

Ideation Phase

Define the Problem Statements

Date	26 June 2025
Team ID	LTVIP2025TMID49167
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

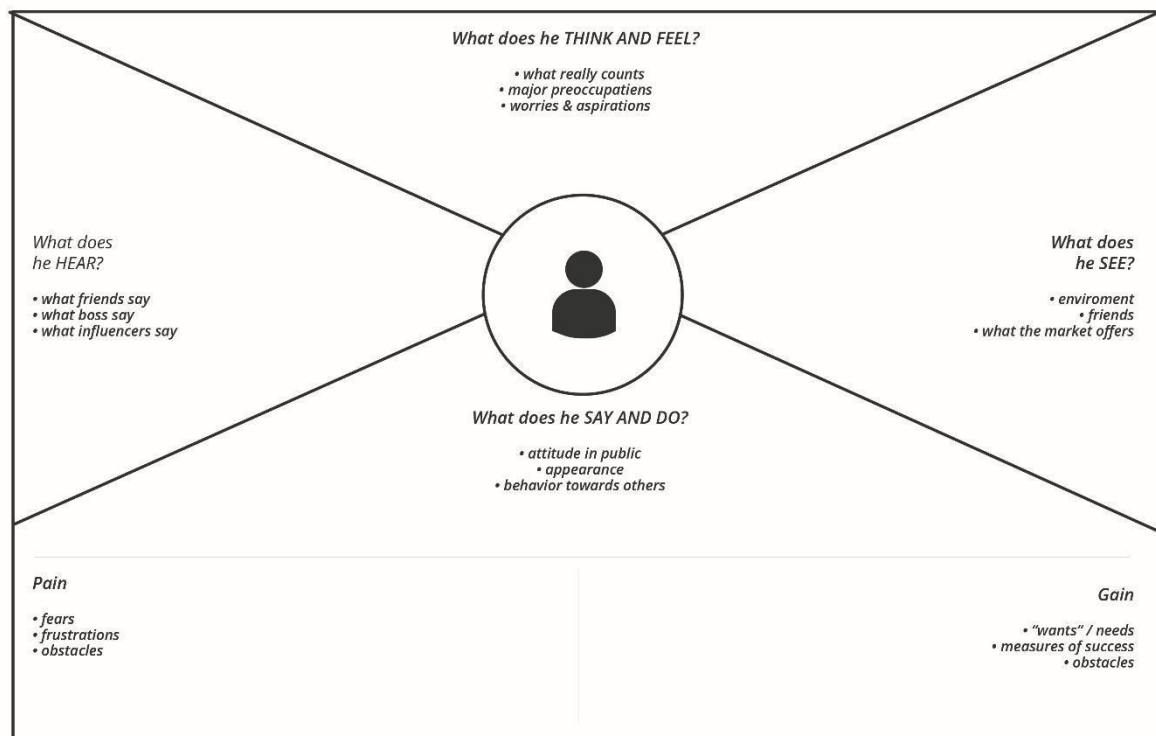
Example: iRevolution_ A Data-driven Exploration of Apple's iPhone Impact in India

I am	I'm trying to	But	Because	Which makes me feel
An Indian smartphone buyer	Choose a premium phone	iPhones are too costly	Budget is a concern	Confused and hesitant

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an Indian smartphone user interested in purchasing a premium device.	evaluate whether investing in an Apple iPhone is a smart choice based on features, performance, and pricing.	the market is filled with competing brands offering similar features at lower costs.	I want value for money and a device that aligns with my budget and lifestyle.	unsure and hesitant to invest in Apple without data-backed insights.
PS-2	a data analyst exploring smartphone market trends in India.	understand how Apple's iPhone performs in the Indian context through sales data, user demographics, and regional behavior.	it's difficult to gather, clean, and visualize accurate and relevant data across sources.	the Indian market is complex, price-sensitive, and regionally diverse.	challenged but motivated to use Tableau to create impactful visualizations that reveal insights clearly.

2.2 Empathy map

Empathy Map



Example: iRevolution_ A Data-driven Exploration of Apple's iPhone Impact in India

Empathy Map

