The Ideal Smartphone

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INTRODUCTION

Smartphones have become a worldwide phenomenon amassing a total of about 2 billion smartphone owners. With such a large audience, it is important to be constantly improving and designing the ideal smartphone. We plan to create a prototype of the perfect smartphone by conducting research through a three part survey. Our survey group will mainly consist of high school students at Palo Alto High School and Gunn High School.

BACKGROUND AND SIGNIFIGANCE

➢The Problem

We want to determine the ideal cell phone so that businesses can market their products to accurately capture the current mindset of the nation.

➢Prior research

Previous sources and research have found certain trends in the field of study. We noticed that in Mark Swider's TechRadar list of popular phones, there were some recurring features[3]. Most had good camera, high resolutions, medium sizes, 2-6 GB of RAM, and decent battery life. However, his list was only on the popular phones, it provided no information on which aspects of the phone people enjoyed. In an article from Business Insider by Steve Kovach, we realized that the important aspects of a phone are not all physical, software such as the iOS system in the iPhone are equally important[1]. Through IDC, which provided a worldwide statistic on the smartphone market, proved that there is certainly a market for good smartphone products[5]. It also provided a surprising statistic which was that Android actually dominates the smartphone market. With this in mind, we can add the aspects of the android into our research. The article from Time magazine by Tim Bajarin helps us become aware of some of the general specifications for products to be popular. For example, the products have to be somewhat simple and easy to use[2].

RESEARCH METHODOLOGIES

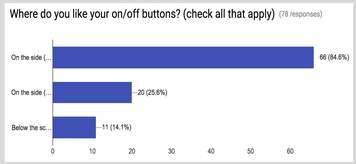
➢ Research Type

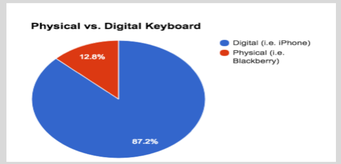
The research is applied research because it will be used to create a prototype smartphone which is intended to be directly used by businesses in the smartphone industry.

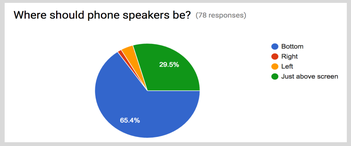
➢ Data Collection and Methodology

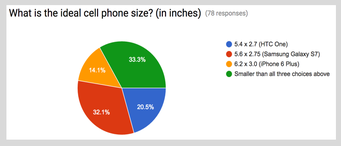
Smartphones have many aspects to them which causes our data to be scattered as both quantitative and qualitative. To gather all this data, we will follow the observational pathway of data collection. We will create an anonymous survey that we will advertise to the students at Paly, parents, and hopefully spread to further friends and acquaintances. All the collected responses will be used to create a prototype smartphone based solely on user input. However, our survey is focused on the physical aspects of smartphones, we are not focusing on the interior hardware and software of the smartphones.

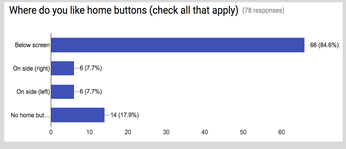
DATA RESULTS

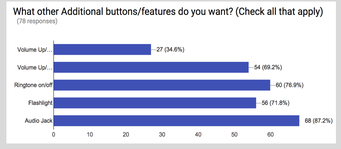










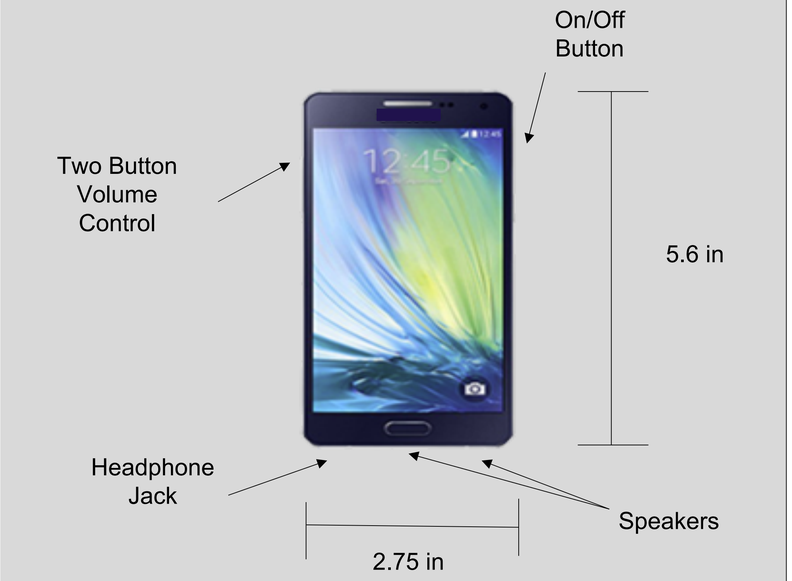


We found that the ideal phone size is 5.6 x 2.75 (Samsung Galaxy S7) or Smaller than 5.4 x 2.7 (HTC One), People prefer digital keyboards rather than physical keyboards. The On/Off buttons should be on the right side when you're facing the screen. Home buttons should be just below the screen. Speakers should be just below the screen and the bottom of the phone. Screen Size should mirror that of the iPhone 7 such that they extend to just short of the sides.

Most Important additional features ranked in order:

1. Audio Jack
2. On/Off Switch for Ringtone
3. Flashlight
4. Two-Button Volume Control
5. One-Button Volume Control

PROTOTYPE



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