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The good, bad and ugly

Has Apple chosen aesthetics over functionality?

Aesthetics Vs Functionality

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As the Apple continuously change the design of their iPhone we see that slowly they start to eliminate key features of their devices, which affect the functionality. Removing the home button was a big gamble, as stated by Apple senior vice president of worldwide marketing Phil Schiller. He claims that the iPhone X design is "probably the boldest of the things we've done". Removing the home button has removed the satisfaction of pressing the home button and changed the way users use their device. Rather than double clicking the home button to clear the history users now have to swipe up, which changes the norm of what people know about the iPhone. Apple claims to have removed their earphone jack to make the iPhone waterproof.

The removal of the home button has lead to Apple's decision to introduce face recognition as part of their iPhone design. Touch ID enabled users to have multiple finger prints saved on their phone. Although Face ID only allows for two faces to be saved. This could be seen as a positive or a negative to some. Having only two faces saved on the device allows for more security, but some people want the option to have more than just two faces saved. Apple also claim that due to their use of TrueDepth technology it allows for a more accurate scanning of the face. This means that it is unable to scan photographs and it will recognize significant changes in appearance like shaving a beard.

Apple has increased their screen size in the latest version of the iPhone giving the user an edge to edge screen. Thinking about hand size when designing a phone is an important factor you need to consider as most users want to easily be able to use the phone within one hand. The increase in size makes it harder for users to complete tasks using one hand. Although the latest version (IPhone Xs Max) has a 6.5 inch display they have also released a smaller version (IPhone Xs), which has 5.8 inch display. This

gives users the option as to whether they would prefer the bigger version or smaller version.

With all of these changes evolving as Apple releases new versions of their iPhone we see rather the iPhone being functional the purpose of the phone has more to do with entertainment. This is seen through the increase in screen size, as Apple's strategy is to create a phone ideal for multitasking. For example business users want a larger screen as it allows for multi-tasking such as emailing and managing spreadsheets. A family budget might mean they can only afford having one device meaning having a larger screen size allows for users to complete tasks they would normal achieve on a tablet while using their phone. Therefore, even though the prices increases with each release of iPhone ultimately it saves the user money as they would only need to purchase one device rather than two. Entertainment goes up and functionality of the iPhone decreases.
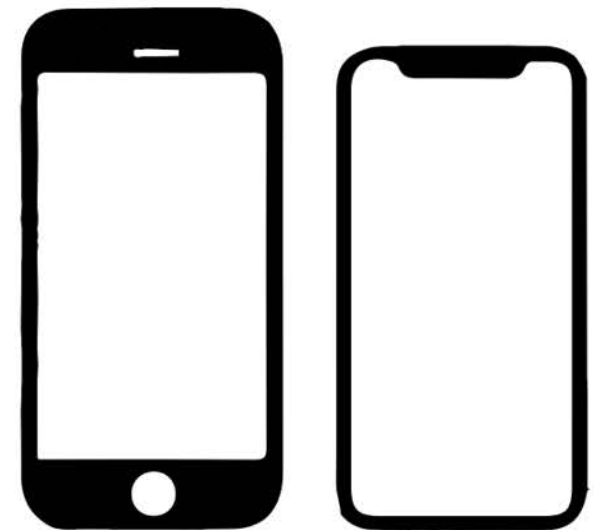
Apple is known as one of the most creditable companies in the world due to how they are trusted by their consumers for consistently being the best computer and phone manufacturing company. Due to their high reputation this has resulted in more partnerships with brands. The more partnerships a company does with brand the more exposer it will receive. Apple partners with content providers like Google and YouTube to strategically expose their company to their targeted audience.

All of Apple's enhancements to the iPhone has caused debate amongst their consumer. Some people claim to like the changes, which have happened whilst others are against it. It all comes down to personal preference as to how you choose to use the device.

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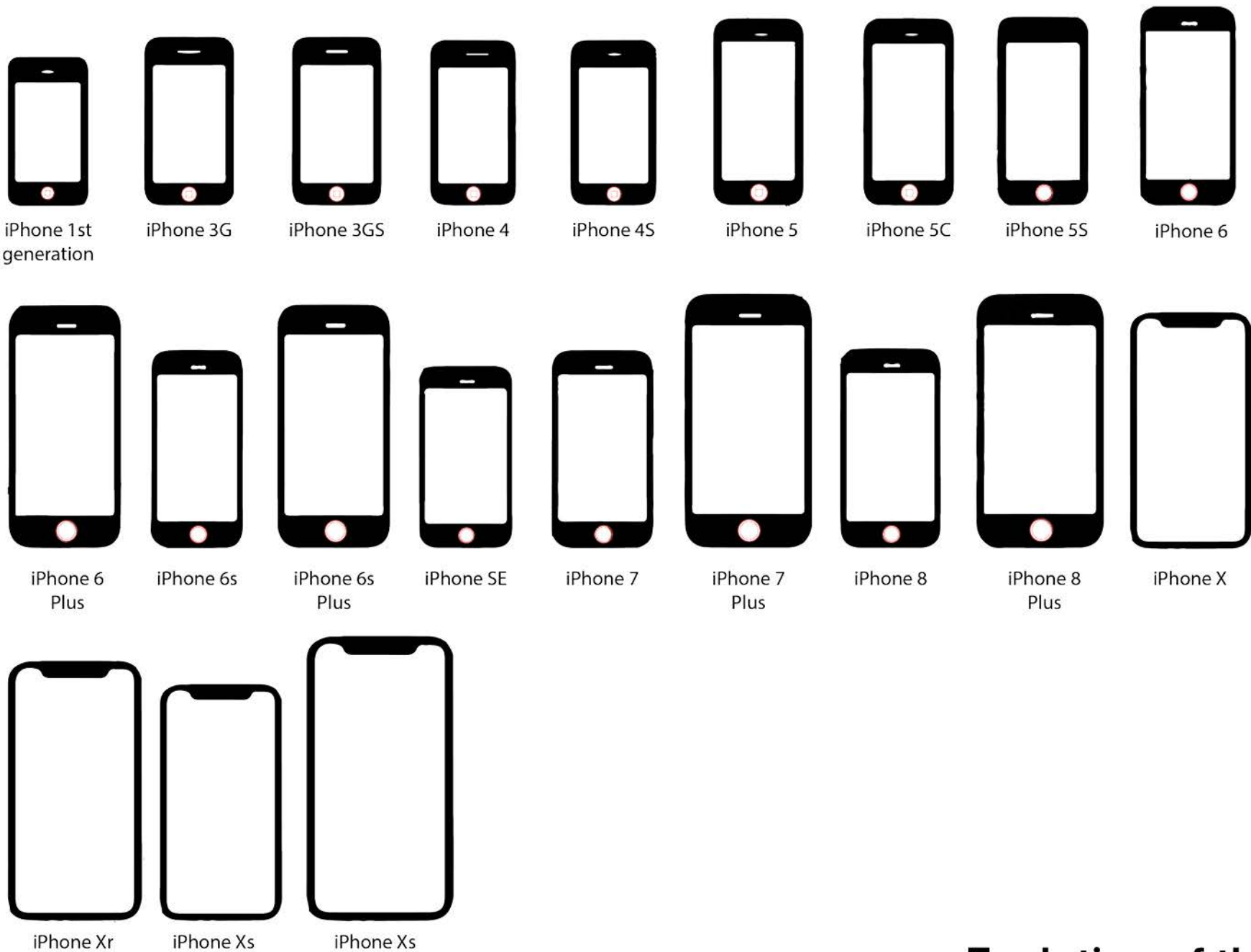
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iPhone 1st generation · iPhone 3G · iPhone 3GS · iPhone 4 · iPhone 4S · iPhone 5 · iPhone 5C · iPhone 5S · iPhone 6

iPhone 6 Plus · iPhone 6s · iPhone 6s Plus · iPhone SE · iPhone 7 · iPhone 7 Plus · iPhone 8 · iPhone 8 Plus · iPhone X

iPhone Xr · iPhone Xs · iPhone Xs

Evolution of the iPhone