

IRevolution: A Data Driven Exploration of Apple' s iPhone Impact in India

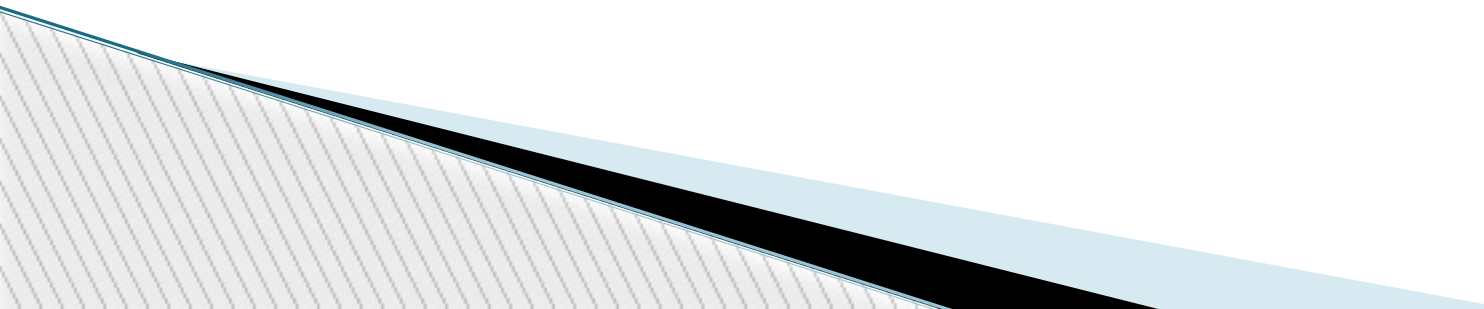


-Project Report
By K.Roshma
P.Poorna
A.Sabitha
P.Priyankasri

1. Introduction:-

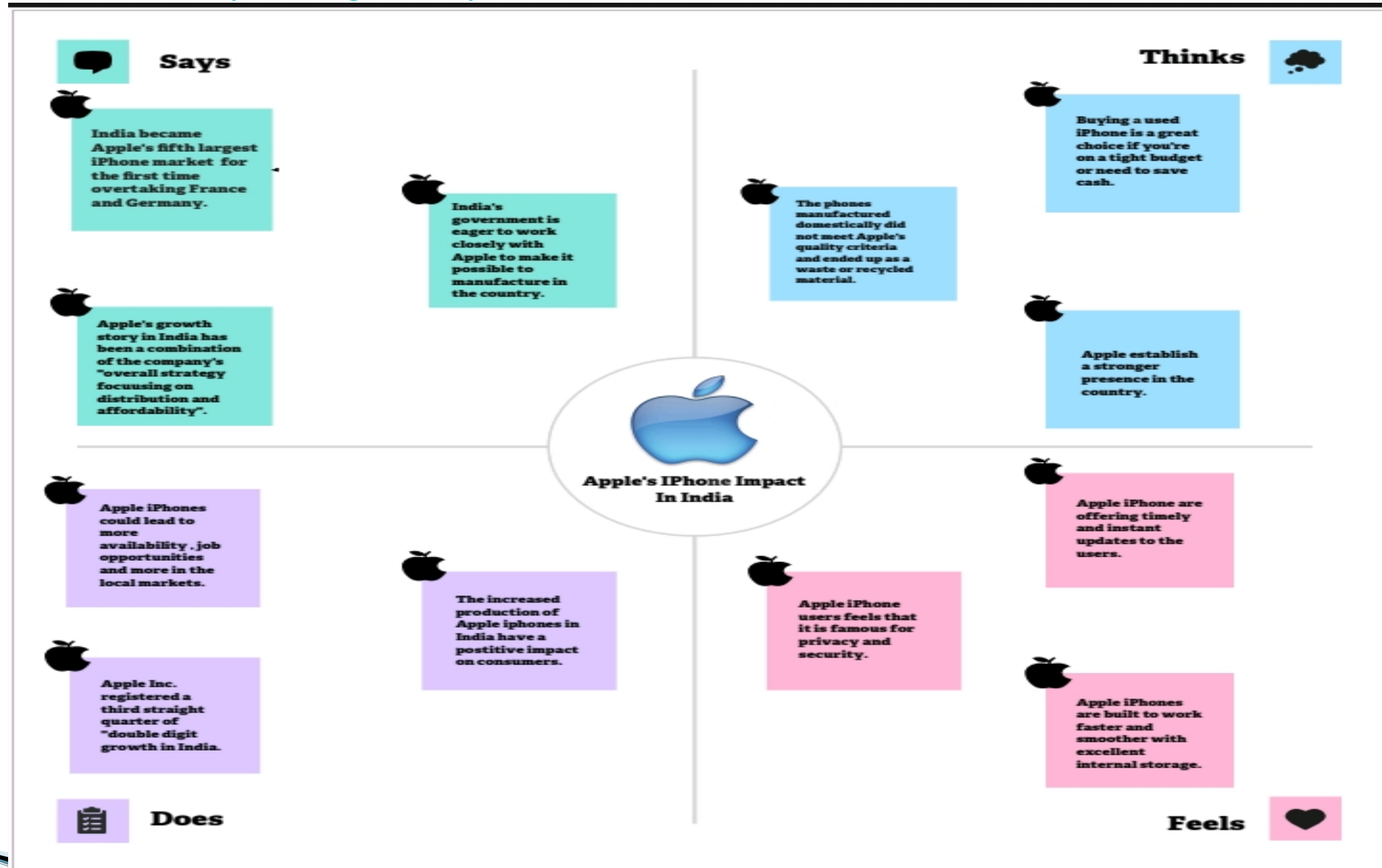
iPhone is a line of Smartphone produced by Apple Inc. that use Apple's own iOS mobile operating system. The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007. Since then, Apple has annually released new iPhone models and iOS updates. As of November 1, 2018, more than 2.2 billion iPhones had been sold. As of 2022, the iPhone accounts for 15.6% of global Smartphone market share.

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.



2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map



2.2 IDEATIONS & BRAINSTORMING 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.

- 45 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.

- Team gathering: Define who should participate in the session and send an invite. Share relevant information to provide context.
- 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 Experiences to set 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.

0 minutes

PROBLEM

Apple's iPhone has experienced a decline in sales due to a lack of innovation, along with a higher price tag.

Key rules of brainstorming

To set an energetic and productive session:

- 1. Stay on topic
- 2. Encourage wild ideas
- 3. Defer judgment
- 4. Listen to others
- 5. Go for volume
- 6. If possible, be visual

Brainstorm

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

10 minutes

Roshma

The higher the price, the more people are willing to pay. Apple's iPhone is a luxury item, and the higher the price, the more people are willing to pay.

The problem of heavy taxes in India is a major reason for the decline in sales.

The higher price is India's combination of high dependency on imported goods, other than Apple's own products.

Sabitha

In Apple's iPhone, the most common problem is the dependency on imported goods, which is a major reason for the decline in sales.

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Group ideas

Take turns sharing your ideas while clustering similar or related ideas 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

India has a large market in selling iPhones, mainly Apple products. At the same time, India's government is eager to work closely with Apple to make it possible to manufacture in the country. But, the problem of heavy taxes in India is also a main reason for slow sales. The combination of import taxes, GST, profit charges are main reasons for the decline in sales, and also some feature updates are needed to be added. By converting these terms there is a possibility for increasing sales in future.

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

How much of an impact will this idea have on the business?

Feasibility

How easy is it to implement this idea?

High importance, low feasibility: The higher price is India's combination of high dependency on imported goods, other than Apple's own products.

High importance, high feasibility: The problem of heavy taxes in India is a major reason for the decline in sales.

Low importance, low feasibility: The higher price is India's combination of high dependency on imported goods, other than Apple's own products.

Low importance, high feasibility: The problem of heavy taxes in India is a major reason for the decline in sales.

After you collaborate

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

Quick add-ons:

- Share the mind: Share a clear link to the mind with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mind: Export a copy of the mind as a PNG or PDF to share in email, include in slides, or save to 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 +

Show template booklet

3.RESULT:-

Empathy maps are a powerful, flexible tool, that can be used to plan for future research studies, captures insights during current user research and communicate research insights from research that has already been conducted to others.

The purpose of Brain Storming can help you think in a more critical way and improve your problem-solving ability at the same time. A brain storm is a valuable idea for team collaboration in a business group.

4. Advantages of Empathy Map and Brainstorming Map

CREATIVITY:- Brainstorming encourages creative thinking by generating a wide range of ideas, both conventional and unconventional.

PROBLEM SOLVING:- Brainstorming can lead to solutions for complex issues, often by combining and refining ideas generated during the session.

REDUCED RISK:- By incorporating user insights, organisations can reduce the risk of developing products or services that don't meet user needs.

4. DISADVANTAGES OF EMPATHY MAP AND BRAINSTORMING MAP

LIMITED CONTEXT:- they may not provide a holistic view of the user's context, such as their environment, social interactions, or the broader ecosystem in which they operate.

TIME CONSUMING:- Creating detailed empathy maps can be time-consuming, requiring extensive data collection and analysis.

IDEA OVERLOAD:- Brainstorming sessions can generate a large number of ideas, which can be overwhelming and challenging to manage effectively.

5. APPLICATIONS

APPLYING SHEETS, DASHBOARDS And STORIES

5.1 SHEET 1

Text tables					
Brand	Discount Percentage	Mrp	Sale Price	Number Of Ratings	Number Of Reviews
Apple	0	77,000	77,000	11,202	794

5.2 SHEET 2

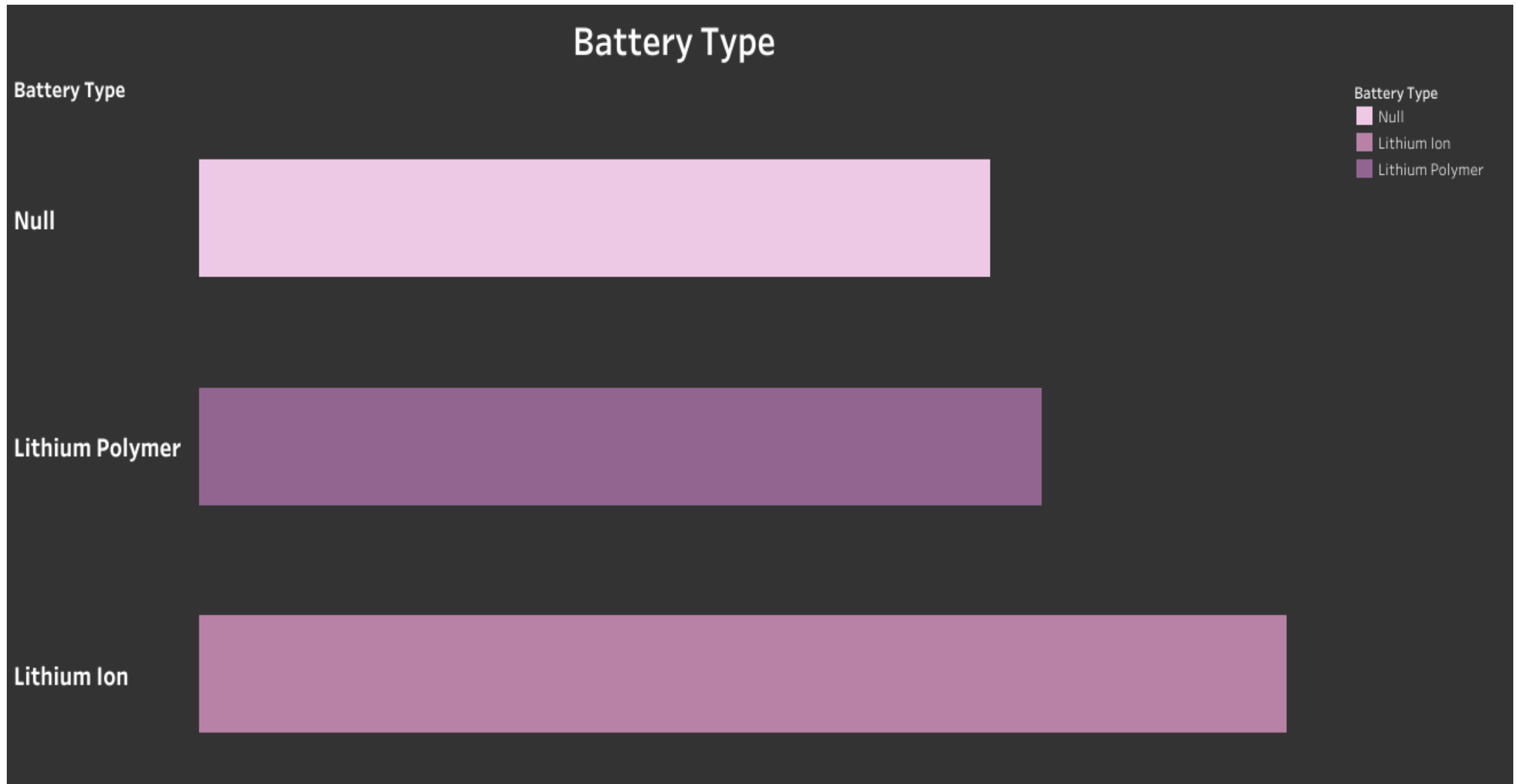
Flipcart Products			
Model / Processor / Front Camera / Rear Camera / Colour			
GOOGLE PIXEL 6A		GOOGLE PIXEL 7	
Google Tensor		Google Tensor G2	
8MP		10.8MP	
12.2MP + 12MP		50MP + 12MP	
Chalk	Charcoal	Lemongrass	Obsidian
43,999	43,999	59,999	59,999

