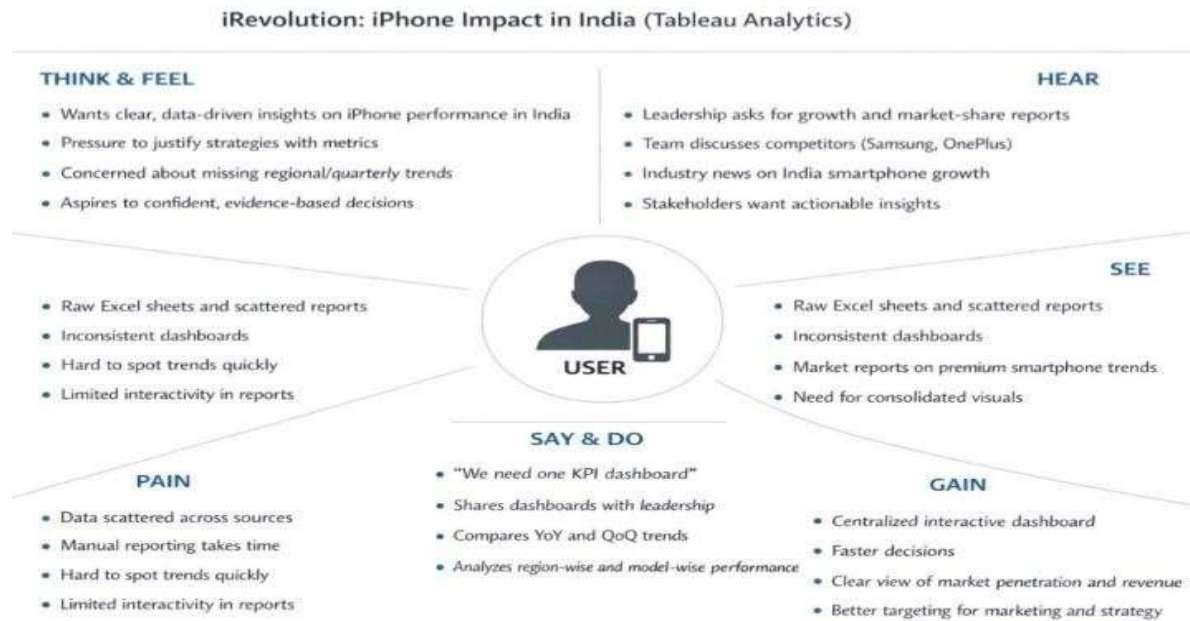


Ideation Phase

Empathize & Discover

Team ID	LTVIP2026TMIDS36712
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau

Empathy Map: Target User Analysis



Empathy Map – iRevolution (iPhone Impact in India)



The two images represent an Empathy Map created for the project “iRevolution – iPhone Impact in India (Tableau Analytics).” An empathy map helps us understand the mindset, challenges, needs, and expectations of the user (persona) who works with iPhone market data in India.

In this project, the persona is a business analyst or marketing manager who analyzes iPhone sales, revenue, market share, and performance using Tableau dashboards.

Both images show the same content but in two different layouts:

- The first image uses a circular design with USER at the center.

- The second image uses a box/grid layout format.

Both explain the same six sections: Think & Feel, Hear, See, Say & Do, Pain, and Gain.

Think & Feel

This section explains what the user thinks internally and emotionally.

The user wants clear, data-driven insights about iPhone performance in India. Since the smartphone market is highly competitive, the user feels pressure to justify business strategies using proper metrics and numbers. They are concerned about missing important regional trends (state-wise performance) and quarterly sales changes. The user aims to make confident, evidence-based decisions instead of guessing.

This shows that the user depends heavily on accurate dashboards and analytics tools.

Hear

This section explains what the user hears from others in their work environment.

Leadership and management frequently ask for growth reports and market share analysis. The team discusses competitors such as Samsung and OnePlus, comparing their performance with iPhone. Industry news talks about smartphone market growth in India, increasing competition, and customer trends. Stakeholders demand actionable insights, not just raw data.

This creates external pressure on the user to provide quick and meaningful reports.

See

This section explains what the user sees in their daily work.

Currently, the user sees large raw Excel sheets and scattered reports from different sources. Dashboards are inconsistent and not standardized. Market reports focus on premium smartphone brands but are not consolidated. Because of this, it becomes difficult to understand the complete performance picture quickly.

This shows that data exists, but it is not organized properly.

Say & Do

This section describes what the user says and does in their job. The user often says, “We need one KPI dashboard,” meaning they want all key metrics in one place. They share dashboards with leadership for review and decision-making. They compare Year-over-Year (YoY) and Quarter-over-Quarter (QoQ) trends to analyze growth. They also study

regionwise and model-wise performance to understand which iPhone models perform better in different locations.

This shows the user is proactive but needs better tools.

Pain

This section explains the problems faced by the user.

Data is scattered across multiple sources, making it difficult to combine and analyze.

Manual reporting consumes a lot of time. It is hard to quickly identify trends and patterns.

Reports have limited interactivity, which reduces flexibility during presentations.

These pain points reduce efficiency and slow down decision-making.

Gain

This section explains what the user wants to achieve.

The user wants a centralized, interactive Tableau dashboard where all important KPIs are available in one place. They want faster decision-making using real-time insights. They need a clear view of market penetration and revenue performance. They also want better targeting strategies for marketing and business growth.

If these gains are achieved, business performance improves and reporting becomes easier.