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Adam & Steve

Are you inside or outside Apple's walled gardens?



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"Think different." This universally known slogan is used by one of the world's largest companies, but what does it mean and what does it represent? For many, 'Apple' springs into mind upon seeing or hearing these two words but why and how are these 'two words' so effective in portraying Apple as a company?

The reason is because Apple does do things differently. Throughout the company's existence, Apple has introduced various game-changing technologies into the technologically advanced world we live in.

While it's true that Apple's iPhone has revolutionized the 'smart phone', not everyone is on the same page regarding some of the new features Apple has implemented in their more recent iPhones. These implementations have led some people to see the company as a 'walled garden' which is representative of the company's secretive nature regarding its facilities and that feedback from the public is often ignored as there are some longstanding issues regarding the iPhone

that still persist despite having released many iterations of the product.

The idea of Apple being a 'walled garden' is most prominent when talking about the iPhone's implemented security and safety software. Whilst for the most part, Apple's safety is helpful, it is however, at the same time, very restrictive in the sense that Apple almost forces you into a controlled environment and will not allow you to access certain websites at all even if you are already aware of the risks, something that is not present in other smart phone brands such as Samsung and Blackberry. Due to this, Apple essentially 'babies' individuals regarding the websites they are allowed to visit and view online.

Whilst Apple's slightly over-the-top security is a major factor in 'Apple's walled garden', the company's apparent lack of innovation in their recent line of iPhones is also proving to be a major problem for many iPhone users. In recent years, Apple has changed from an innovative company to more of an iterative one and this is apparent through the company's most

recent iPhone releases. While it is true that Apple is regarded to be one of the most innovative smart phone technology companies out there, their more recent releases of their iPhone really aren't that innovative. Many are just more powerful recreations of their previous. However, this is where they shine. Although innovation isn't Apple's forte, they are great at making steady, reliable improvements over time which can be seen with how simple and safe their products are to use, something which doesn't happen overnight - but through repeated trial and error.

While it is true that their products are steadily improving, so are their prices. The company is only able to maintain this extravagant price tag through their 'Apple Cult' – which refers to the long-term users of iPhones who have developed a stubbornness to continue purchasing the product. One example of such a case is the iPhone 7 – where Apple took away the 3.5mm headphone jack which proved to be a major turn-off for many people. Yet

it is continuing to be a success for the company.

"There is no denying that Steve Jobs understood the potential of cool. In many ways the iPhone's success is largely based on it being the "cool" phone. Instantly recognizable, used by celebrities and with an extraordinary marketing budget, the iPhone has become the phone people wanted to be seen with. If other smartphone makers could get away with charging a thousand dollars for a phone and feel confident that it would be bought regardless, then they would absolutely mirror Apple's pricing."

The iPhone isn't the world's best-selling phone because of one or two headline-grabbing features. It's the world's best-selling phone because Apple has spent eight years refining the device, gradually making it thinner, simpler and more polished, year after year after year.



