**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 09 Jun 2025 |
| Team ID | LTVIP2025TMID49086 |
| 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 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:**

Calendar

Description automatically generated

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

| **Parameter** | **Description** |
| --- | --- |
| **Target Customer Segment** | Indian smartphone users, tech enthusiasts, students, business analysts, and smartphone companies interested in iPhone usage trends in India |
| **Customer Problem** | Lack of India-specific, data-driven insights on iPhone usage patterns, pricing influence, regional adoption, and comparisons with competitors |
| **Existing Alternatives** | News articles, biased tech reviews, company reports (not interactive or India-focused), and static graphs without filters or personalization |
| **Why Now?** | Growing smartphone usage in India and increased interest in data-based consumer behavior analysis, along with the availability of public datasets and visualization tools |
| **Proposed Solution** | An interactive Tableau dashboard providing visual insights into iPhone’s market impact in India — including demographics, usage trends, and brand comparisons |
| **Key Features of Solution** | - Filterable dashboards by region, age group, and brand - Data visualizations (bar charts, maps, heatmaps) - Exportable insights for reports |
| **Main Value Proposition** | Makes understanding smartphone trends in India easy, visual, and data-driven; empowers smarter consumer and business decisions |
| **User Benefits** | - Saves time searching for insights  - Easy-to-use visuals  - Supports research and marketing  - Helps consumers make informed smartphone choices |