

PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1 Overview

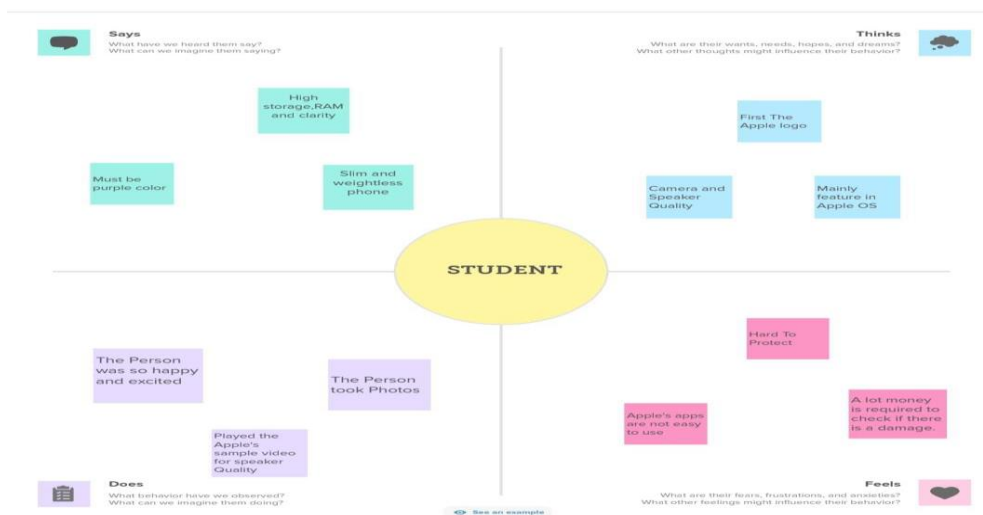
Apple's iPhone was a great success because it made communication convenient than ever before. It is around the world through volunteering, donations and learning programs.

1.2 Purpose

- ❖ iPhone is a combination of the iPod, a revolutionary mobile phone and a break through Internet communicator.
- ❖ It shows the notification when your data is hacked.

2.PROBLEM DEFINITION AND PROBLEM THINKING

2.1 Empathy map



2.2 Ideation and brainstorming map


1

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

We don't have truecaller in Apple's iPhone and the battery is weak.DCM is needed in the latest version.

**Key rules of brainstorming**

To run a smooth and productive session

Stay in topic.

Encourage wild ideas.

2

Brainstorm

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

10 minutes

Person 1

Person 2

Person 3

Person 4

Size of screen make separate telephones numbers

Make a reservation all an Apple retail store

Cancel forward every phone for a person in a app

Buy a reservation is needed when the device is to be made

Contact a mobile carrier

When we visit a retail store the person at desk is useless

Sufficient battery capacity is needed

The duration of charge is to be compared to Android

Beats support

Secure transaction is needed

To be back from an app is difficult

Knowledge of a app is needed to be downloaded

TIP

You can select and hit the pencil sketch icon to

3

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 can break it up into smaller sub-groups.

20 minutes

Design and Manufacture iPhone accessories such as cases , screen protectors and wireless charges.

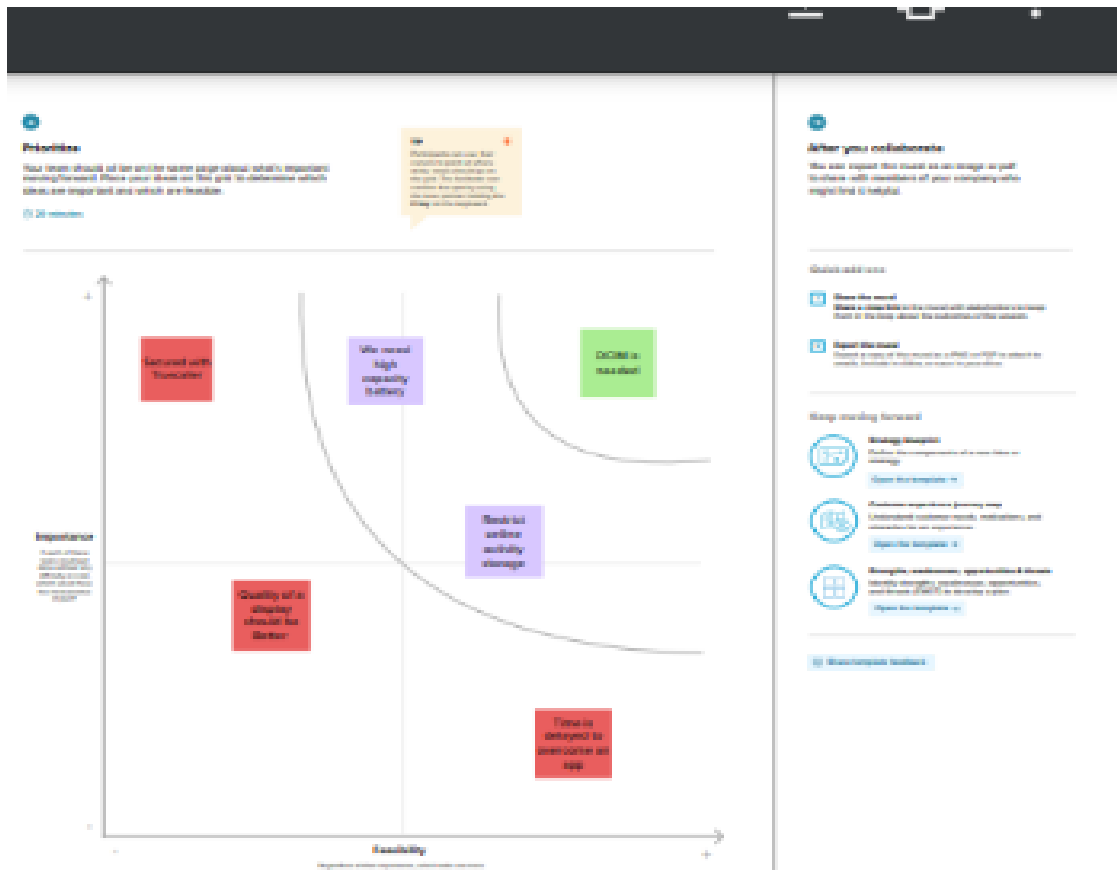
Start a business specializing in iPhone repair and maintenance

Develop mobile games for iOS devices,considering the growing demand for gaming on iPhones

As compared to android Gallery in iPhone is bad, because the videos,screenshots,images are not properly Arranged.

TIP

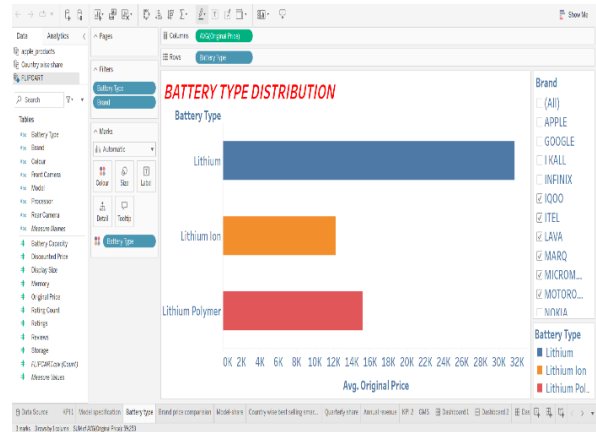
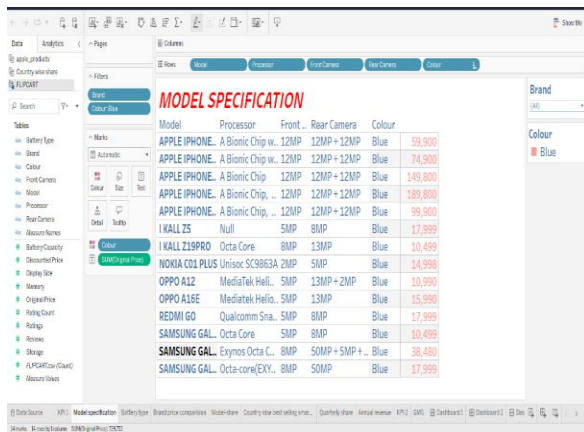
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



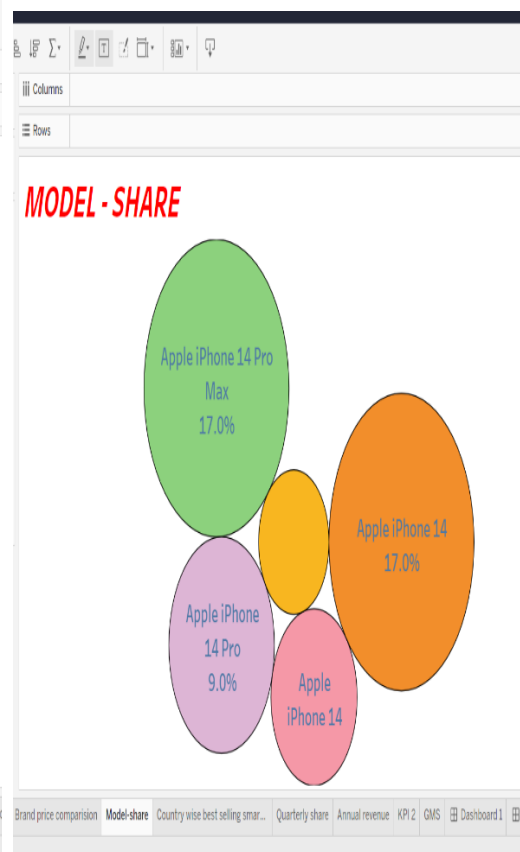
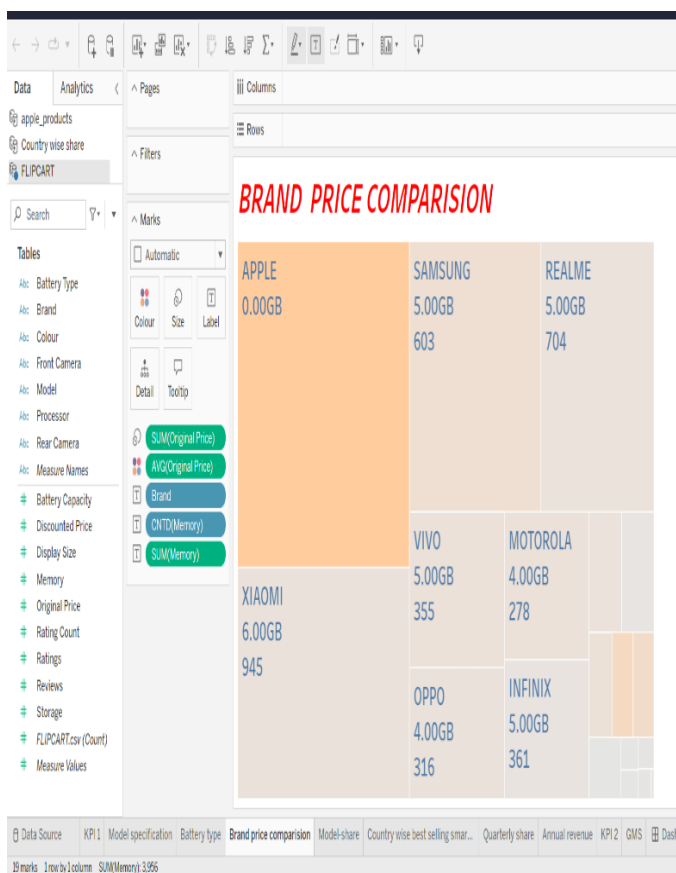
3. RESULT

3.1 Sheet creation

The cost of iPhone is determined and the sales difference is calculated.

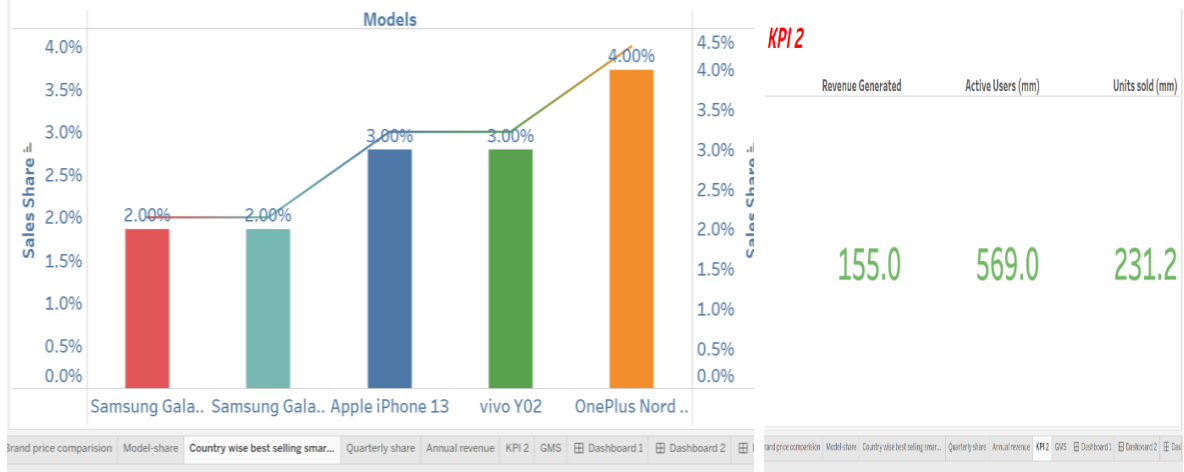


The processor of the specific model is tabulated and the types of the battery used is specified in different colours for the different types

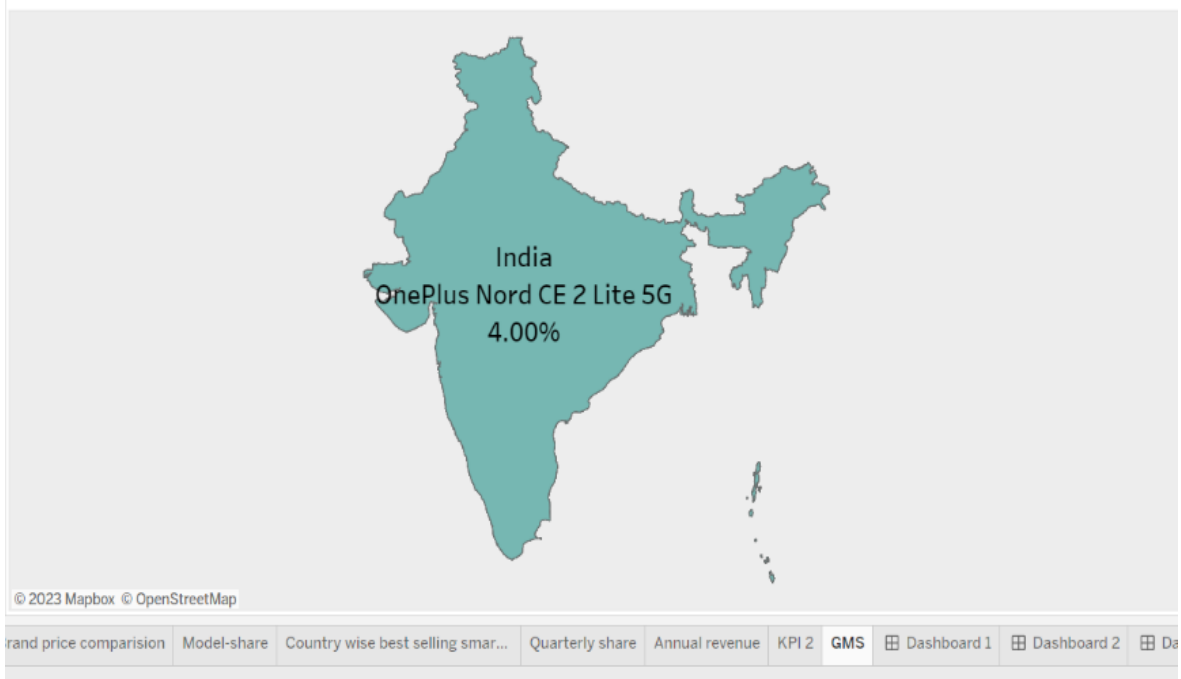


Here we done the price comparison and the shares of specific model using tree maps and bubble chart.

COUNTRY WISE SELLING SMART PHONE

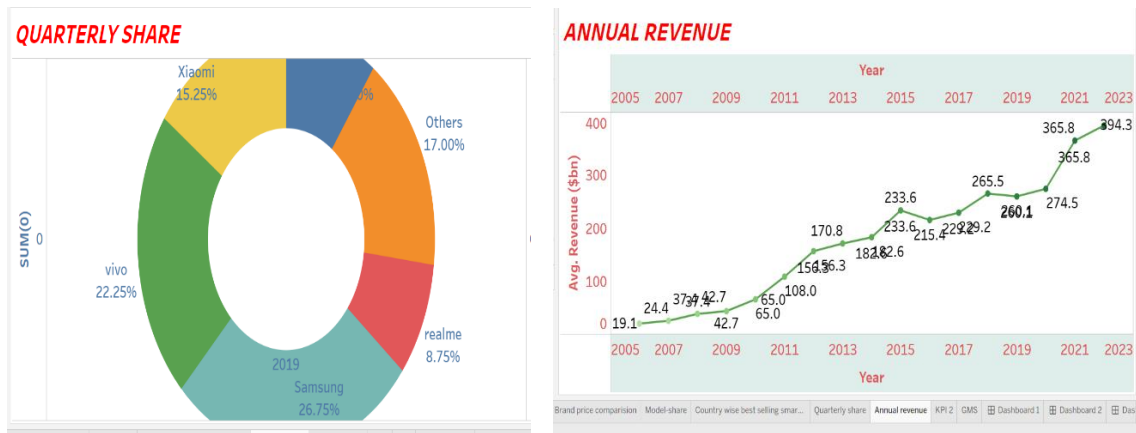


GLOBAL MARKET SHARE



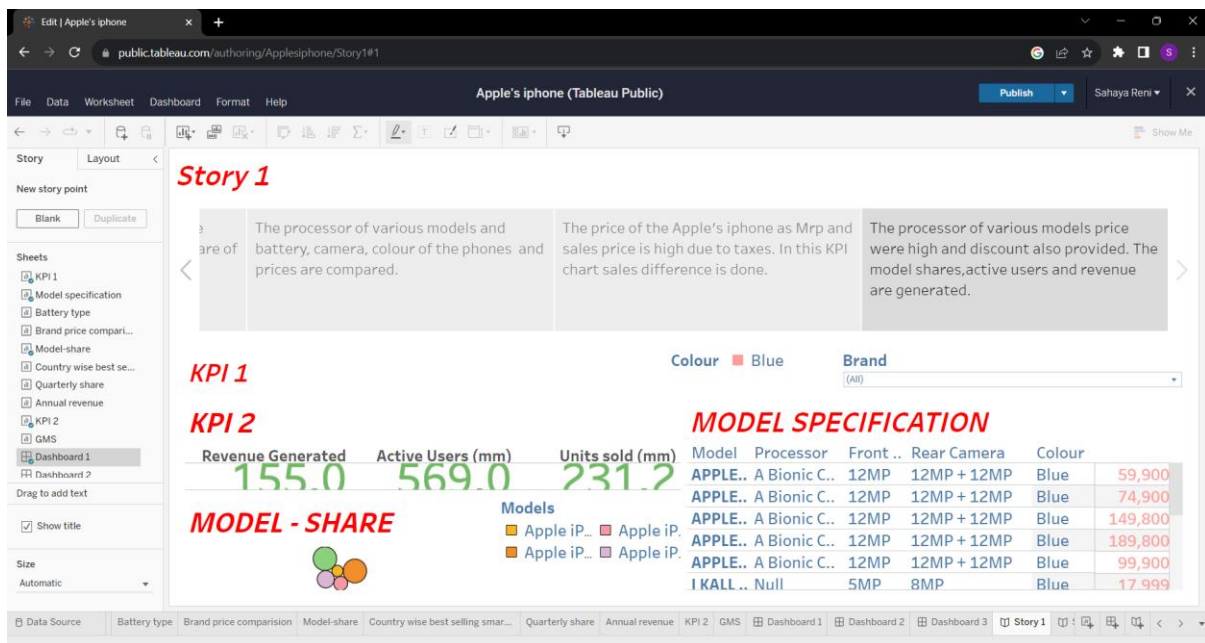
Using line bar chart we determined the sales share as country wise.

The shares of India is determined as 4% in the world.



The donut chart is prepared using pie chart and the difference in area is calculated using angle. The average revenue of the Apple's iPhone is calculated as years.

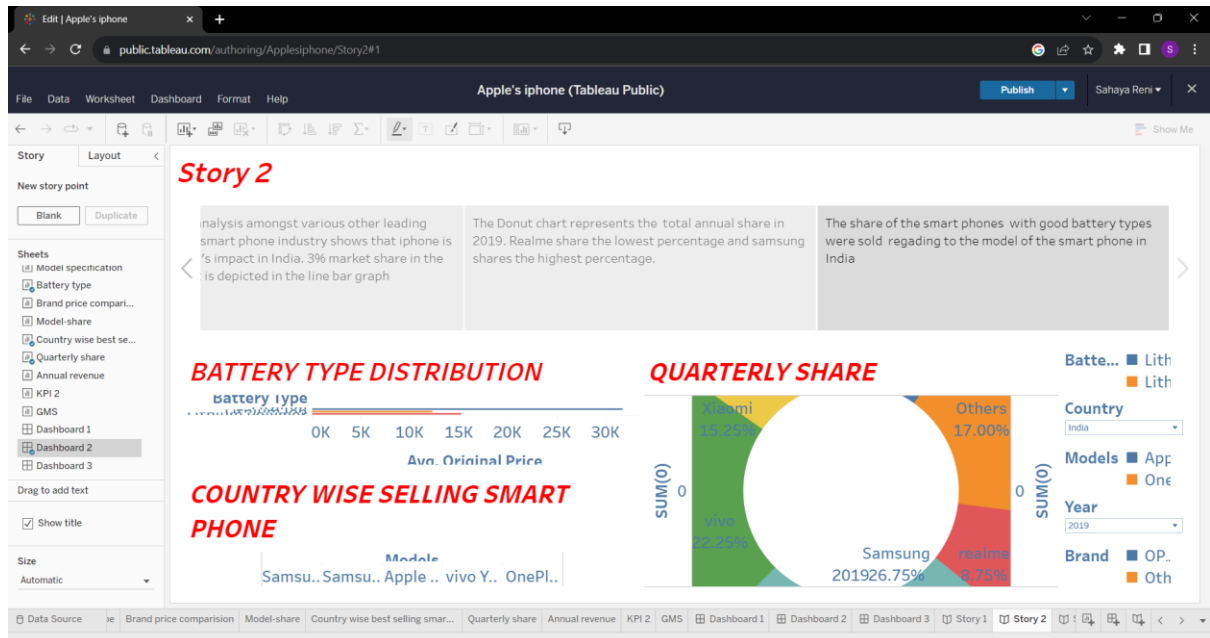
3.2 Dashboard and story creation



The different models and their capacity like camera quality, colour of the model and their users are determined.

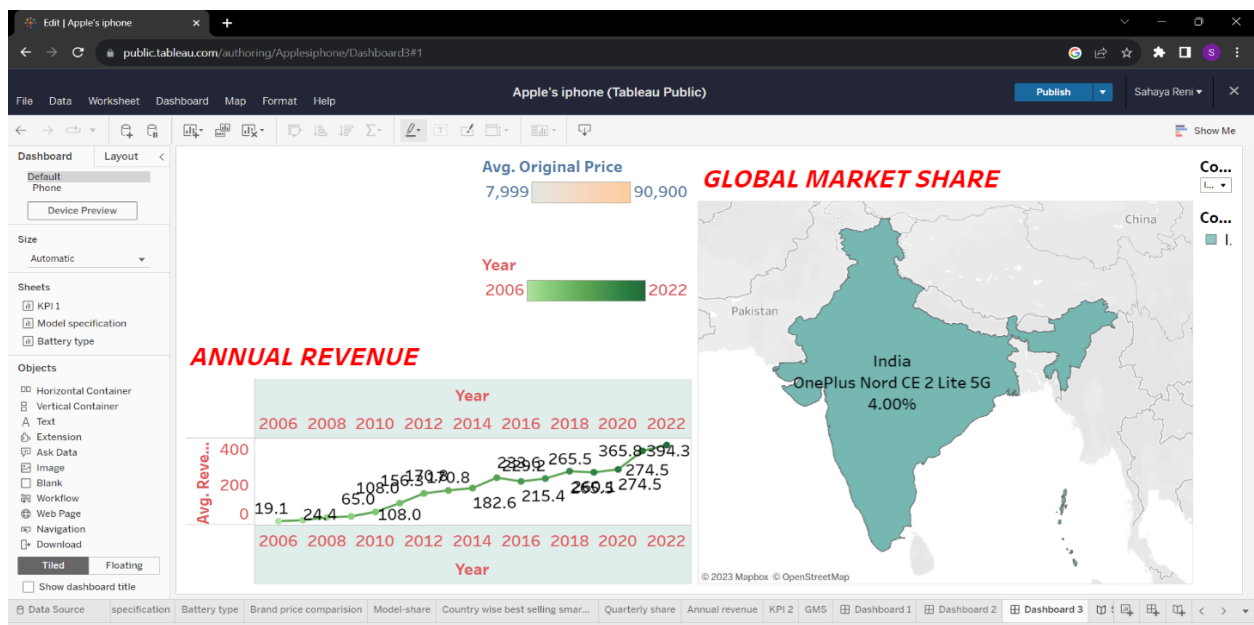
The market price is also defined. The processor of various models price were high and discount also provided.

The model shares, users and revenue are generated.



The selling range of every models and their battery types of the year 2019 is calculated and 3% of market share is depicted.

The share of the smart phones with good battery types were sold regarding to the model of the smart phone in India.



The annual revenue of the brand are calculated as year wise. In 2006 the sales or demand of Apple's iPhone is gradually increases.

The global share is determined for a particular country India. It is about 4% all over the world.

4. ADVANTAGES AND DISADVANTAGES

4.1 Advantages

- iPhone is more user friendly.
- iPhone's have extreme security.
- iPhone's works beautifully with Macs.
- You can update IOS in iPhone whenever you want.
- Resale value of an iPhone than an android phone if you want an upgrade.
- Apple pay for mobile payments.
- Family sharing on iPhone saves you money.
- iPhone's are generally faster than android phones.
- iPhones are also preferred moreover android because of the accessibility features.
- Apple provides the best support.

4.2 Disadvantages

- The iPhone is one of the most expensive smart phones on the market.
- The iPhone's batteries are non-removable, which means the users cannot replace them.
- One of the disadvantages of the iPhone is that it has limited customization options.
- It has no expandable storage options.

5. APPLICATIONS

5.1 Compatibility issues

If you no longer use any Apple applications on your windows computer or have switched to alternative software, you may choose to uninstall Apple Application Support.

This can help free up system resources and reduce clutter on your device.

5.2 Troubleshooting purposes

If you are experiencing issues with Apple software or suspect that Apple Application Support may be causing problems, uninstalling and reinstalling it can sometimes resolve the issues.

This process can help eliminate any corrupted files or conflicts that may have occurred during the initial installation.

5.3 Security Concerns

While Apple Application Support itself is not considered malware or a security threat, it is always a good practice to regularly review the software installed on your device.

If you have concerns about potential vulnerabilities or want to minimize the attack surface of your system, you may choose to uninstall Apple Application Support.

6. CONCLUSION

The project is the **Exploration of Apple's iPhone impact in India**. Our goal is analyse the marketing rate of iPhones, specifying various models, finding the solutions for the problems etc.

This project is made with different colours, filters and we use different charts or different marks such us **KPI, line bar chart, tree maps, pie chart, bubble chart maps** etc. By using the pie chart we also make a **donut chart**.

These charts are built with many colours labels which is convenient to the user to use. **Label** is used to add more information about those products when we point it on particular product it shows its feature.

The **angle** icon is used to differentiate the percentage or area of the specific quantities of the products or models of smart phone is used by the active users.

The **market penetration** of phones are defined as their revenue and units sold in **2015** and its users were calculated. The **bubble chart** shows shares of the model of Apple's iPhone. The sales share of iPhone 14 pro max and iPhone 14 are equal to **17%**.

The **processor** of various methods and battery, camera, colour of the phones and prices are compared. The price of the Apple's iPhone as MRP and sales price is high due to taxes.

The distribution of the battery is compared in horizontal bars. The average price of the **lithium, lithium ion, lithium polymer battery** types are drawn. The donut chart represents the annual share in **2019**.

In 2006 it has seen the users increase in sales and revenue generation over the years, through a slight beam is being observed. Although the iPhone isn't far behind in the competition, it is yet to scale up its marketing strategies and policy formulation for Indian audience.

The various brands of phones are expressed in tree maps. Mainly we compared the brands and price here. It shows the battery type, storage etc. The price of the Apple's iPhone is high as compared to other brands.

From the initiation of Apple iPhone in India it gets a good global market share even though it's price is high and has good processor.

7. FUTURE SCOPE

- The A17 Bionic SoS is projected to drive the future iPhone 17 series.
- The A19 Bionic processor produced using a 2nm process
- The report asserts the Apple is working on the M5 chip for its Mac line up.