

Project Design Phase

Problem – Solution Fit Template

Date	30 JUNE 2025
Team ID	LTVIP2025TMID50052
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 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:

<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><i>Who are your customers? i.e. existing portfolio of B2B or B2C</i></p> <p>Retail business analysts, marketing teams, merchandising managers, and product strategists working in retail chains, consumer goods companies, or advertising agencies who need data-driven insights to improve product placement and sales performance.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><i>What constraints prevent your customers from taking action or limit their choice of solutions? i.e. spending power, budget, no cash, network connectivity, available devices</i></p> <p>Limited data analysis skills, budget constraints, lack of access to advanced tools, or reliance on outdated reporting methods.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> <p>5. AVAILABLE SOLUTIONS AS</p> <p><i>Which solutions are available to your customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital marketing</i></p> <p>Manual spreadsheets, basic reports, or generic BI tools – often time-consuming, lack visual clarity, and don't provide actionable insights.</p> </div>
<div style="background-color: #fff9c4; padding: 5px; border: 1px solid #ccc;"> <p>2. JOBS-TO-BE-DONE / PROBLEMS JBP</p> <p><i>Which jobs-to-be-done (or problems) do you customers face? There could be more than one, explore different roles.</i></p> <p>Help decision-makers analyze the impact of product placement, pricing, promotions, and consumer behavior to boost sales and optimize marketing strategies.</p> </div>	<div style="background-color: #fff9c4; padding: 5px; border: 1px solid #ccc;"> <p>9. PROBLEM ROOT CAUSE PRC</p> <p><i>What is the real reason that the problem exists?</i></p> <p>What is the back story behind the need to do the job? i.e. customers have to do it because of the change in requirements.</p> <p>Lack of integrated, visual tools to connect product placement, pricing, and consumer behaviour makes it hard to make informed decisions.</p> </div>	<div style="background-color: #fff9c4; padding: 5px; border: 1px solid #ccc;"> <p>7. BEHAVIOUR BE</p> <p><i>What does your customer do to address the problem and get the job done?</i></p> <p>i.e. manually reported, find the right order (sales) method, calculate usage and benefits, manually incorporate customers spend, too time-consuming work (i.e. disconnected)</p> <p>Customers analyze spreadsheets, rely on intuition, consult marketing teams, or use basic reports to make placement and pricing decisions.</p> </div>
<div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #ccc;"> <p>3. TRIGGERS TR</p> <p><i>What triggers customers to act? i.e. seeing their neighbor landing sales points, reading about a more efficient solution, etc.</i></p> <p>Declining sales, poor promotion results, competitor performance, or internal pressure to improve product placement and ROI.</p> </div>	<div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #ccc;"> <p>10. YOUR SOLUTION BL</p> <p><i>If you are working on an existing business, write down your current solution first, fit it to the canvas, and check how much it fits really. If you are working on a new business proposition, then start a blank white box in the canvas and come up with a solution that fits within customer limitations, address a problem and monitor customer behaviour.</i></p> <p>An interactive Tableau dashboard that visualizes the impact of product placement, pricing, promotions, and demographics on sales to support data-driven decisions.</p> </div>	<div style="background-color: #e8f5e9; padding: 5px; border: 1px solid #ccc;"> <p>8. CHANNELS of BEHAVIOUR CH</p> <p><i>What kind of actions do customers take when? Extract online channels from B2B & B2C ONLINE</i></p> <p>Customers browse sales dashboards, use Excel/Google Sheets, research market trends, and explore competitor pricing through online tools and reports.</p> <p>& B2C OFFLINE What kind of actions do customers take offline? Extract offline channels from B2B and use them for customer segmentation.</p> <p>Customers hold team meetings, review printed sales reports, visit stores for placement audits, and consult with marketing or merchandising departments.</p> </div>

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>

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