

GOVERNMENT ARTS AND SCIENCE COLLEGE

DHARMAPURI-5

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ANALYSING HOUSING PRICES IN METROPOLITAN AREAS OF INDIAN

INTRODUCTION:

.1.1 OVERVIEW

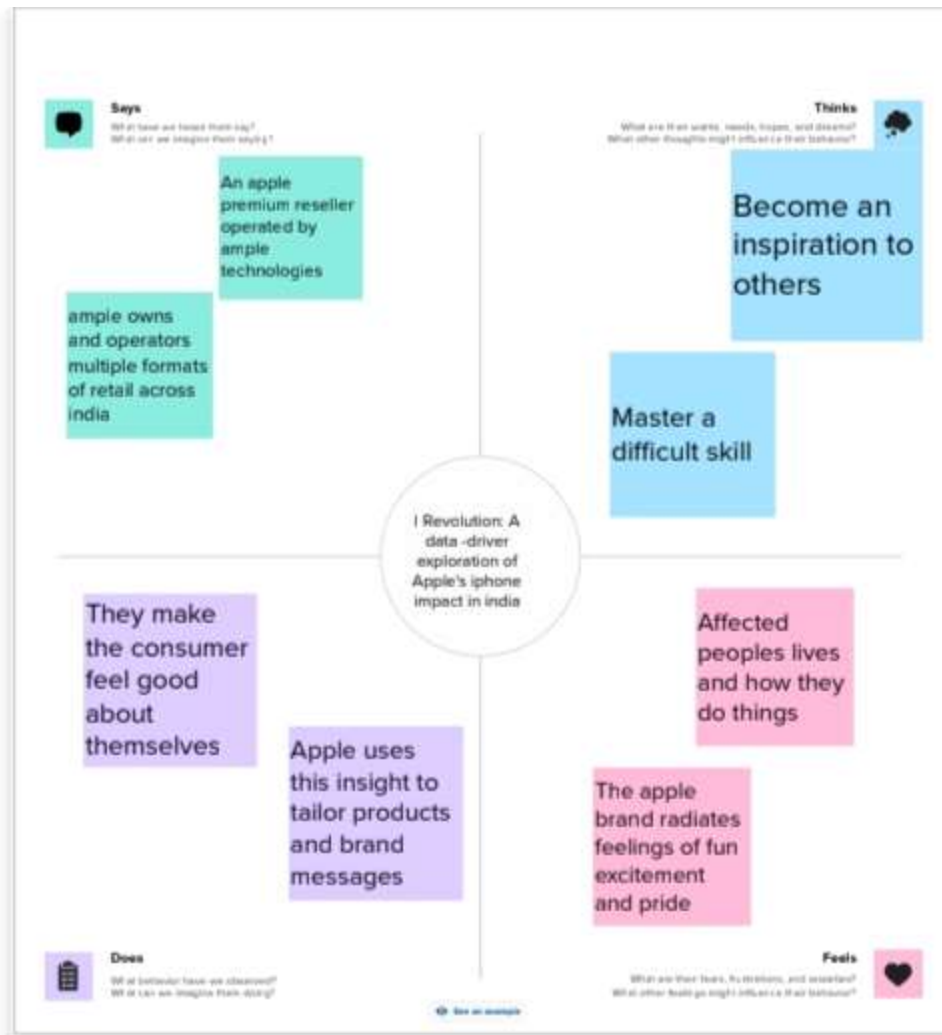
ACCORDING TO MARKET RESEARCH FIRM COUNTERPOINT RESEARCH, APPLE LED THE ULTRA_PREMIUM SEGMENT , WITH PHONES PRICED ABOVE RS 45,000 APIECE , WITH 59 PER CENT MARKET SHARE IN THE FIRST QUARTER OF 2023 AND INDIA IS AMONG THE TOP_FIVE MARKETS FOR THE COMPANY NOM.

.1.2 PURPOSE

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface.

PROBLEM DEFINITION & DESIGN THINKING

. EMPATHY MAP :

