**Ideation Phase**

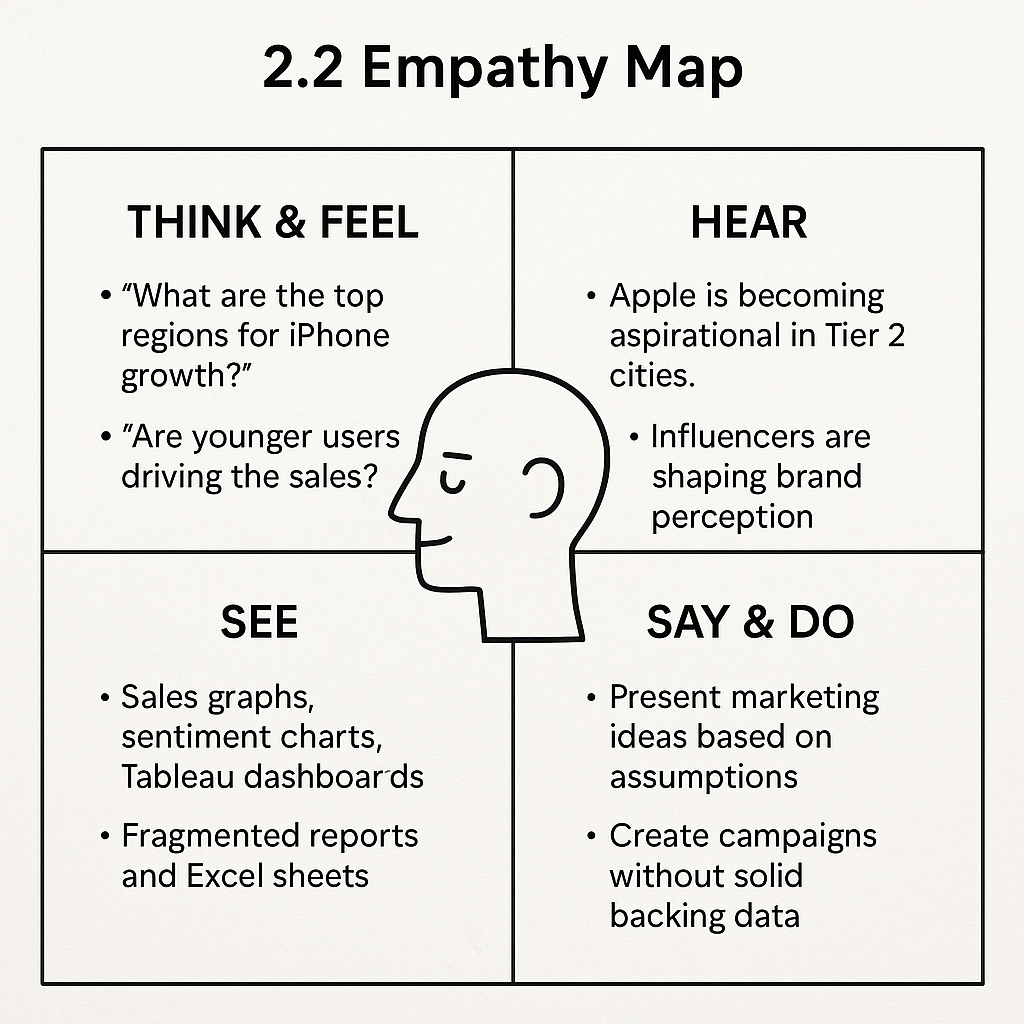
**Empathize & Discover**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID47516 |
| Project Name | iRevolution: Reporting and Demonstration Strategy |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

In understanding a typical iPhone user in India, we observe that users often **say** things like “I love how smooth the iPhone is,” or “It’s a status symbol,” highlighting their admiration for the device’s quality and its influence on social perception. They **think** about the value proposition — questioning whether the high cost is justified and whether they should wait for the next model release, while also considering how their peers might perceive them. In terms of behavior, they **do** activities like scrolling through Instagram and YouTube, taking high-quality photos, comparing features online, and regularly using apps like UPI for digital payments. Emotionally, they **feel** a sense of pride and aspiration when using an iPhone but may also experience anxiety over the premium pricing and occasional feature limitations. Their **pains** often stem from the high cost of ownership, lack of customization compared to other platforms, and limited compatibility with some local accessories or services. However, these are often outweighed by **gains** such as enhanced social recognition, a top-tier camera and user experience, and the satisfaction that comes with being part of the Apple ecosystem.

**Example**:

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