Project Proposal: On Selecting a New iPhone by Apple and Android Users

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I. PROBLEM STATEMENT

A. Domain and background

Apple announces a new generation of its flagship device, the iPhone, annually. The schedule is well known among a broad spectrum of audiences, from end customers to shareholders. In September, Apple introduced a new generation in the so-called Apple Event that had to be pre-recorded without an audience because of the covid-19 spread. However, this new format gave creative freedom to Event's directors, delivering an eye-catching hour-long show showcasing new iPhone features to millions of people worldwide. We believe significant advancements in the camera system, battery life, and the new look introduced last year may attract both long-lasting Apple customers owning old, now almost deprecated products like iPhone SE 2016 and new potential users from the Android ecosystem. We want to focus on the differences between these two user groups.

B. Motivation

According to our experience, there is a significant split between Apple and Android user base. Each user base is usually not willing to leave its ecosystem because of various reasons. Apple users value a profoundly integrated ecosystem, stability, support, quality, and ease of use. Android users value freedom, hackability, a broad range of products, and their price. We, therefore, believe both user bases select their new device based on different metrics. We want to focus on both groups and compare their shopping behavior when selecting the recent iPhone products.

C. Overall objective

We believe Apple Event has a significant influence on the shopping behavior of its viewers. We also believe Apple users focus on the showcased features more than Android users. We also believe Apple users owning older devices are more interested in features not introduced in the latest generation, whereas Apple users of last year's iPhones will focus solely on the new generation features. We also believe Android users are not aware of recent changes and have not seen the recent Apple Event, and as such, will focus more on the software side of the iPhone products than current Apple users. In our research, we want to prove our hypotheses, describe the shopping behavior of different user bases, and analyze the influence of Apple Event feature advertisements on both Apple and Android users.

D. Specific research questions

What do Apple users focus on when inspecting the newest iPhone? What do Android users focus on when inspecting the newest iPhone? How does a previous knowledge of Apple advertised iPhone features obtained from the Apple Event influence the user's interest in the device? How much are Android users willing to enter the Apple ecosystem? How much are Apple users willing to leave the Apple ecosystem?

II. RELATED WORK

A. Studies on user experience or preference

Bjelland et al. [1] measure and quantify how consumers' smartphone choices relate to their peers' smartphone choices. The study shows that the core social network is more extensive for iPhone users than for Android and Apple users have more friends than android users, which might be the reason for the solid social effects on the adoption of iPhones. Chien et al. [2] develop a user model for OS design based on UX for assisting designers in identifying the relationship between user perception and UX. The results of validation conducted on different tablet OSs, Apple and Android, are also included in the study. Jain et al. [3] identify various factors that influence purchase decisions and carry out the challenges faced by the marketer for reaching its target audience and the challenges faced by the customer while judging the brand during purchase.

B. Studies on marketing strategy

Johnson et al. [4] indicate that Apple has a successful marketing strategy, like understanding what will get people excited about its products and showing that they care about their consumers' lifestyles instead of talking about product features or technology. Since smartphones are expanding on international markets, Tien [5] researches what factors can bring success to global marketing strategy and what the distribution policies are the essential keys to help businesses stand firm in the market. The study also compares the results of Apple with Samsung's.

III. METHODS

A. Selected research methods

We will perform observation sessions for the first stage and a survey for the second stage. In the first stage, we can observe the first reactions of the participants while they operate the recent generation of iPhones 13 and record what features catch their eye. The observation will be done in a store where iPhone 13 is displayed. We believe observation is the most objective research method for this purpose. After that, we will analyze our findings and develop the issues or questions we want to explore further, which can be researched in our second stage, the survey. In this stage, we will also ask Apple Event-related questions to discover the influence of Apple advertising campaigns further. A survey will allow us to obtain a reasonably meaningful sample of user responses.

B. Scheme

In the observation stage, we will inspect selected participants trying the recent generation of Apple iPhones. Each participant will be led to a store where these devices are put on display. We will give them enough time to explore devices to their liking. We will mainly focus on features they are exploring, time spent exploring them, and emotions. Based on the data obtained from this stage, we will be able to tweak survey questions. In the survey stage, we will ask questions

closely related to new iPhone features: Which new features of the iPhone 13 did you recognize? Which feature did you like the most? Which subsystem of the iPhone 13 works better than in your current smartphone? We will also ask questions about the concurrent user base ecosystem: Would you buy the new iPhone 13? Why? Would you use the new iPhone 13 if you got it for free? Why? Would you use Android if it had better software than Apple? Would you use Android if it had better hardware than Apple? Finally, we would like to explore the influence of the Apple Event on users, evaluated from previous questions and the ones following: Have you seen any Apple Event? Have you seen the iPhone 13 Apple Event? Have you tried new features introduced in the iPhone 13 Apple Event? Do you think the Apple Event influenced your decision-making?

C. Target participants

For our research, we will recruit participants with the following criteria:

1) Inclusion criteria:
- Continuously used Apple or Android for 2+ years
- Have knowledge of the latest features of smartphones (does not have to be features of the recent generation)

2) Exclusion criteria:
- Do not use smartphones
- Use other ecosystems like Windows phone
- Use both Apple and Android in the same time

D. Recruitment plan

For the first stage, observation, we will recruit our friends in Montreal. They have to fit the selection criteria. For the second stage, survey, we might also recruit our friends in our home countries since we plan to use online survey tools like Google Form or SurveyCake, which are easier to deploy at scale than other research methods.

IV. WORK PLAN

A. Work distribution plan

The Table 1 on the next page is our working schedule, and we label the distribution with the following abbreviations:
- C: Chun-An
- J: Jakub
- B: Chun-An and Jakub

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[3] VINAMRA JAIN, ASHOK SHARMA, "THE CONSUMER'S PREFERRED OPERATING SYSTEM: ANDROID OR iOS," International Journal of Business Management & Research (IJBMR) ISSN 2249-6920 Vol. 3, Issue 4, Oct 2013, 29-40.

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TABLE I
WORK DISTRIBUTION DIAGRAM

		Oct 2021			Nov 2021				Dec 2021	
WBS	Task	W3	W4	W5	W1	W2	W3	W4	W1	W2
1	Preparation									
1.1	Idea generation	J								
1.2	Literature review	C								
1.3	Proposal report		B							
1.4	Project revision		B	B						
2	Stage 1 - Observation									
2.1	Method design			J						
2.2	Recruitment			C						
2.3	Observations				B					
2.4	Analysis				B	B				
3	Midterm Report				B					
4	Stage 2 - Survey									
4.1	Question design					C				
4.2	Surveys						B	B		
4.3	Analysis							B		
5	Final report								B	B