

Project Design Phase
Problem – Solution Fit Template

Date	22-06-2025
Team ID	LTVIP2025TMID47723
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.**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? shallaja she is IT employee and developer also	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? - Limited time to search for products, lack of knowledge about the product's location - Constraints: Time constraints and lack of product knowledge hinder the search process.	5. AVAILABLE SOLUTIONS 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 - Time constraints and lack of product knowledge hinder the search process.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done(or problems)do you address for your customers? Customers want to easily locate and purchase products without spending too much time searching. - Frustrations: Difficulty in navigating through the store or website, leading to frustration and potential abandonment of purchase.	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? - The root cause is the difficulty in navigating through the store or website efficiently. - Psychological impact: This difficulty leads to feelings of frustration and dissatisfaction.	7. BEHAVIOUR What does your customer do to address the problem and get the job done? Customers are not engaging with products as expected because they are not finding them in places that align with their shopping habits or preferences. This could be due to products being placed in less frequented areas of stores or online platforms, or not being promoted through the channels that the target audience uses most.	
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? - A customer receives a recommendation from a friend or sees an advertisement for a product. - Triggers: The need for a specific product triggers the search process.	10. YOUR SOLUTION 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. - Implement an easy-to-use navigation system on the website and in-store. - Solution: Enhance the user experience by making product placement more intuitive and accessible.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Online website, physical store.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and after wards? - Before: Frustrated, confused. After: Relieved, satisfied. - Emotions: Customers feel frustrated when they can't find what they're looking for but feel relieved and satisfied when they easily locate the product.	8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. - Customers interact with the brand through both online and offline channels.		