

# PROJECT REPORT

## ➤ INTRODUCTION:

- **Overview:**

Smartphones, like the iPhone, have changed the world by improving how we communicate and do business. India, with its growing economy, has seen a big increase in smartphone use. This research will use data to study how the iPhone has affected India, from how many people use it to how it's changed society and the economy. Apple has a good opportunity to grow in India because people there are excited about new iPhone models. This research will help us really understand how the iPhone has made a difference in India.

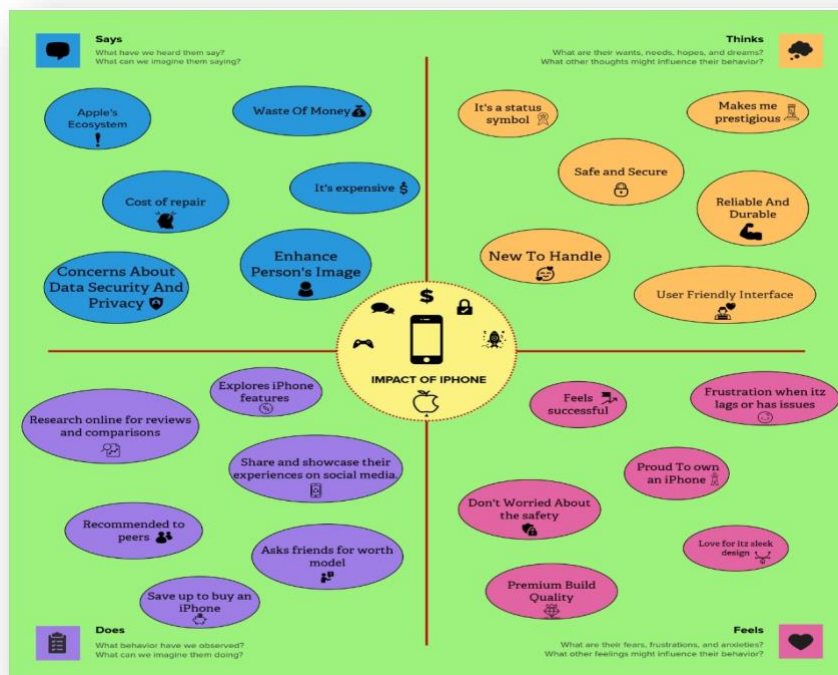
- **PURPOSE:**

This project helps us figure out how the iPhone has changed things in India. We can learn what people like about it, how it affects the economy, and how it's changed the way people in India use technology. This can be useful for businesses and can help Apple grow

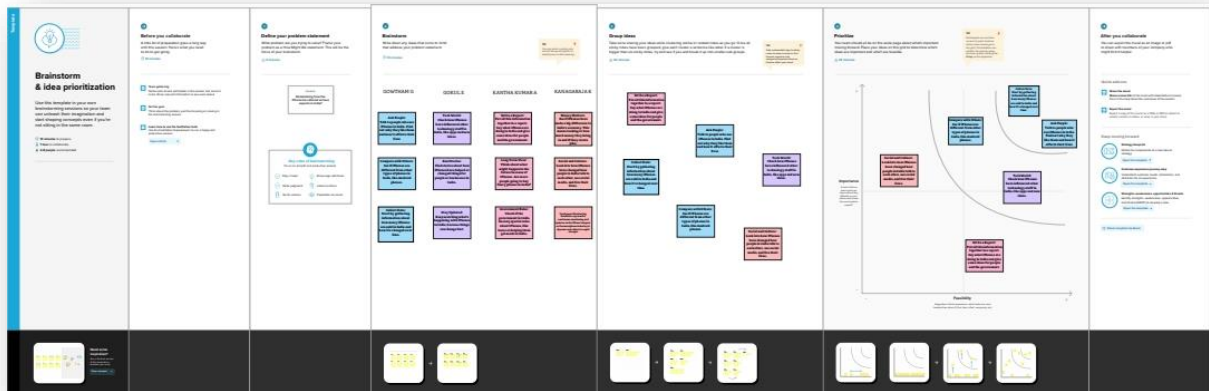
in India. It's all about understanding the impact of the iPhone.

