

Ideation Phase

Define the Problem Statements

Date	19 FEB 2026
Team ID	LTVIP2026TMIDS24308
Project Name	iRevolution : A data-driven exploration of Apple's iPhone impact in India using Tableau
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.

Problem Statement 1:

I am	I'm trying to	But	Because	Which makes me feel
Smartphone Buyer	find a Smartphone that balances brand value, features and cost	iPhones are expensive and it's hard to justify the extra price.	there is no clear, centralized comparison of long-term benefits.	conflicted between aspiration and affordability.

Problem Statement 2:

I am	I'm trying to	But	Because	Which makes me feel
an Apple Market Strategist or analyst	understand the iPhone's market Impact in India	most data are global, fragmented or lacks India-specific insights	research on India's unique consumer behaviour and economic factors is limited	uncertain about how to expand Apple's market share effectively.

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Smartphone Buyer	Find a smartphone that balances brand value, features and cost	iPhones are expensive and it's hard to justify the extra price.	There is no clear, centralized comparison of long-term benefits.	Conflicted between aspiration and affordability.
PS-2	Apple Market Strategist or Analyst	Understand the iPhone's market Impact in India	Most data are global, fragmented or lacks India-specific insights.	Research on India's unique consumer behaviour and economic factors is limited.	Uncertain about how to expand Apple's market share effectively.