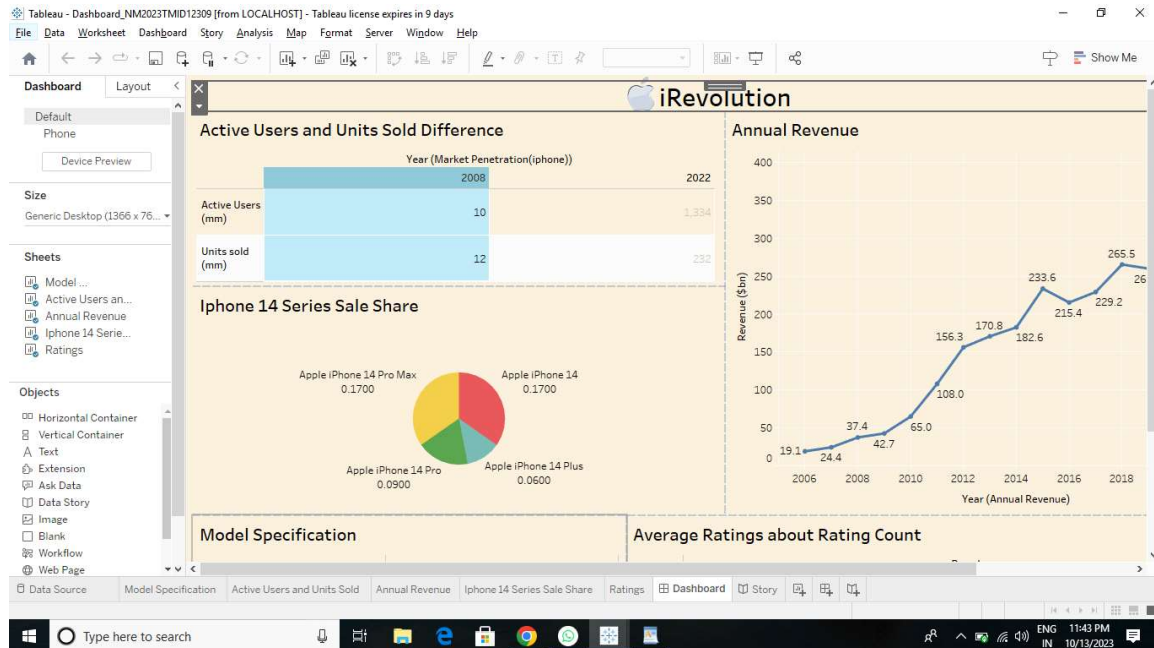


. Ideation & Brainstorming Map :



Result :

. Dashboard : 1



. Story :

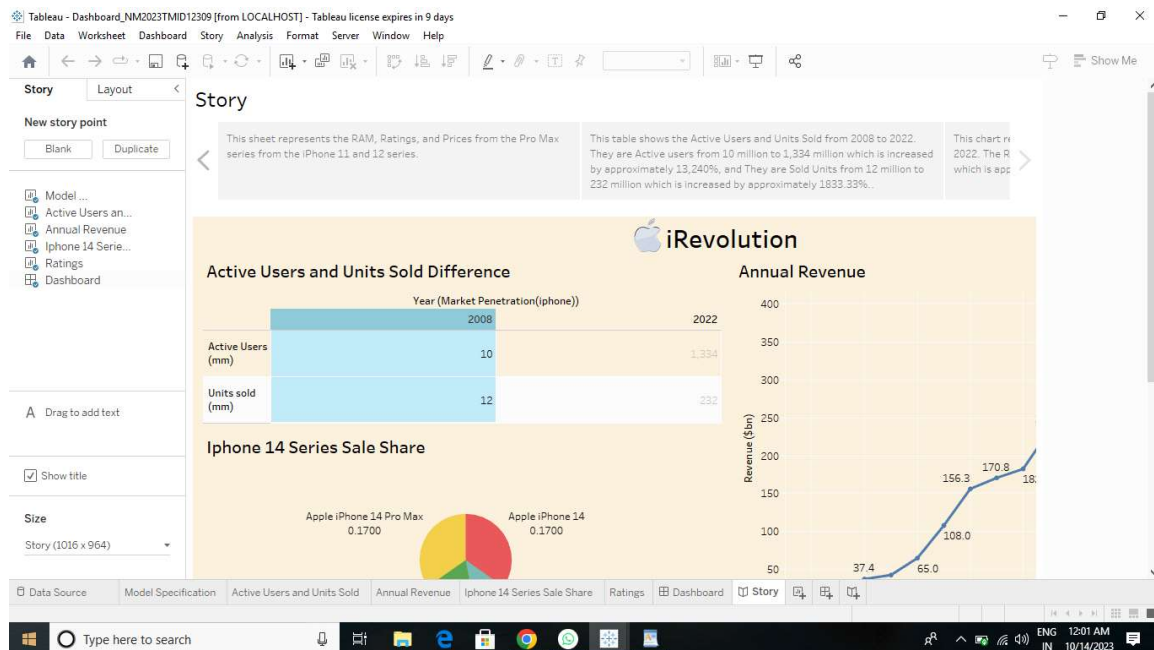


Tableau Public link :

*** Dashboard Link -**

https://public.tableau.com/app/profile/pavithra.r4325/viz/Dashboard_NM2023TMID12309/Dashboard

*** Story link-**

https://public.tableau.com/app/profile/pavithra.r4325/viz/Dashboard_NM2023TMID12309/Dashboard

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 lightning 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.

