

Apple Magic Mouse Redesign

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Background

History

The Lisa Mouse began as one of the first commercial mice available to consumers. Over the years Apple has maintained a distinct form and function with its mice that reflects its design philosophies.



Background

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1983
Lisa Mouse



1986
Bus Mouse



1993
Bus Mouse II



1998
USB Mouse



2000
Pro Mouse



2003
Wireless Mouse



2005
Mighty Mouse



2009
Magic Mouse

Background

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Present Day

On October 13, 2015, Apple released a second generation Magic Mouse that charges via a Lightning Connector.

Similar to the previous generation, the Magic Mouse 2 features multi-touch gesture controls, wireless Bluetooth capabilities and laser-tracking. It remains the most recent mouse Apple has released today.





Customer Persona

This is Joe, he's 36 years old and works as a music producer in Los Angeles. He is what you would call a "Pro" user in the world of Apple because of his high proficiency with computer software.

Joe is always looking for ways to become more productive, as every second counts in the music industry. He often is reimbursed for purchasing equipment that improves the quality of his work.

Joe uses his iPhone to keep in touch with his colleagues and family. His hobbies include snowboarding, studio photography, and playing Xbox One with his friends.

Issues

Issues

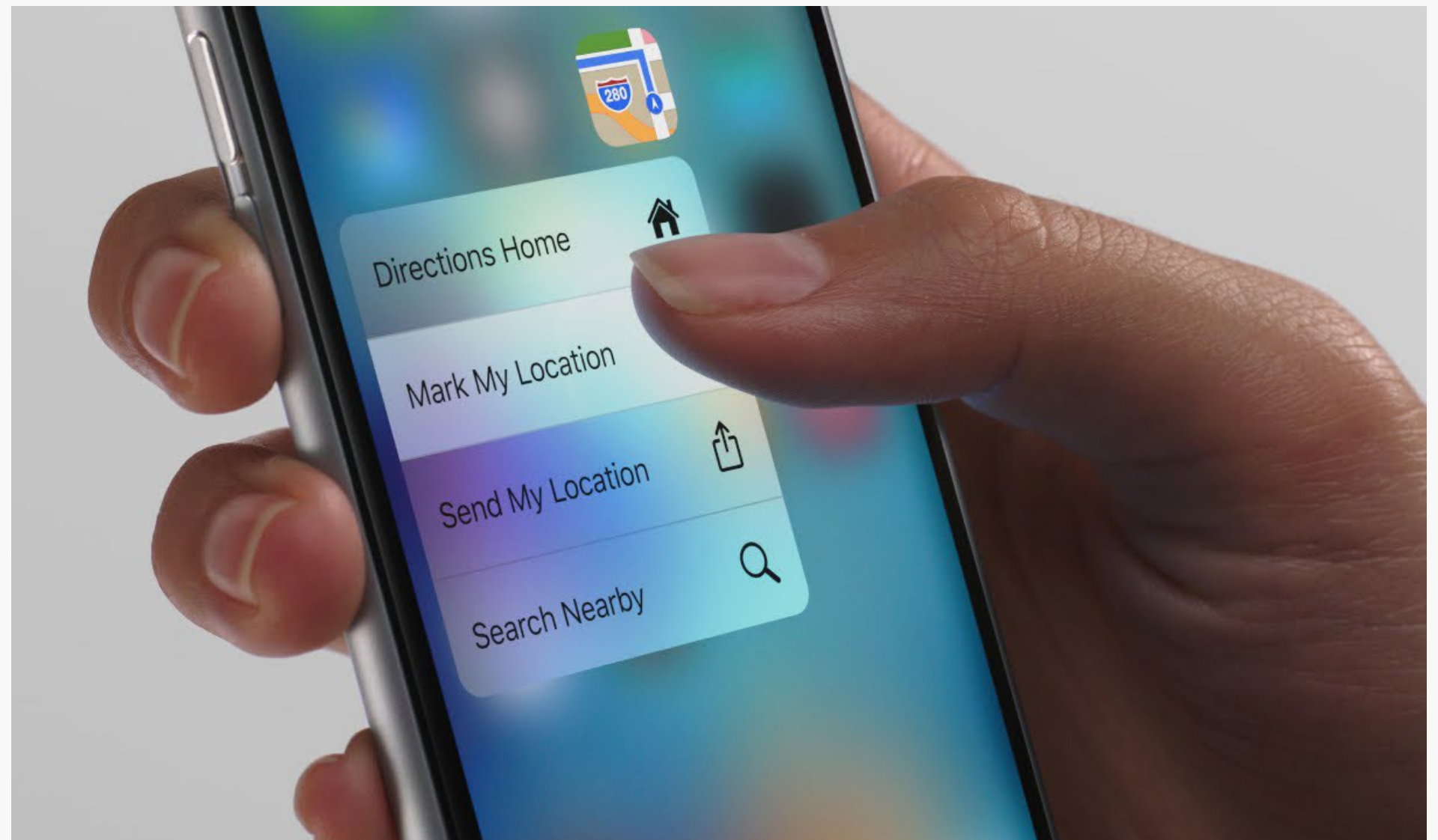
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An Evolving Market

