

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Tech enthusiasts, data analysts, marketing strategists, and business decision-makers interested in smartphone market trends in India. i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER<div>CC</div></div><div><ul style="list-style-type: none">Limited access to clean, visualized datasets.Lack of Tableau or BI tools knowledge.Time-consuming to find structured insights.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem<ul style="list-style-type: none">News articles, research reports, raw sales data, blogs.Pros: Informative; often accessible.Cons: Not interactive, not visual, hard to interpret quickly.</div></div>	Explore AS, tap into CC	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><ul style="list-style-type: none">Understand how Apple iPhones are performing in India.Visualize trends in model popularity, pricing, and regional adoption.Make data-driven decisions for marketing or investment.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><ul style="list-style-type: none">Lack of integrated, visual analytics tools that combine market data, user trends, and pricing insights specifically for the Indian context.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div><ul style="list-style-type: none">Browsing online for market trends.Watching YouTube reviews and tech breakdowns.Using e-commerce apps to compare prices and models.</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS<div>TR</div></div><div><ul style="list-style-type: none">New iPhone model launches in India.High competition from Android brands.Market reports showing shifting user behavior.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>A Tableau-based interactive dashboard that visualizes iPhone sales, regional distribution, pricing comparison with Android, and consumer interest — empowering decision-makers with clear, data-driven insights.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>Online:</div><ul style="list-style-type: none">Google TrendsE-commerce (Amazon, Flipkart)Social media platforms (YouTube, Instagram)<div>8.2 Offline:</div><ul style="list-style-type: none">Retail visits to Apple Stores or local dealersIn-person discussions or phone comparisons</div></div>		
<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div><ul style="list-style-type: none">Before: Confused, curious, overwhelmed by scattered data.After: Confident, informed, empowered to take action</div></div>					



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