

Project Design Phase

Problem – Solution Fit Template

Date	8 FEB 2026
Team ID	LTVIP2026MIDS44871
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.**

Toy Craft Tales' Canvas

Toy craft tales: tableau inspired to Toy Manufacturer Data



1. CUSTOMER SEGMENT(S)  Describe people affected by the problem. Such as type, age, gender, industry role, family, geography, .. <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">CS</div>	6. CUSTOMER CONSTRAINTS  What constraints inhibit the solution? Re. resources, skills, finances, legislation, cultural or legal issues. <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">CC</div>	PURPOSE / VISION <div style="height: 100px;"></div>
2. JOBS TO-BE DONE / PROBLEMS  What problems are customers are facing? What needs or goals are not met? <div style="text-align: right; background-color: #ffc107; color: white; padding: 2px;">JP</div>	8. PROBLEM ROOT CAUSE  How often our job is of our barrier to solve the prob? How do you have been addressed without success? <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">BH</div>	7. BEHAVIOUR  How should + your solve the problem? If=A. ? solve the jobs E=B. ? overcoming V=A. ? profitable <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">BH</div>
3. TRIGGERS  When moment thoughts transform into wanting action over a problem needing solving Events & Occasions? <div style="text-align: right; background-color: #28a745; color: white; padding: 2px;">TR</div>	10. YOUR SOLUTION  How to solve the problem creatively? If is desirable, "A" solving problems/jobs if feasible V overcoming other stakeholder <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">SL</div>	9. CHANNELS & BEHAVIOUR  Where to solve the problem easily? Lay out "intended emotional state changes." <div style="text-align: right; background-color: #007bff; color: white; padding: 2px;">CH</div>

References:

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