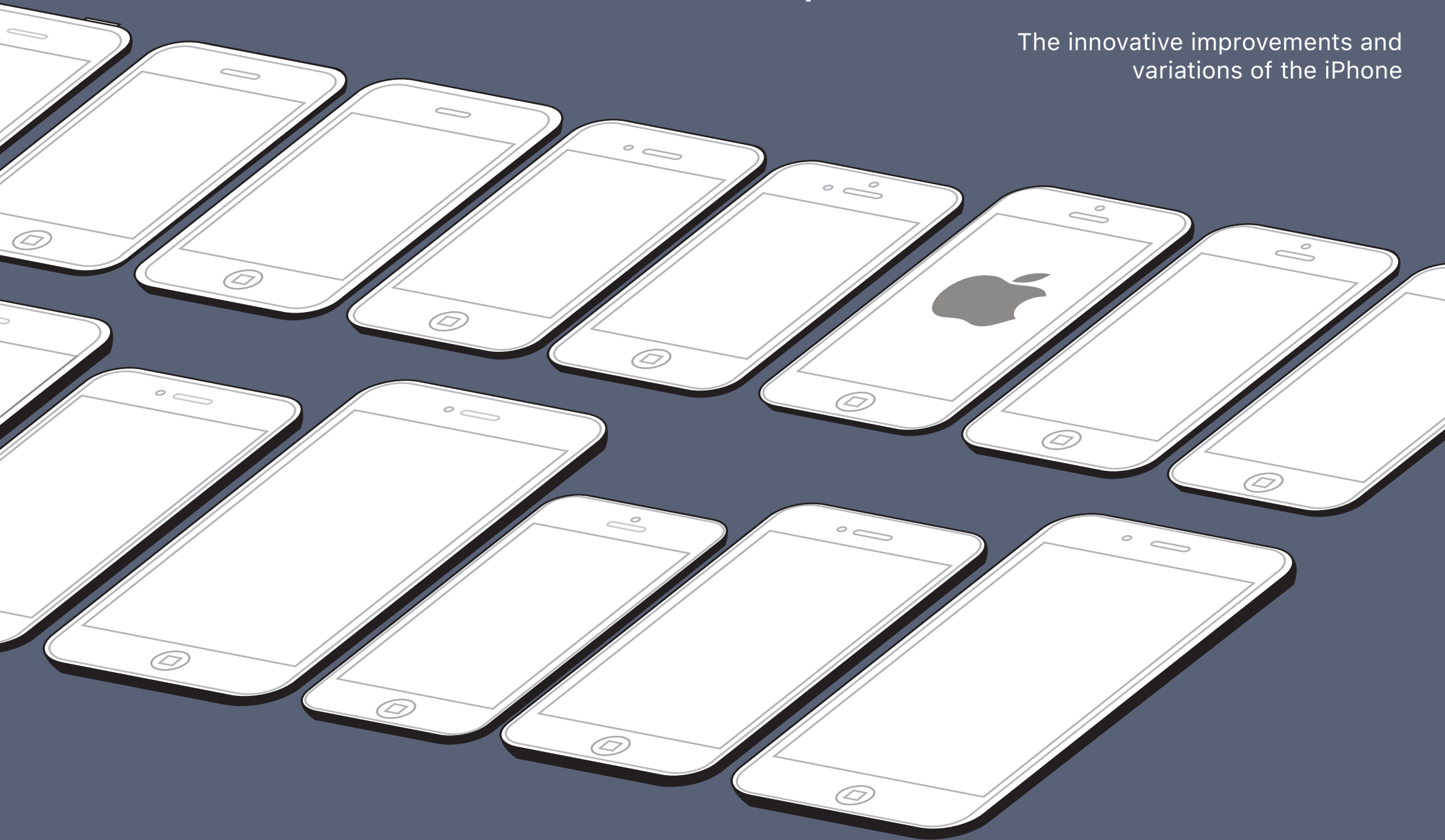


Katelyn Doyle

Special edition

The innovative improvements and
variations of the iPhone



Special Edition

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With each next generation and models of the iPhone comes innovative technologies, design and applications incorporated into them. Where Apple are driven to improve each new iPhone through its function and design. Through analysing and drawing conclusions from their past models it is possible to see very evident trends in the design of the iPhone and consider what is possible for future iPhone models.

When designing their models and future iPhone models, versions and generations Apple will first look at what can be incorporated into the device that they already have in their possession. Such as how the incorporation of the web browser and iTunes helped shape and build the ever-expanding iPhones capabilities in its early days. Utilising software which already pertains to their already existing devices and products Apple compact and condense these aspects into the iPhone.

Apple are constantly working on improving the quality of their iPhones, however, this in turn leads to past models and their incorporated functions to become obsolete,

where the pieces that were used to build and shape them are no longer relevant. By incorporating newer technologies into the iPhone, Apple have been shown to be increasing the capacity of their iPhones, however, this increase in capacity has caused their previous GB (Gigabyte) capacity on their previous models to become obsolete.

This capacity change is quite noticeable when comparing the iPhone 6 series with the iPhone 7 series. Where they changed from a GB (Gigabyte) capacity of 16 and 64 in the iPhone 6 series to 32, 128 and 256 in the iPhone 7 series. Although some advances have been made in terms of iPhone capacity it has also been shown that going from the 6 to 7 that there was very little in design and user functionality changes made as the resolution and size of the device have been kept the same for its corresponding counterpart. This familiarity and similarity between the two series have caused a decline in iPhone sales worldwide as the user doesn't see any value in the few alterations from one model to its corresponding counterpart.

Like the over familiarity and similarity between some generations of the iPhone there is also this aspect incorporated into the models of each series. Taking the 'S' class model of the iPhone as an example it is an upgraded model of its generic counterpart, where newer functions and capabilities are incorporated into the iPhone while still retaining its counterparts design. It is a more functional iPhone while aesthetically it still retains the same design. The newer functions can be just as simple as incorporating a portrait mode into the iPhone 7s where Apple entice anticipation for the 's' classed model, however this strategy of making an 's' class model with improved capabilities causes the generic counterpart to become overshadowed by its presence.

The 's' class model doesn't just contain unique features that its counterpart doesn't possess but it also possesses a larger screen and more resolution. These types of models aren't just designed to entice the user but are also considered more of a luxury iPhone, however, with this luxury also

contains a more expensive price tag to go alongside it. Where the user must consider the purpose, value and cost associated with the model. The generic model of the iPhone will always have a cheaper price tag comparison to its 'S' class counterpart.

By drawing on these types of aspects like the utilization of an 'S' class model and the creation of a familiarity and similarity between the iPhone models and generations of the iPhone it is clear to see a trend in improving the capacity and functionality of one generation to the other. Where it can be inferred that future models and generations will continue to be improved upon in terms of functionality while still retaining a familiarity and similarity between generations and models, where newer functions and capabilities will continue to be added to them. However, with newer capabilities and functions there will be more obsolescence in past designs and cheaper model iPhones will continue to be diminished and overshadowed by their generic form.

