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Obsolete...As Planned

Apple has ultimate control over the way consumers repair and replace their iPhones.



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Planned obsolescence is apparent across each generation of Apple's iPhone. Apple controls how and where their users can repair their damaged or broken phones by creating inaccessible hardware. Apple also controls the cost to do so, encouraging consumers to simply purchase a new model at the end of each year. This strategic marketing and industrial design strategy is an unethical approach that often goes unnoticed by most iPhone consumers.

Planned obsolescence is the act of intentionally reducing or limiting the life expectancy of a product in order to persuade consumers to repeat their purchase of the brand or product. This policy of planned obsolescence within the iPhone is a strategy to compel consumers into spending more money with the brand.

Apple and the iPhone apply principles of planned obsolescence throughout their design and marketing strategy. The key feature in any Apple iPhone that is evidence of planned obsolescence is the tamper-resistant screws incorporated at the bottom of each year's iteration of the device. These

screws are designed by Apple to reduce consumer's access to their devices internal components for self-repair purposes. This means that consumers are cornered into taking their device to a registered Apple Store in order to have any of the components replaced or repaired, typically at an expensive price. Apple's unethical approach towards planned obsolescence and dictatorial control of product repairs leaves the consumers with an unnecessarily expensive product they may not be fully aware of when purchasing. Apple has been implementing this exact form of planned obsolescence since 2010 where their proprietary five-point security screws were introduced at the bottom of the iPhone 4.

As a result of this industrial design strategy, Apple has given rise to companies that can provide alternatives for aware consumers. American company 'iFixit' was born from this industrial design strategy, they manufacture screwdrivers each year that allow user's to cheaply access and repair their iPhone's internal hardware without paying the extreme price for a qualified Apple employee to do the same. iFixit

CEO Kyle Wiens believes that this design feature employed by Apple is a direct form of planned obsolescence. This company along with others now produce screwdrivers as well as a series of detailed instructions for everyday consumers to repair and replace components of their iPhone's at a significantly reduced cost in comparison to taking the device to an Apple Store as it was intended by Apple's designers. These companies such as 'iFixit' are responsible for consumers taking back the control of their device and disregarding Apple's planned obsolescence.

Apple's industrial design strategy is so controlling that it has operated to encourage consumers to upgrade their phones rather than replacing them as soon as any issue develops. iPhones are notorious for being delicate and not particularly durable; even Apple acknowledges that the estimated life-span of any iOS device, including the iPhone is only three years. The fundamental design of an iPhone is produced to work for a short

period of time before you are expected to simply upgrade to a newer model in the running series of iPhone, rather than repair your existing product.

Apple is incredibly talented at marketing their products, but behind the advertising it is known that they have been releasing a new iPhone every year since 2007, cornering consumers into buying the "latest and greatest" year after year, even offering a system that makes purchasing the latest device immediately after it's release even easier. Each iteration of the iPhone is marketed as "better" than before, resulting in the previous devices being perceived as budget-oriented, outdated models. This again is Apple's unethical intention to generate a form of planned obsolescence year after year.

Apple has incorporated controlling industrial design strategies in each iteration of the iPhone since it was released in 2007. Their unethical and manipulative use of planned obsolescence has proven to be a have a costly impact on the consumer.



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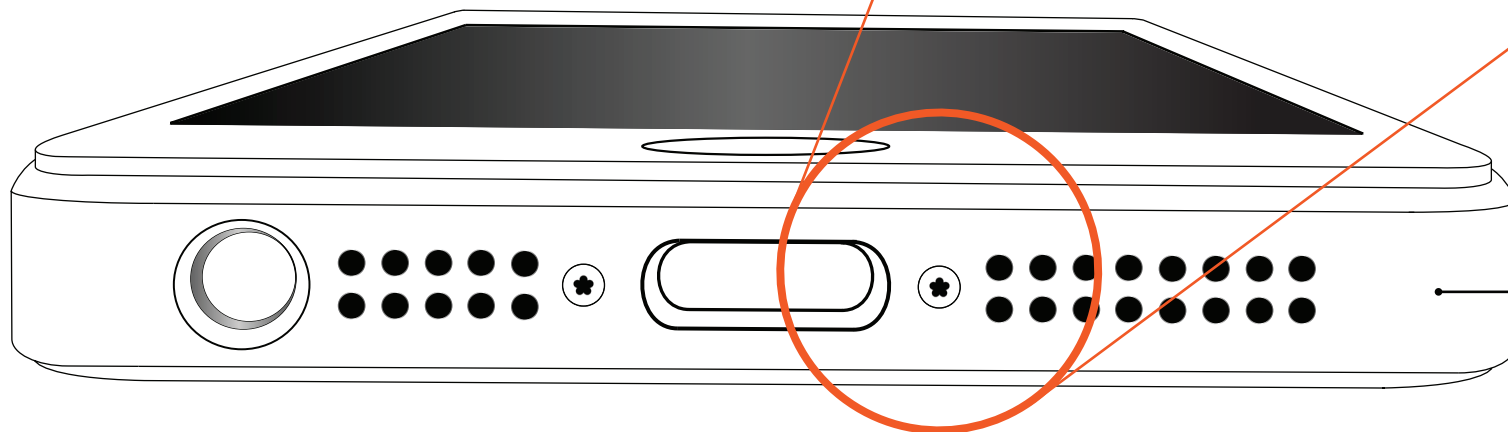
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Apple's Pentalobe Screwhead

The proprietary five-point security screwheads are designed by Apple to block consumers from accessing the internal hardware of their iPhones. Apple uses this industrial design strategy to ensure users bring their iPhones to Apple Stores for any internal repairs thus creating more revenue for the company. This is a form of planned obsolescence as Apple is deliberately cornering consumers into purchasing a new device instead of fixing their existing iPhone.



iPhone 5S

Released in 2013, this design uses Apple's pentalobe screwhead