Human-first design (UX)

Kobe So

Apple's iPhone is always known as the best smartphone. The reason that iPhone to become the most valuable phone is because it gives consumers to have good and unique user experience (UX) while using iPhone.

As part of this research, 52% of users claim that a poor mobile experience makes them less likely to engage with a company. Hence, user experience (UX) design is the most important aspect of creating smartphone. It leads the success or failure of a product in the market. What is user experience design (UX)? Basically, UX design focuses on the end user's overall experience, including their perceptions, emotions, and responses to a company's product, system, or service. In general, it means that the design is to meet what the customers want and need which can be described as **human-first design**.

UX design is not only focusing on a single design element or interaction but it takes care every part either the structure, graphic design, user interface, the nature of operating system or the fundamental framework of application.

To determine whether or not the device gives good user experience, it has to be tested on usability and the ease of use. Besides usability, there are another six factors that influence overall user experience which are usefulness, desirability, accessibility, credibility and be findable and valuable according to Peter Morville. Apple's design iPhone is high quality product as it meets all the qualities mentioned above.

Apple did not just create iPhone for customers to connect and communicate with other people like how people use a phone in the old days, but iOS operating system and Built-in applications were created to offer customers more unique user experience. For example, photo shooting, listening to music, drawing, reading electronic books, recording voice memos and video, editing video and viewing emails etc. Also, it can be used as credit card nowadays which called Apple Pay. It's a way to make payments for physical goods and services. It makes customers live much easier and fun.

Besides functionality, iOS system is designed based on three key aspects clarity, deference and depth which are clarity, deference and depth. For clarity, it mainly focused on graphic and text. It aims to sharpened focus on functionality motivates the design by creating legible text at every size, and precise icon. Other elements such space, colour, fonts and interface elements aims to highlight important content and convey interactivity. For deference, it focused on the design of fluid motion and interface to help people understand and interact with content more. For depth, this aims to convey hierarchy and facilitate understanding by implementing transitions and creating distinct visual layers and realistic motion. These above aspects make it easier to use.

Furthermore, Apple's iPhone is a highly accessible device as it was designed to provide an experience which can be accessed by users of a full range of abilities including those who are disabled in some respect such as hearing loss, impaired vision, motion impaired or learning impaired. It provided the
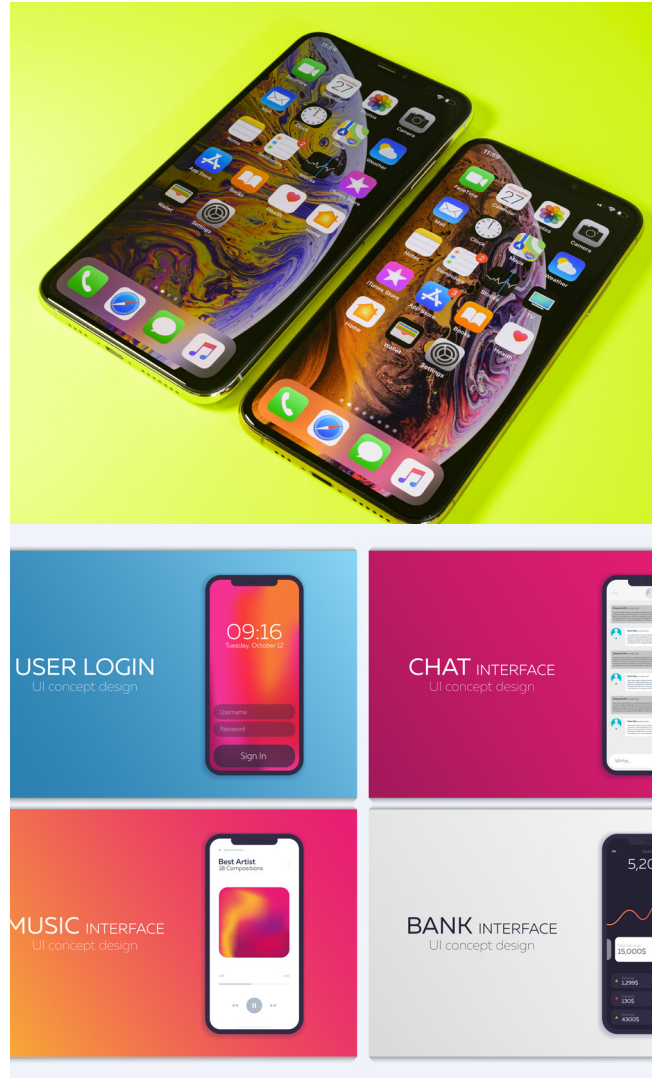
features such as voice control, switch control, speak screen, AssistiveTouch, Siri and FaceID etc. allow customers with disabilities to use their phone effectively.

In addition, people who use iPhone normally would not change to use another brand's smartphone as it built trust between consumer and Apple by consistently creating new products to meet its customers' expectation. As part of this research, a survey was conducted in 2018 to show which features consumers want in Apple's iphone. The most wanted features are having longer battery life (75%) and following by having shatter-proof glass screen (66%) etc. Apple does continuously design products that deal with these issues to meet customers' expectations.

Apple's iPhone is always desirable as it always continuously evolves to maintain customers' expectations and develops more different unique features. Hence, Apple makes its customer feel good for having its product and thus consumers can always expect and be exciting from its latest product launch. This is why iPhone is known as the most valuable phone.

References:

Apple Developer. n.d. *Human Interface Guidelines*. Retrieved from https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/

Lewis, M. (2018).*iOS vs Android User Experience: 10 things Google Play and App Store Visitors Do Differently*. Retrieved from https://magora-systems.com/ios-vs-android-user-experience/

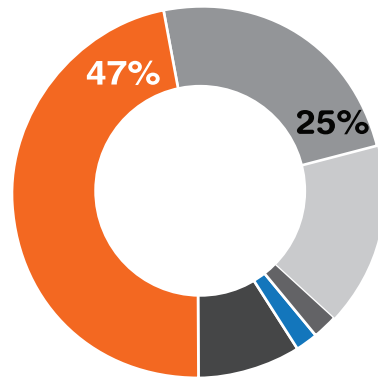Morville, P. (2004). *User Experience Design*. Retrieved from http://semanticstudios.com/user_experience_design/

Sohail, O. (2019) *Apple's Market Share in the Premium Smartphone Segment Remains Unrivaled, Despite a Drop in Sales*. Retrieved from https://wccftech.com/apple-market-share-premium-smartphone-segment-q1-2019/

Think of Google (2012). *What Users Want Most from Mobile Sites Today*. Retrieved from https://www.thinkwithgoogle.com/advertising-channels/mobile-marketing/what-users-want-most-from-mobile-sites-today/
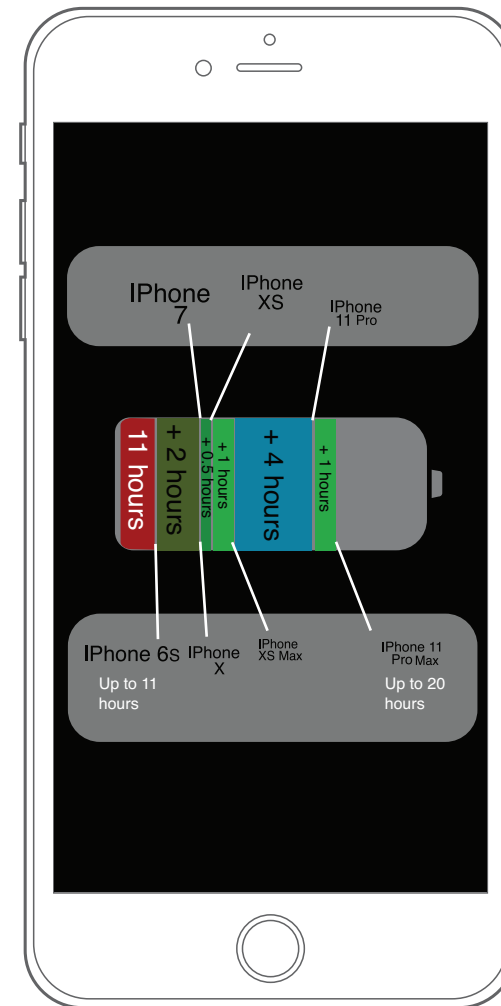
Wood, T. (2011). *iOS Wow Factor: Apps and UX Design Techniques for iPhone and iPad (chp.2)*. Apress Retrieved from https://learning.oreilly.com/library/view/ios-wow-factor/9781430238799/Chapter02.html#ch2

Global Smartphone Market Share 2019 Q1

🟧 Apple	**47%**	
⬜ Samsung	25%	
⬜ Huawei	16%	
⬛ One Plus	2%	
🟦 Google	2%	
⬛ Others	8%	

47%

47%

25%

Evolution of Battery life

IPhone 7

IPhone XS

IPhone 11 Pro

11 hours

+ 2 hours

+ 1 hours

+ 0.5 hours

+ 4 hours

+ 1 hours

IPhone 6s

IPhone X

IPhone XS Max

IPhone 11 Pro Max

Up to 11 hours

Up to 20 hours

Evolution of iPhone and iOS

IPhone OS1

1st generation
simple functions
1 colour
4,8,16 GB
412 Mhz.
128MB RAM

IPhone 6 (iOS 8.0)

16,64,128 GB
TouchID
1GB RAM
More Built-In App
Apple Pay
3 colours
siri
Facetime

IPhone X (iOS11)

OLED screen
64, 256 GB
Double lens
FaceID
3D Touch display
True-tone display
120 Hz touch-sensing
offer wireless charging
Animoji

IPhone 11 Pro (iOS13)

256, 512 GB
Triple lens
iOS 13
Dark Mode
Memoji
Proximity sensor

constantly evolving on speed,material, storage, battery life, interface feature