



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The original iPhone was a game changer.
It dropped the physical keypad and introduced the single Home button at the front. The iPhone also brought the concept of apps on your smartphone. The best part was that you had a Safari browser to access the mobile internet as it was intended.

These days, it's hard to imagine a world where we don't start our day by checking iPhone notifications and scrolling through our social feeds. But before the iPhone, the way most people accessed the internet was through their home computer. Simpler times for sure

In the Macintosh, Apple was trying to create a machine that made computing simple and enjoyable. In particular, Jobs was out to create a user experience that would convince everyone to buy a Mac. Jobs believed a truly revolutionary product couldn't depend on customers' needs and wants.

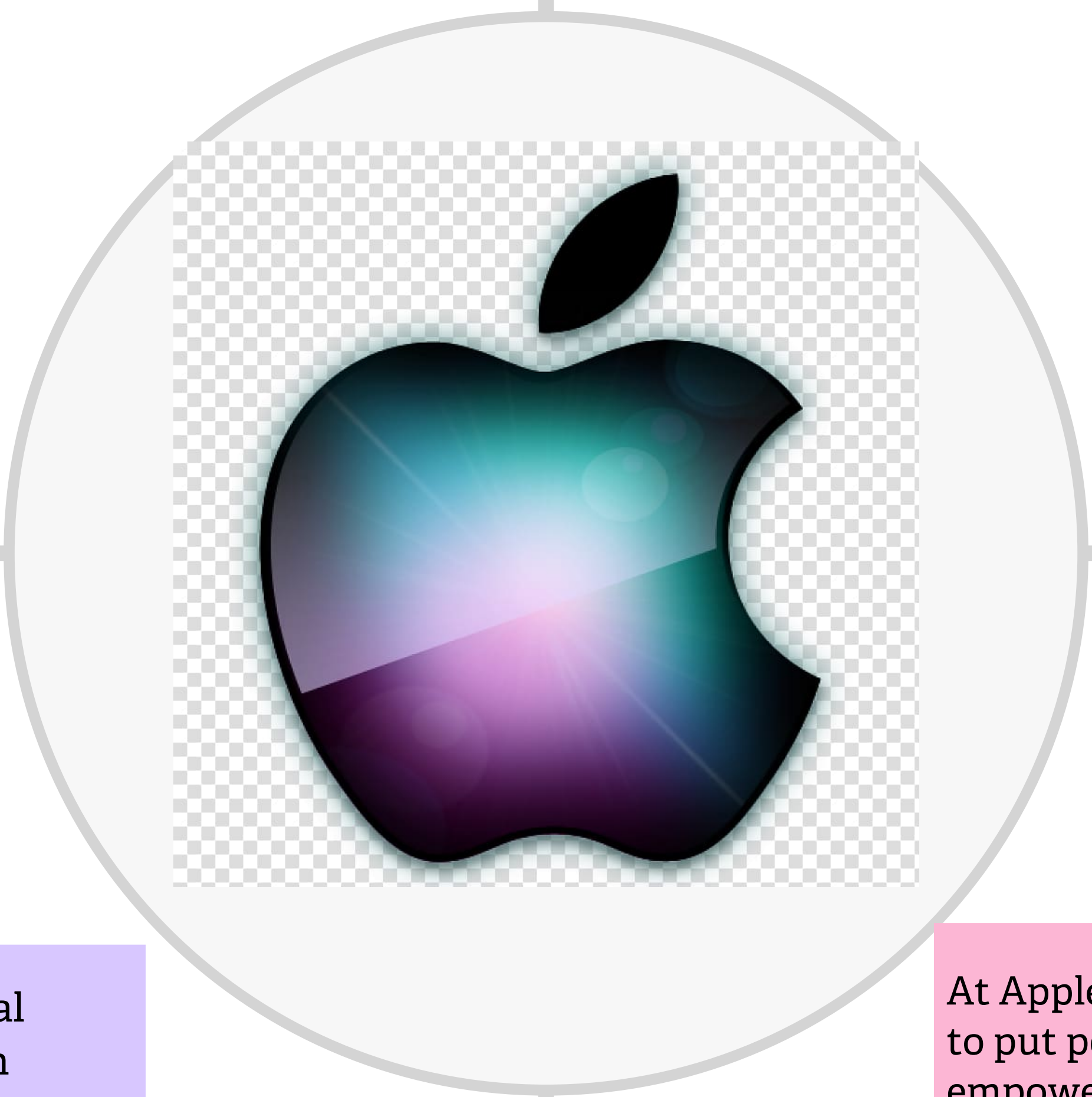
In 1976, the Apple 1 was originally a do-it-yourself kit which didn't even come with a case. Even so, as the first all-in-one microcomputer that, once hooked up to a keyboard and monitor, didn't require extra circuitry to display text, it was a giant step forward over the competition.

NEEDS OF IPHONE;
iOS devices have the upper hand when it comes to cybersecurity. iPhones have tighter security than Android, thanks to the exclusive Apple App Store, closed ecosystem, and prompt updates. These make iOS devices challenging to infiltrate. Also, an iPhone is extremely unlikely to be infected with a virus.

THE AIM OF THE IPHONE;
Apple's mission statement is **"to bring the best user experience to customers through innovative hardware, software, and services."** Apple's vision statement is "to make the best products on earth and to leave the world better than we found it."

Why is the iPhone important to society?
The invention of the iPhone has **affected people's lives and how they do things.** It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more.

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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.

Although Apple is ethical overall, there are certain ethical issues that still remain. For example, iPhones are produced with consideration for social responsibility, yet Apple has previously faced accusations of **human rights violations, creating e-waste, and tax avoidance.**

At Apple, we work every day to put people first — by empowering them with accessible technology, being a force for equity and opportunity, creating an inclusive and diverse work environment, and respecting the human rights of everyone whose lives we touch.

According to the bad apple approach, unethical behavior can be seen as **acts committed by individuals with bad intentions, often prompted by illness or madness.** To combat unethical behavior, so-called "compliance-based" measures such as regulation and punishment are often used.²¹

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SO much has been said about the first iPhone's so-called deficiencies that we can just tick them off quickly here. It had no App Store. It was only available on AT&T, whose network was ill-equipped to handle the onslaught, especially given that it was limited to the achingly slow Edge (2G) network

These smartphones are not only fun and interesting to have in your hand they can also bring serious harm to your mental health apart from cancer risk, mobile devices influence our nervous system. They may cause headaches, decreased attention, shortness of temper. Sleep disorders and depression mostly among teenagers



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?