

Project title: I Revolution_A Data-driven Exploration of Apple's iPhone Impact in India using tableau

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Project Design Phase-I - 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			
1. CUSTOMER SEGMENT(S) Product Managers, Market Analysts at Apple and Stakeholders	CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL	Time, Adaptation to Tabao	5. AVAILABLE SOLUTIONS PROS & CONS AS	Generic spread sheets BI dashboards	Explore AS, articulate
2. PROBLEMS / PAINS + ITS FREQUENCY Disjointed data Weak visual insights Scattered data	PR	9. PROBLEM ROOT / CAUSE RC	Fragmented, static dashboards	7. BEHAVIOR + ITS INTENSITY BE	Constant spreadsheet - updates digging for meaningful numbers	Focus on BE, tap into BI, understand RC
3. TRIGGERS TO ACT Filter by year, quarter Spec-price charts	TR	10. YOUR SOLUTION SL	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	8. CHANNELS OF BEHAVIOR CH	ONLINE OFFLINE	Extract online & offline Ch of BE
4. EMOTIONS BEFORE / AFTER Confounded Confident	EM					