Lifecycle of an iPhone
Team #3
Annaliese Long, Connor Davis, Michael Esoldo, Anika Rimu

Research and development:
The iPhone first came about when Steve Jobs went to Apple’s engineers and asked them to investigate touchscreens and a computer tablet. These 2 pieces were eventually blended together to make the first Apple iPhone. Jobs believed that at the time (2003), cell phones were going to become an important aspect of people’s lives in the coming years. This is one of the driving reasons as to why the iPhone was created. In September 2005, Apple and Motorola created the “ROKR E1” which was the first cell phone to use iTunes. Jobs wasn’t pleased with the phone because it did not directly come from Apple, so he discontinued the product. So he then worked with strictly Apple to create the iPhone which was eventually released in June 2007. Apple spends $1.9 billion annually on research to manufacture new products.

Marketing:
At the beginning, Apple put out some of their own advertisements. But as time went on, other businesses began to market and make their own advertisements for the iPhone. Since its a cell phone, large phone companies, such as Verizon and AT&T, began to market for the iPhone. The more these companies would market, the more iPhones would sell. Now, Apple doesn’t even have a marketing budget to advertise for their own cell phone product. The secret to Apple’s marketing is called the Exclusivity Technique which means that companies will give their supply of iPhones to a select amount of people that show their special interest in the iPhone. In turn, these people feel special and will continue to use iPhones for a long time. Also, because of competition with other smartphones, the iPhone gains publicity. People having a genuine distaste for iPhones still talk about iPhones, which eventually gets the iPhone talked about.

Manufacturing:
The original design of the iPhones are all designed in the United States, specifically at Apple’s headquarters in California. The chips that hold the processor information are made in Asia. Apple uses several Asian companies to manufacture different aspects of their iPhone, such as retina display, flash memory, camera quality, plastic chassis and inductor coils. France and Italy also provide some necessary parts to the iPhone including the Gyroscope which allows you to change the perspective from vertical to horizontal. All of these parts are then shipped to China where they are assembled. The United States lacks the labor capacity to manufacture these iPhones, which is why they’re assembled in China.

Packaging:
After iPhones are assembled, they are packaged up so they can be sent out to distribution sites. They are placed into a rigid box design which protects the iPhone and even has a sleek design. Green packaging processes are important to Apple since they use as little plastic as possible, eco-friendly inks and recycled fiberboards. They also utilize a new digital printing technology for these boxes. Apple created smaller, more compact boxes to package the iPhones in.
Sales, Distribution & Transportation:

With these smaller boxes that Apple is using to transport the iPhones, more iPhones can be shipped out at once, which ultimately saves time, money and energy. After they are assembled in Chinese factories, they are transported in unmarked containers by secured trucks to airfields, by sometimes using old Russian military transports. Then from these airfields, the iPhones are shipped in secret flights to more than 80 countries to be distributed in stores and warehouses. iPhones can either be sold at Apple Stores, different cell phone carrier companies or even online.

Consumer Use:

The majority of the people that have a cell phone in the world own an iPhone. It is the most popular cell phone to all. 150.26 million iPhones are sold every year globally. iPhones are used for communication, internet, camera/pictures, music, apps, file storage, etc. The most current, up-to-date iPhone houses the A9 chip, which is the most advanced processing chip ever. There are different amounts of storage for each iPhone style, such as 16GB, 32GB, 64GB and 128GB. With each iPhone update their are different colors one can choose from like space gray, silver, rose gold and gold.

Final Disposition:

There are recycling programs put in place to recycle only iPhones. Only 6 percent of the iPhone was recycled in 2005 but today about 70 percent is reused or recycled. The battery in an iPhone is built to last about 3 years assuming intense daily use, however, the actually lifespan of an iPhone is about a year (the time before the newest model comes out). Some of these iPhones are thrown away leading to toxic chemicals, like arsenic, cadmium and lead, to leak into our ecosystem. One of the least eco friendly parts of an iPhone is the glass screen. It is not made from the same glass as beer bottles and contains rare earth elements such as indium. There is no way to extract this element from a used screen so the indium is mined put in one iPhone then lost for good.

Websites Used:
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