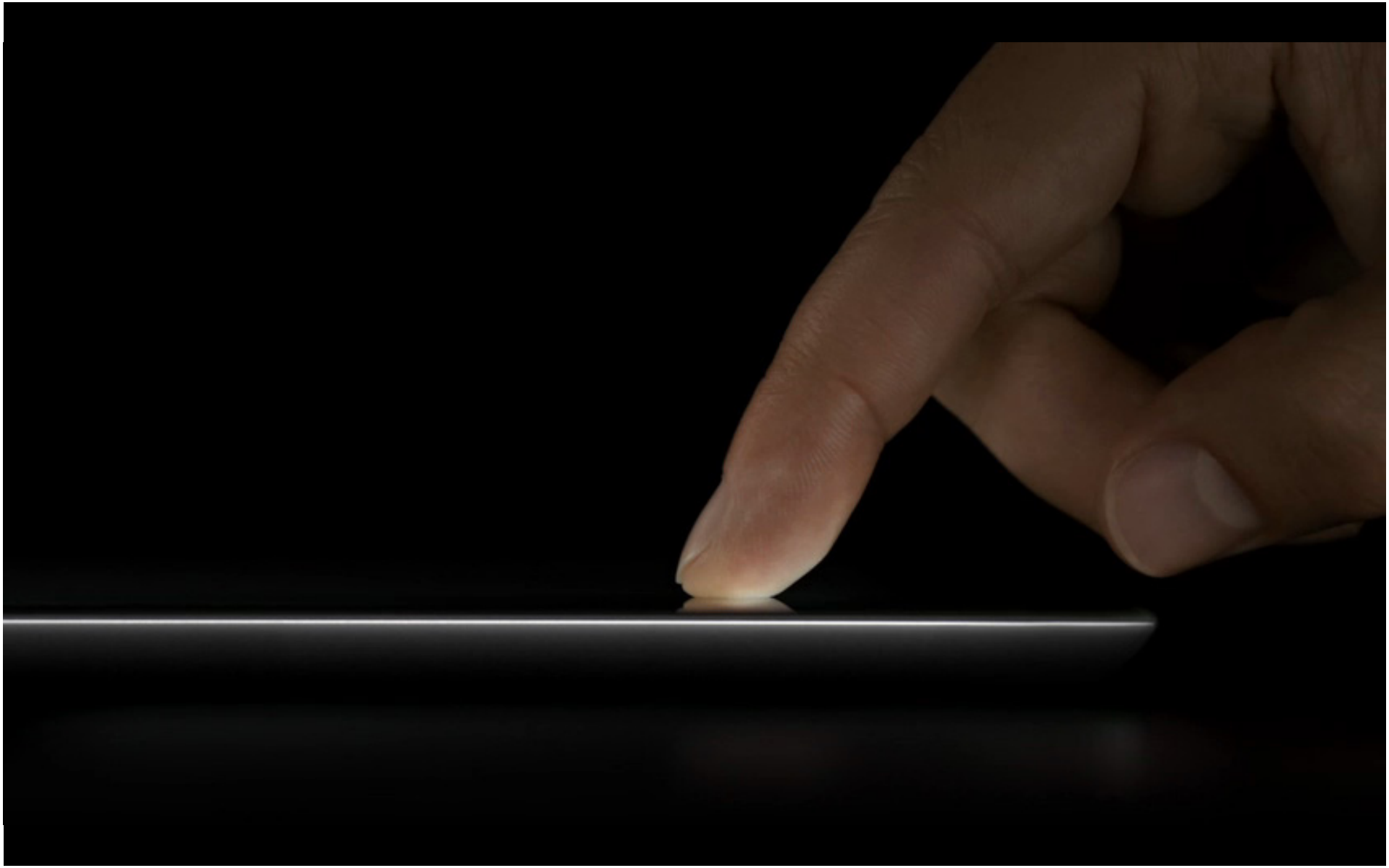
Designing User Interfaces for iOS and Mac OS X Apps

