

Project Design Phase

Problem – Solution Fit Template

Date	31 January 2025
Team ID	LTVIP2026TMIDS40111
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.**
- ☐

iREvolution: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE, IMPACT IN INDIA USING TABLEAU

Problem-Solution Fit canvas			
<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">1. CUSTOMER SEGMENT(S) CS</div> <div style="padding: 5px;">Product Managers, Marker Analysts at Apple and Staksholders</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL</div> <div style="padding: 5px;">Time, Adaptation to Tabao</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS</div> <div style="padding: 5px;">Generic spread sheets Bi dashboards</div>	
<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">2. PROBLEMS / PAINS <small>• ITS FREQUENCY</small> PR</div> <div style="padding: 5px;">Disjointed data Weak visual insights Scattered data</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">9. PROBLEM ROOT / CAUSE RC</div> <div style="padding: 5px;">Fragmented, static dashboards</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">7. BEHAVIOR <small>• ITS INTENSITY</small> BE</div> <div style="padding: 5px;">Constant spreadsheet - updates digging for meaningful numbers</div>	
<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">3. TRIGGERS TO ACT TR</div> <div style="padding: 5px;">Filter by year, quarter Spec-price charts</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">10. YOUR SOLUTION SL</div> <div style="padding: 5px;"> 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 </div>		
<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">4. EMOTIONS <small>BEFORE / AFTER</small> EM</div> <div style="padding: 5px;">Confounded Confident</div>	<div style="background-color: #f2f2f2; text-align: center; font-weight: bold; font-size: 0.8em;">8. CHANNELS of BEHAVIOR CH</div> <div style="padding: 5px;"> <div>ONLINE</div> <div>OFFLINE</div> </div>		