpose / Vision

Version:

<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="background-color: #fff; padding: 5px;">Toy manufacturers, retail store managers, parents, students, educators</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">6. CUSTOMER LIMITATIONS CL</div> <div style="background-color: #fff; padding: 5px;">EG. BUDGET, DEVICES Limited data literacy, no access to advanced tools, poor visualization, time-consuming manual work</div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">5. AVAILABLE SOLUTIONS AS</div> <div style="background-color: #fff; padding: 5px;">PROS & CONS Generic sales reports, manual Excel-based analysis, intuition-driven stocking decisions</div>
<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">2. PROBLEMS / PAINS PR</div> <div style="background-color: #fff; padding: 5px;">ITS FREQUENCY Understand toy trends across regions/seasons, align production with demand, and know consumer preferences</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="background-color: #fff; padding: 5px;">Lack of a unified, visual, interactive platform to analyze and interpret toy sales and preference data</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">7. BEHAVIOR BE</div> <div style="background-color: #fff; padding: 5px;">ITS INTENSITY Manufacturers and managers rely on gut feeling or past sales; students or educators do basic trend analysis manually</div>
<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">3. TRIGGERS TO ACT TR</div> <div style="background-color: #fff; padding: 5px;">Sales drops in certain regions, stockouts during holidays, or rising demand for specific categories</div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">10. YOUR SOLUTION SL</div> <div style="background-color: #fff; padding: 5px;">A Tableau dashboard that visualizes sales by state, toy category, and season; includes survey feedback integration; helps stakeholders make informed, timely decisions</div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">8. CHANNELS of BEHAVIOR CH</div> <div style="background-color: #fff; padding: 5px;">ONLINE Retail analytics tools, Excel dashboards, printed reports, informal discussions OFFLINE</div>
<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">4. EMOTIONS EM</div> <div style="background-color: #fff; padding: 5px;">BEFORE / AFTER Before: Confused, reactive, unsure of trends; After: Confident, data-driven, better aligned with market</div>		

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 Designed by Daria Nepriakhina / [ideaHackers.nl](https://www.ideahackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

IdeaHackers .NL

References:

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