

Airtribe - Product Management Assignment 1

Pros and Cons of an Apple Iphone

Pros of an Iphone

1. **Seamless usability** : Iphone is a fast and easy to use device for all the age groups
2. **Apple Ecosystem** : The range of products and services apple offers is outstanding and gives user smooth experience while using their multiple products (e.g., Photos sync between Iphone and macbook)
3. **Regular security and feature updates** : Apple gives 3 years of regular updates to its devices which make device secure and up to date with latest features
4. **Great camera quality**: Apple is known for its camera and its image processing system gives user a great experience with photos and videos
5. **OS and Chipset combination**: As Apple makes their own IOS(iphone operating system) and chipset which helps in smooth User experience

Cons of an Iphone

1. **Boring UI and not customisable** : UI is subjective to users yet due to its uncustomisable factor makes it boring for many users
2. **No changes in physical design since 3 years** : Apple has been following same physical design of the iphone since last 3 years without any major change in design whereas its competitors are going creative over phone designs. Thus, it stops users from upgrading their iphone
3. **No fast charging** : Comparatively with competition apple is still behind in providing fast charging feature for its users
4. **Updates making old phones unusable** : There are multiple rumours and reports criticising apple for its bad practice of making its old iphone's unusable by pushing updates which makes these phones slow and laggy. Thereby , forcing users to upgrade to a new iphone
5. **Security and privacy issues** : There is a recent report questioning the data security and privacy concerns in an iphone making users data vulnerable to cyber attacks