
IREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

1. INTRODUCTION

1.1 Overview

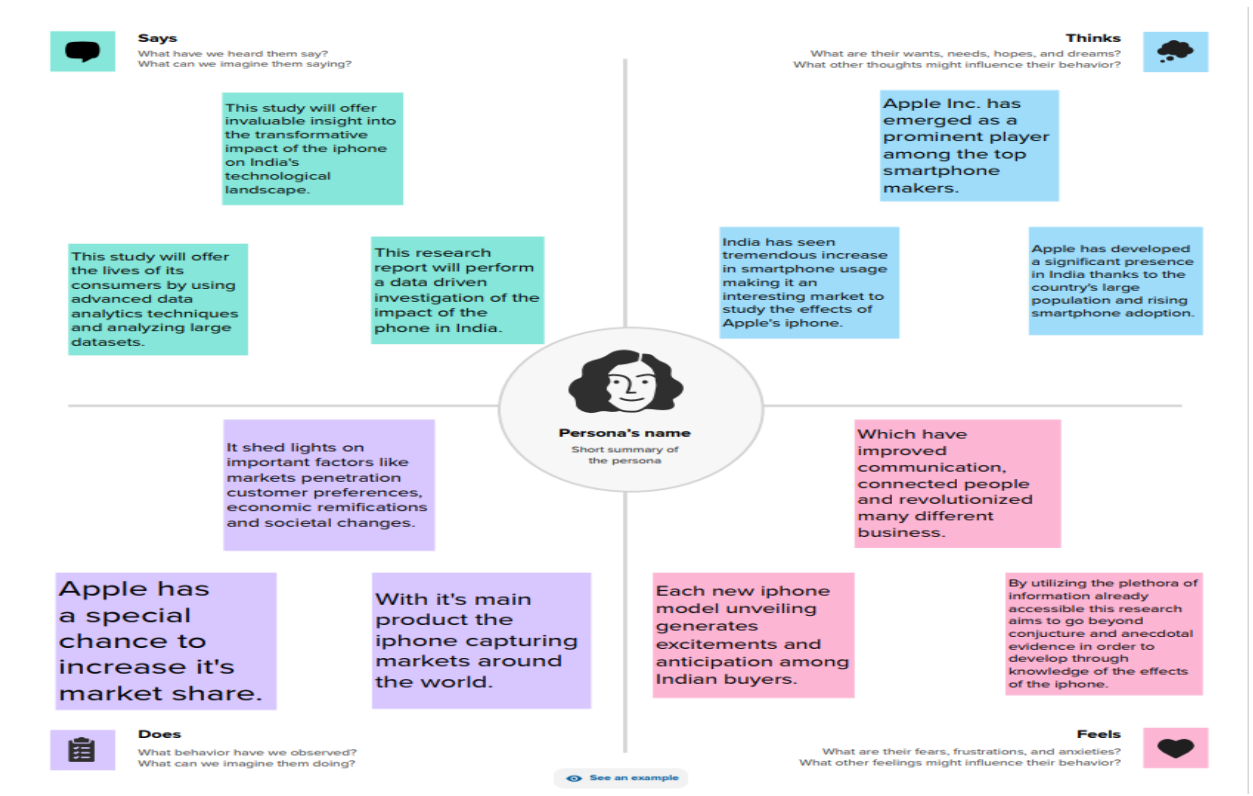
The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone

1.2 Purpose

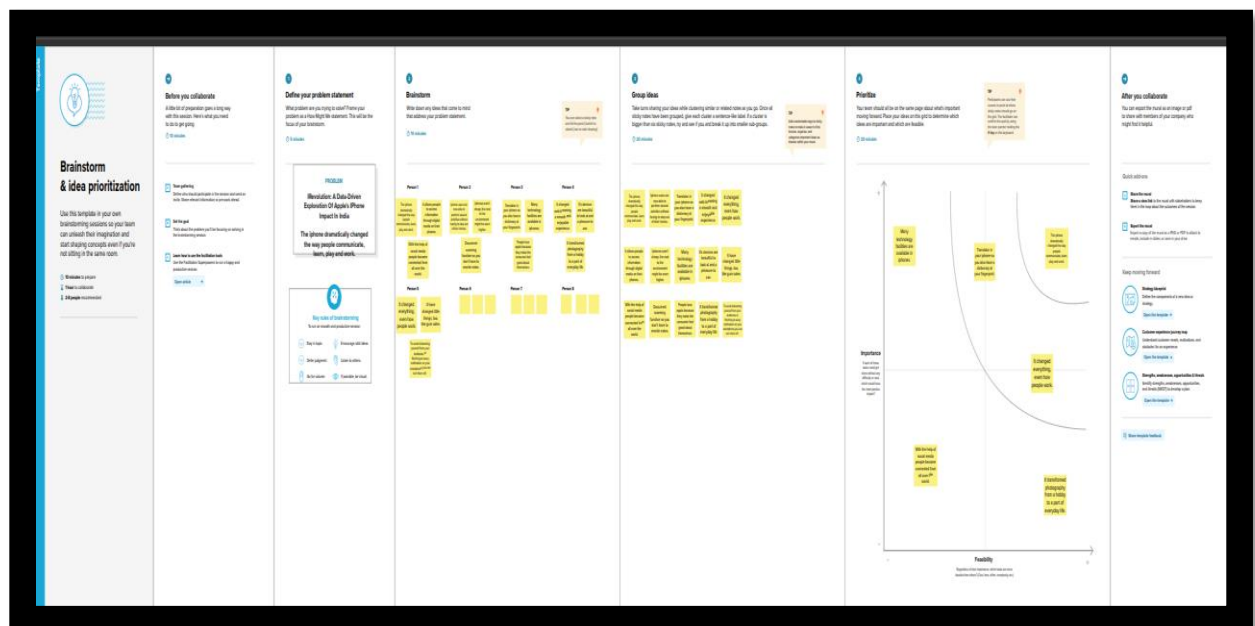
Apple's first iPhone was released 10 years ago this week — on June 29, 2007. While it wasn't the first smartphone, it leapfrogged far beyond the competition and launched the mobile revolution. Few industries or societies have been left unchanged. Here are 10 charts that show some of the profound effects the iPhone-led — and Google Android-fueled — mobile boom have caused over the past decade. On-demand work began with the first internet boom in the late 1990s. But their numbers didn't become substantial until the advent of smartphones with GPS chips and on-demand marketplace apps like Uber, according to Steve King, a partner at Emergent Research, which collects on-demand workforce data along with tax-prep company Intuit. Currently there are about four million on-demand workers in the U.S., a number that is expected to double in the next four years.

2.2 PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map

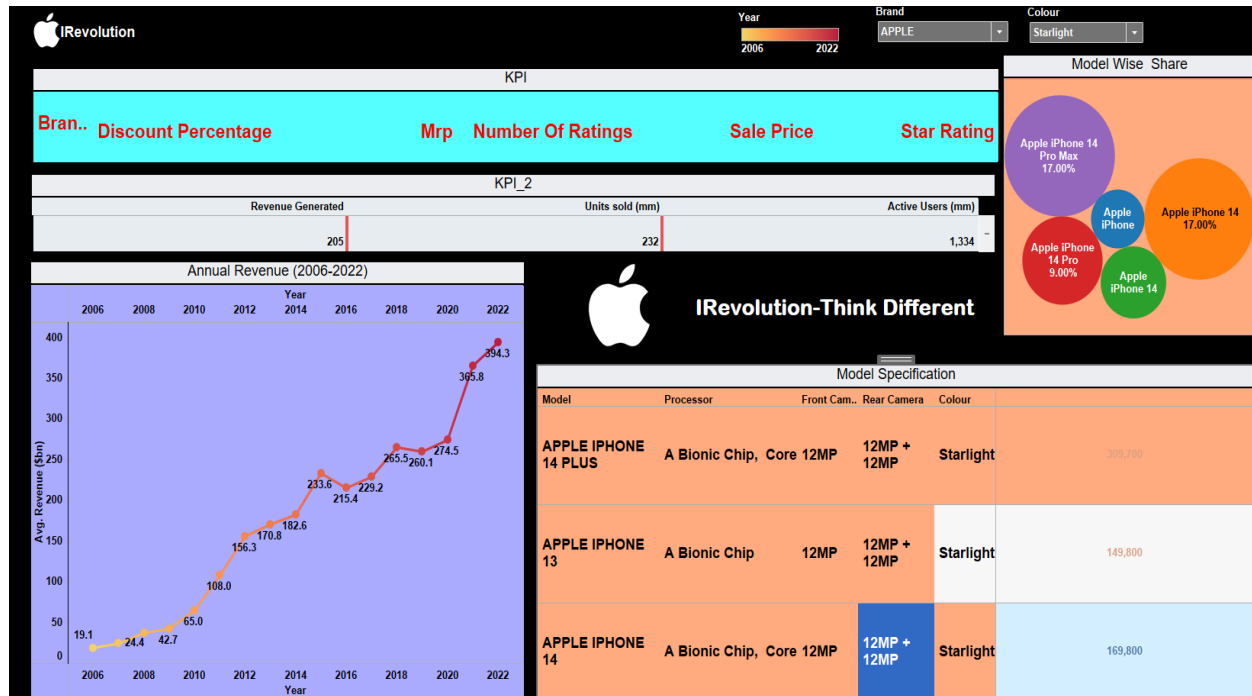


2.2 Ideation and Brainstorming Map



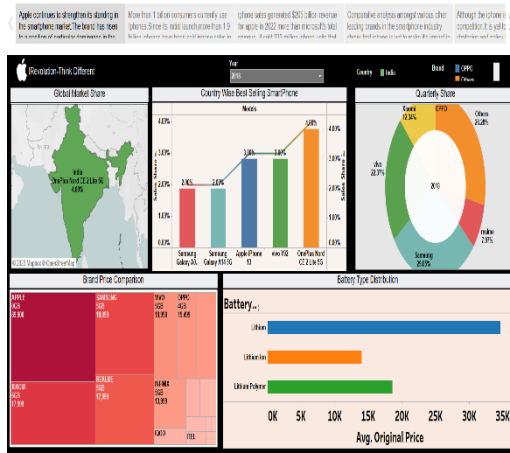
3.RESULT

3.1 Dashboard

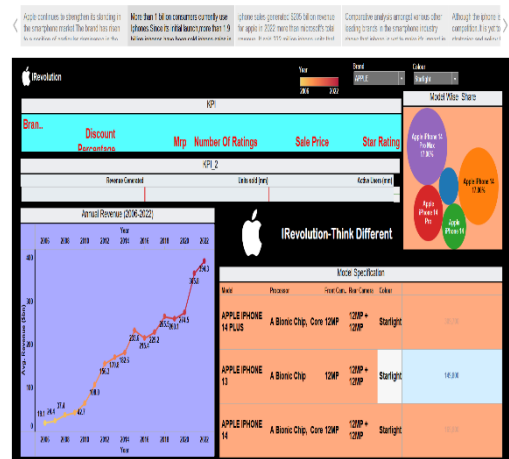


3.2 story

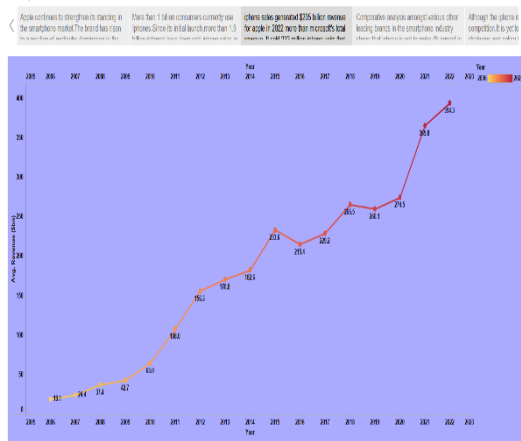
Story 1



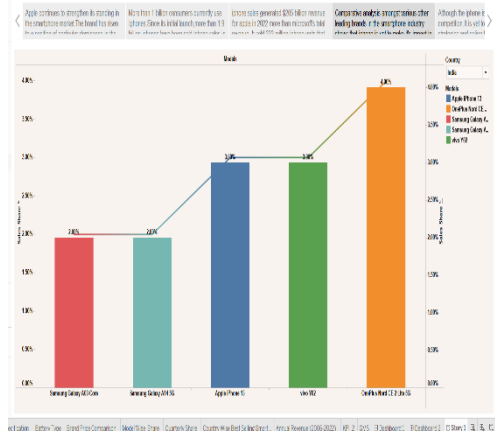
Story 1



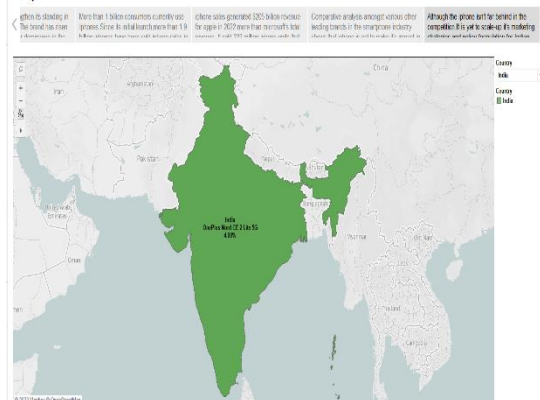
Story 1



Story 1



Story 1



4. ADVANTAGES

- Better performance
- Easy to use
- Timely OS update
- Security and privacy
- Third party app security
- User-friendly interface
- Family sharing
- The apple ecosystem
- High-quality display
- Advanced camera

DISADVANTAGES

- Most expensive
- Non-removable battery
- Limited customization
- No expandable storage
- iPhone don't come with a headphone
- Apps takes too much space
- iPhone can break easily

5. APPLICATION

- ✓ 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.
- ✓ For over a decade, the app store has proved to be a safe and trusted place to discover and download apps.

- ✓ A software component developed by apple Inc. that provides essential frameworks and libraries for running various applications on your windows computer.
- ✓ Over the past 12 years, Apple has immensely improved the iPhone's screen display, Camera quality, and storage capacity.

6.CONCLUSION

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

7. FUTURE SCOPE

The above said in terms of technology is ever changing and evolving. The mating between hardware and software is optimal. iOS development has a bright future, as iOS is the most preferred platform where most of the Internet of Things (IoT) get complete compatibility and support. Moreover, ultramodern home automation apps are getting developed using iOS only.

The things change drastically, if not given attention, it is difficult to handle the upcoming challenges.

Apple is one of the biggest companies in the smartphone world and has a very strong user base which is ever growing and will keep doing so. The future of the iOS developers are going to be very bright and this market going to boom in coming years.

However, one should keep in mind that in the market other than iOS developers there are other ways to develop iOS apps, like cross-platform app development using Xamarin and PhoneGap.

The more technological awareness is expected for the development of the iOS applications. iOS developer should be well versed in not only iOS but also have the profound knowledge of Car Play, Watch OS , Apple TV and all. With some experience on front-end technologies.

Especially, for the iOS developers, with the more experience, the more technological awareness is expected, including the skills of native app development for example iOS, Android, etc with cross-platform and hybrid app development.

This will keep development only on the safer side , also different from the mob, giving an edge in the competition. If developers are learning and enjoying work, then they can easily switch to other technologies and master them in less time.