iRevolution: A Data Driven Exploration of apple iphone's impact in india
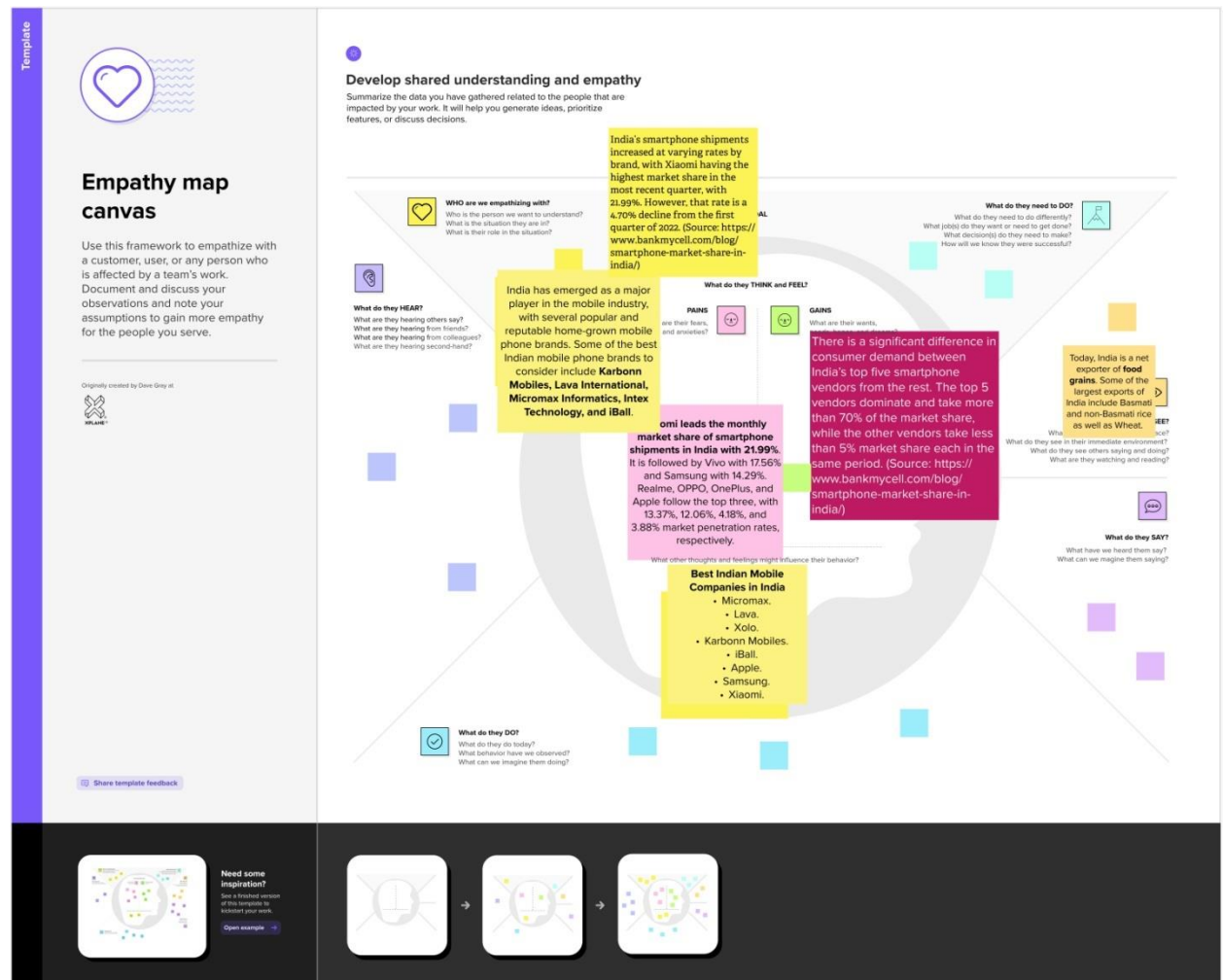
1.INTRODUCTION

1.1 Overview

iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system. The first-generation iPhone was announced by Apple. 97.7 million iPhone units were shipped and sold in the first two quarters of 2023, while 225.3 million units were sold in 2022.
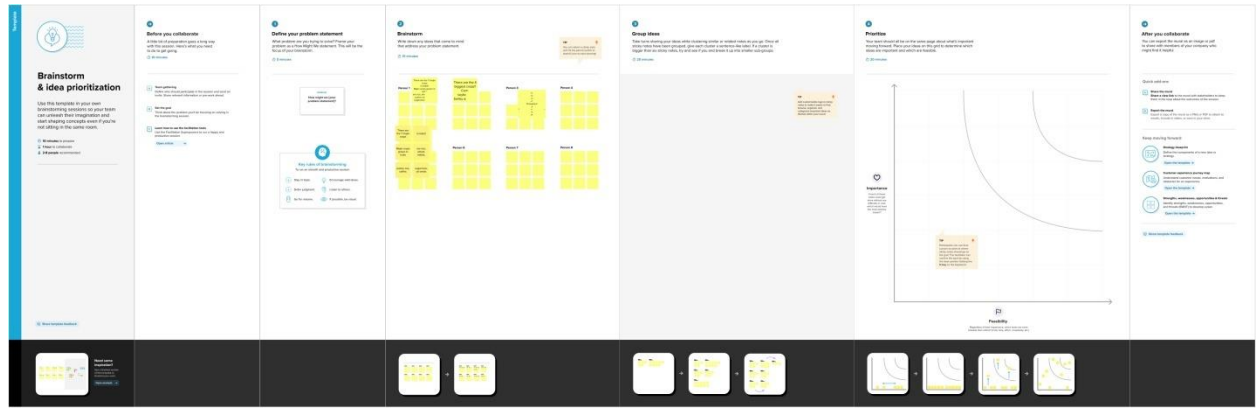
1.2 Purpose

The iPhone was the first mobile phone to use multi-touch technology. Since the iPhone's launch, it has gained larger screen sizes, video-recording, waterproofing, and many accessibility features. Up to the iPhone 8 and 8 Plus, iPhones had a single button on the front panel with the Touch ID fingerprint sensor.

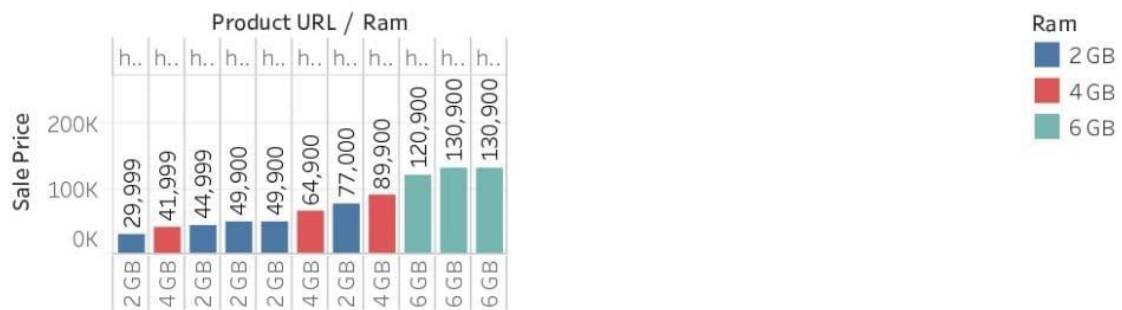## 2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map

2.2 Brain storming map

3.RESULT

This data may include the information about Apple iphone for different reasons.

All over the product **Apple iphone 12 pro max Gold (128GB**) more impact than other product

4.Advantages disadvantages of iPhones
- ➢ Better Performance.
- ➢ Easy to Use.
- ➢ Timely OS Update.
- ➢ Security and Privacy.
- ➢ Third-party App Security.
- ➢ No Bloatware.
- ➢ Family Sharing.
- ➢ The Apple Ecosystem.

Disadvantages of iPhones

- ➢ iPhones Are Overpriced

- ➢ iPhones don't come with a Headphone Jack

- ➢ iPhones Have Fixed Storage

- ➢ iPhone Apps Take Up Too Much Space

- ➢ iPhone Accessories are Expensive

- ➢ iPhones have Short Battery Life

5.Application

Apps work much like user-installed software on a computer and allow the phone to perform specific tasks that the user wants or needs. Users sometimes pay a small fee for the use of an app, which is downloaded directly to the phone.

Microsoft products such as Office, PowerPoint, Word, Excel, Outlook, etc. Music Application Softwares like Pandora and Spotify. Real-time online communication like Skype, Google Meet, and Zoom. Team collaboration software like Slack.

Performs specific tasks. In general, the application software should be designed with the end user in mind. ...

- ➢ Manages and manipulates data.
- ➢ Organize information effectively
- ➢ Presentation Software
- ➢ Spreadsheet Software
- ➢ Database Software
- ➢ Multimedia Software
- ➢ Simulation Software

6.CONCLUSION

Apple and the IPhone is a great example of a corporation making what the consumer wants in a global market. 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.