

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	1 FEB 2026
Team ID	LTVIP2026TMIDS62200
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	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Product Managers, Marker Analysts at Apple and Staksholders	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small> Time, Adaptation to Tabao	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PROS &amp; CONS</small> Generic spread sheets Bi dashboards	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>• ITS FREQUENCY</small> <span>PR</span> Disjointed data Weak visual insights Scattered data	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> Fragmented, static dashboards	<b>7. BEHAVIOR</b> <small>• ITS INTENSITY</small> <span>BE</span> Constant spreadsheet - updates digging for meaningful numbers	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Filter by year, quarter Spec-price charts	<b>10. YOUR SOLUTION</b> <span>SL</span> <b>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</b>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> ONLINE	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> Confounded Confident		OFFLINE	