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The Powerful Magic of IOS

Why is IOS so popular and have you ever
asked yourself why you choose iPhone?

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Apple's iPhone UI fundamentally revolutionised the way humans interact with technology. After the announcement of the first iPhone in 2007, the smartphone industry has been dominated and heavily influenced by Apple's outstanding ability to design user-friendly modern software. Consumers worldwide have developed a strong relationship with IOS, therefore, this affected their expectations towards other companies' smartphones. Although an extensive number of companies joined the industry with new revamped UI/UX, consumers still choose iPhone for a reason. Is it the innovative feel and look of IOS? Or is it the luxurious design of the iPhone?

It is known nowadays that the UI is a fundamental element for the creation and successful execution of any piece of technology, more specifically smartphones. However, its execution can be challenging to many tech companies as it can dictate whether a smartphone will have a successful release or not. According to Picchi, A. (2011),

IOS (2007)

Helvetica Neue

Skeuomorphic Design

3D Glossy Icons

Physical Home Button

IOS16 (2022)

San Francisco

Flat Design

Digital Home Button incorporated in UI

The use of Helvetica on the IOS (2007) home page was not visually appealing when put in a smaller size, therefore, Apple used San Fransisco to create a friendlier and more legible user interface.

to achieve a good user interface we should strive for unity, balance, hierarchy, and dominance using the interface and layout elements. So how did Apple manage to create such an innovative UI and maintain unity, balance, hierarchy and dominance?

Although it was not the first touchscreen phone, the iPhone was "the first phone that capitalized on years of UI research to make it more intuitive than anything else on the market" Jackson, C., & McMullin, S. (2021). In fact, its simplicity shocked the consumer market as nothing like it had been accomplished before. The power of Apple and their UI design can be seen throughout the several different IOS versions between 2007 to 2022. At first, they adapted a skeuomorphic design ("applications resembling physical objects") which helped people navigate through the process of transitioning from an analogue to a digital society. However, in 2013, Apple adapted a new flat UI which consisted of a modern minimalistic design. Elements such as the

typeface used shifted from "Helvetica" to "San Fransisco" to enable greater legibility of text. At smaller sizes the Helvetica letterforms became hard to decipher, therefore, Apple developed San Francisco which was a friendlier typeface. Apple's innovation was also seen when the iPhone's physical home button was removed and replaced by a digital one in the UI. The digital home button was implemented so effectively that companies followed Apple's design.
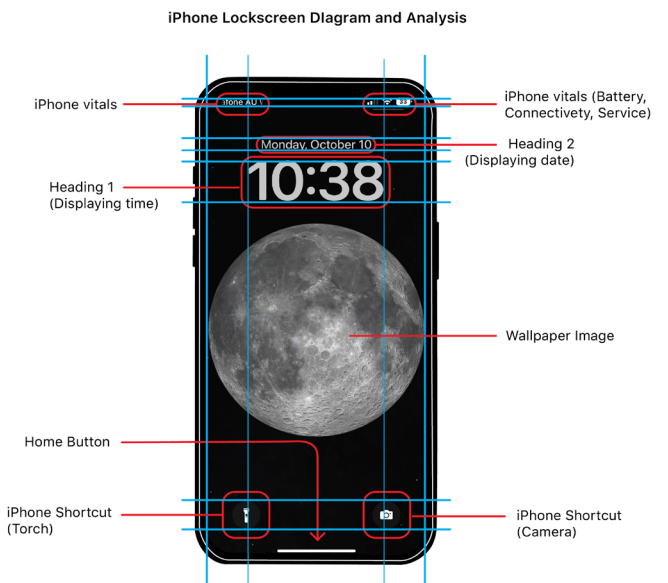
But, why is IOS so effective and how does it make the experience of using an iPhone so magical? To create a well-thought UI, Apple developed IOS as a user-friendly operating system that is easy to use right from the box. This is the case because they "target consistency among every interface & design and adaptivity across their ecosystem" Gupta, M. (2022). Additionally, their "UI elements and layouts are configured to automatically change shape and size on different devices" Gupta, M. (2022) while maintaining a pleasing

visual hierarchy. Moreover, the connection between UI and UX provides a seamless experience for iPhone users that own more than one apple product.

According to BankMyCell, Apple sold 150.26 million units of the iPhone 5S in 2013 which included the all-new reimagined IOS7. The use of an innovative user-interface and its seamless interaction with the hardware, allowed the iPhone 5S to be the most sold iPhone worldwide up until 2013. The perfect balance between the UI and hardware demonstrated to the world, especially Apple's competitors, that people often do not need the best camera or the largest battery. The consumer market craves a simple and seamless experience on a phone and Apple created that using their UI.

