

Project Design Phase

Problem – Solution Fit Template

Date	20 JUNE 2025
Team ID	LTVIP2025TMID48377
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 2.0

Purpose / Vision

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Define CS, fit into CC</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">1. CUSTOMER SEGMENT(S) CS</div> <div style="padding: 5px;"> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Sales managers and data analysts in toy manufacturing companies</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Explore AS, differentiate</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">6. CUSTOMER CONSTRAINTS CC</div> <div style="padding: 5px;"> <p><small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></p> <p>Lack of time, limited data skills, small budgets, and complex tools</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Explore AS, differentiate</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">5. AVAILABLE SOLUTIONS AS</div> <div style="padding: 5px;"> <p><small>Which solutions are available to the 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 notetaking</small></p> <p>Excel sheets and ERP tools, but they're slow and hard to understand</p> </div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Focus on J&P, tap into BE, understand RC</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <div style="padding: 5px;"> <p><small>Which jobs to be done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <p>Understand toy sales, manage inventory, and make better business decisions using data</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Focus on J&P, tap into BE, understand RC</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">9. PROBLEM ROOT CAUSE RC</div> <div style="padding: 5px;"> <p><small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></p> <p>They don't have one easy tool to see all toy data clearly and quickly</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Focus on J&P, tap into BE, understand RC</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">7. BEHAVIOUR BE</div> <div style="padding: 5px;"> <p><small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits, indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></p> <p>They use Excel, ask for help with charts, or guess based on past data</p> </div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Identify strong TR & EM</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">3. TRIGGERS TR</div> <div style="padding: 5px;"> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>Drop in sales, stock piling up, or launching new toys makes them look for better data tools</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Identify strong TR & EM</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">10. YOUR SOLUTION SL</div> <div style="padding: 5px;"> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></p> <p>A Tableau dashboard that shows toy sales, stock, and trends in a simple, visual way</p> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Extract online & offline CH of BE</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">8. CHANNELS of BEHAVIOUR CH</div> <div style="padding: 5px;"> <p><small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <p>Check dashboards, share reports online</p> <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>Discuss in meetings, write notes, talk to teams</p> </div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg);">Identify strong TR & EM</div> <div style="background-color: #e0e0e0; padding: 5px; text-align: center; font-weight: bold; font-size: 0.7em;">4. EMOTIONS: BEFORE / AFTER EM</div> <div style="padding: 5px;"> <p><small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small></p> <p>Before: Stressed and unsure. After: Clear, confident, and in control</p> </div>		

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References:

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