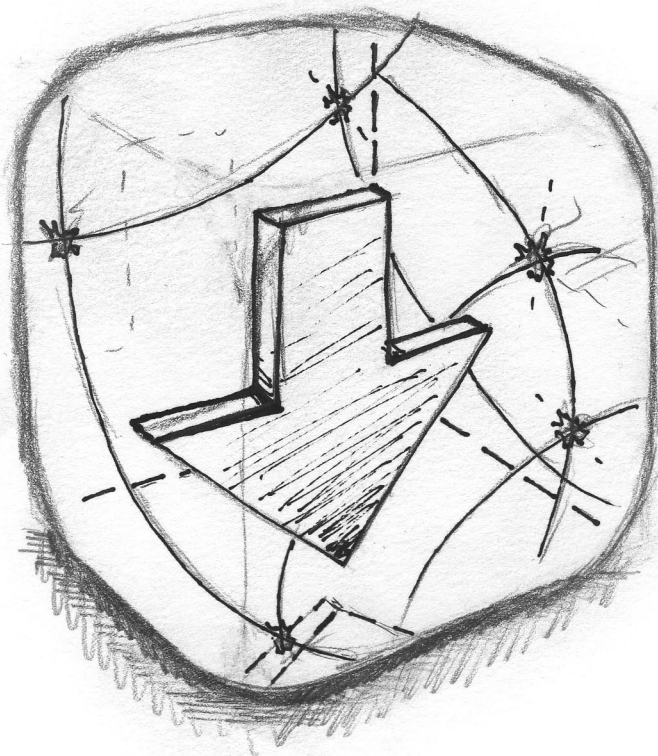


InstallerApp Sketches

For RipDEV March 2009

ocean observations™



Rationale

Basic idea:

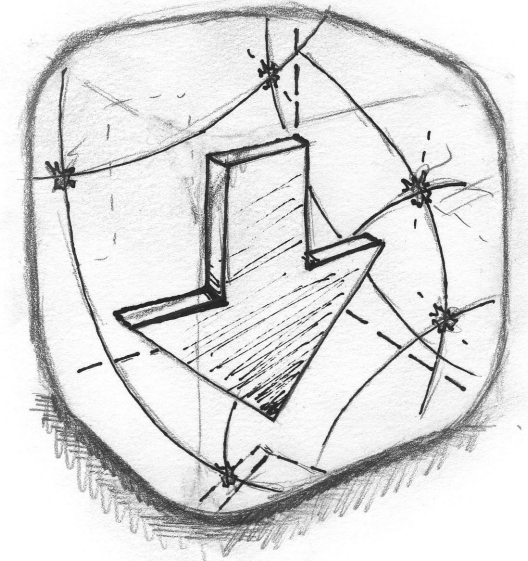
Make a strong connection to the iPhone app icon, basically take the iPhone icon and adapt it to the Mac/PC-environment.

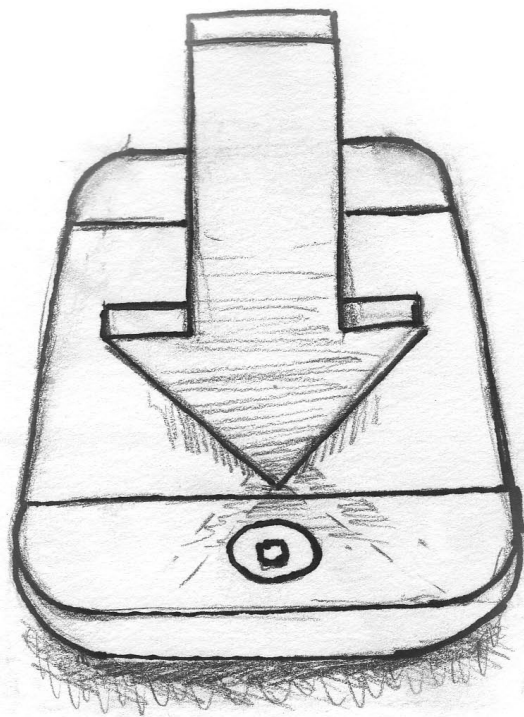
Pros:

- Strong connection to the iPhone app.
- Unique look for an installer app in the desktop environment.
- Interesting take on adapting an iPhone icon for the desktop environment and not the other way around. Makes you wonder if maybe all iPhone icons are actually 3D cubes? :)

Cons:

- No obvious connection to the iPhone.





Rationale

Basic idea:

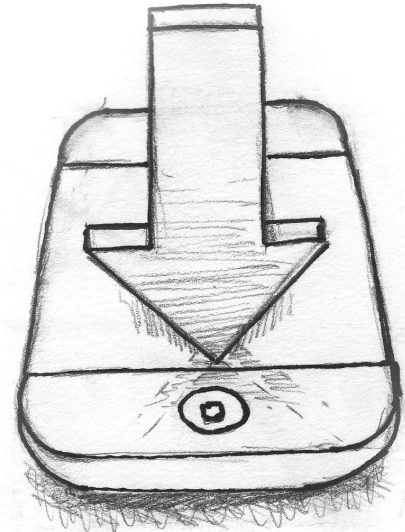
Let the icon really state it's function and use the installer arrow since it's such a strong and common metaphor. Plus make a connection to the iPhone.

Pros:

- Strong connection to the iPhone
- Familiar metaphor and obvious function.

Cons:

- No obvious connection to the Installer on the iPhone.
- Depicting iPhone hardware, might look different in the future.



Thank you!

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