

IPHONE REVOLUTION

1.INTRODUCTION:

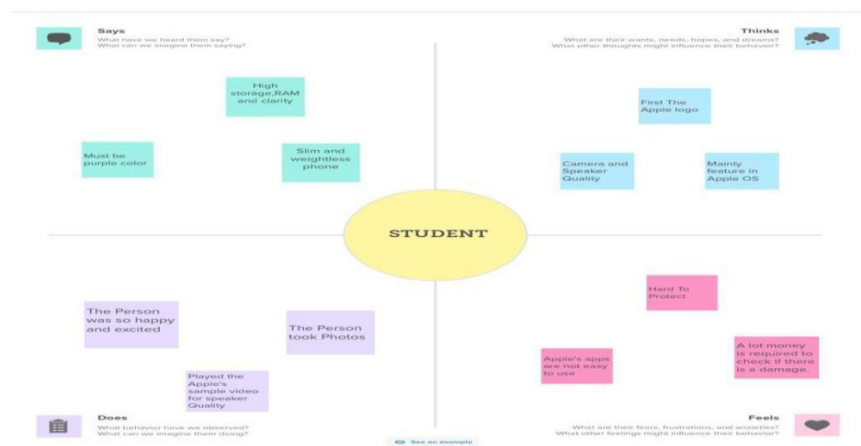
The iPhone revolution in India signifies the significant impact that Apple's iconic smartphone has had on the Indian consumer electronics market. Since its introduction, the iPhone has not only transformed the way Indians communicate but has also become a status symbol and a catalyst for technological change. This revolution has been characterized by Apple's efforts to make its products more accessible to a broader Indian audience, as well as the growth of the iOS app ecosystem, further enhancing the iPhone's role in India's digital landscape.

➤ Purpose

- ❖ iPhone is a combination of the iPod, a revolutionary mobile phone and a break through Internet communicator.
- ❖ It shows the notification when your data is hacked.

2.PROBLEM DEFINITION & PROBLEM THINKING:

➤ EMPATHY MAP



➤ *Ideation and brainstorming map*

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

We don't have truecaller in Apple's phone and the battery is weak. DoCM is needed in the latest version.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Person 1

Use an external service to verify the phone number.

Connect to a cloud service.

Reduce battery usage.

Person 2

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

Person 3

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

Person 4

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

Use a third party service to verify the phone number.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕒 20 minutes

Design and Manufacture
iphone accessories such
as cases , screen
protectors and wireless
charges.

Start a business
specializing in iphone
repair and
maintenance

Develop mobile games
for iOS
devices,considering the
growing demand for
gaming on iphones

As compared to android
Gallery in iphone is bad,
because the
videos,screenshots,images
are not properly Arranged.

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Importance
How important is the idea to the business?

Feasibility
How easy is it to implement?

Invested with confidence

After some light feasibility studies

On the horizon

Quickly with ongoing research and studies

Need to conduct feasibility research

Idea should be abandoned as it is

This graph is a simplified model and not a decision-making tool. It is intended to help you think about the relative importance and feasibility of different ideas.

