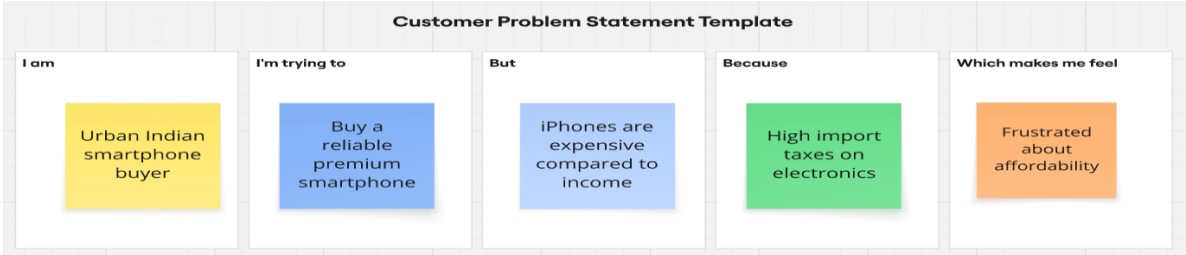


Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS90481
Project Name	IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India
Maximum Marks	2 Marks

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Premium phone aspirant	Create high-quality content	Limited customization compared to Android	Limited local component manufacturing	Proud when owning an iPhone
PS-2	Social media content creator	Ensure long-term device value	Import duties increase prices	Service centers concentrated in cities	Anxious about making the right investment