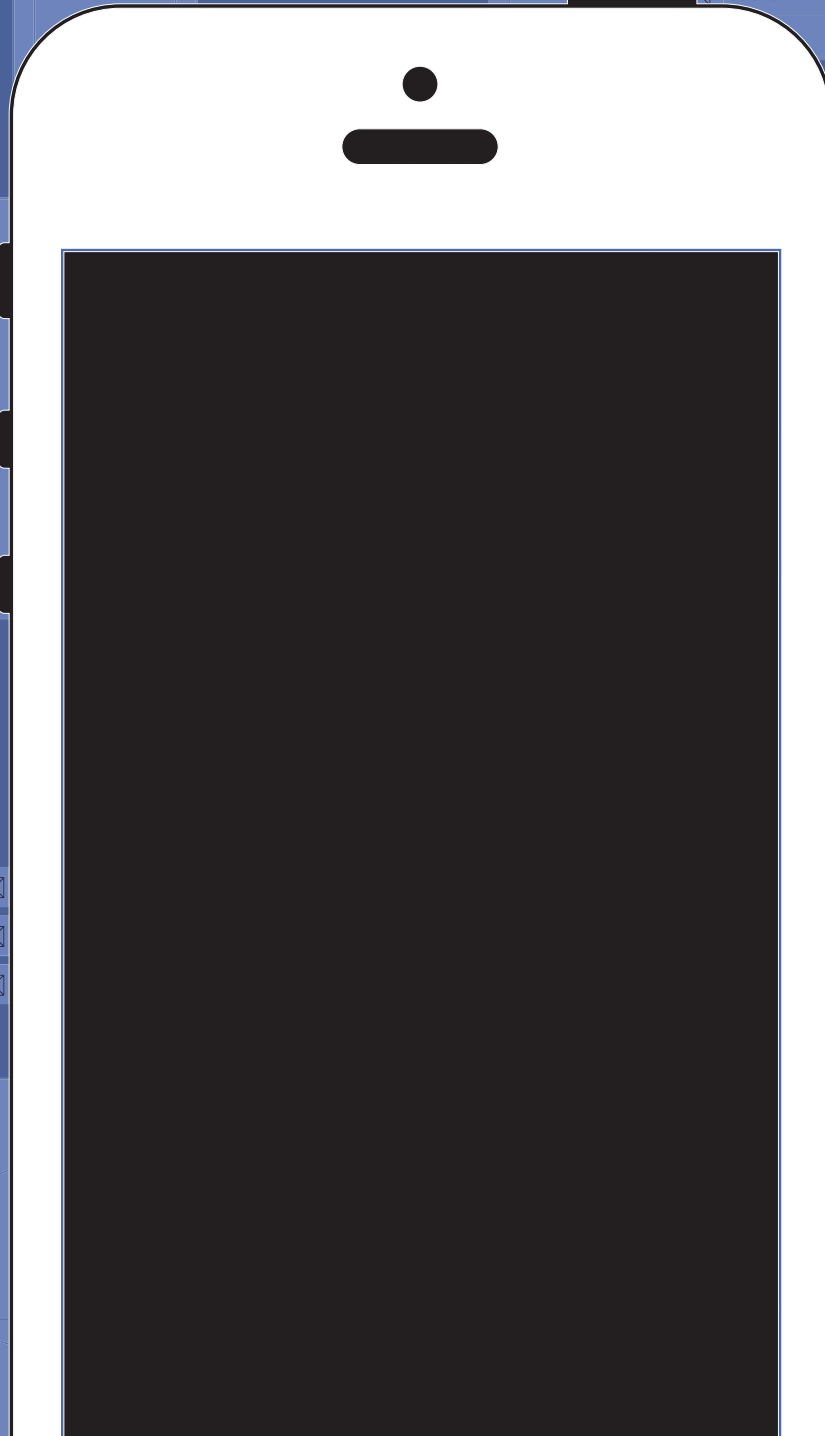


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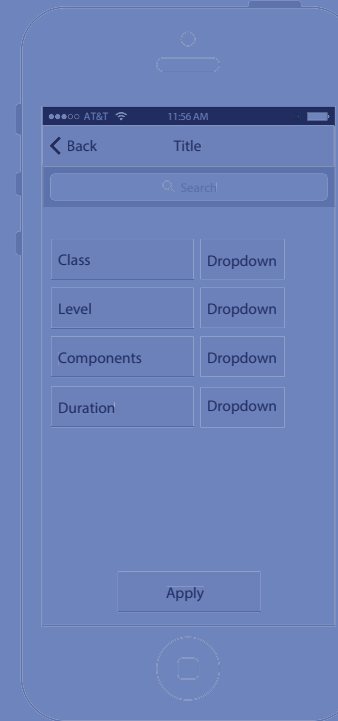
# Pinch it, Swipe it, Press me!

Insight on Apple's use of experience design with the iPhone.



