Project Design Phase Problem – Solution Fit Template

Date	29 june 2025	
Team ID	LTVIP2025TMID50169	
Project Name	iRevolution A Data-driven Exploration of	
	Apple's iPhone Impact in India using Tableau	
Maximum Marks	2 Marks	

Problem – Solution Fit Template:

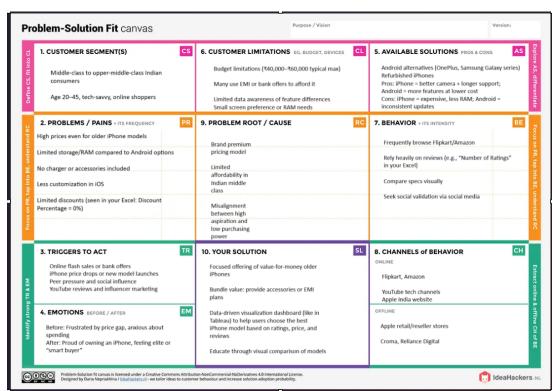
The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

	Solve complex	problems in a v	vay that fits the	state of	your customers.
_	JOINE COMPLEX	PIODICIIIS III a V	vay criat rits tric	Juliu Co	your castorners.

- ☐ 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:



References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/

2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe