

What if iPhone had...

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Using familiar design
from one platform to support
needs in another

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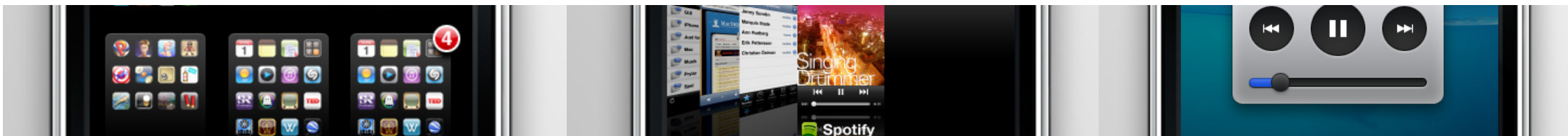
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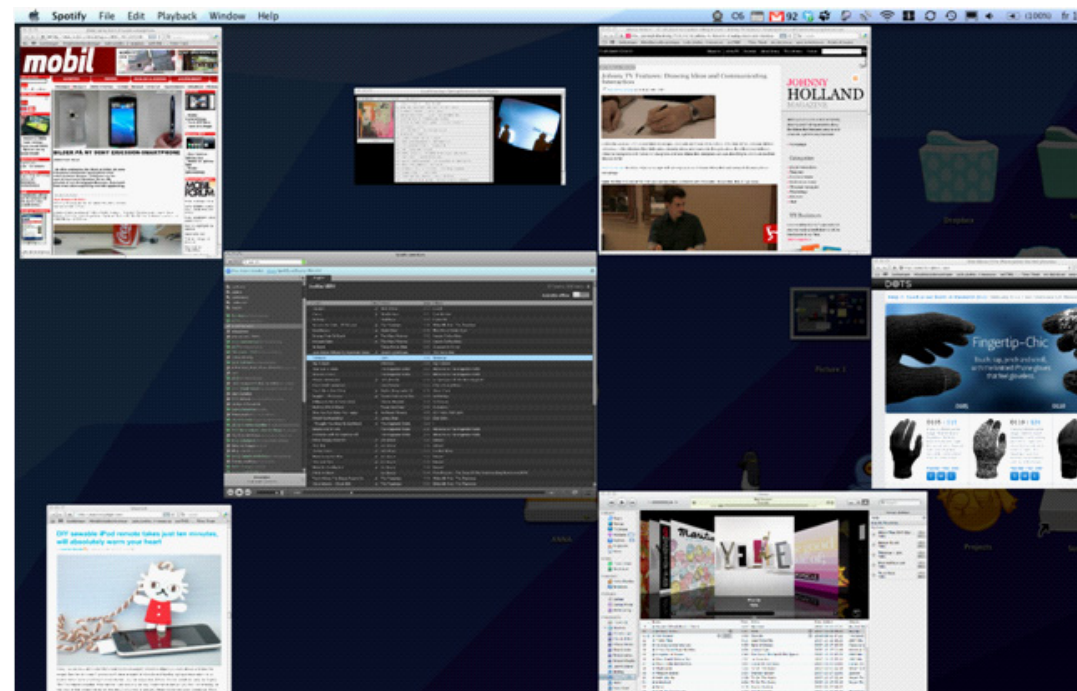
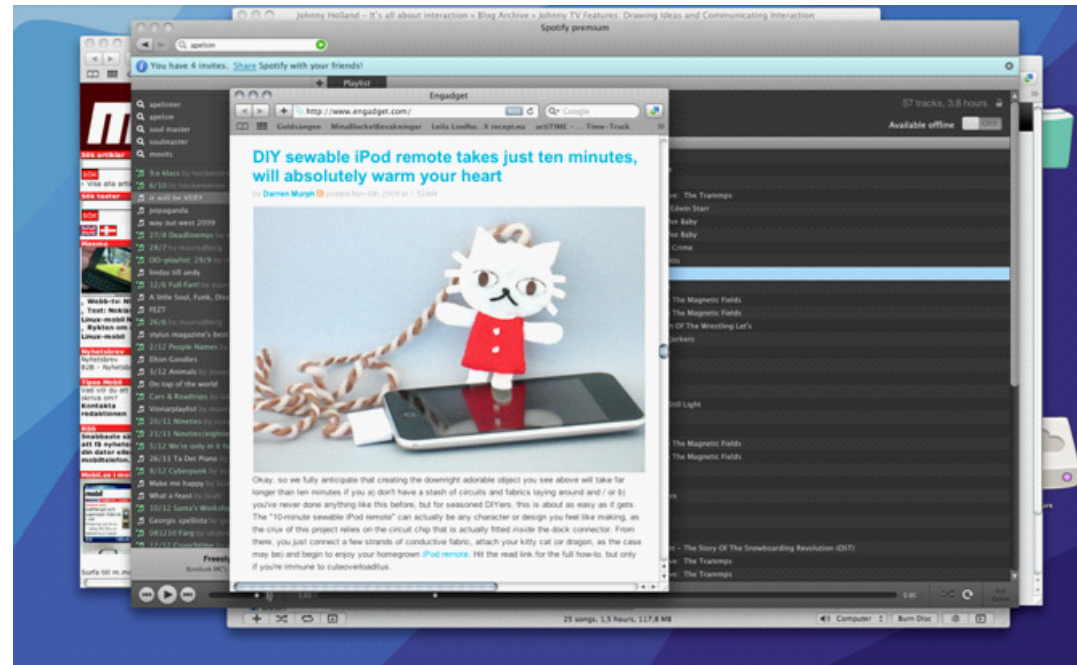
Using familiar design from one platform to support needs in another

As designers we have a compulsive habit to rethink design. The iPhone is not spared even though it's praised. So when we had a "FedEx day" at work and people were free to work with whatever they wanted, some of us started to do conceptual redesigns of the iPhone GUI. We had realised we longed for a number of features not present in the iPhone OS. Instead of coming up with brand new solutions, we thought of using good looking and functional interaction models from the Mac OS to support our needs in the phone. This way users can feel smart and at home since they already understand the model and recognize the style.

