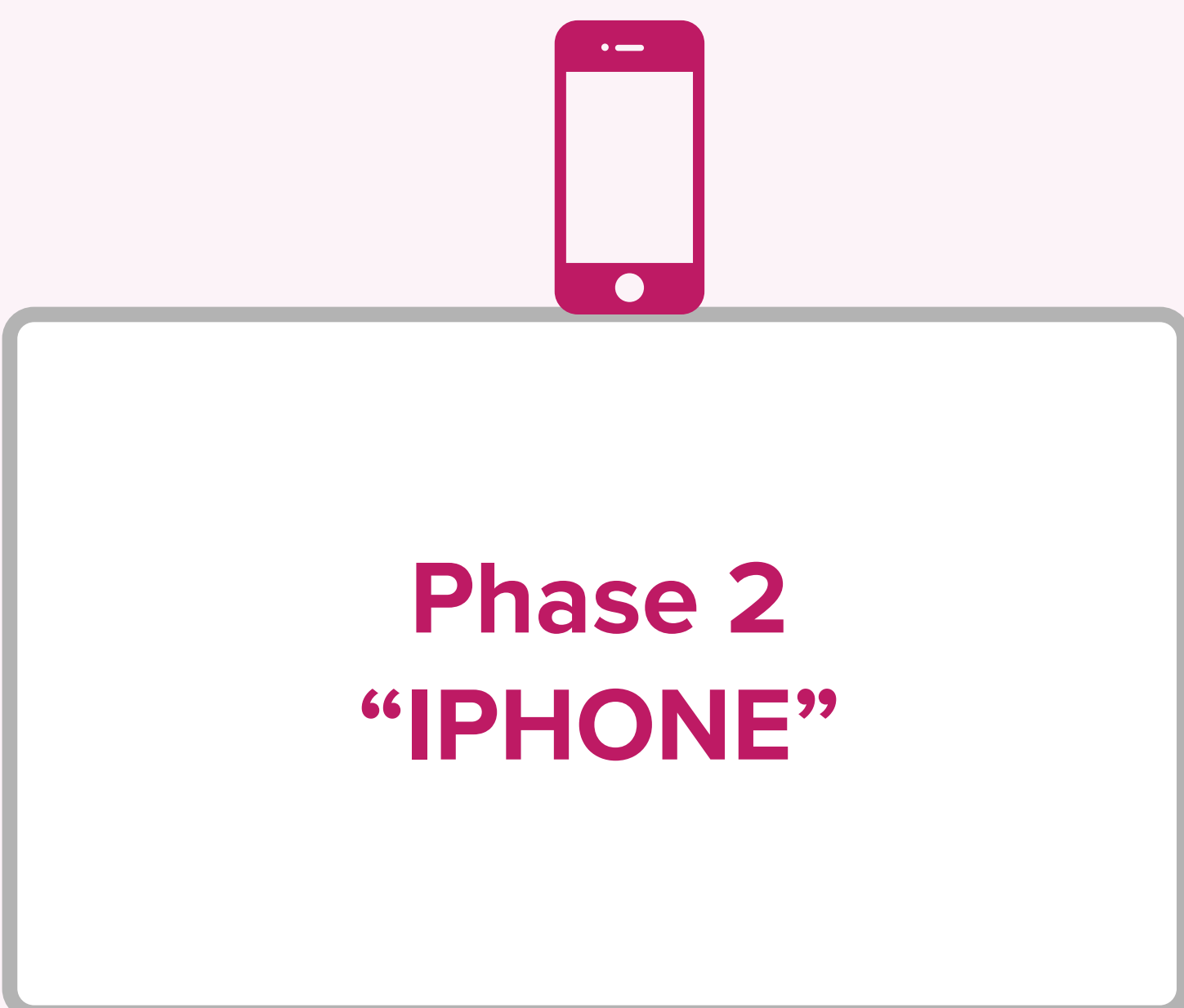
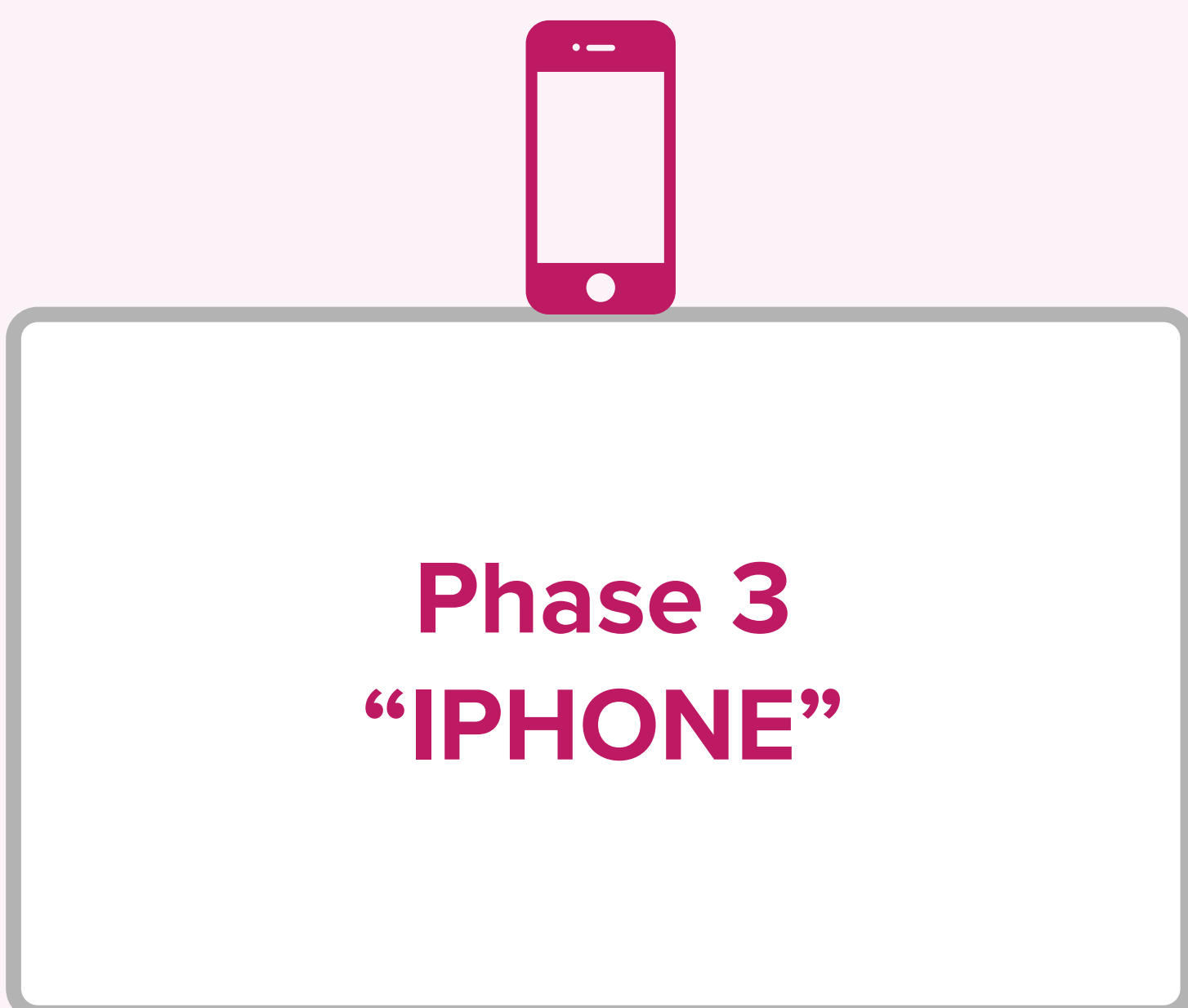


