Project report

Data I phone

Team id : NM2023TMID34298

Introduction:

1.1 Overview:

- iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system. The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007. Since then, Apple has annually released new iPhone models and iOS updates. As of November 1, 2018, more than 2.2 billion iPhones had been sold. As of 2022, the iPhone accounts for 15.6% of global smartphone market share.

1.2 Purpose:

- ★ History: Development of an Apple smartphone began in 2004, when Apple started to gather a team of 1,000 employees led by hardware engineer Tony Fadell, software engineer Scott Forstall, and design officer Jony Ive,[6] to

work on the highly confidential "Project Purple".

★   Models:

Release date	Model	System-on-a-chip
September 24, 2021	iPhone 13	Apple A15
March 18, 2022	iPhone SE (3rd generation)	
September 16, 2022	iPhone 14	
October 7, 2022	iPhone 14 Plus	
September 22, 2023	iPhone 15	Apple A16
	iPhone 15 Plus	
	iPhone 15 Pro	Apple A17
	iPhone 15 Pro Max	

★   Production:

Up to the iPhone 4, all iPhones and other devices, such as iPod Touch models and iPads, were manufactured by Foxconn, based in Taiwan. In 2011, new CEO Tim Cook changed Apple's manufacturing strategy to diversify its suppliers. The iPhone 4s in 2012 was the first model to be manufactured simultaneously by two stand-alone companies

★   **Accessibility:**

The iPhone contains a range of accessibility features to support users' visual, auditory, and motor needs. iPhones can notify users through onscreen banners, audio alerts, vibrations, or the LED flash; vibration patterns can be customized by users. Since iOS 15, Siri can read notifications out loud through earphones, and, since iOS 16, through the device's speakers
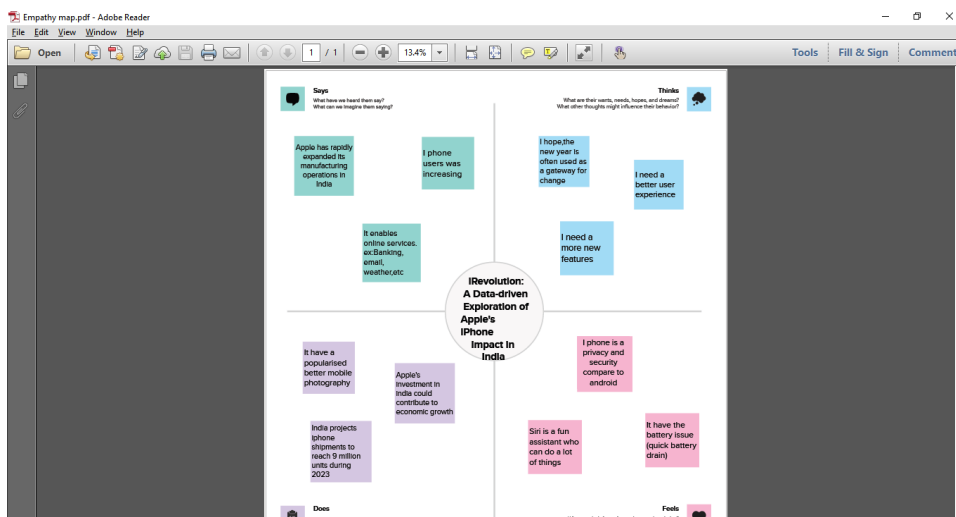
★   Marketing

