



Disclaimer: This e-book doesn't tend to express hatred against any smartphone company or operating system. We believe that every company holds a crucial position in the market. The content in the post is entirely the author's opinion.

First, a quick note against running after specifications

Heyaa! Thanks for downloading the free checklist on “How To Choose The Correct Smartphone”.

In this e-book, you will find the exact step-by-step tutorial to choose the smartphone you’ve always dreamed of, and that too, in your budget!

I will begin with a small story!

Not long ago, the smartphone industry in India was getting a new platform. Big companies like Samsung had skyrocketed their sales of their Android smartphones. It was as if the people were choosing their smartphones blindly and within a short time having an android smartphone became a status symbol.

The home companies like Micromax and Karbonn took advantage of this situation, and purchased devices from Chinese OEMs for cheap, added their software, and brought them in the market under their brand name.

They had a slow start, but they are now quite successful, at least Micromax is!

Such low quality phones are now having a strategic position in the market. Micromax smartphones are selling like hot cakes!

But since they are made by OEMs, you can't expect good experience from them, although they are fabulous specification-wise.

So, before you read this checklist further, click on the below link and read the article on this topic. It is absolutely necessary for you to go beyond specifications to choose the correct smartphone:

- [2 Plain Reasons Which Forced Me Not To Buy Micromax Mobiles](#)

The common mistake which smartphone buyers make: *They listen to the specifications!*

Sure, specifications are important, but there's a lot more to think about!

Confused? This checklist will clear your doubts!

Pro Tip: If possible, get a print-out of this checklist and carry it with you to the smartphone shop! This will help you take each and every point into consideration!

Note: If you're a tech freak, you might find the information provided quite short at many places. That's because I have tried to make this

checklist as simple as possible! Nobody in this busy world would like to read a 5,000 worded e-book right?

Step #1 – Choose a budget

This step is really crucial!

You need to keep some bucks aside for a smartphone, and this will form the base of what you are going to choose for the selection.

What you invest in shall what you get! – As simple as that!

So, take a mental note of how much you are willing to get a smartphone, and then proceed further.

The amount can be anything, as long as there exists a smartphone in that range.

Step #2 – Choose the operating system

You need to be wise in this step.....

Basically, there are three operating systems that are ruling the market:

Android: No doubt, the most popular OS. It is purely known for its range and customization capabilities. It is open source and any company can manufacture its smartphones. Thus, you will find a variety in Android, both in price and specifications. In addition to this, you will also find full support from Google to your device.

There exists an Android phone for as low as Rs.4000 (\$60-70) and for as high as Rs.60000 (\$1000)

iOS: It's the "Apple-exclusive system", i.e., only Apple manufactures smartphones having iOS in it! It is undoubtedly the top class range of devices, running low in specifications but give awesome user experience! iOS dominates the European countries, and has already set its foots in Asian countries too!

Probably now you must have found another statement against relying on specifications. You're quite smart! 😊

Windows OS: Windows is now on smartphones too! Windows Phone OS offers their awesome UI, which is stylish, sleek and smooth to use! It's entirely made for business guys, having Microsoft Office and Here Maps (the offline maps) as its key advantages! It can beat Android but lacks behind in just one point, app store! There are many apps that support Windows OS, but Android's app market is damn huge!

Microsoft mainly manufactures smartphones having Windows OS. However, companies like XOLO have tried their hands on it too!

So, in short, if you are a business user, go for Windows OS, if you want an awesome mobile experience, go for iOS, and if you want to settle with customization, go for Android.

If you're confused at this step, go for Android! It suits almost all spheres!

Step #3 – Choose the correct brand

I have talked a bit about this already!

If you choose iOS, then there is no point thinking about this (since Apple's the only brand manufacturing such devices)! If you choose Windows OS, then blindly go for Microsoft! Believe me, you wouldn't regret it!

This question comes up when you opt for Android, as there are quite a lot of companies manufacturing smartphones under this OS!

You can't go for a rebranded smartphone, right? They certainly don't give you a good user experience!

In one statement, go for a brand you trust, which has good after-sales service and makes you feel comfortable!

Step#4 - Jot down your specifications

Sure, specifications aren't much important! But who said that they hold no importance at all?

Jot down the minimum specifications you need in your smartphone. Make sure you take the following points into consideration:

Processor: Crucial if you are a hardcore user! The powerful the processor, the smoother your smartphone will be!

There are basically dual-core, quad-core and octa-core processors, arranged in successive order of their performance, although it always doesn't mean that way!

Usually Qualcomm Snapdragon processors are considered to be awesome, but there are various others such as Cortex, Mediatek and Intel in the range too!

PS: If you have opted for a good brand and don't intend to use your device for hardcore gaming, you can ignore this part!

RAM: Pretty simple! The better the RAM, the better it is for you!

Display: You don't have to think much under this topic! Just make sure the display meets your demand. Try looking at the smartphone from various angles, and make an attempt to play a HD video in it.

Screen Size: Usually 4.5" is considered to be the best size, 5.5" is quite large and somewhere around 4" fits your palm perfectly!

Battery: This has been a major concern for smartphones. Making the battery last for a day is indeed challenging!

Lenovo offers quite awesome battery in its smartphones, usually around 3000mAh. Sony and Samsung have awesome battery backup, even at a mediocre battery of around 2200mAh.

Camera: More megapixels doesn't mean better quality. For this factor, you need to personally try out the camera of the smartphone!

Of course, this is where you are going to store your memories, right?

Storage: Make sure that the smartphone has a considerable internal storage, since there are many apps that can't be moved to your SD card.

Also, better storage will mean that you are on the safe side even though if there is no external SD card slot in the smartphone!

While noting the specifications, make sure that you don't go too strict! It's not at all realistic to be strict at this step!

Step #5 – Make sure that the smartphone isn't going to get outdated soon!

This point is often overlooked by a customer!

One often sees a remarkable price for awesome specifications and gets a smartphone having old OS or a smartphone unlikely to receive software updates!

Who would like to have a smartphone which goes outdated early? This will make you lose your interest in your smartphone, and you will end up wasting your money!

Awesome!!!

Hurray! You have now chosen the correct smartphone – the smartphone of your dreams, the smartphone of your aspirations, the smartphone of your requirements!

What are you waiting for then? Go on and get your smartphone! It's all yours now!

A sneaky little bonus

I have made my best efforts to make this checklist a handy guide for any smartphone buyer!

But still, it is likely that you can feel stuck at some place!

So, if you need some help, or just want to show me the latest smartphone you purchased with the help of this checklist, shoot an e-mail at yashraj@techprobex.com! I will make sure that I read your e-mail and help you out!

Take it as a bonus from me! (You can thank me later, of course!)

Can you help your friends out?

According to a poll conducted at TechProbeX, over 30% of the people feel that choosing the correct smartphone is the #1 problem they face in today's technological era!

If that's the case with your friends, can you help them by sharing this checklist?

Just send them this short link and they will receive their free copy:
<http://bit.ly/SmartphoneChecklistFree>

Thank you! 😊