

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 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:

Problem-Solution Fit canvas		Purpose / Vision	Version:
<div style="background-color: #f8d7da; padding: 5px; margin-bottom: 5px;"> 1. CUSTOMER SEGMENT(S) CS </div> <div style="background-color: #f8d7da; padding: 5px;"> <p>Middle-class to upper-middle-class Indian consumers</p> <p>Age 20-45, tech-savvy, online shoppers</p> </div>	<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> 6. CUSTOMER LIMITATIONS CL </div> <div style="background-color: #d4edda; padding: 5px;"> <p>Budget limitations (₹40,000-₹60,000 typical max)</p> <p>Many use EMI or bank offers to afford it</p> <p>Limited data awareness of feature differences</p> <p>Small screen preference or RAM needs</p> </div>	<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> 5. AVAILABLE SOLUTIONS AS </div> <div style="background-color: #d4edda; padding: 5px;"> <p>Android alternatives (OnePlus, Samsung Galaxy series)</p> <p>Refurbished iPhones</p> <p>Pros: iPhone = better camera + longer support;</p> <p>Android = more features at lower cost</p> <p>Cons: iPhone = expensive, less RAM; Android = inconsistent updates</p> </div>	
<div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> 2. PROBLEMS / PAINS PR </div> <div style="background-color: #fff3cd; padding: 5px;"> <p>High prices even for older iPhone models</p> <p>Limited storage/RAM compared to Android options</p> <p>No charger or accessories included</p> <p>Less customization in iOS</p> <p>Limited discounts (seen in your Excel: Discount Percentage = 0%)</p> </div>	<div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> 9. PROBLEM ROOT / CAUSE RC </div> <div style="background-color: #fff3cd; padding: 5px;"> <p>Brand premium pricing model</p> <p>Limited affordability in Indian middle class</p> <p>Misalignment between high aspiration and low purchasing power</p> </div>	<div style="background-color: #fff3cd; padding: 5px; margin-bottom: 5px;"> 7. BEHAVIOR BE </div> <div style="background-color: #fff3cd; padding: 5px;"> <p>Frequently browse Flipkart/Amazon</p> <p>Rely heavily on reviews (e.g., "Number of Ratings" in your Excel)</p> <p>Compare specs visually</p> <p>Seek social validation via social media</p> </div>	
<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> 3. TRIGGERS TO ACT TR </div> <div style="background-color: #d4edda; padding: 5px;"> <p>Online flash sales or bank offers</p> <p>iPhone price drops or new model launches</p> <p>Peer pressure and social influence</p> <p>YouTube reviews and influencer marketing</p> </div>	<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> 10. YOUR SOLUTION SL </div> <div style="background-color: #d4edda; padding: 5px;"> <p>Focused offering of value-for-money older iPhones</p> <p>Bundle value: provide accessories or EMI plans</p> <p>Data-driven visualization dashboard (like in Tableau) to help users choose the best iPhone model based on ratings, price, and reviews</p> <p>Educate through visual comparison of models</p> </div>	<div style="background-color: #d4edda; padding: 5px; margin-bottom: 5px;"> 8. CHANNELS of BEHAVIOR CH </div> <div style="background-color: #d4edda; padding: 5px;"> <p>ONLINE</p> <p>Flipkart, Amazon</p> <p>YouTube tech channels</p> <p>Apple India website</p> <p>OFFLINE</p> <p>Apple retail/reseller stores</p> <p>Croma, Reliance Digital</p> </div>	

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IdeaHackers.NET

References:

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

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