3.RESULT

➤ Sheet Creation

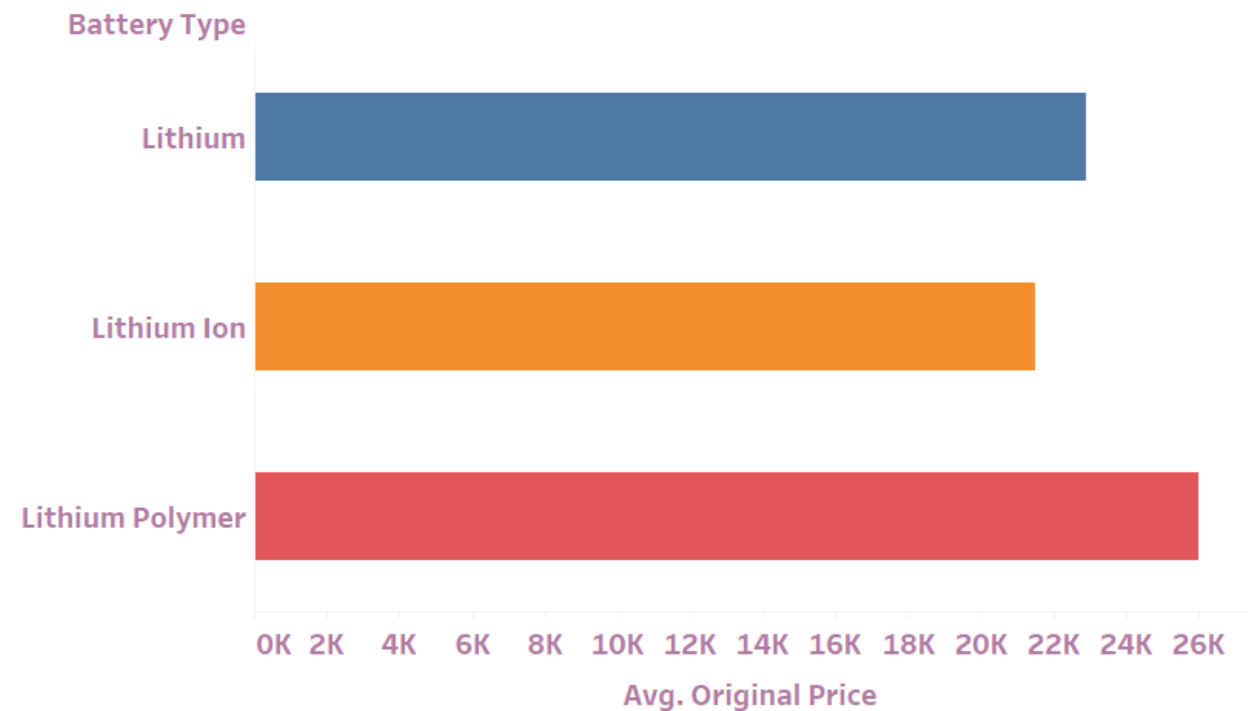
KPI					
Brand	Discount Percentage	Mrp	Star Rating	Sale Price	Sum of sales difference
Apple	0	77,000	5	77,000	1

The cost of iPhone is determined and the sales difference is calculated.

model specification

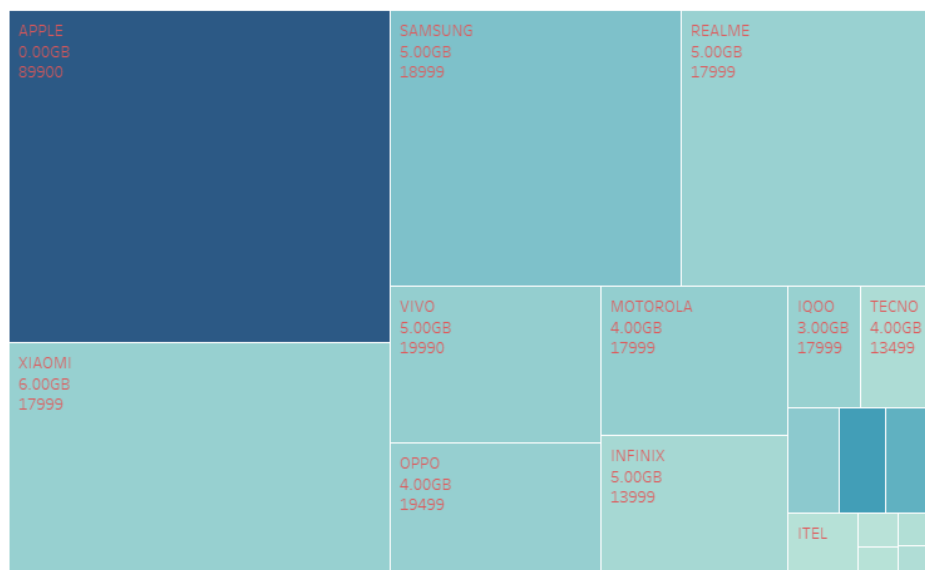
Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	<u>12MP</u>	12MP + 12MP	Yellow	43,900
				Black	52,800
				Red	92,800
				White	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	<u>12MP</u>	12MP + 12MP	Blue	59,900
				Purple	59,900
				Green	74,900
				Red	134,800
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural En..	<u>12MP</u>	12MP + 12MP	Black	199,700
				Blue	74,900
				Red	74,900
				Red	74,900
APPLE IPHONE 13	A Bionic Chip	<u>12MP</u>	12MP + 12MP	Midnight	99,900
				Null	99,900
				Blue	149,800
				Starlight	149,800
APPLE IPHONE 13 PRO	A Bionic Chip	<u>12MP</u>	12MP + 12MP + 12MP	Pink	169,800
				Starlight	169,800
				Blue	169,800
				Blue	169,800
APPLE IPHONE 14	A Bionic Chip, Core	<u>12MP</u>	12MP + 12MP	Midnight	149,900
				Null	169,800
				Purple	169,800
				Starlight	169,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	<u>12MP</u>	12MP + 12MP	Blue	189,800
				Blue	99,900
				Null	189,800
				Midnight	209,800
APPLE IPHONE 14 PRO	A Bionic Chip, Core	<u>12MP</u>	48MP + 12MP + 12MP + 12MP	Purple	309,700
				Starlight	309,700
				Starlight	309,700
				Gold	129,900
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	<u>12MP</u>	48MP + 12MP + 12MP + 12MP	Deep Purple	269,800
				Space Black	429,700
				Deep Purple	139,900
				Gold	139,900
				Silver	139,900
				Space Black	139,900

BATTERY TYPE DISTRIBUTION



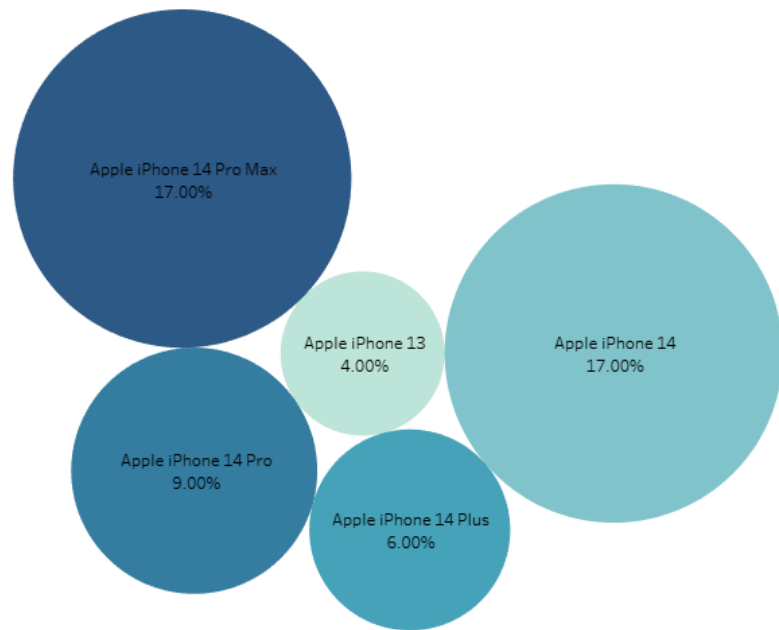
The processor of the specific model is tabulated and the types of the battery used is specified in different colours for the different types.

Brand price comparison



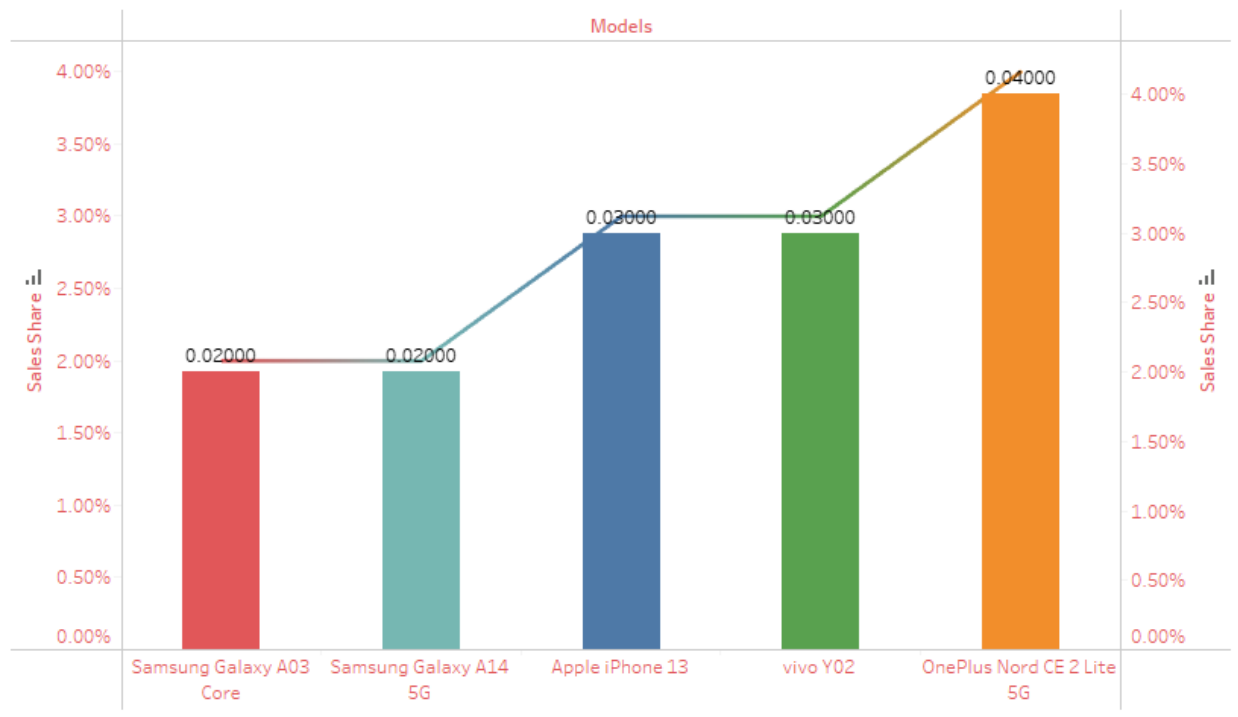
WE SHOW THE PRICE COMPARISON BY USING THE TREE MAP.

Model- share



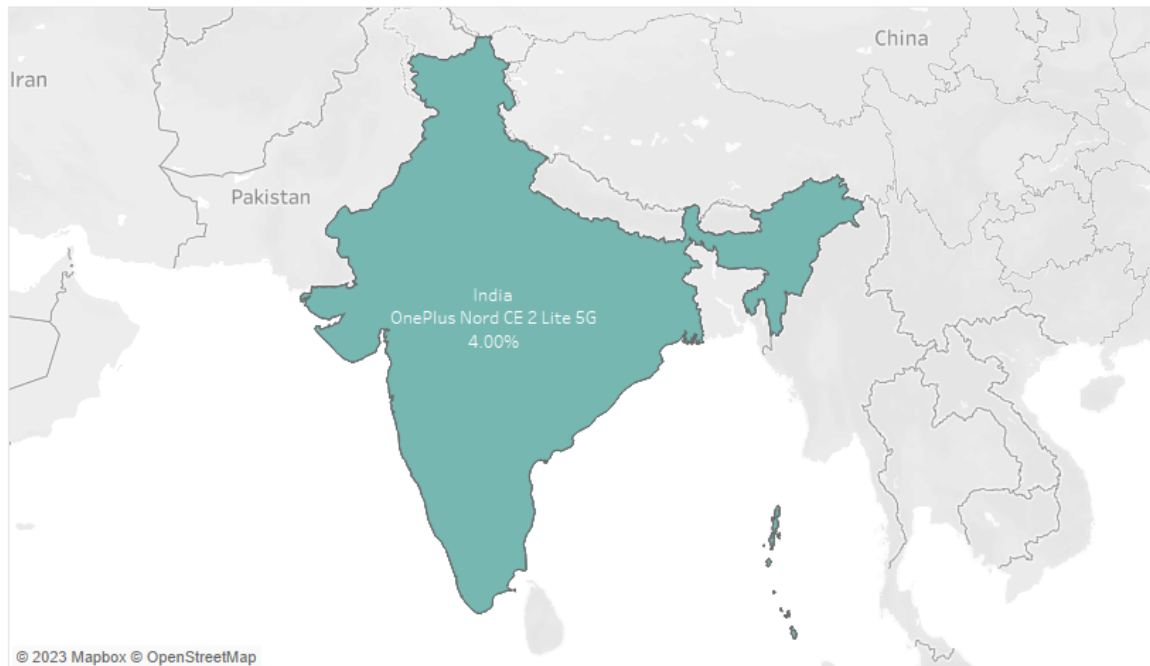
Here we done the shares of specific model using bubble chart.

country wise best selling smartphone

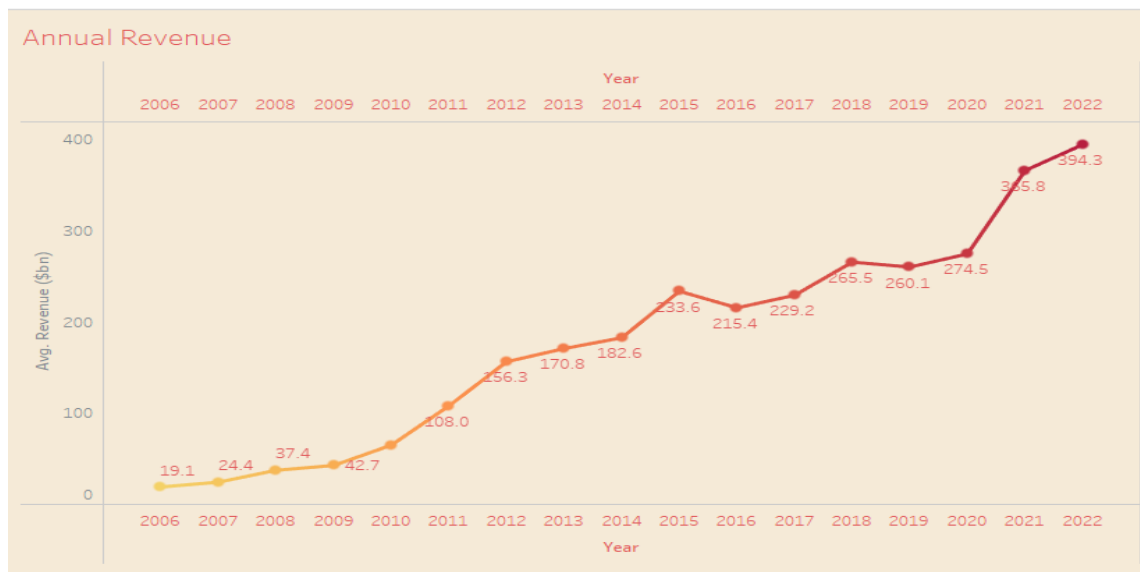
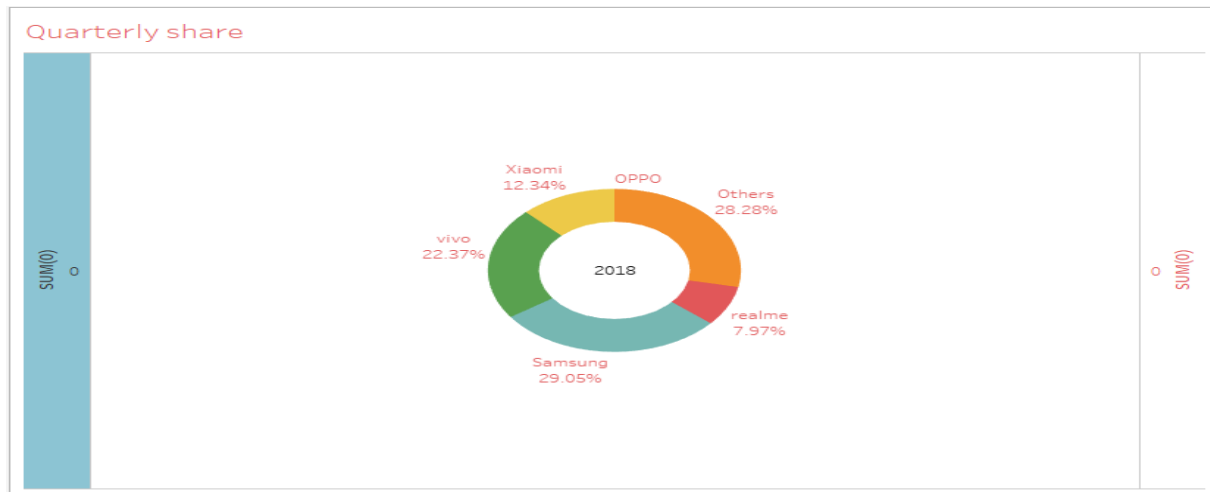


HERE WE DONE THE COUNTRY WISE BEST SELLING SMART PHONE.

Global Market Share

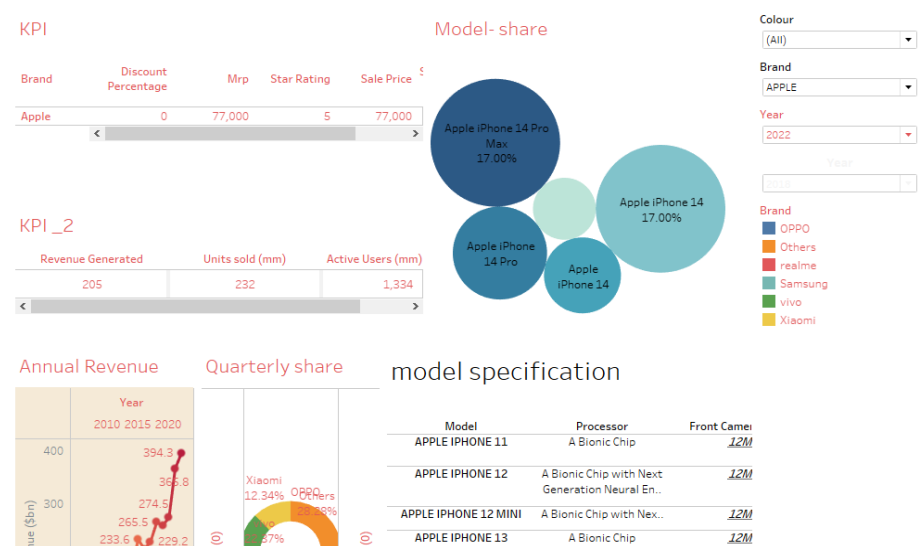


Using line bar chart we determined the sales share as country wise.

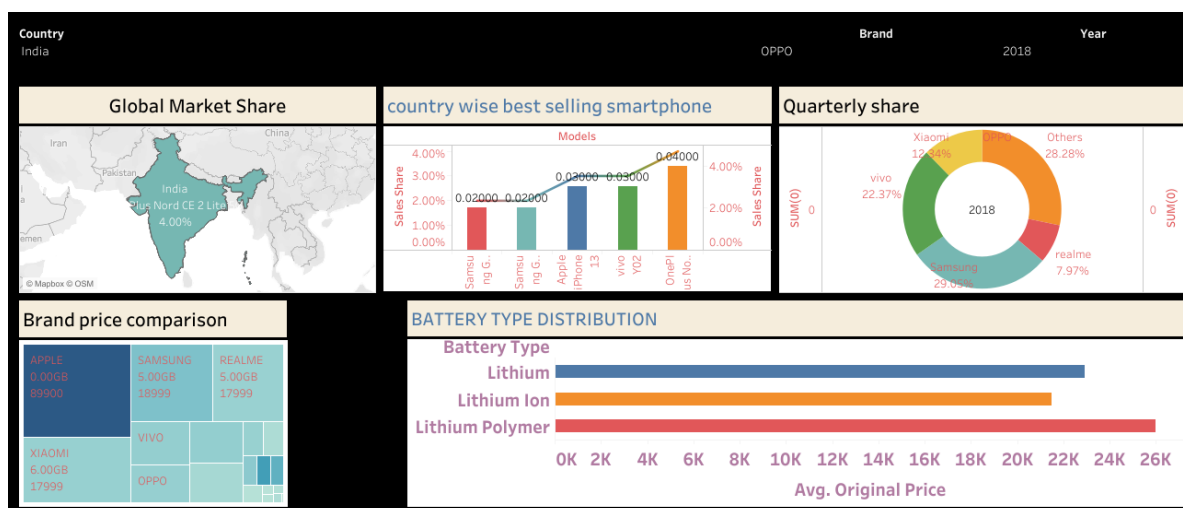


The donut chart is prepared using pie chart and the difference in area is calculated using angle. The average revenue of the Apple's iPhone is calculated as years.

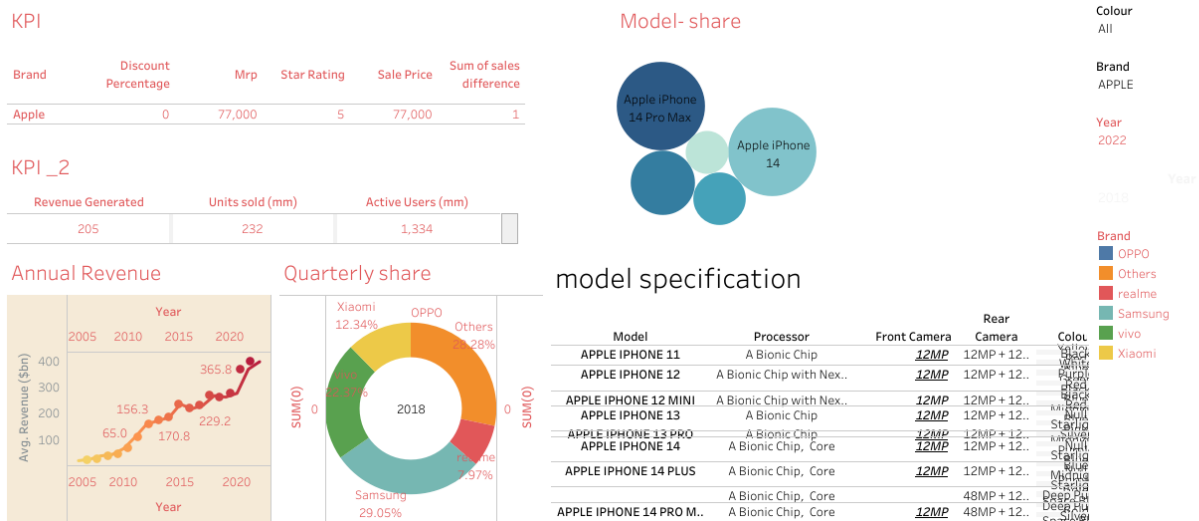
➤ STORY AND DASHBORAD CREATION:



The different models and their capacity like camera quality, colour of the model and their users are determined. The market price is also defined. The processor of various models price were high and discount also provided. The model shares, users and revenue are generated.



THIS SHOWS THE DASHBOARD PRESENTATION THAT SHOWS THE OVERLOOK OF THIS PROJECT.



THIS IMAGE SHOWS THE ANOTHER DASHBOARD.ITS IS USUALY USED VIWE OUR PROJ

4.ADVANTAGES AND DISADVANTAGES

➤ Advantages

- **iPhone is more user friendly.**
- **iPhone's have extreme security.**
- **iPhone's works beautifully with Macs.**
- **You can update IOS in iPhone whenever you want.**
- **Resale value of an iPhone than an android phone if you want an upgrade.**
- **Apple pay for mobile payments.**
- **Family sharing on iPhone saves you money.**
- **iPhone's are generally faster than android phones.**

- **iPhones are also preferred moreover android because of the accessibility features.**
- **Apple provides the best support.**

➤ ***Disadvantages***

- **The iPhone is one of the most expensive smart phones on the market.**
- **The iPhone's batteries are non-removable, which means the users cannot replace them.**
- **One of the disadvantages of the iPhone is that it has limited customization options.**
- **It has no expandable storage options.**

7. FUTURE SCOPE

- ❖ **The A17 Bionic SoS is projected to drive the future iPhone 17 series.**
- ❖ **The A19 Bionic processor produced using a 2nm process**
- ❖ **The report asserts the Apple is working on the M5 chip for its Mac line up.**