

# Project Report Template

## 1 INTRODUCTION

### 1.1 Overview

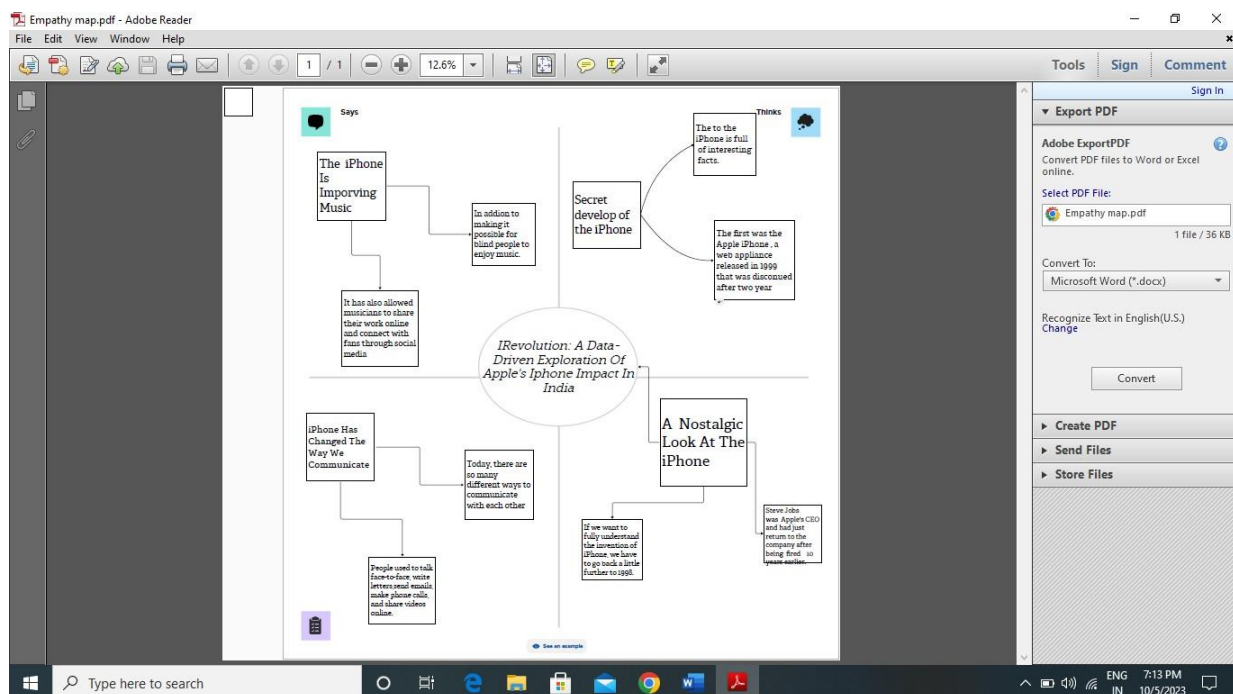
Communication, connected people, and revolutionized many different Businesses .With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone Makers.

### 1.2 Purpose

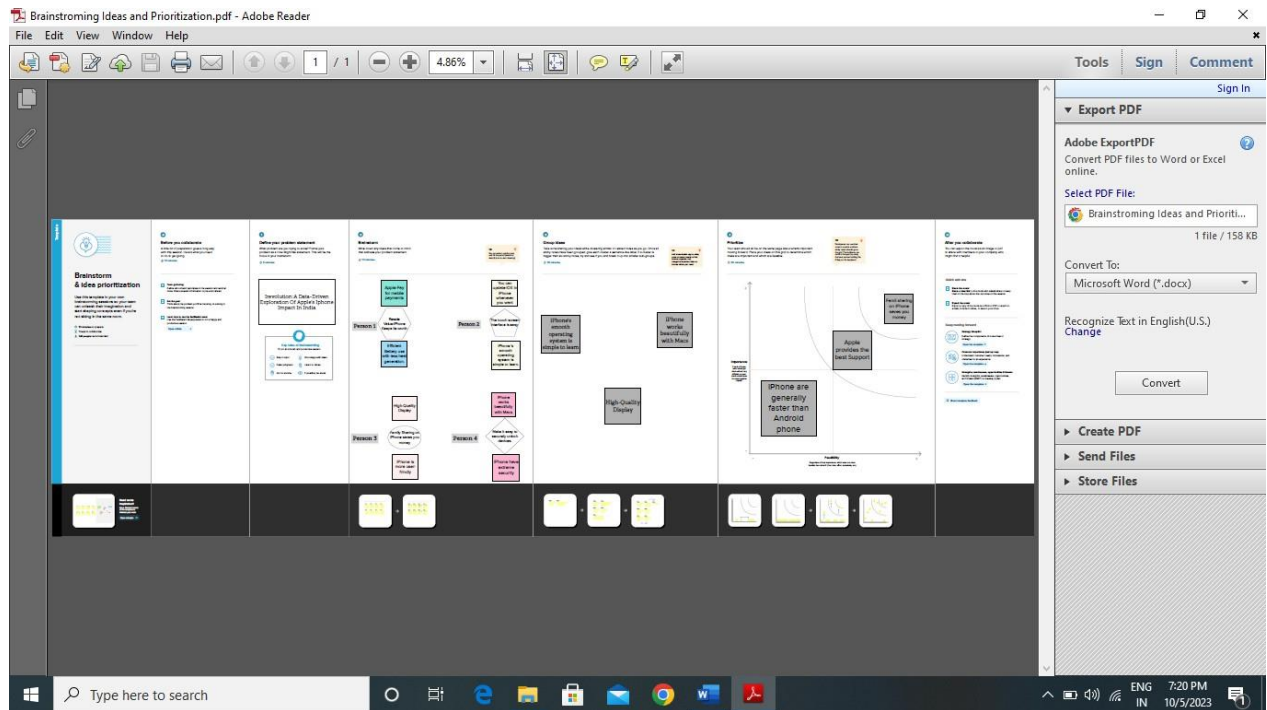
India, one of the economies with the greatest economic growth, has seen Tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

