

Kim Tran

Revolution of iPhone

The inside worlds of iPhones and what it means to us and the brand.



iPhone

Designed by Apple

Recycling your iPhone

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Apple iPhones is one of the most well-known and influential brands on the market. Ever since the release of the product, it has changed the mobile industry from bulky phones to touch screen phones. With Apple products, they have developed a way to create effective yet simplistic designs and cohesive brand identity to capture the consumers eyes.

Before Apple entered the smartphone market, the cellular telephone market was considered mature and saturated. Other brands like Nokia, Blackberry and Sony dominated the markets but when the iPhones came out, the impact it had made revolutionise the industry and everyone was impressed by the design and the advanced technology it brought to the world. The touch user interface was new, and the iPhone had a sleek and beautiful design. It was a superior and highly innovative product, and different from the competition. In addition, the Apple went against the trend with a phone that was much larger and bulkier than others on the market.



Apple products are often considered to have a simplistic design along with high quality functionality. Former Apple CEO, Steve Jobs aims for his products to be designed around simplicity as he lives by the philosophy of "Simplicity is the ultimate sophistication" and "Design aesthetic and the user experience comes first." Apple has created a product with the best way to reflect its design, creation, and modern technology. The simple exterior lines and pure colour of Apple products and good user experience they offered generate a high degree of recognition when the user firstly uses Apple products. Apple reflects high-tech electronic products in a simple and easy-to-use way, but not makes its products excessively simple. Apple products are graceful in shape and full of fun at the same time. The brand uses consistent cohesive branding and design throughout their products; therefore, Apple has created a unique design and logo that it is easy for consumers to recognise. Apple is unique because they do not follow what the market wants as they rather lead the market with their innovative ideas.

With Apple products, they create eye catching advertisements and websites to consumers. Other companies may fight for attention, Apple easily dominates the media with its new product launches. They seem to cultivate their audience with their teaser marketing campaigns. Alongside the secrecy, they create the illusion of scarcity to increase demand. This strategy made the iPhone more desirable and wanted. Next, they designed and developed an easy-to-use smartphone with innovative features such as touchscreen gestures for zooming and scrolling. Finally, the way they designed the packaging for iPhone was wonderfully made, simple yet very effective as it gives the product a clean, simple, and straightforward look.

The performance of iPhone cameras proves to produce high quality photographs and cinematography. The device can perform many combinations of digital operations, including analysing the image data, performing algorithmic changes, connecting to other data spaces, and storing image files. Though, iPhone cameras do not

have the same functionality as an actual photography camera, the iPhone has become a popular device for amateur photography.



