

Best Practices for Great iOS UI Design

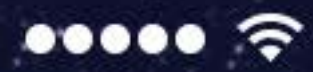
Session 225

Mike Stern

User Experience Evangelist

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

Evergreen Principles



9:41 AM



Messages



Calendar



Photos



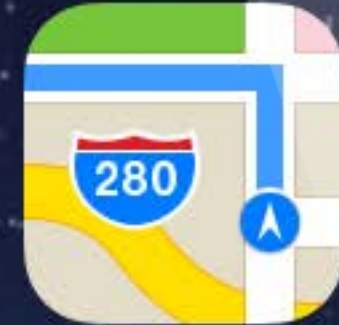
Camera



Weather



Clock



Maps



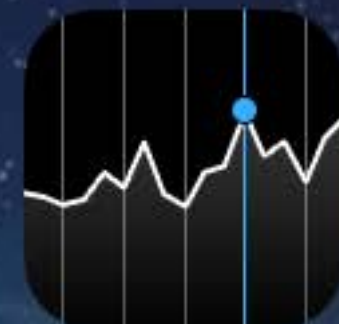
Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Phone



Mail



Safari



Music



9:41 AM

100%

Notes

June 10, 2013, 9:30 AM

Potential dog names

Ozzie

Mookie

Quincy

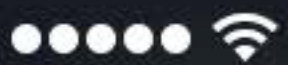
Jake

Riley

Cooper

Tater





9:41 AM

100% 

What can I help
you with?





9:41 AM



San Francisco

Partly Cloudy

60°

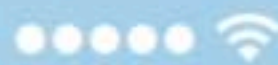
Monday Today

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%



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



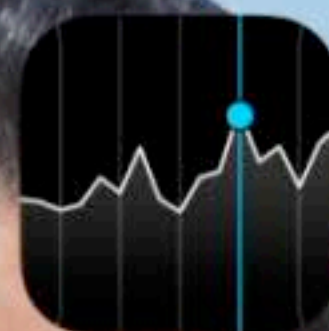
Videos



Notes



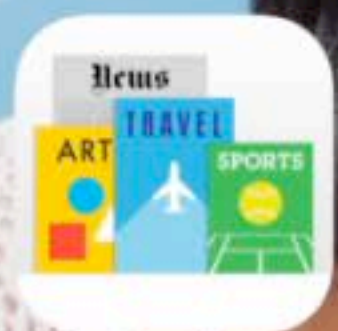
Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music





Apple Design Award 2013

Honoring Outstanding Design and Innovation



Common Pitfalls



Bad App Icons

Showing results for "camera"

iPhone Apps

 <p>Camera+ Photo & Video Download</p>	 <p>Camera Awesome Photo & Video Free</p>	 <p>CamWow: Free photo booth... Entertainment Free</p>	 <p>Instagram Photo & Video Download</p>	 <p>CamWow Retro: Vintage photo... Entertainment Free</p>	 <p>Flashlight Utilities Free</p>	 <p>FX Photo Studio: pro effects &... Photo & Video Free</p>	 <p>Fast Camera Photo & Video \$1.99</p>	 <p>Camera Plus Photo & Video Free</p>	 <p>Pic Stitch Photo & Video Free</p>
 <p>Facebook Camera Photo & Video Free</p>	 <p>GifBoom: Animated GIF... Photo & Video Free</p>	 <p>Camera ∞ Photo & Video Free</p>	 <p>TimerCam - Self Timer Camera - Photo & Video Free</p>	 <p>Photo Editor by Aviary Photo & Video Free</p>	 <p>Vintage Camera Photo & Video Free</p>	 <p>Hardest Game Ever 2 Games Free</p>	 <p>All-In-1 Photo Editor Lite -... Photo & Video Free</p>	 <p>Mega Photo: 100 Free, Real-Time... Photo & Video Free</p>	 <p>Catwang - Ultra Awesome Gnar... Entertainment Free</p>
 <p>Night Vision Camera --Best... Utilities Free</p>	 <p>Fun Camera! Photo & Video Free</p>	 <p>Instaframe - Photo Collage ... Entertainment Free</p>	 <p>Camera Zoom FREE Utilities Free</p>	 <p>LINE camera Photo & Video Free</p>	 <p>tadaa - HD Pro Camera Photo & Video Downloaded</p>	 <p>Icon Pop Quiz Games Free</p>	 <p>Color Effects - splash colors o... Photo & Video Free</p>	 <p>Split Pic 2.0 - Clone Yourself,... Photo & Video Free</p>	 <p>EyeEm - Photo Filter Camera Photo & Video Free</p>
 <p>Ultimate Funny Camera Sound... Entertainment Free</p>	 <p>Camera FX+ Fotolr Photo & Video Free</p>	 <p>Camera Timer! Utilities Free</p>	 <p>Wood Camera - Vintage Photo... Photo & Video \$0.99</p>	 <p>Live FX Lite (create your ow... Photo & Video Free</p>	 <p>Flashlight for iPhone, iPod a... Utilities Free</p>	 <p>Camera-Fotolr Photo & Video Free</p>	 <p>Self Timer Camera -... Photo & Video Free</p>	 <p>X-Ray Camera Entertainment Free</p>	 <p>I'd Cap That® Entertainment Free</p>
 <p>Path Social Networking Free</p>	 <p>Super Camera Free: ALL-IN-1 Photo & Video Free</p>	 <p>Fisheye - Fisheye Camera with OI... Entertainment Free</p>	 <p>iTouchScreen Camera Entertainment Free</p>	 <p>Camera Genius Photo & Video \$2.99</p>	 <p>Camera Zoom 3 Photo & Video \$0.99</p>	 <p>Fatify Entertainment Free</p>	 <p>BeFunky Photo Editor Photo & Video Free</p>	 <p>Cartoonatic - Toon Camera,... Entertainment Free</p>	 <p>iCamViewer: CCTV Camera, I... Utilities Free</p>

All

iPhone Apps

iPad Apps

Songs

Albums

TV Shows

Podcasts

Books

Audiobooks

iTunes U

Music Videos

Movies

ARTISTS AND MORE

tap tap tap >
Software Developer

Camera >
Alternative

Camera Obscura >
Alternative

Cam'ron >
Hip-Hop/Rap

Camera LLC(TX) >
Software Developer

Beautiful
and
Instantly Recognizable

Instantly Recognizable App Icons

Focus on a unique shape

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



Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo









Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo

Avoid a lot of text

Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo

Avoid a lot of text



FUZZ



Hair &
Makeup
Studio

Fuzz

Hair &
Makeup
Studio

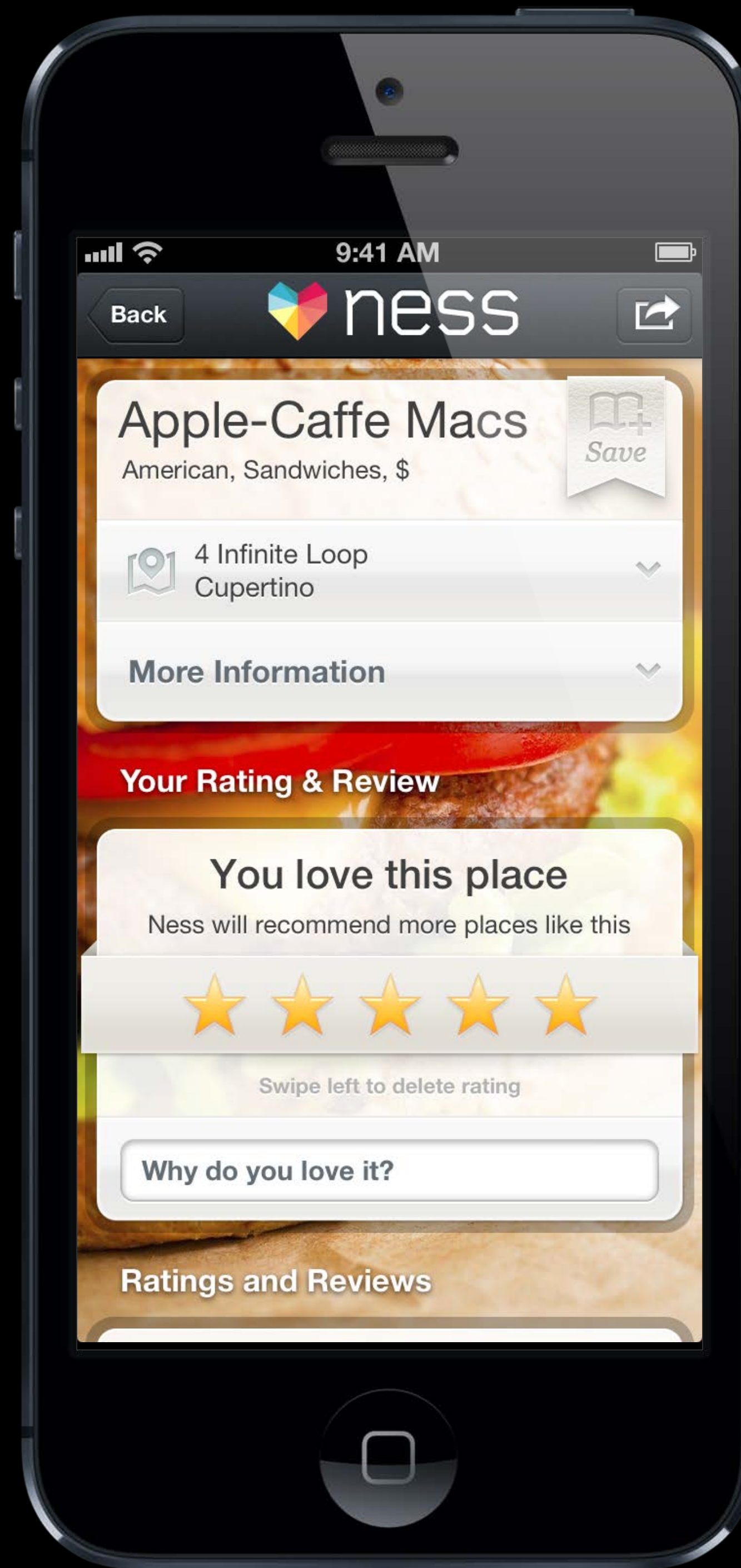
FMMA

Hair &
Makeup
Studio

FLU

Hair &
Makeup
Studio







ness



ness




ness







 pocket

Pinterest

Snapguide

Vine



Pinterest

Snapguide

Vine



Snapguide

Vine



Vine



Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo

Avoid a lot of text

Accurately portray materials

Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo

Avoid a lot of text

Accurately portray materials











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



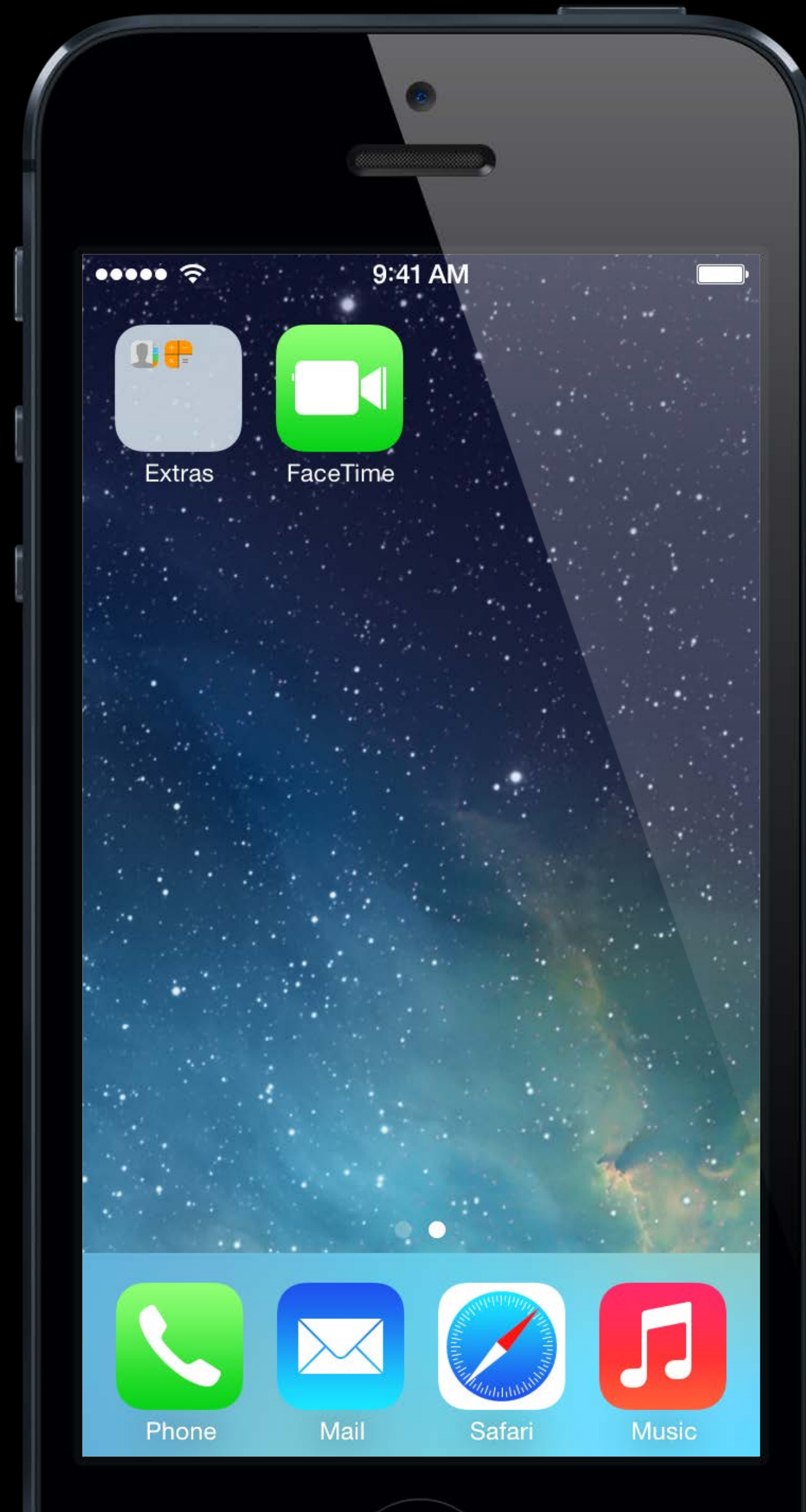
Test Your App Icon on Different Wallpapers



Place It Inside a Folder to Test Legibility



Place It Inside a Folder to Test Legibility

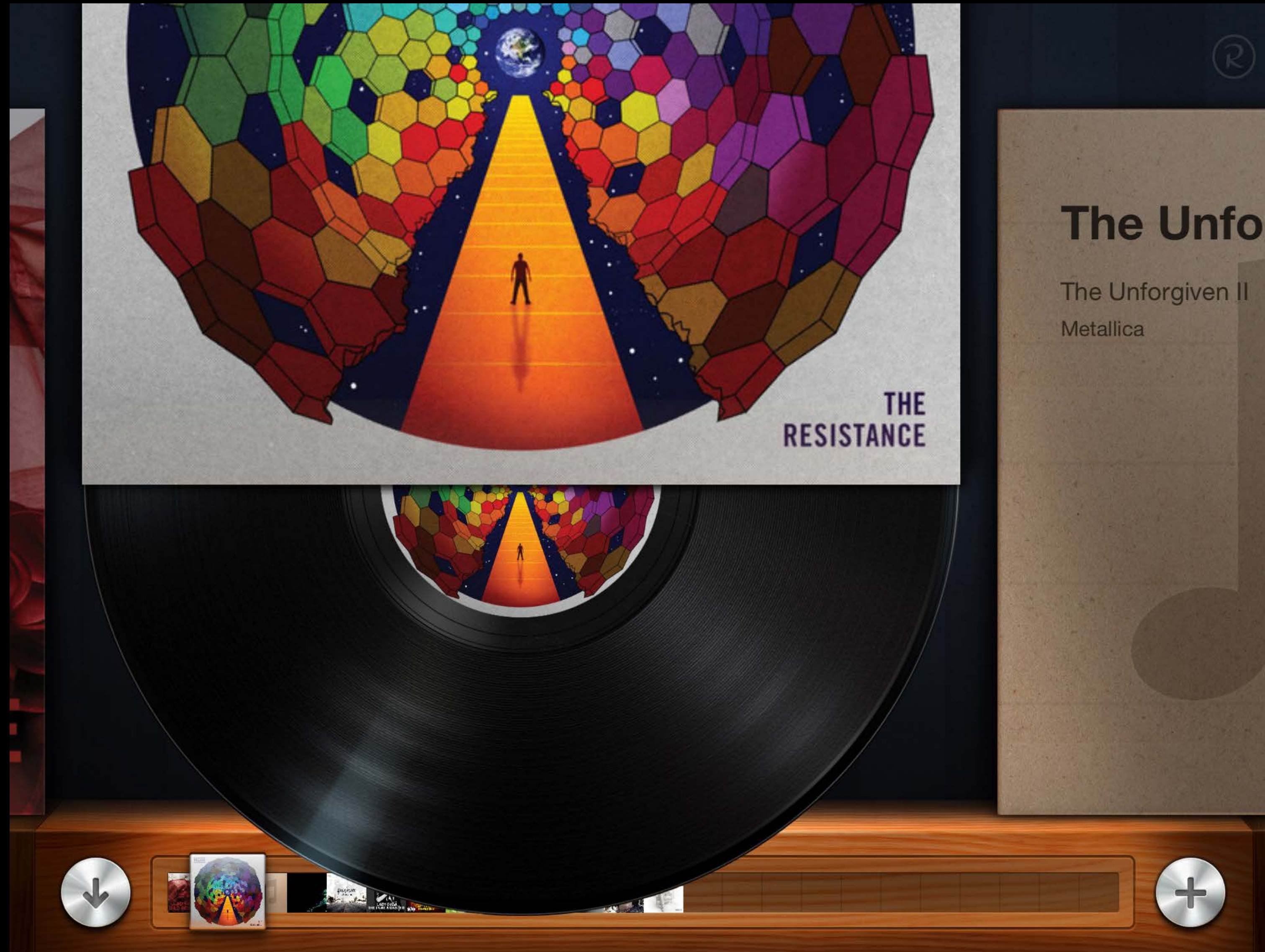


Case Study

Turnplay by Ramotion

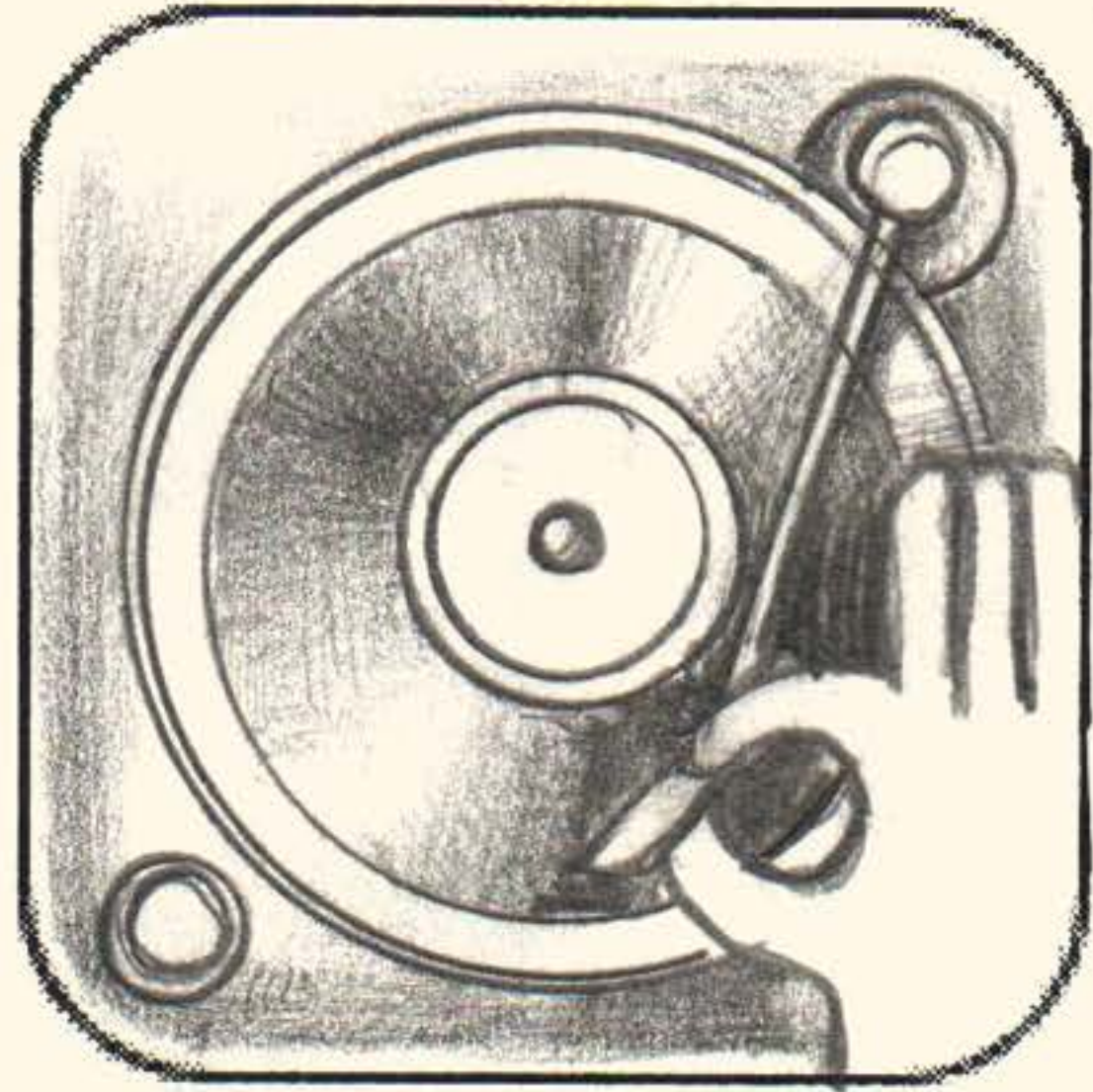
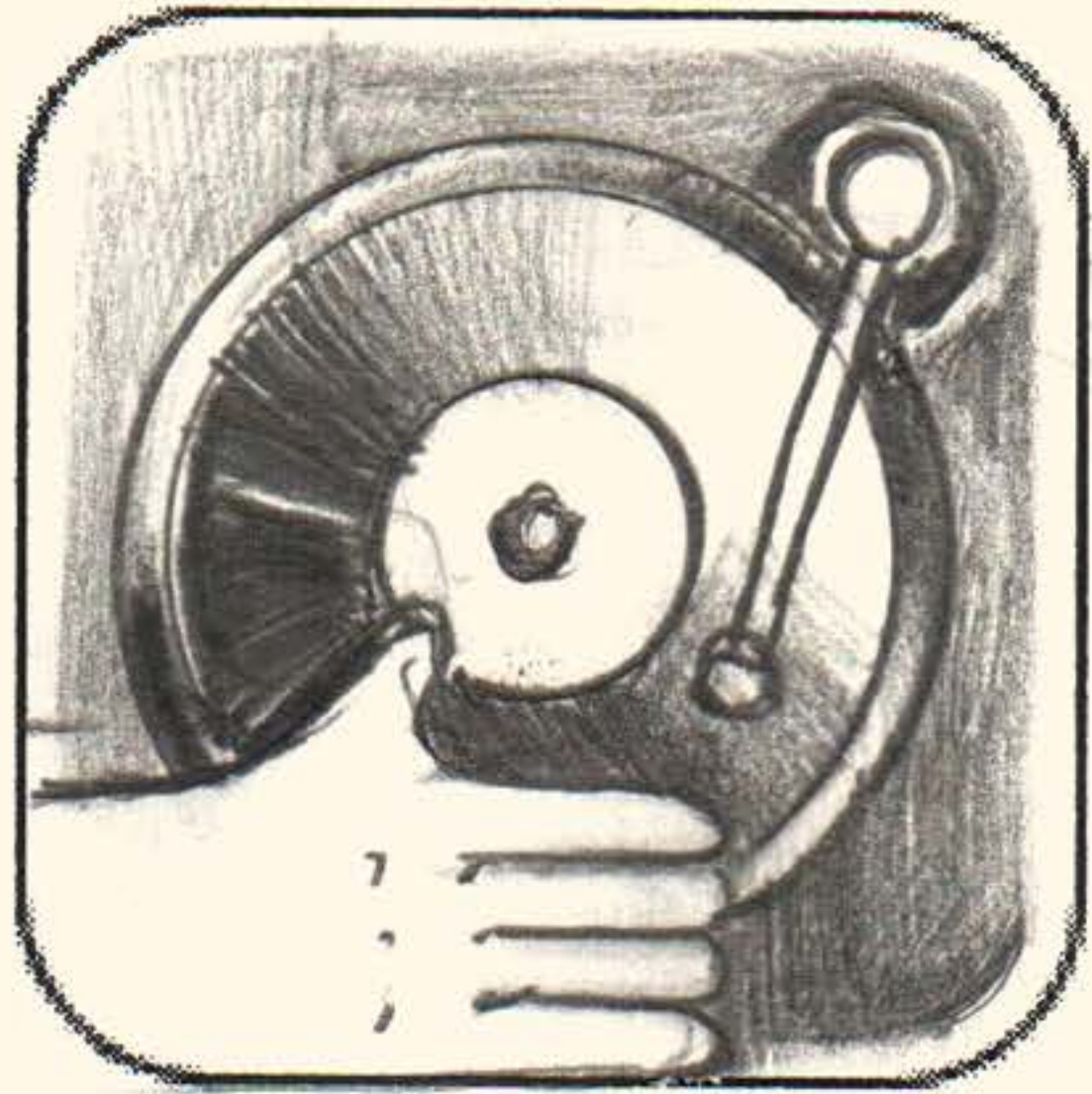
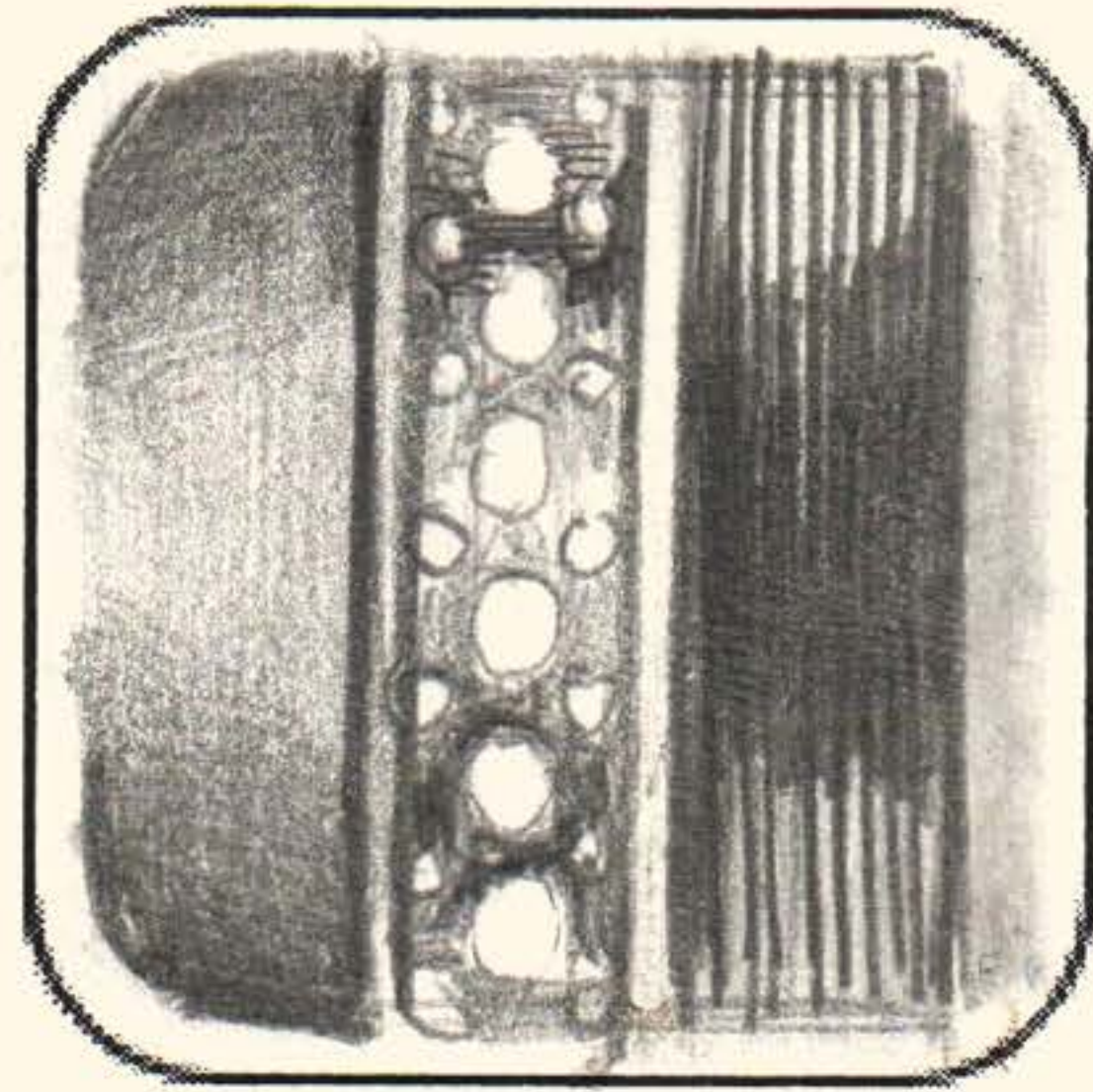
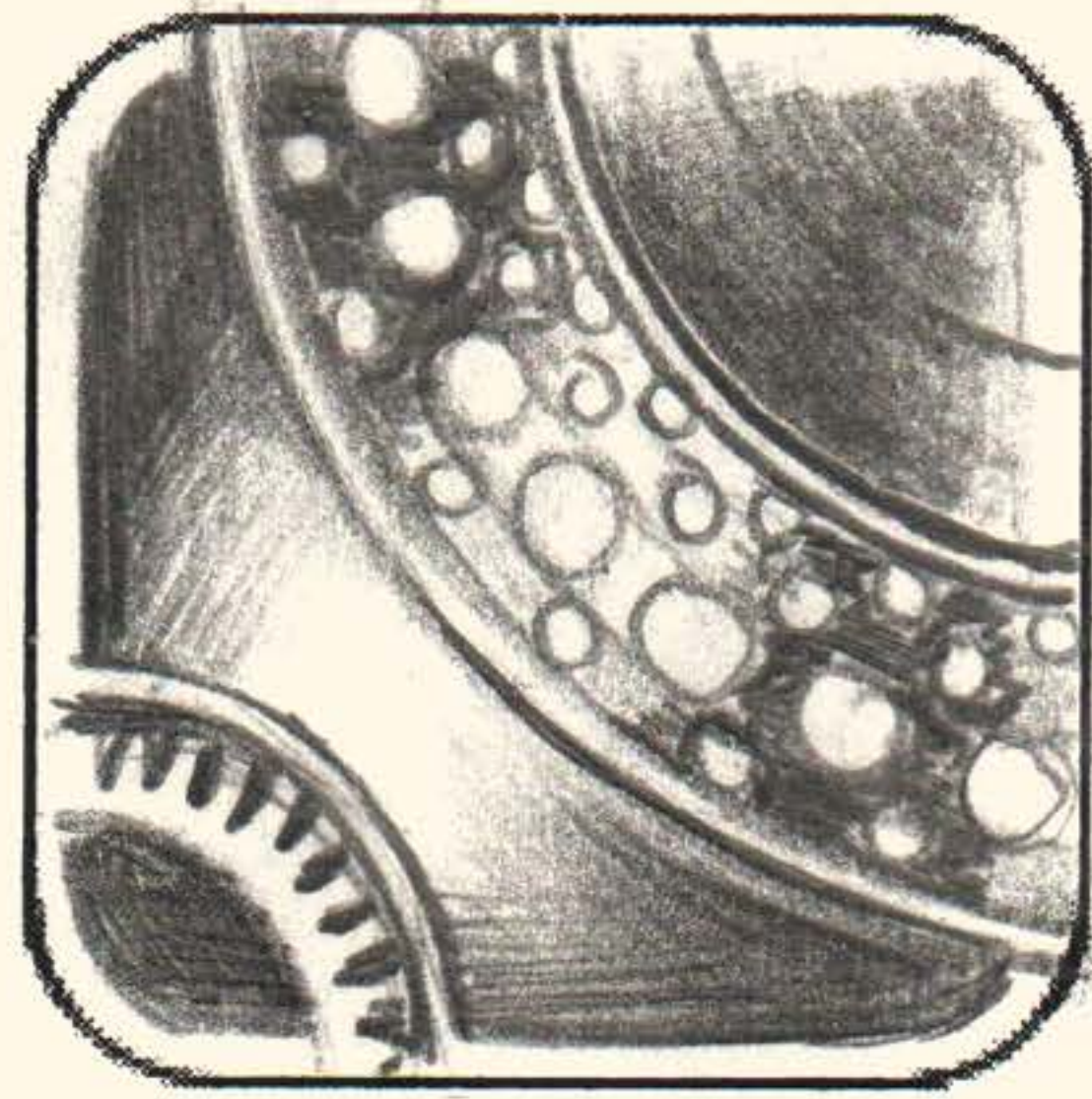
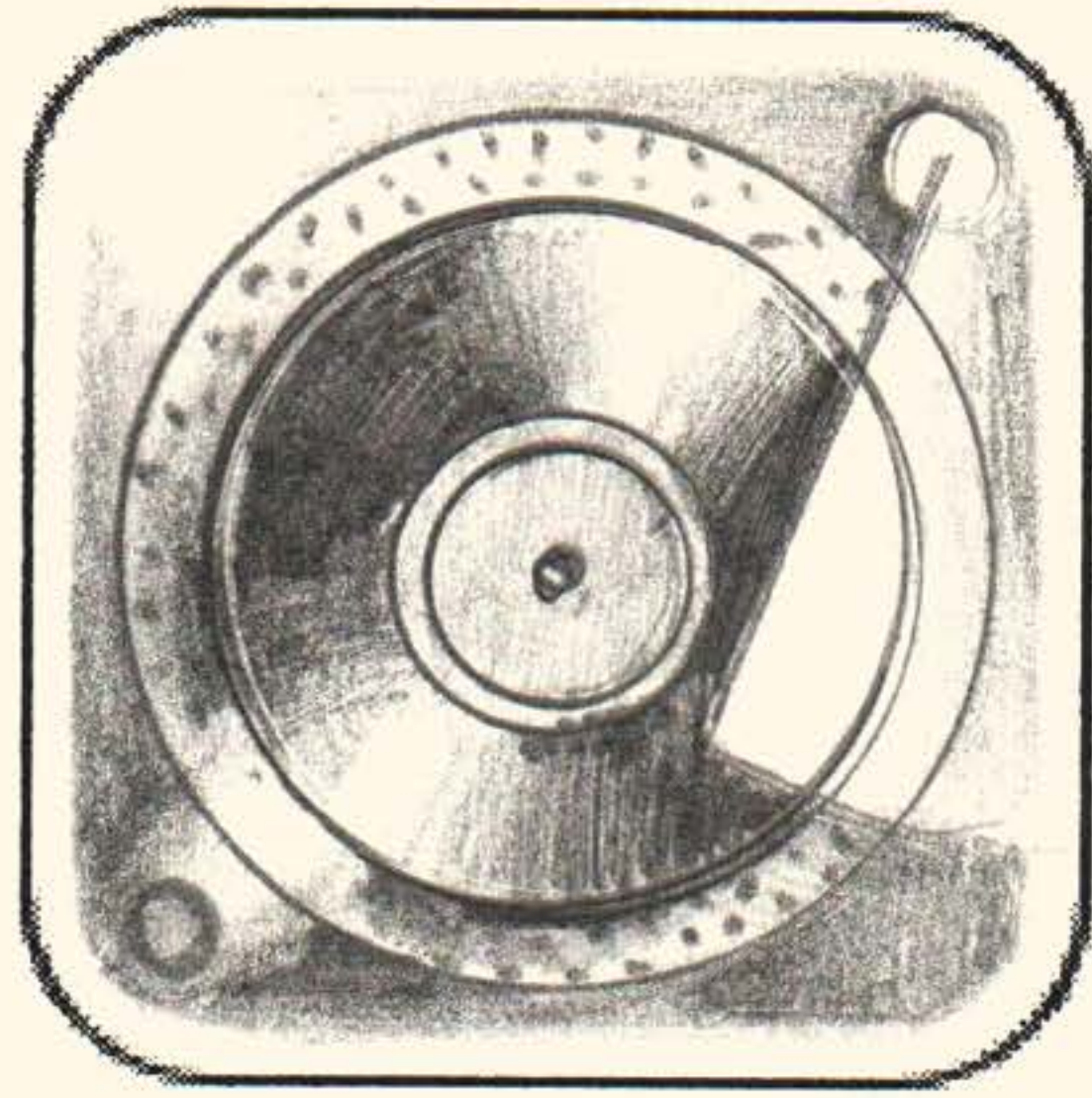
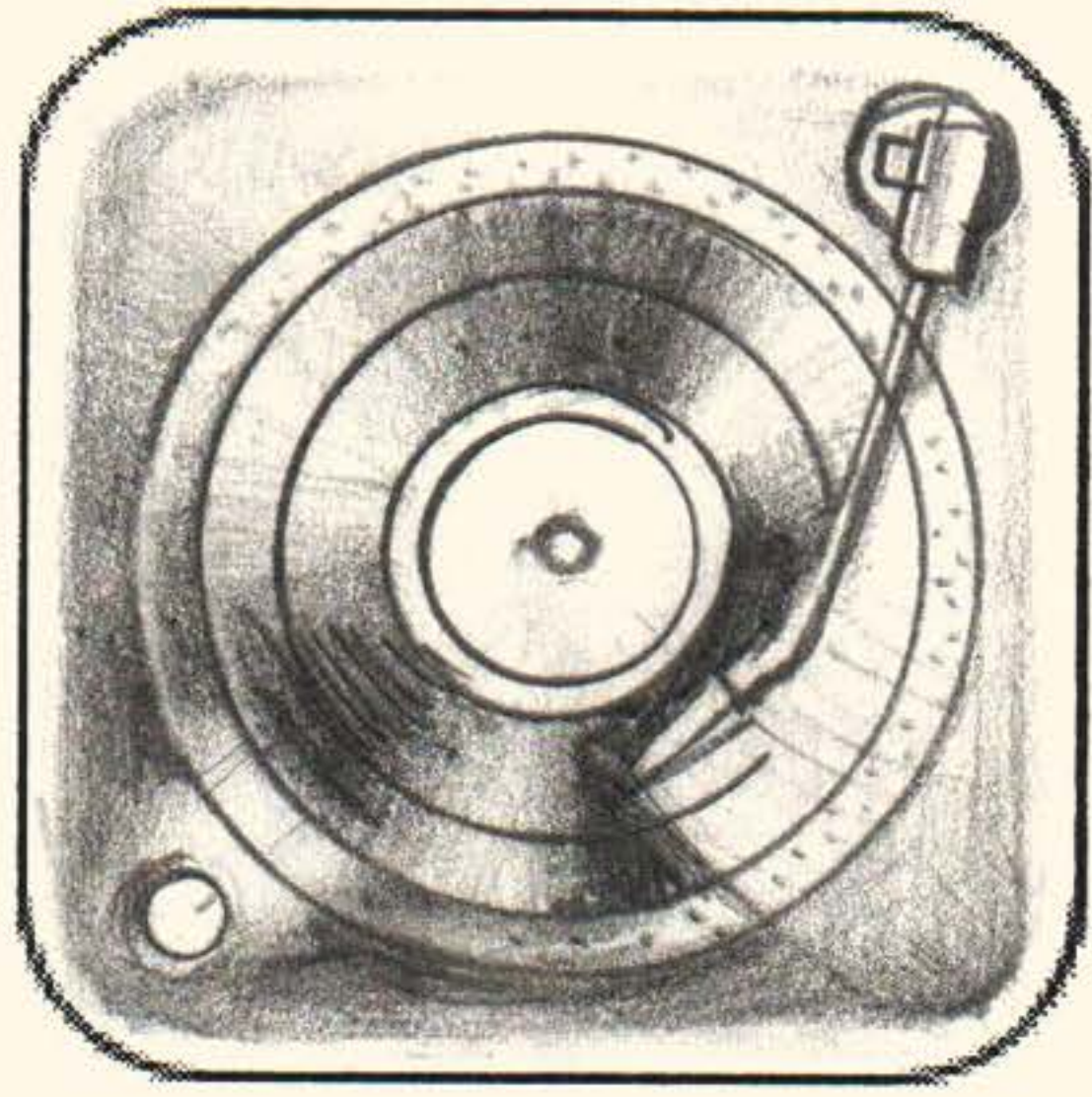


