

Ideation Phase

Empathize & Discover

Date	22 July 2025
Team ID	PNT2025TMID14364
Project Name	iRevolution : A data-driven exploration of Apple's iPhone impact in India using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Persona: Aspiring, Value-Conscious Tech Enthusiast

A Young urban Indian consumer, typically aged 18–35

Sees the iPhone as a symbol of status, reliability, and superior camera quality

Is financially cautious, often relying on discounts, EMI options, and older models

Actively researches before buying and shares purchases on social media

Feels proud owning an iPhone but also frustrated by its high cost.

Empathy Map:

