

Ideation Phase

Define the Problem Statements

Date	18 June 2025
Team ID	PNT2025TMID08078
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India
Maximum Marks	2 Marks

Customer Problem Statement Template:

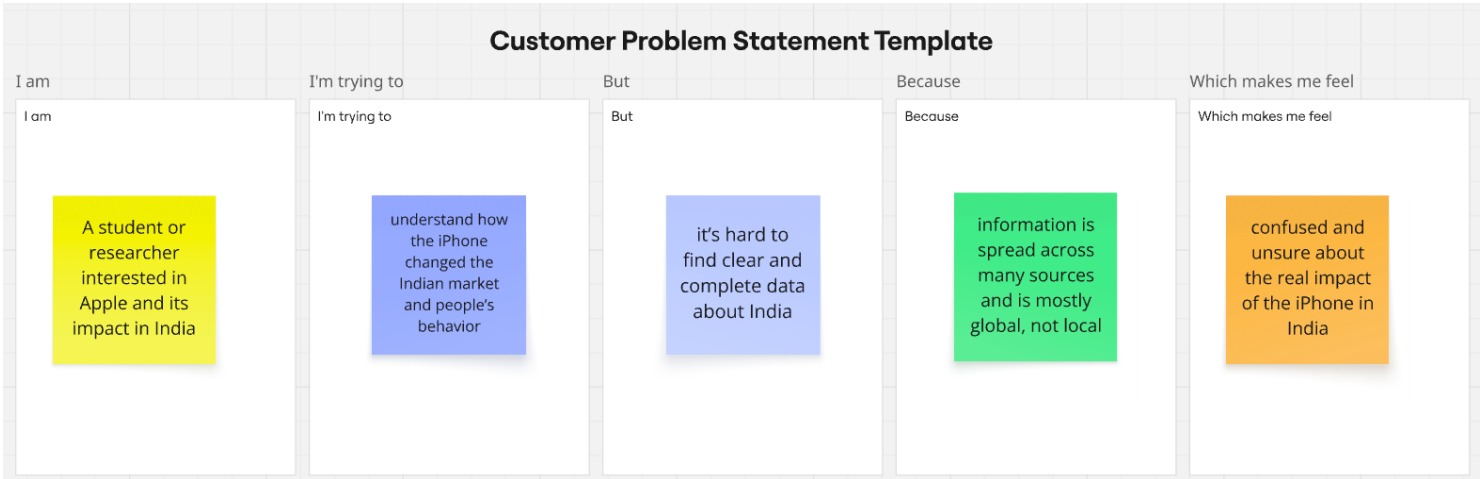
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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...	A student curious about how the iPhone has changed things in India—like how people use technology, what they buy, and how Apple affects the market.
I am trying to ...	Understand how the iPhone has impacted India using real data—like how many people buy it, who uses it, and what changes it brings.
But ...	It's hard to find all the right information about India in one place, especially details about how the iPhone changed things over time.
Because ...	Most data is spread out or focused on other countries, and it's not easy to compare everything for India clearly.
Which makes me feel ...	Confused, curious, and eager to find clear answers through data

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Indian smartphone buyer	Understand if buying an iPhone is worth the price	It's hard to tell if it offers long-term value	Apple products are expensive and it's unclear how they impact usage over time	Confused and Unsure
PS-2	Technology or business researcher	Study the iPhone's impact in India	Data is scattered and mostly global, not India-specific	Don't know a clear way to compare areas	frustrated and uncertain