

APPLE'S IPHONE IMPACT IN INDIA

1. INTRODUCTION

1.1 OVERVIEW

iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system. The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007.

1.2 PURPOSE

While you're going about your day, you can use the apps on your iPhone to get directions, make purchases, and control accessories in your home. You can also silence notifications while you're driving or working, or allow only specific notifications related to what you're focused on.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



The image displays two digital storyboards for mobile app development, each consisting of a series of panels connected by a central flow.

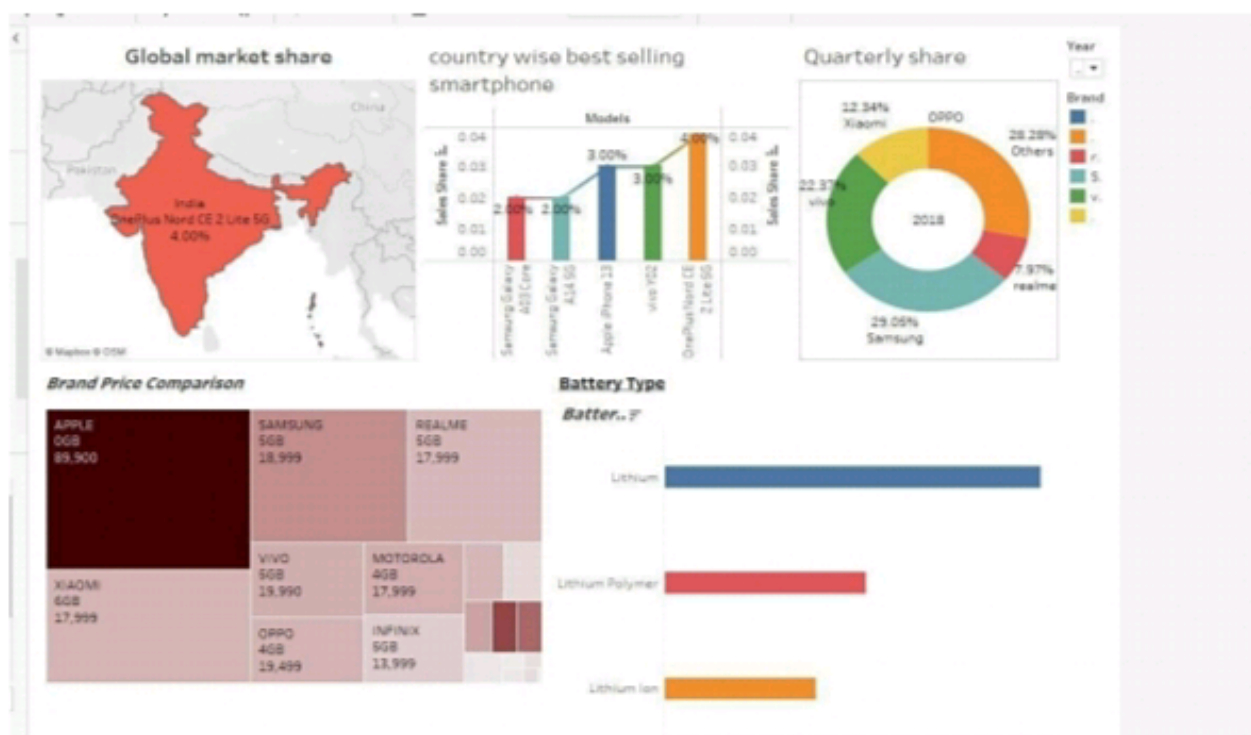
Storyboard 1 (Left):

- Panel 1:** Title "Bewertung & die Priorisierung". It includes a list of requirements and a table for prioritization.
- Panel 2:** Title "Anforderungen definieren". It includes a list of requirements and a table for prioritization.
- Panel 3:** Title "Anforderungen priorisieren". It includes a list of requirements and a table for prioritization.
- Panel 4:** Title "Anforderungen priorisieren". It includes a list of requirements and a table for prioritization.
- Panel 5:** Title "Anforderungen priorisieren". It includes a list of requirements and a table for prioritization.

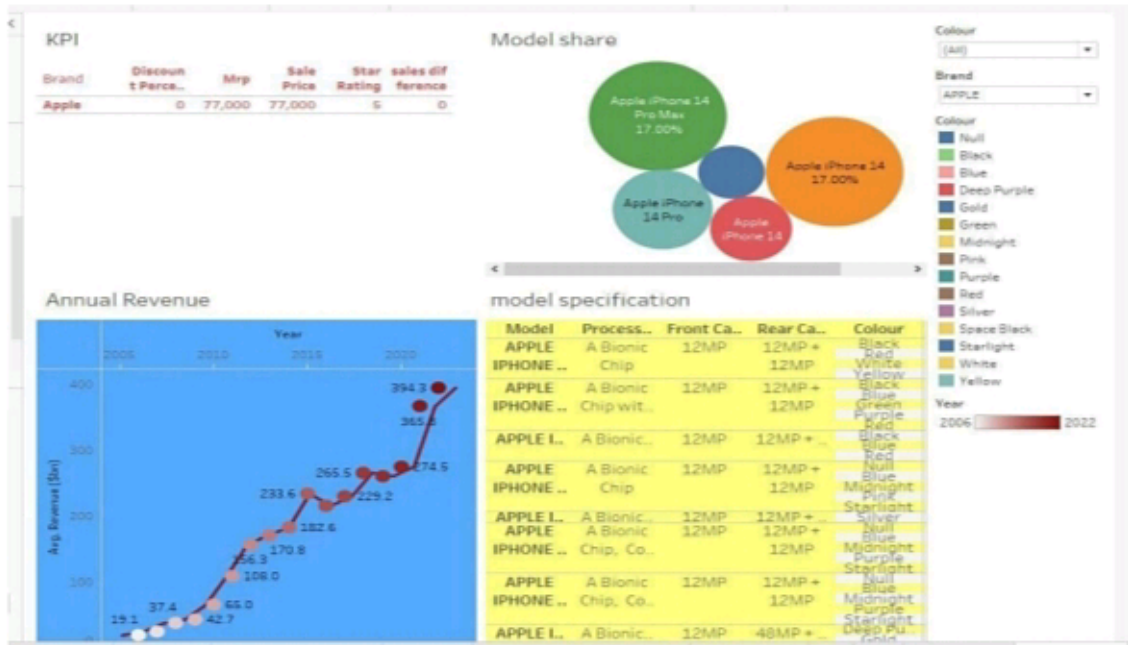
Storyboard 2 (Right):

- Panel 1:** Title "Anforderungen definieren". It includes a list of requirements and a table for prioritization.
- Panel 2:** Title "Anforderungen priorisieren". It includes a list of requirements and a table for prioritization.
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DASHBOARD 1



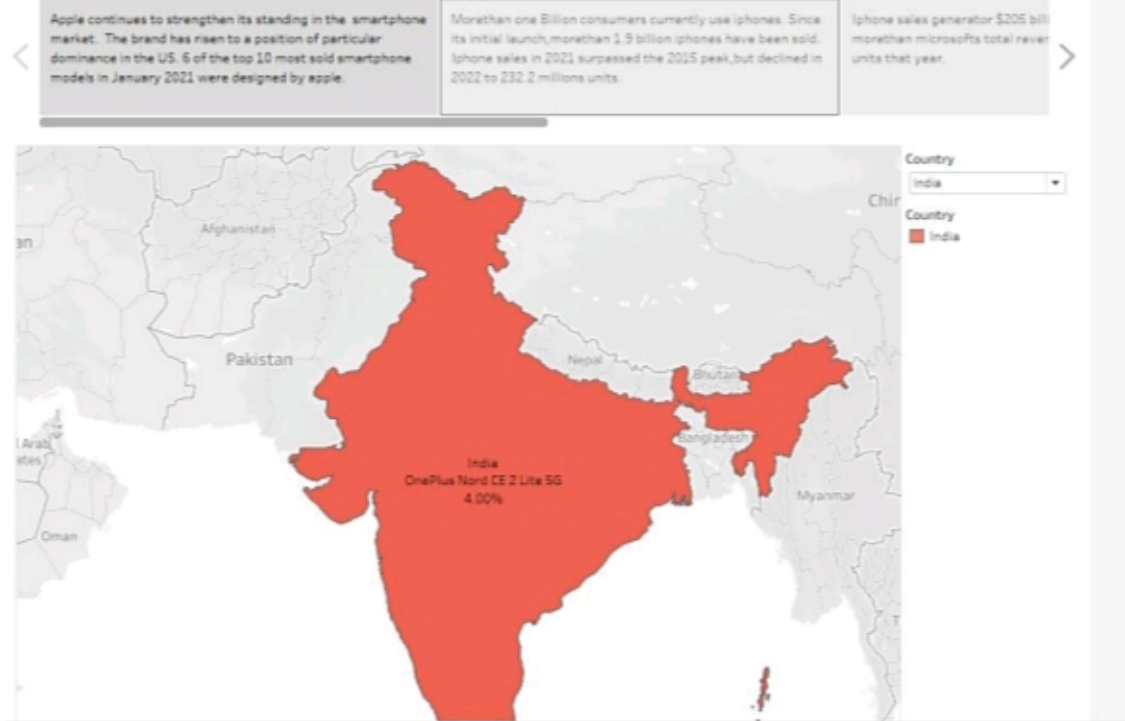
DASHBOARD 2



3.2 STORY

STORY 1

Story 1

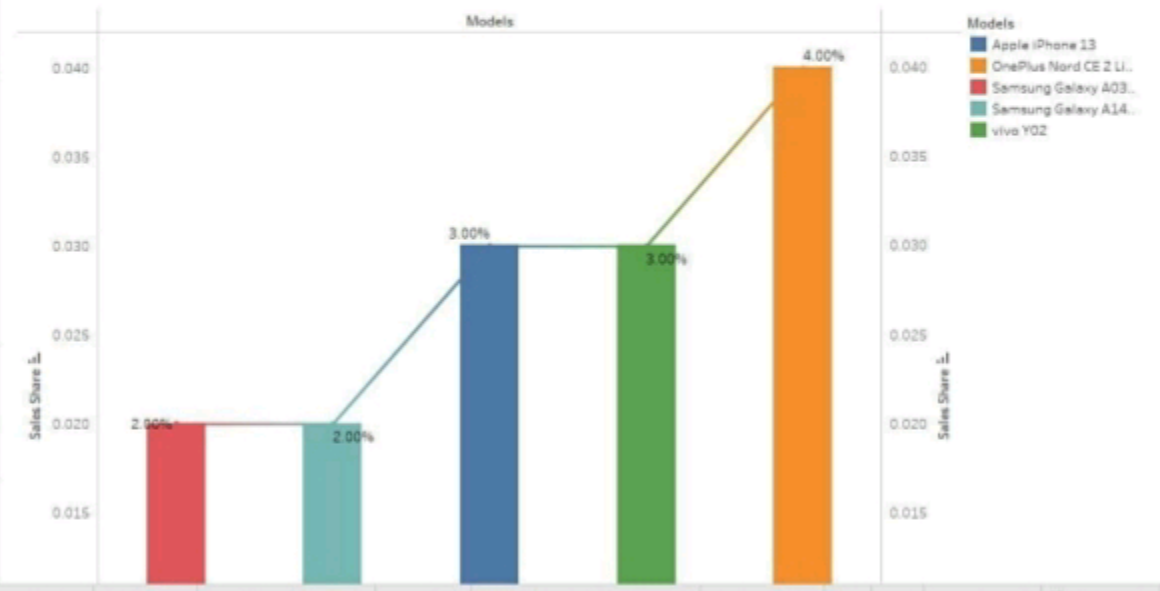


Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by apple.

More than one Billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue that year.



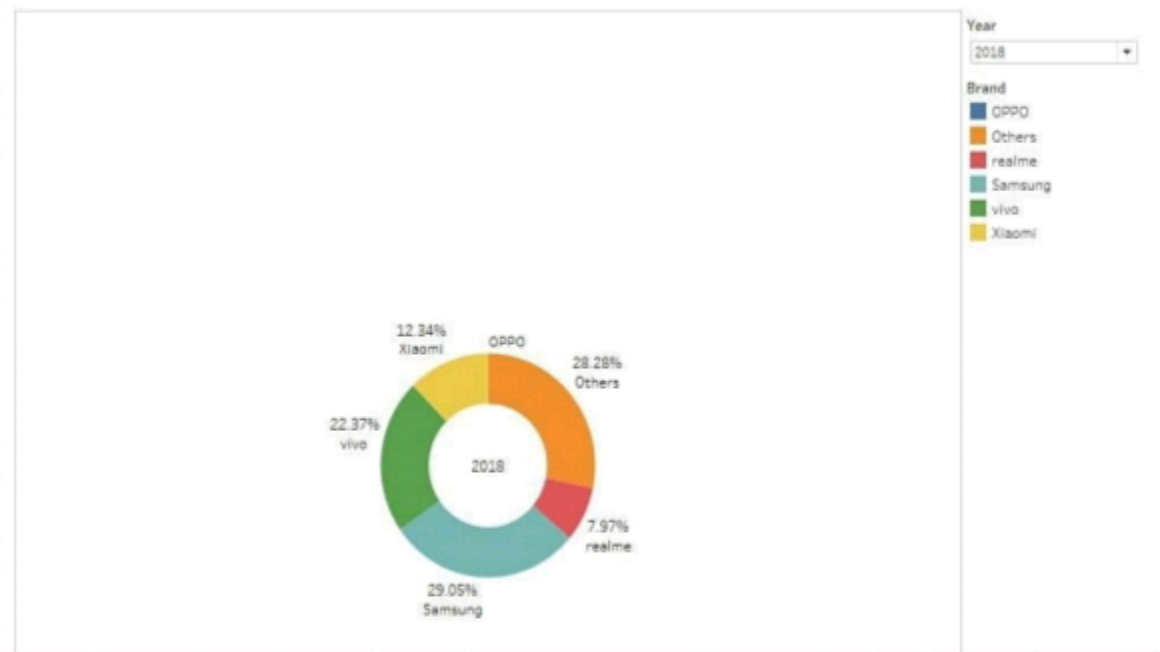
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From the parts of pricing models, 15% of the total revenue is generated by the iPhone.



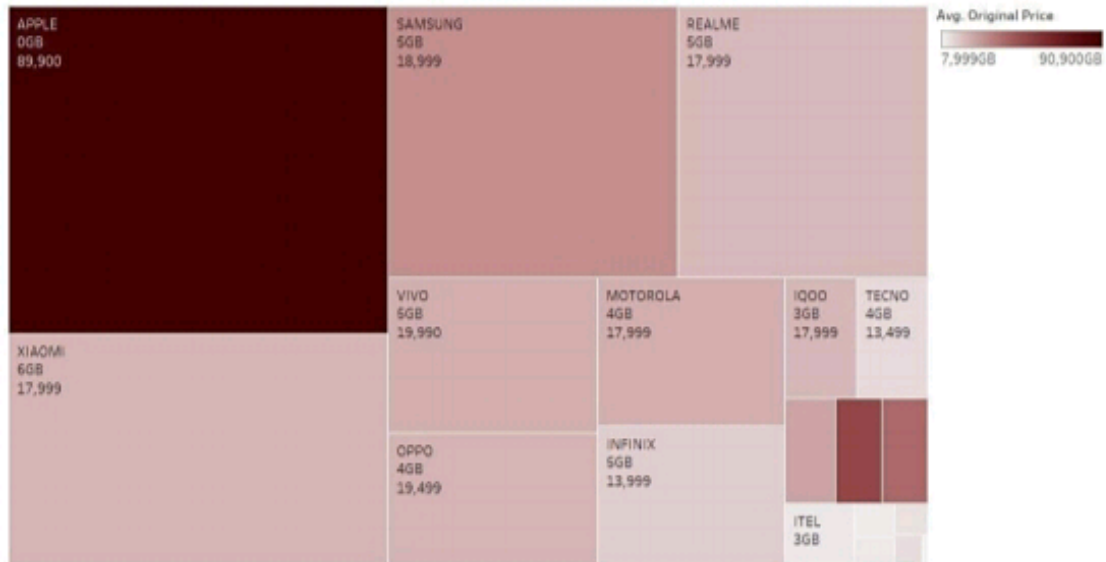
Story 1

Most people use iPhones. Since the iPhone has been sold, it has peaked, but declined in sales.

The iPhone sales generated \$205 billion in revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhones that year.

From the beginning, iPhones cost more in India than in other parts of the world. And yet again, Apple has increased the pricing of the iPhone 15 series in India, especially high-end pro models. For compared last year's pro models, the new iPhone 15 Pro and the iPhone 15 Pro Max prices.

iPhone holders' batteries are giving lithium.

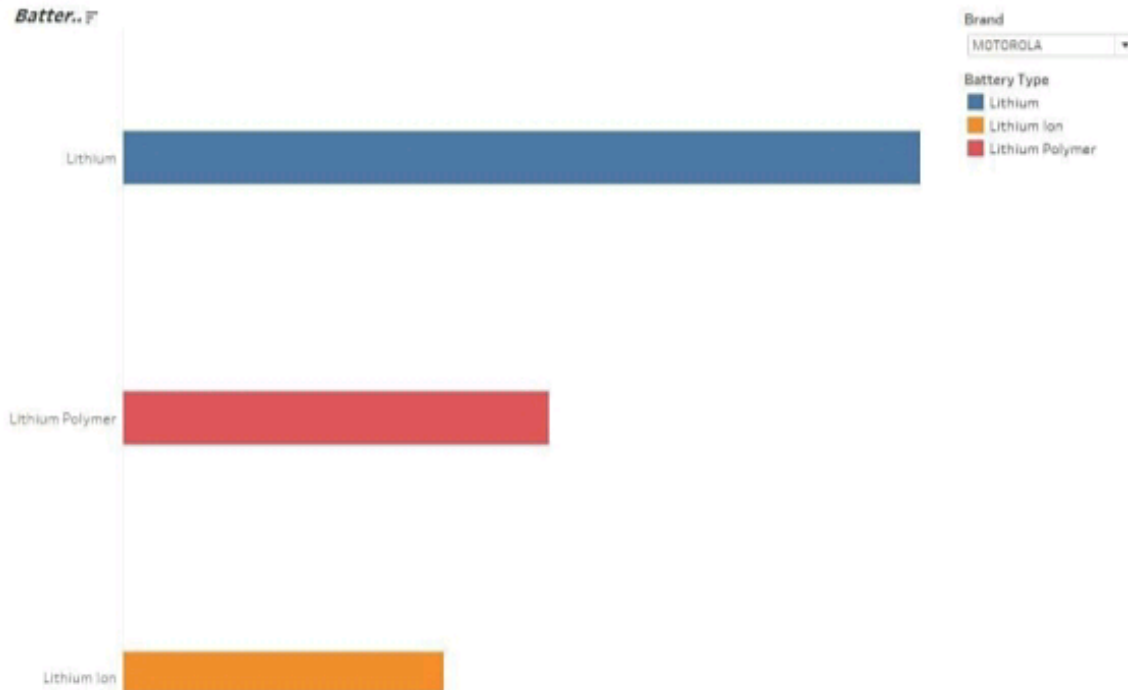


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iPhone batteries use lithium-ion technology. Compared with older generations of battery technology, lithium-ion batteries charge faster, last longer and have a power density, giving more battery life in a lighter package. Rechargeable lithium-ion technology currently provides the best technology for

Batteries



STORY 2

Story 2

There are many different ways to set and measure goals. One popular way to measure an individual, team or company's progress toward a goal is by using key performance indicators, or KPIs, which set a standard of success for a specific business objective.

