



INFO SHEET N°3

Which smartphone to choose? The simple and honest guide

No need to be an expert — this sheet helps you choose the right device based on your real needs.

⚠ Prices change regularly — Always check current offers on the relevant website, on comparis.ch or alao.ch before signing.

*There are hundreds of different smartphones. Shop assistants often recommend the most expensive model. Yet for the vast majority of seniors, a device costing CHF 100–200 is perfectly adequate. The key: choose based on **what you really want to do** with your phone.*

🤔 First of all: what will you use your smartphone for?



Calls & SMS

Making calls, sending messages



WhatsApp

Free messages and calls



Photos

Family, travel, memories



GPS & maps

Finding your way, getting directions



Emails

Reading and sending messages



TWINT / payment

Pay with your phone

Which profile suits you?



Essential Profile

80 – 150 CHF

Made for you if: *you want to make calls, send WhatsApp messages, take a few photos and check your emails. You do not need advanced features.*

- ✓ Calls, SMS and WhatsApp without any problem
- ✓ Decent camera for family photos
- ✓ GPS and Google Maps
- ✓ Emails and basic internet browsing
- ✓ TWINT for payments
- ✓ Screen between 5.5 and 6.5 inches — readable



Recommended models in Switzerland:

Samsung Galaxy A15

Samsung Galaxy A05s

Motorola Moto G34

Nokia G42



Comfort Profile

150 – 300 CHF

Made for you if: *you want a smoother device, better photos, a large bright screen and a battery that lasts well through the day.*

- ✓ Everything the Essential profile offers, but better
- ✓ Very good photos, even indoors or in the evening
- ✓ Larger and brighter screen — reading comfort
- ✓ Battery lasts 1.5 to 2 days
- ✓ Fast and smooth — no slowdowns
- ✓ Enough storage for lots of photos



Recommended models in Switzerland:

Samsung Galaxy A35

Samsung Galaxy A54

Google Pixel 7a

Motorola Edge 40



Premium Profile

CHF 400 and above

Made for you if: *you are comfortable with technology, love great photos, watch videos, want the best device and plan to keep it for 5 years or more.*

- ✓ Exceptional photo quality — like a real camera
- ✓ Superb screen, very bright, even in direct sunlight
- ✓ Maximum speed — never any slowness
- ✓ Longevity: designed to last 5 to 7 years
- ✓ Security updates guaranteed for a long time



Recommended models in Switzerland:

iPhone 15 ou 16

Samsung Galaxy S24

Google Pixel 8

Samsung Galaxy A55



Expert Profile

CHF 500 – 1'500

Made for you if: *you use your smartphone intensively every day, love photography, travel frequently or simply want the best device on the market — and plan to keep it for 7 years or more.*

- ✓ Professional photo quality — powerful optical zoom, 4K video
- ✓ Reference screen — perfect colours, extreme brightness
- ✓ Water and shock resistant — IP68 certified
- ✓ Ultra-fast charging — sometimes wireless
- ✓ Built-in artificial intelligence — automatically improves photos
- ✓ Updates guaranteed for a minimum of 7 years
- ✓ Fastest processor on the market — never slow



High-end models available in Switzerland:

iPhone 16 Pro / Pro Max

Samsung Galaxy S25 Ultra

Samsung Galaxy S25+

Google Pixel 9 Pro

Sony Xperia 1 VI

⚠ Honest advice: For the vast majority of senior users, this price range brings no significant practical advantage over the Premium profile. Only consider it if you are passionate about photography or technology.

Android or iPhone — which to choose?

Android

(Samsung, Motorola, Nokia...)

- ✓ Available from CHF 80
- ✓ Wide choice of models and prices
- ✓ Easy to customise
- ✓ Compatible with TWINT, SBB, PostFinance
- ~ Quality varies with price
- ~ Shorter update support than iPhone

iPhone

(Apple)

- ✓ Very simple and intuitive to use
- ✓ Security updates for 6–7 years
- ✓ Consistent, reliable quality
- ✓ Ideal if family uses Apple
- ~ Higher price (from CHF 500 new)
- ~ Fewer model choices

 **Our advice:** If your whole family uses iPhones (FaceTime, iMessage), an iPhone will be simpler for staying connected. If you are looking for the best value for money, a Samsung Galaxy Android is excellent and significantly cheaper.

Key criteria explained

Feature	What it means	What you need
Screen size	In inches — the bigger, the more readable	6.0 to 6.7 inches
Battery (mAh)	The higher the number, the longer the battery lasts	Minimum 4,000 mAh
Storage (GB)	Storage for your photos, apps and messages	Minimum 64 GB
RAM	The "speed" of the phone	Minimum 4 GB RAM
Camera (MP)	Megapixels — the resolution of photos	48 MP is more than enough
5G	Very fast internet connection	Useful but not essential
NFC	Enables payment with the phone (TWINT)	Yes if you want TWINT

Tips before buying

- Do not let yourself be rushed in the shop — take time to compare on **toppreise.ch**
- Ask to hold the phone before buying — weight and size matter
- Check that the text size can be increased — it is adjustable on all smartphones
- Avoid bundle deals with a subscription if you already have a plan
- A quality refurbished smartphone can be an excellent budget option
- Demandez à votre vendeur de configurer le téléphone de base avant de partir



Where to buy in Switzerland?



In store

- Interdiscount
- MediaMarkt
- Fnac
- Swisscom Shop
- Sunrise Store
- Salt Store
- Coop / Migros (électronique)



Online

- Digitec.ch (reliable, fast delivery)
- Galaxus.ch
- Toppreise.ch (comparateur)
- Ricardo.ch (refurbished)



Refurbished

- Recommended to save 30–50%
- Refurbed.ch
- Back Market
- Boulanger Suisse



To avoid

- Unknown sellers online
- Prices too good to be true
- No warranty or receipt
- Cash payment only

✓ Key takeaways

- Choose based on your real needs — not the shop assistant's advice.
- A good smartphone between CHF 100 and 200 is enough for 90% of senior needs.
- Android = more choice and cheaper. iPhone = simpler and longer-lasting.
- Always check screen size, battery and storage before buying.
- Compare prices on toppreise.ch before buying in a shop.
- Ask the shop assistant to set everything up before you leave.

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🔒 Ne communiquez jamais vos mots de passe ou codes à qui que ce soit

Ni par téléphone, ni par email, ni par SMS. Ni votre banque, ni la police, ni un opérateur ne vous les demanderont jamais.

📞 Appel masqué — ne pas répondre

Un numéro masqué cache volontairement son identité. Raccrochez sans hésiter.

❓ Numéro inconnu — évitez de répondre

Laissez sonner, attendez un message vocal, rappelez uniquement si nécessaire. Ne rappelez jamais un numéro 0900.

💣 Faux policier ou faux banquier — raccrochez et appelez le 117

La vraie police et votre banque ne vous demanderont JAMAIS de remettre de l'argent ou votre code PIN par téléphone.

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