

iOS User Interface Design

Session 221

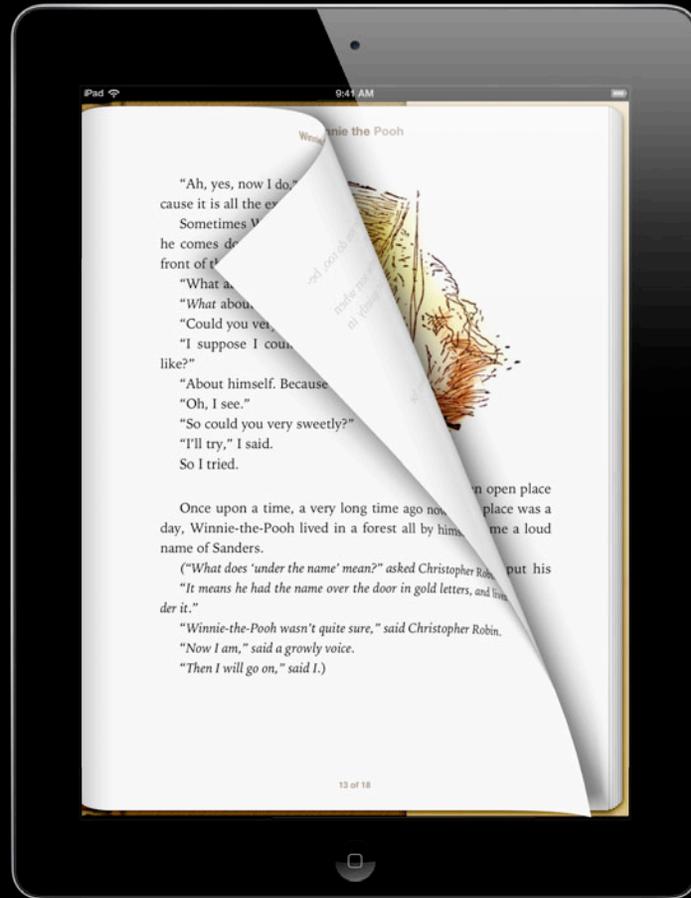
Mark Kawano

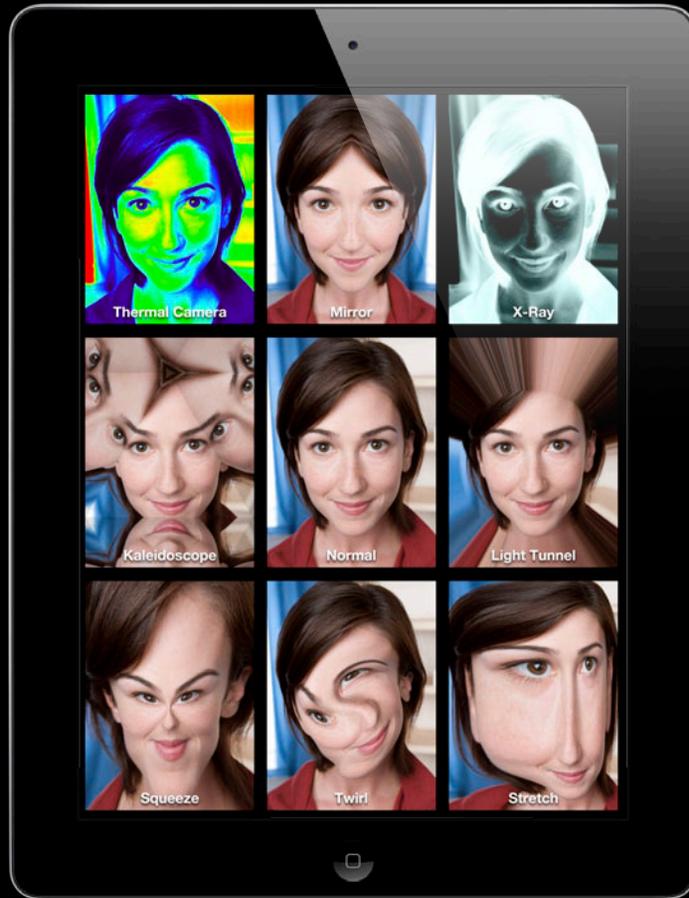
User Experience Evangelist

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

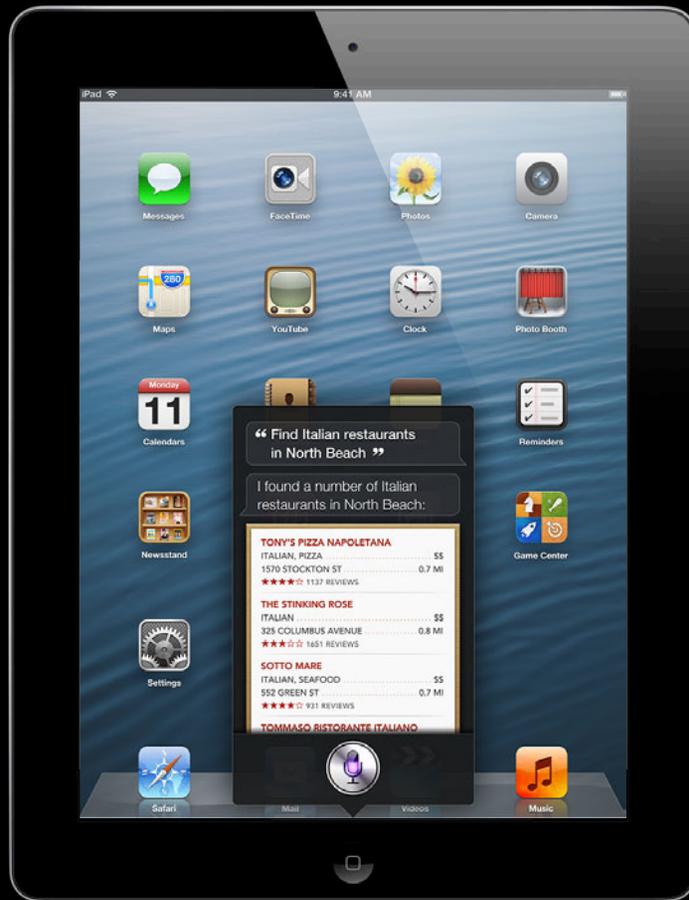






















Common Design Pitfalls



Bad App Icons

All iPhone Apps for "recipes"

| | | | | |
|--|--|--|---|--|
|  <p>Allrecipes.com Dinner... Lifestyle Updated Apr 09, 2012 FREE</p> |  <p>Recipes Lifestyle Updated Sep 14, 2010 \$1.99 BUY</p> |  <p>Allrecipes.com Dinner... Lifestyle Updated Apr 24, 2012 \$2.99 BUY</p> |  <p>Mixology™ Drink Reci... Lifestyle Updated Feb 02, 2012 FREE</p> |  <p>170,000+ Recipes - BigOven Lifestyle Updated Apr 30, 2012 FREE</p> |
|  <p>Must-Have Recipes fr... Lifestyle Updated Mar 09, 2012 FREE</p> |  <p>Healthy Recipes - By ... Lifestyle Updated Jan 06, 2011 FREE</p> |  <p>8,500+ Drink & Cocktal... Lifestyle Updated Aug 07, 2011 FREE</p> |  <p>Allrecipes.com.au Din... Lifestyle Updated Jan 28, 2012 FREE</p> |  <p>iCookbook - thousands o... Lifestyle Updated Dec 01, 2011 \$4.99 BUY</p> |
|  <p>Easy Recipes: See Ho... Health & Fitness Updated May 10, 2011 FREE</p> |  <p>Recipes!! Lifestyle Updated Apr 26, 2012 \$0.99 BUY</p> |  <p>Mixologist™ Drink Re... Lifestyle Updated Dec 14, 2011 \$0.99 BUY</p> |  <p>Whole Foods Market ... Lifestyle Updated Dec 16, 2010 DOWNLOADED</p> |  <p>Jamie's Recipes Lifestyle Updated Apr 05, 2012 FREE</p> |
|  <p>Martha's Everyday Fo... Lifestyle Updated Mar 02, 2012 DOWNLOAD</p> |  <p>Cooking Light Recipe... Lifestyle Updated Sep 27, 2011 \$3.99 BUY</p> |  <p>8,500+ Drink & Cocktal... Lifestyle Updated Nov 18, 2009 \$0.99 BUY</p> |  <p>Real Simple Recipes: ... Lifestyle Updated Oct 11, 2011 \$4.99 BUY</p> |  <p>Allrecipes.co.uk Dinner S... Lifestyle Updated Jan 28, 2012 FREE</p> |
|  <p>Epicurious Recipes & ... Lifestyle Updated Apr 13, 2012 DOWNLOADED</p> |  <p>Paprika Recipe Manag... Lifestyle Updated Mar 21, 2012 \$4.99 BUY</p> |  <p>5000+ Cooking Recipes Entertainment Updated Apr 27, 2012 FREE</p> |  <p>Easy Recipes - Food, ... BOOKS Updated Jan 21, 2010 \$0.99 BUY</p> |  <p>Mr Bartender - Mixed Drin... Lifestyle Updated May 04, 2012 FREE</p> |
|  <p>Atkins Diet Recipes Health & Fitness Released Oct 25, 2010 \$2.99 BUY</p> |  <p>15,000 FREE Easy Che... Lifestyle Updated Mar 25, 2011 FREE</p> |  <p>Cook IT Allergy Free Health & Fitness Updated Sep 15, 2010 \$4.99 BUY</p> |  <p>iFood.tv video recipes... Lifestyle Updated May 15, 2012 FREE</p> |  <p>All My Recipes Lifestyle Updated Jan 30, 2012 \$1.99 BUY</p> |
|  <p>400+ Free Recipes Health & Fitness Updated Feb 06, 2012 FREE</p> |  <p>Weed Cookbook - Me... Lifestyle Updated Feb 06, 2012 \$0.99 BUY</p> |  <p>InMyBar - Drink & Coc... Lifestyle Updated Mar 16, 2012 \$0.99 BUY</p> |  <p>YummyCook Recipes Lifestyle Updated Jun 20, 2011 FREE</p> |  <p>Easy Chef Recipes (15000... Lifestyle Updated Oct 15, 2010 \$0.99 BUY</p> |



