

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS47508
Project Name	iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					

PS-1

I am a smartphone consumer in India

I'm trying to choose the best smartphone that provides performance, reliability, and long-term value

But I find it difficult to understand whether the iPhone is worth its higher price compared to other smartphones

Because there is limited clear, data-driven information comparing its real impact, performance, and long-term benefits

Which makes me feel confused and unsure about making the right purchase decision

PS-2

I am a market researcher / student analyzing the Indian smartphone industry

I'm trying to understand how Apple's iPhone has influenced the Indian market, economy, and consumer behavior

But I cannot easily access organized, data-driven insights showing its market growth, economic contribution, and technological impact

Because the available information is scattered across different sources and not analyzed together

Which makes me feel challenged to clearly understand and explain Apple's true impact in India