

Frameworks

Designing Intuitive User Interfaces

Mike Stern

User Experience Evangelist

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



Home

\$

\$

4085550147

4085550147

408-555-0147

4085550147

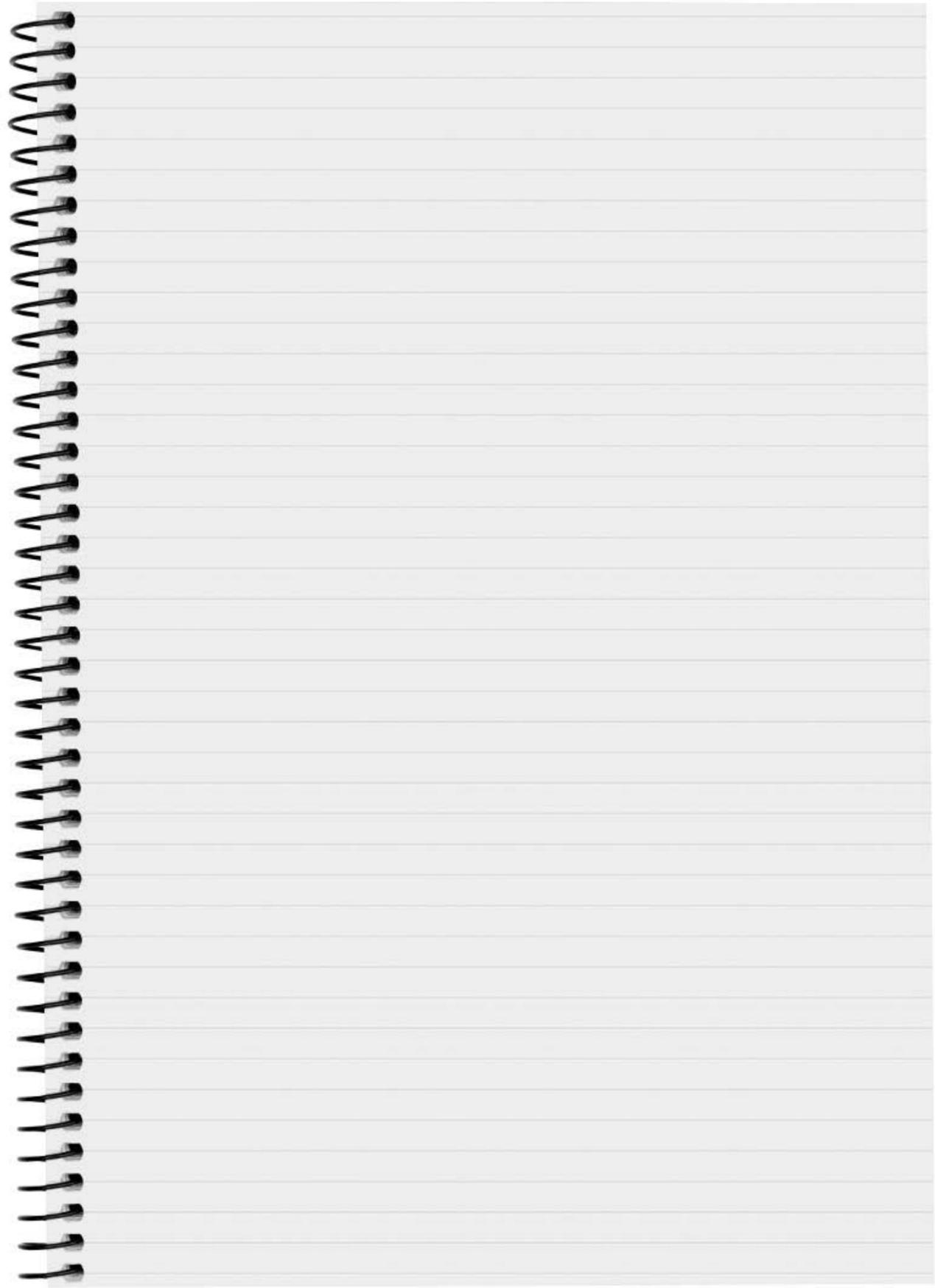


408-555-0147







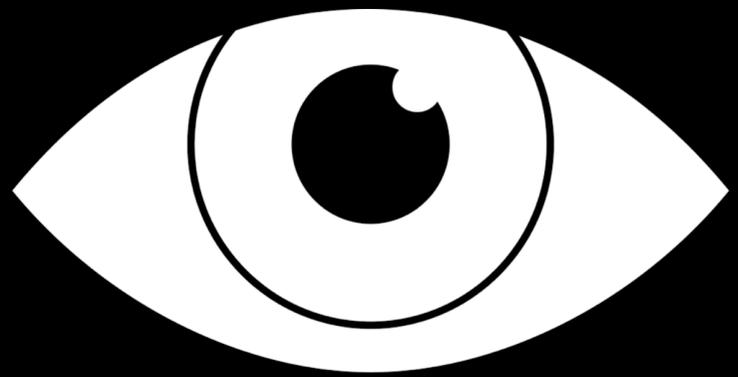


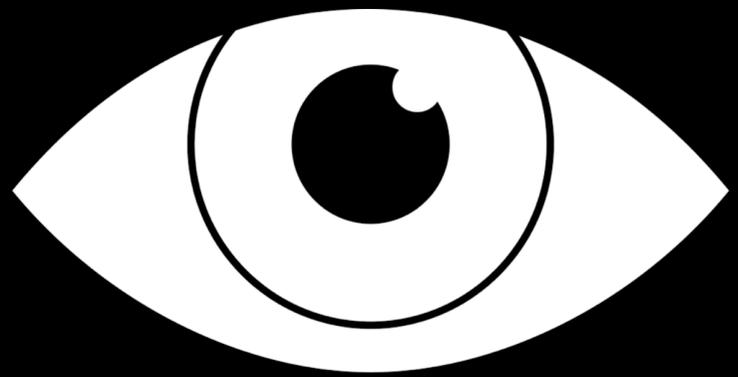


HELLO WORLD

Hello world

Hello World







aBC

Hello World

Hello World







4085550147

408-555-0147

Intuitive



9:41 AM

100%

[← Messages](#)

Rachel

[Contact](#)

What are you up to [tonight](#)?

Going to grab a some dinner with Matt and Kristina. Want to join?

Sure - sounds fun! I've been wanting to check out that new spot in the Castro

Totally! That Chinese spot, yeah?

Yes! What time?

Let's shoot for 8.

Great - see you [tonight](#)!

Yay!



iMessage

Send

⚡ Off

HDR Auto



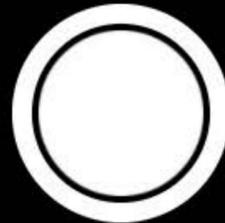
SLO-MO

VIDEO

●
PHOTO

SQUARE

PANO





9:41 AM

100%

San Francisco

Partly Cloudy

73°

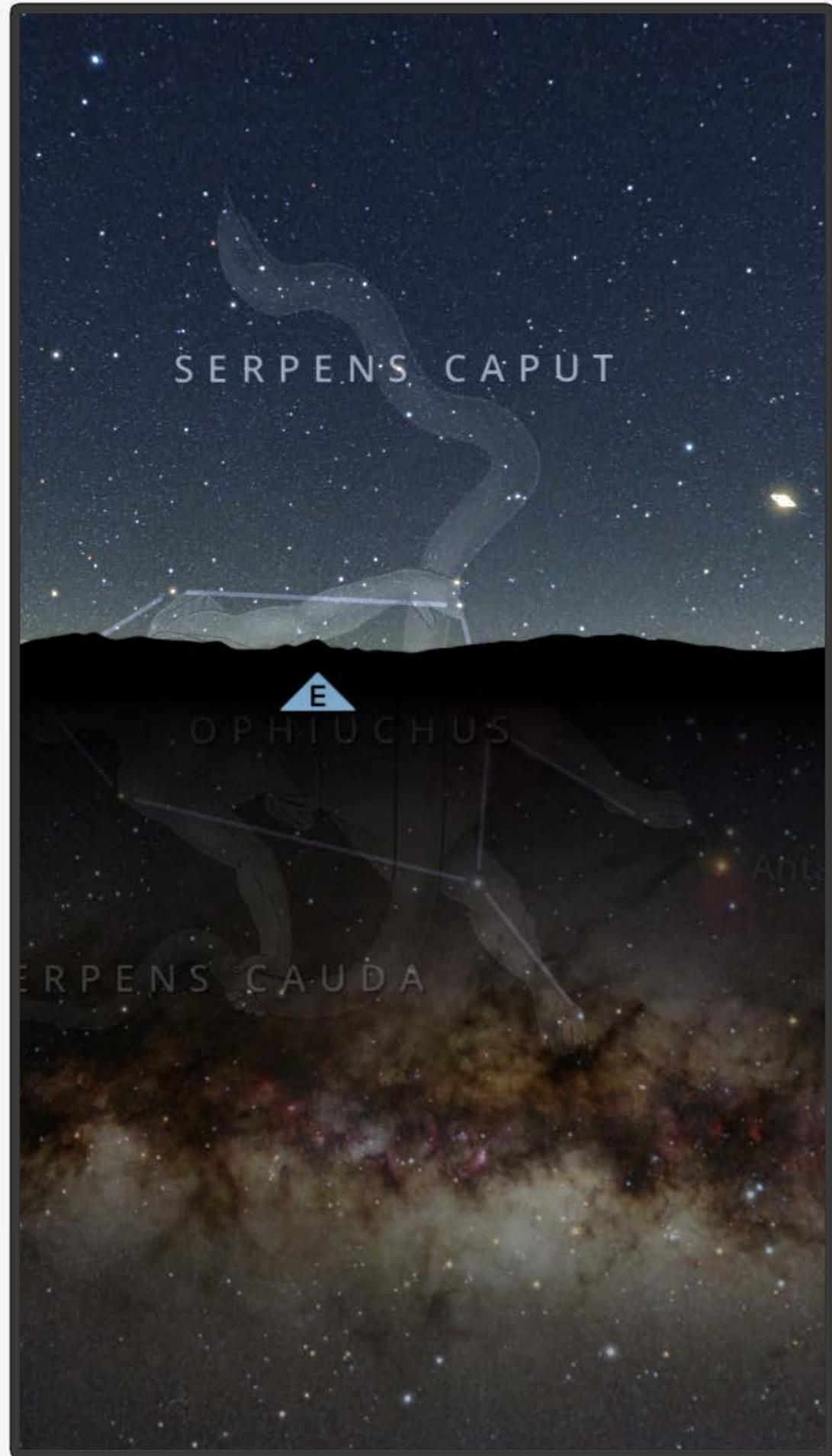
Thursday Today 79 54

Now	10AM	11AM	12PM	1PM	2PM
73	68	72	75	77	77

Friday		72	54
Saturday		66	52
Sunday		64	52
Monday		64	52
Tuesday		66	52

YAHOO!





