**PROS AND CONS VENN DIAGRAM TEMPLATE – EXAMPLE**

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| ISSUE / ITEMS to EVALUATE | Smartphone Pros and Cons |

XYZ Phone

ABC Phone

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| NOTES |  |

Shared Pros:

* High-quality displays.
* Powerful performance.
* High-quality camera capabilities.
* Support for fast cellular data speeds.
* Access to wide range of apps.

Shared Cons:

* Expensive product.
* Variable battery life depending on usage and settings.
* Environmentally damaging product in terms of electronic waste disposal.

Pros:

* Seamless integration with other devices and services.
* Regular and timely updates for security and new features.
* Excellent speed and efficiency.
* High-quality camera and video recording capabilities.
* Strong emphasis on user privacy and data protection.
* Premium design and materials.
* Excellent resale value.
* Access to customer support network.

Cons:

* More expensive product than many counterparts.
* Limited customization options.
* Shorter battery life.
* No expandable storage.
* Some proprietary and costly accessories.

Pros:

* High-quality display with vibrant colors and high resolution.
* Extensive UI customization capabilities.
* Versatile camera system with various shooting modes.
* Availability of variety of models at different price points.
* Expandable storage availability.
* Excellent battery life of certain models.
* Quick charging capabilities for convenience.

Cons:

* Possibility of tardy and inconsistent software updates.
* Uninstallable apps.
* High susceptibility to malware and security vulnerabilities.
* More quickly depreciating resale value.
* Less extensive customer support.

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