

Project Design Phase

Problem – Solution Fit Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID47767
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

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="background-color: #f8d7da; padding: 2px 5px; font-size: 0.8em;">Define CS, fit into CL</div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">CS</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 1. CUSTOMER SEGMENT(S) Product Managers, Marker Analysts at Apple and Staksholders </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">EG. BUDGET, DEVICES</div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">CL</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 6. CUSTOMER LIMITATIONS Time, Adaptation to Tabao </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">PROS & CONS</div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">AS</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 5. AVAILABLE SOLUTIONS Generic spread sheets Bi dashboards </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;">PR</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 2. PROBLEMS / PAINS + ITS FREQUENCY Disjointed data Weak visual insights Scattered data </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;"></div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;">RC</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 9. PROBLEM ROOT / CAUSE Fragmented, static dashboards </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;">Focus on PR, tap into BE, understand RC</div> <div style="background-color: #fff3cd; padding: 2px 5px; font-size: 0.8em;">BE</div> </div> <div style="background-color: #fff3cd; padding: 5px; margin-top: 5px;"> 7. BEHAVIOR + ITS INTENSITY Constant spreadsheet - updates digging for meaningful numbers </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">Identify strong TR & EM</div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">TR</div> </div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 5px;"> 3. TRIGGERS TO ACT Filter by year, quarter Spec-price charts </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;"></div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">SL</div> </div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 5px;"> 10. YOUR SOLUTION 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="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">Extract online & offline CH of BE</div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">CH</div> </div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 5px;"> 8. CHANNELS of BEHAVIOR ONLINE OFFLINE </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;"></div> <div style="background-color: #d1ecf1; padding: 2px 5px; font-size: 0.8em;">EM</div> </div> <div style="background-color: #d1ecf1; padding: 5px; margin-top: 5px;"> 4. EMOTIONS BEFORE / AFTER Confounded Confident </div>		