

Alecia Herning

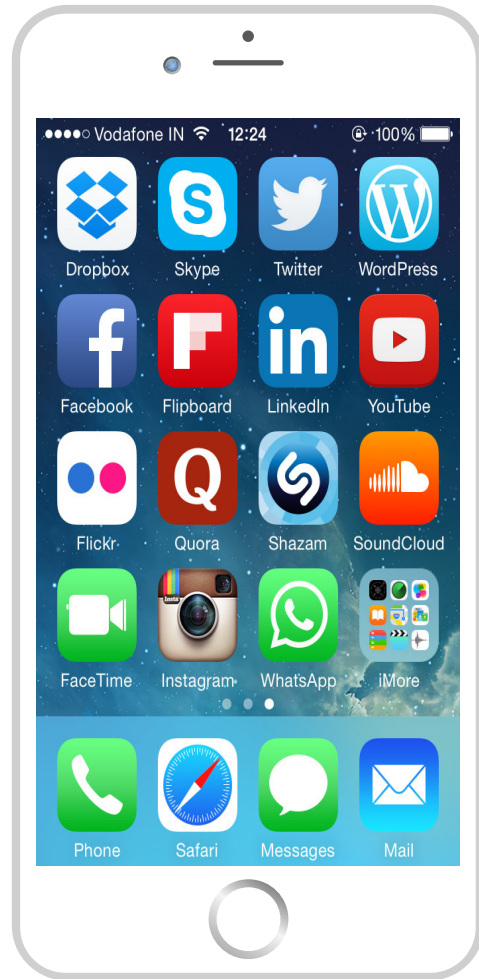
# Tap Tap Evolution

Is phone stylus dead and is it because of Steve Jobs?



# Tap Tap Evolution

Alecia Herning



iPhone was announced at the 2007 press conference. This started a revolution in the smartphone industry. In this article, I explore the positives and negatives of having stylus pens with our phones.

Steve Jobs announced at the conference that no one wants a stylus with a phone.

Steve Jobs asked why we need a stylus pen when we all have ten fingers? Our fingers have a closer interaction with the screen. A stylus pen may remove the close connection we have with our phones. We don't lose our fingers but stylus pens may fall out or be left behind. Many newer phones have tried to fix this problem by notifying the user when the pen is in use.

With the rise of these technologies our attention span has shortened.

We have everything in our own hands - smartphones have become like little computers in our pockets. Everything we want is almost instantaneous. So it becomes faster to pull out your phone without worry about also having to worry about a stylus pen. Users of phones

without the stylus pen, such as the iPhone, don't have to worry about wasting time fiddling around with small pens just to interact with their phones.

Steve Jobs started a revolution in modern phones, leading the charge in touch technology.

Advances in touch technology means that our phones have become more responsive to fingers. Before touch technology, the only way to interact with your phone screen was with a stylus pen.

Doing away with the stylus means there is more room inside the phone.

On the plus side, using our fingers on the screen means they become dirtier and covered in our fingerprints. Having a stylus pen could keep the screen cleaner and reduce the amount of bacteria on the phone screen. A stylus pen can also prevent scratches on the screen because the pen has a small, soft rubber tip.

Is having a stylus pen more for designers and creatives? The pen has an increased

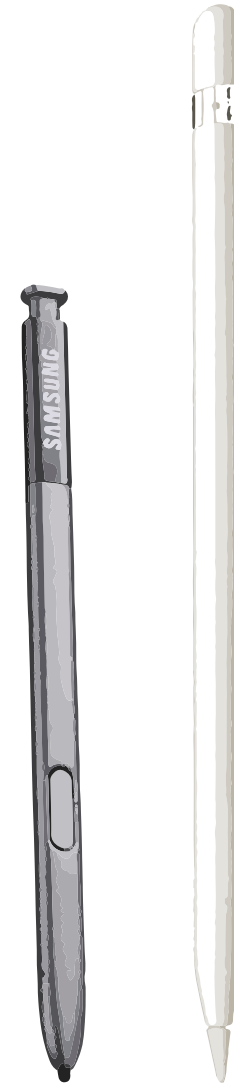
accuracy and feels more like a regular pen. It is easier to select a particular part of an image without fingers getting in the way. It could also be easier for business people to sign documents.

With the increasing size of the phone, there may be an increase in people wanting a phone stylus. As the screens get bigger, it becomes harder to hold and navigate with our fingers. This might drive the need for a stylus pen.

Even though Steve Jobs never wanted the stylus to be apart of modern phones, eight years after the original iPhone came out, the iPad was introduced. Suddenly there was a need for a pen stylus. Apple did end up releasing a stylus pen that could be separated. The Apple Pencil costs approximately \$60 and is sold separately to the 12.9 inch iPad Pro. The Apple Pencil is made for designers and creatives. There is also a thriving market for people to buy third party stylus pens as seen on websites like eBay and Amazon.

Having a stylus is a personal preference. Many people may see no use in it and others find it useful when they are using their phone.

I conducted a survey, in which fifty people participated, to find out whether there was interest in using stylus pens by designers. The results indicate that there might be a returning demand for stylus pens.



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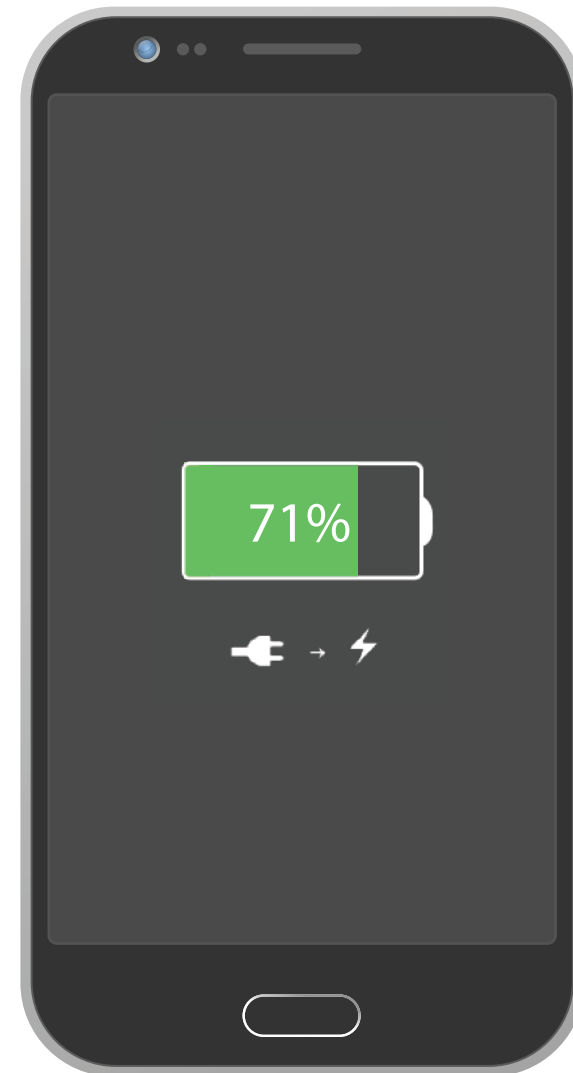
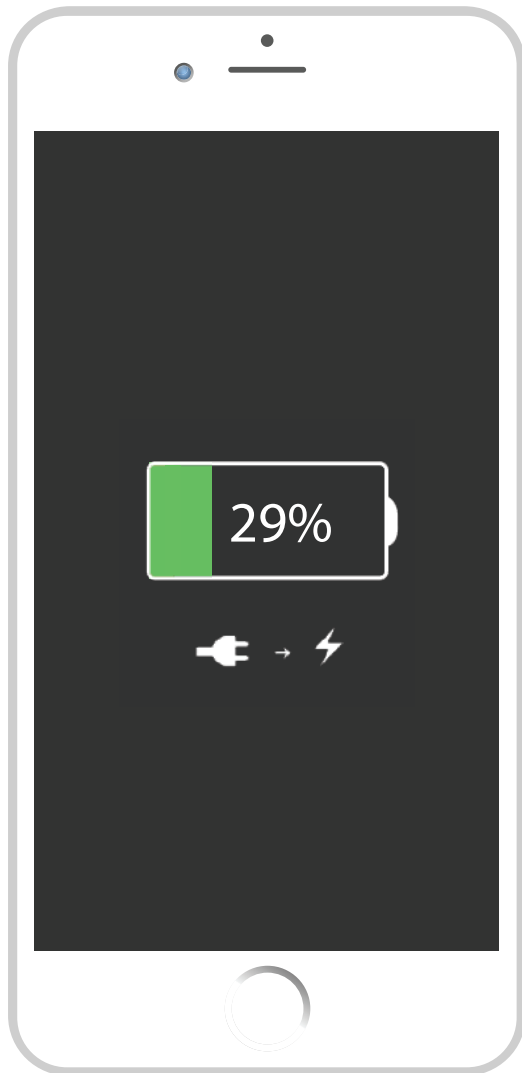
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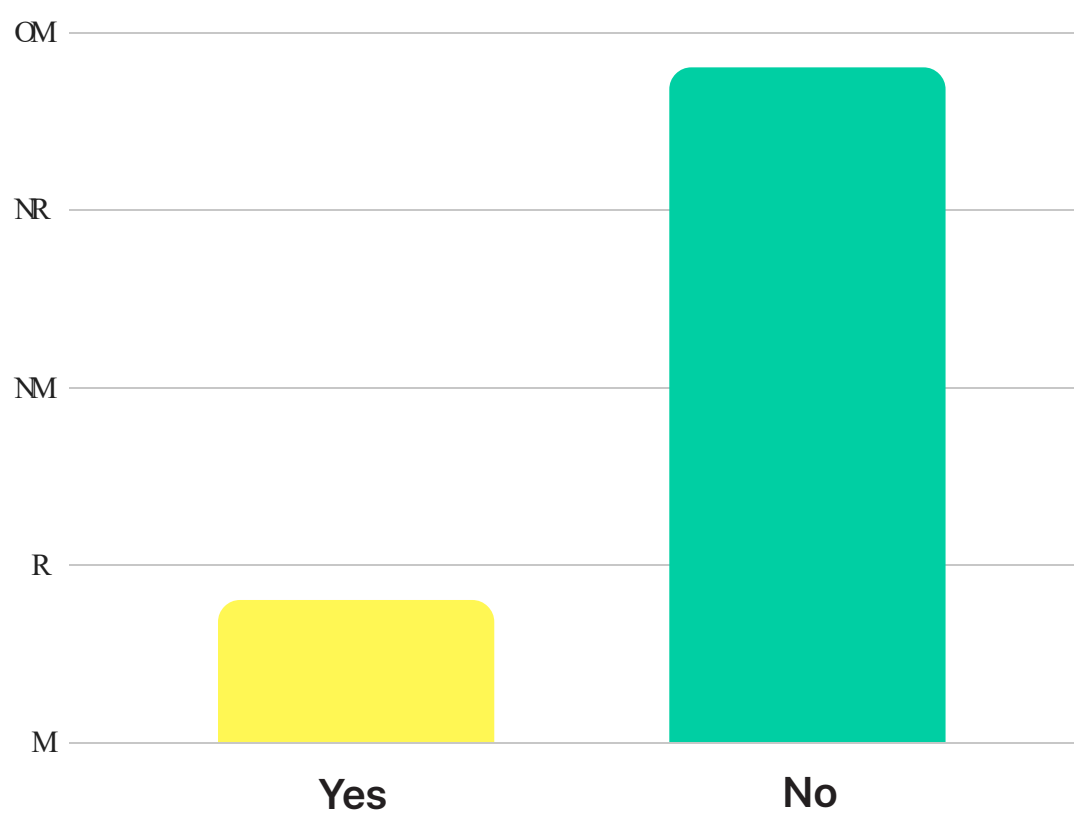
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# Do you use Android or IOS (Apple)?

