Is Apple Lost?, December 29, 2016.

A. Michael Noll
Columns · 2016
Original: http://quello.msu.edu/is-apple-lost-by-a-michael-noll/
Archived copy, Internet Archive snapshot 2017-06-22

Is Apple Lost? by A. Michael Noll

by William Dutton

December 29th, 2016

Is Apple Lost?

A. Michael Noll

December 29, 2016

© 2016 AMN

Has Apple been too successful – and overly arrogant in believing only it knows what is best for its customers? Will Apple become the next Yahoo, slowly sinking into oblivion?

Has innovation for Apple become abandoning things, such as leaving out the audio mini-jack in its iPhones? The original iPod was a great music player with its fabulous click-wheel interface – ingenious. But Apple abandoned the iPod click-wheel, rather than updating this product with solid-state storage. Will Apple soon abandon all its iPods? If so, it would be a great opportunity for Sony to acquire the iPod product line and continue to innovate with new features and storage.

The iTunes program tries to do everything: music player, iPhone synchronizer, and iTunes store access. It is challenging to do all these well in one huge program. The different purposes should be different programs, but with sharing across them.

The iWatch promised much – but what did it deliver? I have yet to see someone using one. And the need to recharge it every day is a big chore. The iWatch seems to be just an extension of the iPhone.

Apple has become a one-product business: the iPhone. It is challenging to survive today as a one-product company. Apple's complete product line (other than the iMac) would easily fit in a backpack. Apple is not a diverse product company – it has become a niche company.

Amazon, meanwhile, is innovating and expanding, such as its new voice-activated Echo product. This clearly is the kind of innovative product I would have expected from Apple. Meanwhile Apple's iTV remains a challenge to discover what it actually does and how to use it.

Has the Apple that was the past innovator become today a copycat, such as the rumors that it too is working on a driverless car? More significantly, is Apple itself driverless and has it lost its way?

Apple possibly needs new directions – a return to innovation – or a re-invigoration of the current paths.

Apple should renew a commitment to legacy products, such as the click-wheel iPod, updating them with newer technology and enthusing their original excitement. Give consumers more control over how things are displayed and used; and change the attitude that Apple knows best.

A. Michael Noll

Author(s):

Date of Publication or Speech:

Location:

Associated Organization:

Associated Names:

Tags: Apple, iPhone, iPod, iTunes, iTV, Noll, Yahoo!

Category: Blog

Leave a Reply

Archival reading copy rendered from the Internet Archive snapshot of the page above, for the A. Michael Noll collection at bre.art, with the author's permission. Text is the author's; this layout is not the original publication's.