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# Why I've never owned an iPhone

An objectively better mobile device for everyone, or all consumer choice?





# Why I've never owned an iPhone

*Justin Kromohardjo*

Since its introduction, I've never been the proud owner of the popular smartphone of our generation, the iPhone. Devotees of Android devices would never consider transitioning to iOS, just as iPhone fanatics would never think of changing to Android, so why is that?

It should first be addressed that, financially, Samsung is the winner. With an average selling price (ASP) of \$235, as well as its quantity of sales selling 50% more phones every day than Apple. Apple, on the other hand, have marketed their iconic smartphone with an ASP of \$695 per sale. This is 3 times higher than the average Samsung phone, making the iPhone ultimately feel like the superior device.

A common justification used by people in the Apple community, suggests that the iOS system is easily switched to because of its supposedly easy user interface. In my opinion this couldn't be further from the truth. Functionally, many of the issues of transition, especially for those unfamiliar with the 'controlled' environment of the iOS

interface are seemingly difficult. Simply put; **it is far too different.**

One aspect of Apple devices that outsiders, such as myself, may never grow accustomed to, is the 'fixed' approach of Apple's design approach to the iOS. As quoted in Apple's mission statement by CEO Tim Cook, he states "We (Apple) believe in the simple, not the complex", with interface options like their navigation drawer and app services to be locked-in as Apple's default system, which are permanent. Applications, such as iCloud and iTunes are introduced for the user to store, access and operate files. For anyone wanting to make the switch, holders of the iPhone will need to cooperate with these application services to get the most out of their iOS experience.

This change in routine is a tedious process alone, that leaves both a mechanical and psychological for outside users of Apple. A feature that many owners of Android love include the option to freely customize the layout and orientation of their device. Launchers, navigation menus and lock





screens, and alternative layouts can all be modified significantly. Custom layouts are designed by users of their system to truly make devices for the owner feel like their own. While not every Android user will optimize these features, it is still an option that can be accessed if desired.

The “closed” architecture of the Apple, however, is an intended feature of the iOS design that protect the consumer from unwanted/harmful inconveniences, such as malware and junk apps. The iTunes and App Store applications are the 2 prevalent app interfaces that allows for their users to connect with songs. If your iOS device’s content doesn’t come from either of these applications, they cannot be accessed, synced, or used at all. When purchasing an iPhone, users should be aware that they are sacrificing freedom for a simplistic, yet controlled environment that is to be expected with iOS.

A survey was conducted between 50 students of the university to gain a further understanding of the phone young adults

would prefer to own; Samsung or Apple. As part of this research, we have discovered that 88% of participants had previous history with owning an Android phone, with 23 out of the 50 students currently in possession of an iOS device. What can further be demonstrated through the collected survey results (as seen on the next page) is that the debated preferability between the Android and iOS are very evenly divided.

