On Selecting a New iPhone by Apple and Android Users

Team: Friends of Youssef

Chun-An Bau   Jakub Profota

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?

Research Methods

- Observation
- Survey

Observation

- 3 participants
  - Android user
  - iPhone 12 user
  - iPhone 7 user
- The observation was done in Apple store

Android User

- Focus on iPhone 13
- Pleased
  - Performance of 3D games
- Displeased
  - Easily scratched camera lenses
  - Tricky-to-hold shape
  - Hard to find functionalities
  - Expensive price

iPhone 12 User

- Focus on the new MacBook Air, iPad mini, and the latest released iPhones
- Pleased
  - Smaller notch
  - Better battery life
  - New colors
- Displeased
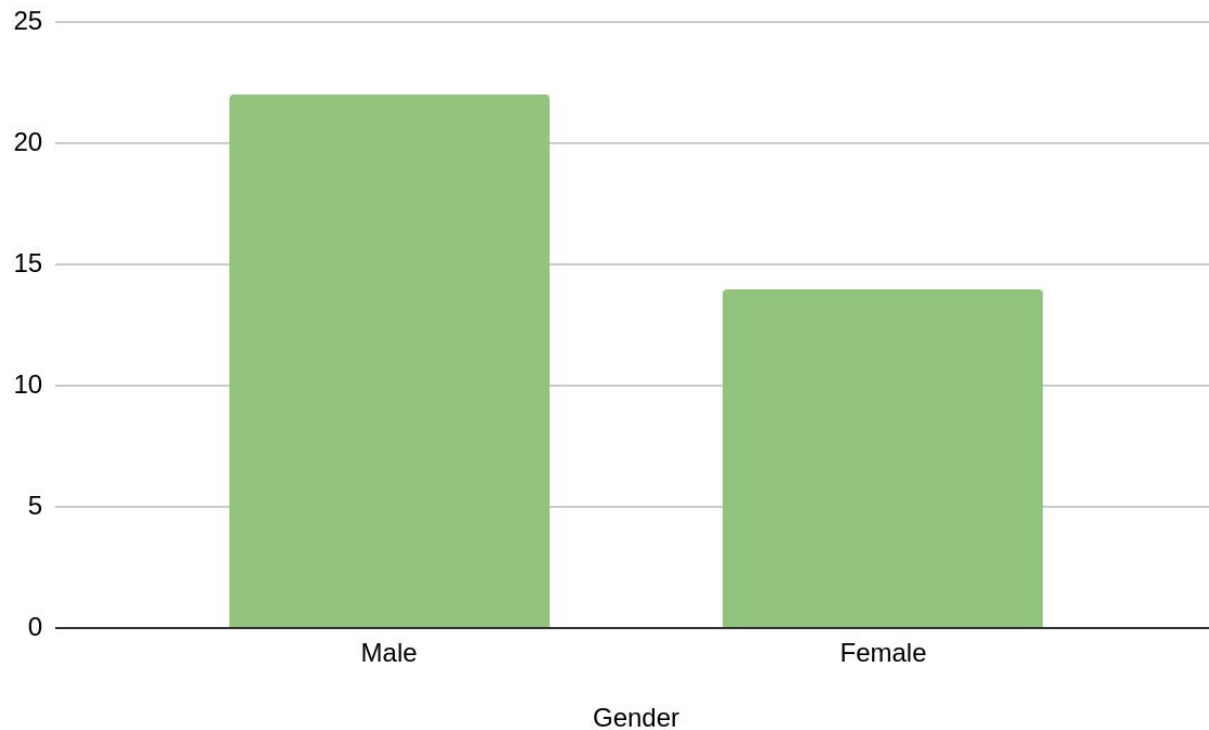 - The large size of iPhone 13 pro

iPhone 7 User

- Focus on iPhone 13 mini
- Pleased
  - Perfect size
  - Improved battery life
  - Nice camera system
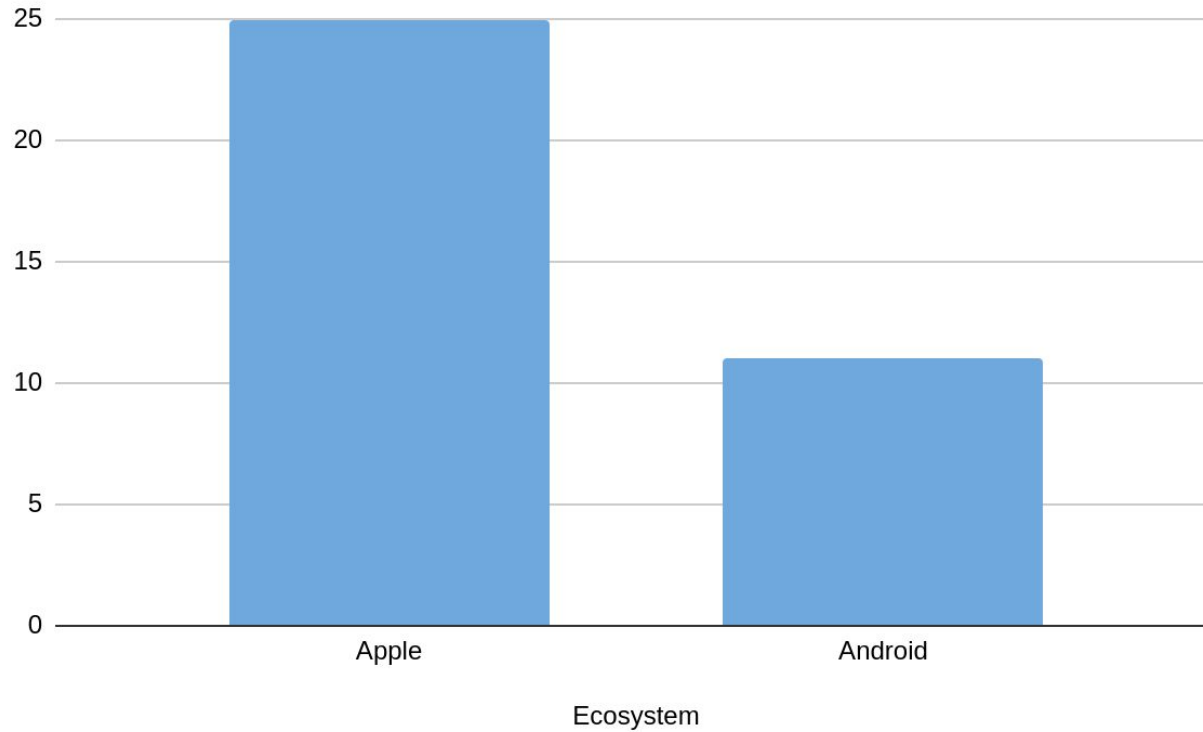- The participant seemed to be thinking about buying the new iPhone

Survey

- Google Forms
- Promote by social media or direct message
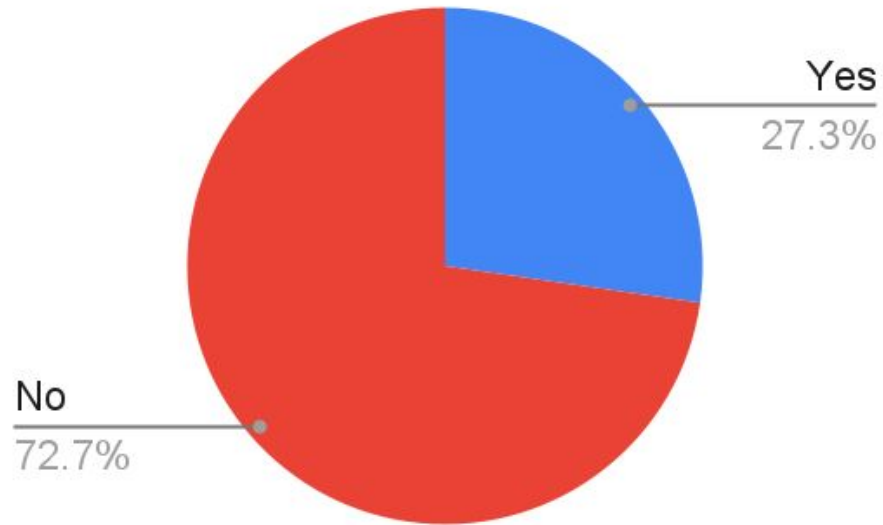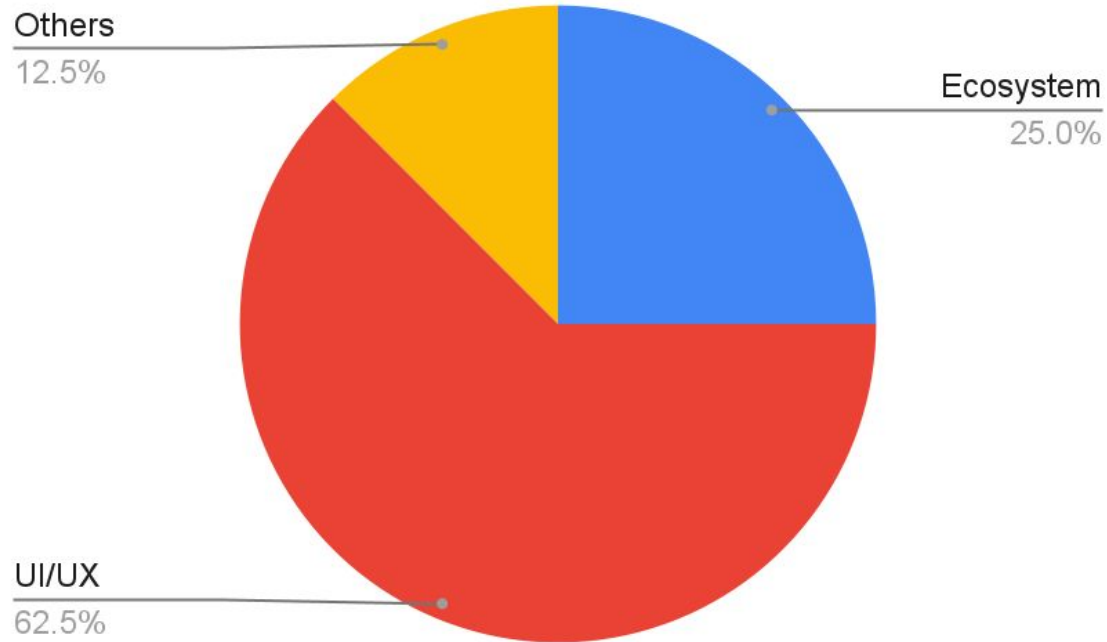- Received 36 answers

Gender

Ecosystem

How much do you like your current ecosystem?

- Likert scale
    - 1 for least preferable, and 5 for most preferable
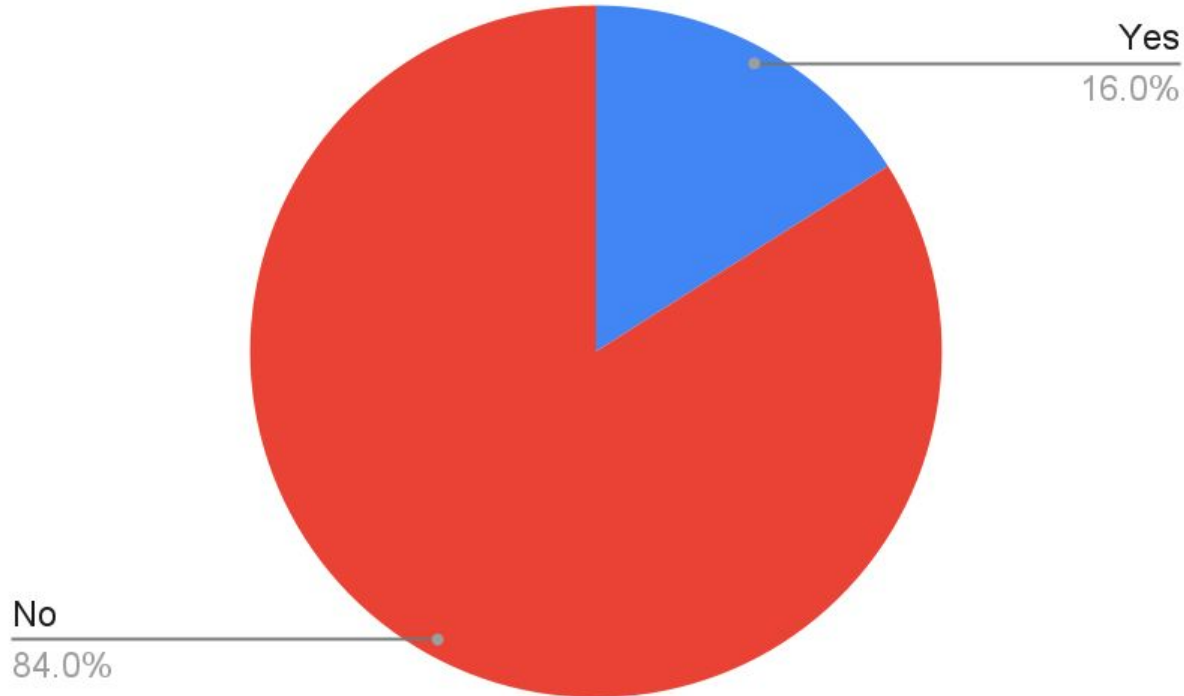- Apple: **4.25**
- Android: **3.5**

