

*THINK DIFFERENT*

## Upcoming Apple Product

(We Expect to See in 2022)



1.What are the products?

## iPhone 14



**Rumors Apple's 2022 iPhones will feature a notch less display with a hole-punch camera, A16 chip, flush rear cameras and more.**

## Features

- 6.1 and 6.7-inch sizes
- No notch
- Pill-shaped camera cutout
- No rear camera bump
- A15/A16 chip
- Qualcomm X65 modem

# **Apple Watch Series 8**



**This guide aggregates everything we know about the Apple Watch Series 8 so far based on rumors. Note that it's still early in the product cycle, so these features have yet to be confirmed, and Apple's plans could change.**

## **Possible Health Features**

**Temperature Sensor**

**Sleep Apnea Detection**

**Car Crash Detection**

**Atrial Fibrillation Improvements**

## **2. How are they selling it?**

- Apple products sell through online website <https://www.apple.com/ca/store> or Appstore
- They have option for preorder also

### 3. How is it priced?

The **iPhone 14"** will likely be priced very similar to the iPhone 13. However, with no mini in the lineup, the starting price would be \$799.

### 4. What promotions are they using?

Apple promotes their products through commercials and print ads, focusing on how their products are different from competitors. Commercial ads run when a product is first launched and print ads will run throughout the product's life. Ads usually follow the same style using either white backgrounds to contrast the stylish black of their products (iPhone, iPad, etc.) and logo, or an inverse with black backgrounds and white text with a white logo. Ads are simple and to the point, usually focusing on one key feature of their product.

One big component of Apple's promotion is their yearly keynote speeches. These events themselves are not only part of Apple's overall promotion, but have become a part of their brand and image. They keep fans interested and provide information on upcoming products.

### 5. What datasets do you think you will need to build these services?

Datasets for apple products are available in the given link as shown:  
below <https://www.kaggle.com/datasets/komalkhetlani/apple-iphone-data?resource=download>

## 6. How is the company tracking visitors?

Feedback surveys have proven to be an especially useful way for Apple to gather customer insights. The company emails surveys to customers immediately after they have made a purchase. Customers are asked to rate their satisfaction level and how likely they are to purchase again.