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Mobile Platforms

The article written by Jordan Palmer conveys the benefits and consequences of owning both an Apple brand iPhone and an Android phone. Although there is some personal preference bias from the author, he does a good job being straight to the point when comparing both phones operating systems. The table below shows a few differences between the iOS and Android approaches according to Jordan Palmer.

<i>Feature or Design Approach</i>	<i>iOS Approach</i>	<i>Android Approach</i>
1) Compatibility with other devices	Fully integrated IoT Ecosystem. From Mac Laptop to Phone and Watch, each of these devices communicates very efficiently.	Devices do not communicate as efficiently; some brands attempt but fall sort. Many Androids stand alone.
2) Range of Costs	Apply Controls the cost of hardware able to run iOS, many phones today start at a cost of +\$1,000.	A plethora of phones run Android at varying prices, from as cheap as \$40 all the way to premium phone hardware comparable to Apple devices.
3) Privacy Control	Apps permissions are controlled by iOS system settings, creating a more private environment.	Each app controls its privacy settings individually.
4) System Files Accessibility	Closed system, any files need to be uploaded through Apple licensed software's (ie. iTunes).	Very easy to upload a plethora of file types, from Mp3 to pictures.
5) Quality of Apps (due to standardization)	Apps tested and designed specifically for iPhone, can be cleaner and run smoother.	Due to the range of phone speeds/qualities, third-party apps typically aren't as "pretty".
6) Retail Support	Apple is always on standby for troubleshooting and hardware repair.	Each phone manufacturer decides their presence of customer support.

One might choose an Android phone if they wanted increased customizability- they are particular about their choice of hardware and software features- as well as the costs of those features. Additionally, a more open system for uploading and downloading data to and from their phones means more customizability as well. On the other hand, Mr. Palmer says one might choose to use an iPhone for a more simple and convenient experience. Because iPhones (more specifically the Apple brand) are everywhere, users will have support just around the corner, from troubleshooting to replacing hardware.

As an employee of Stark Industries, I would agree with the author's evaluation. Androids are highly accessible, making the creation of apps more abundant as well as allowing the user to have a larger say in what type of hardware they would like. The counterargument of iPhones being easier to use for those that just want to get the job done and for those who don't care for the over-the-top personalization that android users may want. Ultimately, there is no better option, and at the end of the day, the choice of phone should be left to the user based off the user's preferences and intended use of the mobile device. The phone operating system choice may vary from company to company, and even from department to department, I believe the author was spot on with his valuation of what type of person might like each different type of mobile operating system.