

The Success of the iPhone

“An Innovative Approach”

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Executive Summary

This paper addresses the innovation of the iPhone and how similar innovations can be achieved with technology projects. The success of the iPhone is not only about new mobile technology features, but Apple’s shift in focus to the consumer’s experience. This focus on how the technology will be used versus what the technology can do provides an innovative approach to your technology projects. Just as Apple focused on improving the iPhone user experience, technology projects should focus on improving the user experience to achieve truly innovative change for your business.

Introduction

Few would argue the success of the iPhone. This tremendous success story introduced new possibilities to the mobile phone market. Many would credit this success to the iPhone technology, with the introduction of thousands of new applications. However, the real innovation is with the shift in focus from the technology itself to the user experience. Most mobile phone companies continue to focus on designing new technology capabilities, with little regard as to how the user will find, install and use the technology. Apple not only introduced thousands of new applications, they also went a step further by dramatically improving the customer’s ability to easily customize their iPhone and use these applications.

Wildly successful iPhone App Store hits its first year

“More than 1,000 applications are devoted to business productivity, while more than 600 can be used by doctors and patients to monitor health conditions or check quickly for drug interactions.”

SOURCE:
<http://bit.ly/134wsA>

Like the mobile phone industry, most technology projects have a tendency to focus on technological capabilities versus what the end users' need and want. This focus on technology is also a problem in many businesses; with an over emphasis on new technology without fully understanding or focusing on the business value of the new technology. Usually the design of the product is done without the users' input and includes a laundry list of requirements. Bringing the user "aboard" early in the design process will allow for increased understanding of user needs. This, in the end, will result in a product that will be fully utilized and will achieve higher user satisfaction.

Take An Innovative Approach

Your next technology project can be truly innovative. First, you should begin your project by starting and maintaining a focus on the end user of the technology. Design the solution to address the functionality of the technology, enabling ease of use and customization. Include the end user early in the design process to fully understand how the technology will be used. Useful interface design enables the user to more efficiently perform their intended tasks. Listen to their feedback and strive for 100% user satisfaction with your technology solutions. Provide the technology users with innovative ways to accomplish their jobs and they will more readily use the technology.

Users love affair with iPhone

"77 percent of iPhone purchasers described themselves as *very satisfied*" with their user experience."

SOURCE:
<http://bit.ly/2AjmF6>

Subsequently, develop and implement training plans that are designed to improve the user capabilities and experience with the solution. Begin training early and customize training for each major business process. User training, that is customized to address specific job tasks, builds business value with the solution and increases workforce productivity.

Summary:

The innovation of this approach is in the focus on the end user versus the technology. The true business value of your technology solutions is reflected in high user satisfaction and use of your systems.

The iPhone was first, in the mobile smart phone market, to dramatically improve the user experience. The success of the iPhone speaks to the innovative approach, focusing on the consumer experience.

About Accent Global System Architects, LLC

CJ Kincius is a Business Analysts at Accent Global System Architects, LLC. Accent Global is a business and technology integration firm focusing on achieving greater return on investment through improved design and planning practices. Accent Global provides design and management solutions, a suite of comprehensive assessments and helps organizations to improve the level of integration between business and technology through the use of an advanced life-cycle (ALC).

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