If you're curious on what we did and how, please look at the movies linked from each concept and read more about the thoughts behind.

What if iPhone had... Springboard Exposé

If you have a lot of applications in your iPhone an overview of the application pages (the springboard) could be useful. To create this overview we used the Exposé-model from the Mac desktop. Exposé is a function for spreading out your overlapping application windows into an organized thumbnail view. In this view you can locate and switch to any window. In the iPhone we thought Exposé could be used to create a neat springboard overview.



What if iPhone had... Springboard Exposé

This is how we imagine springboard Exposé in the iPhone would work: While browsing your springboard, you can push the home button to be taken to an Exposé-ish view. In this state you can see all of your pages with apps arranged in a thumbnail grid. From here you can navigate directly to a certain home screen page. This view is combined with the Spotlight search. Tapping the search box would bring up the keyboard and hide the miniature pages. Each miniature is badged with all notifications for that page, to give you a quick idea of which pages contain new items. Tap any of the miniatures to go directly to that page.

For more than nine pages, the thumbnails could shrink even further in size. User testing would reveal what size is feasible and if another model than shrinking would have to be used for more than 9 pages.

As you see we have tweaked the desktop model quite a lot to fit the new context and platform. At the same time we have tried to keep the essence and style of it. Two things we believe are quite important in multi-platform design.





What if iPhone had... Cover Flow Multitasking

The desktop feature Cover Flow probably doesn't need to be further introduced. And as you know it is already used in the iPhone – but since the model saves precious space, is considered quite sleek and comprehensible we thought it could be used for the number one requested feature in the iPhone – Multitasking.

What if iPhone had... Cover Flow Multitasking

Our idea is to present the running apps together with the rest of your app icons on the home screen, instead of hiding them behind long pressing some unrelated key. All running apps have a miniature representation in a cover flow at the bottom of the screen. To make room for this, each home screen page will have one less row of icons and the dock is removed completely. But since the running apps often will equal your favourites, they will still be easily accessible.

You can tap or swipe any of the cover flow miniatures to move it into focus. Then tap it again to bring it to full screen. Once an app is full screen, double-tapping the home button brings up the cover flow, letting you jump between running apps. This extra feature could be the new default setting for double-tap, which you could still change in the settings. Tapping the home button once minimizes the app into the running apps cover flow. The apps are arranged by the order you launched them, with the most recently launched app to the left.





What if iPhone had...

Cover Flow Multitasking

A **running app** is also indicated by a backlit app icon with a blue text label on the home screen. It's still possible to bring a running app to full screen by pressing this icon.

To **close an app**, drag it out of the cover flow and the miniature moves back to the app icon on the home screen. The app icon then changes back to its original state. Depending on the performance of the phone, there could be a maximum number of running apps. In that case, when launching a new app, the least recently used one could be closed automatically.



What if iPhone had...

Dashboard Widgets

In this concept we looked at how the useful widgets in the Mac Dashboard could make their way to the iPhone. Today in the iPhone you bounce in and out of applications. We wanted to explore if a widget layer in the form of Dashboard perhaps could speed up the workflow, at least for simple tasks.



What if iPhone had...

Dashboard Widgets

The default setup of widgets could be the following: Calculator, Calendar, Clock, Converter, iTunes, Stickies, Stocks, Timer, Weather and Web Clip. In addition to that you would be able to download third party widgets from the App Store. The Quick Settings widget in the movie is an example of a third party widget. It would allow you to quickly toggle settings that might drain your battery.

When designing the dashboard for a much smaller platform we tried to simplify the interaction a lot. Only one or two widgets are shown at the same time, adding and removing is made in fewer steps etc. Simplifying is always intensely important but as you know absolutely key when moving to mobile.



What if iPhone had... Dashboard Widgets

Thoughts not covered in the movie

The **triple pinch gesture** can be invoked from anywhere on the iPhone just as you can press the dashboard key to bring up your widgets from anywhere on your computer. We feel the triple pinch is unique enough to be used as a system wide shortcut. Although, since the gesture requires a two-handed action, we thought it would be convenient to be able to set the dashboard feature as a home button shortcut as well. This would be changed in Settings - General - Home.

Dashboard could even be activated on the lock screen using the same gesture. However, if you have a password-protected phone, this feature would be disabled to prevent unauthorized access.

Widgets should be connected to their app counterpart. So a widget such as Stickies should be connected to the Notes app. If you make a sticky note, it would be visible in the Notes app as well. In the case of a widget where you need to enter text, the keyboard would slide up and the widget would be positioned above it.

Thank You!

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Thanks for reading. If you would like to discuss this or something else with us, please drop us an email!

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