IREV0LUTION

1.INTRODUCTION

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 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

1.1.OVERVIEW

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1.2.PURPOSE

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface.

2.PROBLEM STATEMENT AND DESING THINKING

Design thinking is an active process of problem-solving. It's all about understanding what a customer is really looking for as a solution to their problems.

2.1.EMPATHY MAP

They wanted employees to recognize their customers' feelings and emotions, then try to do everything in their power to make them feel better and get their ...

2.2.IDEATION AND BRAINSTROMING

Apple encouraged creative brainstorming sessions. They generated a wide range of ideas, from virtual keyboards to multi-touch screens. The emphasis was on exploring unconventional solutions to the defined problem. Prototype: Prototyping was a critical step.

3.RESULT

Its sales declined 1.4% for the fiscal third quarter ended July 1 at $81.8 billion and earnings per share rose 5% to $1.26.

4.CONCLUTION

Conclusion Apple and the IPhone is a great example of a corporation making what the consumer wants in a global market. With limited companies competing, ...

5.FUTURE SLOPE

the iPhone could evolve into a hub for smart glasses and other devices. AirPods, Apple Watches and CarPlay-enabled vehicles may be just the start. The iPhone's core elements, like its display and charging systems, are also expected to get a significant boost.