Project Design Phase
Problem – Solution Fit Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS90481
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 behavioural patterns and recognize what would work and why

Purpose:

❏ Address complex challenges in a way that aligns with your customers' real needs and expectations.

❏ Accelerate success and boost solution adoption by leveraging platforms and channels your customers already use and trust.

❏ Strengthen your communication and marketing approach with clear messaging and well-timed engagement strategies.

❏ Expand customer touchpoints by identifying the right problem–behaviour match and building trust through solving recurring, urgent, or high-impact issues.

❏ Understand the existing situation in order to improve it for your target group.

S.no	Section	Content
1	Customer Segment(s)	Product Managers, Market Analysts at Apple,Stakeholders
2	Problems / Pains	Disjointed data, Weak visual insights, Scattered data
3	Triggers to Act	Filter by year and quarter, Need for specific charts
4	Emotions (Before / After)	Before: Confounded After: Confident

5	Available Solutions	Generic spreadsheets, BI dashboards
6	Customer Limitations	Time constraints, Adaptation to Tableau
7	Behavior (Its Intensity)	Constant spreadsheet updates, Digging for meaningful numbers
8	Channels of Behavior	**Online:** Internal dashboards, Cloud BI platforms, Email reports, Data tools (Tableau, Excel, Power BI), Virtual meetings **Offline:** Team meetings, Printed reports, Strategy sessions, Executive presentations
9	Problem Root / Cause	Fragmented, static dashboards
10	Your Solution	Creation of intuitive visual analytics, Dark UI for better user experience, Eye-comfort color palette, Interactive drag-and-drop filters