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# UX is Everything

Does the iPhone have features you need or care about and if so, would you buy it?





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Apple's first-generation iPhone started a revolution in the history of mobile phones. With the release of the first iPhone, mobile phones entered the era of large screens, abandoning the heavy physical keyboard. This may seem commonplace now, but take a look back at the first launch of Apple's iPhone and imagine how exciting it was at the time. Since then, with every release of each new iPhone, Apple developers continually improve the unique user experience.

The iPhone is unique in user experience, the operation is simple and easy to learn, not only young people, but also the elderly can quickly get started. Compared to the complicated Android phone, the iPhone is the easiest phone to use. This is true from purchase to use. Unlike Android, which has so many manufacturers and models and different customized operating systems, iPhone only launches a few models each year, and they are basically the same, except for differences in storage capacity, screen size and colour. This makes it easier for those who are not tech-savvy to choose the



right phone. The same operating system "iOS" is used on all iPhones, and people don't need to relearn and familiarize themselves with some operations just because they change phones. In terms of system design, iOS is not just simple and easy to use, but also achieved a top level of fluency in the use of system and application switching animations. It increases the user's comfort and can choose to turn it on or off.

In addition, iPhone's system is optimized for the elderly and people with vision problems. Users can change the font and UI size according to their needs, which increases readability. People with poor eyesight can also use Apple's voice intelligent assistant "Siri" to help. Although some complex requirements may not be understood or understood incorrectly, basic operations can be completed through Siri, and Apple is increasingly enhancing Siri's performance.

Furthermore, security is also where the iPhone focuses. Due to the closed system characteristics of iOS, the only way for users to install applications is through the App

store, iPhone can better manage and prevent virus software compared to Android. This is undeniable, and compared to Android, the iPhone has another advantage, that is, the hardware of the iPhone, such as the core chips (CPU), are developed and designed by Apple. In this way, regulatory control can be achieved from software to hardware, which greatly reduces the risk. After the phone is accidentally lost, users do not have to worry about their private files being seen. In order to prevent the brute force cracking of the password, the iPhone will lock the phone after several failures of unlocking, and can only be unlocked by taking the purchase certificate to the Apple store. There have also been some news of iPhones refusing to unlock suspects' phones for FBI, hype or not, which has greatly enhanced customer confidence in the security of iPhones.

Moreover, after-sales service is another important part of the iPhone user experience. Not only hardware failure or damage, but also

software problems can be solved by contacting Apple or going to the Apple store, such as data loss, backup systems or frozen. In most cases, these problems can be solved for free. For accidental damage and loss, Apple also offers a service called "AppleCare+" for users to choose to buy, similar to insurance, customers can pay a low price for repairs after accidental damage or lost.

The industry-leading exterior design and close-knit Apple ecosystem, as well as good after-sales service, are all part of the user experience. These have accumulated a large number of loyal users for the iPhone, they think it is worth the money. These people in turn recommend the iPhone to those around them, spreading the iPhone's customer base. User experience is the key to the success of the iPhone and the core competitiveness of the iPhone.



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# Worldwide iPhone User

