

1.INTRODUCTION

1.1 OVERVIEW

- ☆ At Macworld 2007 in San Francisco, Steve Jobs introduced the world to iPhone as three products in one "a widescreen iPod with touch controls, a revolutionary mobile phone and a breakthrough internet communications device." In the ten years since, iPhone has enriched the lives of people around the world with over one …
- ♣ Apple has been selling iPhones in India since 2008, but it is only in recent years that the company has shifted strategy to make iPhones more accessible through various offers and promotions, which has contributed significantly to the increase in market share. Apple has been selling iPhones in India since 2008, but it is only in recent years that the company has shifted strategy to make iPhones more accessible through various offers and promotions, which

has contributed significantly to the increase in market share.

1.2. PURPOSE

- → Apple's decision to manufacture iPhones in India is a robust alignment with the Indian government's 'Make in India' initiative. By engaging local suppliers like Foxconn and Winston, Apple is contributing to the nation's industrial growth, inculcating technological innovation, and creating thousands of jobs.
- ♣ Apple's mission statement is: "To bringing the best user experience to customers through innovative hardware, software, and services."
- [⊕] "We are closer than ever to achieving our vision of Apple 2030 our ambitious goal to make every product carbon neutral by 2030 and we are thrilled to celebrate the tremendous progress with our customers this Earth Day," said Lisa Jackson, Apple's vice president of Environment, Policy, and Social Initiatives.
- The purpose of marketing is to reach your target audience and communicate the benefits of your product or service so you can successfully acquire, keep, and grow

customers. So, your marketing goals must relate to the specific business objectives your company wants to achieve.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP





Brainstorm & idea prioritization

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

- (§ 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering
 - Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal
 Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools
 Use the Facilitation Superpowers to run a happy and productive session.

Open article





Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

(5 minutes

PROBLEM

The iphone is one of the most expensive smartphones on the market. Which makes it a luxury item for many people. More people face the issues of the iphone are non removable battery. Ilmited customization, no expandable storage, fragile and prone to breaking if dropped



2.2 IDEATION & BRAINSTORMING MAP



Brainstorm

Write down any ideas that come to mind that address your problem statement.

() 10 minutes

1

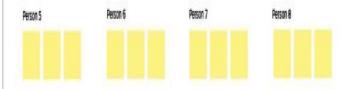
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing

Person 2 Person 3 Person 4

Internal Section 2 Person 3 Person 4

Internal Section 3

Internal Section 4





Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

0 20 minutes

Add customisable tags to allely notes to make it easier to find, bronze, organize, and eategarize important ideas as themes within your mural.

The iphone has been one of the most preferred smatrphone for many people, it easy to securely unlock devices and acces information. Research finds more negative effects of screen time on kids, including higher risk of OCD. Compared to Android devices, Apple iphones offer better performance. Apple books will feature new and popular books and audiobooks that explore environment issues and actions. The technology became more accessible to everyday users.



Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

(†) 20 minutes

TP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the leser pointer holding the Hikey on the keyboard.



After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

 Export the mural
 Export a copy of the mural as a PNG or POP to attach to emails, include in sides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