Phase 1 “IPHONE”



Phase 2 “IPHONE”



Phase 3 “IPHONE”



Experience

Using an iPhone typically offers a seamless and user-friendly experience. Some common aspects of the iPhone experience include:

The "Phase 1" of the iPhone refers to the initial release and early versions of the iPhone, specifically the first-generation iPhone that was launched by Apple in 2007. This device marked a significant milestone in the evolution of smartphones and had a profound impact on technology and communication.

The subsequent generations of iPhones, from the iPhone 3G onwards, introduced various enhancements and features that further shaped the smartphone landscape. The iPhone 3G, released in 2008, introduced support for 3G cellular networks, significantly improving internet speeds and data connectivity compared to the original iPhone

Released in 2020, the iPhone 12 series introduced 5G connectivity, bringing faster data speeds to the iPhone lineup. The series included four models: iPhone 12, iPhone 12 mini, iPhone 12 Pro, and iPhone 12 Pro Max. These devices featured improved cameras, Ceramic Shield glass for enhanced durability, and a design reminiscent of the iPhone 4.



PRICING

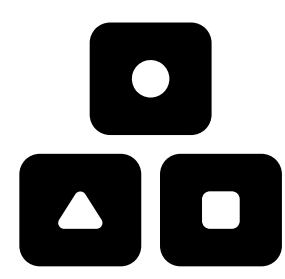
Certainly, here's a general overview of the pricing trends for iPhones across the three phases you mentioned:

The original iPhone, released in 2007, was available in two storage capacities: 4 GB and 8 GB. The initial pricing for the 4 GB model was \$499, and the 8 GB model was priced at \$599. These prices were with a 2-year contract with AT&T in the United States, which was the exclusive carrier partner at the time.

The iPhone 3G, released in 2008, started at \$199 for the 8 GB model with a 2-year contract. Subsequent iPhone models had varying price points based on storage capacities and carrier contracts. Higher storage capacities and the introduction of larger models, such as the iPhone 6 Plus, often came with higher price tags.

