Ideation Phase
Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID49338
Project Name	Irevolution:A data-driven exploration of apple's Iphone impact in india
Maximum Marks	2 Marks

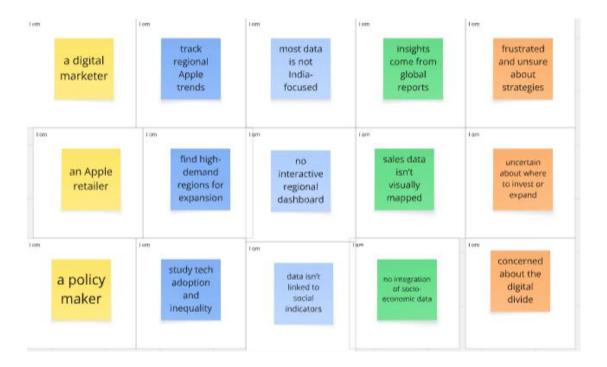**Customer Problem Statement Template:**

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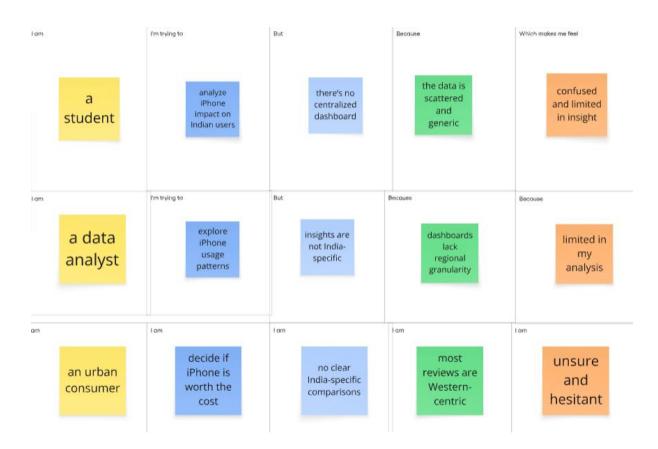
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Example:

Persona Cards — Grid 1

I am	I am	I am	I am	I am
a digital marketer	track regional Apple trends	most data is not India-focused	insights come from global reports	frustrated and unsure about strategies
an Apple retailer	find high-demand regions for expansion	no interactive regional dashboard	sales data isn't visually mapped	uncertain about where to invest or expand
a policy maker	study tech adoption and inequality	data isn't linked to social indicators	no integration of socio-economic data	concerned about the digital divide

Persona Cards — Grid 2

I am	I'm trying to	But	Because	Which makes me feel
a student	analyze iPhone impact on Indian users	there's no centralized dashboard	the data is scattered and generic	confused and limited in insight
a data analyst	explore iPhone usage patterns	insights are not India-specific	dashboards lack regional granularity	limited in my analysis
an urban consumer	decide if iPhone is worth the cost	no clear India-specific comparisons	most reviews are Western-centric	unsure and hesitant

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a student	analyze iPhone impact on Indian users	there's no centralized dashboard	the data is scattered and generic	confused and limited in insight
PS-2	a data analyst	explore iPhone usage patterns	insights are not India-specific	dashboards lack regional granularity	limited in my analysis
PS-3	an urban consumer	decide if iPhone is worth the cost	no clear India-specific comparisons	most reviews are Western-centric	unsure and hesitant
PS-4	a digital marketer	track regional Apple trends	most data is not India-focused	insights come from global reports	frustrated and unsure about strategies
PS-5	an Apple retailer	find high-demand regions for expansion	no interactive regional dashboard	sales data isn't visually mapped	uncertain about where to invest or expand
PS-6	a policy maker	study tech adoption and inequality	data isn't linked to social indicators	no integration of socio-economic data	concerned about the digital divide

2.2 Empathy map

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Identify the nearest Apple Service Center or authorised repair shops.

iPhone is perceived as a status symbol and a long-term investment, but the price is a significant hurdle.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Understand how resale, updates, and longevity balance out cost.

Based on seasonal pricing trends and new releases.

He sees the iPhone as a symbol of progress, success, and social validation.

He's researching during the festive season, hoping to get a deal.

GOAL

Billboards and digital ads push iPhone 15 Pro/ Pro Max, not entry-level options.

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Noticing others using iPhones at cafés, metros, or weddings and how those devices stand out.

The camera quality is perfect for presentations and quick content.

Lack of features tailored for Indian users (e.g., dual SIM was delayed in iPhones).

iOS is more restrictive compared to Android; lacks features some users are used to.

Owning an iPhone boosts perceived status and confidence.

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Don't bother—Android gives you more features for less money

Fear of being seen as show-off or judged for spending too much on a phone.

Perception of privacy, security, and software reliability.

What other thoughts and feelings might influence their behavior?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

I heard you can get huge discounts if you buy in Dubai or the US.

I wish Apple had better deals in India.

One day, I'll have the full Apple ecosystem—phone, laptop, watch, everything

Decisions are delayed or changed after friend/family recommendations or influencer opinions.

Brands like Xiaomi, Realme, Samsung, or Vivo dominate their current usage.

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Starting with an iPhone and later buying AirPods, a MacBook, or an Apple Watch.