

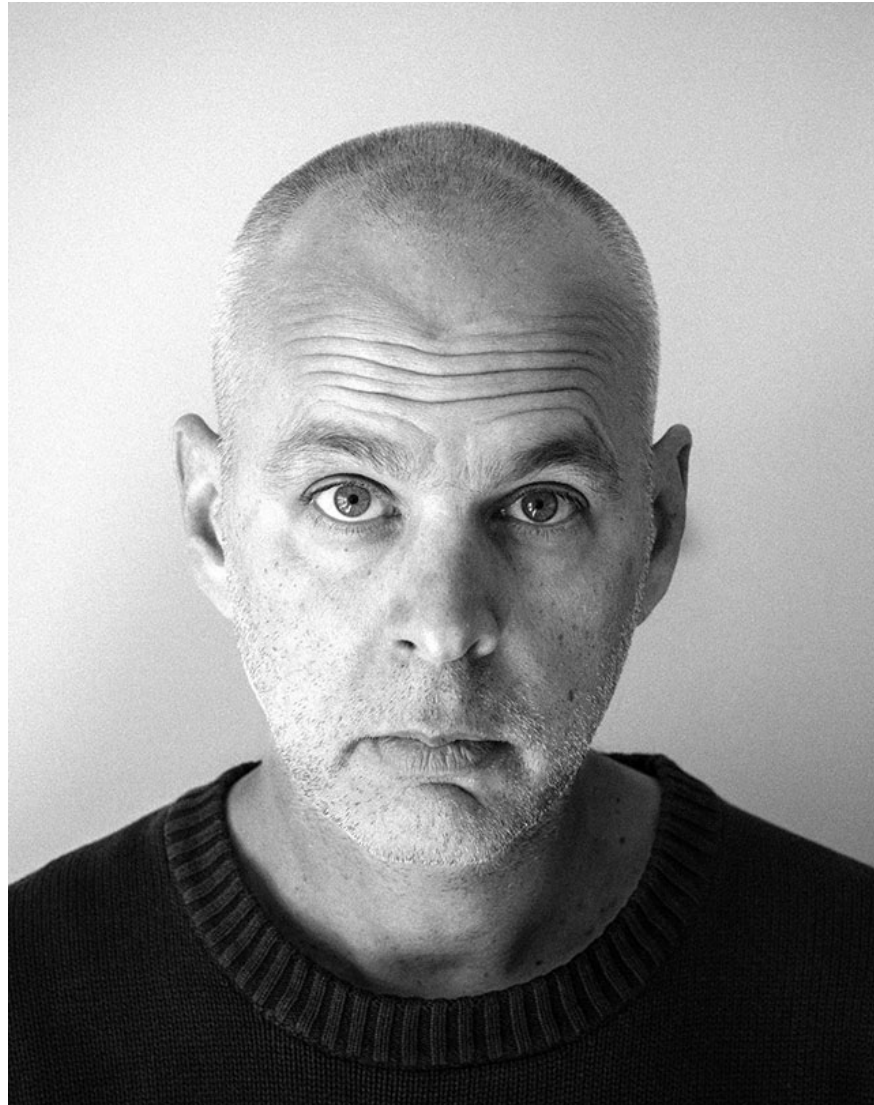
Working as an engineer for 15 years at Apple, but when it comes to demoing Steve Jobs products like this

There was no response to what he was thinking. Steve is like an adventurous card player who is checking his card after receiving it from the handler.

The following article is taken from the book "Creative Selection: Inside Apple's Design Process During the Golden Age of Steve Jobs" (roughly translated: learn Apple's design process in Steve Jobs' golden age). Ken Kocienda.

Steve still looks at me. Continuing to introduce the demo that Scott just finished, I said: 'Yes, there are 2 designs. One is that there are keys, like the laptop keyboard and the other has bigger keys, like the iPhone is enlarged. We want to propose both and use the zoom key to switch between them.'

Steve slowly swayed the chair he sat around the table. He looked down. In front of him is the iPad with the Home button on the right of the screen. The prototype version of the iPad Notes application is running, the cursor is blinking on the text. Below the screen is Bas's design with more keys, like a laptop keyboard, but the keys are smaller than normal.



Book author - Ken Kocienda

Steve rolled his eyes at the iPad screen, slowly shaking his head in figure 8, which I think he was trying to look at all his corners. After reviewing, he touches to enlarge the keys, creating a very nice effect that Bas has designed to turn the keyboard into a larger keyboard design.

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When the screen changed, Steve began to look again. He spent up to 30 seconds studying every detail on the screen and when he was satisfied, he touched it to enlarge it again, bringing the iPad back to the multi-key design, just as it was when the demo was introduced.

Steve looked again, still showing no sign of what he was thinking. He touched the zoom key again, changing to the big key interface. He glanced over and confirmed himself that he had seen two designs. Then he looked straight at me.

'We only choose 1 in 2, right?'

That's not what I expected. I swallowed hard. Steve still looks at me, I lightly shake my shoulders and say 'Yes . I think so'.

Steve scrutinizes me and asks, 'Which one do you think you should use?'

A simple question is directed at me and only me. Steve never moved in his chair or headed to anyone else in the room. It was my demo and he asked me again.

Then something happened. When Steve Jobs stood there, staring at me and waiting for me to answer his question, I realized that I knew what I wanted to say, that I had my own opinion.

'I've been using these demos for the past few days, and I like to design with bigger keyboards. I can learn to type without looking at the keyboard, and so do others. Automatic error correction is also very helpful '.