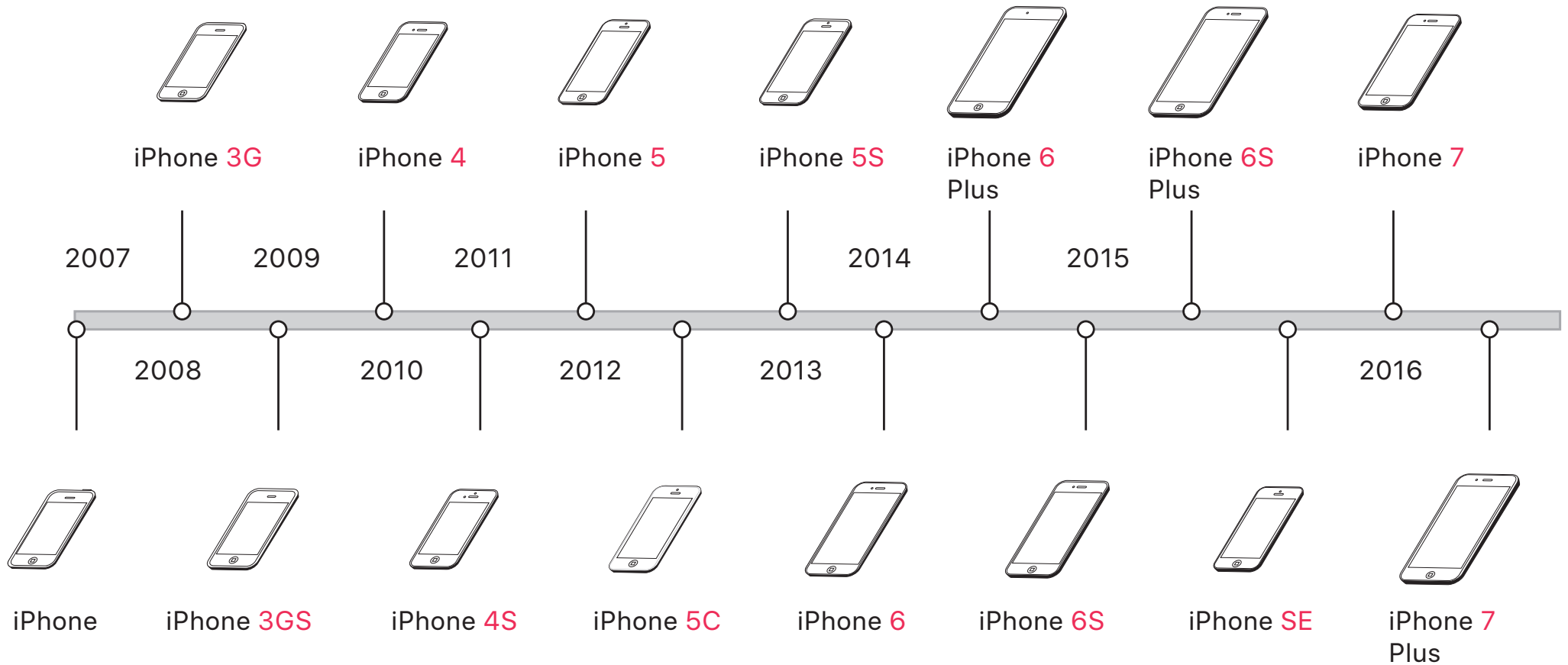


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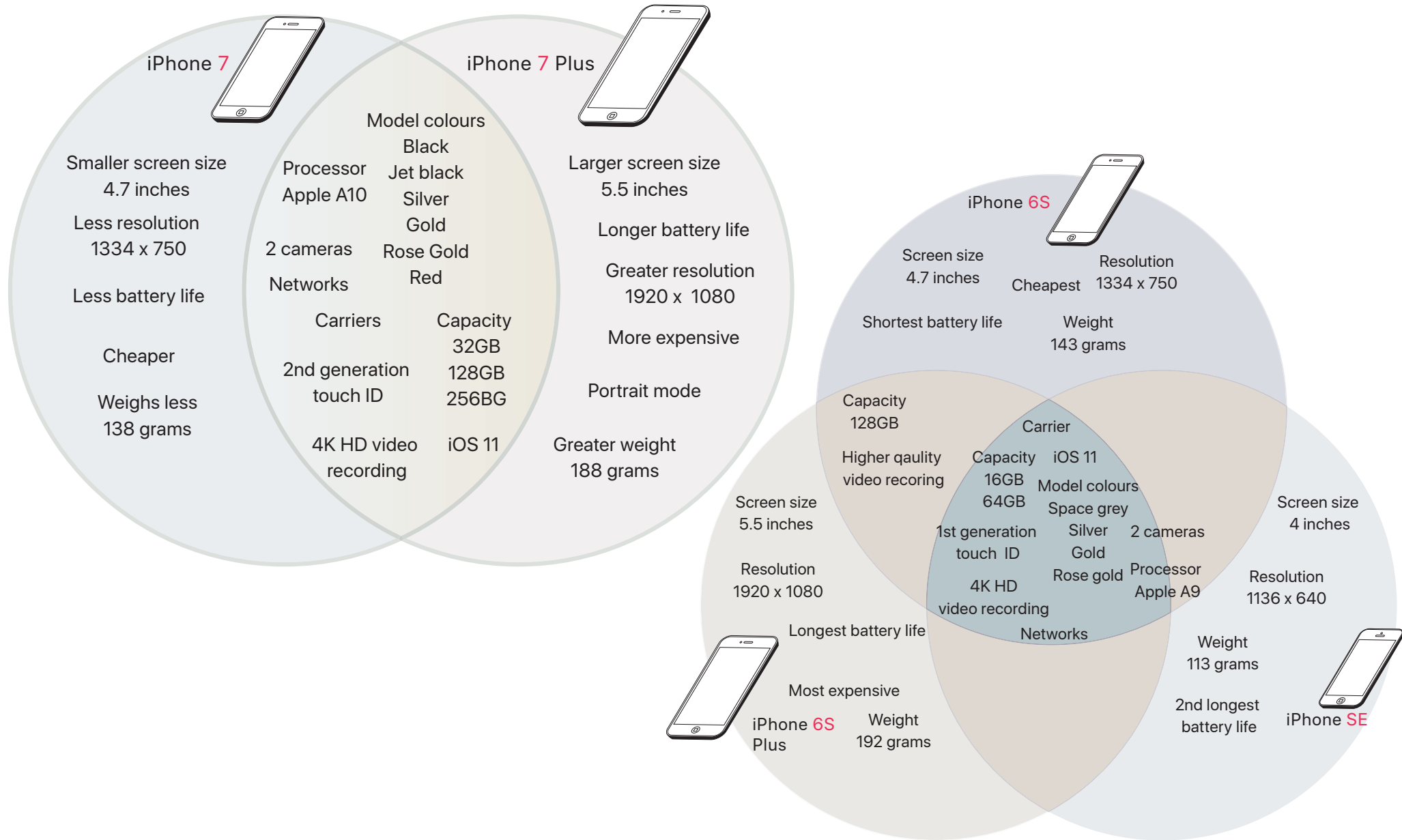
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iPhone - the timeline

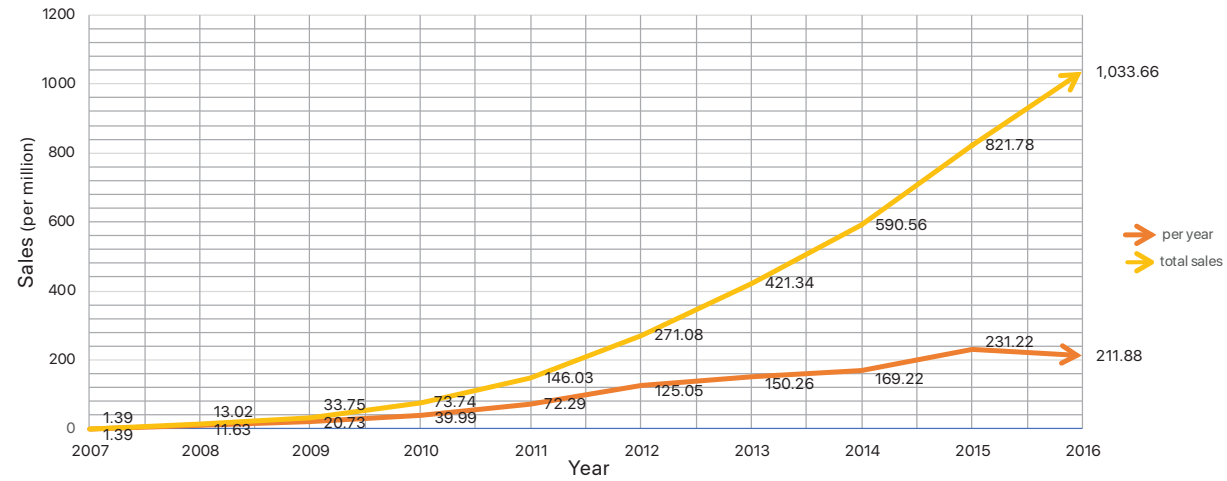


iPhone - generation comparison



iPhone - unit sale volume

Worldwide unit sales



Change in unit sales

