

VIBEMOTION LABS · PRODUCT MANAGEMENT

APPLE FRAMEWORKS

Insanely Simple *Product Thinking*

\$27

The design principles, decision frameworks, and creative process behind Apple's product philosophy. 10-to-3-to-1, Jobs Narrative, Simplicity Audit, and the Apple review process — fully templated.

DESIGNED FOR

Product Analysts

Apply simplicity audits to reduce feature bloat and sharpen product focus.

Product Managers

Use the 10-to-3-to-1 funnel to structure ideation-to-decision sessions with your team.

Senior PMs

Run Jobs Narrative reviews to ensure every roadmap item serves a genuine human need.

Product Strategists

Apply Apple's category creation framework to identify adjacency opportunities.

AI Product Managers

Use simplicity principles to design AI features that feel inevitable, not impressive.

THE PHILOSOPHY

Insanely Simple — Apple's Product Doctrine

Apple's competitive advantage is not technology — it is the discipline to remove everything that is not essential. Every Apple framework is a mechanism for reduction, not addition.

Think different, not more

Innovation at Apple is not about adding features — it's about finding the one thing a product should do and doing it with complete commitment.

The enemy of simplicity is fear

Teams add features because they are afraid the product is not enough. Apple's discipline is the courage to ship with less.

Ten words or fewer

Every Apple product can be described in ten words or fewer. If you cannot do this for your product, you do not understand it well enough.

The first idea is never the best idea

Jony Ive and Steve Jobs would reject the first fifty concepts. The fiftieth was the one worth building.

TOOL 1 OF 4

The 10-to-3-to-1 Ideation Funnel

Apple's design and product teams generate 10 distinct concepts for any problem, refine to 3 that are genuinely different, then commit to 1. This is not a voting process — it is a rigorous refinement process.

Stage 1 — Generate 10 Ideas

Generate 10 genuinely distinct concepts. They should not be variations on the same idea. Include at least one 'crazy' idea and one that is far more minimal than you would ever ship.

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Stage 2 — Refine to 3

Select 3 concepts that are genuinely different from each other. Develop each one in more detail. Ask: which of these would a customer remember? Which would make a competitor uncomfortable?

Concept A

Name: Core idea in one sentence: What makes it different: Why a customer would love it: What it deliberately does NOT do:

Concept B

Name: Core idea in one sentence: What makes it different: Why a customer would love it: What it deliberately does NOT do:

Concept C

Name: Core idea in one sentence: What makes it different: Why a customer would love it: What it deliberately does NOT do:

Stage 3 — Commit to 1

The chosen concept: _____ Why this one and not the others: What we are giving up by not choosing the others: The ten-word description of this concept:

TOOL 2 OF 4

The Jobs Narrative

The Jobs Narrative forces you to articulate the functional, emotional, and social job your product performs. It is inspired by Clayton Christensen's Jobs-to-be-Done theory, applied through Apple's lens of human stories.

The Jobs Narrative Template

When

Describe the specific situation or context. When does the need arise? What triggers it?

I want to

Describe the functional job — the practical task the customer is trying to accomplish.

So I can

Describe the emotional or social outcome — the feeling or status the customer is seeking.

But today

Describe the friction or failure mode that prevents them from achieving this.

The moment of delight

Describe in sensory, specific detail the moment the customer's problem is solved by your product.

Key Test

Read the narrative aloud to someone who has never heard of your product. If they say 'I know someone who needs this' — the narrative is working. If they say 'that's interesting' — rewrite it.

TOOL 3 OF 4

The Simplicity Audit

Run this audit on any product, feature set, or roadmap. Every item that cannot justify its existence should be removed. The goal is not minimalism for its own sake — it is focus on what genuinely matters to the customer.

For each feature or product element, answer all four questions:

Does a real customer ask for this?

If no one has asked for it unprompted, reconsider. 'Nice to have' is a polite way of saying 'not needed.'

Feature/Element	Answer	Decision
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove

Would removing it make the product worse for the customer?

If the honest answer is 'probably not' — remove it.

Feature/Element	Answer	Decision
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove

Does it do one thing extremely well, or several things adequately?

Apple builds products that do one thing at a level that makes people gasp. Adequate is not acceptable.

Feature/Element	Answer	Decision
		Keep / Simplify / Remove
		Keep / Simplify / Remove

Keep / Simplify / Remove

Keep / Simplify / Remove

Could a person who has never used technology figure out how to use this feature?

If it needs explaining, it needs simplifying.

Feature/Element	Answer	Decision
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove
		Keep / Simplify / Remove

TOOL 4 OF 4

The Apple Review Simulation

Steve Jobs ran product reviews with one simple question: 'Would I use this?' Here is a structured review process modelled on Apple's internal review culture to bring this rigour to your team.

Pre-Review Preparation

- Bring a working demo, not slides — Apple never reviews decks, only real products
- Prepare a 30-second verbal description of the product: no jargon, no acronyms
- Have one clear ask: feedback, approval, or a decision — not all three at once
- Anticipate the brutal questions and prepare honest answers, not defensive ones

The Four Review Questions

'Would you personally use this?'

If the PM, designer, and engineer would not use it themselves, the customer probably won't either.

Notes from review discussion:

'What is this product's one thing?'

Every great Apple product has one thing it does better than any product on earth. What is yours?

Notes from review discussion:

'What would we remove without making it worse?'

Ask this at every review. The answer is almost always something.

Notes from review discussion:

'Is the experience inevitable?'

The best Apple products feel like they could not have been designed any other way. Does yours feel that way?

Notes from review discussion: