

KAMARAJ COLLEGE,THOOTHUKUDI

DEPARTMENT OF PHYSICS

GROUPMEMBERS;

S.ARUN KUMAR

T.SIVARANJAN

V.VASANTHA KUMAR

S.PANDIA RAJAN

1.Introduction;

1.1 overview

Apple's market share has also increased significantly. At the end of Q2 2023, Apple registered a 61.1% growth year-on-year, which now gives it around 5.5% share of India's smartphone market. This is also the quarter in which Vivo (16%) overtook Samsung (15.7%) to take the lead of the market share.

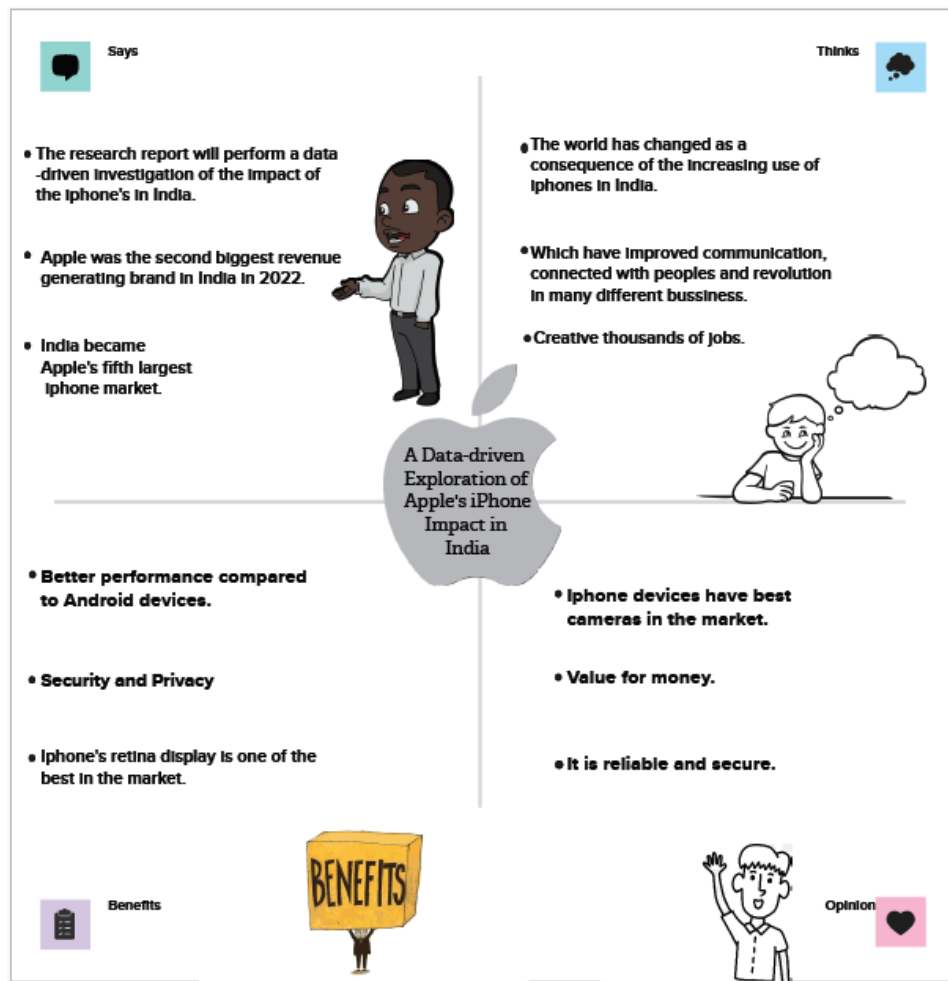
1.2 pupose

There are two types of Indians who buy the iPhone. First: People who like having a device that doesnt mess up, that just works when you want it to work. iPhone is undoubtedly more dependable as a phone, as compared to other smartphones out there

