

Catherine Boffa

Welcome to the iLife

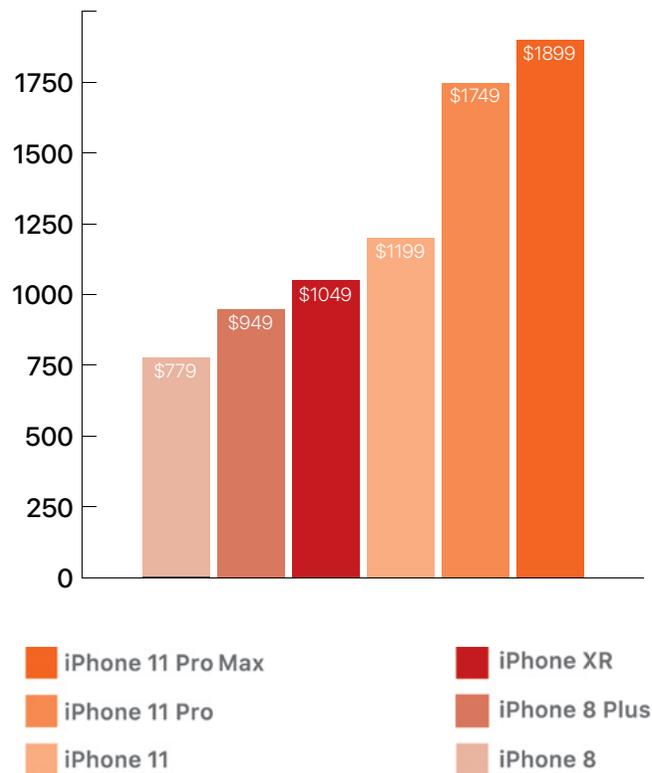
Your entire world
inside a single screen



iPhones are everywhere.

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Phone Price per Model



The Apple iPhone has been dominating the industry since its first release in 2007.

The smart-phone industry is huge, and up until recently, Apple's iPhone series was the leading smart-phone distributor worldwide. Their sales have been dropping (by a total of 30% as of April 2019), but according to **Macrumors.com**, this is mainly due to their cost, one customer stating "It's all pretty simple: Apple is too expensive across their entire product line." (refer to the figure on the left to see the individual price per model). Despite this, the iPhone still has mass appeal across the globe. Consumers depend on iPhones to get them through every hour of every day. So what's so good about them?

The answer lies in the hundreds of features Apple phones offer. Features such as iMessage, iTunes and the App Store have become staples for anyone with an iPhone, so much so that consumers have come to rely on them in everyday life - "[the customers] won't buy new ones as quickly. But, they will need apps, games, music, TV, and films to run on their phones" (Adam

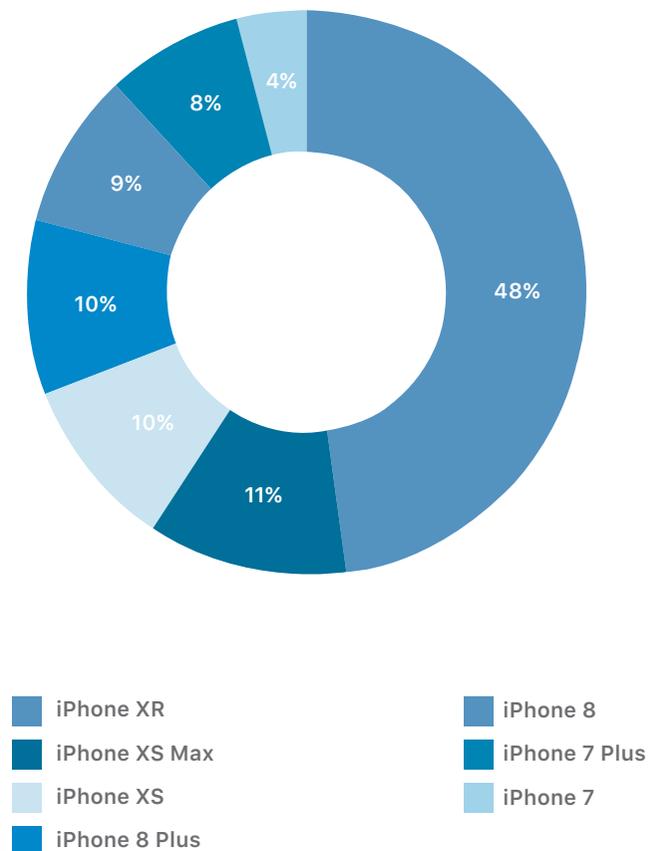
Rowe, 2019). These apps and services are the driving force behind the appeal of the iPhone - the Apple News app, for example, has the largest audience of any news app (clocking in at around 85 million monthly users).

