

# What's New in iOS User Interface Design

Session 208

**Greg Christie**

VP, Human Interface

**Mike Stern**

User Experience Evangelist

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

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# Adaptive Models for Ad Click-Through

Comparing the Efficacy of Multilayer Perceptron  
Networks vs. Support Vector Machines

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# What's New in iOS User Interface Design

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9:41 AM

100%



Messages



Calendar



Photos



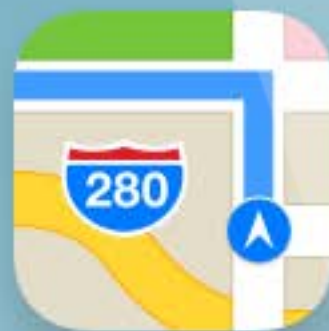
Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music



9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

**Monday** Today

66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	64

Tuesday		66 56
Wednesday		61 51
Thursday		65 53
Friday		74 59
Saturday		77 57







9:41 AM

100%

# San Francisco

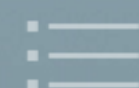
Fog

# 60°

**Monday** Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	64

Tuesday		66 56
Wednesday		61 51
Thursday		65 53
Friday		74 59
Saturday		77 57





9:41 AM

100%

# San Francisco

Hail

# 60°

**Monday** Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	65

Tuesday		66 56
Wednesday		61 51
Thursday		65 53
Friday		74 59
Saturday		77 57



**San Francisco** 60°  
 9:41 pm H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday		66° 56°
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Friday		74° 59°
Saturday		77° 57°

Updated 6/12/13 9:41 AM

9:41 AM 100%

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# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
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Updated 6/12/13 9:41 AM





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Clarity



9:41 AM

100%

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60	60	61	62	63	64	64

Tuesday		66 56
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Friday		74 59
Saturday		77 57



Deference







9:41 AM

100%

Inbox

1 of 8



**Fritz Ogden**



To: Mieke Haire [more...](#)

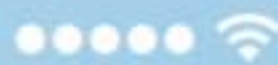
**Say "cheese"**

June 12, 2013 at 9:40 AM

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Depth



9:41 AM

100%



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



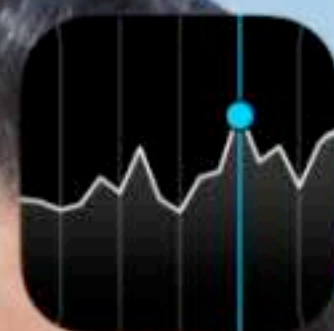
Videos



Notes



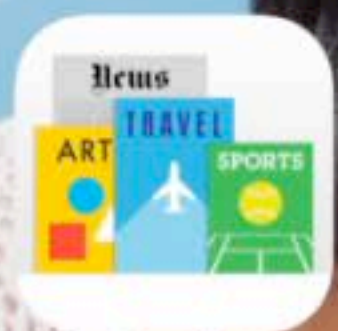
Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music

Detail



**Lorem ipsum**

Lorem ipsum

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R 0  
G 122  
B 255

System Blue



R 0  
G 122  
B 255

Messages



R 255  
G 59  
B 48

Calendar



R 0  
G 122  
B 255

Photos



R 255  
G 204  
B 0

Camera

R 76  
G 217  
B 100

System Green



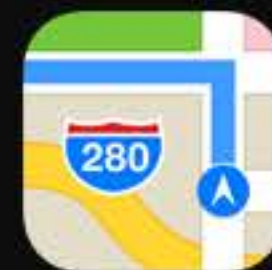
R 142  
G 142  
B 147

Weather



R 255  
G 59  
B 48

Clock



R 0  
G 122  
B 255

Maps



R 52  
G 170  
B 220

Videos

R 90  
G 200  
B 250

R 255  
G 59  
B 48

System Red



R 255  
G 204  
B 0

Notes



R 255  
G 149  
B 0

Reminders



R 142  
G 142  
B 147

Stocks



R 88  
G 86  
B 214

Game Center

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Newsstand



R 52  
G 170  
B 220

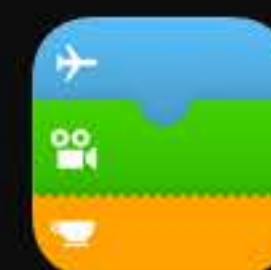
iTunes Store

R 90  
G 200  
B 250



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Passbook



R 255  
G 59  
B 48

Compass



R 0  
G 122  
B 255

Settings



R 0  
G 122  
B 255

Safari



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

Mail



R 255  
G 149  
B 0

Calculator



R 0  
G 122  
B 255

Contacts



R 0  
G 122  
B 255

FaceTime

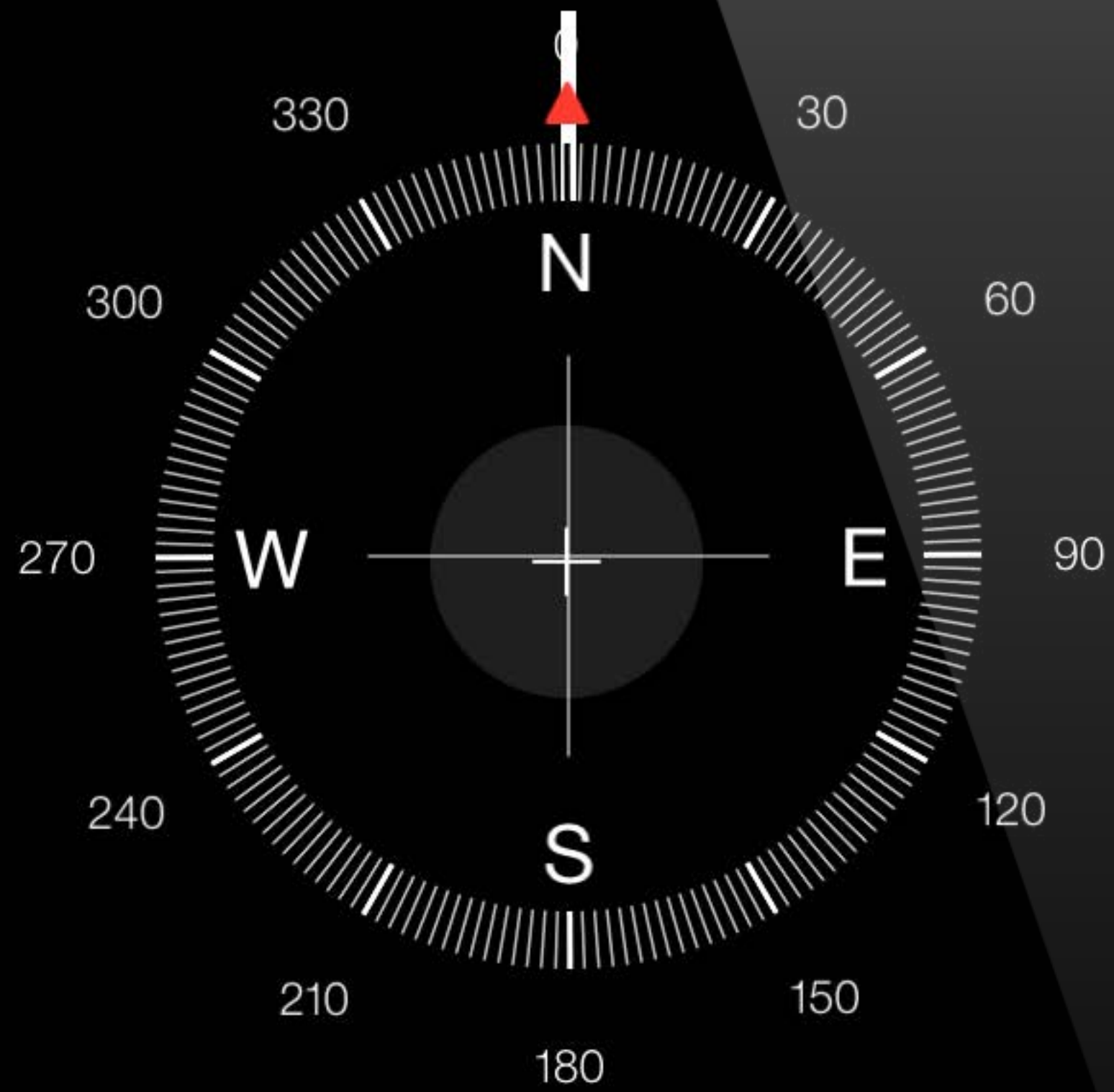






9:41 AM

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 **N**  
San Francisco  
CA

37°19'58" N, 122°1'48" W





Getting Here







You know how to use iPhone, iPad, and iPod touch from the first time you pick one up. That's because of the revolutionary Multi-Touch interface in iOS was designed for your finger.

Apple



9:41 AM

100% 

## Typography

June 10, 2013, 9:40 AM

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Apple



9:41 AM

100%

From:

To: John Appleseed

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June 10, 2013, 9:40 AM

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Apple



9:41 AM

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Mailbox

1 of 8



From:

To: John Appleseed

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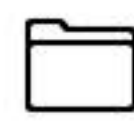
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9:41 AM

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Mailbox

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9:41 AM

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Inbox

1 of 8



**Fritz Ogden**

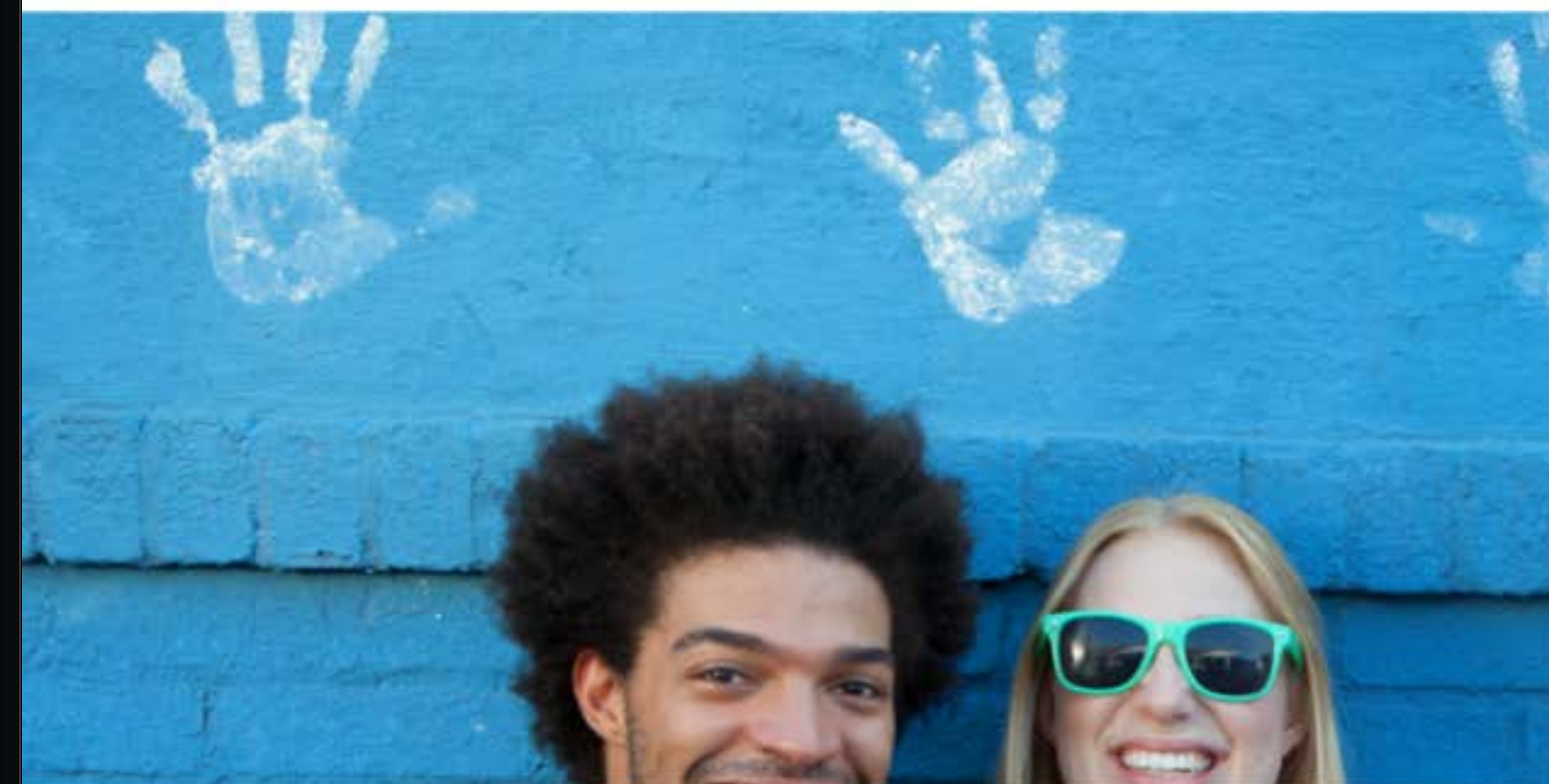


To: Mieke Haire [more...](#)

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9:41 AM

100%

Inbox

1 of 8



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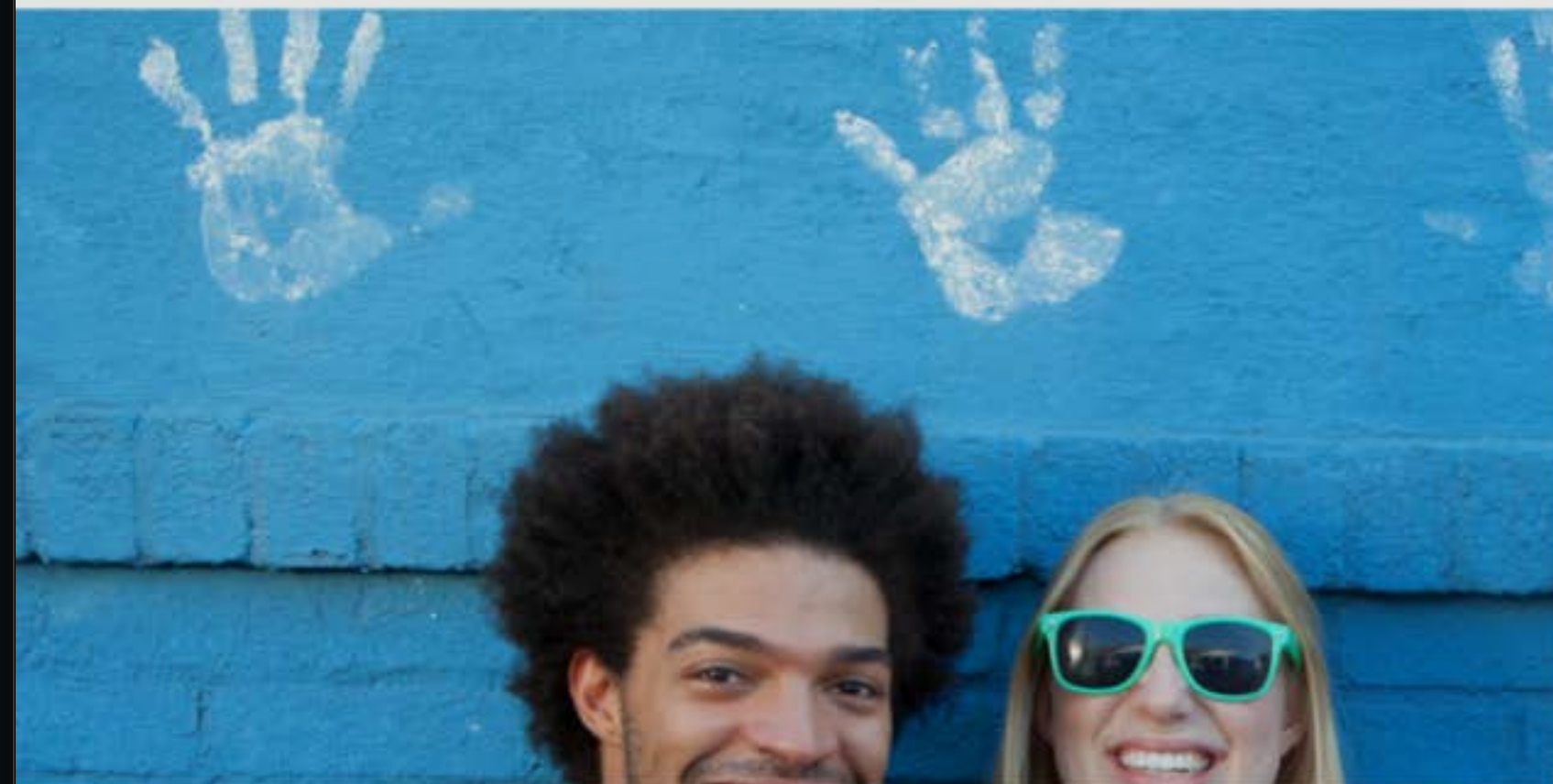
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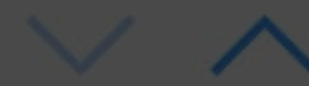


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1 of 8



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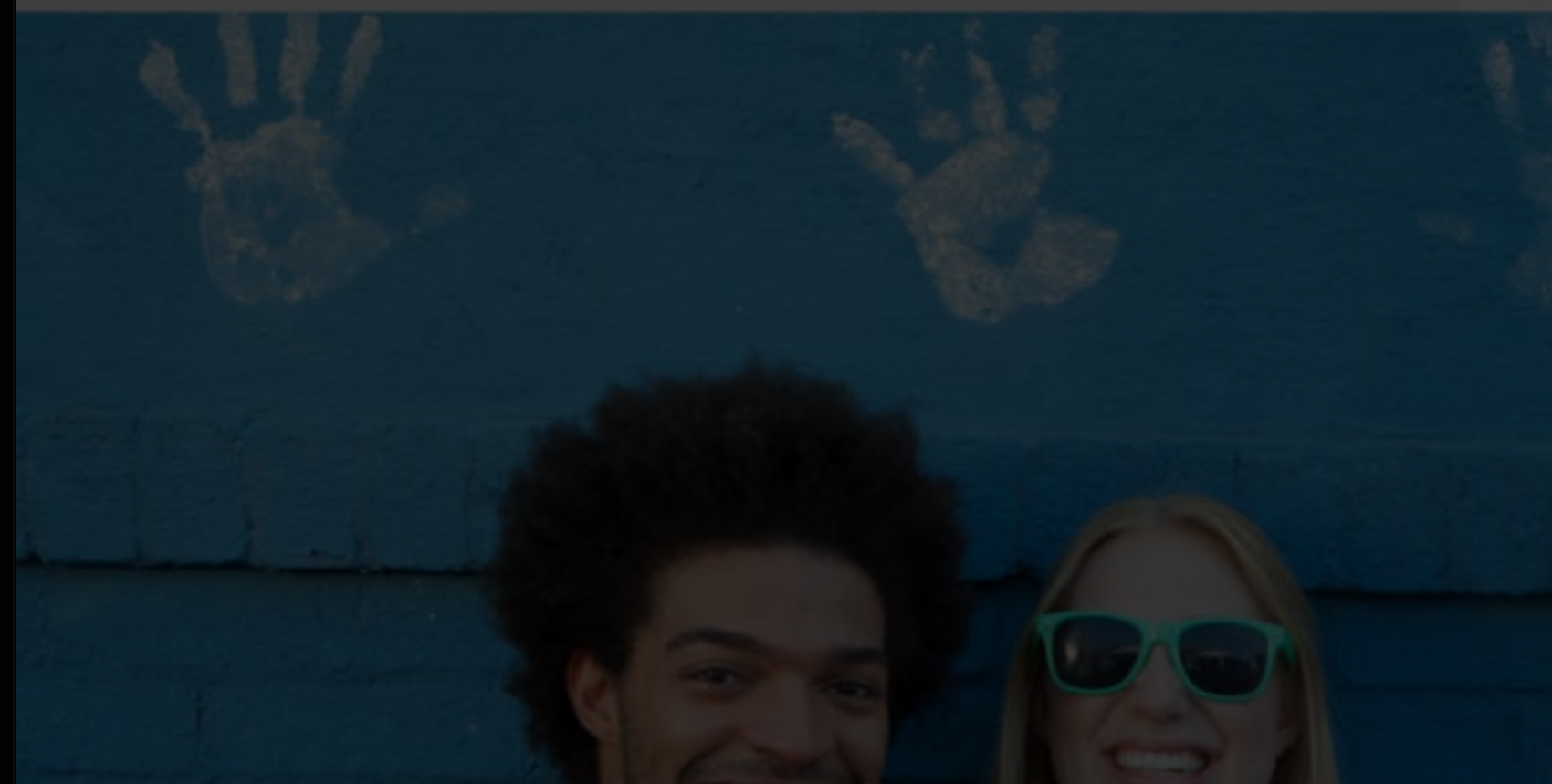
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Text Scaling

Text Styles

# Text Scaling



9:41 AM

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Inbox

1 of 8



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To: Mieke Haire [more...](#)



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Text Styles

**Headline1**

**Headline2**

Body

**Subhead1**

**Subhead2**


**Footnote**

**Caption1**

**Caption2**



**Fritz Ogden** 9:40 AM >

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Wow, that weekend flew by. Way too short. But I got a lot of great photos. ...

**Michelle Humphrey** 9:38 AM >

Fwd: You will NOT believe this.  
I can't stop laughing! To check this out, turn the brightness up all the way, ...

**Eddy Bedock** 9:32 AM >

Surprise Birthday Party for Kirk  
When: Saturday, June 15, 4:00 PM.  
Where: Om Spa. So here's the deal. ...

**Paul Brennan** 9:22 AM >

Package has been shipped.  
Hi there. Just wanted to let you know that I sent your LPs out this morning. ...

**Blair Lockhart** 9:18 AM >

Beanbag  
I know I said you could borrow it through



Back Button

Title

Navigation Bar Button

Date

Sender

Subject

Message Preview

Status

9:41 AM 100%

iCloud **Inbox (3)** Edit

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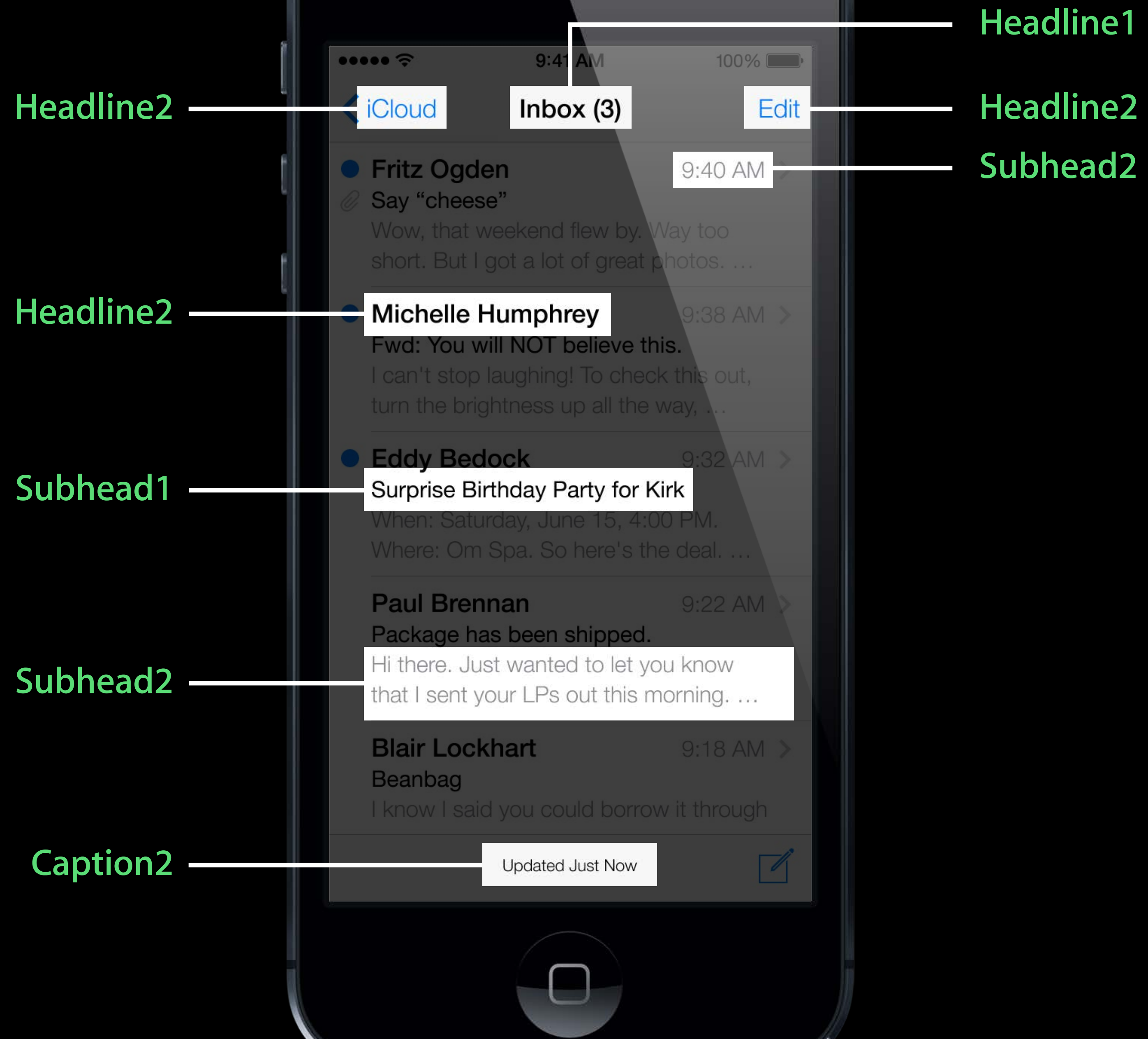
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Updated Just Now



**Headline1**

Headline2

Body

Subhead1

Subhead2

Footnote

Caption1

Caption2

**LARGE**

**Headline1**

Headline2

Body

Subhead1

Subhead2

Footnote

Caption1

Caption2





9:41 AM

100%

Inbox

1 of 8



**Fritz Ogden**

To: Mieke Haire [more...](#)



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Inbox

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**Fritz Ogden**



To: Mieko Haire [more...](#)

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Typography

From: Fritz Ogden > Hide

To: Mieke Haire >

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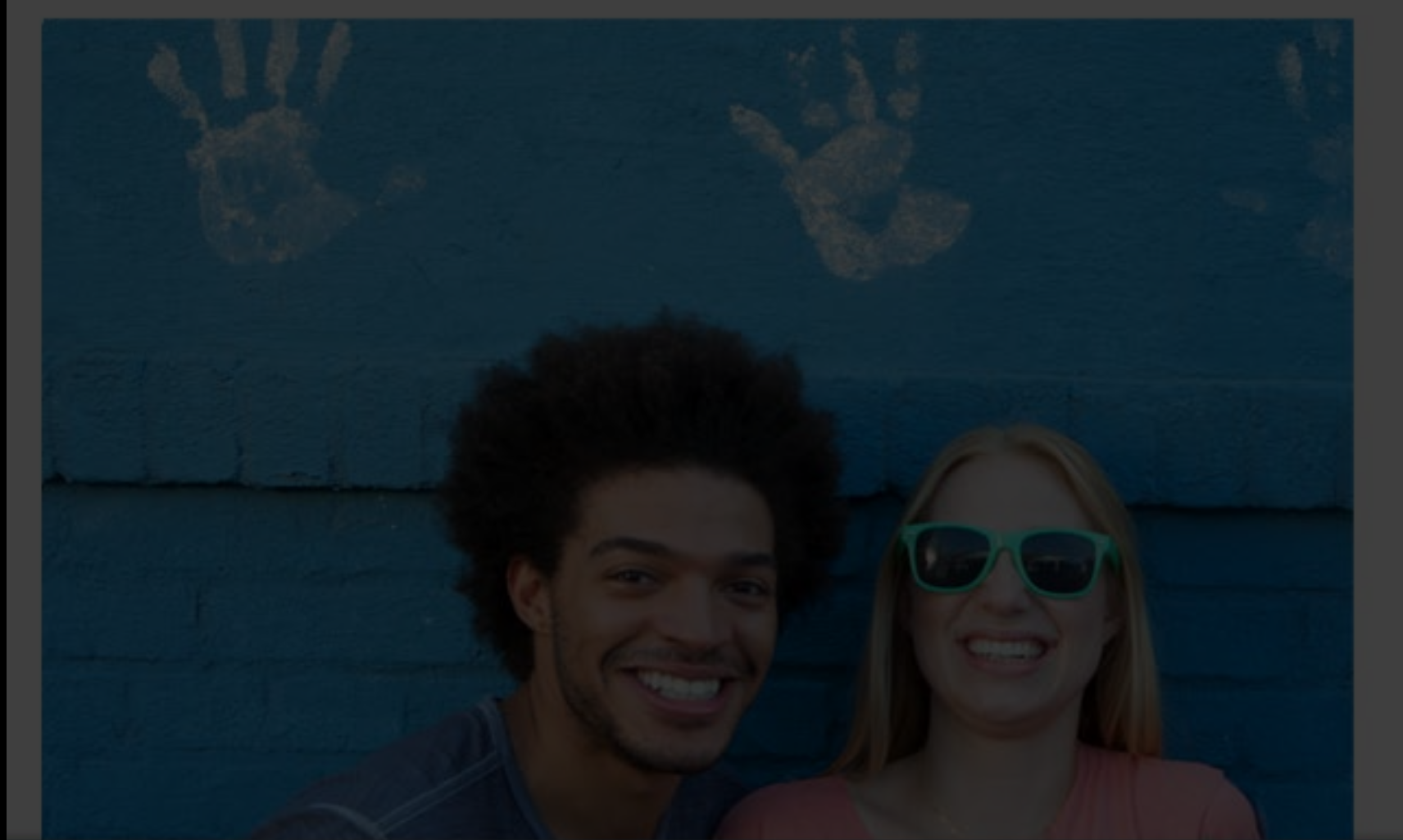
Bars

From: Fritz Ogden > Hide

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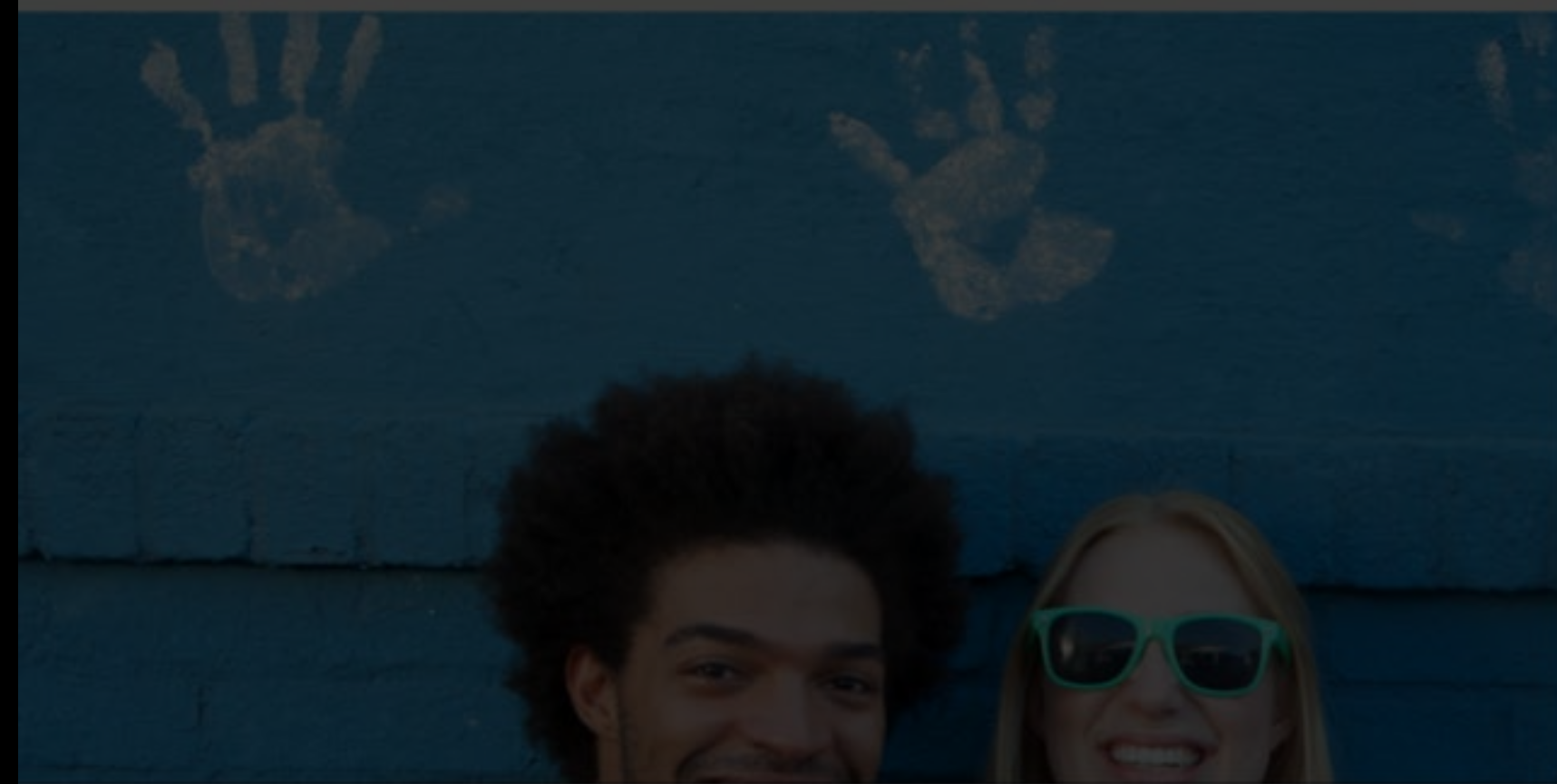
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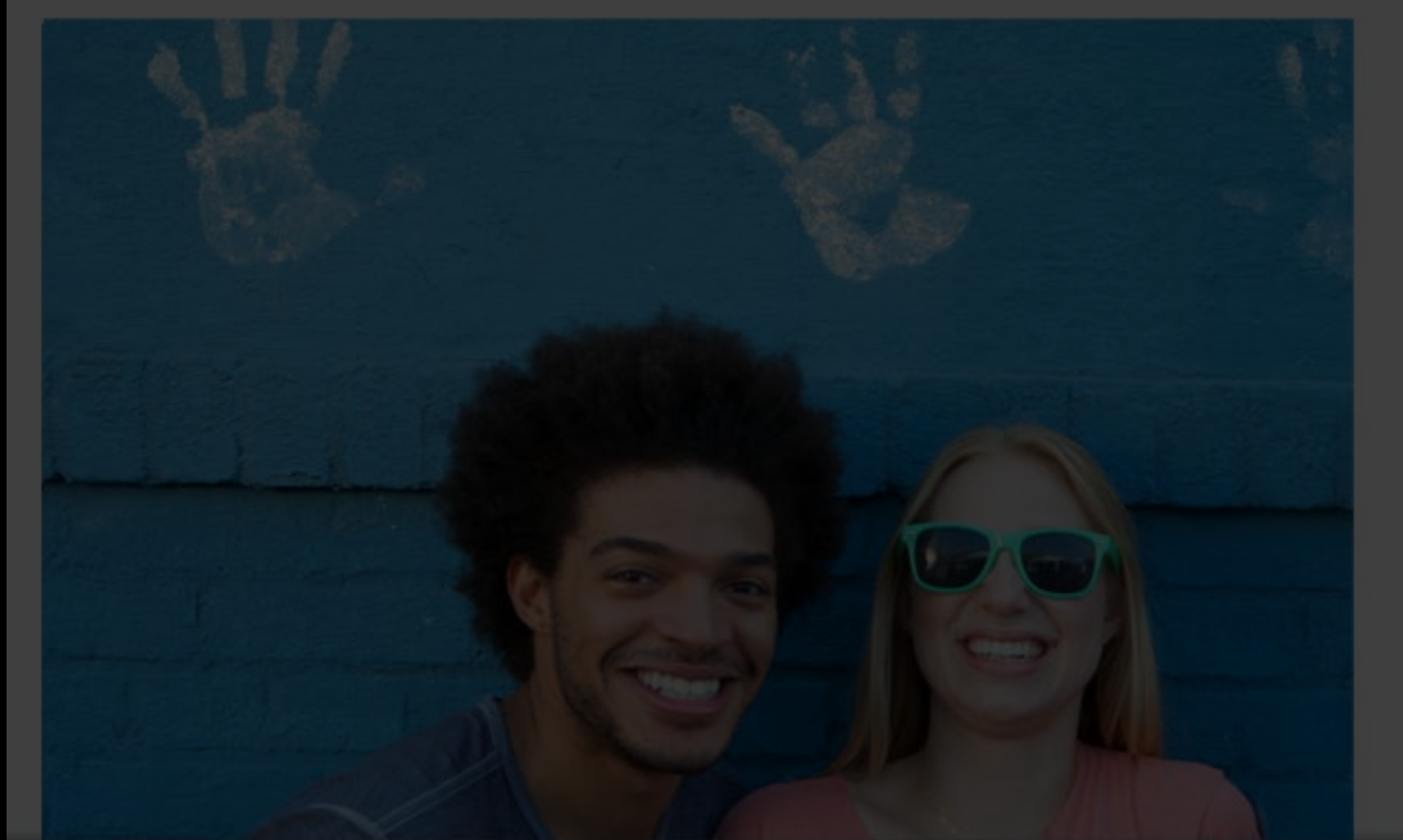


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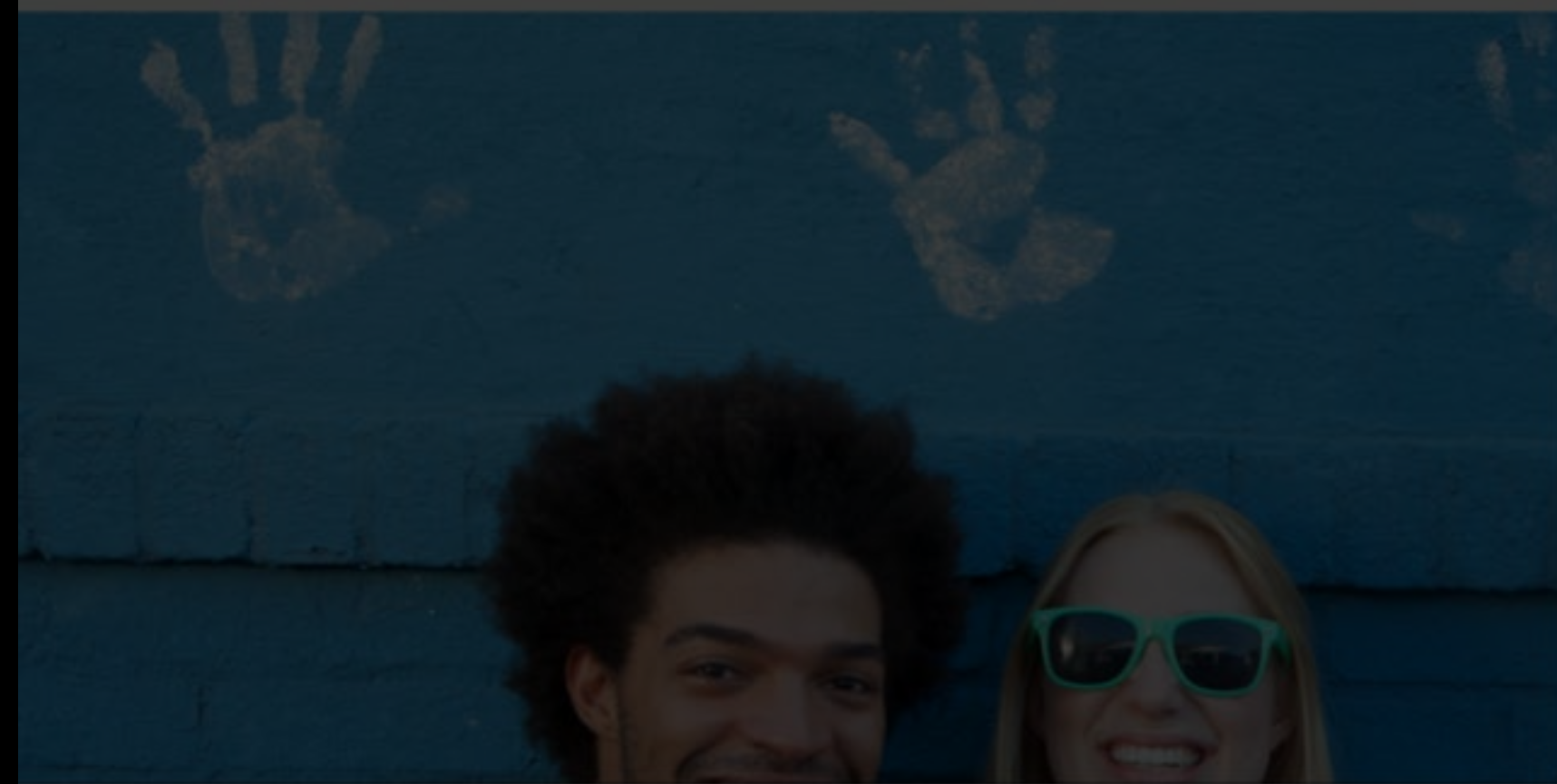
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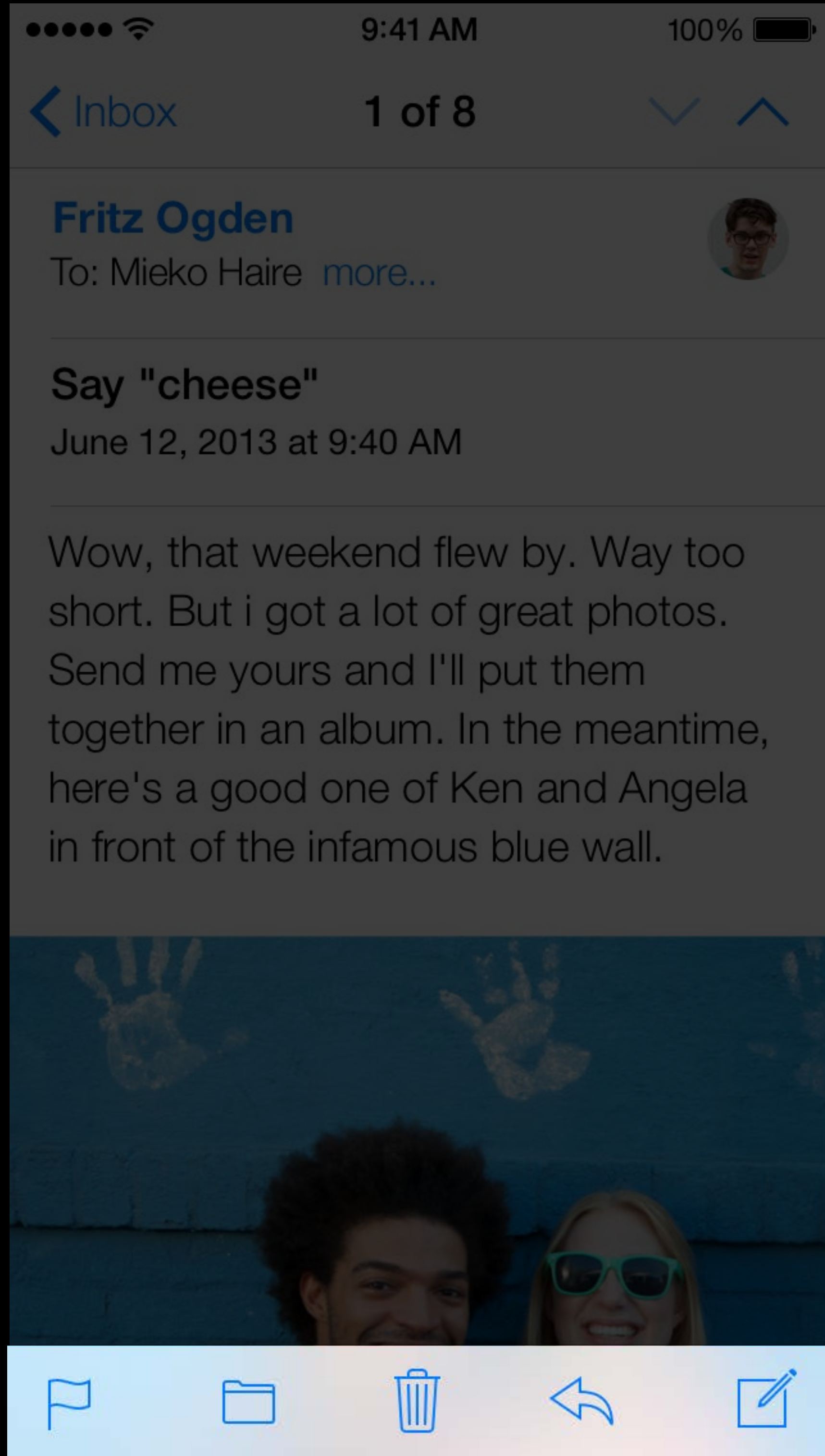
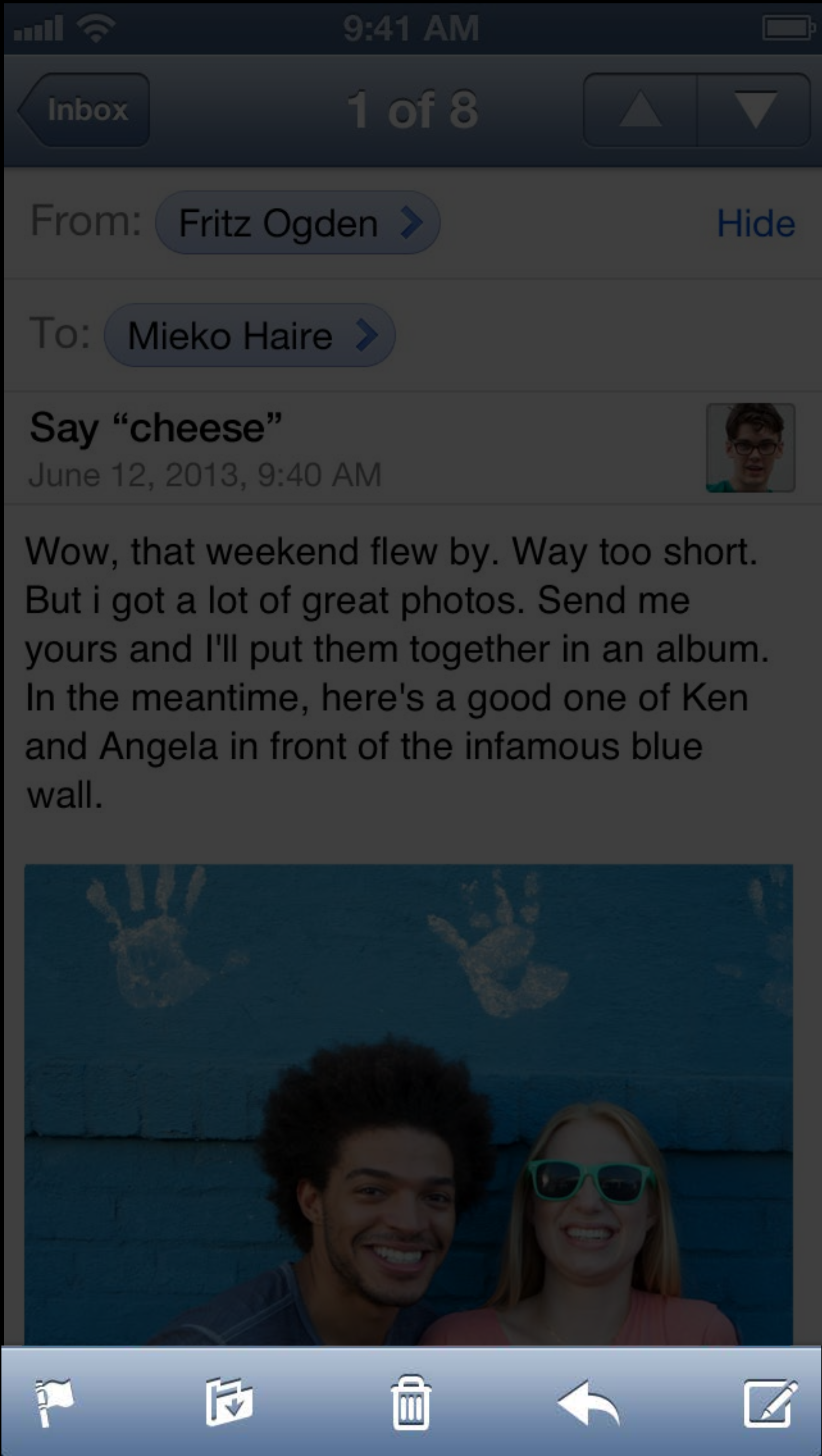


