

Ideation Phase

Empathize & Discover

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|---------------|--------------------------------------------------------------------------|
| Date | 31 January 2025 |
| Team ID | LTVIP2026TMIDS47508 |
| Project Name | iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India |
| Maximum Marks | 4 Marks |

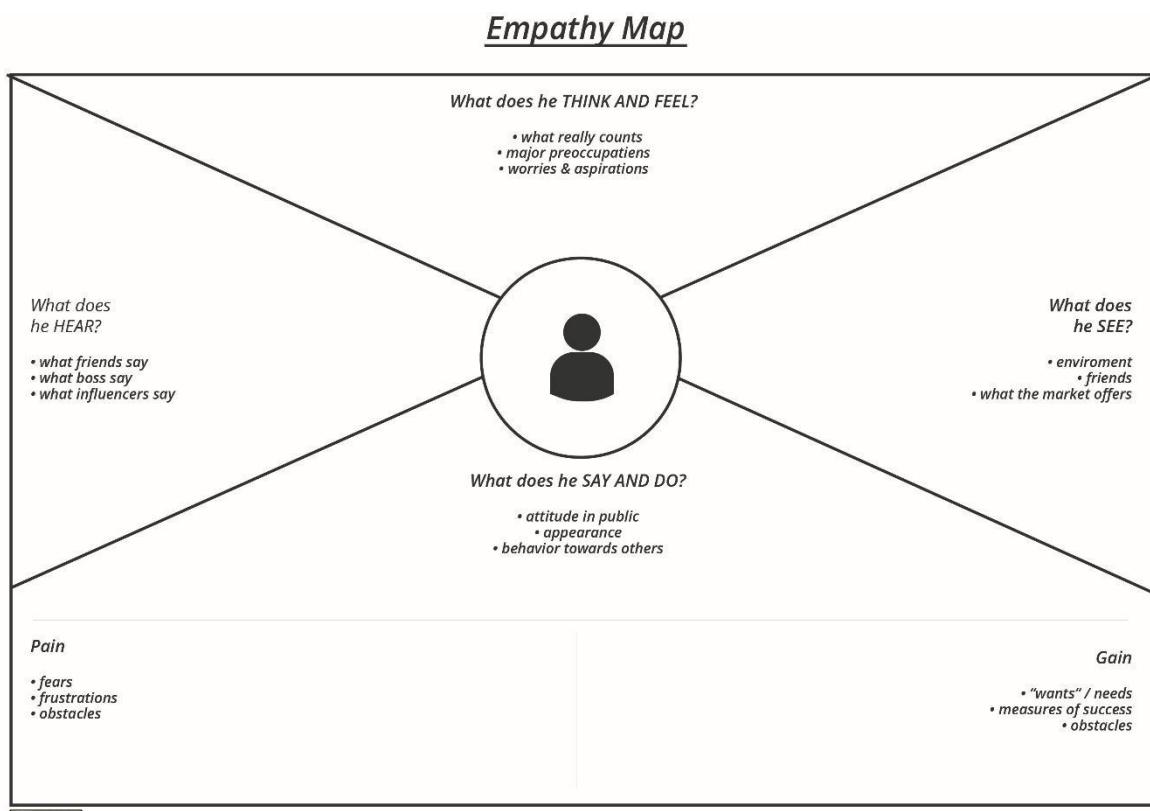
Empathy Map Canvas:

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

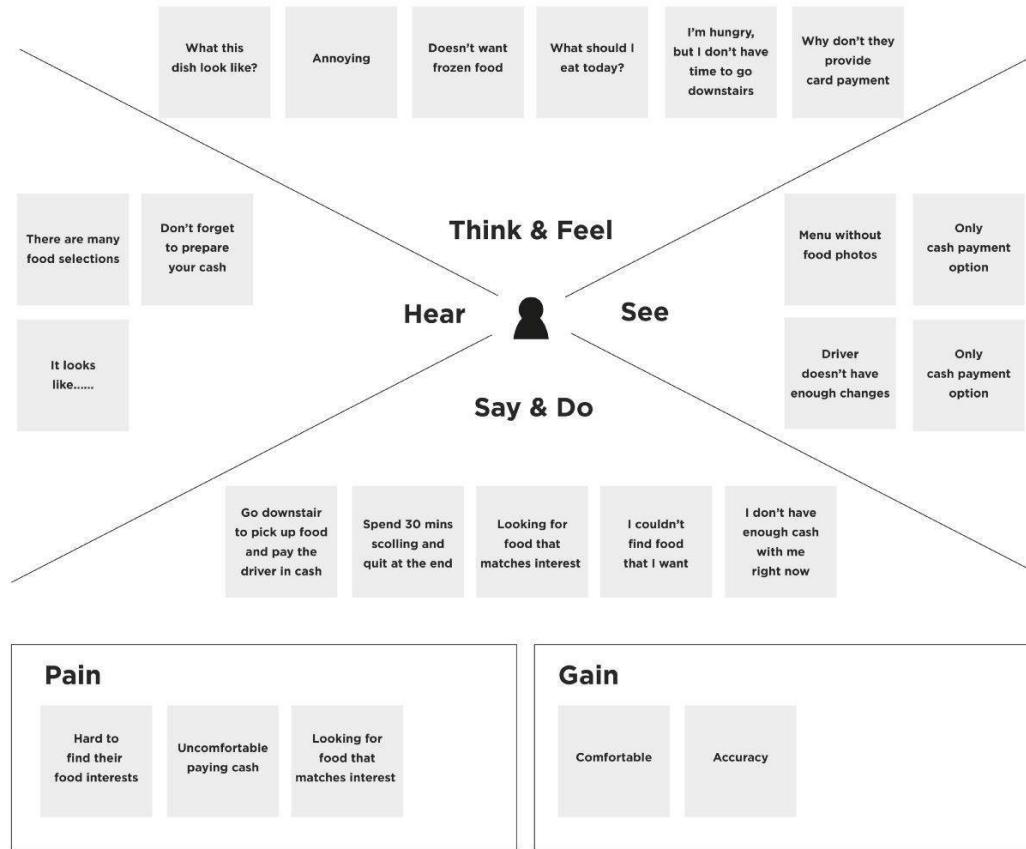
It is a useful tool to help teams better understand their users.

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.

Example:



Example: Food Ordering & Delivery Application



Target User: Indian Smartphone Consumer / Student Researcher

SAYS:

- "iPhone is a premium and high-quality smartphone."
- "It is expensive compared to other phones."
- "Apple provides good performance and long-term updates."
- "I want reliable data before investing in an iPhone."

THINKS:

- iPhone provides better security and performance.
- It is a status symbol in India.
- The price may not justify the features compared to competitors.
- Apple's ecosystem provides better user experience.

DOES:

- Compares iPhone with other brands like Samsung and OnePlus.
- Watches YouTube reviews and reads online articles.
- Checks price, features, and long-term value.
- Collects information from friends and online communities.

FEELS:

- Interested in owning a premium smartphone.
- Confused about whether the price is worth it.

- Curious about Apple's real impact in India.
- Motivated to make a smart and informed decision.

PAINS:

- High price of iPhones.
- Lack of clear data-driven comparison.
- Difficulty in understanding long-term benefits.
- Limited awareness of Apple's economic and technological impact in India.

GAINS:

- Reliable performance and long-term software updates.
- High-quality ecosystem and user experience.
- Strong resale value.
- Access to premium features and services.
- Better understanding through data-driven insights.