

Has Apple seen the last of its glory days?

The iPhone X out of all other generations has received the most scrutiny and it has had people all over the world question the continuity and relevance of the iPhone in the near future.

The law of diminishing returns of a product refers to that point at which the level of benefits got from a product X (no pun intended) is less than the amount of money, time and energy invested.

The iPhone X was released late last year, November 2017 to commemorate 10 years since the very first iPhone was put on the market. So much has happened since then from Apple losing their commander in chief, the creative genius that gave birth to the very first smart phone with just one button, to the rise and fall of many competitors including Blackberry and Samsung and now to the changing power markets i.e. China and their consumer power and corresponding products.

Before we take a closer look at the different dynamics affecting the popularity of the infamous, let us take a look at its evolution in regards its relevance and work backwards to answer consumer questions and concerns. In the famous words of Steve Jobs, “You cannot connect the dots looking forwards; you can only connect them looking backwards.”

Generation	Price(dollars)	Famous features	Relevant comments
The iPhone	499	-single button -multitouch screen -irremovable battery -The all black with a silver halo finish.	iPhone was the most popular, sleek and sexy looking computer in a phone. Apple could do no wrong for the next months ahead; consumers were mesmerized, happy and they multiplied by the hour!
iPhone 3G	199	-more storage (8GB & 16GB) -GPS	The decrease in the price and the GPS feature were well received
iPhone 3GS	199	-faster processor	The first ‘S’ iPhone which stood for Speed
iPhone 4	199	-Face Time video chat -new look - Finger print magnet	This new look was very popular and the sales seemed to shoot up because it was sold in other stores for the first time not only Apple & AT&T.
iPhone 4S	199	-More storage (64GB) -Apples Voice assistant ‘Siri’	Steve Jobs steps down because of health issues.
iPhone 5	199	-4inch screen -faster and sleeker	Apple received a lot of hits because: 1- In an attempt to keep up with Android that was becoming popular it made its phone longer and users found it less than user friendly.

			2- The Lightning charging port was not very well received as the design of the charger became specific to only that generation of iPhone.
iPhone 5S & 5C	199 & 99	-It came in gold now -Touch ID	-The colorful 5C was not popular at it lost iPhone its ostentatiousness -The 5C was also ridiculed for being exactly the 5 with a different casing.
iPhone 6 & 6 Plus	199 & 299	-4.7 inch & 5.5 inch screen -A8 Processors -VOLTE & Voice over LTE	-VOLTE- this made calls clearer and enabled Wi-Fi calling. And the seamless switch from a Wi-Fi network to cellular and back. -The smart Apple watch was also introduced at the same time
iPhone 6S & 6S Plus	199 & 299	-12 megapixel iSight camera - A9 Processor - New Rose gold color	The introduction of the live photos
iPhone SE	159	-4 inch screen	The smallest and more affordable iPhone.
iPhone 7 & 7Plus	649 & 769	-New black Matte color -Stereo speakers -Water resistant case - Quad core A10 fusion System on Chip	-The audio Jack was eliminated -Apple watch series 2 was released simultaneously -They also changed the appearance of the phone save for the shape, and the famous home button was removed. -First waterproof iPhones
iPhone8 & 8 Plus	699 & 738	-New glass and aluminum enclosure -Retina HD display -Wireless charging -A11 bionic chip	-30% faster graphics than the 2016 iPhone 7 -Each model features an improved 12 mega pixel camera -AR kit in iOS 11 lets developers create AR games and apps from their mobile phone!
iPhone X	999	-Face ID with True Depth Camera -A11 bionic chip with neural engine -All glass back and front -5.8 inch	-The iPhone X is all display -It is both dust and waterproof -Touch ID and Home button have been removed -The TrueDepth camera can also animate emoji -The All glass makes it the most durable smartphone ever.

The Facts speak for themselves, the speculation on Apple down playing iPhone 8 and 8 Plus to make way for the iPhone X is just that, speculation. Apple has clearly been out doing themselves at every generation and on top of that it has been the no.1 phone company with the newest tech on the market year after year.

As of 2nd August 2018, Apple has made history by becoming the world's first public company to reach the trillion dollar mark! They say the measure of a good leader is his ability to mentor a worthy successor. Congratulations are in order to Tim Cook, your loyal Apple fans couldn't be more proud!