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# iMinimal

The Impact of the Design of the iPhone

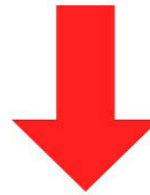


# The impact of the iPhone's design

Stephanie Roylance

Functionalism has been a recurring design trend throughout the twenty-first century , that has inspired a number of highly esteemed designers such as Dieter Rams , Frank Lloyd Wright and Joseph Eichler . This group is ultimately famous for coining the phrase "less is more" as they valued functionality and minimalism above all else. You may not know it but they inspired the product design for one of the most important product design breakthroughs of the past 13 years , the iPhone.

Product designers are deemed with a task that is daunting , as they have to meet the standard of the market and ensure that their product will have the best chance of succeeding. Although now this job is multifaceted , as product design is not only getting considered , but software is now all part of product design as more areas are looking to focus on customers' experience (Bürdek, 2005). This was no different for the iPhone. Design was cited by 60 percent of respondents in a survey as the most crucial factor of new product performance; while



only 17 percent considered price to be the most critical (Bruce and Whitehead 1988 , Bloch H.P, 1995). Jobs understood this , as he wanted to create products that would ultimately for the user first . Ultimately embodying the meaning of "form follows function" .

But this gap in the market allowed an opening for a smartphone of the caliber that Apple was creating at the time. As smartphones that dominated the market were covered in physical buttons on the exterior of the interface were assigned for each role. Buttons mimicked a system functionality catalogue. This has made the interface confusing and rigid. Making a device difficult to use. This was a design model that followed many mobile phones. At the time the market was dominated with Blackberry's like devices with full keyboards. But despite the flexibility this feature was supposed to serve, it ended up making it harder to use for applications as they couldn't be customized for each one.

This led Apple to focus their attention on creating a smartphone unlike any on the market. Using the functionalist ideologies which has heavily influenced their product design. The design of iPhone a first glance seem achieves minimalism. This is a result of a deep understanding of minimalism from the designer. As Jonathan Ive explains that simplicity is not just a vapid style choice, but requires an complex and deep understanding of your product. To be able deliver only the essential aspects of it. (Ive, Shelly 2015). This may ultimately led to a more close bond with consumers as it is easier to impose yourself onto their messaging. This helps consumers engage and helps them stand out within the smartphone market (McFarland, 2017).

The design of the iPhone was geared toward the user. Not just outwardly but internally also. With it having iOS build in to support apps and wireless internet connection, which allowed users to have direct access from their phones for the first time. This changed the standard within the

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industry as a focus on hardware turned into a focus on software. As the focus on the customer came from expect this from other products going forward. This caused a rush of development within the top smartphone brands, with Nokia attempting to copy the Apple's design. As when newer "product offerings, a distinctive design can render older competitors immediately obsolete and make later competitors appear to be shallow copies" (Bloch H.P, 1995).

[iphone-79556](https://theconversation.com/understanding-the-real-innovation-behind-the-iphone-79556).

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