

## Project Design Phase

### Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID49338
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.**

#### Template:

**Problem-Solution fit canvas 2.0**

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">CS</div> <p><b>1. CUSTOMER SEGMENT(S)</b></p> <p>Potential iPhone buyers</p> <p>Digital Marketers</p> <p>Students</p> <p>academic researchers</p> <p>Business Analysts</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">CC</div> <p><b>6. CUSTOMER CONSTRAINTS</b></p> <p>Absence of localized tools showing India-specific Apple data.</p> <p>Limited budget to access paid market research tools.</p> <p>Device limitations (older smart phones or basic systems).</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">AS</div> <p><b>9. AVAILABLE SOLUTIONS</b></p> <p><b>Pros:</b></p> <p>High-quality reports, include some India-focused. Free, shows real-time interest levels. Custom and flexible for specific needs.</p> <p><b>Cons:</b></p> <p>Pay walled, lack region-wise segmentation, static formats. Requires time, no automation or dashboard features. Rarely focused on Indian iPhone market, outdated quickly.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, map into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, map into BE, understand RC</div> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">I&amp;P</div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <p>Understand regional adoption trends of iPhones in India.</p> <p>Assist students and researchers in using real-time visual data for reports/projects.</p> <p>Data is often scattered, outdated, or inaccessible.</p> <p>Users lack the visual storytelling to make data usable and insightful.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">RC</div> <p><b>9. PROBLEM ROOT CAUSE</b></p> <p>Sales data is often aggregated globally, ignoring local market variations.</p> <p>iPhone sales are influenced by price drops but insights are not easily accessible.</p> <p>Indian iPhone usage is growing, but there's no centralized dashboard to track it.</p> <p>Indian market growth is mentioned in news headlines, but detailed sales trends are missing.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">BE</div> <p><b>8. BEHAVIOUR</b></p> <p><b>Direct Behaviour</b></p> <p>Search for Apple/iPhone market trends on Google. Watch YouTube reviews or commentary on iPhone popularity.</p> <p><b>In-Direct Behaviour</b></p> <p>Engage in social media discussions about iPhone vs Android. Discuss iPhone popularity casually in college, work, or retail settings.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">TR</div> <p><b>3. TRIGGERS</b></p> <p>Festive season sales or new iPhone launches.</p> <p>Student projects or thesis topics around mobile adoption.</p> <p>Business strategy meetings that require mobile market segmentation.</p> <p>Peers or influencers switching to or praising iPhone.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">SL</div> <p><b>10. YOUR SOLUTION</b></p> <p>We have developed an interactive business intelligence solution using Tableau that visualizes the impact of iPhones in India. The solution integrates data from DB2 and IBM Cognos, providing dashboards that track sales, model performance, regional trends, and user preferences.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="flex-grow: 1;"> <div style="text-align: right; font-weight: bold; font-size: 0.8em; color: #e91e63;">CH</div> <p><b>8. CHANNELS of BEHAVIOUR</b></p> <p>Customers research iPhone models and pricing on e-commerce sites and official Apple portals. They interact with data dashboards, watch reviews, and compare features via social media and tech blogs.</p> <p><b>8.2 OFFLINE</b></p> <p>Customers visit retail stores for hands-on experience and direct –consultations. They also engage in offline discussions and provide feedback during in-store visits or support sessions.</p> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> </div>

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