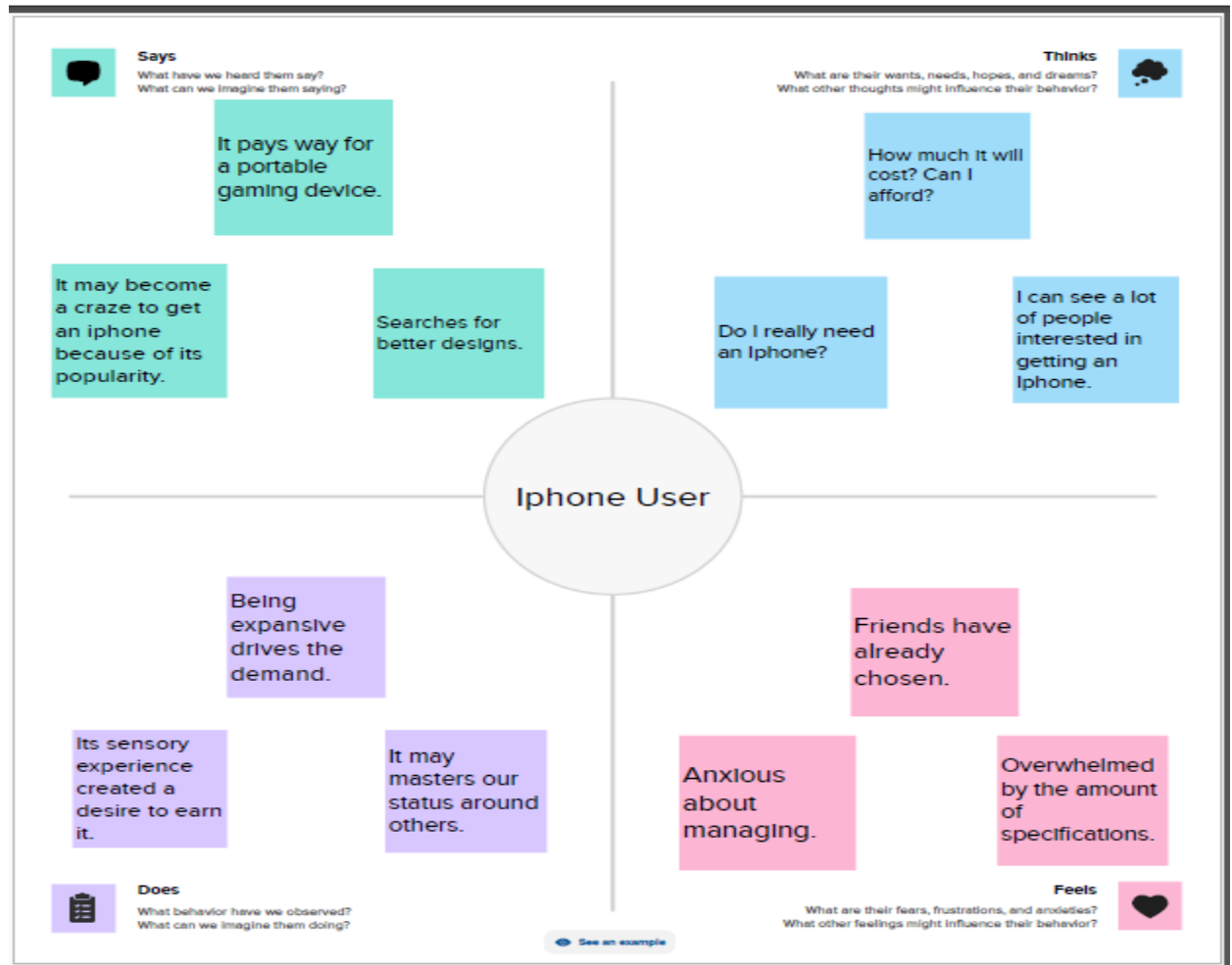# PROJECT REPORT

1. INTRODUCTION

1.1 Overview

In this project, we have discussed about the impact of iphones in India compared to the past years. We have find out the annual revenue in India by the entry of irevolution. And also we have calculated the global market value. We have done a price comparison with other smartphones.

1.2 Purpose

It helps to increase the technological landscape in India and changes the lives of the consumers by advanced data analytics techniques. It gives us a clear explanation regarding the effects of iphone in India.

2. PROBLEM DEFINITION & DESIGN THINKING
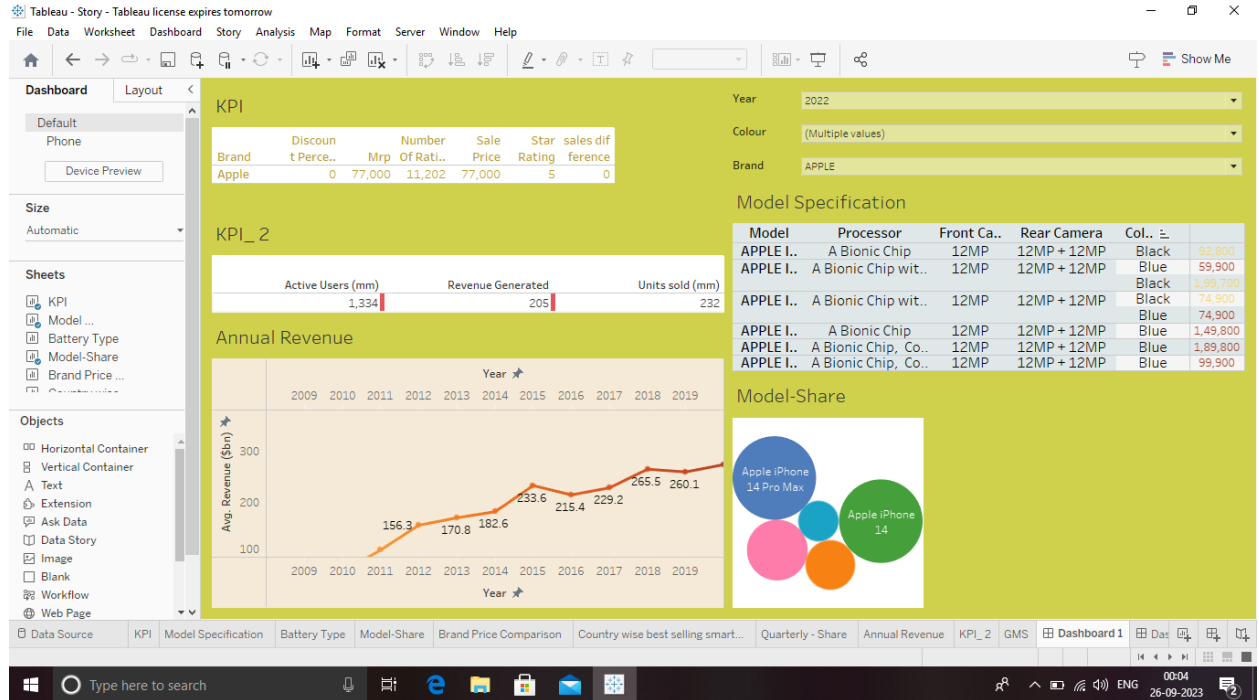
2.1 Empathy Map

Says
What have we heard them say?
What can we imagine them saying?

It pays way for a portable gaming device.

It may become a craze to get an iphone because of its popularity.

Searches for better designs.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

How much it will cost? Can I afford?

Do I really need an Iphone?

I can see a lot of people interested in getting an Iphone.

Iphone User

Being expansive drives the demand.

Its sensory experience created a desire to earn it.

It may masters our status around others.

Friends have already chosen.

Anxious about managing.

Overwhelmed by the amount of specifications.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