For the last ten years, iPhone has drastically transformed the way we interact with electronic devices.

The majority of human interaction with devices is now done solely with touch.

We use our fingers to make bids on eBay, take extravagant selfies, and even order Peruvian food. Who needs an old mouse in today's world?



Issues

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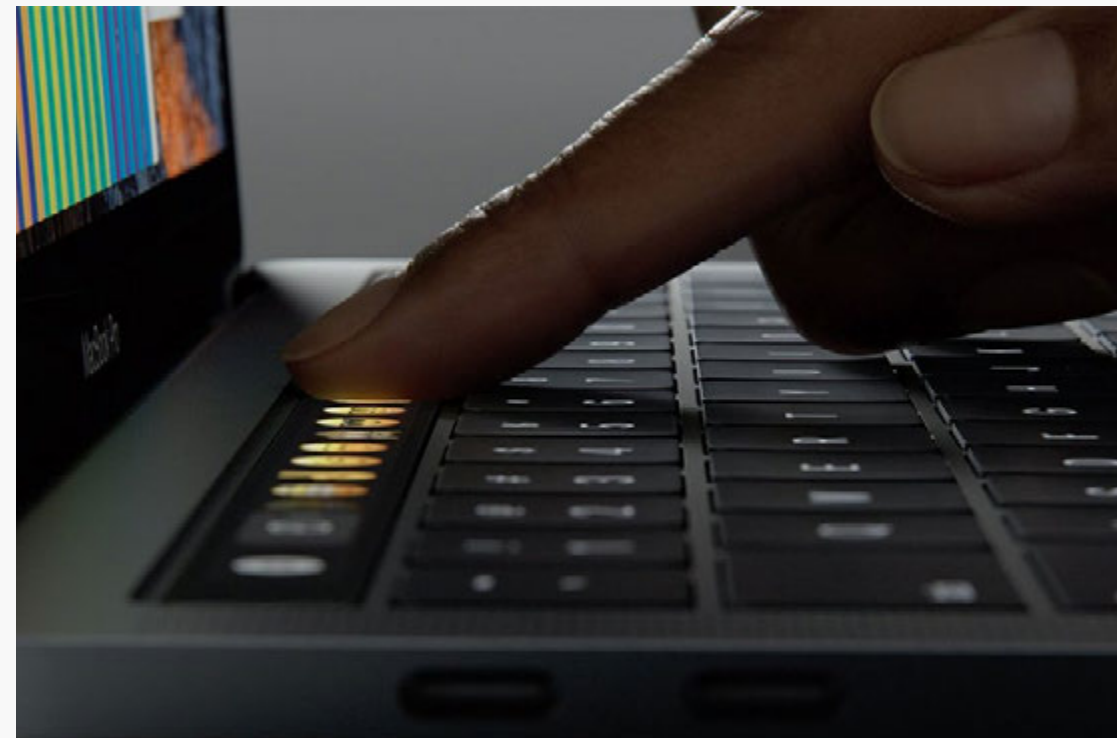


Innovation Elsewhere

With the release of the new 2017 MacBook Pro, Apple unveiled the Touch Bar; the next evolution of keyboard input.

The multi-touch enabled OLED strip brings new capabilities to Mac that can only be achieved with a touch screen.

Various Uses of Touch Bar



Solution

The next logical innovation:

A Multi-Touch Screen Mouse

Solution

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Outdo Competition

Until now, screens have played a very small role in computer mouse design. Few companies have attempted to implement this technology, all of which resulted in impractical designs and do not meet the high standards Apple wishes to achieve.

The screens on these devices offer no additional benefits and act merely as a gimmick or aesthetic pleasure.