Beautiful

Beautiful

+

Instantly Recognizable

Instantly Recognizable App Icons

- Focus on a unique shape



Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors



Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors
- Avoid using a photo



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Fuzz
Hair &
Makeup
Studio

Instantly Recognizable App Icons

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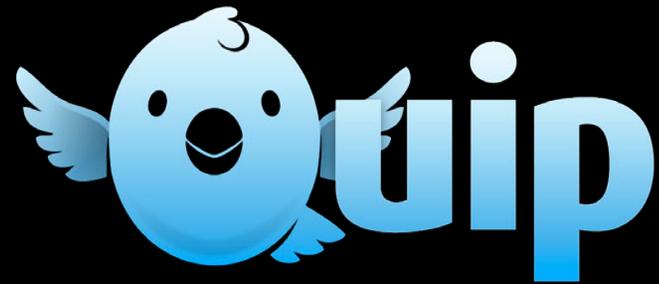
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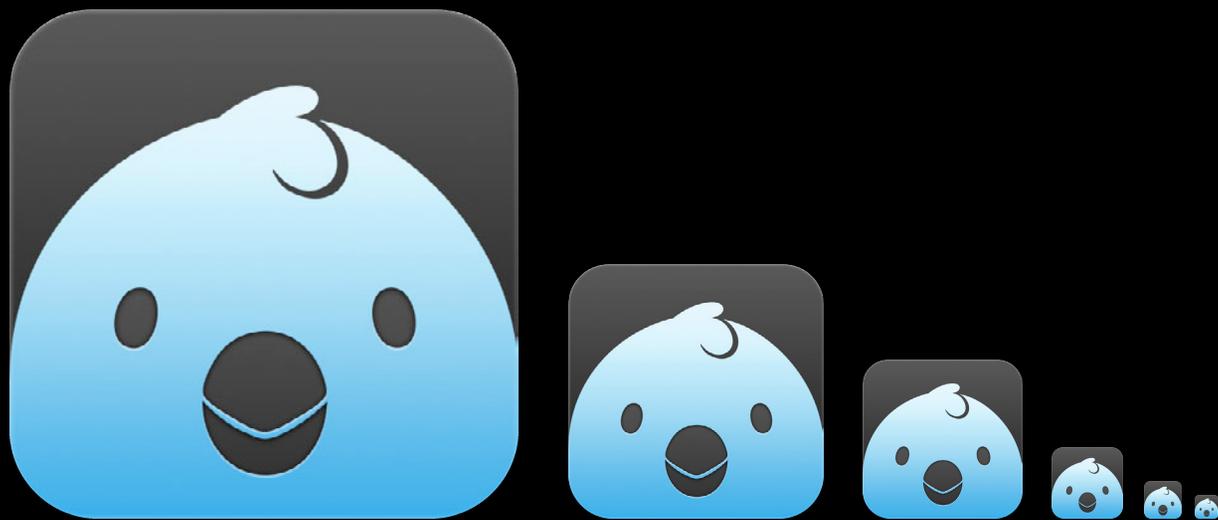


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- Focus on a unique shape
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- Avoid using a photo
- Avoid a lot of text
- Accurately portray materials



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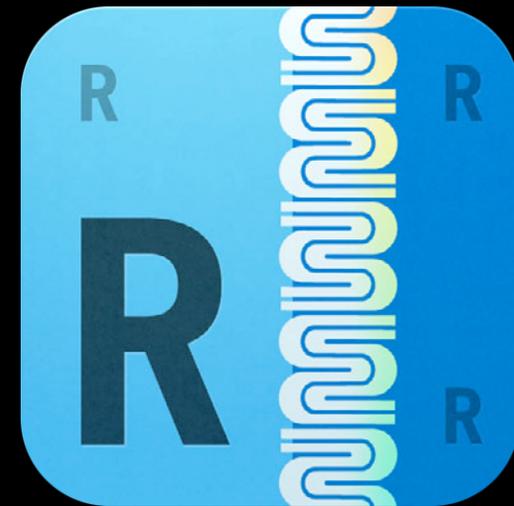


Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors
- Avoid using a photo
- Avoid a lot of text
- Accurately portray materials
- Be creative

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Test Your App Icon on Different Wallpapers



Test Your App Icon on Different Wallpapers



Place It Inside a Folder to Test Legibility



Place It Inside a Folder to Test Legibility



Place It Inside a Folder to Test Legibility



Case Study

Nautilus - Nemo's Submarine Adventure













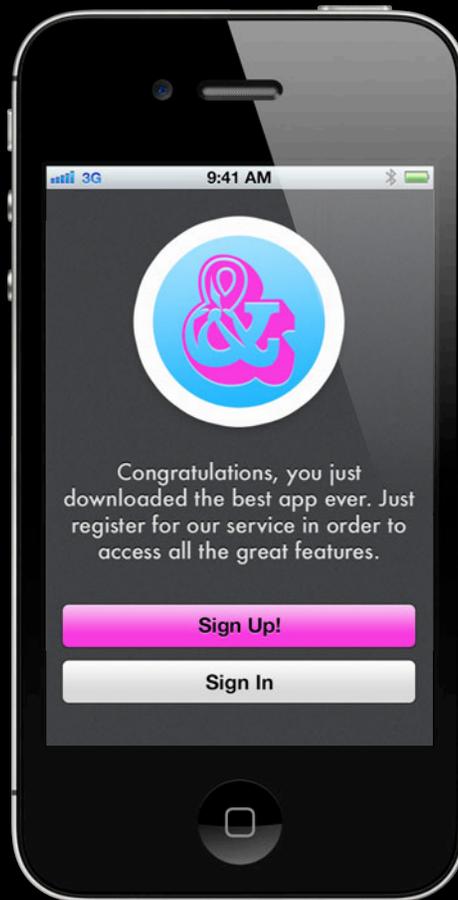




- 1 Bad App Icons
- 2 Forced Registration
- 3 Tiny Controls
- 4 Hard-to-Read Text
- 5 Ambiguous Alerts
- 6 Out-of-Place Terminology
- 7 Excessive Branding
- 8 Uninformative Back Buttons
- 9 Confusing Animations
- 10 Inappropriate Styling

2

Forced Registration





Fondu: Dining Journal



Fondu: Dining Journal

First launch user experience



Fondu: Dining Journal

First launch user experience



Join your friends
and create an account



Connect with Facebook



or USE YOUR EMAIL



Get a taste >



Join your friends
and create an account



Connect with Facebook



or USE YOUR EMAIL



Get a taste >



Fondu: Dining Journal

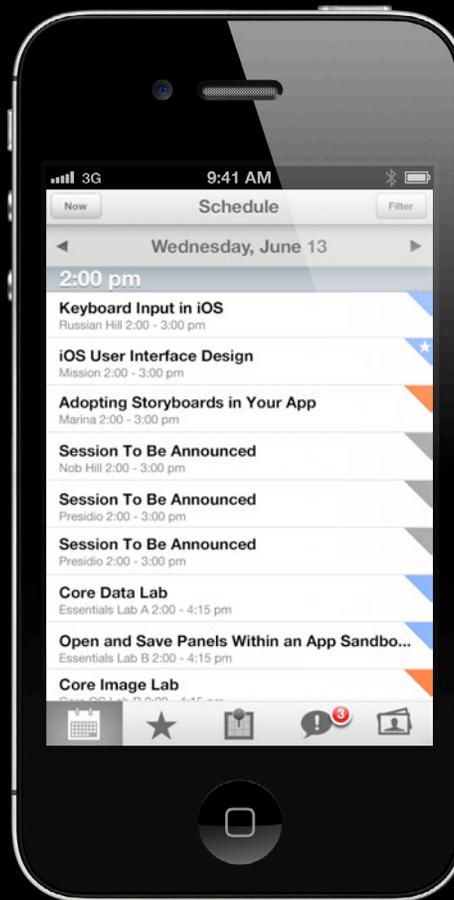
“Get a taste”

