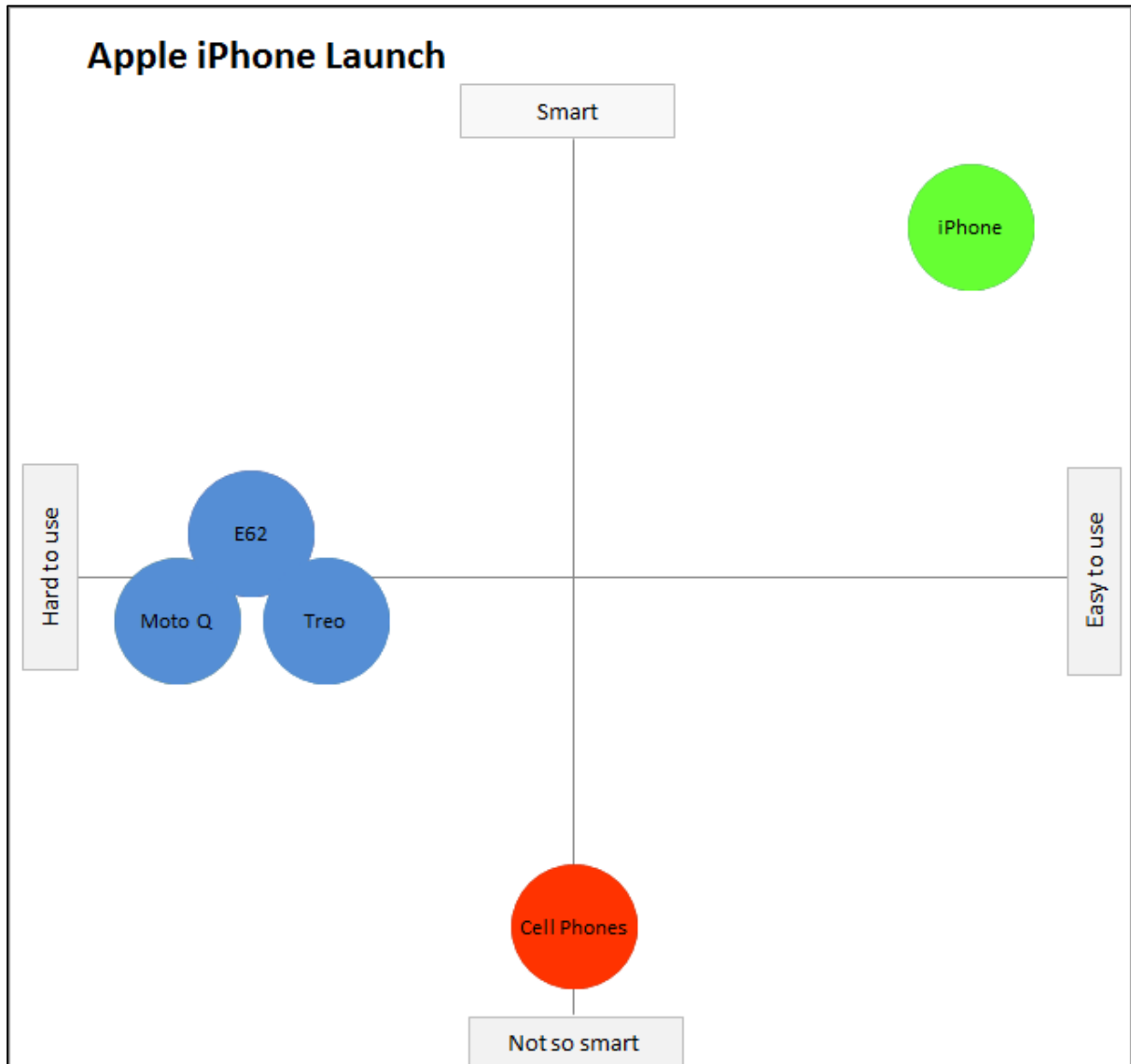


## The Original Perceptual Map for the iPhone

Please review the following perceptual map and the related video - which is how Apple highlighted the market gap for the original iPhone launch in 2007 - and then answer the questions below.

For the video: search for Steve Jobs iPhone Perceptual Map on YouTube.



## Student Discussion Questions

1. Do you think that this perceptual map was used for:
  - As the original identification of the market gap of the iPhone
  - As a guide to designers and developers to keep focused on the final product and its benefits
  - As a launch presentation technique only
  - As a way of clearly communicating to consumers the unique benefits (positioning) of the iPhone
  - As a simple diagram to encourage the media and bloggers to communicate the iPhone's point-of-difference
2. Given that Apple was new to smart phone technology at the time, do you think that there was a risk of being too ambitious in the marketplace? In other words, can new competitors use technology to leap-frog the market?
3. In what other markets/industries have new players taken over market leadership using break-through technology?
4. Were there other attributes that Apple could have considered for the perceptual map design? Or are these the two most important attributes in a consumer's purchase decision?
5. Given that Apple's approach to finding a market gap is clearly shown here, what is stopping their competitors from leap-frogging them back? (That is, how does Apple now retain its market leadership position?)