

Advantage & Disadvantages :

Advantage of a Data Driven Apple's iPhone Impact In India

#1 Better Performance. Compared to Android devices, Apple phones offer better performance. ...

#2 Easy to Use. ...

#3 Timely OS Update. ...

#6 No Bloatware. ...

#7 Family Sharing. ...

#8 The Apple Ecosystem. ...

#9 Apple CarPlay. ...

#10 Retain Value.

Disadvantage of a Data Driven Apple's iPhone impact in India:

*** 1. iPhones Are Overpriced**

Apple increases the price of iPhones every year. iPhone is currently one of the most expensive smartphones out there usually due to its constantly updated physical appearance and tweaks made by engineers within the phone. Apple's focus is on becoming more user friendly, however, they turned out to be not so cost friendly.

Users are quick to complain about the iPhone price but are still so quick to purchase newly released iPhones. Even the older models that are still in use today have higher price compared to other smartphones. There is no getting around the price for those wanting an iPhone.

*2. iPhones don't come with a Headphone Jack

There have been a ton of changes over the years on iPhones, but Apple getting rid of the headphone jack might be the worst mistake they ever did. Headphones will always be needed and without the jack, iPhone users need to purchase a separate lightening to 3mm jack connector.

This extra cost is an inconvenience to the user's wallet. Without the headphone jack, the only available options are to either purchase the lightning to 3mm jack connector or purchase their true wireless earbuds, AirPods. The Apple company continues to make these changes, costing their users more than necessary.

3. Apple Ecosystem

The Apple Ecosystem can be a blessing yet a curse at the same time. Apple products are designed to allow the user a smoother experience with all of its other products such as the Macbook, Apple Watch or iPad.

It is a closed ecosystem, meaning the devices seamlessly work together and only together. One disadvantage of an iPhone is that once you purchase it, there is no going back. You'll be trapped into Apple's Ecosystem as long as you use the devices and care about compatibility. If one device works best with the same company's device, it's better to stick with it in the long run.

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.

Conclusion:

The main conclusion that can be drawn is we found to be the most interesting about Apple is how they are very innovative and early adapters. Apple is usually the first company to come out with a new product line before anyone else. This is very risky but it seems to be working to Apple's advantage .

Future scope :

The above said in terms of technology is ever changing and evolving. The mating

between hardware and software is optimal. iOS development has a bright future, as iOS is the most preferred platform where most of the Internet of Things (IoT) get complete compatibility and support. Moreover, ultra modern home automation apps are getting developed using iOS only.

The things changes drastically, if not given attention, it is difficult to handle the upcoming challenges.

Apple is one of the biggest companies in the smartphone world and has a very strong user base which is ever growing and will keep doing so. The future of the iOS developers are going to be very bright and this market going to boom in coming years.

However, one should keep in mind that in the market other than iOS developers there are other ways to develop iOS apps, like cross platform app development using Xamarin and PhoneGap.

The more technological awareness is expected for the development of the iOS applications. iOS developer should be well versed in not only iOS but also have the profound knowledge of Car Play, Watch OS, Apple TV and all. With some experience on front end technologies.

Especially, for the iOS developers, with the more experience, the more technological awareness is expected, including the skills of native app development for example iOS, Android, etc with cross platform and hybrid app development.

This will keep development only on the safer side, also different from the mob, giving an edge in the competition. If developers are learning and enjoying work, then they can easily switch to other technologies and master them in less time.



Says

What have we heard them say?
What can we imagine them saying?

Apple has revolutionized communication, playing, watching movies, listening to music, etc.,

The iPhone changed that with its Safari browser and made mobile web browsing a smooth & enjoyable experience.

It has also set in motion a few trends that wouldn't have been possible without iPhone.

The iPhone's Retina display is one of the best in the market. 300ppi, it is perfect for TV shows, movies and graphic intensive games.

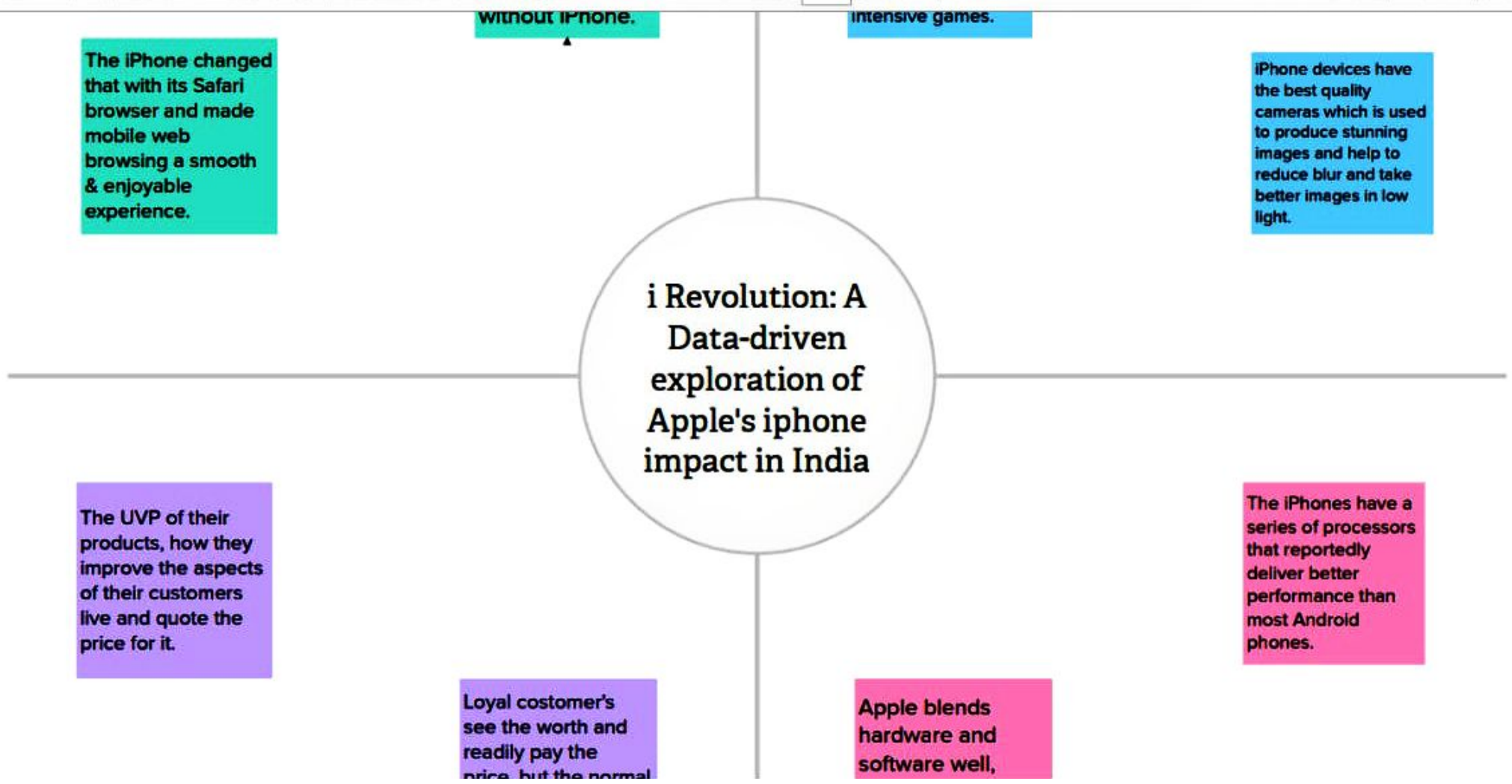
iPhone has an intuitive user interface that makes it easy to navigate. It's operating system is simple to learn and use.

iPhone devices have the best quality cameras which is used to produce stunning images and help to reduce blur and take better images in low light.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?





Impact in India

The UVP of their products, how they improve the aspects of their customers live and quote the price for it.

The iPhones have a series of processors that reportedly deliver better performance than most Android phones.

Apple has consistently positioned their marketing. They know the product will sell itself without relying on pomp and circumstance.

Loyal customer's see the worth and readily pay the price. but the normal livings can't. The price is high due to its quality.

Apple blends hardware and software well, making the iPhone more efficient and effective.

Apple knows how to create a product that's really easy to use. It is the company that is know to put easy-of-use as the main goal when designing a product.



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)

Brainstorm & idea prioritization

Use the template in your team brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 4 slides in total
- Video introduction
- 48 pages content

Before you collaborate

A little bit of preparation goes a long way with this session. Read what you need to do right before you start.

- 1. Set up your workspace
- 2. Write your goals
- 3. Prepare your ideas and feedback

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorm.

Example: "How can we improve our customer service?"

Key questions to consider:

- What is the problem?
- Why is it important?
- Who is affected?
- What are the constraints?

Brainstorm

Write down any ideas that come to mind. Don't worry about whether your ideas are good or bad. Just get them out there.

Round 1	Round 2	Round 3	Round 4
1. Improve customer service	2. Offer a loyalty program	3. Hire more staff	4. Offer a discount
5. Offer a free trial	6. Offer a referral program	7. Offer a subscription service	8. Offer a personalized experience
9. Offer a flexible return policy	10. Offer a free consultation	11. Offer a free delivery	12. Offer a free installation
13. Offer a free warranty	14. Offer a free repair	15. Offer a free replacement	16. Offer a free upgrade
17. Offer a free upgrade	18. Offer a free replacement	19. Offer a free repair	20. Offer a free warranty

Group ideas

Take notes during your brainstorming session or record ideas as you go. Once all ideas have been listed, group them into categories. This will help you see the bigger picture and identify the most important ideas.

Example: "How can we improve our customer service?"

- 1. Improve customer service
- 2. Offer a loyalty program
- 3. Hire more staff
- 4. Offer a discount
- 5. Offer a free trial
- 6. Offer a referral program
- 7. Offer a subscription service
- 8. Offer a personalized experience
- 9. Offer a flexible return policy
- 10. Offer a free consultation
- 11. Offer a free delivery
- 12. Offer a free installation
- 13. Offer a free warranty
- 14. Offer a free repair
- 15. Offer a free replacement
- 16. Offer a free upgrade
- 17. Offer a free upgrade
- 18. Offer a free replacement
- 19. Offer a free repair
- 20. Offer a free warranty

Prioritize

Now it's time to evaluate all the ideas you've generated. Use the template to help you decide which ideas are the most important and which are the most feasible.

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Key questions to consider:

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After you collaborate

You can use the template as a guide to help you decide which ideas are the most important and which are the most feasible.

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