**1. INTRODUCTION**

1.1 OVERVIEW

iphone’s revolution, iphone impact in india.

1.2 PURPOSE

iphone growth and prediction.

**2. PROBLEM DEFINITION & DESIGN THINKING**

2.1 EMPATHY MAP

2.2 IDEATION AND BRAINSTORMING MAP

**3. RESULT**

**4. ADVANTAGES AND DISADVANTAGES**

**Advantages:**

1. You get a smartphone which does all the stuff it is intended to do in the most reliable way. This is the biggest advantage of iPhone over Android, as we all know, Android we see in mobiles are customized by the Smartphone manufacturers and this brings in pain of instability in daily usability.
2. Updates: yes you get updates instantly as Apple releases it. In Android you have to wait more even to know if your manufacturer is planning to roll out an update for your handset model, which is at times not a great feeling.
3. Spotlight Search: This is my favourite feature and makes my life a lot easier.
4. Ease of use: I always felt Android as feature rich, but when it comes to user friendliness my vote goes to iOS.
5. Hardware: iPhone has the best in class hardware compared to many Android smartphones available in market.
6. Airdrop: This is a blessing to share pics/videos with other apple devices Mac, iPad or other iPhones.
7. Warranty : This is the best advantage of having apple devices. Apple’s service is the best. Many times you walk out of the service center with a new iPhone when your phone is still under warranty. This is super cool than going through the pain of waiting long to get it repaired.

**Disadvantages:**

If you are a normal user there is no much disadvantages you can find in iPhone, but for power users

1. iPhone is a smart “PHONE”, and nothing more than that. You cannot expect a handheld computer, which is a more suitable name for an Android Phone.
2. You have to live with the memory you got while purchasing the phone. I have a 16GB iPhone 6 Plus, so you can understand what I am talking about. 16 GB is very less memory and you will for sure get irritated by the storage almost full messages which pops up so often. iPhones with higher capacity are expensive and there is no way to increase your iPhones memory.
3. Apple’s closed ecosystem is at times a disadvantage. You need to regularly backup your phone, and always need an iTunes software or Photos app to do it poperl
4. There is no Custom MODs, live with what you got. Apple does not like people tampering with the aesthetics it created with so called the best product design team in the world.
5. Cannot keep it in your back pocket ;), because it will bend. Many Android mobiles are also not so back pocket friendly.
6. Quality of the lightning cable and earphones are not good compared with what many Android smartphones provide. Repairing an out of warranty iPhone is costly and all the accessories are costly.

**5. APPLICATIONS**

Several emerging technologies were shaping the future of iOS development. These technologies continue to evolve and impact the industry beyond that date. Here are some key emerging technologies expected to influence the future of iOS application development.

**6. CONCLUSION**

**The next few years will be crucial in determining whether Apple’s $40 billion projection becomes a reality or remains an unfulfilled promise. What is certain, though, is that the tech giant’s increased focus on India will have a lasting impact on the country’s technology landscape, possibly influencing other global players to invest in the world’s largest democracy.**

**7. FUTURE SCOPE**

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.