The Bad Apple
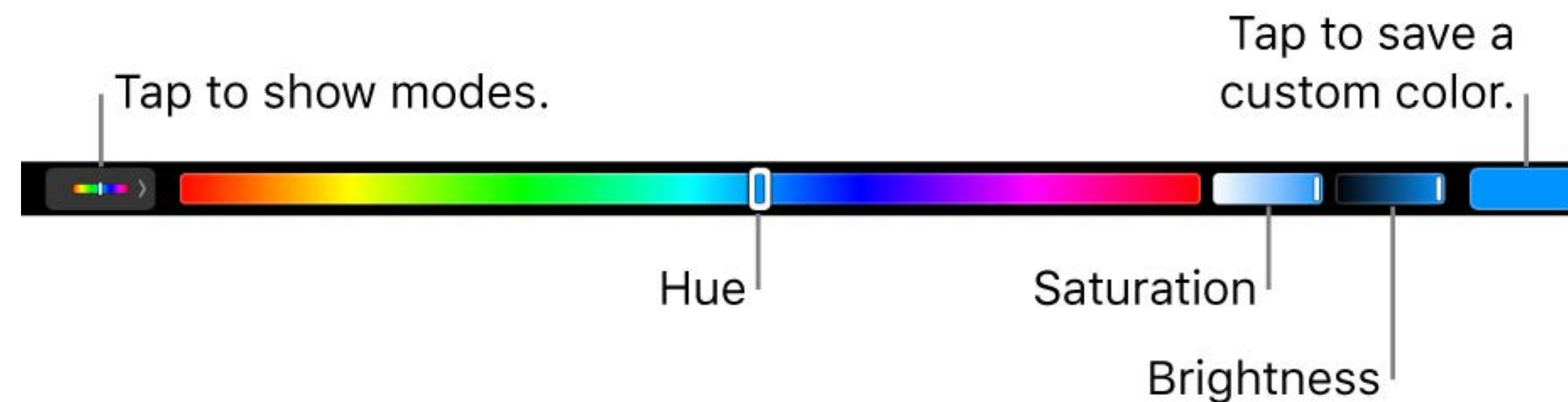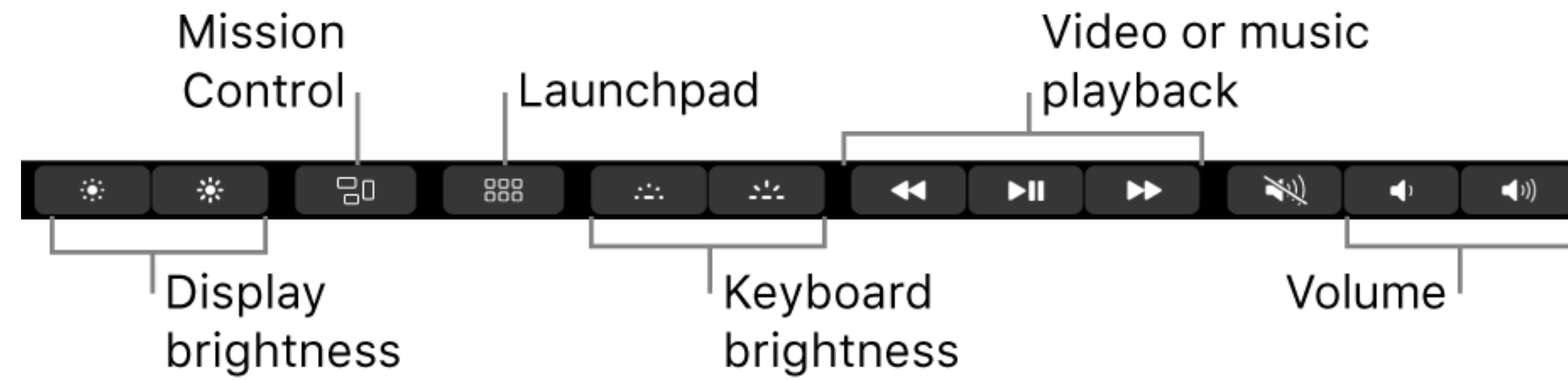
Why the MacBook Touch Bar flapped

By Dasom Kim

Introduction

Apple introduced the **Touch Bar** for the first time in 2016 on the MacBook Pro. Its intended purpose was replace the function keys row. But the Touch Bar was not well received as it was initially thought. Why was the majority of users were not pleased with the new hardware upgrade?

