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# Design Like Apple: Seven Principles For Creating Insanely Great Products, Services, And Experiences



## Synopsis

From his earliest days at Apple, Steve Jobs set the standard that all products should be "insanely great". Apple sees design as a tool for creating beautiful experiences that surprise and delight, but also convey a point of view down to the smallest detail - from the tactile feedback of a keyboard to the out-of-the-box experience of an iPhone package. This is no accident; the entire Apple organization is designed to give top priority to design considerations. Design Like Apple uncovers the lessons from Apple's singular approach to product creation, manufacturing, delivery, and customer experience. Learn how design can create a competitive advantage by delivering beauty, ingenuity, and charisma. Get guidance on how to nurture taste, talent, and a design culture at every level of your organization. Help your employees zoom out to view the big picture, see the relationships between objects and the space around them, and understand the product's context so that they can design a compelling and infinitely useful system for your customers. Gain the courage to relentlessly prototype. And finally, find your voice as a brand and a business. Bridging creativity and commerce, this audiobook will show you how to truly Design Like Apple.

## Book Information

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## Customer Reviews

As the author Edson, head of design company LUNAR, who has worked with Apple, states, "Apple is among a small number of public companies that have enthusiastically embraced design and invested in it as the single most important differentiating characteristic in their products and services." While everyone goes for market share, Apple goes for margin. They produce high-end

products that are focused on what the customers want, and invest the profits in more research. Looking at Motorola, who created a "Frankenstein" series of phone with that offered only the most superficial personal choice, and the RAZR, which had a beautiful appearance, but an underlying lack of usability, he shows us the cost of not having a total design approach. And when we see Nokia beat them out, by creating a great interface, and both providing longer battery life and paving the way for wider bandwidth (which means the option for internet browsing, etc.) by adopting digital networking, we see why it's so important to put customer desires over technology. According to cognitive scientist "There are three emotional processes at work when we encounter the world around us: behavioral, visceral, and reflective." And Apple succeeds incredibly at awakening these processes in a positive way by creating products -- in this case, the iPod -- that are beautiful, ingenious, and charismatic. Apple have become masters at triggering the right responses. LUNAR has a set of brainstorming exercises they call Moonshine, designed to unleash the creativity and free association that leads to great ideas. By framing familiar concepts in unusual ways, they are able to conceive of new products at the drop of a hat.

First of all, this book should be titled DESIGN LIKE LUNAR: SEVEN PRINCIPLES etc. Author put "APPLE" in the title (or in the ads) was to attract the customer only. Trust me. Not a 2-stars just because I understand that making a book is difficult. I appreciate it. The book does not put Apple as the center of its discussion (except for chapter 1), and it is not worth read if you are seeking for the deep insight on how Apple design its product. The core of the book is LUNAR, filled with several examples/cases from Method, OralB, SanDisk, Microsoft, Procter&gamble, Google, GAP, Apple and so on. The noise was too much. Why don't the author limit the cases/discussion in Apple product only when describing about his 7 principles? I guess because the author does not know more than us or Walter Isc, then finally he added so much of his personal stories in LUNAR to avoid making a 50-pages book. Was it a completely bad book? No. However, the only new insight for me was: 1) Apple cares about making the higher percentage of profit and the money could be invested to make the next great product, told by Fadell (agreed) 2) You should make a good product outside (look)-inside (software/interface) (in the Motorola RAZR case) 3) You have to design the product for someone but not everyone (totally agree) Other good points in this book were explained somewhere else (books etc) and I hate that author mentioned it again when making his points. For example: the purple cow in Godins book (read: make an outstanding product!) or even make a product that create emotional connections, from Duarte book 'Resonate' and so on. I bought this book not to read those explanation again or to have you summarize it again. I bought and read those book already.

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