

To the Reader:

I hope these notes will help you. If you have any suggestion, or you don't understand something, please let me know at [georgiana.bud@students.unitn.it](mailto:georgiana.bud@students.unitn.it)

## IBICT Lecture 8

## FIRST BATTLE: Apple Vs Samsung

## APPLE

Why does Apple suck?

Good times at the beginning, but then unreliable & good looking  
 ↳ like in a relationship: stick to it because you have invested effort into it

Why to buy Apple?

- Software is elegant, formal (suit & tie)  
 (Samsung tries to be elegant, but then it doesn't succeed  
 ↳ combination of two dresses)
- HW: speed, power & performance, even on low memory (CPU/RAM)

~General specs~

Comparison Samsung S6 - iPhone 6S

over time, iPhone costs less because you can keep it and it works, Samsung phones are instead taken out of the market

- Security & Privacy: Apple is transparent (eg. collection of data for data analysis)  
 also it indexes the photos on the phone  
 ↳ constant updates for keeping it secure
- Apps on Apple store = higher income for programmers

## SAMSUNG

Why choose Samsung smartphones?

40% market share in Europe

- Design: modern design, colours, choice  
 ↳ usability & Themes → UI, e.g. also less blue light frequency
- HW: more types of specifications for different prices

Westerners is not limited by price { entry level gears ⇒ price < 250€, less than competition  
 ↳ mid range, high end

Different characteristics that you can choose: elegant design?  
resistance of materials?

- Technologies: processor; removable battery; expandable memory
- SW: Android, 70% of OS share
  - ↳ Open source, highly customizable
  - Playstore → write own apps (Trentastice)
- Security: frequent security updates, also through AI; Samsung Knox → makes Android safer
- Connection: compatibility w/ all kind of devices
- INNOVATIONS: hidden camera, Samsung Galaxy Fold...

## DEBATE

Apple vs Samsung

- Samsung concentrates on 2 main points:
    - price → doesn't this mean that "if you have a cheap phone, you have a cheap phone"? Can you resell it?
      - ↳ no need to
    - customization/themes → is this really important for the user?
      - ↓
      - Yes, it gives the BEST impression; you can change themes by downloading launchers
        - ↳
      - Don't you add complexity with launchers?
      - With iPhone this is not necessary because UI is well designed
        - ↳ but still someone wants to change it and if they can't
  - If you have different products, you need different assembly lines. How do you provide them? How do you maintain more products and services?
    - ↳ with the money you get from the customers
- Comment: lifespan of a Samsung phone is less than that of an Apple one



## Samsung asks Apple

How many people are selling their iPhone?

↳ Someone is, and they buy newer models

Battery recharge and life? → Costs, customer service, change

↳ Samsung user can change it by themselves

AND MORE QUESTIONS, also from PUBLIC

- When designing a product, is the user and his needs taken into account?
  - ↳ Sharing data, sending → you can use Telegram, WhatsApp, AirCloud (iPhone), Bluetooth (Android)
- Missing memory slot in iPhone → to make it slim, and water resistant
- Compatibility, connectivity → ~~App~~ From public: Sw/APP for connecting Android phone w/ MAC
- Samsung catching fire
- HW Problems → every innovation has some problems
  - ↳ Difference: Apple is testing their products longer
- How would you improve trust towards customers? (Samsung)
  - Quality of phones
  - Internalizing production (as Apple has been doing)

## FINAL CONSIDERATIONS FROM TEAMS

iPhone

→ Better quality, all developed by themselves  
→ 1GB RAM for iOS 11 is enough → good performance also with low ram

Samsung

→ iPhone is expensive because of marketing

VOICES: Apple wins!