The use of these apps and services is unavoidable for the active, working consumer. They allow access to food, transport, medical services, social media and current events. Apple still sells millions of iPhones per year, and have sold over 2 billion since 2007. There are, without fail, overnight queues to buy new versions of the iPhone - especially the new iPhone 11 series released this year. The new releases have mass appeal thanks to their updated services and features. It isn't enough for consumers to have the services of their original phone - they have to be fully immersed in the product itself.

It helps that Apple ages out its iPhone software. There have been 24 variations of the smart-phone since 2007, as well as 13 variations of the iOS operating system used across Apple's devices. With these updates

Sourced from Mac Prices at <https://www.macpricesaustralia.com.au/iphone/cheapest/>

iPhone 2019 Q2 Sales by Model



Sourced from Statista.com at <https://www.statista.com/statistics/804398/us-iphone-sales-by-model/>

comes the blocking of older phones from certain features - for example, there are some apps which no longer function on the iPhones 4, 5 and even 6. Software updates for the iOS are also unavailable on some models, and effectively creates the need to buy a new phone in order to receive its benefits - demonstrated by the fact that for their 2019 Q2 sales their best-selling phones were the XR, XS Max and XS, which at the time were their latest releases, with the XR making up 48% of total sales (according to **Statista.com**).

Devices like the iPhone are accessible. They have almost limitless potential for updates and new features, and once a consumer begins to rely on these functions, what happens to their way of life? It can become completely absorbed in the online lives of themselves and others. Sometimes this can be a good thing - listening to music, sharing news with friends and family, and having access to life while stuck with the flu - however, there are times when the reliance consumers have on their phones can lead to self-isolation; where users will

look to their phones for entertainment when they're bored, reaching for their phone regularly to check various medias and choosing to spend time with their phones rather than their family and friends.

Consumers have begun to live through their phones - something which **Ian Corbin** laments in his 2018 article **Time to Log Off**: "...I'll do it under almost any circumstances... Because at that moment I am bored, sad, stressed or lonely, and at that moment I need your likes, your words and your images... Like a [parched traveler] needs water."

Given the sheer amount of iPhone users around the world, the new features and models and the wide variety of abilities they possess, it's safe to say that for a lot of people, their world is focused through a single screen, filling the gaps in their everyday life. Could Apple's next upgrade be called the iLife?

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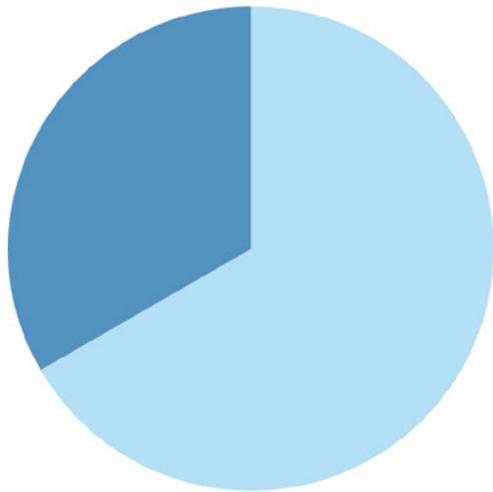
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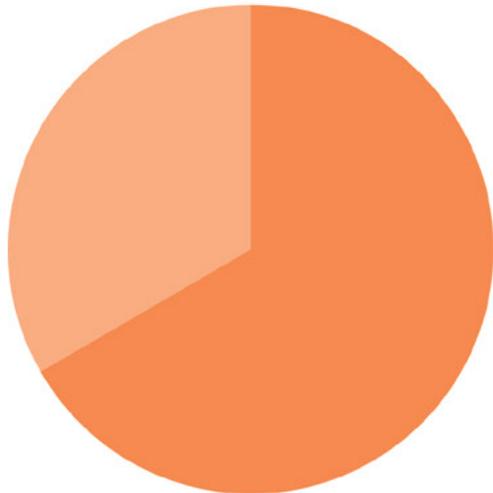
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Social Media use in 2018/19



30% of all online time is dedicated to social media.



60% of this social media time is spent on a mobile.

