

## Invention of the iPhone 5c

### **Design Situation**

The Apple Company has noticed that their current products are not being purchased by young teenagers. They believe that their simplistic, professional design is only appealing to adults and business people. They need to find a way to influence teenagers to buy their products.

### **Design Brief**

Design, Create and Evaluate a new version of the iPhone that is colourful and contains features that appeal to teenagers.

