

Ten Lessons Learned at Apple

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Who is Bill Fernandez?

- ✦ Introduced Apple's founders (Woz and Jobs).
- ✦ First full-time, permanent employee of Apple Computer.
- ✦ Started work in the Jobs-family garage.
- ✦ Spent 12 years at Apple.
- ✦ Worked on Apple-1, Apple-2, Macintosh, MacOS, HyperCard, QuickTime...

Lesson-1

Make Great Products

Attitude → Actions → Results

- ✦ “We make great products” should be:
 - ✦ Your mindset.
 - ✦ Your goal.
 - ✦ Your motivation.
- ✦ “We make great products” should drive:
 - ✦ How you act.
 - ✦ What you do.
 - ✦ What you achieve.

Lesson-2

Make Products You Love

Make Products You Love

- ✦ Make Products...
 - ✦ For yourself.
 - ✦ For your loved ones.
 - ✦ That you're proud of.
 - ✦ That you'd give your life for.
- ✦ If **you** don't love your products, why should your users?

Lesson-3

Serve your Users

Users Don't Care About You

- ✦ Users have their own priorities.
 - ✦ They just want your products to work!
-
- ✦ Don't fail them.
 - ✦ Don't get in their way.
 - ✦ Don't make them angry.

Serve Your Users

- ✦ Empower them.
- ✦ Delight them.
- ✦ Make them smart.
- ✦ Make them effective.
- ✦ Make them powerful.
- ✦ Put them in control of their lives.

They'll love you for it.

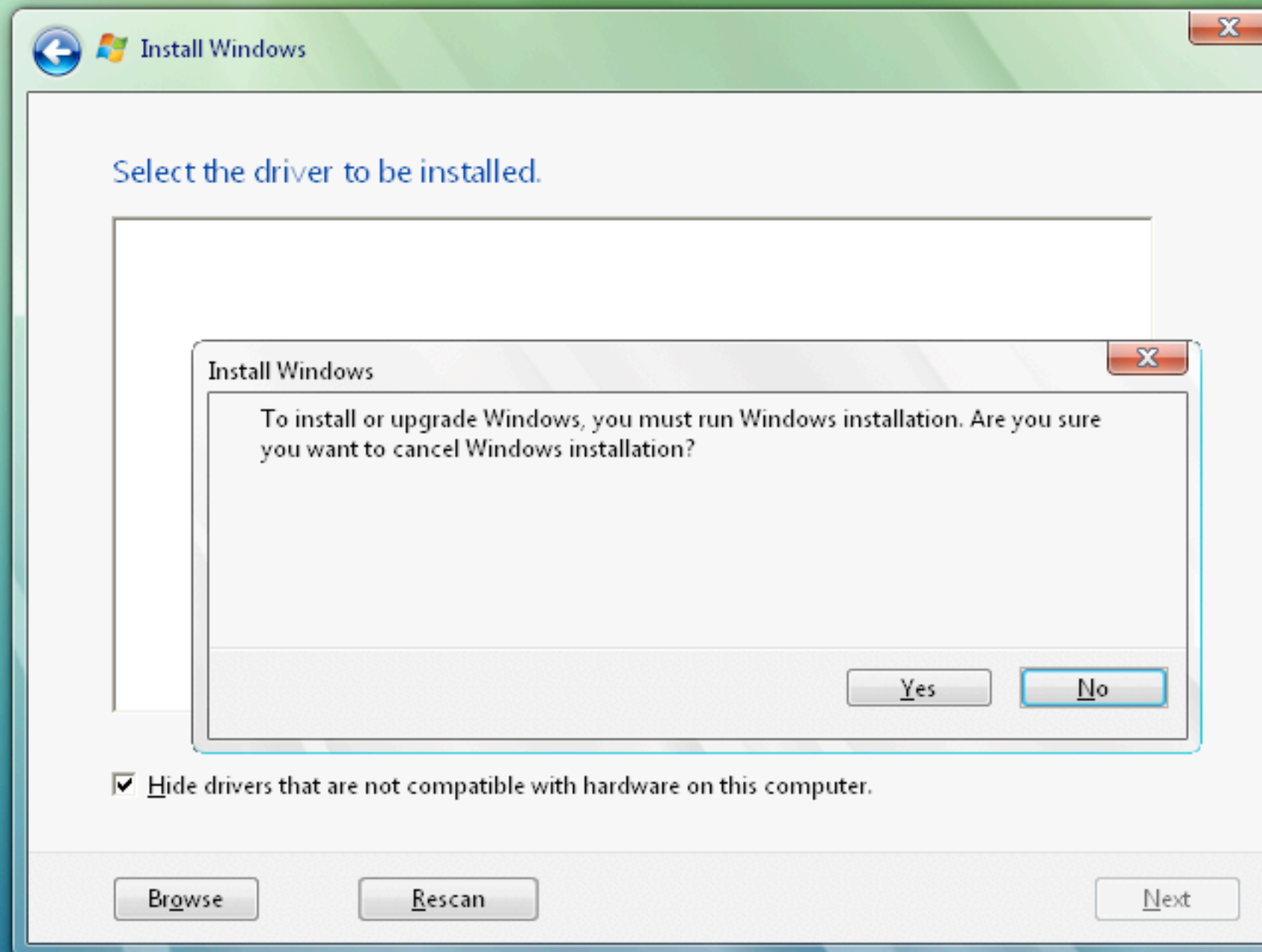
Reputation is Priceless

- ✦ The more you make users happy,
- ✦ the more they'll want from you,
- ✦ the more they'll trust you,
- ✦ and the more they'll forgive you.

