Subject: Default App Policy
From: Confidential
Received(Date): Thu, 15 Aug 2019 15:55:50 +0000
To: Confidential | "Craig Federighi" Confidential
Date: Thu, 15 Aug 2019 15:55:50 +0000

Hello Gentleman,

I have been a long time Apple products user. My family loves the Apple products and the incredible value they add to our day to day lives.

One thing that I strongly believe Apple can improve as far as the iphone\ipad user experience is concerned is letting the users choose their default apps.

At this time there are so many apps that Apple provides out of the box which have great alternatives on the appstore. To name a few:

Mail Client, Apple Music, Reminders, Apple Maps, SIRI, Messages, Camera etc.

If Apple believes that they make the best apps in the respective categories why not let users choose what they feel is the best. At this point I cannot have Google Maps as my default maps app, or I cannot slide left on lock screen and launch Halide Camera app instead of default camera.

I am a big time advocate of freedom of choice. And I feel there is some scope of improvement for Apple with its default app policy.

Thank you again for making such wonderful products.

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