CS4061 HCI

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Case Study 1

The iOS 7 design by Apple was an impactful innovation upon its release. Appendix A shows an example of the iOS 7 home screen next to its predecessor, the iOS 6 home screen. What made the iOS 7 home screen great for many users was its learnability, efficiency, memorability, error prevention, and accessibility. The design featured simplicity while incorporating unique elements that encapsulated the basic function of each application. For app designs that were harder to summarize visually, Apple utilized concepts from its predecessor that consumers were already familiar with. Additionally, the use of a grid system maintained a systematic approach to the layout of the apps, making it easier for users to anticipate where applications would appear on their home screens. Accessibility settings, such as AssistiveTouch, helped users who had difficulty using the interface by providing alternatives like a virtual button like for example taking a screenshot instead of pressing the power and volume buttons simultaneously.

Some features I liked about the iOS 7 design were its more colorful and visually engaging UI, which made the interface more pleasant to use. iOS 7 introduced the parallax wallpaper effect to the home screen, which added another layer of depth to the design's presentation. Another feature I enjoyed was the introduction of the Control Center, as shown in Appendix B. The Control Center allowed users to manage many iPhone functions, such as adjusting music, brightness, and connectivity settings. This

feature was especially useful because it could be accessed from any application while remaining unobtrusive for users unaware of its existence.

However, despite the simplicity and elegance of the design, there were some flaws in the interface. One such flaw was that certain features, like deleting apps or the previously mentioned Control Center, were not immediately obvious to users, as Apple prioritized maintaining a clean design. Another issue was the strict adherence to Apple's design philosophy, which limited users' creative freedom. For example, the layout of apps was forced to conform to Apple's color scheme, which could negatively affect users with color blindness.

Overall, what makes the iOS 7 design successful is its simplicity and visually appealing design, which attract consumers while enabling the interface to perform its intended tasks effectively. All apps are either visible and easy to locate or grouped into folders that provide previews of the apps within them. This approach ensures an intuitive and user-friendly experience for a wide range of consumers, contributing to the appeal of Apple's iPhone products.
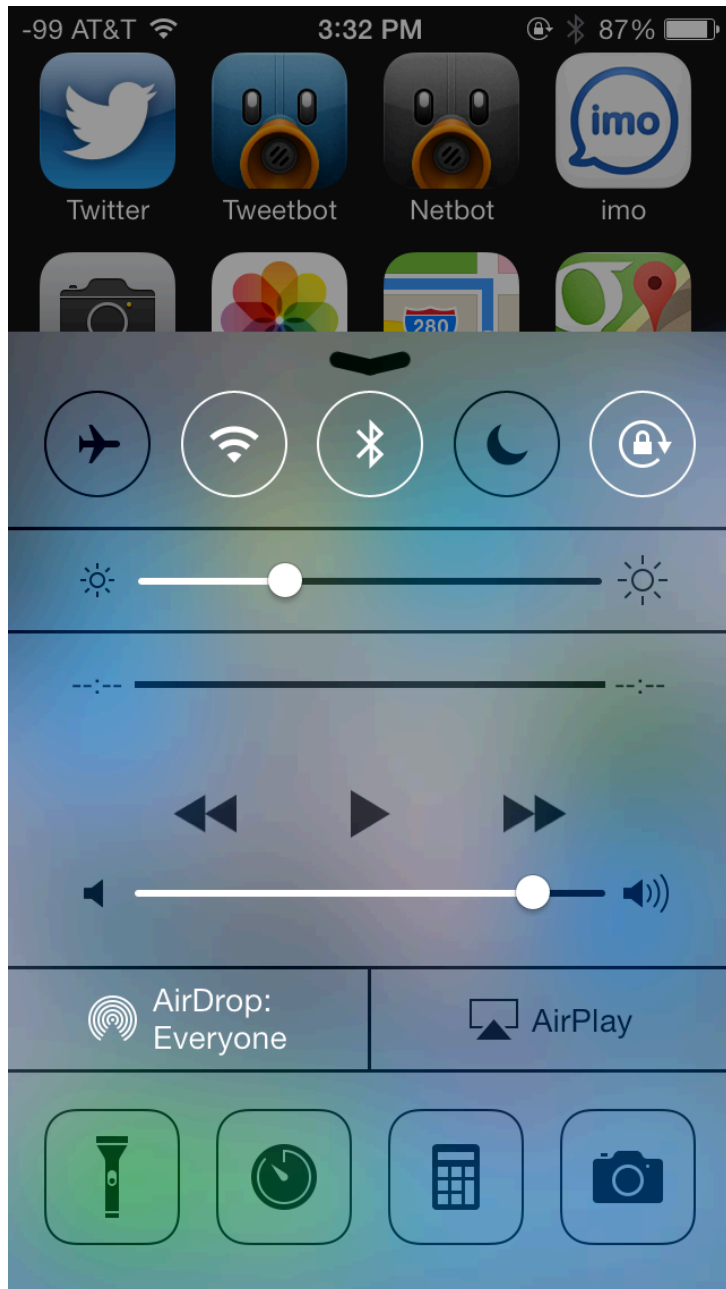
Appendix A

Obtained from:

https://www.reddit.com/r/apple/comments/1g2k85/quick_comparison_of_the_iphones_home_screen_on/

Appendix B

Obtained from: https://www.anandtech.com/show/7343/the-ios-7-review/2