I can provide you with a general overview of the pricing for the iPhone models in what you referred to as "Phase 3," which includes recent iPhone models released before that date. However, please note that prices can vary based on storage capacity, region, carrier, and any ongoing promotions or discounts.

iPhone 12 mini: Starting at \$699	iPhone 12: Starting at \$799
iPhone 12 Pro: Starting at \$999	iPhone 12 Pro Max: Starting at \$1,099



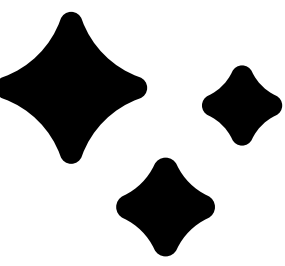
DEVELOPMENT

What smaller things do we need to put in place to make each phase happen?

The first phase of the iPhone began with the launch of the original iPhone in 2007. It introduced a revolutionary touchscreen interface, a mobile version of Safari web browser, and a built-in iPod for music playback. The iPhone ran on iOS, which was initially limited in terms of features and customization options. However, it quickly gained popularity due to its sleek design and intuitive user experience.

The second phase saw the introduction of the iPhone 3G in 2008, followed by the iPhone 3GS in 2009. The iPhone 3G brought support for faster cellular networks (3G), GPS capabilities, and the App Store, which allowed users to download third-party applications. The App Store revolutionized the way people used their iPhones by offering a wide range of apps for various purposes such as gaming, productivity, social media, and more.

The third phase began with the release of the iPhone 4 in 2010. It featured a redesigned glass-and-metal body with a Retina display that offered higher resolution and improved visual quality. The iPhone 4 also introduced FaceTime for video calling and an upgraded camera system.



DESIGN

What design are we bringing to customers or users in each phase?

1. Display: The Phase 1 iPhone features a 4-inch Retina display with a resolution of 1136 x 640 pixels. It utilizes IPS LCD technology for vibrant colors and wide viewing angles.

2. Body: The body of the Phase 1 iPhone is made of aluminum and glass, giving it a sleek and premium feel. It has rounded edges and a slim profile, making it comfortable to hold.

3. Home Button: The front of the phone includes a physical home button with Touch ID fingerprint recognition for secure unlocking and authentication.

4. Camera: The Phase 1 iPhone is equipped with an 8-megapixel rear camera capable of capturing high-quality photos and videos. It also has a front-facing camera for selfies and video calls.

5. Processor: It is powered by Apple's A9 chip, providing fast and efficient performance for multitasking, gaming, and running demanding applications.

- Display: The Phase 2 iPhone features an edge-to-edge OLED display with improved resolution and color accuracy compared to its predecessor. It eliminates the physical home button in favor of an under-display fingerprint sensor or facial recognition technology.

2. Body: The body of the Phase 2 iPhone is constructed using a combination of stainless steel frame and glass back for a more premium look and feel. It may also introduce new color options.

3. Camera: The Phase 2 iPhone incorporates an upgraded dual-camera system on the rear, offering enhanced low-light performance, optical zoom capabilities, and advanced image stabilization features.

4. Processor: It is powered by Apple's latest A12 Bionic chip or its successor, delivering even faster processing speeds, improved graphics performance, and better energy efficiency.

5. Operating System: The Phase 2 iPhone runs on the latest version of iOS, introducing new features and enhancements to improve user experience and productivity.

1. Display: The Phase 3 iPhone introduces a flexible and foldable display technology, allowing the phone to transform into a larger tablet-like device when unfolded.

2. Body: The body of the Phase 3 iPhone is made of durable yet lightweight materials, ensuring flexibility without compromising durability. It may also feature a water and dust-resistant design.

3. Camera: The Phase 3 iPhone incorporates advanced camera technologies such as improved low-light performance, higher megapixel count, and enhanced computational photography capabilities.

4. Processor: It is powered by Apple's most advanced chip yet, offering unparalleled processing power, AI capabilities, and energy efficiency to support demanding tasks and future technologies.

5. Operating System: The Phase 3 iPhone runs on the latest iteration of iOS, featuring seamless integration with other Apple devices and services while introducing new functionalities optimized for the foldable display form factor.



CONTROVERSIES

While the iPhone has been a revolutionary device that has transformed the smartphone industry, it has also faced several controversies

In 2010, with the release of the iPhone 4 (Phase 1), users reported signal strength issues when holding the phone in a certain way. This controversy, known as "Antennagate," led to widespread criticism and Apple eventually offering free bumper cases to mitigate the problem.

In 2017, it was revealed that Apple had intentionally slowed down older iPhones (Phase 2) with degraded batteries to prevent unexpected shutdowns. This controversy, known as "Batterygate," sparked outrage among users who accused Apple of planned obsolescence and resulted in multiple lawsuits against the company.

Starting with the iPhone X (Phase 3), Apple introduced a notch at the top of the display to accommodate various sensors and cameras. While some users appreciate its functionality, others have criticized it for obstructing content and affecting the overall aesthetics of the device.