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THE IPHONE STORY

A story on how Apple Got the Idea of 'Slide to Unlock'

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In Early 2005, Steve gave teams a 2 Weeks time to Create Something Great and it had to be GREAT at any cost. Following this, a small team at Apple spent 2 Sleepless weeks trying to create something amazing in an attempt to get the company's first Touch Screen Phone right.

Things taken into consideration for the raw idea were.

- how do you make a phone call on a touch screen
- how do you get from a calendar to web browsing
- What must be the most logical flow of getting from one application to another and so on.?

Amazingly by the end of the two week period, they had something to show job, and looking at it Steve didn't show much of excitement but was surely impressed.

Apple had 2 choices to transform this technology

1. Grow an iPod to a Phone
2. Shrink Mac Os to a working version for a Phone.

(As it wasn't clear which idea will make it big, Steve let both ideas run)

While the 1st team was led by Tony Fadell, the 2nd was led by Scott Forstall (Team which at that time was considered to be the underdog)

At this point,

1. The Hardware guys weren't allowed to see any Software
2. The Software guys weren't allowed to see any Hardware.

While all of this was happening, Apple's idea to push iTunes to Motorola failed miserably. During this time it looked like Tony Fadell's idea of growing

iPod to a phone with music and a keyboard will make it through, as Steve saw it as the most sensible and safer option. Yet Steve let Scott continue with its plan and development.

While no one basically knew what it was or how it would look, it was the Mac Os Team that saw this as a fully-fledged multi-touch concept that can fit in the hand.

📱 A TOUCH SCREEN PHONE 📱

By this time Scott's team had identified

☞ That the mobile chip technology has become powerful

☞ That they can run a shrink version of Mac Os on a phone

And with this, they presented a workable Mac Os Version for a phone and it was decided as the way forward

📱 **Naming it iOS**

(From now on everything was focused on iOS and the hardware compatibility of it.)

While this was in motion a primary question that surfaced was, ' How to Unlock without doing it by accident '?

It was during this time that the idea of unlocking a phone came in the most unusual way and at an uncertain place.

Freddy Anzures, a user interface designer found this idea while traveling. While in the Airplane he felt the need to relieve himself and rushed to toilet where he stumbled upon the mechanism to unlock the toilet washroom by sliding the nob.

(Slide to Unlock)

Inspired with this idea he created a working prototype of Slide to Unlock for a touch screen. An engineer in the same team then gave this to her 3year old child to test it and within seconds she successfully unlocked the phone proving this that if a 3year old can do it easily, this has to be ' **THE SIMPLEST WAY** '

<https://www.linkedin.com/pulse/story-how-apple-got-idea-slide-unlock-parth-gohil/>

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