## THE NEW MACBOOK (2015-TODAY)

The MacBook is a great looking product. It's a super object to hold and fiddle with, and it makes you want to use it. In terms of OS, it really depends how you like your things. The Mac OS is really simplified and dumbed down. A lot of shortcuts and weird default behaviours are put into place, probably to make it easier for non-tech people to get started. However, as a techie, these were extremely vexing to me. You need to download additional mappings for normal keyboards to work and you need to switch mappings manually every time, your workspaces get automatically re-ordered based on last usage vs just keeping the spot you gave them, managing packages and permissions is more annoying and setting up a dev environment as well because some "core" libraries were re-written by Apple, the Finder is very annoying because it doesn't exactly work in a tree-like fashion and you cannot just go up in the hierarchy until you reach the root of the filesystem for example, so I just do everything in the command line (says a lot about the quality of the UI). Also, most installation programmes actually just open a window for you to move the program's executable file into the Applications folder. That one made me laugh a lot at first because of how completely absurd it seemed to me.

I think people that have been working with Mac OS and MacBook for a few years will have forgotten and just gotten used to it, but there are more logical ways to do a lot of the things that Mac OS is doing, and for people like me that like things logical and organized, it can get pretty frustrating. The most disappointing aspect for me was the performance. I was and still am baffled at how the MacBook behaves compared to its price and components. My computer has a 6 core 2.6 Ghz i7 CPU, 16 Gigs of RAM, a Radeon Pro 5300M graphics card, and a 500gb NVMe SSD.Despite all of that, it doesn't feel fast, and will often feel slow. It takes a relatively long time to boot and to shut down, and will sometimes randomly freeze a lot (once with only VSCode and a Youtube window open on my external monitor, the Mac was unusable and kept freezing, so I just had to cut the Youtube tab). A few months before that, I even advised one of my friends to buy a Macbook because it would probably be a great purchase for her, despite the investment. That wasn't completely wrong, but I would definitely think twice before advising someone to

purchase one again. In the end, Macbook Pros are not a bad product, but they are clearly less flexible than other operating systems, and the OS has quite an overhead in terms of performance, which makes the machine slower compared to others with the same gear and a different OS.

## Conclusion

I'm no Apple fan, and what I mean by that is that I don't like Apple products just because they're Apple products. So, I reckon iPhones are not only a waste of money, but not nearly the best phones out there. I haven't owned an iPhone for years. However, with regards to MacBooks, no Windows laptop comes remotely close. From the way MacBooks feel, to their battery life which holds up for years unlike Windows laptops, to the way their keyboards flow, to the Touch Bar which makes so much more sense than smudgy and battery-consuming touch-screens. I literally haven't wasted more than a few minutes moving laptops. Listen, I have never to this day spoken to anyone that has used a MacBook for more than a few months and gone back to Windows. Sure, some must exist, but I've not knowingly met one. I mean, whenever I discuss a MacBook owner's experience of their MacBook, I never hear anything but praise.

(670 words)

**REFFERENCES**

**HTTPS://WWW.STUDYMODE.COM/SUBJECTS/CONCLUSION-OF-APPLE-COMPANY-PAGE1.HTML**

**HTTPS://WWW.UKESSAYS.COM/ESSAYS/MARKETING/THE-SUCCESS-OF-APPLE-INC-MARKETING-ESSAY.PHP**