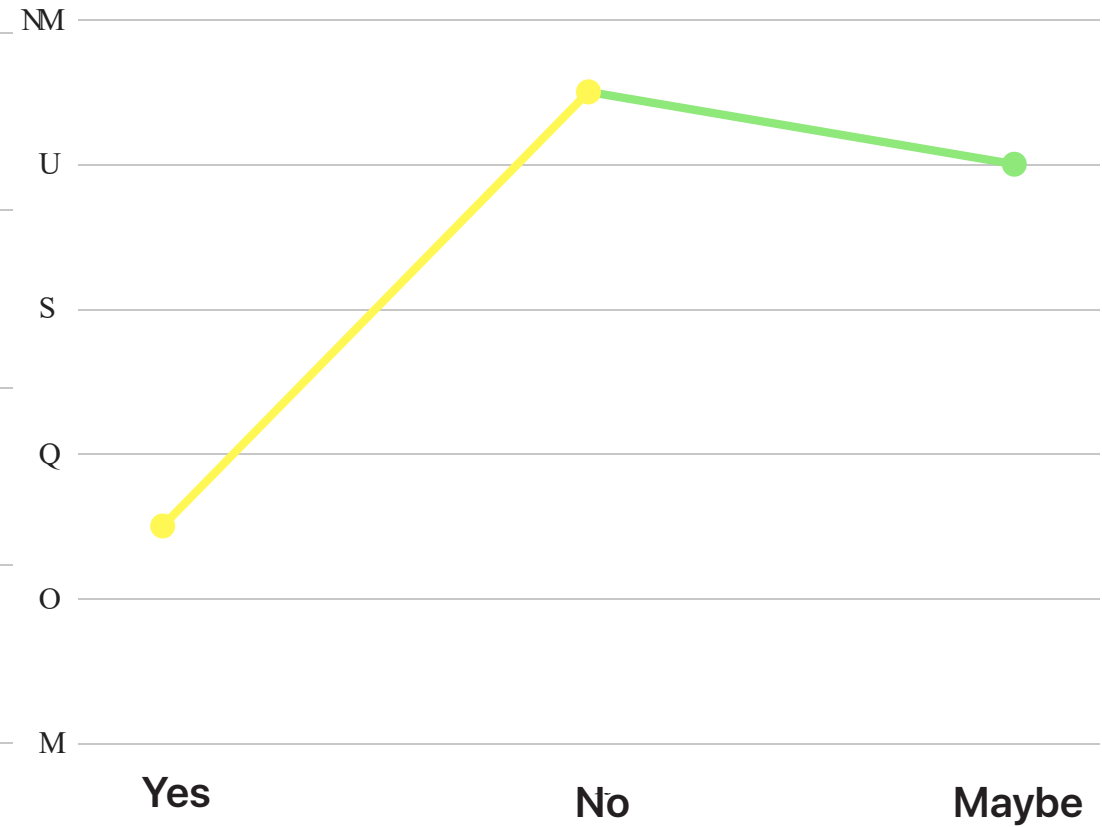




**In the survey, it questioned if the user's phone came with pen stylus?**



**If there phone did not come with a stylus pen. Did people want one?**



**If the phone included a stylus pen.  
Do they use the pen?**

- **No**
- **Yes**
- **Sometimes**