Open the template +



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

Open the template +

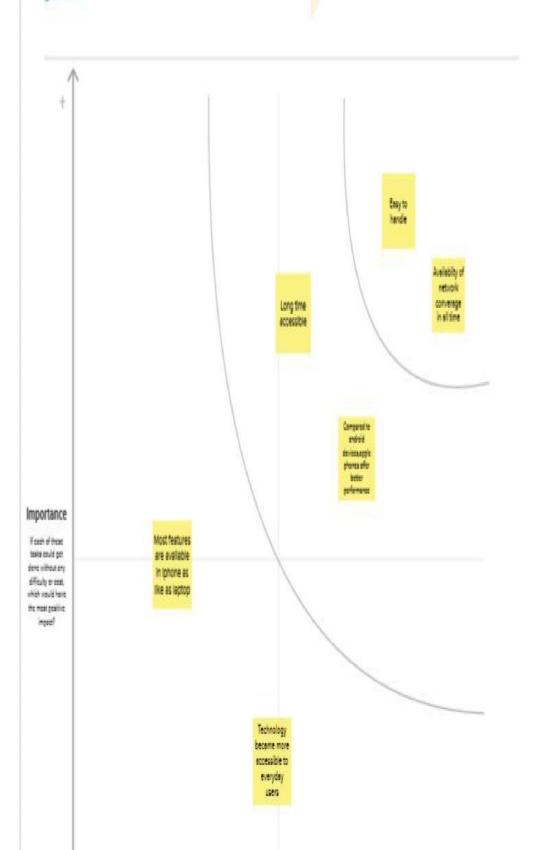


Strengths, weaknesses, opportunities & threats

identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

Open the template +

Share template feedback

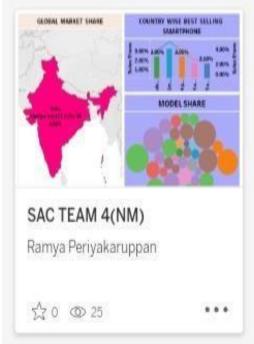


3. RESULT









4. ADVANTAGES & DISADVANTAGES

4.1 ADVANTAGES

- User-Friendly Interface: The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy touse, and the iPhone's smooth operating system is simple to learn and use.
- ☆ High-Quality Display: The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.
- ☆ Advanced Camera: iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.
- ♣ Apps Ecosystem: The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games, and services that cater to their needs.

4.2. DISADVANTAGES

- ☆ Cost: The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.
- → Non-Removable Battery: The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.
- ☆ Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.
- → No Expandable Storage: Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.

→ Frailty: The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.

5.APPLICATION

- It was another revolutionary feature that allowed developers to create and distribute applications for the iPhone. This gave rise to a whole new ecosystem of apps and set a new standard for what users could expect from their smartphones.
- [⊕] The analysts covering Apple are projecting full-year adjusted earnings per share of \$6.07 this year, down from an EPS of \$6.11 in 2022. In addition, Apple analysts are calling for a 9.4% revenue decline this year but a return to 6.3% revenue growth in 2024.
- → Total no. of apps existing: In total, including all iOS and Android app stores, there are currently 8.93 million apps available in the world. As of 2022, approximately 1.6 million apps were available in

Apple's App Store and over 3 million Android apps on Google Play.

- → Apple Application Support is a software component developed by Apple Inc. It is primarily used to ensure compatibility and provide necessary frameworks for various Apple applications to run smoothly on Windows operating
- → Android Application Package or APK files installed on Android devices, an IPA file is a document that holds various data pieces that make up an iPad, iPhone, or iPad touch app, like utilities, weather, news, and networking

6. CONCLUSION

the iPhone has been a game- changer in the technological world. It has revolutionized the way people communicate and access information. However, its advantages and disadvantages must be weighed carefully by potential buyers. Ultimately, the choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.

- ☆ According to estimates, there are about 40 million iPhone users in India. This is about 3% of the total population of 1.39 billion people in India. Around 10-11 million iphone users based on the number of smartphone users in India and comparing it with apple's market share here.
- ☆ Apple and the IPhone is a great example of a corporation making what the consumer wants in a global market. With limited companies competing, competition for the best phone on the market is at an all-time high.
- [↑] The smartphone market in India reached 160.70 million units in terms of shipment in 2021. It is expected to reach 253.28 million units in 2027, expanding at a compound annual growth rate (CAGR) of 7.97% during the 2022–2027 forecast period.

7. FUTURE SCOPE

APPENDIX

SOURCE CODE

https://github.com/Ramyaperiyakaruppan/iRevolution
A-Data-driven-Exploration-of-Apple-s-iPhone-Impactin-India-SACIIIMATHSTEAM4

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