Solution

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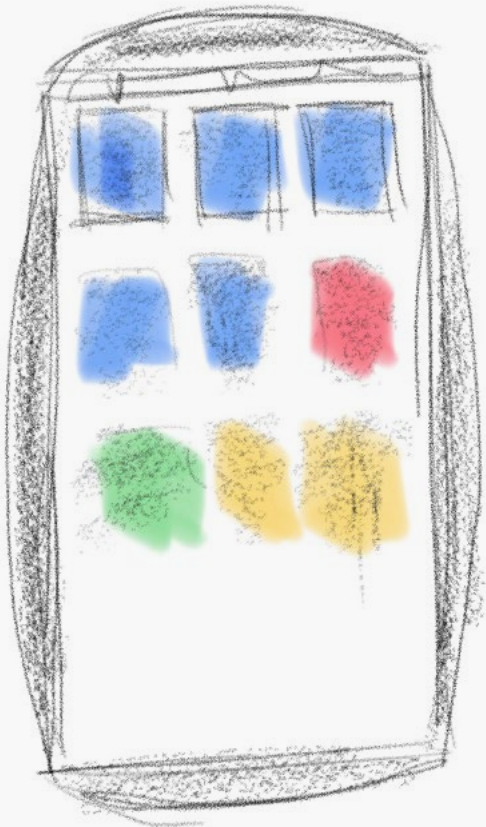
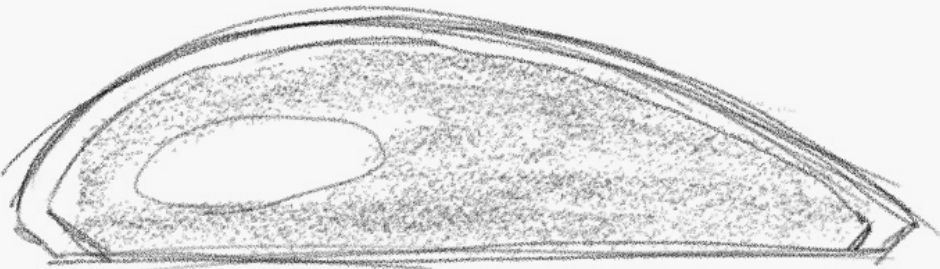
Offer Rich Functionality

Like with the Touch Bar, Apple wishes to bring deep and useful control to Pro users that wasn't possible before.

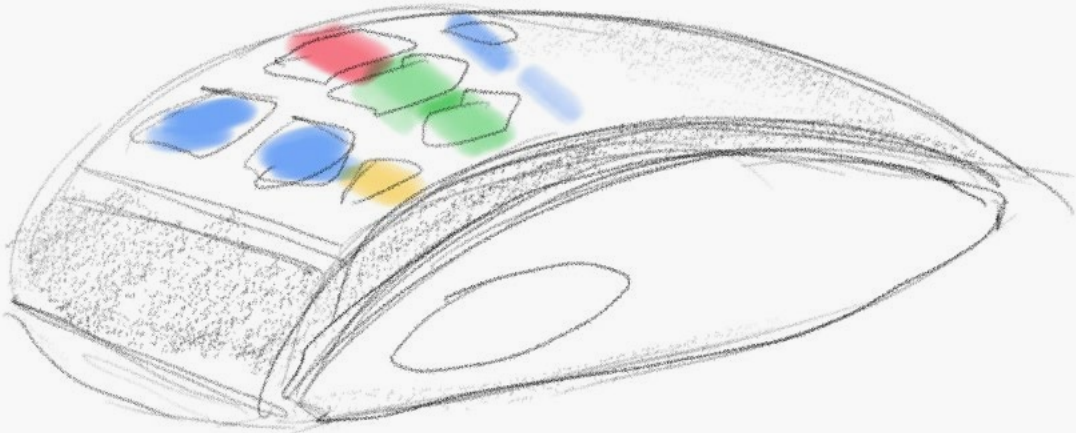


Design

Design



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Magic Mouse Touch





Design

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Size and Weight

Height: 0.85 inch (2.16 cm)

Width: 2.25 inches (5.71 cm)

Depth: 4.47 inches (11.35 cm)

Weight: 6.14 ounces (174 grams)

Display

5.2-inch curved OLED Multi-Touch display

1362-by-620-pixel resolution at 288 ppi

3D Touch with palm rejection

Fingerprint-resistant oleophobic coating

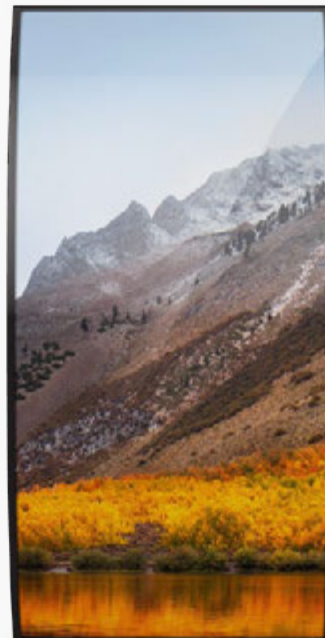
General

Apple T2 Chip

Built-in rechargeable lithium-ion battery

Bluetooth 5.0

Lightning port



User Interface

Click Zone

The area where your fingers rest is free from any UI elements at all times. This lets you stick to what a mouse does best; clicking.

