

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	PNT2025TMID09535
Project Name	iRevolution : A data driven exploration of Apple 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) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small> <p style="text-align: center;">Data analysts, BI professionals, and dashboard creators in mid-to-large enterprises</p>	6. CUSTOMER CONSTRAINTS <small>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.</small> <ul style="list-style-type: none"> Limited scripting expertise or time Budget constraints for premium tools Compatibility issues across platforms 	5. AVAILABLE SOLUTIONS <small>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</small> <ul style="list-style-type: none"> Manual SQL scripting (powerful but time-consuming) Tableau Prep (limited flexibility) Excel-based cleaning (error-prone, not scalable) 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <ul style="list-style-type: none"> Clean and standardize messy, inconsistent datasets Prepare Tableau-compatible datasets quickly and accurately 	9. PROBLEM ROOT CAUSE <small>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.</small> <ul style="list-style-type: none"> Fragmented tools and workflows between data cleaning and visualization Growing demand for faster, more reliable insights Lack of automation in data prep pipelines 	7. BEHAVIOUR <small>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)</small> <ul style="list-style-type: none"> Manually clean data using SQL or Excel Reuse outdated dashboards to save time Search forums for troubleshooting help Attend webinars or workshops for upskilling 	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <ul style="list-style-type: none"> Reporting deadlines or dashboard failures Seeing competitors use advanced visualization tools 	10. YOUR SOLUTION <small>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.</small> <ul style="list-style-type: none"> iRevolution: An integrated platform that automates data cleaning, standardization, and visualization prep Bridges SQL and dashboard tools with intuitive UI and export-ready datasets Suggests KPIs and derived metrics to accelerate insight generation 	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> <p style="text-align: center;">Stack Overflow, Tableau Community, LinkedIn, GitHub, YouTube tutorials</p>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>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.</small> <ul style="list-style-type: none"> Before: Overwhelmed, frustrated, uncertain After: Confident, in control, empowered 	8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <p style="text-align: center;">Internal team meetings, data workshops, peer discussions, training sessions</p>		

References:

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