Session 110

Mark Kawano
User Experience Evangelist

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

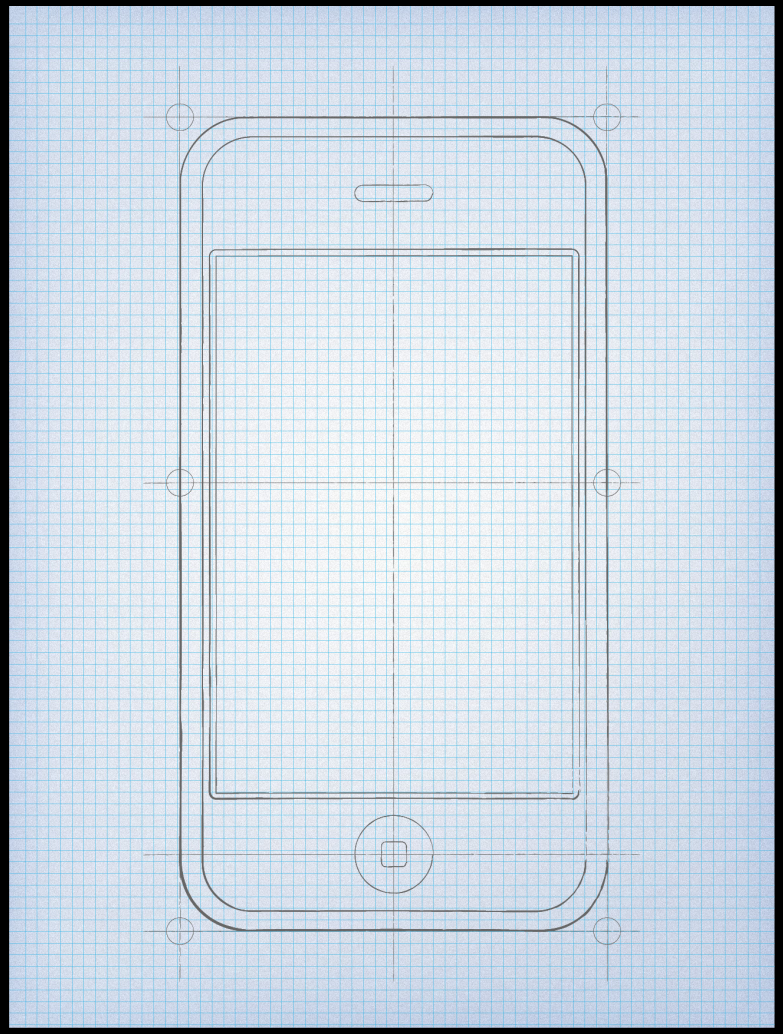
MacBook Pro



"When technology gets out of the way, everything becomes more delightful—even magical."

Saturn

EVERNOTE
iWork
Pixelmator
Bentō 4
MacBook Pro



Each Device Is Unique

1. Device Characteristics

2. Design Tips

3G
9:41 AM
Monday
6
Messages
Calendar
Photos
Camera
YouTube
Stocks
Maps
280
Weather
73°
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

Simple

3G
9:41 AM
Messages
Monday
6
Calendar
Photos
Camera
YouTube
Stocks
Maps
280
73°
Weather
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

Quick

3G
9:41 AM
Monday
6
Messages
Calendar
Photos
Camera
YouTube
Stocks
Maps
Weather
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

Reliable

3G
9:41 AM
Messages
Monday
6
Calendar
Photos
Camera
YouTube
Stocks
Maps
280
73°
Weather
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

Highly Visual

Immersive

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

Realistic

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

Flexible

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

Finder File Edit View Go Window Help
Mon 10:50 AM
MacBook Pro

Visually Appealing

Full Screen

Gestures

MacBook Pro

3G
9:41 AM
Monday
6
Messages
Calendar
Photos
Camera
YouTube
Stocks
Maps
280
Weather
73°
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

