

Project Design Phase
Problem – Solution Fit

Date	04 July 2025
Team ID	LTVIP2025TMID49702
Project Name	Toy Craft 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



1. CUSTOMER SEGMENTS

Personas, clients

Data analysts
at toy manu-
facturer compay

6. CUSTOMER CONSTRAINTS

Limiting factors or barriers

Lacking tools to eas-
ily explore toy man-
ufacturing data

3. AVAILABLE SOLUTIONS

Options to address the business problem

Excel and other
general busines-
intelligence
tools

Tableau
vision ito roys dan

2. JOBS: TO BE DONE / PROBLEMS

People and experts expect out of the problem
Ritter indi Oall fiectri idily hallzolin

Professionals need
to analyze toy pro-
duction, sales and
distribution data

Example: Professio-
nals need to insm-
htify toy manufac-
turer operations

9. PROBLEM ROOT CAUSE

Reasons for the problem or the cause of the problem
aorridi art oarce or sanland f

Generic tools don't
provide intuitive
visualization options

Example: Exploring
toy manufacturer
data is challengin-
g and time-con-
suming

7. BEHAVIOURS (JFBSI)

Information about the behavior of the user and the behavior of the user
centonemnje aui El lity Hina Eoy d'edixppory

Analysts create
custom dashboards
for reports

Exploring toy
manufacturer dat-
a visuizations

Example. Analysts creata
custom volunteering wolk
e.g. Greenpeace -

3. TRIGGERS (WIS)

Challenges, conditions, or events that trigger the problem
noydeall sapilento or foleaite

Struggling to make
sense of toy
manufacturer data

Feeling: empowered
by dashboards
providing atagance
understanding of
key metrics

We stragging to make sense of
toy manufacturer data

10. YOUR SOLUTION

Benefit of the solution or the solution to the problem
bapact Ourn scabideficant ifie pairfoce neg

A user-friendly
Tableau templatte
featuring toy themed
data visualizations

Example, al:taus
Enabling professionals
to create interactive
toy manufacturer
dashboards

Consts, a tranyity lipody provingiat-
a. glance tinderstarizing of feymetics

3.1 ONLINE CHANNELS

Online channels for the solution or the solution to the problem
Quilep rahonjhiling & Tideamw ofolip
my rranimeh mionndring itealioch lnaekos

Tableau conferences
and industry
trade shows

Local Tableauuser
groups and mee-
tups

Locallbya User groups
meetilps