SERPENS CAPUT

E

OPHIUCHUS

SERPENS CAUDA

Intuitive

Top 5 Characteristics of Intuitive Apps

Top 5 Characteristics of Intuitive Apps

Top 5 Characteristics of Intuitive Apps *

*More or less





FLY



LAND

The Fundamentals



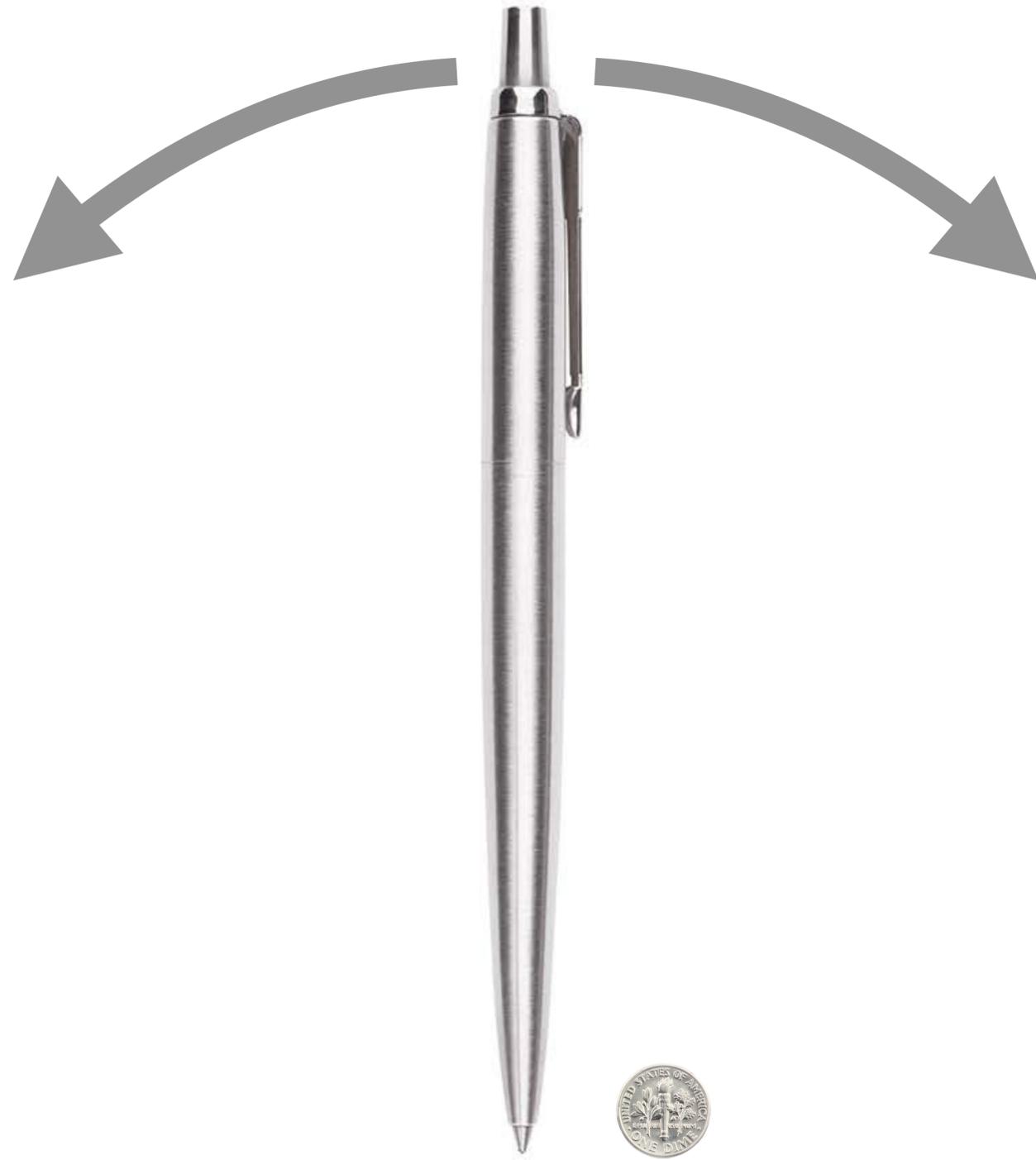
Diameter













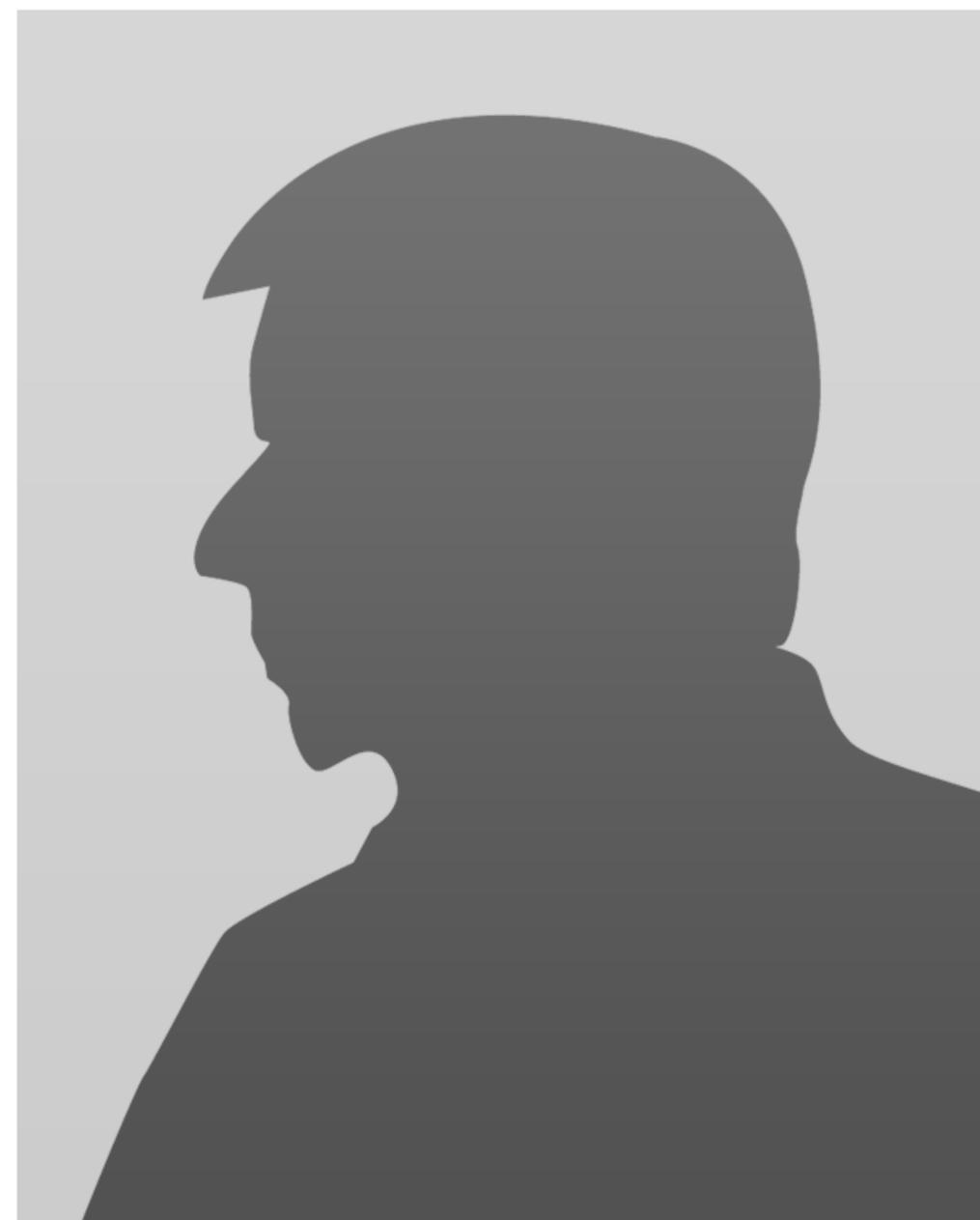
Being Intuitive is not Intuitive

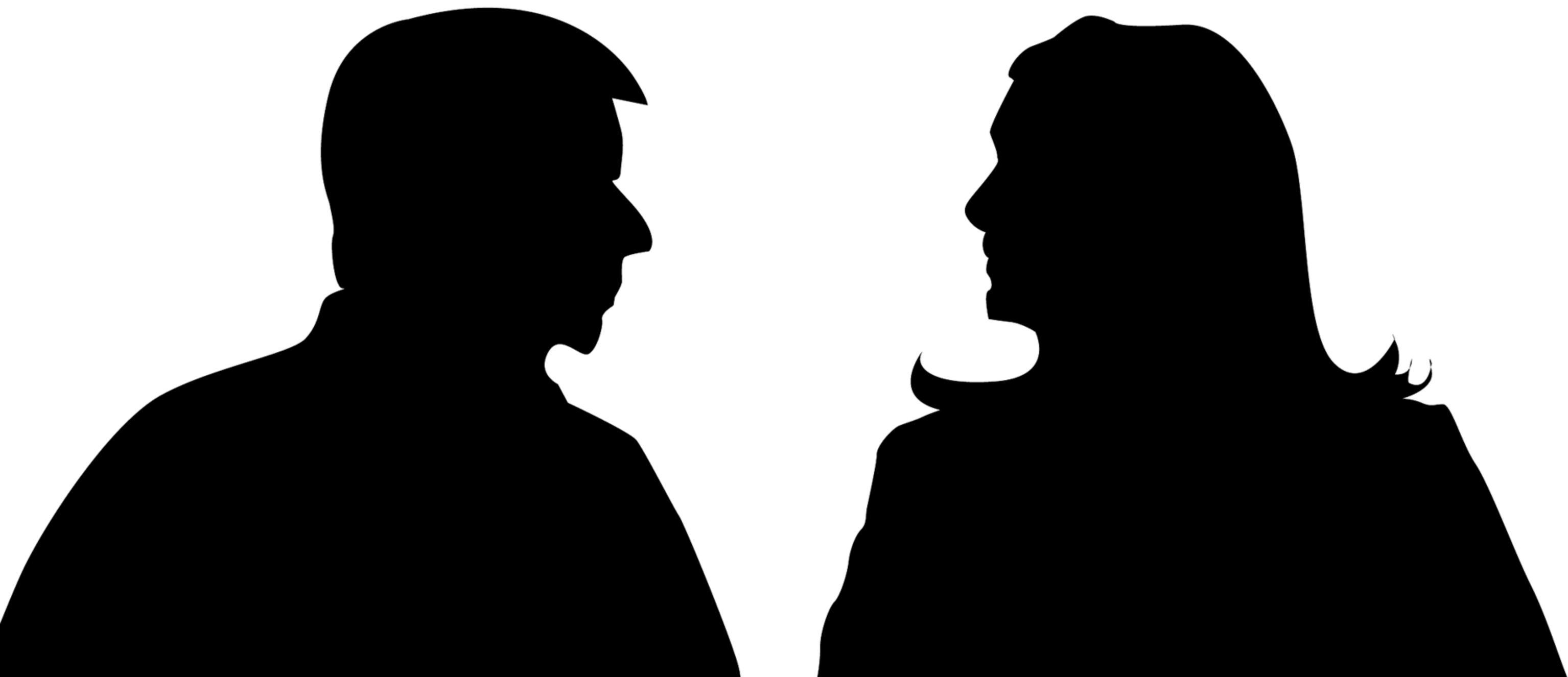


What do you think?