Multi-Touch

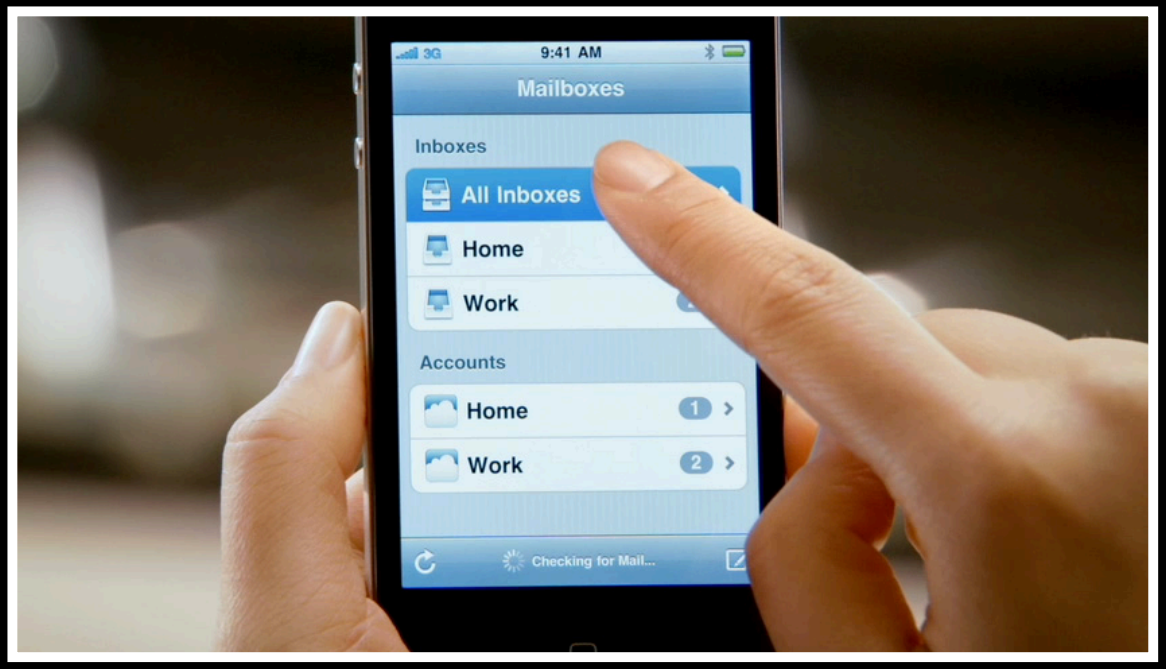
Make Controls Finger Tip-Sized

Make Controls Finger Tip-Sized

Comfortable minimum size: 44 x 44 points

Vary Control Size Based on Usage

Streamline Navigation



Swiping

3G
9:41 AM
Shanghai
H: 4° L: 1°
4°
THURSDAY 4° 1°
FRIDAY 7° -1°
SATURDAY 4° -1°
SUNDAY 4° -1°
MONDAY 6° -1°
TUESDAY 7° -1°
Updated 2/9/11 6:18 PM

Swiping

- Ensure all items are equal

Swiping

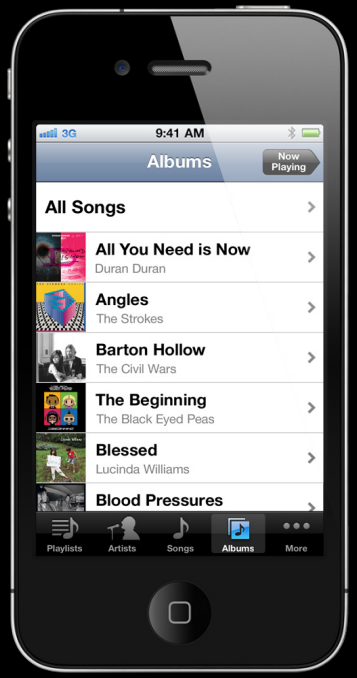
- Ensure all items are equal
- Make sure content does not scroll

Swiping

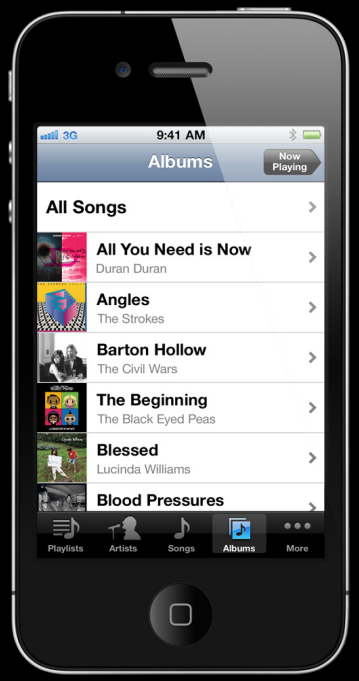
- Ensure all items are equal
- Make sure content does not scroll
- Provide visual indicators

Swiping

Tab Bars

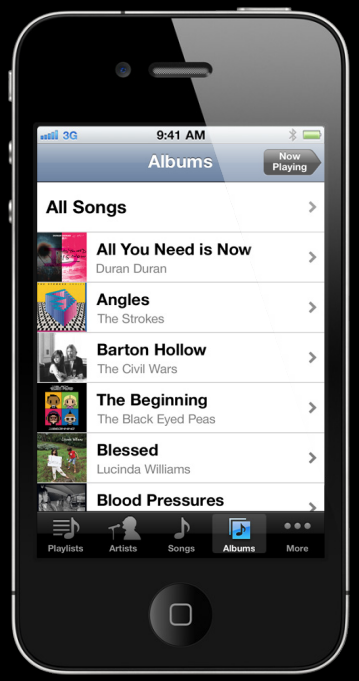

3G
9:41 AM
Albums
Now Playing
All Songs
All You Need is Now
Duran Duran
Angles
The Strokes
Barton Hollow
The Civil Wars
The Beginning
The Black Eyed Peas
Blessed
Lucinda Williams
Blood Pressures
Playlists
Artists
Songs
Albums
More

Tab Bars



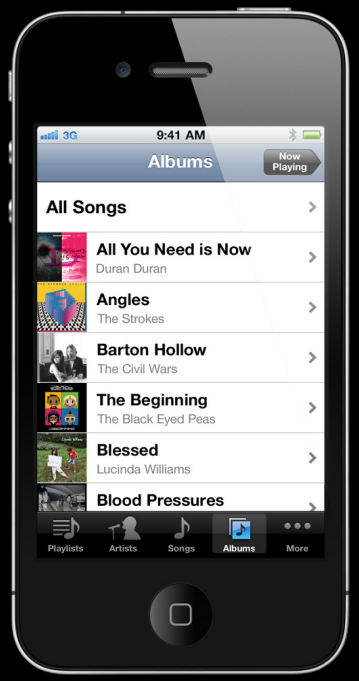
- One Tab Bar at the highest level

Tab Bars



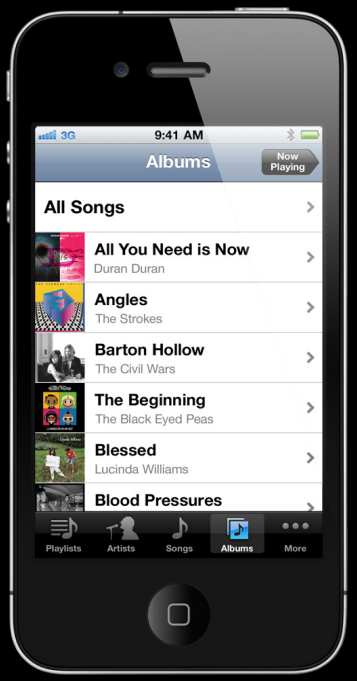
- One Tab Bar at the highest level
- Mostly permanent

Tab Bars



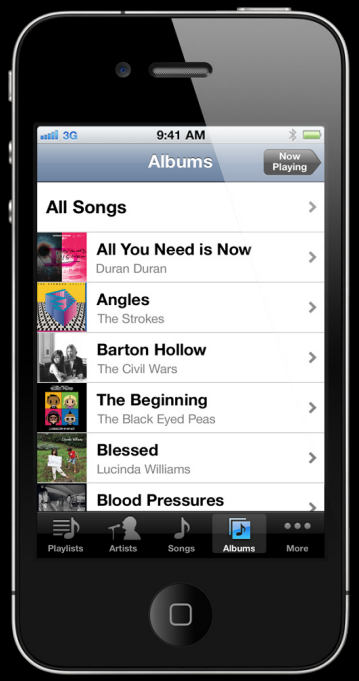
- One Tab Bar at the highest level
- Mostly permanent
- Good icons and labels

Tab Bars



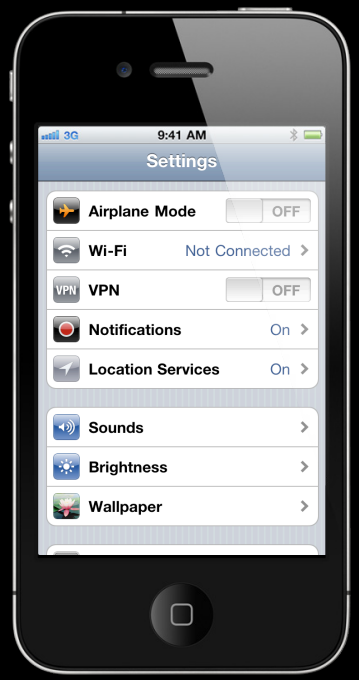
- One Tab Bar at the highest level
- Mostly permanent
- Good icons and labels
- Customize in UIKit

Tab Bars



- One Tab Bar at the highest level
- Mostly permanent
- Good icons and labels
- Customize in UIKit
- Up to five visible items

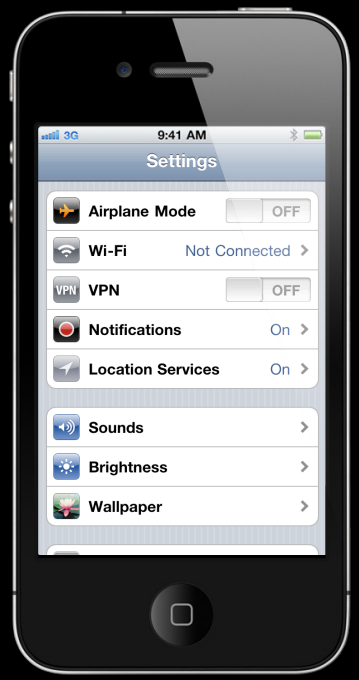
Lists


3G
9:41 AM
Settings
Airplane Mode
OFF
Wi-Fi
Not Connected
VPN
VPN
OFF
Notifications
On
Location Services
On
Sounds
Brightness
Wallpaper

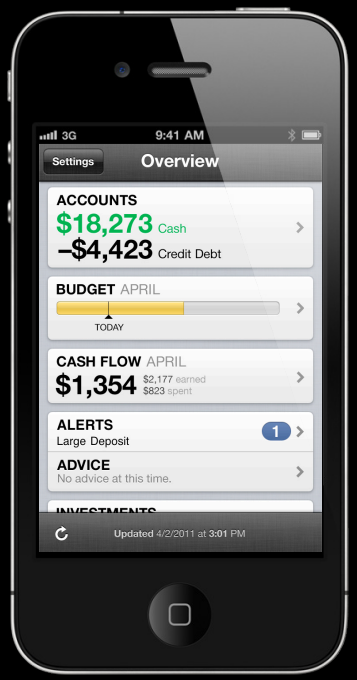
Avoid a Springboard of Icons

Avoid a Springboard of Icons

Lists


3G
9:41 AM
Settings
Airplane Mode
OFF
Wi-Fi
Not Connected
VPN
VPN
OFF
Notifications
On
Location Services
On
Sounds
Brightness
Wallpaper

