

In-Depth Interview:
Apple iPhone 11

Participant 1—Nick, Male, 20 years old

1. Have you bought Apple products before? **Yes**
2. Do you have an iPhone? If yes, which model? **Yes – iPhone Xs**
3. Do most of the people you know have a smartphone? If yes-iPhone or Samsung?
Yes – most of my family members have smart phones. My grandpa recently switched from his flip phone to an iPhone. Most of my family has iPhone's and my brother has a Samsung because he's Apple. All my friends have iPhone's.
4. Approximately, how many hours a day do you spend on your phone? **I usually go on social media at the end of the day before I go to bed. According to the phone report on my phone I'm usually on social media for two hours. It depends on how busy my day is. If I'm home all day I will be on my phone a lot but if I'm busy at school I will hardly touch my phone.**
5. How many Apple devices do you own? **I own two Apple devices – an iPhone and a Macbook.**
6. How long have you been buying Apple products? **I first got an iPod Touch for Christmas when I was in 6th grade and I remember it was amazing and I played a lot of games on it. Around nine years. Actually, my first smartphone was a Samsung. Then in ninth grade of high school I got my first iPhone, which was the 5s.**
7. What is your favorite feature of an iPhone? **My favorite feature of the iPhone is the camera. I went out of the country for the first time this year and I was able to take amazing pictures with my iPhone. It was really amazing.**
8. What are some features that need improvement in the Apple iPhone? **The battery life can also be longer. Also, I don't like how Apple keeps changing the shape of the charging holes.**
9. What app/feature do you use the most on your phone? **I use Instagram, Messages, and FaceTime a lot.**
10. Which model iPhone is currently your favorite? **My favorite model has to be the 10 Xs. The camera is amazing and I like how the entire length of the phone is the screen. Also, I recently updated my phone and I love the dark mode. It is so much easier on the eyes. It feels like I have a brand new phone.**

11. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **I don't really know a lot about Samsung but I heard the battery life is a lot longer.**
12. What would be the features of your ideal/ "dream" iPhone? **Longer battery life, good camera, and none of those weird memojis.**
13. What are your thoughts on the price of the new iPhone 11? **It's very expensive. I don't know why Apple feels the need to release a new iPhone constantly. I'm happy with my iPhone now and I feel no desire to buy another expensive phone.**
14. Do you plan on buying the iPhone 11? Why or why not? **No – not worth it. I just got my new iPhone last year so I'm happy with what I have.**

Participant 2 –Mackenzie, Female, 20 years old

15. Have you bought Apple products before? **Yes**
16. Do you have an iPhone? If yes, which model? **Yes, iPhoneXR**
17. Do most of the people you know have a smartphone? If yes-iPhone or Samsung? **Yes, iPhone for sure**
18. Approximately, how many hours a day do you spend on your phone? **A lot. Probably at about 3 to 4 hours a day between texting, social media, and just using the Internet.**
19. How many Apple devices do you own? 3: **iPhone, Mac, and iPad**
20. How long have you been buying Apple products? **My first mac was right before college, and my first iPhone was freshman year of high school I am pretty sure. So pretty long.**
21. What is your favorite feature of an iPhone? **That's really tough. I like how my phone and laptop are synced and I can text and use iCloud on both. I also really like the face scan it makes signing into everything 100 times easier.**
22. What are some features that need improvement in the Apple iPhone? **I think they should work on making a fully waterproof phone and stronger glass. I feel like if I drop my phone even slightly with a screen protector and case it still scratches.**
23. What app/feature do you use the most on your phone? **Snapchat for sure.**
24. Which model iPhone is currently your favorite? **I am very happy with the iPhoneXR great camera and the battery lasts a long time which is all I really need. And the phone is my favorite color blue which is a happy bonus.**
25. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **I am honestly not familiar with Samsung smartphones, but it is definitely possible. I think Apple has more of a cult following and being a symbol of status people gravitate towards Apple more than Samsung.**
26. What would be the features of your ideal/ “dream” iPhone? **My dream iPhone would be a shatter proof and waterproof phone I could take anywhere without worrying about damaging it. I would keep the face ID because I think that is pretty cool and efficient. I would like to make the phone much lighter than it is now with unlimited storage because I constantly run out of iCloud storage.**
27. What are your thoughts on the price of the new iPhone 11? **I mean it is Apple and they are known to be expensive but the price is just outrageous. It is almost like buying a**

new laptop which is sick, but people will buy it and they know that so they can charge as much as they want.