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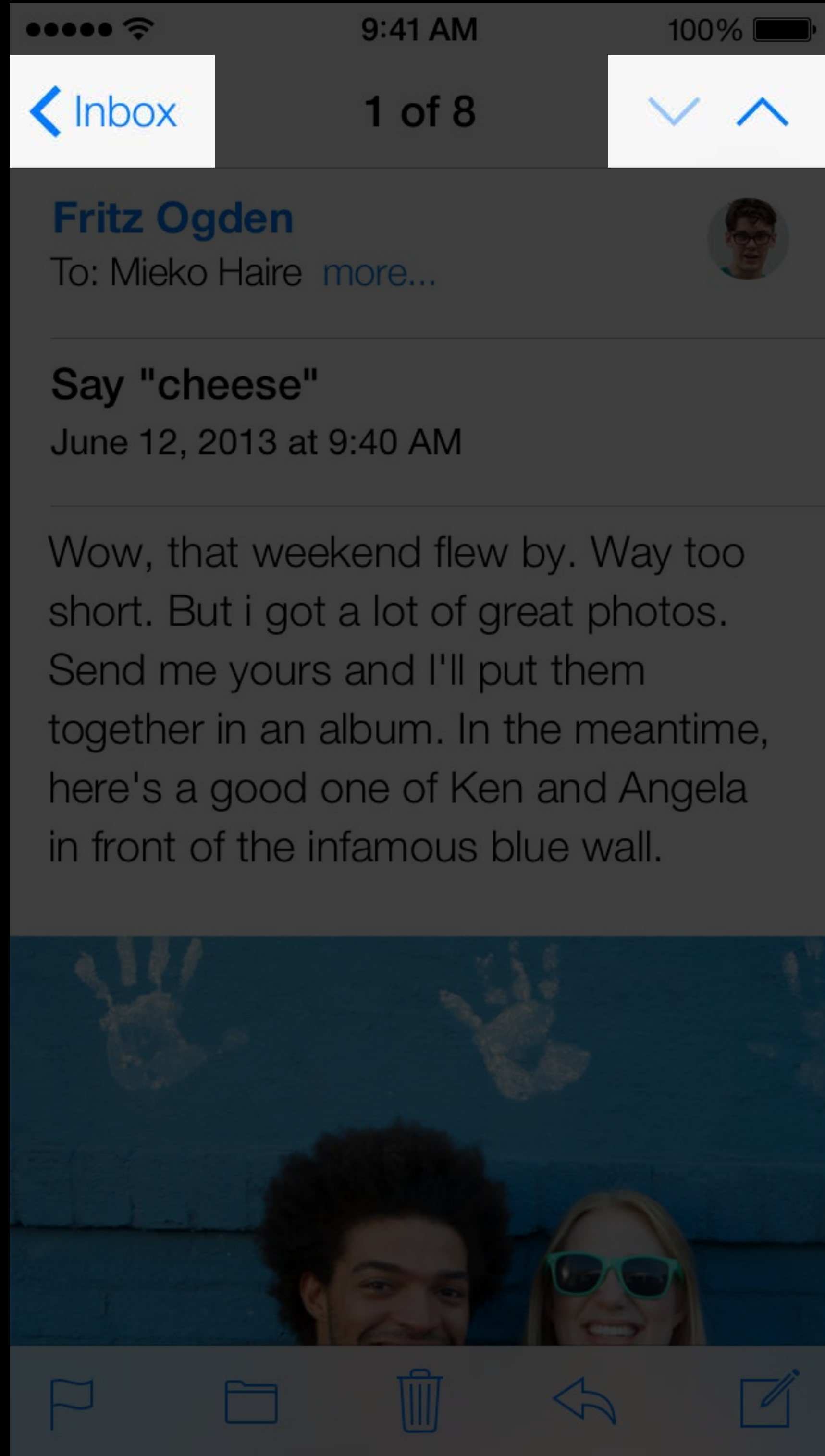
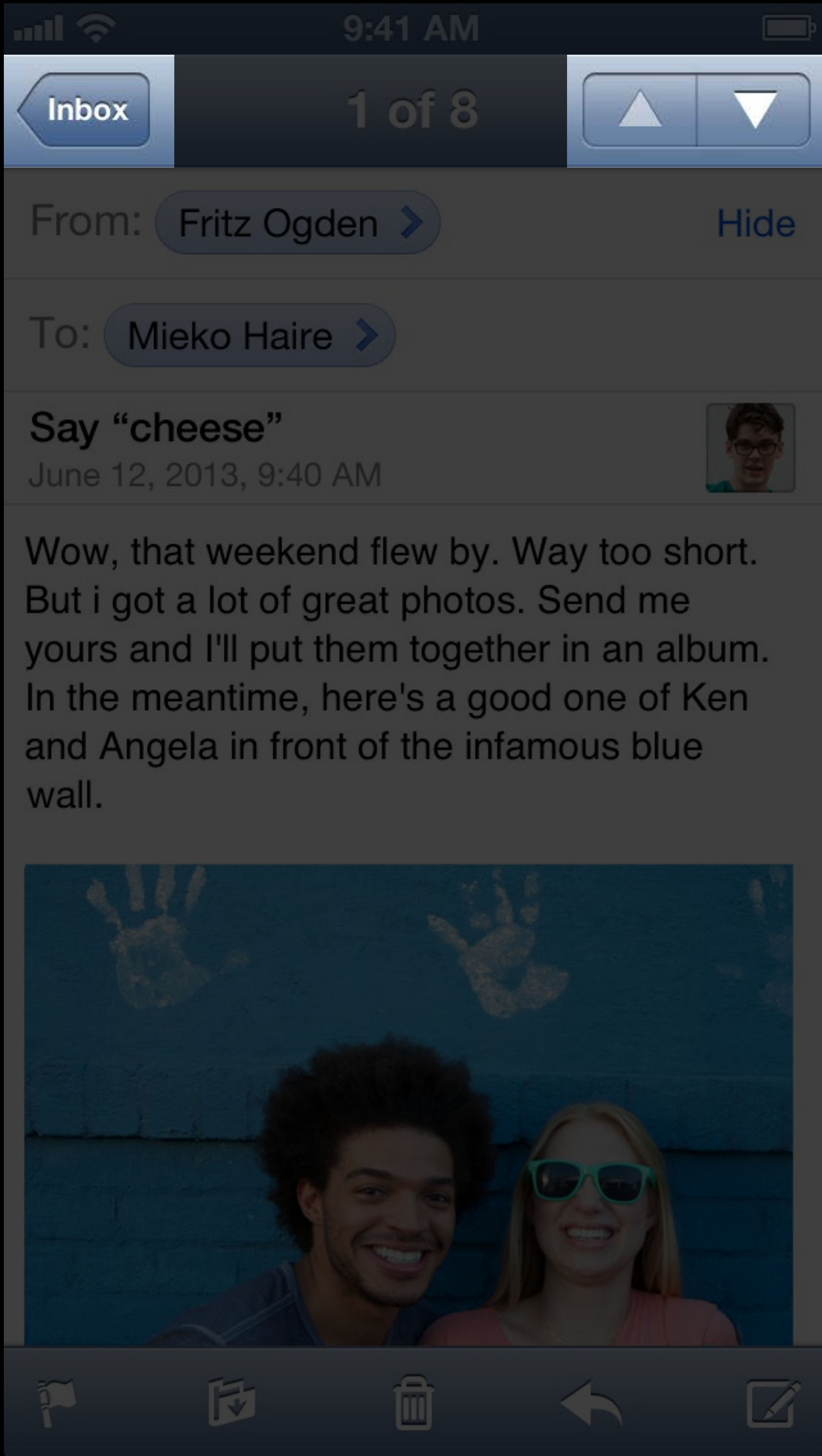
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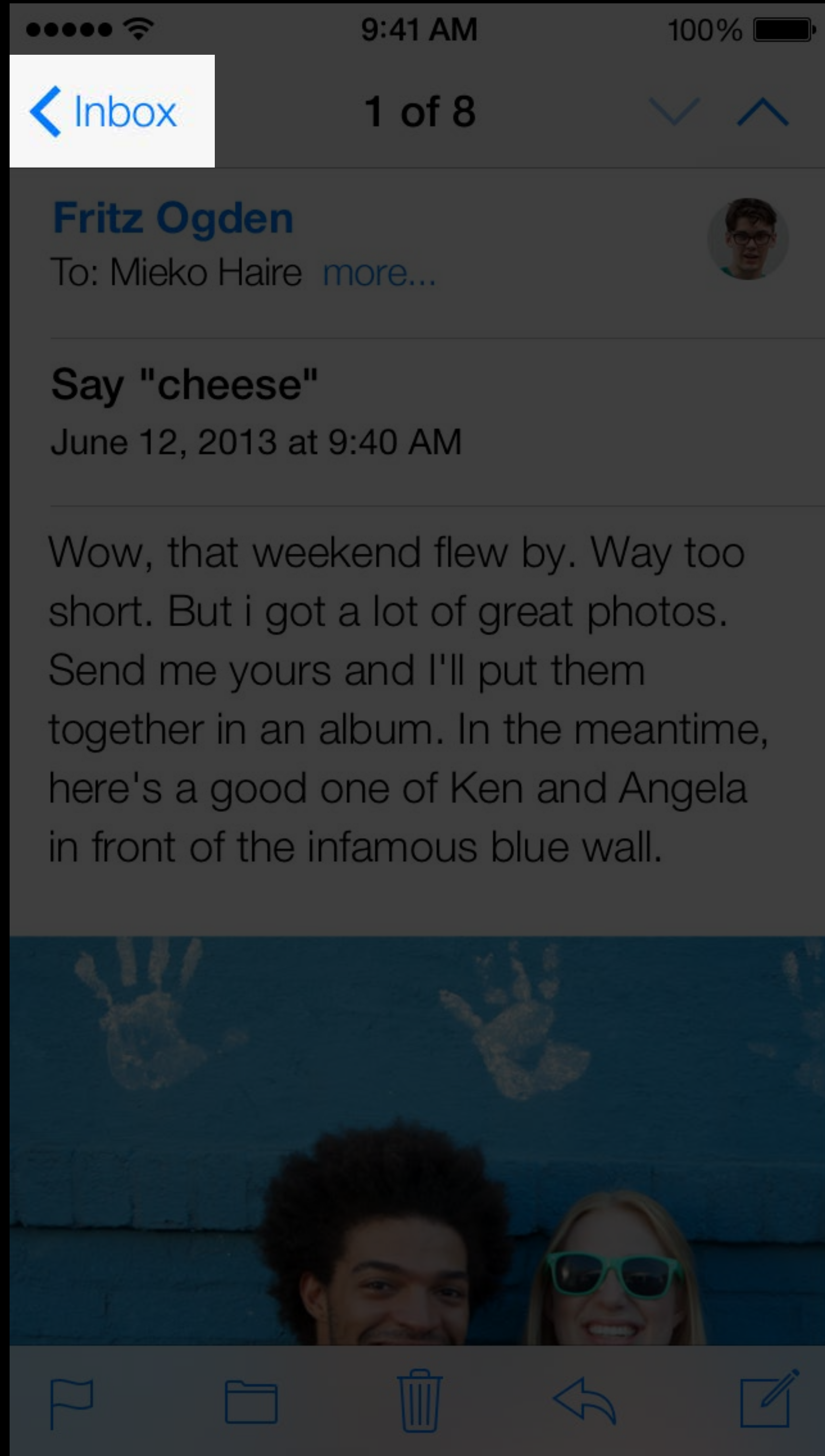
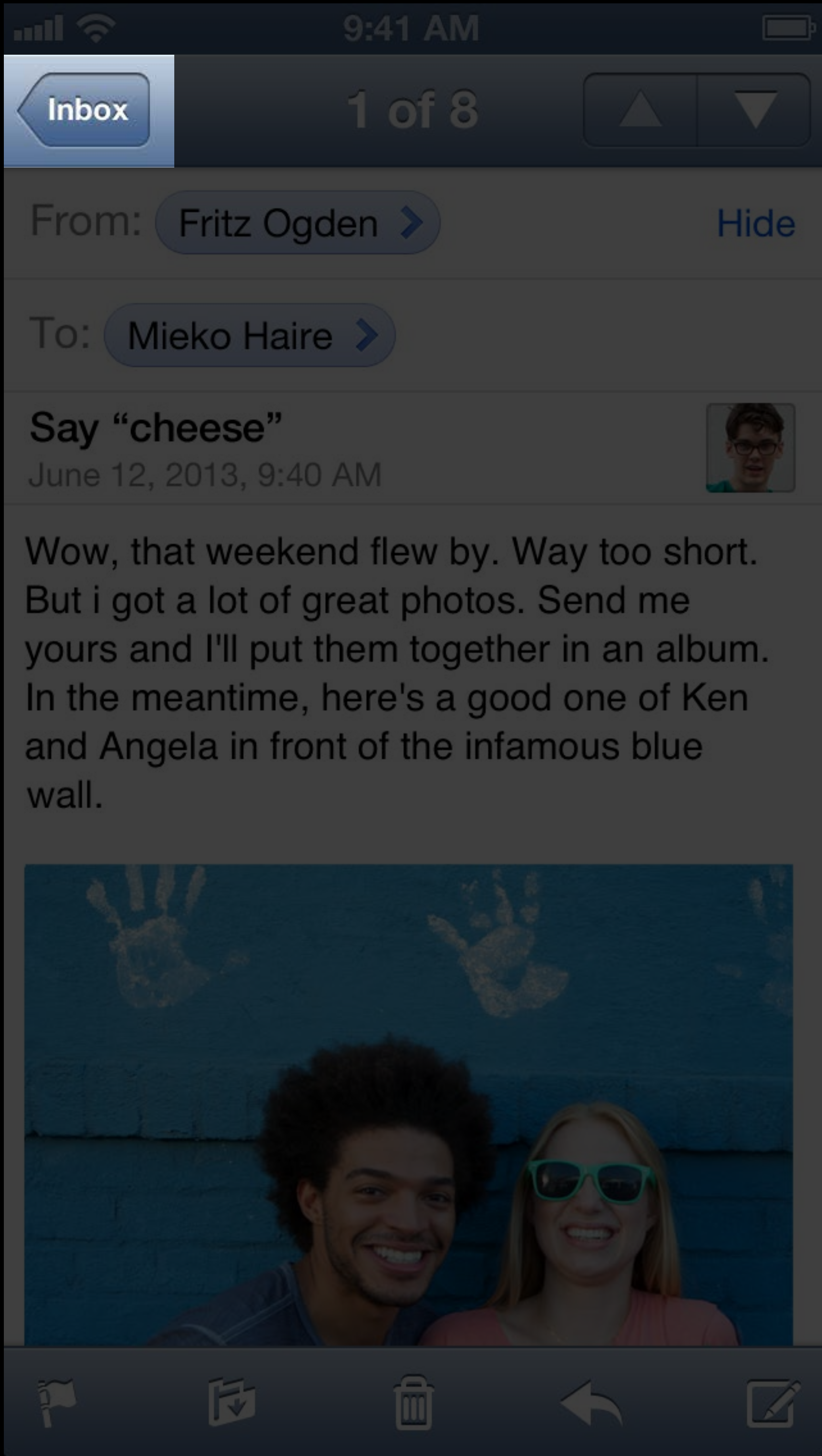
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# Buttons Without Borders







Words Matter

Search Inbox

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**Michelle Humphrey** 9:38 AM

Fwd: You will NOT believe this.  
I can't stop laughing! To check this out, turn the brightness up all the way, ...

**Eddy Bedock** 9:32 AM

Surprise Birthday Party for Kirk  
When: Saturday, June 15, 4:00 PM. Where: Om Spa. So here's the deal. ...

**Paul Brennan** 9:22 AM

Package has been shipped.  
Hi there. Just wanted to let you know that I sent your LPs out this morning. ...

**Blair Lockhart** 9:18 AM

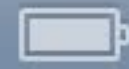
Beanbag  
I know I said you could borrow it through



Familiarity



9:41 AM



# Mailboxes

Done



Inbox



VIP



Drafts



Sent



Junk



Trash



Notes



New Mailbox



9:41 AM

100%

# Mailboxes

Done



Inbox



VIP



Flagged



Unread



To or CC



Attachments



[Add Mailbox...](#)

## MAILBOXES



Drafts

[New Mailbox](#)

Subject: Re: Say "cheese"

Nice photo!

Sent from my iPhone

On Jun 12, 2013, at 9:38 AM, Fritz Ogden wrote:

**Delete Draft**

**Save Draft**

**Cancel**

Subject: Re: Say "cheese"

Nice photo!

Sent from my iPhone

On Jun 12, 2013, at 9:38 AM,  
Fritz Ogden wrote:

Delete Draft

Save Draft

Cancel

Monday

23



Calendars

10 Calendars



### June 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6



all-day

**WWDC**



9 AM

**User Interface Desig...**



9 AM

**What's New in iOS...**

Moscone West - Presidio

Today

List

Day

Month



< 2013



S M T W T F S

JUN

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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Today

Calendars

Inbox

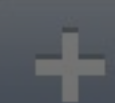


9:41 AM



Calendars

10 Calendars



June 2013



Sun Mon Tue Wed Thu Fri Sat

26 27 28 29 30 31 1

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23 24 25 26 27 28 29

30 1 2 3 4 5 6



all-day

WWDC



9 AM

User Interface Desig...



9 AM

What's New in iOS...

Moscone West - Presidio

Today

List

Day

Month



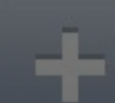


9:41 AM



Calendars

10 Calendars



June 2013



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6



all-day

WWDC



9 AM

User Interface Desig...



9 AM

What's New in iOS...

Moscone West - Presidio

Today

List

Day

Month



# Hierarchy and Context



9:41 AM

100%

< 2013



S M T W T F S

JUN

1

2 3 4 5 6 7 8

9 10 11 **12** 13 14 15

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Today

Calendars

Inbox



9:41 AM

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< 2013



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JUN

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Today

Calendars

Inbox



9:41 AM

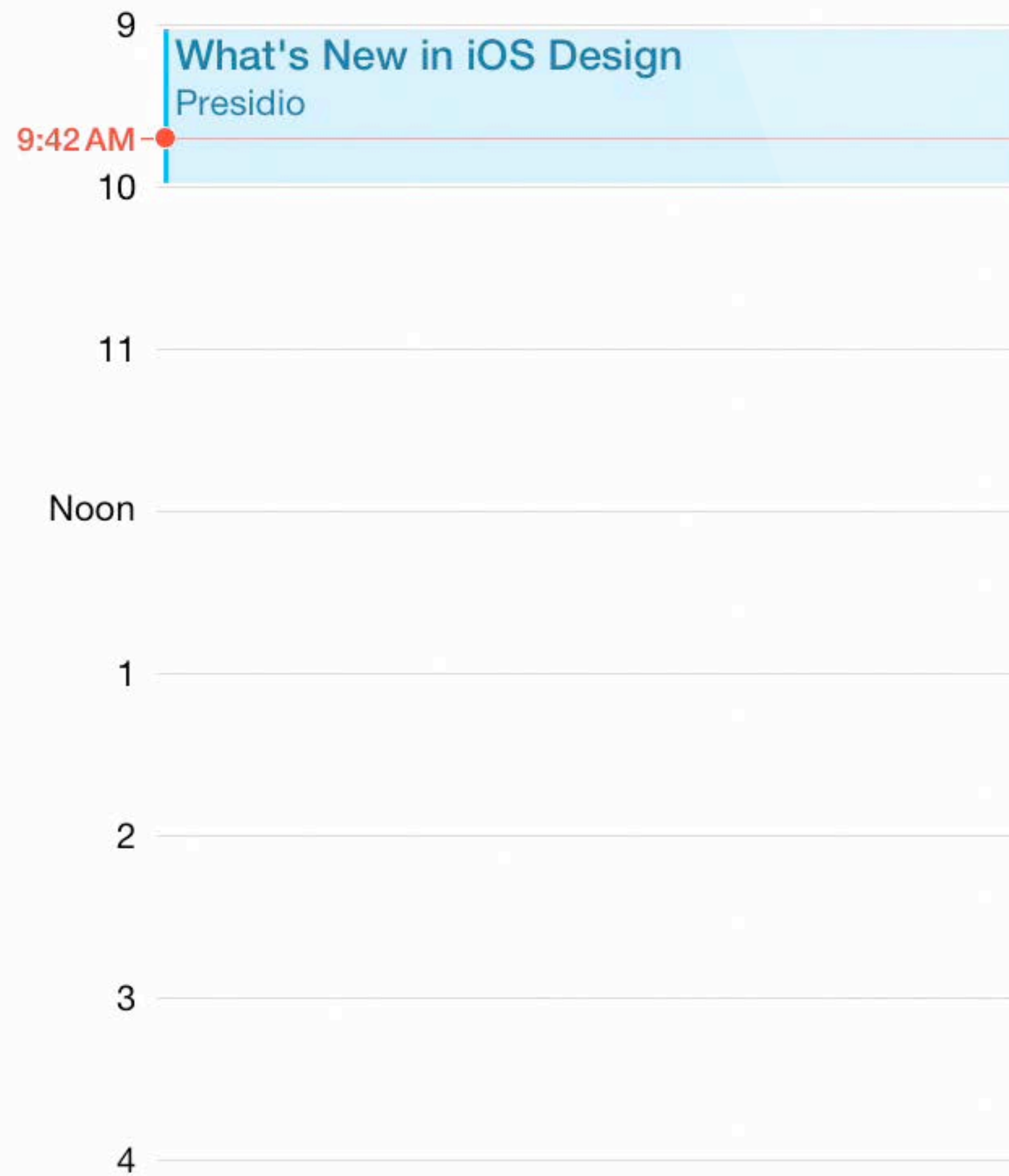
100%

< June



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9	10	11	<b>12</b>	13	14	15

Wednesday June 12, 2013



Today

Calendars

Inbox



9:41 AM

100%

< June



S	M	T	W	T	F	S
9	<b>10</b>	11	12	13	14	15

Monday June 10, 2013

9

10

**Keynote**  
Moscow West

11

Noon

1

2

3

**Platforms Kickoff**  
Moscone West

4

Today

Calendars

Inbox





9:41 AM

100%

< June



S	M	T	W	T	F	S
9	10	11	12	13	14	15

Friday June 14, 2013

9

10

Best Practices for Great iOS Design  
Presidio

11

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Get a Drink

Today

Calendars

Inbox



9:41 AM

100%

< June



S	M	T	W	T	F	S
16	17	18	19	20	<b>21</b>	22

Friday June 21, 2013

all-day

Vacation

9

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11

Noon

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Today

Calendars

Inbox



9:41 AM

100%

< June



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16	<b>17</b>	18	19	20	21	22

Monday June 17, 2013

all-day

Vacation

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Today

Calendars

Inbox



9:41 AM

100%

< 2013



S M T W T F S

JUN

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Today

Calendars

Inbox



9:41 AM

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# 2013

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## OCT

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## DEC

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Today

Calendars

Inbox



9:41 AM

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# 2013

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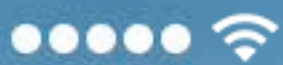
## DEC

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Today

Calendars

Inbox



9:41 AM

100%



Messages



Calendar



Photos



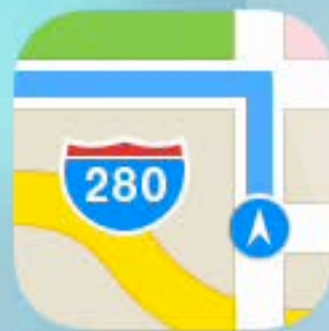
Camera



Weather



Clock



Maps



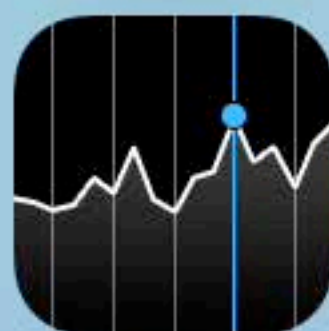
Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music



9:41 AM

100%



Messages



Calendar



Photos



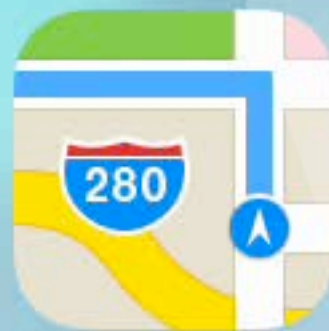
Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



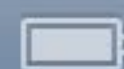
Music



Functionality First



9:41 AM



Calendars

10 Calendars



Search 10 Calendars

Mon

Jun 10 2013



all-day

**WWDC**



10 AM

**Keynote**

Moscone West - Presidio



2 PM

**Platforms Kickoff**

Moscone West - Presidio

Tue

Jun 11 2013



all-day

**WWDC**



9 AM

**User Interface Desig...**

Wed

Jun 12 2013



all-day

**WWDC**



9 AM

**User Interface Desig...**

Today

List

Day

Month



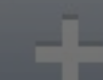


9:41 AM



Calendars

10 Calendars



Search 10 Calendars

Mon

Jun 10 2013



all-day

WWDC



10 AM

Keynote

Moscone West - Presidio



2 PM

Platforms Kickoff

Moscone West - Presidio

Tue

Jun 11 2013



all-day

WWDC



9 AM

User Interface Desig...

Wed

Jun 12 2013



all-day

WWDC



9 AM

User Interface Desig...

Today

List

Day

Month





9:41 AM

100%

< 2013



S M T W T F S

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Today

Calendars

Inbox



9:41 AM

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< 2013



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Today

Calendars

Inbox



9:41 AM

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< 2013



S M T W T F S

JUN

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23 24 25 26 27 28 29

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Today

Calendars

Inbox



9:41 AM

100%

Today



Done

**Mon Jun 10**

10:00 AM Keynote

11:30 AM Moscow West

2:30 PM Platforms Kickoff

3:30 PM Moscone West

**Wed Jun 12**

9:00 AM What's New in iOS Design

10:00 AM Presidio

**Fri Jun 14**

10:15 AM Best Practices for Great iOS...

