

iREVOLUTION A DATA-DRIVEN EXPLORATION

OF APPLE'S IPHONE IMPACT IN INDIA

1. INTRODUCTION

1.1 Overview:

- ▶ The iPhone is a smartphone made by Apple that combines a Computer, Ipad, digital camera and cellular phone into one device With a touchscreen interface.
- ▶ The iPhone runs ios operating system and in 2021 when the iPhone 13 was introduced. It offered up to 1 TB of storage and a 12 Megapixel camera.

1.2 Purpose:

- ▶ The iPhone is to earn more money for apple and to just be a phone.

2 PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy map:



Says

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

High quality product,
highly rated one,
Maximum used by rich
people

iPhone is fully secure
and safe,
no one cannot hack
this mobile.

One of the most
advanced device
on earth



Thinks

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

WANTS:
Intelligence, innovation,
high quality user interface,
DESIRS:
Fast charging, chargeless,
screenless, fold and dist etc.,
HOPE:
Trust, Unique etc.,
DREAMS:
Success and prosperity.

INFLUENCE1:
The invention of the
iphone has affected
people lives and how
they do things.

INFLUENCE2:
Iphone has revolutionized
communication, playing
game, watching
etc., influencing to trust
etc.



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The M.D.T Hindu collage

High quality display
advanced camera
apps ecosystem etc.

Highly rated
and renewable battery
better customization
etc.

DESIRE1:
Iphone are famous
for their privacy and
security systems.

FEARS:
Failure of the
company
diff competition in the
industry etc.
FRUSTRATIONS:
High priced products

FEELINGS:
Customer's reaction
over issues in business
etc.

ANXIETIES:
Incompatibility with
other software, privacy
and etc.



Does

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

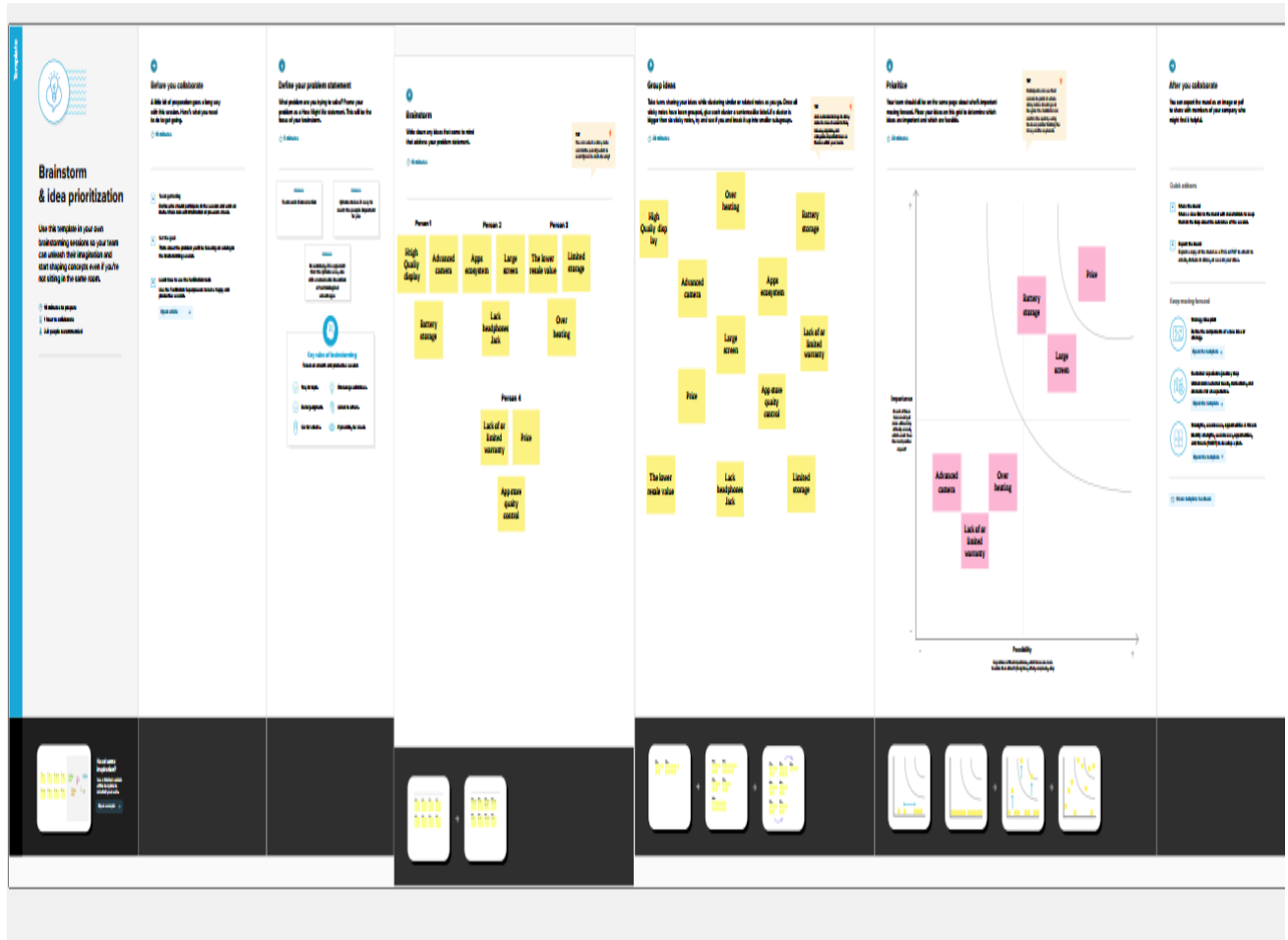


Feels

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

See an example

2.2 Ideation & Brainstorming Map:

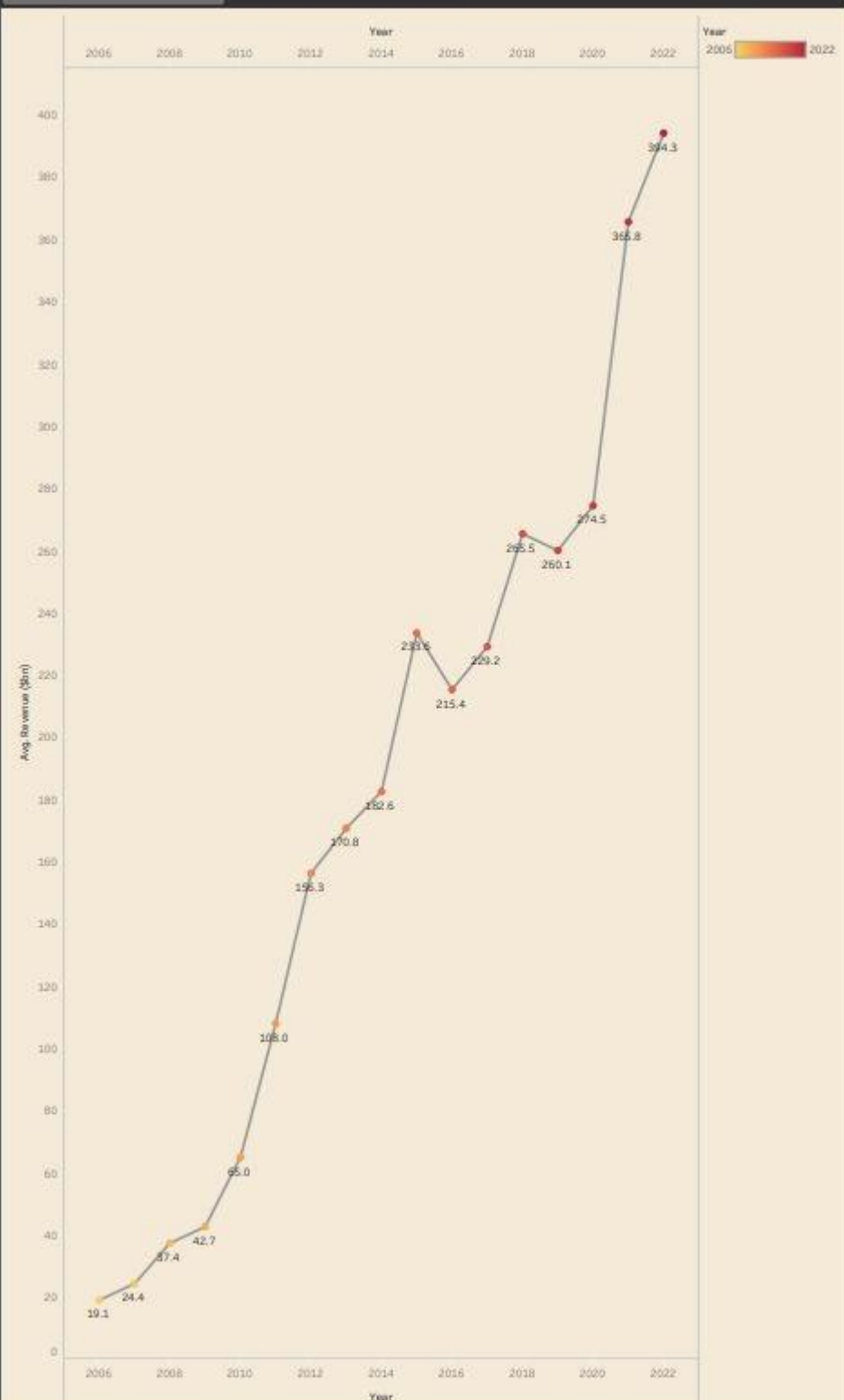


3. RESULT

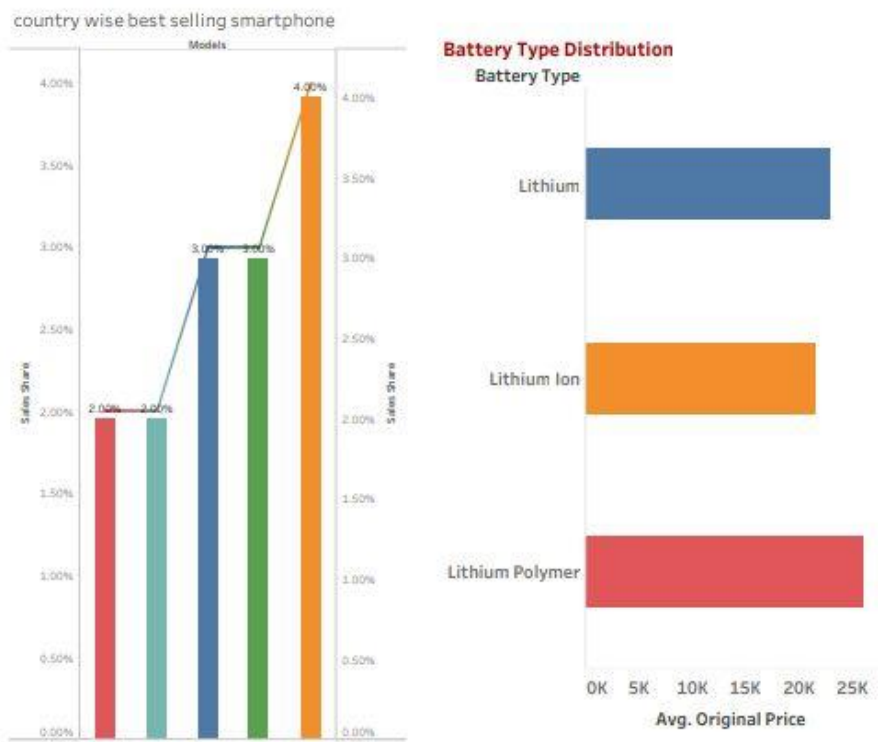
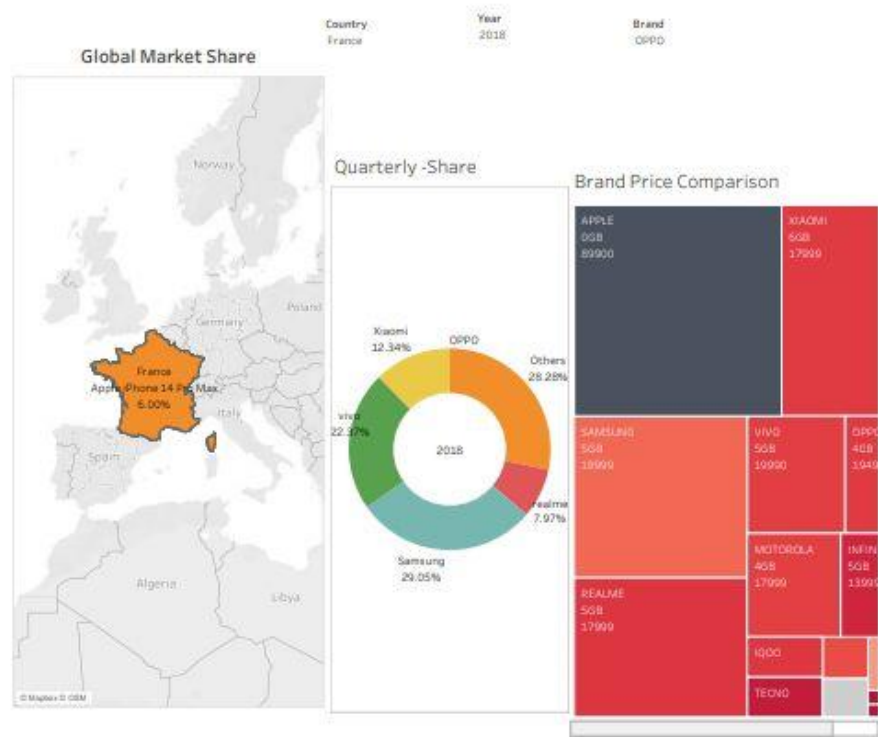
3.1 Story:

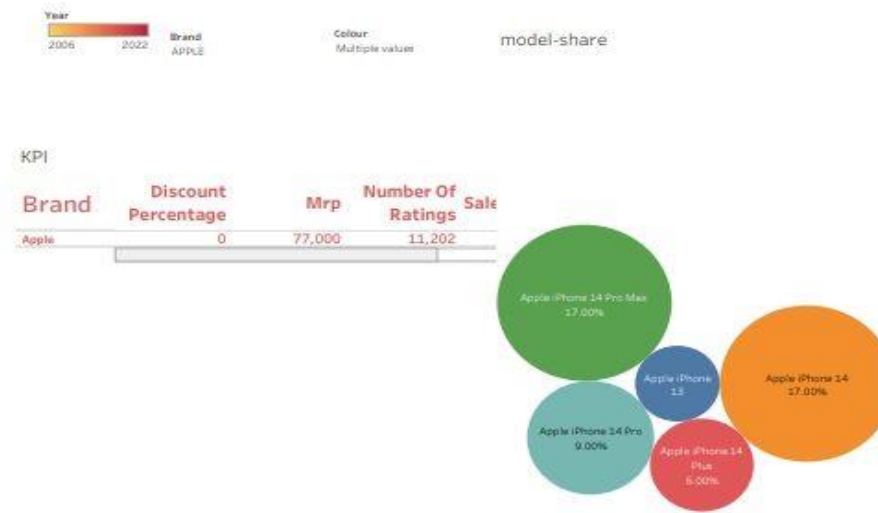
Since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the years, though a slight bump is being observed 2016 but ever since it has increased to \$394.3bn in 2022.

Apple continues to strengthen its standing in the smart phone market, the brand has risen to a position of a particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were design.



3.2 Dashboard:





Annual Revenue



4. ADVANTAGES AND DISADVANTAGE:

Advantages:

- ▶ High Quality display
- ▶ Advanced camera
- ▶ Apps Ecosystem
- ▶ User Friendly Interface

Disadvantages:

- ▶ Cost
- ▶ Over heating
- ▶ Non removable battery
- ▶ Limited customization

5. APPLICATION:

- ▶ A software application application that runs under ios, which is The operating system that power Apple's mobile devices.
- ▶ In most cases any application that runs on an iphone also runs On an ipad and ipod touch.

6. CONCLUSION:

- ▶ In summary , it is opponent that the iphone was and still, a Remarkable invention of technological advancement. The iphone Provided a new way of mobile phone communication and usability. It's revolutionary technology has led to the variety of smartphone That are use today.

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.