

## Project Design Phase

### Problem – Solution Fit Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID48374
Project Name	ToyCraft Tales: Tableau's Vision into ToyManufacturer 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.

Problem-Solution Fit canvas

ToyCraft Tales: Tableau's Vision into ToyManufacturer Data

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Define CS, fit into CL</div> <div> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CS</span> <p>Toy Manufacturers, Sales Analysts, and Retail Chain Managers</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <b>6. CUSTOMER LIMITATIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CL</span> <small>EG. BUDGET, DEVICES</small> <p>Lack of technical data visualization skills.</p> </div> <div> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">AS</span> <small>PROS &amp; CONS</small> <p>Manual Excel reports. Legacy ERP system dashboards.</p> </div> </div>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>2. PROBLEMS / PAINS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">PR</span> <small>• ITS FREQUENCY</small> <p>Visualize customer demographics and buying behavior</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">RC</span> <p>Fragmented data sources and lack of real-time visualization. Decision-makers unable to identify actionable patterns.</p> </div> <div> <b>7. BEHAVIOR</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">BE</span> <small>• ITS INTENSITY</small> <p>Search online for BI solutions and success stories. Consult internal IT or analytics teams.</p> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>3. TRIGGERS TO ACT</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">TR</span> <p>Increased competition and demand forecasting issues.</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>4. EMOTIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">EM</span> <small>BEFORE / AFTER</small> <p><b>Before:</b> Confused, reactive <b>After:</b> Confident, proactive</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <b>10. YOUR SOLUTION</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">SL</span> <p>A centralized, interactive Tableau-based visualization tool designed for toy manufacturers to track sales, understand market trends, and optimize operations with real-time data insights.</p> </div> <div> <b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CH</span> <div style="border-top: 1px solid black; padding-top: 5px;"> <small>ONLINE</small> <p>Web searches, YouTube Tableau tutorials, product forums, LinkedIn</p> </div> <div style="border-top: 1px solid black; padding-top: 5px;"> <small>OFFLINE</small> <p>Industry meetups, consulting with in-house data teams, attending training.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Extract online &amp; offline CH of BE</div> <div> <b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CH</span> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>