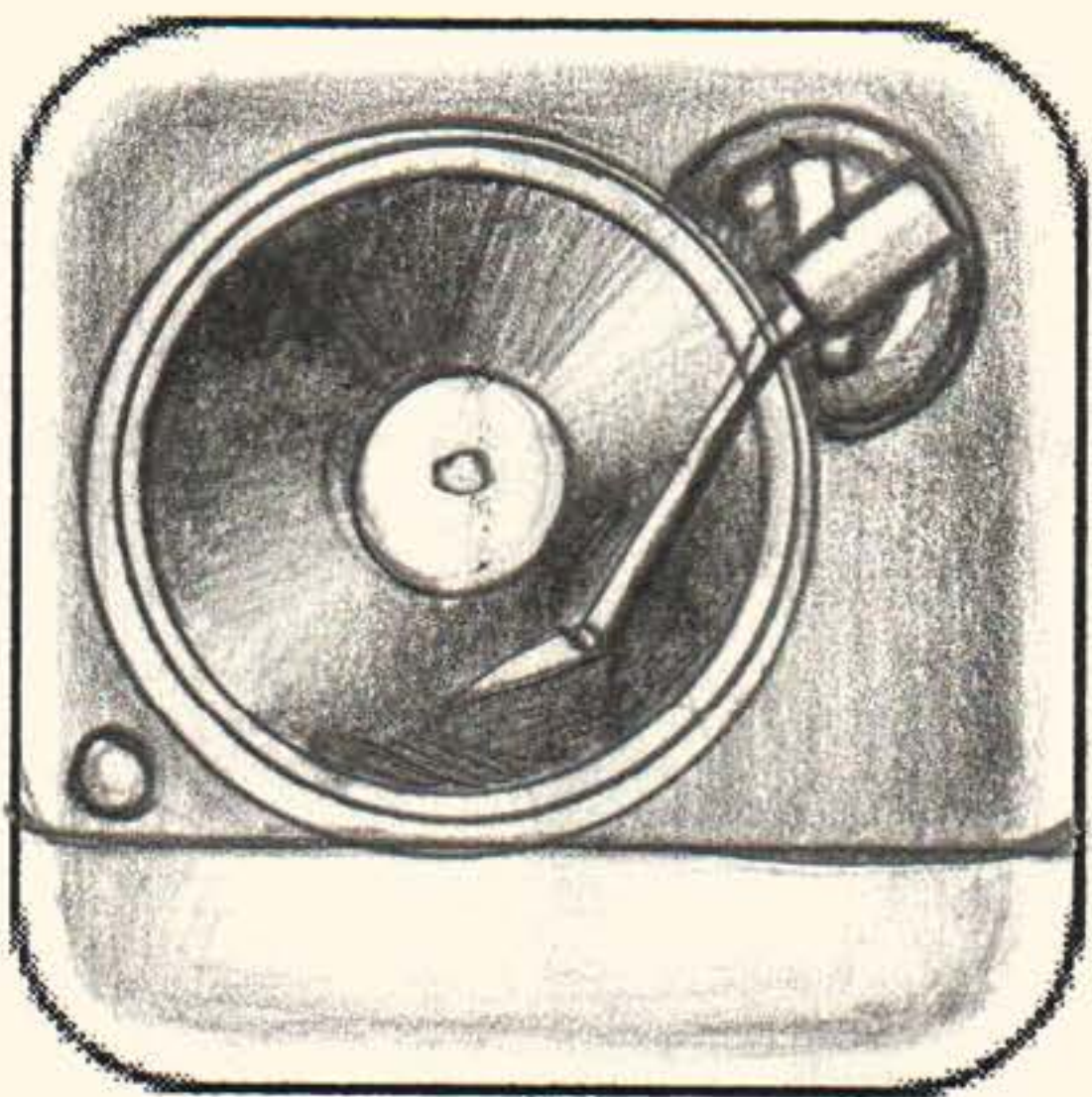
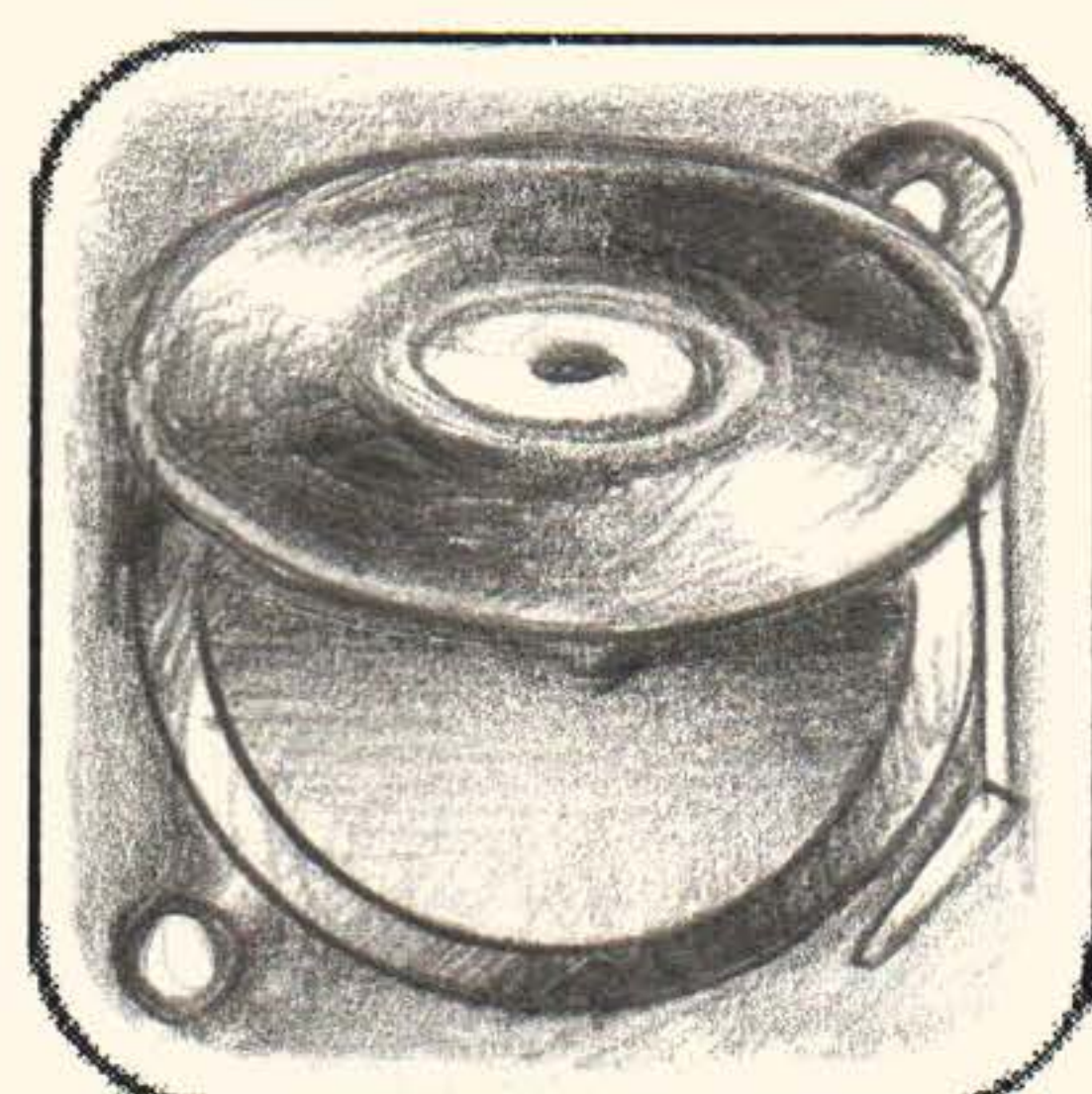
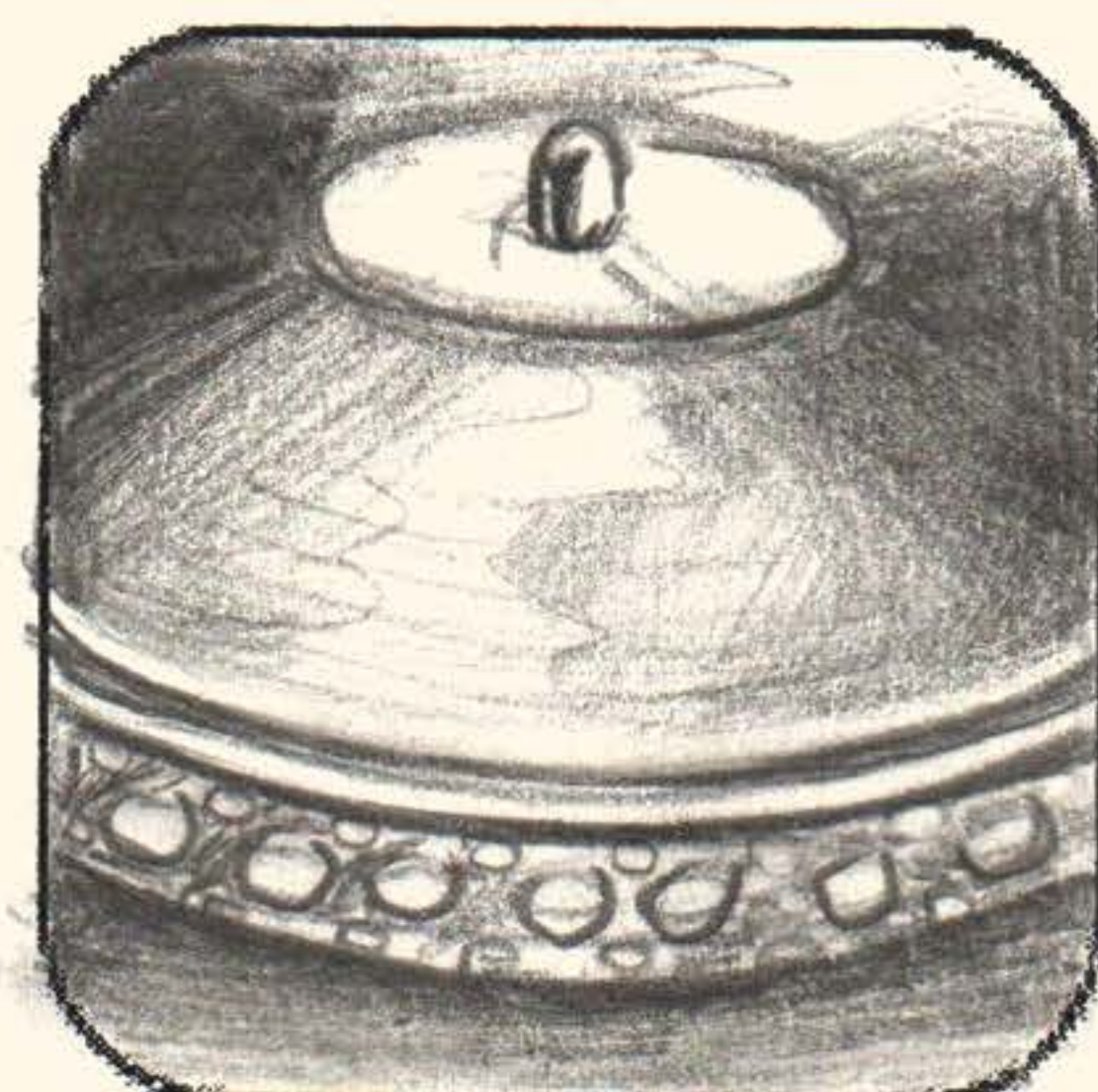
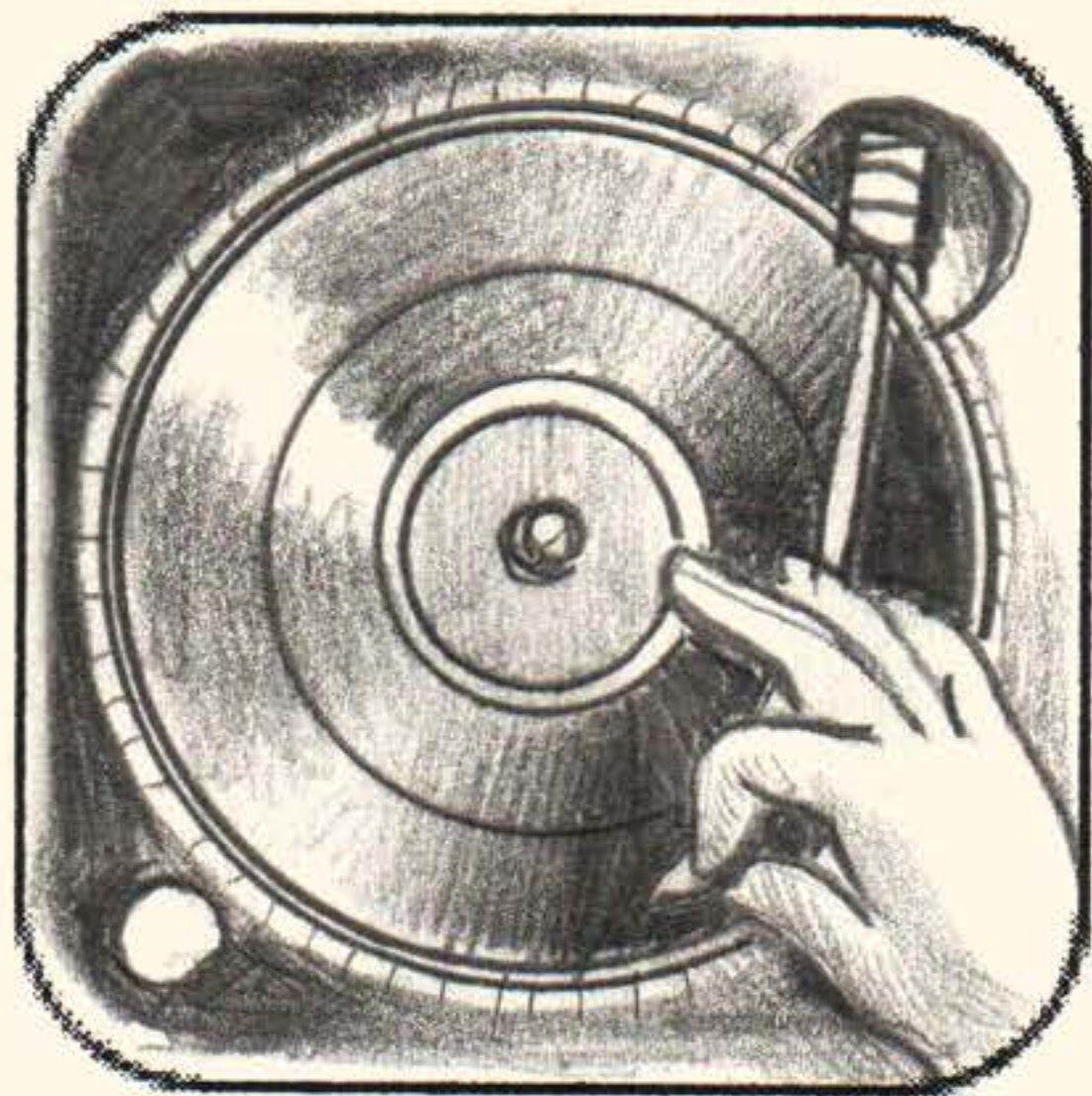
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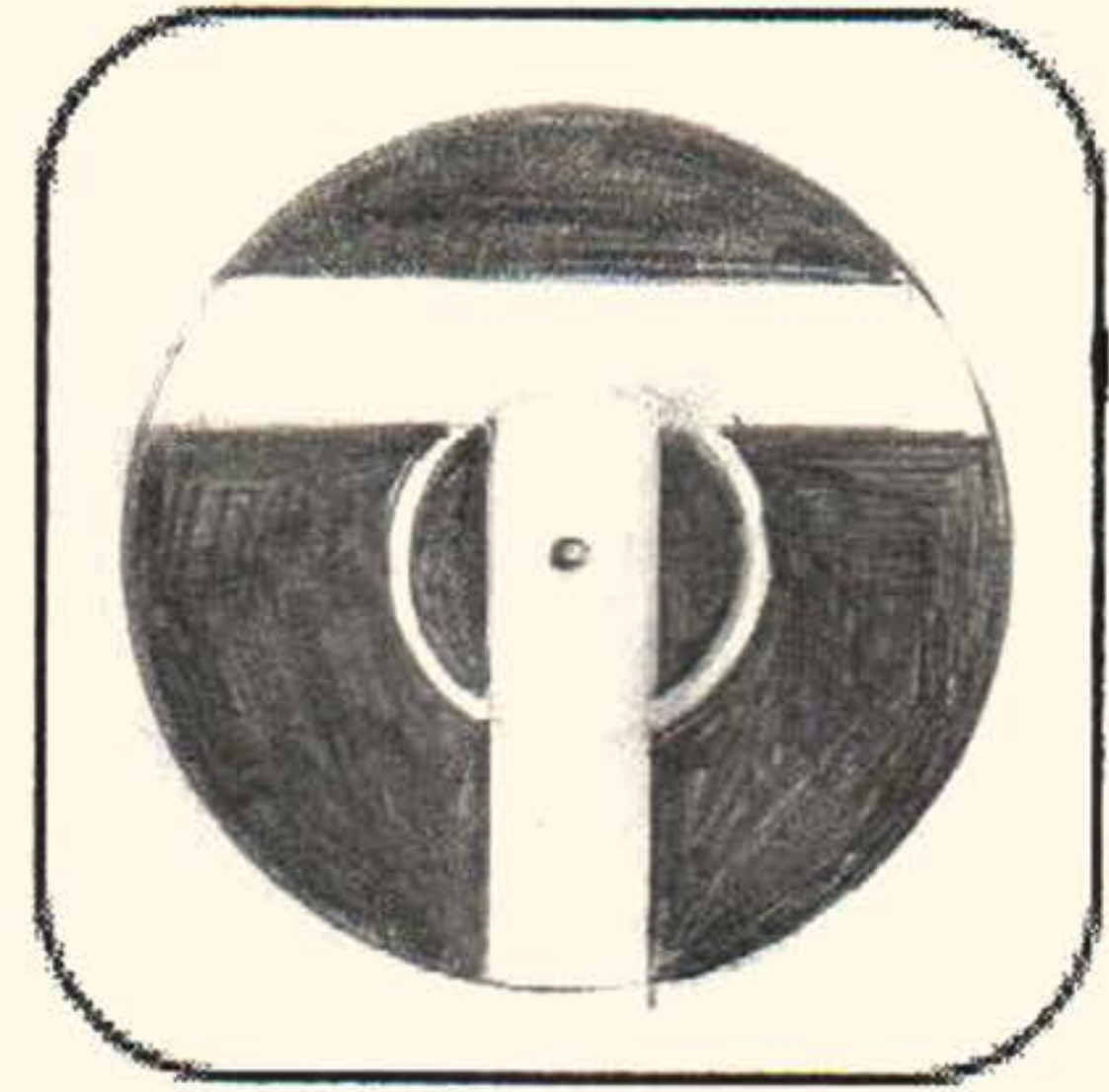
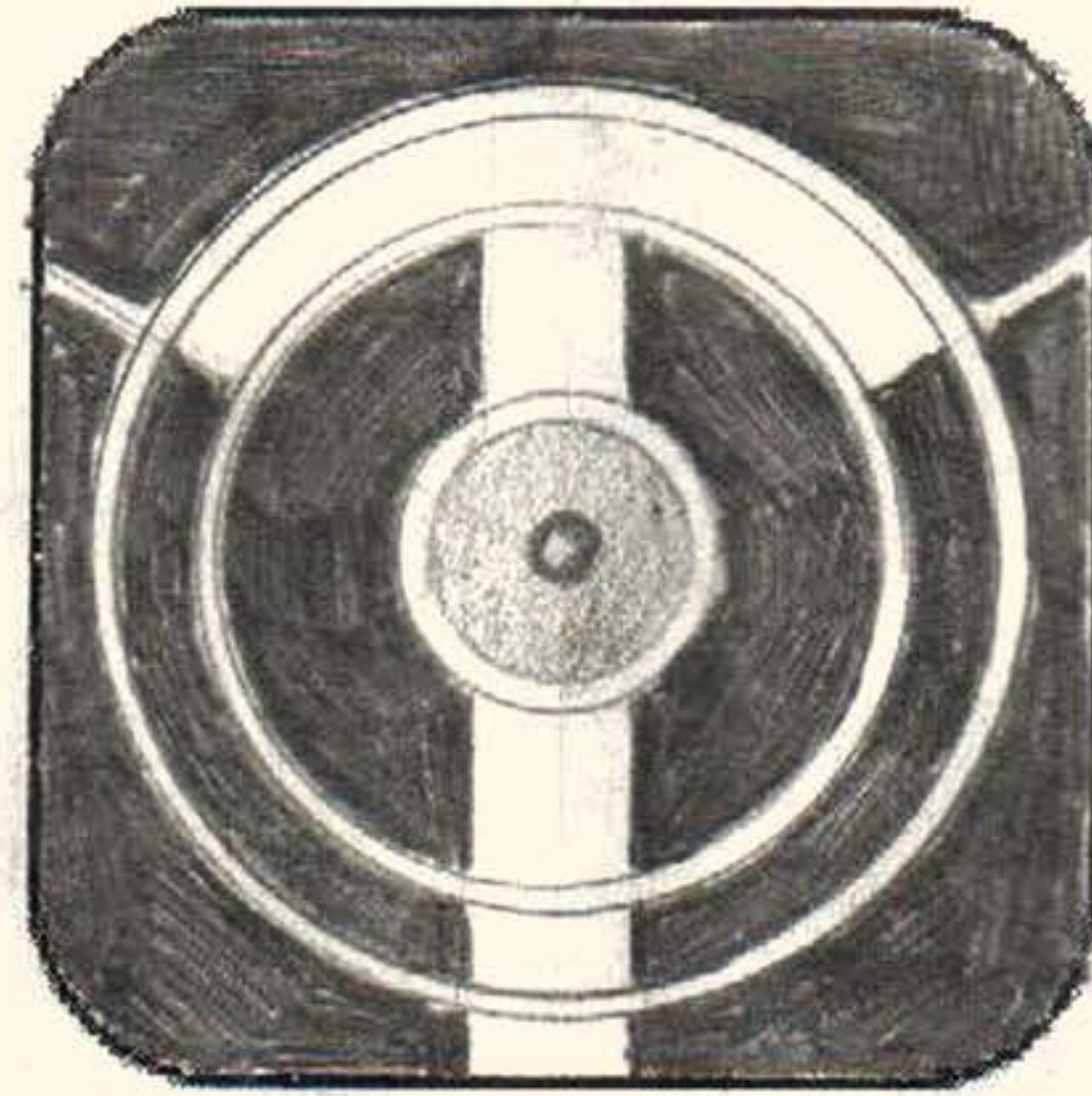
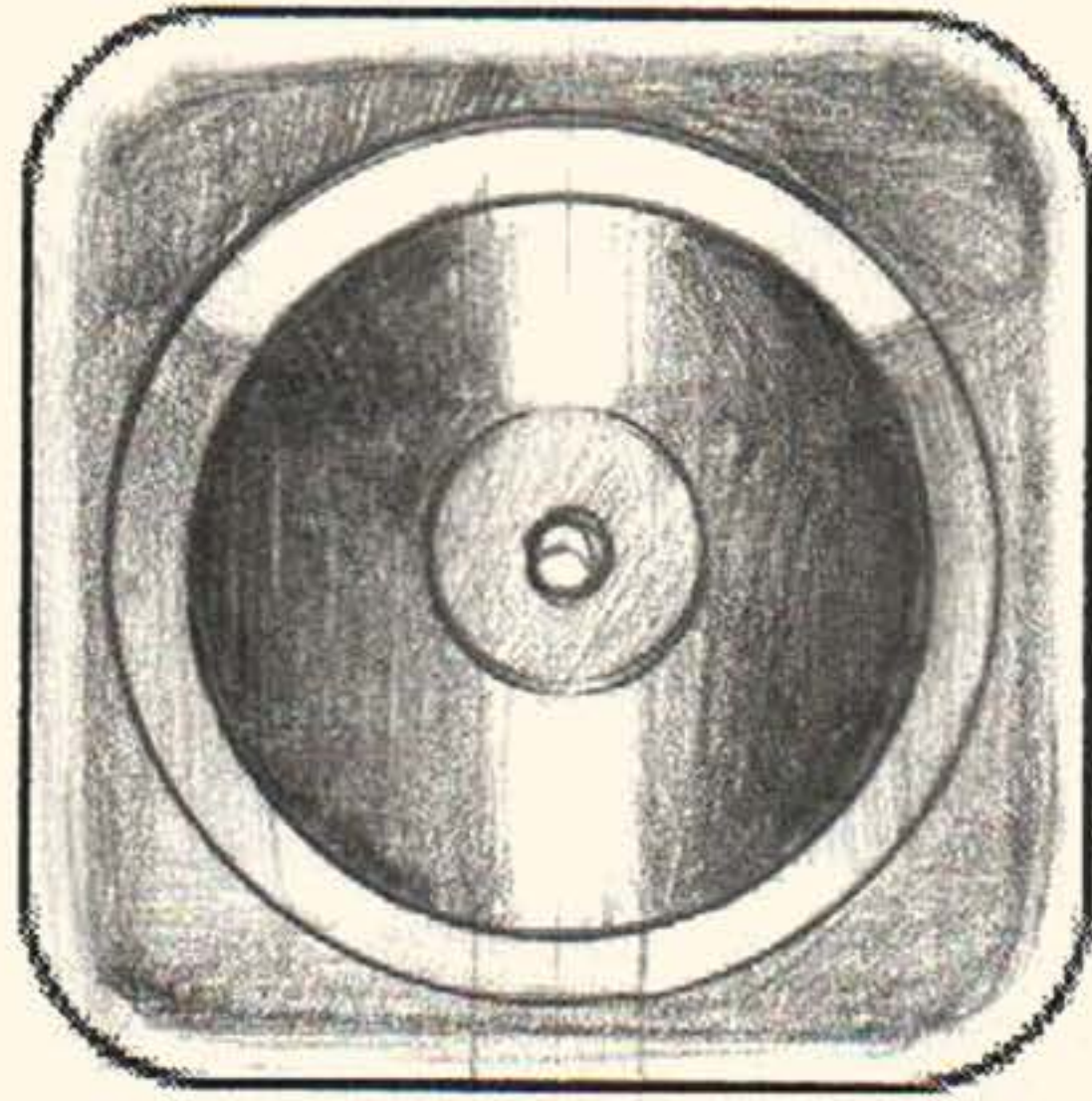
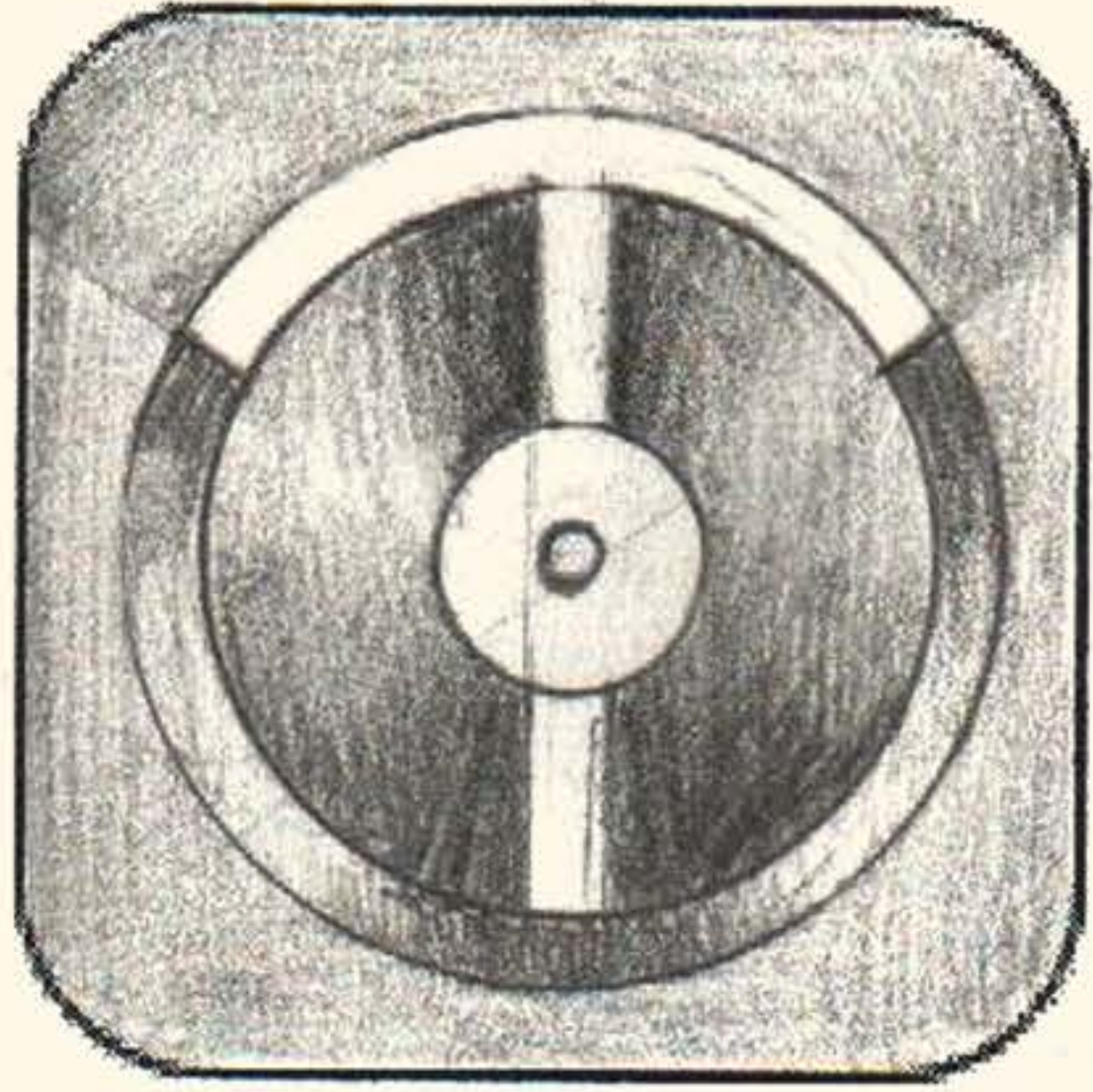
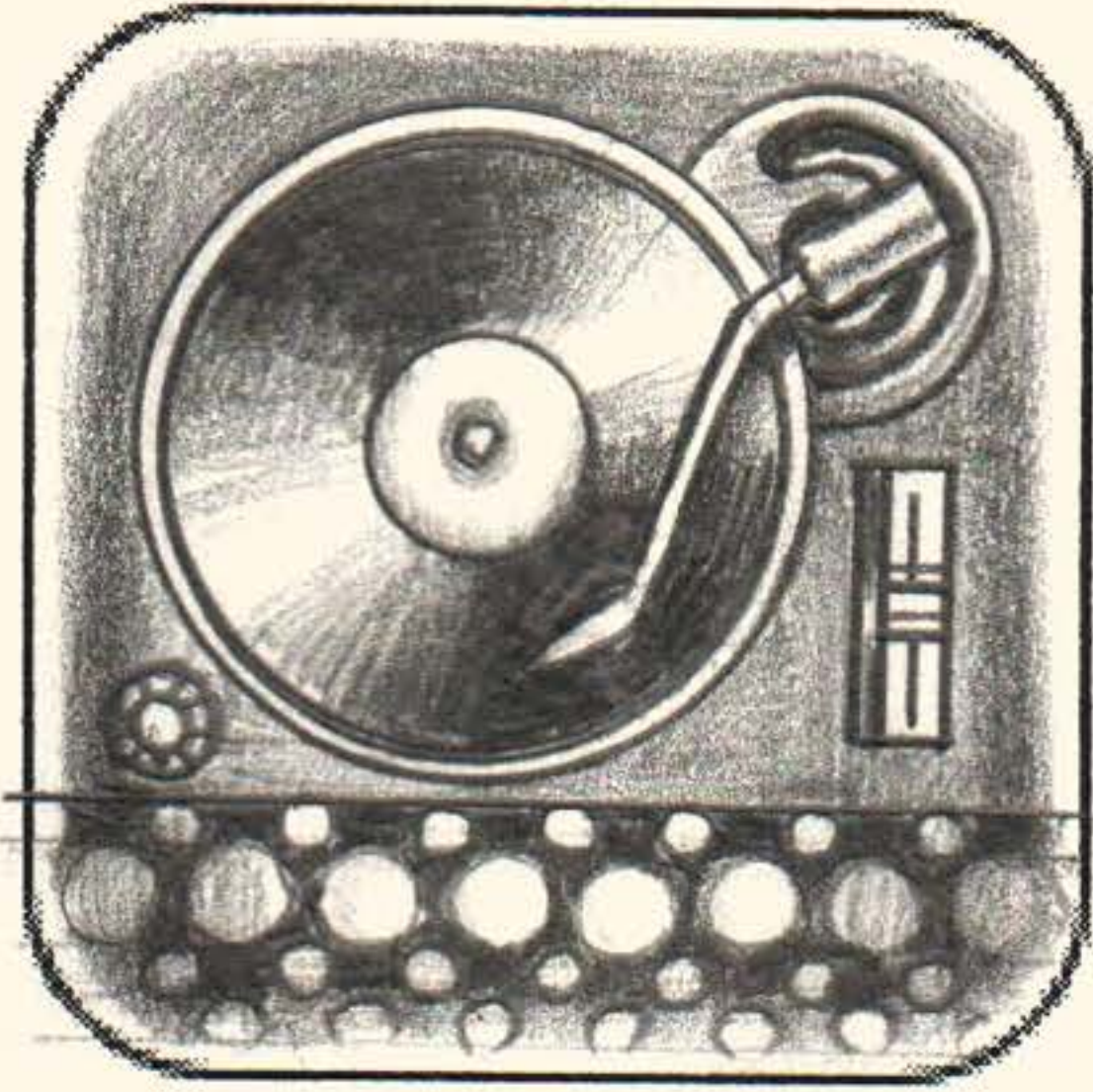
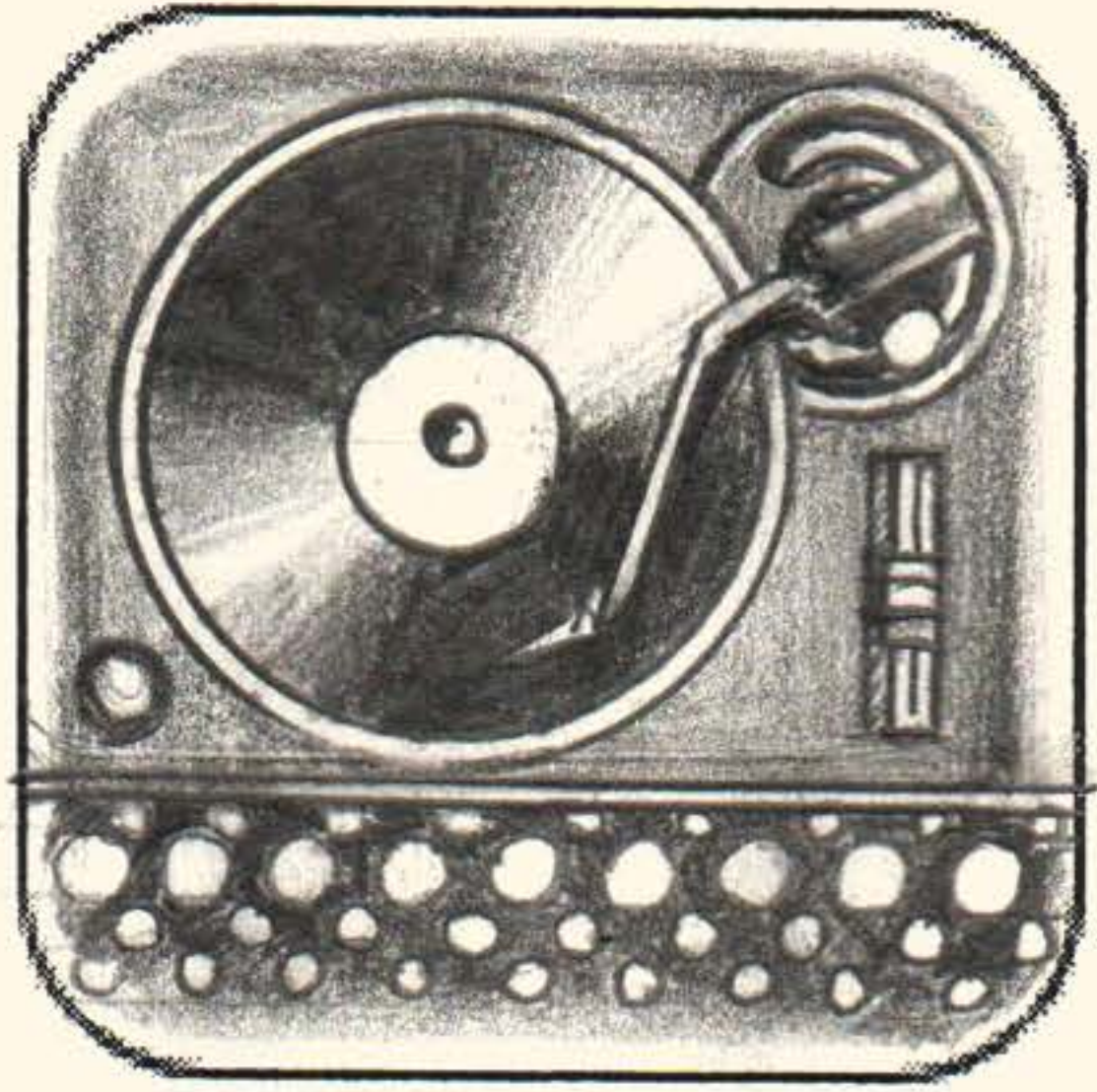


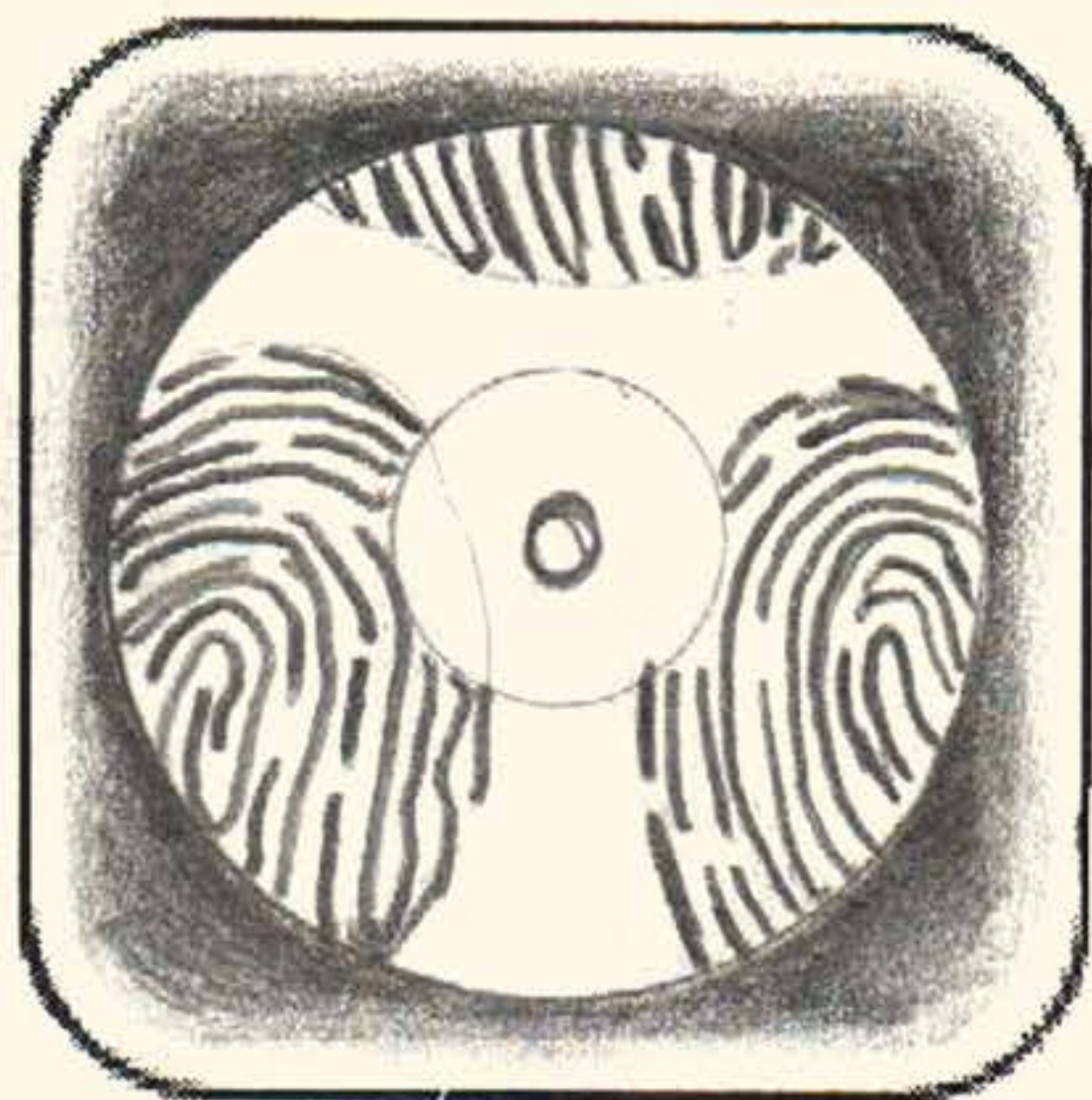
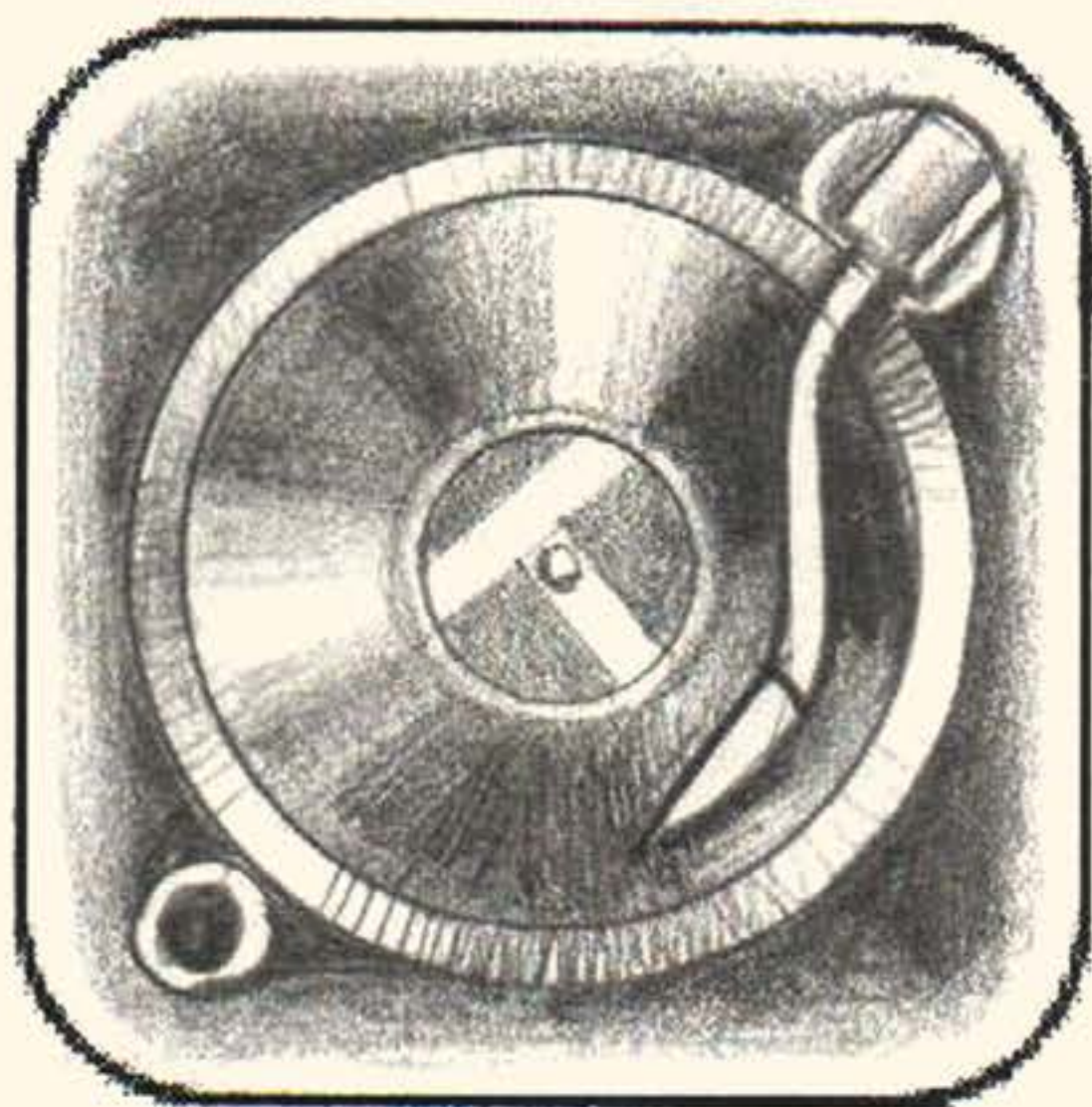
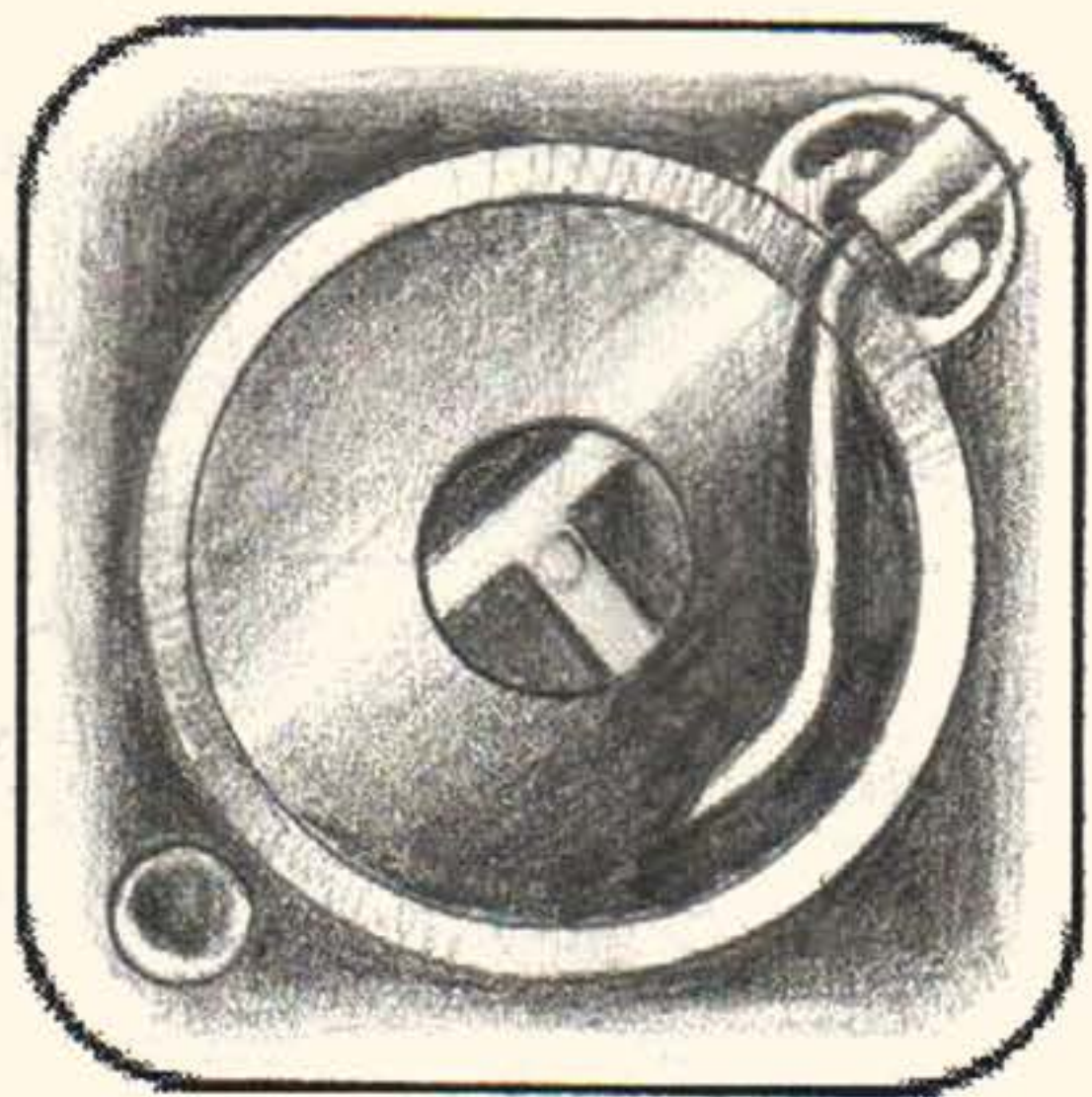
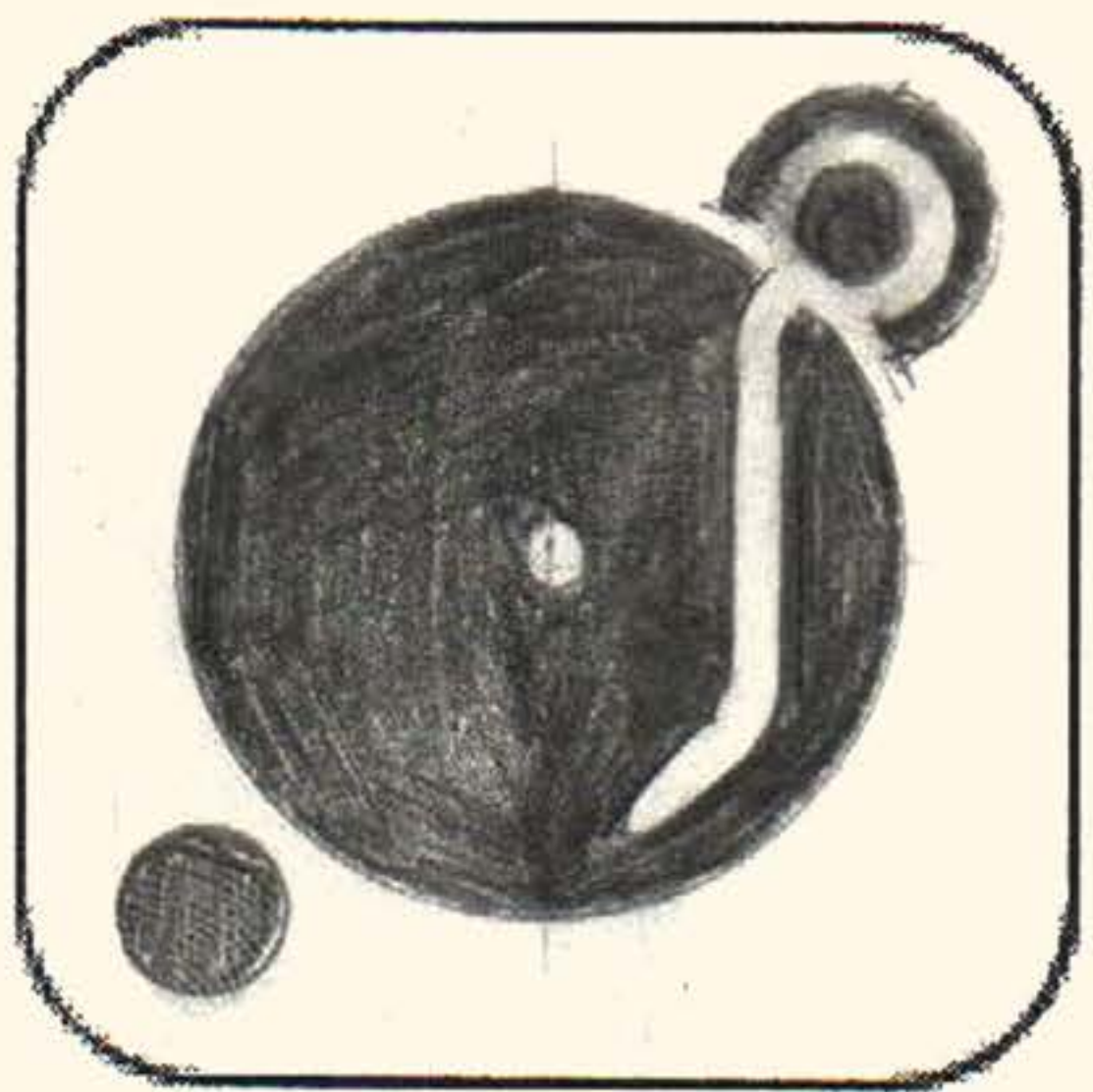
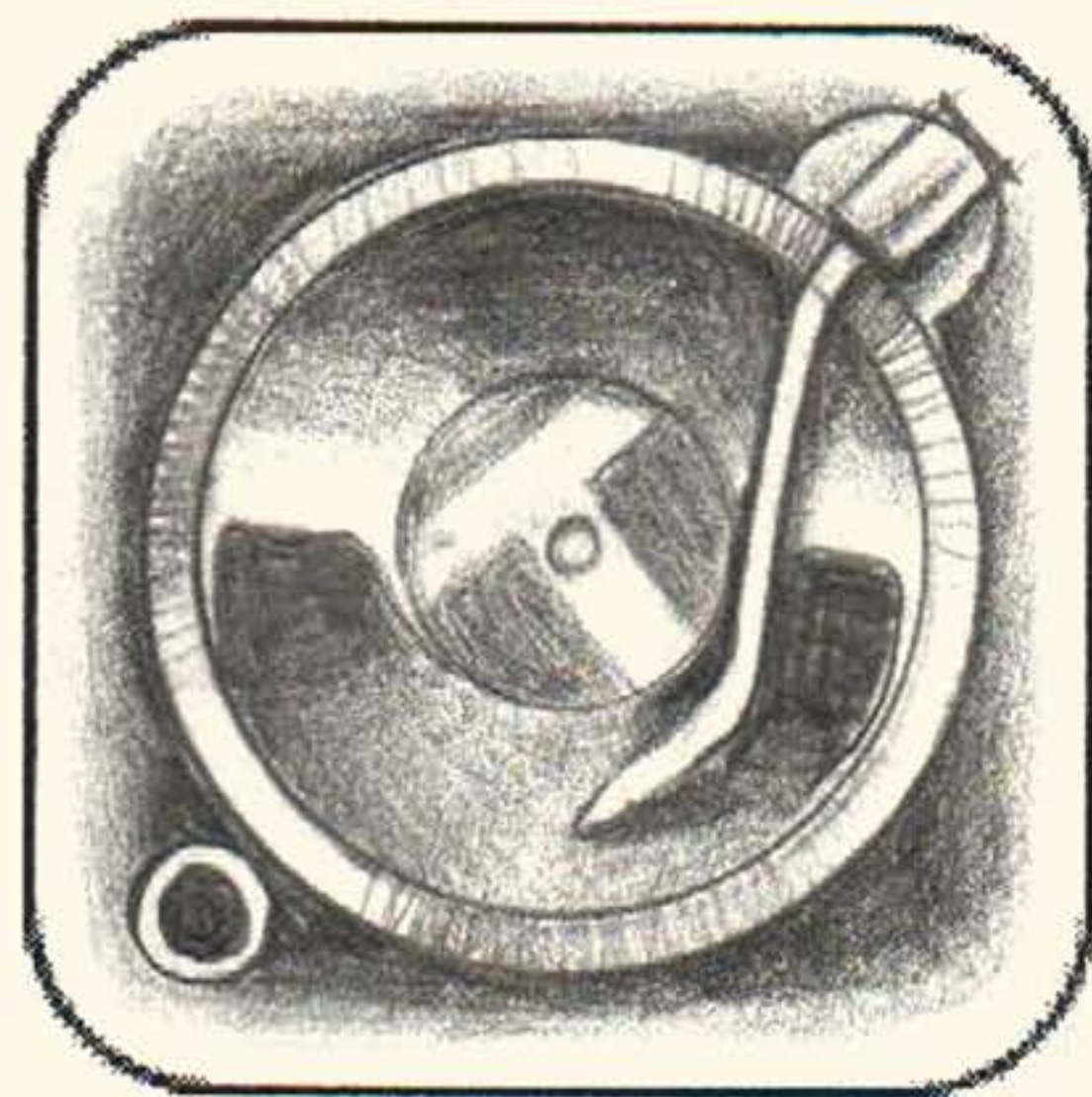
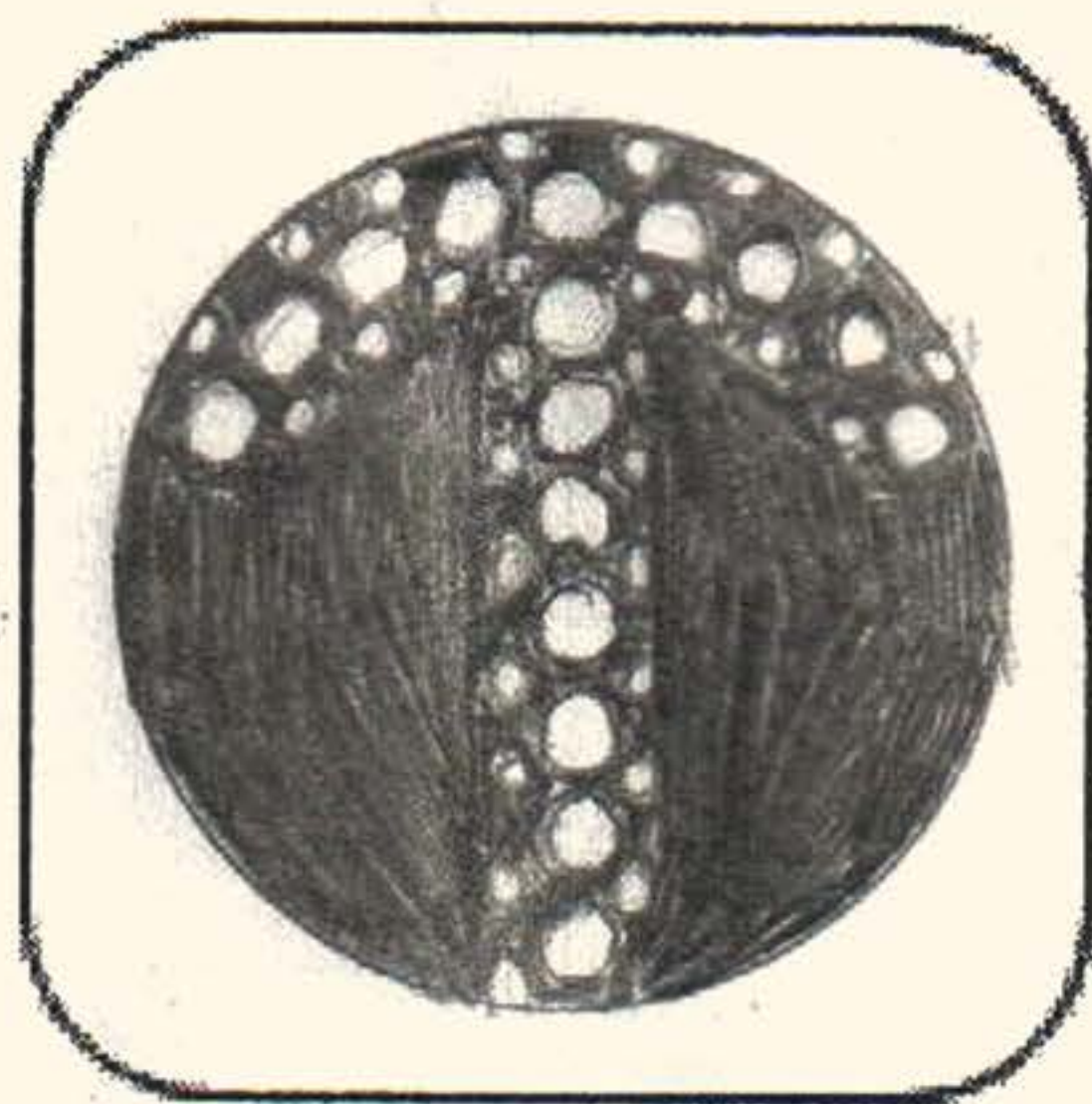
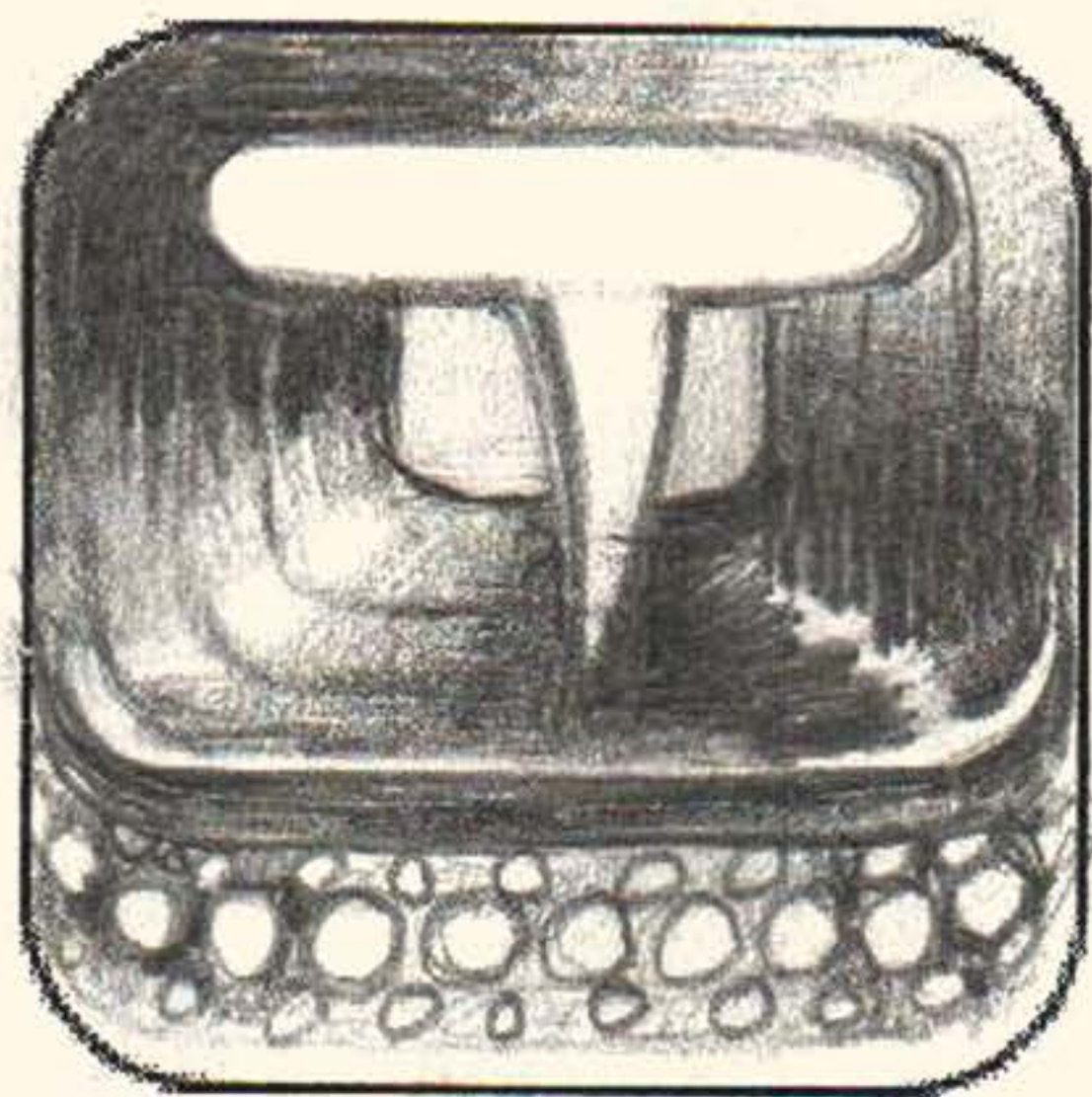
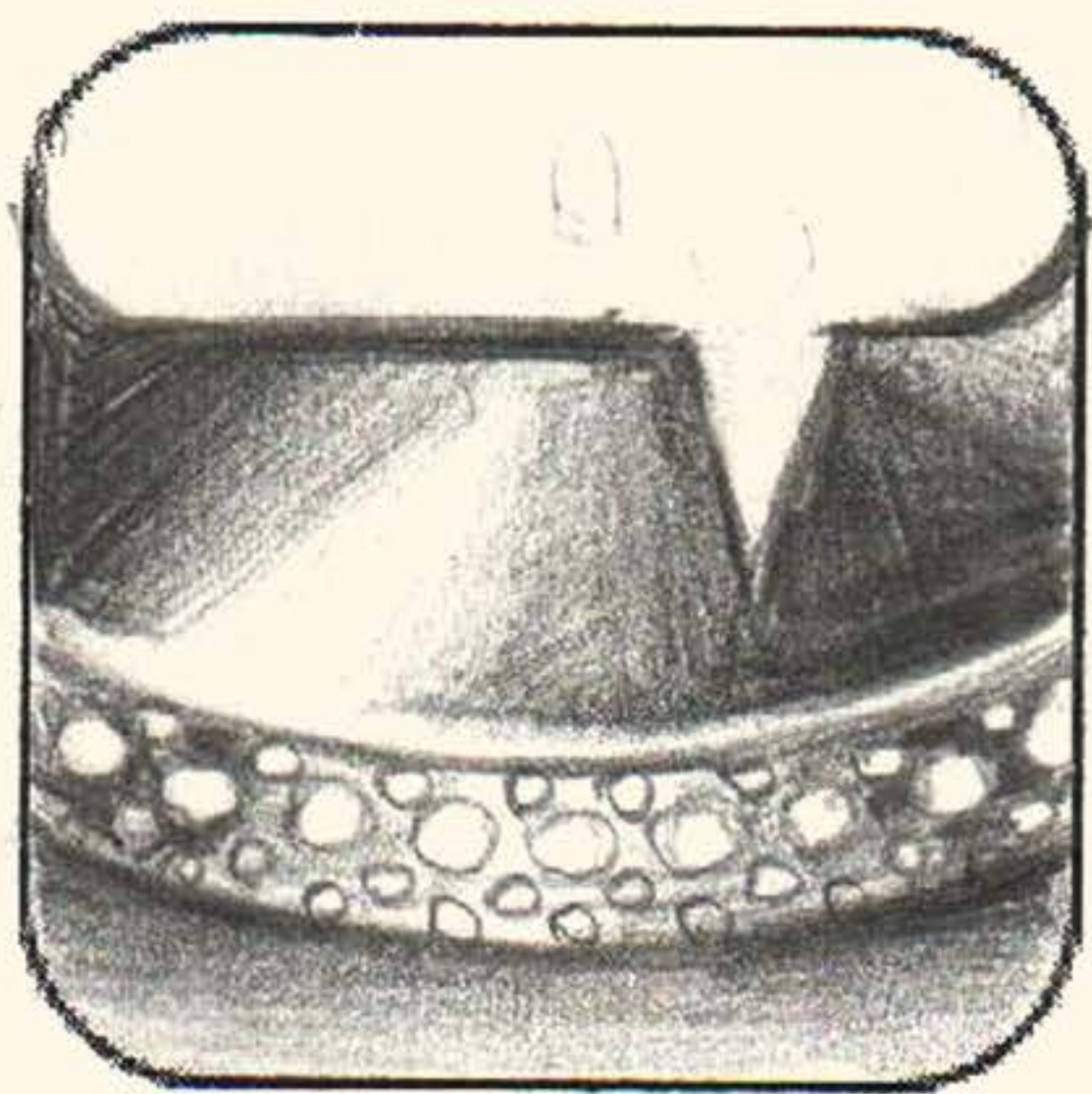
Turnplay by Ramotion

