



Career Foundry UX Immersion

1.1: The Role of the UX Designer

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Evolution of the Nintendo Controller



1985



1991



1996



2001



2006



2012



2017

From Four Buttons to Four Controller Configurations

Nintendo Entertainment System

The Nintendo Entertainment System (NES) was an 8-bit home entertainment system introduced in America in 1985.

The original controller featured a rectangular body with a directional pad and 4 buttons (two circular A & B buttons, a Select button and a start button).

This was an incredibly simple design, but was revered for its simplicity and functionality has become one of the most recognizable symbols in gaming.



Super Nintendo Entertainment System

The Super Nintendo Entertainment System (SNES) was a 16-bit home entertainment system introduced in America in 1991.

The SNES controller featured an ergonomic body designed by Lance Barr and introduced 4 more buttons (two more circular buttons Y & X buttons and Left and Right “bumper” buttons located on the top of the controller.

These improvements allowed additional actions to be completed in games, while maintaining the simplicity that Nintendo is known for. The ergonomic changes also allowed gamers to maintain comfort while playing for longer periods.



Nintendo 64



The Nintendo 64 (N64) revolutionized videogaming by doubling the industry standard 32-bit graphics and advanced 3D graphics via 64-bit home entertainment system in America in 1996.

The N64 controller also revolutionized the industry, with pressure sensitivity and an industry first joystick. Aside from the joystick, three more buttons were added and the controller adapted an M shaped design.

These improvements facilitated different controller configurations based on the type of game being played. The joystick allowed for the introduction of advanced 3D graphics. Both enabling Nintendo to broaden the genre of games available on the console.

Nintendo continued to introduce revolutionary developments in their gaming consoles, over the next decade, culminating with the Nintendo Switch, release in 2017.

The Nintendo Switch truly revolutionized the design of physical gaming hardware. Allowing four different controller configurations, including a handheld mode for on the go gaming.

These improvements included motion enabled controls introduced with the wii, an in controller display introduced with the wiiU and the ability to split a single controller into two for multi-player support. Culminating in yet another revolutionized gaming experience provided by Nintendo.

Nintendo



Switch



iTunes



an industry and cultural revolution

iTunes v. 2

iTunes was still in it's early stages when the iPod were introduced in 2001. The iPod allowed users to carry an unprecedented 1,000 songs in their pocket.

This improvement was needed to give users the ability to manage their growing digital libraries and to transfer that quickly (it only took 10 minutes for 1,000 songs!).

This was truly the future and as an avid music listener/collector, I could not wait to get my hands on an iPod (which didn't happen for me until 2004).



iTunes v. 4

iTunes continued to revolutionize the music industry when they introduced the Music Store in 2003. The iPods were getting smaller with their Nano models, digital storage was getting larger, and the market share was growing exponentially.

Illegal music downloading ran rampant in the early 2000s. This improvement was needed to give users an easier (and legal) way to purchase music on the same platform they used to manage their digital libraries.

This also gave Apple the ability to take 30%+ of all digital music sold on their platform.

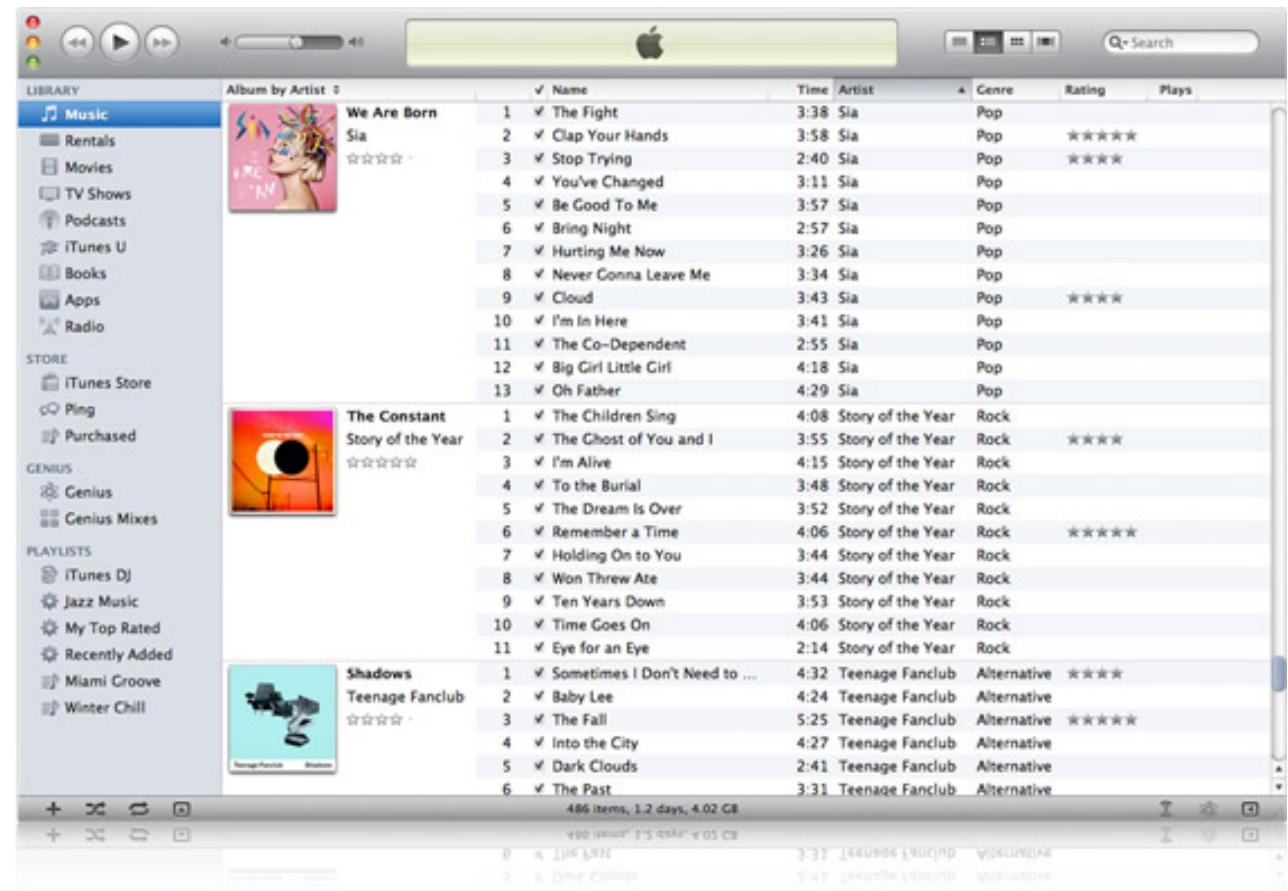


iTunes v. 11

In 2011 Spotify began to revolutionize the music industry in the US by introducing a digital streaming service that had backing from the major record labels.

A large reason iTunes was so successful in the download space was due to their strong arming the market with their direct deals with all the major record labels. Since Spotify started in Sweden, they were able to secure the major record catalog before coming to the US.

iTunes v.11 introduced Apple's response to Spotify with "iTunes Radio". The improvement has had a noticeable impact on society, because we've shifted from predominantly downloading music to streaming it. As of 2018, US streaming revenue (ad and subscriptions) totaled over \$5.5b compared to \$1.3b for downloads.



Resources

[https://en.wikipedia.org/wiki/Nintendo Entertainment System#Hardware](https://en.wikipedia.org/wiki/Nintendo_Entertainment_System#Hardware)

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