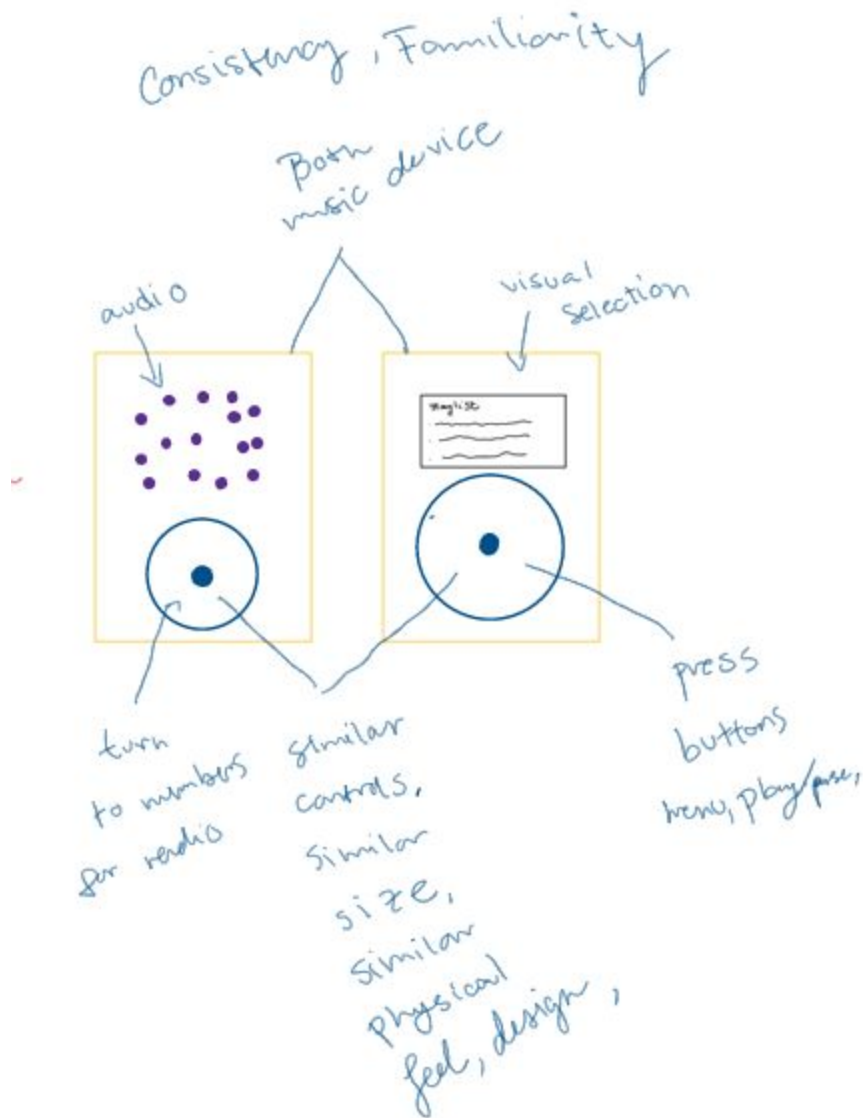Midterm Stimulus

Adrian Darian

Question 1:

Between the Braun T3 pocket radio made in 1953 and the first-generation Apple IPod made in 2001 there are quite a few noticeable similarities. Apple's choice in mimicking the design and functionality of an almost 50 year old pocket radio was perfect due to the familiarity and accessibility their consumers would have using the IPod. The most noticeable similarity between the two is the use of the circular button on the bottom half of the device. Not only does it provide a more comfortable feel than mashing buttons it gives their customers an easier time learning how to use the device. The next very noticeable similarity is the size and shape which practically are identical to each other. Basically if it worked well in the past why not keep it going. The largest change to the device was the addition of the visual display, but due to evolving technology Apple could hide the speakers and make perfect use of visually showing the customers what they are looking at when controlling the device. Due to these decisions from Apple, maintaining the same familiarity and accessibility from the Braun T3 pocket radio was a smart move and allowed Apple to appeal to the newer customers and the older ones.

Consistency, Familiarity

Both device
music

audio

visual
Selection

turn
to numbers
for radio

similar
controls,

Similar
size,

Similar
physical
feel, design,

press
buttons
menu, play/pause,

Question 2:

      The new Google icons clearly showcase that the company decided to go with a brand over anything else. Which in turn made it impossible to find the correct icon you need. Because users will end up picking the wrong icon at times they will more likely lean towards the search bar to get to the right application. The new icons also do not help in any way for those affected with Irlen Syndrome. Below I have listed some pros and cons. In the end the new icons are a bad way to show brand consistency. A possible solution would be to add a button to toggle between the old and new icons in the settings. The new brands lack a lot of familiarity.

Pros	Cons
- Branding - Color is consistent - Aesthetics - Brand Consistency - Some users think we can get use to it	- More time to find the right shape, since it's harder to distinguish the icons - Clicking random icons to find the right ones - Use search bar more - Should be able to switch back to old icons.. i.e. like a dark mode toggle - Ignored usability: trials and report process

(2) Google recently redesigned their product icons. Below, the top row depicts the old icons, and the bottom row depicts new icons. Share your thoughts about the new designs, focusing on the pros and cons.

Total 2 points • Maximum 200 words

users that are colorblind, ADD, Dave "syndrome"

brand over usability

distinguised icons

ties back to familiarity,

brand for company

users would tend to pick the wrong icon because of colors

users would tend to use the search bar more to get the Right application