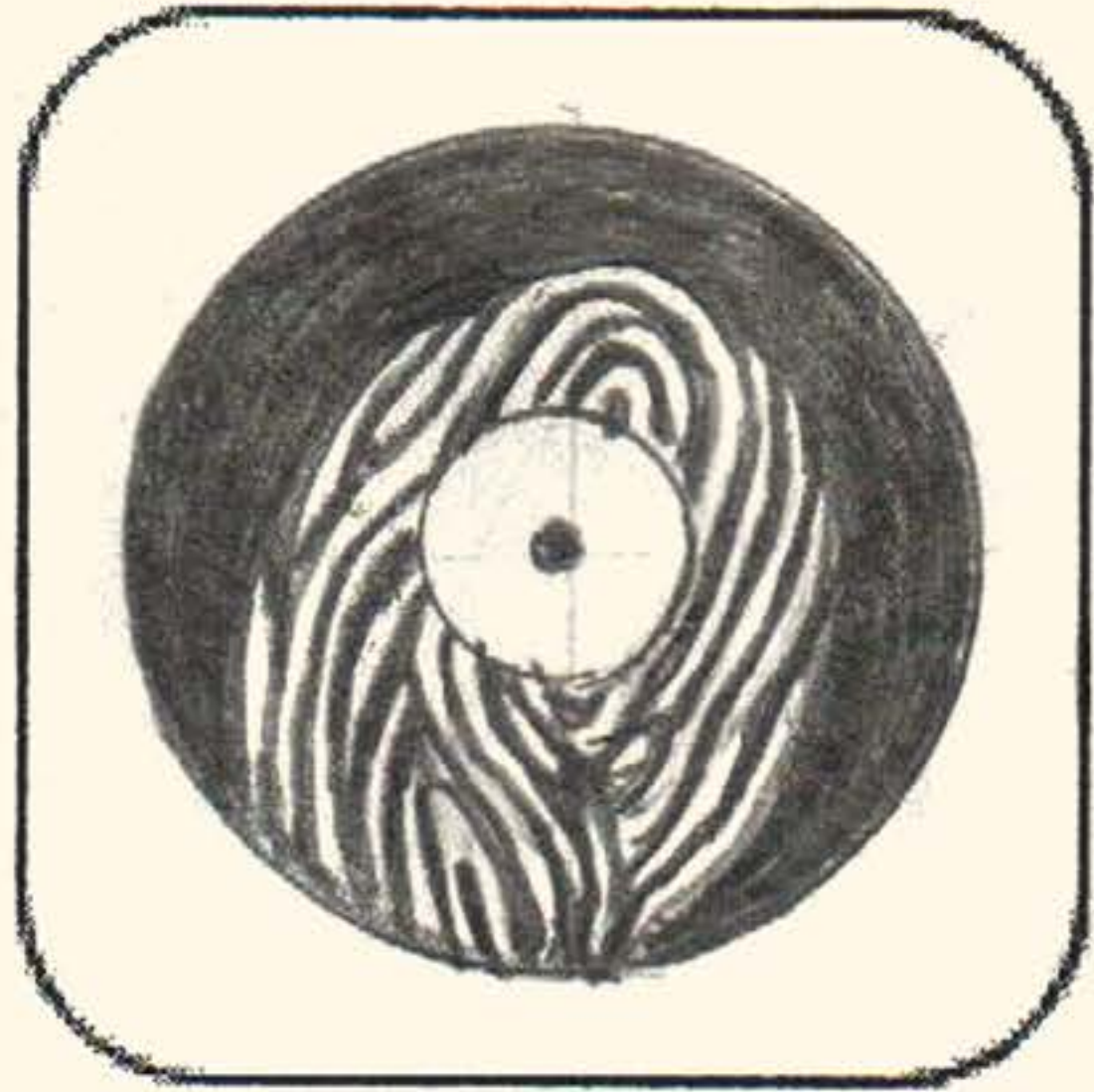
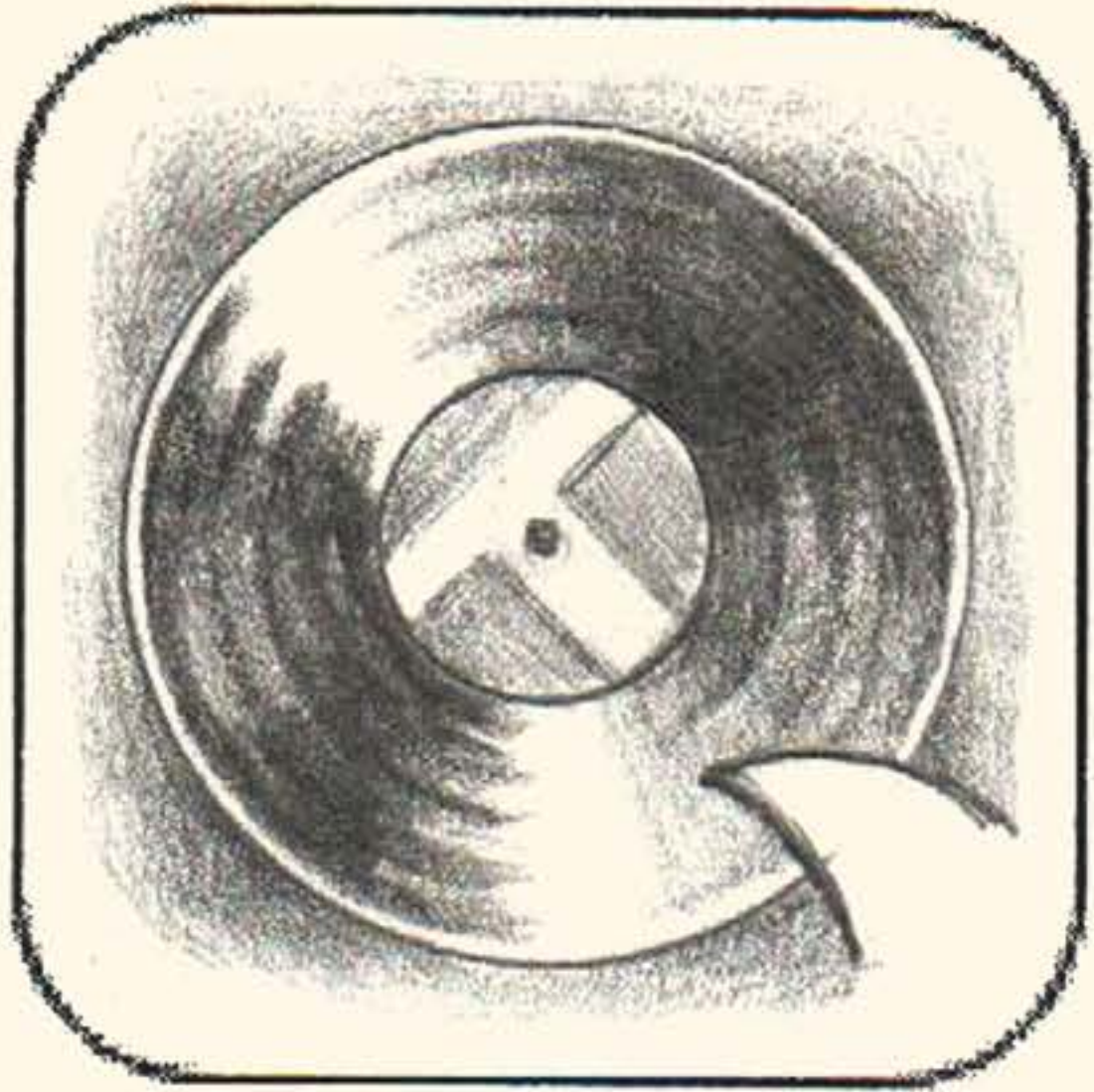
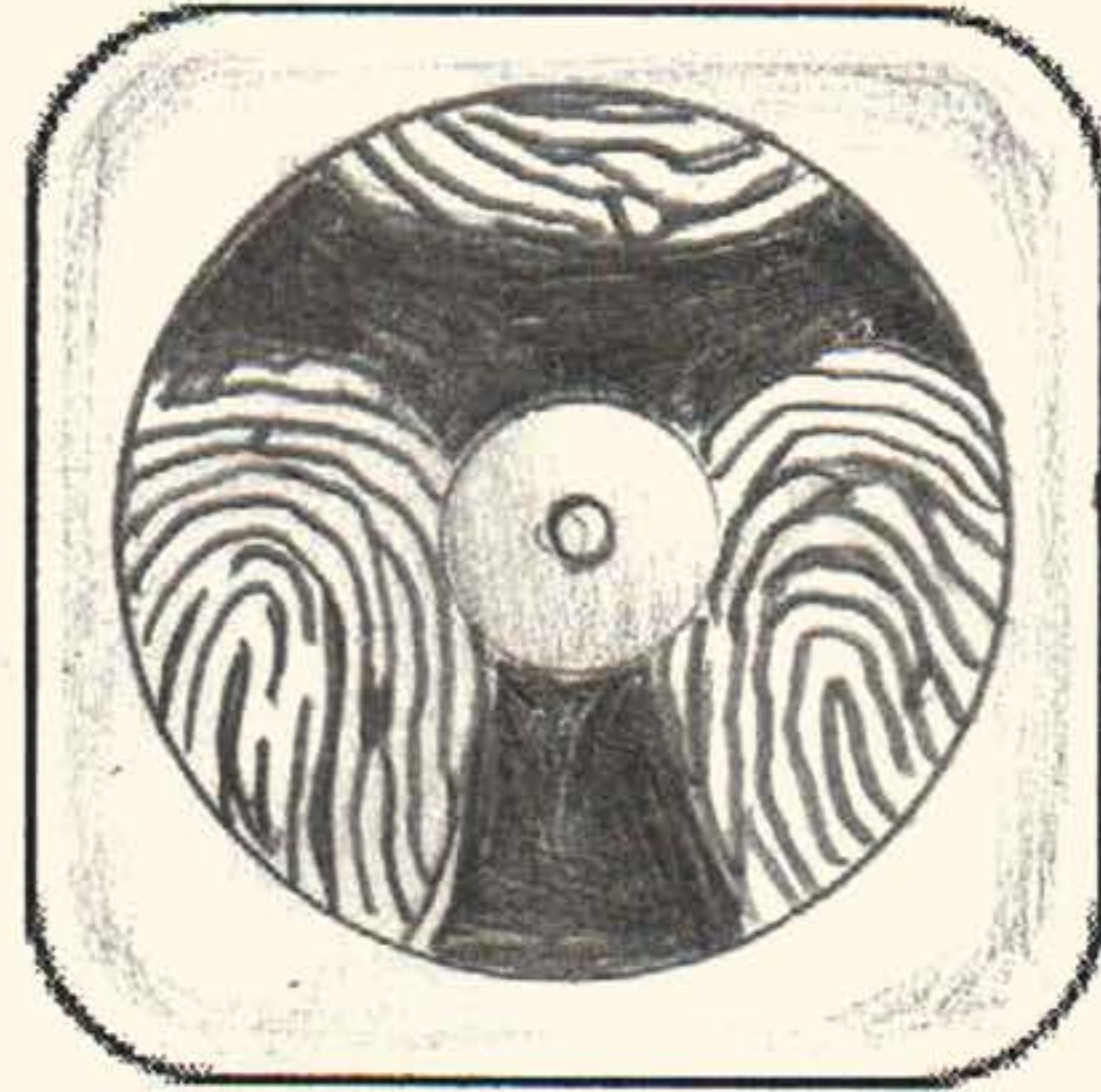
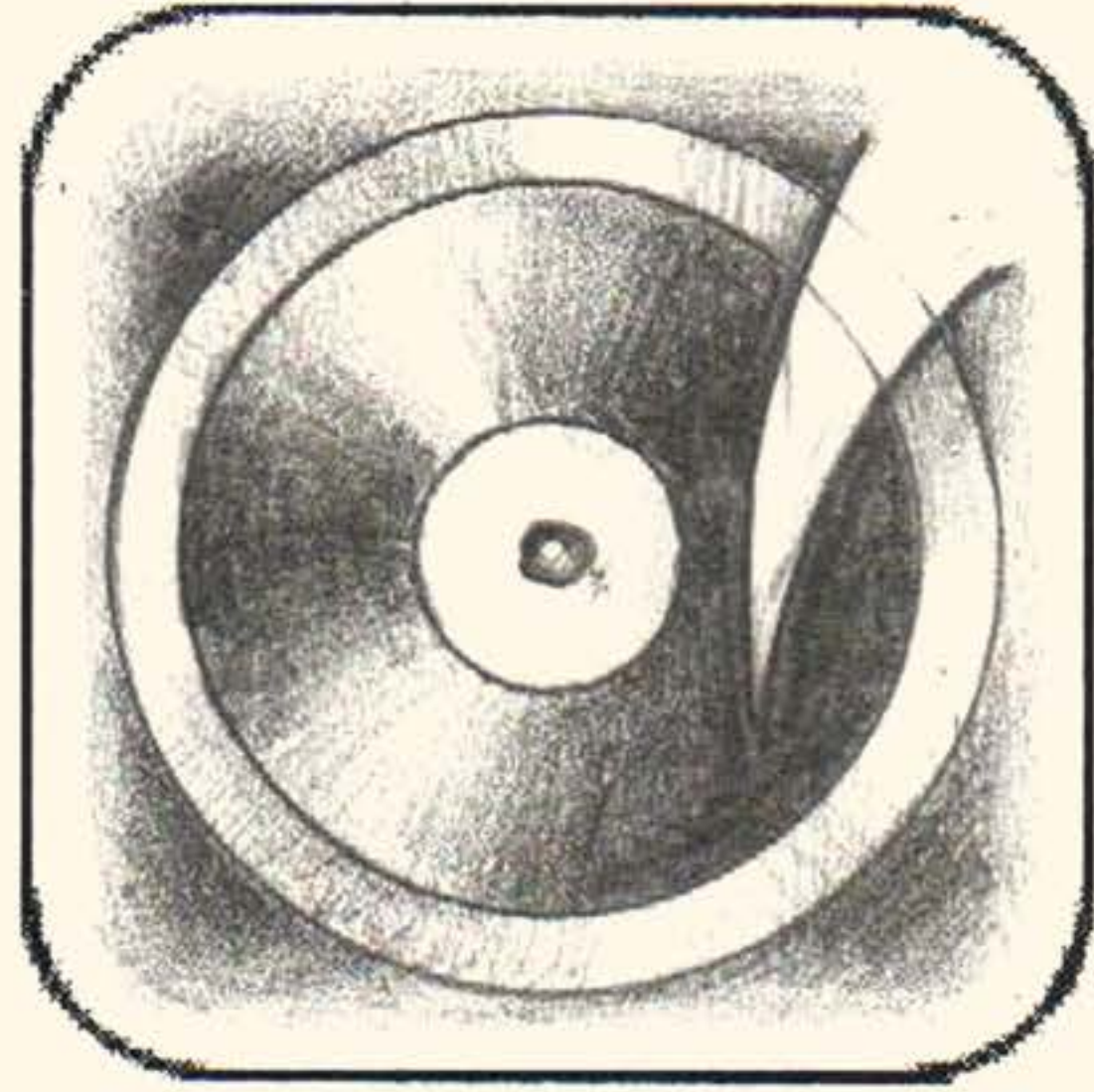
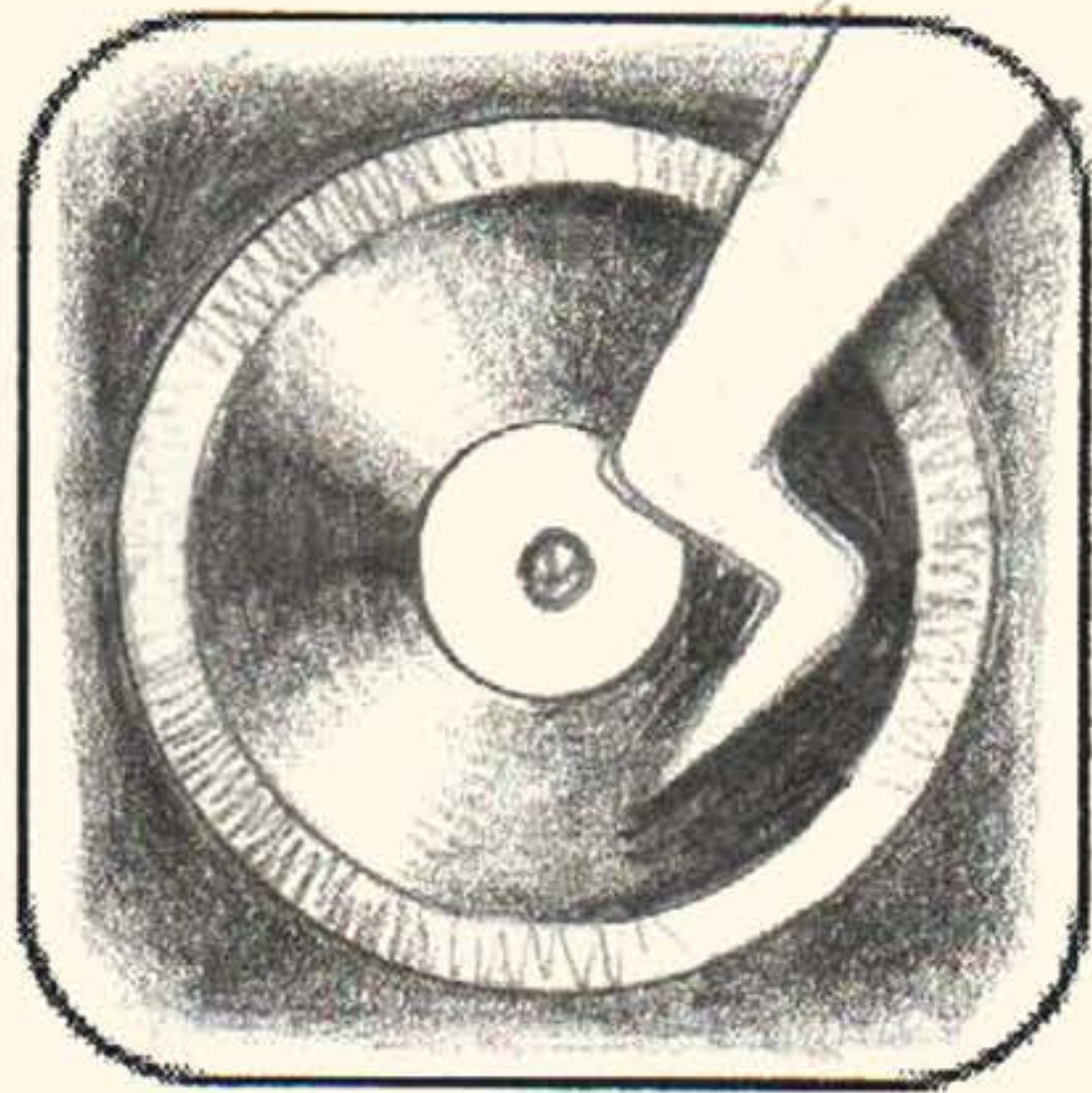


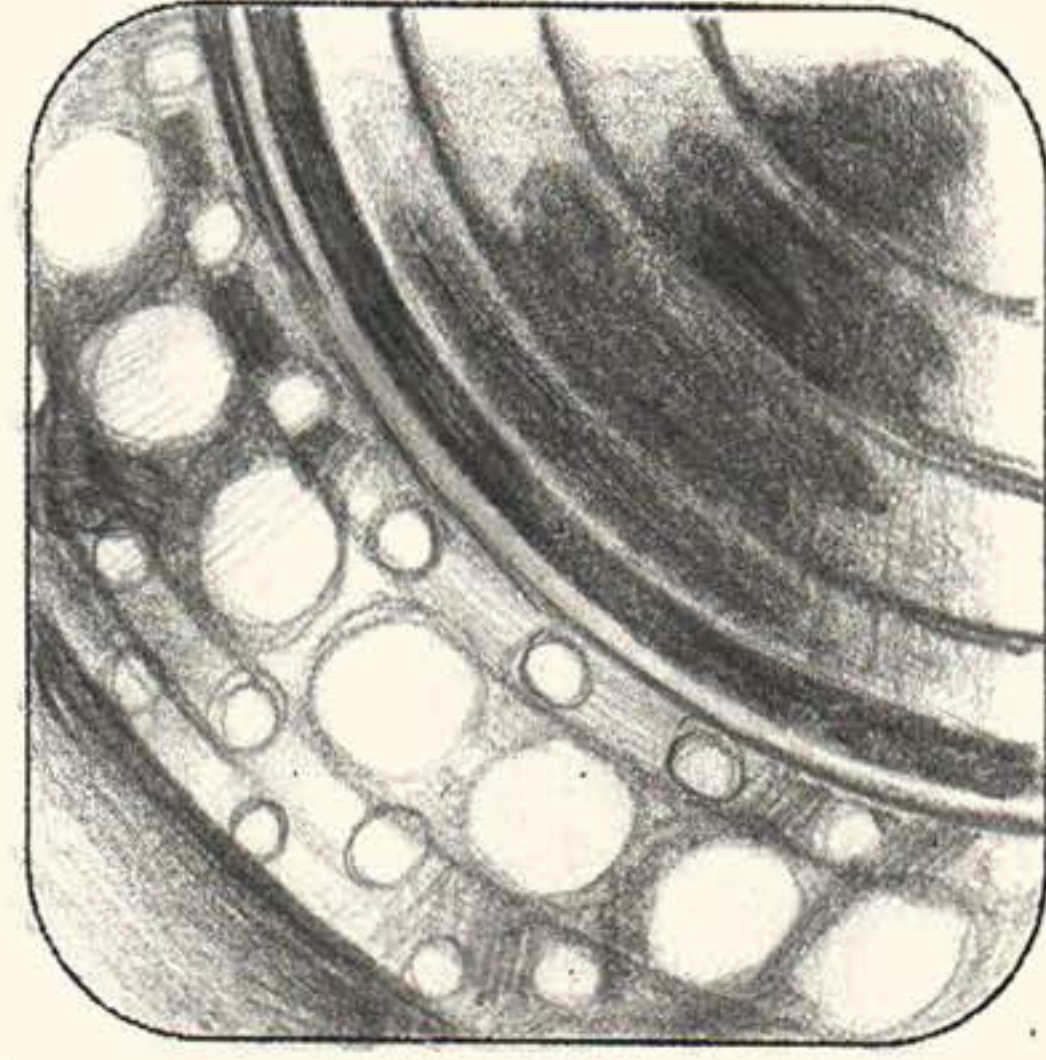


























Turnplay by Ramotion



Turnplay by Ramotion

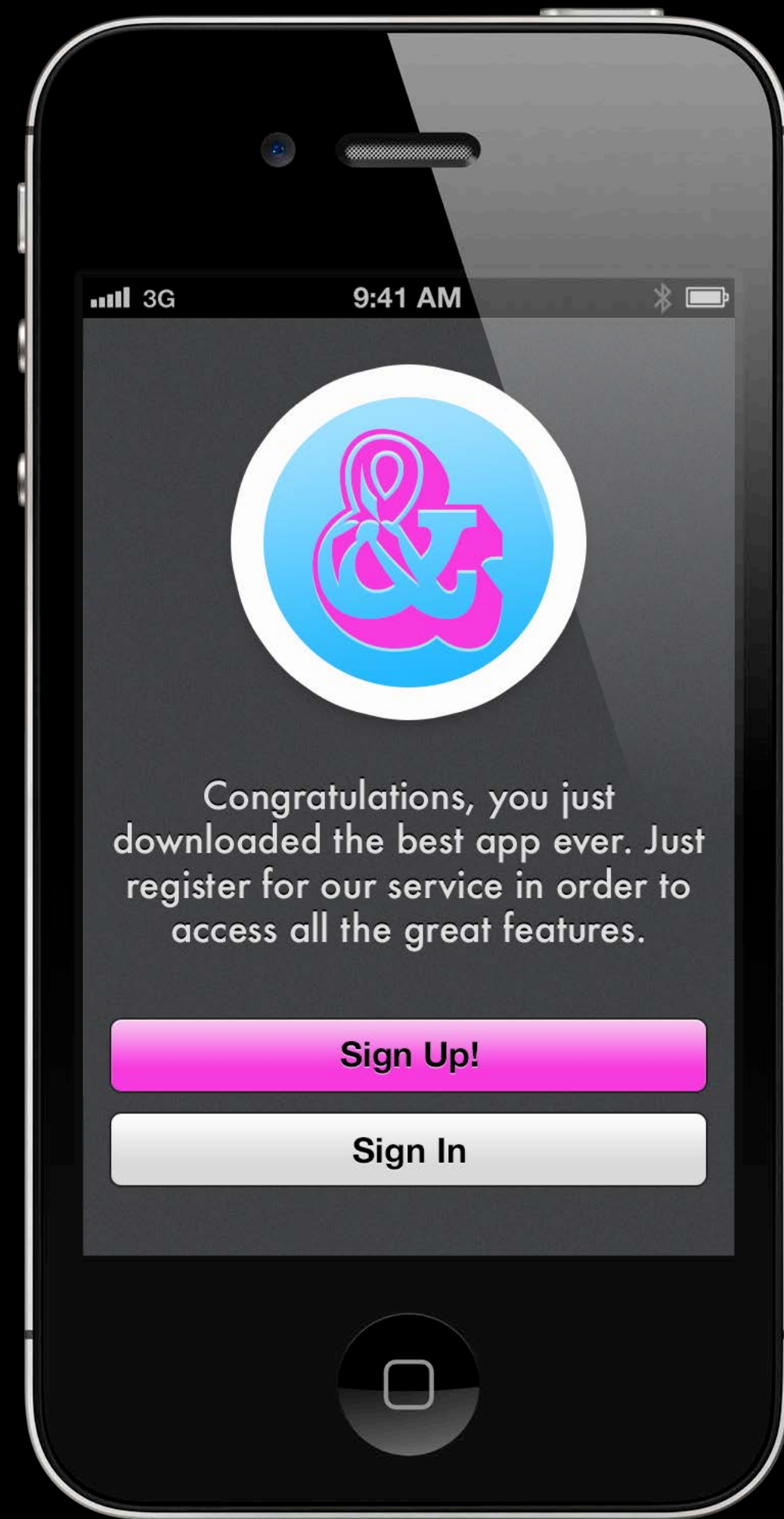




- 1 Bad App Icons
- 2 Forced Registration
- 3 Tiny Controls
- 4 Hard-to-Read Text
- 5 Ambiguous Alerts
- 6 Out-of-Place Terminology
- 7 Excessive Branding
- 8 Uninformative Back Buttons
- 9 Confusing Animations
- 10 Inappropriate Styling



Forced Registration



3G 9:41 AM



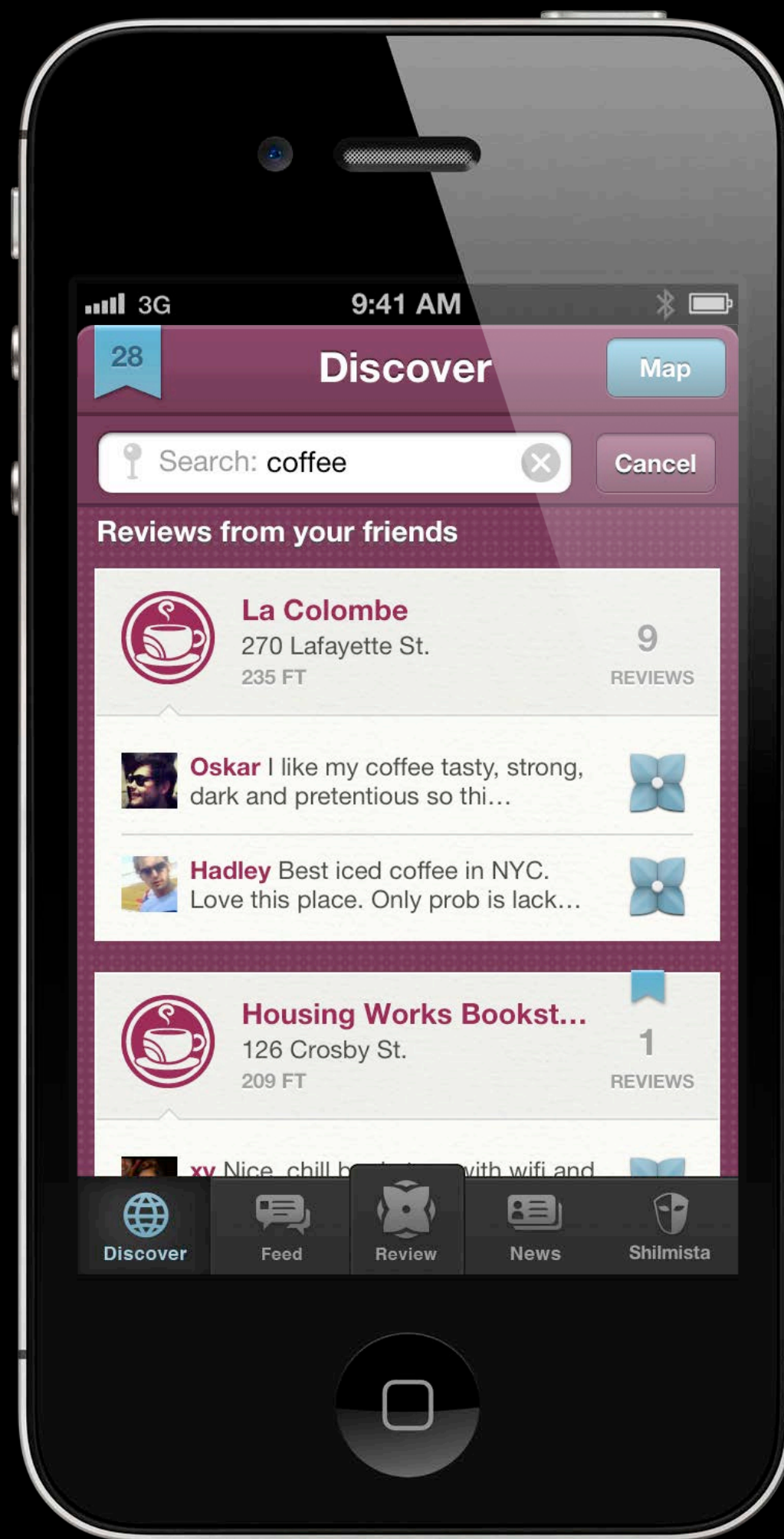
Congratulations, you just downloaded the best app ever. Just register for our service in order to access all the great features.

Sign Up!

Sign In



Fondu: Dining Journal



Fondu: Dining Journal



Fondu: Dining Journal



Join your friends and create an account



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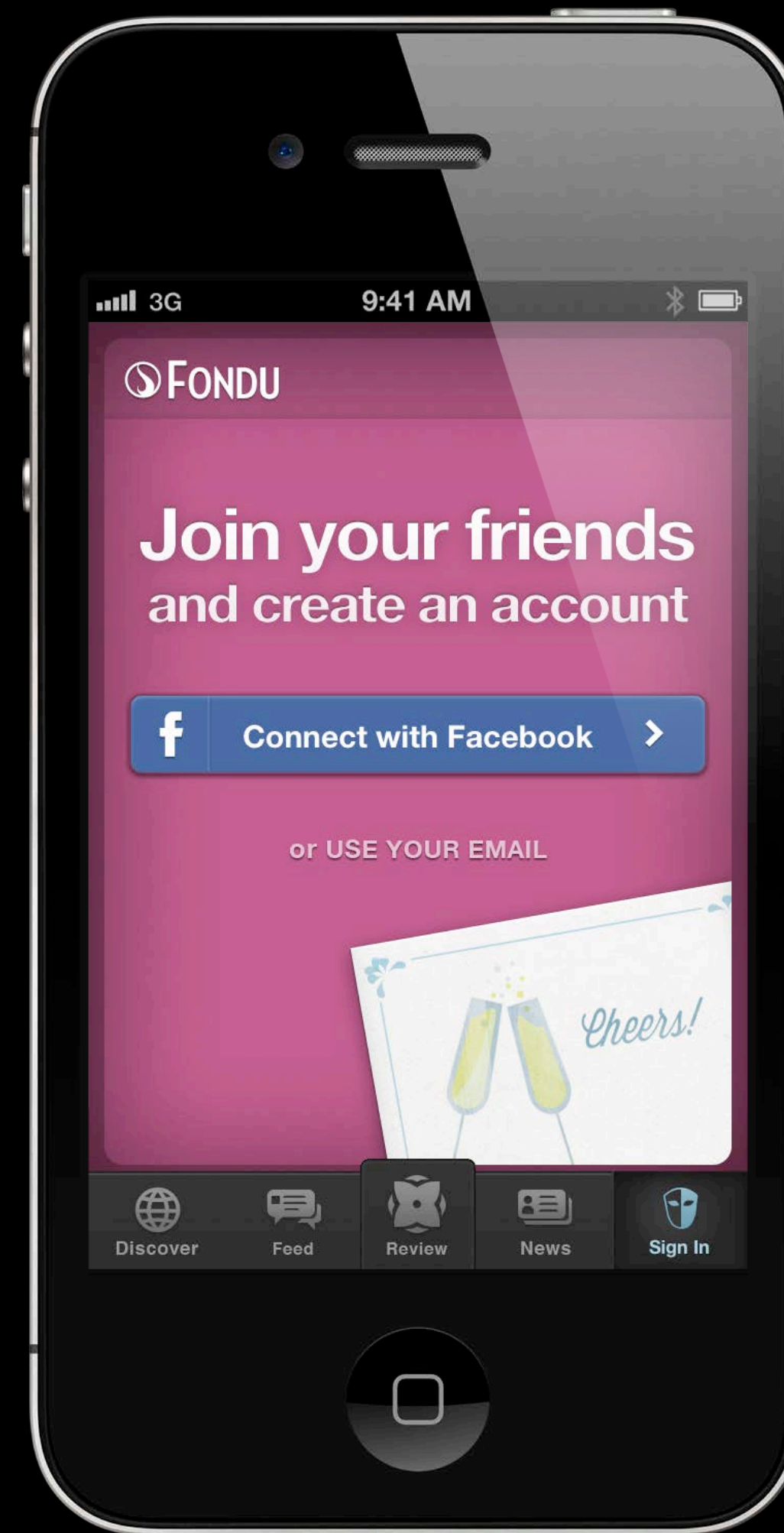
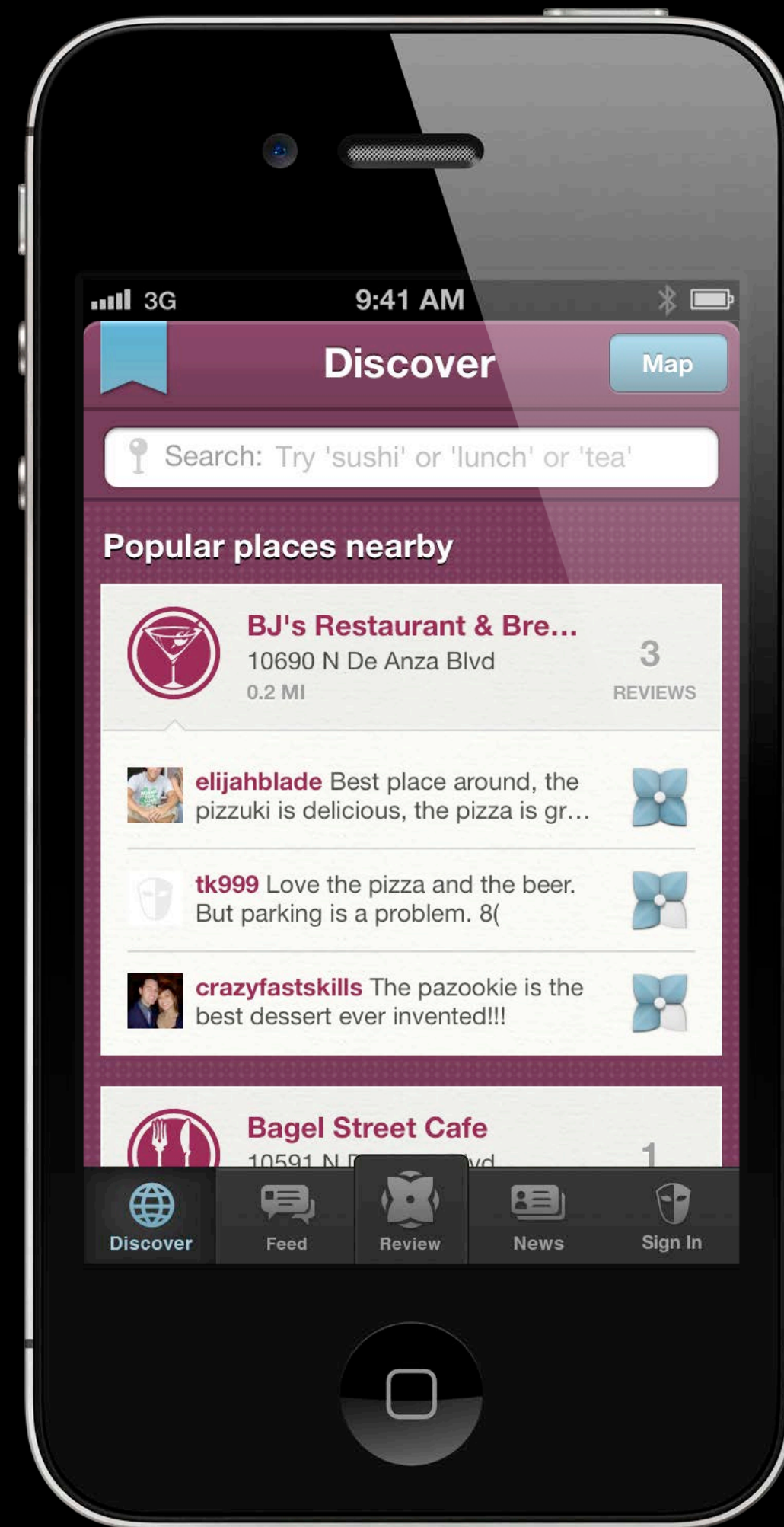
or USE YOUR EMAIL



Get a taste >



Fondu: Dining Journal



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- 2** Forced Registration
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- 10 Inappropriate Styling



Tiny Controls



9:41 AM



Filter

Schedule

Favorites

Now



Wednesday 12, 2013



2:00 - 3:00 PM

Selling Products with Store Kit

Presidio



Adopting Storyboards in Your App

Marina

iOS User Interface Designs

Mission



Advances in OpenGL and Open...

Pacific Heights

Staying on Track with Location...

Nob Hill

Keyboard Input in iOS

Russian Hill

Core Data Lab

Frameworks Lab A

Cocoa & Layer-Backed Views on OS X Lab

Frameworks Lab B

Core Image Lab

Graphics and Games Lab A

HTTP Live Streaming

Graphics and Games Lab B





9:41 AM



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Now



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2:00 - 3:00 PM

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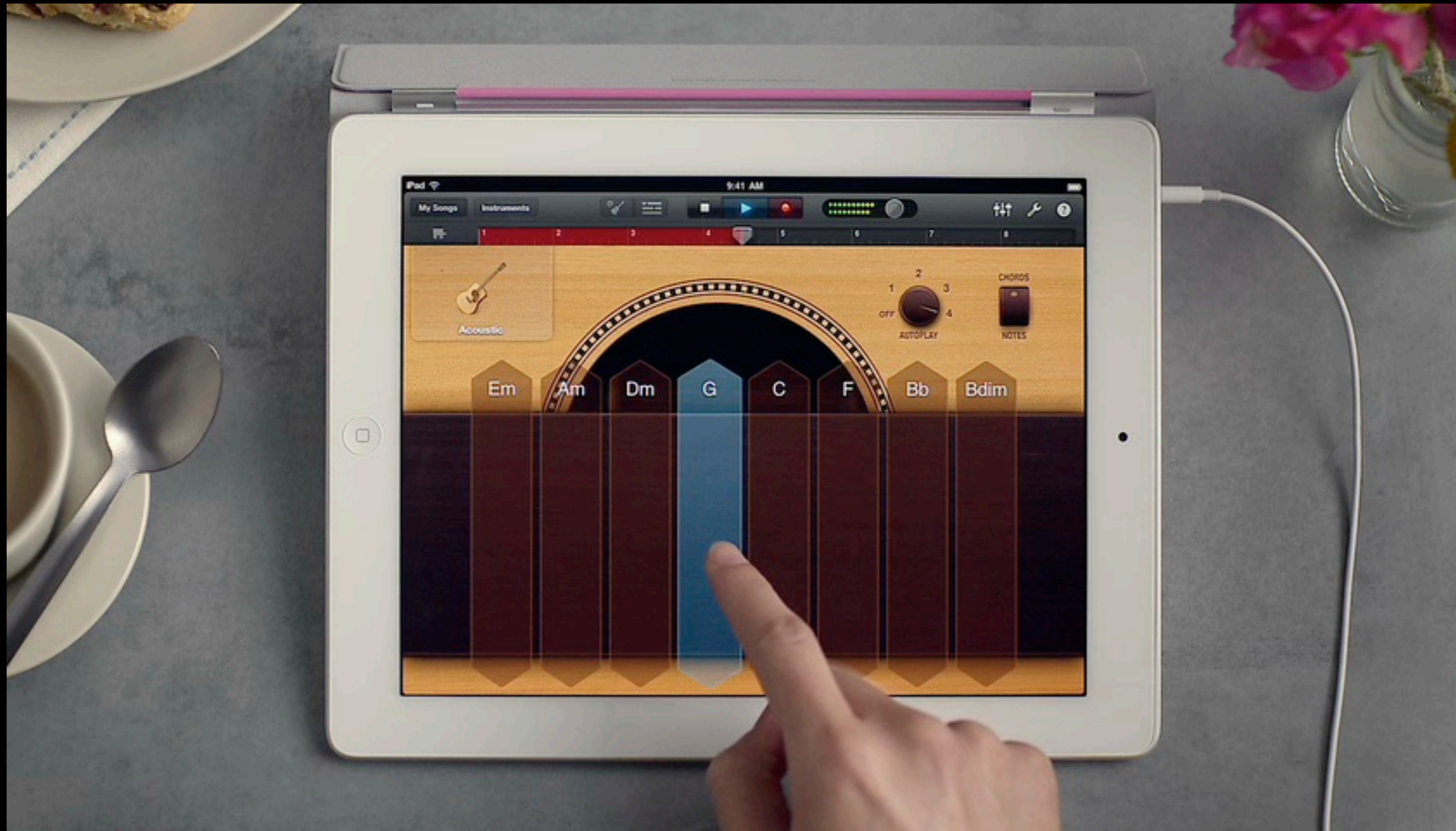
Advances in OpenGL and Open...
Pacific Heights

Staying on Track with Location...
Nob Hill

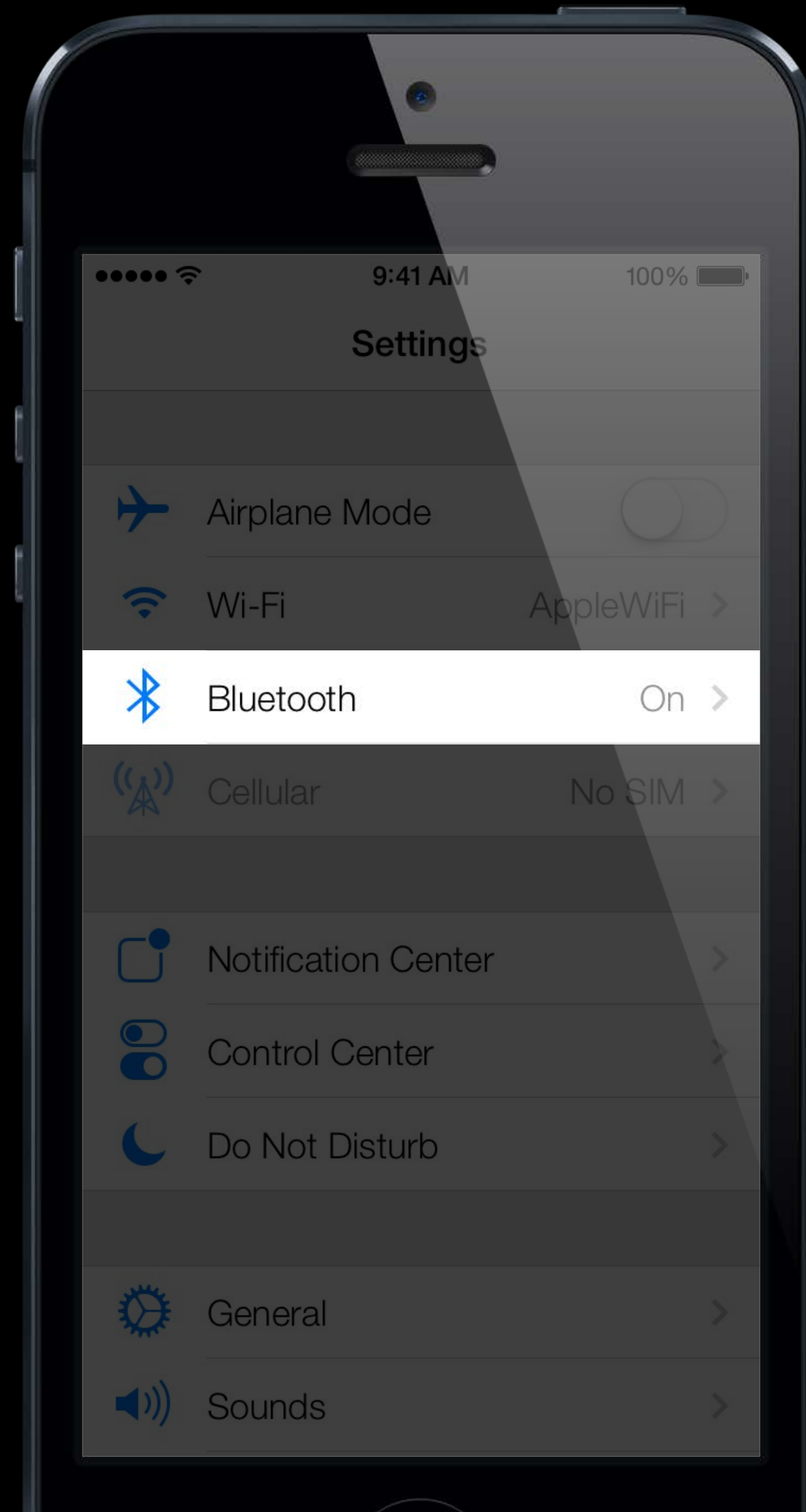
Keyboard Input in iOS
Russian Hill

Core Data Lab
Frameworks Lab A

Design for a Fingertip

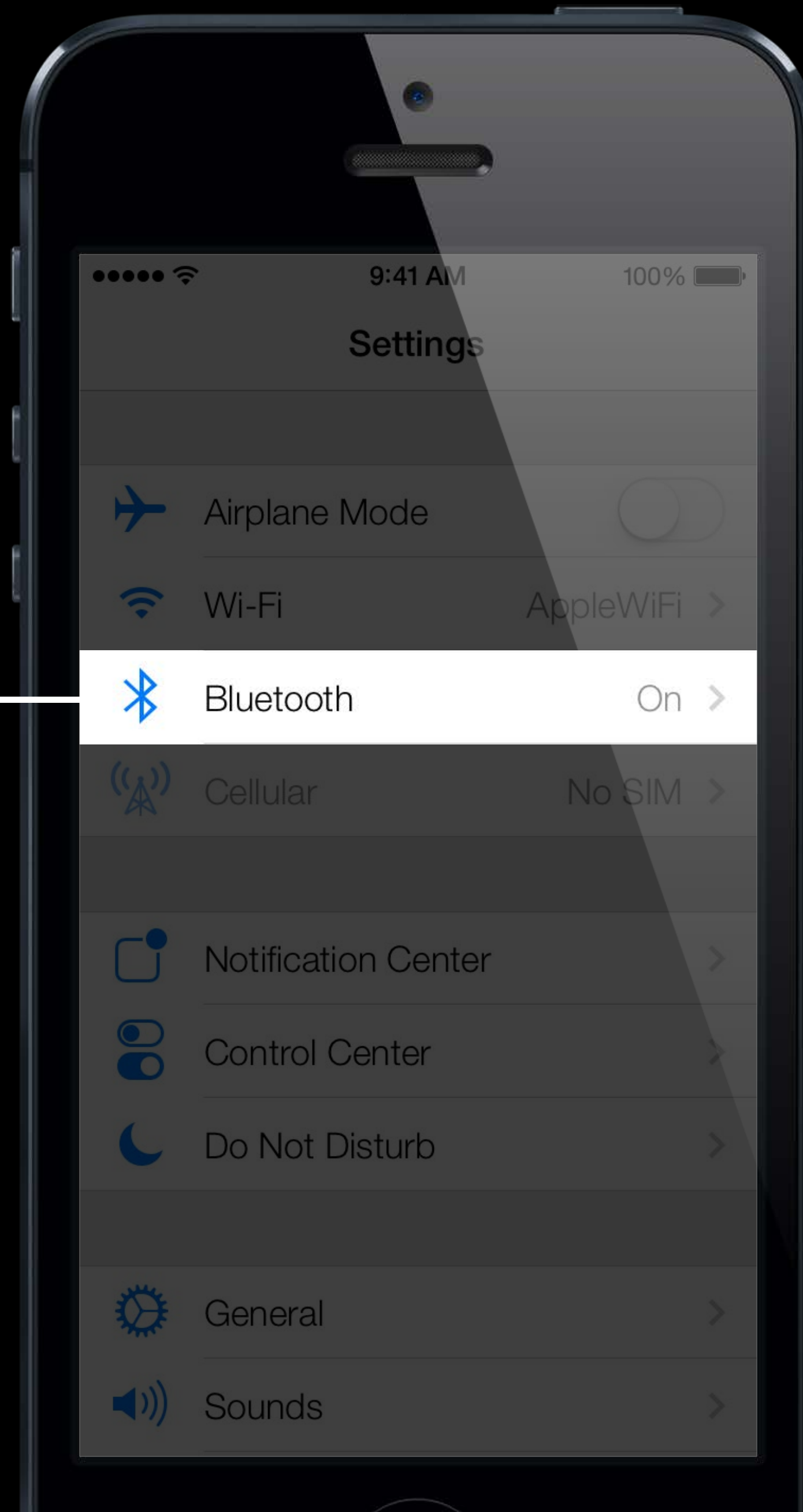


Make Controls Fingertip Sized

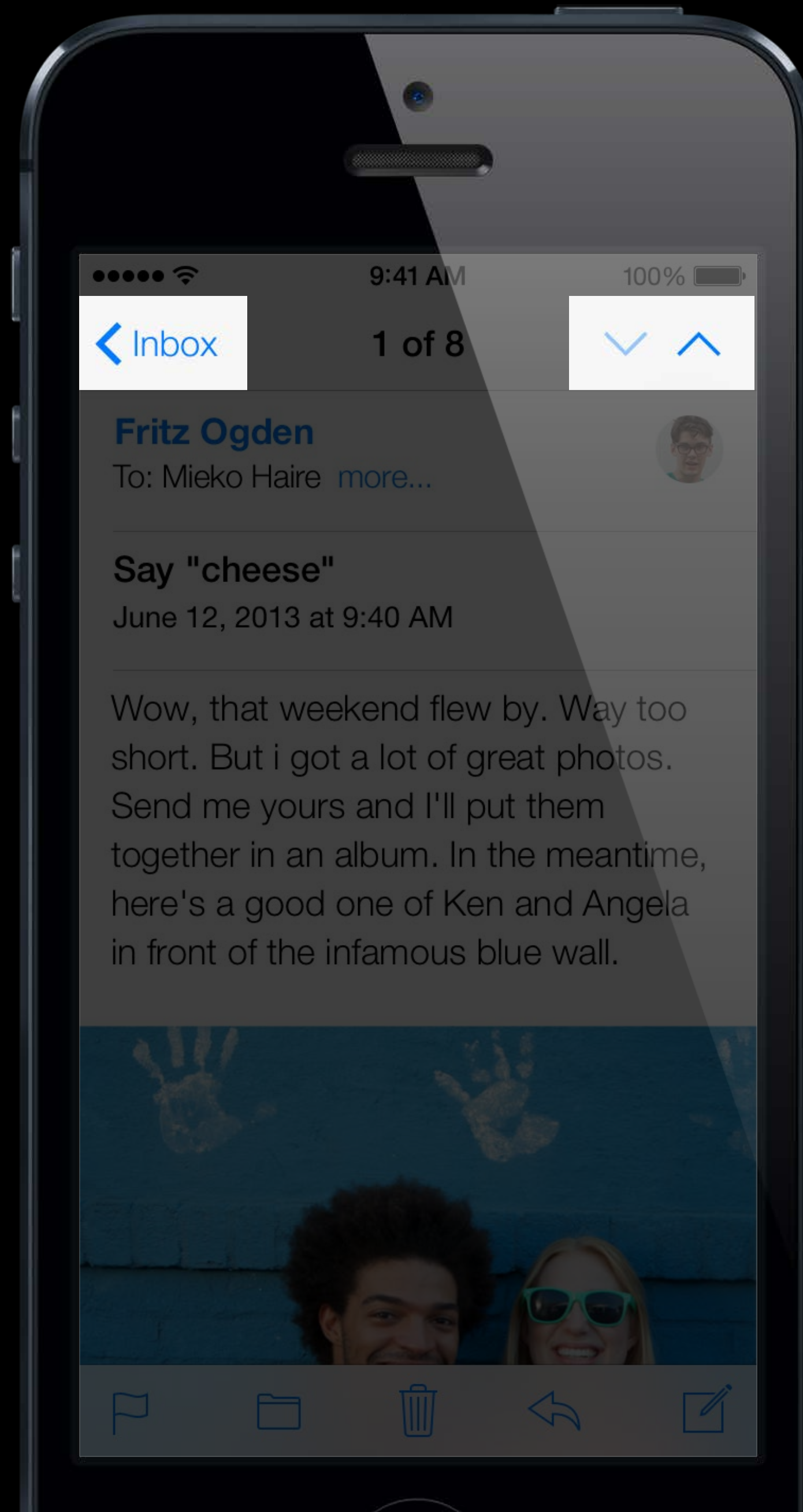


Make Controls Fingertip Sized

44 points tall



Make Controls Fingertip Sized



Make Controls Fingertip Sized

44 points tall



Inbox

9:41 AM

100%

1 of 8



44 points tall

Fritz Ogden

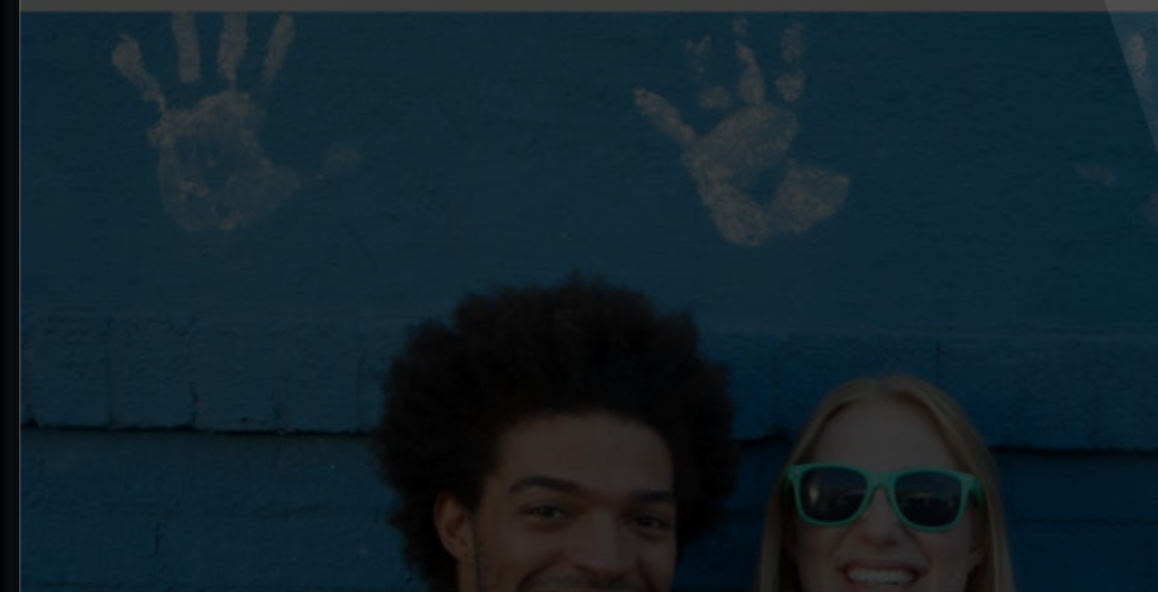
To: Mieke Haire [more...](#)



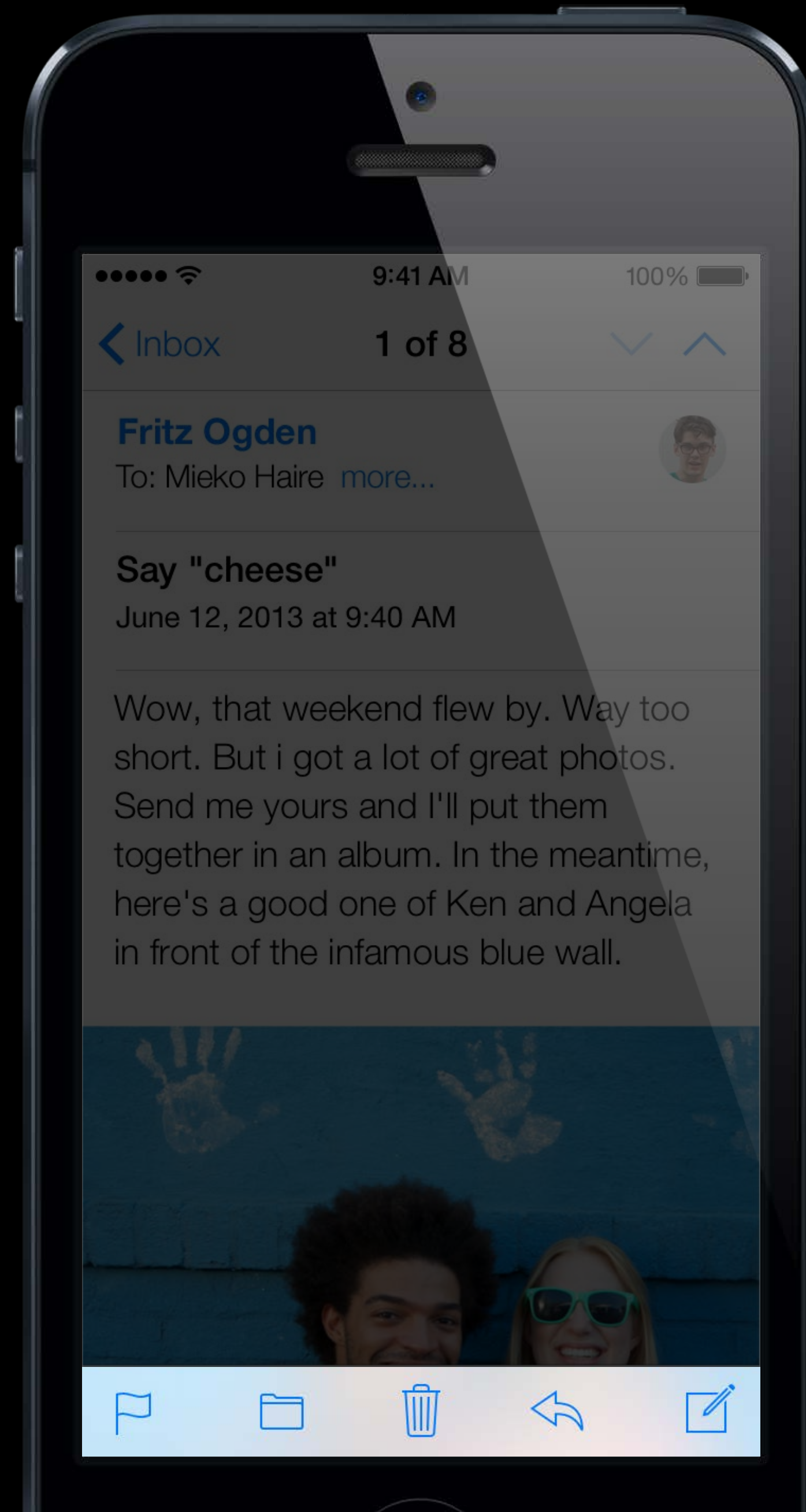
Say "cheese"

June 12, 2013 at 9:40 AM

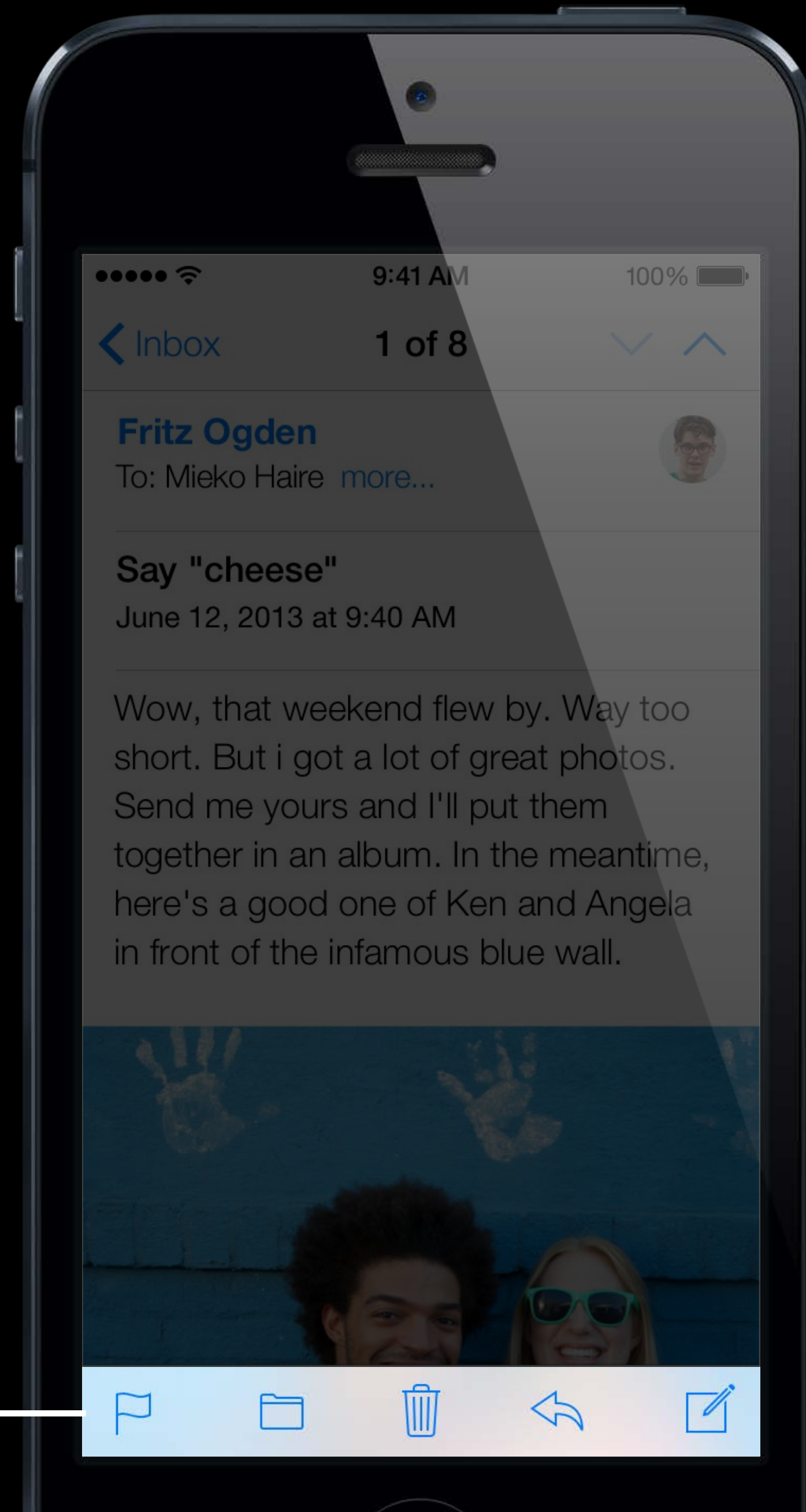
Wow, that weekend flew by. Way too short. But i got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.



Make Controls Fingertip Sized

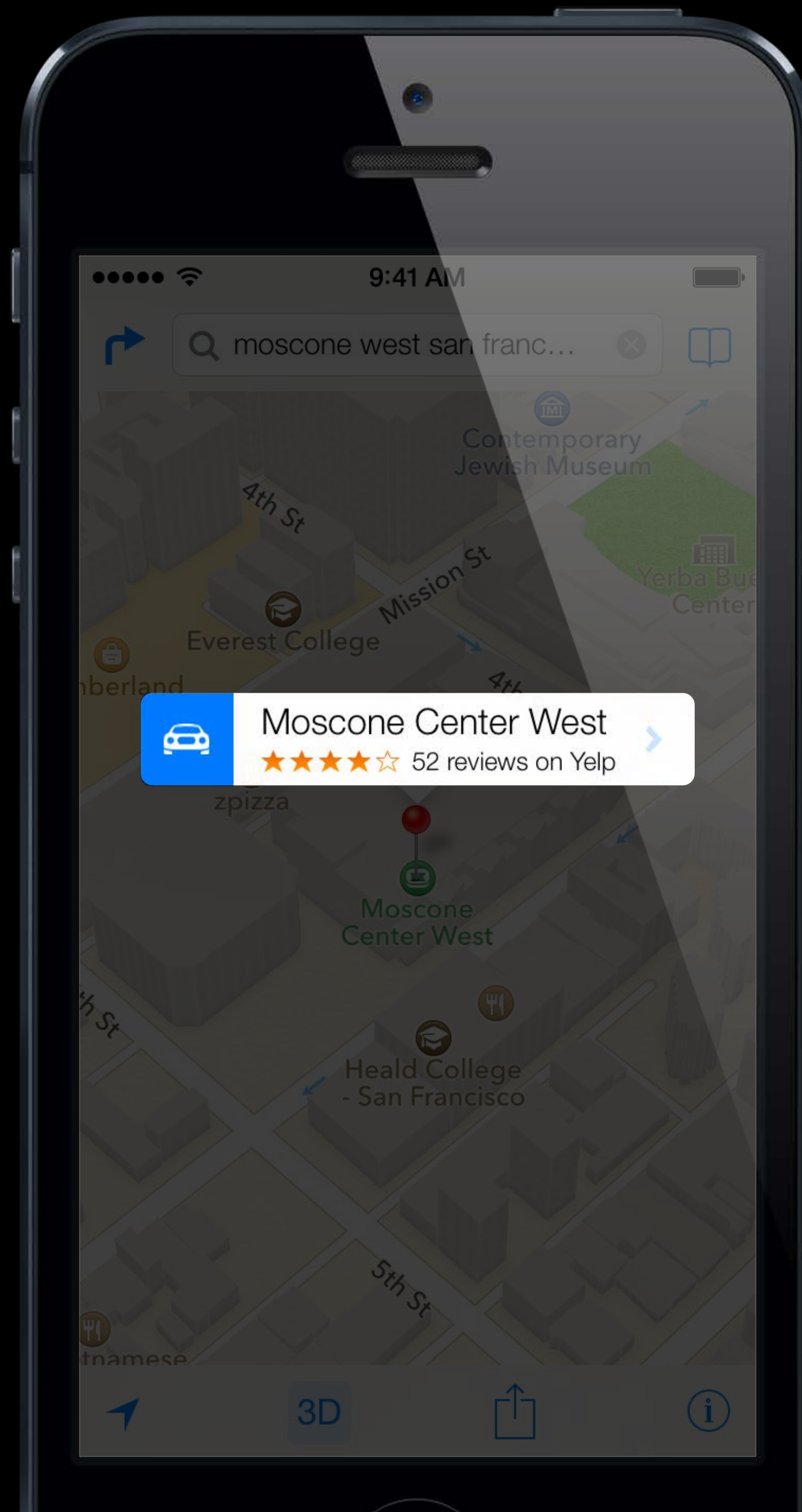


Make Controls Fingertip Sized

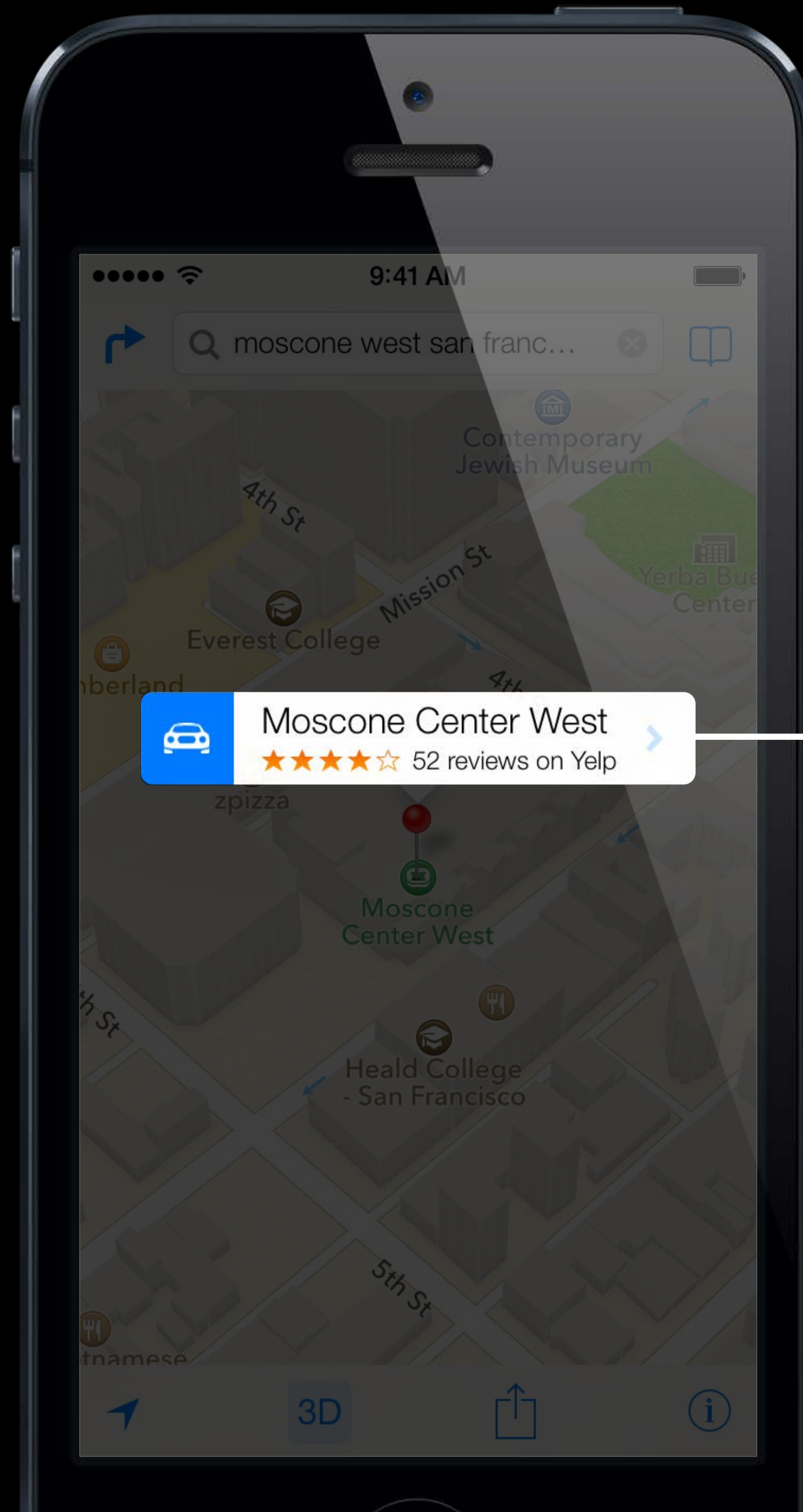


44 points tall

Make Controls Fingertip Sized



Make Controls Fingertip Sized



44 points tall

Make Controls Fingertip Sized

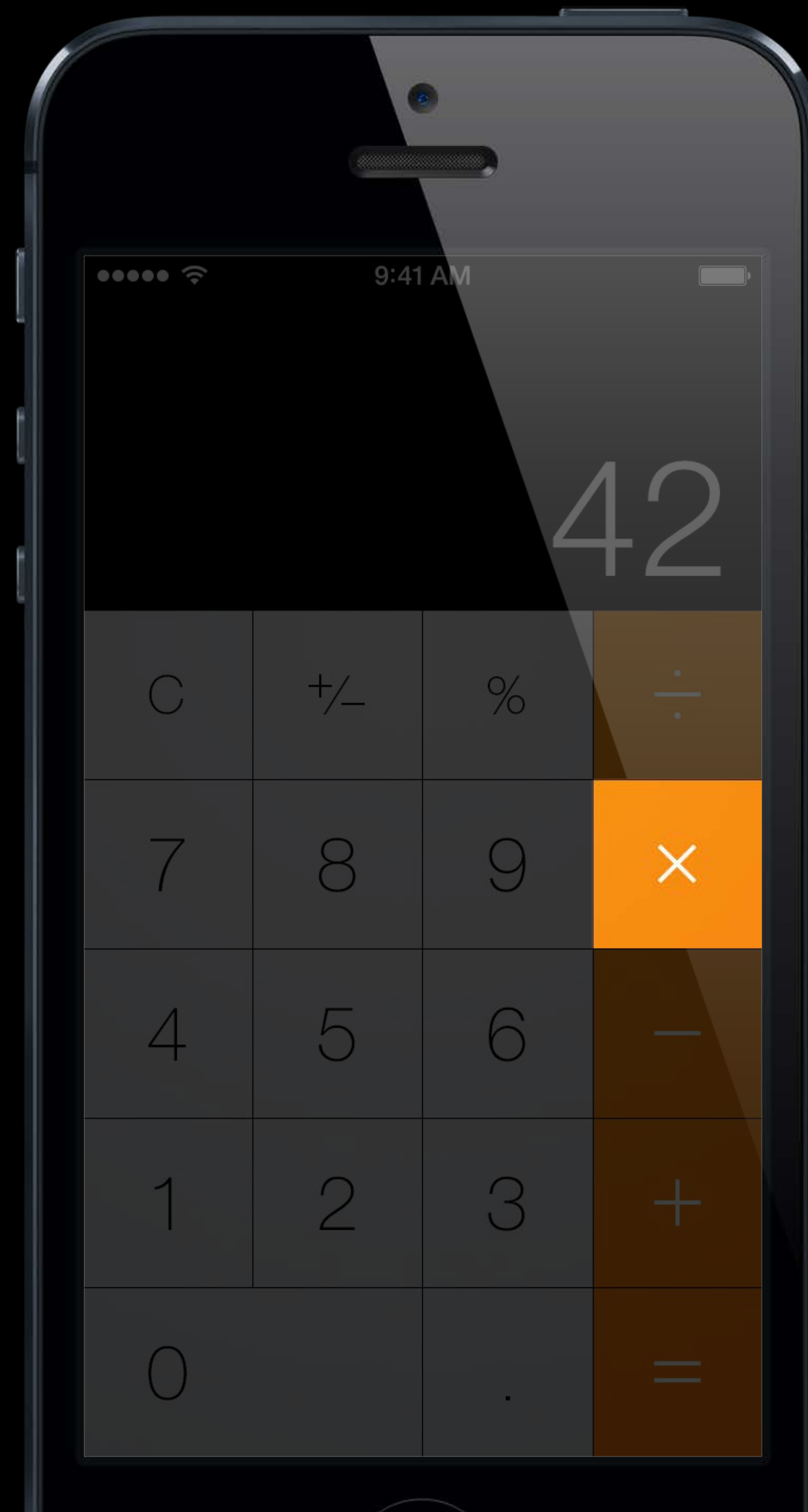
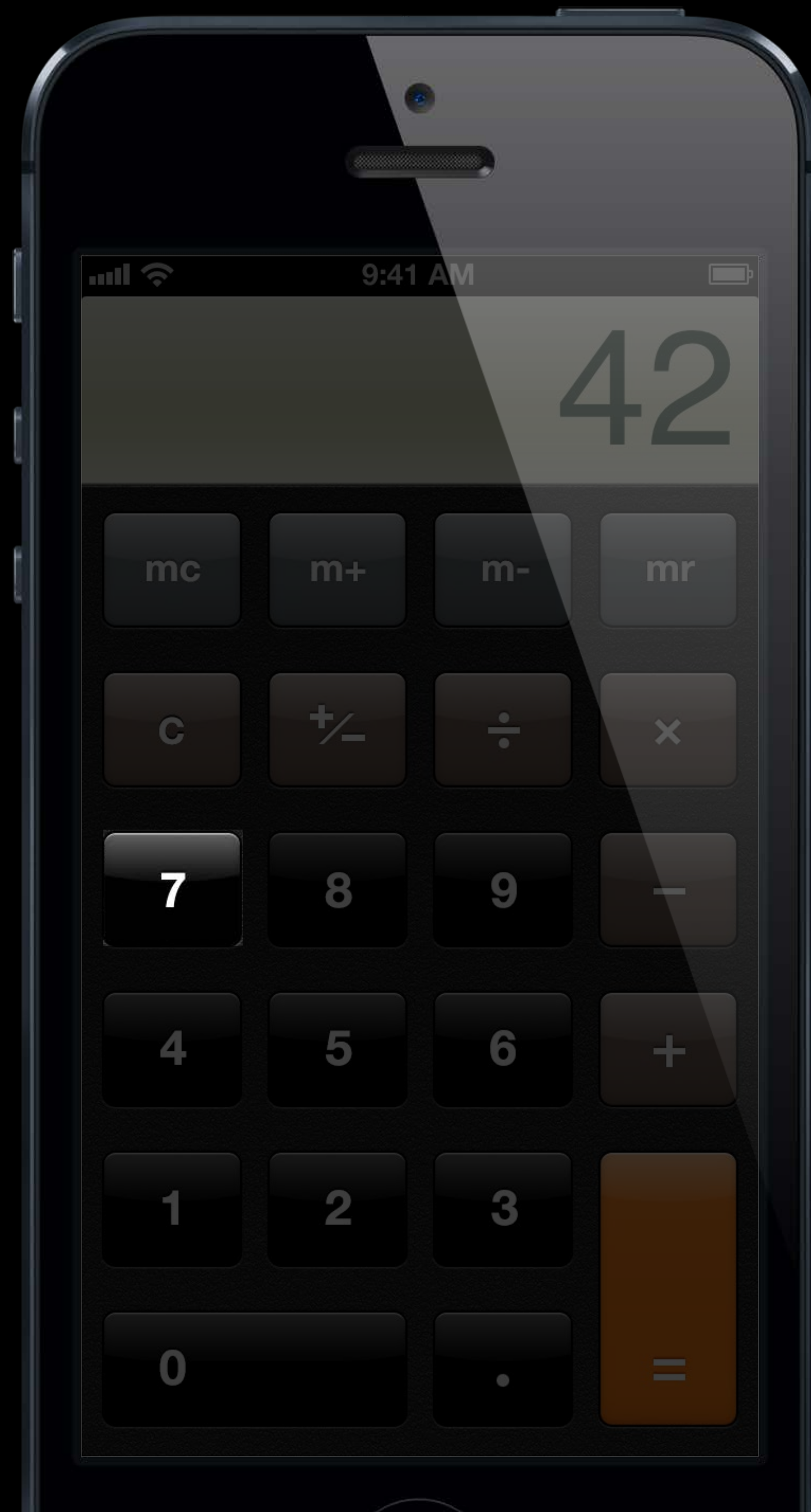


Make Controls Fingertip Sized

55 points tall

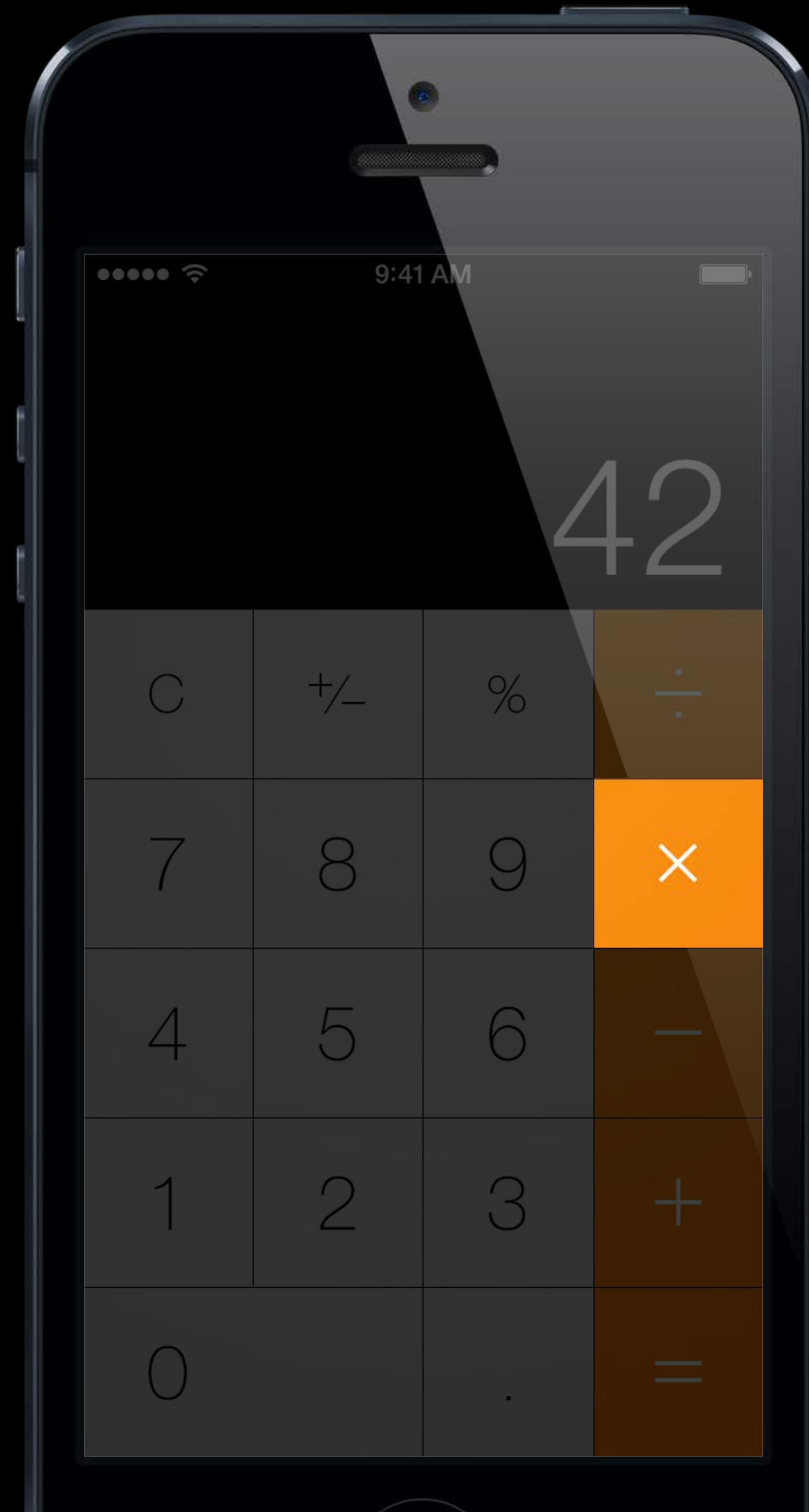
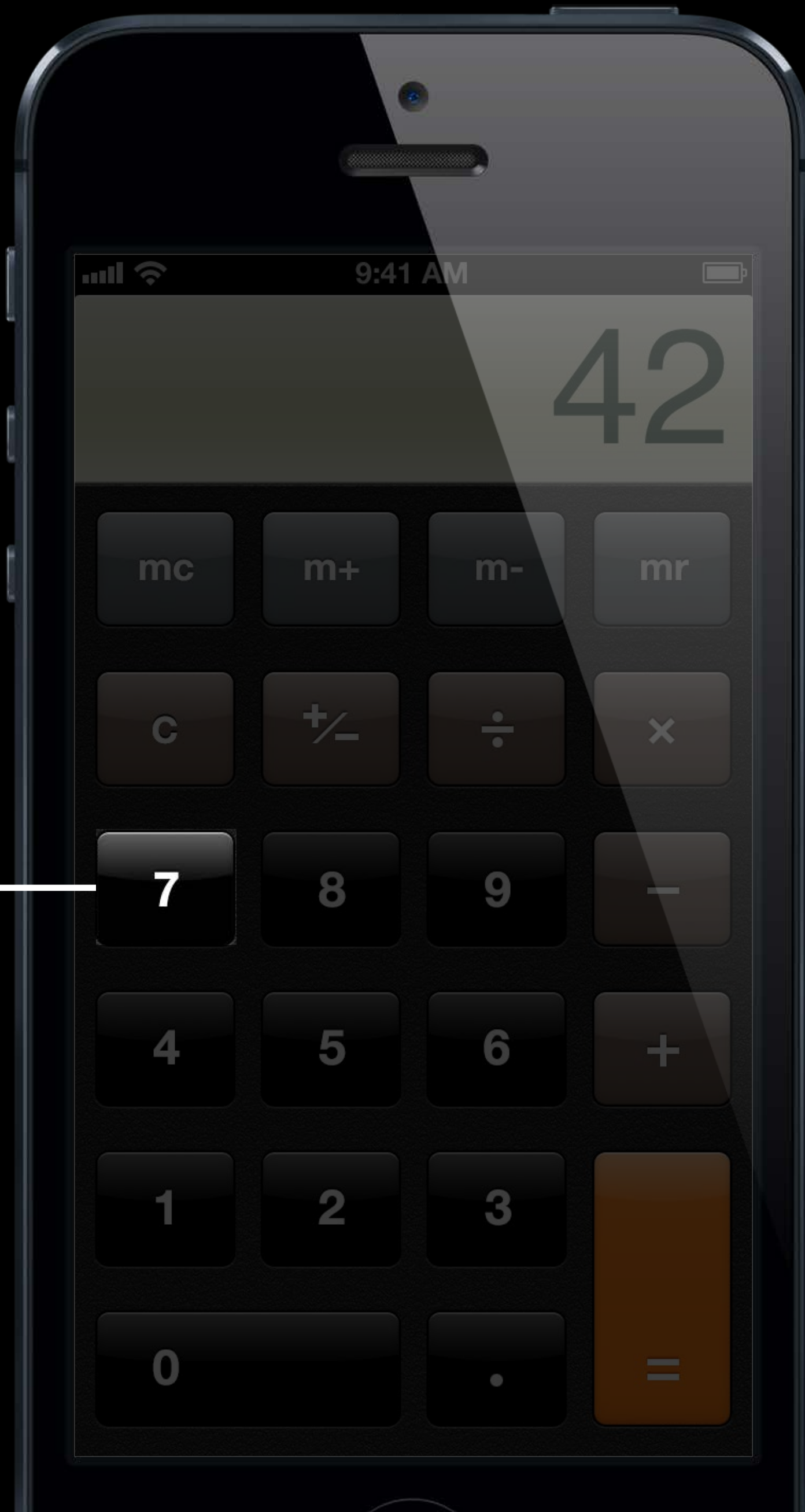


Make Controls Fingertip Sized



Make Controls Fingertip Sized

55 points tall
66 points wide

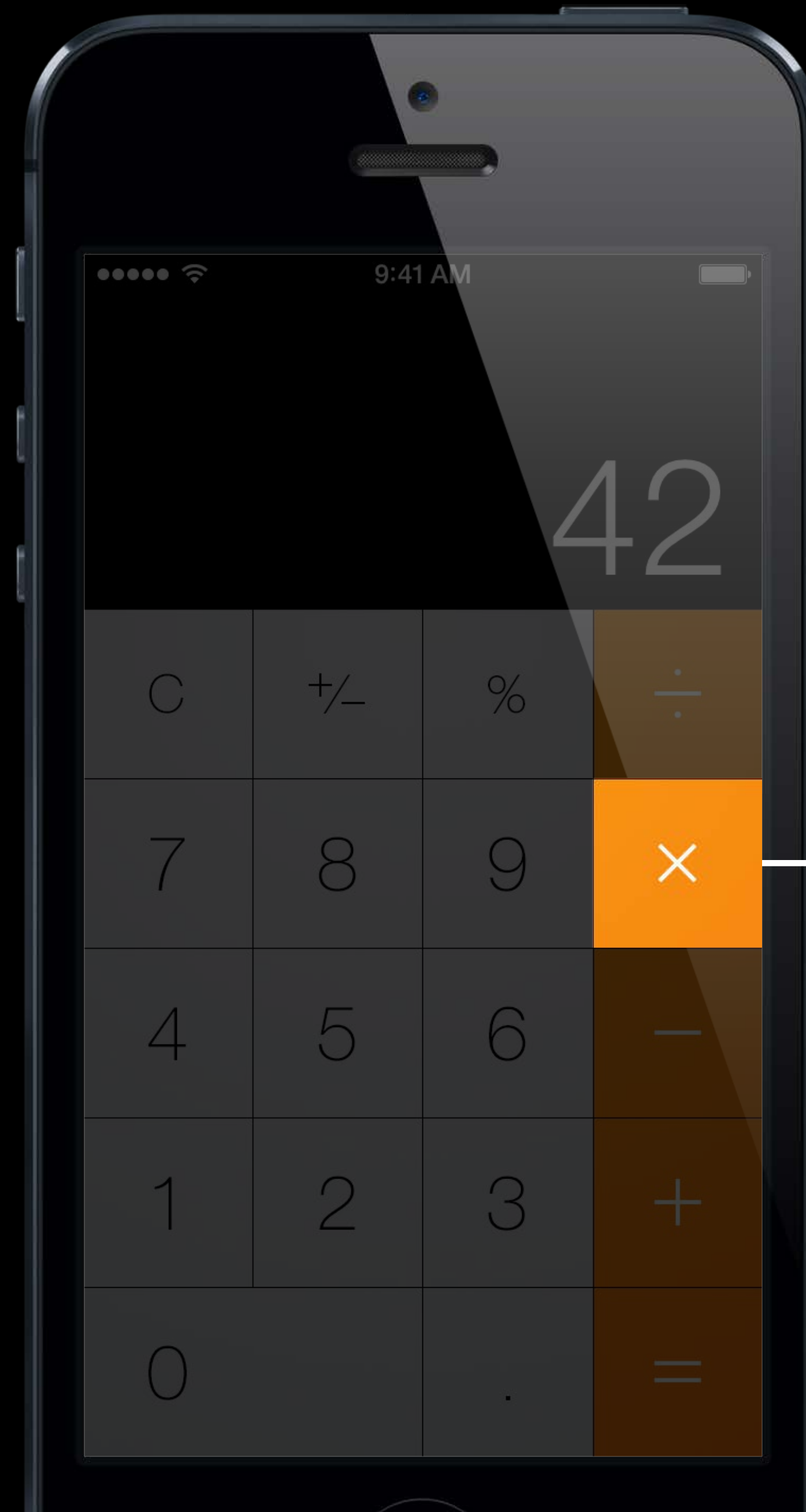


Make Controls Fingertip Sized

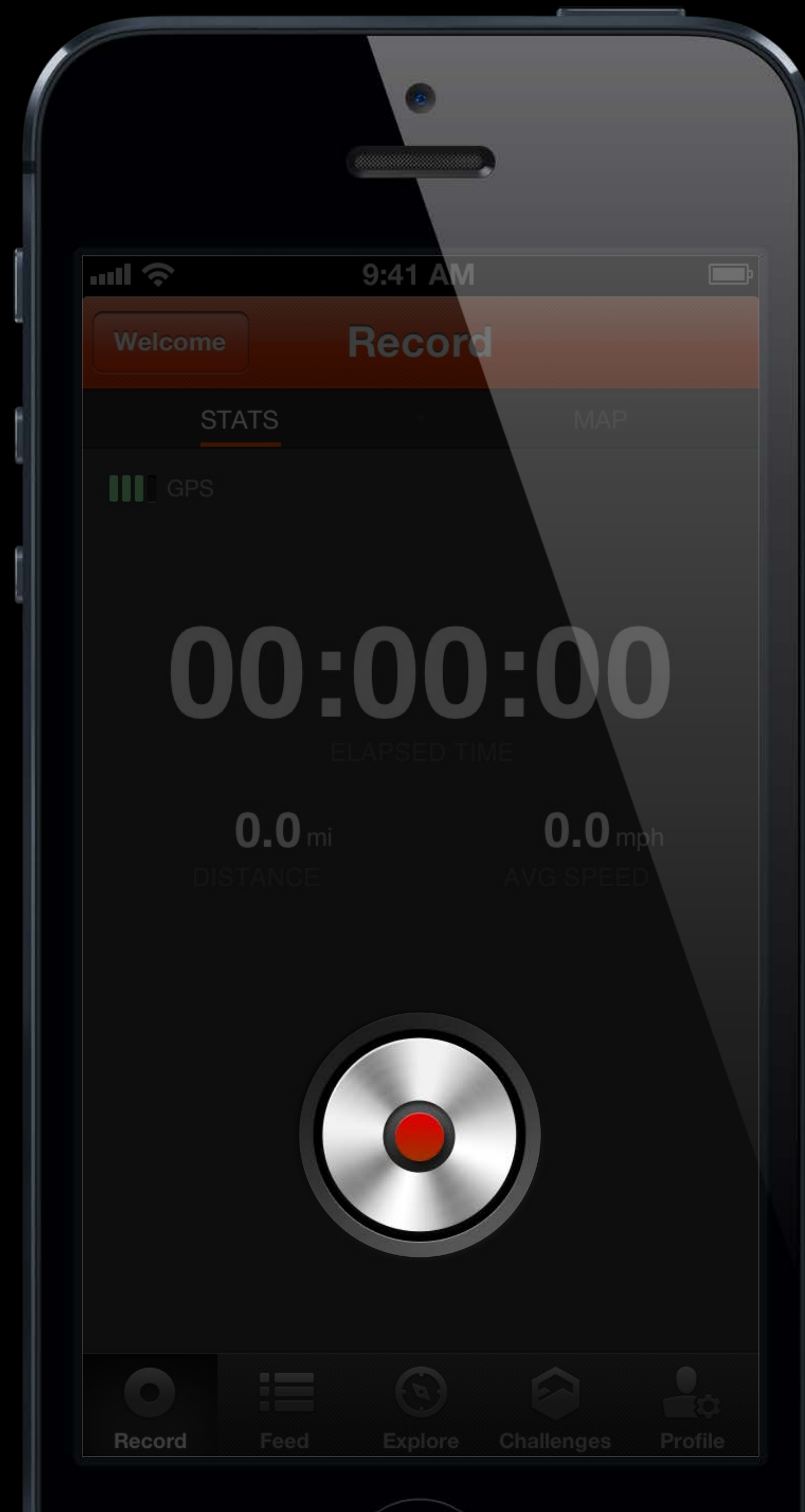
55 points tall
66 points wide



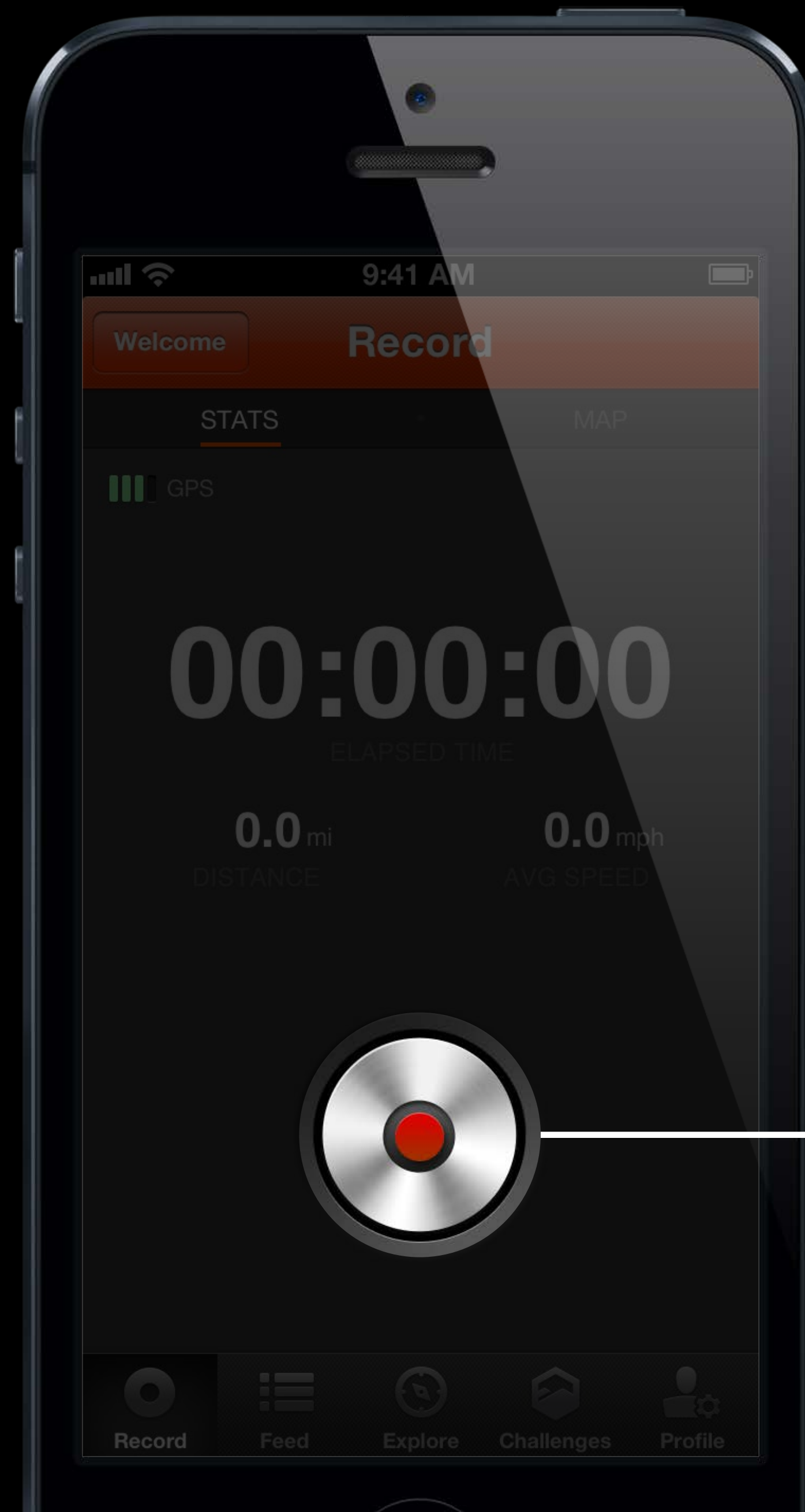
80 points tall
80 points wide



Vary Control Size Based on Usage



Vary Control Size Based on Usage

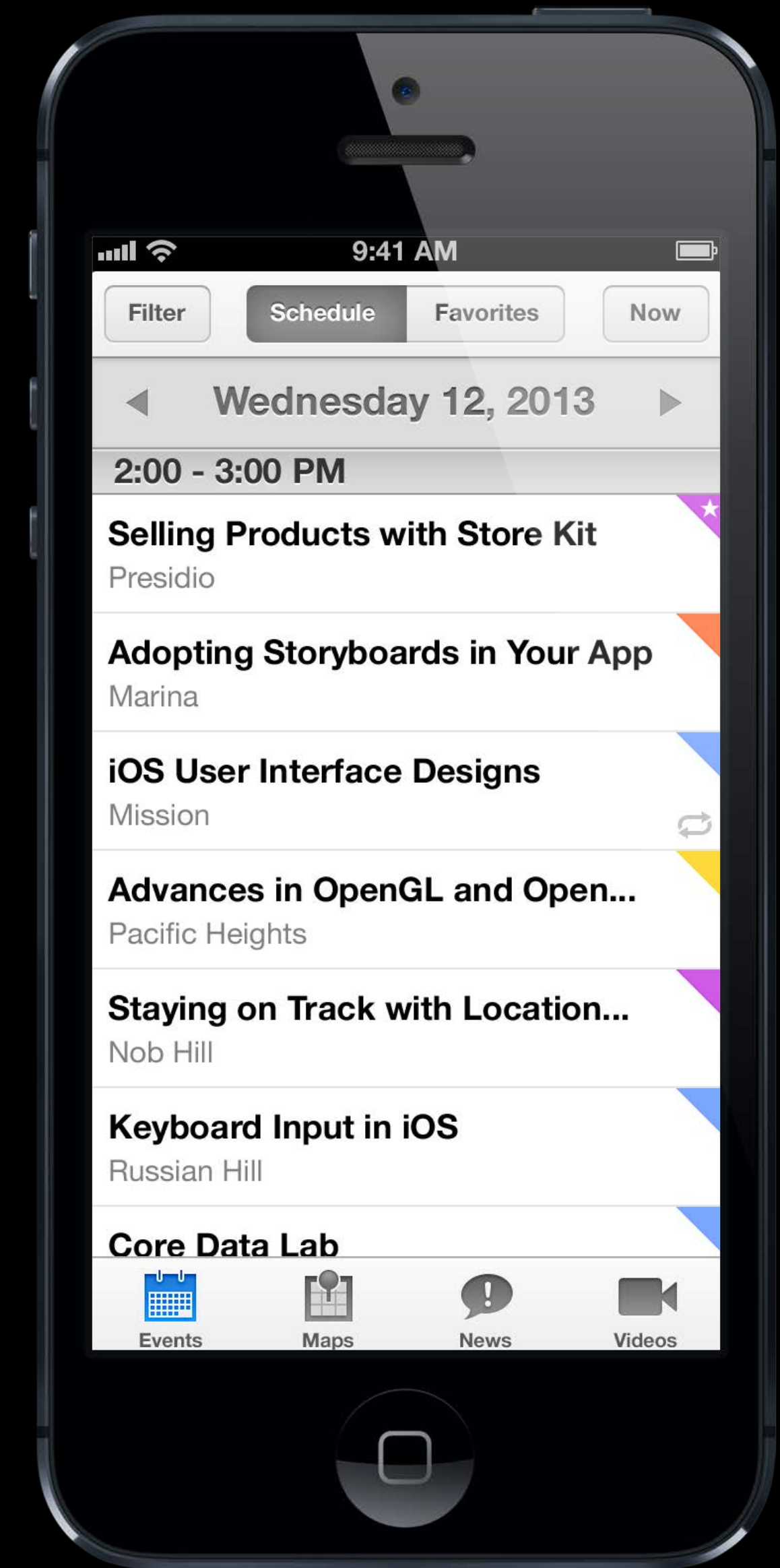


120 points

Test Your UI on iPhone and iPad



Test Your UI on iPhone and iPad



- 1 Bad App Icons
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- 5 Ambiguous Alerts
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Hard-to-Read Text



9:41 AM



Filter

Schedule

Favorites

Now



Wednesday 12, 2013



2:00 - 3:00 PM

Selling Products with Store Kit



Presidio

Adopting Storyboards in Your App

Marina

iOS User Interface Designs

Mission



Advances in OpenGL and Open...

Pacific Heights

Staying on Track with Location...

Nob Hill

Keyboard Input in iOS

Russian Hill

Core Data Lab



Events



Maps



News



Videos



9:41 AM



Filter

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Events



Maps



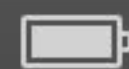
News



Videos



9:41 AM



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Events



Maps

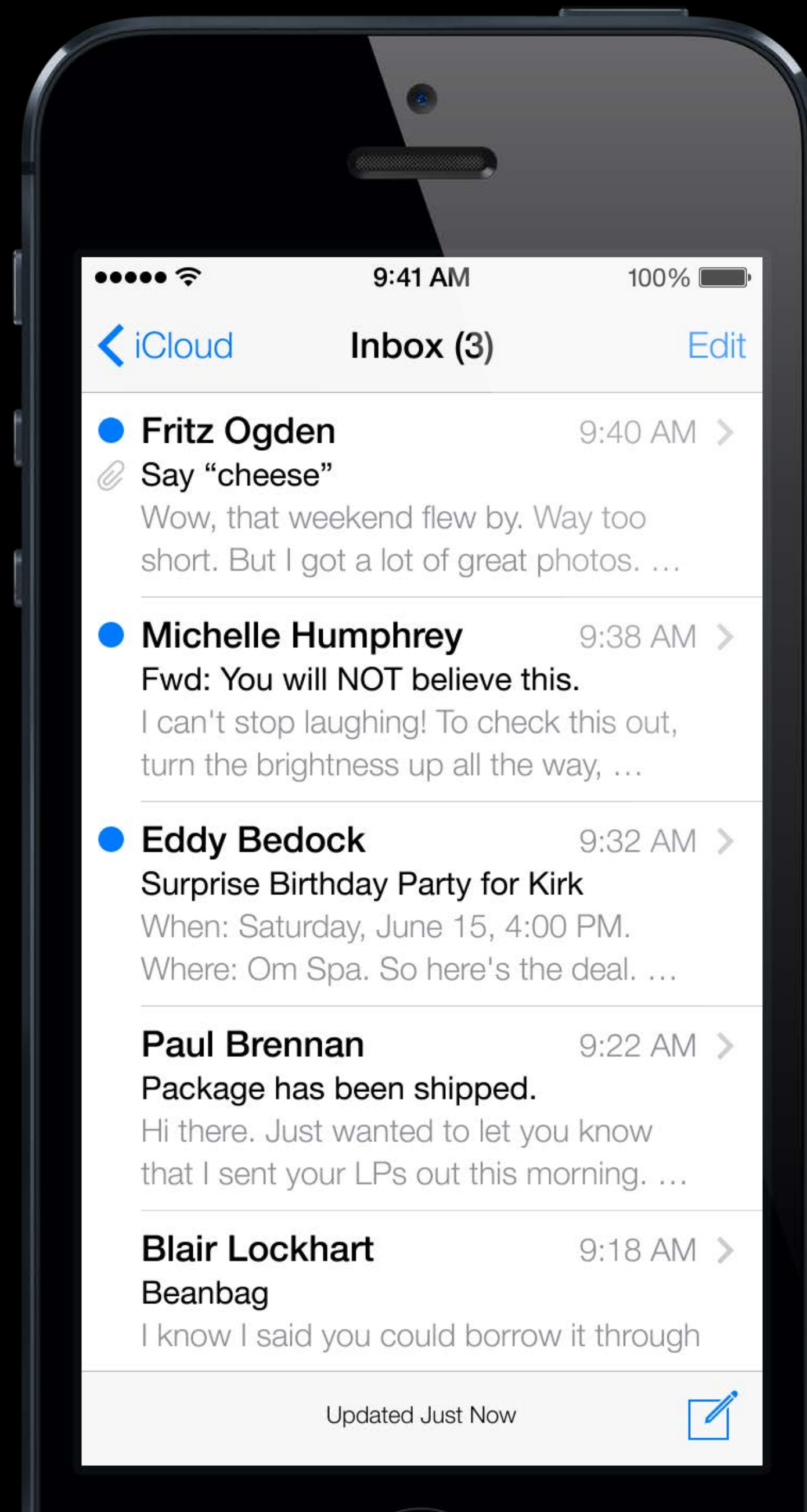


News

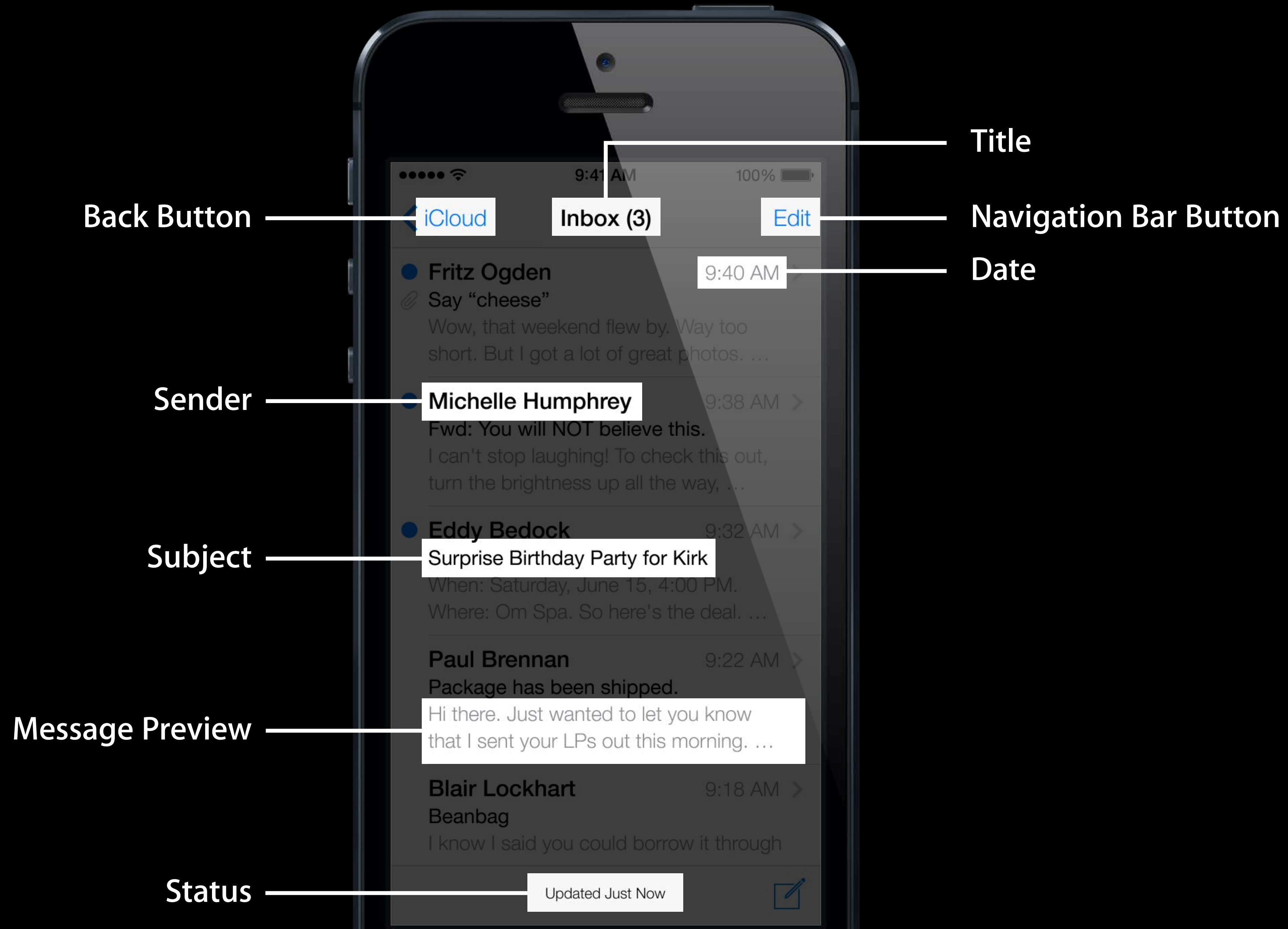


Videos

Avoid Mixing Typefaces



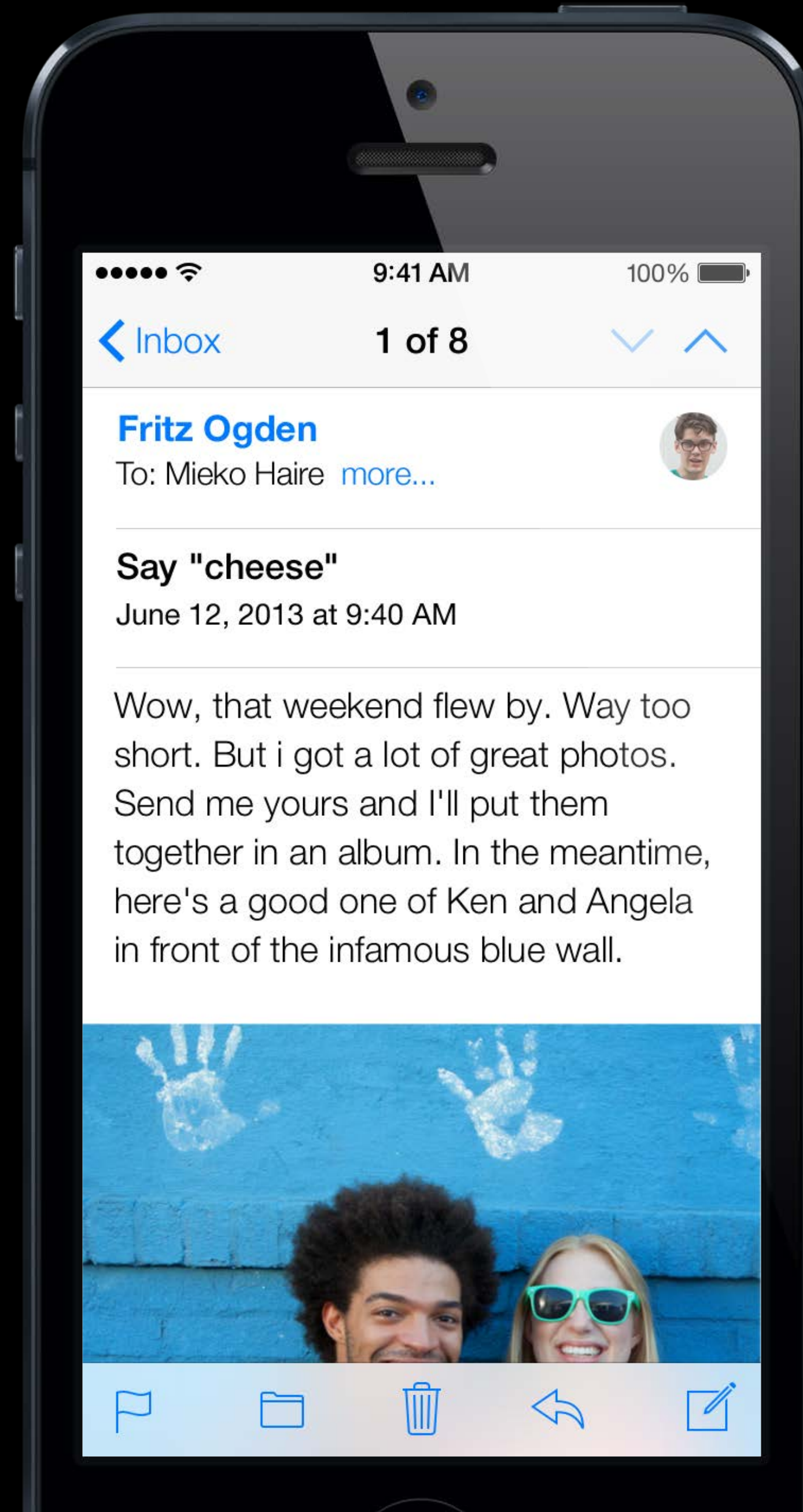
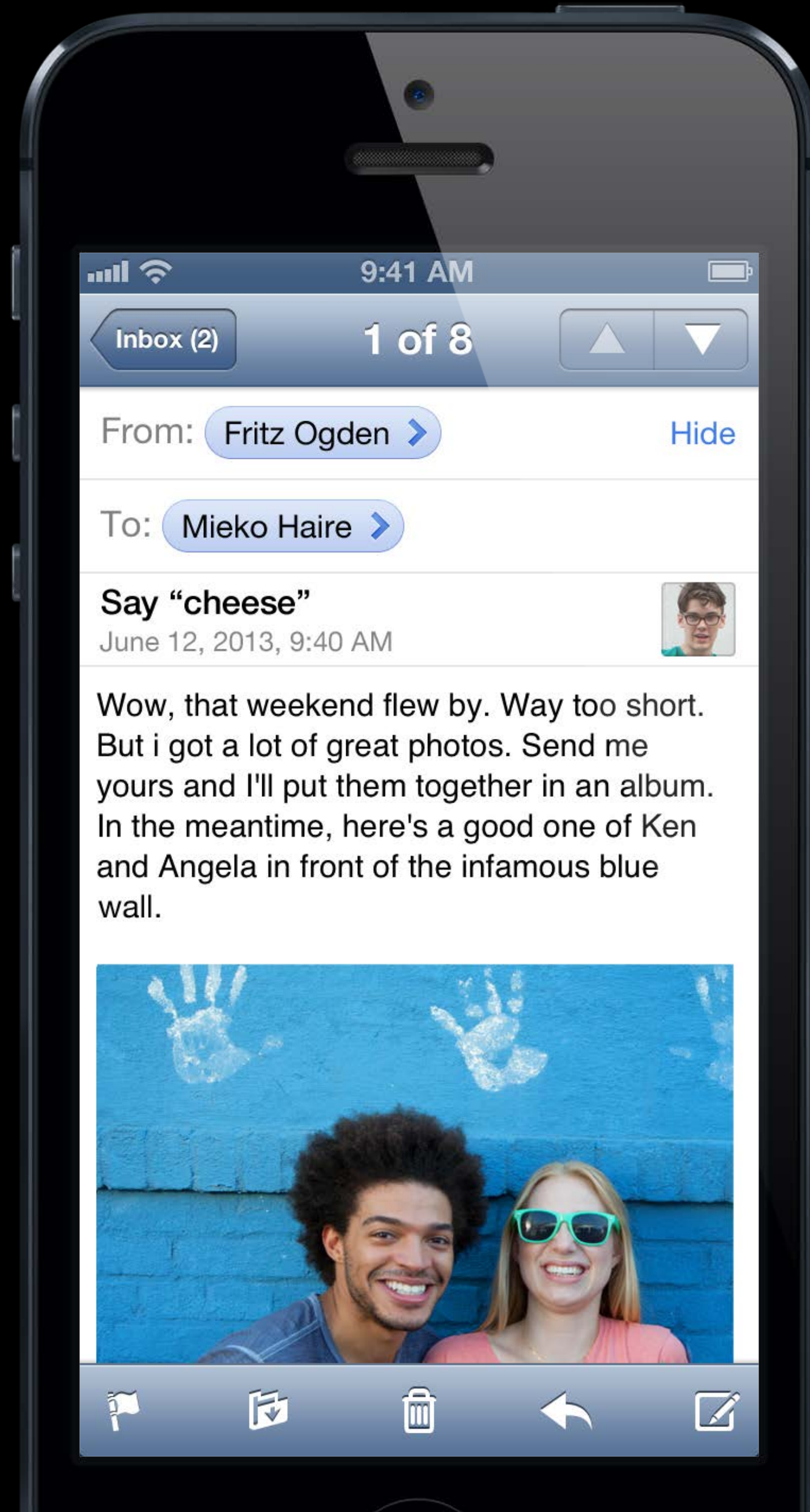
Avoid Mixing Typefaces



Avoid Mixing Typefaces

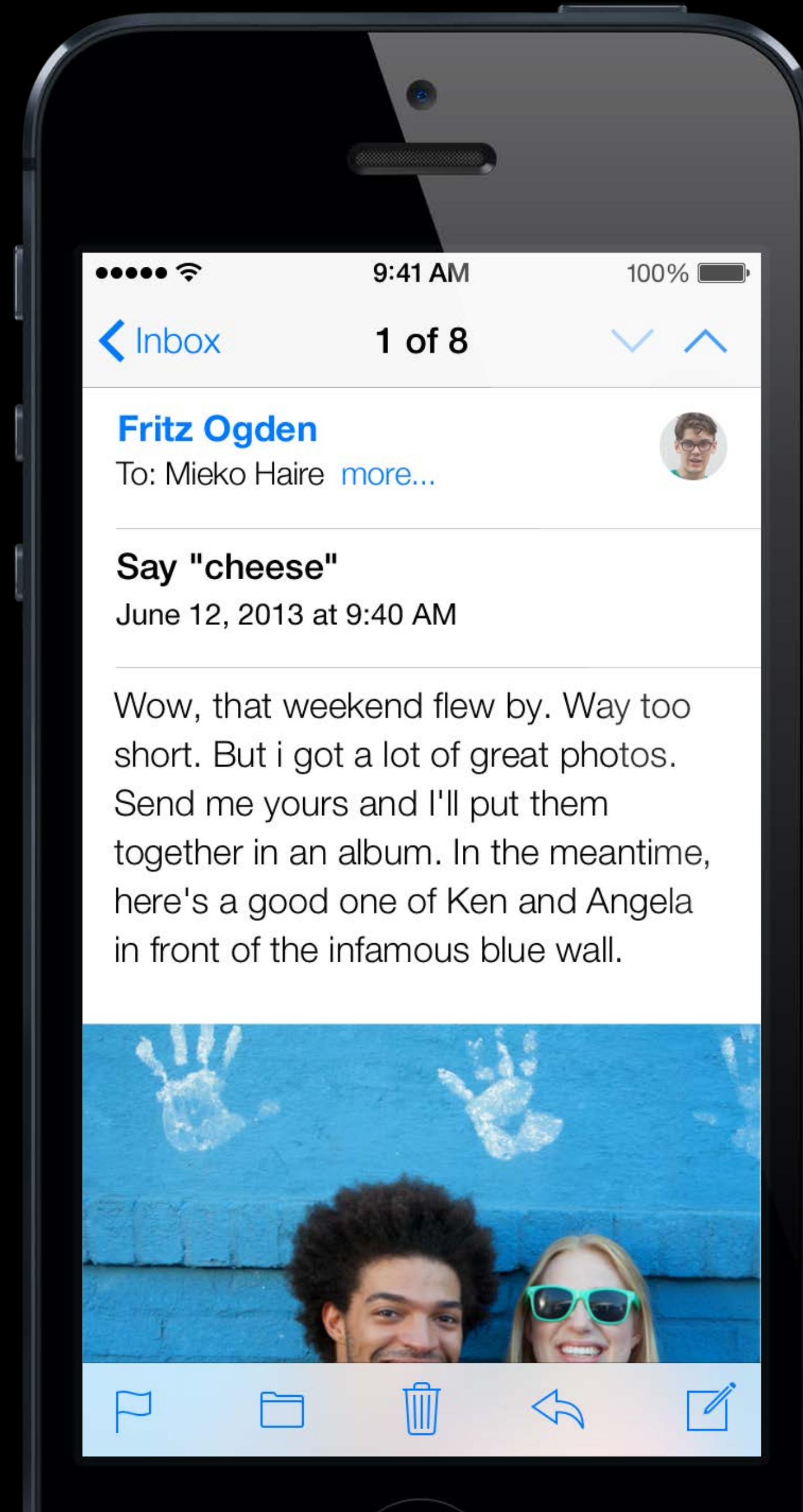
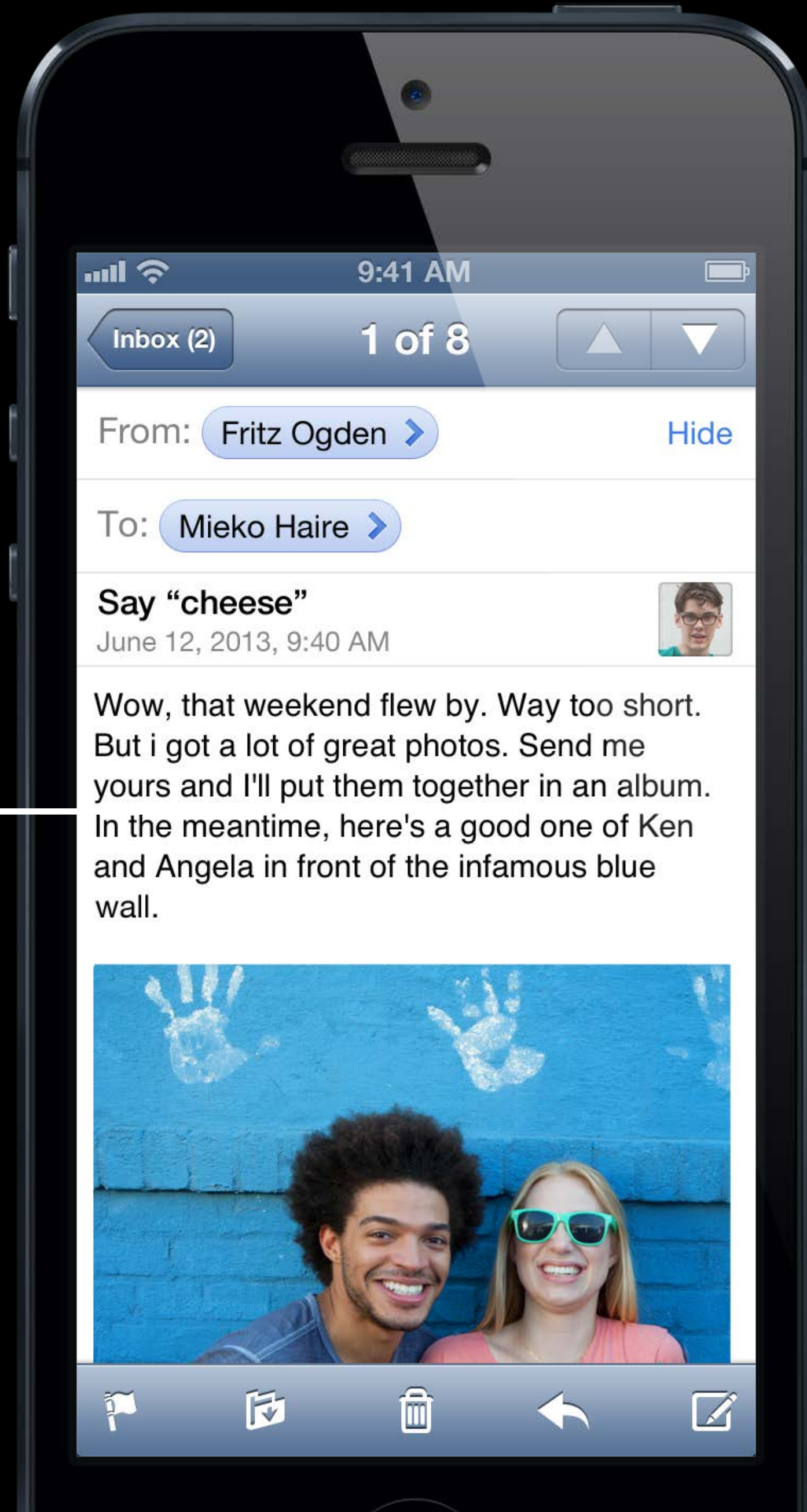


