

Project Design Phase
Problem – Solution Fit Template

Date	1 july 2025
Team ID	LTVIP2025TMID50076
Project Name	ToyCraft Manufacturing
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.**

4.1 Problem Solution Fit

Toy Craft Tales' Canvas

Toy craft tales: tableau inspired to Toy Manu fer Data



1. CUSTOMER SEGMENT(S)  Describe people affected by the problem. Such as type, age, gender, industry role, family, geography, ... CS	6. CUSTOMER CONSTRAINTS  What constraints inhibit the solution? Re. resources, skills, finances, legislation, utural or legal issues. GC	PURPOSE / VISION
2. JOBS TO-BE DONE / PROBLEMS  What problems are customers are facing? What needs or goals are 2 unmet? JP	8. PROBLEM ROOT CAUSE  How often our co is of our barrier to solve the prob? How do you have been addressed without success? BH	7. BEHAVIOUR  How should + your solve the problem? If=A ? solve the jobs E=B.2 overcoming V=A ? profitable BH
3. TRIGGERS  Whe moment thoughts transform into wanting action over a problem needing solving Events : Occaani > "ts? TR	10. YOUR SOLUTION  How to solve the problem creatively? If is destrable, "A solving problemsjobs ifeasible V overcoming other stakeholder SL	9. CHANNELS & BEHAVIOUR  Where to solve the problem eatly? Lay ou" Intende emotional state changes. CH