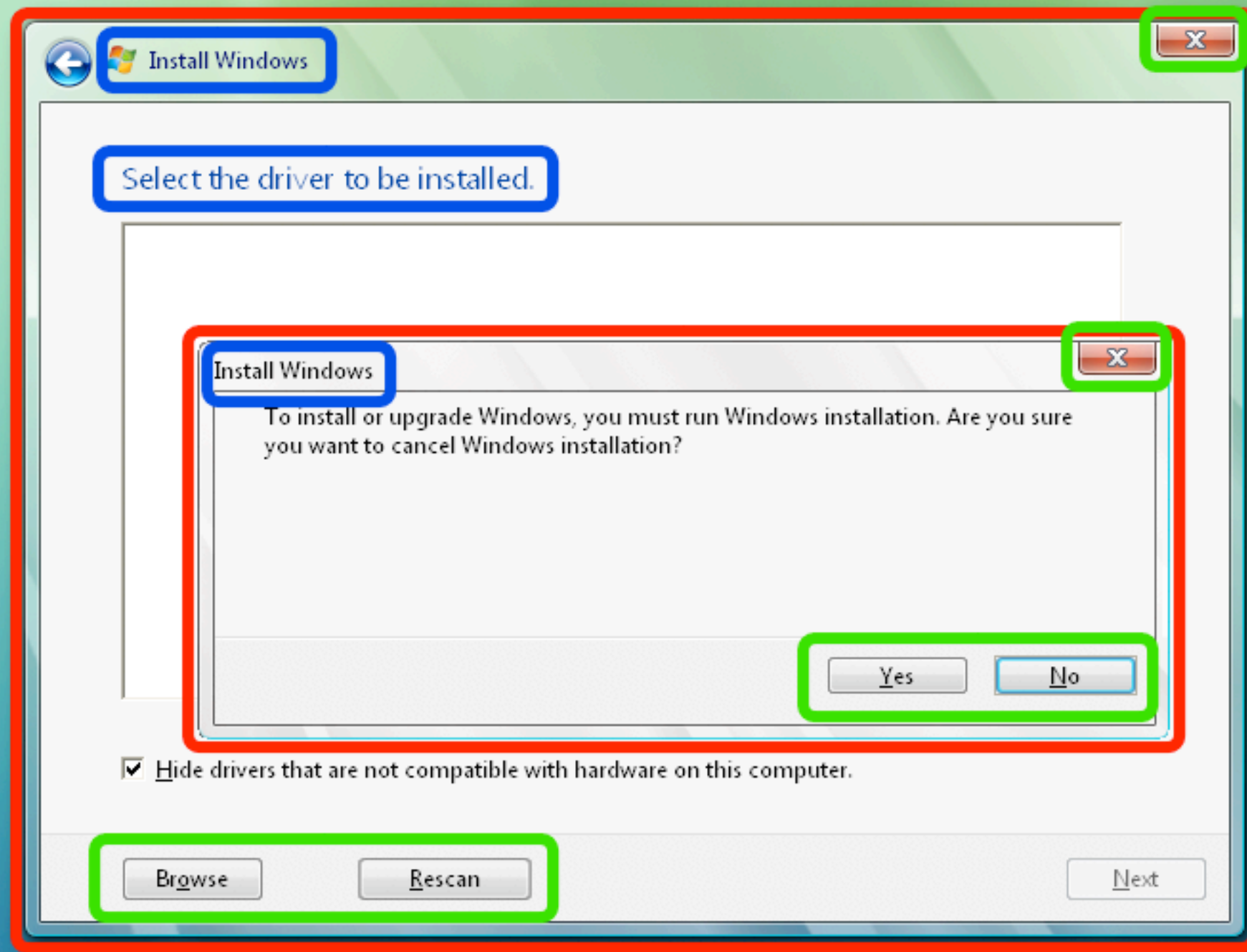
Lesson-4

Most People Don't Get It

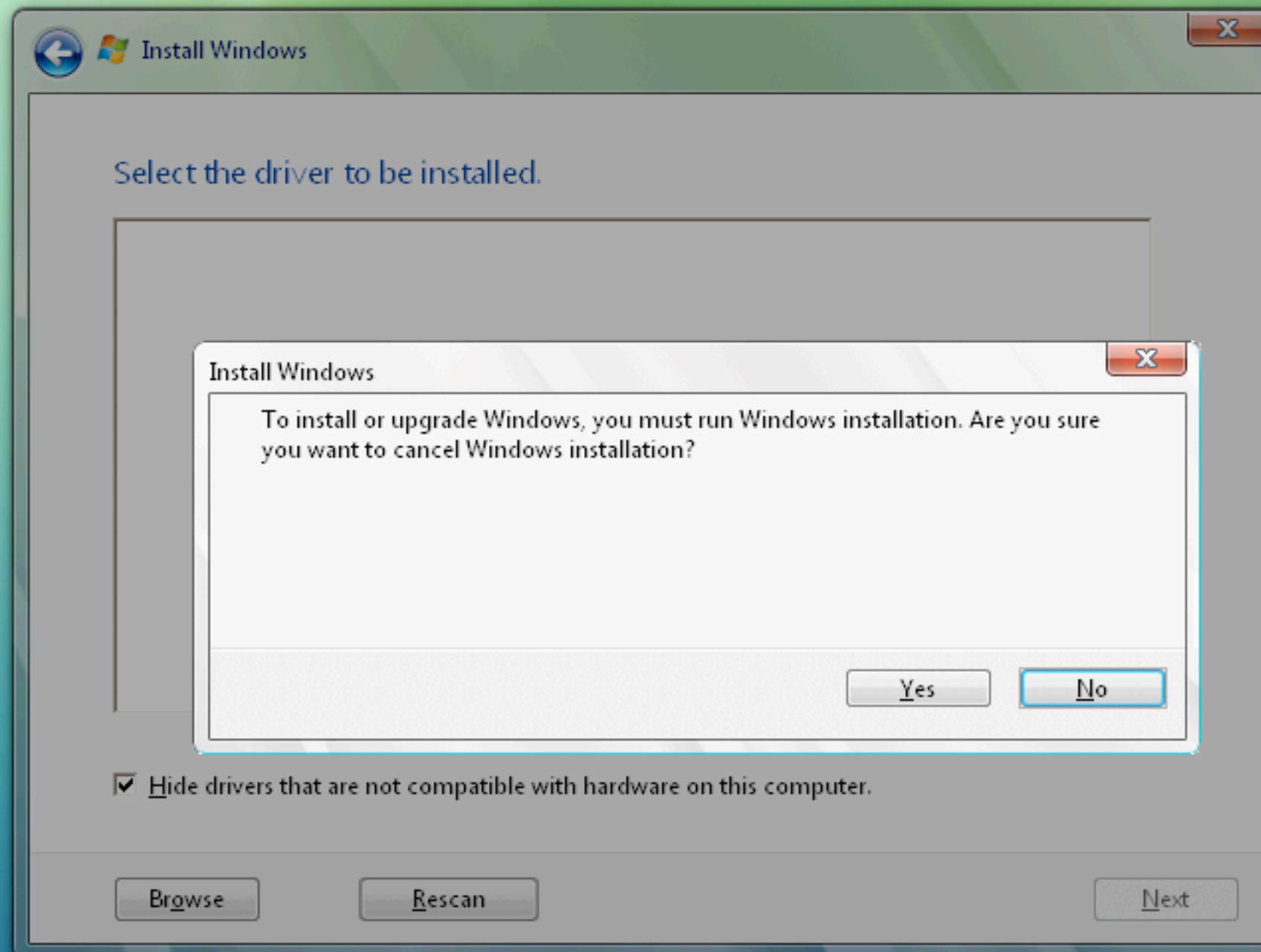
This is Confusing



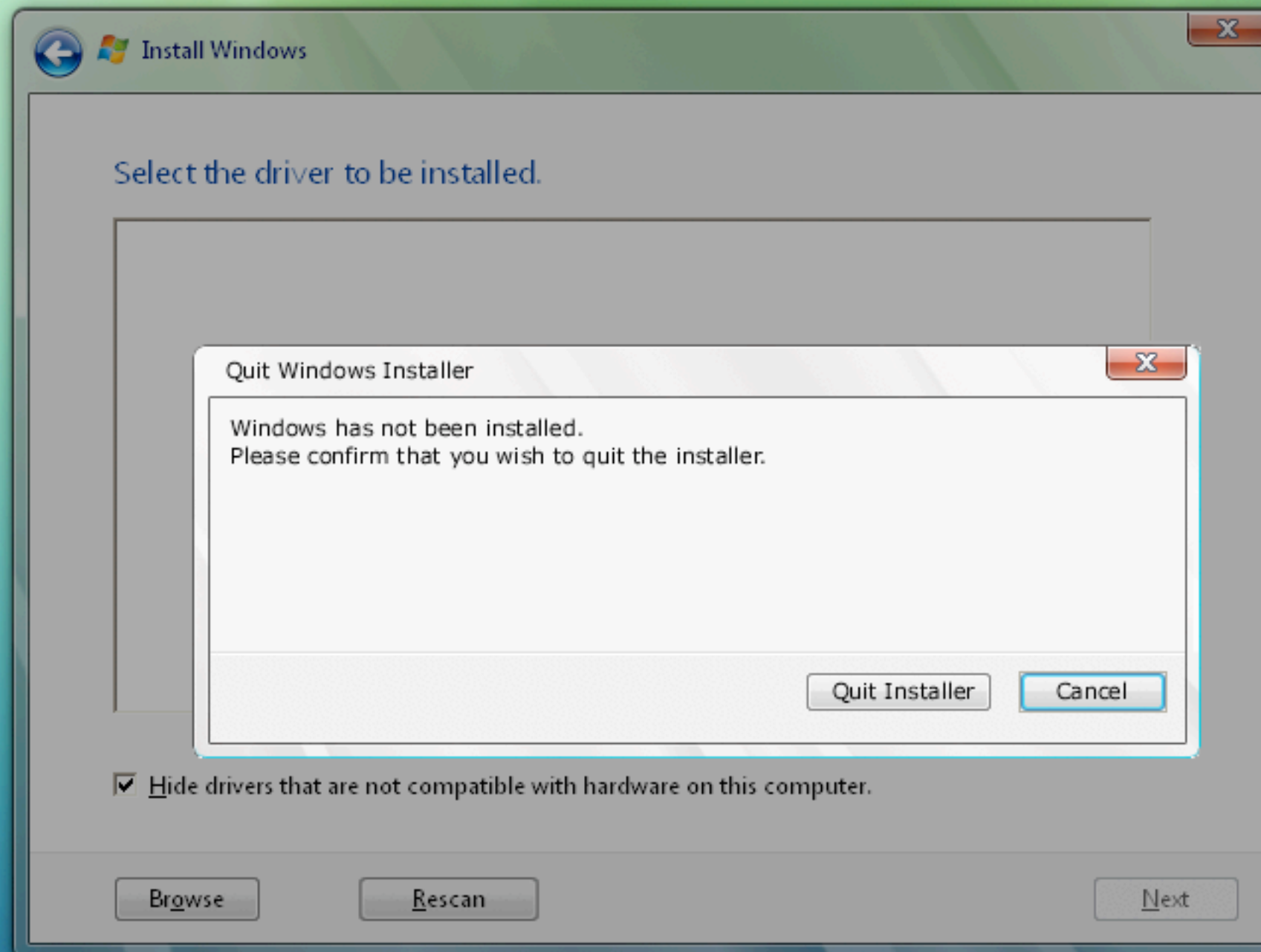
Why it's Confusing



Provide Instant Focus



Communicate Clearly



Web Devil Registration

1 of 7

About Web Devil

Version: 6.5



Owner:

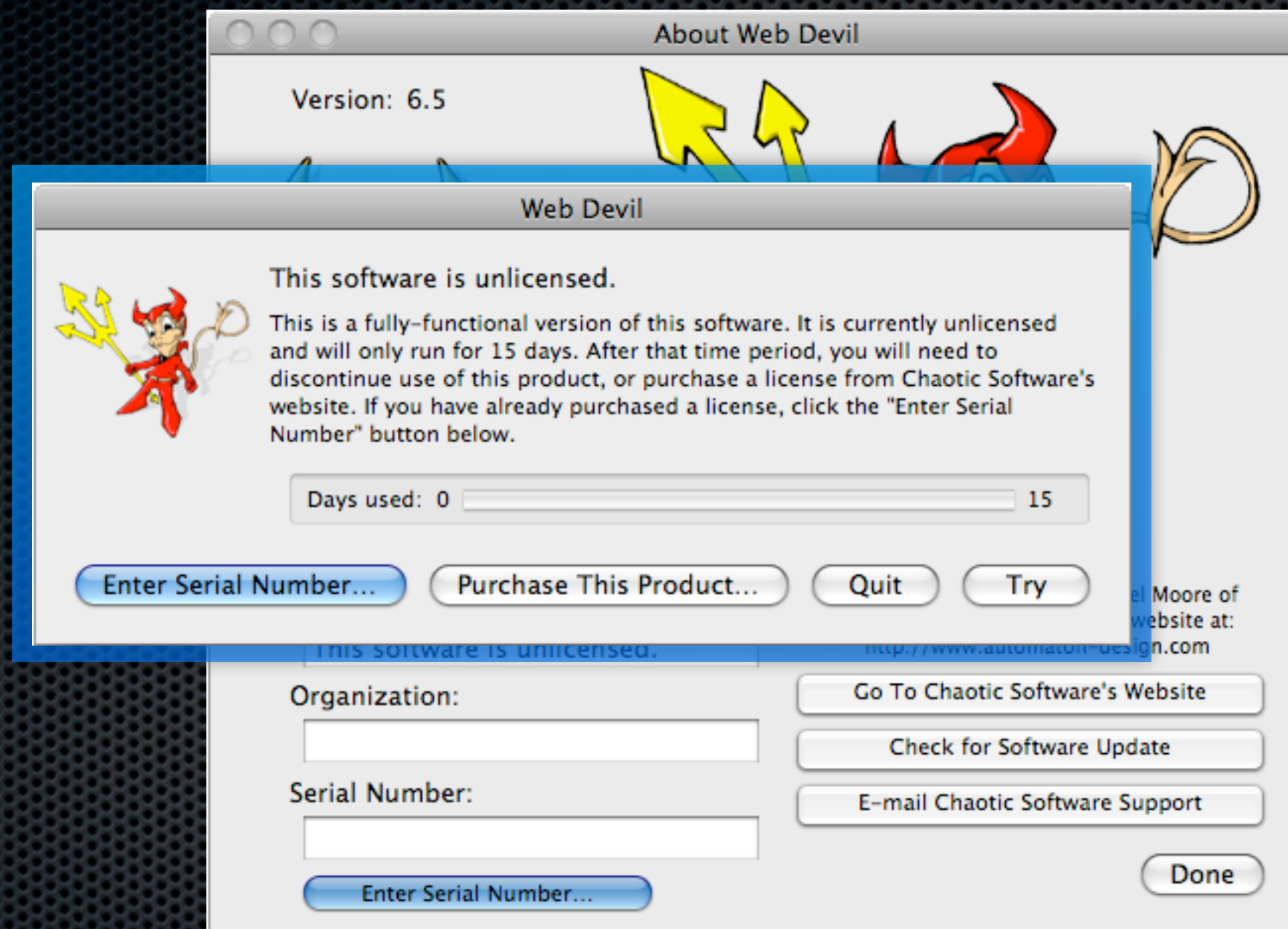
Organization:

Serial Number:

Graphics and artwork by Gabriel Moore of Automaton Design. Visit their website at:
<http://www.automaton-design.com>