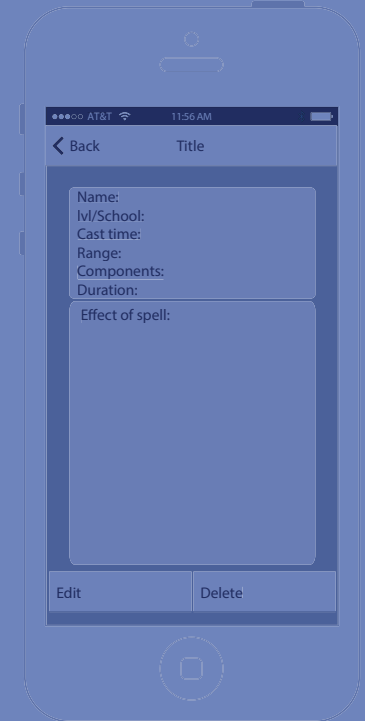
9

Spell filter page



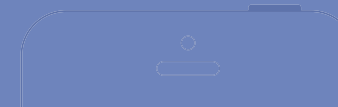
10

Spell details page



14

Character screen: Spell list



15

Character screen: Weapon list



# Pinch it, Swipe it, Press me!

Sean Vierik



When Apple created the iPhone back in 2007 they made the most simple and effective way to browse the internet, type emails and call people on the go. Their brilliant innovative ideas lead to a dynamic change in the world where the entirety of the mobile phone industry had to change their production methods to keep up with them; Apple accomplished this by analysing a user's experiences from previous phone models with help from designers and psychologists to determine what people really needed, this is also called user experience design (UX). IOS design and features are still evolving over time to suit the user with its primary focus on innovation, this is why Apple is winning in the phone market.

User experience design is a field of design that focuses on quality and optimization of a product for effective and enjoyable use, the primary goal is to create a design that makes users come back to a product because of their pleasant memories associated with the use of that product. When designing the users experience for mobile computing it is frequently

associated with user interface design (UI) which compliments the look, feel and interactivity of a product.

Originally UX design branched from ergonomics in the early 20th century during the machine age, skilled laborer's were declining so research was conducted to increase efficiency between the workers and their tools. Experience design eventually branched into cars with Toyota's principles "putting people first", then to cognitive science and then into graphic user interface for computers and web, and now plays a key role in today's smartphones.

Experience matters, Apple knows their customers experience builds up trust for their company. What Apple value is the chance to give people a richer life through their products instead of passing off goods to make a quick buck, having the huge loyal customer base that apple has didn't come without care and consideration put into their phones.

Three of the first iPhones innovative features to come from UX design were the

IOS touchscreen interface, mobile safari web browsing and google maps. These three features were developed from a need for better navigation and mobile web use. The IOS interface made most physical buttons redundant aside from 5 and focus primarily on touch, Apple incorporated new gestures with their touch interface such as pinch for zoom and swipe for scroll which made navigation and app use feel natural for anyone to pick up.

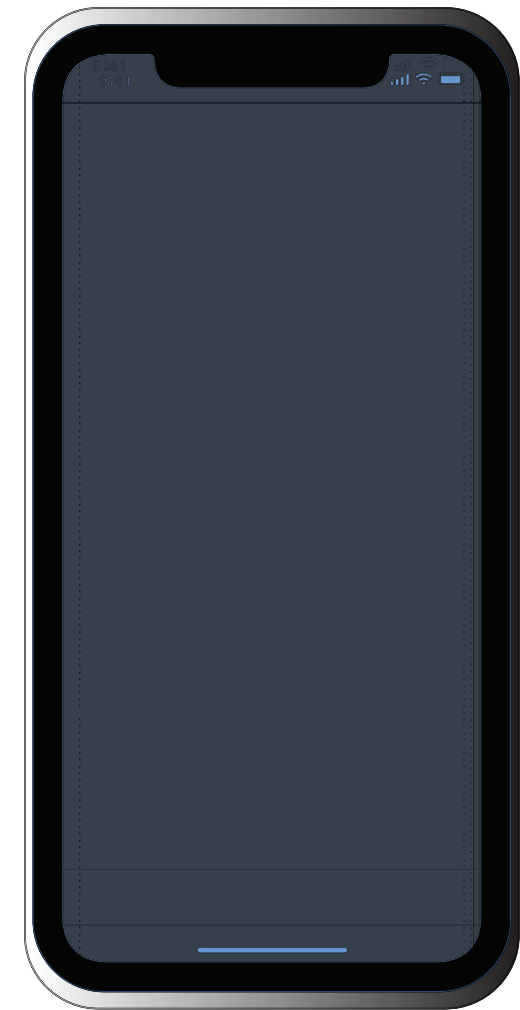
With the release of IOS 5 they introduced Siri an intelligent virtual assistant that operates via voice command. Later in in IOS 9 they made Siri proactive which was due to the demand of a faster more efficient phone assistant. Proactive Siri monitors habits and makes suggestions based on those habits, Siri can now memorise your routine and take actions to make the user effectively use their phone handsfree!

10 years from the original release of iPhone, the iPhone X is planned to release with cool new features such as facial recognition, wireless charging and they've

even managed to remove the physical button count from 5 to 4 by taking away the home button and replace it with a hard touch operation on the screen.

What iPhone has achieved through user experience design is phenomenal.

Although android sells more phones than Apple each year, the iPhone is still very popular and costs more per phone so Apple end up having a higher revenue. Apple can charge more for their phone because of their innovative interface designs and user experience design, IOS consistently delivers excellent features throughout the years and customers are happy to pay for them.



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# History of iOS features

