

# 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. 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

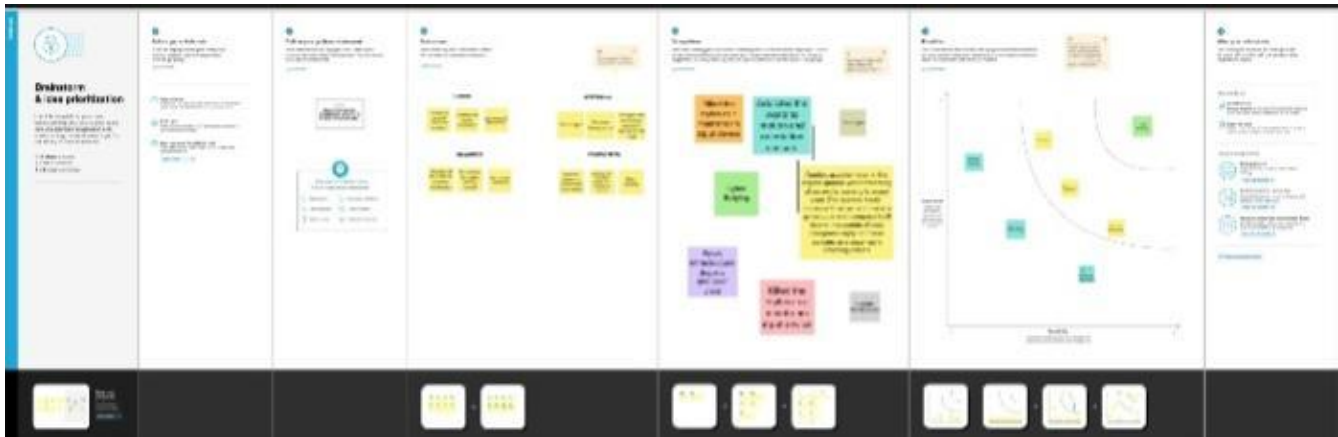
- ✓ The project is to identify, train, and provide career and academic guidance to talented students enrolled in government-run and state-run educational institutions.

## 2.Problem definition & Design Thinking

### 2.1 Empathy Map

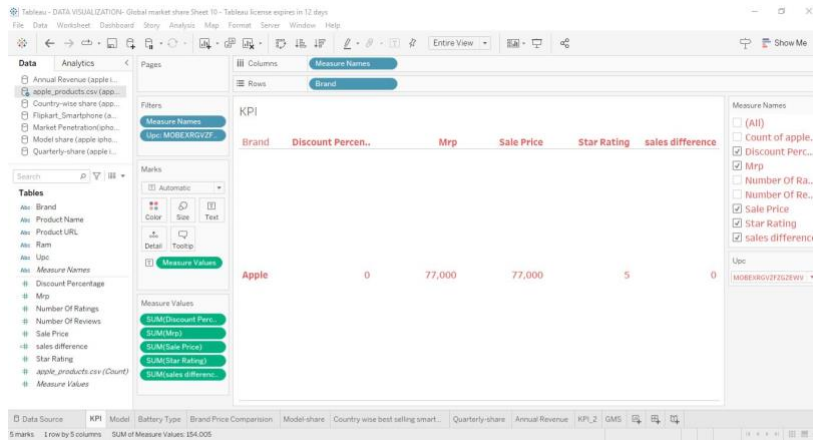


### 2.2 Ideation & Brainstorming Map

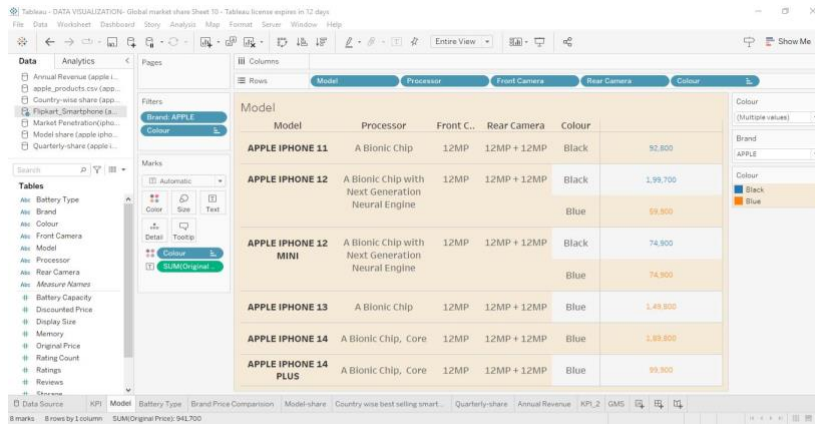


### 3.RESULT

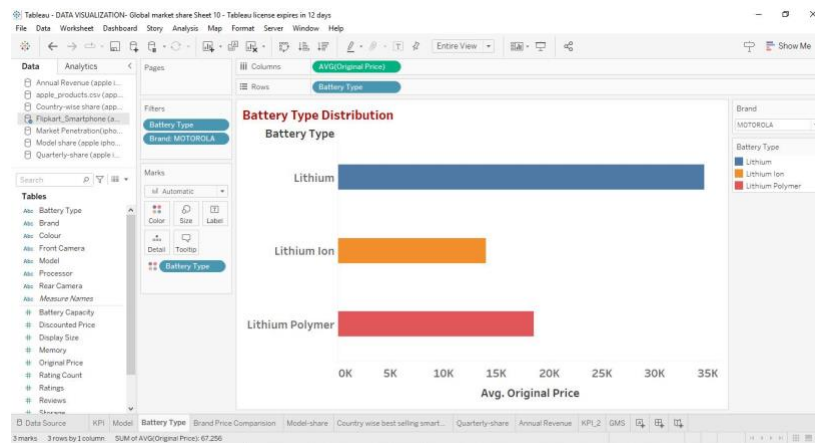
Sheet 1



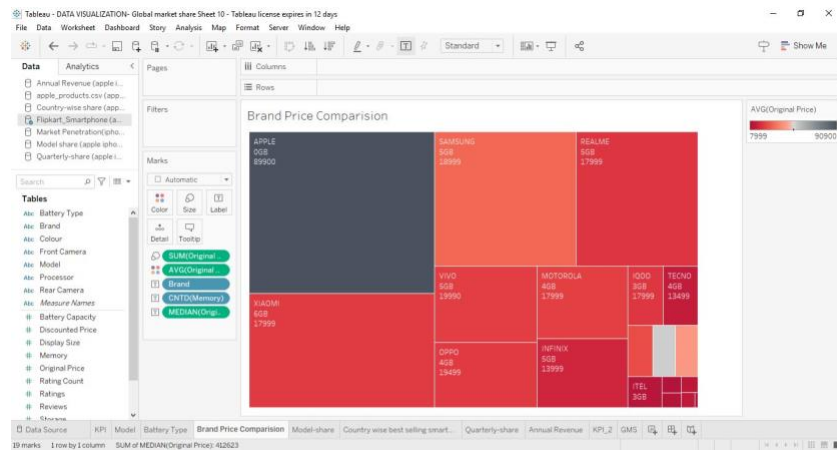
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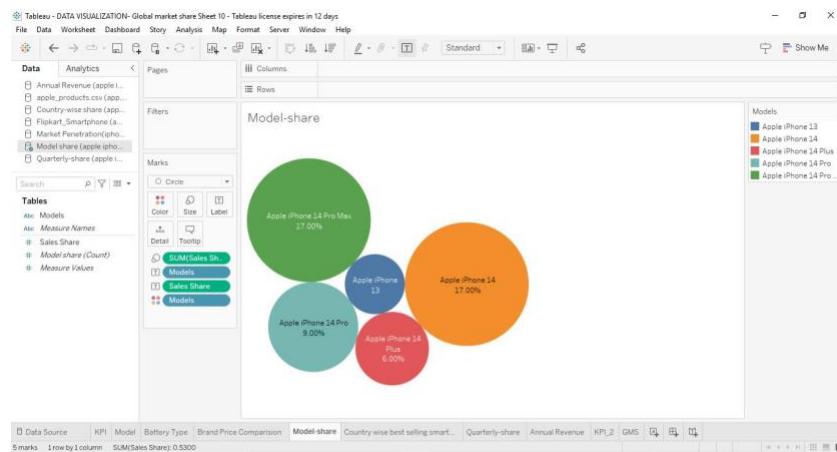
