

Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID49167
Project Name	iRevolution _ 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.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure → confident, in control → use it in your communication strategy & design.		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

Example: iRevolution _ A Data-driven Exploration of Apple's iPhone Impact in India

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Indian smartphone buyers – value-conscious consumers evaluating premium devices. Data analysts and business strategists – seeking clear insights into smartphone market behavior. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Budget Limitations: Many Indian consumers are highly price-sensitive, limiting their willingness to invest in premium devices like iPhones. Lack of Clear Value Justification: Customers often don't see how the high price of iPhones translates into tangible benefits compared to mid-range competitors. Limited Access to Structured Data: Data analysts and decision-makers struggle with fragmented and inconsistent datasets across multiple sources. Technical Barriers: Non-technical users may find data analysis tools (like Tableau) overwhelming without guidance or training. 	5. AVAILABLE SOLUTIONS AS <ol style="list-style-type: none"> Online Reviews & Blogs <ul style="list-style-type: none"> Used By: Smartphone buyers Pros: Easily accessible, quick to read, available on various platforms like Flipkart, YouTube, TechRadar. Cons: Often biased or sponsored; lack of comparative data, difficult to trust. Social Media & Influencer Reviews <ul style="list-style-type: none"> Used By: Young consumers Pros: Reliable content; reflects current trends & preferences; easy to digest Cons: Highly subjective & brand-biased; may exaggerate features & drawbacks Sales Reports and Market Research PDFs <ul style="list-style-type: none"> Used By: Analysts, students, business users Pros: Credible and structured data; useful for academic or strategic analysis. Cons: Often paywalled or outdated; not visual; hard to interpret without analytics skills. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Consumers face confusion due to a wide range of brands and price points. Apple iPhones are seen as aspirational but often unaffordable. Lack of accessible data that clearly compares Apple's positioning in the Indian market. Data analysts struggle with fragmented datasets and unclear patterns. 	9. PROBLEM ROOT CAUSE RC <p>The core reason this problem exists is due to the increasing complexity of smartphone choices in India, especially with the influx of brands offering similar features at drastically different price points. Apple, known globally for its premium positioning, faces a unique challenge in the Indian market—balancing aspirational value with affordability concerns.</p> <p>The need to analyze and visualize this impact arises from:</p> <ul style="list-style-type: none"> Rising Competition: Indian consumers are overwhelmed by choices from brands like Xiaomi, Samsung, OnePlus, etc., all offering compelling alternatives to iPhones. Inaccessible, Scattered Data: Market data exists but is often unstructured, spread across websites, blogs, and reports—making it hard for analysts and decision-makers to extract meaningful insights. Need for Data-Driven Decisions: As data analytics becomes central to business strategy, marketers, businesses, and analysts want to base their decisions on visual, comparative insights—not assumptions. 	7. BEHAVIOUR BE <p>Direct Actions (Problem-Specific Behavior):</p> <ol style="list-style-type: none"> Compare smartphones online: Customers visit websites like Flipkart, Amazon to compare models, specs, and prices. Watch product reviews and unboxings: They turn to YouTube channels and influencers for hands-on opinions on iPhones vs other brands. Read tech blogs and news: To stay updated on pricing, features, and launch events, customers read blogs like TechCrunch, NDTV Gadgets, or Economic Times. <p>Indirect Actions (Associated Behavior):</p> <ol style="list-style-type: none"> Follow tech influencers or Apple fan pages: They engage with brands and trends via Instagram, Twitter. Join online tech communities: Customers and analysts interact in online forums, Reddit threads, Telegram groups, or WhatsApp communities to exchange knowledge. Attend product launch events (online/offline): Some consumers and enthusiasts watch live streams or attend Apple-related launch webinars for first-hand updates. 	
3. TRIGGERS TR <ul style="list-style-type: none"> Peer Influence: Seeing friends, influencers, or colleagues using iPhones creates aspirational interest. Launch Events: Apple's product launches and promotional events create excitement and curiosity. News & Reports: Reading about Apple's growing presence and investments in India (e.g., retail stores, manufacturing) builds credibility. Social Media Buzz: Trending content and unboxings on YouTube, Instagram, and Twitter influence user desire. 	10. YOUR SOLUTION SL <p>An interactive, region-specific Tableau dashboard that visualizes Apple's iPhone impact in India by offering:</p> <ul style="list-style-type: none"> Sales Trends – Visualization of iPhone adoption across Indian regions over time Brand Comparison – iPhone vs competitors like Samsung, Xiaomi, etc. Demographic Insights – Analysis of age, income, and geographic factors influencing purchase Price vs Feature Perception – Graphs and heatmaps showing how features align with customer expectations Retail Expansion Mapping – Apple store presence and influence visualized geographically Trend Predictors – Based on launch data, sentiment insights, and market growth Filterable Interface – Allowing users to explore custom insights (e.g., by state, year, income bracket) 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ol style="list-style-type: none"> Compare smartphones and prices: Online Channels: Flipkart, Amazon, GSM4Arena. Watch reviews and unboxings: Online Channels: YouTube, Instagram, Facebook Watch Read tech blogs and news updates: Online Channels: TechCrunch, NDTV Gadgets. Download market research or data reports: Online Channels: Statista, Business Insider. Participate in discussions and Q&A forums: Online Channels: Reddit, Quora, Apple Community Forums. 8.2 OFFLINE <ol style="list-style-type: none"> Visit retail stores to experience products: Offline Channels: Apple authorized resellers, electronics chains (Croma, Reliance Digital), mobile shops. Customers physically compare iPhones with competitor devices, test features, and inquire about EMI offers. Attend in-person product launch events or demos: Offline Channels: Apple events in metros, in-store demo zones. Enthusiasts and tech users attend or observe promotional events to engage directly with new iPhone models. Seek advice from peers or family: Offline Channels: Word-of-mouth from friends, relatives, tech-savvy colleagues. Especially common in Tier 2/3 cities, where community influence is strong. 	Extract online & offline CH of BE	
4. EMOTIONS: BEFORE / AFTER EM <p>Before (When Facing the Problem):</p> <ul style="list-style-type: none"> Confused – by the vast number of smartphone options with varying specs and prices. Overwhelmed – with unstructured or conflicting information online. <p>After (Post-Solution or Job Completion):</p> <ul style="list-style-type: none"> Confident – with a clear understanding of iPhone's positioning through data. Informed – after viewing interactive Tableau dashboards showing trends, comparisons, and insights. 				