

Project Design Phase

Problem – Solution Fit Template

Date	07 FEB 2026
Team ID	LTVIP2026TMIDS53415
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="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="background-color: #fff; padding: 5px;">Toy Manufacturers, Sales Analysts, and Retail Chain Managers</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL</div> <div style="background-color: #fff; padding: 5px;">Lack of technical data visualization skills.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS</div> <div style="background-color: #fff; padding: 5px;">Manual Excel reports. Legacy ERP system dashboards.</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR</div> <div style="background-color: #fff; padding: 5px;">Visualize customer demographics and buying behavior</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="background-color: #fff; padding: 5px;">Fragmented data sources and lack of real-time visualization. Decision-makers unable to identify actionable patterns.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">7. BEHAVIOR <small>+ ITS INTENSITY</small> BE</div> <div style="background-color: #fff; padding: 5px;">Search online for BI solutions and success stories. Consult internal IT or analytics teams.</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">3. TRIGGERS TO ACT TR</div> <div style="background-color: #fff; padding: 5px;">Increased competition and demand forecasting issues.</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">10. YOUR SOLUTION SL</div> <div style="background-color: #fff; padding: 5px;">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.</div>	
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">4. EMOTIONS <small>BEFORE / AFTER</small> EM</div> <div style="background-color: #fff; padding: 5px;">Before: Confused, reactive After: Confident, proactive</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 2px;">8. CHANNELS of BEHAVIOR CH</div> <div style="background-color: #fff; padding: 5px;"> <div style="margin-bottom: 10px;"><small>ONLINE</small> Web searches, YouTube Tableau tutorials, product forums, LinkedIn</div> <small>OFFLINE</small> Industry meetups, consulting with in-house data teams, attending training. </div>	