

Project Design Phase

Problem – Solution Fit Template

Date	22 July 2025
Team ID	PNT2025TMID10592
Project Name	I Revolution: A Data-driven Exploration of Apple's iPhone Impact in India
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

Purpose / Vision

Version:

Define CS, fit into CL	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 1. CUSTOMER SEGMENT(S) CS </div> </div> <ul style="list-style-type: none"> Young smartphone users (age 18–35) Middle-class tech-savvy consumers iPhone buyers & prospective switchers from Android College students 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 6. CUSTOMER LIMITATIONS CL </div> </div> <p style="font-size: 8px; margin-left: 20px;">EG. BUDGET, DEVICES</p> <ul style="list-style-type: none"> Budget constraints (limited purchasing power) Limited access to real-time data or objective comparisons Misinformation or lack of localized analysis Availability of models across regions Dependence on peer recommendations 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 5. AVAILABLE SOLUTIONS AS </div> </div> <p style="font-size: 8px; margin-left: 20px;">PROS & CONS</p> <p>Options: Smartprix, 91Mobiles, YouTube reviews, blogs, Apple site</p> <p>Pros: Easy access, diverse opinions</p> <p>Cons: Biased, unorganized, not India-focused</p>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 2. PROBLEMS / PAINS PR </div> </div> <p style="font-size: 8px; margin-left: 20px;">+ ITS FREQUENCY</p> <ul style="list-style-type: none"> High cost of iPhones vs average income in India Confusion about whether iPhone is worth the price Lack of awareness about alternatives or comparison data Biased brand perception due to marketing rather than features Fear of missing out or regret after purchase 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 9. PROBLEM ROOT / CAUSE RC </div> </div> <ul style="list-style-type: none"> Lack of centralized Indian-specific analysis Marketing drives perception more than reality No standard for data-driven mobile decision-making High prices in India due to import duties, taxes, etc. 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 7. BEHAVIOR BE </div> </div> <p style="font-size: 8px; margin-left: 20px;">+ ITS INTENSITY</p> <ul style="list-style-type: none"> Watching YouTube videos and tech reviews Browsing Flipkart/Amazon deals Asking friends or family for suggestions Holding onto older phones due to uncertainty Reading Twitter threads or Reddit discussions 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 3. TRIGGERS to ACT TR </div> </div> <ul style="list-style-type: none"> Big sales events Peer pressure or brand aspiration Social media influence Reviews and comparison videos Upgrading from older devices 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 10. YOUR SOLUTION SL </div> </div> <ul style="list-style-type: none"> Data-driven visual comparison of iPhones across price, features, ratings Tableau dashboards for analyzing market trends User-friendly interface to compare with other smartphone brands Sign-up/sign-in to personalize experience Helps decode the iPhone's socio-economic and technological impact in India 	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 8. CHANNELS of BEHAVIOR CH </div> </div> <div style="margin-left: 20px;"> <p>ONLINE</p> <ul style="list-style-type: none"> You tube and Instagram tech pages Amazon / Flipkart Blogs & Reddit tech discussions iRevolution dashboard website Tableau embedded analytics <p>OFFLINE</p> <ul style="list-style-type: none"> Word of mouth Mobile stores & Apple resellers Campus discussions </div>	Extract online & offline CH of BE
	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> 4. EMOTIONS EM </div> </div> <p style="font-size: 8px; margin-left: 20px;">BEFORE / AFTER</p> <p>Before:</p> <ul style="list-style-type: none"> Confused, hesitant, aspirational but unsure Frustrated by pricing vs value <p>After:</p> <ul style="list-style-type: none"> Empowered with clarity through data & insights Confident decision-making 			

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