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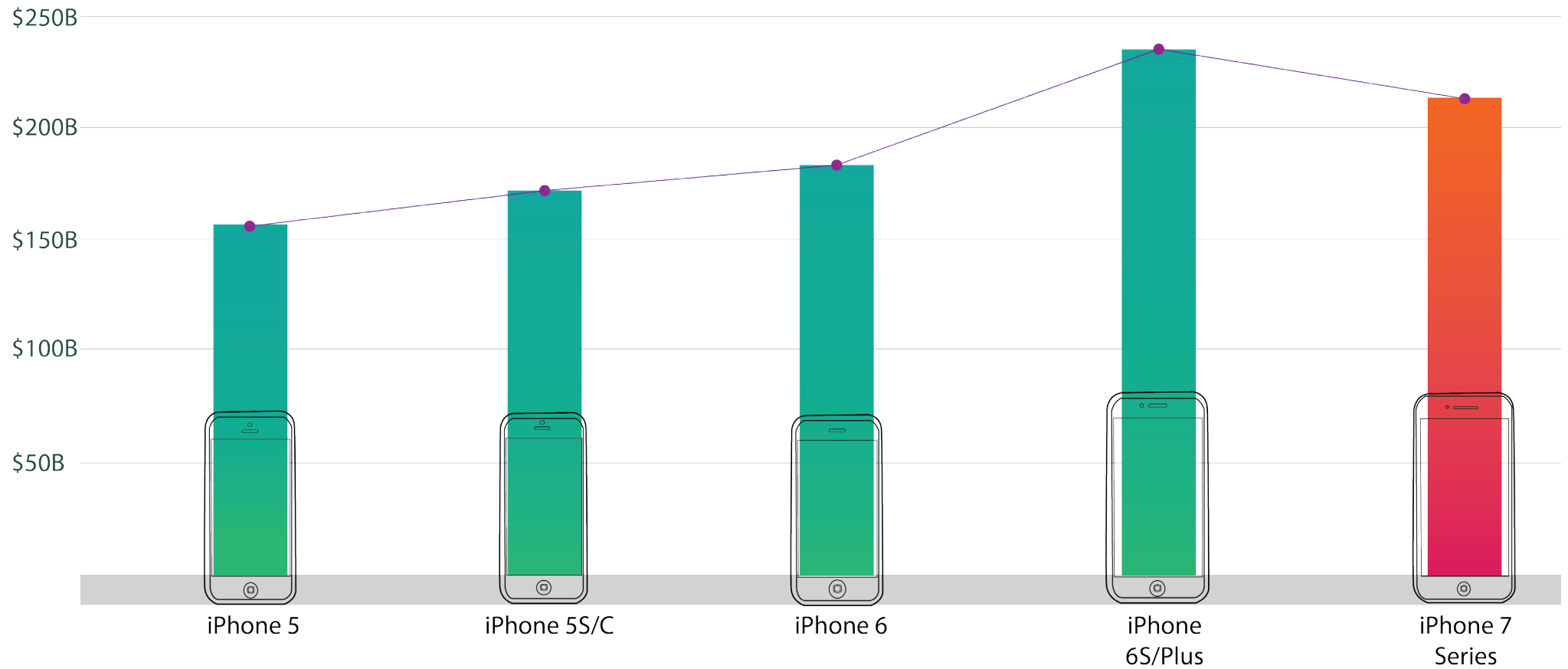
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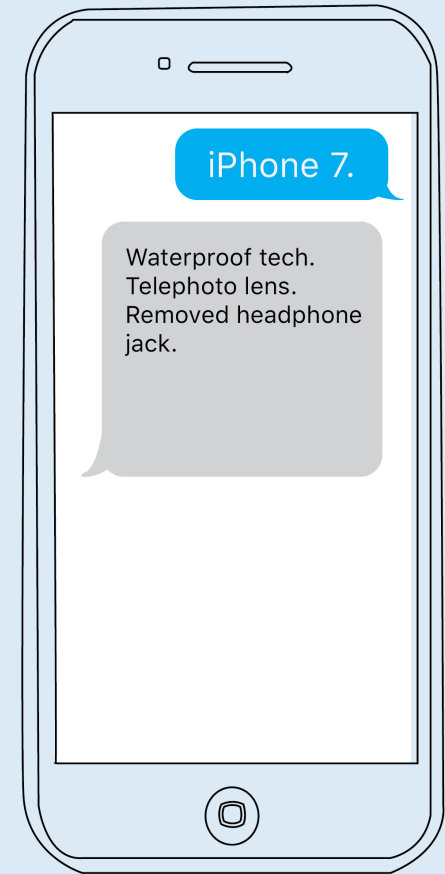
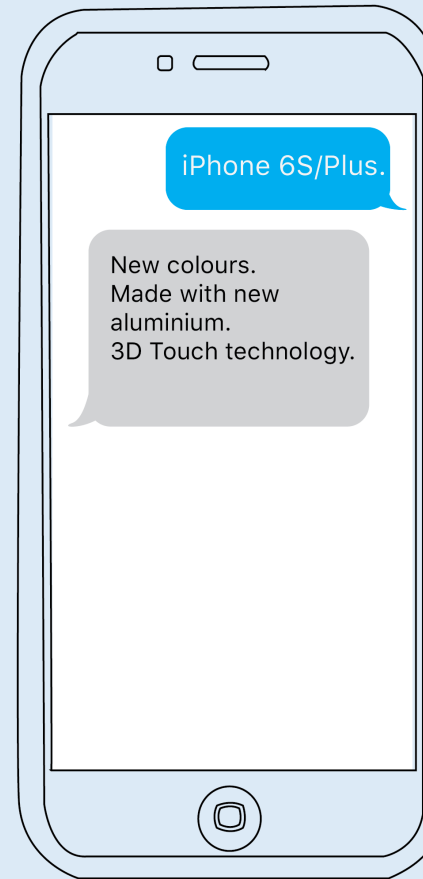
