

Ideation Phase Empathize & Discover

Empathy Map

What They Do:

- Research online for iPhone reviews, features, and prices.
- Compare the latest iPhone models with Android alternatives.
- Attend Apple product launch events or follow them closely.
- Participate in online forums and social media discussions about iPhones.

What They Say:

- "I love the sleek design and user-friendly interface of Apple's iPhones."
- "Affordability is a concern for me, so I wish they were more competitively priced."
- "I appreciate the innovative features, but sometimes they feel excessive."
- "I'm concerned about the environmental impact of electronic waste in India."



What They Think and Feel:

- Think: They believe that Apple's iPhones are a status symbol and represent innovation.
- Feel: They feel a sense of excitement and desire for the latest iPhone models.

What They Hear:

- They hear from friends and family about the prestige associated with owning an iPhone.
- They hear mixed opinions regarding the value for money and cost-effectiveness of iPhones in India.
- They hear about Apple's commitment to environmental sustainability and recycling initiatives.

EMPATHY MAP Of

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India