

PROJECT REPORT TEMPLATE

1. INTRODUCTION

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface. The iPhone runs the iOS operating system, and in 2021 when the iPhone 13 was introduced, it offered up to 1 TB of storage and a 12-megapixel camera.

1.1 Overview

The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more.

Apple's iPhone was a great success because it made communication more convenient than ever before. It allowed people to access information through digital media on their phones. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device.

Without the iPhone, it would have been impossible for the internet to make such a big impact on our lives. Imagine having to go home and log into a computer every time you wanted to check your email, or having to use your laptop every time you wanted to search something online.

1.2 Purpose

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface.

In India Iphone is considered a symbol of power and status. So obviously nothing else matters. Nobody cares about its worth and specifications. I'm sure half of them don't even know how to use it but then holding it in the hand, knowing it's in your purse gives immense satisfaction.

The Calendar app can help manage schedules, track important events, and set notifications. Additionally, note-taking apps like Apple Notes or third-party apps available on the App Store enable students to take digital notes, create study guides, and sync their files across devices.

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

Five types of needs . they are;

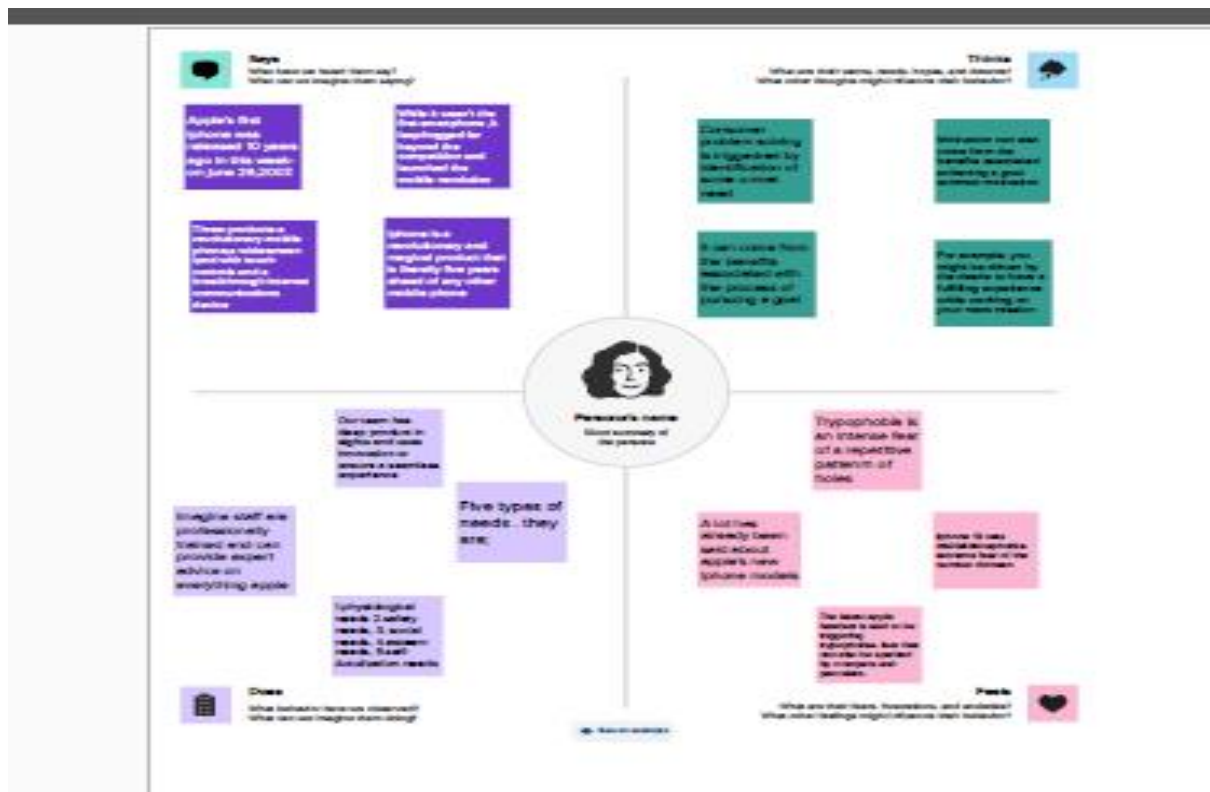
- 1.physiologicalneeds
- 2.safety needs,
3. Social needs,
- 4.esteemneeds,
5. self- Actuation needs

Imagine staff are professionally trained and can provide expert advice on everything apple

It can come from the benefits associated with the process of pursuing a goal

Motivation can also come from the benefits associated achieving a goal
extrinsic motivation

For example, you might be driven by the desire to have a fulfilling experience while working on your mars mission



2.2 Ideation And Brainstorming Map

The Iphone's14 pro model hosts a 120Hz display, a3Xzoom lens, excellent battery life and on to skip - the latest A16 Bionic processor

The apple Iphone 14 por models features -the dynamic island design and always on display.

Apple, which held a mere 2% market share in 2019 increased its presence in the Indian Smart phone market to 4% by 2022.



3.Result

The premium smartphone market in India has climbed tremendously from 0.8% of the total market in 2019 to 6.1% in the first half of 2023 and this is largely attributed to Apple's success," Nabila pal, a research director at market intelligence firm IDC.

Apple iPhone shipments saw a 68 percent (year-on-year) growth in India in the first half of 2023, driven by the iPhone 14 and iPhone 13 series. Apple is well-positioned to capitalize on the market demand and maintain its positive momentum in India. Image Source: Reuters.

India became Apple's fifth largest iPhone market in the second quarter for the first time, overtaking France and Germany, according to Counterpoint Research. India contributed close to 4% of all iPhone sales in the second quarter, growing 50% year-on-year.

4.Advantages and disadvantages

- User-Friendly Interface: The iPhone has an intuitive user interface that makes it easy to navigate. ...
 - High-Quality Display: The iPhone's Retina display is one of the best in the market. ...
 - Advanced Camera: iPhone devices have some of the best cameras in the market.
- is advantages.

5.Appilication

- A software application that runs under iOS, which is the operating system that powers Apple's mobile devices. In most cases, any application that runs on an iPhone also runs on an iPad and iPod touch.
- While you're going about your day, you can use the apps on your iPhone to get directions, make purchases, and control accessories in your home. You can also silence notifications while you're driving or working, or allow only specific notifications related to what you're focused on.

- 6.Conclusion

- In summary, it is apparent that the iPhone was, and still, a remarkable invention of technological advancement. The iPhone provided a new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smartphones that are in use today.

- 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.

7.Future Scope

This year, Apple is closing the gap with China by starting production of iPhone 15 in India before its global debut. Now, the first few iPhone 15s on the shelves could likely be 'Made in India' units. The assembly of the latest iPhone also shows India's progress in handling high-end tech components.

8.Appendix

Data Set Link:

https://docs.google.com/spreadsheets/d/1GEI1ELkctVGTvmh1mtzmkND1FA_Zr8d/edit?usp=sharing&ouid=109363640004091206625&rtpof=true&sd=true

Tableau link:

https://public.tableau.com/views/dashboard_16952828132240/Brand?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Video Link:

<https://drive.google.com/file/d/1MHTFv4mW7mYLQTPeYertQpmojA6LeUjl/view?usp=sharing>

Tableau link:

https://public.tableau.com/views/dashboard_16952828132240/Brand?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Data set:

https://docs.google.com/spreadsheets/d/1GE1ELkctVGTvmh1mtzmkND1FA_Zr8d/edit?usp=sharing&ouid=109363640004091206625&rtpof=true&sd=true