**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 26 May 2025 |
| Team ID | LTVIP2025TMID49086 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau. |
| 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Price-sensitive Indian smartphone user. | understand whether investing in an iPhone is worth it. | I don’t have clear, data-backed insights about its value compared to other brands. | most comparisons are based on opinions, not real usage or performance data. | makes me feel confused and hesitant to buy an iPhone |
| PS-2 | a market analyst or business student. | evaluate the iPhone’s market penetration and consumer behavior in India. | detailed data and visualizations specific to the Indian market are not easily available. | most reports are US or China-focused. | makes me feel restricted in drawing insights or making business decisions for India. |

**2.2 EMpathy map:**

Diagram

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