

Project Design Phase

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID49251
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.

Template:

Problem-Solution fit canvas 2.0

<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">1. CUSTOMER SEGMENT(S) CS</div> <p><i>Whom are we solving for? (a working party of 5-9 is best)</i></p> <p>Retail business analysts, marketing teams, merchandising managers, and product strategists working in retail chains, consumer goods companies, or advertising agencies who need data-driven insights to improve product placement and sales performance.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">6. CUSTOMER CONSTRAINTS CC</div> <p><i>What constraints prevent your customers from taking action or limit their choices of solutions? (e.g. spending power, budget, no cash, network connectivity, available devices)</i></p> <p>Limited data analysis skills, budget constraints, lack of access to advanced tools, or reliance on outdated reporting methods.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">5. AVAILABLE SOLUTIONS AS</div> <p><i>Which solution is available to customers when they face the problem or need to get the job done? What have they tried in the past? What just doesn't work anymore? How? (e.g. print and paper vs. all alternatives for digital marketing)</i></p> <p>Manual spreadsheets, basic reports, or generic BI tools – often time-consuming, lack visual clarity, and don't provide actionable insights.</p>
<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">2. JOBS-TO-BE-DONE / PROBLEMS J&P</div> <p><i>Which jobs do our customers perform? (the problems for your customers)</i></p> <p>There could be more than one, require different tools.</p> <p>Help decision-makers analyze the impact of product placement, pricing, promotions, and consumer behavior to boost sales and optimize marketing strategies.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">9. PROBLEM ROOT CAUSE RC</div> <p><i>What is the real reason that the problem exists?</i></p> <p>What is the back story behind the need to do this job? (e.g. customers have to do it because of their change in requirements)</p> <p>Lack of integrated, visual tools to connect product placement, pricing, and consumer behaviour makes it hard to make informed decisions.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">7. BEHAVIOUR BE</div> <p><i>Whom are your customers do to address the problem and get the job done?</i></p> <p>(e.g. directly related: find the right sales panel, explore, calculate usage and benefits; indirectly associated: customers spend less time on your meeting with (e.g. competitors)</p> <p>Customers analyze spreadsheets, rely on intuition, consult marketing teams, or use basic reports to make placement and pricing decisions.</p>
<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">3. TRIGGERS TR</div> <p><i>What triggers customers to act? (e.g. seeing their neighbor installing solar panels, reading about a more efficient solution in the news)</i></p> <p>Declining sales, poor promotion results, competitor performance, or internal pressure to improve product placement and ROI.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">10. YOUR SOLUTION SL</div> <p><i>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, first keep a blank until you fill in the canvas and come up with a solution that fits with customer demands, solves a problem and matches customer behaviour.</i></p> <p>An interactive Tableau dashboard that visualizes the impact of product placement, pricing, promotions, and demographics on sales to support data-driven decisions.</p>	<div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;">8. CHANNELS of BEHAVIOUR CH</div> <p>8.1 ONLINE <i>What kind of actions do customers take online? (direct online channels from BI)</i></p> <p>Customers browse sales dashboards, use Excel/Google Sheets, research market trends, and explore competitor pricing through online tools and reports.</p> <p>8.2 OFFLINE <i>What kind of actions do customers take offline? (direct offline channels from BI and use them for customer development)</i></p> <p>Customers hold team meetings, review printed sales reports, visit stores for placement audits, and consult with marketing or merchandising departments.</p>

Define CS, AS, and CC

Focus on J&P, TR, BE, RC, and CH

Identify strong TR & EM

Explore AS, differentiate

Focus on J&P, TR, BE, RC, and CH

Extract online & offline CH of BE