

Michelle Kim

Hit the road jack

Was it really necessary to make a slight change on one of the most popular products?



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Is Apple trying to gain more profit and rip off customers into selling more apple accessories by changing the design of headphone jacks? What was Apples solid aim of getting rid of the 3.5mm headphone jack?

The primary reason for discarding the headphone jacks in 2016 was that just before the iPhone 7 was unveiled, sound theory explained that Apple wanted to launch all-screen phone since the future devices didn't have a home button. From Quartz, Ian Kar stated that *"Apple is also reportedly considering eliminating the*

headphone jack from the next iPhone in favor of proprietary wireless headphones, which could further push overall Bluetooth adoption." Many other companies ditched the idea of having headphone jacks however none of them received as much criticism from the public compared to Apple.

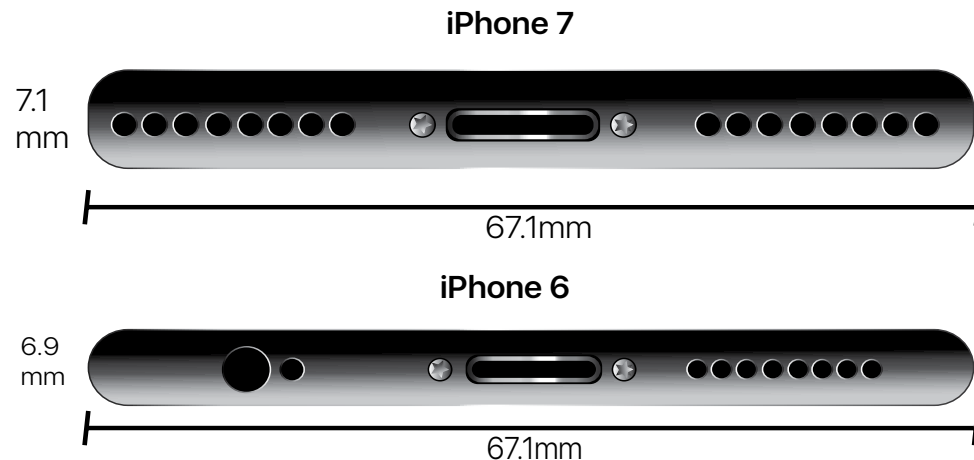
There are so many people out there in the community who still priorities wired headphones instead of Bluetooth. It could be noted that most criticism comes from the consumers who enjoy using wired headphones as they are more used to and

likely to using wired headphones in their daily lives. There is the inconvenience of having to keep switching between a normal headphone with the 3.5mm headphone jack and the other latest designed headphone jacks whilst using their phones and laptops if they do not own a dongle.

Money is a great motivator to do very shoddy things. This is shown through Apple's voracious dongle addiction and their corny idea of basically buying Bluetooth headphone as a category is their idea of making cash off by discarding the 3.5mm headphone jacks as well as trying to eat up another market.

Let's think a bit positively.

Apples courageous decision of removing the headphone jack from its most popular product wasn't a shallow design idea but a new strategy that Apple assume would bring convenience and simplicity to consumers. To support this strategy, this decision allows consumers to stay the cable-free course which in this case, unveiling the iPhone 7 in 2016 along side of the Apple AirPods in which the popularity



of this product led to Apple's vision in the Bluetooth advancement.

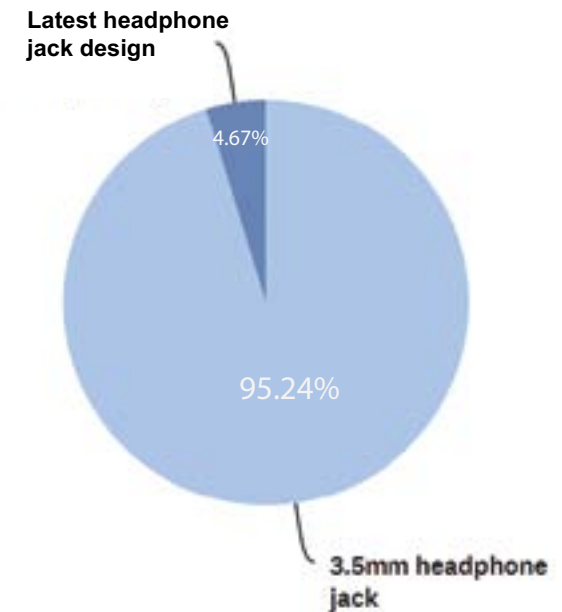
Let's look at it from a consumer's perspectives.

There was a lot of controversies due to the circumstances of changing the headphone jacks as consumers did not and still does not understand Apple's reasons for this courageous move in developing this idea. On a recent survey, it is noted that there are more negative opinions rather than positive ones. Even though AirPods and wireless headphones were introduced, these advancements cannot win over consumers opinions into liking the idea of the new headphone jacks which started from 2016 and the production of this design continues to course through up until now.

Discarding the 3.5mm headphone jack means that there is only one option for both charging and using headphones. Thus, this give the inconvenience to those who are wanting to listen to music and charge their phones simultaneously, if they do not own wireless headphones.

Comparing the popularity between wireless and wired headphones, it is concluded that wireless has the upper hand. This is supported through a recent personal survey, as Bluetooth is running at 71.43% whilst wired is 28.57%. Many consumers prefer Bluetooth headphones as they are more convenient to use, portable, easy access and has freedom to move. However, this does not deduce the fact that wired is not popular as many consumers still believe that wired is convenient as well since it is harder to lose, there is no delay in sound and doesn't require charging or runs out of battery.

To conclude, even though Bluetooth headphones are considered the most popular, about 95.24% of consumers prefers the 3.5mm headphone jacks as they are more convenient compared to the latest design. The opinions on this controversy is shared amongst consumers who uses phones other than Apple since many have modified their option in phone choice due to this matter.

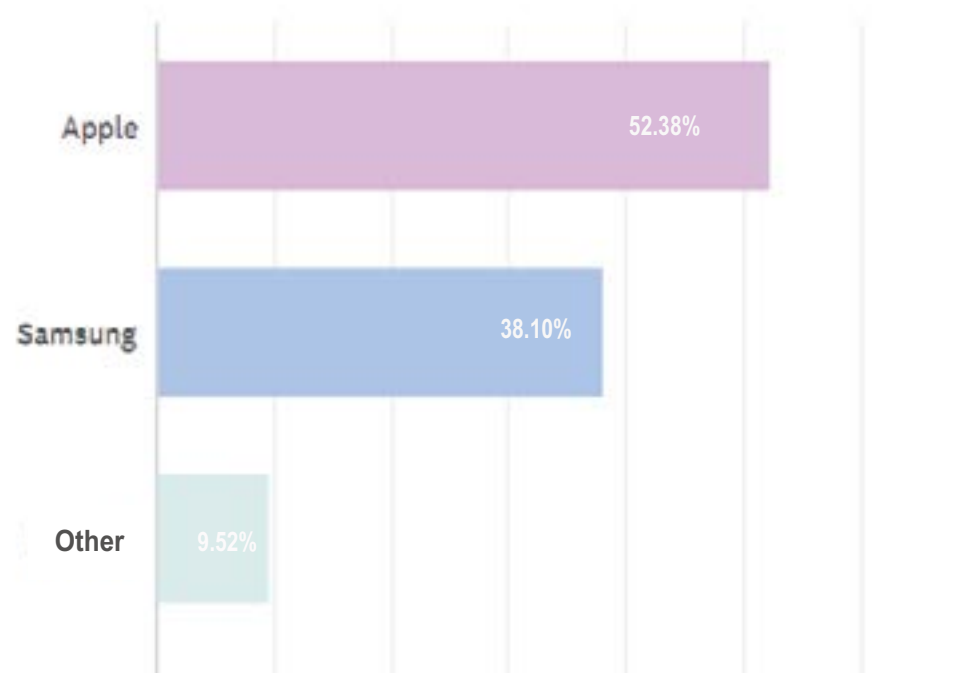


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Bluetooth vs Wired