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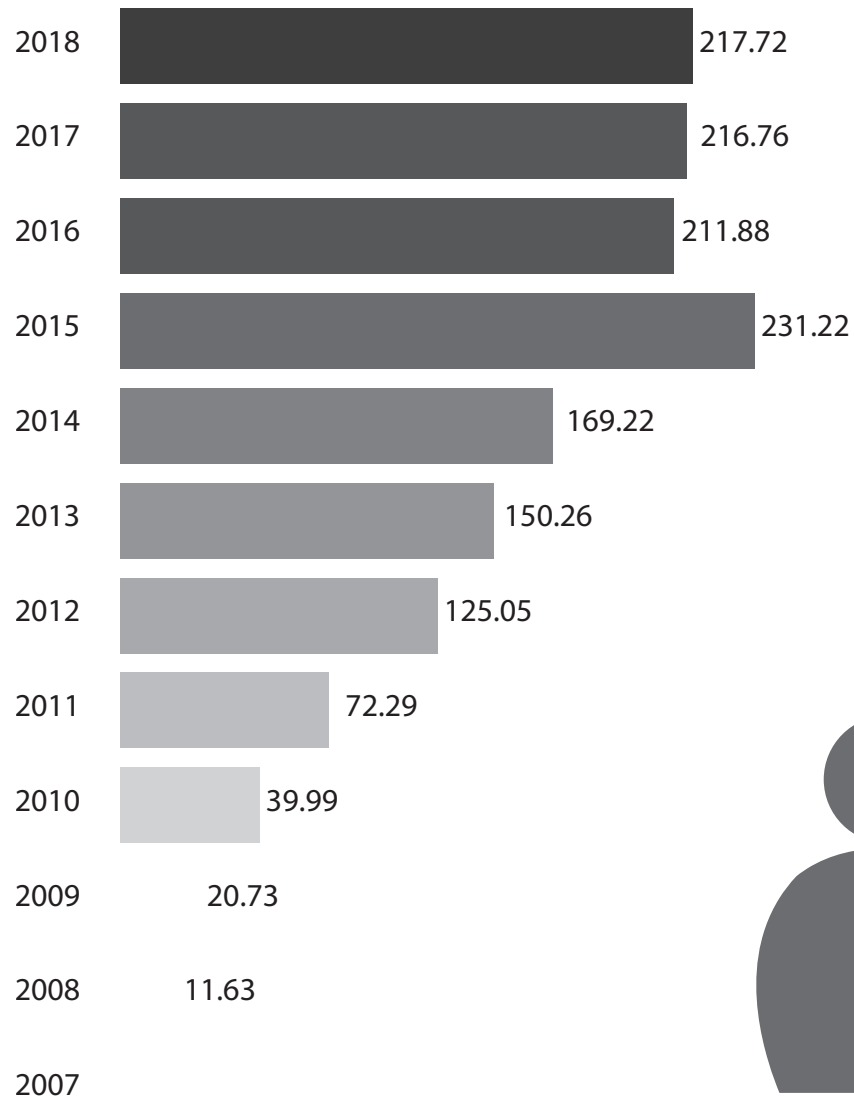
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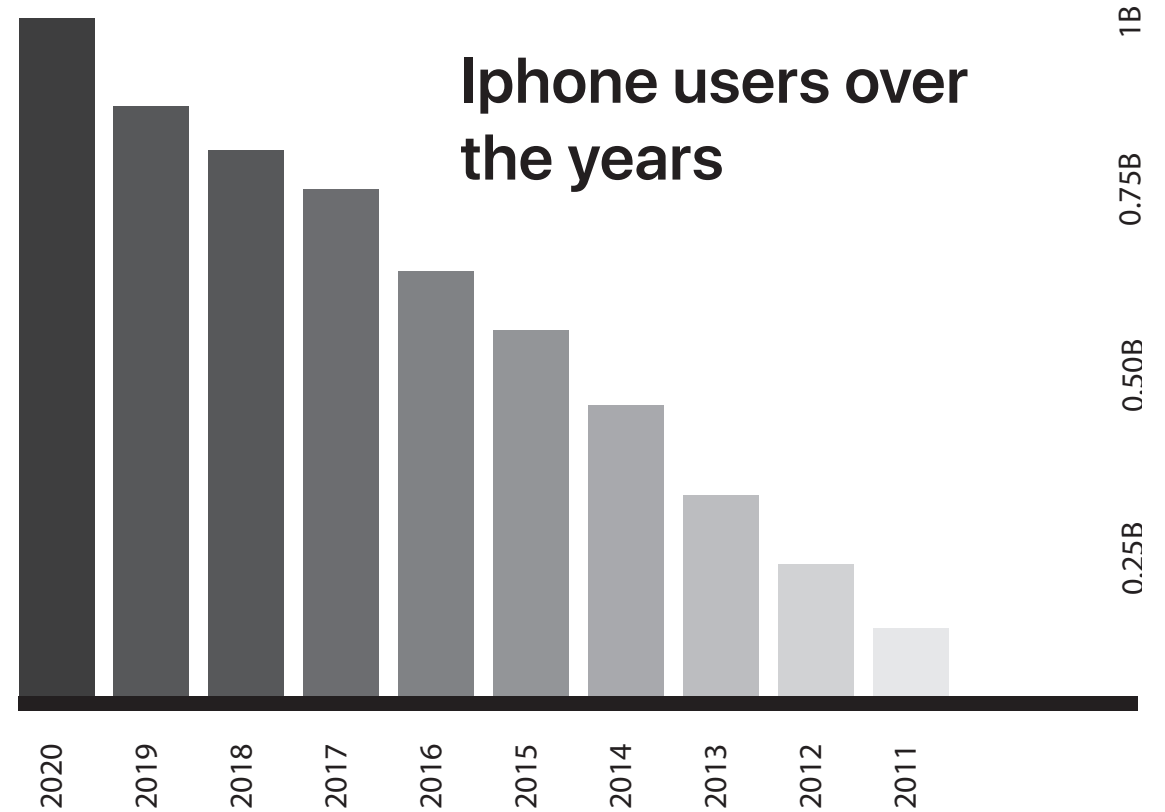
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Iphone sales



Iphone users over the years



Estimated over a billion of Iphone users