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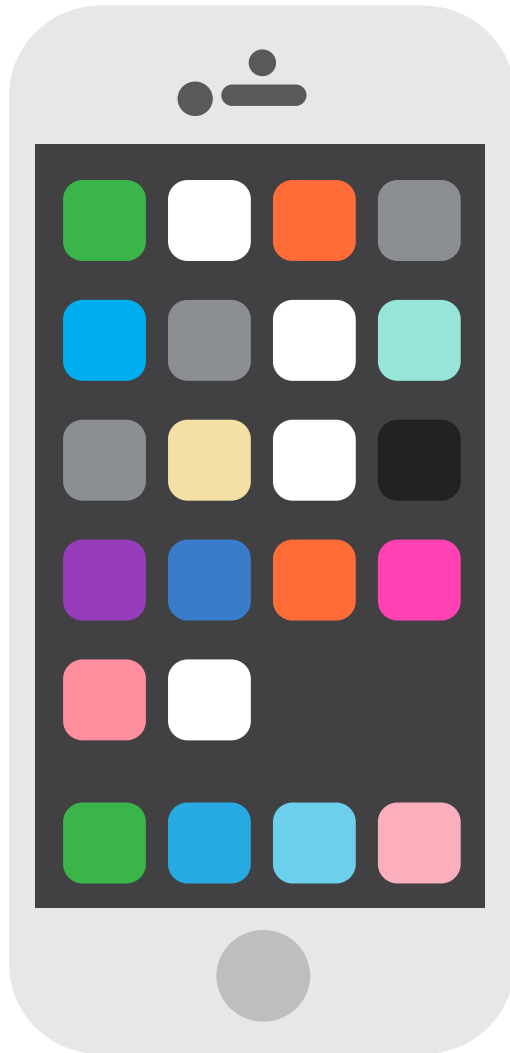
Just Like Magic!

How much of an impact has Apple's iOS
made in our everyday lives



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iOS is a mobile-operating software created by Apple Inc. and was introduced along with the iPhone back in 2007. Steve Jobs, CEO of Apple at the time, planned to have this operating software as a copy of their popular product, the Mac, on a smaller and portable device. Every year, Apple releases a major update of their iOS, embedding not only major new features, but some fixes that were addressed in the past updates. Initially only released for the iPhone, this software expanded to other devices such as the iPod Touch and the iPad, and ever since, has become the second most popular mobile operating system behind Android. So let's look at how iOS has changed.

iPhoneOS had also created the concept "grid of apps on a screen", which to this day has not changed in the history of apple devices. What struck consumers the most was how an iPod, camera, phone, and access to internet can be packed all into one device, a device people would want to use. Around a year later, iPhone OS 2 was introduced, adding in third-party apps (App Store), location services through the addition of GPS.

Soon after came Spotlight. The implementation of Spotlight made it easier for consumers to navigate through their iPhone. Then came Facetime, video recording and multitasking. With Facetime came an ambitious new form of communication, allowing the concept of video phones a reality.

Notable features were then introduced like Notification Centre, iMessage and Siri. Among the list also came iCloud and a more functional lock screen. The integration of iMessage made Apple join the growing popularity of other messaging apps like WhatsApp in which it changed the mobile landscape. Siri was more like a personal assistant on your phone. It still needed work, but we now took a glimpse of what is in store. Later, Apple introduced its own app for maps, along with Passbook Passbook made it easier and simpler to present and keep tickets all in one place.

iOS 7 completely overhauled with a simpler design. It also introduced a control centre, for quick access to options like flashlight, Bluetooth and a new feature called Airdrop, as well as a

new Photos app and iTunes radio. It has been described as the biggest change to iOS since the introduction of the iPhone. iOS 7 became the new face of Apple.

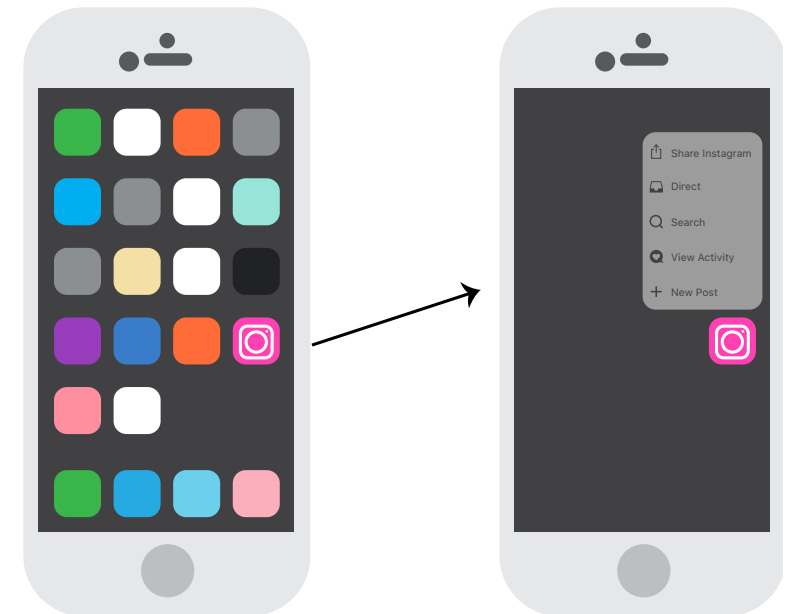
Soon after they focused back to iOS usability. It allowed third-party keyboards and widgets, the Health app, and 'kits' such as the Home Kit. iOS also launched Apple Pay and Apple Music. Apple Pay was arguably the most complete mobile payments platform at the time and Apple Music introduced Apple to the world of streaming and the option of customisable keyboards allowed consumers to personalise their iPhones without jailbreaking.

Notifications became bigger, and with **3D Touch**, you can expand the notification to show its full extent and allow advanced user interaction such as responding with keyboard. You can now also raise your phone to wake it from sleep, the Photos app automatically organises images, and the portrait camera effect was added.

iOS 11 had the lock screen and control redesigned. The control centre is now customisable, no longer split across multiple

screens. The lock screen has merged with the control centre, a new app switcher can show everything you're working on at a glance, support for AR apps, and new keyboard features like one-handed keyboard and flick option to type faster were added.

Apple throughout the years has continuously updated their iOS to accommodate for the busy and filled lifestyles we may have. With the continuous redesigns, Apple has also continuously implemented new apps and features tailored to make the consumer's use of their products a whole lot easier, opening up the possibilities of communication and flexibility all on one small device.



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Timeline of iOS - iPhone 1G to Present



iPhone
Core Apps
Multi-Touch
Icon Badge Notifications
Wi-Fi/Cellular location

iPhone 5
Siri
Notifications
iCloud Syncing
Music and Videos apps replace iPod app
Built-in emoji support



iPhone 7
Complete UI redesign
Control Centre
Carplay
AirDrop
Facetime Audio
iTunes Radio



Present (iPhone X)
Control Centre redesign
Studio Lighting Camera Effect
New Lock Screen
3D Touch