Ensure Body Text Is Very Legible



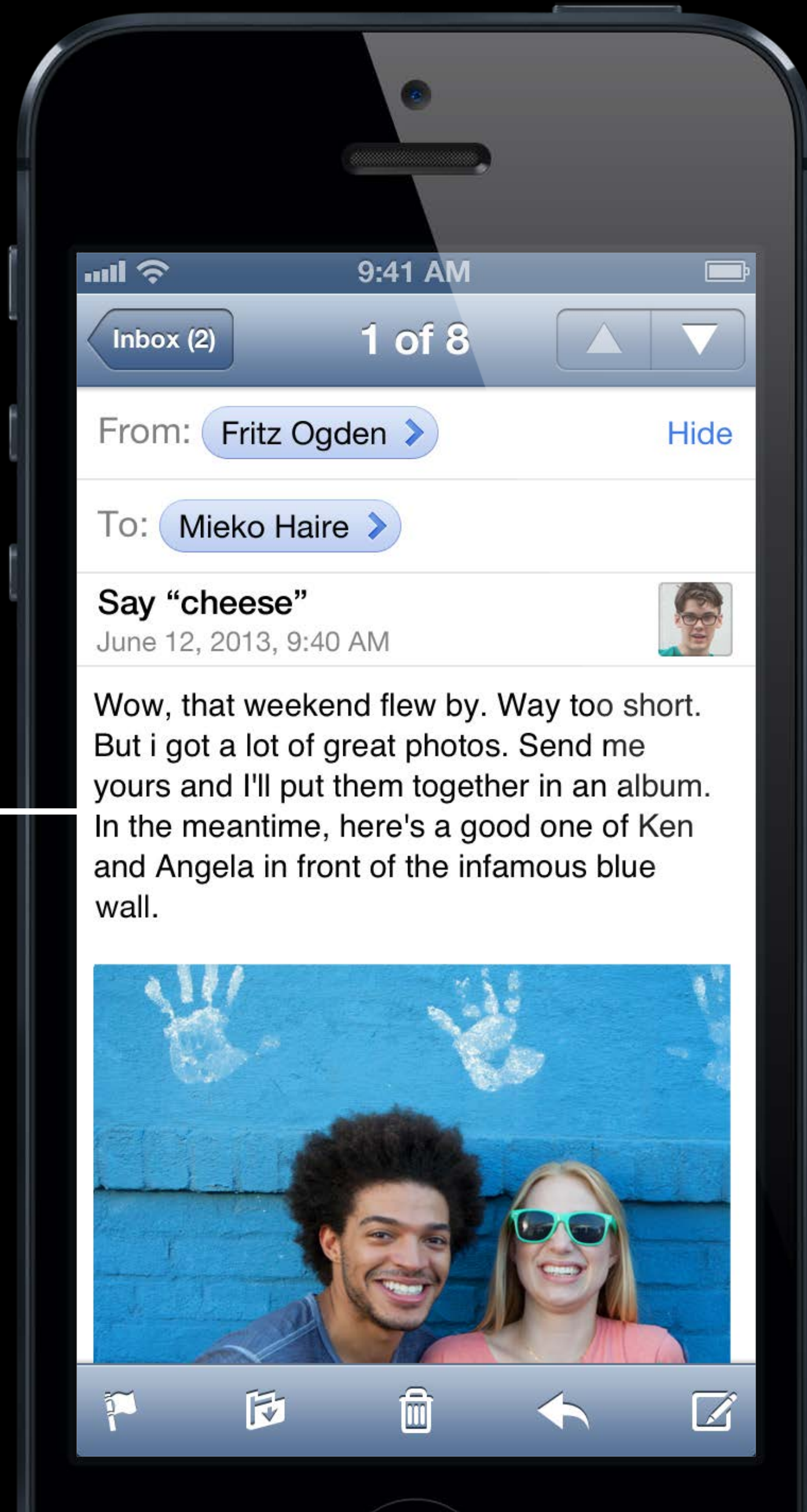
Ensure Body Text Is Very Legible

Helvetica Neue
15 points

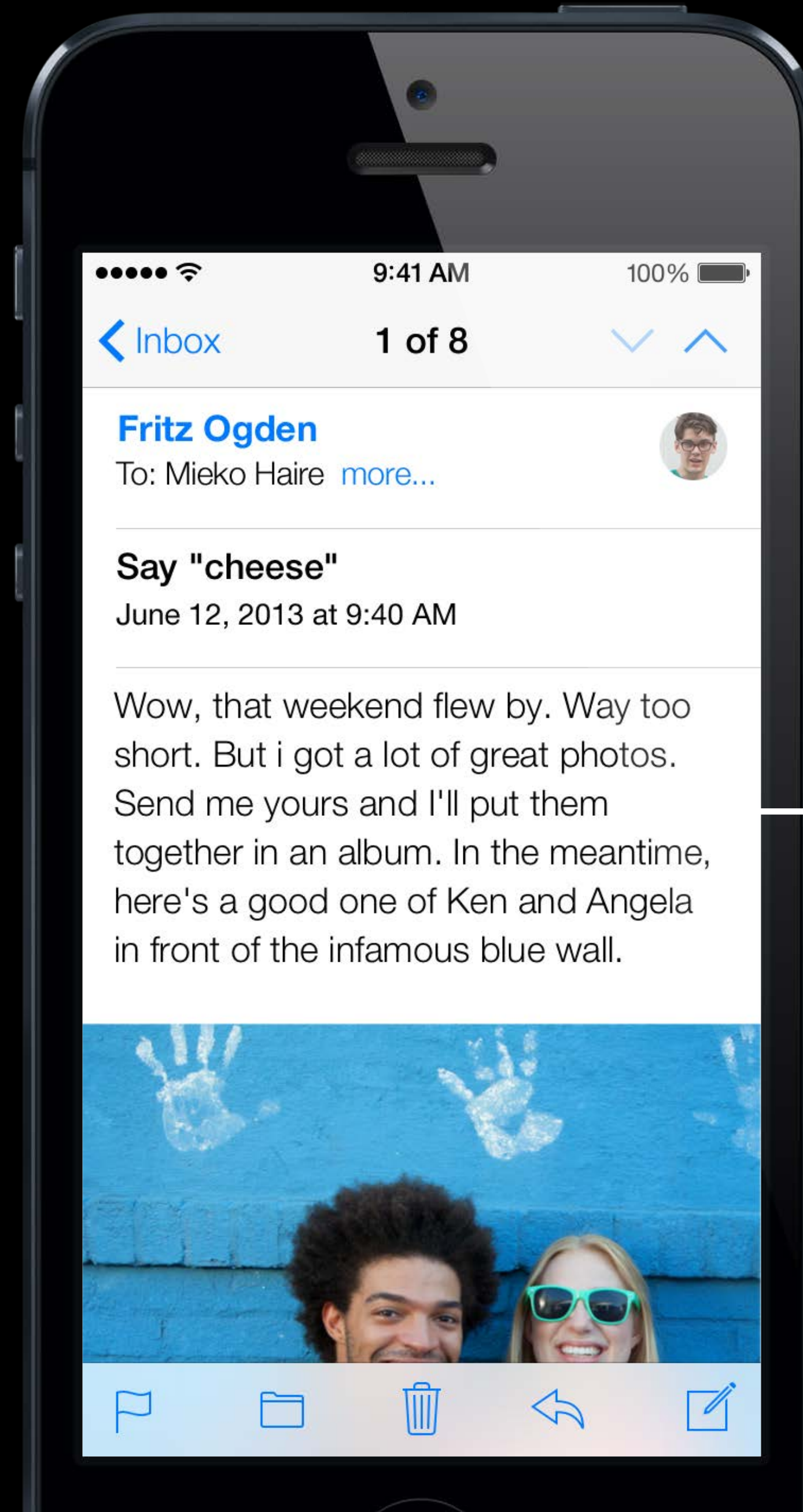


Ensure Body Text Is Very Legible

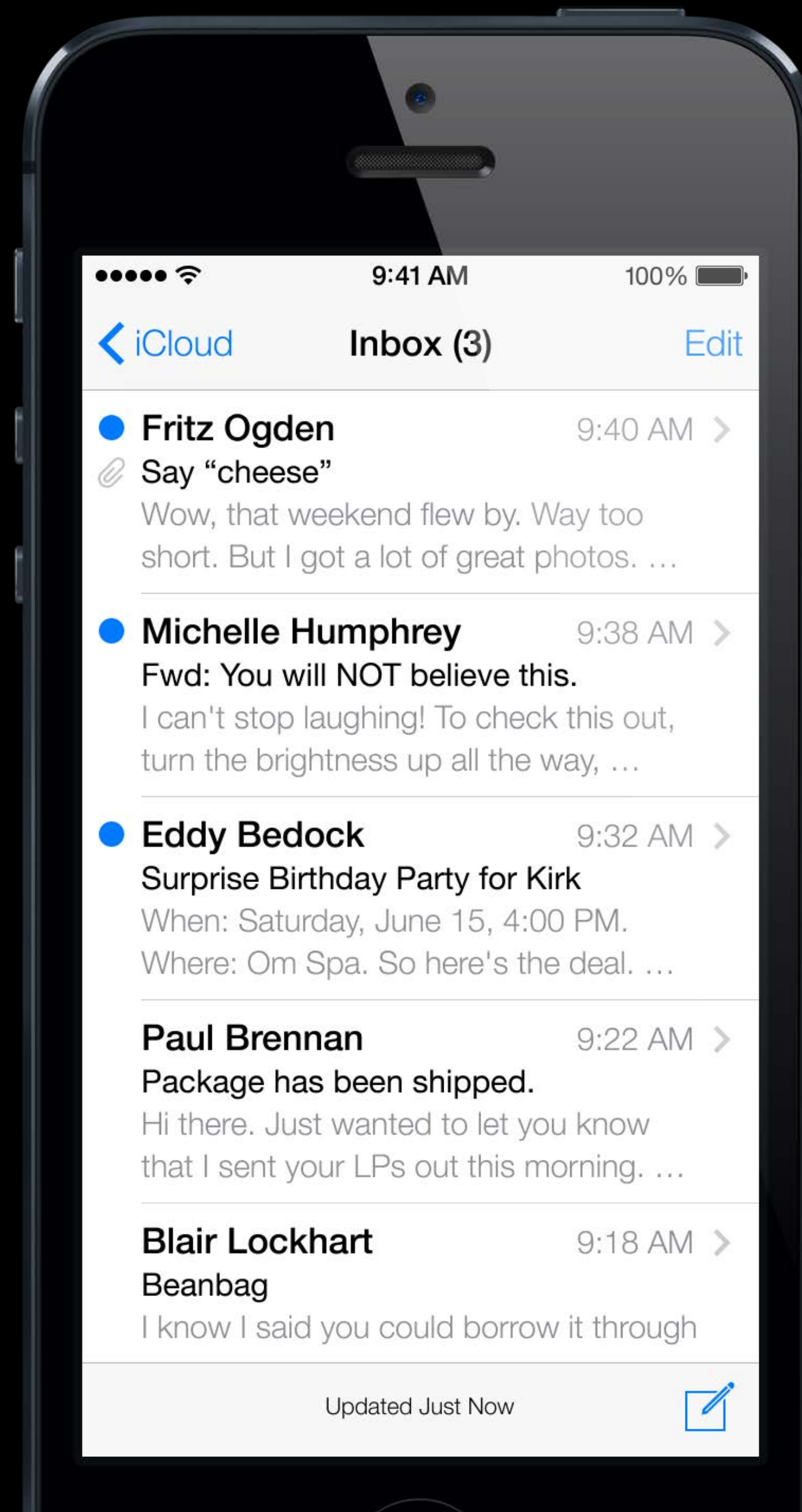
Helvetica Neue
15 points



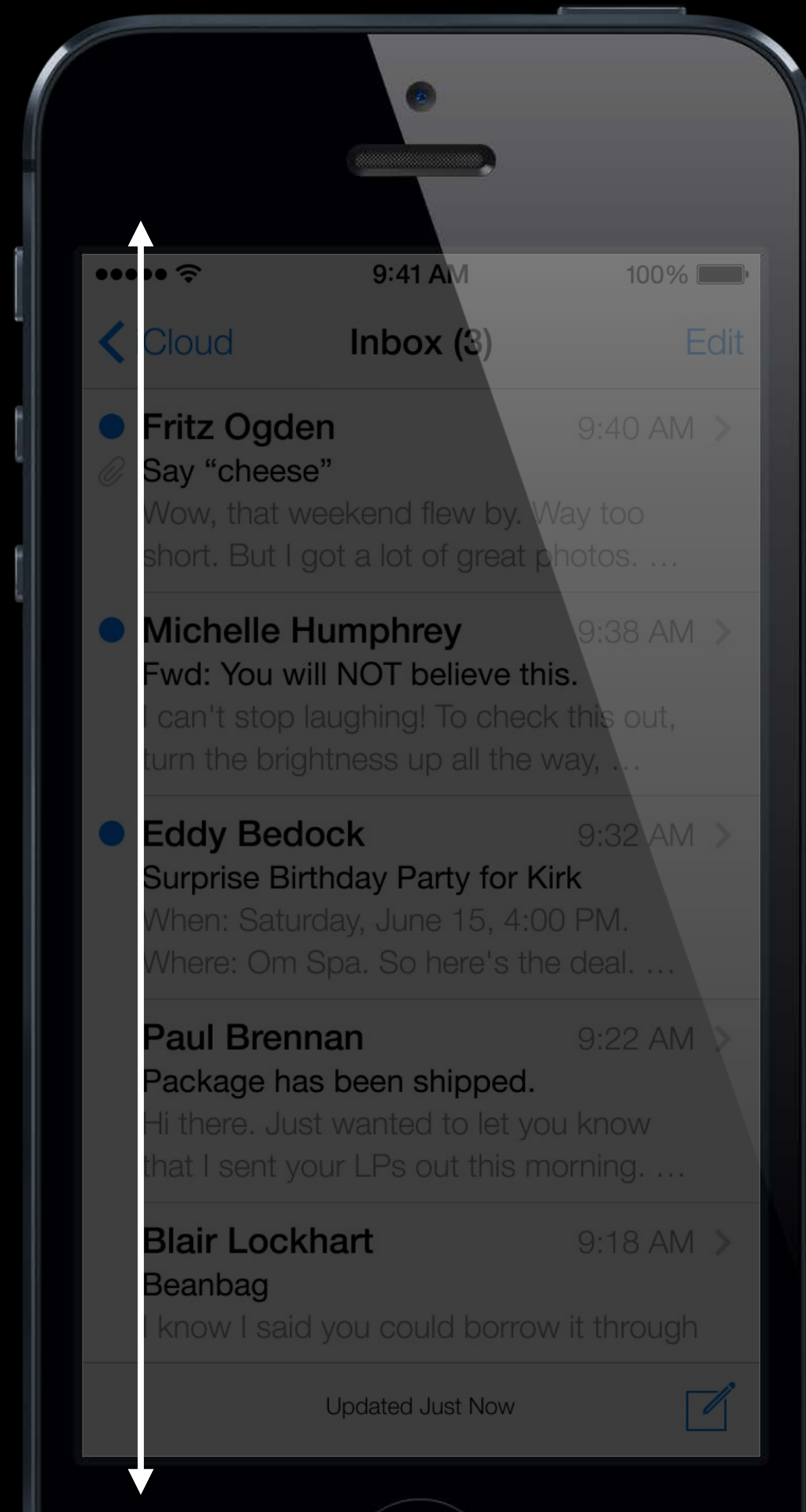
System Font
"Body" Style
Variable Sizes



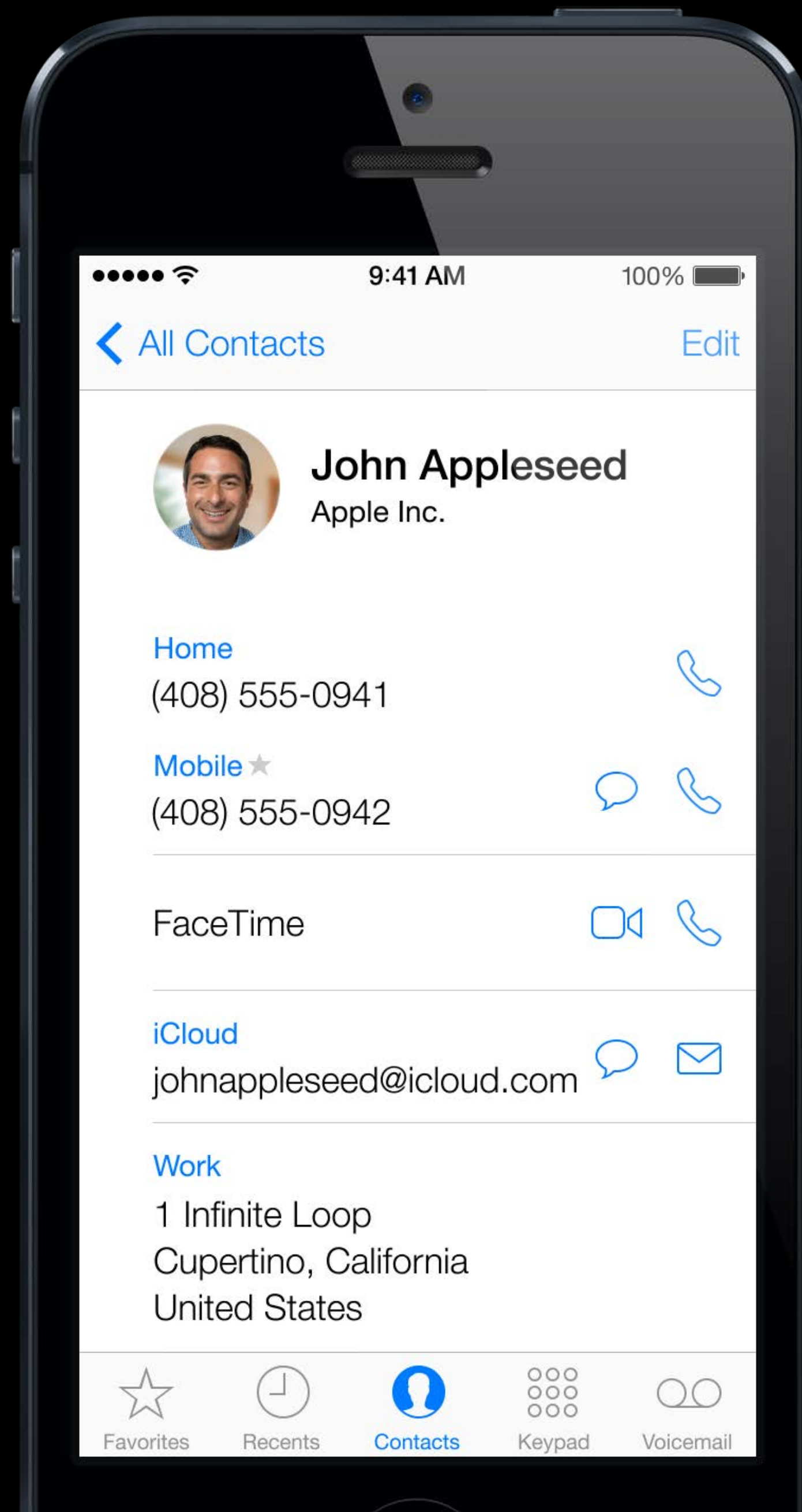
Align Text to Let Users Quickly Skim



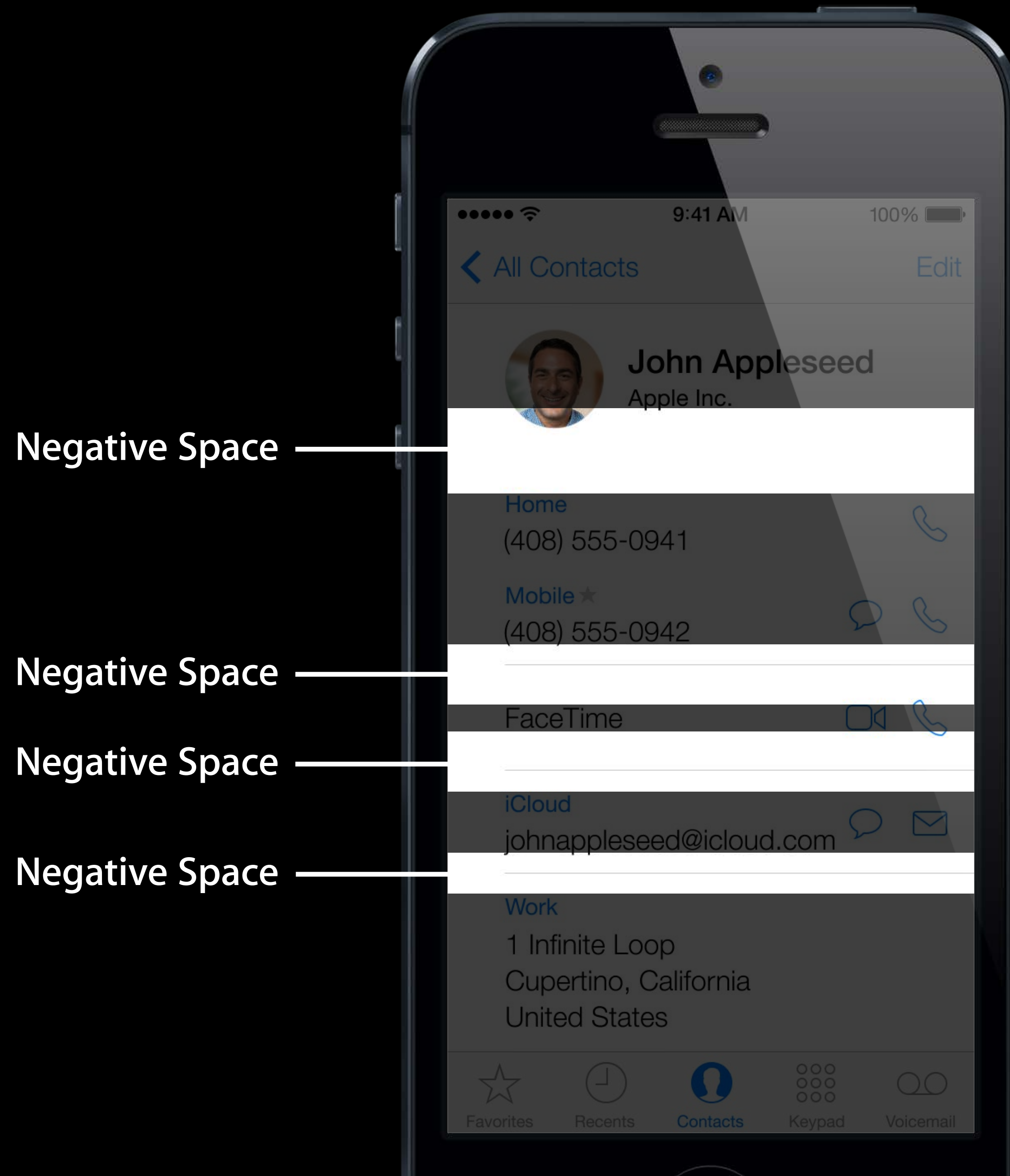
Align Text to Let Users Quickly Skim



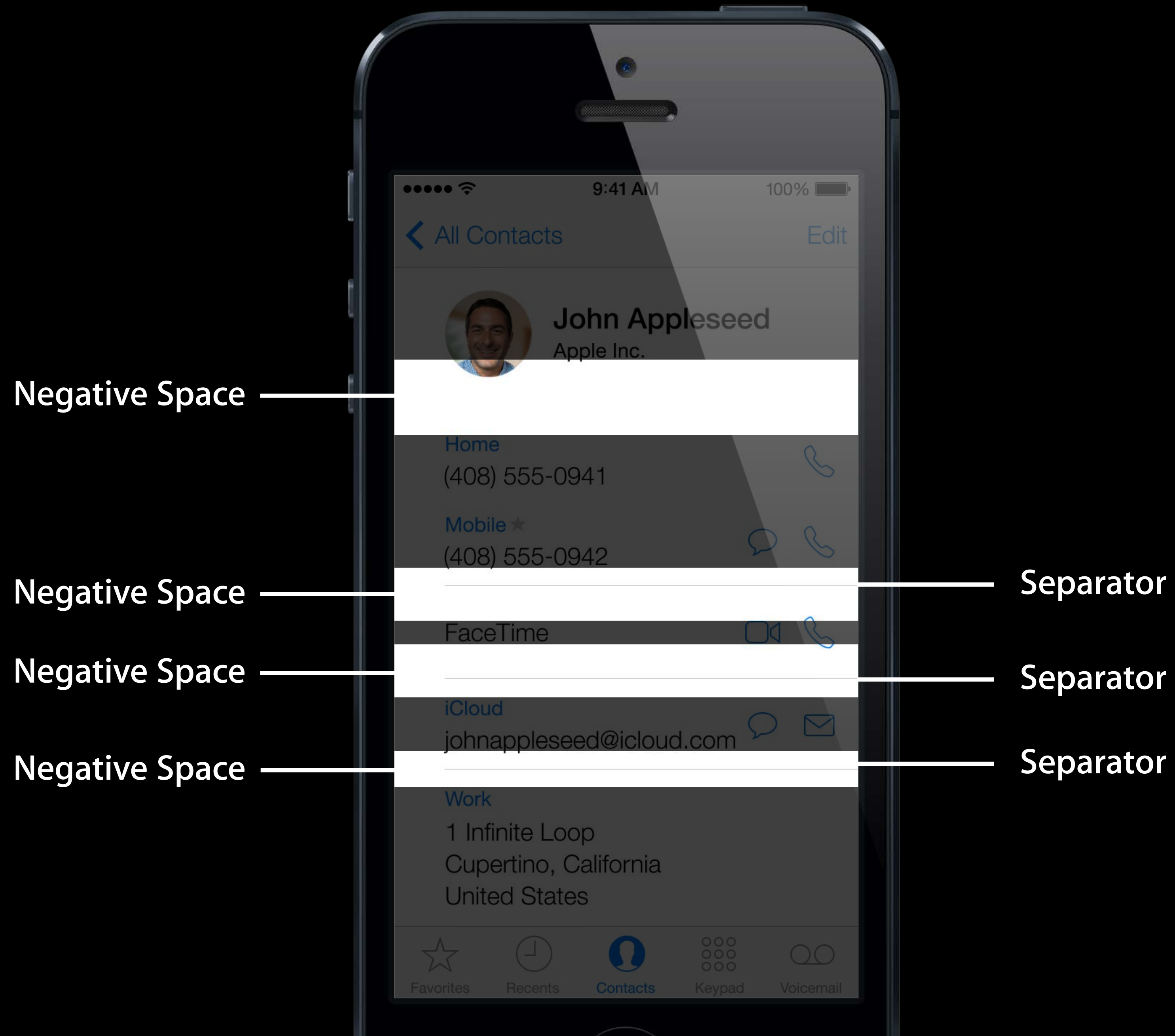
Use Negative Space and Separators



Use Negative Space and Separators



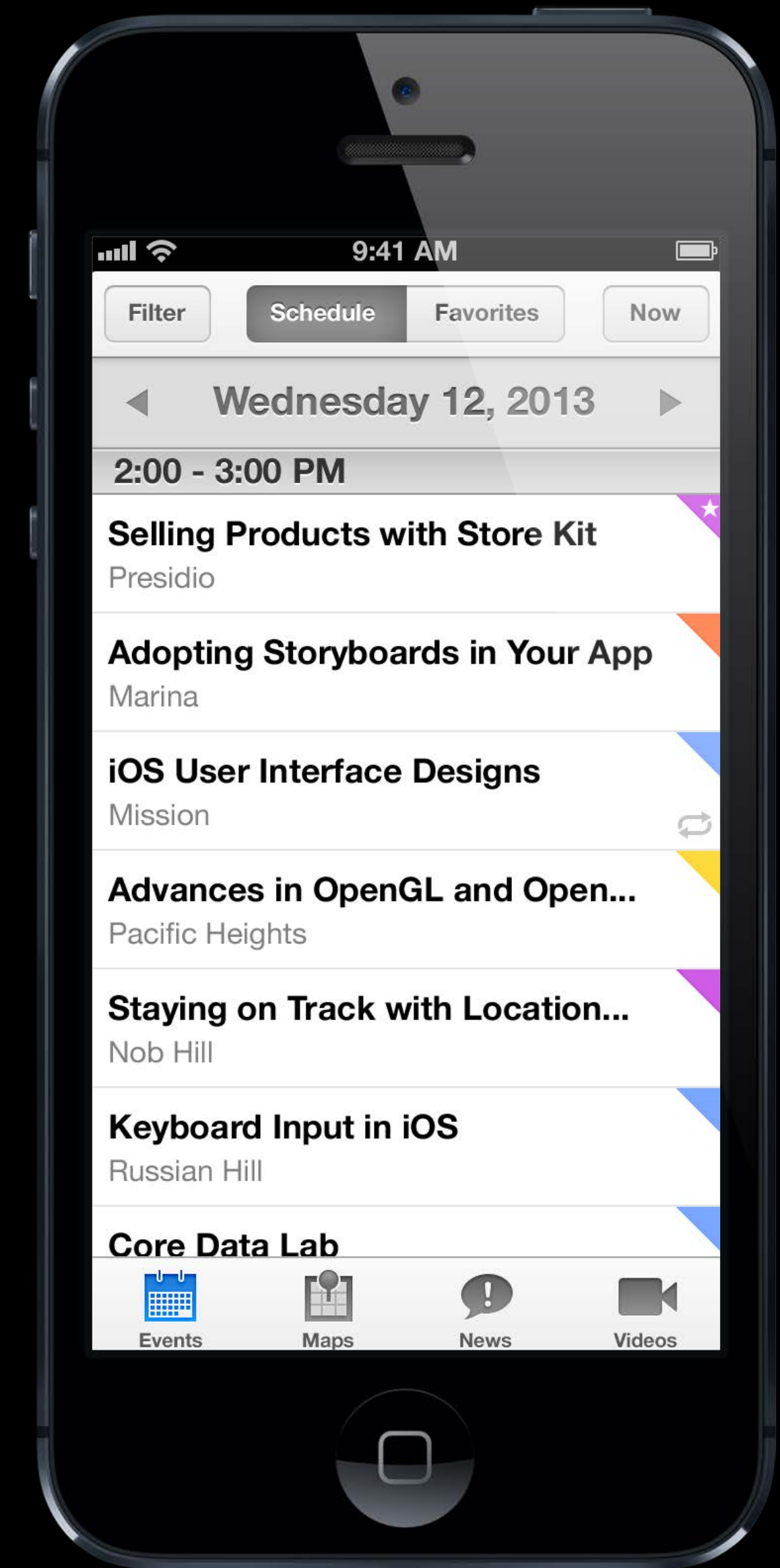
Use Negative Space and Separators



Test Your UI on iPhone and iPad



Test Your UI on iPhone and iPad





LiveView



Skala View



xScope Mirror



Screenshots Journal

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Ambiguous Alerts

Error [0047]

Today at 9:41 AM

OK

Cancel Transaction

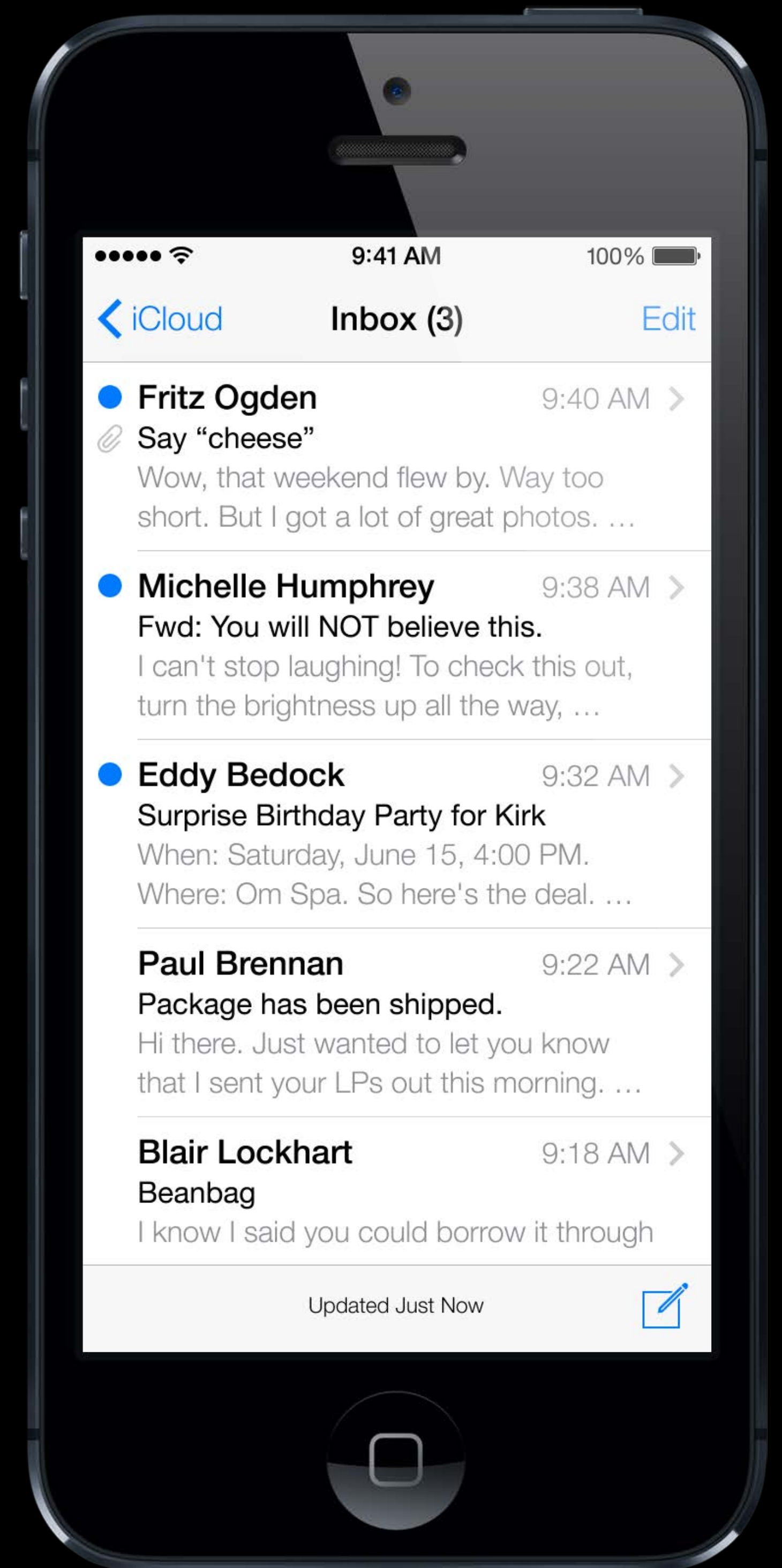
Are you sure you want to cancel this transaction?

OK

Cancel

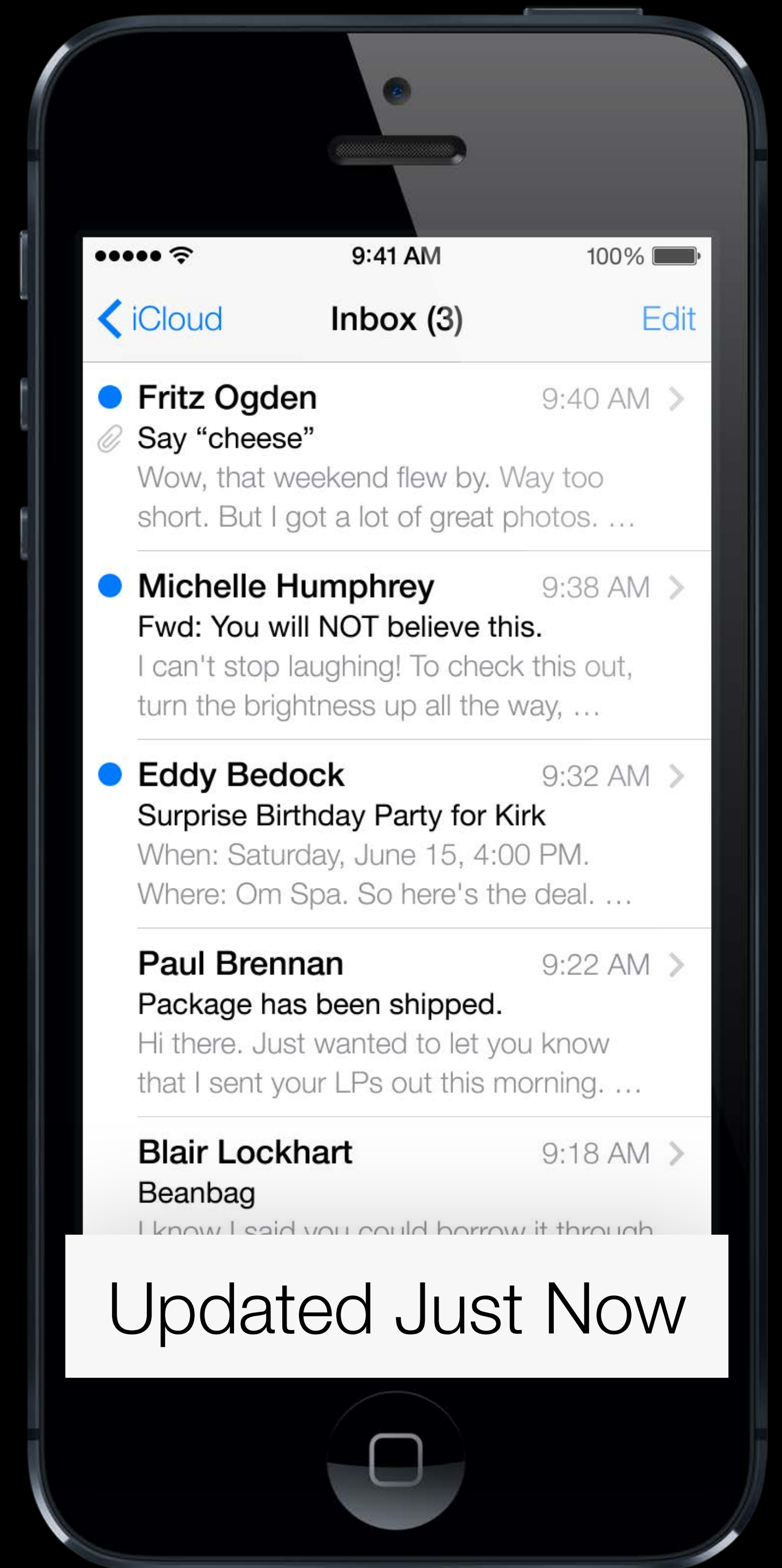
Alerts

Avoid unnecessary alerts



Alerts

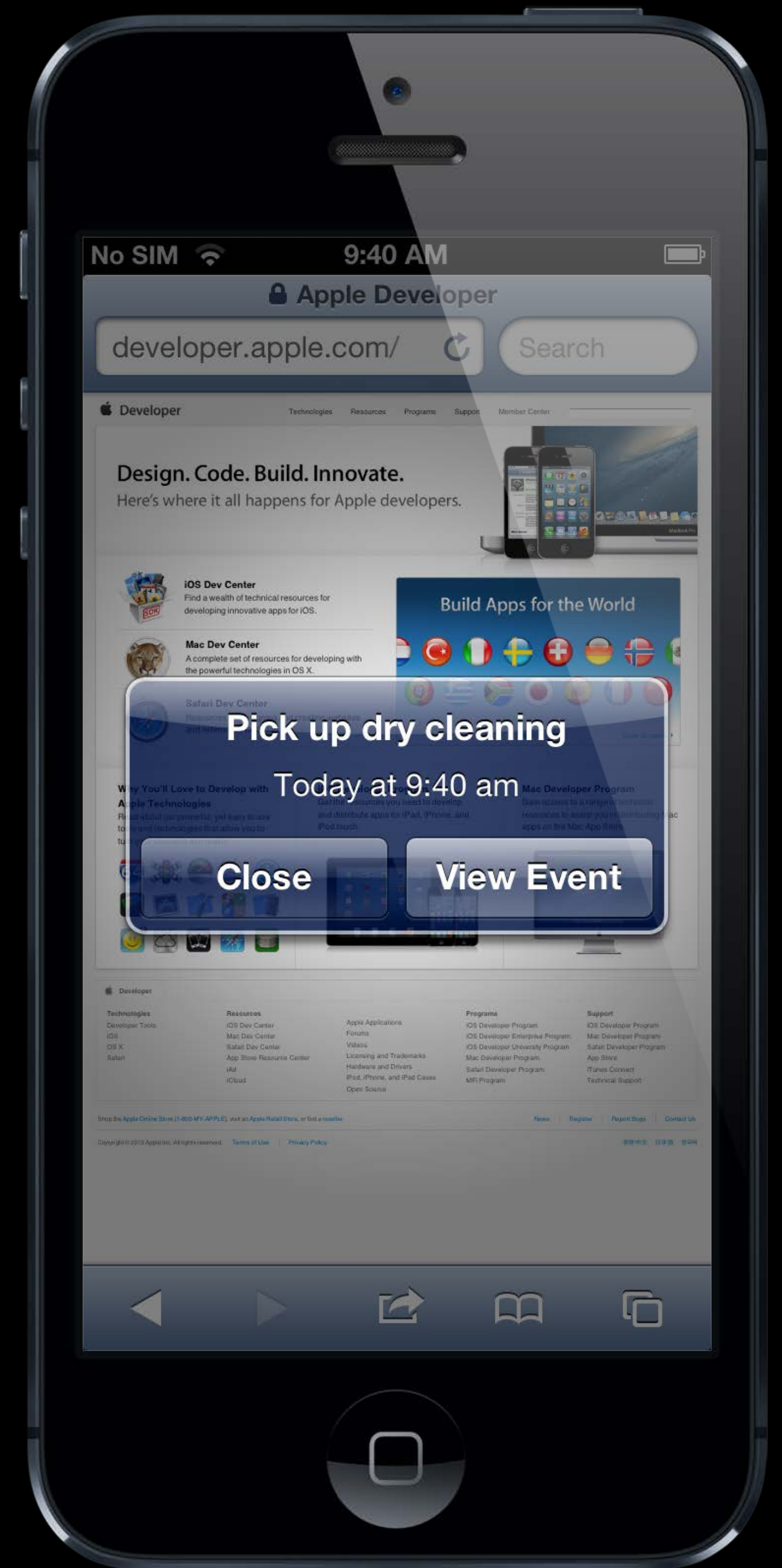
Avoid unnecessary alerts



Alerts

Avoid unnecessary alerts

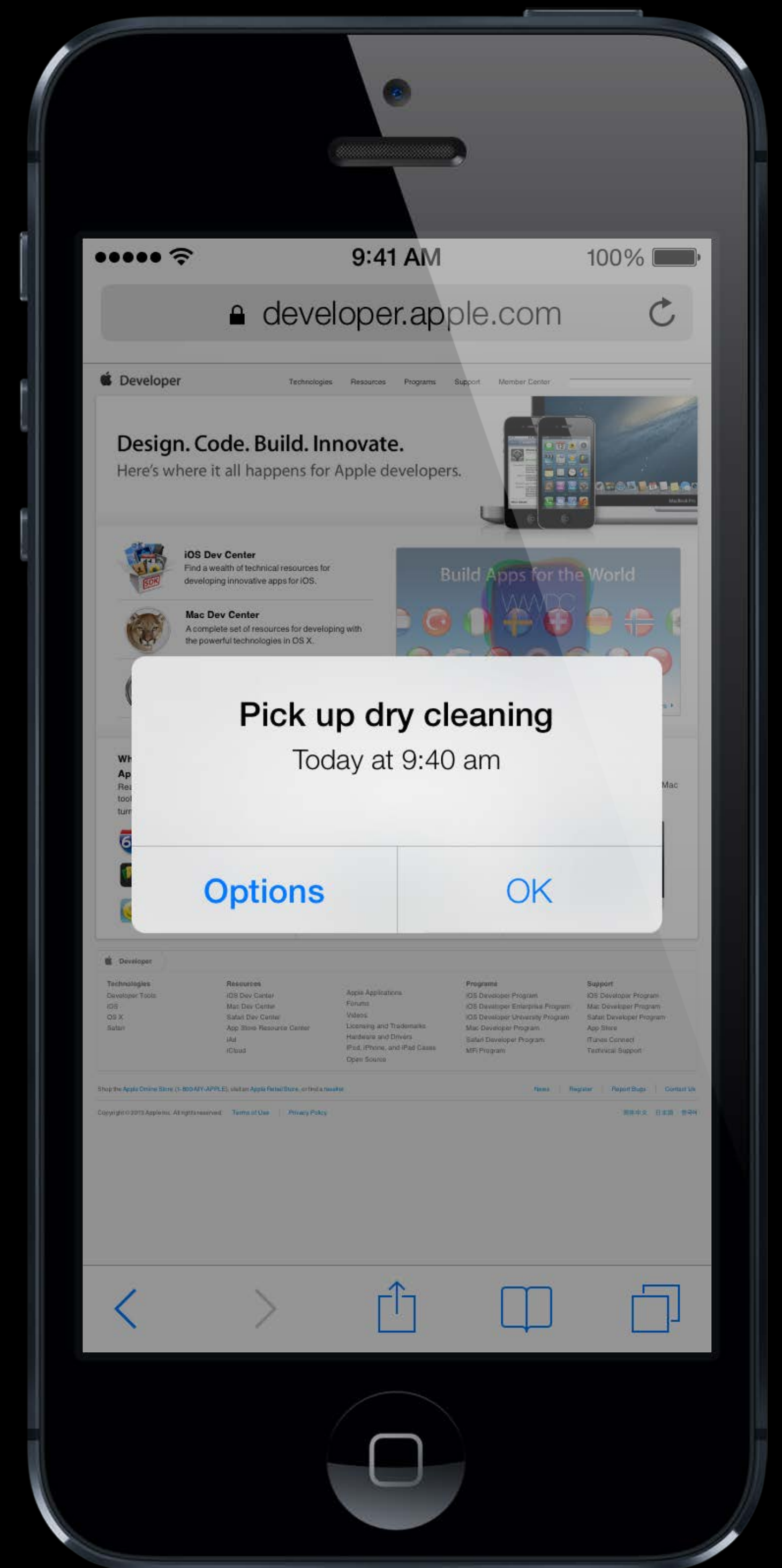
Label buttons by their
resulting action



Alerts

Avoid unnecessary alerts

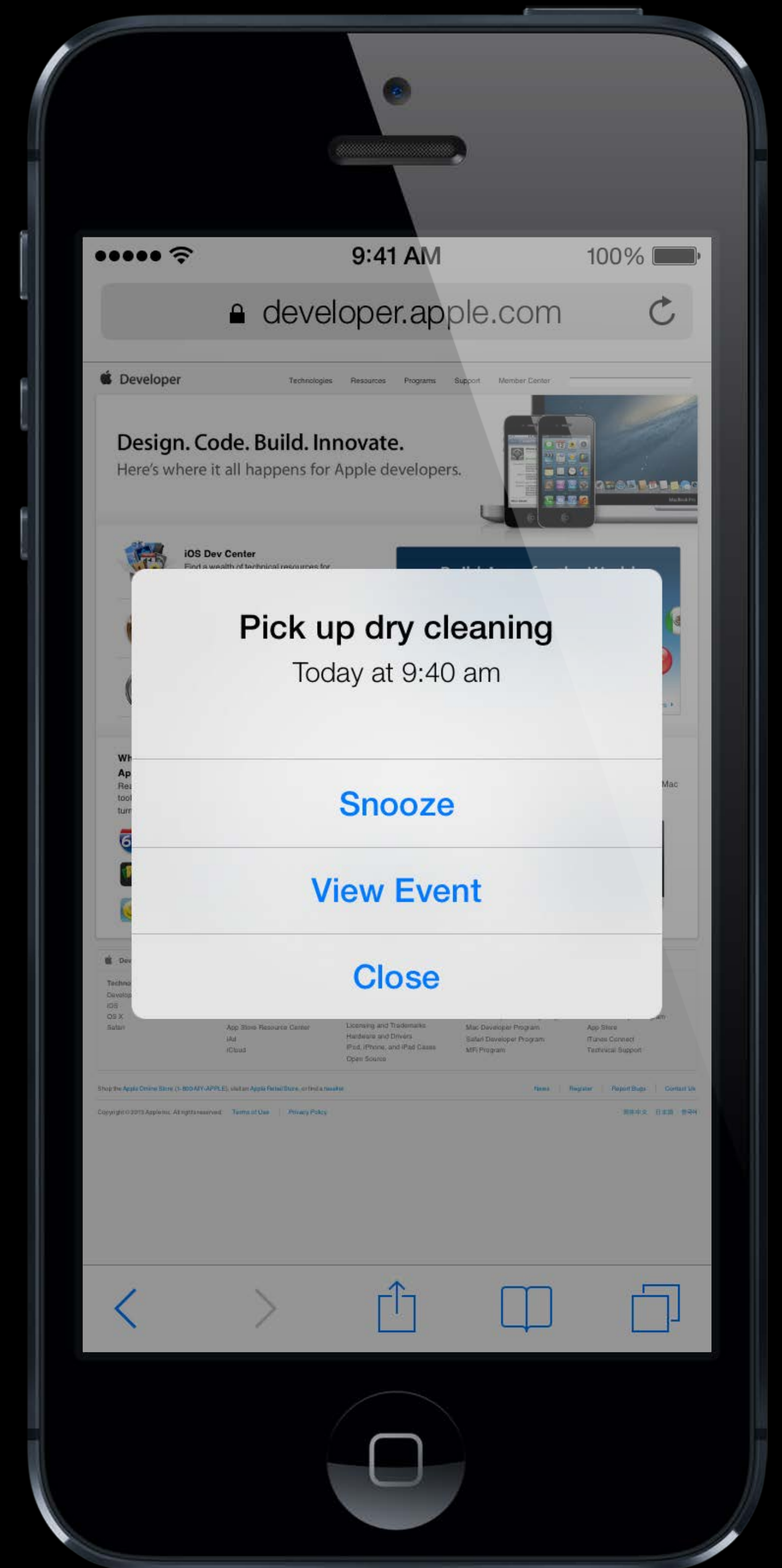
Label buttons by their
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Alerts

Avoid unnecessary alerts

Label buttons by their
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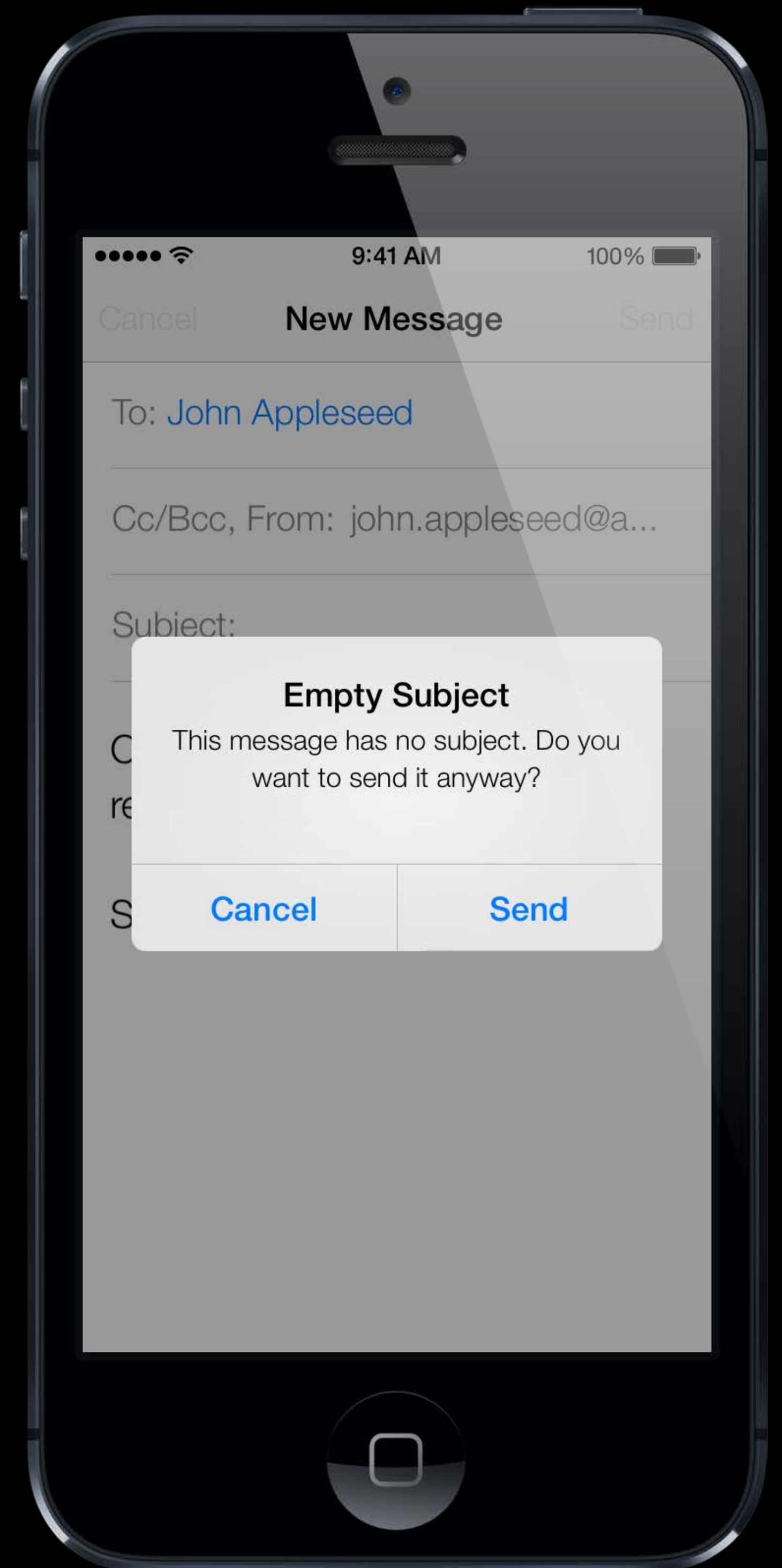


Alerts

Avoid unnecessary alerts

Label buttons by their
resulting action

Place the affirmative button
to the right



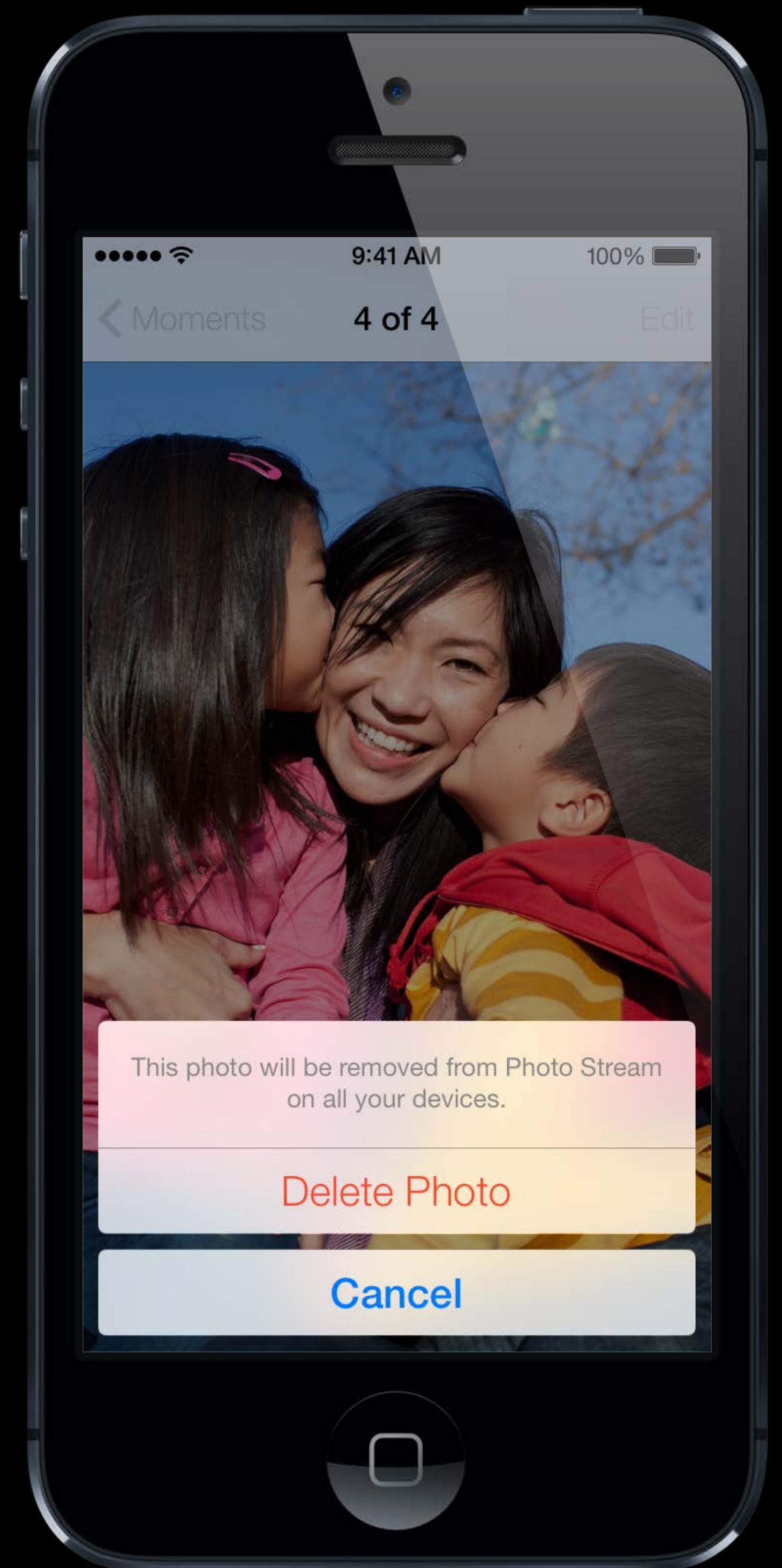
Alerts

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

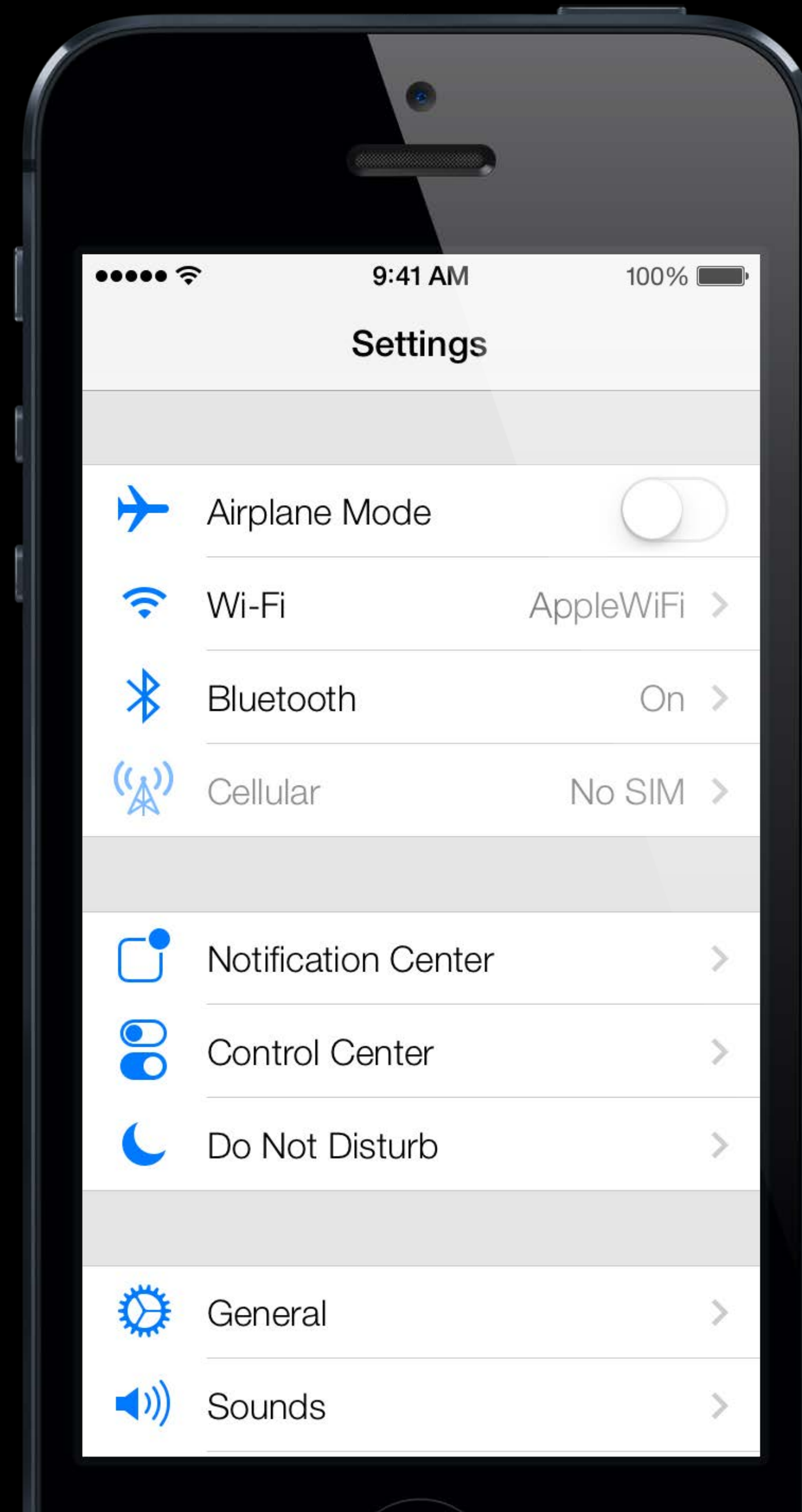
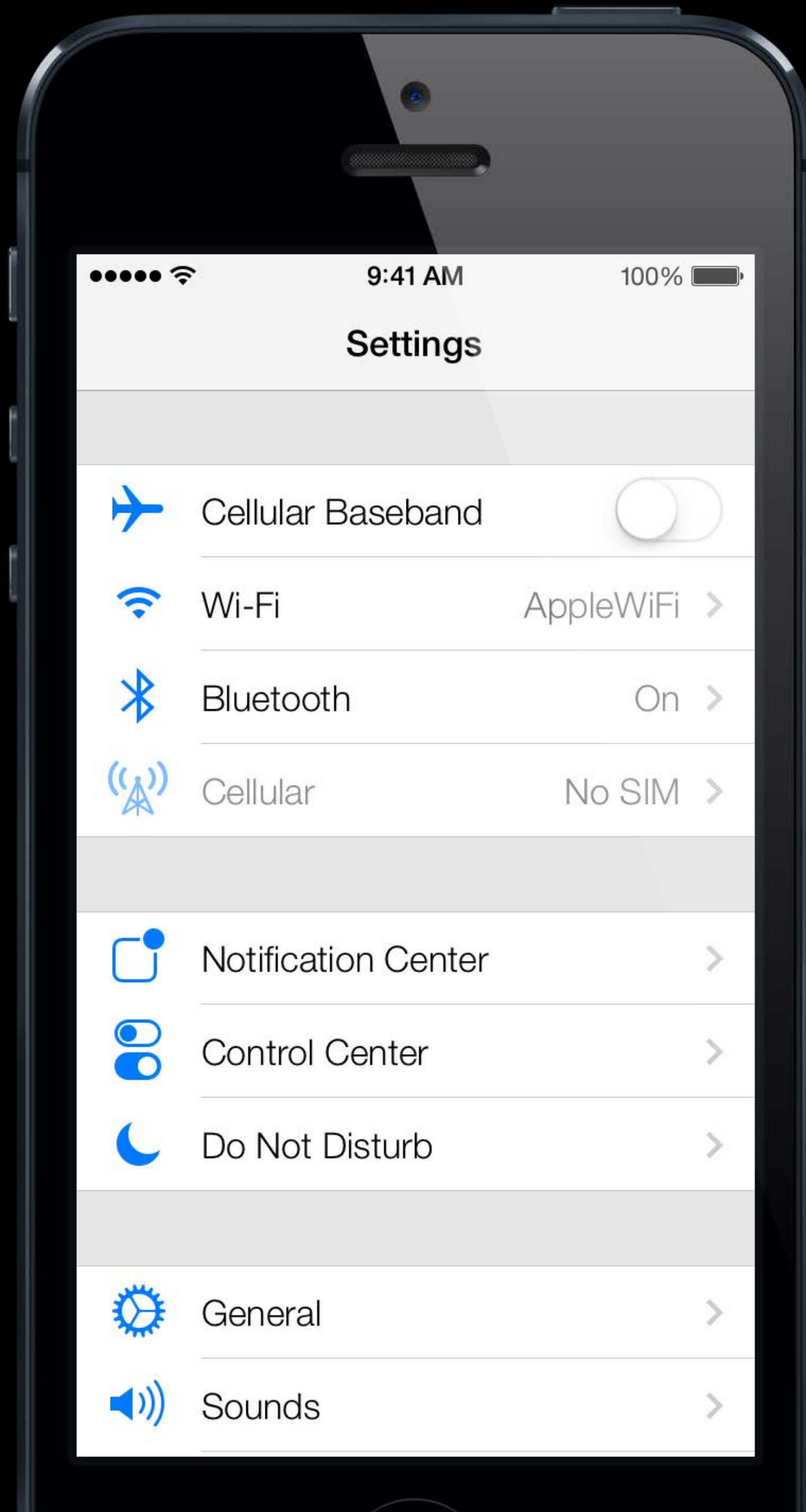


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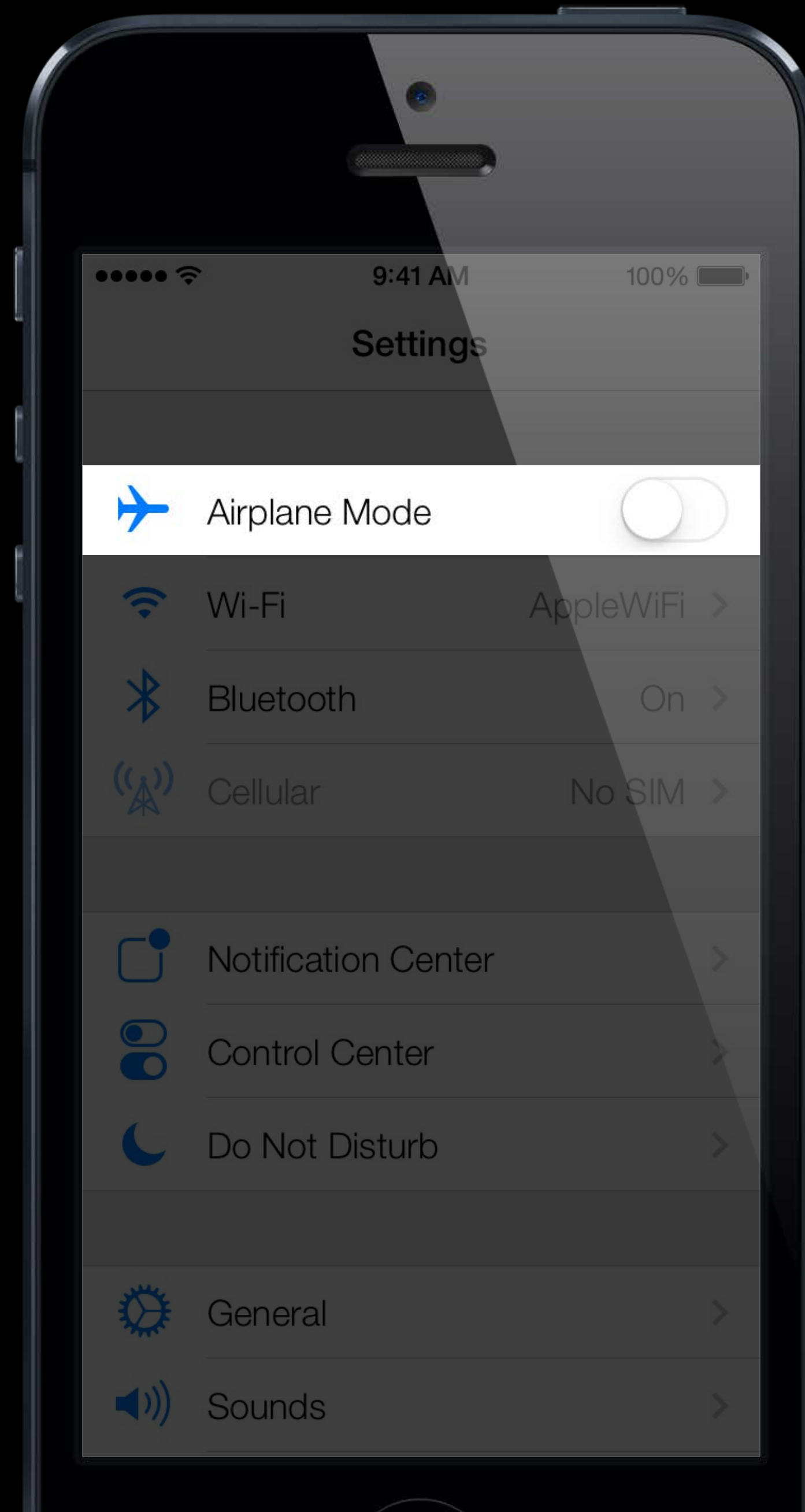
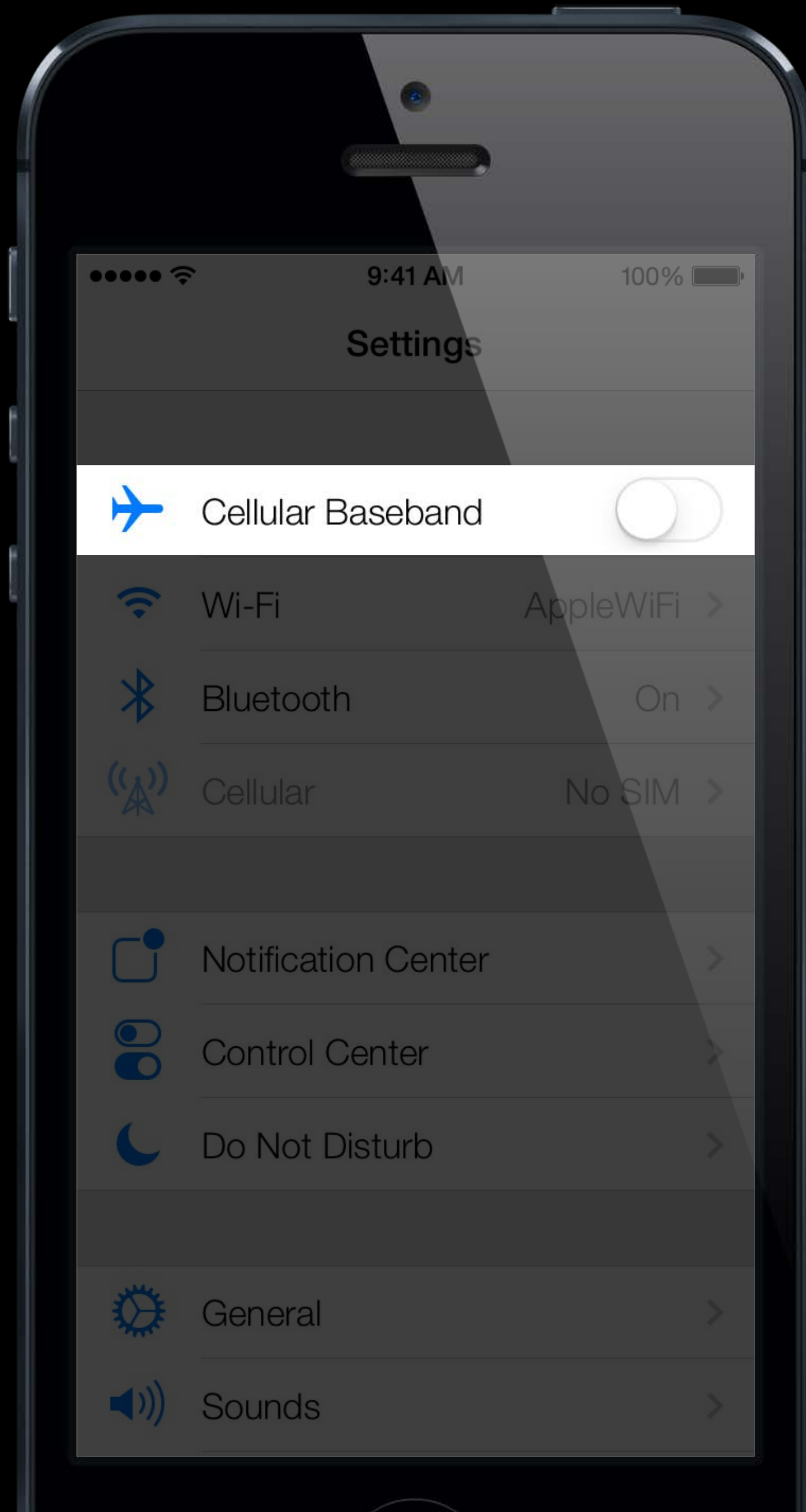


