

Battle! Apple vs. Samsung!

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Lesson: 28/10

Disclaimer: For a deeper study, look at the report.

1 Rules

Both team have 15 mins discussion, then, some time for the question from both the audience of the other team, at the end, a votation to define the winner.

Some words have been given in the battle preparation to define allowed and unallowed topics, the talk will be mostly about the phones produced by the companies, maybe something about echosystem.

2 Apple presentation

2.1 Why to choose a Samsung instead of an iphone?

Cheaper, better specs, and other reasonable topics have been shown, then have been shortly debated.

2.2 Relationship metaphore

There are two type of girls: the one that has everything you want, and the one that exists.

2.3 Samsung vs iPhone

- Software: Samsung user interface is trying to emulate IOS, but made on Android! Looks a fake iPhone.
- Hardware: Example with Galaxy S6 vs. iPhone 6S, you will have to change your Samsung sooner than your iPhone on average due to leak of support! The price per year is lower in the iPhone!
- Privacy and security: The two companies have the same policy, but Apple is trying to be far more transparent. Everything is transparent, it works, is good. All the processing that relates to customize the experience is done

inside the phone! What doesn't leave the phone, can't leak! Constant updates help to keep data safe too! Samsung don't update so much!

- Resale value

3 Samsung presentation

3.1 Intro

Samsung have the 40 % of smartphones market! But more, it is a multiproduct company

3.2 The design

Modern design for a wide area of users, is very customizable (wide choice of colors), and a new concept for the screen.

3.3 Usability

One of the key points is the customization of the phone, and to be user-friendly in general. The User Interface is studied and the interactions are on the bottom of the screen, and you can find what you need easily. The screen is shifted in frequencies to have a lower impact on eyes.

3.4 Hardware

Wide range of tiers for every kind of user! The customer is not limited from the money he wants to spend. Apple is focused just on high-end tier.

Samsung makes you choose a resistance and elegant phone.

3.5 Technologies

Super AMOLED screens having higher resolution than iPhones, better contrast ratio, available also for low tier devices! Very cheap. The 5G is supported. Expandable memory.

3.6 Software

Samsung have a friendly and open source OS. Free app development.

3.7 Security

Few security problems, but Google and Android are managing them with frequent updates, and collaborating with AI to solve problems. Also Samsung Knox have been developed to protect devices.

3.8 Compatibility

Is relevant to mention that Samsung have many ways to communicate with devices, also not-original ones.

3.9 Innovations

Hidden camera in front of screen (this year added). In the next years: Samsung Galaxy fold.

4 Q & A

Legenda:

- Q2A: Question to Apple
- Q2S: Question to Samsung
- AoA: Answer of Apple
- AoS: Answer of Samsung

[Q2S]: Customization is important, but not so much if the phone is good already. If you want to buy a cheap phone it will be a cheap phone anyway. Your 2 main points are pointless.

[AoS]: Maybe for you is not important, but some types of customer it is.

[Q2S]: If you buy an iPhone, even if expensive, you will have a chance to sell it.

[AoS]:

[Q2S]: You need a bigger assembly line for a lot of products to keep this user friendly product. And so you can't have a good product out of this. And difficult to update.

[AoS]: It can be, but we wanted users to feel comfortable.

[Q2A]: I tried to put another UI on my android honor phone (smartlauncher/nowlauncher), how do you manage it on an iPhone?

[AoA]: You don't need it because the UI is already the best. The Launcher didnt change anything, You add a UI over another UI reducing the usability. You just add complexity.

[Q2A]: If you have a lot of files/apps you would need a smart way to manage them.

[AoA]: Like adding folders.

[Q2A]: Why would i need to resell a phone that costed 100Euros for like 5Euros?

[AoA]: Would you throw away money? Also the lifetime of a Samsung is far lower than an iPhone

[Q2A]: But is very difficult to substitute HW pieces on iPhone... You have to change all the phone if the battery/screen got broken.

[AoA]: Actually the battery is 40, For the screen all of them costs a lot.

[Q2A]: Is better to try new ways for phones, or keep the same thing for models over models?

[AoA]: [Q2S] But how you maintain your production good?

[AoS]: You saw the market share, we do it pretty well.

[Q2A]: What about physical connectivity?

[AoA]: We don't have issues, you can connect with everything. The only thing you miss is 5G, but you dint have providers for it so who cares.

[Q2A]: Apple oblige you to a certain market of products!

[AoA]: It is a more closed market, but each company does it, you do it too.

[Q2A]: Do you thing the lack of connectivity is less user friendly?

[AoA]: [Q2S]: An example of what you can't send? big files? use cloud services!

[Q2S]: Why u talk about iPhone difficulties to connect to Samsung and not the Samsung difficulties connecting to iPhone?

[AoS]:

[Q2A]: Why don't apple uses open standards?

[AoA]: It's a company choice.

[Q2A]: Why you don't have memory slots?

[AoA]: Others features have been preferred, like water proofing

[Q2A]: When you have technical issues, how are managed?

[AoA]: You get a substituting phone! No issuse at all.

[Q2A]: Since 10 yrs standards of apple are going down...

[AoA]: ...

[Q2S]: How do you manage trust issues?

[AoS]: We are not so fast as apple, but they put more care where they fail, often internalizing the prosuction.

5 Conclusions

5.1 Apple conclusion

SW/HW integration. Good performance with pretty low RAM! Samsung leak control on production which we have fully!

5.2 Samsung conclusion

Apple is just marketing, both the phone and the presentation.

5.3 And the winner is....

Apple!

Apple: 51.1 %

Samsung: 48.9 %