SSPHCI COURSE PROJECT Monsoon 2019   Anoushka Vyas, 20171057
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The title of my project and Presentation   *A problem/statement / question / phenomenon?*

Apple's Design Philosophy and Principles

I want to find out / explore   Main purpose / research question / issues

Apple's design philosophy and how it created a brand name that's synonymous with great design. Explore what design principles Apple products incorporate in comparison with other competitor brands. How Apple successfully created its own separate market with a 'family' of appliances and products, that are only compatible with each other. Also how apple products have now become a status symbol, a luxury brand.

Because it is important to understand…   Context and significance of the study

- User centric product design with better user experience
- Aesthetically appealing design that still is user friendly
- the product's usability in comparison with analogues in the market (competitor analysis)
- what is the right balance between business thinking and design thinking

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…And define the following concepts in relation to the HCI concepts you have learnt

- understand the design using Don Norman's design principles
- Understand interaction design from BIll Moggridge
- How apple products have become a status symbol and act as a status symbol, understood using the concepts of identity and hci.

In order to find out what is already known about my topic, I have to read about…

- Apple's design principles and their guidelines
  (https://developer.apple.com/design/human-interface-guidelines/)
- Steve Job's vision and ideology
  (https://www.fastcompany.com/1665375/the-6-pillars-of-steve-jobss-design-philosophy)
- Where apple products failed
  (https://www.fastcompany.com/3059179/3-design-principles-apple-gets-wrong)

Output:

You will be ready to present a 7 min overview of your project on Sept 27 & Oct 1 in Class

You will be ready to present a 15 min review of your project on Nov 5 8 12 in Class

Full report of my project due before / on December 1 2019