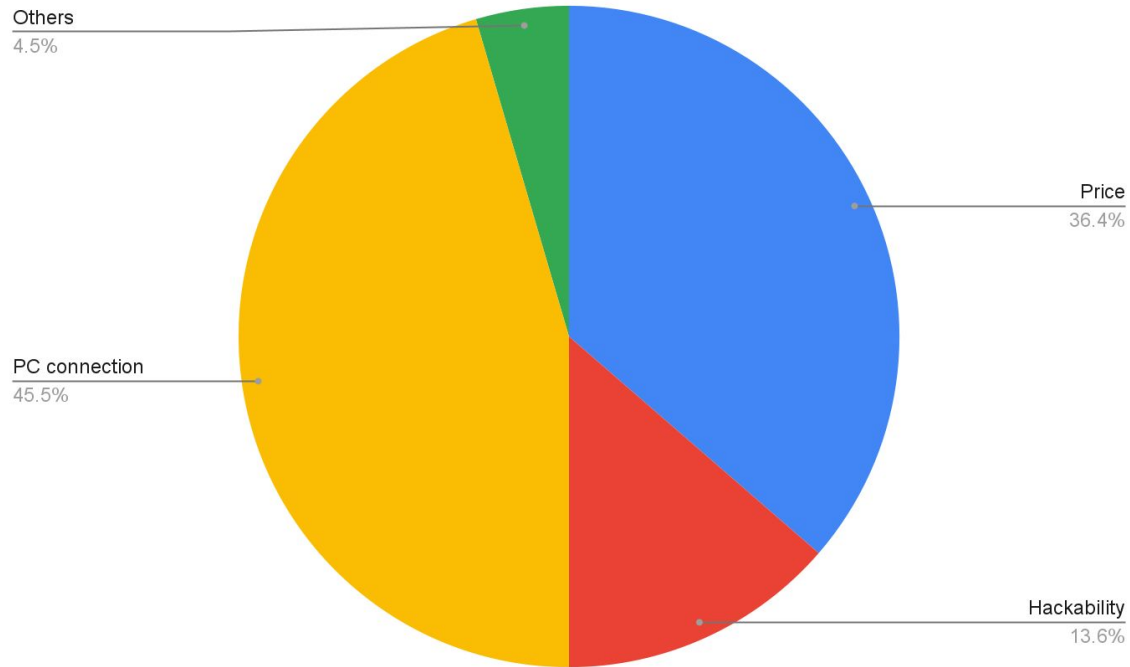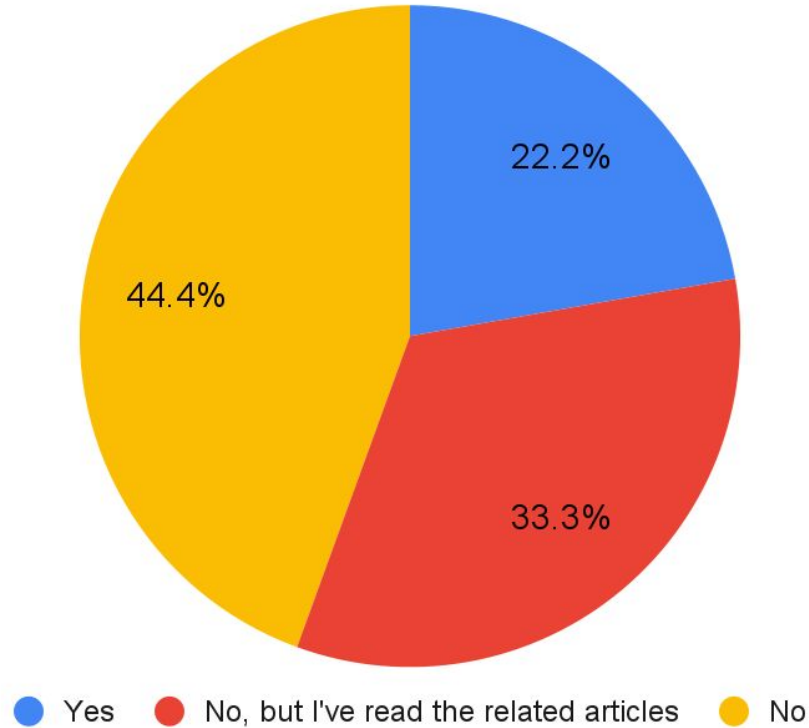# Android Users - Would you like to enter Apple ecosystem?

Yes
27.3%

No
72.7%

Android Users - If yes, why?

Apple Users - Would you like to enter Android ecosystem?

Yes
16.0%

No
84.0%

Apple Users - If yes, why?

Others
4.5%

Price
36.4%

PC connection
45.5%

Hackability
13.6%

Have you seen the Apple event?

Legend: 🔵 Yes 🔴 No, but I've read the related articles 🟡 No

Slice labels: 22.2%, 33.3%, 44.4%

Which new features do you like the most?

19.4% 25.0%
11.1%
16.7% 27.8%

New colors Camera improvements A15 Chip 6GB RAM
Better battery
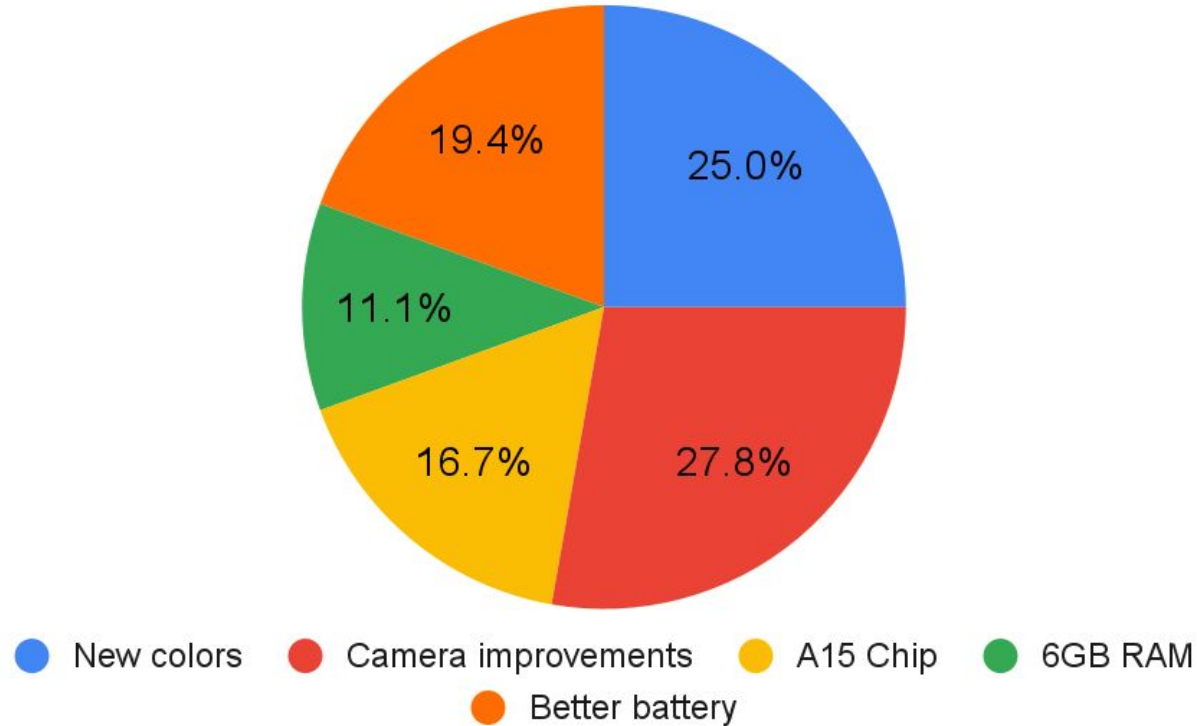
Does the event make you want to buy their new products?

