

Project Design Phase

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID49167
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.

Problem-Solution Fit canvas			IREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE, IMPACT IN INDIA USING TABLEAU		
Define CS, fit into CL Focus on PR, TR, PS, BE, understand etc. Identify strong TR & EM	1. CUSTOMER SEGMENT(S) CS Product Managers, Marker Analysts at Apple and Staksholders	6. CUSTOMER LIMITATIONS CL EG. BUDGET, DEVICES Time, Adaptation to Tabao	5. AVAILABLE SOLUTIONS AS PROS & CONS Generic spread sheets Bi dashboards	Explore AS, differentiate Focus on PR, TR, PS, BE, understand etc. Extract online & offline CH of BE	
	2. PROBLEMS / PAINS PR + ITS FREQUENCY Disjointed data Weak visual insights Scattered data	9. PROBLEM ROOT / CAUSE RC Fragmented, static dashboards	7. BEHAVIOR BE + ITS INTENSITY Constant spreadsheet - updates digging for meaningful numbers		
	3. TRIGGERS TO ACT TR Filter by year, quarter Spec-price charts	10. YOUR SOLUTION SL Creation of intuitive visual analytics with Dark UI for great User Experience with the use of eye comfort and eye feast color palette Interactive drag-and-drop filters	8. CHANNELS of BEHAVIOR CH ONLINE OFFLINE		
	4. EMOTIONS EM BEFORE / AFTER Confounded Confident				