

Project Design Phase

Problem – Solution Fit Template

Date	23 July 2025
Team ID	PNT2025TMID14364
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:

- ☐ 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 touchpoints 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) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	>Urban india smartphone buyers (age 18-40) > Influencers, tech-reviewers, analysts and students. > Price conscious yet aspirational .	>High iPhone pricing compared to average income > Limited EMI options in tier 2,3 cities > Confusion due to multiple models and specifications	> Android phones with similar features with lower price > Mid-range alternatives from Xiaomi,Samsung,OnePlus > Buying older iPhones at discounted rates.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	> Compare Apple's offerings with competitors > Evaluate value from consumer reviews and specs > Track pricing trends and market growth.	> Lack of centralized,visualized insights for iPhone pricing, model value and user sentiment in India > Data is scattered(Flipkart, Apple) > Consumers make decisions based on incomplete information.	> Search on YouTube and Google for comparisons > Rely on influencers opinions and review articles. > Ask friends or visit store to explore features .	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	> Festive sales like Big Billion Days or Diwali > Social media trend or Influencer promotion > Launch of new iPhone models.		> A tableau based interactive dashboard analyzing: 1. iPhone model-wise pricing, rating and trend analysis 2. Comparisons with android alternatives 3. Regional market share and sentiment patterns 4. Helps consumers make informed, data-backed decision	
Identify strong TR & EM	4. EMOTIONS: BEFORE / AFTER EM			
	> Before: > Confused ,unsure about specs and price value > FOMO due to social hype After: > Confident, proud after buying an iPhone > Satisfaction with the camera quality.			