

# Ideation Phase

## Customer Journey Map

Date	21 July 2025
Team ID	PNT2025TMID10592
Project Name	I Revolution: A Data-driven Exploration of Apple's iPhone Impact in India
Maximum Marks	4 Marks

Scenario: (Existing experience through a product or service)	 <b>Entice</b> How does someone become aware of this service?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?	<div>Spots a <i>catchy reel or ad</i> on social media</div> <div>Notices it's about comparing iPhones easily</div> <div>Gets interested and wants to know more</div>	<div>Opens the iRevolution website</div> <div>Sees the homepage with clear comparison options</div>	<div>Applies filters like RAM, price range, and ratings</div> <div>Compares 2-3 (iPhone models side by side)</div> <div>Sorts products by "Most Value for Money" and explores details</div>	<div>Shortlists the best iPhone based on smart filters</div> <div>Leaves the site satisfied with a clear choice</div>	<div>Receives a reminder about price drops or offers</div> <div>Shares iRevolution link with friends on WhatsApp</div>
 <b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"><li>People: Who do they see or talk to?</li><li>Places: Where are they?</li><li>Things: What digital touchpoints or physical objects do they use?</li></ul>	<div>People: Influencers, friends</div> <div>Places: Tech YouTube, Instagram</div> <div>Things: Product review video, blog post</div>	<div>People: Revolution chatbot/FAQ</div> <div>Places: Landing page</div> <div>Things: Search bar, login form</div>	<div>People: None (self-service interface)</div> <div>Places: Smart dashboard</div> <div>Things: Price graphs, filters, review analytics</div>	<div>People: None</div> <div>Places: Checkout redirect</div> <div>Things: External link to Flipkart/Amazon</div>	<div>People: Revolution notification system</div> <div>Places: Mobile app, Email</div> <div>Things: Coupons, price alert, wish list</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me find something new and valuable</div> <div>Help me feel inspired to try</div> <div>Help me avoid wasting time</div>	<div>Help me easily access what I'm looking for</div> <div>Help me understand what to do next</div>	<div>Help me stay interested</div> <div>Help me get clear value</div> <div>Help me feel in control and confident</div>	<div>Help me wrap up with clarity</div> <div>Help me not lose progress</div>	<div>Help me remember this experience</div> <div>Help me share or recommend it</div> <div>Help me reconnect when needed</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Saw an exciting teaser</div> <div>Found a reliable testimonial</div> <div>Friend shared a recommendation</div>	<div>Smooth and quick onboarding</div> <div>Welcoming message or support</div>	<div>Learned something new</div> <div>Made noticeable progress</div> <div>Got encouraging feedback</div>	<div>Clearly saw final result</div> <div>Received thank-you message</div>	<div>Got reminder or follow-up</div> <div>Shared with a friend</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Confused about how the platform works</div> <div>Too many irrelevant search results</div>	<div>Confusing UI and unclear instructions</div> <div>Too many irrelevant results</div>	<div>Slow loading</div> <div>overwhelming filters</div> <div>Too many or untimely notifications</div>	<div>No confirmation after checkout, unclear success feedback</div> <div>Redirects feel abrupt</div>	<div>No post-action update, no engagement to return</div> <div>hard to share</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Short intro videos, influencer reviews, SEO blogs</div> <div>FAQs and tutorials for first-timers</div>	<div>Clear UI, chatbot for help, quick Google/LinkedIn sign-up</div> <div>Onboarding walkthrough</div>	<div>Streamlined onboarding</div> <div>personalized alerts, Fast Performance</div> <div>Smart filters, AI-based suggestions</div>	<div>Smooth checkout, real-time receipt confirmation, thank-you popups</div> <div>Action tracker and success badges</div>	<div>Easy social sharing, follow-up emails, referral rewards, user stories</div> <div>Create a community to share user-generated insights</div>