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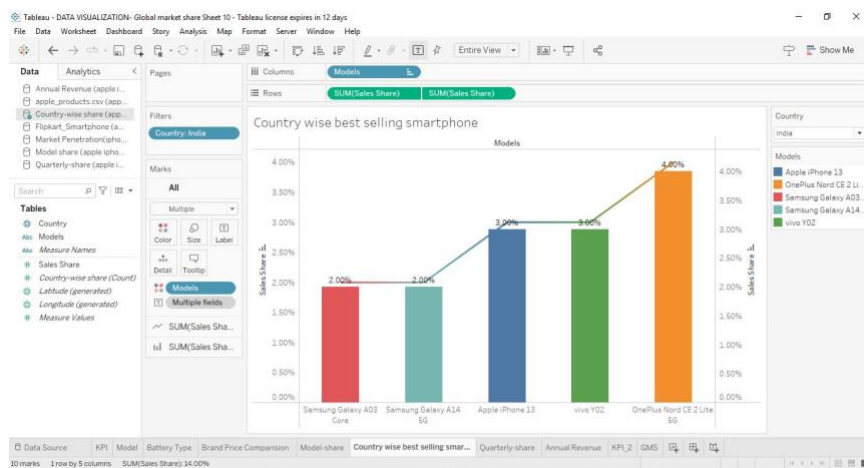
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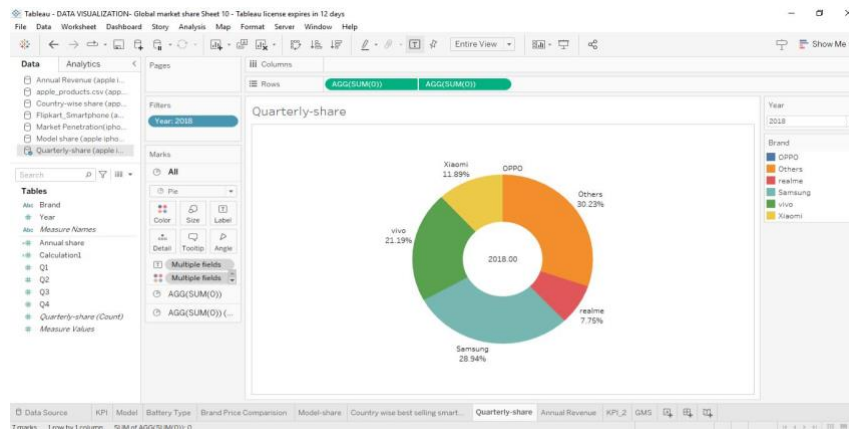
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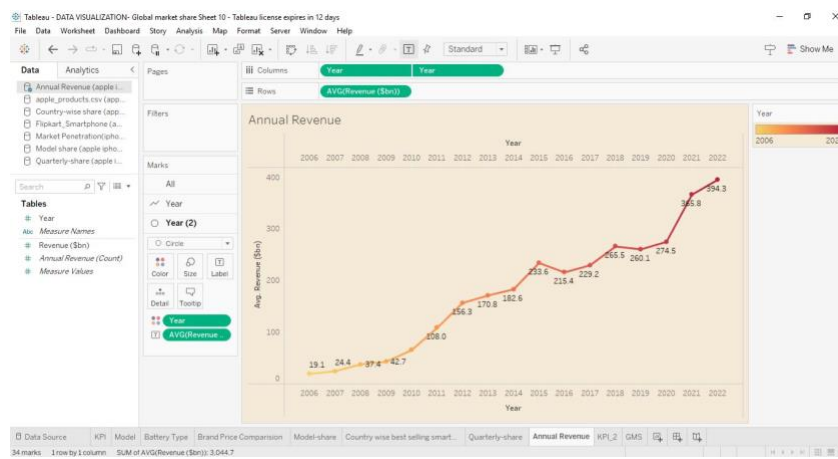
