

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID51628
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau.
Maximum Marks	4 Marks

➤ What is an Empathy Map?

An **empathy map** is a collaborative visual tool used to understand a user's thoughts, behaviors, emotions, and needs. It helps teams build a deep, shared understanding of their users and view the problem through their lens. Typically, it is divided into four or more quadrants: **Says, Thinks, Does, and Feels**, sometimes also including **Sees** and **Hears**. This method is a crucial part of the **ideation phase** in design thinking, helping to create solutions that are truly user-centered.

➤ Who is the User?

For this project, the identified user is a **Tech-Savvy Indian Consumer**, who interacts with Apple's iPhones and their ecosystem. Their role involves evaluating features, pricing, social trends, and aspirational value while making purchasing decisions. They also consume content and insights through platforms like Tableau dashboards that reflect Apple's market trends in India.

➤ Key User Insights:

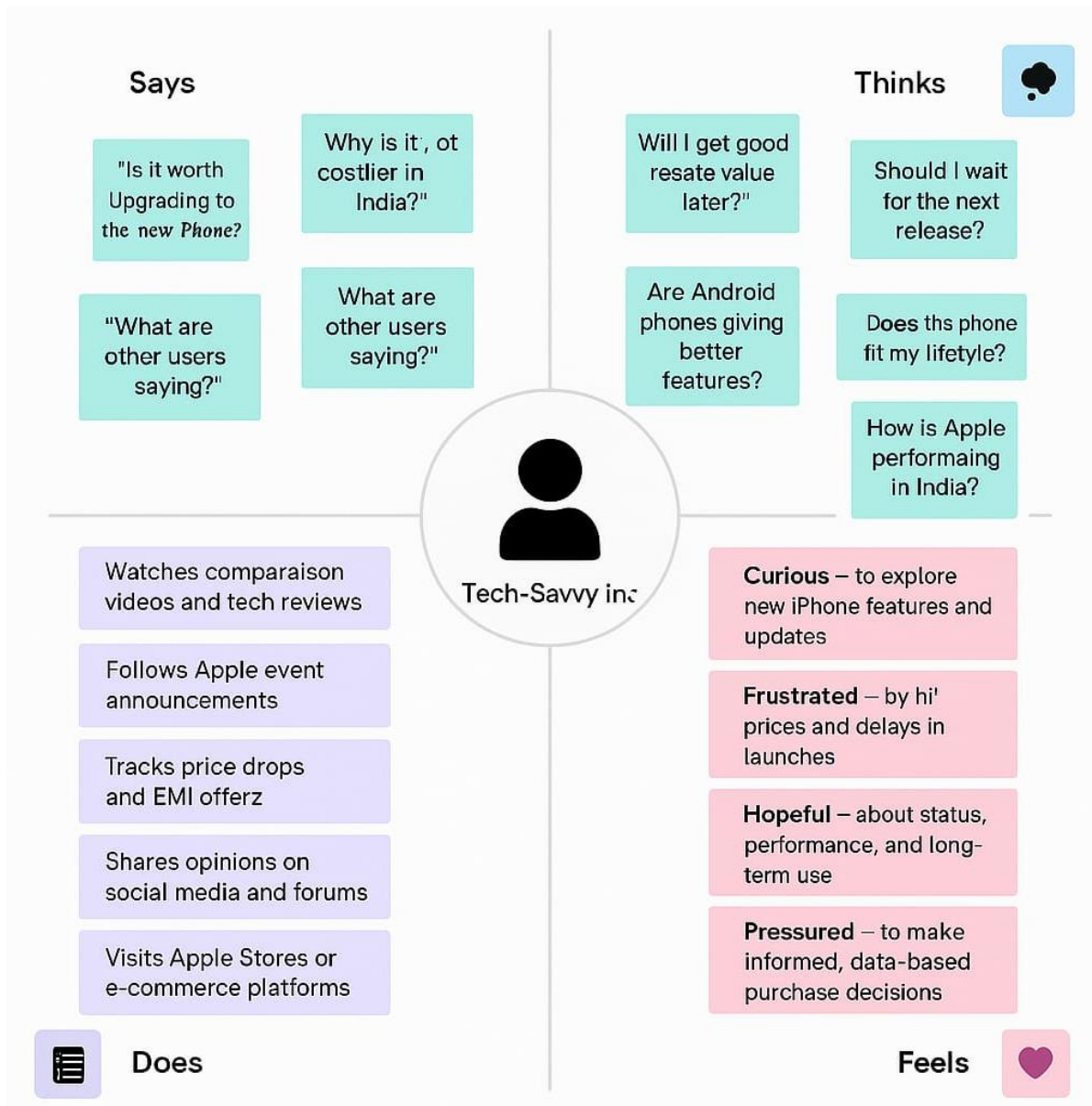
The empathy map reveals several user insights. The user:

- **Says** things like "Is it worth upgrading now?" and "Are iPhones overpriced in India?"
- **Thinks** about affordability, brand value, and comparison with competitors.
- **Feels** aspirational, status-conscious, and concerned about long-term value.
- **Does** actions like comparing models online, watching reviews, and tracking discounts.

These insights highlight their need for **clarity in product comparisons, pricing analytics, and visual trends** that inform smart buying decisions.

➤ **Why It Matters:**

- Understanding this user helps shape our solution more effectively. The empathy map ensures that the dashboards and data visualizations we design in Tableau are not just informative, but also tailored to the user's mindset, digital habits, and decision-making process. This enables a **data analytics solution that is both insightful and aligned** with evolving consumer behavior in India.



• **Conclusion:**

By empathizing with the user, we gain valuable insights that guide the design of effective and user-friendly data visualizations. This empathy map will serve as a foundation for creating meaningful Tableau dashboards that reflect iPhone adoption trends and consumer behavior in India.