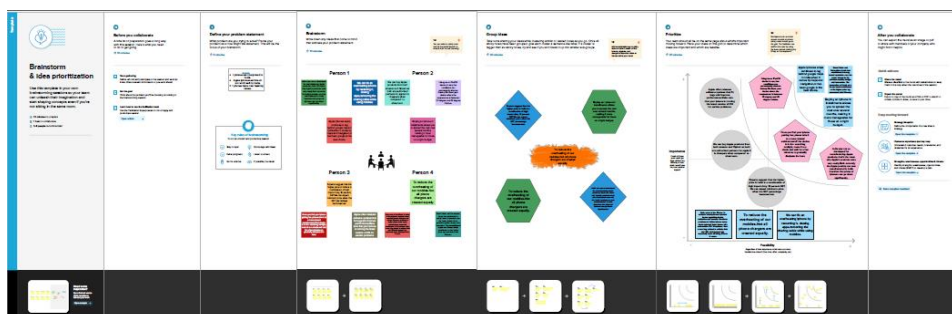
## 2 Problem Definition & Design Thinking

- People's needs over the needs of the business.
- Product Designs that people fall in love with.
- Status Symbol — Apple became a luxury and status symbol for many.
- Focus on Design over-engineering.
- Product simplicity and minimalism over complexity

### 2.1 Empathy Map



## 2.2 Brainstorming Map



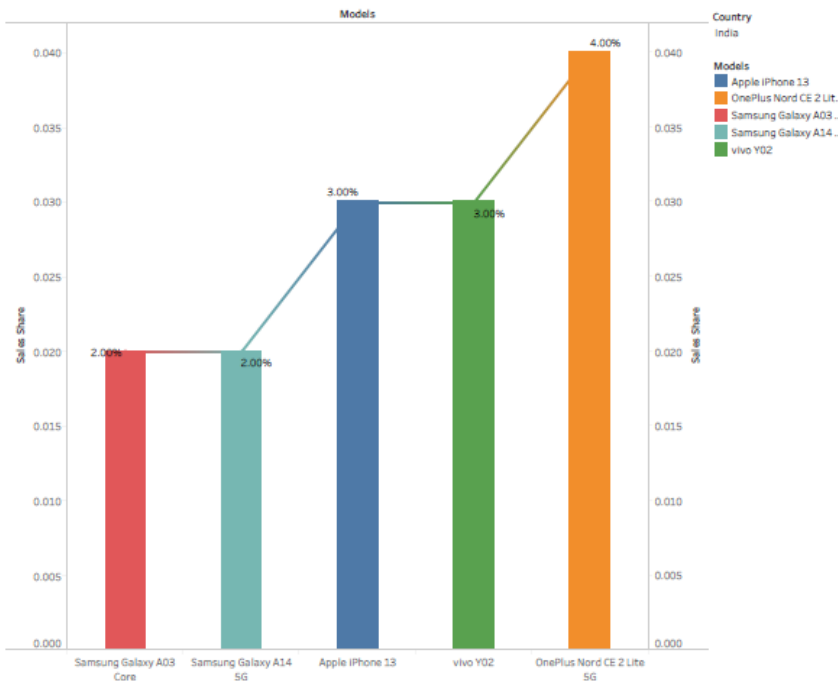
### 3 RESULT

#### Story 1

comparitive analysis amongst various other leading brands in the smart phone industry shows that iPhone is yet to make its impact in India. Its ...

iPhone sales generated \$205 billion revenue for apples in 2022, more than microsofts total revenue. It sold 232 million iPhone units that year.

although the iPhone isnt far behind in the c...



#### 4 ADVANTAGES & DISADVANTAGES

- It has a review process, when developers want to publish an app they need to send it to Apple for review that takes around 7 days and it takes even more in some cases.
- Applications are very large when compared to other mobile platforms.
- Using iOS are costly Apps and no widget support.

##### Disatvantages

**1. 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.

**2. 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.

#### 5 APPLICATIONS

What are the areas of iPhone Home Screen?

The Home Screen on your iPhone or iPad is where all your apps are, and if you swipe left or right you'll find multiple pages on your Home Screen, each showing a different selection of apps. On the far left side is the Search bar and a list of widgets; on the far right is the iPhone or iPad App Library.

## 6 CONCLUSI

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 Apples advantage.

## 7 FUTURE SCOPE

As a result, iOS App Development must keep track of these technological changes to provide a seamless experience for users. IoT, Machine Learning, Artificial Intelligence, and Augmented Reality are just a few of the latest technologies on which they can improve their knowledge.

## 8 APPENDIX

\* Designs, manufactures, and markets smartphones, tablets, personal computers, and wearable devices. The company offers software applications and related services, accessories, and third-party digital content.