From the day of its launch, nobody could have predicted the influence that the iPhone would have on user interface design. It altered and will continue to influence how each one of us views, considers, and uses

technology. In the end, the iPhone wasn't simply a fascinating device that made calls and send texts; it also served as a catalyst for the development of technology as we know it today.

iPhone Lockscreen Diagram and Analysis

iPhone vitals · iPhone vitals (Battery, Connectivety, Service) · Heading 2 (Displaying date) · Heading 1 (Displaying time) · Wallpaper Image · Home Button · iPhone Shortcut (Torch) · iPhone Shortcut (Camera)

Apple's UI displays the essential information a user would need on a lockscreen. For that reason, they were able to deliver a well developed lockscreen that is minimal and funtional.

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Histogram showing iPhone sales (in millions) between 2007 and 2021 worldwide
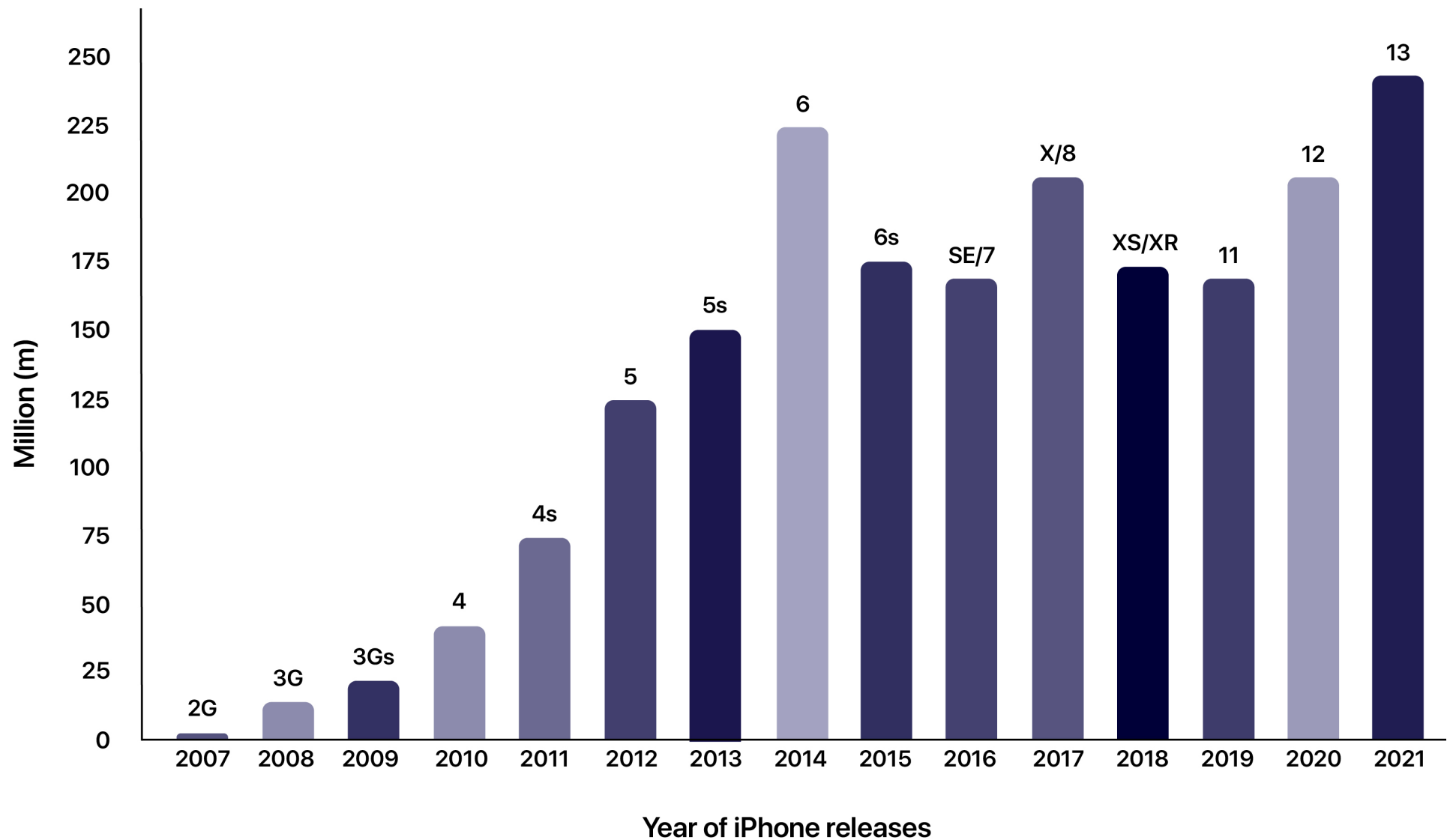
The histogram above represents the sales pattern from the first release of the iPhone 2G to the latest iPhone 13. It is clear that the iPhone sales drastically increased through the release of every new IOS update.