Out-of-Place Terminology

Make Your Language User Centric

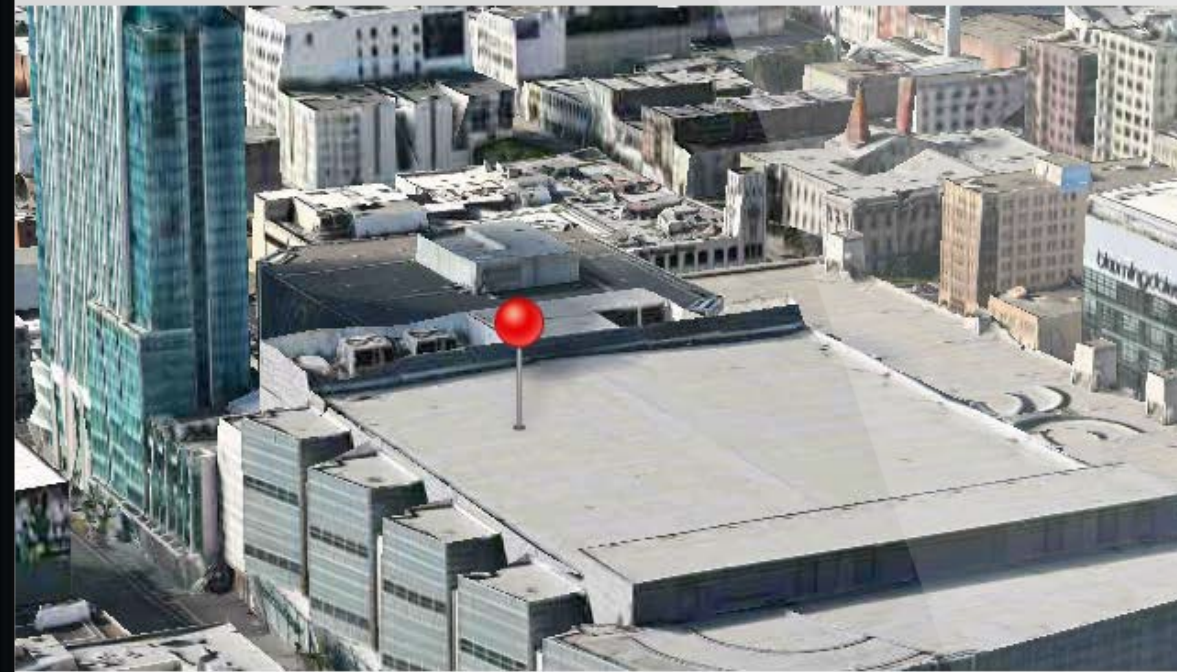


Make Your Language User Centric



9:41 AM 100%

Maps Done



Standard Hybrid Satellite

Add New GPS Indicator to Map

Print Map

Report a Problem

Show Traffic

Data from TOMTOM, others >

9:41 AM 100%

Maps Done



Standard Hybrid Satellite

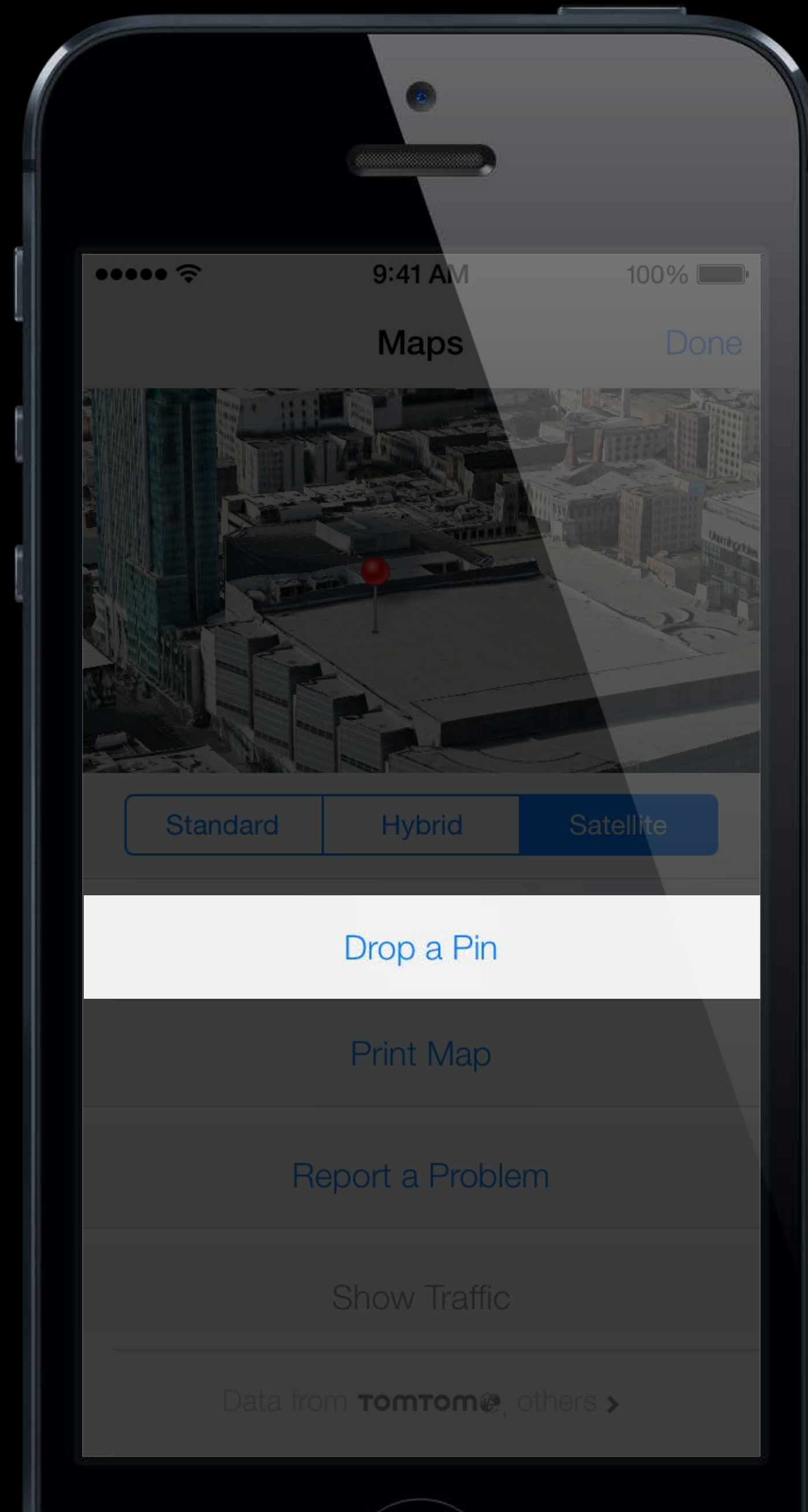
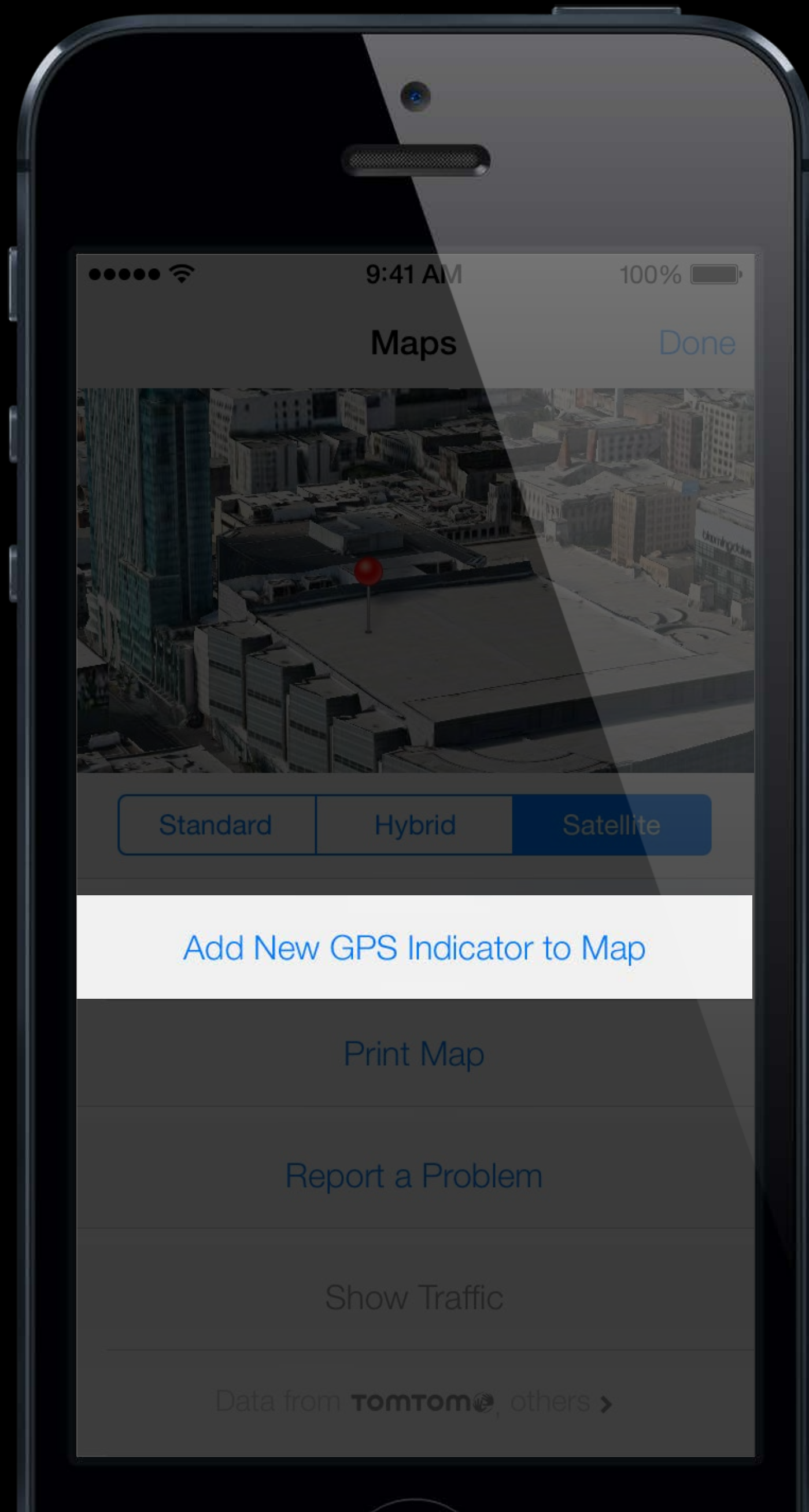
Drop a Pin

Print Map

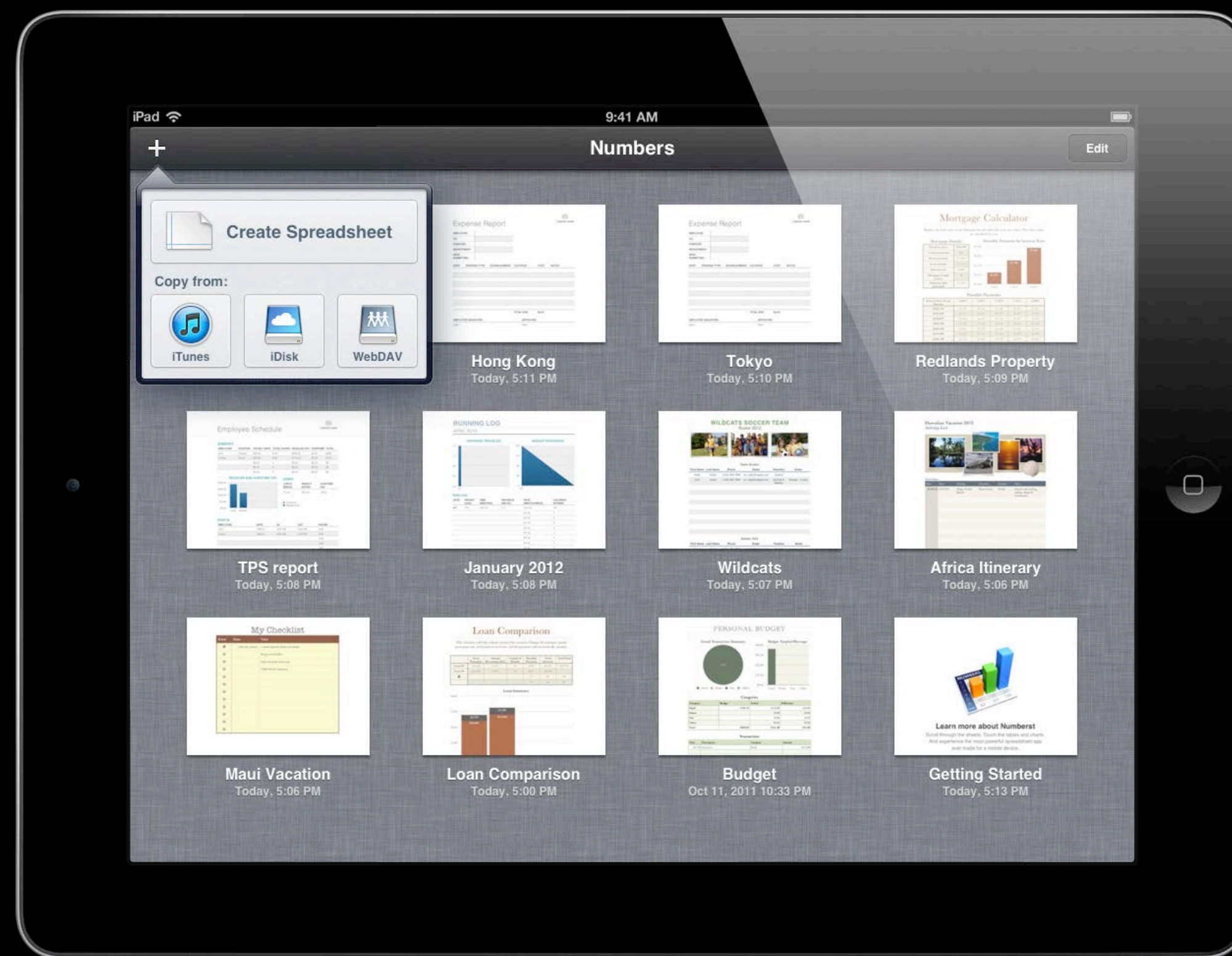
Report a Problem

Show Traffic

Data from TOMTOM, others >



Make Your Language User Centric

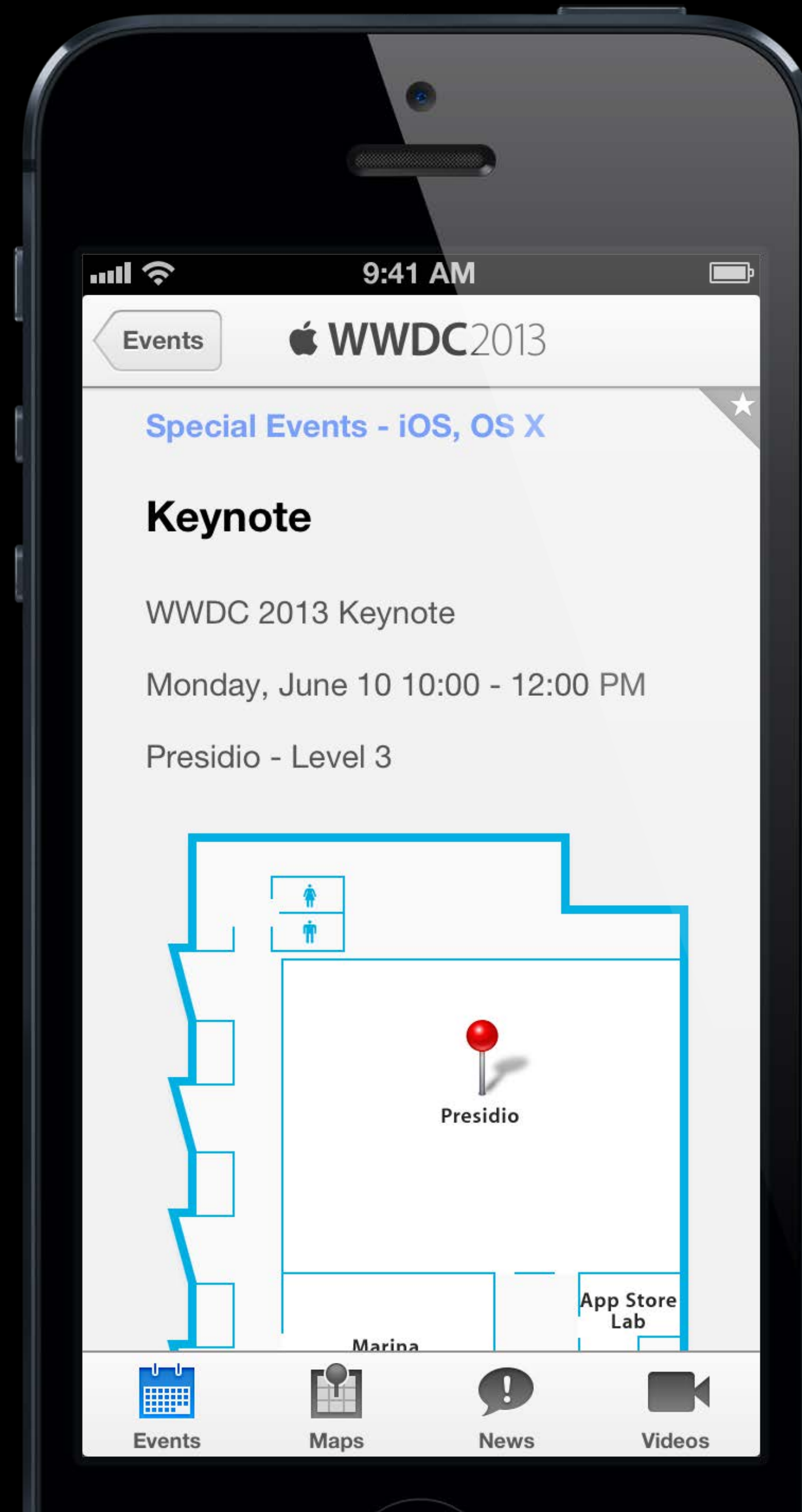
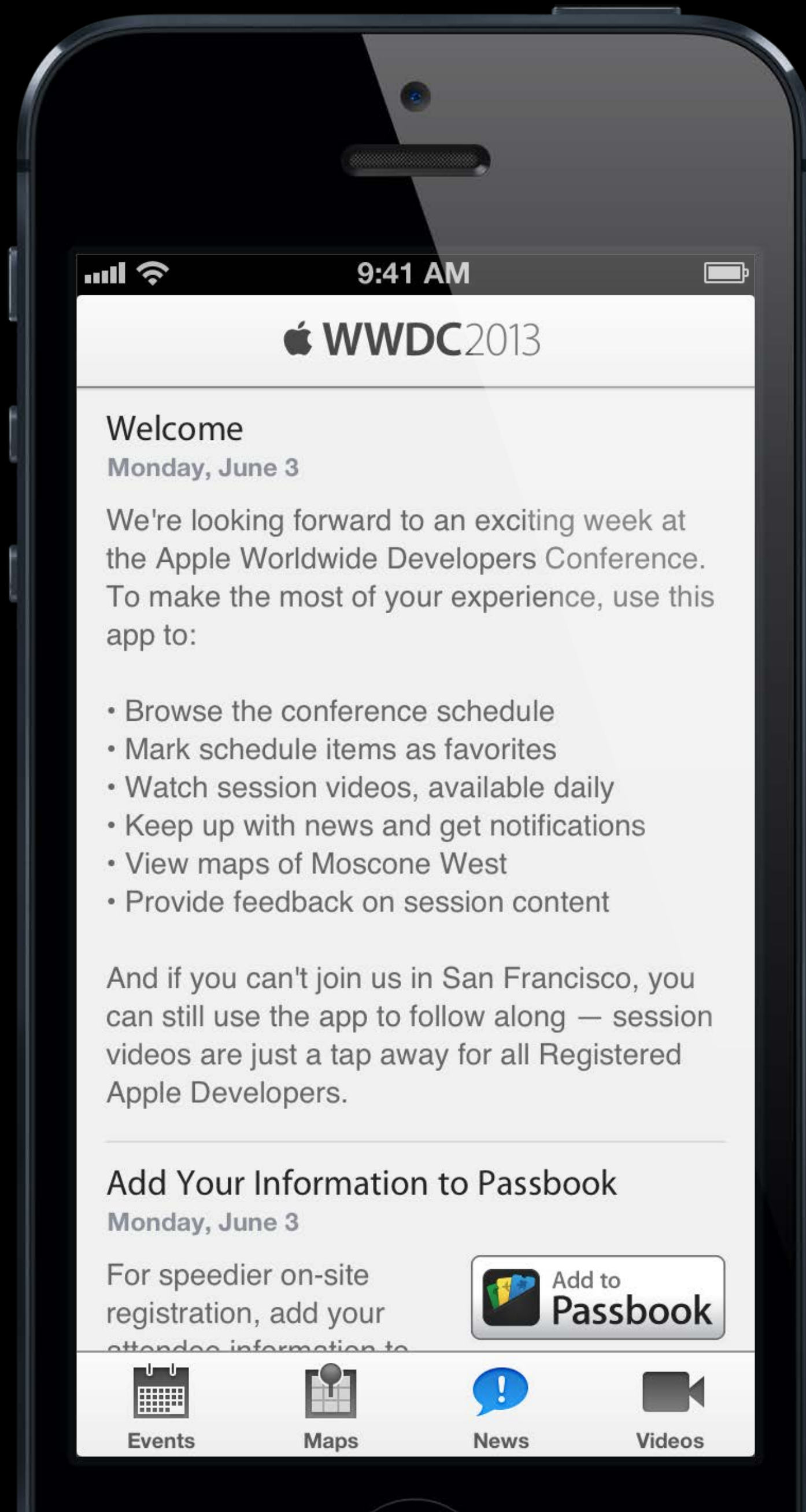


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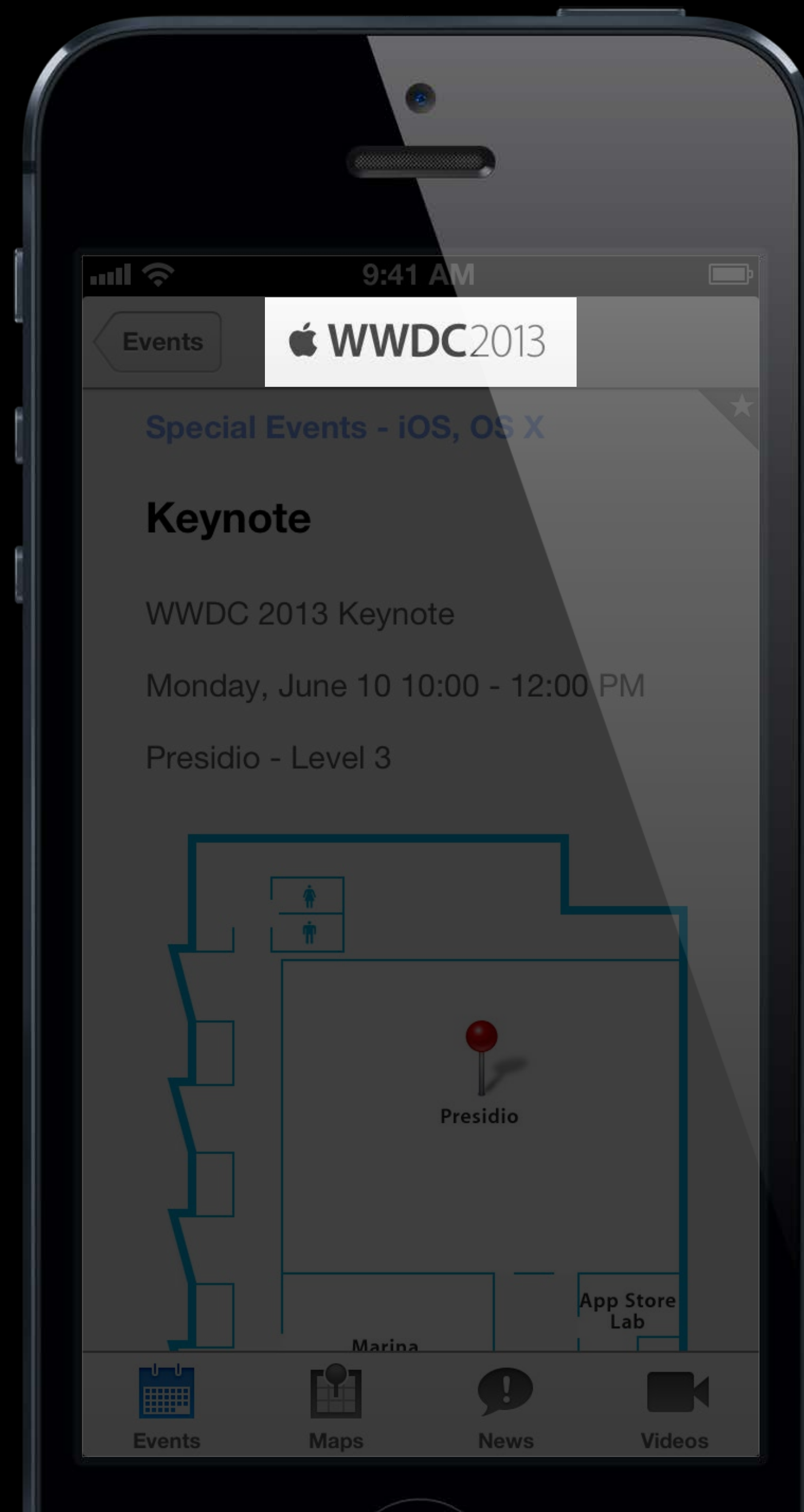
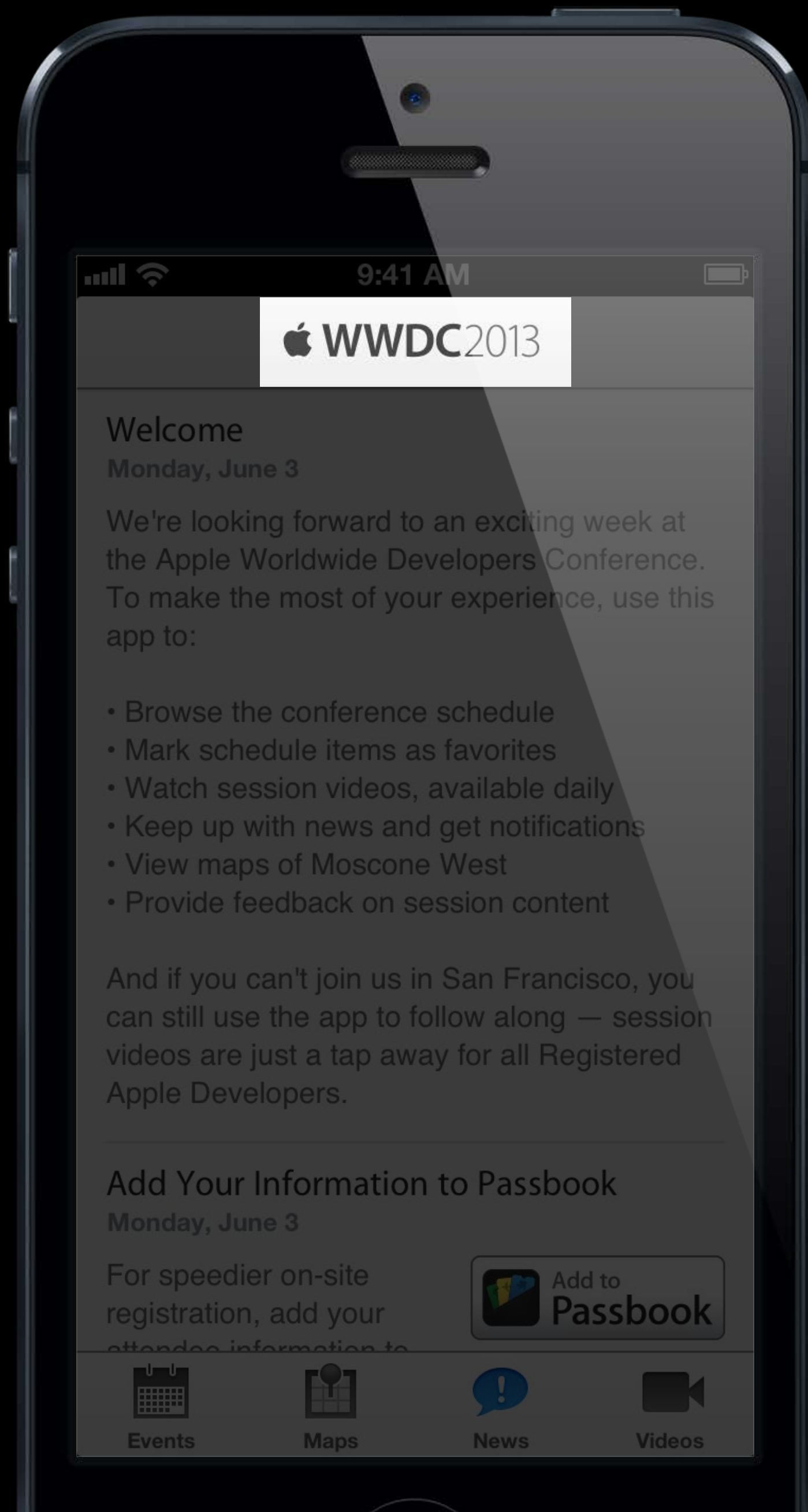


Excessive Branding

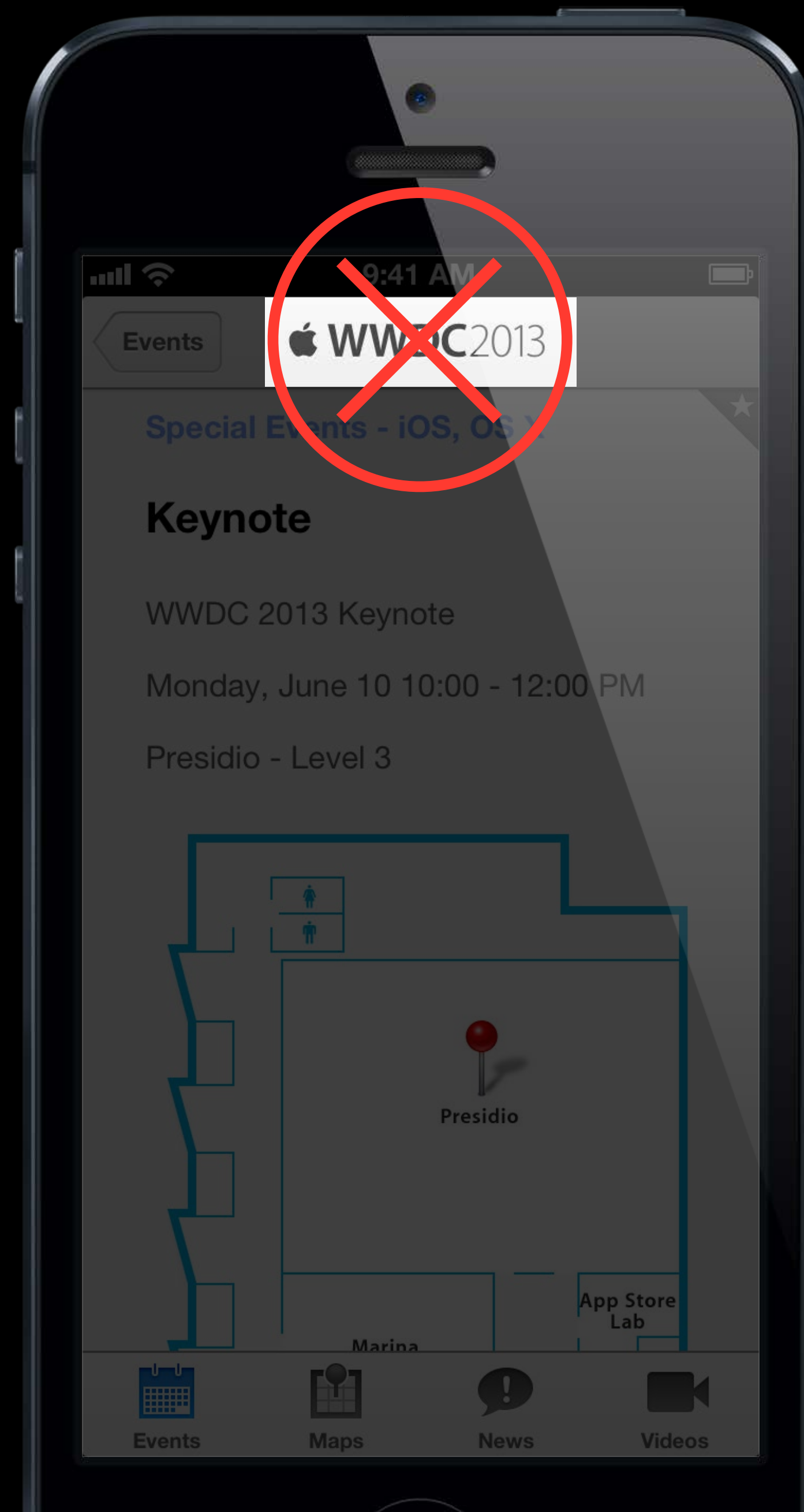
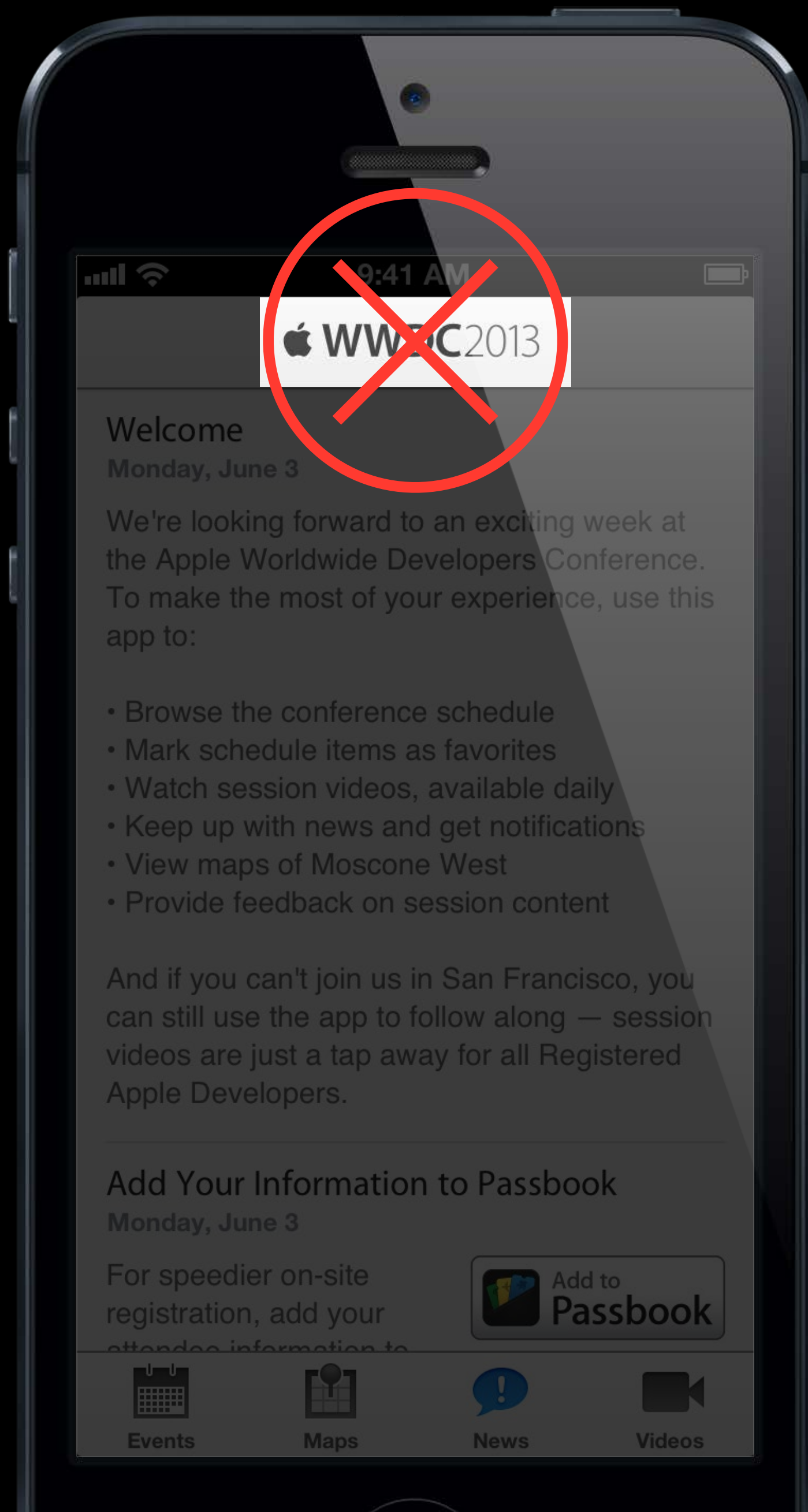
Excessive Branding



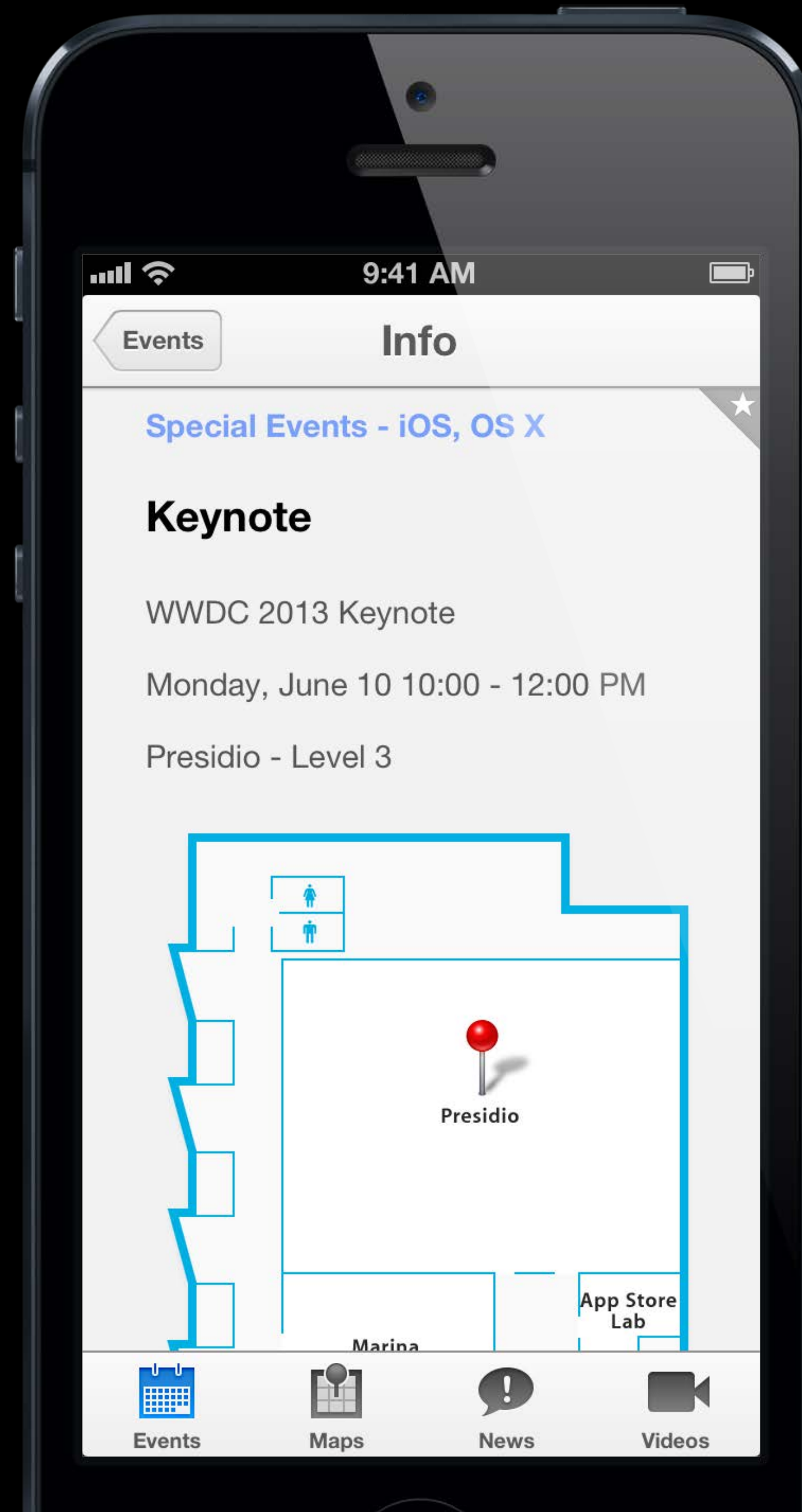
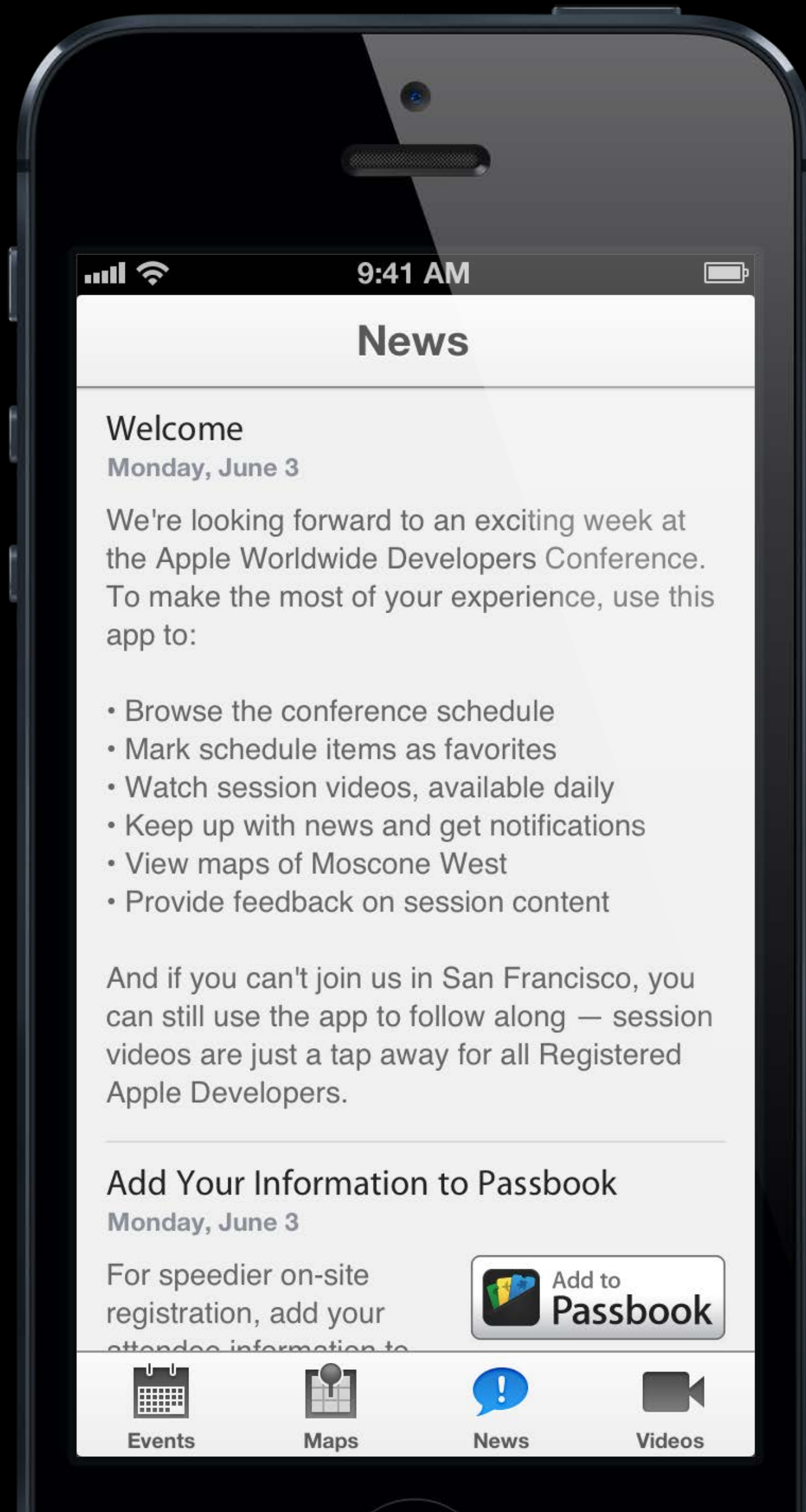
Excessive Branding



Excessive Branding



Label Navigation Bars

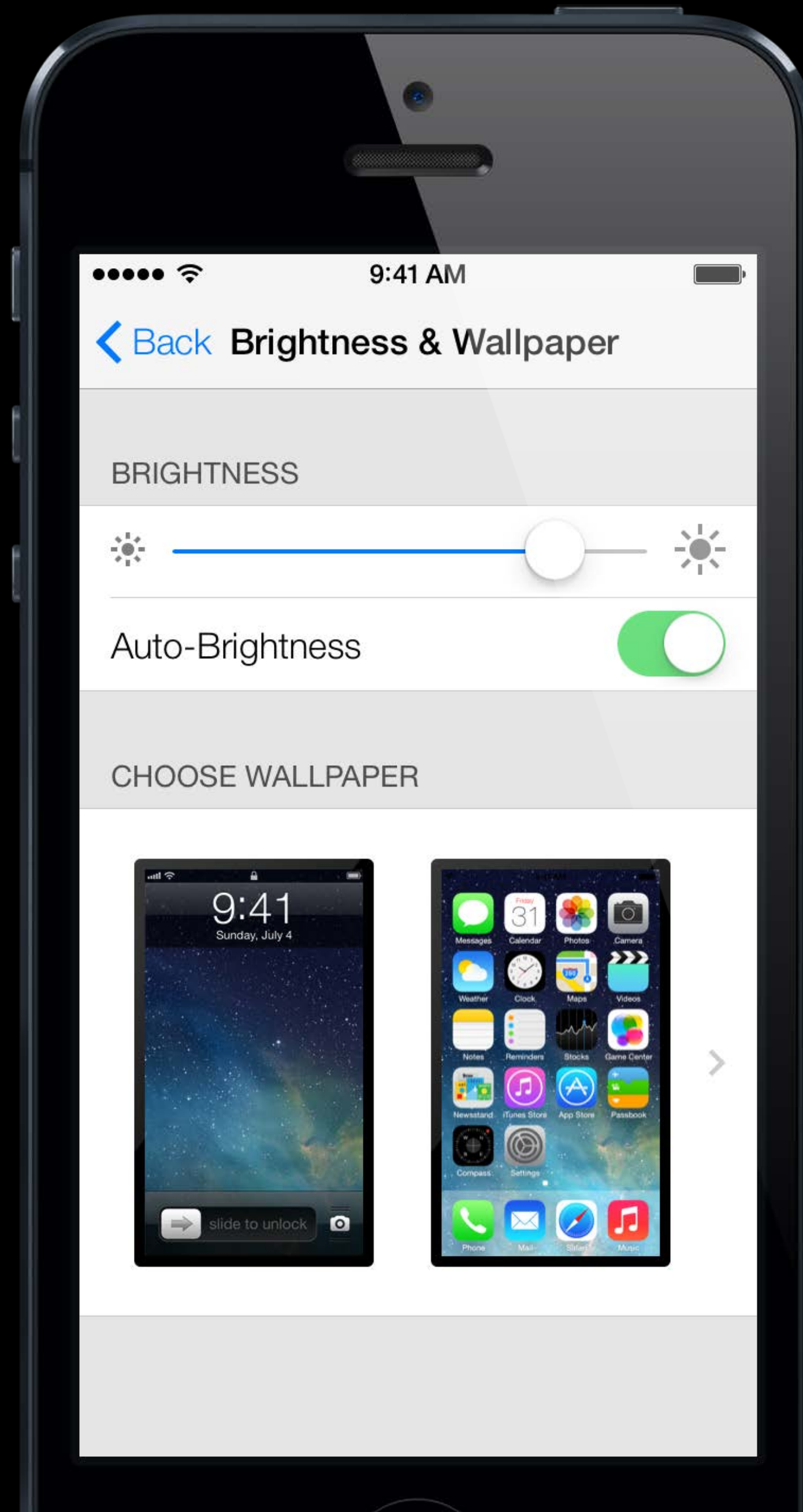


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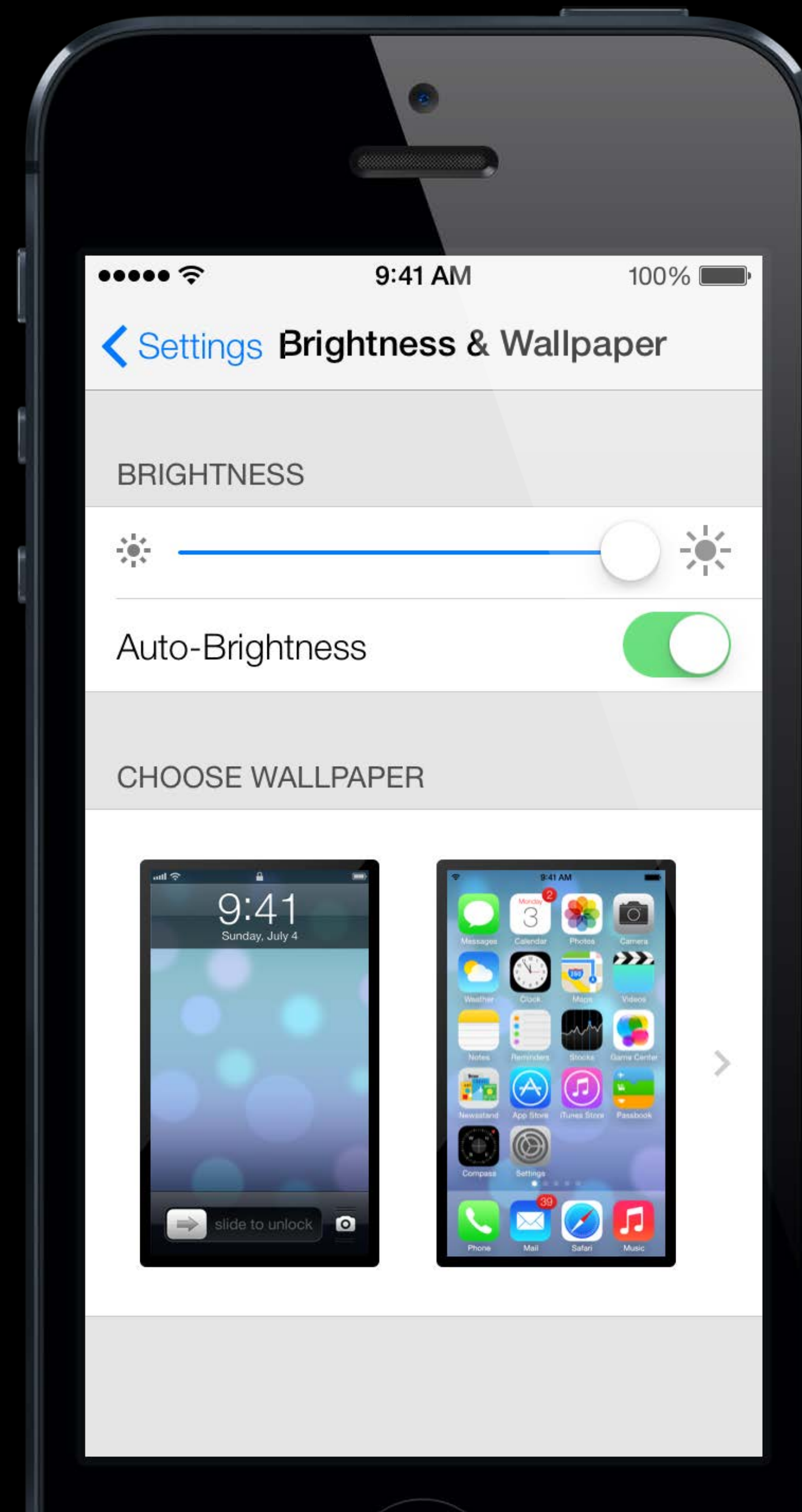
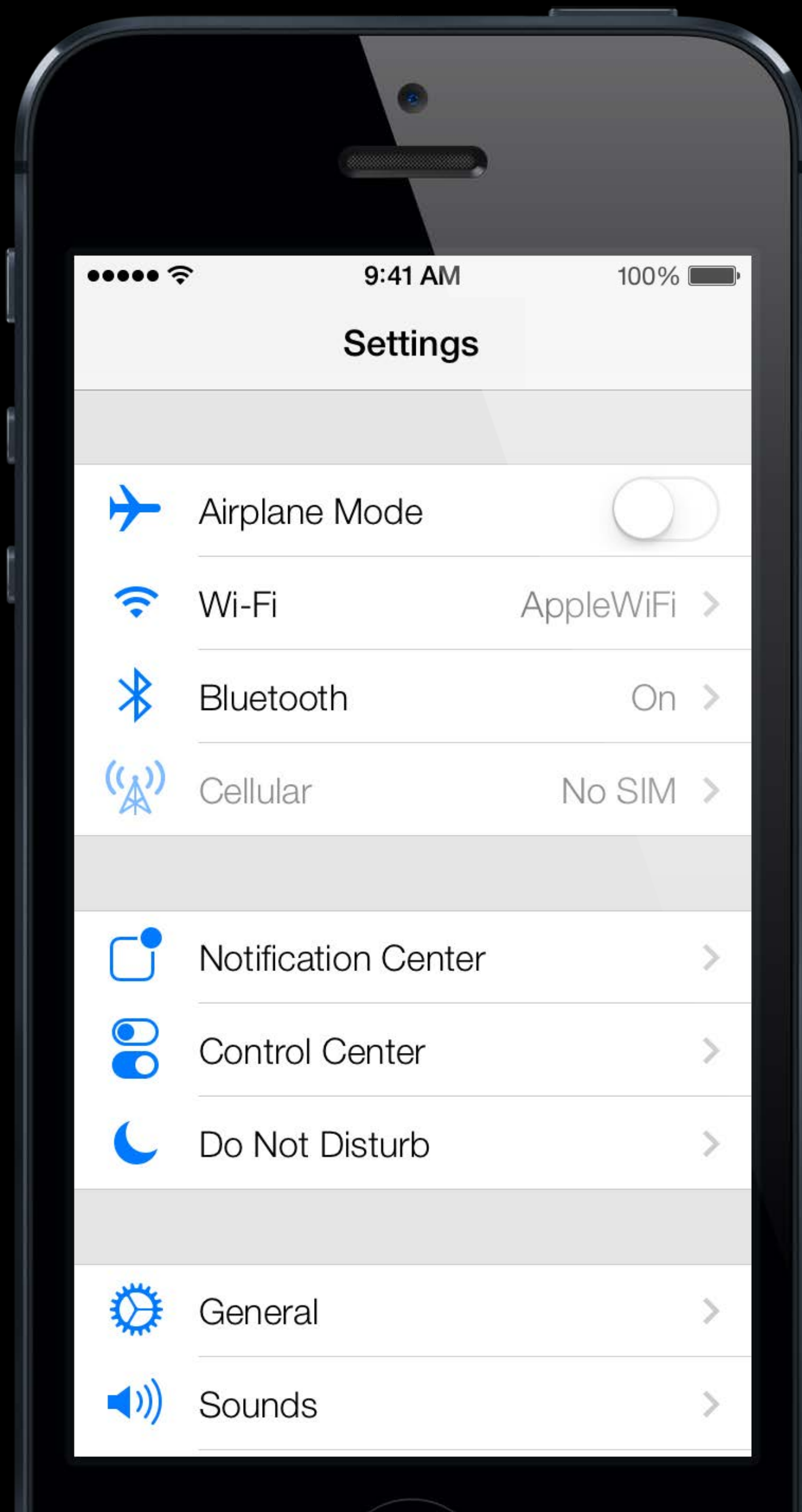