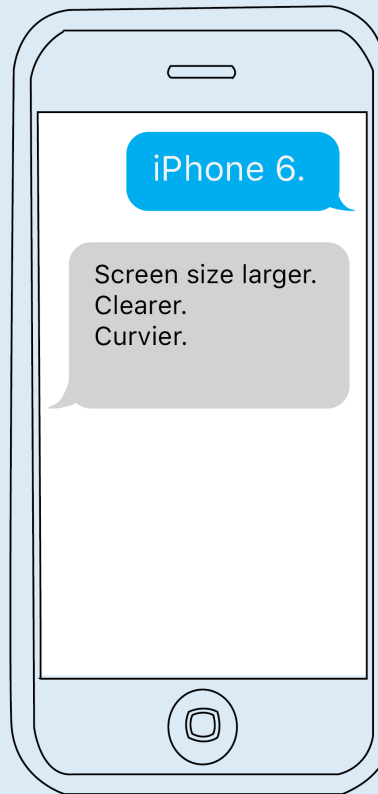
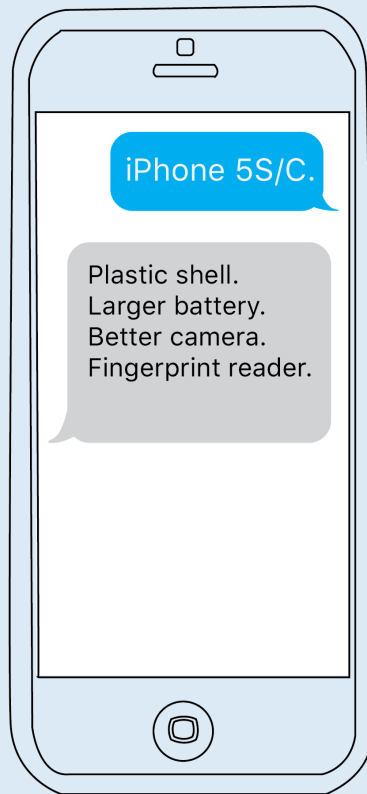
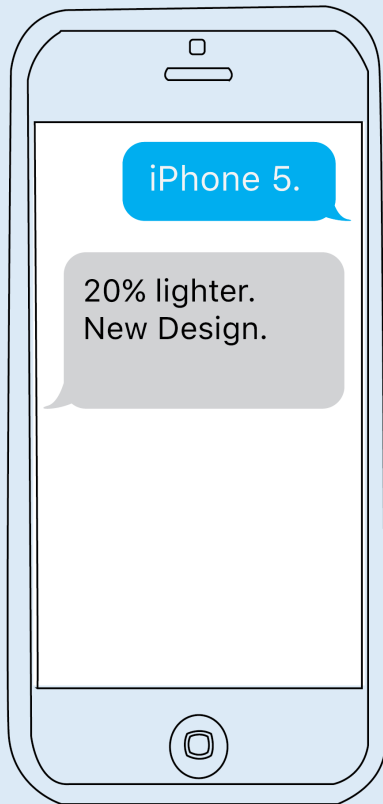
iPhone Releases vs. Apple's Revenue



iPhone Iterative Developments

Gimme the lowdown.

Ok.



Average Price Point of iPhone over Generations

