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| The lesson | The main idea(s) | how the principle applies to Apple products |
| 1. The value of simplicity | -reduce everything back to just a few things that matter most  -dare to be simple | Jobs repeatedly emphasized that Apple's mantra would be simplicity  “It takes a lot of hard work,” Jobs said, “to make something simple, to truly understand the underlying challenges and come up with elegant solutions.” |
| 1. The value of modesty | -make products that improve people’s live  -products don’t need a glory, they happy to sit in the background and do their work | Apple and modesty… heh  Only logo on the back side of the gadget  Name of the company on the phone is a little hidden |
| 1. No instructions | -obj should be easy to live with  -product should be obvious from the beginning | User-friendly products. |
| 1. Begin classic | -Make products that we can use for many years | Not very permanent products. Not durable. They don’t care about past products. |
| 1. Art and product design | -available for everyone  -elegant, long-last, dignified | Very good design. |