Ideation Phase
Define the Problem Statements

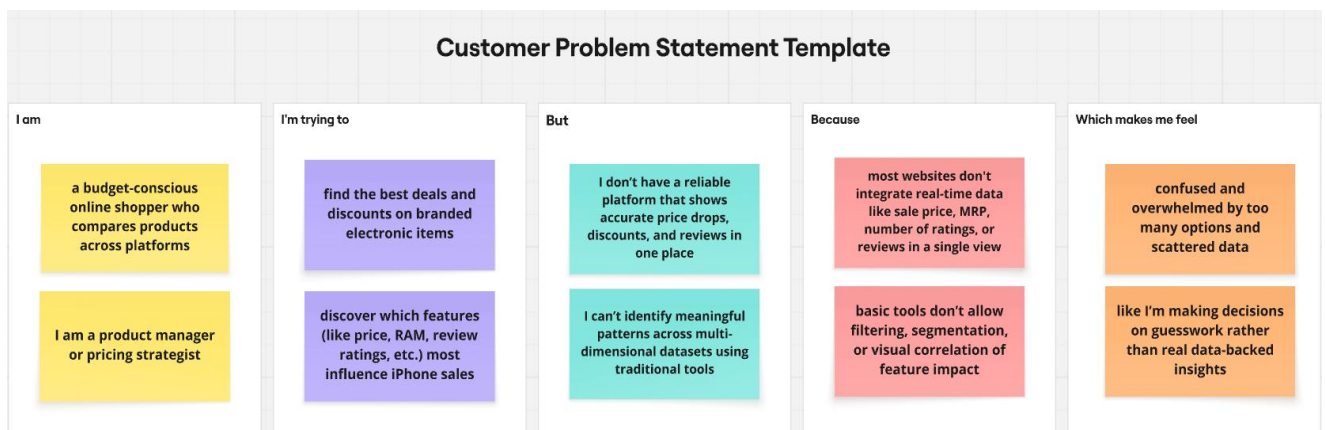|	
Date	19 July 2025
Team ID	PNT2025TMID10592
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India
Maximum Marks	2 Marks

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	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a budget-conscious online shopper who compares products across platforms	find the best deals and discounts on branded electronic items	I don't have a reliable platform that shows accurate price drops, discounts, and reviews in one place	most websites don't integrate real-time data like sale price, MRP, number of ratings, or reviews in a single view	confused and overwhelmed by too many options and scattered data
PS-2	I am a product manager or pricing strategist	discover which features (like price, RAM, review ratings, etc.) most influence iPhone sales	I can't identify meaningful patterns across multi-dimensional datasets using traditional tools	basic tools don't allow filtering, segmentation, or visual correlation of feature impact	like I'm making decisions on guesswork rather than real data-backed insights