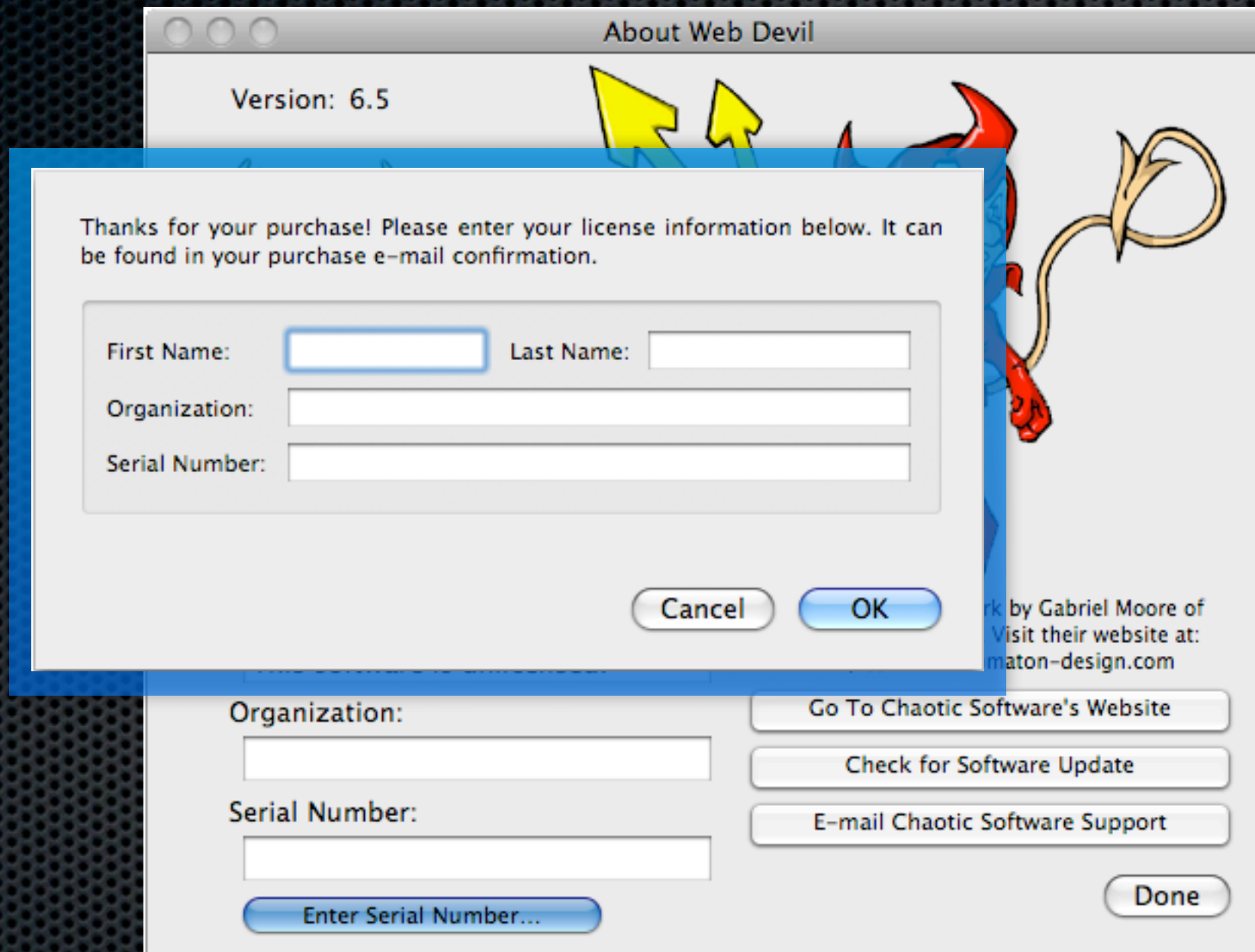
Web Devil Registration

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Web Devil Registration

3 of 7



The image shows a screenshot of a software window titled "About Web Devil". The window has a light gray background and a title bar with standard macOS window controls. Below the title bar, it says "Version: 6.5". To the right of the version text is a cartoon illustration of a red devil with horns and a long, coiled tail. Two yellow arrows point towards the registration overlay. Overlaid on the window is a white dialog box with a blue border. The dialog box contains the text: "Thanks for your purchase! Please enter your license information below. It can be found in your purchase e-mail confirmation." Below this text are four input fields: "First Name:", "Last Name:", "Organization:", and "Serial Number:". At the bottom of the dialog box are "Cancel" and "OK" buttons. Below the dialog box, in the main window, are additional input fields for "Organization:" and "Serial Number:", a "Go To Chaotic Software's Website" button, a "Check for Software Update" button, an "E-mail Chaotic Software Support" button, and a "Done" button. A blue button labeled "Enter Serial Number..." is also visible at the bottom left of the main window.

About Web Devil

Version: 6.5

Thanks for your purchase! Please enter your license information below. It can be found in your purchase e-mail confirmation.

First Name: Last Name:

Organization:

Serial Number:

Cancel OK

Organization:

Serial Number:

Enter Serial Number...

Go To Chaotic Software's Website

Check for Software Update

E-mail Chaotic Software Support

Done

Work by Gabriel Moore of
Visit their website at:
maton-design.com

Web Devil Registration

4 of 7

About Web Devil

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Owner:

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Web Devil Registration

5 of 7



Web Devil Registration

6 of 7

Version: 6.5

Thanks for your purchase! Please enter your license information below. It can be found in your purchase e-mail confirmation.

First Name: Last Name:

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Serial Number:

Cancel OK

You may run this fully functional software in trial mode for 15 days, after which you'll have to purchase a license to continue using it.

0 Days Used: 15

Go To Chaotic Software's Website

Check for Software Update

E-mail Chaotic Software Support

Enter Serial Number... Purchase This Product... Done

artwork by Gabriel Moore of design. Visit their website at: v.automaton-design.com

Web Devil Registration 7 of 7



Lesson-5

Hire the Best

Great People → Great Results

- ✦ Designers who can build.
- ✦ Builders who can design.
- ✦ Managers who can bring out greatness.
- ✦ Testers who can find the right flaws.
- ✦ Executives who can make the right calls.
- ✦ Artists and crafts-persons all.

Build Strength in all Competencies

For Example, User Interface Competencies:

- ✦ User Studies
- ✦ Interaction Design
- ✦ Visual Design
- ✦ Industrial Design
- ✦ User Interface Architecture
- ✦ Information Design
- ✦ Usability Testing

Lesson-6

You Must Design,
Not Merely Build

These Dialogs were “Built”

Do you want to save
your changes?

Yes

No

Do you want to discard
your changes?

Yes

No

Do you want to erase
your hard drive?

Yes

No

Windows must be activated
within 3 days. Do you want to
activate Windows now?

Yes

No

These Dialogs were “Designed”

You have unsaved changes.

Save

Discard

Cancel

About to erase hard drive.