## 2 PROBLEM DEFINITION & DESIGN THINKING

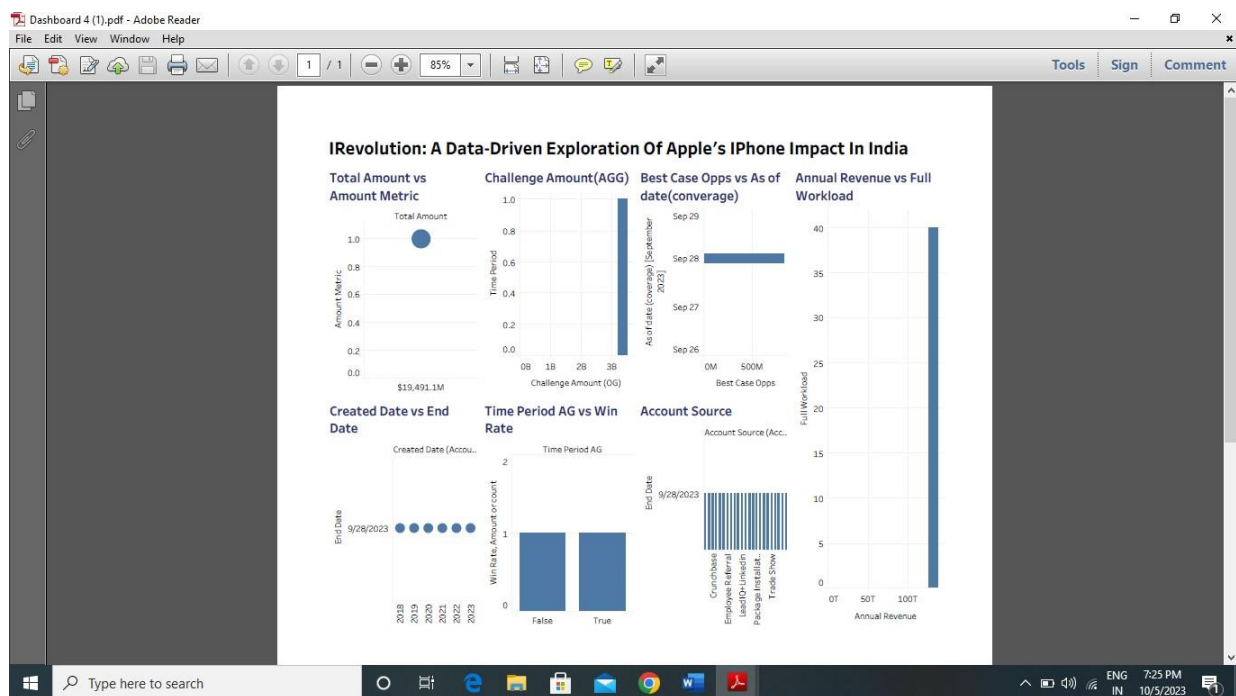
### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Map



## 3 RESULT



## 4 ADVANTAGE & DISADVANTAGES

- User-Friendly interface: The iPhone has an intuitive user interface that makes it easy to navigate...
- High -Quality Display: The iPhone's retina display is one of the best in the market.
- Advance Camera: iPhone devices have some of the best cameras in the market.
- ❖ Highly-priced products, entering areas of higher competition and Incompatibility with other software.
- ❖ New Feature: There aren't a lot of new features available for the iPhone.
- ❖ Charging: The iPhone 13 still takes a long time to charge.

## 5 APPLICATIONS

- A software application that runs under iOS, which is the operating System that powers Apple's mobile devices.
- In most cases, any application that runs on an iPhone also runs on An iPad and iPod touch.

## 6 CONCLUSION

Apple has special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption.

## 7 FUTURE SCOPE

An important component of this study is the societal impact of Apple iPhone in India. We intend to investigate how the iPhone has altered communication, information access, and social relationships in India society through data analytics and Tableau visualization.

Studying the impact of iPhones on social media use, online content consumption, and the broader digital divide are all included in this. Policy makers and organizations can better manage the benefits and difficulties brought on by the expanding smartphone adoption by understanding the social impact.

## 8 APEENDIX

[https://public.tableau.com/views/Vivun20-20Product20Gap202620Risk20Analysis/Dashboard4?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Vivun20-20Product20Gap202620Risk20Analysis/Dashboard4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)