5.3 SHEET 3

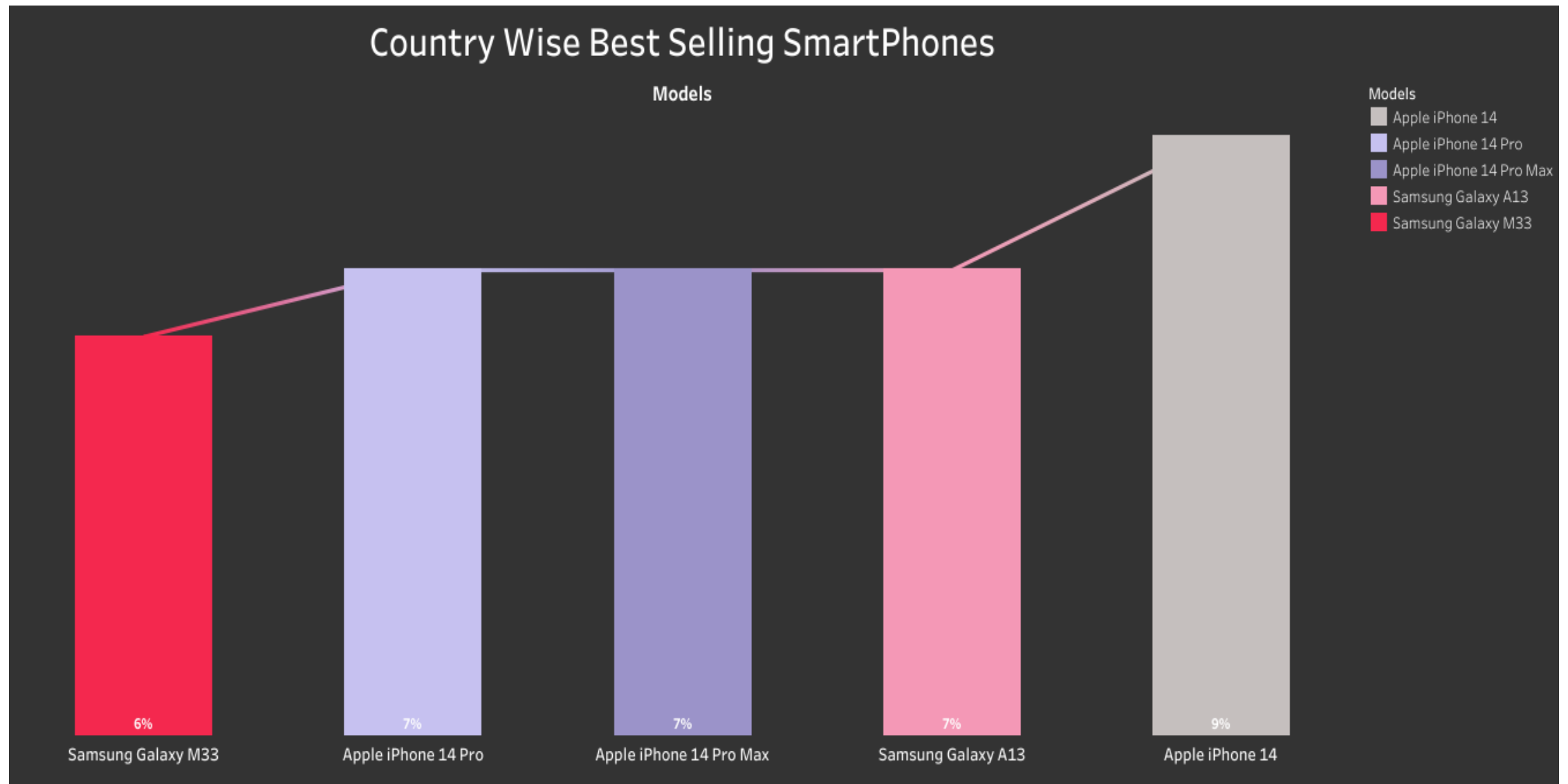
Brand Price Comparison

APPLE 0GB 89,900	SAMSUNG 5GB 18,999	VIVO 5GB 19,990	OPPO 4GB 19,499	MOTOROLA 4GB 17,999
XIAOMI 6GB 17,999	REALME 5GB 17,999	INFINIX 5GB 13,999	TECNO 4GB 13,499	
			NOTHING	
		IQOO	ITEL	

