

REQUIREMENT ANALYSIS

Customer Journey Map

Date	28 June 2025
Team ID	LTVIP2025TMID47490
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	4 Marks

User: Tech-savvy Indian smartphone buyer (aspiring iPhone user)

Goal: Explore, evaluate, and purchase an iPhone in India

Stage	User Actions	User Feelings	Touchpoints	Opportunities
Awareness	Sees iPhone ads, social media posts, hears from friends	Curious, Interested	Instagram, YouTube, News, Friends	Highlight features, influencer marketing, relatable success stories
Research	Looks for reviews, price comparisons, and features	Confused, Evaluative	Google, Apple Website, Flipkart, Blogs	Use data to show key differentiators vs Android
Consideration	Considers budget, EMI options, compares models	Hopeful, Concerned	Retail Stores, Online Platforms	Display affordability options and regional offers
Purchase	Buys online or visits authorized Apple store	Excited, Nervous	Amazon, Flipkart, Apple Store	Offer loyalty points, unboxing experience tracking
Post-Purchase	Uses the phone, posts on social media, reads how-tos	Proud, Curious	Twitter, Instagram, Forums	Analyze post-purchase behavior and sentiment for improvement