

Project Design Phase

Problem – Solution Fit Template

Date	01 July 2025
Team ID	LTVIP2025TMID51129
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

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>Target Users:</p> <p>Market analysts, toy manufacturers, product managers, and strategic decision-makers in the toy industry who need insights into production trends, regional performance, and consumer preferences.</p>	6. CUSTOMER CONSTRAINTS CC <p>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.</p> <ul style="list-style-type: none"> Limited data analysis skills Budget restrictions on paid tools Inconsistent or incomplete regional sales data Lack of real-time visualization platforms 	5. AVAILABLE SOLUTIONS AS <p>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</p> <ul style="list-style-type: none"> Excel-based manual reports Generic dashboards without interactive filtering Business Intelligence tools without customization Limitations: Time-consuming, non-interactive, lack of industry-specific insights 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>Main Problems Addressed:</p> <ul style="list-style-type: none"> Lack of visual understanding of production trends Inability to quickly identify consumer preference shifts Difficulty comparing toy performance across regions and time Absence of a centralized dashboard for strategic decisions 	9. PROBLEM ROOT CAUSE RC <p>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.</p> <ul style="list-style-type: none"> The industry lacks an interactive, domain-specific analytics tool that visually explains sales patterns, seasonal trends, and demographic preferences. Traditional reporting systems are static and fail to support strategic, data-driven decisions. 	7. BEHAVIOUR BE <p>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)</p> <p>What Customers Currently Do:</p> <ul style="list-style-type: none"> Use spreadsheets for regional performance Rely on past experience or gut feeling Use fragmented tools for basic summaries Occasionally explore analytics dashboards but without full context 	
Identify strong TR & EM	3. TRIGGERS TR <p>What triggers customers to act?</p> <p>Sales drop in key regions Seasonal planning cycles Product underperformance Competitor benchmarking requirements Upcoming investor presentations or planning meetings</p>	10. YOUR SOLUTION SL <p>If you are working on an existing business, write down your current solution first, fit 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.</p> <p>An interactive, visual solution built using Tableau that connects directly to a structured toy manufacturer database. It offers:</p> <ul style="list-style-type: none"> Year-wise trend analysis State-wise performance mapping Index-based comparison Top-performing categories and regions Insights into seasonal and demographic-based demand 	8. CHANNELS OF BEHAVIOUR CH <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> View dashboards through Tableau Public or web-based interfaces Download reports <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> Review printed sales summaries Attend meetings with non-visual reports 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Before: Confused, uncertain, overwhelmed by raw data After: Empowered, confident, data-driven, strategic</p>			

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References:

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