

Lock-ins

There are 2 types of lock-ins, technological lock-in and vendor lock-in. Vendor lock-in is a situation where it is not cost efficient to switch from the original vendor to a new vendor. Even though the new vendor might be much more efficient and more productive in every way, if the switching to that vendor causes significant costs and damage to the user, he is locked-in to the original vendor.

A well known example of vendor lock-in is Apple's iTunes. Apple required that purchased music could only be played in Apple's devices that had iTunes installed, making restrictions to the users.

technological lock-in means that if companies and user's start to use certain technologies widely, it gains economical and cultural advantages and that makes the adoption of new technologies much harder, even though they might be better and more cost effective. A well known example of this is the QWERTY keyboard layout. QWERTY keyboard layout is old and there exist much more efficient layouts, but still QWERTY layout is the most popular, due to it being adapted practically to every keyboard for so long and to places like schools. Many technologies are also designed for QWERTY layout.

Sources: <https://www.cloudflare.com/learning/cloud/what-is-vendor-lock-in/>,
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