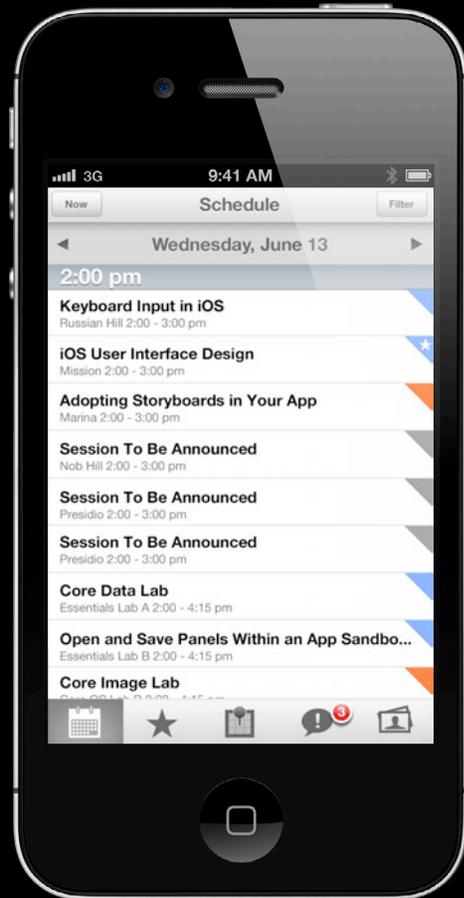


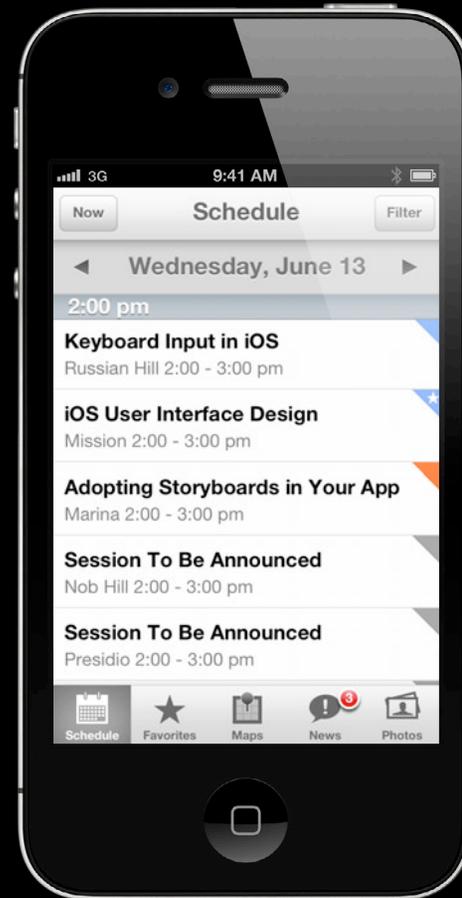
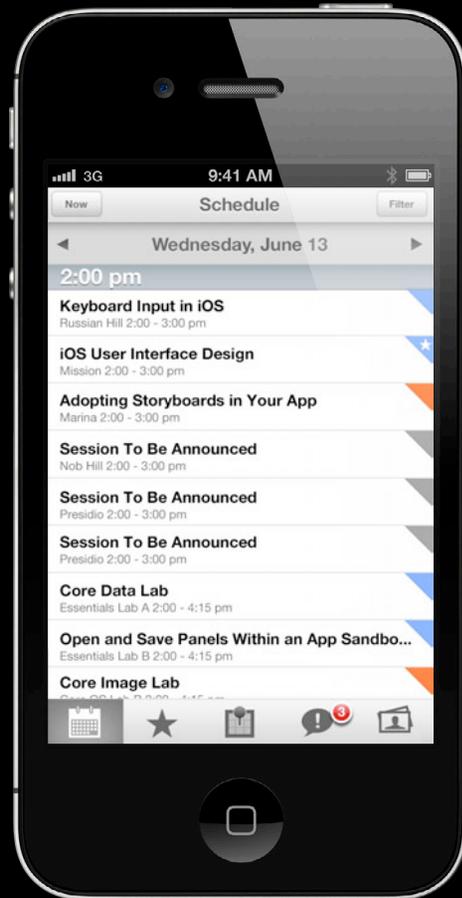
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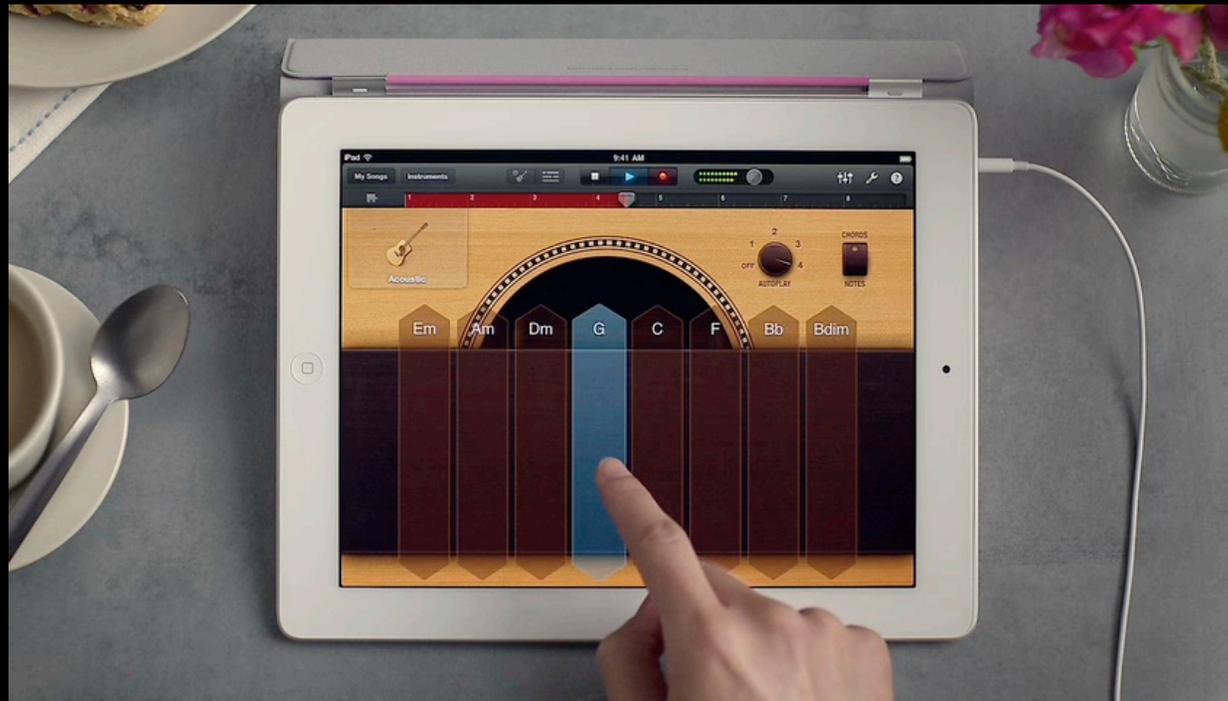
Tiny Controls







Design for a Fingertip



Make Controls Fingertip Sized

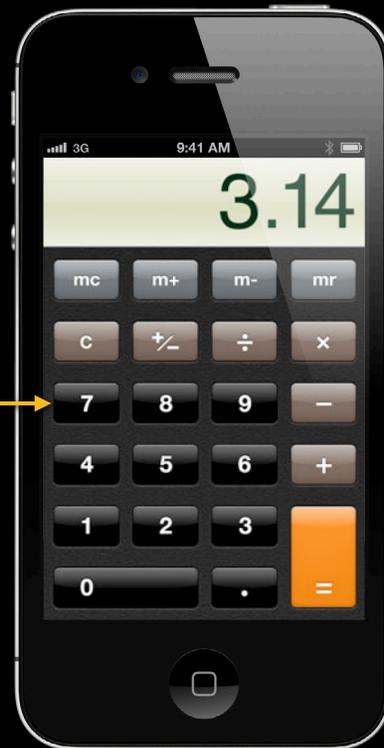
Comfortable minimum size: 44 x 44 points



Make Controls Fingertip Sized

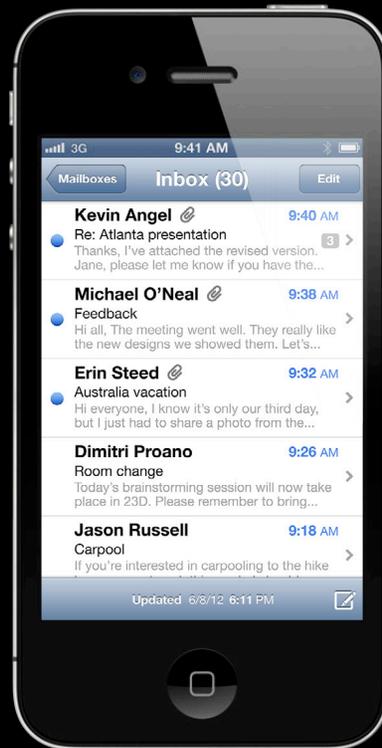
Comfortable minimum size: 44 x 44 points

44 points tall



Make Controls Fingertip Sized

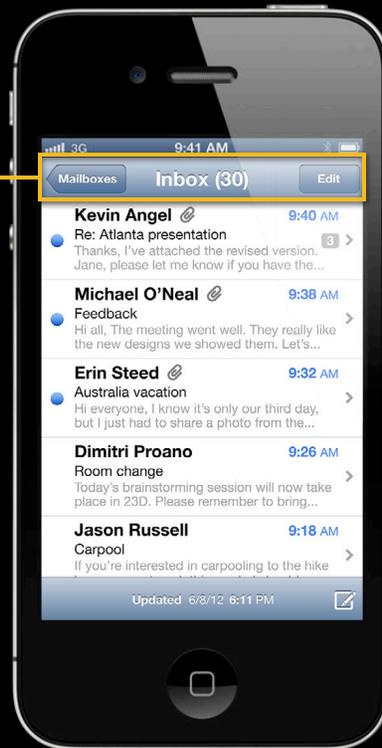
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Make Controls Fingertip Sized

Comfortable minimum size: 44 x 44 points

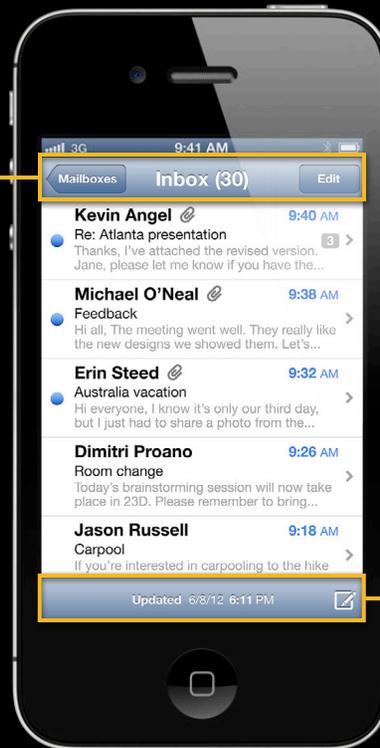
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Make Controls Fingertip Sized

Comfortable minimum size: 44 x 44 points

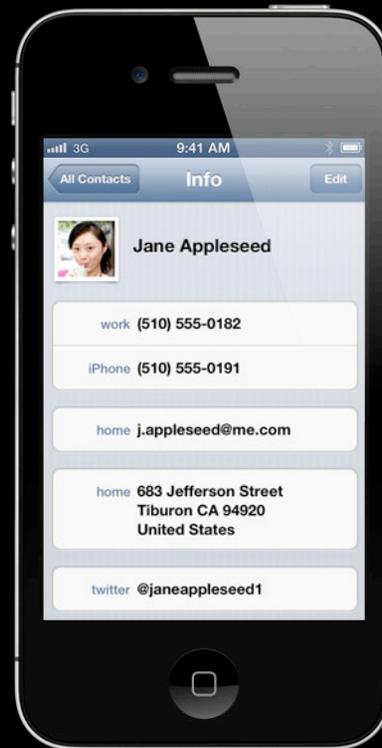
44 points tall



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Make Controls Fingertip Sized

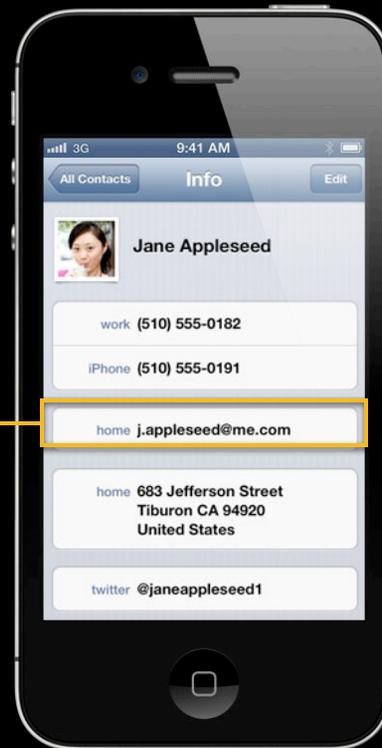
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44 points tall



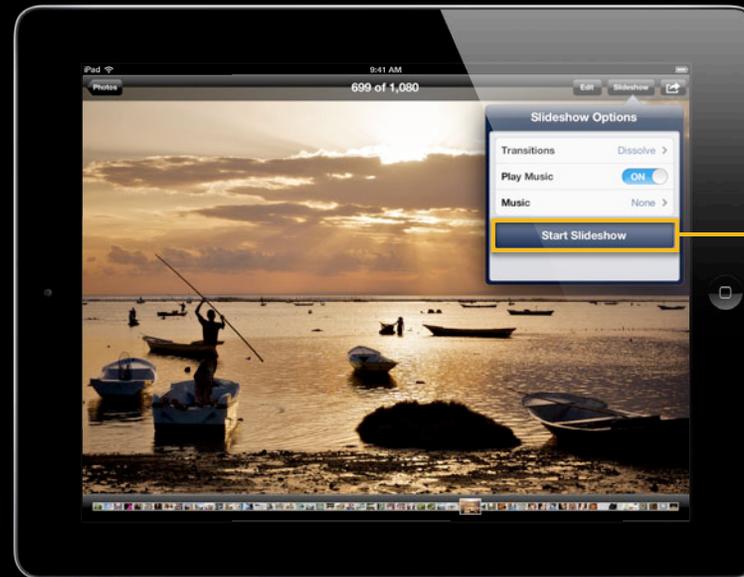
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Make Controls Fingertip Sized

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44 points tall

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Make Controls Fingertip Sized

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44 points tall



Vary Control Size Based on Usage



Vary Control Size Based on Usage

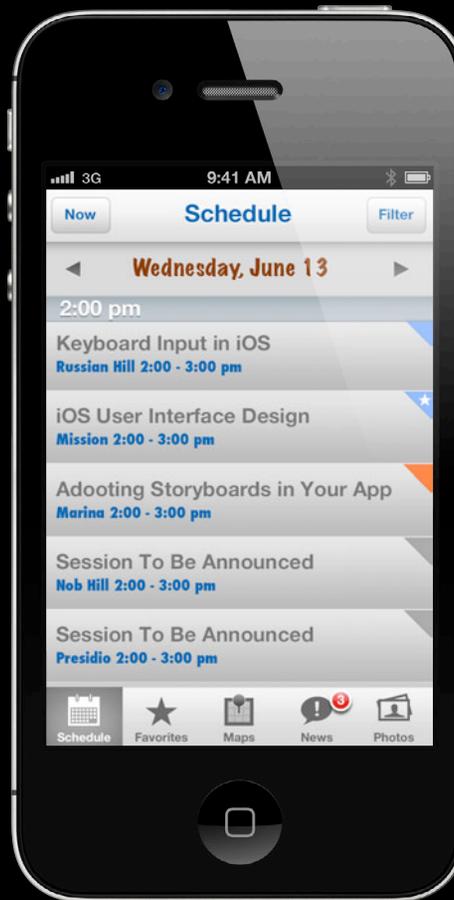


110 points

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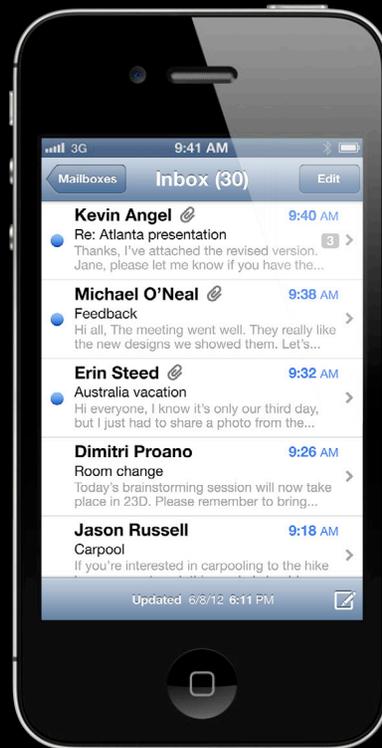


Hard-to-Read Text



Avoid Mixing Typefaces

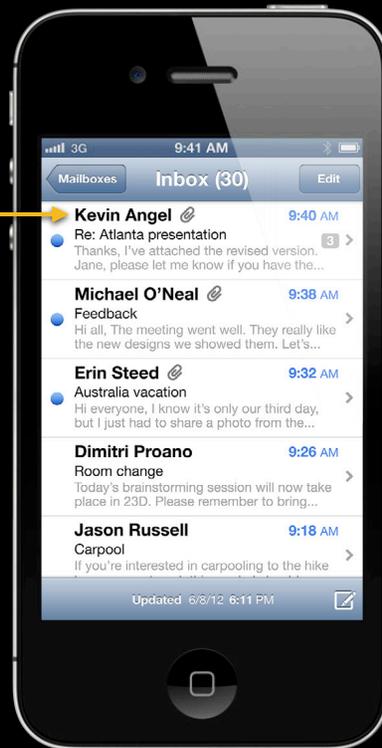
Use subtle shading and font sizes to distinguish content



Avoid Mixing Typefaces

Use subtle shading and font sizes to distinguish content

Helvetica Neue

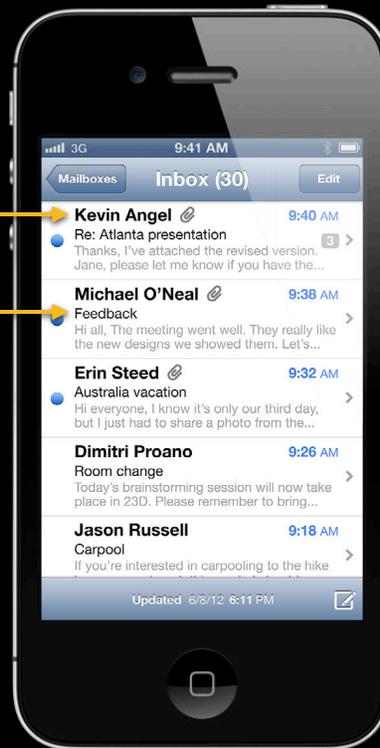


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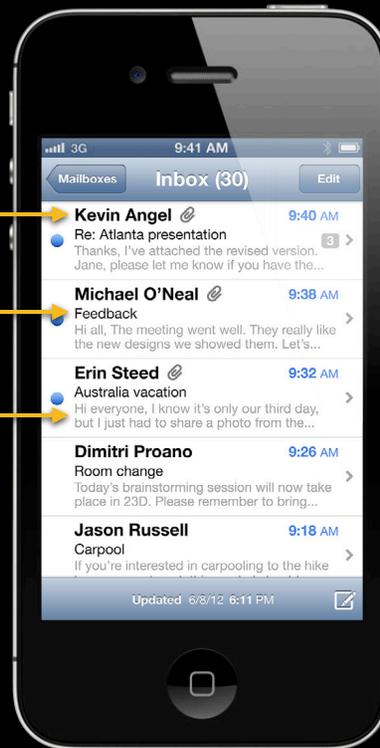
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Ensure Body Text Is Very Legible

