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Created by you

Your touch is capable of transforming the iPhone into something of your own.



iPhone UI

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Individuals desire to personalise their belongings to reflect their identity, to create a special connection. **User interface (UI)** is integral to the success of Apple brand as their simple, yet functional system provides consumers to effectively navigate their iPhone, empowering them to accomplish tasks with approaches that's specifically suited for them thus enriching their daily lives.

Apple has continuously improved the UI for the **iPhone Operating System (IOS)** when it was first released in 2007 to the current IOS 16. This is evident through the evolution of the icon designs, originally Apple was aiming for a skeuomorphic style, reflecting real life counterparts of objects within a rounded rectangle. The style further integrates texture and a glossy finish. The skeuomorphic trend started to dwindle due to developing knowledge of design principles concerning form, light and proportion. Apple progressively moved towards a minimalistic style characterised by its "flat design" which implements the use of basic



gradients, no textures, transparency, geometric shapes, or a singular monochromatic silhouette figure to convey the core concept of the app through the IOS 7. Further changes also include subtly adjusting the app shape into a more rounded square. Combined with the clear, thin, sans serif font, "SF Pro" accurately displays their layout as modernised and friendly.

Apple implemented a **multi-touch** screen that enables users to perform an action depending on the gestures used. The basic gestures are singular tap; used when targeting an app icon to launch it, tapping a button on screen, double tap, a gesture commonly used to zoom in or out of an image. Hold, opens a menu of choices in relation to the chosen app, notably when holding the icon longer it activates a "**jiggle mode**", consequently allowing the user to drag and arrange the icons best for them. Furthermore when dragging an icon to another it creates a folder thus permitting users to organise as well as find their apps efficiently. Lastly, swipe is a common gesture used when

switching to different screens and moving the screen position.

Regardless of Apple's clear and functional UI, Apple has provided customisation of the layout of the home screen as well as the lock screen through widgets. The purpose of widgets is to display several, small, personal and relevant information without having to manually open the app. Instead it's displayed both in the home screen and lock screen. The size of the widget can be manipulated to small, medium, large and limited to IOS, extra large. Users are able alter the widget gallery through the home screen editing mode, this allows them to change the widgets sizes that's best suited, replacing former widgets to a new one, for example, replacing it with the weather, calendar, or battery. In addition to adding or removing widgets from the gallery. Exclusively to the IOS and **iPados (iPad operating system)** widgets stacks are available in the widget gallery, with this the stacks hold up to 10 of the matching

size widgets, resulting in the consumer to scroll in order to see one widget at a time. However Apple has also implemented a smart stack that automatically alternates the widgets from the most relevant in the present context. Additionally, Siri can suggest adding a widget of interest to the smart stack, giving users useful insights of unseen features. Overall widgets are useful and by allowing people to customise the sizes and types, it makes their iPhone feel more personal, strengthening the connection.

Ultimately, Apple has clearly provided users a simple but practical UI that's consistently uniform through each Iphone model, that being the multi-touch, resulting users to be instantly familiar with the system therefore increasing the loyalty to the consumer-based. While simultaneously improving the UI by adding new features that allow customisation and shortcuts that amplifies the efficiency for the users.



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iOS apps icons design evolution

Skeuomorphic Design Style

Glossy beveled rich textured icons that mimicked real world objects

Flat Design Style

Flattened graphics, colourful gradients and transparencies

Messages



IOS 1



IOS 2



IOS 3



IOS 4



IOS 5



IOS 6



IOS 7



IOS 8

Calendar



IOS 1



IOS 2



IOS 3



IOS 4



IOS 5



IOS 6



IOS 7



IOS 8

Photos



IOS 1



IOS 2



IOS 3



IOS 4



IOS 5



IOS 6



IOS 7



IOS 8