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Simple Design For Complex Users

Are we evolving the technology of the
digital world, or is the digital world
evolving for us?



The Future of User Interfaces

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The iPhone is one of the greatest technological advancements for phones in history. It not only revolutionized the physical phone model, but also the user interface (UI). Apple's UI has set a standard for what all smartphones/phones should be like. From browsing applications to messaging, Apple has clearly made their mark on making UI's simple and easy to use. Iphone's journey of influencing the major overhaul change to all phones started with Steve Jobs' announcement at Macworld in 2007. Jobs' reveal of the iPhone not only stunned the public with its advancement in technology, but also the announcement of a change to the phone's UI. Jobs highlighted how the current phones have keyboards "that are there whether you need them or not, and [have] these control buttons that are fixed in plastic and are the same for every application." Jobs critiques how phones required a physical button in order to do daily tasks and phone usage. Jobs was determined to "make it as easy as possible for users" The public was astonished by the announcement, "how could you navigate a device with only one button, and no stylus, trackball, or keyboard?". By creating all



the functions of a physical phone digitally, creates convenience for users and introducing users to the world of digital technology. Jobs not only changed the way phone UI was that day, but also built a possibility for next generations of phone UI, by following the principles of keeping it simple and easy-to-use. The first iPhone used the skeuomorphic style, which is to represent our daily life items, such as the calendar, clock, music player and many more. This allows users to have an understanding of the application's purpose based on their visuals, leading to an easier use. Many phones on the market competing against Apple's iPhone were mainly focused on the hardware, "The popular trend of mobile phone development before 2007, was going bigger and bigger, including more and more functionality and gizmos. Apple went the opposite direction. The iPhone was stripped of a 10 megapixel camera, GPS, 3G, carrier freedom of choice, innovations in music playing or voice recognition, even a physical keyboard was removed." Apple decided to remove all the hardware,

minimizing all the 'fancy' parts of phones such as bulky batteries, keyboards, and stylus. Along with this

decision Apple had to also balance the decision to reduce hardware and increase the possibility of the software/ UI, they did this by still decreasing the fancy UI format but still incorporating many user interface functions, such as touch controls, hit targets, text size, contrast, spacing and high resolution display. Apple's main priority with the iPhone was to create a quality product that makes the user feel a part of the brand, and an important step with this mission was to seriously develop the display/ touch screen technology "with all the functionality packed into the iPhone it took a leap ahead in terms of manipulation and direct feedback. Combining the large, touchable interface with sensors such as accelerometers made the interface feel organic, it seemed that you could manipulate the UI in any way you wanted and it would respond as expected." With so much emphasis in this development, the iPhone

has so much possibility with how efficiently they can manipulate their user interface so that consumers can use their products more effortlessly. With so much competition present in the tech industry, Apple's iPhone needs to compete with companies such as Samsung, Nokia, Blackberry, Oppo, and more. Apple needed to differentiate their iPhones from the other phones with their user interface, "for Apple and every other phone company, software became much more important than hardware. What apps a phone could run, and how quickly, mattered much more than whether it had a slightly better camera or could hold a few more photos; whether it flipped open, slid open or was bar-style; or whether it had a large keyboard or a small one."

As Apple's competitors started to adapt all phones started to have similar hardware with the touch screen and screen display, Apple innovated and started to incorporate better UI such as smoother touch screen performance and more powerful screen displays with colors.

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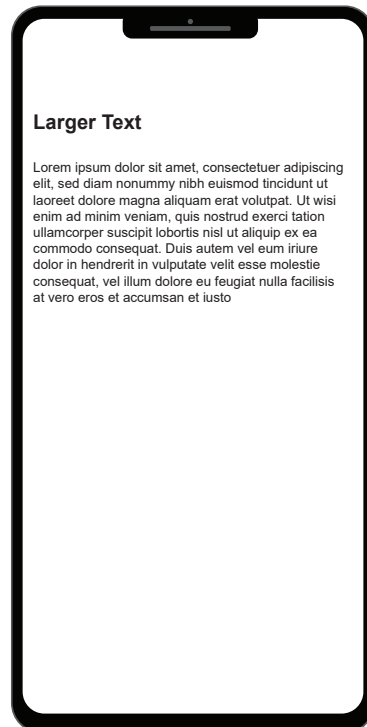
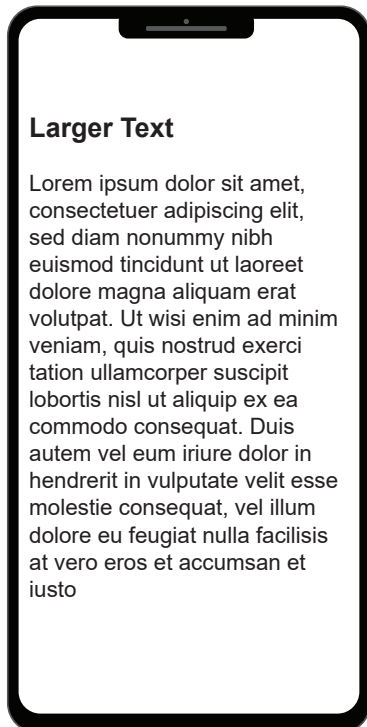
Importance of User Interface

iPhone's guidelines of their phone UI is demonstrated through Apple's own webpage on their official website for developers, where they go through the basics and

the fundamentals in creating a User Interface. Apple uses their own iPhone as the model. Image examples below:

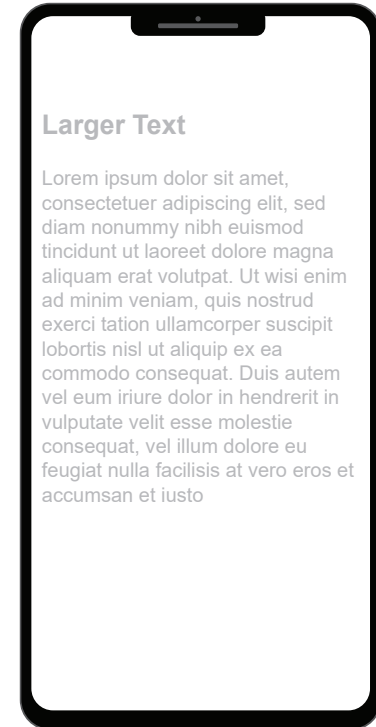
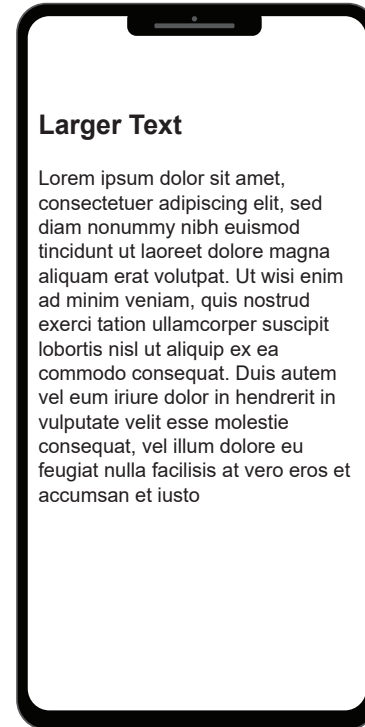
Text

The UI is required to fill the empty spaces. This also allows better readability, as the text is seen much larger in comparison to one that has the incorrect UI setup for text.



Contrast

The UI is required to have clear text displayed for users to read. If the text has less contrast, it has less readability, which negatively impacts users' viewing



Apple IOS Changes Each Generation

Iphone's UI has evolved as each IOS software releases. These improves upon previous generations of visuals and extra useful features that allow a better user experience from their effective simple format. These changes are represented from the graph below:

