

### **INTRODUCTION**

#### **1. Overview:**

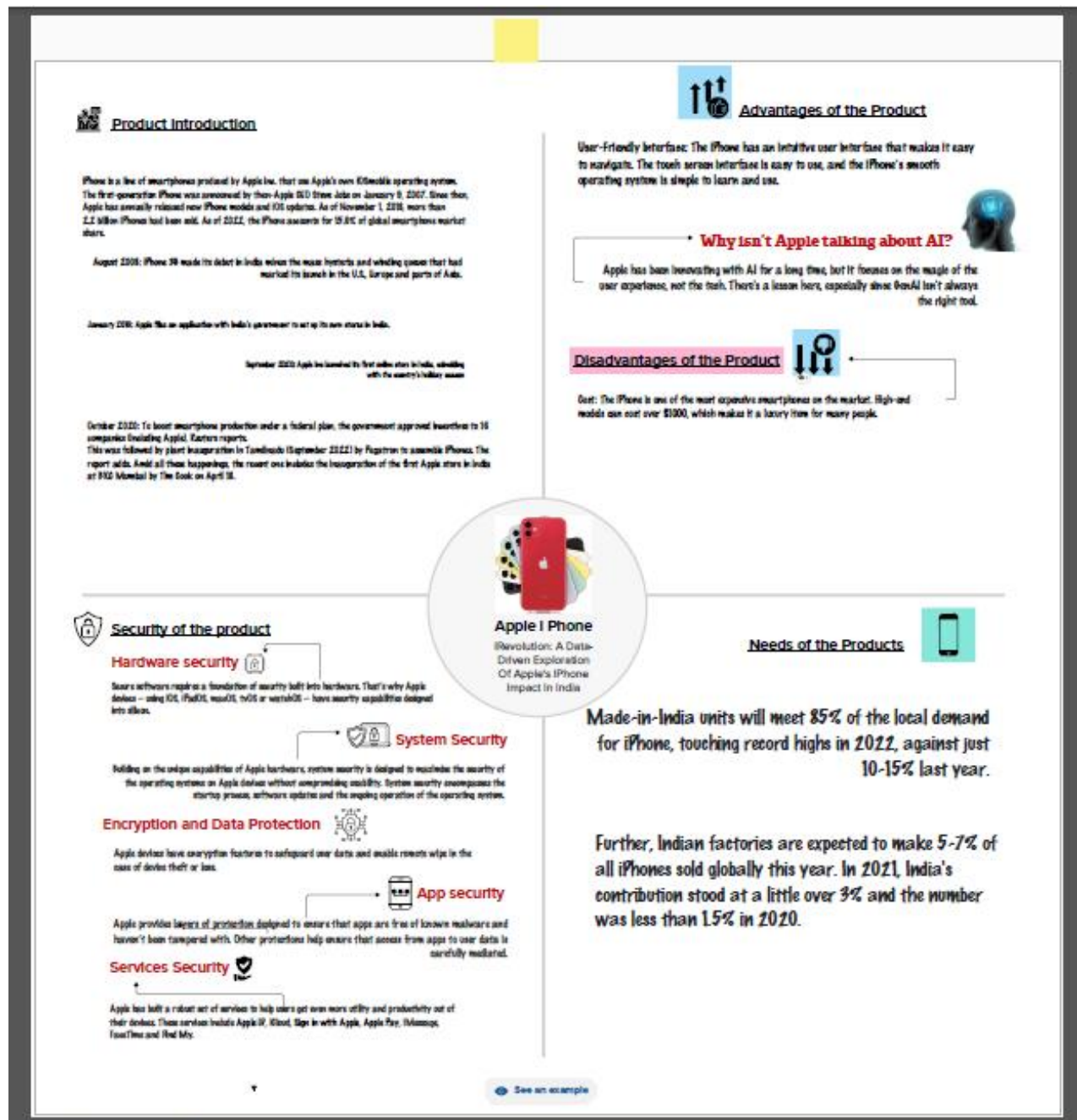
- ❖ The iPhone is a smart phone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touch screen interface.
- ❖ To allow people to use touch commands that require multiple fingers, the iPhone uses a new arrangement of existing technology. Its touch-sensitive screen includes a layer of capacitive material, just like many other touch-screens. However, the iPhone's capacitors are arranged according to a coordinate system. Its circuitry can sense changes at each point along the grid. In other words, every point on the grid generates its own signal when touched and relays that signal to the iPhone's processor.

#### **2. Purpose:**

- ❖ Due to increased competition, Apple's iPhone is less synonymous with the term "smart phone" than it was in earlier years. While the iPhone is being challenged by other brands, such as Android and Samsung, it's still the go-to phone for many users. The iPhone offers a sleek design, is user friendly, features fast browsing speeds and is currently available from all the major U.S. cell service providers. There are several other features and advantages that make iPhone a must-have among users.

# Problem Definition and Design Thinking

## 1. Empathy Map:



## 2. Ideation and Brainstroming Map

### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- 10 minutes

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or prework ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

- 5 minutes

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**Key rules of brainstorming**  
To run an smooth and productive session

- Stay in topic
- Defender judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

#### Brainstorm

Write down any ideas that come to mind that address your problem statement.

- 10 minutes

**Person 1**

User-friendly interface: The iPhone has an intuitive user interface that makes it easy to use. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

**Person 2**

Apple's sells its products in india through third-party vendors and e-commerce operators such as Amazon.Com Inc's india unit and walmart inc-owned flipkart.

**Person 3**

The iPhone's phone features are solid. It includes innovation features like visual voicemail and standard features like text messaging, voice dialing, and free conference calls.

**Person 4**

Download the widgetsSmith app on your iPhone. In the app, select the size of the widget you'd like to customize—your options are small, medium and large.

**High-Quality display:** The iPhone's Retina display is one of the best market. With a density of over 300ppi, this high-quality display is perfect for streaming TV shows, movies, and graphic games.

**The Cupertino, California-based tech giant's iPhone** are coveted by tens of millions of Indian but their price keeps them out of the reach of many.

**Powerful camera** upgrades enable the equivalent of seven pro lenses with incredible image quality, including a more advanced 48mp main camera system that now supports the new super-high resolution 24mp deficit, the next generation of portraits with focus and depth control improvements.

**iPhone app choose** the app whose icon you want to change. Tap the icons selection from the settings menu that opens. The available icons for that app from the various icon packs installed on your phone appear under the available icons selection.

#### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

- 20 minutes

**The iPhone's phone features are solid.** It includes innovation features like visual voicemail and standard features like text messaging, voice dialing, and free conference calls.

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#### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

- 20 minutes

**Importance**  
Each of these notes could get done without any difficulty or cost, which would free the most positive impact.

**Feasibility**  
Each of these notes could get done without any difficulty or cost, which would free the most positive impact.

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#### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural**  
Share a new link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

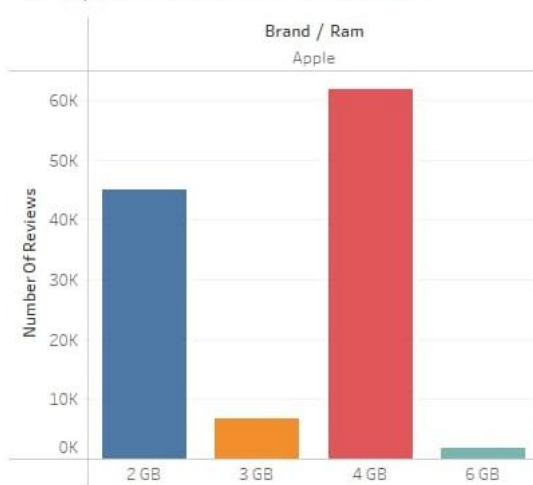
- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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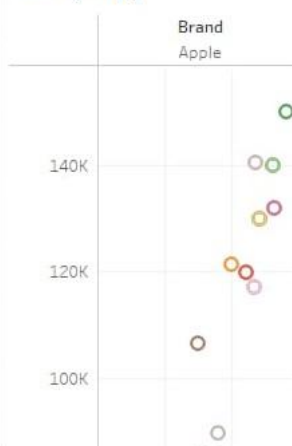
## RESULT

1. Ram 4GB(LPDDR4X)Iphone is most people of usefull,so high people has star Rating .2.ram4GB (LPDDR4X) is memery in an electronic device is the virtual space where apps run,60k number of Reviews in people.3.Genenally the margin mrp would be in the range of Rs750to1250 for a phone selling at Rs 120k in sales of apple iphone in india.4.apple iphone 4GB (LPDDR4X) is most people of usefull.so best Discount perchendage an apple iphone increase.

Brant/Ram VsNumber of reviews



Sales Price V s Sum(Mrp)



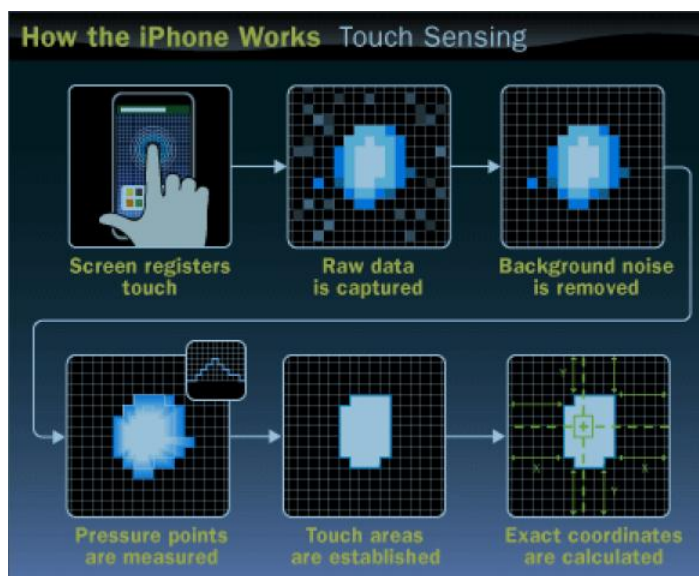
- Ram 4GB (LPDDR4X) iphone is most people of useful, so high people has star Rating.
- Ram 4GB (LPDDR4X) is memory in an electronic device is the virtual space where apps run, 60k number of Reviews in people.
- Generally the margin MRP would be in the range of Rs.750 to 1250 for a iphone selling at Rs.120k in sales of apple iPhone in india.
- Apple iPhone 4GB (LPDDR4X) is most people of useful. So best Discount percentage an apple iPhone increase.

## ADVANTAGES

The iPhone's processor and software are central to correctly interpreting input from the touch-screen. The capacitive material sends raw touch-location data to the iPhone's processor. The processor uses software

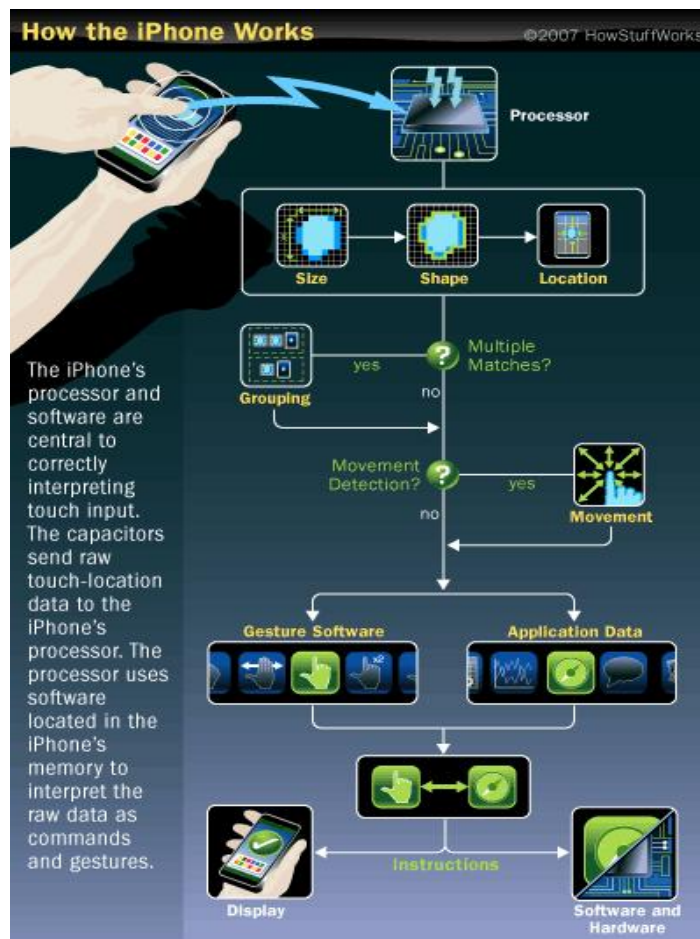
located in the iPhone's memory to interpret the raw data as commands and gestures. Here's what happens:

- ❖ Signals travel from the touch screen to the processor as electrical impulses.
- ❖ The processor uses software to analyze the data and determine the features of each touch. This includes size, shape and location of the affected area on the screen. If necessary, the processor arranges touches with similar features into groups. If you move your finger, the processor calculates the difference between the starting point and ending point of your touch.



- ❖ The processor uses its gesture-interpretation software to determine which gesture you made. It combines your physical movement with information about which application you were using and what the application was doing when you touched the screen.
- ❖ The processor relays your instructions to the program in use. If necessary, it also sends commands to the iPhone's screen and other

hardware. If the raw data doesn't match any applicable gestures or commands, the iPhone disregards it as an extraneous touch.



## DISADVANTAGES

- ❖ In June 2008, Steve Jobs unveiled the 3G iPhone at a conference for application developers. Apple offers 8 GB and a 16 GB options. The new phone's appearance only changed a little bit -- the new model has a slightly sleeker design and its back isn't silver any more. Customers who buy the 16 GB model can choose between an iPhone with a black or white plastic back. The 8 GB model only comes in black.



- ❖ Perhaps the biggest announcement -- apart from the fact that the phone could take advantage of 3G network technology -- was that the new iPhone has a GPS receiver. One of the challenges of GPS devices is that they tend to drain batteries pretty quickly. That's because the device is constantly receiving signals from satellites orbiting the Earth.



## APPLICATIONS

- ❖ Although Apple now encourages developers to create applications for the iPhone, the company still doesn't let any outside application access background processes. That means you have to run a program actively to take advantage of it. If you switch to a different program, all activity on the first program will stop. Apple may support third party background applications in the future.
- ❖ The transfer to the 3G iPhone didn't go without a hitch. Instead of allowing customers to purchase phones and activate them at home, Apple wanted them to activate the phones inside the store. Unfortunately, Apple's systems suffered an overload, causing massive

delays during the product launch. Most customers ended up having to activate at home anyway.

- ❖ Some of the new applications take advantage of the iPhone's accelerometer feature. Games like Super MonkeyBall let the player control the game character by tilting the phone in different ways. Could the iPhone become the next portable gaming platform? That's precisely what Apple claimed at its Sept. 9, 2009, press event. That brings us up to the current generation iPhone: the 3GS.

## **CONCLUSION**

- Ram 4GB (LPDDR4X) iPhone is most people of useful, so high people has star Rating.
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## **FUTURE SCOPE**

- ❖ Apple has only equipped the iPhone Pro and Pro Max with a 120 Hz display; But this refresh rate will probably be added to standard iPhones in 2025.
- ❖ Apple has used an iterative formula for the iPhone for years, but it works every year. Despite the fact that the overall design of the iPhone



has remained constant, Apple has tried to implement small and large improvements in its phones year after year.

- ❖ As GizmoChina writes, Apple's iPhones will see some big changes over the next few years, including the addition of an LTPO panel with a 120Hz refresh rate to the standard models.
- ❖ Ross Young, display industry whistleblower and CEO of Display Supply Chain Consultants, says Apple's ProMotion technology, which was first used in the iPhone 13 Pro and iPhone 13 Pro Max and added a 120Hz refresh rate to these phones, will last up to two years. Future will also be used in standard iPhone models (probably in the iPhone 17 family). Thanks to the promotion, the iPhone display achieves a 120Hz refresh rate to make animations appear smoother.
- ❖ Display refresh rate is not fixed in promotion technology. The iPhone constantly changes the refresh rate to improve the device's charging performance. The promotion refresh rate on the iPhone 13 Pro and Pro Max was down to 10 Hz, but the iPhone 14 Pro and iPhone 14 Pro Max also achieve a refresh rate of 1 Hz. This refresh rate is used for the always-on display feature.

## APPENDIX

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