Steve still looks at me while he thinks about my answer. He never turned his gaze to anyone or anything else. He sat there, cautiously considering my idea of ??Apple's next big product. Really very stressful. He thought for a few seconds about what I just said and about what he saw on the iPad. He then declared:

'OK. We will select the big keys'.

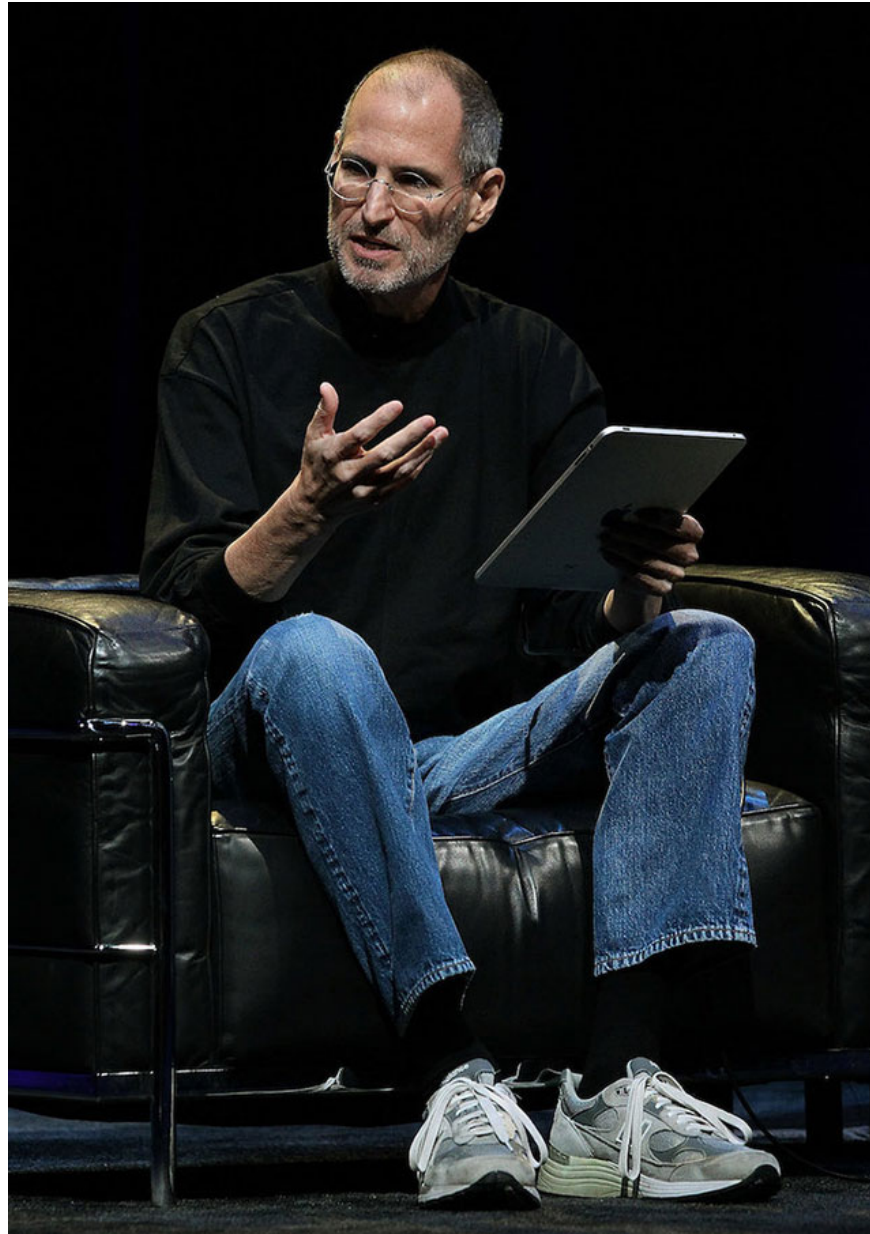
That's it. The Apple owner spoke up, the software design prophecy was revealed, and Steve nodded. The demo is done. Greg, Henri and Bas stood up from the couch, they gave some compliments like 'Good work', 'Very good demo'.

I returned to my introverted nature after so many eyes looked at me, I looked at the floor. The room was relieved. Scott came out the door, the idea that it was time for me to leave so they could continue their work.

I opened the door to Diplomacy room. Scott followed me and gently closed the door so he could stay in the conference room when I left. I walked out into the hallway and just before the door closed, I heard Steve say, 'Thank you.'

In front of the entrance to Oracle in Delphi there is a sign that says 'Know Thyself', a commandment for those who still doubt that the answer lies within them. When I walked out of Diplomacy's room, I was pleased that I knew what to say to Steve about my demo then.

It was the first impression I had about the demo after I finished it, and I kept thinking about it after that meeting.



Steve Jobs - who created the golden age for Apple

Steve asks if my opinion is just a test. After reviewing my demo, he wanted to know if I could help make the software better. If I didn't give him an answer that pleased him, he would ask others in the room.

They get their place by constantly passing tests and improving work, like on any iPhone software detail. If I still want to continue the demo in Diplomacy - and I have introduced Steve a few more times in my career - making a significant contribution to the discussion with him is a way to get an invitation to the future. .

For me, there is a difference between writing software and influencing what the software has written. In the case of this demo, the effect I created could continue to move forward, because the keyboard on the iPad, ignoring some details such as removing the zoom button is no longer needed, it's my demo. introduced. I passed the test.

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