

Project Design Phase

Problem – Solution Fit Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID50857
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="writing-mode: vertical-rl; transform: rotate(180deg); font-size: 0.8em;">Define CS, fit into CL</div> <div style="text-align: center;"> 1. CUSTOMER SEGMENT(S) <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Product Managers, Marker Analysts at Apple and Staksholders</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">CS</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.8em;">EG. BUDGET, DEVICES</div> <div style="text-align: center;"> 6. CUSTOMER LIMITATIONS <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Time, Adaptation to Tabao</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">CL</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.8em;">PROS & CONS</div> <div style="text-align: center;"> 5. AVAILABLE SOLUTIONS <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Generic spread sheets Bi dashboards</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">AS</div> </div> <div style="font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg); position: absolute; right: 5px; top: 50%;">Explore AS, differentiate</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 style="text-align: center;"> 2. PROBLEMS / PAINS + ITS FREQUENCY <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Disjointed data Weak visual insights Scattered data</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">PR</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> 9. PROBLEM ROOT / CAUSE <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Fragmented, static dashboards</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> 7. BEHAVIOR + ITS INTENSITY <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Constant spreadsheet - updates digging for meaningful numbers</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">BE</div> </div> <div style="font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg); position: absolute; right: 5px; top: 50%;">Focus on PR, tap into BE, understand RC</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 & EM</div> <div style="text-align: center;"> 3. TRIGGERS TO ACT <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Filter by year, quarter Spec-price charts</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">TR</div> </div> <div style="margin-top: 10px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.8em;">BEFORE / AFTER</div> <div style="text-align: center;"> 4. EMOTIONS <div style="border: 1px solid #ccc; padding: 5px; margin: 5px;">Confounded Confident</div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">EM</div> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> 10. YOUR SOLUTION <div style="border: 1px solid #ccc; padding: 5px; margin: 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> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">SL</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="font-size: 0.8em;">ONLINE</div> <div style="text-align: center;"> 8. CHANNELS of BEHAVIOR <div style="border: 1px solid #ccc; padding: 5px; margin: 5px; min-height: 100px;"></div> </div> <div style="font-size: 0.8em; background-color: #f0f0f0; padding: 2px;">CH</div> </div> <div style="font-size: 0.8em; writing-mode: vertical-rl; transform: rotate(180deg); position: absolute; right: 5px; top: 50%;">Extract online & offline CH of BE</div>