When it comes to furthering the user experience, Apple exceeds expectations by modernizing their products in order to meet the needs of consumers.

In 1976, Apple’s Macintosh computer became the first commercially successful computer to use a graphical user interface (GUI) based on a mouse (Smith, 2011).

The GUI and mouse made computers much easier to use compared to earlier computers which required users to know programming.

By focusing on the user experience, Apple has become one of the most successful and valuable companies in the world.

Adapted from: