

A DATA DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACTS IN INDIA

IDEATION PHASE

Define The Problem Statement:

- Problem Statement Apple has experienced a decline in iPhone sales due to a lack of innovation, along with a higher price tag. After conducting research, it seems that Apple has become complacent with their product line and did not feel the need to completely change their latest iPhone.

Empathize & Discover:

- Apple, which is an American technology company that is headquartered in Cupertino, California is a brand name that most of us know about. It designs, develops, and sells electronic products, online services, and computer software. Their hardware products include the iPhone, iPad, Mac Personal Computer, Apple watch, and more. Apple is a well-known brand, but how did it become successful? The answer to this questions is Design Thinking.
- All the top brands such as Google, Apple, Airbnb, and Adidas are using design thinking concepts as part of their process.

Brainstorm & Prioritize Ideas:

- Prepare for your brainstorming session
- Define your problem statement
- Collect ideas and gather feedback from everyone
- Group ideas by theme
- Prioritize your solutions and get aligned on next steps

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