Without a doubt, the way technology is designed affects how the user interacts with it. In fact, the popularity of the Apple iPhone is often attributed to its user-friendly interface and accessible design. This past September, Apple released the iPhone 6S and while there are many improvements, the most significant new feature is its 3D touch, which allows the phone to recognize force. Specifically, “varying amounts of pressure let users do things like peek into emails within the Mail app or preview websites within Messages, and homescreen shortcuts allow for functions like taking a quick selfie” (Goldberg). In addition to 3D touch, the updated iPhone will have Live Photos, which allows users “to touch an image to show an extended moment in time from just before and after the photo was taken” (Goldberg). Although the iPhone 6S essentially has the same external design as the previous iPhone 6, Apple added a new rose gold finish in addition to yellow gold and space grey.

This week’s lecture discussed Human-Computer Interaction Design and how it affects a user’s experience. Among other things, the form of technology impacts a user’s interaction. Specifically, form is a component of design, which includes User Emotional Experience, Aesthetics of Design, Representation, Metaphors, Icons, Associations to other designs, Design of how one uses a system (Onesti). Clearly, these components of form affect the way the most recent iPhone was designed. In Goldberg’s article for The Huffington Post, he discussed the new implementation of 3D Touch. The addition of 3D Touch is a new component of the phone’s Human-
Computer Interaction Design that encourages a more user-friendly experience. The new technology is not only an association to already familiar designs but improves upon it. Overall, the implementation of the new technology has the potential to significantly improve a user’s interaction with the iPhone 6S.

Initially, I was interested in this article as a consumer. As someone who already owns an iPhone and has for over five years, I’m always interested in ways in which new versions of my phone have improved. I wanted to know what I could expect if I decided to upgrade my phone and whether or not the new technology was worth spending money on. Moreover, I was interested in what ways Apple implements components of HCI/d when they design their phones and what tactics they use to appeal to consumers.

In the future, I expect that Apple will continue to make iPhones user-friendlier. Just like most technology, Apple is always evolving and trying to find new ways to gain more power over the market. While predicting trends in technology is challenging, Apple has been dominating markets in music, computers, phones, etc. I think that this company will continue to give their consumers a more specialized user experience and strive to make their phones more personal for their user. With that, in the future, I think people will have mobile phones that are extremely personalized. I think technology like Siri will appeal more to the phone user on an individual level and phones will be able to be personalized even more than they are now.
Works Cited