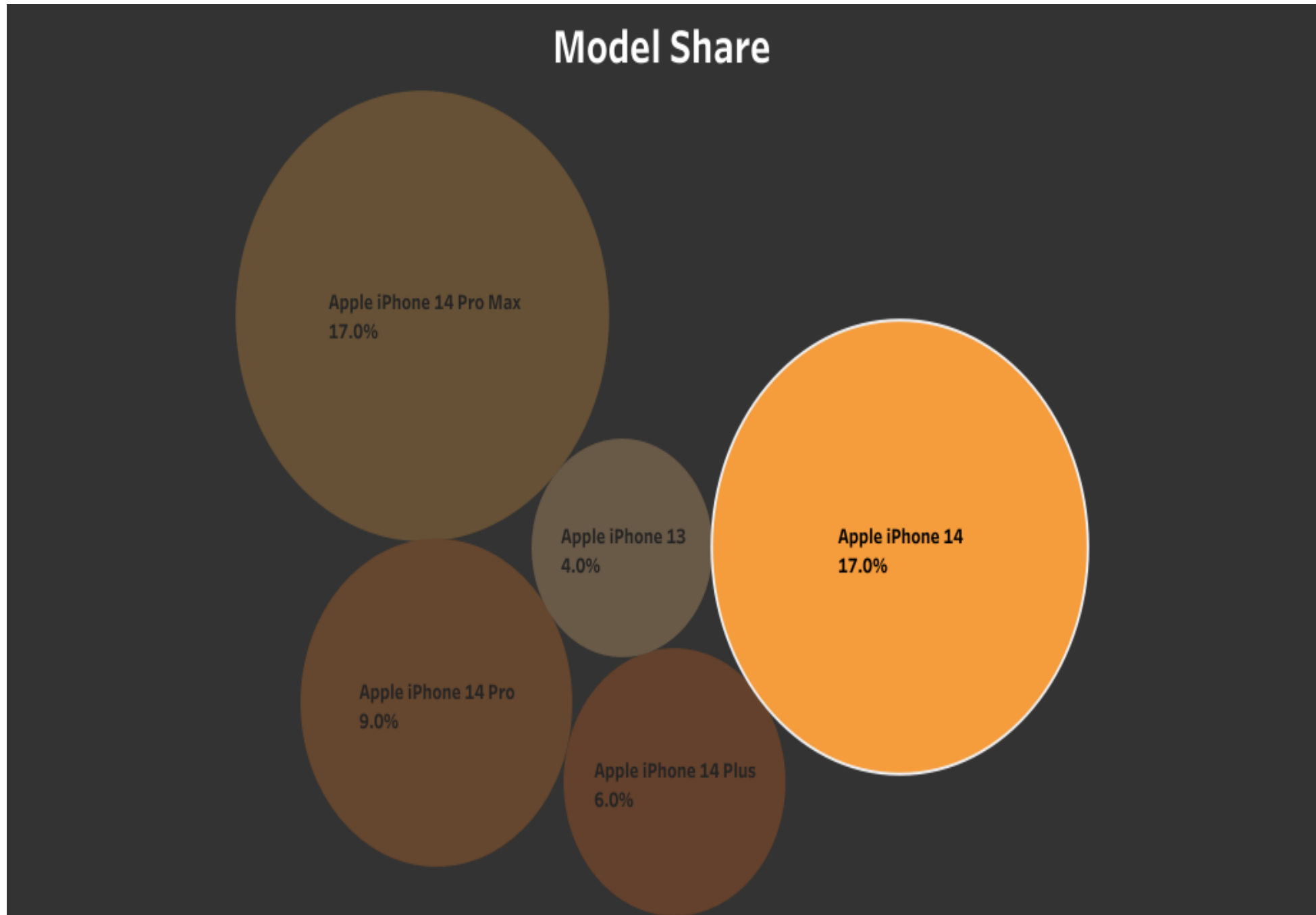
5.4 SHEET 4



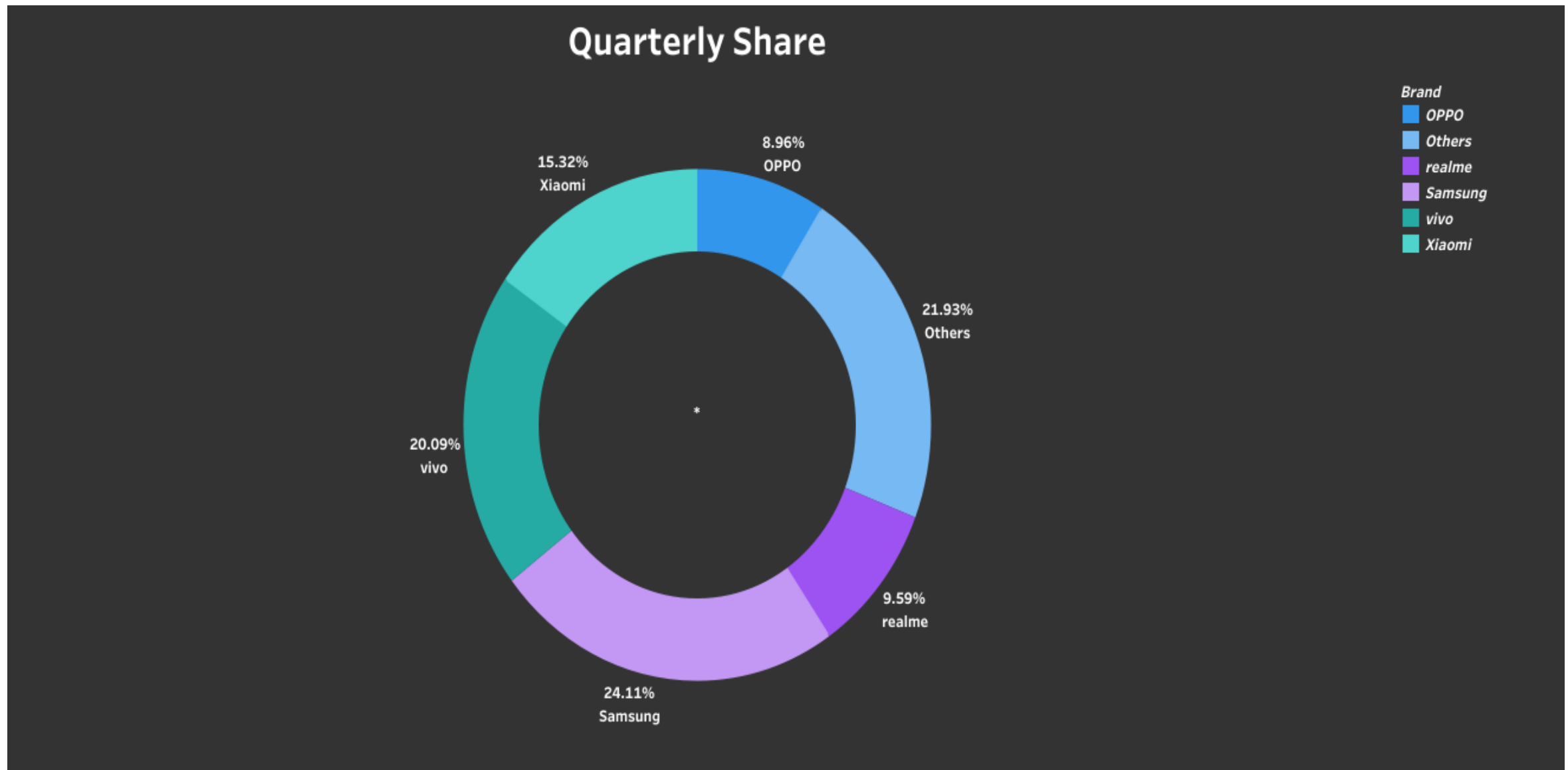
5.5 SHEET 5



5.6 SHEET 6



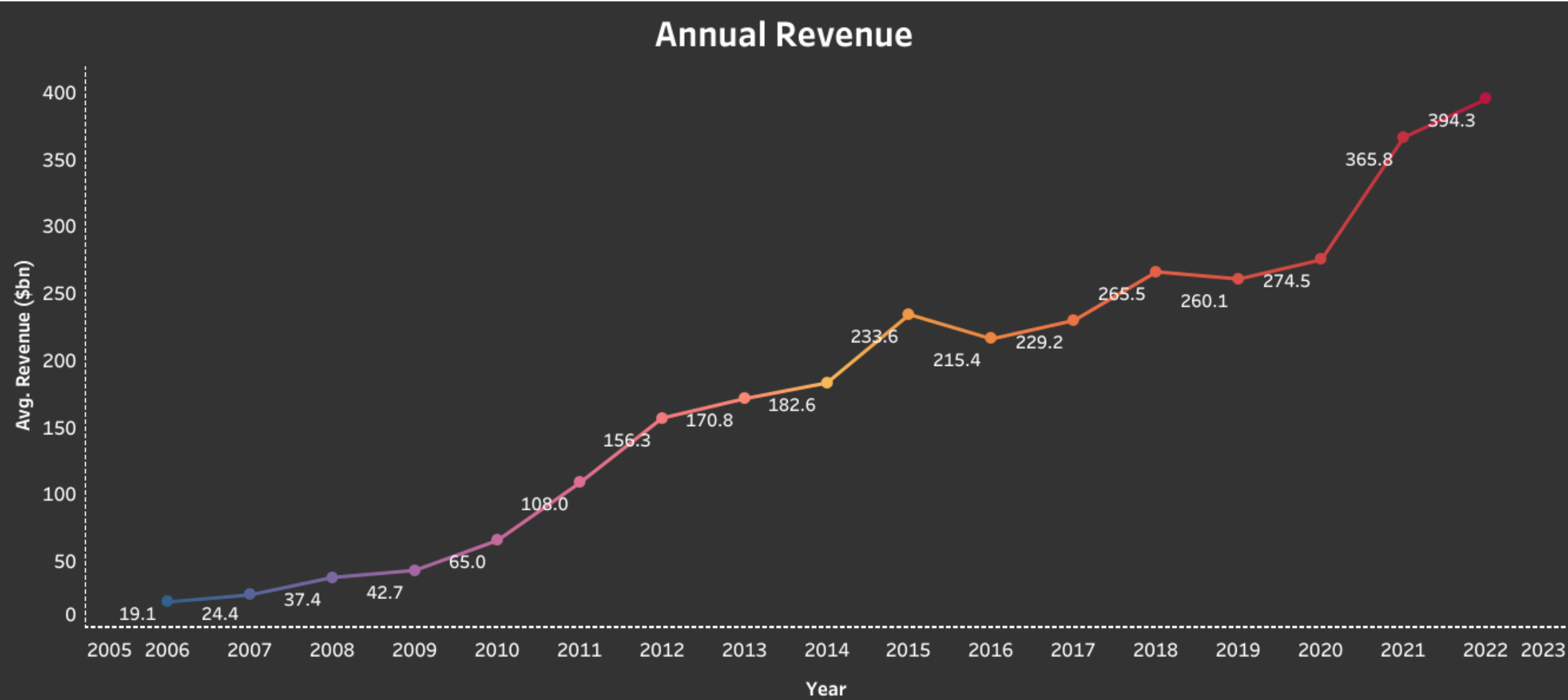