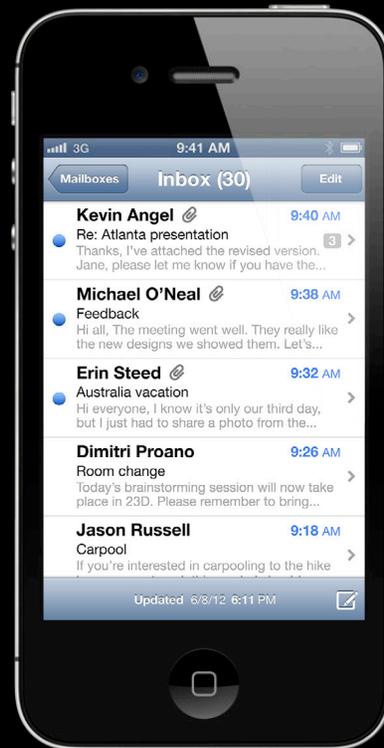


Ensure Body Text Is Very Legible

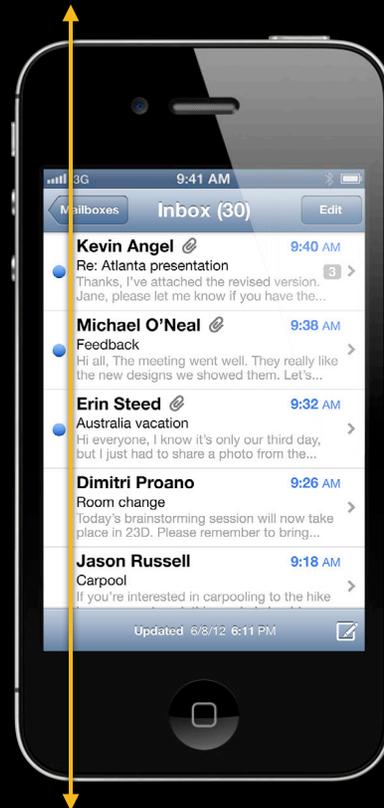
Helvetica Neue 15pt



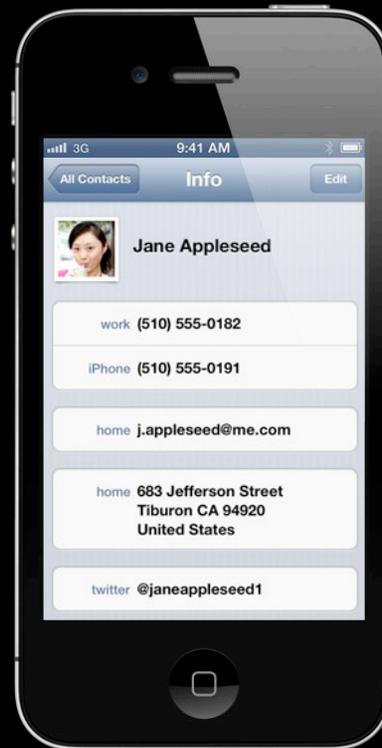
Align Text to Let Users Quickly Skim



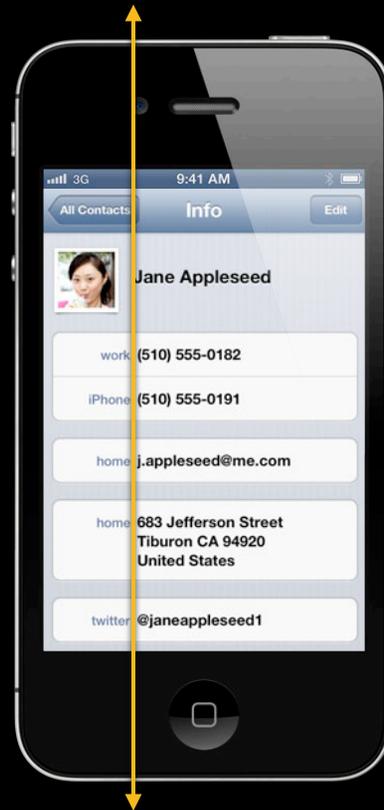
Align Text to Let Users Quickly Skim



Right Align Labels, Left Align Values



Right Align Labels, Left Align Values



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Test Your UI on iPhone and iPad



Test Your UI on iPhone and iPad







LiveView



Skala View



xScope Mirror



Screenshots



Ambiguous Alerts

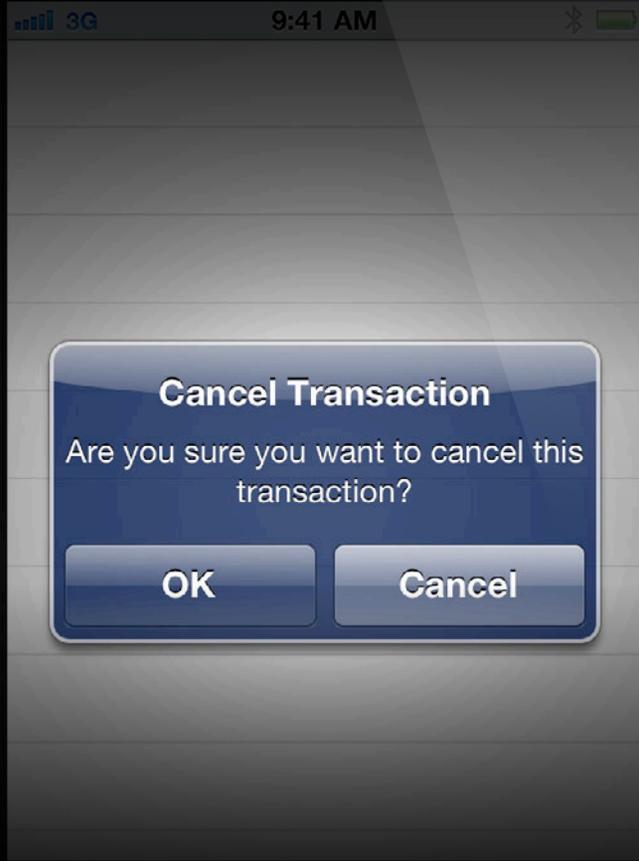




Error [0047]

Out of memory

OK



Cancel Transaction

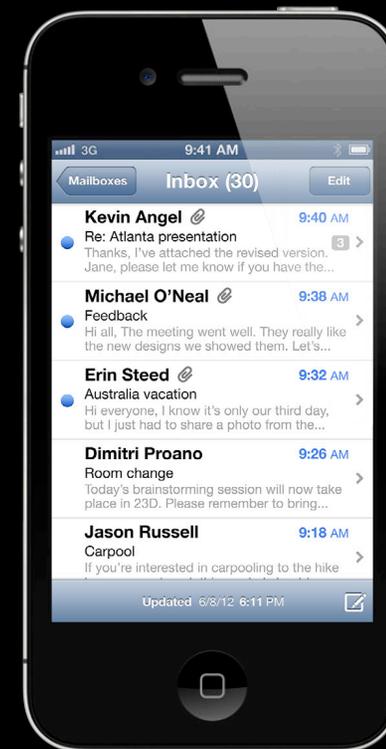
Are you sure you want to cancel this transaction?

OK

Cancel

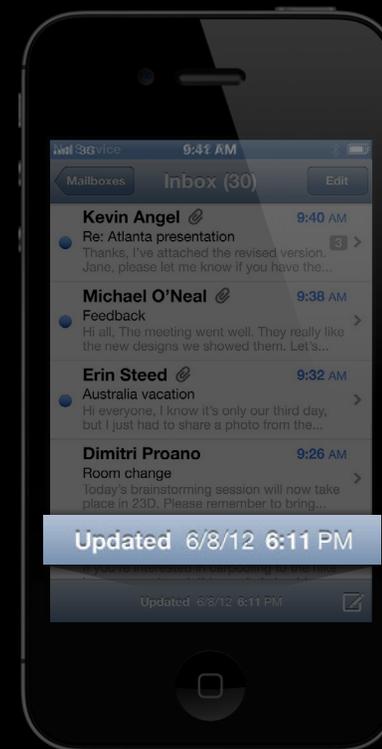
Alerts

- Avoid unnecessary alerts



Alerts

- Avoid unnecessary alerts



Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action



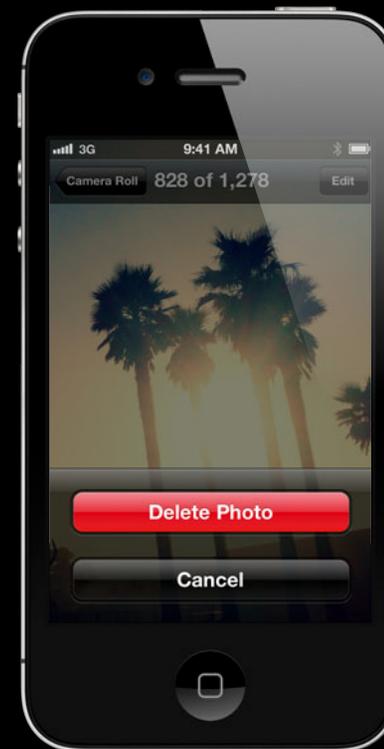
Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action
- Place the affirmative button to the right



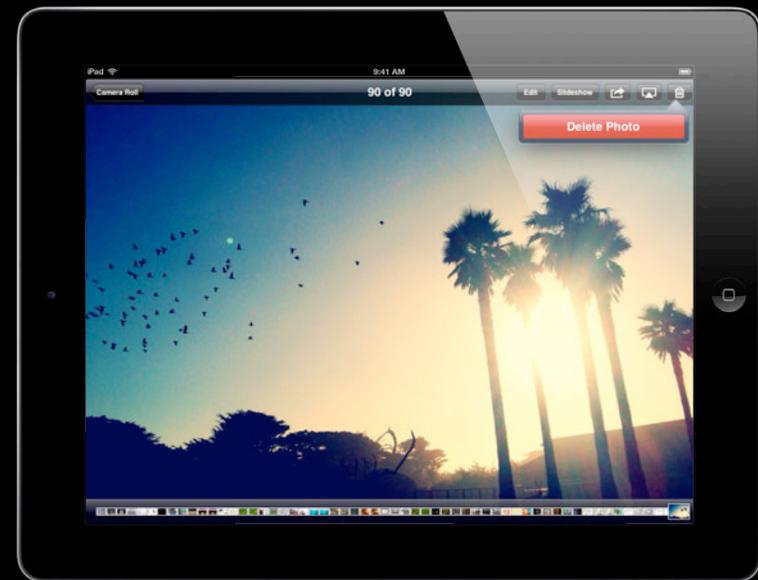
Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action
- Place the affirmative button to the right
- Use Action Sheets or Popovers to confirm dangerous actions



Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action
- Place the affirmative button to the right
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Out-of-Place Terminology

Make Your Language User Centric



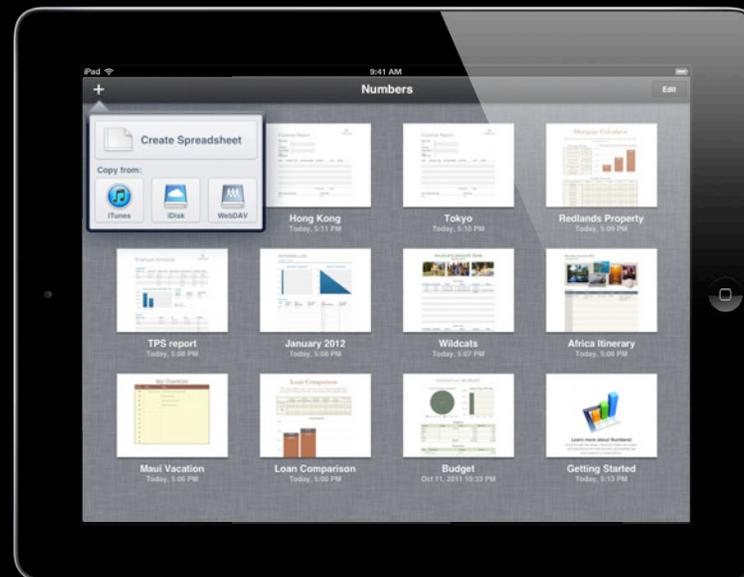
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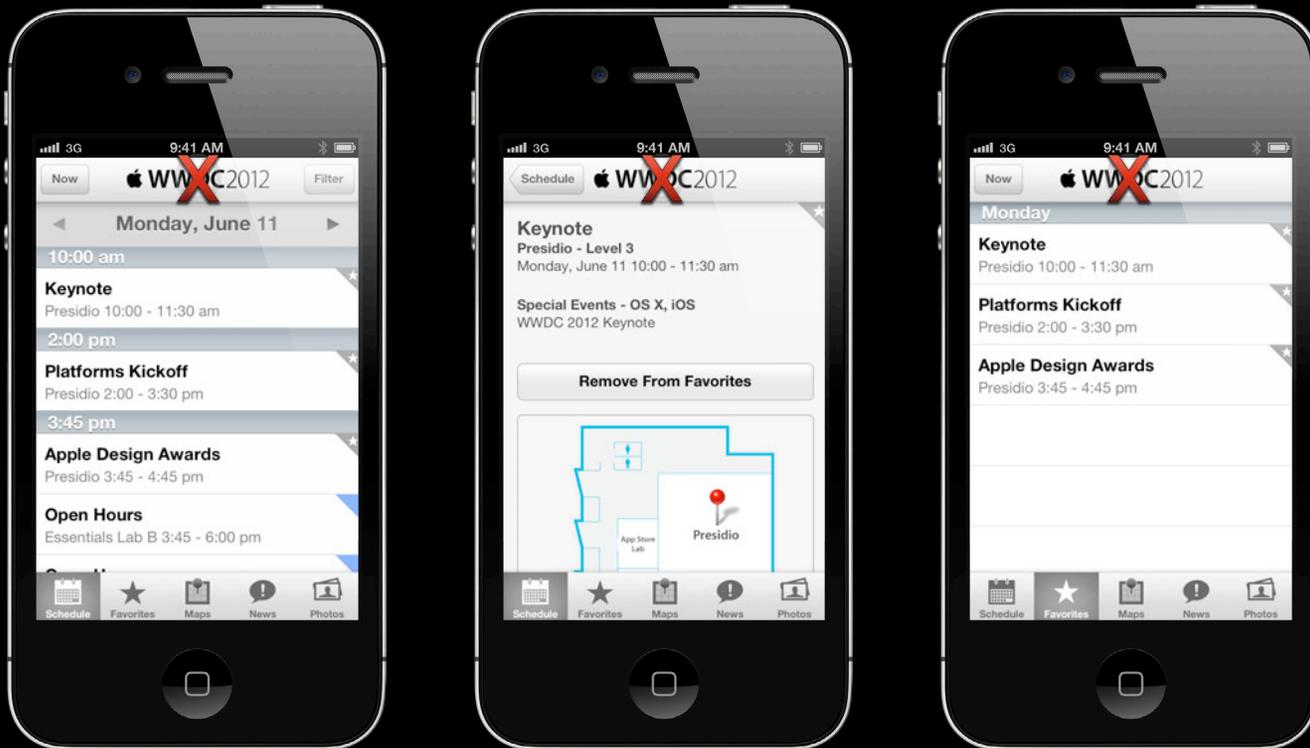


Excessive Branding

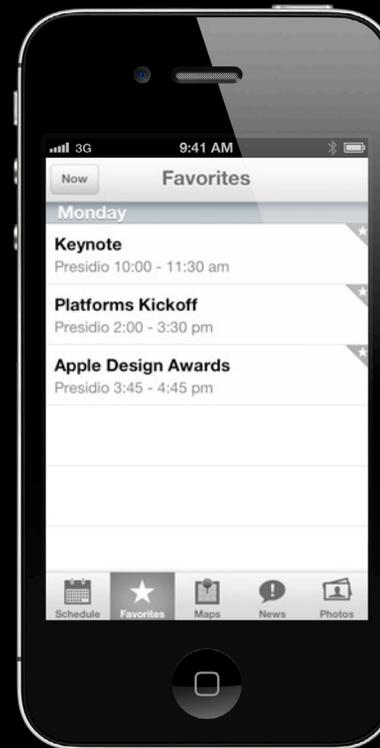
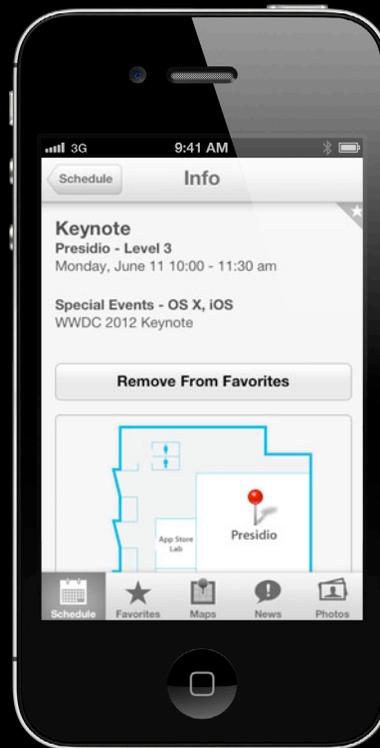
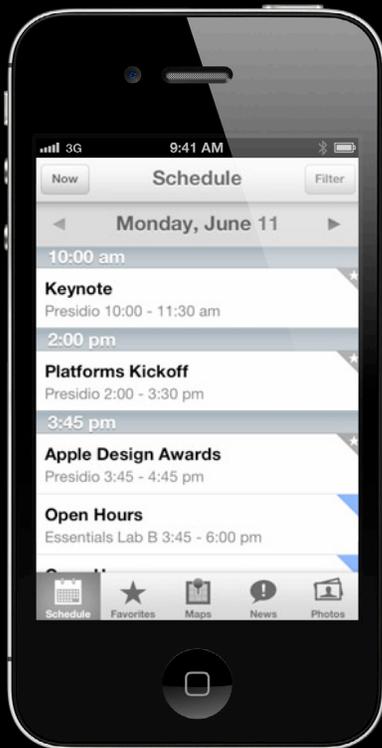
Excessive Branding



Excessive Branding



Label Navigation Bars

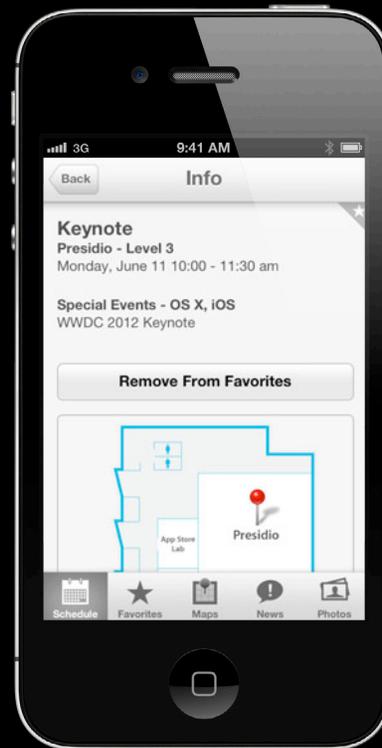


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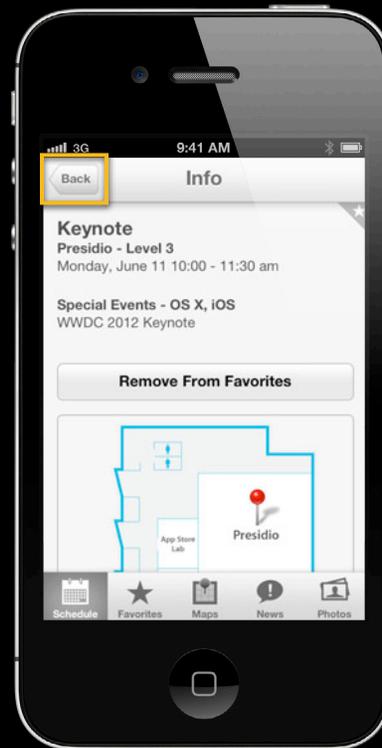


