

Simplify Your iPhone

Delete. Prioritize. Organize.

LESS
CLUTTER
MORE CONTROL

START HERE

What does simplify your iPhone mean?

The goal is not to organize everything. It is to make the important things easier to find and easier to use. A simpler iPhone shows you what matters and gets the rest out of the way.



*A simpler iPhone
Less clutter.
Less hunting.*

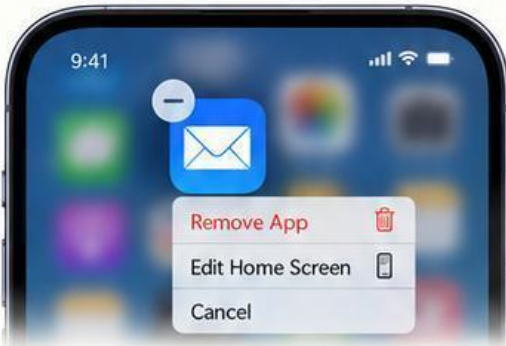
Three simple moves

DELETE WHAT YOU DO NOT NEED. PUT WHAT MATTERS FIRST.

1

Clear clutter

Remove apps you do not need to see every day. Keep the useful ones easy to reach.



2

Put useful things first

Give your first screen, Dock, widgets and Control Center to the tools you use most.



What you'll use

FOCUS ON THE TOOLS THAT HELP MOST.



Search

Find an app fast.



App Library

Store apps out of sight.



Widgets

See information at a glance.



Control Center

Keep helpful tools close.



Notifications

Choose who interrupts you.



GOOD TO KNOW

A simpler iPhone is not an iPhone with fewer features.
It is an iPhone where the important things are easier to find.

Clear the Home Screen

Keep the app. Lose the clutter.

KEEP
HIDE
SEARCH

START HERE

What is the difference?

You do not have to delete an app to get it off your main screen. Removing it from the Home Screen keeps the app on your iPhone. Deleting it removes the app completely.



*Two choices
Hide it or
remove it.*

Two ways to clear the Home Screen

ONE HIDES THE APP. ONE REMOVES IT.

1

Remove from Home Screen

Touch and hold the app.
Tap "Remove App."
Tap "Remove from Home Screen."
The app stays on your iPhone.



2

Delete App

Touch and hold the app.
Tap "Remove App."
Tap "Delete App."
Use this only when you want the app gone.



What you'll use

SEARCH MAKES THIS EASIER.



Search

Find an app fast.



App Library

Keep apps
out of sight.



Remove App

Hide it from the
Home Screen.



Delete App

Remove it
completely.



Edit Home Screen

Rearrange apps.



GOOD TO KNOW

If you are unsure, remove it from the Home Screen first.
You can still find it later with Search or in the App Library.

Put What Matters First

Your first screen should earn its space.

DAILY
VISIBLE
WITHIN REACH

START HERE

What deserves your first screen?

The things you use every day deserve to be within reach. Everything else can stay available without staring at you.



The Dock
Your four most important apps.

Put the most useful apps first

MAKE THE PHONE REFLECT YOUR REAL LIFE.

1

The Dock

Use the Dock for up to four apps you want available from every Home Screen. Good choices are Phone, Safari, Messages and Camera.



2

The first screen

Keep daily or weekly apps here. Rarely used apps can stay in the App Library where Search can still find them.



What you might keep close

THESE ARE COMMON HIGH-VALUE APPS.



Phone

Call quickly.



Safari

Open the web.



Messages

Stay in touch.



Camera

Capture fast.



Maps

Get directions.



GOOD TO KNOW

Your first screen does not have to be full.

Empty space can make the things that matter easier to see.

Add a Useful Widget

See helpful information without opening an app.

SEE
KNOW
NO EXTRA TAP

START HERE

What is a widget?

An icon opens an app. A widget shows information right on the Home Screen. Weather, Calendar and Batteries are common examples.



A widget
Shows information
now.

How to add a widget

ONE USEFUL WIDGET IS ENOUGH TO START.

1

Start wiggle mode

Touch and hold a blank part of the Home Screen. Wait until the apps “wiggle.” Tap “Edit” in the top-left corner.



2

Add the widget

Tap “Add Widget.” Choose a widget such as Weather. Pick a size, tap “Add Widget,” and place it where you want it.



Useful widgets

START WITH INFORMATION YOU REALLY USE.



Weather
See today's weather.



Calendar
See what is next.



Batteries
Check device power.



Photos
See memories.



Reminders
See tasks at a glance.



GOOD TO KNOW

One or two high-value widgets can make the phone easier.
Too many widgets simply create a different kind of clutter.

Use Control Center

Useful tools are one swipe away.

SWIPE
TAP
USE IT

START HERE

Why use Control Center?

Control Center gives you quick access to helpful tools without digging through apps or settings. Two especially useful controls are Text Size and Magnifier.



Control Center
Open it from
almost anywhere.

How to open and customize it

OPEN IT FIRST. THEN ADD WHAT HELPS.

1

Open Control Center

If your iPhone has Face ID, swipe down from the top-right corner of the screen. Follow the white hand and arrow.



2

Add a control

Open Control Center. Tap the plus button in the top-left corner. Tap "Add a Control." Choose "Text Size" or "Magnifier."



Helpful controls

THESE ARE WORTH KNOWING.



Text Size

Make text larger.



Magnifier

Use your phone
as a magnifier.



Flashlight

Add more light.



Screen Mirroring

Show your screen
elsewhere.



Timer

Set a quick timer.



GOOD TO KNOW

Use Magnifier when a menu, label or package print is too small to read.
The point is not more features. It is faster access to the features that help.

Tame Notifications

Decide who gets to interrupt you.

CHOOSE
SILENCE
FOCUS

START HERE

Not every app needs your attention

Keeping an app does not mean it gets to interrupt you. The goal is to keep alerts for the people and tasks that matter, and quiet the rest.



*Notifications
You choose the interruptions.*

How to change notifications

KEEP THE IMPORTANT ALERTS. QUIET THE REST.

1

Open the app's notification settings

Open Settings. Tap "Notifications."
Tap the app you want to change.



2

Choose how the app can interrupt you

Turn off "Allow Notifications" to silence it completely. Or leave it on and change Lock Screen, Notification Center, Banners, Sounds and Badges.



What you can change

THESE SETTINGS DO THE MOST.



Lock Screen

Show alerts when the phone is locked.



Notification Center

See alerts later.



Banners

Show pop-up alerts.



Sounds

Play a sound.



Badges

Show a red number on the app.



GOOD TO KNOW

Shopping, promotions, games and many news apps usually do not need instant access to your attention. Calls, messages, calendar reminders and true priorities usually do.