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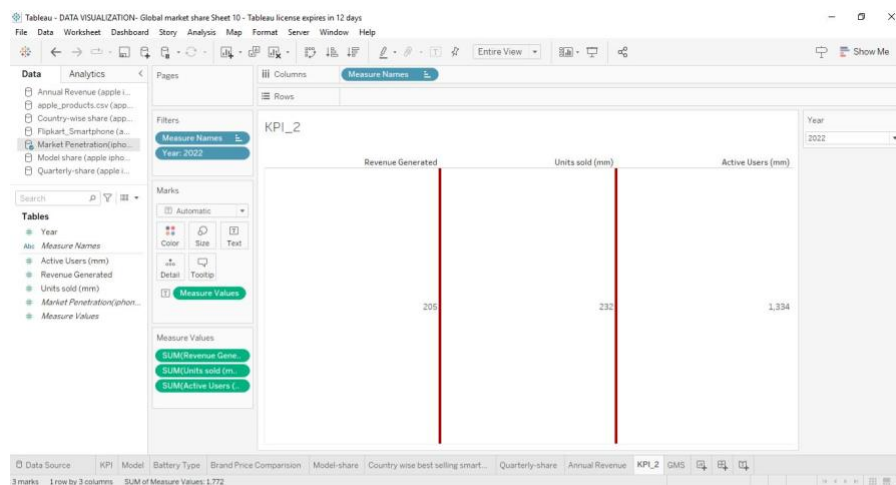
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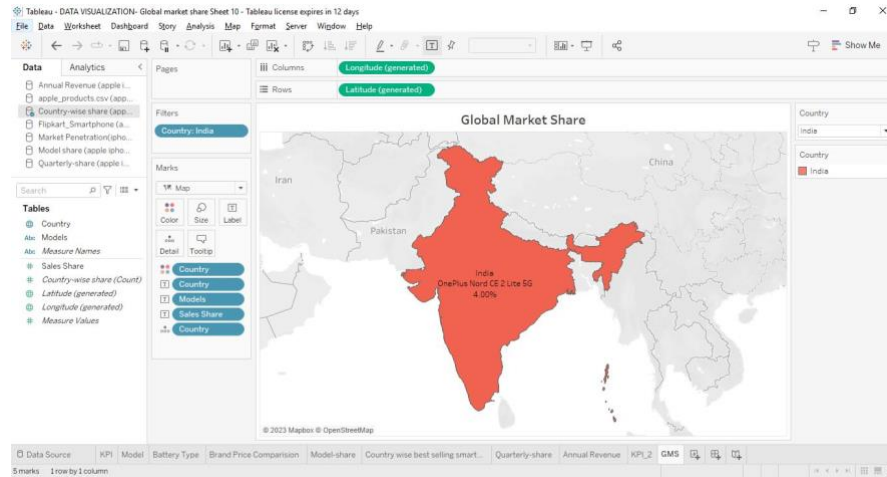
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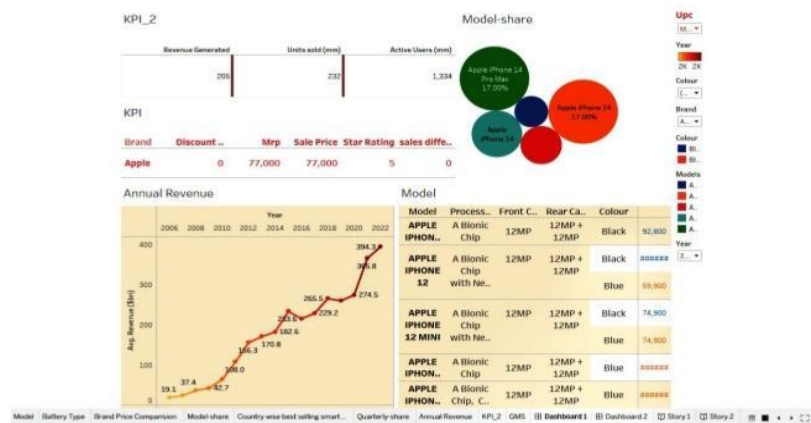
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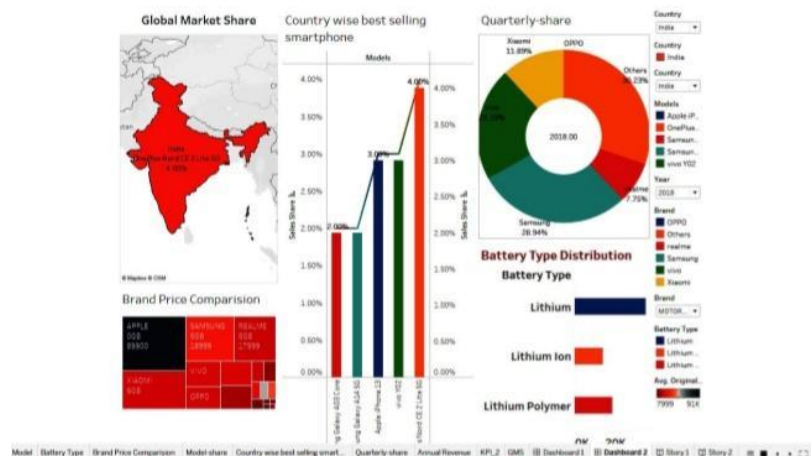
## Sheet 10



