

Ideation Phase

Empathize & Discover

Date	15 FEB 2026
Team ID	LTVIP2026TMIDS73956
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 help 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.



Says

What have we heard them say?
What can we imagine them saying?

"I know Apple is doing well, but I want to see the data that proves it—especially over time.

I spend too much time pulling numbers from different reports just to get a basic market view.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I need to make decisions based on data, not gut feeling especially when planning new iPhone features or pricing.

If I can spot early signals from regions or trends, I can guide product and marketing before competitors do.



Our dashboards are too generic; I need something that tells a story specifically about Apple..

If I can spot early signals from regions or trends, I can guide product and marketing before competitors do.

They save or screenshot visuals from Tableau dashboards and include them in pitch decks or strategy briefs.

They repeatedly ask for cleaned, summarized charts in meetings rather than detailed spreadsheets.

Frustrated when they have to jump between multiple spreadsheets or tools just to answer a simple question like "How did Apple perform last quarter?

Pressure to present insights in executive meetings, where blurry data storytelling could undermine their credibility.

They manually combine data from various reports (sales, specs, market share) to get a full picture of Apple's performance.

Anxious about missing critical trends in a highly competitive market where Apple is expected to stay ahead.

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example

Feels