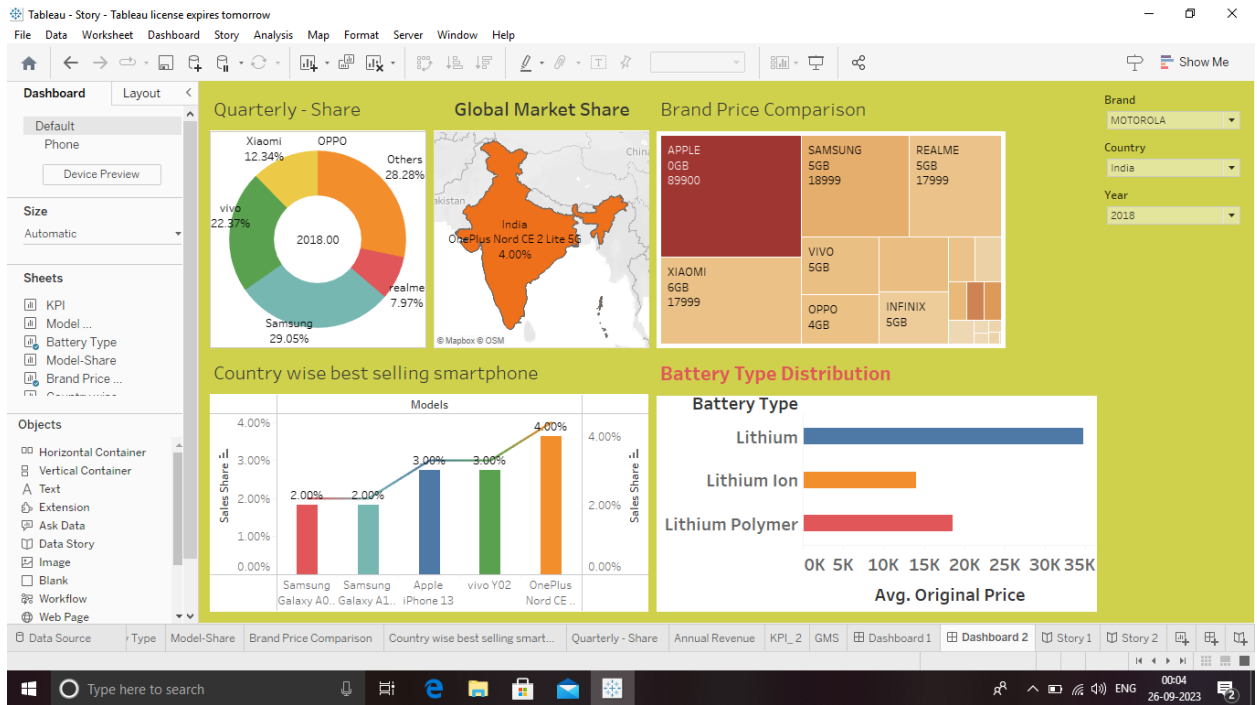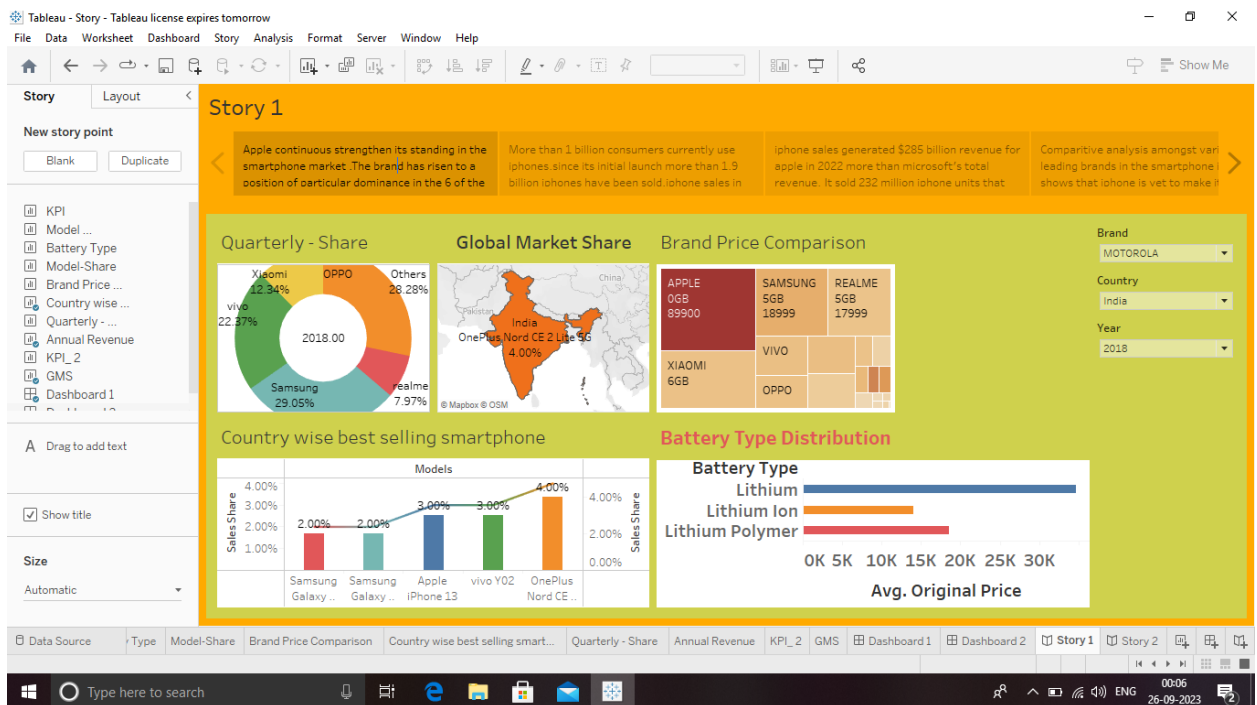## 2.2 Ideation & Brainstorming Map

3. RESULT

3.1 Dashboard 1

3.2 Dashboard 2

3.3 Story

4. ADVANTAGES & DISADVVANTAGES

4.1 Advantages

(a) The improvement of iphone in India is its availability.
(b) It contributes nation's industrial growth, inculcating technological innovation and creating thousands of jobs.

4.2 Disadvantages

(a) The main problem is being expensive.
(b) Battery type of iphone are still a problem with the customers.

5. APPLICATIONS

This can be used to improve the usage of iphone even in the remote areas. It can also be used to create a unbeatable standard compared to other manufacturers.

6. CONCLUSION

In the Project, we have given a model specification of the iphones and their annual revenue in India. We have concluded a global market share and a price comparison among other manufacturers. Along with this we have done a distribution of the battery type.

7. FUTURE SCOPE

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