Project Design Phase
Problem – Solution Fit Template

Date	28 JUNE 2025
Team ID	LTVIP2025TMID49216
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

1. CUSTOMER SEGMENT(S) `CS`	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`	5. AVAILABLE SOLUTIONS PROS & CONS `AS`
Product Managers, Marker Analysts at Apple and Staksholders	Time, Adaptation to Tabaoo	Generic spread sheets Bi dashboards

(Left margin label: Define CS, fit into CL)
(Right margin label: Explore AS, differentiate)

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`	9. PROBLEM ROOT / CAUSE `RC`	7. BEHAVIOR + ITS INTENSITY `BE`
Disjointed data Weak visual insights Scattered data	Fragmented, static dashboards	Constant spreadsheet - updates digging for meaningful numbers

(Left margin label: Focus on PR, tap into BE, understand RC)
(Right margin label: Focus on PR, tap into BE, understand RC)

3. TRIGGERS TO ACT `TR`	10. YOUR SOLUTION `SL`	8. CHANNELS of BEHAVIOR `CH`
Filter by year, quarter Spec-price charts	**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**	ONLINE OFFLINE
4. EMOTIONS BEFORE / AFTER `EM` Confounded Confident		

(Left margin label: Identify strong TR & EM)
(Right margin label: Extract online & offline CH of BE)