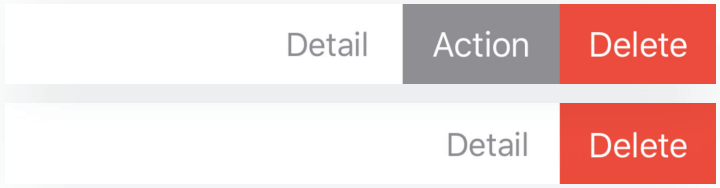

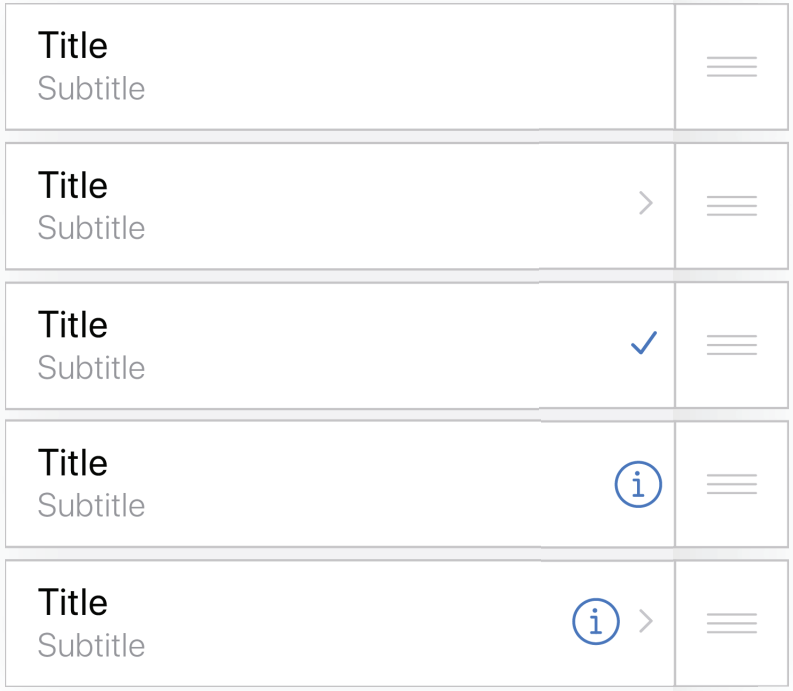

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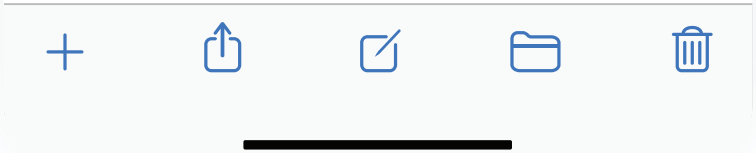
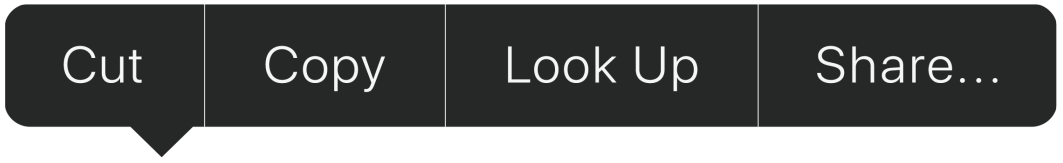
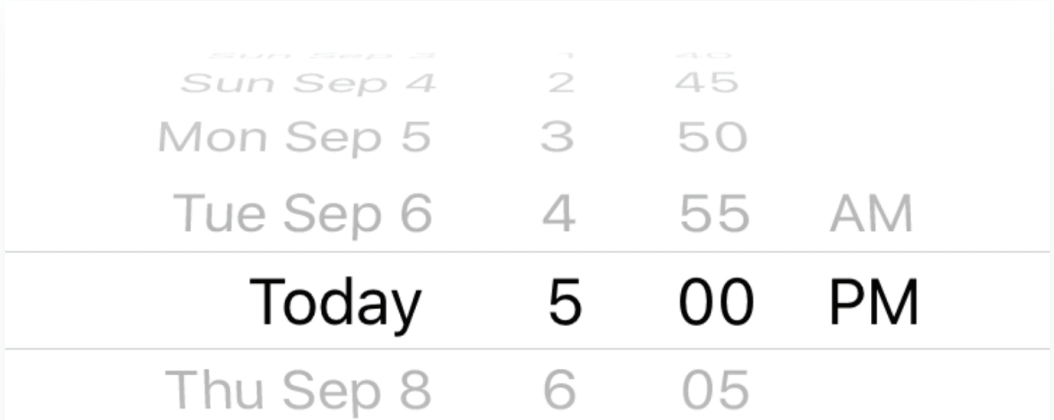
How Do iLook?

Apple's iOS more intuitive than Android?







How Do iLook?

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Font used in iOS UI: SF Pro Display in light and dark mode

Apple's iOS is much more intuitive than Android's OS as they have made UI the centre focus. Windows and Android are more focused on engineered UI, thus giving you so many things to do within their UI that you get lost in all their possible features. Apple doesn't bombard you with features and UI, but rather offers the right amount to avoid impared user experience.

The ease of interactivity is a design on the iPhone's UI that is often taken for granted. It is important that the interface does not impale the usability of the user, but instead, reduces the user's cognitive burden (Bernstein, Cieplinski & Missig, 2018). The adaptability of the iOS layout when the device is rotated eases the readability of information being displayed for the user. Apple has also done a great job at creating system buttons and strategically placing them so that they do not impeach the reachability of the user, whilst still maintaining continuity in their design aesthetic, regardless of the screen orientation. It should also be noted that what ties the iPhone's UI aesthetic points together is the fluidity of its subtle animations, building a visual sense of connection between the user and the screen (Apple, n.d.).

In relation to the overload of features that Android OS has to offer, the display of information is another important focus on the UI for iOS. Users should not have to experience an ocean of information in their faces that it impairs their comprehension (Punchoojit and Hongwarittorrn, 2017). The simplicity of Apple's UI makes it easier for users to process information on an iPhone display through the text size, typography, choice of font and tracking. Their choice of typeface for the system is San Francisco (SF). Apple screens tend to display 11 point text because it is legible at a typical viewing distance without zooming. This combination is optimized to deliver unrivaled legibility and clarity while maintaining the focus of simplicity and clean layouts (Apple, n.d.).

The aesthetic compatibility of iOS is astounding and is primarily distinct from its other competitors such as Android, basing its main design on 3 principles – clarity, deference and depth (Apple, n.d.). iOS' design guidelines are based around Human Interface, focusing on consistency whereas Android is determined by material design offering customisability. This makes iOS much more intuitive than Android due to the priority put into the content of the application, which is obtained by using white space, fonts,

and colours appropriately (Sojka, 2019). They attract user's attention through transparency effect, blurring, gradients and shadows. iOS' navigation design also suggests a sense of depth where the existence of layers give hierarchy. Apple's iPhones are responsive and satisfactory in terms of touch as a result from the instant smooth reactions by the interface, and the high-performance functionality you receive from every triggered interaction. Apple's full control over the development of its products provide consistent experiences for all its users (Elgan, 2013).

Apple is very adamant about the adaptive layout movement, since it focuses on the importance of the ease of interactivity. Adaptive layout is any layout that is adaptive to different screen sizes (Interaction Design, n.d.). iOS focuses on the general layout considerations, such as the clear display of content where users don't have to adjust the view. However, on Android OS, the display of content may not be as intuitive for the user because there are loads of devices running Android OS, all with their own interpretation of information. Apple does a good job at adapting their OS to changes in context because their OS is exclusive to their devices, so users know what to expect from the range of limited screen sizes (Apple, n.d.).

To conclude, Apple's main focus in their UI design is their intuitiveness of iOS, making the user experience as simple and efficient as possible to differentiate themselves from Android OS. They place heavy emphasis on the idea that less is more.

Hierarchy shown through layering on app zoom-in

Blurring, transparency effect and shadows are used to suggest a sense of depth.

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Legibility in an intuitive layout