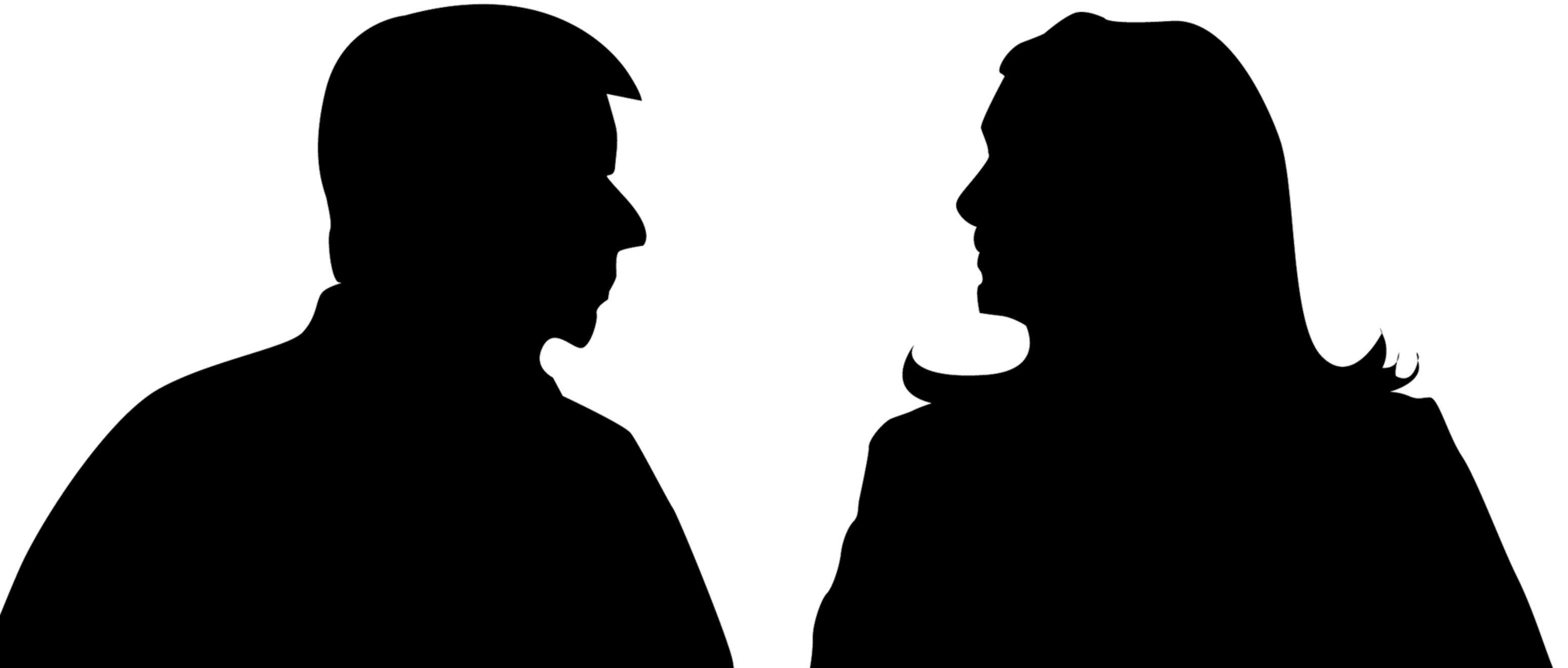
Brilliant!





“What do you think?”

“Uh... Well... Let's see...”



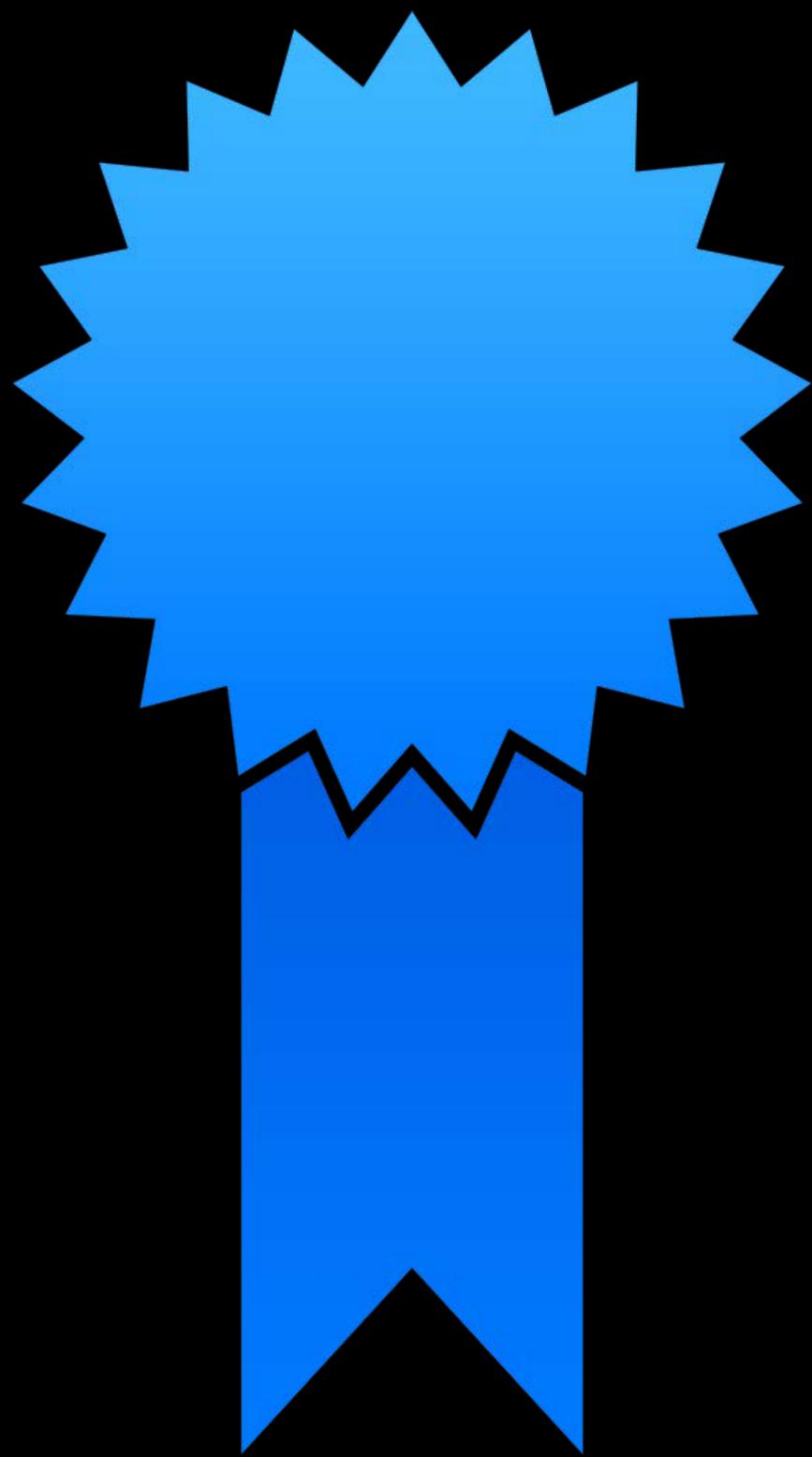


“Huh. What the? Argh!”











⑤ Platform Savvy

5 Platform Savvy





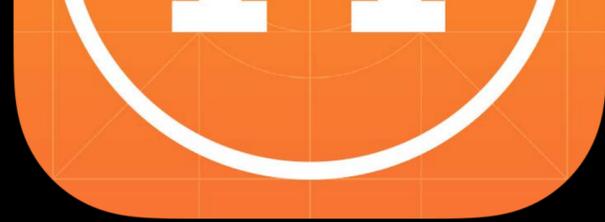








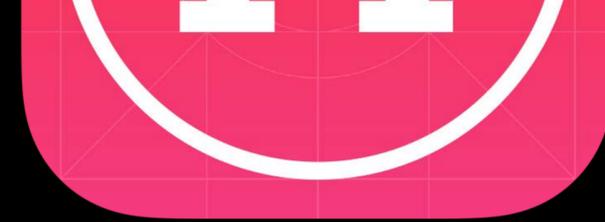
Your App



Other App



Other App



Other App



Other App



Your App



Other App





9:41 AM

100%

iCloud

Inbox

Done

Fritz Ogden 2:43 PM

Say "cheese"

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

Paul Brennan 2:43 PM

Package has been shipped.

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

Michelle Humphrey 2:42 PM

Fwd: You will NOT believe this.

I can't stop laughing! To check this out, turn the brightness up all the way, sou...

2:41 PM

Party for Kirk

June 15, 4:00 PM.

So here's the deal....

More

Trash

Blair Lockhart 2:41 PM

Beanbag

I know I said you could borrow it

Updated Just Now

3 Unread





9:41 AM

100%

iCloud

Inbox

Edit

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Surprise Birthday Party for Kirk

When: Saturday, June 15, 4:00 PM.

Where: Om Spa. So here's the deal....

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[← Accounts](#)

[New](#)

Potential dog names 9:28 AM >

Band names 9:28 AM >

Dog sitters 9:27 AM >

Directions to Big Lick 9:27 AM >

Running routes 9:27 AM >

Salsa recipes 9:26 AM >

To-do list for work 9:50 AM >

San Francisco bookst... 9:37 AM >

Movies 12/19/13 >



9:41 AM

100%

[iCloud](#)

Inbox

[Edit](#)

Fritz Ogden 5/14/14 >



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9:41 AM

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[Accounts](#)

[New](#)

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Directions to Big Lick 9:27 AM >

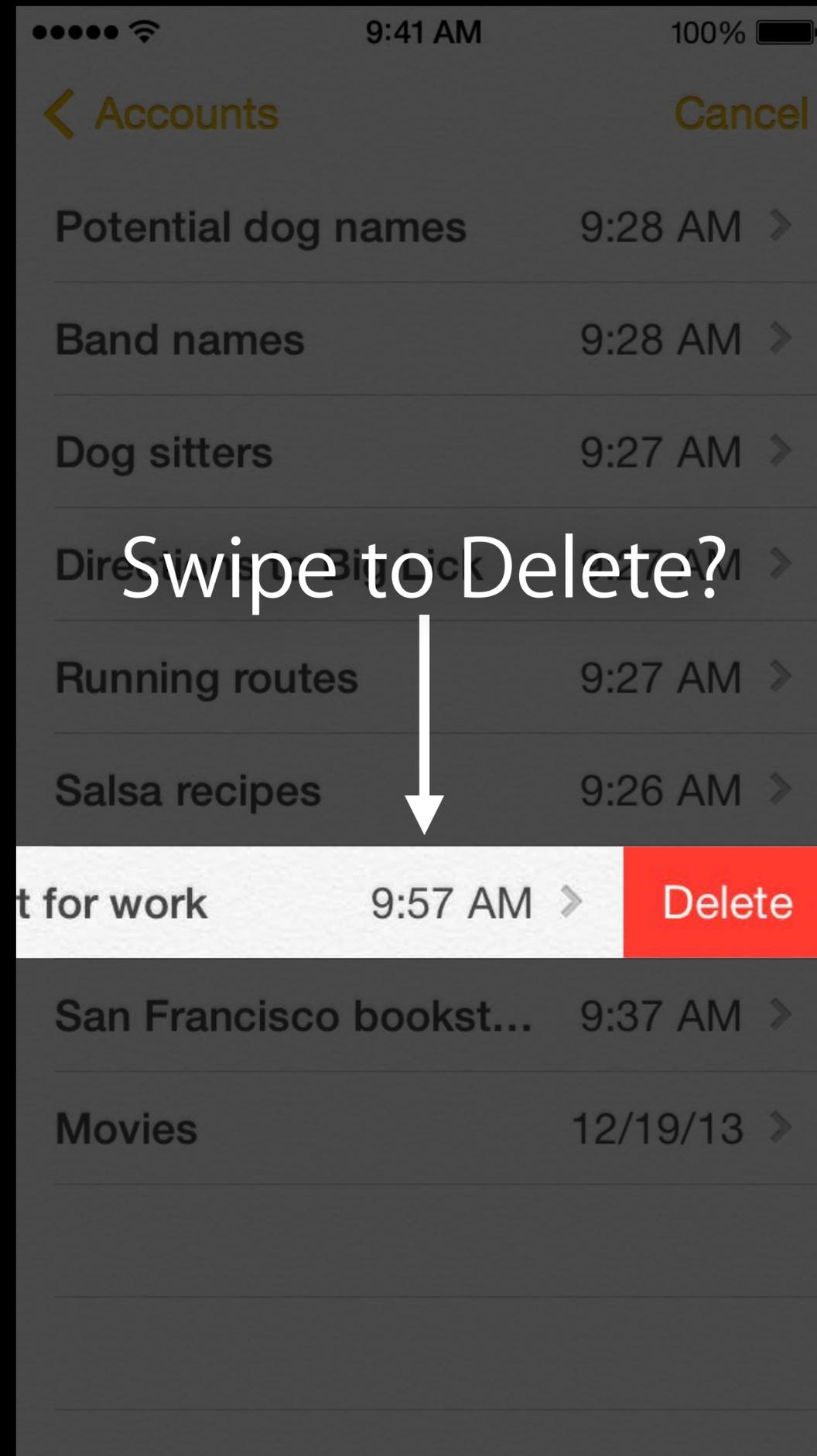
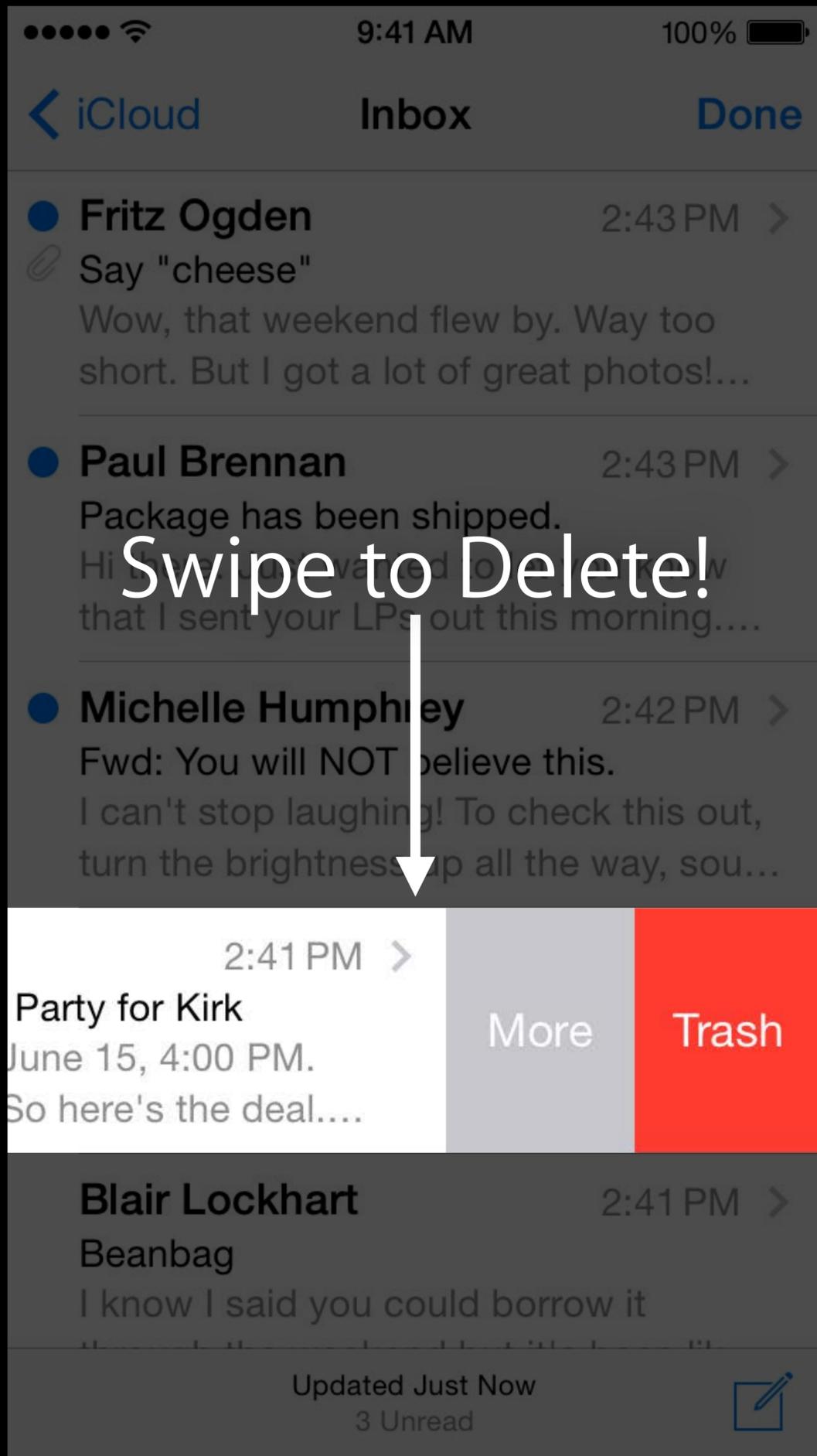
Running routes 9:27 AM >

Salsa recipes 9:26 AM >

To-do list for work 9:50 AM >

San Francisco bookst... 9:37 AM >

Movies 12/19/13 >





Swipe to
delete
should
work



9:41 AM

100%

[← Accounts](#)

[New](#)

Search

Potential dog names 9:28 AM >

Band names 9:28 AM >

Dog sitters 9:27 AM >

Directions to Big Lick 9:27 AM >

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9:41 AM

100%

[← Accounts](#)

[New](#)

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To-do list for work 4/14/14 >

San Francisco bookst... 4/14/14 >

Movies 12/19/13 >

Platform Conventions

Swipe to Delete



9:41 AM

100%

[← Accounts](#)

[Cancel](#)

Potential dog names 9:28 AM >

Band names 9:28 AM >

Dog sitters 9:27 AM >

Directions to Big Lick 9:27 AM >

Running routes 9:27 AM >

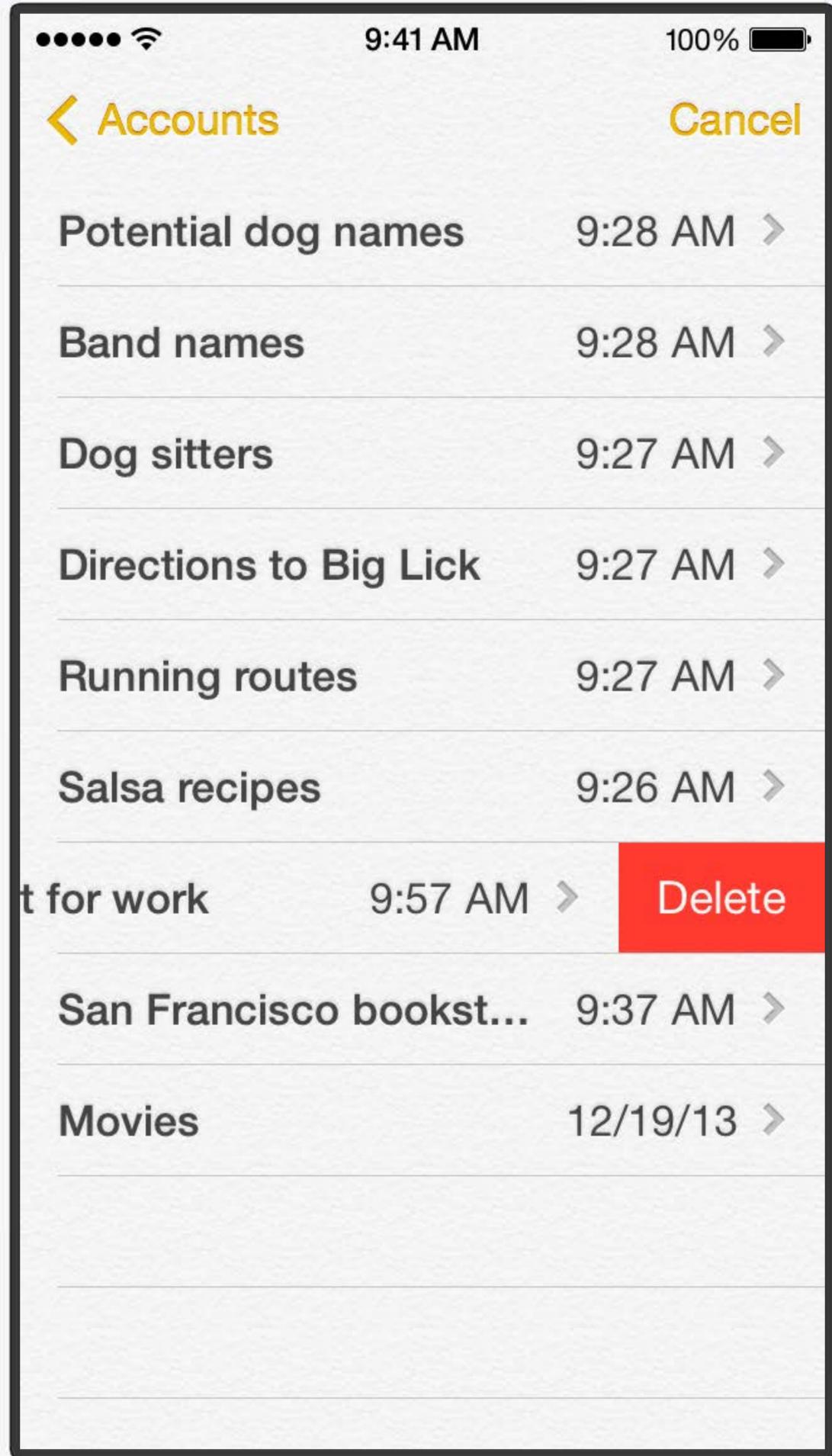
Salsa recipes 9:26 AM >

t for work 9:57 AM >

Delete

San Francisco bookst... 9:37 AM >

Movies 12/19/13 >



Background Color

Height

Width

Font Size

Font Color

Label

Swipe Distance

Rubber Banding

Gestures

Tap Area

Animation

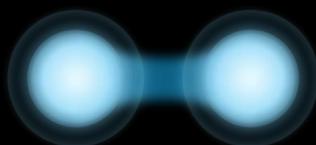


This app
is weird

Tap



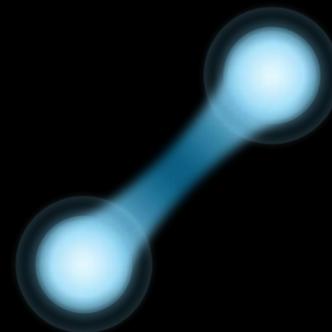
Pan



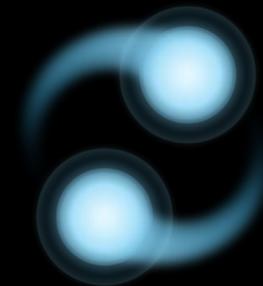
Swipe



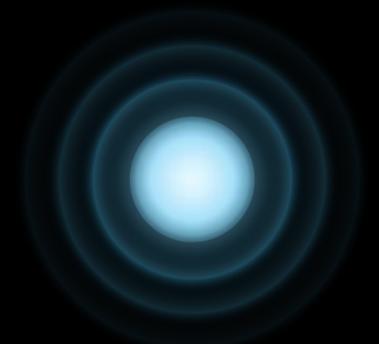
Pinch

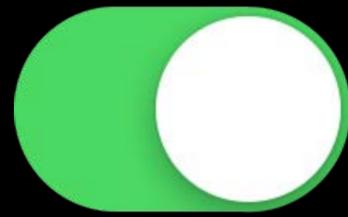


Rotate



Long Press

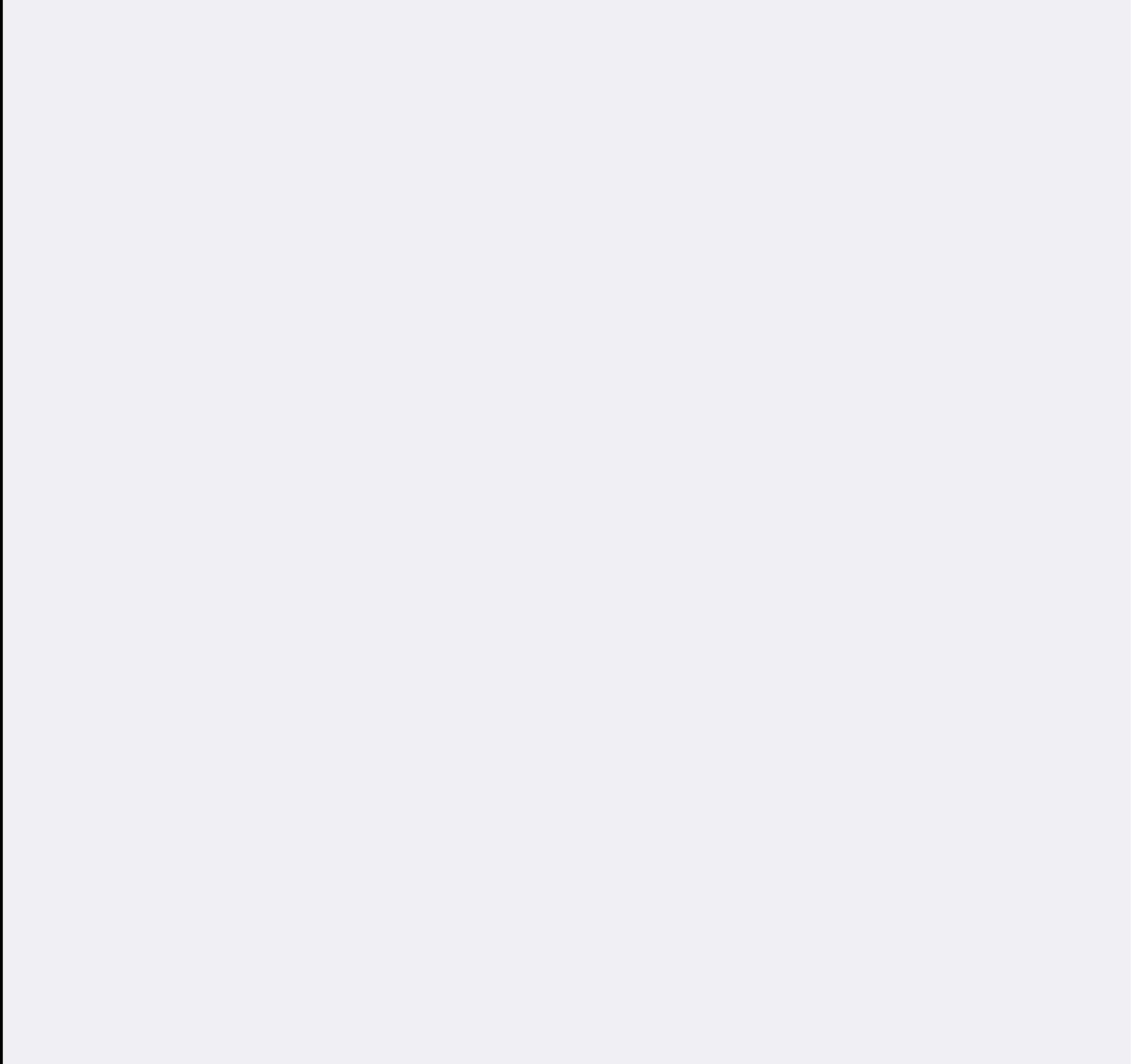




Tab 1

Tab 2

Button





9:41 AM

100%

Back

Title

Button

Row 1



Row 2



Row 3



Tab 1



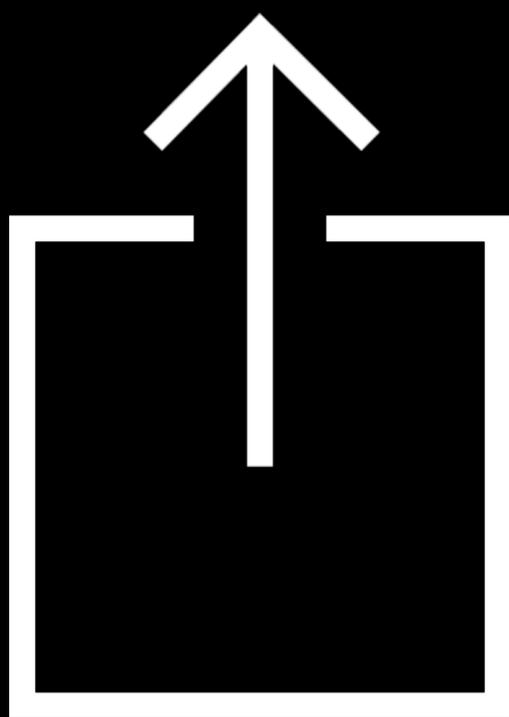
Tab 2



Tab 3



Tab 4





9:41 AM

100%

Cancel

1 Photo Selected



AirDrop

Tap to turn on Wi-Fi and Bluetooth to share with people via AirDrop.



