Ideation Phase
Empathize & Discover

| Date	26 June 2025
Team ID	LTVIP2025TMID49167
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 helps 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.

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: iRevolution – Analyzing iPhone Impact in India
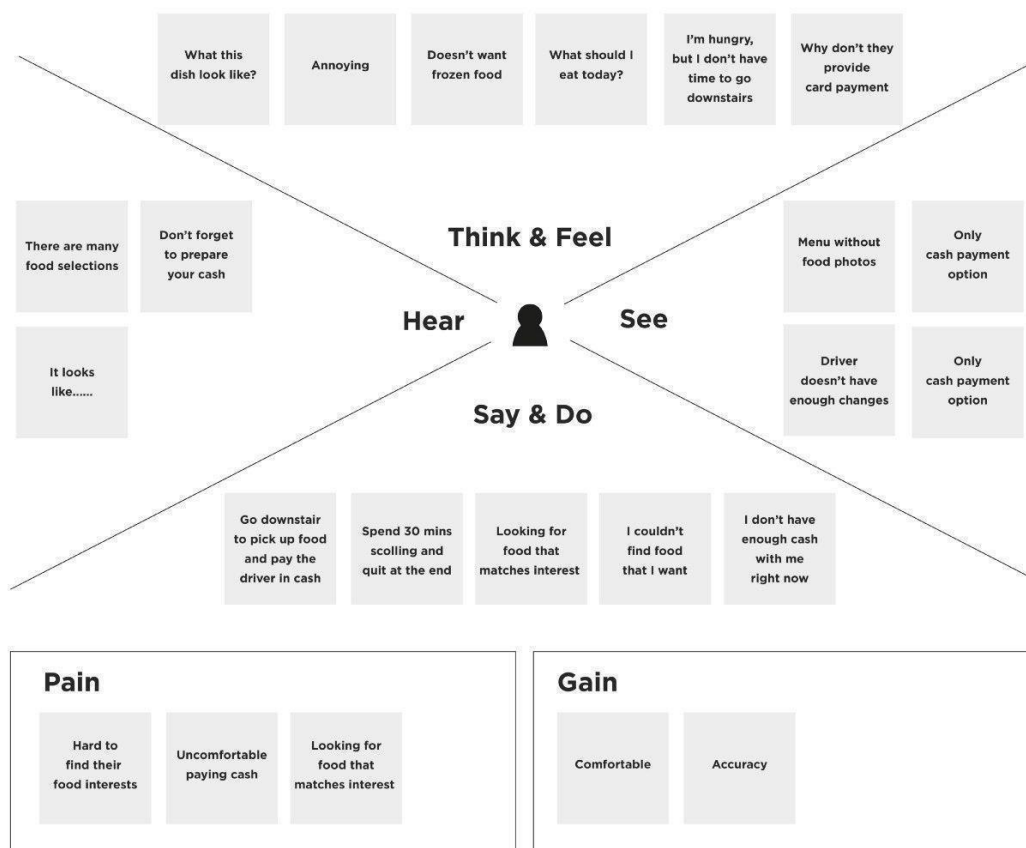
Empathy Map Insights Based on Our Target Audience:

- **Thinks:**
  Wonders if iPhones are really worth the premium price in India. Thinks about long-term usability, resale value, and brand trust. Feel secure and private with Apple's stance on user data.

- **Feels:**
  Feels aspirational and confident when using Apple products. Also feels frustrated with high prices and frequent model changes.

- **Says:**
  Says that Apple is a status symbol. Talks about camera quality, performance, and long-term software support.

- **Does:**
  Researches online reviews, compares prices with Android, visits stores to experience the product, and tracks offers or discounts.