## ➤ PROBLEM DEFINITION & DESIGN THINKING:

### + EMPATHY MAP:



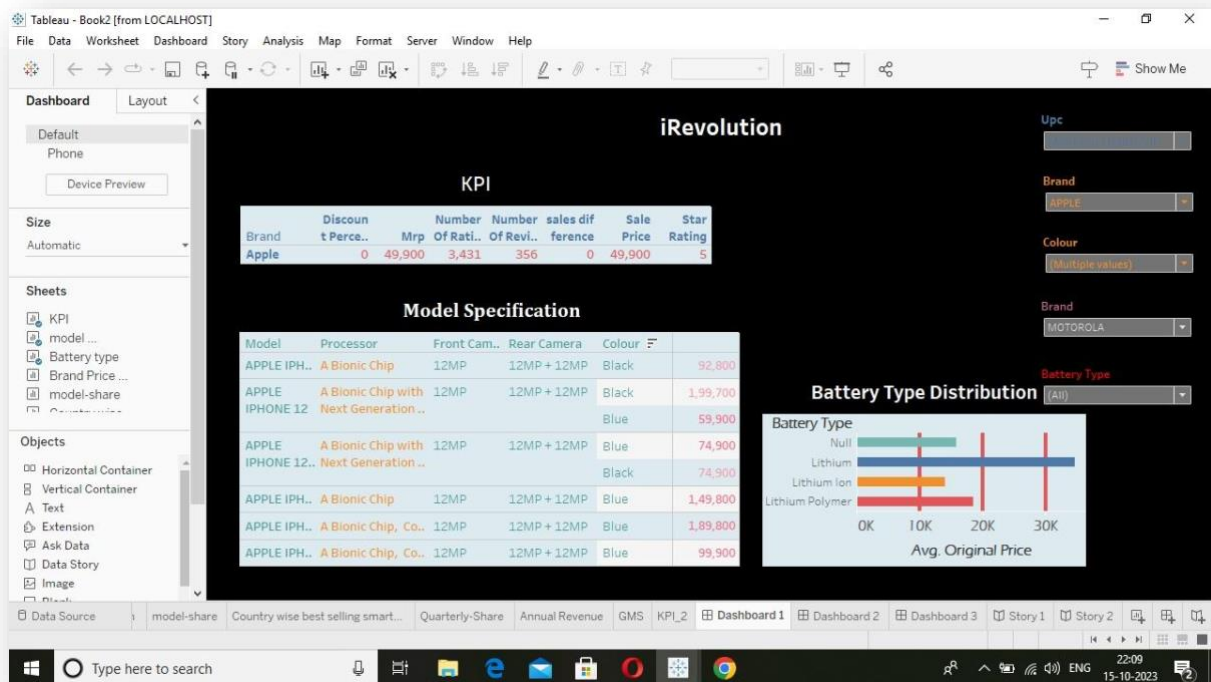
### + BRAINSTORMING MAP:



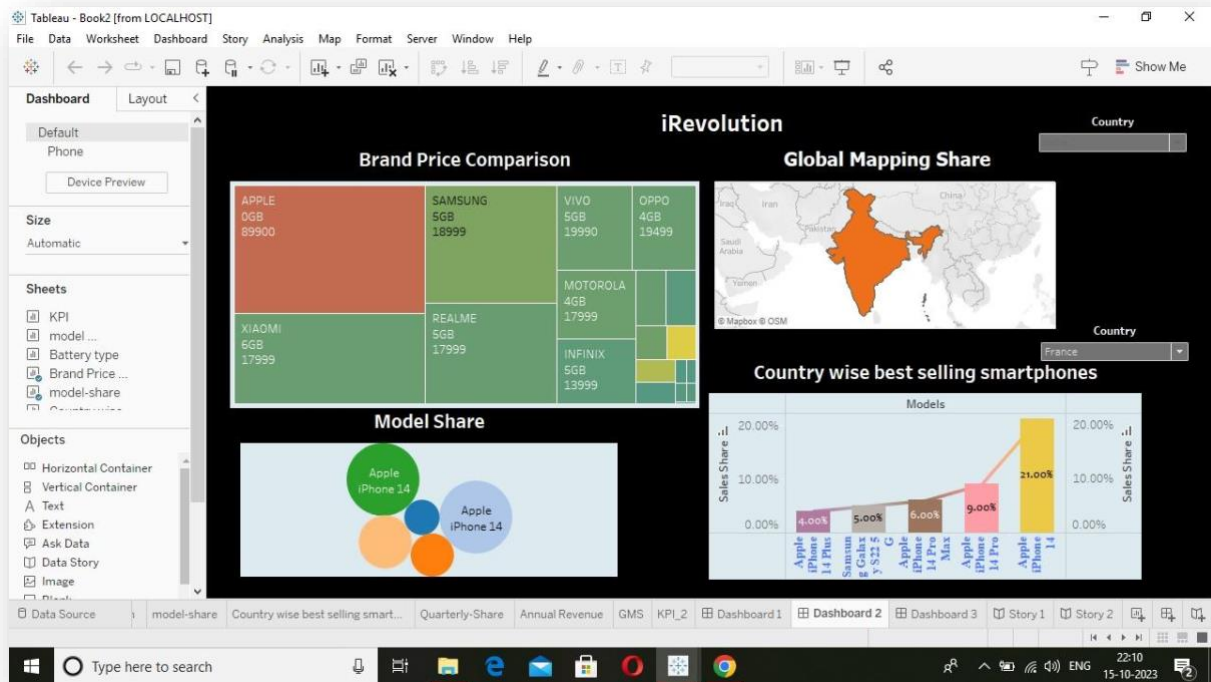
## ➤ RESULT:

### • Screen shots:

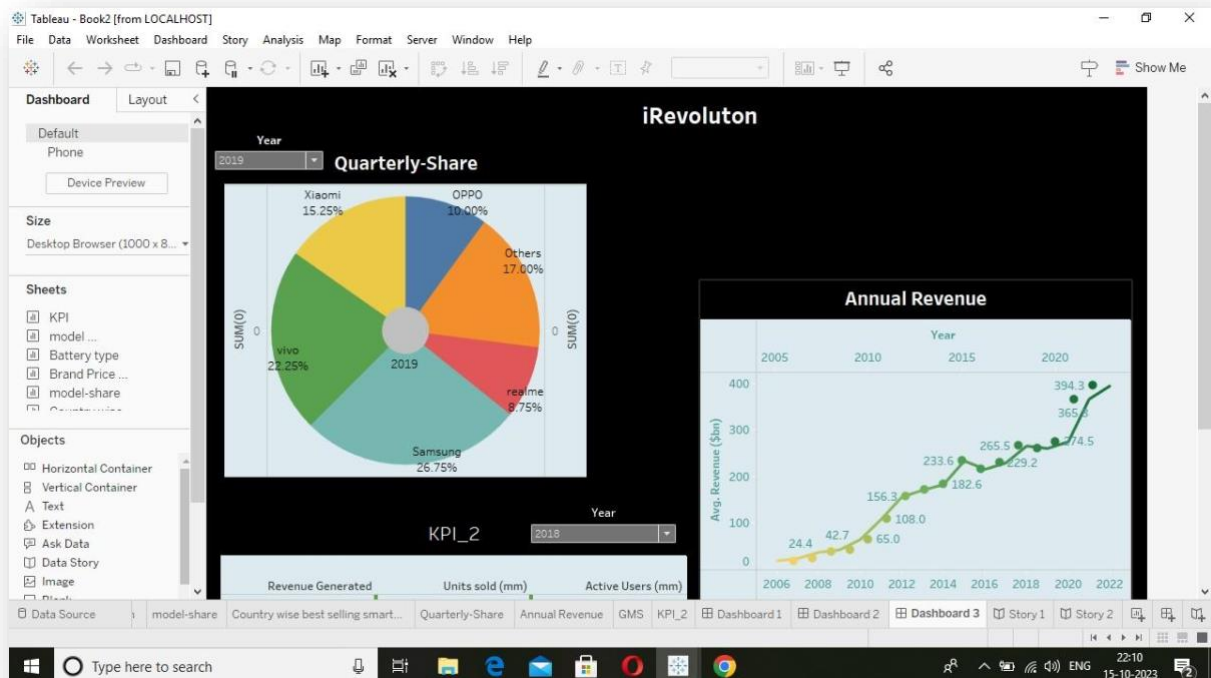
#### Dashboard 1:



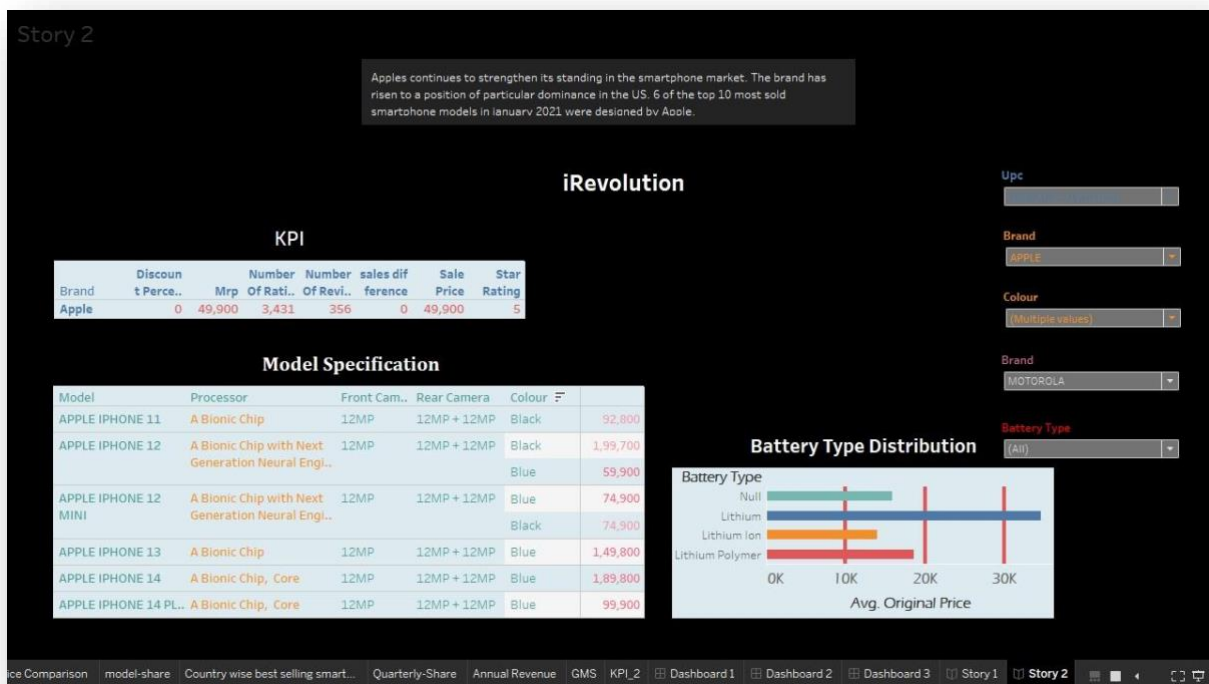
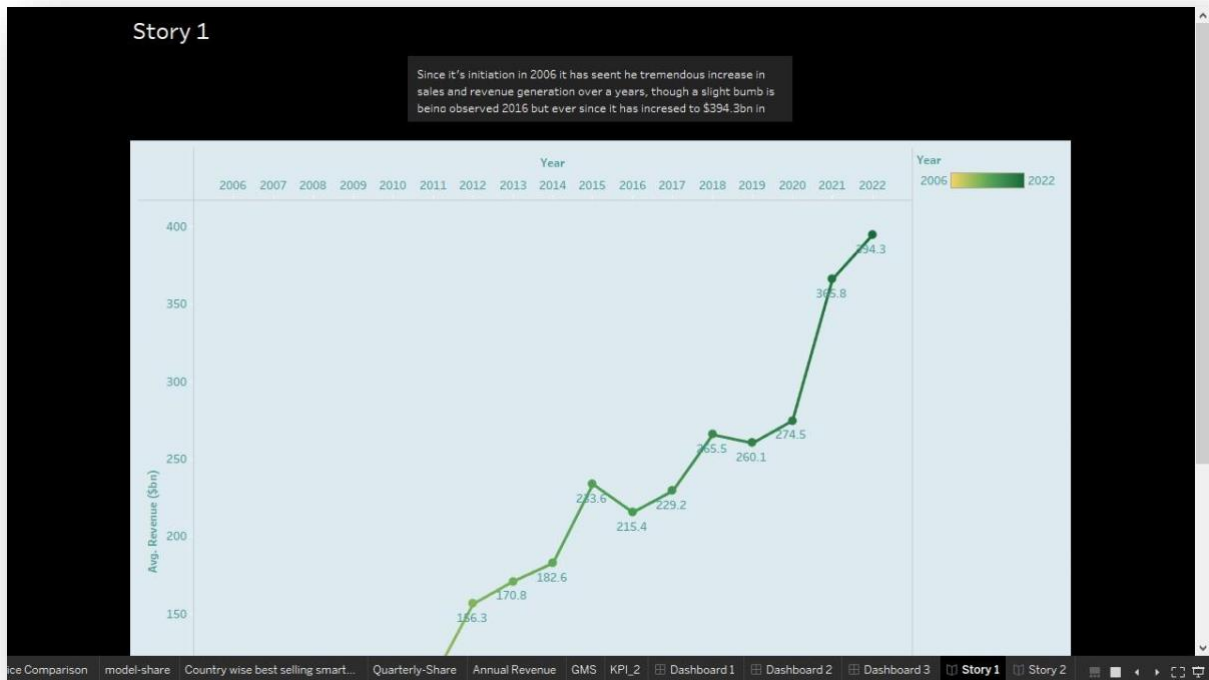
## Dashboard 2:



## Dashboard 3:



## Story 1:



➤ ADVANDAGES & DISADVANDAGES:

iPhones have been great for connecting people and improving businesses. They've become popular in countries like India because people get excited about new models. But they can be expensive, and using them too much can cause problems. Also, they collect a lot of our personal information, which can be a concern. So, while iPhones have many good points, there are also some not-so-good things to think about.

### ➤ APPLICATIONS:

Applications, often called apps, are like little programs that you can use on your smartphone or computer. They help you do all sorts of things, from checking the weather to playing games or even keeping track of your daily schedule. Apps are designed to make your device more useful and fun, and there are thousands of them available for different purposes. You can download apps from app stores like the Apple App Store or Google Play Store, and they can be a big part of how you use your device.

### ➤ CONCLUSION:

To sum it up, this project has given us a good understanding of how the iPhone has impacted India. We've learned about things like how many people use iPhones, what they like, and how it affects the economy and society. It's clear that Apple has a great chance to grow in India because people there really like the iPhone.

This research used data to go beyond guesses and stories to give us a solid picture of how the iPhone has made a difference in India. It's not just about phones; it's about how technology can change our lives.

### ➤ **FUTURE SCOPE:**

Looking ahead, the future is brimming with exciting possibilities. We can expect more cool tech stuff like super-smart computers and amazing virtual reality. People will work harder to take care of our planet by using cleaner energy and being more eco-friendly. In healthcare, there will be better treatments and even more ways to see the doctor from home. Space adventures to places like Mars and the Moon are in the works. Also, cars might start driving themselves, and we'll have flying drones to deliver

things. The future is all about cool science, staying healthy, and protecting our planet. So, get ready for some amazing changes!