

## 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, Align CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Data analysts, market researchers, and business professionals interested in understanding the impact of Apple's iPhone on the Indian smartphone market.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>Data analysts, market researchers, and business professionals using outdated visualization tools to analyze iPhone market trends in India.</li> <li>Lack of centralized, visualized, and user-friendly data representations.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Traditional market research reports, that value add new problems.</li> <li>Audited user testimonials profiles.</li> <li>Ad-hoc anecdotal testimonials, and user-friendly data representations, and to-platform analytics for tables.</li> </ul>
	Define CS, Align CC	Define CC, Align CS	Define CC, Align CS
Focus on Job To Be Done / Understand CS	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Understand how Apple's iPhone adoption has changed the Indian smartphone market.</li> <li>Analyze market trends and iPhone sales data in India.</li> <li>Identify user demographics of iPhone adopters in India.</li> <li>Assess the impact of new iPhone models on the market.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Lack of dedicated, researcher visualization tools to analyze iPhone market trends in India.</li> <li>Inefficient, outdated data sources make it hard to gain actionable insights.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>They conduct a basic, advanced self-logged the job done too?</li> <li>Lack of centralized, visualized, and user-friendly data representations.</li> <li>Time constraints for in-depth market analysis.</li> </ul>
	Focus on Job To Be Done / Understand CS	Focus on Job To Be Done / Understand RC	Focus on Job To Be Done / Understand RC
Focus on TR, E, EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>What drives these customers to act? (e.g. using rapid iPhone adoption, market growth in India).</li> <li>Why would they take action? (e.g. opportunity to understand emerging trends, inform strategy).</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Lack of dedicated, researcher visualization tools to analyze iPhone market trends in India.</li> <li>Inefficient, outdated data sources make it hard to gain actionable insights.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>They conduct a basic analysis, try on dated general-market use recommendation.</li> <li>Time constraints for in-depth market insights leaders, stakeholders.</li> </ul>
	Identify trigger, TR, E, EM	Focus on Job To Be Done / Understand RC	Focus on Job To Be Done / Understand RC
Identify driver, How PM	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>Before: Confused by lack of clear data, unsure of the iPhone's true impact.</li> <li>After: Informed, confident, able to make data-driven decisions about how to increase E's usefulness. How to implement a new OAP model.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Evolution data: Tables to present interactive dashboards that visualize part of iPhone trends in India.</li> <li>Comparison, benchmark dashboards. Build iPhone sales trends, user demographics, and market share trends in India.</li> <li>Easy to use daily regarding follow-up performance for in-depth analysis, and/or even to use in-tables, and gamified, secure.</li> <li>Provides dynamic, data-driven insights that are accessible even to those with minimal analytics experience.</li> </ul>	<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <ul style="list-style-type: none"> <li>Use market research tools like Statista, Google Trends, or market research agencies.</li> <li>Attend webinars, follow Indian tech news sites like NDTV Gadgets360.</li> </ul>
	Identify driver, How PM	Focus on Job To Be Done / Understand RC	Focus on Job To Be Done / Understand RC
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>How to increase confidence, data sources of the iPhone's true impact.</li> <li>How to increase E's usefulness. How to increase, or decrease demand.</li> <li>How to increase E's confidence? How to increase E's confidence?</li> </ul>		<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <ul style="list-style-type: none"> <li>Use market research tools like Statista, Google Trends, or market research agencies.</li> <li>Attend webinars, follow Indian tech news sites like NDTV Gadgets360.</li> </ul>

## References:

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