Uninformative Back Buttons

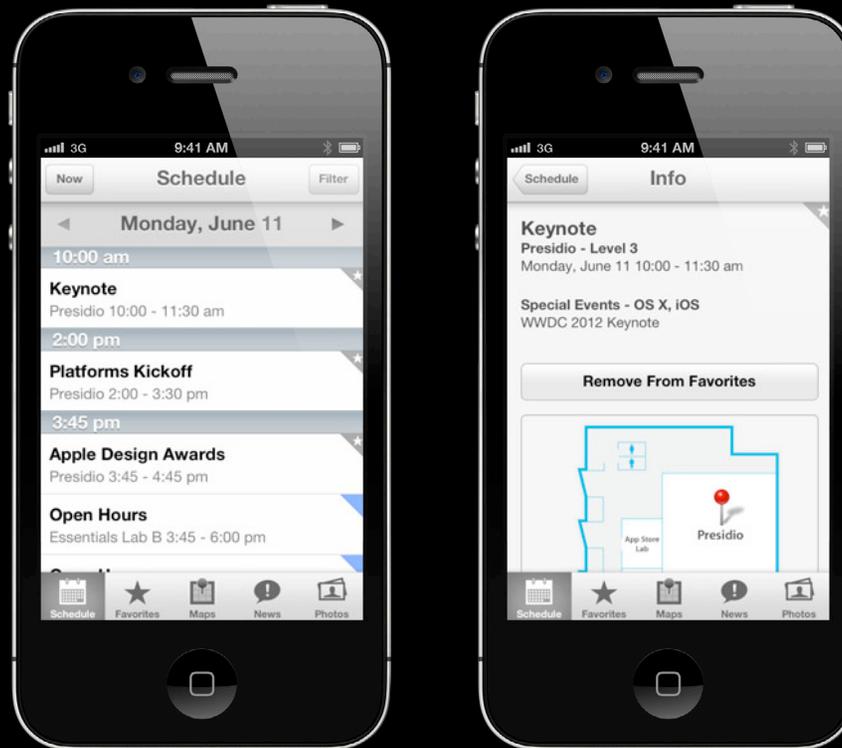
Uninformative Back Buttons



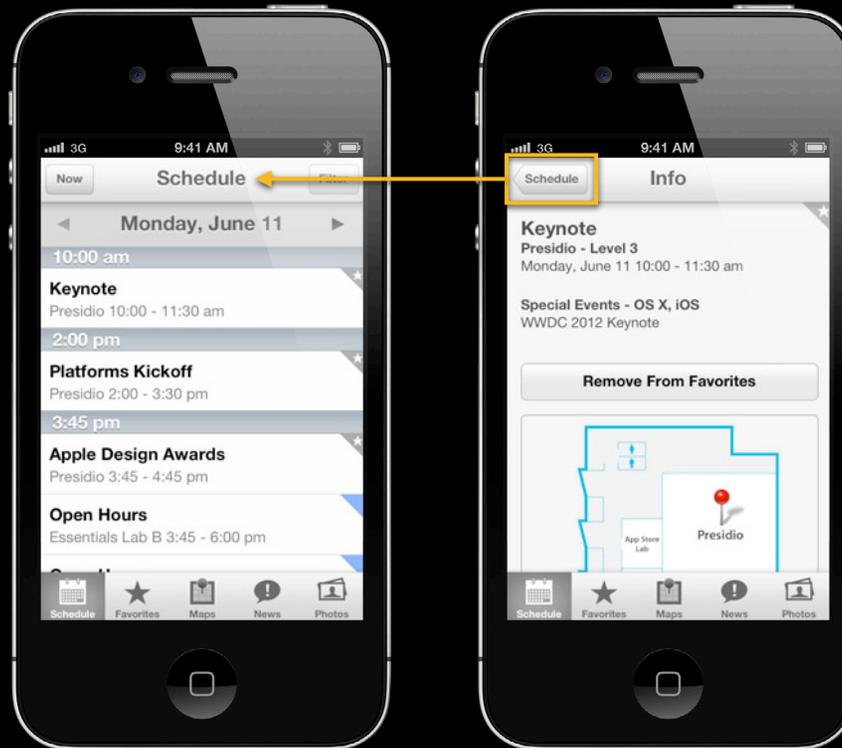
Uninformative Back Buttons



Label Back Buttons Appropriately



Label Back Buttons Appropriately

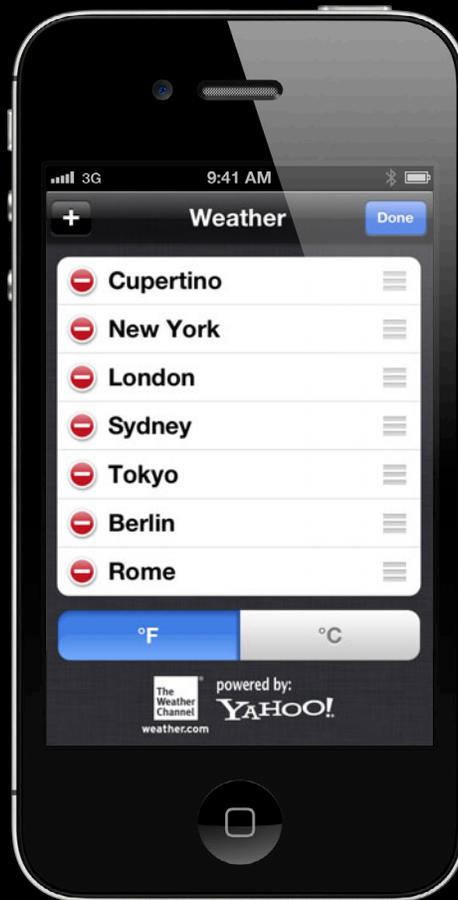


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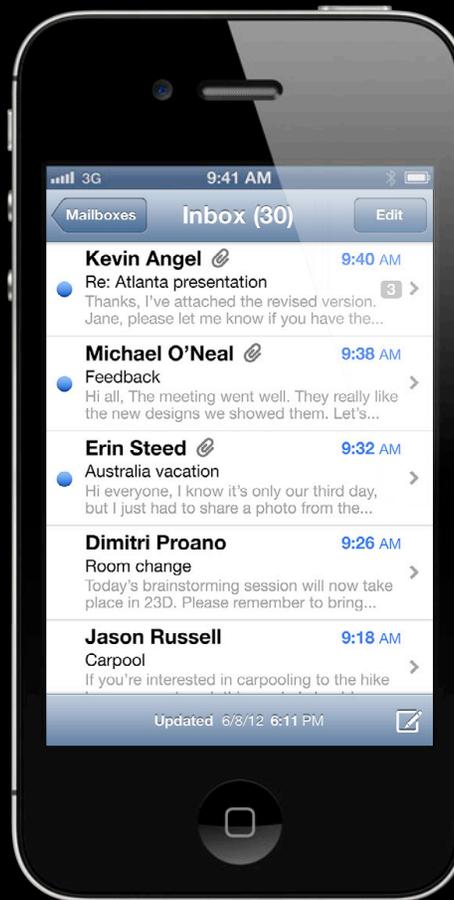
Confusing Animations

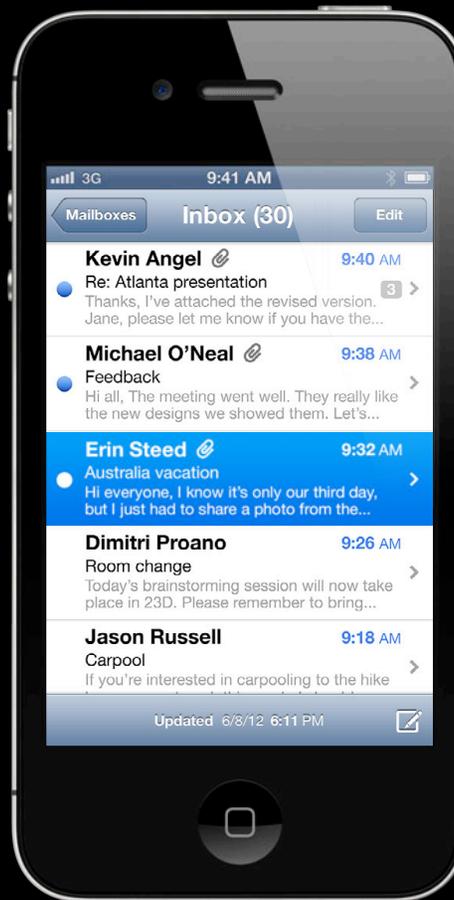


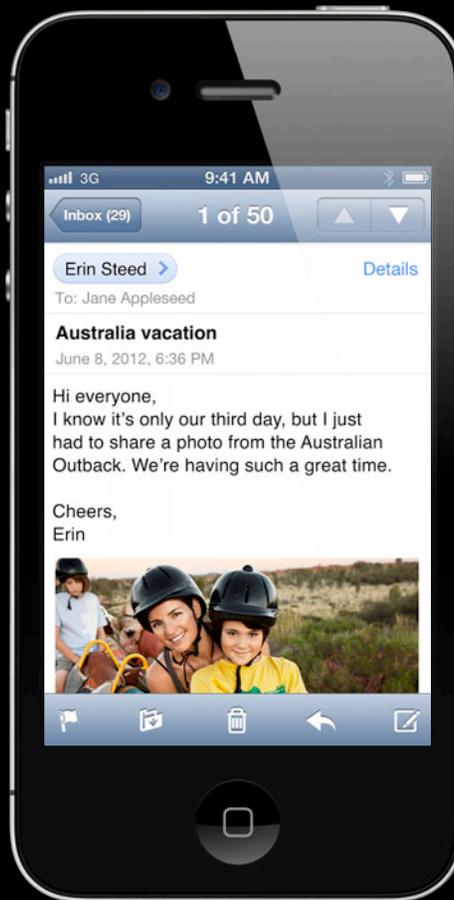












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10

Inappropriate Styling



iPad 9:41 AM

Photos Albums Events Faces Places



Nature Shots



Playing in the Park



In the Outback



Tulam Vacation



Friends



Amsterdam



Gymnastics



Biking the Islands



Sun Valley



A Day at the Orchard



Rome



Trip to Tikal



What Type of App Are You Building?

Entertainment

Utility



What Type of App Are You Building?

Entertainment

Utility



Highly Visual

Fun

Immersive

What Type of App Are You Building?

Entertainment



Highly Visual

Fun

Immersive

Utility

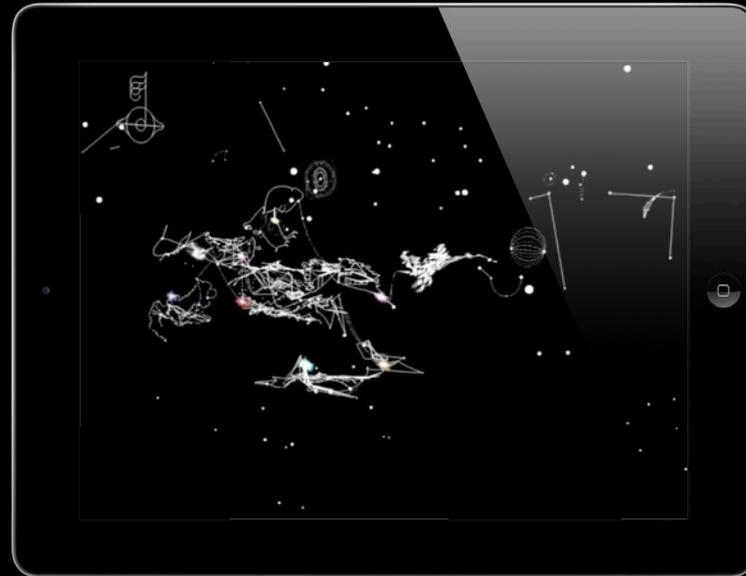


Useful

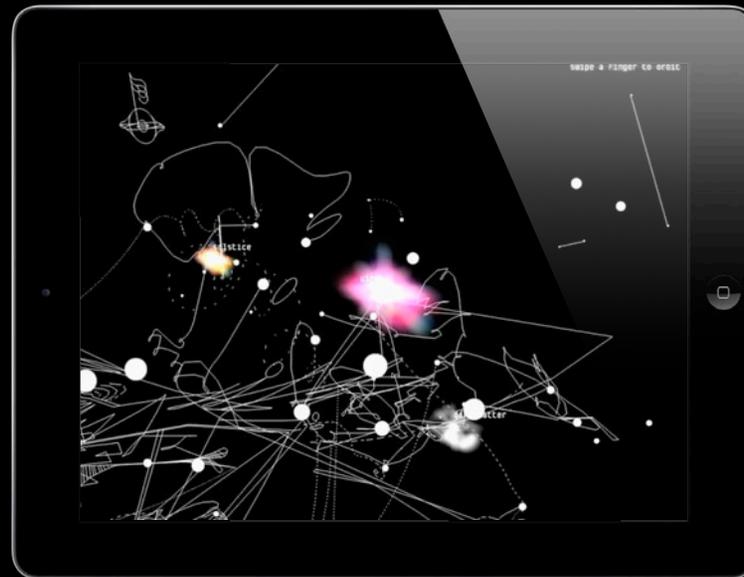
Efficient

Reliable

Entertainment



Entertainment



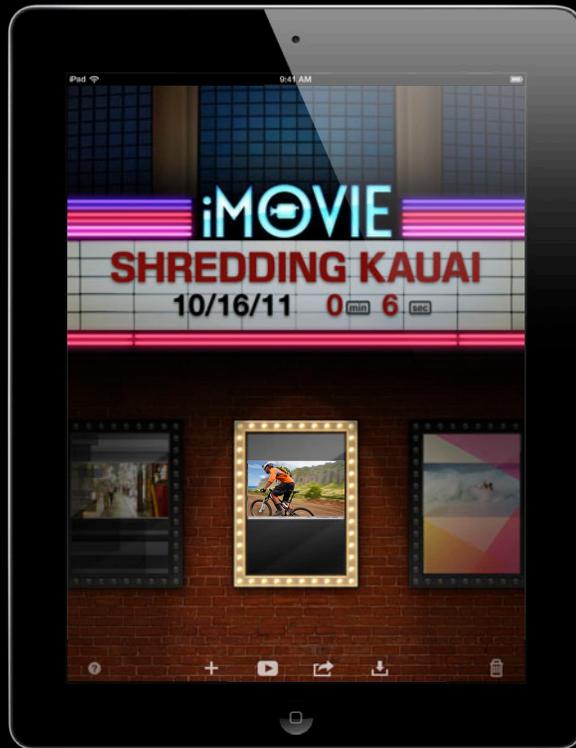
Utility



Entertainment and Utility



Entertainment and Utility



What Type of App Are You Building?

Entertainment



Highly Visual

Fun

Immersive

Utility



Useful

Efficient

Reliable

Highlight the Content in Your App

Use realism where appropriate



Highlight the Content in Your App

Use realism where appropriate



Highlight the Content in Your App

Use realism where appropriate





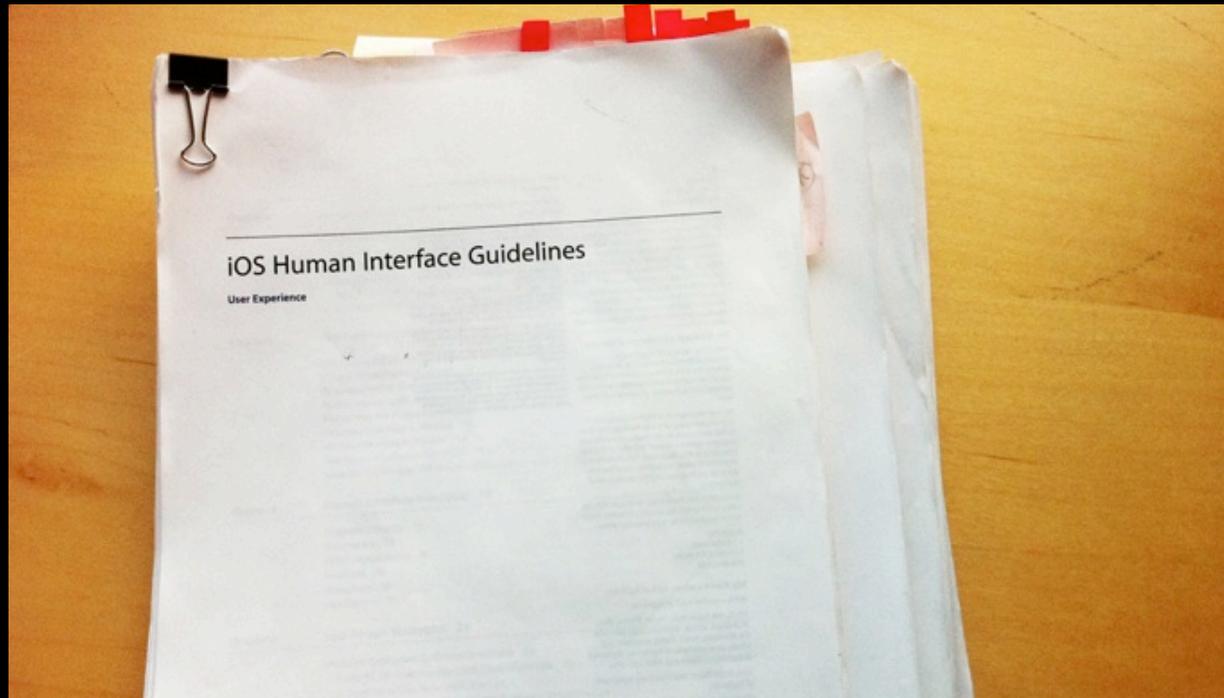






- 1 Bad App Icons
- 2 Forced Registration
- 3 Tiny Controls
- 4 Hard-to-Read Text
- 5 Ambiguous Alerts
- 6 Out-of-Place Terminology
- 7 Excessive Branding
- 8 Uninformative Back Buttons
- 9 Confusing Animations
- 10 Inappropriate Styling

The Human Interface Guidelines (HIG)



Final Thoughts



Focus

More Information

Mark Kawano

User Experience Evangelist

mkawano@apple.com

Documentation

iOS Human Interface Guidelines

<http://developer.apple.com/ue>

Apple Developer Forums

<http://devforums.apple.com>

 WWDC2012

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