11:15 AM Presidio

4:00 PM Get a Drink

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123



space

Search



9:41 AM

100%

Today

What



Done

Wed Jun 12

9:00 AM What's New in iOS Design

10:00 AM Presidio

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123



space

Search



Icons and Text



9:41 AM

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< 2013



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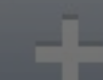


9:41 AM



Calendars

10 Calendars



Search 10 Calendars

Mon

Jun 10 2013

● all-day **WWDC**

● 10 AM **Keynote**  
Moscone West - Presidio

● 2 PM **Platforms Kickoff**  
Moscone West - Presidio

Tue

Jun 11 2013

● all-day **WWDC**

○ 9 AM **User Interface Desig...**

Wed

Jun 12 2013

● all-day **WWDC**

○ 9 AM **User Interface Desig...**

Today

List

Day

Month



Calendars

10 Calendars



Search 10 Calendars

Mon

Jun 10 2013

all-day WWDC

10 AM Keynote  
Moscone West - Presidio

2 PM Platforms Kickoff  
Moscone West - Presidio

Tue

Jun 11 2013

all-day WWDC

9 AM User Interface Desig...

Wed

Jun 12 2013

all-day WWDC

9 AM User Interface Desig...

Today

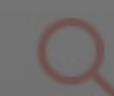
List

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< 2013



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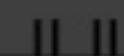
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Today

Calendars

Inbox

Today

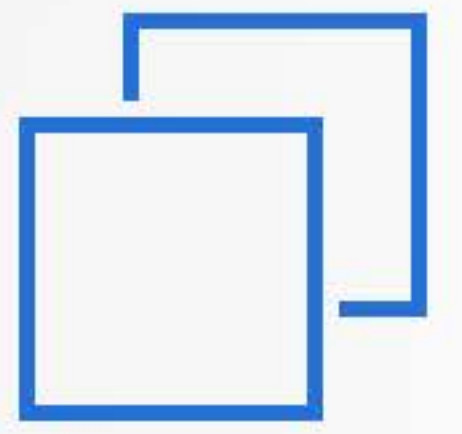
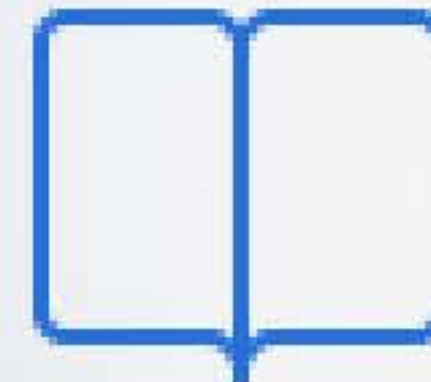
Calendars

Inbox

Today

Calendars

Inbox





Realism





9:41 AM



Accounts

## Notes (8)



Potential Dog Names 9:30 AM >

To-do list for work May 30 >

Band names May 29 >

Salsa recipes May 15 >

Running Routes May 3 >

Directions to Big Lick May 1 >

Dog sitters Apr 29 >

NYC bookstores Apr 10 >



9:41 AM

Notes

# Potential Dog

Today

## Potential Dog Names

Quincy

Jake

Riley

Cooper

Tater





9:41 AM



Notes

# Potential Dog Names



Today

Jun 12 9:30 AM

## Potential Dog Names

Ozzie

Mookie

Quincy

Jake

Riley

Cooper

Tater





9:41 AM



Accounts

# Notes (8)



Potential Dog Names 9:30 AM >

To-do list for work May 30 >

Band names May 29 >

Salsa recipes May 15 >

Running Routes May 3 >

Directions to Big Lick May 1 >

Dog sitters Apr 29 >

NYC bookstores Apr 10 >



9:41 AM



Accounts

# Notes (8)



Search

Potential Dog Names 9:30 AM >

To-do list for work May 30 >

Band names May 29 >

Salsa recipes May 15 >

Running Routes May 3 >

Directions to Big Lick May 1 >

Dog sitters Apr 29 >

NYC bookstores Apr 10 >



9:41 AM

100%

[← Accounts](#)

[New](#)

Potential dog names 9:30 AM >

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To-do list for work May 30 >

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Band names May 29 >

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Salsa recipes May 15 >

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Running routes May 3 >

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Directions to Big Lick May 1 >

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Dog sitters Apr 29 >

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NYC bookstores Apr 10 >

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9:41 AM

100%

Accounts

New

Potential dog names

9:30 AM

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To-do list for work

May 30

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Band names

May 29

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Clutter



9:41 AM



Accounts

## Notes (8)



- Potential Dog Names 9:30 AM >
- To-do list for work May 30 >
- Band names May 29 >
- Salsa recipes May 15 >
- Running Routes May 3 >
- Directions to Big Lick May 1 >
- Dog sitters Apr 29 >
- NYC bookstores Apr 10 >



9:41 AM

100%

< Accounts

New

- Potential dog names 9:30 AM >
- To-do list for work May 30 >
- Band names May 29 >
- Salsa recipes May 15 >
- Running routes May 3 >
- Directions to Big Lick May 1 >
- Dog sitters Apr 29 >
- NYC bookstores Apr 10 >



9:41 AM



Notes

# Potential Dog Names



Today

Jun 12 9:30 AM

## Potential Dog Names

Ozzie

Mookie

Quincy

Jake

Riley

Cooper

Tater



9:41 AM

100%

< Notes

June 10, 2013, 9:30 AM

Potential dog names

Ozzie

Mookie

Quincy

Jake

Riley

Cooper


Tater



Color



9:41 AM

100% 

 Notes

June 10, 2013, 9:30 AM

Potential dog names

Ozzie

Mookie

Quincy

Jake

Riley

Cooper

Tater





9:41 AM

100%

Notes

June 10, 2013, 9:30 AM

Potential dog names

Ozzie

Mookie

Quincy

Jake

Riley

Cooper

Tater







# Iconography

# The Washington Post

56° Washington, DC Edition: U.S. | Regional Make us your home page

In the News President Obama Backyard chickens Gymnasts Bingo Sen. Patty Murray

## Obama speaks like a politician with nothing to lose

Scott Wilson

3,000+ | The last race of his life is over, and now the president is striking a populist tone and talking about his second-term mandate to help the poor and middle class.

## 'Town' helps train government hackers

Robert O'Harrow Jr.

779 | CyberCity reflects the government's growing fears about the vulnerabilities of the computers that run the nation's critical infrastructure.

## Call it a comeback

Ed O'Keefe 5:10 PM ET



(Photo: Angela B. Park)

500+ | There are few opportunities for a successful second act in American politics, but a record number of former members are returning after previously losing reelection battles or retiring.



### THE POST MOST

Most Popular Top Videos Top Galleries

- 1 Home, squeezed home: Living in a 200-square-foot house
- 2 Fact-checking McCain's Libya claims
- 3 Backyard coops' fowl result
- 4 Cook Asian pears at your peril
- 5 Rick Santorum gets a new cause



(Nikki Kahn/The Washington Post)

## Whose lane is it anyway?

Ashley Halsey III

26 | A new, wider bike lane on L Street NW is already causing confusion and consternation.

### TOP HEADLINES

- English teachers worry about loss of literature
- D.C. debates best path to cleaner waterways
- Government hackers train for attacks
- GOP governors try to map out a path forward
- Backyard coops' fowl result
- Olympic gymnasts visit White House
- Eurozone unemployment hits another high
- Many are unaware of health-care changes
- Mammograms' value is disputed



(Michael S. Williamson/The Washington Post)

## In Southeast, a lighthouse of learning

Courtland Milloy 3:55 PM ET

OPINION | A state-of-the-art facility in a part of the District once mostly known for homicides is designed to be a "home away from home" for the thousands of children living in cultural isolation east of the Anacostia River.

## The Washington Post



Full Paper Metro Style Sports

Personal Post  
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FROM OUR PARTNER **Slate**

• Why are Bigfoot rumors so persistent?

# The Washington Post

58° Washington, DC Edition: U.S. | Regional Make us your home page

In the News President Obama Backyard chickens Gymnasts Bingo Sex, Patty Murray

## Obama speaks like a politician with nothing to lose

Scott Wilson

1,000+ | The last race of his life is over, and now the president is striking a populist tone and talking about his second-term mandate to help the poor and middle class.

## 'Town' helps train government hackers

Robert O'Harrow Jr.

779 | CyberCity reflects the government's growing fears about the vulnerabilities of the computers that run the nation's critical infrastructure.

## Call it a comeback

Ed O'Keefe 3:10 PM ET



(Photo: Angela B. Pan)

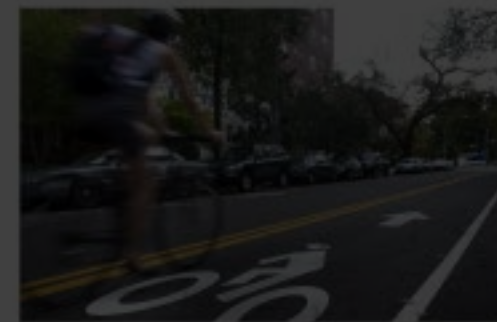
300+ | There are few opportunities for a successful second act in American politics, but a record number of former members are returning after previously losing reelection battles or retiring.



### THE POST MOST

Most Popular Top Videos Top Galleries

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- Fact-checking McCain's Libya claims
- Backyard coops' fowl result
- Cook Asian pears at your peril
- Rick Santorum gets a new cause



(Nikki Kahn/The Washington Post)

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- D.C. debates best path to cleaner waterways
- Government hackers train for attacks
- GOP governors try to map out a path forward
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- Many are unaware of health-care changes
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(Michael S. Williamson/The Washington Post)

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### The Washington Post

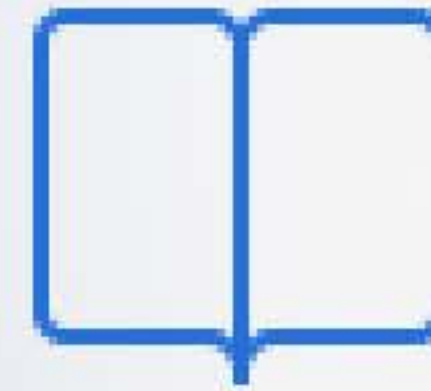


Full Paper Metro Style Sports

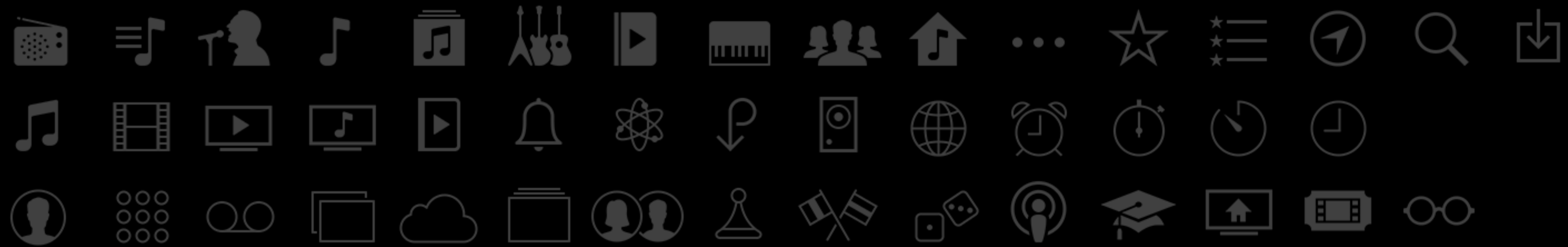
Personal Post  
Find the headlines that matter to you.  
All it takes is one click.

FROM OUR PARTNER: **Slate**

Why are Buffett rumors so persistent?



Tab bar



Toolbar



UI Kit



Settings



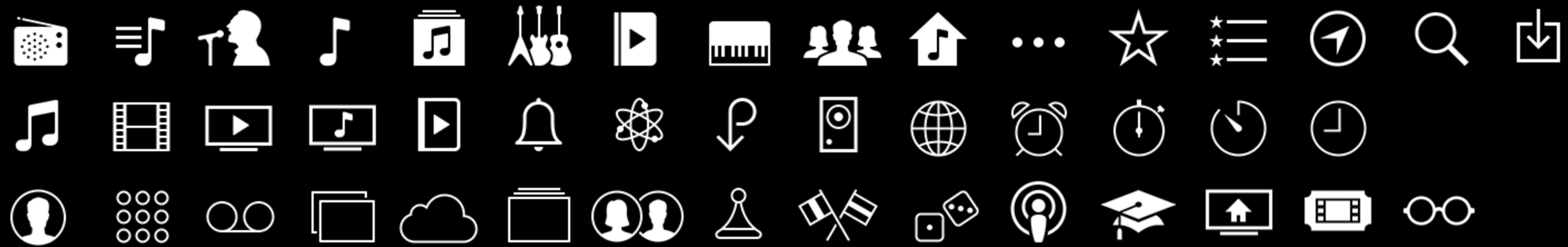
Weather



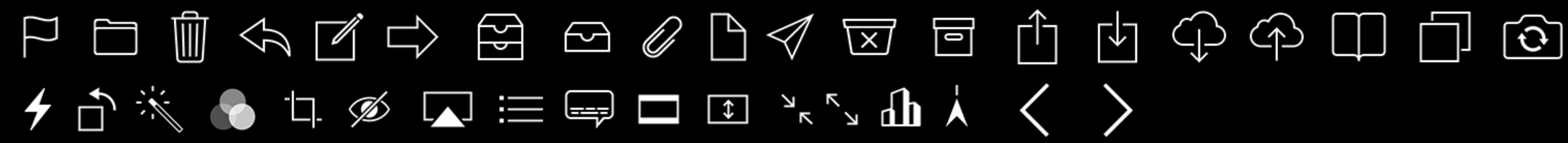
Others



Tab bar



Toolbar



UI Kit



Settings



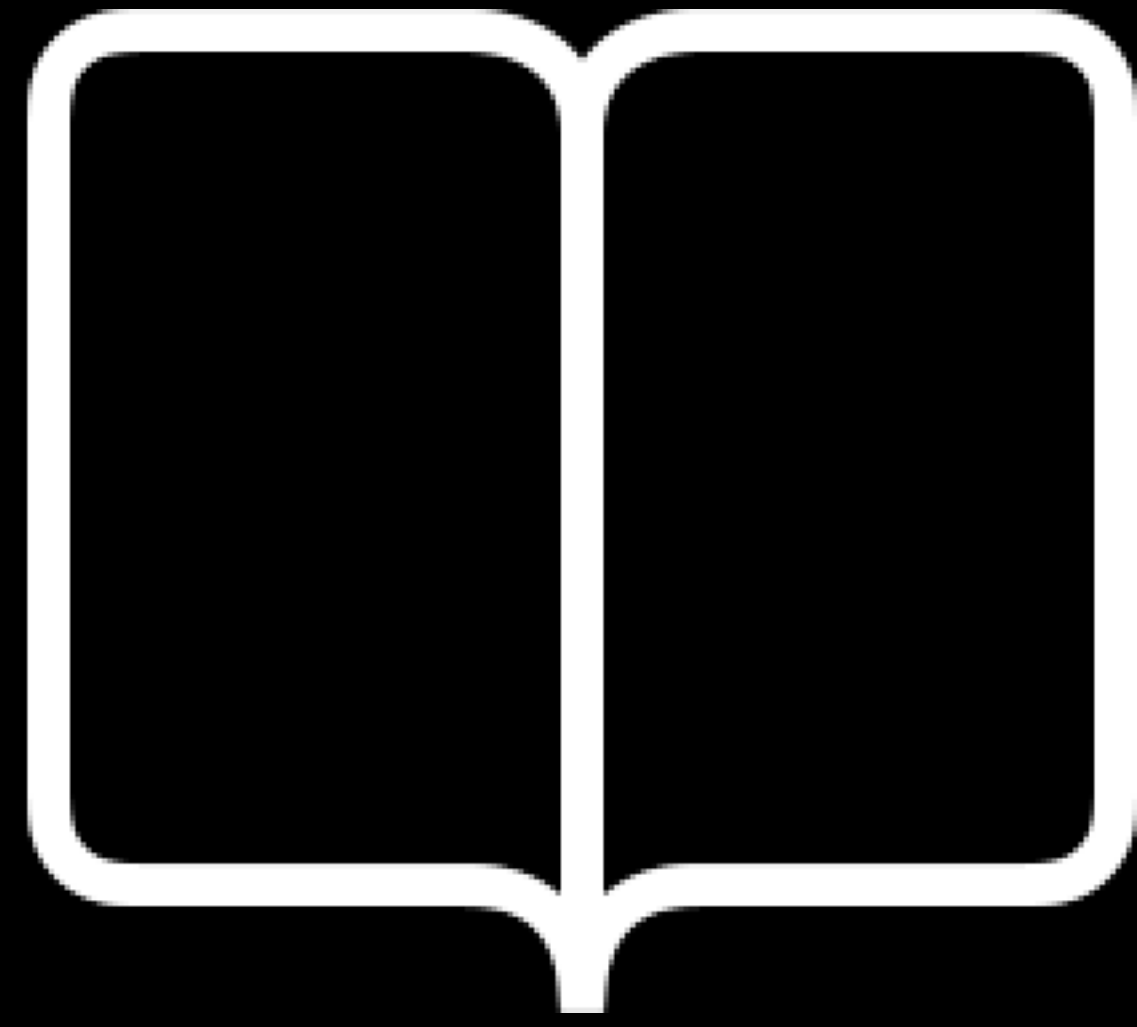
Weather

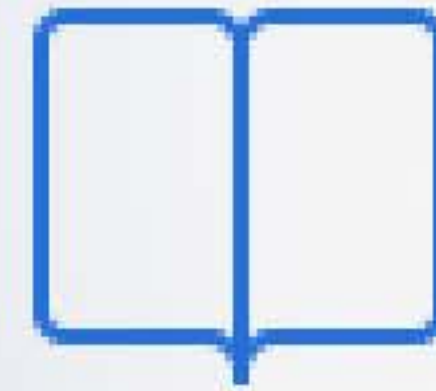


Others



T









Affordance



9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

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Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM



















9:41 AM



# Weather

Done

-  **Cupertino** 
-  **San Francisco** 
-  **Tokyo** 
-  **London** 
-  **New York** 
-  **Stockholm** 
-  **Beijing** 

°F

°C



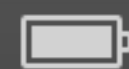
weather.com

powered by:  
**YAHOO!**





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM



# San Francisco

# 60°

9:41 pm

H: 66 L: 52

10AM	11AM	12PM	1PM	2PM	3PM
60°	60°	61°	62°	63°	64°

Tuesday 66° 56°

Wednesday 61° 51°

Thursday 65° 53°

Friday 74° 59°

Saturday 77° 57°



Updated 6/12/13 9:41 AM





9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

**Monday** Today

66 52

Now

10AM

11AM

12PM

1PM

2PM

3PM



60

60

61

62

63

64

65

Tuesday



66 56

Wednesday



61 51

Thursday



65 53

Friday



74 59

Saturday



77 57





9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

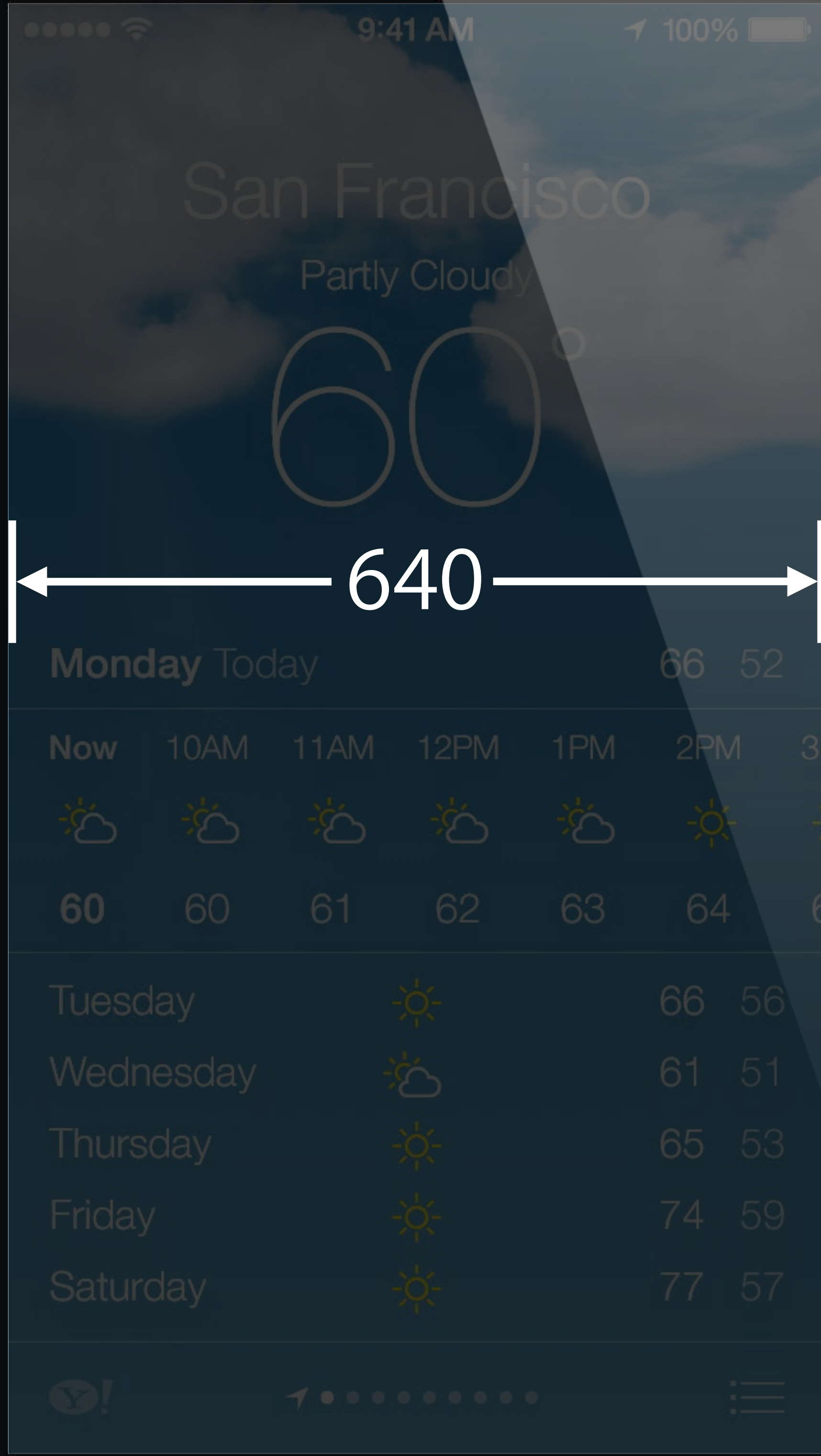
**Monday** Today

66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	64

Tuesday		66 56
Wednesday		61 51
Thursday		65 53
Friday		74 59
Saturday		77 57





San Francisco

Partly Cloudy

60°



Monday Today 66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	64

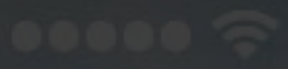
Tuesday 66 56

Wednesday 61 51

Thursday 65 53

Friday 74 59

Saturday 77 57



9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

**Monday** Today

66 52

Now

10AM

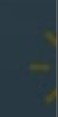
11AM

12PM

1PM

2PM

3PM



60

60

61

62

63

64

65

Tuesday



66 56

Wednesday



61 51

Thursday



65 53

Friday

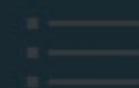


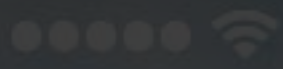
74 59

Saturday



77 57





9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

**Monday** Today

66 52

Now

10AM

11AM

12PM

1PM

2PM

3PM



60

60

61

62

63

64

65

Tuesday



66 56

Wednesday



61 51

Thursday



65 53

Friday

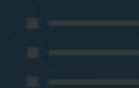
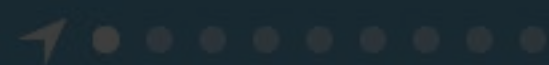


74 59

Saturday



77 57





9:41 AM

100%

# San Francisco

Partly Cloudy

# 60°

**Monday** Today

66 52

Now	10AM	11AM	12PM	1PM	2PM	3PM
60	60	61	62	63	64	64

Tuesday		66 56
Wednesday		61 51
Thursday		65 53
Friday		74 59
Saturday		77 57







More About Realism



9:41 AM



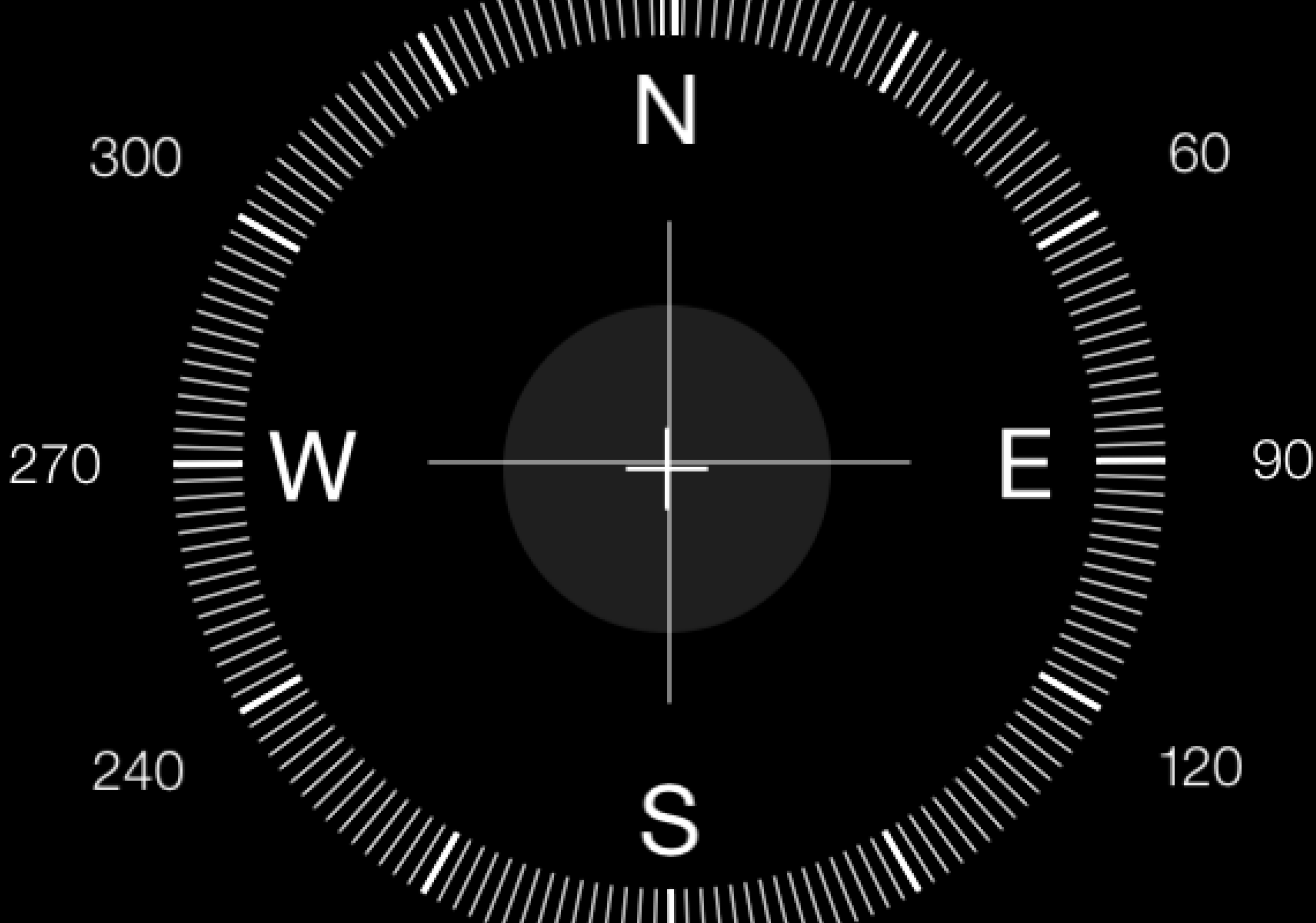
0° N



37°19'59" N, 122°1'44" W









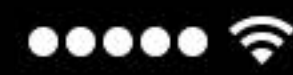
9:41 AM



0° N

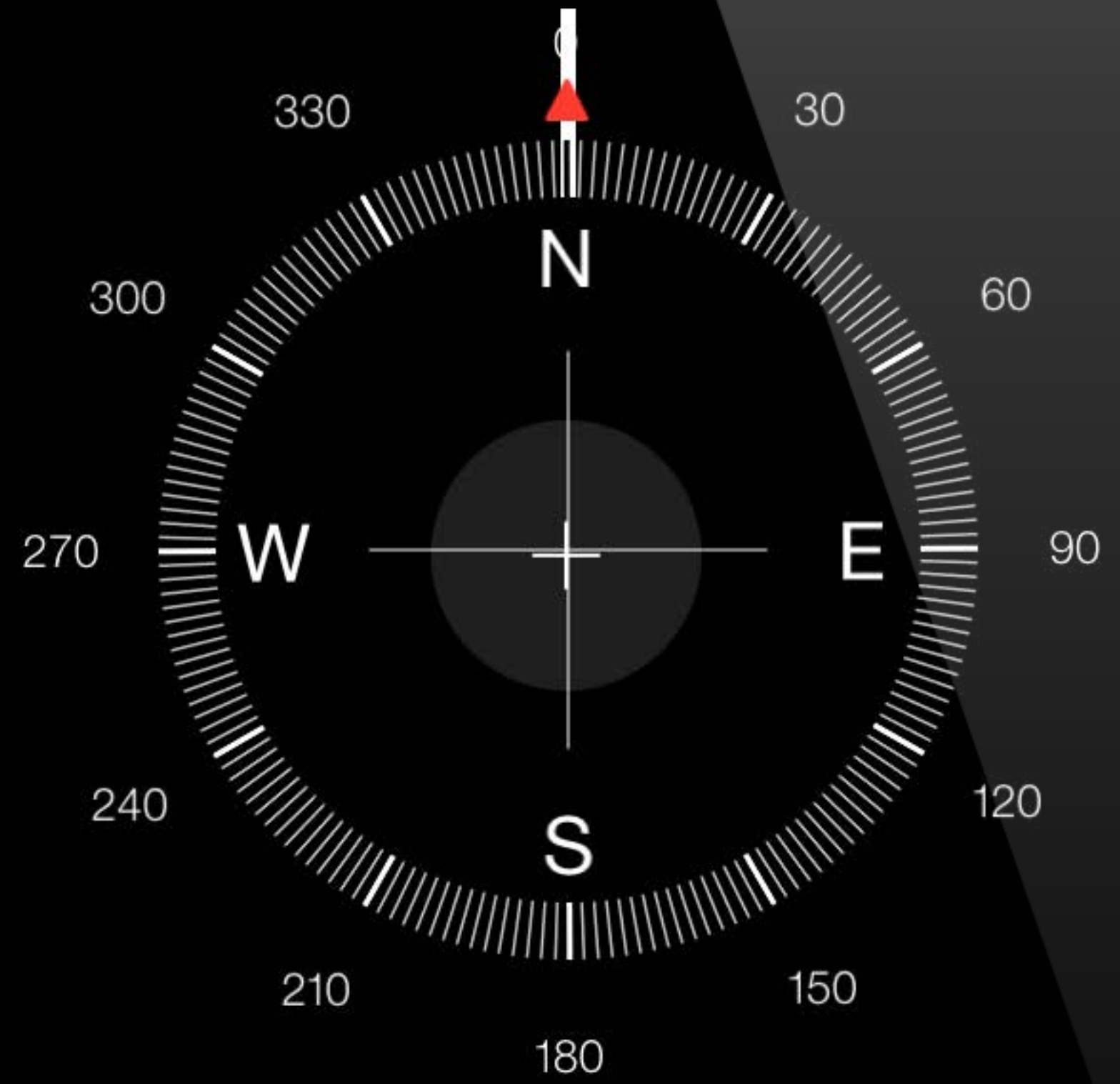


37°19'59" N, 122°1'44" W



9:41 AM

100%



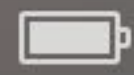
N  
San Francisco  
CA

37°19'58" N, 122°1'48" W





9:41 AM



45° NE



37°19'59" N, 122°1'44" W



9:41 AM

100%



45° NE  
San Francisco  
CA

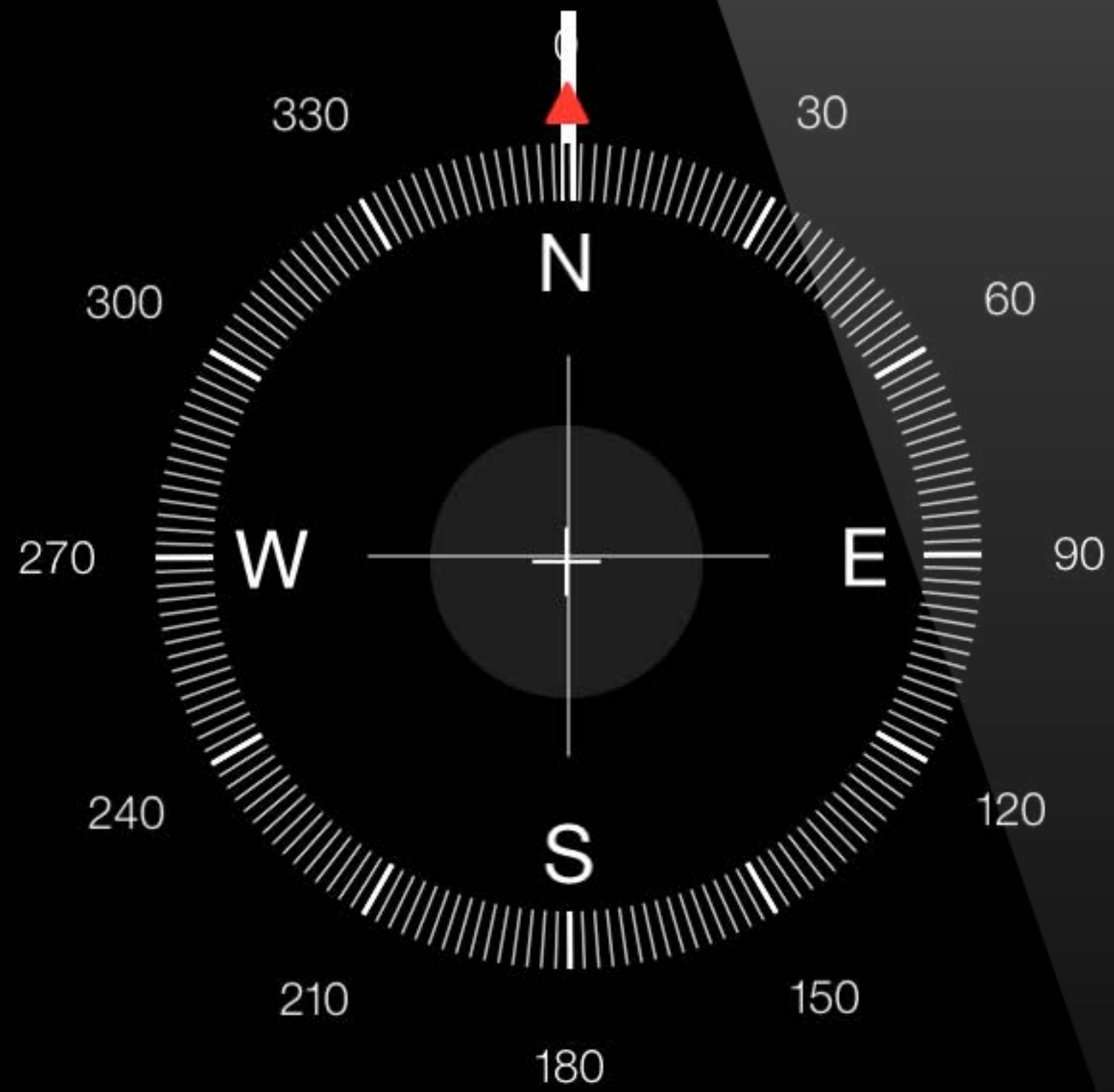
37°19'58" N, 122°1'48" W





9:41 AM

100%



 **N**  
San Francisco  
CA

37°19'58" N, 122°1'48" W





More About Color



9:41 AM

100%



45° NE  
San Francisco  
CA

37°19'58" N, 122°1'48" W



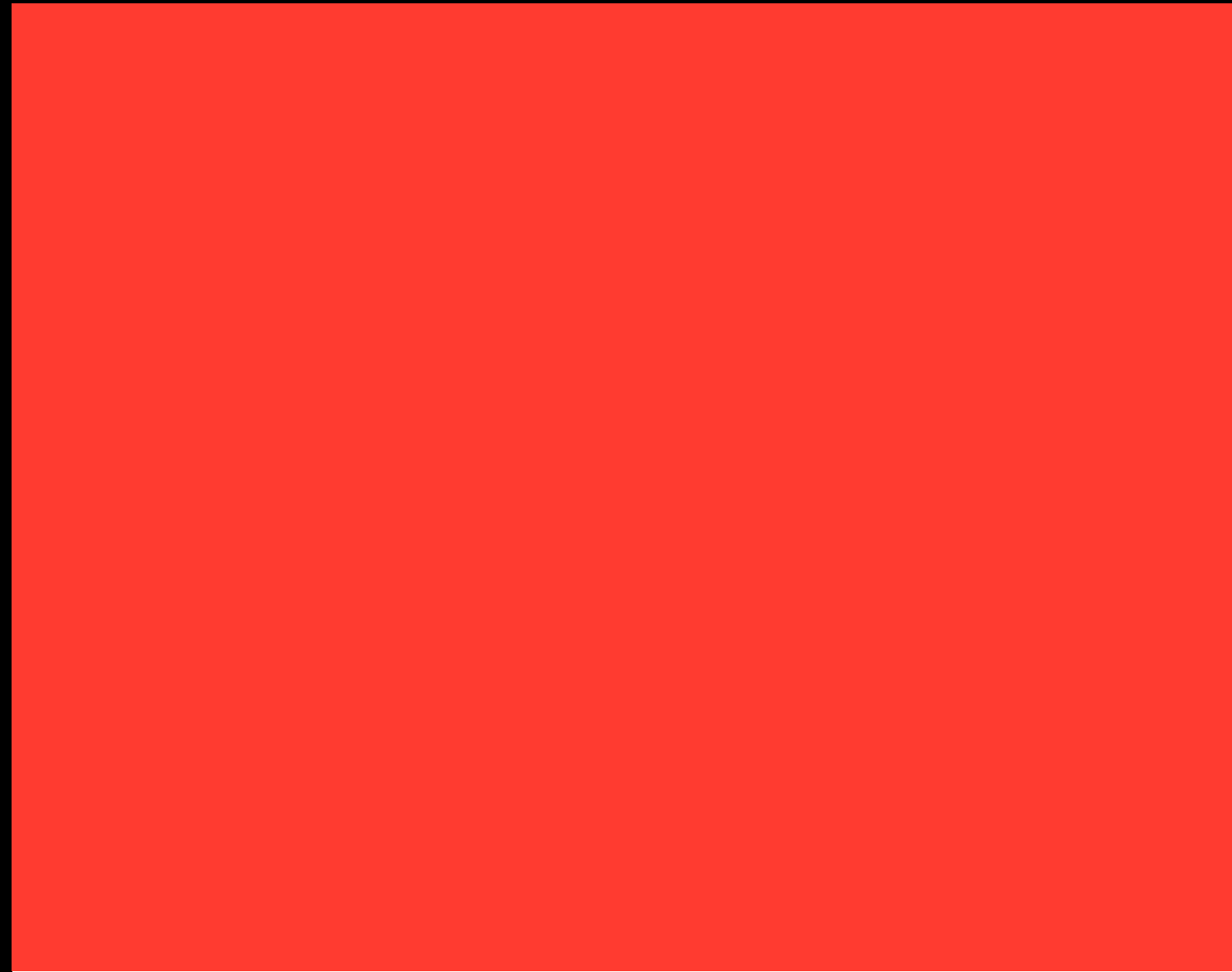


RGB: 255,59,48

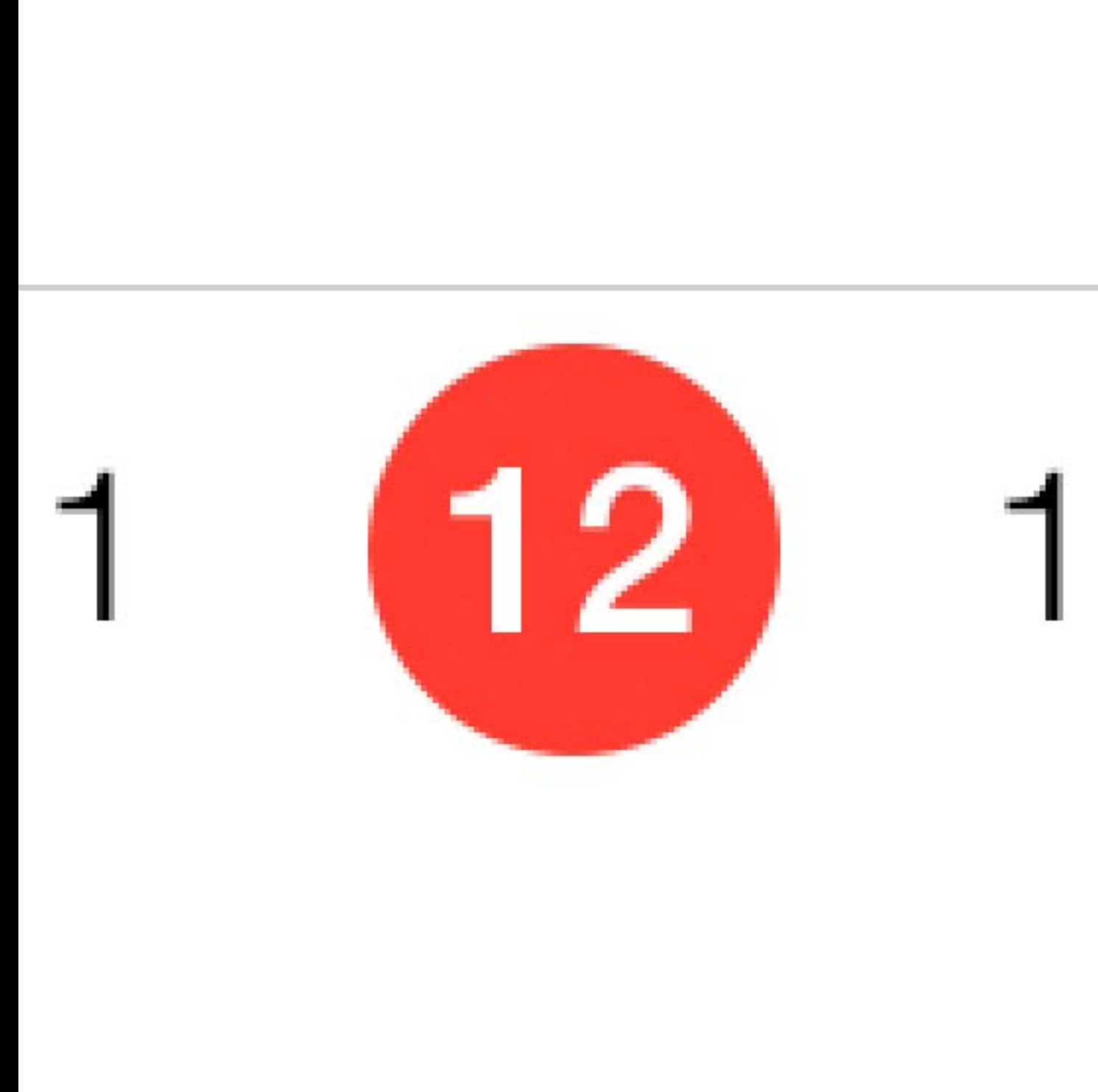


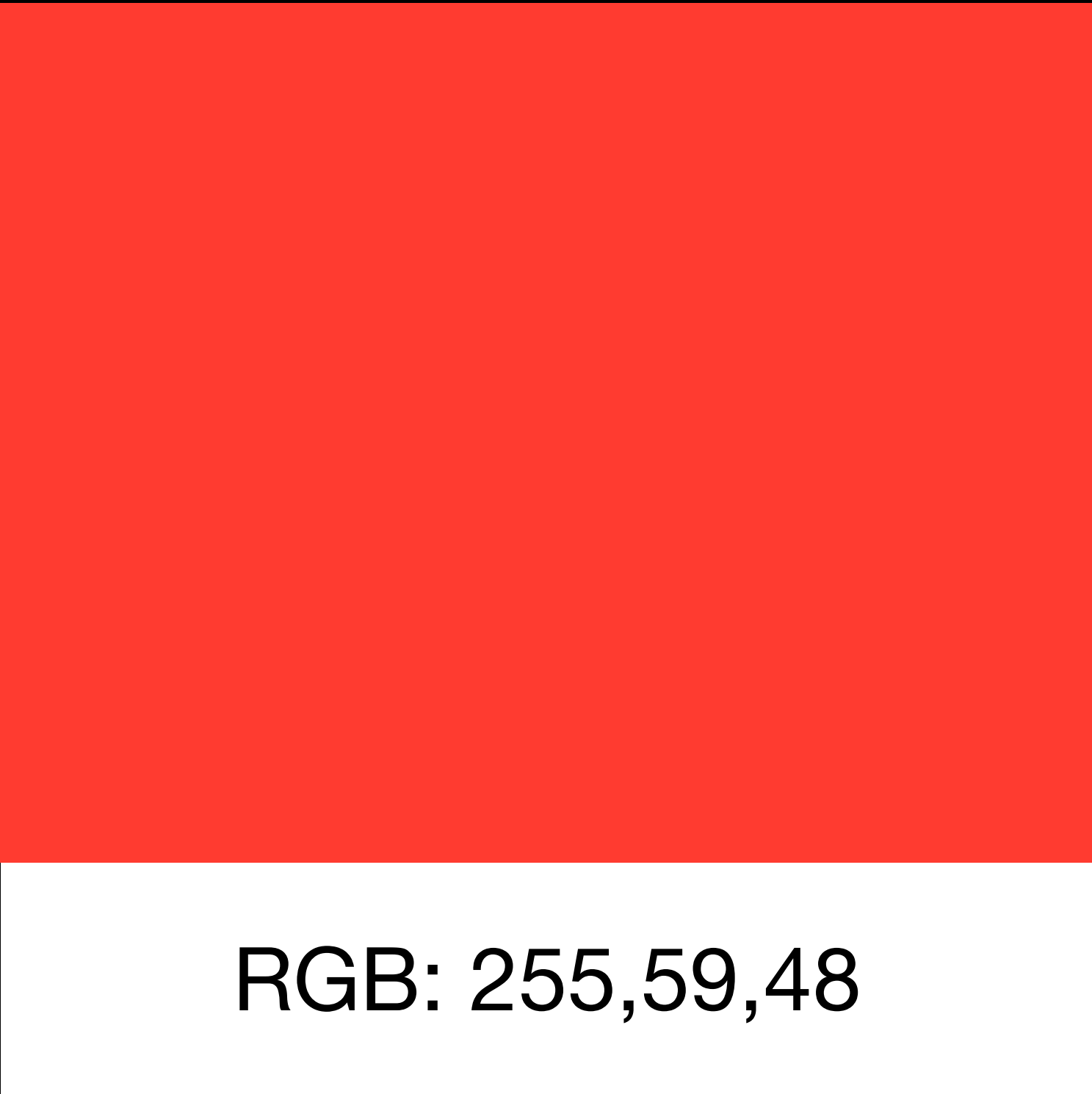
45° NE  
San Francisco  
CA

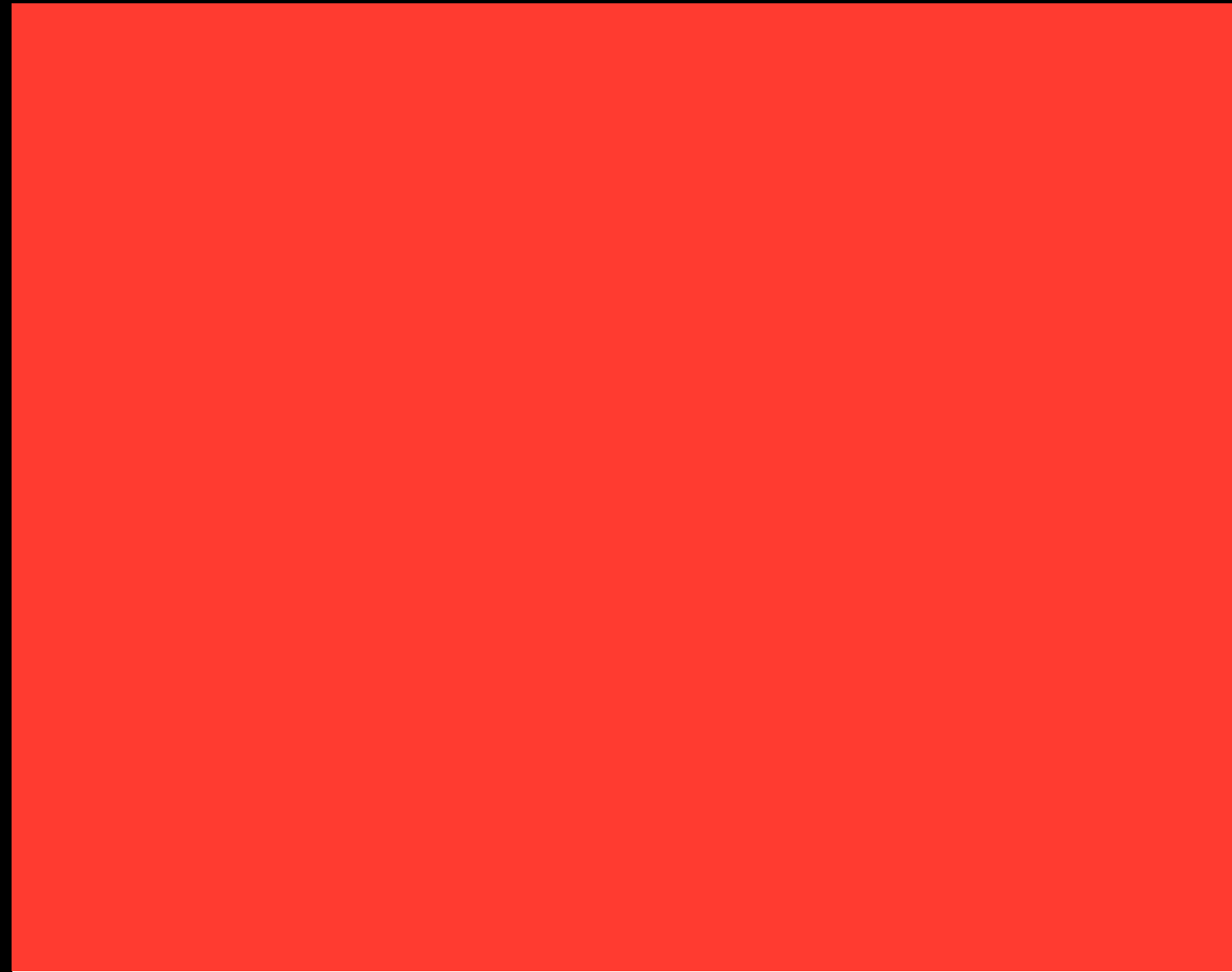
37°19'58" N, 122°1'48" W



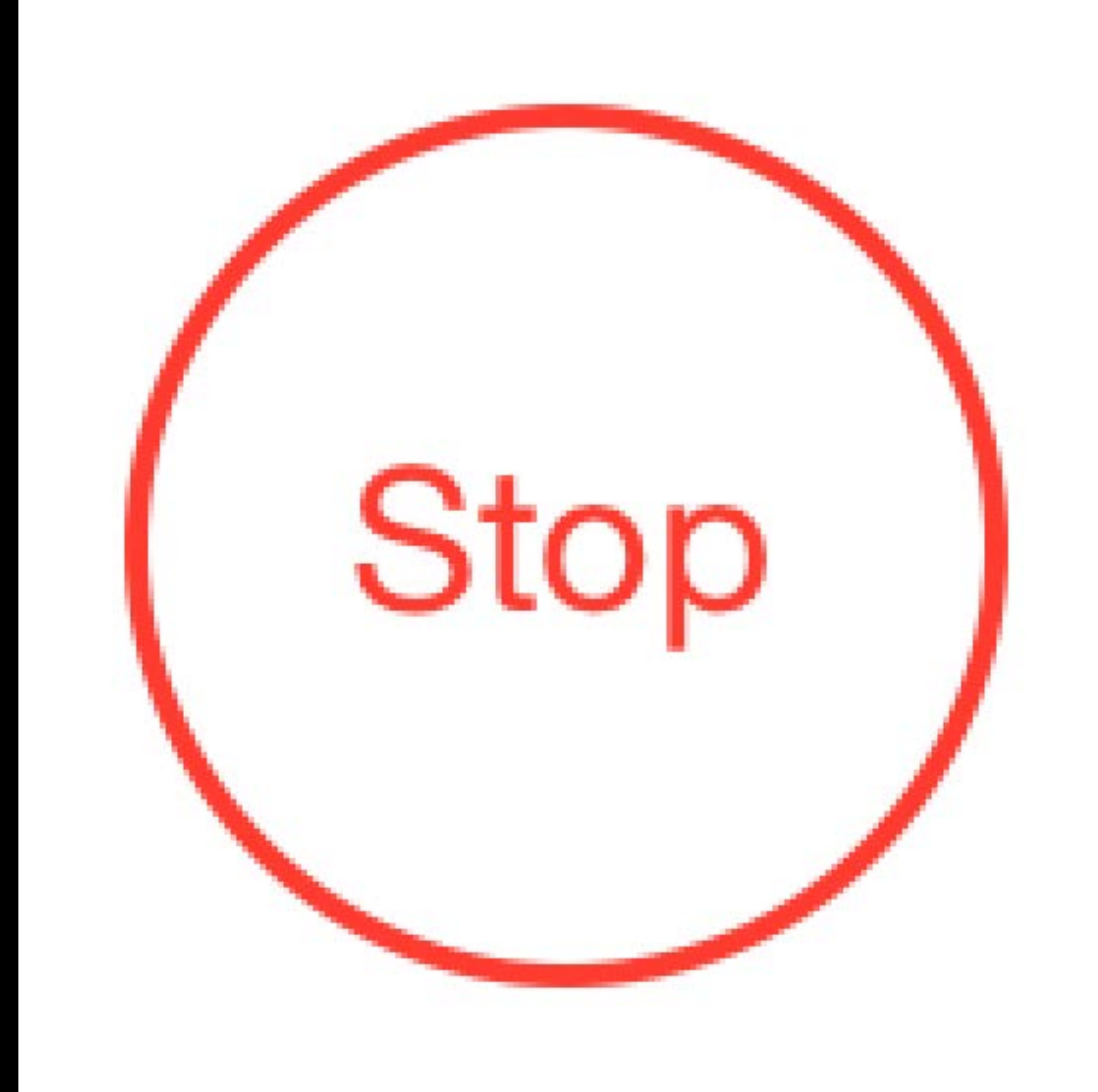
RGB: 255,59,48







RGB: 255,59,48



R 0  
G 122  
B 255

System Blue



R 0  
G 122  
B 255

Messages



R 255  
G 59  
B 48

Calendar



R 0  
G 122  
B 255

Photos



R 255  
G 204  
B 0

Camera

R 76  
G 217  
B 100

System Green



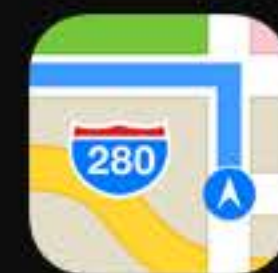
R 142  
G 142  
B 147

Weather



R 255  
G 59  
B 48

Clock



R 0  
G 122  
B 255

Maps



R 52  
G 170  
B 220

Videos

R 90  
G 200  
B 250

R 255  
G 59  
B 48

System Red



R 255  
G 204  
B 0

Notes



R 255  
G 149  
B 0

Reminders



R 142  
G 142  
B 147

Stocks



R 88  
G 86  
B 214

Game Center

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Newstand



R 52  
G 170  
B 220

iTunes Store

R 90  
G 200  
B 250



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Passbook



R 255  
G 59  
B 48

Compass



R 0  
G 122  
B 255

Settings



R 0  
G 122  
B 255

Safari



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

Mail



R 255  
G 149  
B 0

Calculator



R 0  
G 122  
B 255

Contacts



R 0  
G 122  
B 255

FaceTime

R 0  
G 122  
B 255

System Blue

R 76  
G 217  
B 100

System Green

R 255  
G 59  
B 48

System Red

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Messages



R 142  
G 142  
B 147

Weather



R 255  
G 204  
B 0

Notes



R 0  
G 122  
B 255

Newstand



R 255  
G 59  
B 48

Compass



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

FaceTime



R 255  
G 59  
B 48

Calendar



R 255  
G 59  
B 48

Clock



R 255  
G 149  
B 0

Reminders



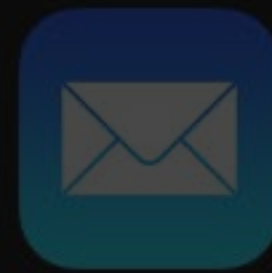
R 52  
G 170  
B 220

iTunes Store



R 0  
G 122  
B 255

Settings



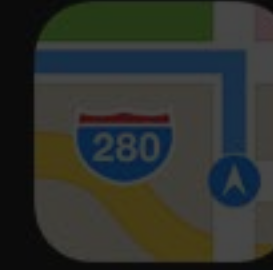
R 0  
G 122  
B 255

Mail



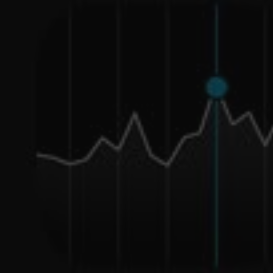
R 0  
G 122  
B 255

Photos



R 0  
G 122  
B 255

Maps



R 142  
G 142  
B 147

Stocks



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Safari



R 255  
G 149  
B 0

Calculator



R 255  
G 204  
B 0

Camera



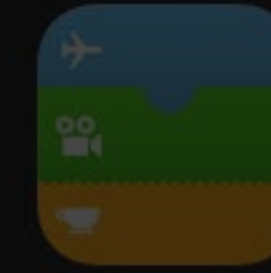
R 52  
G 170  
B 220

Videos



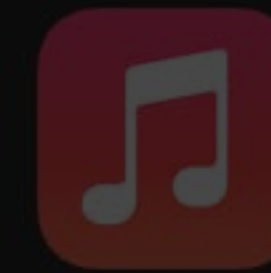
R 88  
G 86  
B 214

Game Center



R 0  
G 122  
B 255

Passbook



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Contacts



R 0  
G 122  
B 255

System Blue



R 0  
G 122  
B 255

Messages

R 76  
G 217  
B 100

System Green



R 142  
G 142  
B 147

Weather

R 255  
G 59  
B 48

System Red

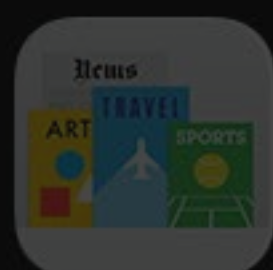


R 255  
G 204  
B 0

Notes

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Newstand



R 255  
G 59  
B 48

Compass



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

FaceTime



R 255  
G 59  
B 48

Calendar



R 255  
G 59  
B 48

Clock



R 255  
G 149  
B 0

Reminders



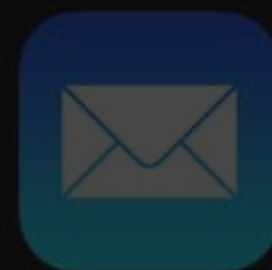
R 52  
G 170  
B 220

iTunes Store



R 0  
G 122  
B 255

Settings



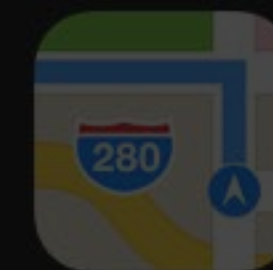
R 0  
G 122  
B 255

Mail



R 0  
G 122  
B 255

Photos



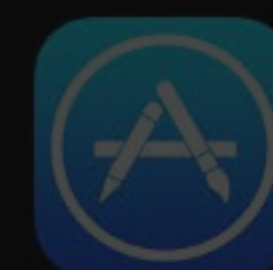
R 0  
G 122  
B 255

Maps



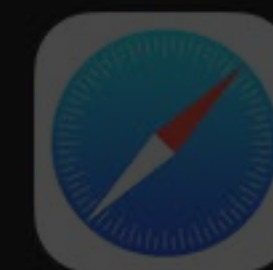
R 142  
G 142  
B 147

Stocks



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Safari



R 255  
G 149  
B 0

Calculator



R 255  
G 204  
B 0

Camera



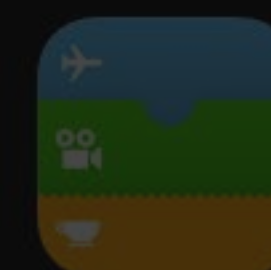
R 52  
G 170  
B 220

Videos



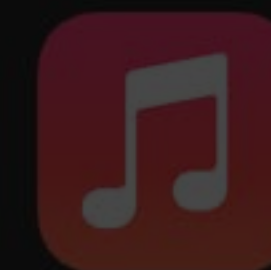
R 88  
G 86  
B 214

Game Center



R 0  
G 122  
B 255

Passbook



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Contacts

R 0  
G 122  
B 255

System Blue



R 0  
G 122  
B 255

Messages



R 255  
G 59  
B 48

Calendar



R 0  
G 122  
B 255

Photos



R 255  
G 204  
B 0

Camera

R 76  
G 217  
B 100

System Green



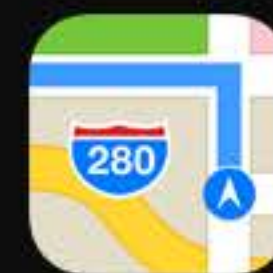
R 142  
G 142  
B 147

Weather



R 255  
G 59  
B 48

Clock



R 0  
G 122  
B 255

Maps



R 52  
G 170  
B 220

Videos

R 90  
G 200  
B 250

R 255  
G 59  
B 48

System Red



R 255  
G 204  
B 0

Notes



R 255  
G 149  
B 0

Reminders



R 142  
G 142  
B 147

Stocks



R 88  
G 86  
B 214

Game Center

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Newstand



R 52  
G 170  
B 220

iTunes Store

R 90  
G 200  
B 250



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Passbook



R 255  
G 59  
B 48

Compass



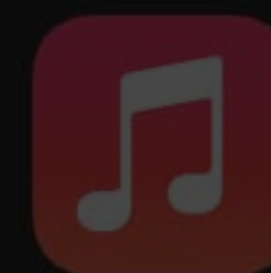
R 0  
G 122  
B 255

Settings



R 0  
G 122  
B 255

Safari



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

Mail



R 255  
G 149  
B 0

Calculator



R 0  
G 122  
B 255

Contacts



R 0  
G 122  
B 255

FaceTime

R 0  
G 122  
B 255

System Blue



R 0  
G 122  
B 255

Messages



R 255  
G 59  
B 48

Calendar



R 0  
G 122  
B 255

Photos



R 255  
G 204  
B 0

Camera

R 76  
G 217  
B 100

System Green



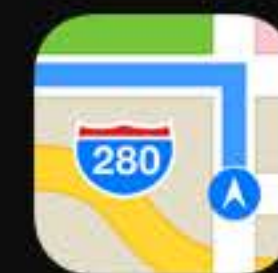
R 142  
G 142  
B 147

Weather



R 255  
G 59  
B 48

Clock



R 0  
G 122  
B 255

Maps



R 52  
G 170  
B 220

Videos

R 90  
G 200  
B 250

R 255  
G 59  
B 48

System Red



R 255  
G 204  
B 0

Notes



R 255  
G 149  
B 0

Reminders



R 142  
G 142  
B 147

Stocks



R 88  
G 86  
B 214

Game Center

R 142  
G 142  
B 147

System Grey



R 0  
G 122  
B 255

Newstand



R 52  
G 170  
B 220

iTunes Store

R 90  
G 200  
B 250



R 0  
G 122  
B 255

App Store



R 0  
G 122  
B 255

Passbook



R 255  
G 59  
B 48

Compass



R 0  
G 122  
B 255

Settings



R 0  
G 122  
B 255

Safari



R 255  
G 45  
B 85

Music



R 0  
G 122  
B 255

Phone



R 0  
G 122  
B 255

Mail



R 255  
G 149  
B 0

Calculator



R 0  
G 122  
B 255

Contacts



R 0  
G 122  
B 255

FaceTime





9:41 AM



# Settings



**Airplane Mode**



**Wi-Fi**

AppleWiFi >



**Bluetooth**

On >



**Personal Hotspot**

Off >



**Do Not Disturb**



**Notifications**



**General**



**Sounds**



**Brightness & Wallpaper**



**Privacy**



9:41 AM

100%

# Settings



Airplane Mode



Wi-Fi

AppleWiFi >



Bluetooth

On >



Cellular

No SIM >



Notification Center >



Control Center >



Do Not Disturb >



General >



Sounds >

# Switches

Settings

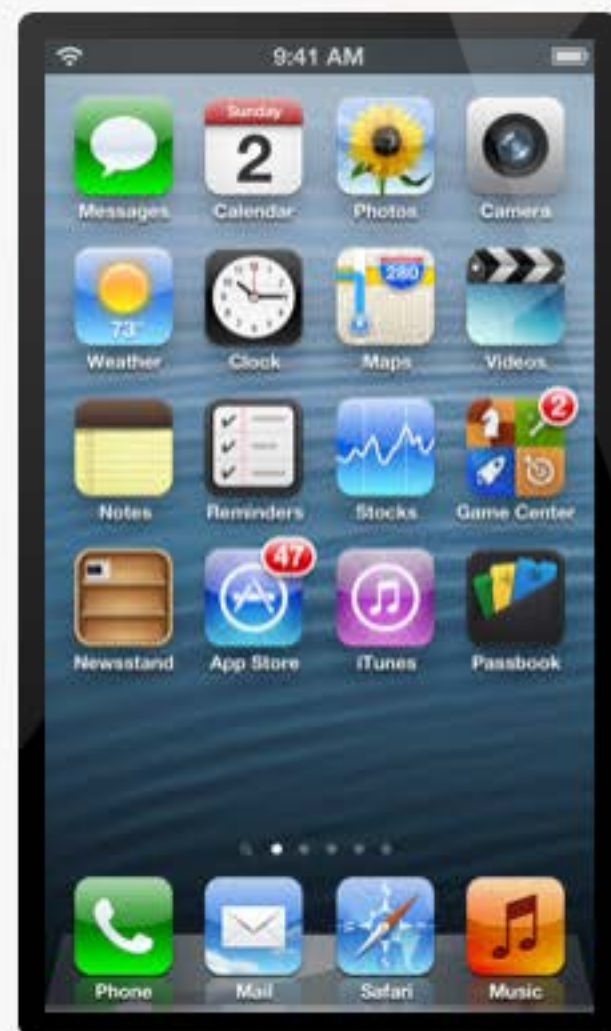
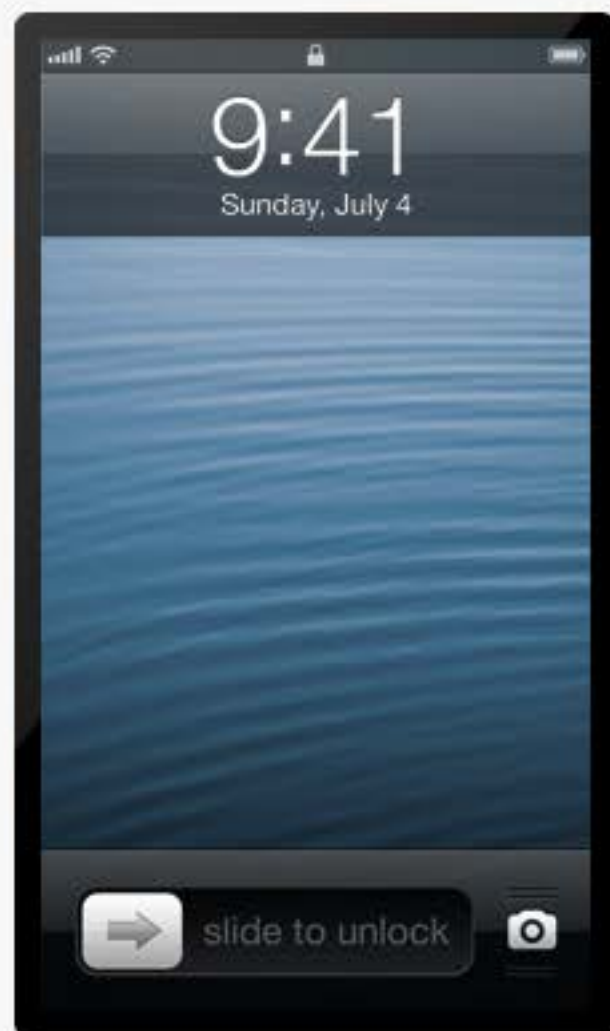
# Brightness & Wallpaper



Auto-Brightness



## Wallpaper



# Settings Brightness & Wallpaper

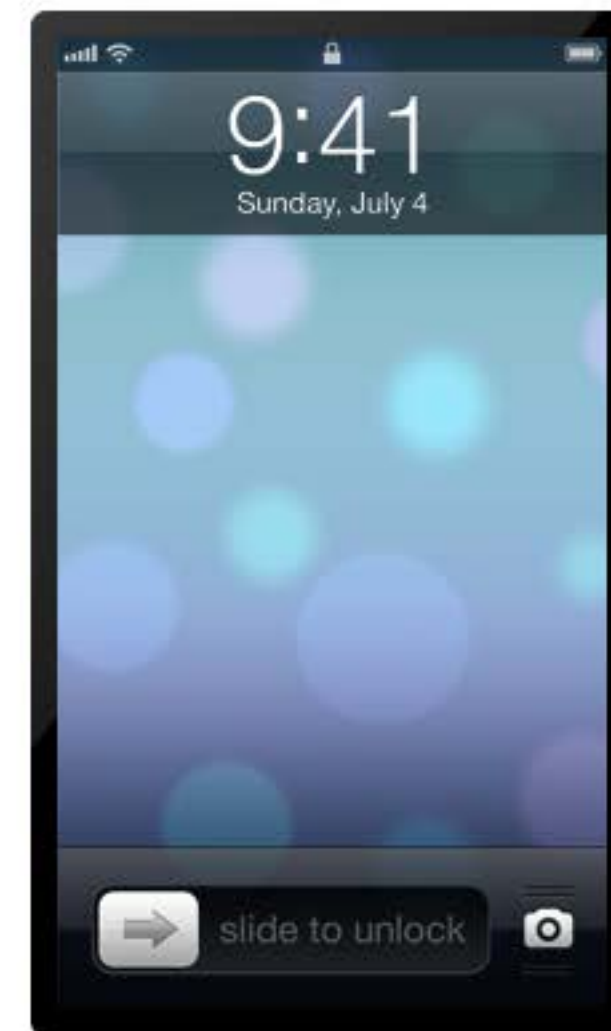
## BRIGHTNESS



Auto-Brightness

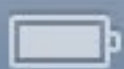


## CHOOSE WALLPAPER





9:41 AM



Settings

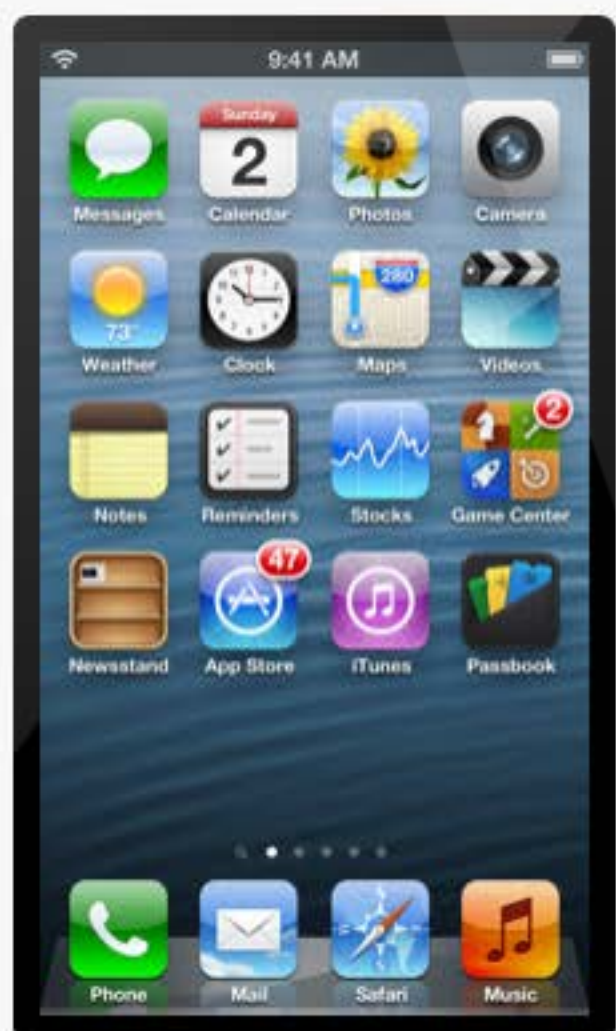
# Brightness & Wallpaper



Auto-Brightness



## Wallpaper



9:41 AM

100%

# Settings Brightness & Wallpaper

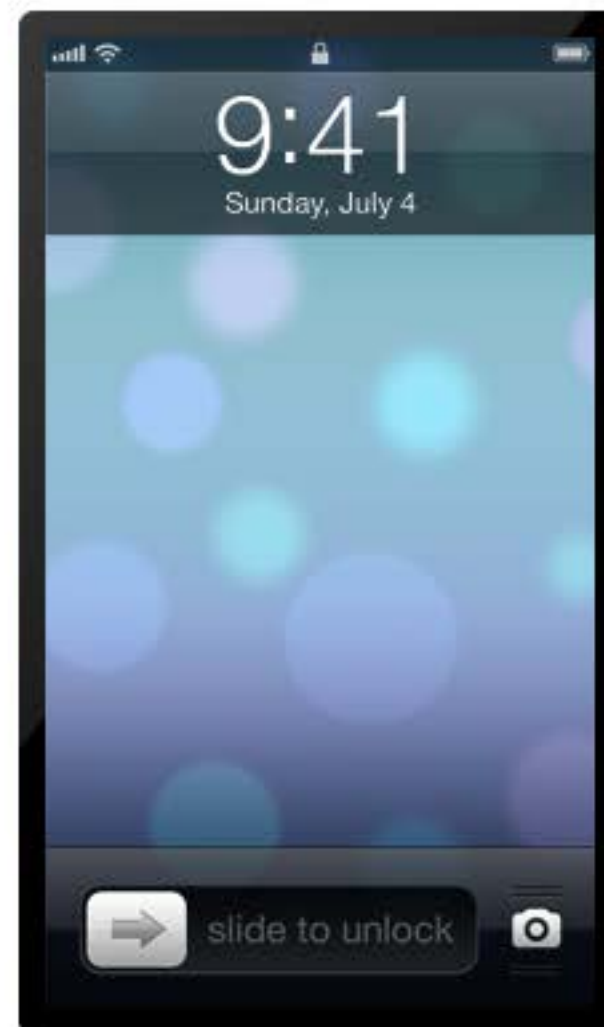
## BRIGHTNESS



Auto-Brightness



## CHOOSE WALLPAPER





Settings

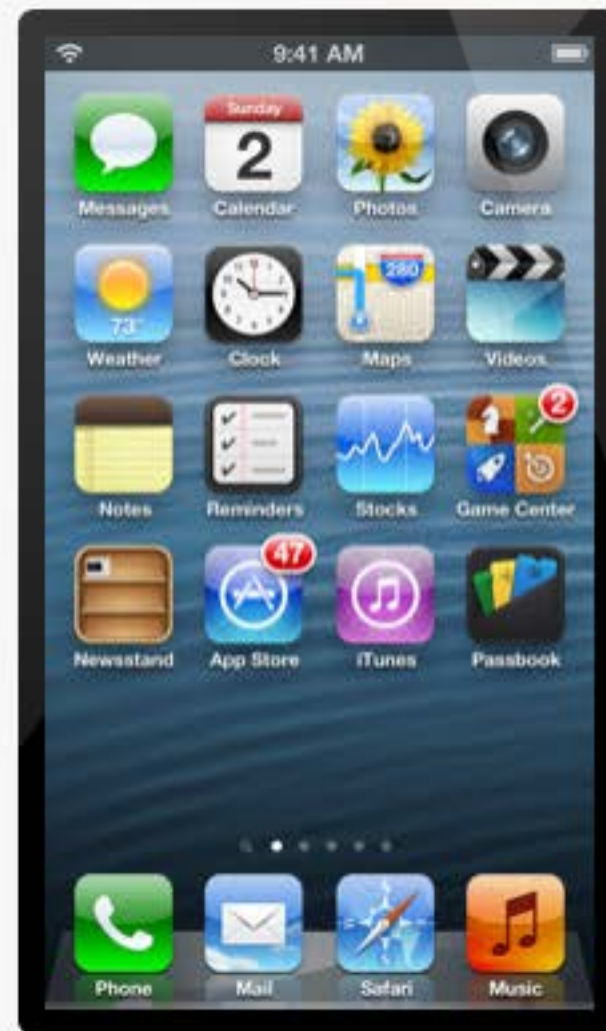
# Brightness & Wallpaper



Auto-Brightness

ON

## Wallpaper



# Brightness & Wallpaper

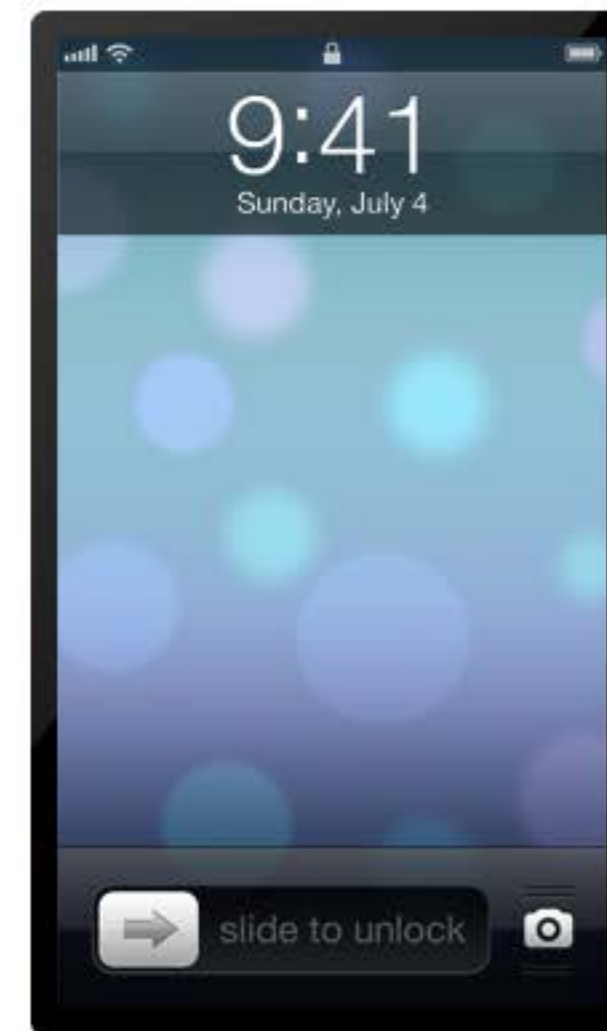
BRIGHTNESS



Auto-Brightness



CHOOSE WALLPAPER





all

missed



World Clock



Alarm



Stopwatch

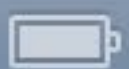


Timer

# Date Pickers



9:41 AM



Date & Time

# Date & Time

Wednesday, June 12, 2013

9:41 AM

7	39	
8	40	
9	41	AM
10	42	PM
11	43	



9:41 AM

100%

[General](#)

# Date & Time

24-Hour Time



Set Automatically



Jun 12, 2013

9:41 AM

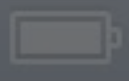
<i>Sun Jun 9</i>	6	38	
Mon Jun 10	7	39	
Tue Jun 11	8	40	
<b>Wed Jun 12</b>	<b>9</b>	<b>41</b>	<b>AM</b>
Thu Jun 13	10	42	PM
Fri Jun 14	11	43	
<i>Sat Jun 15</i>	<i>12</i>	<i>44</i>	

Time Zone

Cupertino >



9:41 AM



Date & Time

# Date & Time

Wednesday, June 12, 2013

9:41 AM

7	39	
8	40	
9	41	AM
10	42	PM
11	43	



9:41 AM

100%

General

# Date & Time

24-Hour Time

Set Automatically

Jun 12, 2013

9:41 AM

Sun Jun 9	6	38	
Mon Jun 10	7	39	
Tue Jun 11	8	40	
<b>Wed Jun 12</b>	<b>9</b>	<b>41</b>	<b>AM</b>
Thu Jun 13	10	42	PM
Fri Jun 14	11	43	
Sat Jun 15	12	44	

Time Zone

Cupertino >



9:41 AM



General

## Date & Time

24-Hour Time



Set Automatically



Time Zone

San Francisco >

Set Date & Time >



9:41 AM

100%

< General

## Date & Time

24-Hour Time



Set Automatically

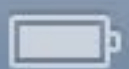


Time Zone

Cupertino



9:41 AM



Date & Time

# Date & Time

Wednesday, June 12, 2013

9:41 AM

7	39	
8	40	
9	41	AM
10	42	PM
11	43	



9:41 AM

100%

[General](#)

# Date & Time

24-Hour Time



Set Automatically



Jun 12, 2013

9:41 AM

<i>Sun Jun 9</i>	6	38	
Mon Jun 10	7	39	
Tue Jun 11	8	40	
<b>Wed Jun 12</b>	<b>9</b>	<b>41</b>	<b>AM</b>
Thu Jun 13	10	42	PM
Fri Jun 14	11	43	
<i>Sat Jun 15</i>	<i>12</i>	<i>44</i>	

Time Zone

Cupertino >



Back Buttons



9:41 AM

100% 



9:41 AM

100%

[Settings](#)

## General

About



Software Update



Siri



Spotlight Search



Text Size



Accessibility



Usage



Background App Refresh



Control Center

# Layering and Context

Messages

Calendar

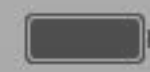
Photos

Camera





9:41 AM



< All Inboxes (7) 44 of 78




**Mike Stern**

To: Mike Stern [more...](#)



 AirDrop:  
Contacts Only

 AirPlay





9:41 AM



150


80


210



0:00 -0:00



 AirDrop:  
Contacts Only

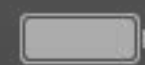
 AirPlay







9:41 AM



42



0:00 -0:00



 AirDrop:  
Contacts Only

 AirPlay



Home Screen



9:41 AM

100%



Messages



Calendar



Photos



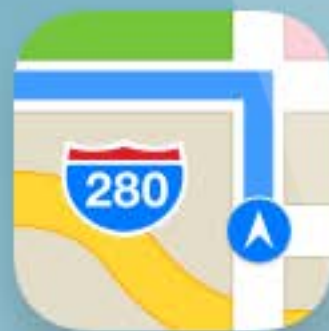
Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music



9:41 AM



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



App Store



iTunes



Passbook



Compass



Settings



Phone



Mail



Safari



Music



9:41 AM

100%



Messages



Calendar



Photos



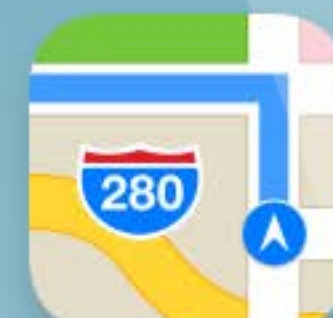
Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music















Monday  
23

9:41 AM 100%

2013

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APR MAY JUN

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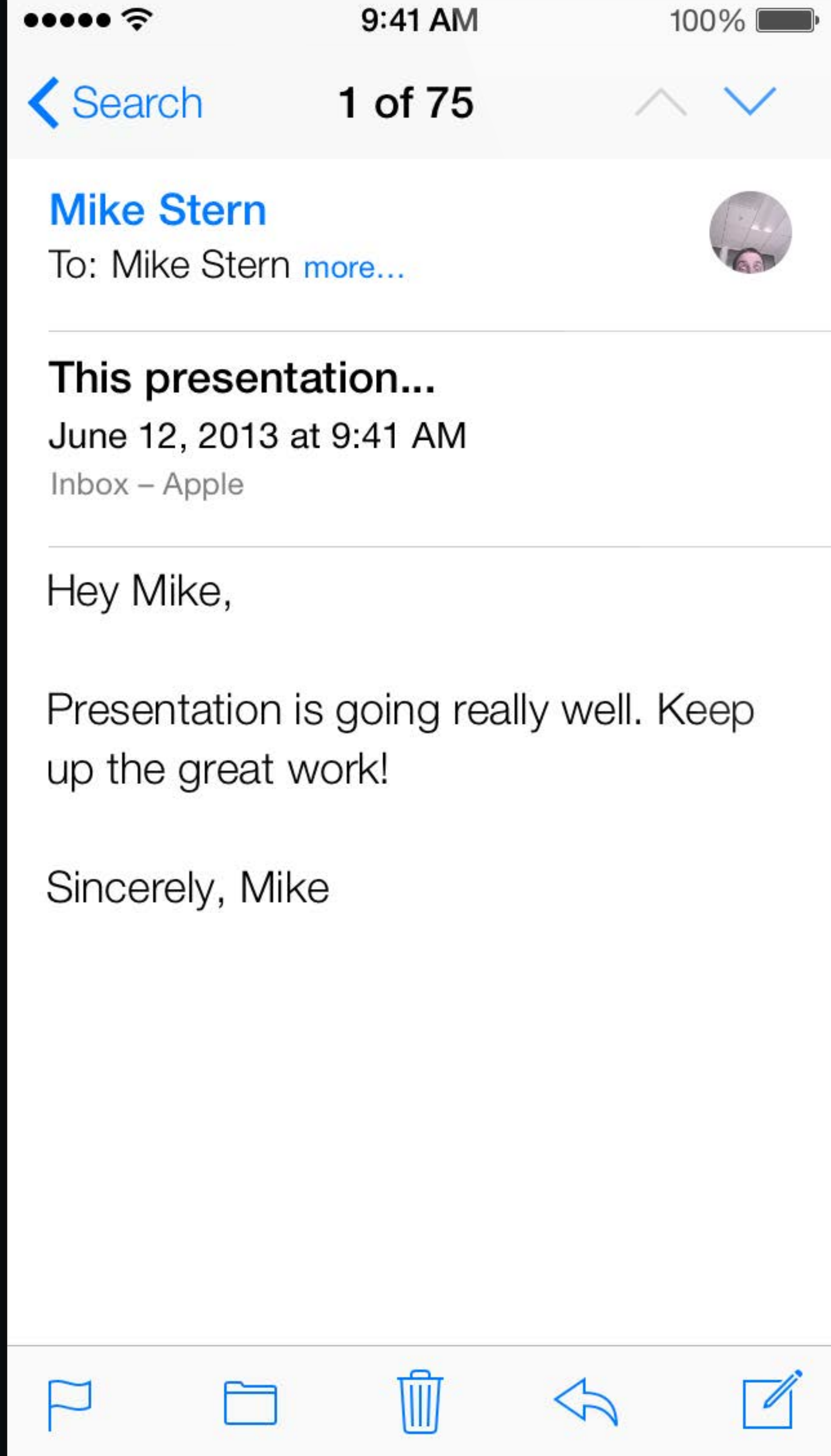
JUL AUG SEP

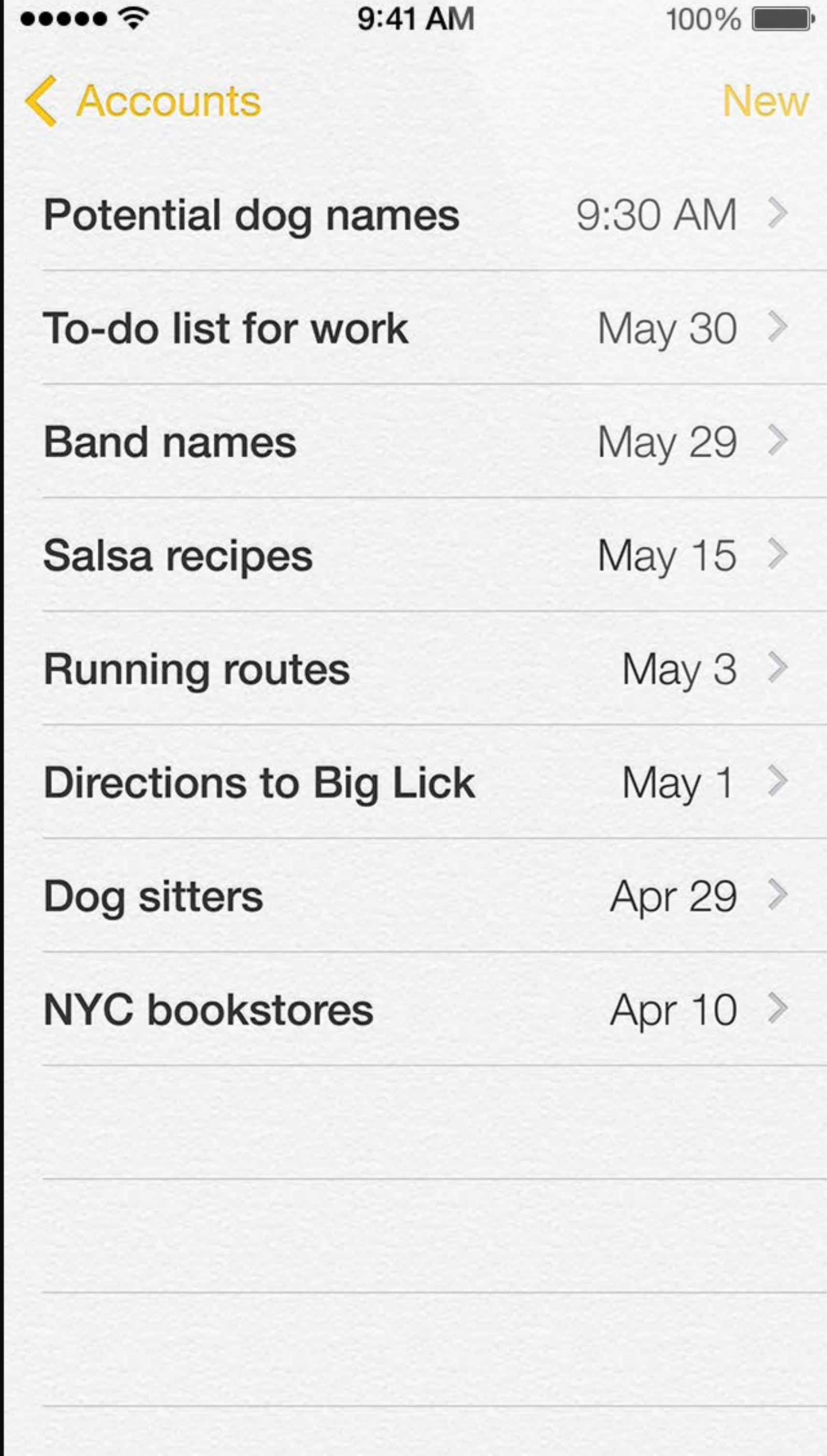
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Today Calendars Inbox





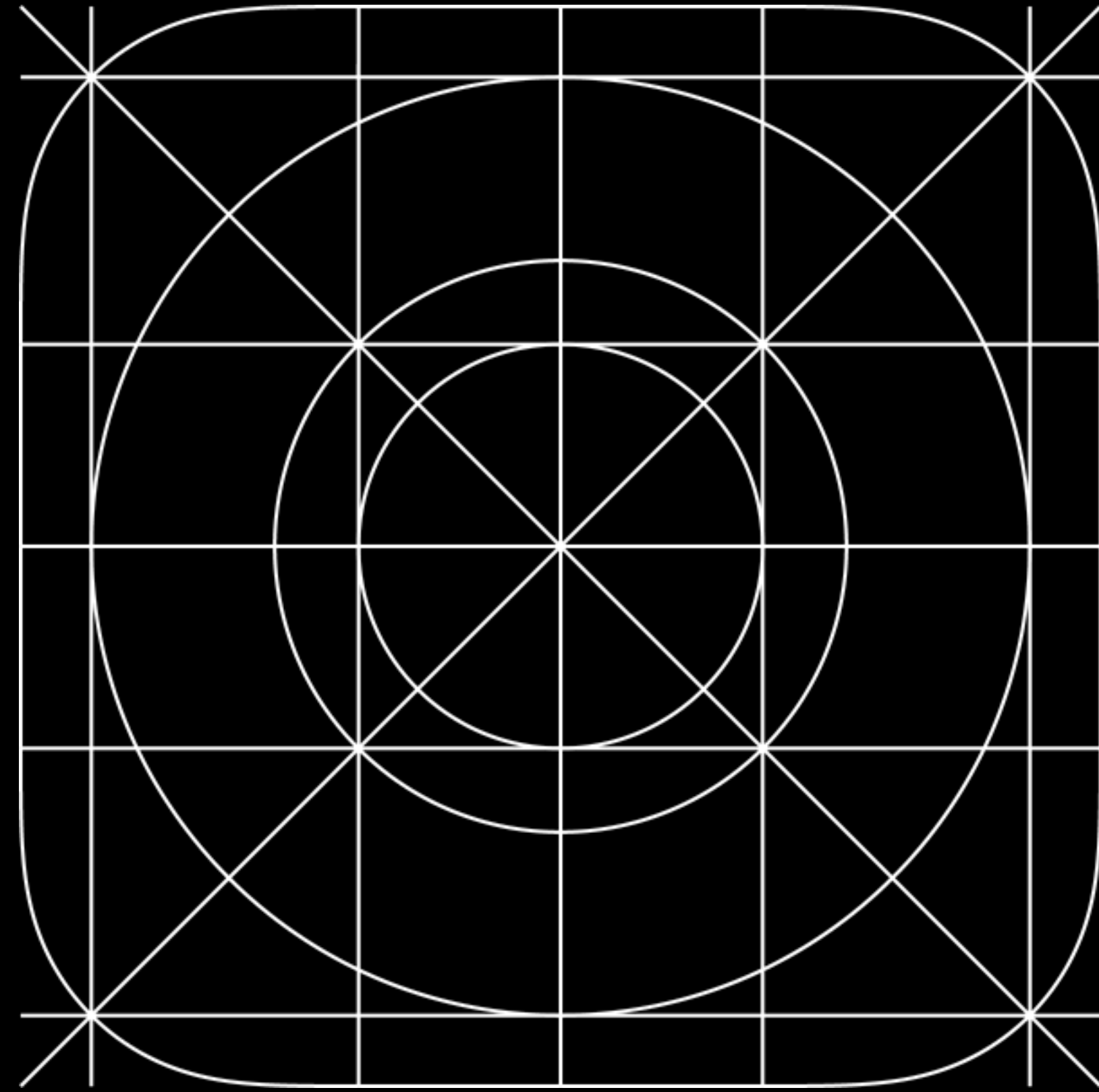


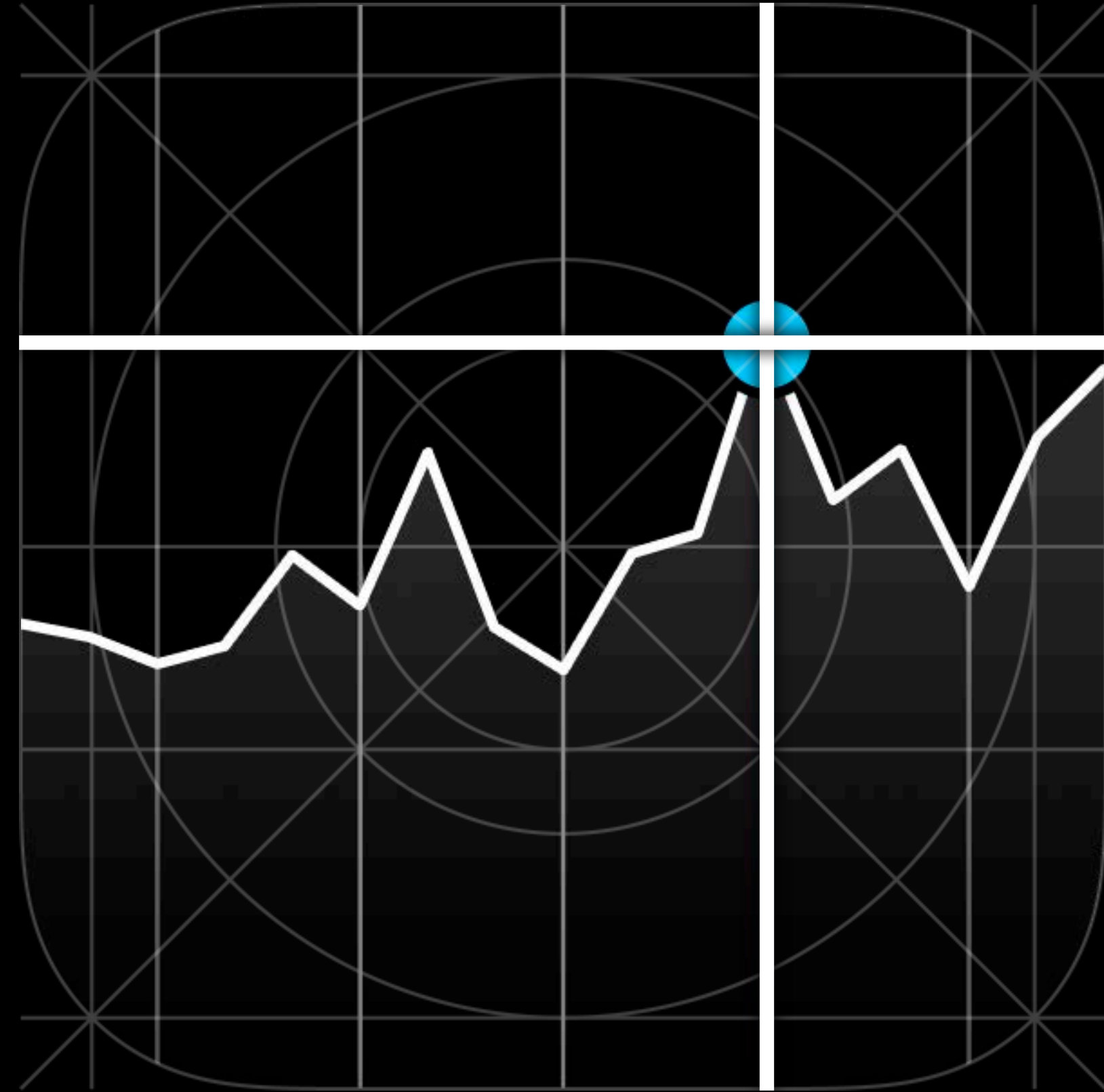




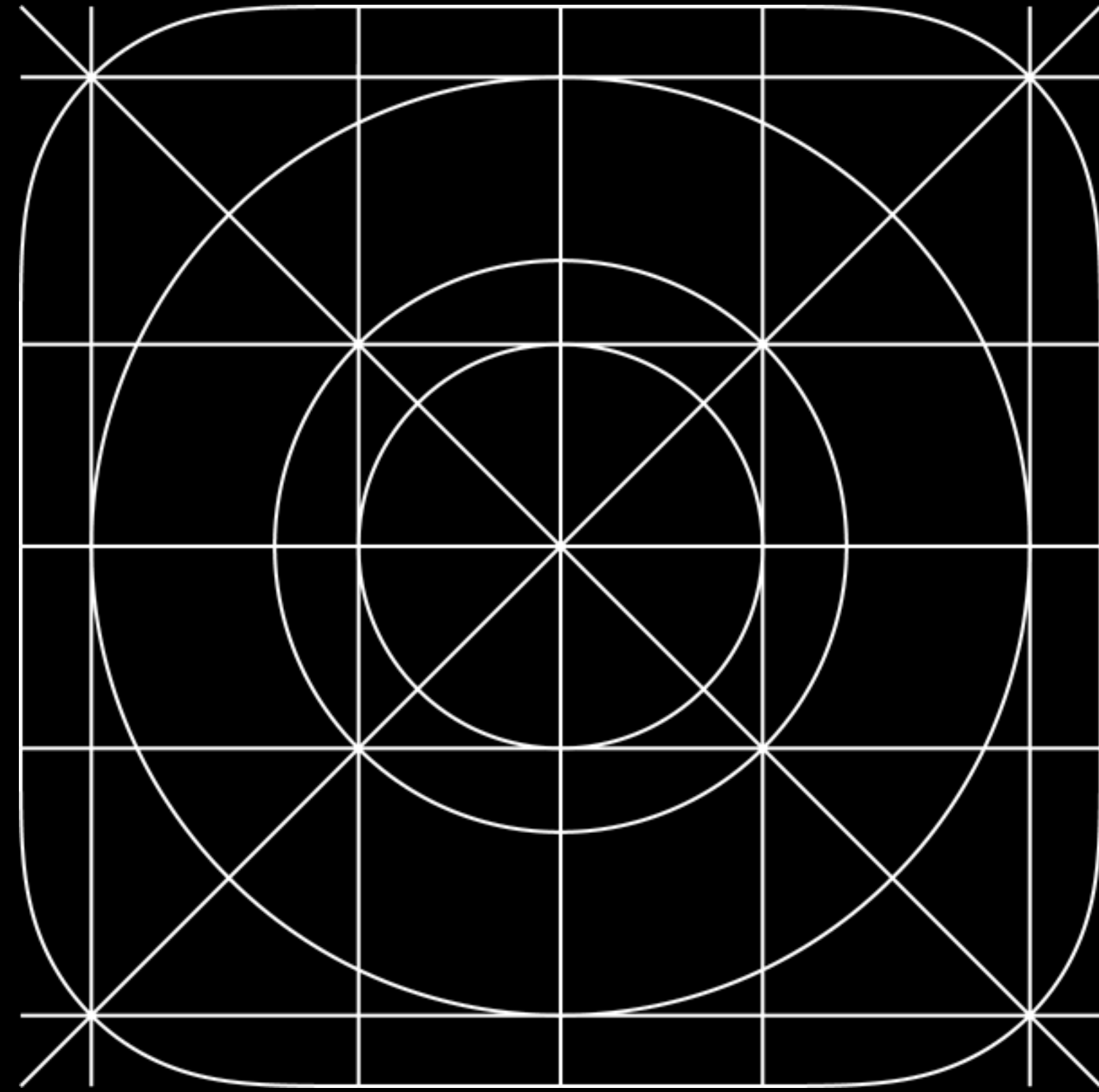














Monday

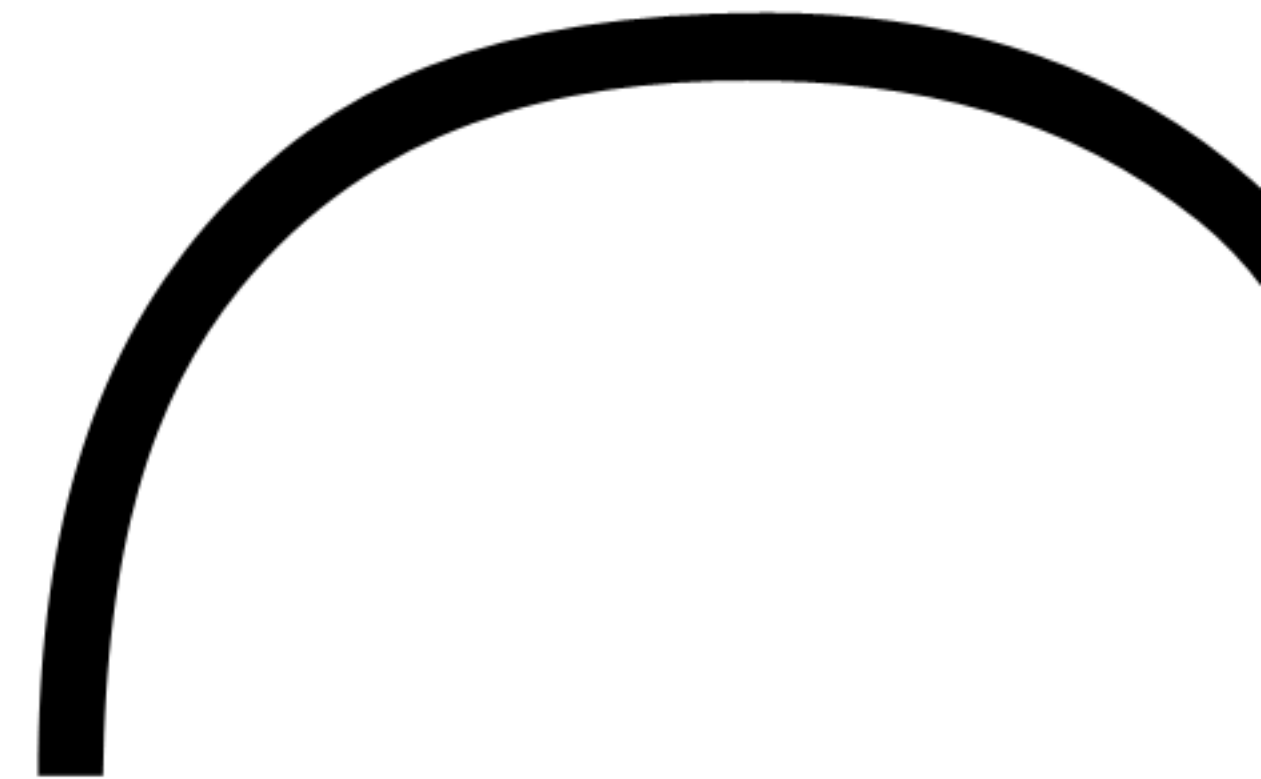
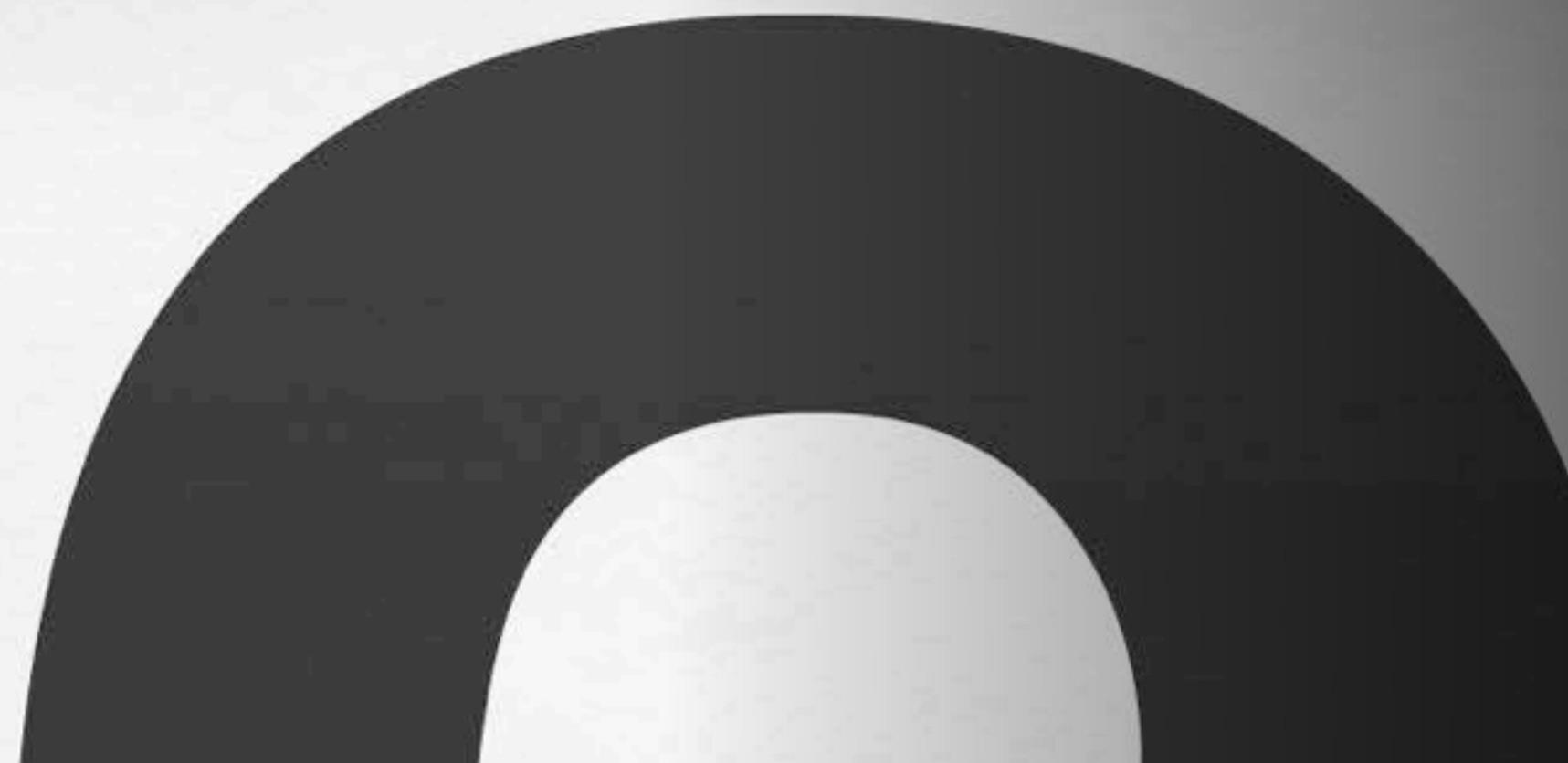
23





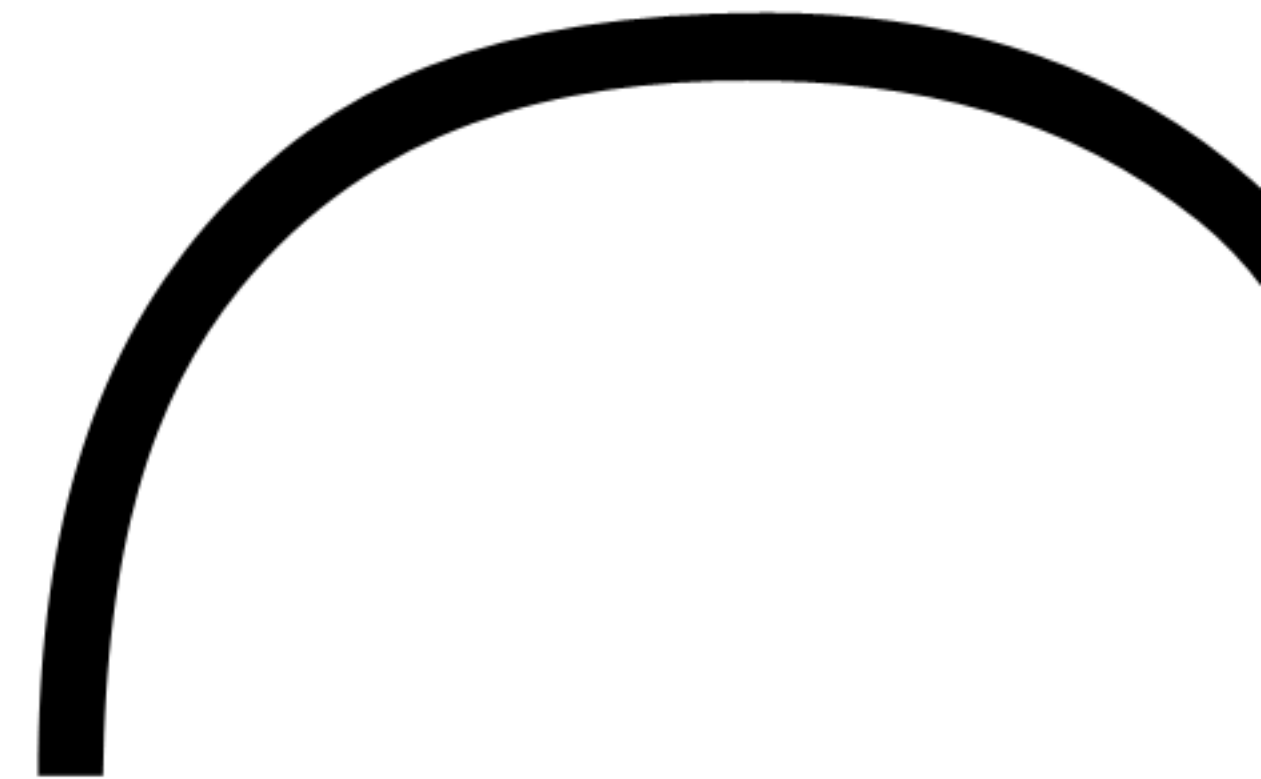
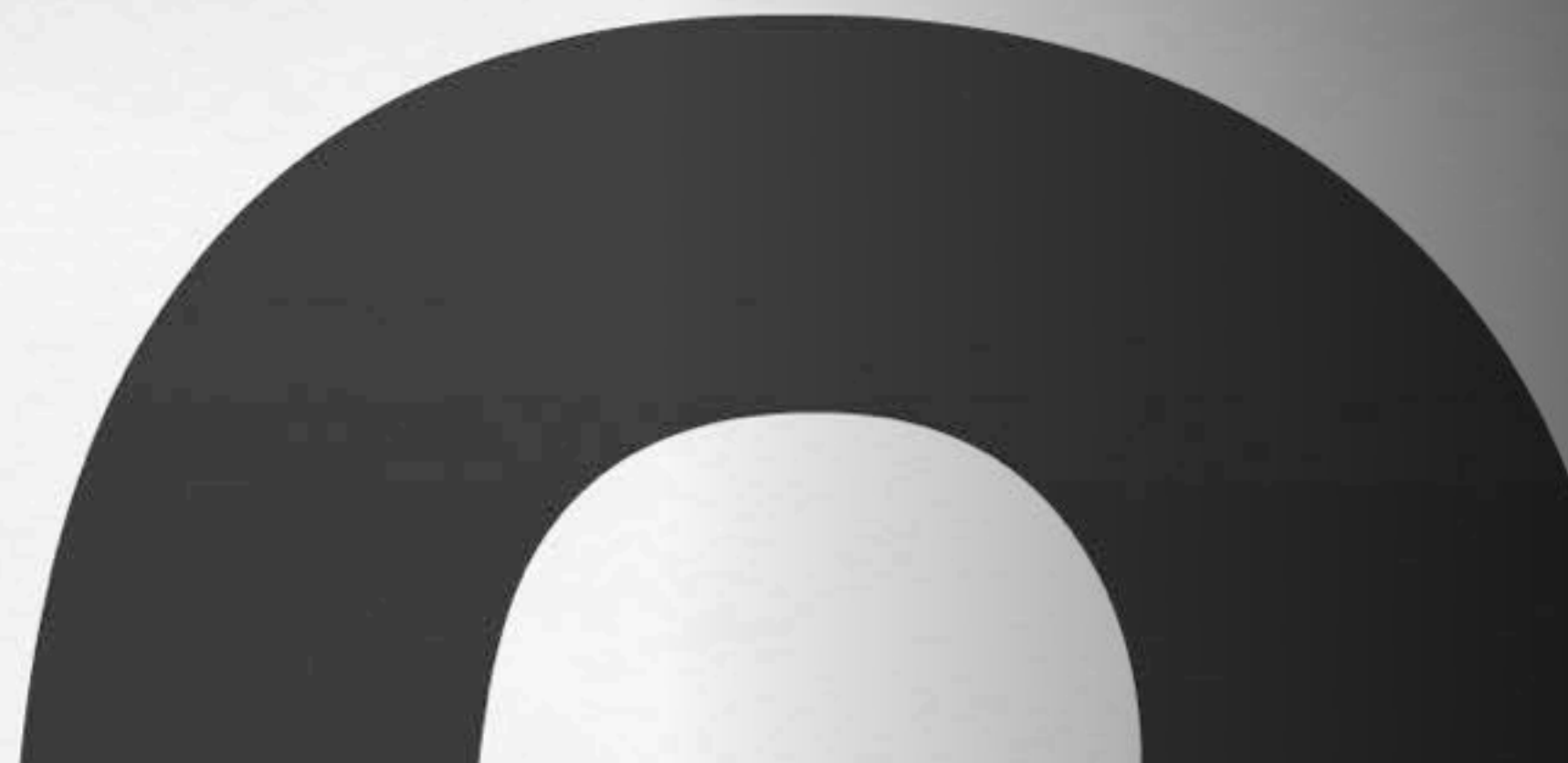
Mo

Mo

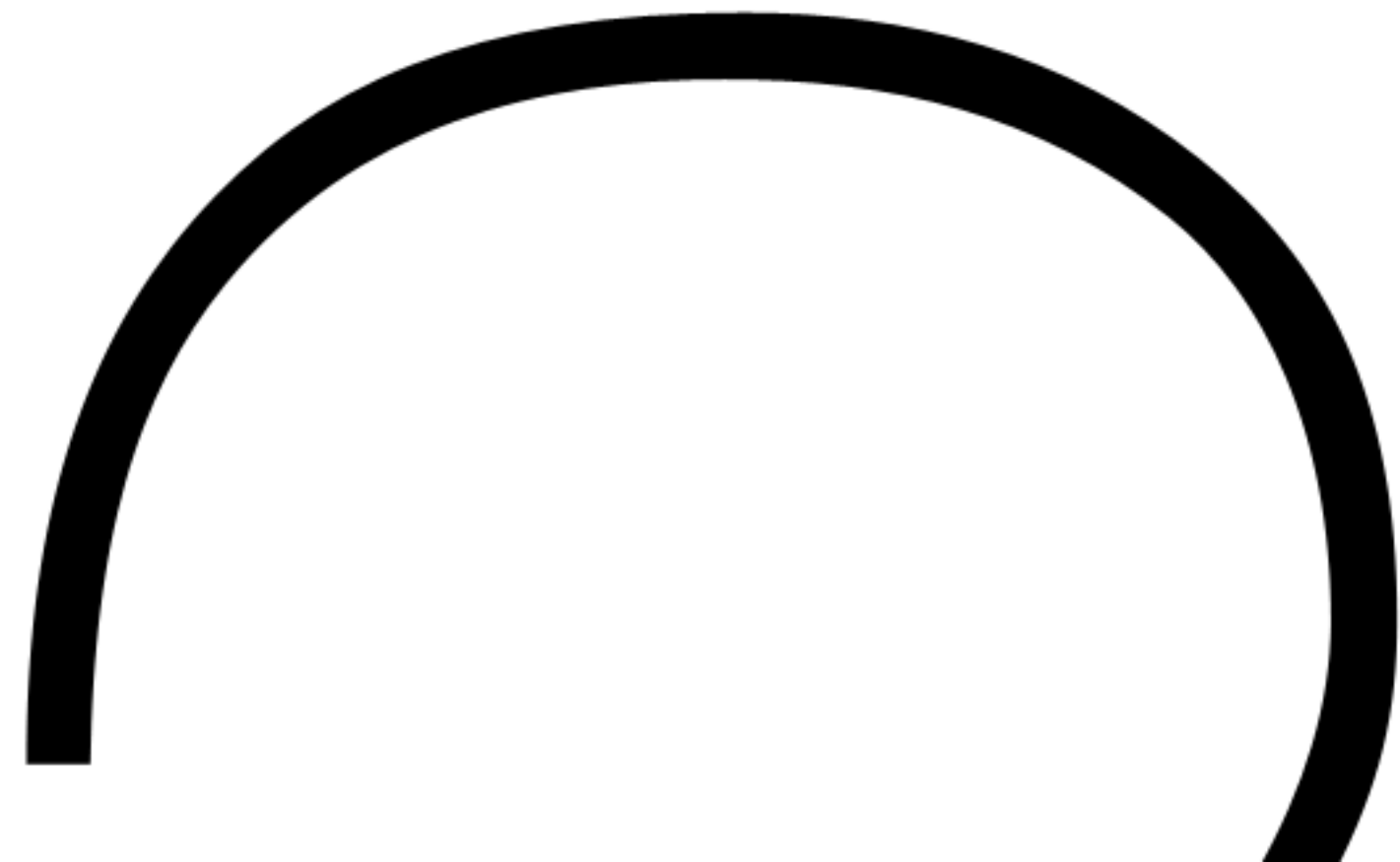


Mo

Mo



Monday

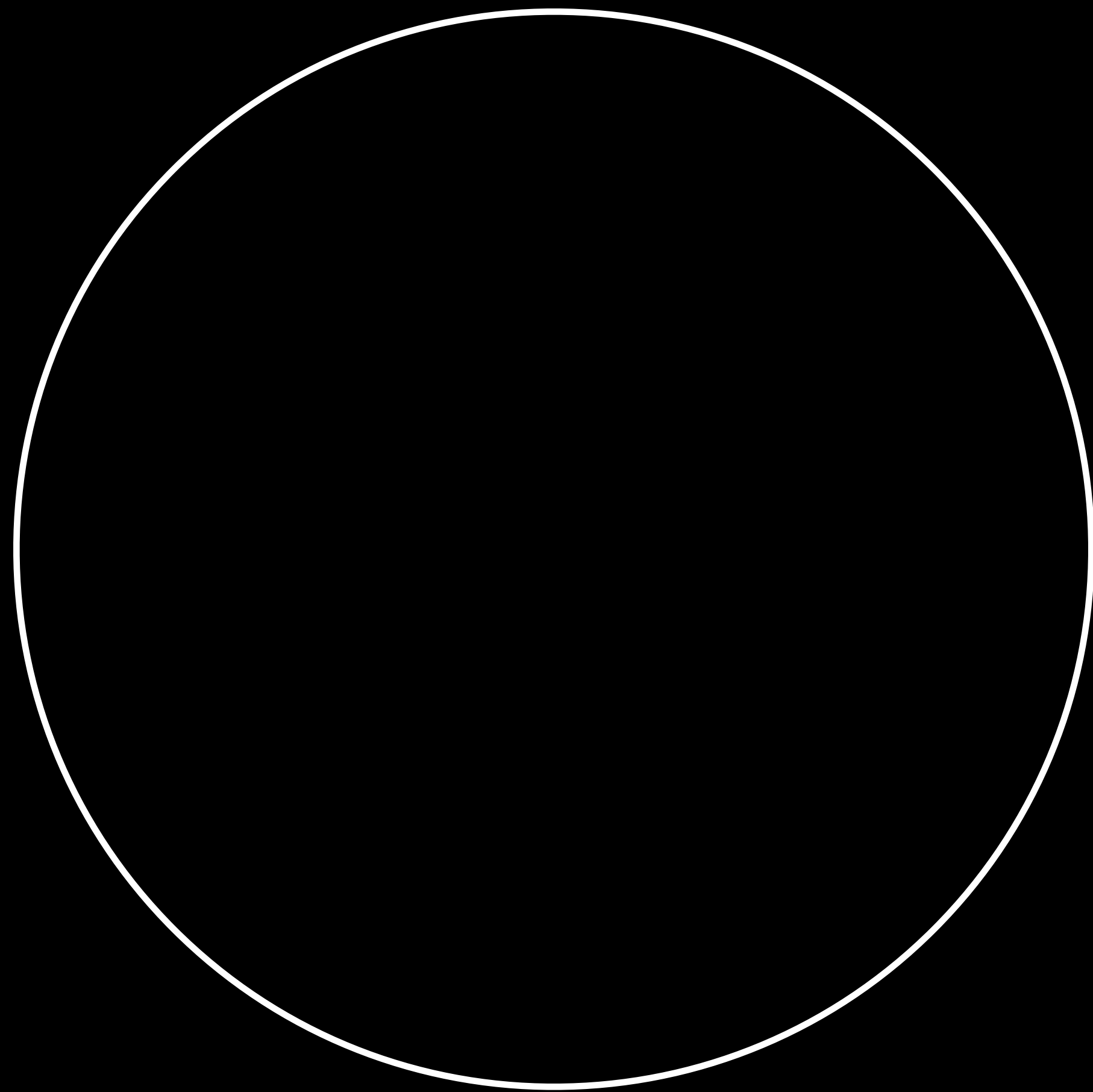


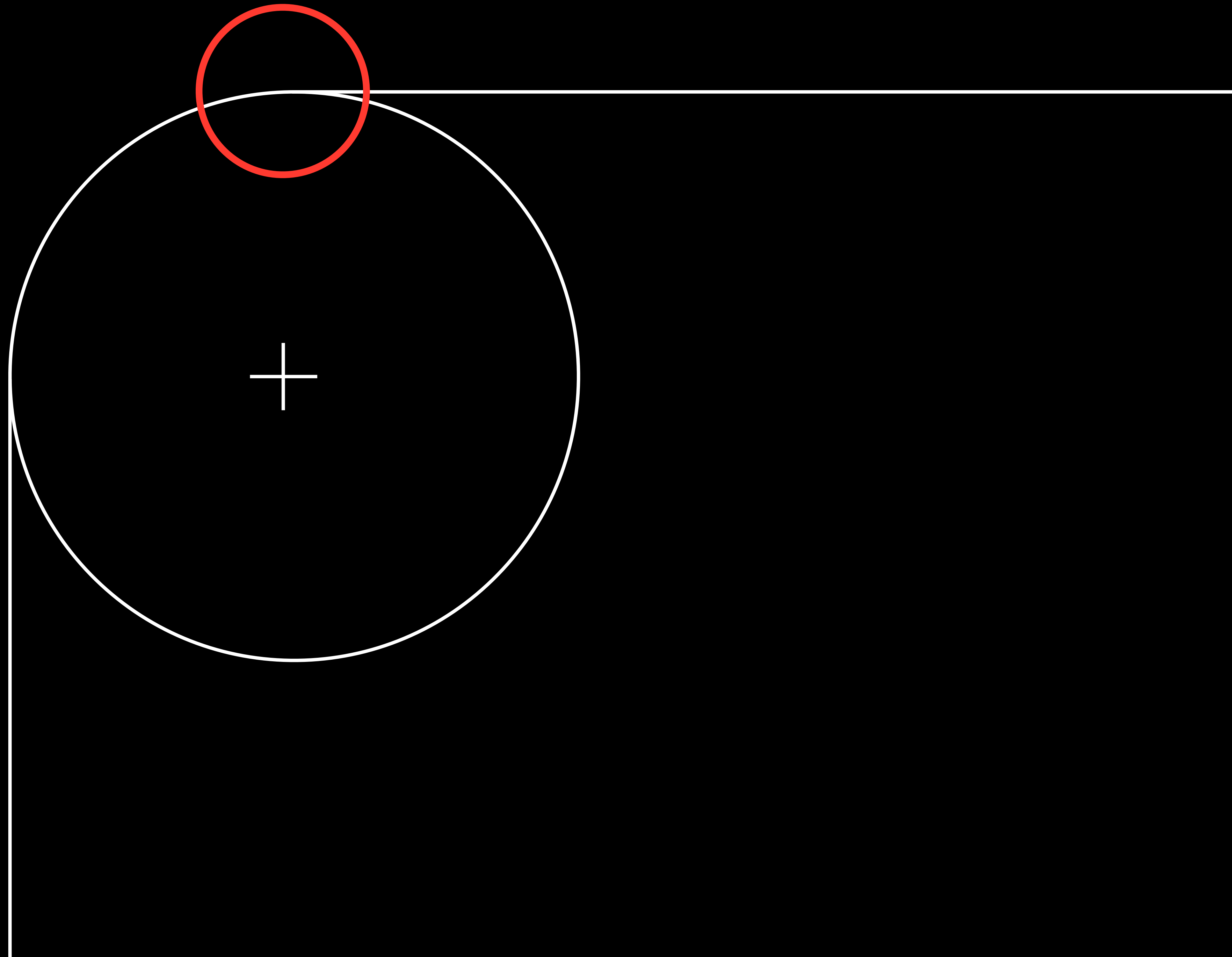
**Monday**

**oo**

Monday

o o





Monday







Monday



9:41 AM

100%



Messages



Calendar



Photos



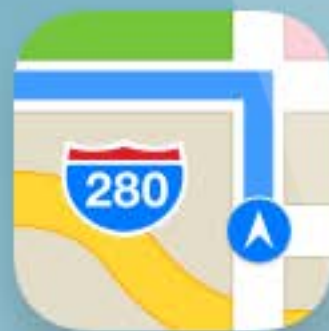
Camera



Weather



Clock



Maps



Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music

# Final Thoughts

Clarity



9:41 AM

100%



45° NE  
San Francisco  
CA

37°19'58" N, 122°1'48" W



Deference



9:41 AM

100%

Inbox

1 of 8



**Fritz Ogden**

To: Mieke Haire [more...](#)



**Say "cheese"**

June 12, 2013 at 9:40 AM


Wow, that weekend flew by. Way too short. But i got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.



Depth





100% 

9:41

Wednesday, June 12

slide to unlock





9:41 AM

100%



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



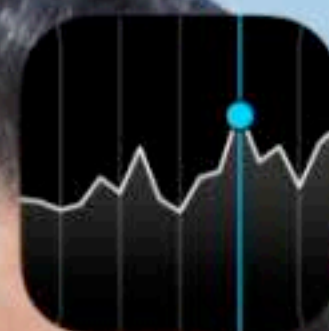
Videos



Notes



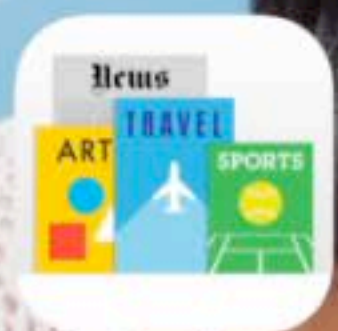
Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music

Now It's Your Turn...

# More Information

Mike Stern

User Experience Evangelist

[stern@apple.com](mailto:stern@apple.com)

Documentation

iOS 7 Transition Guide

<https://developer.apple.com/wwdc/resources/>

Apple Developer Forums

<http://devforums.apple.com>

 WWDC2013