TITLE:
PROJECT OBJECTIVES & GOALS

Content:
This project simulates an **Agile rollout** of **Apple's Core Haptics** feature on **Apple TV+** for **iPhone** users in India. The objective is to create a structured project framework from a project manager's lens to demonstrate **planning**, **documentation**, and **feature simulation** using **available tools**.

Primary Goals:

- **Enhance user engagement** by **30–50%** via **personalized Core Haptics** integration during **intense media scenes.**

- **Promote Apple TV+** usage and trial in **India** by improving viewing experience for **horror, action, thriller,** and **animated content**.

- Simulate end-to-end **Agile execution** including **SRS**, **stakeholder mapping**, **sprint planning**, **KPI tracking**, and **risk analysis.**

- Ensure all features are optional with **toggle controls** and **sensitivity customization** for **accessibility** and **battery optimization.**