Get to Content Quickly

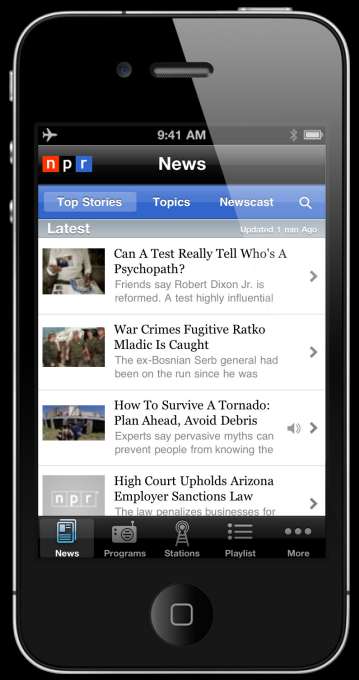


Make Text Very Legible

Plan for Slow Internet Connections

Design to feel fast

Plan for No Internet Connection



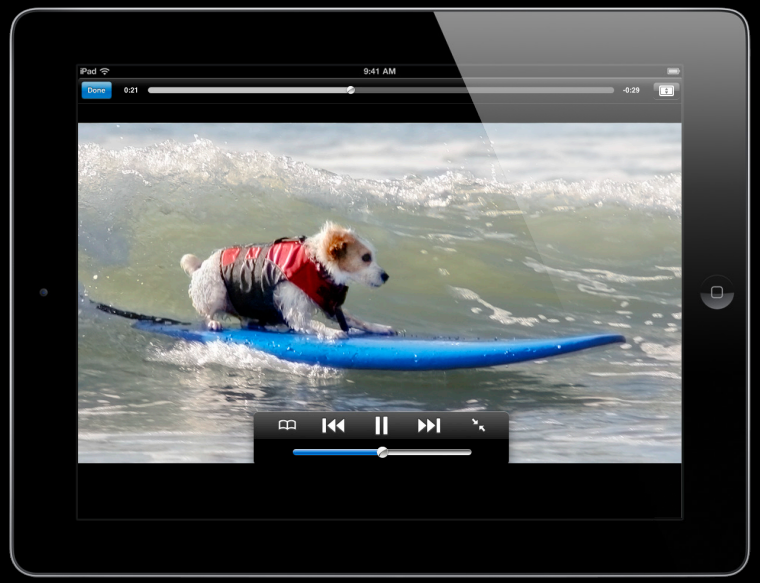
3G
9:41 AM
Monday
6
Messages
Calendar
Photos
Camera
YouTube
Stocks
Maps
Weather
Notes
Reminders
Clock
Game Center
Newsstand
iTunes
App Store
Settings
Phone
Mail
Safari
Music

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

9.7-inch Screen

BIG KAHUNA'S

iPad
9:41 AM
Contents
Cool Hunting
New Signal Process
coolhunting.com • Harness iOS music-making potential with new interface pedals
New Signal Process made a splash in the digital music scene last year with their BreakOut pedal, allowing musicians to interface their instruments directly with the plethora of iPad and iPhone apps. This week they dropped two new pedals which deliver even more options to digital music masters.
The BreakOut Stomp was birthed in response to guitarists and bassists badgering NSP with product suggestions. Fusing the concept for the original device with a classic stompbox, the new model incorporates an easily foot-toggled switch which allows it to seamlessly integrate with a pedal board. Indistinguishable from any high-grade audio pedal from your local music shop, the difference is the ability to access innumerable effects—limited only by how comprehensive of an app collection you have.
Valentine
coolhunting.com • Leather backs add a touch of style to iPhone 4s
Smartphones seem to be capable of just about everything—other than having any sort of personality. Valentine premium leather phone backs bring individuality and texture to the ...
Middle West Spirits
coolhunting.com • Ohio's only artisinal micro-distillery turns out small-batch spirits using local ingredients
You may know that a few big brands (The Limited and Abercrombie & Fitch) call Columbus, Ohio home, but more recently small-batch operations (Jeni's Splendid Ice Cream and Homage) have been helping get the Middle West Spirits some of the recognition it deserves. Now, a new creatively-minded businesses, Middle West Spirits, is the latest to join the movement. Ohio's first and only grain-to-bottle micro-distillery, the upstart brews their distinctly smooth Oyo vodkas and whiskey from soft red winter wheat that's sourced locally.
Founders Brady Konya and Ryan Lang imported a 600-liter copper and stainless steel distillation system from Germany, which German master-craftsmen (in the business for over ...
Latest
May 16