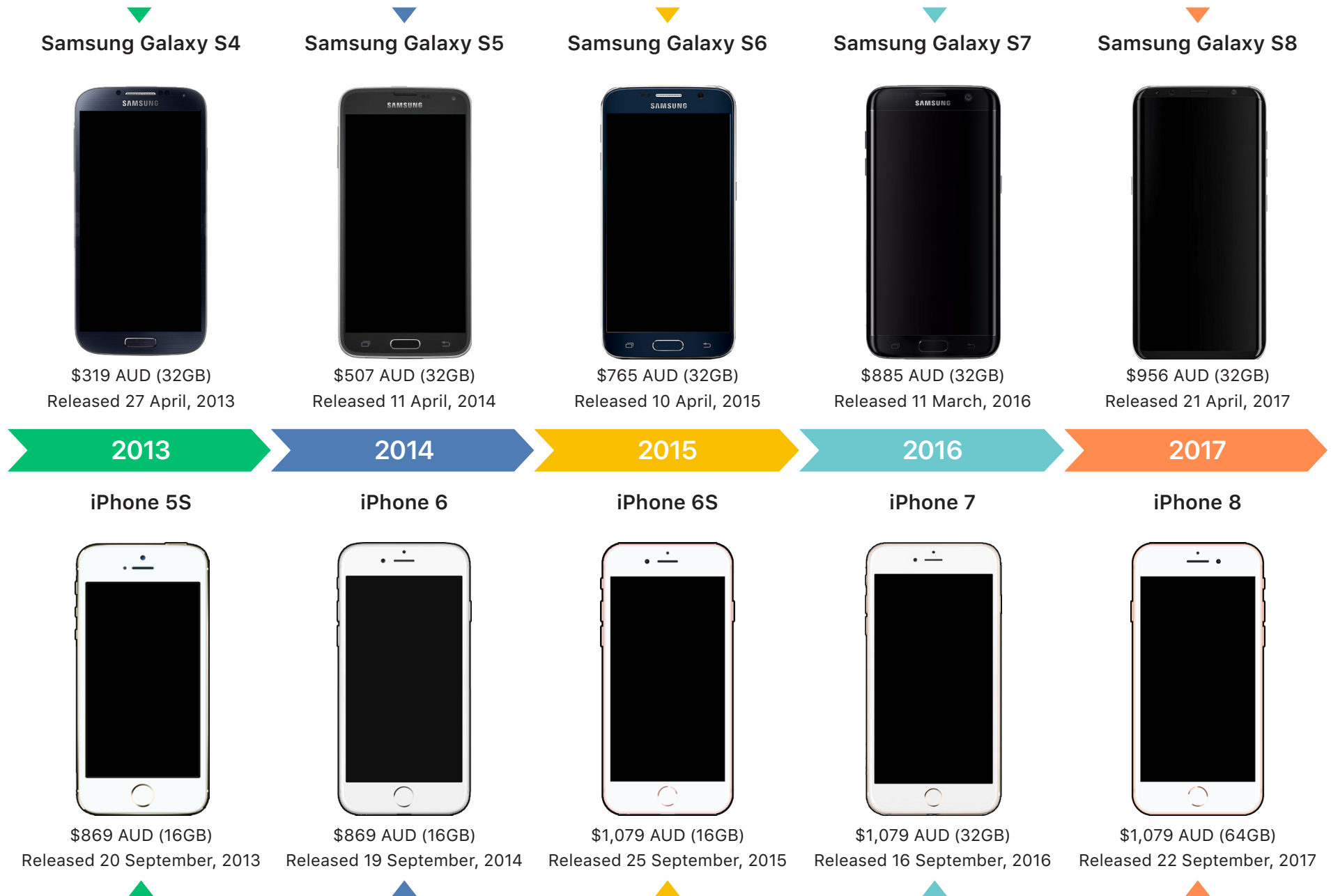
Whether appreciated for its minimally sleek design or its highly-refined camera quality, the iPhone is undoubtedly viewed as the favoured device of our generation. I appreciate the secure interface and simplistic navigation drawer provided by apple, even though these features may never suit an Android devotee like myself. Personal preferability highly outweighs the functional aesthetics of both Apple and Samsung’s operating system, and is for to the user to decide whether they will be satisfied making the switch, or sticking with comfort.

#### References:

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## Release price comparison of the Galaxy S/iPhone series (2013-17)



# Android vs. iOS — The Age-Old Debate

A 50 participant survey

## Do you currently own an iPhone?

- Yes
- No



## How many iPhones have you previously owned? (including current phone)

- +5
- 4
- 3
- 2
- 1
- Never owned



## Would you continue to support Apple as further models are released?

- Yes, Apple is my preferred brand for smartphones.
- No, my preferred choice for smartphones are Android devices.
- I don't personally mind owning either an Android or iOS device in the future.
- Other/mixed opinion



## Do you have any history with owning an Android device?

- Yes
- No



## Are you satisfied with the "closed" architecture of the iOS?

- Yes, I enjoy Apple's user security and simplistic interface.
- No, I prefer the flexibility and customisation offered by Android.
- I don't feel that personally invested in my device to consider its layout.



## Which would you rather be in possession of?

- The latest available Samsung device, the S8.
- The latest available Apple device, the iPhone 8.
- Other



## **"What are features about the Android and iOS devices you like/dislike?"**