Gestures

With Magic Mouse Touch, you can tap, swipe, pinch, or spread one or more fingers to perform useful actions, just like you always have.

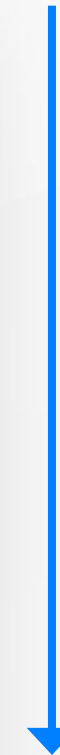
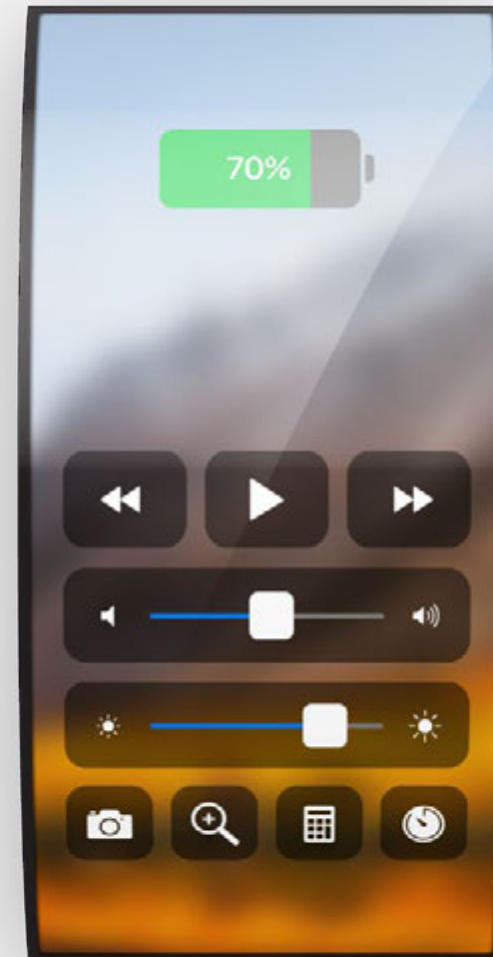


User Interface

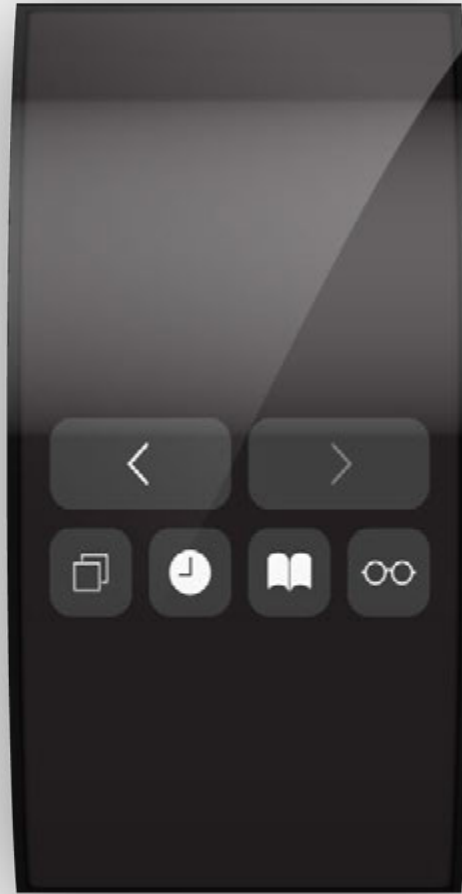
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Control Center

At any given time, swipe down from the top to open the control center.