- 28. Do you plan on buying the iPhone 11? Why or why not? No, because I got the iPhoneXR recently and the price is far too high. I bet by the time I need another phone there will be yet another new version so I do not plan on buying the iPhone 11. I do think the new color options they offer are so sleek though and I love the dark green.**

Participant 3 –Kevin, Male, 21 years old

29. Have you bought Apple products before? **Yes, I have several Apple products.**
30. Do you have an iPhone? If yes, which model? **Yes, I have the iPhone 10s.**
31. Do most of the people you know have a smartphone? If yes-iPhone or Samsung?
All my friends have a smartphone. Most of my family has an iPhone.
32. Approximately, how many hours a day do you spend on your phone?
I utilize my smartphone approximately 2-3 hours a day. Sometime I spend a while reading the news on my phone
33. How many Apple devices do you own? **I currently own 4 Apple devices. I have a laptop, iPhone, iPad and an iPod.**
34. How long have you been buying Apple products? **I've been purchasing Apple products for 11 years.**
35. What is your favorite feature of an iPhone? **The iPhone camera is my favorite phone feature.**
36. What are some features that need improvement in the Apple iPhone? **I'm pretty happy with my Apple iPhone.**
37. What app/feature do you use the most on your phone? **My Instagram, Snapchat, and news apps gets the most usage.**
38. Which model iPhone is currently your favorite? **The iPhone 11 with three cameras is my favorite.**
39. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **I think Apple smartphones are better than Samsung smartphones.**
40. What would be the features of your ideal/ "dream" iPhone? **My iPhone is already a dream phone. Maybe a longer battery life.**
41. What are your thoughts on the price of the new iPhone 11? The iPhone 11 is too expensive. **The price of the iPhone 11 is very high but considering how much the phone has to offer, I understand why people would buy it.**
42. Do you plan on buying the iPhone 11? Why or why not? **I will not be purchasing the iPhone 11 at this time. I'm still paying off my iphone 10s.**

Participant 4– Rebecca, Female, 20 years old

1. Have you bought Apple products before? **Yes.**
2. Do you have an iPhone? If yes, which model? **Yes, I have an iPhone 8.**
3. Do most of the people you know have a smartphone? If yes-iPhone or Samsung?
Yes- iPhone
4. Approximately, how many hours a day do you spend on your phone? **Probably around 5 hours.**
5. How many Apple devices do you own? **I have two Apple devices. I have an iPhone and MacBook.**
6. How long have you been buying Apple products? **I have been buying Apple for more than 6 years.**
7. What is your favorite feature of an iPhone? **My favorite feature on the iPhone is iMessage.**
8. What are some features that need improvement in the Apple iPhone? **Battery life after time has passed. After a certain amount of time**
9. What app/feature do you use the most on your phone? **I use the Messages feature the most.**
10. Which model iPhone is currently your favorite? **Any plus size model (iphone 8+) I had it for like 5 days and it was so nice.**
11. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **No Samsung sucks.**
12. What would be the features of your ideal/ “dream” iPhone? **Big, fast, good battery**
13. What are your thoughts on the price of the new iPhone 11? **Ridiculously high. Why make a phone you have for 2 years the same price as a MacBook?**
14. Do you plan on buying the iPhone 11? Why or why not? **Probably not. I think I’ll wait for the next one after because my phone will be 2 years old in January and I paid like \$600 for it and it still works, so not worth paying \$1000.**