Few Key features of the New Touch Bar

Mission Control

Launchpad

Video or music playback

Display brightness

Keyboard brightness

Volume

Touch Bar

Control Strip

esc

These buttons vary by app or task.

Tap to show modes.

Tap to save a custom color.
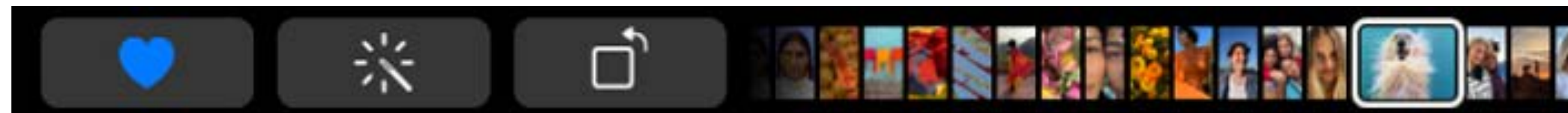
Hue

Saturation

Brightness

Few Touch Bar use cases

One of the widely used features of the Touch Bar is **Typing Suggestions**.
Just like the word prediction feature on the iPhone keyboard, the Touch Bar offers type suggestions why are typing and a fairly quick way to access emojis.

Another feature favored by users is **Scrolling**.
You can quickly scroll through photo albums, audio, and video clips.

How was the Touch Bar received?

Come tomorrow, I hope to god, Apple kills one of the last physical vestiges of design arrogance from the last decade and goes back to the humble row of function keys. It's no exaggeration when I say most people hate the Touch Bar as much as they hated the butterfly keyboards.

I hope to god, Apple KILLS THE TOUCH BAR on all of its laptops.

Introduced in 2016 with the refreshed MacBook Pros, Phil Schiller, ex-SVP of worldwide marketing recently turned "Apple Fellow," dismissed the function keys (and simultaneously the media and system settings keys mapped to the function keys) as 45-year-old technology that needed reinvention.

