

Project Design Phase Problem – Solution Fit

Date	19 February 2026
Team ID	LTVIP2026TMIDS65874
Project Name	ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Problem – Solution Fit :

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="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <ul style="list-style-type: none"> - Data analysts at toy companies - Product and marketing managers - Business decision-makers </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <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> <ul style="list-style-type: none"> - Limited technical skills in BI tools - No time to clean raw datasets - Data stored across multiple systems - Understand toy market trends - Track seasonal demand and regional </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <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> <ul style="list-style-type: none"> - Static Excel reports - Internal SQL dashboards - Manual charts in PowerPoint </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <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> <ul style="list-style-type: none"> - Understand toy market trends - Track seasonal demand and regional performance - Make data-driven decisions </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <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> <ul style="list-style-type: none"> - No unified view of sales trends - Lack of visual storytelling tools - Weak integration between DB and visualization </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p>7. BEHAVIOUR BE</p> <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> <ul style="list-style-type: none"> - Frequently views dashboards to support meetings - Shares Tableau Public link with team - Filters data by time, category, and region </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> - New product planning cycle - Decline in regional sales - Need to <u>analyze</u> past sales to optimize <p>4. EMOTIONS: BEFORE / AFTER EM</p> <ul style="list-style-type: none"> - Confused due to scattered raw data - Pressured by management for faster insights </div> </div>	<div style="display: flex; justify-content: space-between;"> <div> <p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> - Use MySQL for structured data storage - Connect to Tableau for rich visual analysis - Build interactive dashboards and storyboards </div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>Users explore dashboards to <u>analyze</u> toy sales by state, category, or time range.</p> <p>8.2 OFFLINE</p> <p><small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> </div> </div>	

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