

## Project Design Phase

### Problem – Solution Fit Template

Date	19 JULY 2025
Team ID	PNT2025TMID09693
Project Name	iPhone revolution data analytics project 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

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Define CS, fit into CL</div> <div> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CS</span> <p>Product Managers, Marker Analysts at Apple and Staksholders</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>6. CUSTOMER LIMITATIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CL</span> <p>EG. BUDGET, DEVICES</p> <p>Time, Adaptation to Tabao</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">AS</span> <p>PROS &amp; CONS</p> <p>Generic spread sheets Bi dashboards</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>2. PROBLEMS / PAINS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">PR</span> <p>• ITS FREQUENCY</p> <p>Disjointed data Weak visual insights Scattered data</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">RC</span> <p>Fragmented, static dashboards</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div> <b>7. BEHAVIOR</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">BE</span> <p>• ITS INTENSITY</p> <p>Constant spreadsheet - updates digging for meaningful numbers</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>3. TRIGGERS TO ACT</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">TR</span> <p>Filter by year, quarter Spec-price charts</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>10. YOUR SOLUTION</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">SL</span> <p>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</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">CH</span> <p>ONLINE</p> <p>OFFLINE</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>4. EMOTIONS</b> <span style="float: right; font-weight: normal; font-size: 0.8em;">EM</span> <p>BEFORE / AFTER</p> <p>Confounded Confident</p> </div> <div style="writing-mode: vertical-rl; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>		