The Apple ecosystem has been described as a key moat that increases iPhone brand loyalty. iMessage has especially been singled out, with its "green bubbles" phenomena. In iMessage, SMS messages from Android users appear as green bubble, rather than the blue bubbles used for texts from other iPhone users.
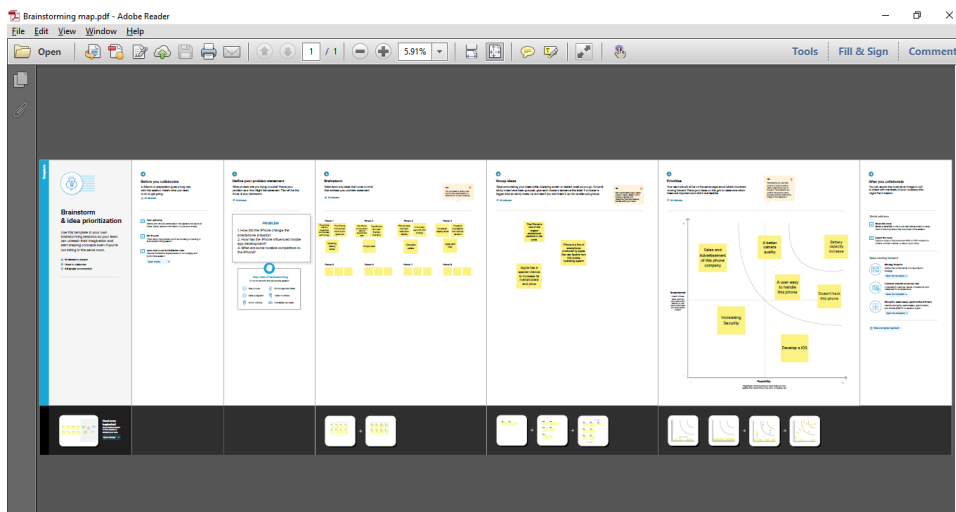
Group chats between iOS and Android are poorly supported; reactions display as text, rather than bubbles, and images are sent through MMS, which degrades.
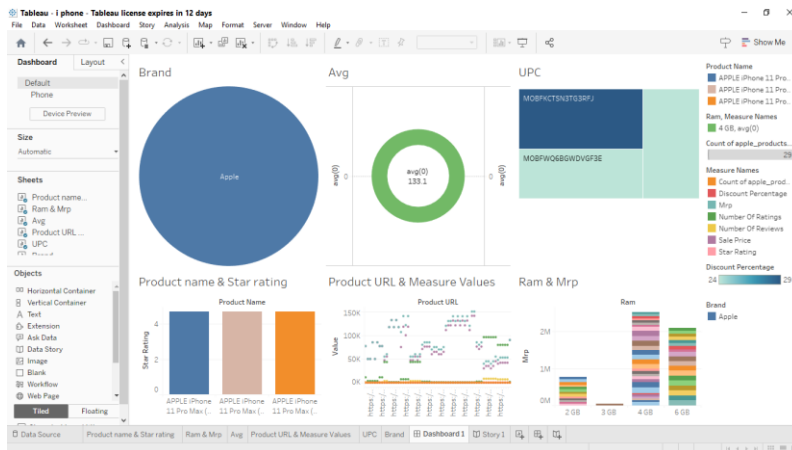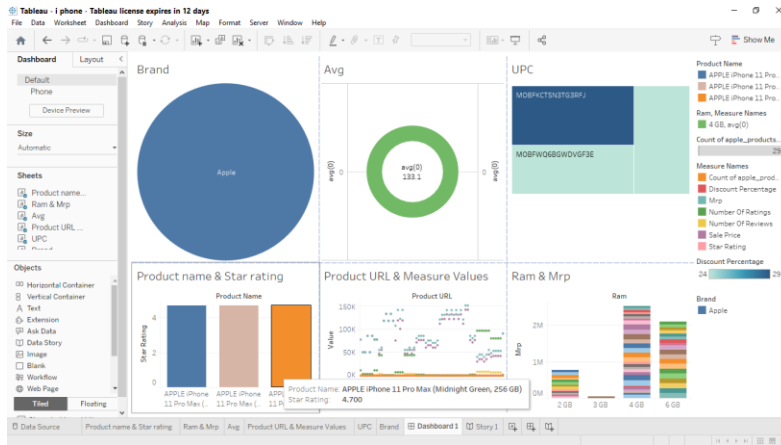
2.Problem Definition & Design Thinking:

2.1 Empathy Map:

2.2 Brainstroming Map:

3.Result:

Advantages:

- Better Performance
- <u>Easy to Use</u>
- Timely OS Update
- Security and Privacy
- Third-party App Security

1 Better Performance

Compared to Android devices, Apple phones offer better performance. They are built to work faster and smoother. Even the old iPhone models work well and have smooth functioning.

2 Easy to Use

Another advantage of the iPhone over Android is the ease of use. The simple interface of the iPhone allows you to easily reach your endpoint destination without getting confused.

3 Timely OS Update

When it comes to updates, the iPhone is better than Android, offering timely and instant updates to the users. Apple creators are very well aware of the capabilities of their devices. Whenever necessary, iOS releases an update and asks users to install it

4 Security and Privacy

One thing that iPhones are famous for is their privacy and security. It offers a range of security features, including facial recognition and finger authentication

5 Third-party App Security

Before Apple releases any of its devices to the public, it ensures that the devices meet certain quality and security standards. That's why all Apple devices can offer third-party app security to users.

Disadvantages:

1. PRICE.

One of the disadvantages of the iPhone over Android is the price difference. As mentioned above, iPhone is an expensive gadget. It is ranked No 1 among the top 10 expensive phones on the market.

2. LIMITED STORAGE

Another top disadvantage of iPhone over Android is the storage capacity. When it comes to storage options, Android handily beats iPhone on this.

3. DOESN'T COME WITH NFC AND NO BUILT-IN FM RADIO

Another disadvantages of iPhone over Android is its lack of inbuilt radio. Unlike other devices that allow you to listen to things going on in the world and communicate between devices. iOS devices do not support this. The only way for users to use an FM radio on their iPhone device would be to download it.

4. BATTERY HEALTH

One of the top disadvantages of iPhone over Android is the battery health of the iPhone device. With battery health, the iPhone's battery life does not last long. However, its battery life is still not up to other smartphones.

5. FEW FREE APPS IN THE APPLE STORE

The disadvantage of iPhone over Android is access to limited software applications. iPhone users can only install applications from the app store is a constant complaint by iPhone users. If Apple does not approve of an app, then you can't use the app forever on your iPhone.

Conclusion:

Both devices have their perks and disadvantages. If you are reading this article because you hope to buy one of the devices soon, we recommend you go for the one that suits your taste. We hope our overview of the disadvantages of iPhone over Android is a helpful guide to your search.

Future Goals:

Potential features for the iPhone in 2040

In the past 20 years the capabilities of mobile phones have improved greatly. These days we rely on them in almost every aspect of our life whether that be as an alarm to wake us up in the morning or as a portable map to take us to our desired destinations. With the tech giants continually looking to evolve and innovate their devices, we've compiled a list of features we believe the iPhone in 2040 could have based off the research currently taking place.

THANKING YOU!!!