Ben Haines @bhaines0 · 22h
Have to agree, feels like everything you need is now two or three steps away all the time.
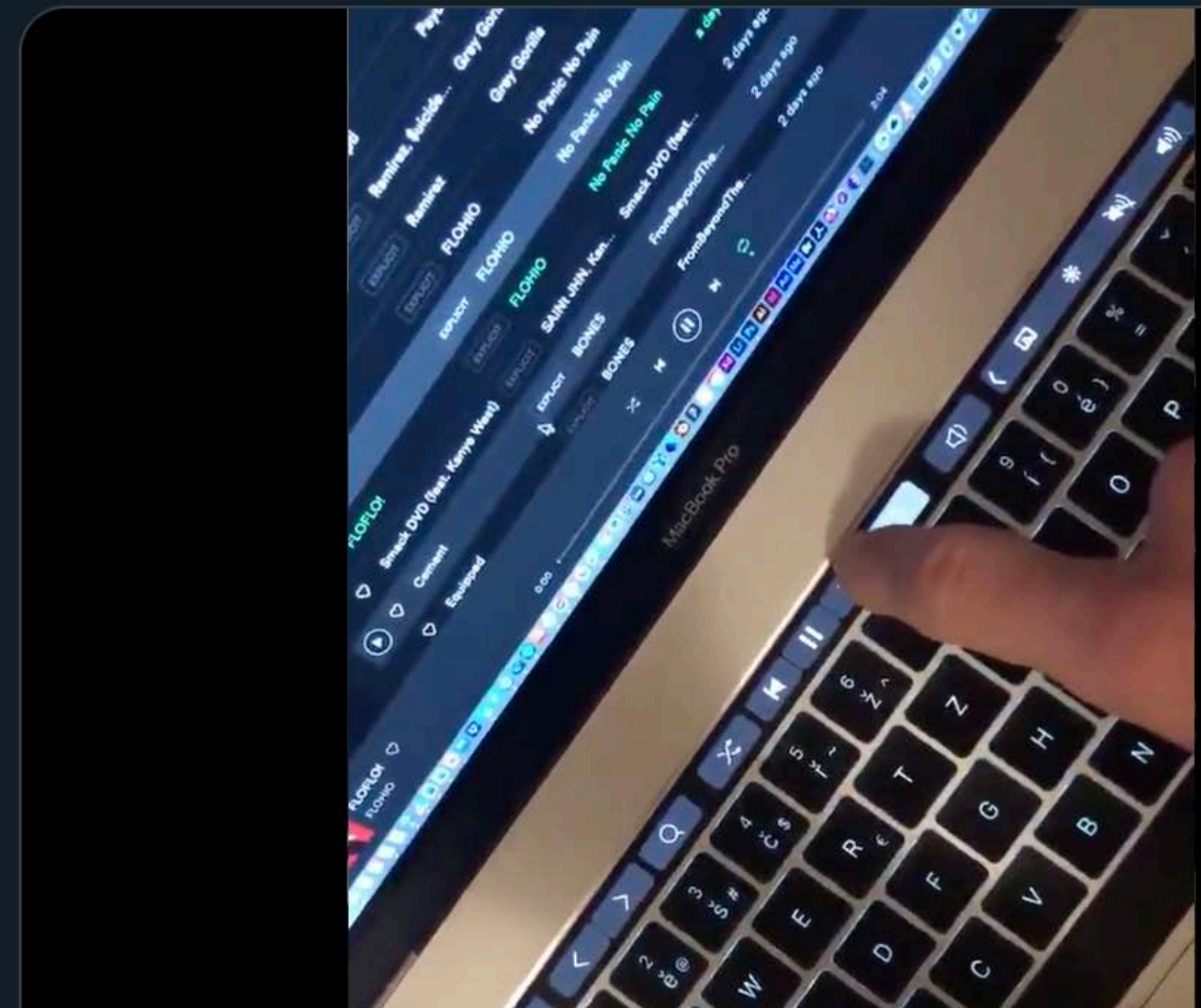
> **Laurie Voss** @seldo · Dec 8
> It's been 4 years since Apple introduced the TouchBar and I think we can all agree that it is useless and should go in the bin.
> Show this thread

