

Project Design Phase

Problem – Solution Fit Template

Date	13 FEB 2026
Team ID	LTVIP2026TMIDS85654
Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	2 Marks

Problem – Solution Fit :

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 roup.

Template :

ToyCraft Tales: Tableau's Vision into Toy Manufacturer Data					
1 CUSTOMER SEGMENT(S)	CS	6 CUSTOMER CONSTRAINTS	CC	5. AVAILABLE SOLUTIONS	AS
1 CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> Small to mid-sized toy manufacturers Data teams in toy manufacturing companies Product managers, marketing analysts, and executives in toy companies 	CS	6 CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Limited technical expertise Budget limitations for BI tools Resistance to change or new platforms <p>Pros & Cons</p> <ul style="list-style-type: none"> Familiarity, low initial cost 	CC	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> Excel spreadsheets In-house ERP or legacy BI tools Manual tracking and simple dashboards <p>Pros & Cons:</p> <ul style="list-style-type: none"> Time-consuming, not scalable 	AS
2. JOBS-TO-BE-DONE./PROBLEMS	JAP	7 BEHAVIOUR		9 PROBLEM ROOT CAUSE	RC
Analyze sales trends and seasonal demand Track inventory and supply chain data Measure marketing campaign effectiveness Predict production needs and optimize manufacturing	JAP	7 BEHAVIOUR <p>What does they prioritize most: the problem?</p> <p>Legacy systems not built for fast, visual insights</p> <p>Lack of awareness of modern data tools like Tableau</p> <p>Proclivity to upskill and learn new technologies</p>		9 PROBLEM ROOT CAUSE <p>Legacy systems not built for fast, visual insights</p> <p>Lack of awareness of modern data tools like Tableau</p> <p>Outsourcing analytics occasionally</p> <p>Trying to upskill teams in data analytics</p>	RC
3 TRIGGERS	TR	10 YOUR SOLUTION		8 ONLINE CHANNELS OF RELEVANCE	CH
Overwhelmed by cluttered or delayed data Frustrated by slow manual reporting Anxious about decision-making and forecasts	TR	10 YOUR SOLUTION <p>ToyCraft Tales - A Tableau-powered data storytelling solution tailored for toy manufacturers:</p> <ul style="list-style-type: none"> Interactive dashboards for real-time visibility across departments Templates focused on seasonal demand, inventory, and marketing ROI Easy integration with existing ERP or sales systems 		8 ONLINE CHANNELS OF RELEVANCE <ul style="list-style-type: none"> Google searches for BI tools for manufacturers Watching YouTube tutorials or webinars on data visualization Participating in LinkedIn forums or Tableau user groups Attending trade shows or manufacturing expos Consulting with data strategy firms 	CH
4 EMOTIONS: BEFORE / AFTER	EM				
Confident in data-driven decisions in control of operations and forecasts Excited by uncovering new business insights	EM				