On Selecting a New iPhone by Apple and Android Users

Chun-An Bau   Jakub Profota

Apple Event

September 14, 2021

iPhone 13

Our most advanced dual-camera system ever. An even brighter OLED display. A lightning-fast chip that leaves the competition behind. A huge leap in battery life.

Learn more

Research Questions

- What do Apple/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/Apple users willing to enter the Apple/Android ecosystem?

Related Work

- Studies on user experience or preference

- Studies on marketing strategy

A Social Network Study of the Apple vs. Android Smartphone Battle

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Abstract—In this paper we measure and quantify how consumer's choice of smartphones are related to their peers' smartphone choices. Specifically, we study and compare this 'social component' of product adoption for two competing classes of smartphones: iPhone and Android. This is done by constructing a proxy of a social network by using anonymous phone log data from Norwegian mobile phone users, and then coupling adoption data to this social network. We find that

communication links (voice and sms) as proxy for the social relationships. To remove error sources due to 'non-personal' relationships we have applied some filtering of the dataset. E.g. we see that some customers have thousands of contacts during the three months period. This can be machines set up to automatically send SMSs, company call-centers or other forms of extreme calling behavior. Such outlier nodes are filtered out

CrossMark

User-experience of tablet operating system: An experimental investigation of Windows 8, iOS 6, and Android 4.2

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ARTICLE INFO

ABSTRACT

Understanding the user preferences over the operating system (OS) of a computer is a critical for product designers to enhance user satisfaction. For mobile computers such as tablets, the user interface of OS will affect user-experience (UX). However, little research has been done to collect and analyze customer needs of tablet OS to identify the relationship between OS characteristics and assessments of UX. Focusing the needs in real settings, this study aims to develop a user model for OS design based on UX for assisting designers to identify the relationship between user perception and UX. For validation, an empirical study was conducted to compare the prevalent OSs equipped in tablets: Windows 8, iOS 6, and Android 4.2, as the stimuli. In particular, on the basis of the major aspects that constitute satisfactory or unsatisfactory UX, specific rules are derived as references for the OS. The results have shown the practical viability of the proposed framework. In particular, the iOS 6 possesses a satisfactory support architecture and favorable brand image that resulting in satisfactory UX. The Android 4.2 possesses a satisfactory support architecture and functional performance, resulting in satisfactory UX. The Windows 8 possesses a satisfactory functional performance yet the OS is difficult to use, demonstrates inadequate GUI support, is unclear and complicated to learn, and features an unsatisfactory support platform.

THE CONSUMER'S PREFERRED OPERATING SYSTEM: ANDROID OR iOS

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ABSTRACT

Google's Android and Apple's iOS have been the frontrunners in the Smartphone era that we have been witnessing. Since the past 5 years we have seen revolutionary changes in the usage of mobile phones. Apple with its iPhone series created ripples in the market but in 2007 Android OS launched by Google challenged the dominance of Apple iOS.

Further we have seen the smart phone market was fuelled by youth who have preference for innovations. They are

The Innovative Success that is Apple, Inc.

Katherine Johnson
Yang Li
Hang Phan
Jason Singer
Hoang Trinh

Introduction- The Birth of a Brain Child

Apple, Inc. started out as an idea of one man. This man was Steve Jobs. Jobs and his friend, Steve Wozniak, were two high school drop outs living in the Silicon Valley with extremely innovative and intelligent minds (Santa Clara Historical Society, 2012). The pair teamed up, while working for Hewlett Packard, to start Apple, Inc. from the basement of Jobs' home (Santa Clara Historical Society, 2012). The pair created the first Apple computer on April 1, 1976 (Santa Clara Historical Society, 2012). The rest, as they say, is history. The creation of that first computer—and subsequently the birth of Steve Jobs' brain child-- is what started Jobs and Wozniak on the path that has now revolutionized the way that many people all over the world use a computer, search the internet, listen to music, and even talk on the phone. Apple, Inc. is the perfect example of how a dream became a reality—one step at a time.

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International distribution policy comparative analysis between samsung and apple

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Abstract
Most businesses are expanding on international markets in the context of increasingly difficult and fierce business environment. Businesses will have to build and develop an international marketing strategy to be effective to compete and stand out among millions of other businesses from every country. In addition to many factors that can bring success to international marketing strategy, the distribution policy is an important key to help businesses stand firm in the market. The following report helps readers better understand the purpose, importance, requirements, functions, influencing factors and distribution methods of distribution policy in international marketing. At the same time, the research compared this strategy of Samsung and Apple, the two competitors and also two of the world's leading technology corporations to see the different elements of each. The brand leads to the success of the distribution policy in international marketing to make their products known and present everywhere, every corner of the world.

Keywords: International distribution, distribution policies, samsung, apple

Survey

- Which feature did you like the most?
- Which subsystem of the iPhone 13 works better than in your current smartphone?
- Would you buy the new iPhone 13? Why?
- Would you use Android if it had better hardware than Apple?
- Have you seen any Apple Event?
- Have you tried new features introduced in the iPhone 13 Apple Event?
- ...

Target Participants

Criteria definitions	
Inclusion	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)
Exclusion	Do not use smartphones Use other ecosystems, like Windows phone Use both Apple and Android in the same time

WBS	Task description	Oct 2021			Nov 2021				Dec 2021	
		W3	W4	W5	W1	W2	W3	W4	W1	W2
1	**Preparation**									
1.1	Idea generation	J								
1.2	Reviewing related materials	C								
1.3	Proposal report		B							
1.4	Project revision		B	B						
2	**Stage 1 - Observation**									
2.1	Question design			J						
2.2	Participants 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

- J: Jakub
- C: Chun-An
- B: Both

Reference

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