

*Natalie Bruzzese & James Daries*

# Size Matters

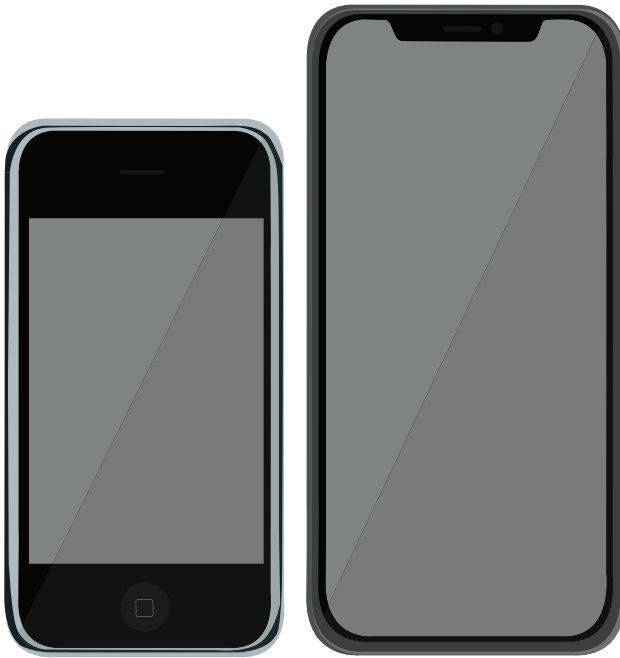
In the fight for supremacy, Apple expands their aesthetics to become the most diverse brand





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Over the past 10 years, the American multinational corporation, Apple Inc. has revolutionised the technological industry through the realisation of innovative ideas in the form of new products and augmented features. Across the timeline, the iPhone has not only enhanced its device capabilities, but also changed its shape, size and colour to create more personalised connections with its consumers and to remain up-to-date in an ever-changing, global market.

Apple believes in creating the best possible user experience, and therefore, they have developed iPhones that are functional, easy to operate and allow for customisation. This has been achieved through annual releases of newly developed mobile products, enabling them to remain responsive to a competitive market.

With its birth in 2007, the January release of the first edition iPhone greeted the technological industry with aesthetic and functional properties unmatched by its competitors. With a weight of 135 grams, a screen measuring 3.5 inches

in width, and a depth of 0.46 inches, the iPhone functioned as a phone, camera, portable music player and email system. Colour was strictly limited to silver and black, and the phone possessed rounded geometric properties.

Four years later, Apple Inc. introduced the iPhone 4s, which incorporated the first ever fully functional and fluid mobile intelligent assistant 'Siri'. Similarly to the original iPhone, its screen dimensions remained the same, however its aesthetic appearance altered, by a reduction of the iPhone's depth to 0.37 inches and an increased weight of 140g.

On September 2014, the iPhone introduced its first up-sized mega phone, becoming one of the most popular Apple phone devices ever created. Measuring at a screen dimension of 5.5 inches with a depth of 0.28 inches, and weighing 173g. iPhone's most recent mobile the iPhone X, released on September the 12th, has taken the world by storm changing the way the iPhone looks aesthetically in order to expand their screen dimensions to 5.8 inches. However,

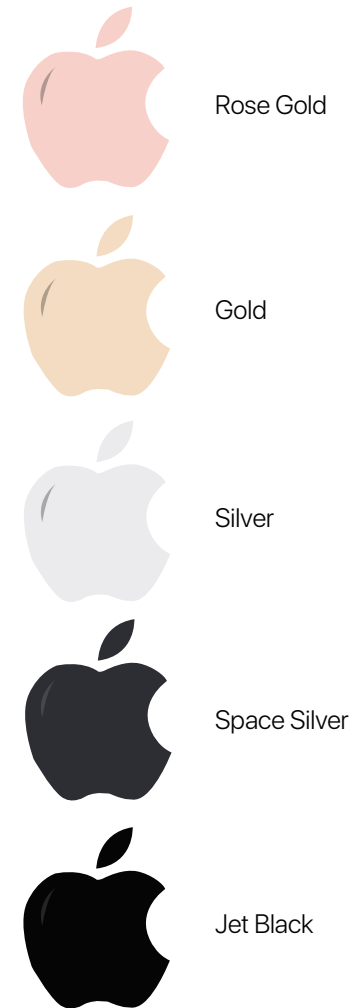
the weight of the iPhone unlike previous generations has only increased by 1g, now weighing in at 174g, with an increased depth of 30 inches from the last milestone iPhone.

Apple as a company have expanded their horizons and increased the diversity of their iPhone products. The original iPhone has a minimalistic colour palette only being manufactured in silver and black, but since then Apple has increased their colour range utilising the entire colour spectrum. The most popular iPhone colour being purchased now is jet black (23%) and least popular being one of the original iPhone colours, silver (8%). The size of the iPhone has also been a huge factor in the positive incline of Apple's revenue with 55% of iPhone buyers purchasing the iPhone Plus versions compared to the standard iPhone size.

In the IDC's 'Always Connected' 2013 report, research suggests a startling 78% of smartphone users predominantly use their device to check and operate email systems. Over half of smartphone

consumers also used it for other popular activities including web browsing, social media, gaming and navigational purposes. Taking this into account, Apple Inc. has strategically modified the iPhone over the years to better accommodate its users, and the activities they conduct while operating the device. An example of this would be an increase in the iPhone's size and screen dimensions, allowing for a larger viewing screen for consumers to comfortably watch videos or play games on their device.

Hence, through the functional and aesthetic improvements of the iPhone, Apple Inc. has successfully grown as a company, focusing on satisfying the needs of their consumers through providing a diverse range of colours, sizes and IA capabilities, to suit the purposes and desires of each individual user.



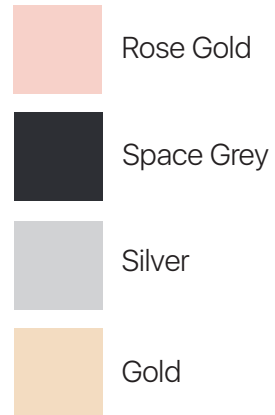
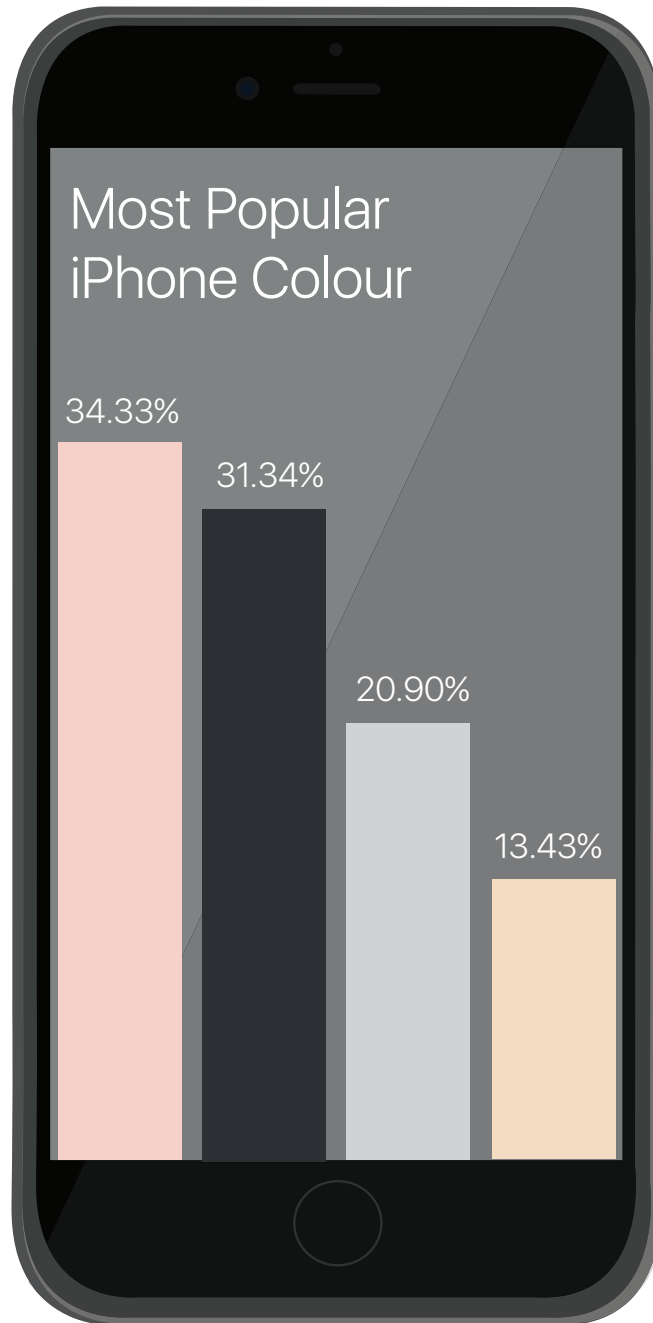
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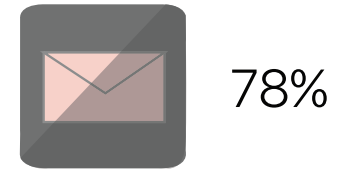
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## Popular User Activities



# iPhone Spatial Dimensions