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users



1.9B
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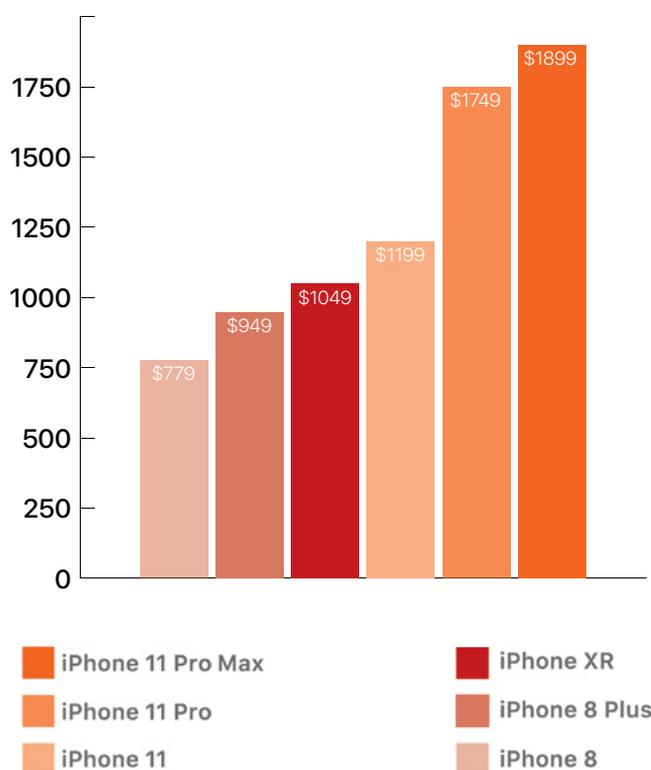
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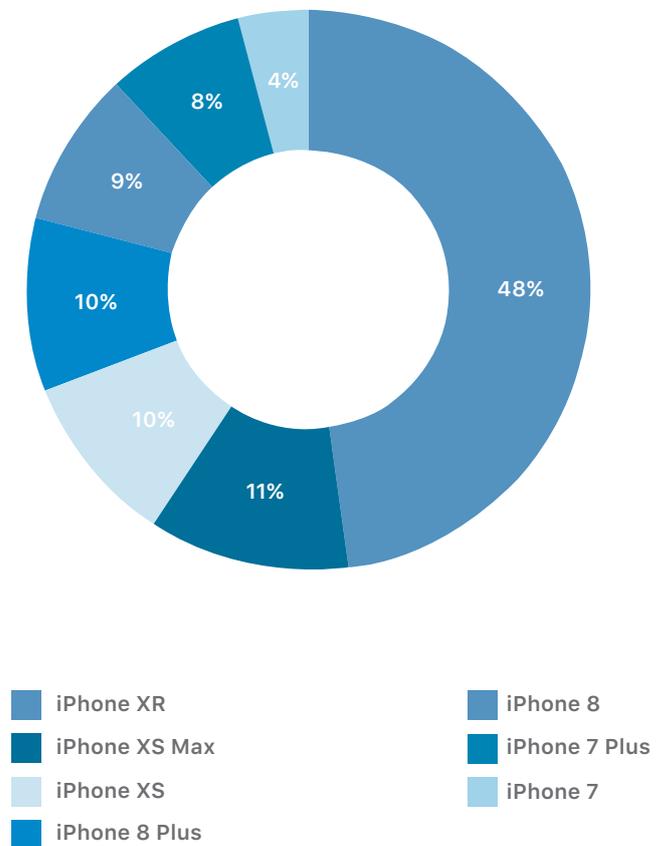
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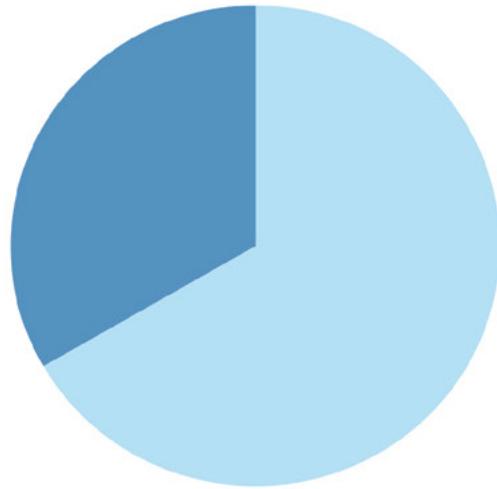


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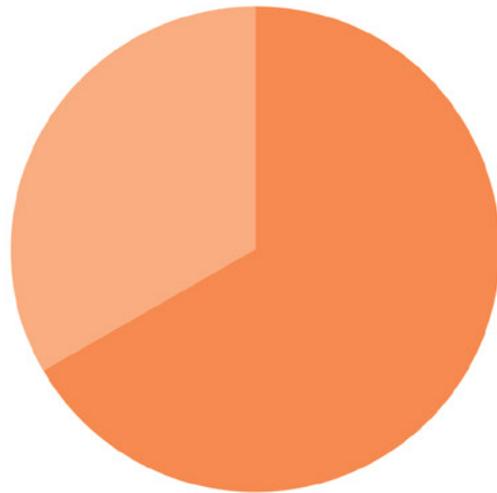
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