

Shivam Bansal

Caitlin Post

ENGL 182

Apple

We make choices every day in our lives. iPhone or an android phone, or Windows or a MacBook laptop may seem like a small choice everyone makes; but it can have huge impacts on our daily school and work lives. I cannot say that you were wrong with choosing an android phone and a windows laptop because they have their own strengths and you have your own preferences. My experiences of Apple devices articulated further in this letter might inspire you to try one of the devices.

I fell in love with Apple devices because of their simple interfaces and classy designs. Apple had a very modern and simple design philosophy from the very beginning. My first apple product was an iPhone 5S which seemed like a big upgrade from my older Galaxy Note 2 (android). I could instantly feel the difference in speed. Apps would open way faster without any loading time. Moreover, the shift from Android to iPhone was very smooth as all the functions and interfaces were overly simple. It took me almost no time to adjust to the new operating system.

I used to develop android apps back in the day. And my experience with the iPhone motivated me to learn development for iOS. Apple developer guide said that one requires a MacBook to develop for iOS and that's how I got my first MacBook in 2015. I had used 4 Windows laptops before getting this MacBook, and I was overly impressed by it. What do you hate the most about Windows OS? Viruses or applications crashing? These problems were nonexistent on MacBook. The OS was fluidic in nature and simple to use. I was in love with it. My journey with MacBook started with being a part of its developer community.

Both iOS and MacBook offer most apps and software available on android and windows, and a plethora of amazing exclusive apps. So, you can use all your android apps on the iPhone and enjoy a bunch of new ones. One of my favorite exclusive apps is iMessage. iMessage connects me to all my friends and family using iOS seamlessly. I have Facebook Messenger, WhatsApp, Google Hangouts and a bunch of other messenger apps installed on my iPhone, but I end up using iMessage 90% of the time. It is packed with trendy features such as Animoji and Memoji which allow me to share my real emotions with my friends. iMessage takes messaging to next level on iPhone. Some apps also have better interfaces for their iPhone versions. An example would be Snapchat in which you can noticeably feel the difference.

Having a MacBook has also influenced my choices of software I use to design apps. Sketch is the leading User Interface designing software and is only available on a MacBook. I have been using Sketch since the last few years and have been a part of their online community. Sketch is the industry standard for UI designing and leaves windows users with limited

choices. Using sketch has opened up several opportunities for me such as participating in Sketch sponsored hackathons. There are several other such exclusive software which might align with your interests and indulge you to be a part of a community.

Moreover, integration of my MacBook and iPhone is phenomenal. When I am working on my Mac, I am able to see text messages directly on my screen and reply to them. I am even able to take calls directly from my laptop. How do you transfer files between your phone and laptop? Bluetooth, cloud, or a wired connection? Apple allows you to share files effortlessly with AirDrop. Within just 2 or 3 clicks, you can transfer images, music, or documents between any of your apple devices. Additionally, the family sharing feature is amazing if you use subscription services. Family sharing allows you to share purchased apps, music, e-books, etc. with your family.

Apple creates both its hardware and software on its own. Whereas, windows and android devices have different components made by individual companies. This is what sets Apple apart and gives it an edge over other companies. Because they have hundred percent control over their hardware and software, they are able to integrate both the layers in the most efficient ways. I have personally benefitted a lot from shifting to Apple and absolutely love it. I hope this letter inspires you to try an iPhone or a MacBook. I would be glad to welcome you to the community.



Composer's Memo

This letter is the revised version of my SA1. While the message of my letter is the same, I have restructured the letter to address several factors on the rubric. My target audience is Windows and android users. I specifically target people who have never tried apple devices. My goal is to inspire my audience to try an apple device.

In the introductory paragraph, I make the purpose of my letter very clear to my audience. I mention that choosing between Apple or other devices is a choice all of us make. I also

make it clear that windows and android devices have their own strengths and my audience might have their own preferences which formulate their decision. Further, I inform them that I use the letter to share my experiences with apple devices to inspire them to try one.

My second paragraph talks about my first iPhone ever. I specify which android phone I upgraded from to give my readers a context. Further, I mention reasons I felt iPhone was better than my previous phone. As I am inspiring my readers to try an iPhone, I talk about how the transition was very simple for me. I mention that I adapted to the new OS really quickly. These rhetorical choices were made to let my readers know that they should have no difficulty when they shift to an iPhone. The following paragraph talks about my first MacBook and the reason I got it. I mention that I became a part of Apple's developer community as I got the new laptop. I also mention how MacBook had no viruses or crashes unlike windows laptop.

The fourth paragraph tells the audience that Apple devices offer most of the apps that android or windows offer. This means that when my audience finally switches to Apple, they don't necessarily have to stop using their older softwares. Then I talk about my favorite exclusive iOS app: iMessage. Since everyone uses messaging services, I believe that example of iMessage would appeal to the most. I also mention how some apps like Snapchat offer a better interface on iOS because snapchat is used by most young users.

Further, I talk about how MacBook has influenced my choice of software I use to design a User Interface. I talk about the software Sketch and even though it is only for MacBook, it is still the leading design software of the industry. I also mention how I have been a part of the sketch community and benefitted from it. I inform my readers that there exist plenty other exclusive softwares which they might find very useful.

The following paragraph talks specifically about integration features in apple devices. I focus on features which add high factors of convenience to the ecosystem. My last and concluding paragraph tells the reader the real reason of why apple products are so seamless and optimized. Lastly, I ask them again to try out an apple device.