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UNIVERSITI TEKNOLOGI MARA

**OPERATION MANAGEMENT (MGT345)**

**IPOD'S PRODUCT LIFE CYCLE**

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## 1.0 INTRODUCTION

The product that we have choose is an iPod designed and marketed by Apple Inc. iPod is a line of portable media players and multi-purpose pocket computers. Portable media player (PMP) is a device that stores and plays digital media, such as audio, images, and video files. The first version of iPod was released on 23 October 2001, while the latest version of iPod was released on 15 July 2015.

We decided to do a research of iPod because it is an interesting product which used to be successful all around the world but however has reached the decline stage of product life cycle. Apple is the world's number one competitor in technology, especially their phone and tab devices. Therefore, we would like to do a research on iPod.

## 2.0 IPOD

iPod is a line of portable media players and multi-purpose pocket computers. Portable media player (PMP) is a device that stores and plays digital media, such as audio, images, and video files. The first version of iPod was released on 23 October 2001, while the latest version of iPod was released on 15 July 2015.

Therefore, there are three current versions of the iPod. The first one is the ultra-compact iPod Shuffle. It was designed to be easily loaded with a selection of songs and to play them in random order and could hold up to 240 songs. The first generation of iPod Shuffle was announced on 11<sup>th</sup> January 2005, and the current fourth generation model was introduced on 1<sup>st</sup> September 2010. iPod Shuffle is the smallest model in Apple's iPod model and was the first iPod to use flash memory.

Besides, the second version of iPod is the compact iPod Nano. This version of iPod also has four generations. The first generation was announced on 7<sup>th</sup> September 2005, while the current fourth generation was released on 9 September 2008. iPod Nano is a small sized device with battery life up to 14 hours, while the screen was displaying 65,536 colors 4 GB capacities were available.

Thus, the third version of iPod is the iPod Touch. This is the most popular of iPod model because it is a touchscreen-based version. It can be used as a music and video player, digital camera, handheld game device, and personal digital assistant (PDA). It connects to the Internet only through Wi-Fi base stations, does not use cellular network data, and is therefore not a smartphone, though it has a similar design to the iPhone and is often referred to as the "iPhone without a phone".

### 3.0 HISTORY

iPod line was released in 2001 came from Apple's "digital hub" category, when the company began creating software for the growing market of personal digital devices. Digital cameras, camcorders and organizers had well-established mainstream markets, but the company found existing digital music players which are in big size and have negative reviews by most of the consumers. Because of that case, Apple Inc. has decided to develop its own digital music players. As ordered by Chief Executive Officer (CEO) Steve Jobs, Apple's hardware engineering chief Jon Rubinstein assembled a team of engineers to design the iPod line, including the hardware engineers, Tony Fadell and Michael Dhuey, and the design engineer Sir Jonathan Ive. Jon Rubinstein had already discovered the Toshiba disk drive when meeting with an Apple supplier in Japan, and purchased the rights to it for Apple, and had also already worked out how the screen, battery, and other key elements would work. The aesthetic was inspired by the 1958 Braun T3 transistor radio (Walkman) designed by Dieter Rams, while the wheel based user interface was prompted by Bang & Olufsen's BeoCom 6000 telephone. The product was developed in less than one year and unveiled on 23 October 2001. Steve Jobs announced it as a Mac-compatible product with a 5 GB hard drive that could fit up to 1000 songs.

As development progressed, Apple continued to refine the software's look and feel. Starting with the iPod Mini, the Chicago font was replaced with Espy Sans. Later iPods switched fonts again to Podium Sans, a font similar to Apple's corporate font, Myriad. Color display iPods then adopted some Mac OS X themes like Aqua progress bars, and brushed metal meant to evoke a combination lock. In 2007, Apple modified the iPod interface again with the introduction of the sixth-generation iPod Classic and third-generation iPod Nano by changing the font to Helvetica and, in most cases, splitting the screen in half by displaying the menus on the left and album artwork, photos, or videos on the right.

In 2006 Apple presented a special edition for iPod 5G of Irish rock band U2. Like its predecessor, this iPod has engraved the signatures of the four members of the band on its back, but this one was the first time the company changed the color of the metal from silver to black. This iPod was only available with 30GB of storage capacity. The special edition entitled purchasers to an exclusive video with 33 minutes of interviews and performance by U2, downloadable from the iTunes Store.