Uninformative Back Buttons

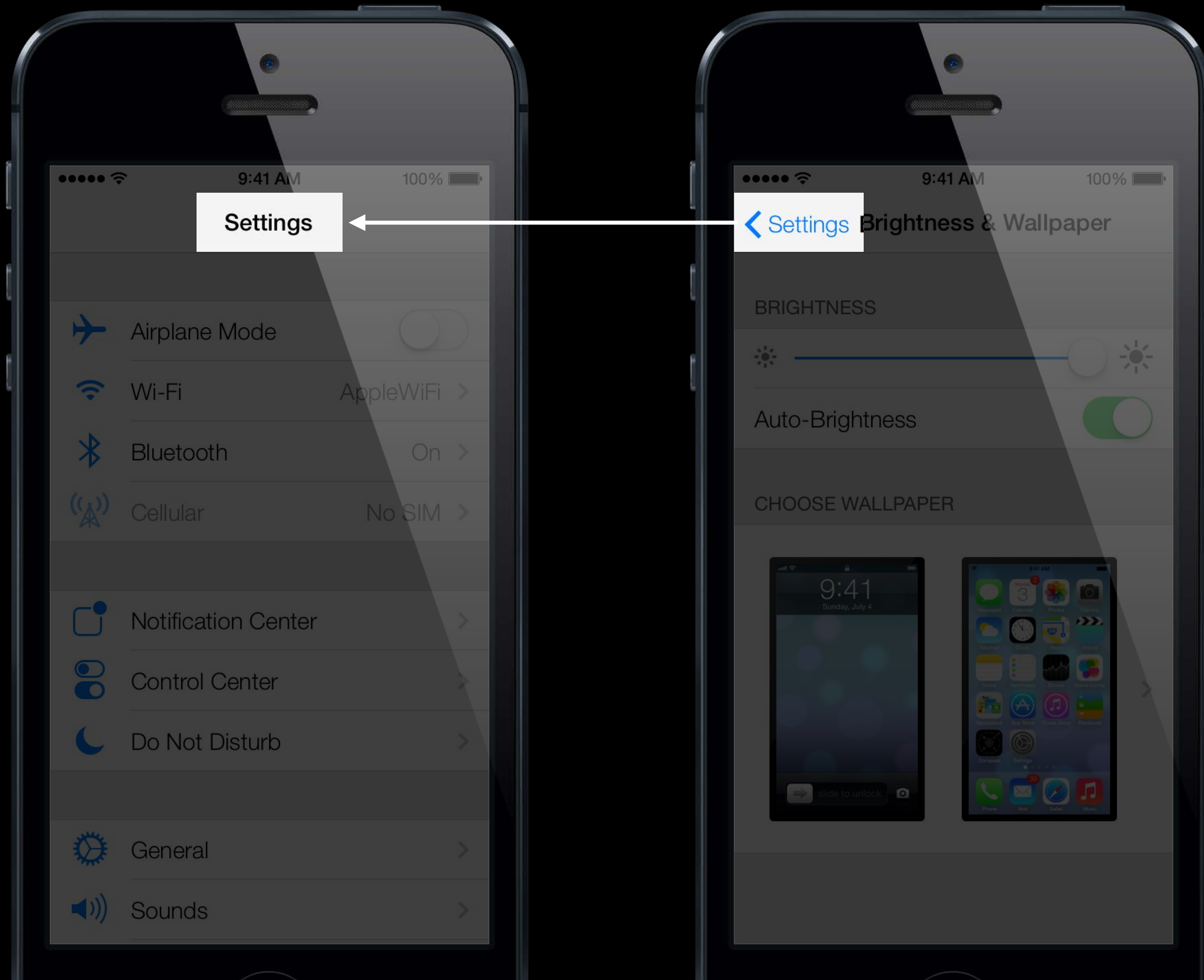
Uninformative Back Buttons



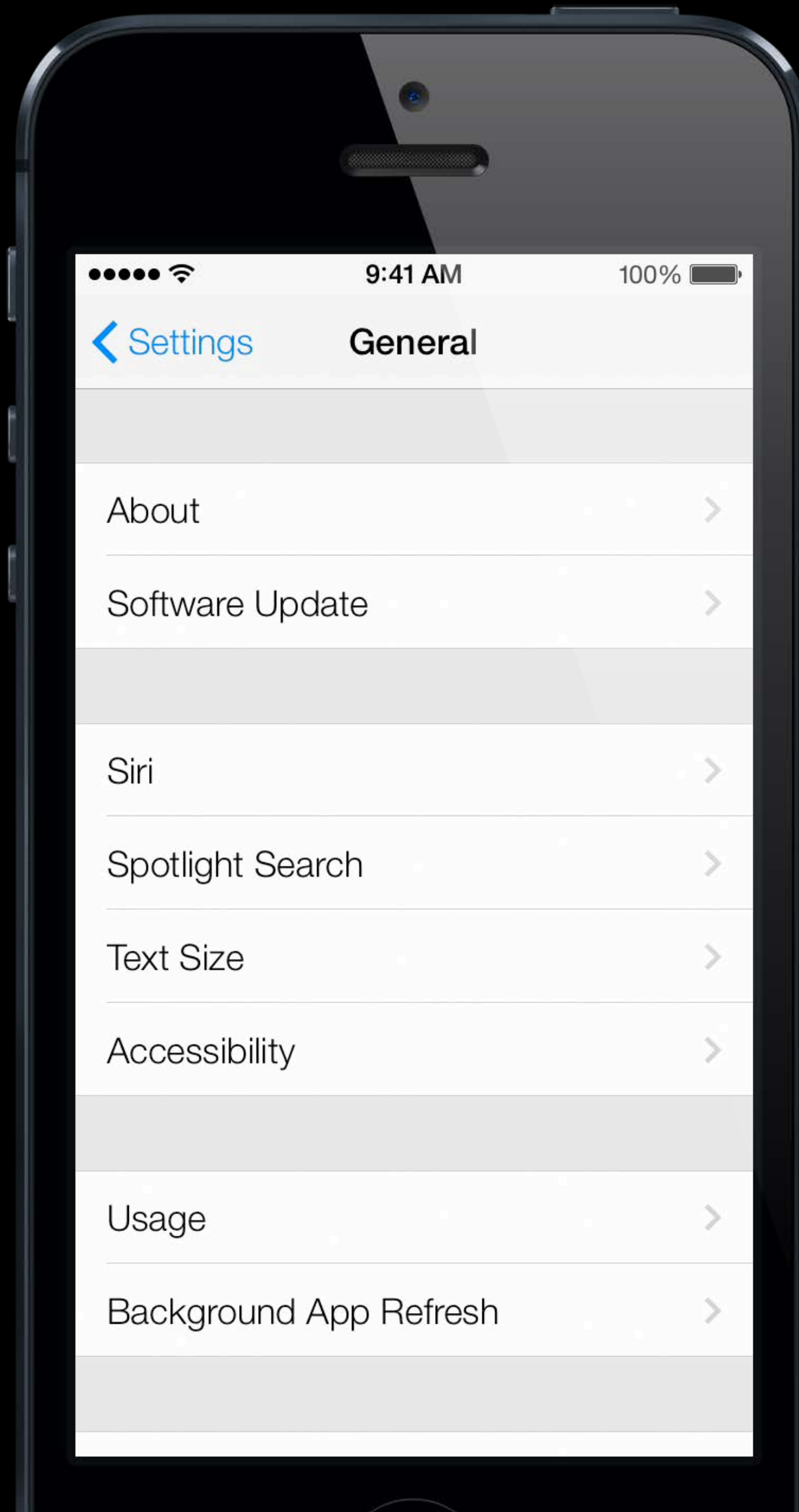
Label Back Buttons Appropriately



Label Back Buttons Appropriately







••••• Wi-Fi 9:41 AM 100%

[Settings](#) General

About >

Software Update >

Siri >

Spotlight Search >

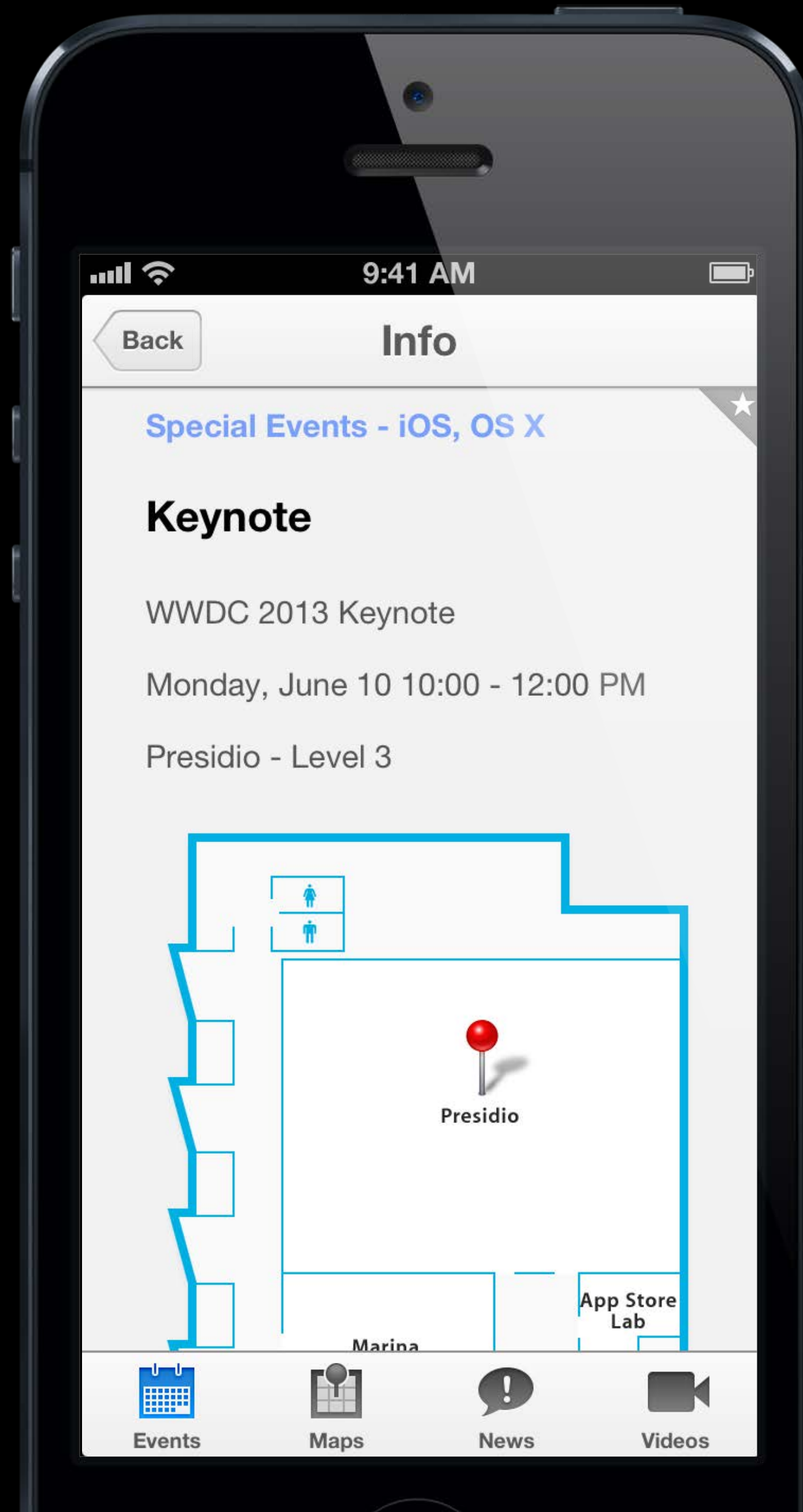
Text Size >

Accessibility >

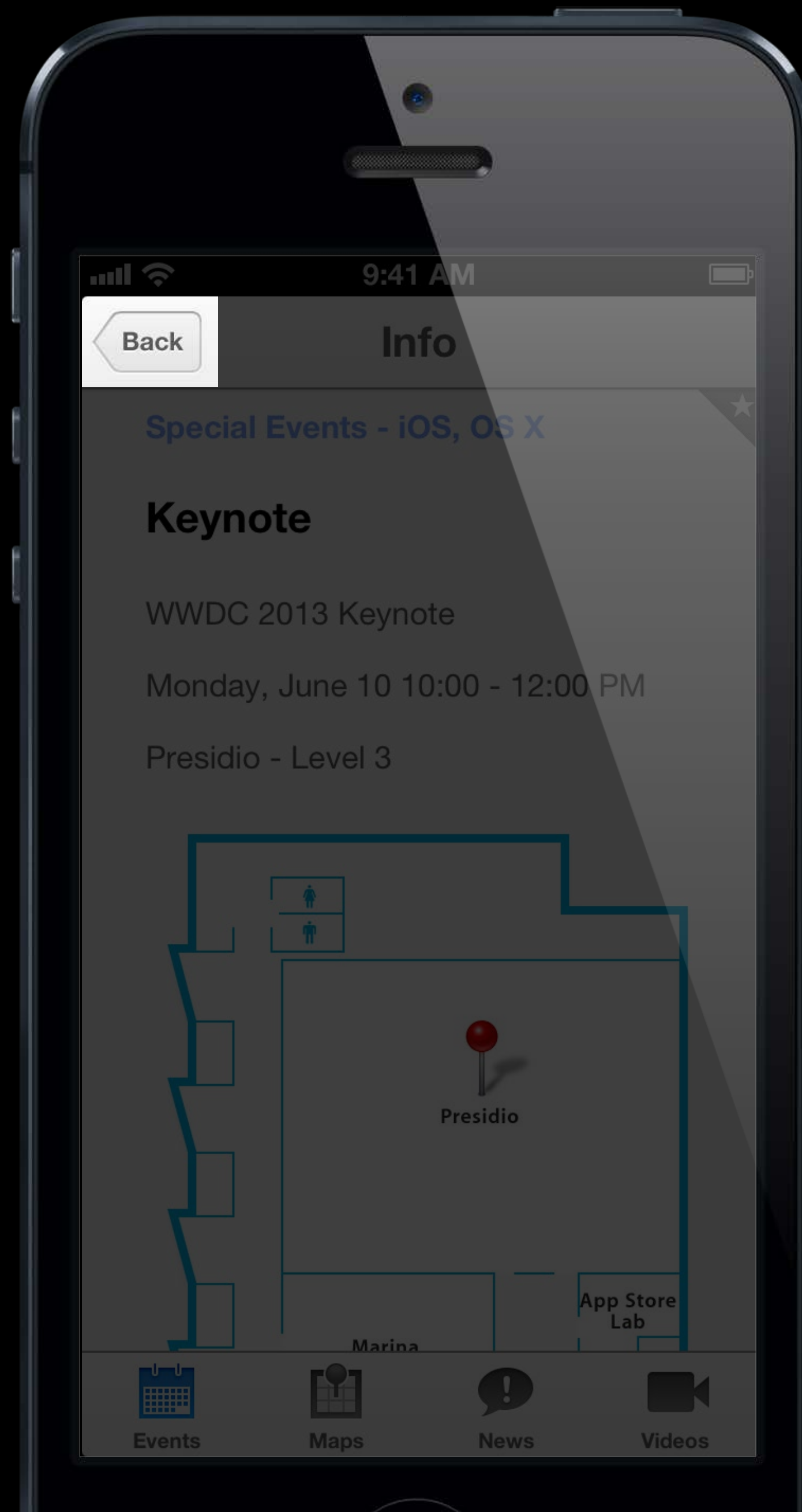
Usage >

Background App Refresh >

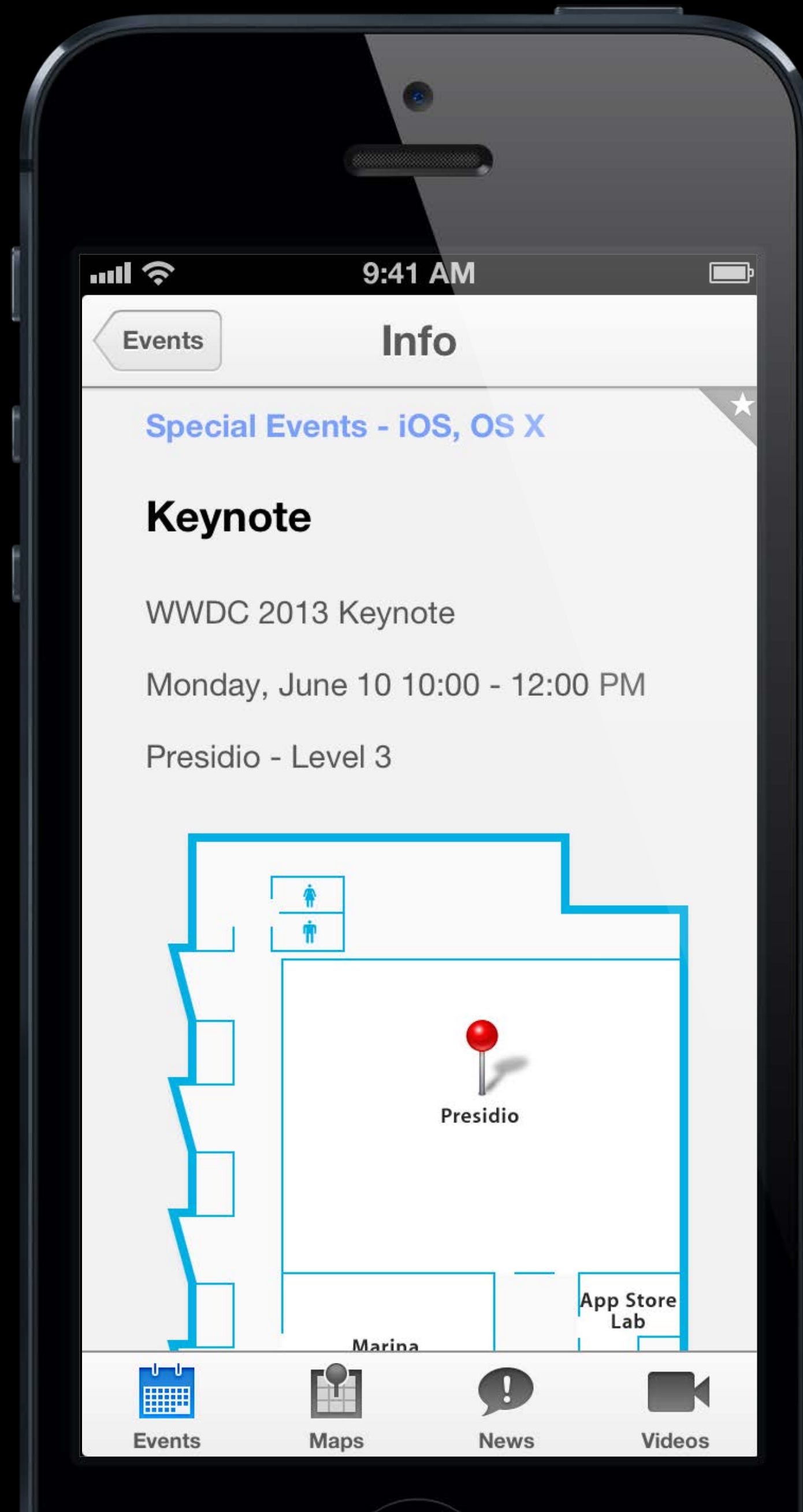
Uninformative Back Buttons



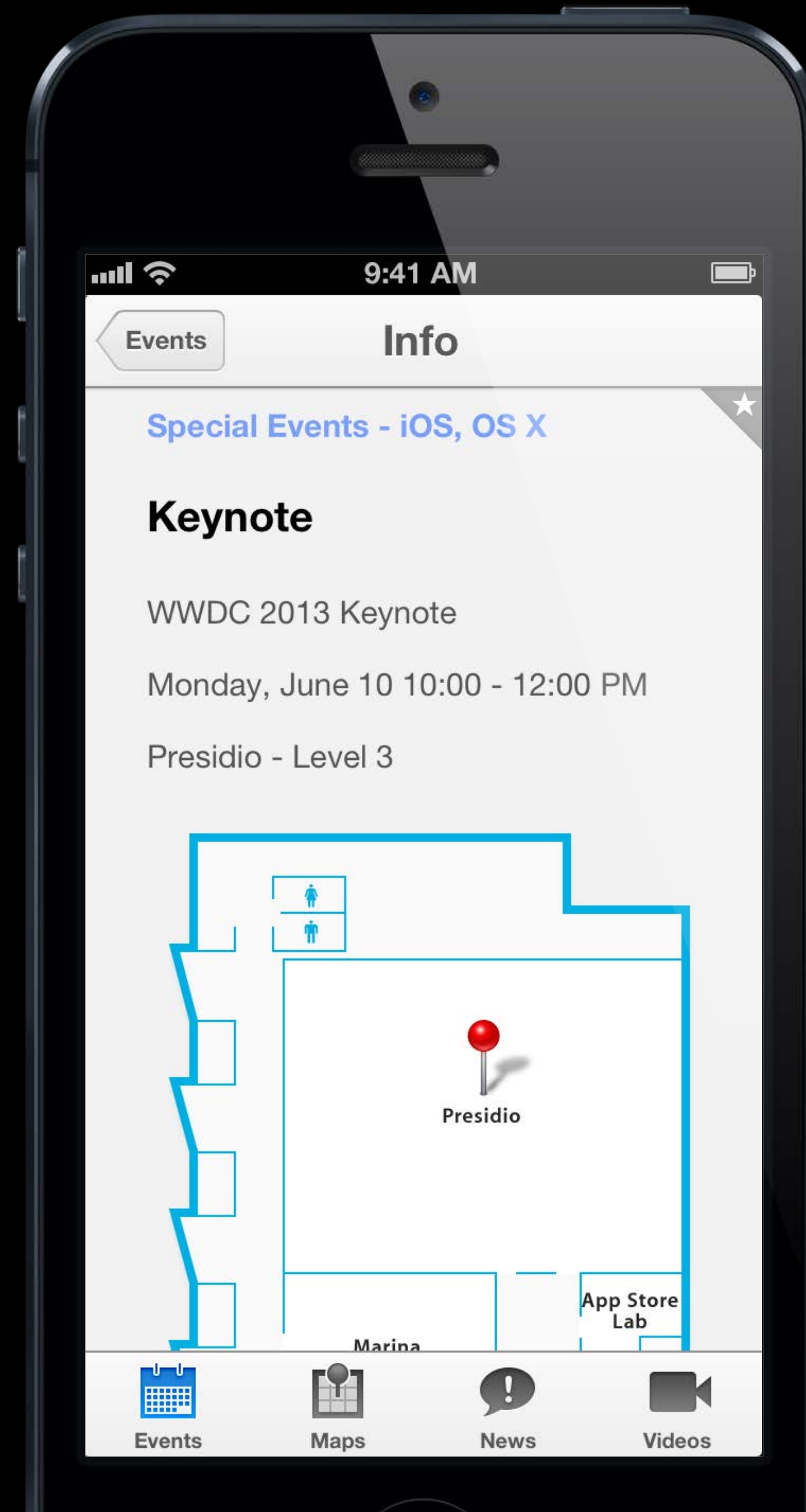
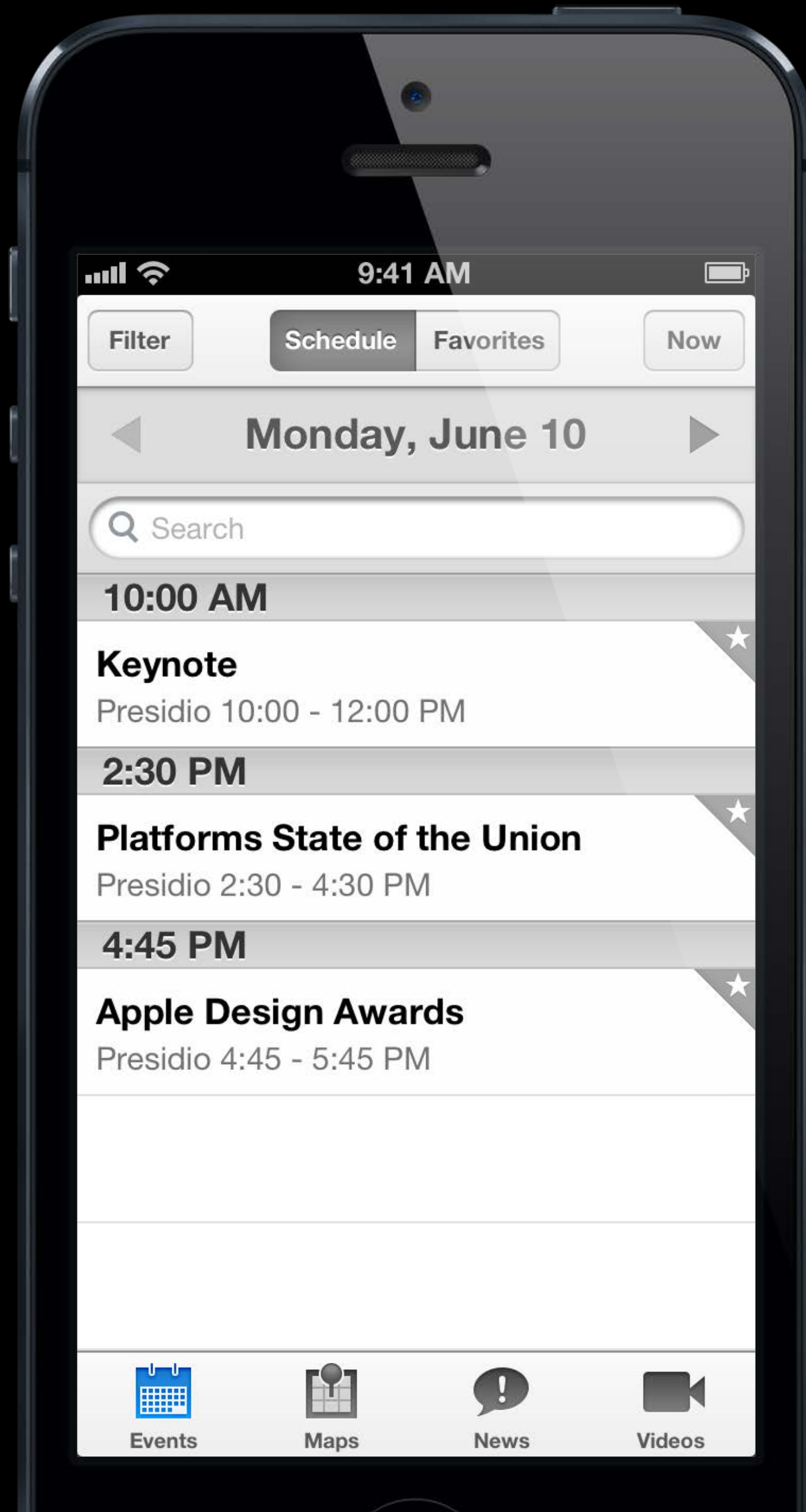
Uninformative Back Buttons



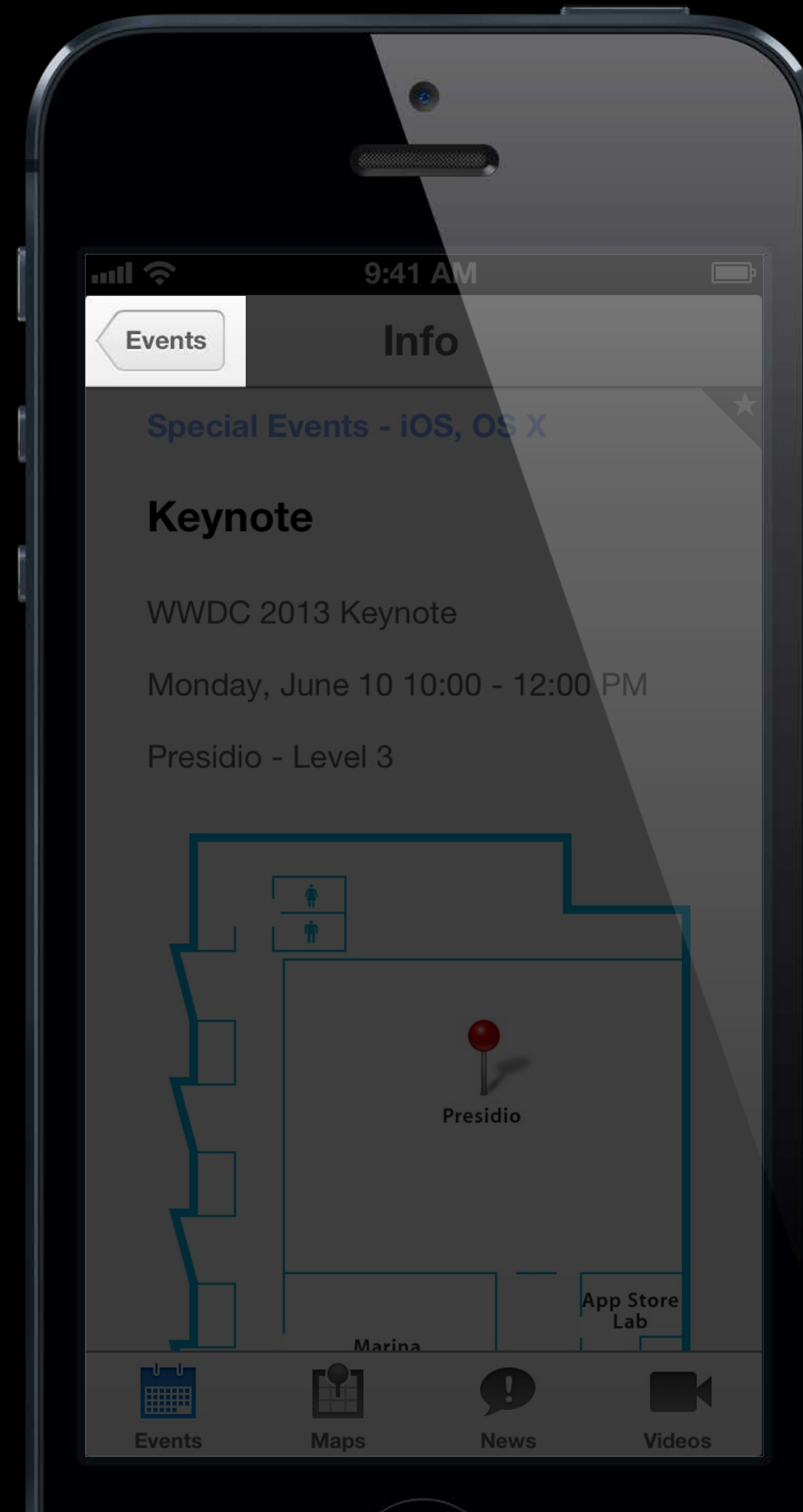
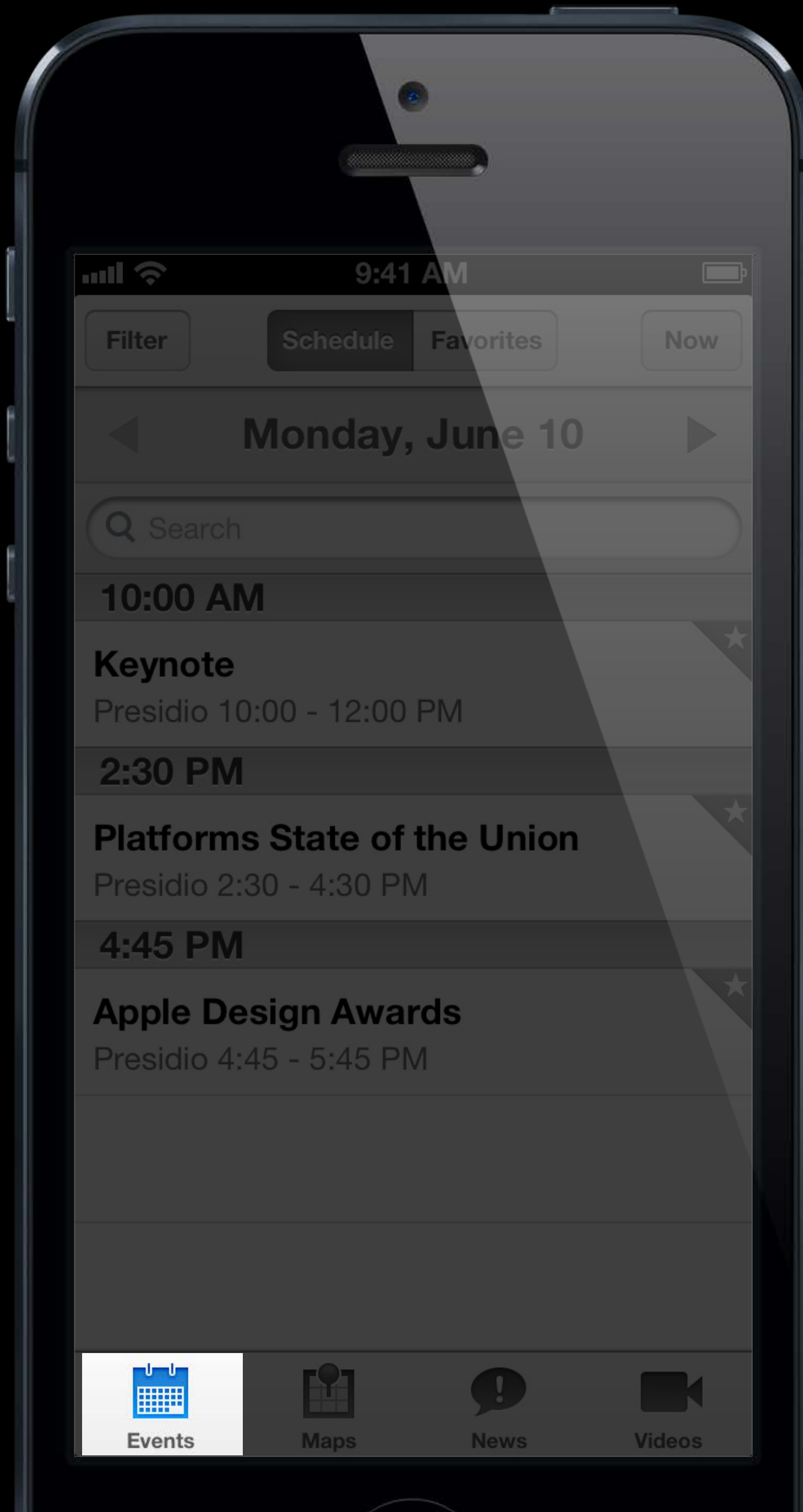
Uninformative Back Buttons



Label Back Buttons Appropriately



Label Back Buttons Appropriately



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Confusing Animations

9:41 AM 100%

AAPL 441.81 + 3.35

DOW J 15,248.12 + 207.50

NASDAQ 3,469.21 + 45.16

S&P 500 1,643.38 + 20.82

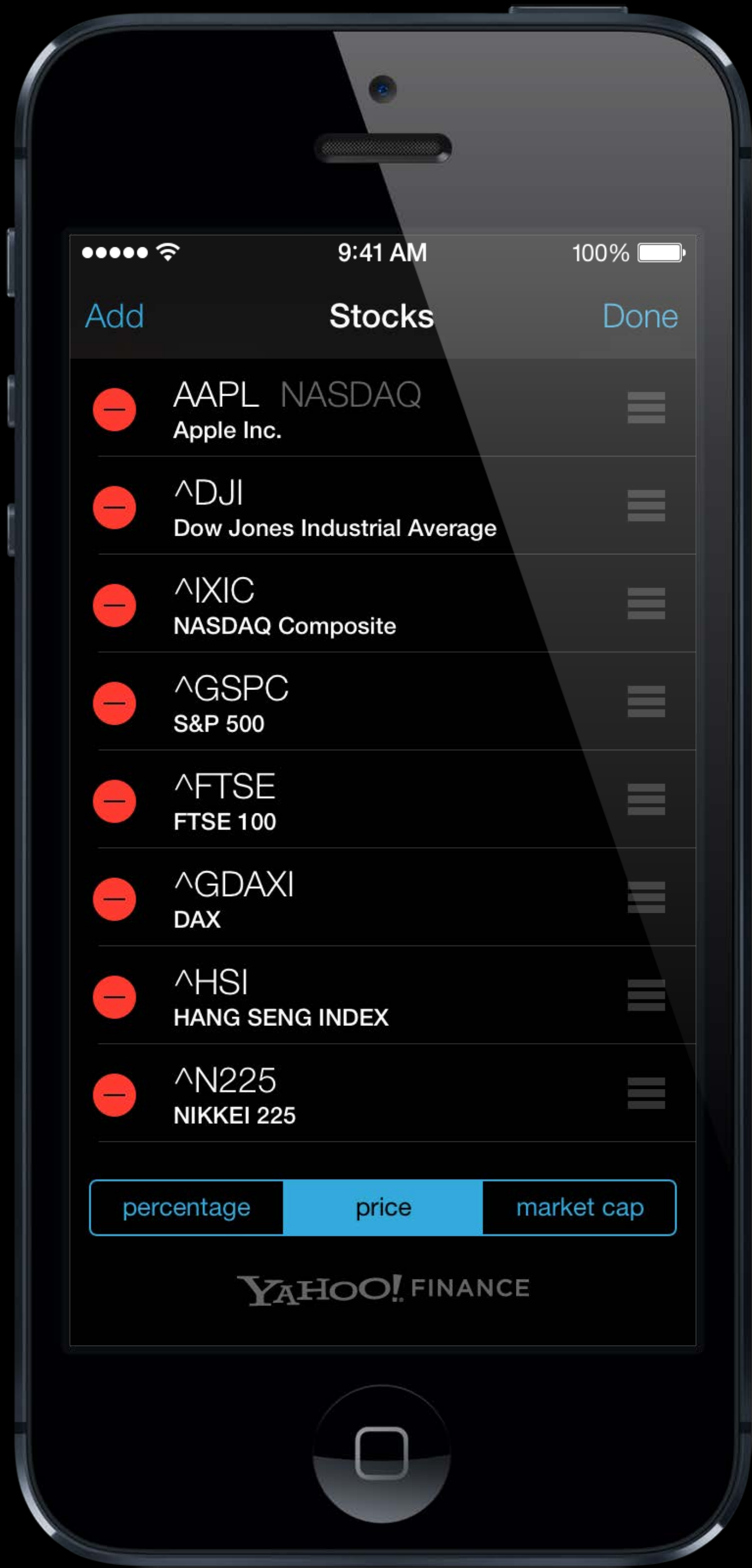
FTSE 100 6,411.99 + 75.88

DAX 8,254.68 + 155.87

1D 1W 1M 3M 6M 1Y 2Y



Market closed



9:41 AM 100%

Add Stocks Done

- AAPL NASDAQ
Apple Inc.
- ^DJI
Dow Jones Industrial Average
- ^IXIC
NASDAQ Composite
- ^GSPC
S&P 500
- ^FTSE
FTSE 100
- ^GDAXI
DAX
- ^HSI
HANG SENG INDEX
- ^N225
NIKKEI 225

percentage price market cap

YAHOO! FINANCE

9:41 AM 100%

AAPL 441.81 + 3.35

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NASDAQ 3,469.21 + 45.16

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Market closed

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1D 1W 1M 3M 6M 1Y 2Y



Y! Market closed i

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Apple Inc.
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Dow Jones Industrial Average
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NASDAQ Composite
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percentage price market cap

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Market closed

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1D 1W 1M 3M 6M 1Y 2Y



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- 9 Confusing Animations**
- 10 Inappropriate Styling



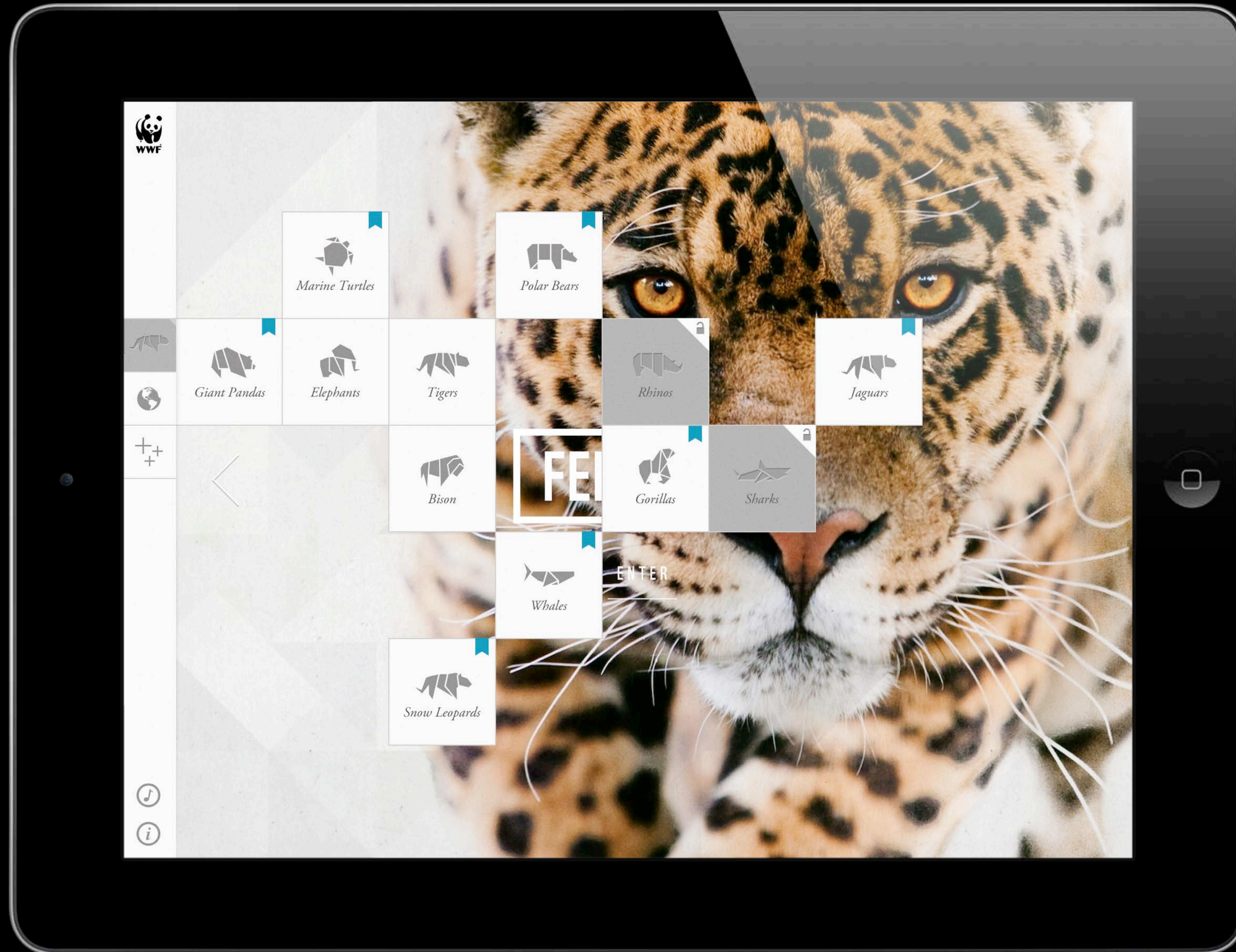
Inappropriate Styling

Intent

ProCreate



WWF Together



iPad

9:41 AM

Photos

Albums

Events

Faces

Places



Nature Shots



Playing in the Park



In the Outback



Tulum Vacation



Friends



Amsterdam



Gymnastics



Biking the Islands



Sun Valley



A Day at the Orchard



Rome



Trip to Tikal



Nature Shots



Playing in the Park



In the Outback



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Rome



Nature Shots



Playing in the Park



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Tulum Vacation



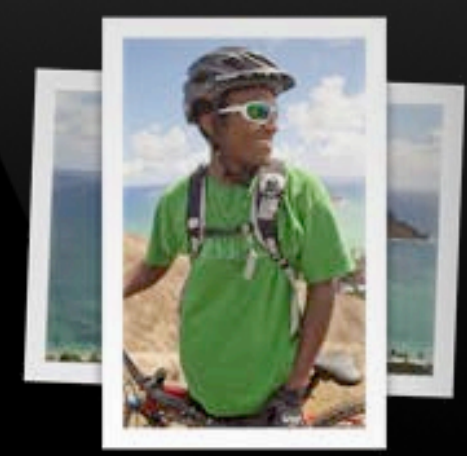
Friends



Amsterdam



Gymnastics



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A Day at the Orchard



Rome

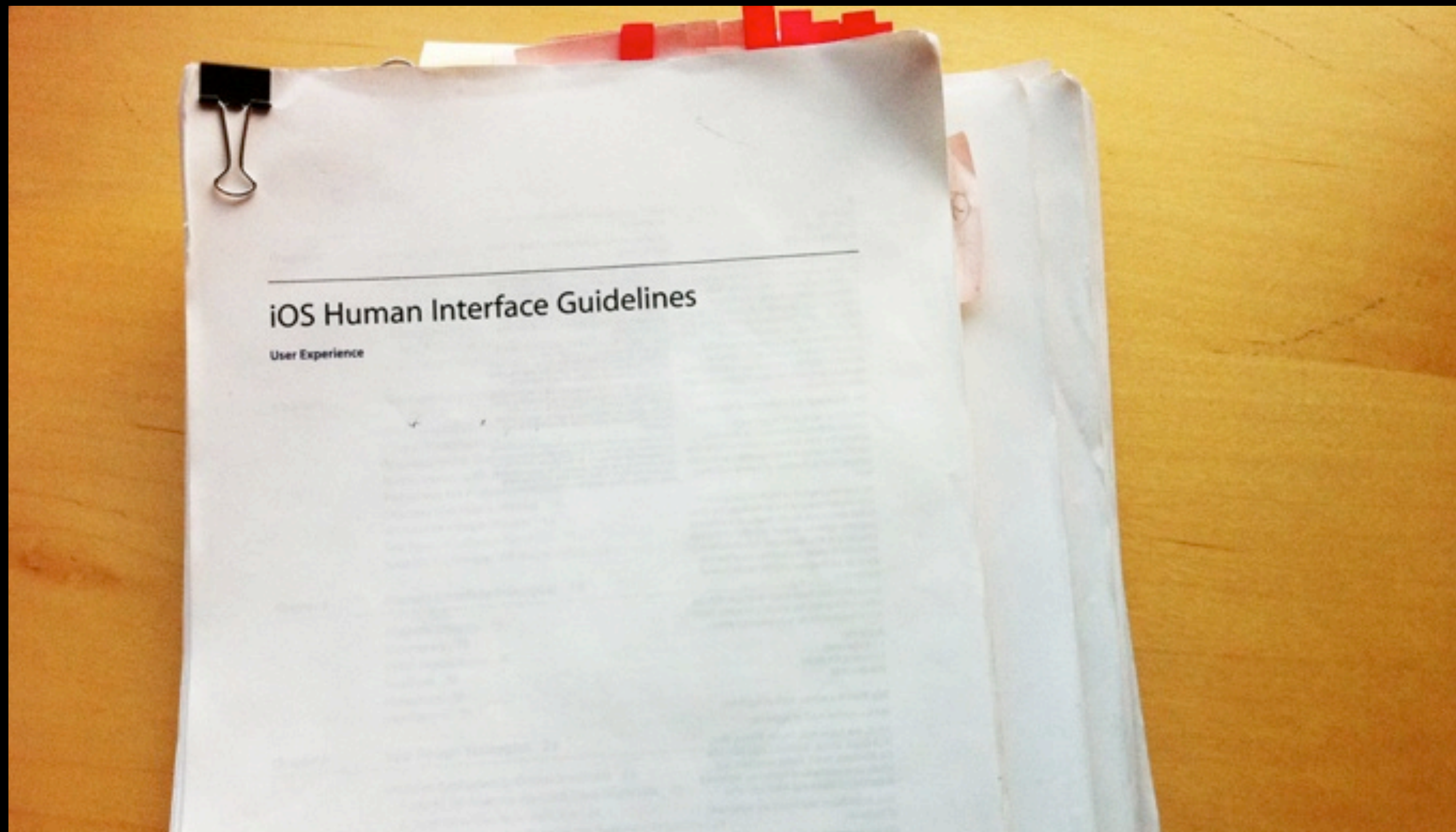


Trip to Tikal

Intent

- 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

Mike Stern

User Experience Evangelist

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Documentation

iOS Human Interface Guidelines

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

Apple Developer Forums

<http://devforums.apple.com>

 WWDC2013