💬 1   🔁   ♡ 3   ⬆️

Michael Dolejš @michaeldolejs · Dec 4
My only really useful use case for Touchbar is with BetterTouchTool, so you can use your MacBook as an iPad Shuffle from anywhere. Also weather. #touchbar
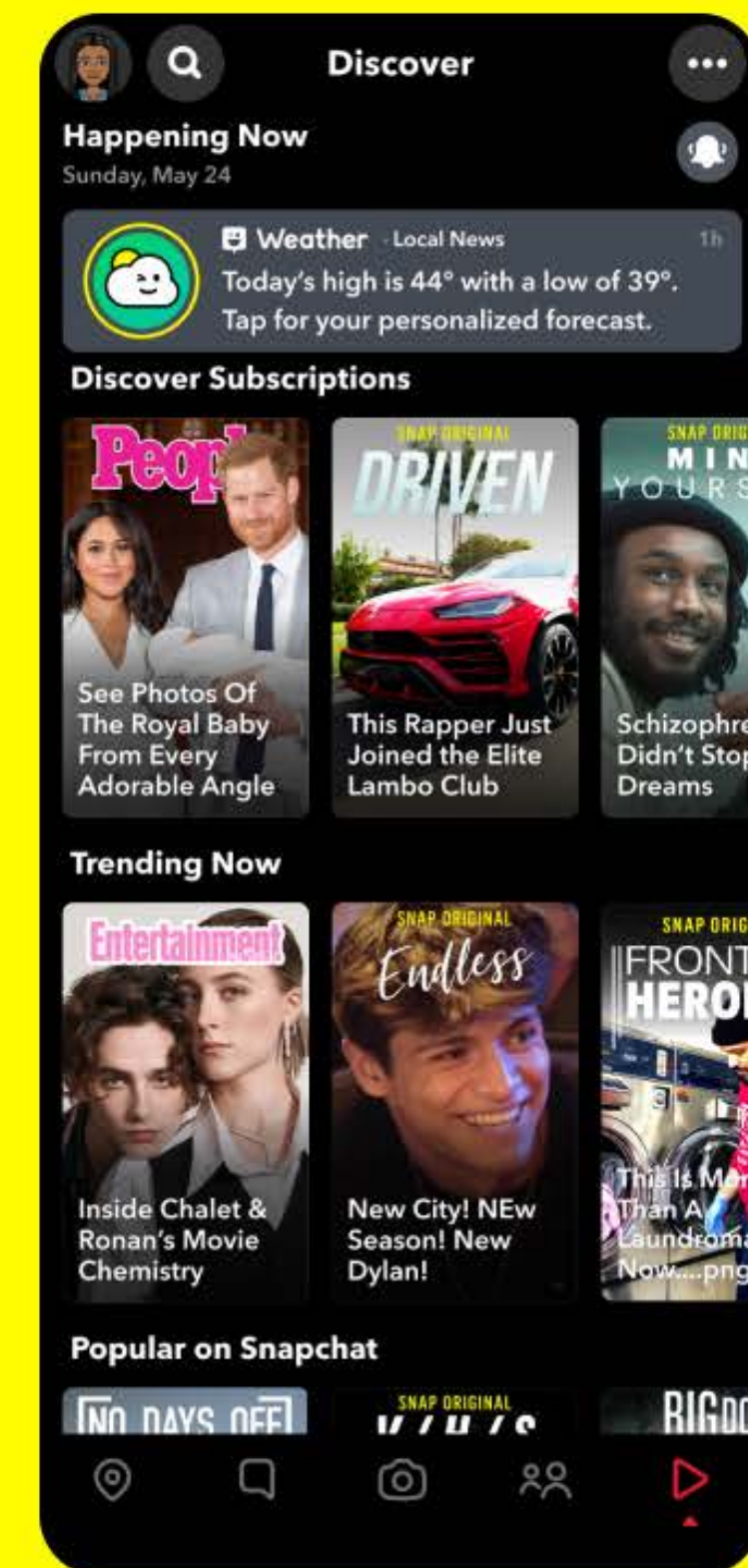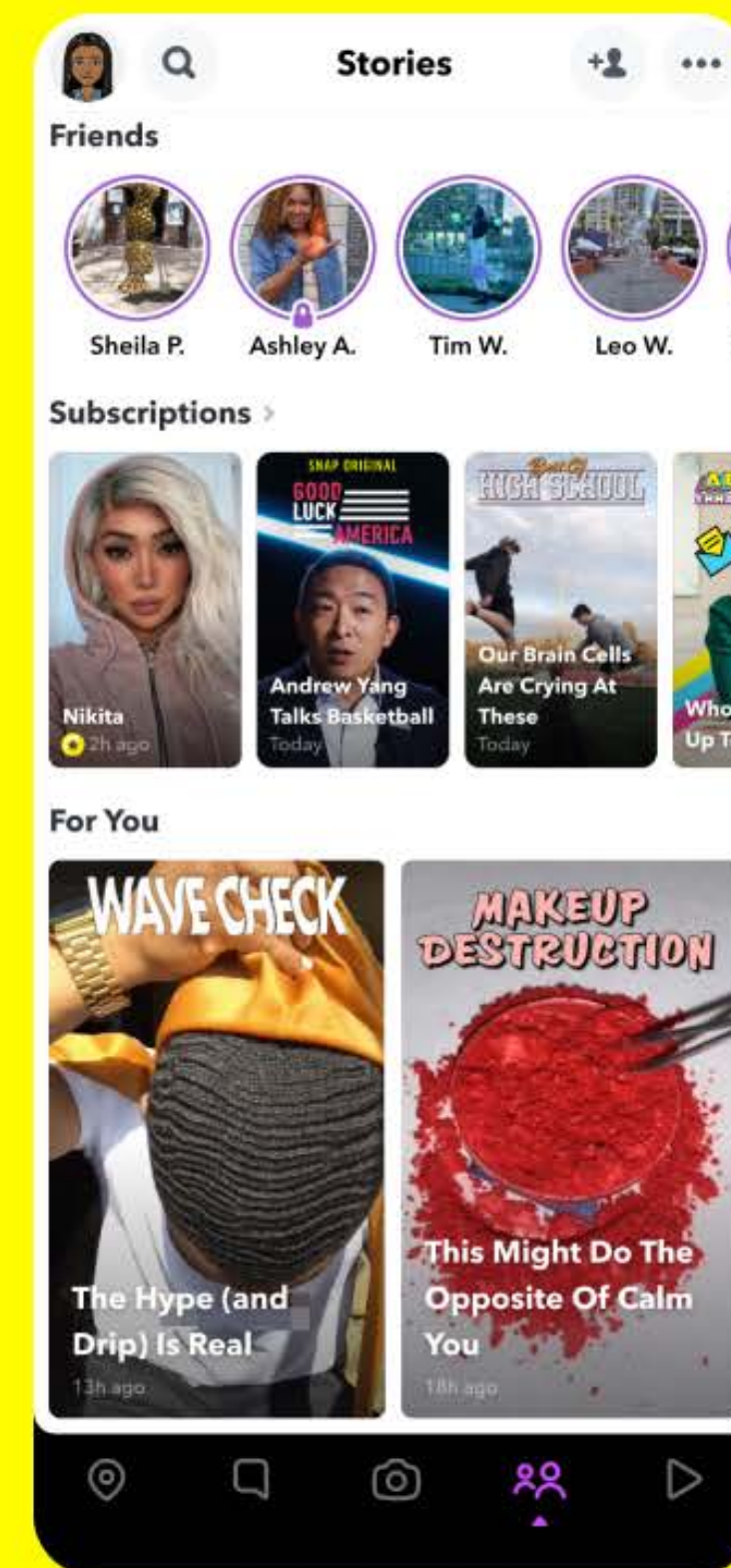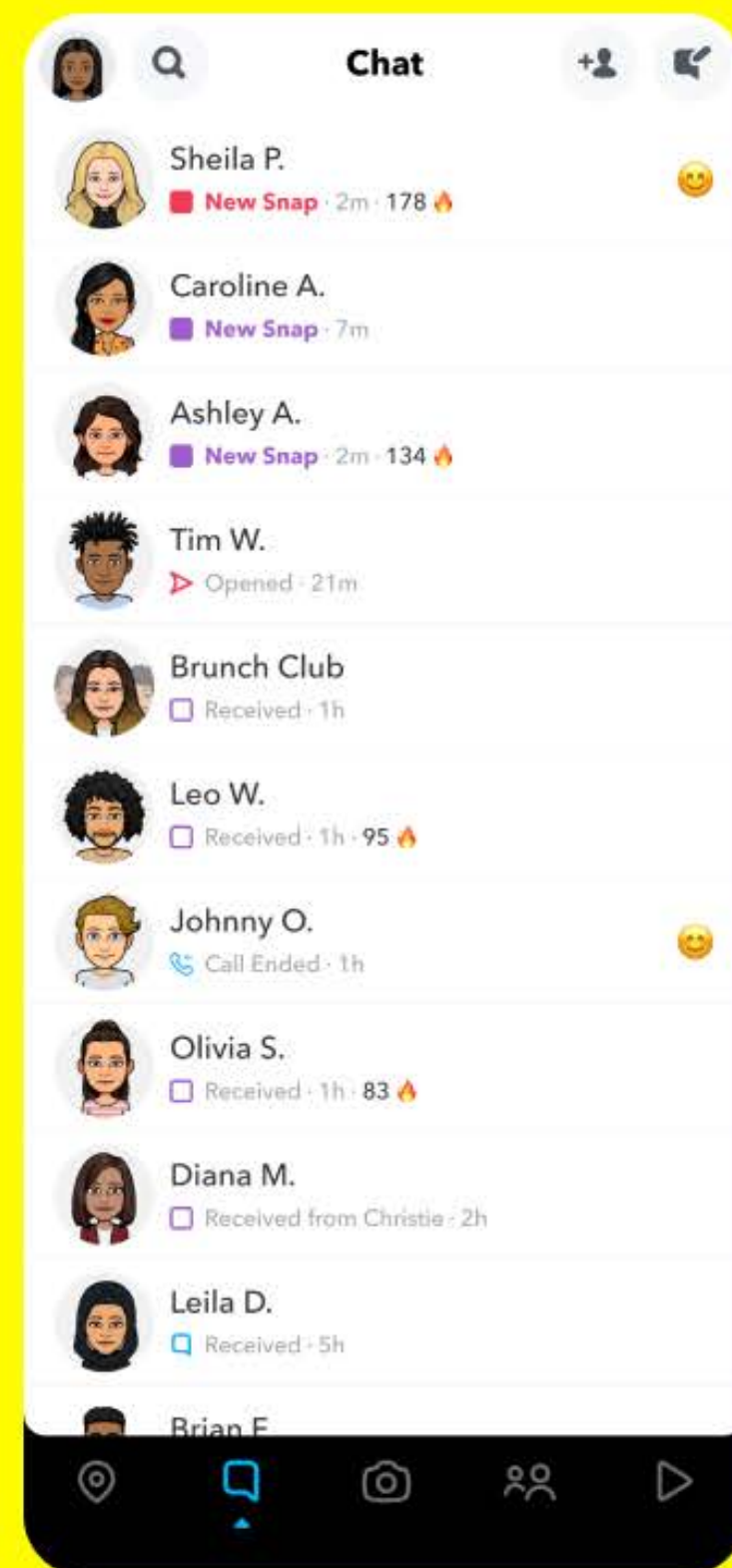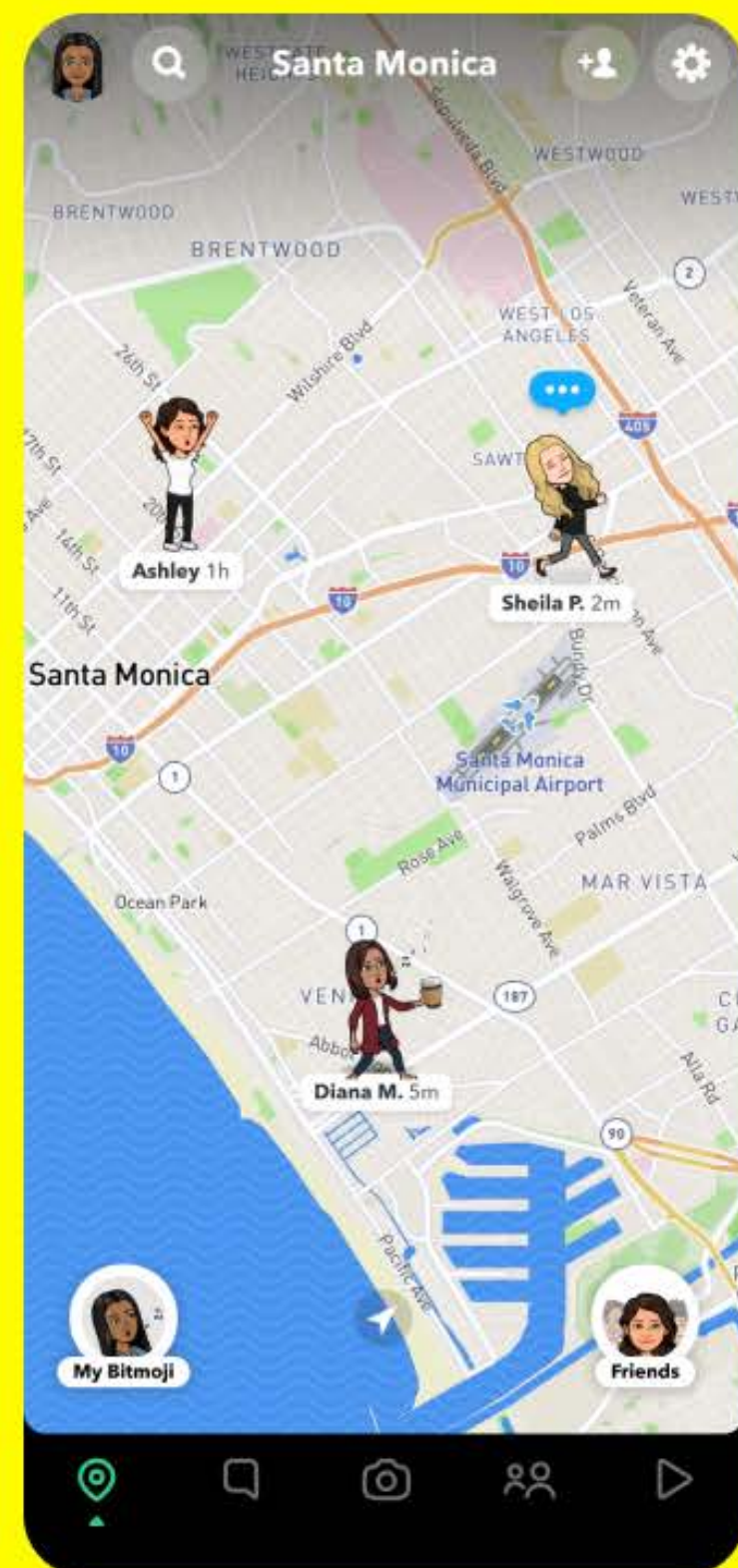
Why the Touch Bar flapped? 👎

