

# Survey Brief: Feedback on New Features of the iPhone 15

## 1. Survey Title

Feedback on New Features of the iPhone 15

## 2. Primary Goal of This Survey

To understand consumer perceptions of the iPhone 15's new features and assess which innovations are most likely to drive purchase decisions and brand loyalty.

## 3. Background & Product Concept Description

Apple has recently launched the iPhone 15, featuring several significant upgrades compared to its predecessors. Some of the standout new features include:

- **Dynamic Island Expansion:** A redesigned interactive area that integrates notifications, alerts, and multitasking more seamlessly.
- **Improved Camera System:** A 48MP main camera with advanced computational photography for sharper images, better low-light performance, and 2x telephoto zoom without needing a Pro model.
- **USB-C Charging:** Transition from Lightning to USB-C for faster, more universal charging and data transfer.
- **Lighter Titanium Design (Pro Models):** Stronger yet lighter build compared to stainless steel.
- **A16 & A17 Pro Chips:** Enhanced performance and efficiency for gaming, multitasking, and extended battery life.
- **Emergency SOS & Roadside Assistance via Satellite:** Expanded safety features beyond just calling and texting.

This survey aims to evaluate how appealing these features are to current iPhone users and potential switchers, and whether they justify an upgrade or brand switch.

## 4. Target Audience

- Current iPhone users considering an upgrade within the next 12 months.
- Android users who have shown interest in premium smartphones (Samsung Galaxy S series, Google Pixel, etc.).
- Tech-savvy consumers aged 18–45 who value design, performance, and camera innovation in smartphones.

## 5. Key Topics to Investigate

- **Feature Appeal:** Which of the new features (Dynamic Island, improved camera, USB-C, titanium design, A17 Pro chip, safety features) are most appealing to consumers?
- **Upgrade Motivation:** Do these new features provide enough incentive for current iPhone users to upgrade sooner than planned?

- **Switching Potential:** Are Android users intrigued enough by these updates to consider switching to an iPhone?
- **Price Perception:** Given the premium pricing, do consumers feel the iPhone 15 offers fair value relative to competitors?
- **Brand Loyalty & Advocacy:** How do these features impact consumers' likelihood to recommend Apple products to friends or family?