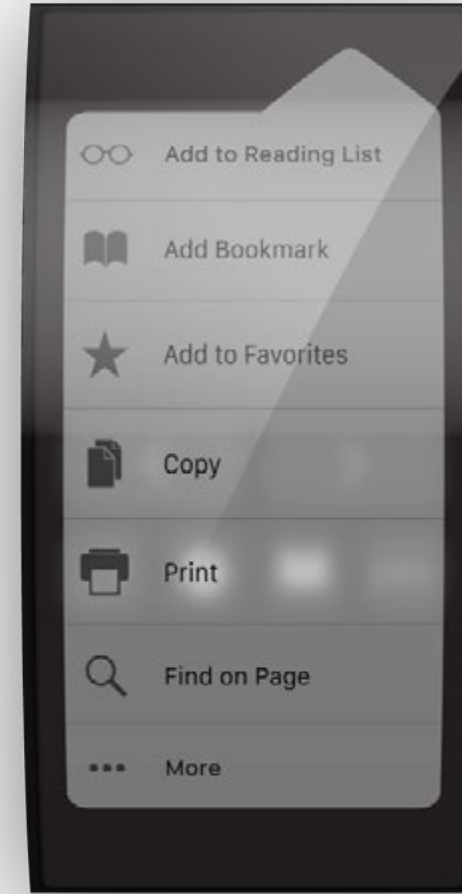
User Interface



Adapts to Any Application

Magic Mouse Touch changes automatically based on what you're doing to show you relevant tools you already know how to use, like in Safari.

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Right Click, But Better

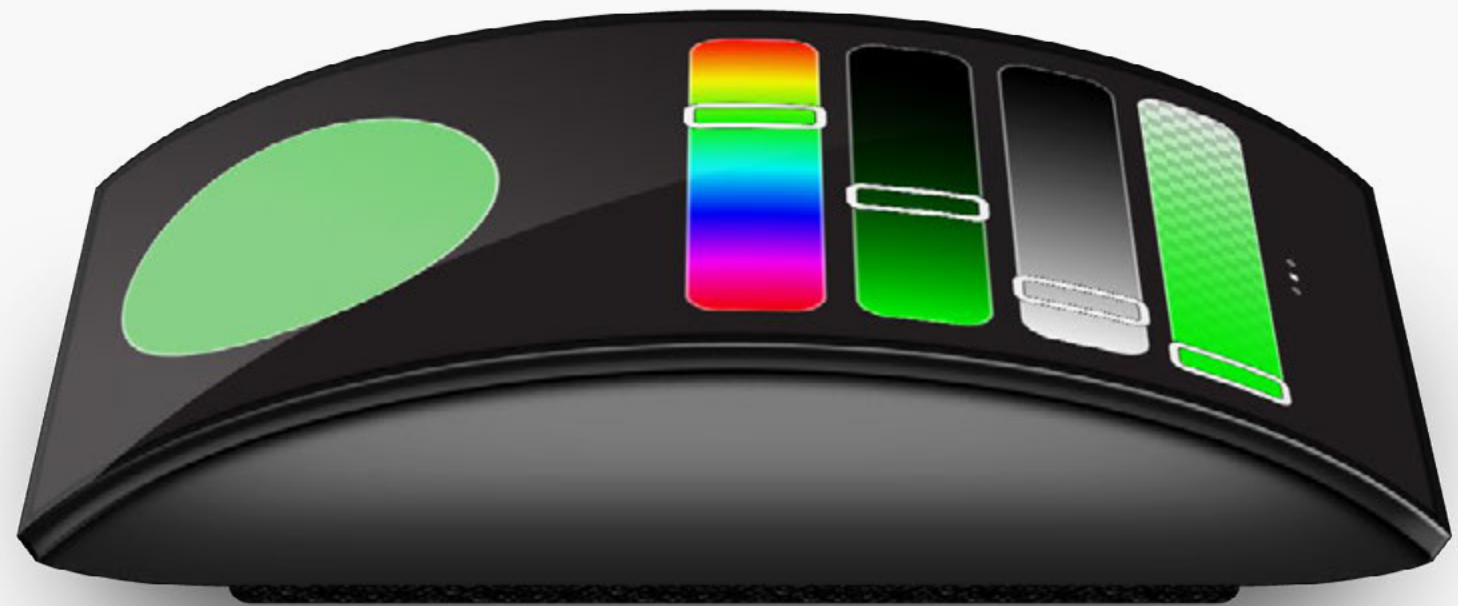
When you right click, now all the control is at your fingertips. Everything from copying a file, adding a bookmark or printing a document is effortless.

User Interface

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Delicate Control

Magic Mouse Touch features the same capacitive touch-screen technology as iPhone, making it up to 200 times more precise than before.





Unparalleled Support

Magic Mouse Touch supports countless 3rd party applications right out of the box, with more to come on the way.

For example, switching between tools in Adobe Photoshop has never been easier, or more tactile.



User Interface

Scribble on the Fly

When clicking a text field, Magic Mouse Touch automatically opens up Scribble. Useful for those one-letter search situations.



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