Business Case for Translation Product

Executive Summary *(summarizes the entire document; first thing people read, last thing you write)*	Apple currently lacks a native translation tool, a gap that's filled by competitors like Google and Microsoft, who have been in this space for years. Now is the time for Apple to address this need and develop a fully integrated, privacy-first translation solution that aligns with our brand values. This document outlines the opportunity, user needs, potential challenges, and our recommended approach for entering the translation market and strengthening Apple's ecosystem. By adding a translation tool, Apple enhances the overall value of its ecosystem. Late or not, having a reliable, native translation service that integrates with Siri, iMessage, and other Apple features enhances the attractiveness of Apple's products, encouraging both loyalty and potential hardware sales.
Problem Statement *(problem overview; goals; how it links back to the business)*	Apple users rely on third-party translation tools, which impacts user experience and limits our ability to fully control data privacy within our ecosystem. Apple's user base expects privacy, seamless integration, and reliability—qualities they know and trust from our brand. Introducing a translation app that's native to Apple will create a more cohesive experience, providing users with a solution they can trust, without needing to rely on external services. Refining Based on Competitor Learnings: By entering the translation market later, Apple can leverage insights from existing translation products, identifying what works well and where common pain points exist. Apple can develop a more refined and user-focused tool, avoiding mistakes made by earlier entrants and delivering a polished experience. Apple's late entry allows it to redefine what a translation app can be by leveraging its advanced technology—like on-device processing, offline capabilities, and high-quality voice recognition

Analysis of Product Opportunity *(why it's important to address; cost of problem / size of opportunity; competition)*	• Growing Globalization: As international travel, business, and digital interactions increase, users have a greater need for dependable translation tools that facilitate cross-language communication. • Differentiation Opportunity: Apple has the chance to stand out by focusing on privacy, intuitive design, and enhanced device integration. A privacy-focused, high-quality translation app could become a trusted tool that feels inherently Apple. • Adding Value for Users: By providing a built-in translation service, Apple can save users the cost of purchasing third-party apps, offering them greater value while maintaining their trust in the Apple brand.
Possible Solutions *(for each solution: benefits, costs, timeline, risks)*	In terms of modeling, we have three options: 1. Use other companies' models via an API a. Benefits: Fastest option b. Costs: Lower upfront, unsure long term (ultimately, we don't control this) c. Timeline: Shortest d. Risks: Least control; dependency on other companies, in terms of both quality and cost 2. Use open-source models a. Benefits: No dependency on other companies b. Costs: Lowest c. Timeline: Medium d. Risks: Model quality 3. Build our own models a. Benefits: Most control; no dependency on other companies b. Costs: Highest (data curation, training, etc.) c. Timeline: Longest d. Risks: Costing more and/or taking longer than anticipated
Recommended Approach *(which solution is best; why)*	Apple's values of privacy, quality, and user experience. While it requires more time and resources, developing a proprietary model will allow us to create a high-quality translation product that meets the expectations of Apple users. By building a solution from the ground up, Apple gains full control over data security, ensuring that our users' privacy remains intact. This strategy also positions Apple to offer a translation service that is fully integrated and optimized for the Apple ecosystem, reinforcing our brand's commitment to excellence.