"Breaking through old conventions takes time, countless released suggestions are still waiting to be used in the practical world"

Walter Gropius, The Theory and Organization of Bauhaus

People are used to things being a certain way, some changes are better received than other and all depends on the introduced change or how the old version have been around. Like the social outburst after the Snapchat redesign.

"The simplest way to achieve simplicity is through thoughtful reduction"

John Maeda, The Laws of Simplicity

Apple may have failed in the their mission to incorporate simplicity in all of their products. The Old MacBooks functions keys are simple to use and follow the natural flow of every keyboard. But with the new Touch Bar, the function keys are accessible after few clicks.

"When objects are repeated in a composition, they form a group, or a unit. When several units are put together, super-units are created. Groups can be named after the form of their underlying structures."

Christian Leborg, Visual Grammar

The old MacBooks keyboard have a uniform look, consisting of rows and columns of letters. Which created a highly crafted unit. With the introduction of the Touch Bar, that unit has been broken, creating a sort of detachment. What used to be the keyboard created by one unit become two divided compartments where it often feels as if there are missing components.

What changed after 4 years? 🤔

Meet the new Touch Bar 🔥 🔥

Well... almost new! After numerous complaints from users, Apple made some few small changes to the Touch Bar that feel like really big changes.

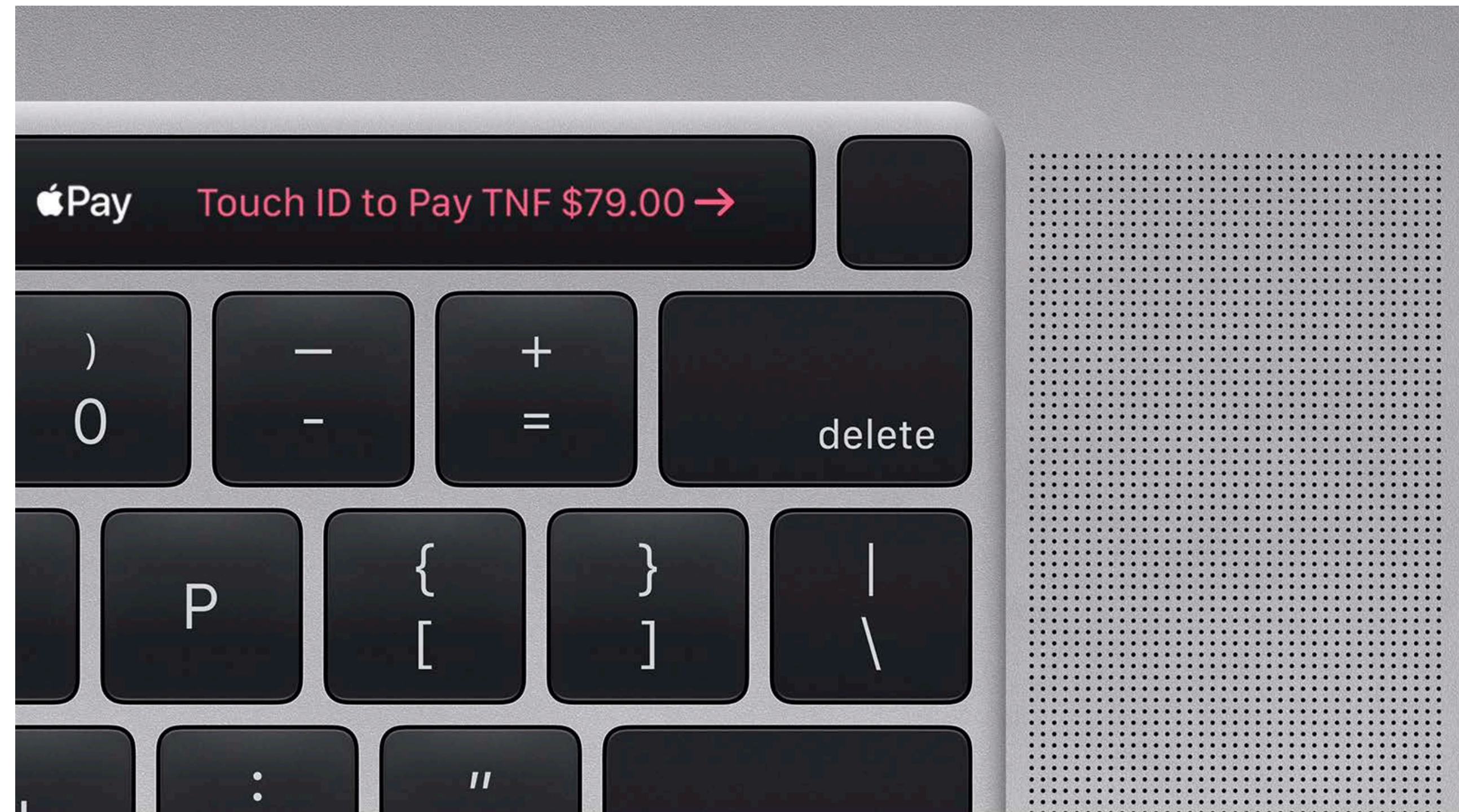A new physical **Esc** button and the **Touch ID** has been detached from the LCD bar

New Esc
Button

New Touch
ID Button

"The people have taken matters into their own hand"

Since Apple has "failed" to provide a better features for the users,
they have come up with plenty on their own

Pac-Bar

TouchBar-Dino

TouchBarPong

Thank You

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