Participant 5—Jesse, Male, 20 years old

1. Have you bought Apple products before? **Yes**
2. Do you have an iPhone? If yes, which model? **I have an iPhone 7 plus.**
3. Do most of the people you know have a smartphone? If yes-iPhone or Samsung?
Yes—everyone I know has an iPhone.
4. Approximately, how many hours a day do you spend on your phone? **I spend too much time on my phone, around five hours.**
5. How many Apple devices do you own? **I have three Apple devices—iPhone, MacBook, and Apple Watch**
6. How long have you been buying Apple products? **I have been using Apple products for six years.**
7. What is your favorite feature of an iPhone? **I really like being able to see the screen time so I can tell myself to get off of my phone.**
8. What are some features that need improvement in the Apple iPhone?
I wish I were able to send a message at any certain time. I also would like to have the picture not flip when taking a picture with the front facing camera. It makes my face look weird.
9. What app/feature do you use the most on your phone? **My favorite app is Instagram.**
10. Which model iPhone is currently your favorite? **I have the 7 plus want the X plus. I like having the bigger phones.**
11. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **Samsung has a wide-angle camera.**
12. What would be the features of your ideal/ “dream” iPhone? **My ideal iPhone would have a better selfie quality and better alarm sounds.**
13. What are your thoughts on the price of the new iPhone 11?
Insanity. It costs way too much money. It honestly might cost more than the MacBook.
14. Do you plan on buying the iPhone 11? Why or why not?
Not anytime soon. It’s so expensive. I will be sticking to my seven plus.

Participant 6—Juliette, Female, 18 years old

43. Have you bought Apple products before? **Yes I have.**
44. Do you have an iPhone? If yes, which model? **I currently have the iPhone 8.**
45. Do most of the people you know have a smartphone? If yes-iPhone or Samsung?
Most of the people I know that have smartphones use iPhone products.
46. Approximately, how many hours a day do you spend on your phone?
I spend around 4-6 hours
47. How many Apple devices do you own? **I have three devices. I have an iPhone, a MacBook, and I recently just got an Apple Watch.**
48. How long have you been buying Apple products? **I have been using apple products since the iPod Touch phase years ago when I was in elementary school.**
49. What is your favorite feature of an iPhone? **My favorite feature on the iPhone is Facetime.**
50. What are some features that need improvement in the Apple iPhone? **Apple needs to improve the camera, battery, and screen durability.**
51. What app/feature do you use the most on your phone? **I use Snapchat and Facetime most often.**
52. Which model iPhone is currently your favorite? **The iPhone 6 is my favorite. The phone functioned better and didn't have any glitches.**
53. Are there any features that Samsung smartphones have that are better than the Apple smartphones? **Samsung has a better camera, stylus, and bending phones.**
54. What would be the features of your ideal/ "dream" iPhone? **A phone that would be able to able to take amazing quality pictures and videos underwater like a GoPro camera.**
55. What are your thoughts on the price of the new iPhone 11? **I think the price of the new iPhone is ridiculous and too pricey. Definitely not worth it.**
56. Do you plan on buying the iPhone 11? Why or why not? **No I do not plan on buying the new iPhone because I don't like not having a home button and it's too expensive**

Summary and Analysis

I interviewed college students with iPhones at Marist College. These students consisted of three males and three females, ages 18 to 21. For this research I wanted to gain a better understanding on how young adults feel about Apple's new iPhone 11. I learned that none of these students had an iPhone 11. They all agreed it was too expensive and they were satisfied with their current iPhone. All of the participants had multiple apple devices. The most popular items were the iPhone and the MacBook. College students were not happy with the price of the new iPhone 11. These students thought the price was unreasonable and were not interested in buying this item. One participant said the price was "ridiculously high. Why make a phone you have for 2 years the same price as a MacBook?" This claim is something Apple needs to consider when they are creating phones that are out of people's price range. Several of the participants expressed that the iPhone's could use improvements in the battery life.

Implications/Recommendations

Apple is consistently releasing new phones every year and people don't want that. People would rather have a good phone for a few years, and then upgrade once their phone inevitably stops working. The iPhone prices are getting so high and people can't afford to buy a new phone every year. The iPhone 11 has a baseline price of \$1000, and iPhones are only going to continue to become more expensive. Apple should focus on creating a phone that people want, not something that results in an extreme price that is unattainable to the public and target audience. One participant had complaints about glitches in their newer phone and even preferred an older iPhone model. Based on the participants, Apple should focus on improving their systems and battery life. People are satisfied with the camera and other features. The biggest con for these

students was the price of the iPhone. It's important to take into consideration that college students are known to be financially struggling and this could've impacted the results of the interviews. Apple is very successful, but there are still always ways to improve. Samsung is Apple's direct competitor and if Samsung starts making smartphones at a more reasonable price, Apple may start to lose some customers. Apple needs to consider removing some unnecessary features in order to make the iPhone price less horrendous.