

Empathy Map

iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India using Tableau

Target User: Indian Smartphone Consumer (Premium & Aspirational Buyers)

Says

- iPhone is premium and high quality.
- It is expensive but worth the price.
- Apple products are secure and reliable.
- Camera quality is excellent.
- I want a status symbol phone.

Thinks

- iPhone increases social status.
- High price means better performance.
- Apple ecosystem is attractive.
- Concerned about affordability.
- Compares iPhone with Samsung/OnePlus before buying.

Does

- Watches YouTube reviews before purchasing.
- Compares prices on Amazon/Flipkart.
- Checks EMI and exchange offers.
- Visits Apple Store or premium retail outlets.
- Upgrades phone every 2–3 years.

Feels

- Proud when owning an iPhone.
- Confident about performance and security.
- Hesitant due to high cost.
- Excited during new model launches.
- Fear of missing out during festive offers.

Pain Points

- High price compared to competitors.
- Expensive repairs and accessories.
- Limited customization.
- Storage variants increase price significantly.

Gains

- Strong brand value.
- Smooth user experience.
- High resale value.
- Long software updates.
- Better privacy and security.