iPad
9:41 AM
Done
0:21
-0:29

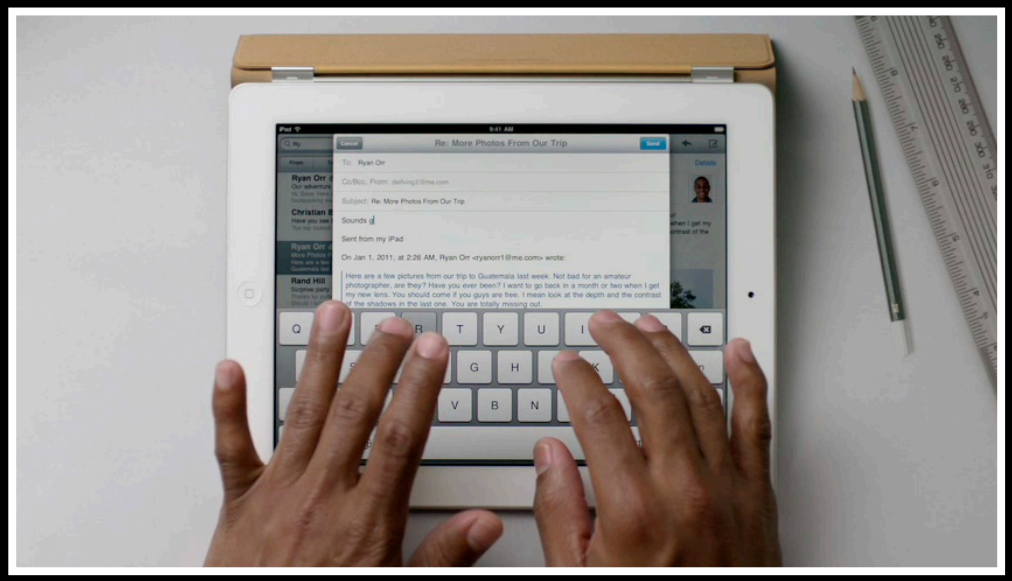
End

iPad

Just a big iPod touch?

"Calling an iPad a big iPod touch is like calling a heated swimming pool a big bathtub."

Source Unknown


Re: More Photos From Our Trip
Sent from my iPad

iPad
9:41 AM
My Songs
Instruments
Classic Studio Kit
GB

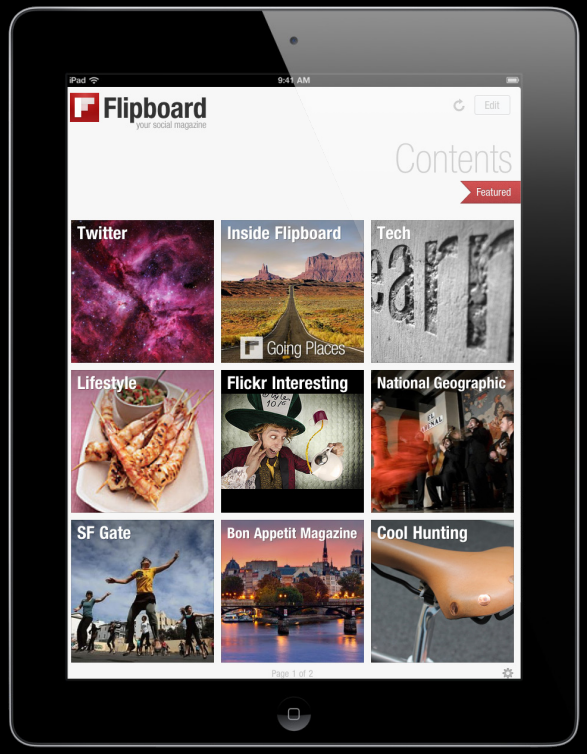
Showcase Content

Showcase Content

Enhance Interactivity

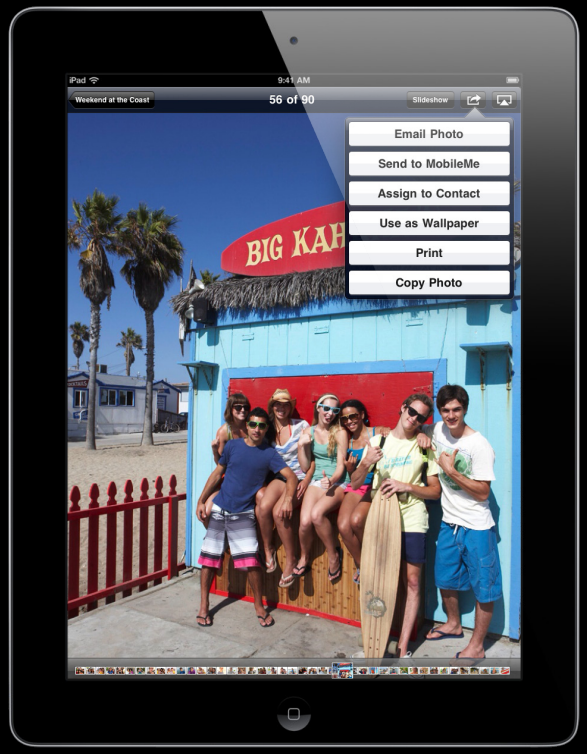
Enhance Interactivity

Enhance Interactivity



Use Popovers

Provide context

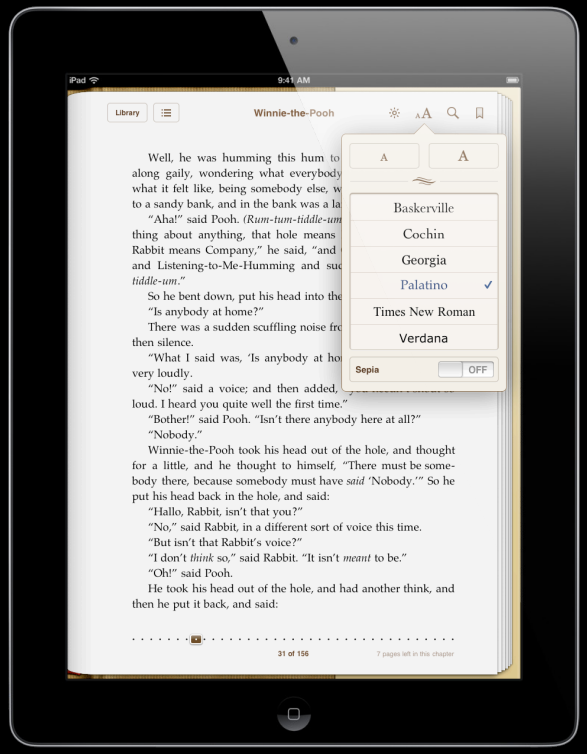


Use Popovers

Manage complexity

Use Popovers

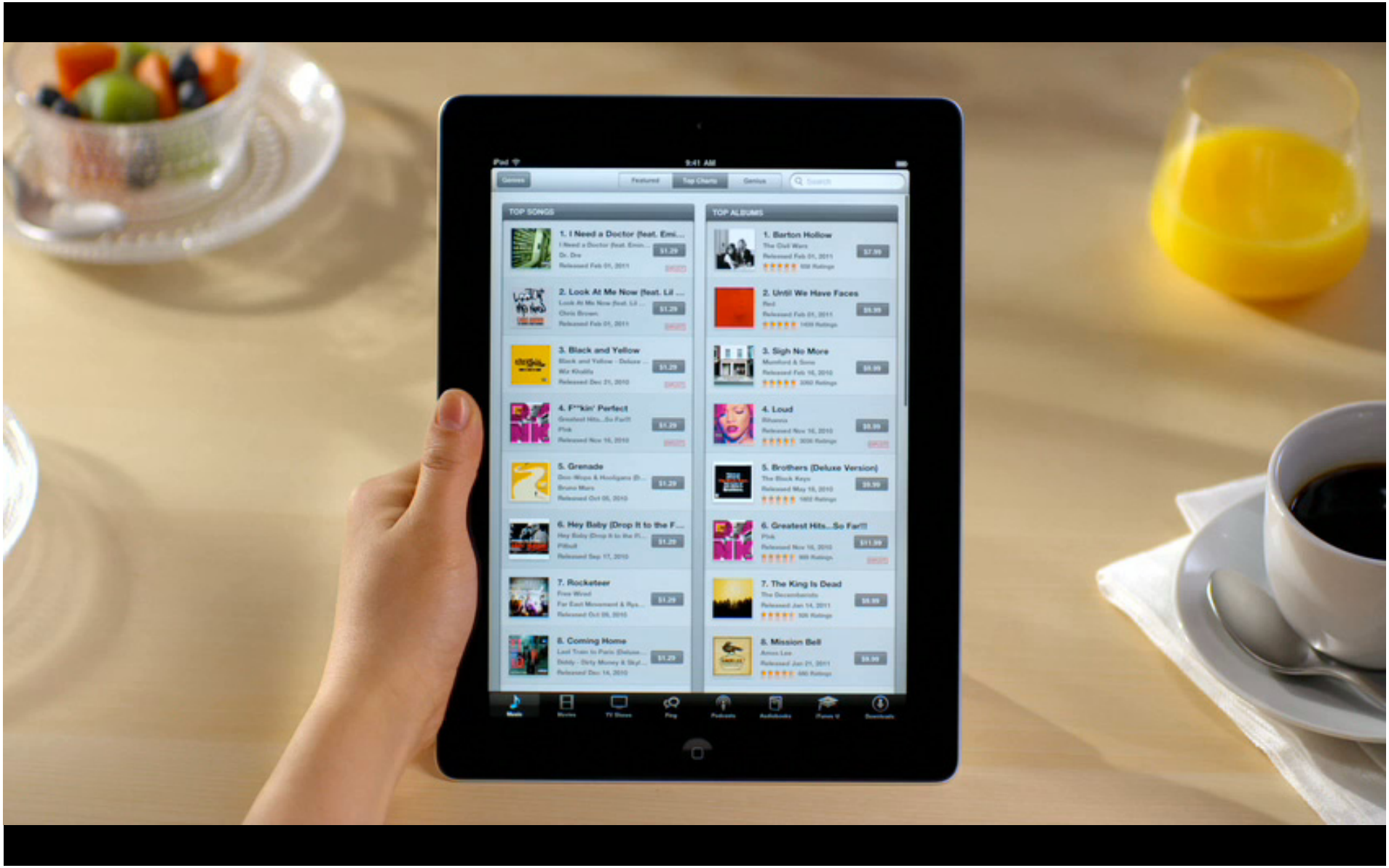
Display options



Use Popovers

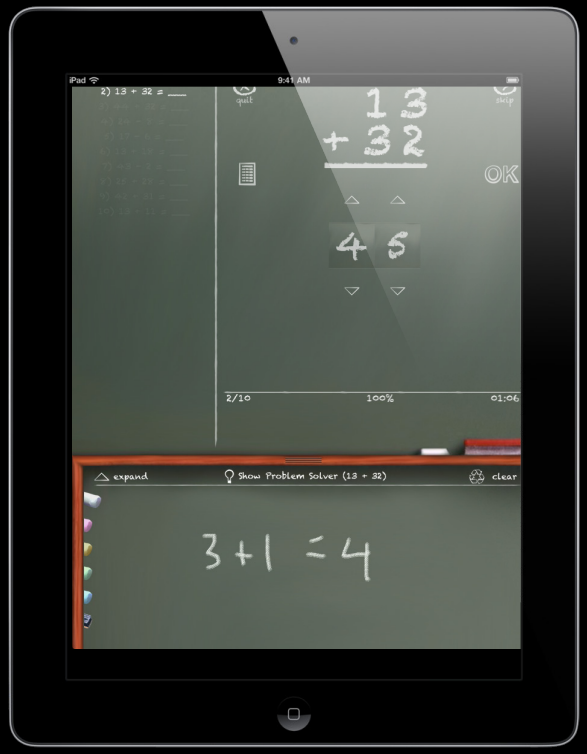
Manage modality

Always Provide Feedback


TOP SONGS
1. I Need a Doctor (feat. Emi...
2. Look At Me Now (feat. Lil ...
3. Black and Yellow
4. F**kin' Perfect
5. Grenade
6. Hey Baby (Drop It to the F...
7. Rocketeer
8. Coming Home
TOP ALBUMS
1. Barton Hollow
2. Until We Have Faces
3. Sigh No More
4. Loud
5. Brothers (Deluxe Version)
6. Greatest Hits...So Far!!!
7. The King Is Dead
8. Mission Bell

Add Physicality and Realism

Add Physicality and Realism



Consider Both Orientations

Consider Both Orientations

Supporting Orientation Changes on iPad

- Show users more content, not different content

Supporting Orientation Changes on iPad

- Show users more content, not different content
- Do not require users to change orientations

Supporting Orientation Changes on iPad

- Show users more content, not different content
- Do not require users to change orientations
- Maintain focus on the primary content

iPad
9:41 AM
Monday
6
Messages
Calendar
Notes
Reminders
Maps
YouTube
Videos
Contacts
Game Center
iTunes
App Store
Newsstand
FaceTime
Camera
Photo Booth
Settings
Safari
Mail
Photos
Music

Finder File Edit View Go Window Help
Mon 10:50 AM
MacBook Pro

Refresh Your Interface

Showcase Content

Showcase Content

Design a Beautiful Icon

Design a Beautiful Icon

Use Popovers

Manage complexity

Use Popovers

Manage complexity

Full Screen

SOUTHTOWN
GARDEN
Growing a Greener Southtown
A Community Garden Proposal
MacBook Pro

Full Screen

- Think about user context

Full Screen

- Think about user context
- Do not remove features

Full Screen

- Think about user context
- Do not remove features
- Focus on content

Full Screen

- Think about user context
- Do not remove features
- Focus on content
- Take advantage of horizontal screen real estate

Engaging

Engaging

HISTORY OF FLIGHT
HISTORY OF FLIGHT
Current Document
Done
Restore
Yesterday 6:46 AM
May 2011
Yesterday
Today
MacBook Pro

Gestures

shift
Z
X
C
V
B
N
M
shift
fn
control
option
command
command
option

Gestures

- Support standard behaviors

Gestures

- Support standard behaviors
- Do not rely on gestures alone

Gestures

- Support standard behaviors
- Do not rely on gestures alone
- Provide responsive feedback

Gestures

- Support standard behaviors
- Do not rely on gestures alone
- Provide responsive feedback
- Be careful to define custom gestures

Finder File Edit View Go Window Help
Mon 10:50 AM
MacBook Pro

MacBook Pro

Design for a Specific Device

Refine Your Feature Set

Delight Your Users

More Information

Mark Kawano
User Experience Evangelist
mkawano@apple.com

Documentation
iOS Human Interface Guidelines
http://developer.apple.com/library/ios

Mac OS X Human Interface Guidelines
http://developer.apple.com/library/mac

WWDC2011