

## THE NEXUS 6P IS PROOF THAT GOOGLE (STILL) HATES GOOD DESIGN

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Google. You infuriate me. The most elegant product you've ever designed was the Google homepage back in 2009. It's powerful, but all of the complexities remain under the hood. You look at the Google homepage and it just works. You aren't left staring at any part of it saying, "Huh. I wonder what that does..."

With the Nexus 6P, announced today, you immediately wonder how it works, what it is, and why it looks the way it does. The Nexus 6P is everything that's wrong with Google; a personification of the inability to elegantly combine technology, advanced features, and design. This is what's been holding Google back in the phone arena for the better part of a decade and, unfortunately, it doesn't look like they're learning their lesson.

The Nexus 6P (which I imagine stands for Nexus 6 Periscope), is, on paper, a device that everyone wants: 5.7in OLED display, excellent battery life, pure Android, innovative USB C port, and a camera capable of excellent low-light shots with laser autofocus. When you see it in person, however, you're left thinking only one thing: why?

If you're left not thinking anything about the design because you're too wrapped up in the tech specs, congratulations, you are Google's target demo, probably male, and at least like the idea of learning how to code something one day. You're also probably smart enough to defend the bump by saying that the antennas are in there - a consideration we know doesn't have to be made anymore thanks to devices like the iPhone.

Unfortunately, most people don't want to buy a phone that looks like it's a taser, full metal body or otherwise. In an interview with TechCrunch, Nexus 6P designer Jeff Hoefer defended the black bar saying, "For me, the black strip is the portal to bringing the digital world into your phone. I wanted something that would have some mystery to it," Oh. There's mystery. There's a lot of mystery. For instance, how was this ever approved? Are you unaware of the unpopularity of HTC's own black bar? Do you actually think it looks good, though?

As an even weaker defense, Hoefer defends the black bar by saying that he "didn't want to have a bump on it. When put this on the table, it actually lies flat." So, instead of a bump he gave it a Droid X inspired hump from 2010.

I want this phone to be successful, I really do. More importantly, I want my friends to not make fun of my phone. Oh, I forgot to mention, I totally bought this device because I am, 100% Google's target demographic. I just wish I didn't have to deal with the mockery I'll get for its design. Come on, Google. Why do you keep doing this to people?