Best Smartphone Keyboard Layout

Elegantly solves the biggest UX problem with smartphones.

**Delta II Matrix**

QWERTY on smartphones results in typo-prone, hard to read buttons. Squeezing a foot-wide keyboard layout into a smartphone was a quick-fix, but resulted in buttons so tiny, most people can’t type a sentence on it without errors. Many people, especially older folks, can’t even read the buttons. Software tries to correct mistakes, but often fails. The fact is, inhumanly tiny keyboard buttons are the only major kludge remaining after the major feat of moving a desktop computer into your pocket.
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Previous attempts at bigger buttons were obvious, but *painfully* slow to learn and type on:

If you’ve typed on one of these keyboards, you know it’s an unpleasant experience. With every keystroke, you’re fighting your highly developed, QWERTY muscle memory reflexes.

The solution? A surprising new keyboard layout.
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- The Institution of Engineering and Technology (IET) “Its designers claim it makes typing easier and more reliable for anyone. In our evaluation it certainly did well on both counts.” -IET Magazine, largest multidisciplinary professional engineering institution in the world.

- Dr. Donald A. Norman “It's very nice. I have an HTC Android with a physical keyboard, but this is so good I don’t think I need it.” -Dr. Donald Norman, world-renowned usability expert, cognitive scientist, author of the seminal “The Design of Everyday Things”

- CNET "We keyed faster and with fewer mistakes using Big Buttons than with our phone’s usual keyboard. The clincher? We briefly restored the default keyboard but went right back to Big Buttons." -CNET 5-star editor’s review.

- The Economic Times “These [big buttons] make it easier for those with poor eyesight.” -Karan Bajaj, ET Bureau

- U.S. Navy SEALs “Delta II drastically reduces the time from eyes-on, to decision making, to direct action when necessary.” -U.S. Navy SEAL Capt. C.P., GMC, Land Warfare Cell, WEPS/ORD REP, TRADET

- Commander NAVSPECWAR “We have looked at your Delta II keypad and we see some important applications that your device may provide us for our operations.” -Commander Naval Special Warfare Group Two

- Lake Forest Illinois Police Department “I just got a new android phone and down loaded big buttons. It is a great app, and works awesome. I’m showing it to everybody I know.” -Sgt. Martin Blitstein, LFPD
New users typed the above sentence six times into four keypad layouts:

- **Proven**
  - Green = Delta II
  - Yellow = ABCDE

Delta II painlessly eliminates the most annoying aspect of using a smartphone, with a layout that's easy to learn, and buttons sized for humans, not chipmunks.
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The numbers below are a first for a non-QWERTY keyboard.

Even more notable, this beta app has no promotion or advertising, no swiping, a tiny, English-only demo dictionary, weak error correction, and poor visibility on the Play Store. The big deal is - people want the bigger buttons and the improved layout:

**Big Buttons Keyboard™** Android App

- 1.9 million downloads for free version.
- Over $100K grossed on Play Store by paid version.
- 4+ star ratings.
- The layout has been knocked-off more than once, a sure sign of a desirable and profitable innovation.

Give hundreds of millions of people a reason to choose your smartphones. Much innovation has already been done. There’s not a lot of positioning or differentiators in 2018. Millions are spent on R&D, however, major improvements are rarer now.

This proven keyboard layout changes that. It appeals to everyone, young and old. It’s easy to implement. It painlessly fixes the most annoying aspect of using a smartphone. The buttons are even bigger than landscape QWERTY. It makes you the go-to phone for senior citizens with diminished vision, tremors, and the disabled community in general. International versions of the layout work globally and are ideal for emerging markets.
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"Things which are different in order simply to be different are seldom better, but that which is made to be better is almost always different."

- Industrial Designer Dieter Rams

Fast!

Delta II

people type faster on it
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<table>
<thead>
<tr>
<th>Delta II layout</th>
<th>Alphabetic layout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q E T U O</td>
<td>A B C D E</td>
</tr>
<tr>
<td>W R Y I P</td>
<td>F G H I J</td>
</tr>
<tr>
<td>A D G J L</td>
<td>K L M N O</td>
</tr>
<tr>
<td>S F H K</td>
<td>P Q R S T</td>
</tr>
<tr>
<td>Z C B M</td>
<td>U V W X Y</td>
</tr>
<tr>
<td>X V N</td>
<td>Z</td>
</tr>
</tbody>
</table>

You can see what it’s about in less than a minute. Using your eyes and finger, air-type (or swipe) your name on the smartphone keyboard layout on the left. Think of it as your regular keyboard. The letters are in proximity to where you are used to looking and reaching for them. The more you relax, the faster you type. You can print and use this page to type on for even more impressive results.

Then please do the same thing with the layout on the right. Try both again if possible.

Based on ubiquitous QWERTY, the Delta II layout utilizes your muscle memory reflexes, making it painlessly fast to learn and comfortable to use.

Tomorrow, your typing speed will likely jump on Delta II, but not on the layout on the right.

**Benefits** - bigger keyboard buttons instantly reduce typos, are easier to read, but the magic is in the new layout. It works for everyone, from children to folks in their nineties. No instructions needed. Switching back and forth between your PC keyboard and Delta II is unnoticeable, because your muscle memory reflexes remain the same. It’s ideal for emerging markets, where a user may experience a smartphone first, and a PC later on. Learning a QWERTY keyboard later on will be easy, because of their Delta II muscle memory reflexes. It works both ways. And if the user never needs a PC, Delta II’s bigger, “no hassle” buttons will still benefit them for life.

Give prospects a good reason to choose your smartphones - take away their frustration. Offer them the only smartphone keyboard layout appropriate for humans - not chipmunks.
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Smooth typing ahead...

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