5.7 SHEET 7



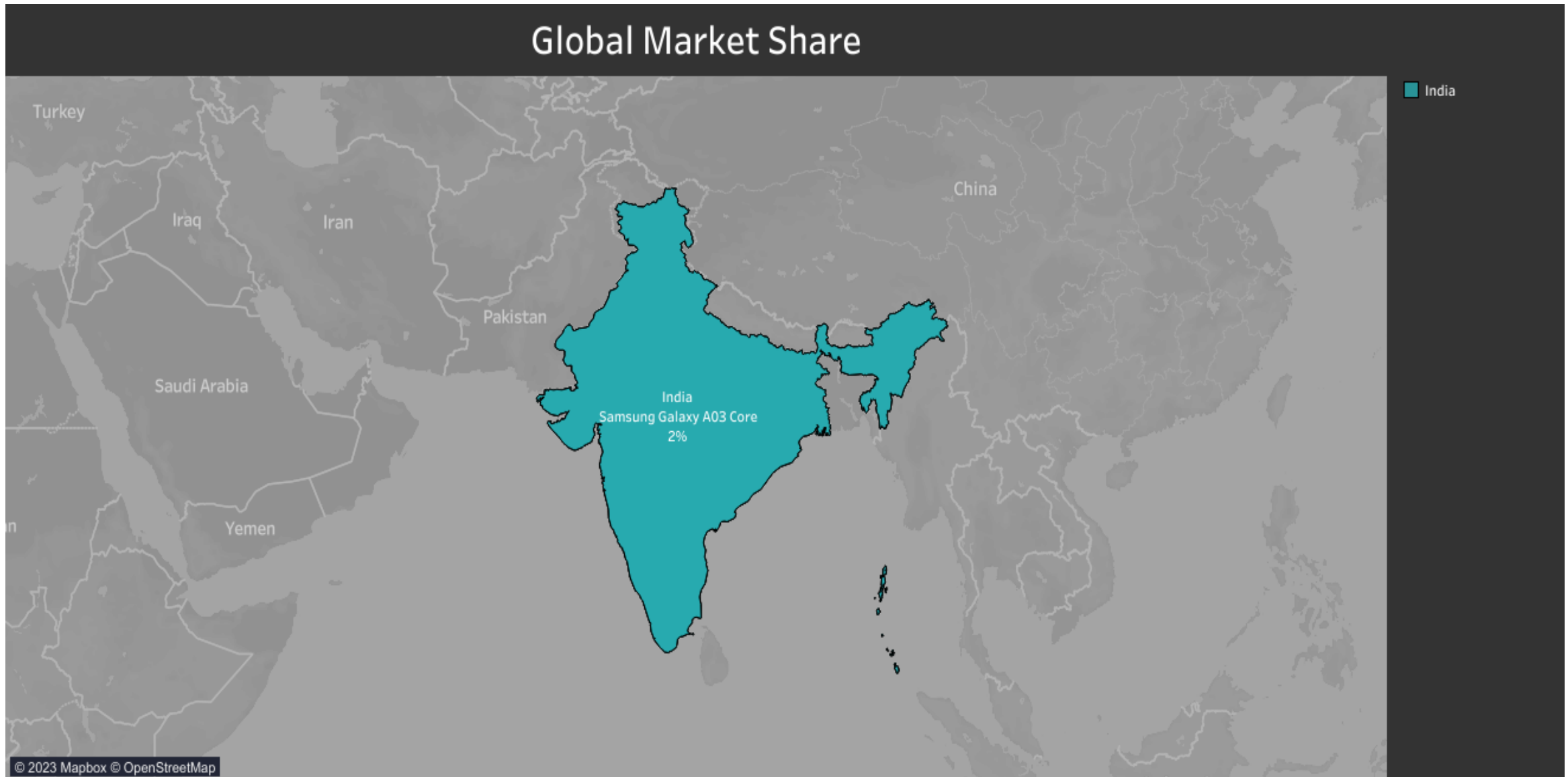
5.8 SHEET 8

Yearly Revenue			
Year	Revenue Generated	Units sold (mm)	Active Users (mm)
2018	166.2	217.7	888.0

5.9 SHEET 9



5.10 SHEET 10



5. DASHBOARDS

5.11 DASHBOARD 1

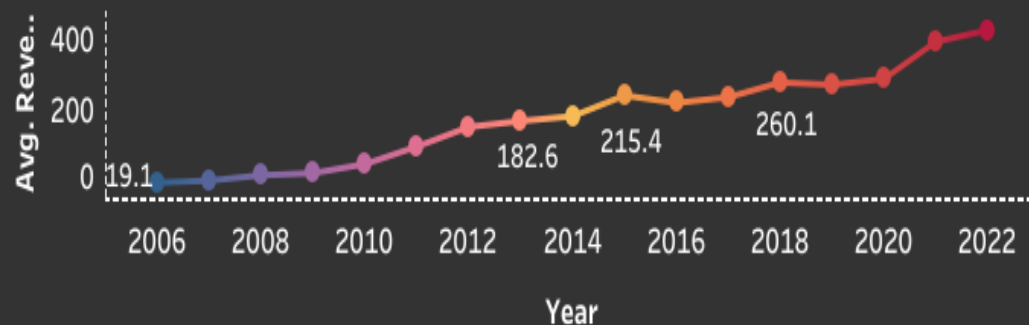
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Yearly Revenue

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Annual Revenue



Upc

MOBEXRGVZFZGZEWV

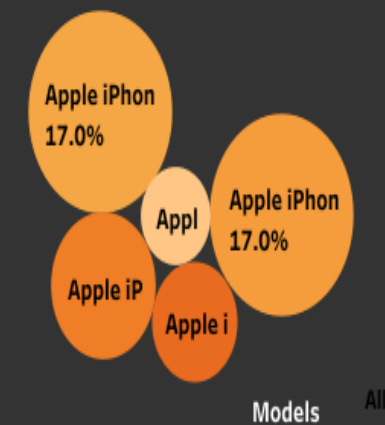
Year 2018

Model Share

Brand
GOOGLE

Model All

Colour All

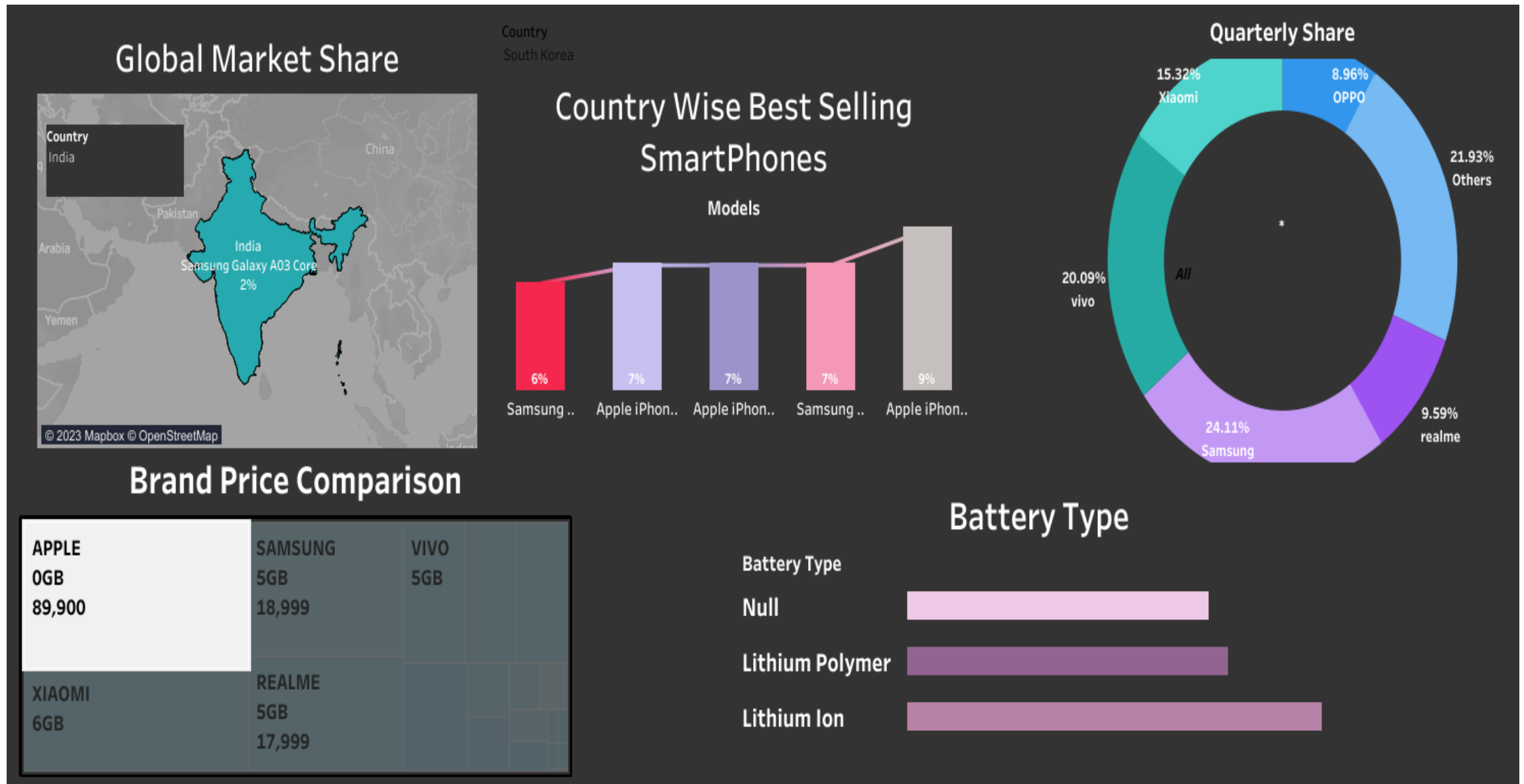


Flipcart Products

Model / Processor / Front Camera / Rear Camera / Colour		
GOOGLE PIXEL 6A		GOOGLE PIXEL 7
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8MP		10.8MP
12.2MP + 12MP		50MP + 12MP

5. DASHBOARDS

5.12 DASHBOARD 2



5. STORY

5.13 STORY 1

Apple continues to Strengthen its standing in the smartphone market. the brand has risen to a position of particular dominance in the US. 6 of the top most sold smartphone models in January 2021 were designed by Apple	More than one billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.	iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.	According to researcher, iPhone 13 is the top most selling product in the overall Indian smartphone market last October. Apple was also the leader of premium smartphones segment of devices priced above Rs.30,000.	In 2023, it was estimated that Apple shipped around six million smartphones to India. It was Apple's best year in the country comparatively to the previous year.
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Model / Processor / Front Camera / Rear Camera / Colour		Model
GOOGLE PIXEL 6A		GOOGLE PIXE..
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		GOOGLE
Chalk	Charcoal	
43,999	43,999	

5. STORY

5.14 STORY 2

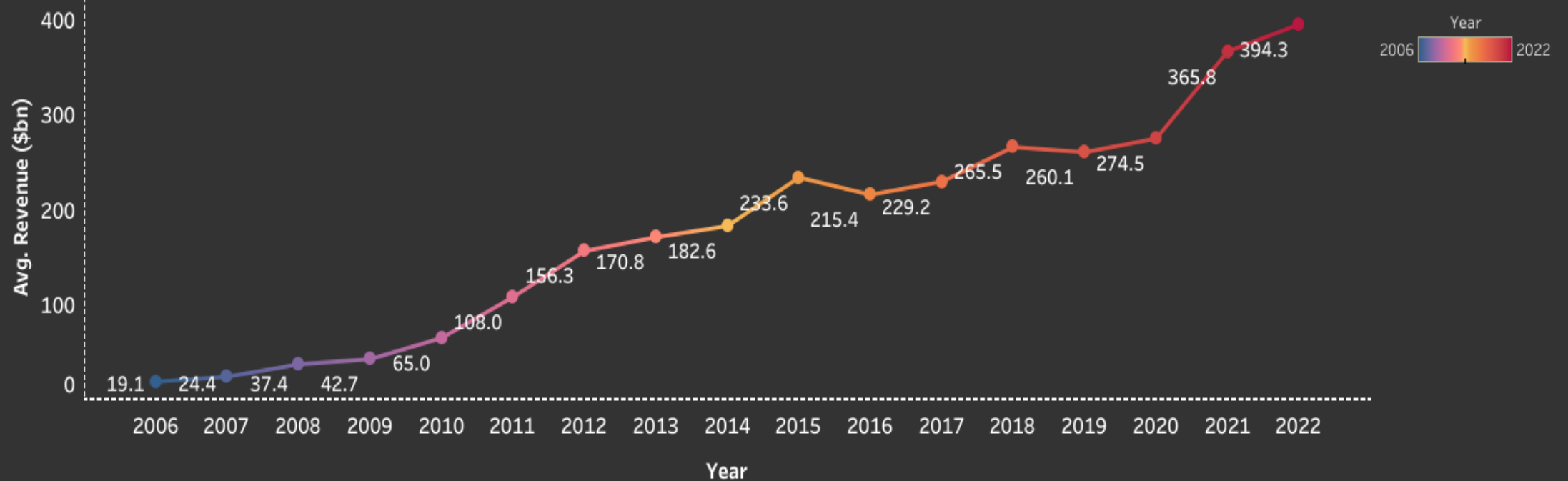
Apple's market share in India stood at 5.5 percent the same year, in comparison with 4.4 the previous year. with a renewed focus towards the country, in S..

Apple went from around 55.8 million units in 2010 to about 225 million in 2020 , but registered a peak in the fourth quarter with more than 90 million iPhones sold worldwide.

Apple is one of the most influential and recognisable brands in the world, responsible for the rise of the smartphone with the iPhone. Valued at over \$2trillion in 2021, it is also the most valuable techonology company in the world

In 2021, Apple generated \$192 billion in revenue from the sales of iPhones, an increase of nearly 40% as compared to the revenue of \$137 billion in 2020

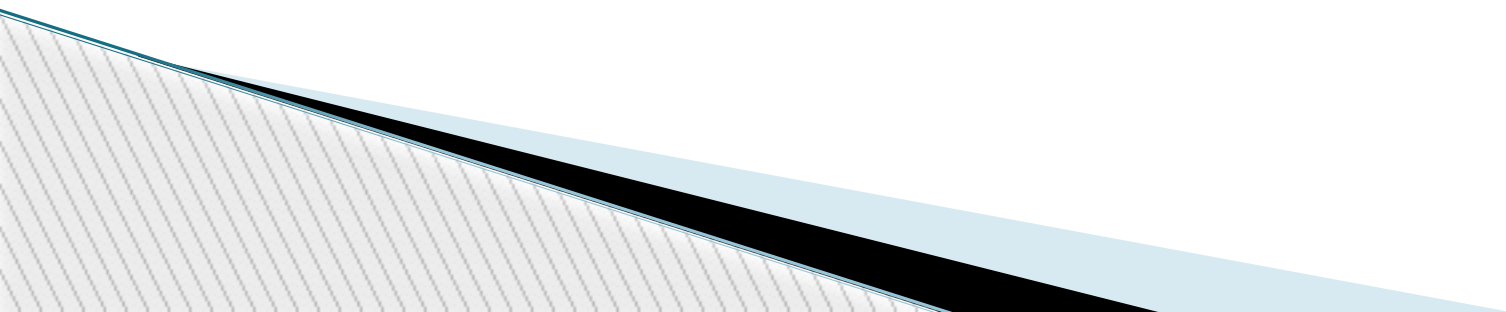
The global smartphone market declined by 9% to reach 268 million units in Q2 2023. Samsung retained its position as the top smartphone player in Q2 2023, as Apple saw cy..



6. CONCLUSION

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 Smartphone that are in use today.

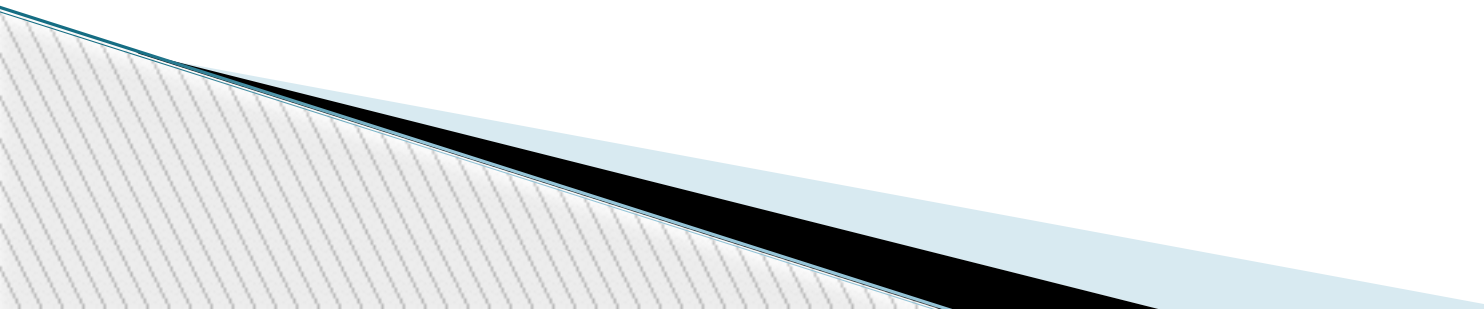


7. FUTURE SCOPE

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 iOS developers are going to be very bright and this market going to boom in coming years.

iOS development has a bright future, as iOS is the most preferred platform where most of the internet of things get complete compatibility and support. Moreover, ultra modern home automation apps are getting developed using iOS only.



THE END...
THANK YOU !!

