

Project Design Phase Problem – Solution Fit Template

Date	31 January 2026
Team ID	LTVIP2026TMIDS24308
Project Name	IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau.
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:

- Clearly identify and define the problem users are experiencing.
- Demonstrate how the proposed solution directly addresses that problem
- Validate that the problem is significant enough that users would want and use the solution.
- Align business goals with real user needs before investing heavily in development.
- Communicate the core value of the project to stakeholders, investors, and team members early in the product lifecycle.

Template:

1.	1. CUSTOMER SEGMENT(S) Who are the primary customers? Adults in India (aged 19+)	CS	6. CUSTOMER LIMITATIONS EC. BUDGET, DEVICES What are the spending and device constraints for Indian consumers Limited budget, preference for mid-range smartphones	CL	5. AVAILABLE SOLUTIONS What other smartphone brands are available to Indian consumers? Samsung, Xiaomi, OPPO	AI
	2. PROBLEMS / PAINS What are the pain points faced by Indian smartphone customers? Desire for status symbol: lack of ecosystem, brand loyalty	PR	9. PROBLEM ROOT / CAUSE Why do these problems cause pain? iPhone perceived as premium, fragmented Android ecosystem	RC	7. BEHAVIOR + ITS INTENSITY How do Indian consumers behave in the smartphone market? Aspirational, influenced by brand image, tech-savvy	BE
	3. DATA COLLECTION + DATASOURCE(S) How will data be gathered to explore iPhone's impact? What sources will be used to draw insights?	DC	4. DATA DIMENSIONS TO TARGET What should our data focus on? Market penetration, adoption rates, customer preferences	DT	8. DATA VARIETY OR INFORMATIVE? Yes, the data will offer informative insights on India's smartphone market	DI