

## Project Design Phase-I Problem – Solution Fit Template

Date	20 feb 2026
Team ID	LTVIP2026TMIDS37686
Project Name	irevolution: a data-driven exploration of apple's iphone impact in india using tab
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:

Define CS, Rethink CC	CS	CC	AS
1. CUSTOMER SEGMENT(S)  Data analysts, market researchers, and business professionals interested in understanding the the impact of Apple's iPhone on the Indian smartphone market.  Define CS, Rethink CC	6. CUSTOMER CONSTRAINTS  ▪ Data analysis market research needs continuous flying; suggested the the Indian Airlines department; or unlikely suitable adoption from firms. ▪ Lack of centralized, visualized, and user-friendly data representations	5. AVAILABLE SOLUTIONS  ▪ Traditional market research reports, full-value with less problems. ▪ Advanced user visualization profits. ▪ Add other conventional representations, and user-friendly data representations, and implements analytics in tables.	Define CS, Rethink CC
2. JOBS-TO-BE-DONE / PROBLEMS  ▪ Understand how Apple's iPhone adoption has changed the Indian smartphone market. ▪ Analyze market trends and iPhone sales data in India. ▪ Identify user demographics of iPhone adopters in India. ▪ Assess the impact of new iPhone models on the market.  Rethink JTB / Attract AS / Solve CC	9. PROBLEM ROOT CAUSE  ▪ Lack of dedicated, researcher visualization tools to analyze iPhone market trends in India. ▪ Inefficient, outdated data sources make it hard to gain actionable insights	7. BEHAVIOUR  ▪ They conduct basic, advanced self/refer to the job done too. ▪ Lack of centralized, visualized, and user-friendly data representations. ▪ Time constraints for in-depth market analysis.	Define Job To Be Done, Understand RC
3. TRIGGERS  ▪ What drives these customers to act? (e.g., seeing old iPhone adoption, market growth in India). ▪ Why would they take action? (e.g., opportunity to understand emerging trends, inform strategy).  Identify trigger TR: EM	9. PROBLEM ROOT CAUSE  ▪ Lack of dedicated, researcher visualization tools to analyze iPhone market trends in India. ▪ Inefficient, outdated data sources make it hard to gain actionable insights	7. BEHAVIOR  ▪ They conduct basic analysis, rely on dated market-research analysis. ▪ Time constraints for in-depth market intelligence leaders, stakeholders.	Define Job To Be Done, Understand RC
4. EMOTIONS: BEFORE / AFTER  ▪ Before: Confused by lack of clear data, unsure of the iPhone's true impact. ▪ After: informed, confident, able to make data-driven decisions about iPhone's impact. How to. How to implementers make EMF models.  Identify Emotions: Before / After EM	10. YOUR SOLUTION  ▪ Innovation idea: Take time to present interactive dashboards that visualize part of iPhone's India in India. ▪ Commission, build your dashboards. Build iPhone sales trends, user demographics, and market data in India. ▪ Easy-to-use visually appealing feature performs allows for in-depth analysis, nothing need to up-front, one-gammon, gear. ▪ Provide opinions, data-driven insights that are accessible even those with minimal analysis experience requirements.	8. CHANNELS OF BEHAVIOUR  ▪ Use market research tools like Statista, Google Trends, or market research agencies, Adlers, Adlers, Adlers India (this resulted in PPTs, Google Sheets).	Define Job To Be Done, CH
5. IDENTIFY AWARENESS: RE: PMI			
6. IDENTIFY AWARENESS: RE: PMI			
7. IDENTIFY AWARENESS: RE: PMI			
8. IDENTIFY AWARENESS: RE: PMI			

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>