

## Project Design Phase

### Problem – Solution Fit Template

Date	21 june 2025
Team ID	LTVIP2025TMID47573
Project Name	ToyCraft 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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <span style="float: right;">CS</span> <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <span style="float: right;">CC</span> <small>What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.</small>	5. AVAILABLE SOLUTIONS <span style="float: right;">AS</span> <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking</small>	Explore AS, differentiate
	Parents of 5-10 years old, craft enthusiasts, educators, Grand Parents seeking creative gifts for Grand Children.	<ul style="list-style-type: none"> <li>Parents having limit time to setup craft</li> <li>Children have limited motor skills for intricate tasks</li> <li>Desire for projects that are overly messy</li> <li>Budget</li> <li>Space</li> </ul>	<ul style="list-style-type: none"> <li>Digital games/apps: Pros: immediate entertainment. Cons: increased screen time, passive engagement, less creative development.</li> <li>Other craft kits: Pros: provide materials. Cons: can be too complex, messy, require additional supplies, or not age-appropriate.</li> </ul>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <span style="float: right;">J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <span style="float: right;">RC</span> <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.</small>	7. BEHAVIOUR <span style="float: right;">BE</span> <small>What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)</small>	Focus on J&P, tap into BE, understand RC
	Keeping Kids entertained, fostering creativity, finding unique gifts, learning new skill, fostering fine motor skills, limiting screen time for children, finding a gift that is both fun and provides a sense of accomplishment.	<p>The root cause is a societal shift towards increased screen time for children, combined with parents' desire to provide enriching, hands-on, and developmentally beneficial activities that also offer convenience and a sense of accomplishment without excessive mess or complexity. The challenge lies in bridging the gap between desiring creative play and the time/skill constraints of modern parenting.</p>	<ul style="list-style-type: none"> <li>Browse craft stores or toys aisles for activity kits.</li> <li>Searching online for "kid craft ideas."</li> <li>Asking other parents for recommendations.</li> <li>Attempting to use household items for impromptu crafts.</li> <li>Downloading free craft printables or watching DIY craft tutorials.</li> </ul>	
Identify strong TR & EM	3. TRIGGERS <span style="float: right;">TR</span> <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <span style="float: right;">SL</span> <small>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, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small>	8. CHANNELS of BEHAVIOUR <span style="float: right;">CH</span> <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Pinterest, YouTube (craft tutorials), Etsy (handmade kits), Amazon (toy supplies), parenting blogs, social media groups.</small>	Extract online & offline CH of BE
	<p>child's birthday, seeing a friend craft project, Rainy days or periods when outdoor play is not possible, seeing other parents share successfully craft project online, holidays</p>	<p>A pre-cut, pre-punched felt animal puppet kit with self-adhesive parts (no sewing required for younger kids, but option for older). Includes all necessary materials (felt shapes, googly eyes, embellishments, glue dots/adhesive). Comes with simple, visual, step-by-step instructions. Focuses on creating appealing animal characters that can be used for imaginative play post-crafting. Packaged neatly to minimize mess during the activity. Sources</p>	<p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Local craft stores, toy stores, school supply stores, community workshops, children's playdates, parents meetups (for recommendations)</p>	
	4. EMOTIONS: BEFORE / AFTER <span style="float: right;">EM</span> <small>Before: parents might feel overwhelmed, frustrated by screen time battle, or stressed by finding new activities. After: Parents feel relieved, proud of their child's creativity, satisfied with product and happy.</small>			