## Dashboard 1



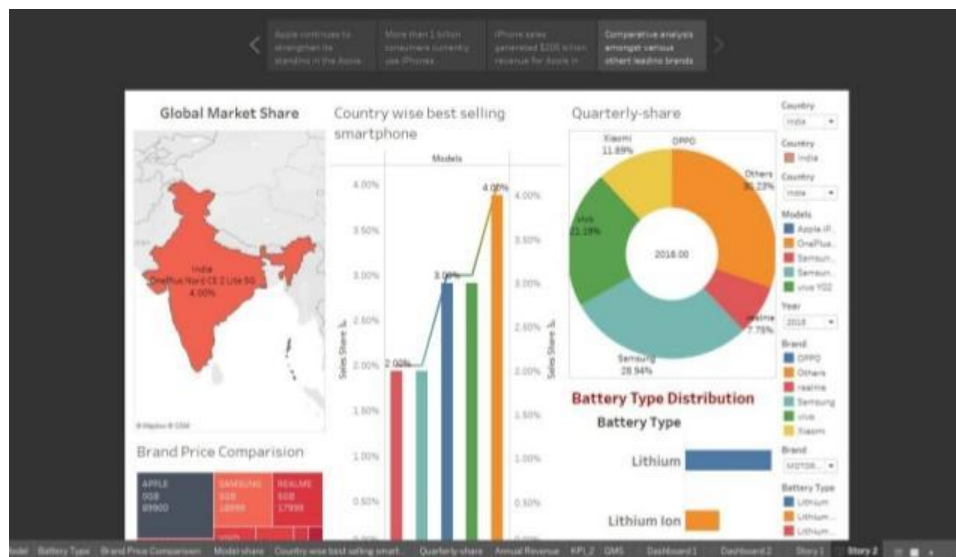
## Dashboard 2



## Story 1



## Story 2



## ADVANTAGES OF APPLE'S IPHONE

- **User-Friendly** : The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.
- **High-Quality Display**: The iPhone's Retina display is one of the best in the market. With density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

## DISADVANTAGES OF APPLE'S IPHONE

- **Non-Removable Battery:** The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.
- **Limited Customization:** One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.
- **Cost:** The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.
- **No Expandable Storage:** Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.
- **Frailty:** The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices. In conclusion, the iPhone has been a game-changer in the technological world. It has revolutionized the way people communicate and access information. However, its advantages and disadvantages must be weighed carefully by potential buyers. Ultimately, the choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.

## APPLICATIONS OF APPLE'S IPHONE

- ✓ Apple Application Support is a software component developed by Apple Inc. It is primarily used to ensure compatibility and provide necessary frameworks for various Apple applications to run smoothly on Windows operating systems.
- ✓ 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.

## CONCLUSION

- ✓ Our research highlights several ethical issues with Apple, including climate change, environmental reporting, habitats & resources, pollution and toxics, arms & military supply, human rights, workers' rights, supply chain management, irresponsible marketing, anti-social finance, and political activities.

## FUTURE SCOPE

- ✓ We are closer than ever to achieving our vision of Apple 2030 — our ambitious goal to make every product carbon neutral by 2030 — and we are thrilled to celebrate the tremendous progress with our customers this Earth Day," said Lisa Jackson, Apple's vice president of Environment, Policy, and Social Initiatives