Yes
11.1%

No
88.9%
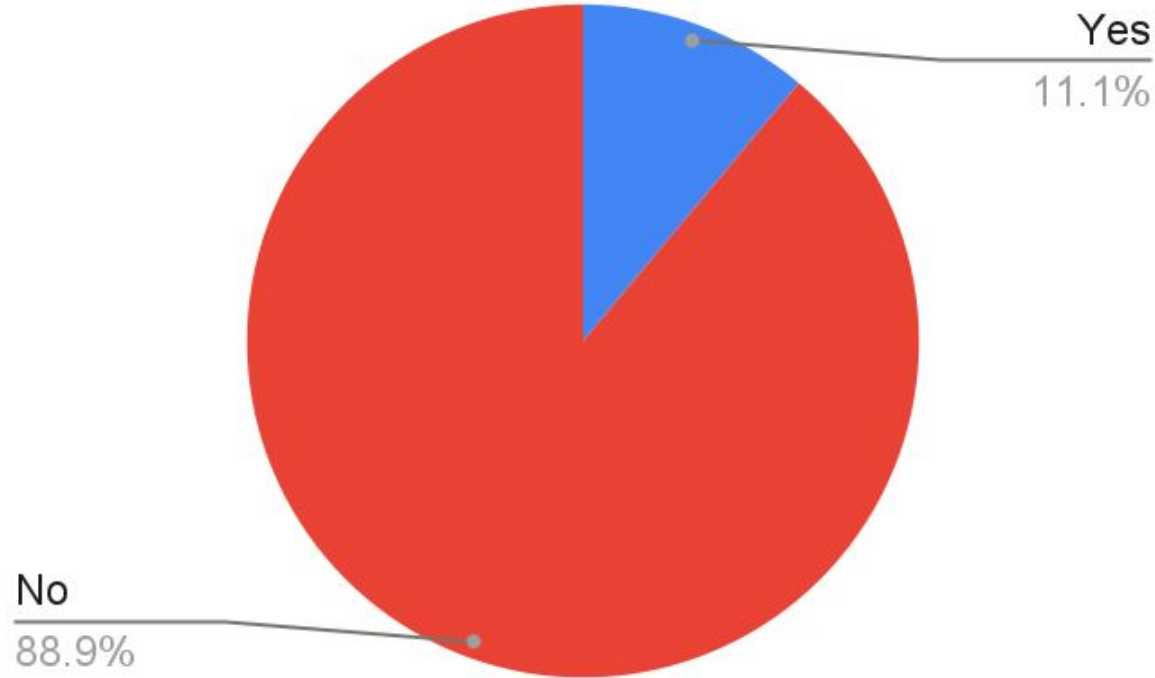
Bonus: Instagram poll
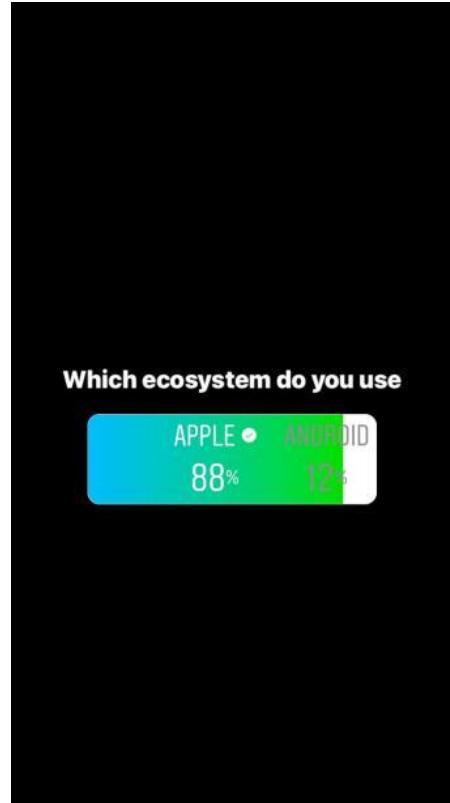
Conclusion

- While inspecting new iPhones, Apple users tend to give positive feedback, but Android users displease most of the features
- Apple users appreciate their ecosystem more than Android users do, but the majority of both sides don't want to change ecosystems
- The event is not the essential reason customers buy new products

Thanks for your listening

(This is Youssef)