

Apple may fix the problem, but the biggest problem of Apple Watch cannot be fixed

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LTE mobile network connection should be made for users to make calls right from the clock that Apple calls the bottom line, which turns out not to work as well.

The product was released on Friday and received bad reviews. Apple shares fell 3%. Apple representatives said they are fixing and will soon release a new version.

But the problem on Apple's watch does not stop at low ratings, unstable wireless connectivity or low battery life (can only say 1 hour when using LTE).

The problem with Apple Watch Series 3 LTE is a sign that Apple has lost its vision of the law that led them to success: Apple doesn't sell technology just because of technology, they find what users want (even when users themselves do not know) and use technology to make it a reality.



The Apple Watch design has not changed since 2014

'The hardest part of making a new product is finding out what good technology can be used and making it simple to use, finding out what people want,' Steve Jobs said, 'they We have seen many good products but failed because few people care. '

Clayton Christensen, professor at HBS calls this the 'need to do' theory. Simply put: customers don't buy technology or products but choose things that work for them. And recently, at least one analyst on the WSJ said that Apple has lost its ability to find work to do.

'Industrial Design Group of Apple has shown the ability to detect what to do even before users know they need it,' said UBS analyst Steven Milunovich of Apple's design department. 'The iPod contains 1000 songs in your pocket, for example. The functions and statistics of Apple also follow that approach. But they seem to struggle with Apple Watch and Apple Pay.

More than relax

So what is the work of Apple Watch Series 3 LTE? This is what Apple says on the website.

'Answer a call while surfing. Request Siri to send the message. Stream music while running. Do it all without the phone. '

Which customers will need to do the above jobs? 'Surfing fans need to answer the urgent business call in the middle of the ocean', perhaps.

Siri can already send messages from the iPhone and there is no lack of evidence that is a familiar feature on the phone. Leaving the phone at home makes a lot of sense to the joggers, but they are only part of the majority.

This is what Apple's chief operating officer, Jeff Williams, introduced the new watch:

'Now you can freely go anywhere with Apple Watch. This is our vision from the beginning. We believe that integrating mobile connectivity will make Series 3 a brand for Apple Watch. Now you can run only with the clock and still connect, leave your phone at home when you go to the beach or run errands. It's great to know that you can still connect with you even though you experience every moment. '

'With Bluetooth connectivity and WiFi, we use the wireless W2 custom chip. WiFi is 85% faster while saving 50% more energy than both Bluetooth and WiFi. The measuring tool shows the number of climbed stairs and Elevation Gain after practice. We also offer apps for developers'.

'Of course the biggest challenge is mobile network connectivity. The phone is full, you need an antenna, radio, amplifier, SIM card. If not done correctly, it will be big and you don't want to wear it anymore. '

Besides the uses Apple says, the main selling point is how impressive the device is in terms of technology.

Sell ??the wrong thing

Obviously a great achievement when Apple found a way to wirelessly connect LTE to work on small devices and battery sizes just like no LTE version. But most people don't buy for \$ 400 because the chip is only technically impressive.



The ads don't seem to be aimed at many people

One hour of talk is a great achievement when LTE is very power consuming but for ordinary users, it seems like a weakness, not selling point.

The potential of Apple Watch is easy to see. If there is no battery problem, if it is a bit stronger, you can imagine it will replace the phone with some people. If there is a more modern sensor, it will become an important tool that everyone needs to listen to health. Someday, if technology goes the right way, you can leave the key at home and use the clock as an ID to do everything, from opening the car door to the office door.

But customers do not buy the potential of the product, they buy it to work for them. Adding LTE to the Apple Watch does not really solve any problems, except with joggers.

Instead, it seems that Apple offers a mobile connection on the watch just because of their hardware route two years ago. That is a bigger problem faced by Apple Watch rather than malfunctions before opening sales.

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