

## 2 most urgent tasks that Apple should do after the departure of Jony Ive

Along with Jony Ive's successes in terms of creativity and hardware product design philosophy are his failures and wrong decisions in terms of software design and hardware device durability.

Perhaps there is no need to say much more about the iFan's disappointment over the sudden departure of Jony Ive, Apple's design director. The genius designer left Cupertino with a 'complex' but equally massive legacy - a treasure of hardware design that made up the most brilliant development era of Apples, worthwhile initiatives Get the most noble rewards. However Jony Ive is only human, he has a knack, has a weakness, and of course wrong decisions.



*Jony Ive and Tim Cook*

Along with Jony Ive's successes in terms of creativity and hardware product design philosophy are his failures and wrong decisions in terms of software design and hardware device durability. The neglected software interface versions, or products that receive enough "stone tiles" for the use of fragile materials, dabbing, peeling paint after a short time . These are all things that are not rare. for more than 2 decades as head of Jony Ive's design department at Apple.

For a simple example, it is now possible that owners of the new 'luxury' thin MacBook are like 'sitting on the fire' in response to the keyboard's durability issues as well as the sudden 'screens'. death because the cable is too thin. Similarly, even the latest version of Apple's operating system is still somewhat in its "scars" in the design of 'bad' remnant UI of iOS 7 which was launched 6 years ago. .

1. The end of a brilliant era: Jony Ive's indelible imprint for Apple and the entire technology world

## **Problems of durability of hardware products**

The great thing Ive created has drawn many people back to the Mac after years of "lying down" with Windows PC, introducing hundreds of millions of the world's best music, phones and tablets. , and even persuaded the most conservative people to use smart watches instead of traditional watches. It is difficult for any product designer to gain more admiration than Jony Ive at the moment.

However, that doesn't mean we turn a blind eye to the inherent problems with Apple's product design in Jony Ive's 'dynasty', especially in the past decade. Contrary to the widely recognized 'backbone' philosophy of the legendary German designer Dieter Rams, about a good product design must ensure two factors, ability to function Long-term (durability) and environmentally friendly, Jony Ive seems to be increasingly inclined to create more perishable products, and once encountered problems, these products will often be thrown out. instead of being easily fixable and less expensive than before.

1. Apple's new Mac Pro will be assembled in China, not in the US like before



*The keyboard of the Macbook has problems with durability due to its too thin design*

The iPhone 4 case - a beautiful and memorable device, is considered a landmark, laying the foundation for the success of next-generation iPhones - just the first in Apple's new generation smartphone series that even the company's internal reviewers unknowingly broke many times during the first test. Or the case of the iPod, these versatile music players are easily scratched even though the user has tried to be careful, so that the company faces class action on this issue. The case of the iPhone 6, 6s is also similar, the phenomenon of peeling paint, sores on the back is not caused by external forces on this product line has been popularized worldwide.

These are certainly design issues (including materials selection). However, there will be some impact from business decisions - the part Tim Cook is leading. Perhaps any of us are smart enough to understand the business logic behind creating beautiful things at the beginning and quickly degrade in appearance or function.

1. Jony Ive sees 'unhappy' at Apple because Tim Cook lacks interest in product design



*The phenomenon of peeling unknown causes on iPhone 6s*

The theory here is that a customer who does not have a lot of expertise, is too pleased or interested in the product (the amount of this customer is extremely large) will blame himself for using and preserving. product improperly, and return to Apple store to buy replacement products. In fact, this theory is certainly true for many cases, but generally for a limited period of time. After the same thing happens for the second or even the third time, users will begin to realize the real problem they are having. Doubtful questions start to appear, and people will gradually pay more attention to what really happened to their products.

But the great wisdom of talented entrepreneurs like Tim Cook always knows how to 'shine' in time. Apple has plenty of intelligence and experience to master this game. They make sure that there is nothing 'beyond the limit' happening to the user experience, and they will still be loyal fans of the battered apple logo. At this point, it can be said that Apple is one of the world's leading recyclers, and is always attentive about keeping devices stable and fully supported for many years - but in fact it's not simple.

2 years after the first glass-backed iPhone launched (iPhone 4), Apple switched to using a solid aluminum case from the iPhone 5 (2013) until 2017, they returned to selling iPhone glasses again. (iPhone 8). This may be the most sturdy or recyclable glass that Apple has ever used, but in fact it is still very fragile if you accidentally drop, or crack during use, and will spend hundreds. dollars instead. Regardless of whether Apple calls it a 'recycling process', there is a fact that its retailer still has a day and night pouring into the ears of users who encourage them to consider changing to using the device. new instead of fixing old machines and using them again.

1. It seems that the 'extreme' square camera cluster on iPhone XI is not a rumor



*Apple has returned to the glass material on the iPhone 8*

Here we do not discuss whether this business strategy is really the legacy of Steve Jobs, Jony Ive, or Tim Cook, but must look at the fact that it is one of the most painful problems for Apple. today, and it is too late to overcome. Almost any report on the impact of technology waste on the environment mentioned that hundreds of millions of new devices are being manufactured in a way that will make them "unreasonable" after a long time. For certain uses and even the use of treatment becomes extremely difficult and expensive, the user will only have one optimal option to buy a new one. More than anything else, this is a problem that probably all technology lovers around the world want Apple to change in the near future, when the era of Jony Ive has officially ended.

Making a more durable product means that sales of new equipment will be seriously affected? It is also possible, and likely will be. But Apple has no longer reported product sales by units. And Apple's sales are probably not affected too much if the company returns to its plans to launch products at all prices, every market segment as before, instead of just focusing on products in the mid-range and high-end segments today. The reason is that cheaper products tend to sell more than expensive products, so any decline in sales that Apple may suffer from existing customers. Can now be offset by attracting new customers.

1. Apple confirms that the MacBook Pro has a battery error and may explode, this is how to check if your device is affected

## **Software design problems**

Software is also a factor that helps to bring success to Apple products even better than hardware design. If product design helps Apple attract customers to it, the greatness of the software is the factor that helps them retain users to stay permanently with the ecosystem.

However, the Apple user interface's software user interfaces have started to complain and appear "scrawny" since Jony Ive took over the UI design many years ago. Ive received this position from vice president Scott Forstall, a powerful assistant to Steve Jobs, a celebrity obsessed with sharp, individual application icon pixels,

well-designed, vivid icons, and slick as the former Steve Jobs viewpoint, and agrees that the skeuomorphic design style - using real-world patterns and objects in UI design - can provide optimal visualization for users.

1. Experience the iOS 13 Public Beta version, Dark Mode interface, completely new Apple Maps and Reminder application



*Interface iOS 6 style skeuomorphism*

Jony Ive threw almost all of Apple's design philosophy out of the window when he took on the task of redesigning the interface for iOS 7, with the view that at that time, users had surpassed demand. about visual metaphor and will benefit from simpler, 'cleaner' interfaces. And so all the details are flattened and everything from text to glyphs (including arrows) becomes unusually fragile, in stark contrast to the previous interface. And the immediate result is an ugly cartoon-like interface, no longer any characteristic nuances that make the smartphone world jealous of iOS like it used to be.

On iOS 7, Apple's withdrawal in the highly successful skeuomorphism design has received some support in part by their "crazy fans" - the genuine Apple Kool-Aid. But the fact that the company continues to repeat that interface design over the years is the wrong decision that they themselves are responsible for.

Perhaps Apple is also somewhat aware of the problem they are having, which is why since iOS 8, the 'rugged' edges in iOS 7's interface have been 'polished' a bit. However, basically, both operating systems and third-party applications have lost all the features that made the difference in previous iOS user interface.

1. Apple added many new features to Apple Maps in iOS 13, resolving its market share from Google Maps



### *IOS 7 user interface*

With the long and demanding iFan, they do not hesitate to comment that there is no longer anything interesting or charming that can be found on Apple's software interface. Even the latest iOS 13 beta also makes many people feel dull compared to the experience they have ever had on the user interface before iOS 7. Along with the continued use of UI graphics Non-glossy, flat makes the interface unable to take advantage of the high-resolution screen, contrasting colors as well as on new generation iPhones today.

Jony Ive may or may not be the only person responsible for the whole mess regarding this UI, but along with the downsides of the durability of the hardware product, his departure would be unseen. gives Apple the perfect opportunity to make significant, even comprehensive, changes to current issues, instead of just "daring" to make minor adjustments year after year.

Apple has returned to using 'sleek, shiny' metal pieces on the Mac, and this has helped them attract a significant amount of customers after a long stagnation. Therefore, the UI redesign, using more polished and vivid icons - will be a welcome step next.

1. Apple has just unveiled the most beautiful apps and games on iPhone and iPad in 2019



*Compared to iOS 6, the interface on iOS 7 has been "completely" redesigned*

Considering the situation in the past 6 months, it is clear that Apple is hoping to make more money from the service business than ever before, which means they will not rely too much on hardware sales or the Soft to continue to balance revenue and to be profitable pocket. However, to sell services, Apple's mission will also be very heavy. They not only have to find a way to retain existing customers, but also to make effective plans to entice new customers. But for a business that has a strong foothold and a reputation that has been confirmed globally like Apple, the tasks mentioned above will not be too difficult, as long as they ensure to bring customers the necessary products Durable design, and especially the software interface is still intuitive, easy to use.

In the context that competitors are getting closer than ever to narrowing the gap in user design and experience, improving hardware durability and software user interface is the dark solution. Pros and best suited to Apple's capabilities. Currently, only time can tell us whether Apple is brave enough to sacrifice immediate profits but make big changes, bring maximum benefits to its customers.

How do you think about the departure of Jony Ive? Please leave a comment below!

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