Erase Hard Drive

Cancel

Windows must be activated within 3 days

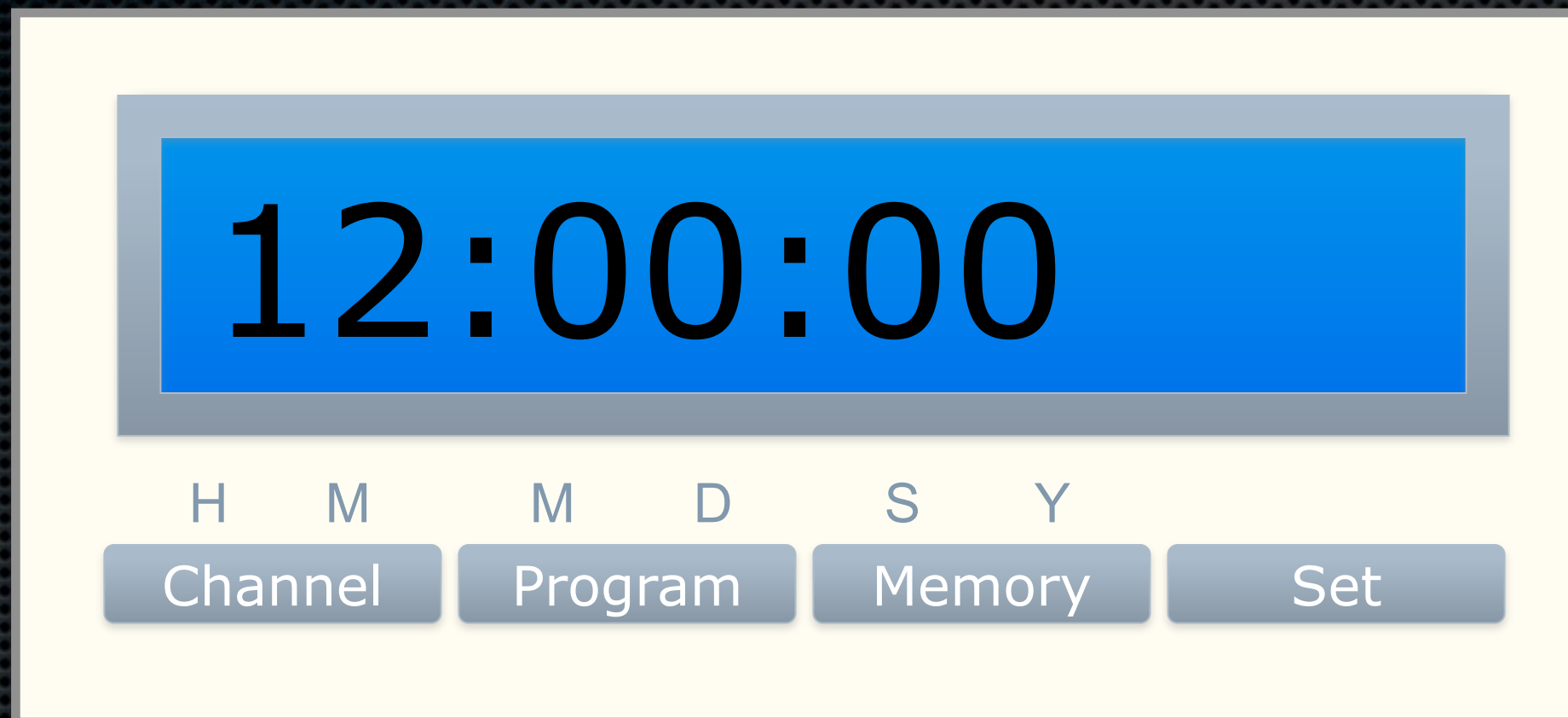
Activate Now

Activate Later

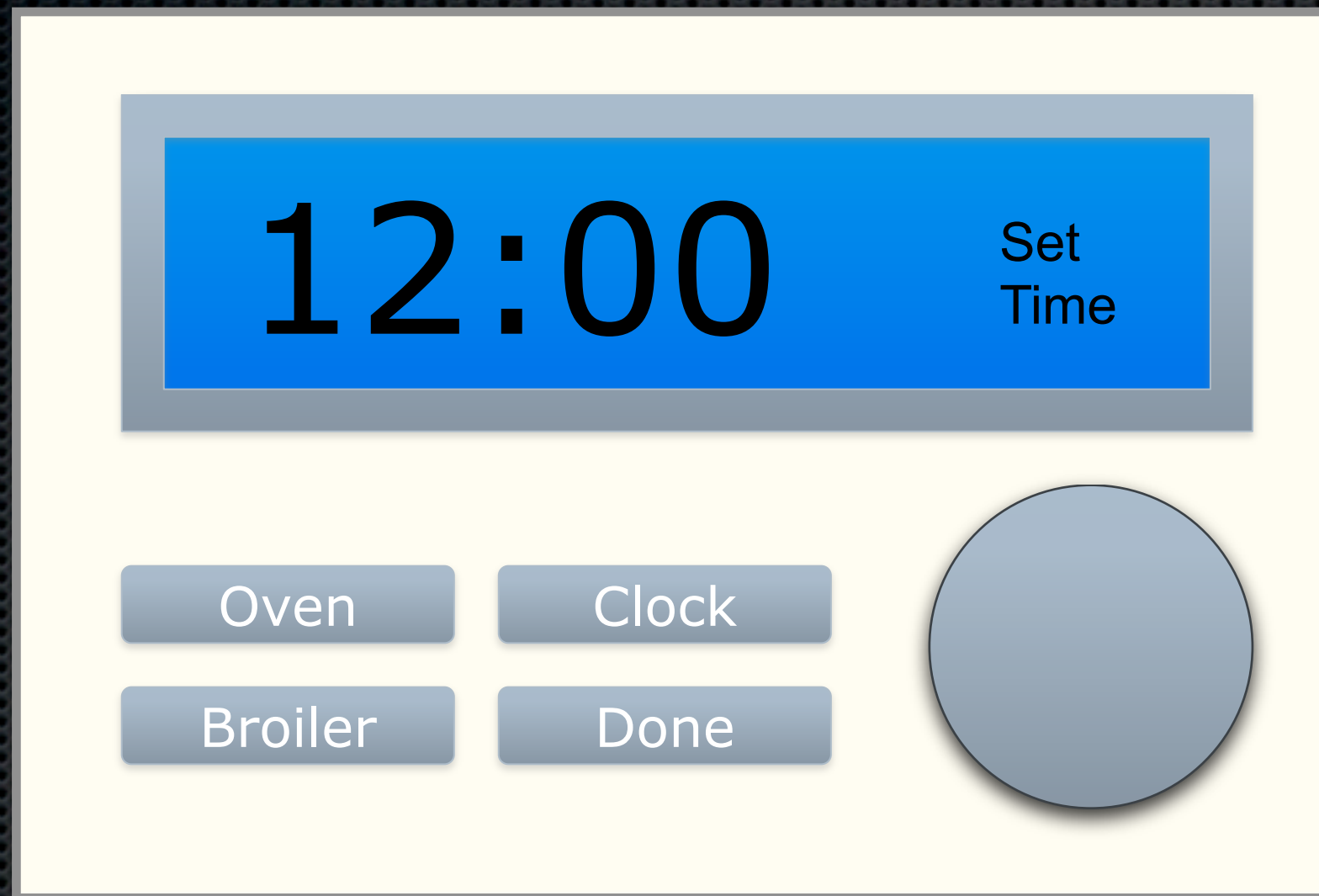
Lesson-7

Achieving Simplicity is Hard

The Controls on my VCR



The Controls on my Oven



Lesson-8

Know Your Craft

Some UI Design Principles

- ✦ Make controls self-evident.
- ✦ Make it explorable.
- ✦ Make it self-explanatory.
- ✦ Make it responsive.
- ✦ Keep the user informed.
- ✦ Keep the user in control.
- ✦ Make it consistent.
- ✦ Make it beautiful.

The Controls on my Oven



Lesson-9

The Real Goal is
Empowerment

The Core of User Friendliness

- ✦ It has to make sense.
- ✦ It has to behave well.
- ✦ It has to work.

But this is only a means
to an end...

The Real Goal is Empowerment

Useful	enables you to do something needful.
Complete	must do all that is needed.
Efficient	lower "personal cost" than other approaches.
Powerful	small effort yields big results. Little minds solve big problems.
Usable	understandable, learnable, memorable, "intuitive".
Responsive	who's in charge: the user or the computer?
Reliable	it's of no use if it can't be counted on.
Attractive	aesthetics have a powerful, non-trivial impact.
Effective	you get the results you need.
Satisfying	for the results you get, you're happy to pay the cost.

The Real Goal is Empowerment

Useful	enables you to do something worth doing.
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Lesson-10

Get it Right Before You Ship

Test and Validate Everything

- ✦ Features.
- ✦ Concepts.
- ✦ Design.
- ✦ Implementation.
- ✦ Documentation.
- ✦ Manufacturing.
- ✦ Pricing.
- ✦ Distribution.

The Ten Lessons

- 1 Make great products.
- 2 Make products you love.
- 3 Serve your users.
- 4 Most people don't get it.
- 5 Hire the best.
- 6 You must design, not merely build.
- 7 Achieving simplicity is hard.
- 8 Know your craft.
- 9 The real goal is empowerment.
- 10 Get it right before you ship.

THE END

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