Our customers rely on their iPhone everyday, and iPhone 14 and iPhone 14 Plus introduce groundbreaking new technologies and important safety capabilities. Both phones have a powerful new main camera with a huge leap in low-light performance.

The Apple iPhone is one of the smartphones in the industry. Since its introduction in 2007, Apple has sold more than 2 billion iPhones. In the first quarter of 2023, the new iPhone sales were 21 million units.

Brand	Discount Percentage	Mrp	Number Of Reviews	Sale Price	Star Rating
Apple	0	77,000	794	77,000	5

Measure Names

- ☐ (All)
- ☒ Active Users (...)
- ☐ Battery Capacity
- ☐ Count of Annual...
- ☐ Count of Count...
- ☐ Count of Flipka...
- ☐ Count of Marke...
- ☐ Count of Model...
- ☐ Count of Quart...
- ☐ Count of apple...
- ☒ Discount Percentage...
- ☐ Discounted Price
- ☐ Display Size
- ☐ Memory
- ☒ Mrp
- ☐ Number Of Rat...
- ☒ Number Of Rev...
- ☐ Original Price
- ☐ Q1
- ☐ Q2
- ☒ Q3
- ☐ Q4
- ☐ Rating Count
- ☐ Ratings
- ☐ Revenue (\$bn)

Story 2

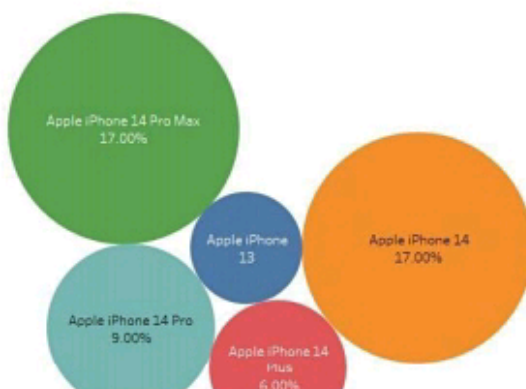
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Models1

- ☒ Apple iPhone 13
- ☒ Apple iPhone 14
- ☒ Apple iPhone 14 Plus
- ☒ Apple iPhone 14 Pro
- ☒ Apple iPhone 14 Pro ..



Story 2

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Story 2

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The form factor for the pro models is slightly different from
the base models, with a new front design that uses less space
for the camera notch at the top of the phone. With the pro
models, Apple is also providing an always-on display capability,
that isn't present in the base models.

Model	Processor	Front Ca...	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800	(All)
				Red	92,800	
				White	92,800	
				Yellow	43,900	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700	Colour
				Blue	99,900	
				Green	74,900	
				Purple	99,900	
				Red	1,34,800	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Ne...	12MP	12MP + 12MP	Black	74,900	Brand
				Blue	74,900	
				Red	74,900	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Null	99,900	APPLE
				Blue	1,49,800	
				Midnight	99,900	
				Pink	1,69,800	
				Starlight	1,49,800	
APPLE IPHONE 13 P..	A Bionic Chip	12MP	12MP + 12MP + 12..	Silver	1,49,900	Colour
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Null	1,69,800	
				Blue	1,69,800	
				Midnight	1,69,800	
				Purple	1,69,800	
APPLE IPHONE 14 DUO	A Bionic Chip, Core	12MP	12MP + 12MP	Starlight	1,69,800	Brand
				Null	1,69,800	
				Blue	99,900	APPLE
				Blue	1,69,800	
				Midnight	1,69,800	
				Purple	1,69,800	
				Starlight	1,69,800	

4. ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

The advantages of iPhone are many, and it's easy to see why this phone has become one of the most popular smartphones on the market. The decision for which phone to get is a personal preference, but if you want to know more about what makes an iPhone so great, read on.

1. Large Screen

It's always convenient to operate a smartphone with a large screen, which is also one of the considerable advantages of iPhone. If you're looking for a smartphone with a large screen, then the iPhone is definitely for you. This makes it easy to read text messages and surf the internet. The bright, vivid colors also make pictures and videos better than other smartphones on the market.

2. Ease of use

The iPhone is one of the most easy-to-use devices on the market. It has a very simplistic, user-friendly interface that makes it incredibly simple to do everything you need on your phone. And with the new iOS 11 update, it's even easier! With this update, new features make it easier than ever to access your favorite apps through just 3D Touch. This allows you to quickly access any app necessary with just a little pressure on an icon.

3. Secure and Great App Store

The advantages of the iPhone are many. One of the advantages is that you will have a wonderful app store. This means that there is a lot to choose from, and you should be able to find something that caters to your needs, making your experience as a tech-savvy individual all the more enjoyable. In addition, all the iPhone apps available on Apple Store are verified and secure for personal and professional use.

4. Multifunctional Camera

The iPhone has one of the best cameras on any mobile device. The iPhone also comes with a whole host of software features to help you take photos, including panoramas and HDR modes, as well as filters to add spice to your shots.

5. Taking calls with the touch screen

One of the advantages of an iPhone is that it features a full touch screen interface, which means you can do everything from answer a call to surf the web without ever needing to push a button. The iPhone features a touchscreen interface, so you can answer calls and surf the internet without ever pressing a button.

4.2 DISADVANTAGES

Despite its top-notch features and functions, you have a fair right to decide between an iPhone & an Android phone. However, before you buy an iPhone, it is worth reading the Disadvantages also. So check the Downside of using the iPhone from here, like overpriced cost, battery life, lack of external storage, etc.

1. Price

The iPhone is one of the most expensive phones on the market. It can be hard to justify paying so much money for a phone, especially if you already have an older model and are happy with it. Furthermore, you can afford an android-based smartphone with better features and a camera at half as much price.

2. No Security against Loss or Theft

iPhones come at such high prices that many people will consider buying insurance against loss or theft as well as getting apps like Find My Phone. External apps also charge heavily for tracking down your device should it get lost or go missing. This eventually adds higher costs than just purchasing a new phone outright and because everyone knows how easy they are to lose.

3. Security Issues

Security Issues on iOS devices like iPhones have recently become a major issue due to recent news stories. Users must be aware of these security issues when using any device connected to the internet since hackers will find new ways every day to get into personal information without getting caught. Always have updated software installed so vulnerabilities can be patched.

4. Battery Life

The iPhone battery life is not that great when compared to other smartphones. While many people will be happy with the performance of their batteries, especially if it lasts all day long, some may find this a problem for them.

Usually, you can find out how much battery your phone has left by looking at the percentage in the top right corner of your screen. If you see it going down quickly and don't have a charger nearby, then maybe consider getting an external backup power supply so you never run out again.

5. Apple Ecosystem

iPhones are generally compatible with services and products manufactured by Apple. For example, you can easily tether your device to MacBook, but it may be hard for inexperienced users to connect to Windows PC or laptop. Being one of the biggest disadvantages of iPhone, Apple Ecosystem encourages consumers to purchase more Apple products.

5.APPLICATIONS

- ❖ The iPhone put the internet in everyone's pocket
- ❖ The iPhone transformed photography from a hobby to a part of everyday life
- ❖ The iPhone App Store changed the way software was created and distributed
- ❖ iPhone apps changed everything, even how people work
- ❖ iPhones became our fastest-growing obsession — not always for the better
- ❖ Shifting attention transformed the advertising industry — making Google and Facebook the big winners
- ❖ The iPhone transformed Apple's business — and drove massive growth

6. CONCLUSION

Conclusion Apple and the iPhone is a great example of a corporation making what the consumer wants in a global market. With limited companies competing, competition for the best phone on the market is at an all-time high. With the iPhone you get better quality and better security when dealing with your personal information. Innovation and technological advancements have kept the iPhone and Apple ahead of its competitors in this tight notch market. With the iPhone being so popular and in high demand, estimated shortages are suspected

7. FUTURE SCOPE

After Android, iOS is the most extensive mobile operating system. It will have a market share of 27.73% in 2022, gradually increasing due to the popularity of iPhones. As the demand for Apple devices is rising, the iOS development market is simultaneously booming.