Message



Mail



iCloud



Twitter



F



Copy



Slideshow



AirPlay



Assign to
Contact



V

Arbitrary

~~Arbitrary~~

Groceries

Dry Cleaning

Dog Food

Post Office

~~Groceries~~

~~Dry Cleaning~~

~~Dog Food~~

~~Post Office~~

iOS Conventions

Alignment

Back Button Location

Button Borders

Button Order

Button Size

Downplay Filesystem

Filtering

Grammar

Hit Area

Icon Perspective

Icon Size

Icon Symbology

Icon Weight

Immediate Feedback

Long Press for Actions

Modal States

Nomenclature

Page Dot Color

Pinch to Zoom

Red for Destructive

Save State

Search Result Formatting

Tab Bar for Navigation

Text Case

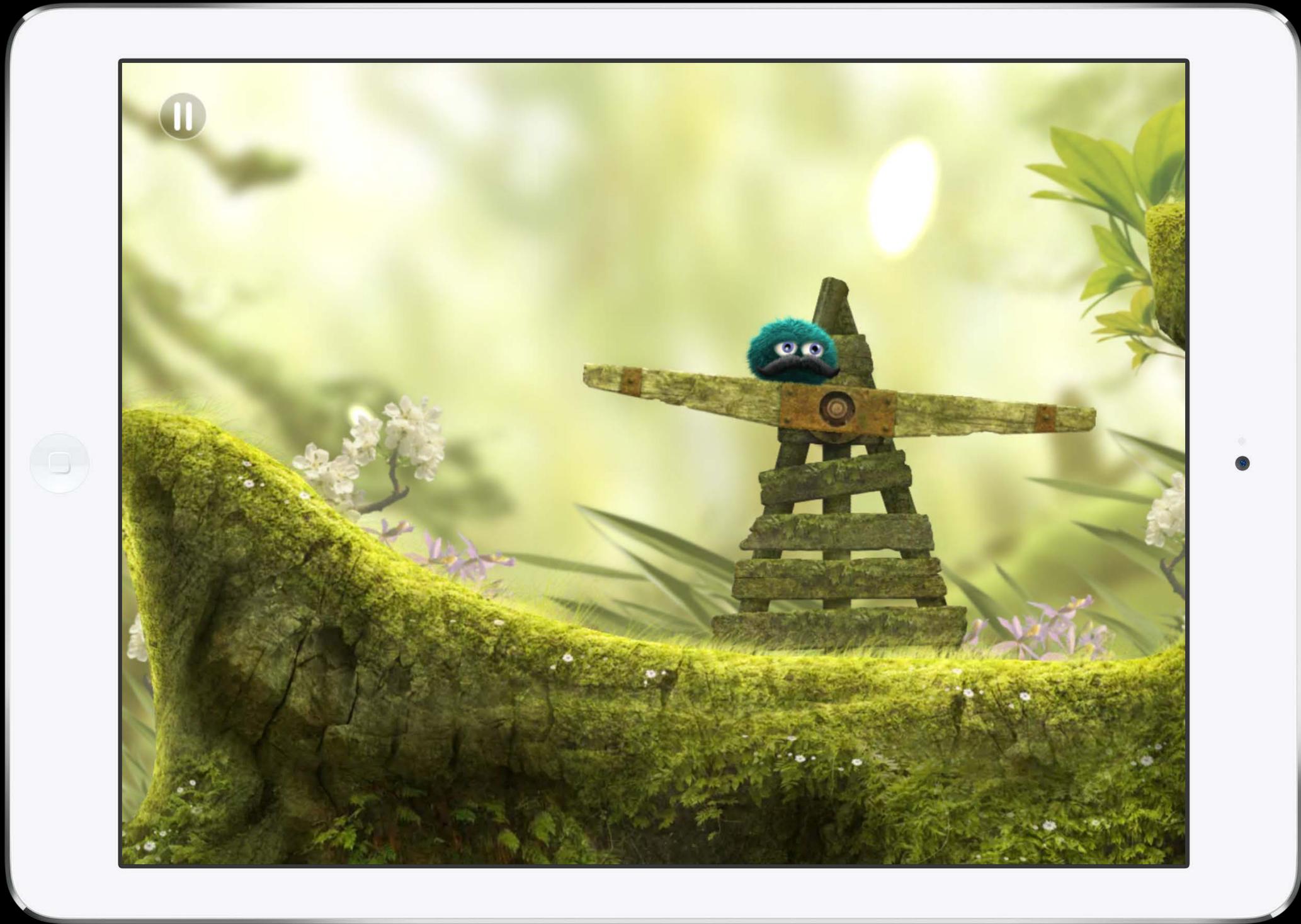
Toolbar for Actions

Use of Color

And so much more...

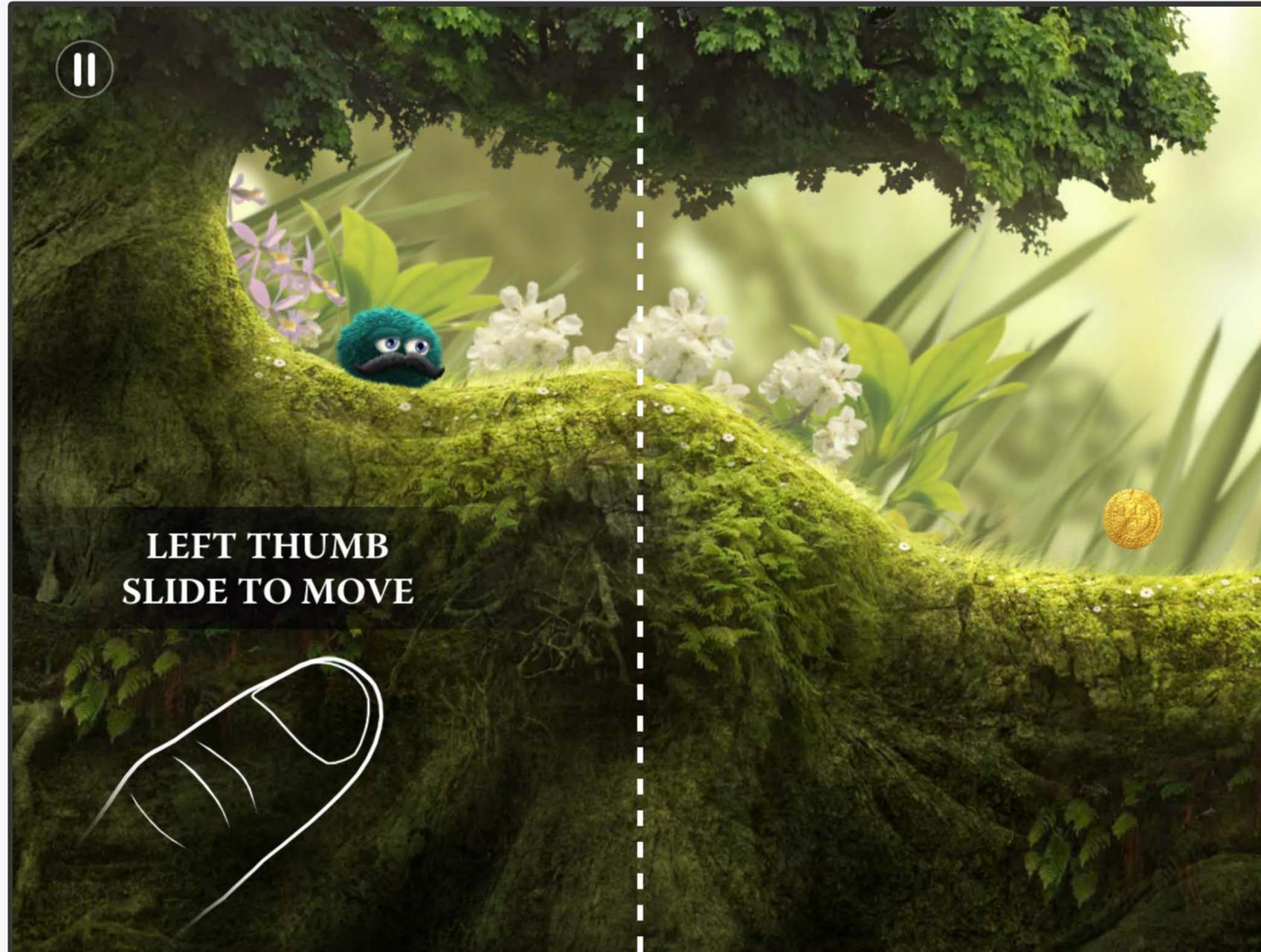
Breaking Conventions

Tell People





**LEFT THUMB
SLIDE TO MOVE**





**RIGHT THUMB
SWIPE UP TO INFLATE**

Go to this Session!

-
- Making a Great First Impression With Strong Onboarding Design

Mission

Thursday 2:00PM

⑤ Platform Savvy

5 Platform Savvy

5 Platform Savvy

4 Easy to Navigate

5 Platform Savvy

④ Easy to Navigate

Tells You Where You Are



9:41 AM

100%

Edit

World Clock



Cupertino

9:41 AM

Today

New York

12:41 AM

Today, 3 hours ahead

Tokyo

1:41 AM

Tomorrow, 16 hours ahead

Shanghai

12:41 AM

Tomorrow, 15 hours ahead

London

5:42 PM

Tomorrow, 8 hours ahead



World Clock



Alarm



Stopwatch



Timer



9:41 AM

100%

Edit

World Clock



Cupertino 9:41 AM
Today

New York 12:41 AM
Today, 3 hours ahead

Tokyo 1:41 AM
hours ahead

12:41 AM
hours ahead

5:42 PM
row, 8 hours ahead



**YOU
ARE
HERE**



World Clock



Alarm



Stopwatch



Timer



9:41 AM

100%

[Settings](#)

General

About >

Software Update >

Siri >

Spotlight Search >

Text Size >

Accessibility >

Usage >

Background App Refresh >



9:41 AM

100%

[Settings](#)

General

About



Software



Siri



Spotlight Search



Text Size



Accessibility



Usage



Background App Refresh



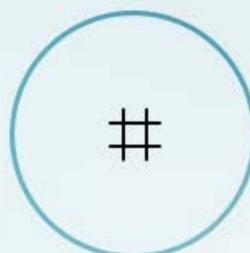
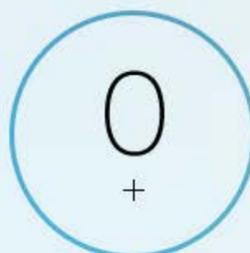
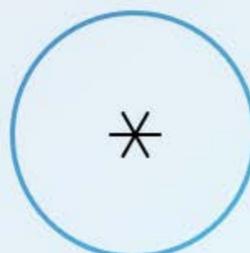
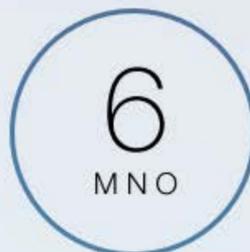
**YOU
ARE
HERE**

Shows You Where Else You Can Go



9:41 AM

100%



Favorites



Recents



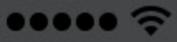
Contacts



Keypad



Voicemail



9:41 AM

100%

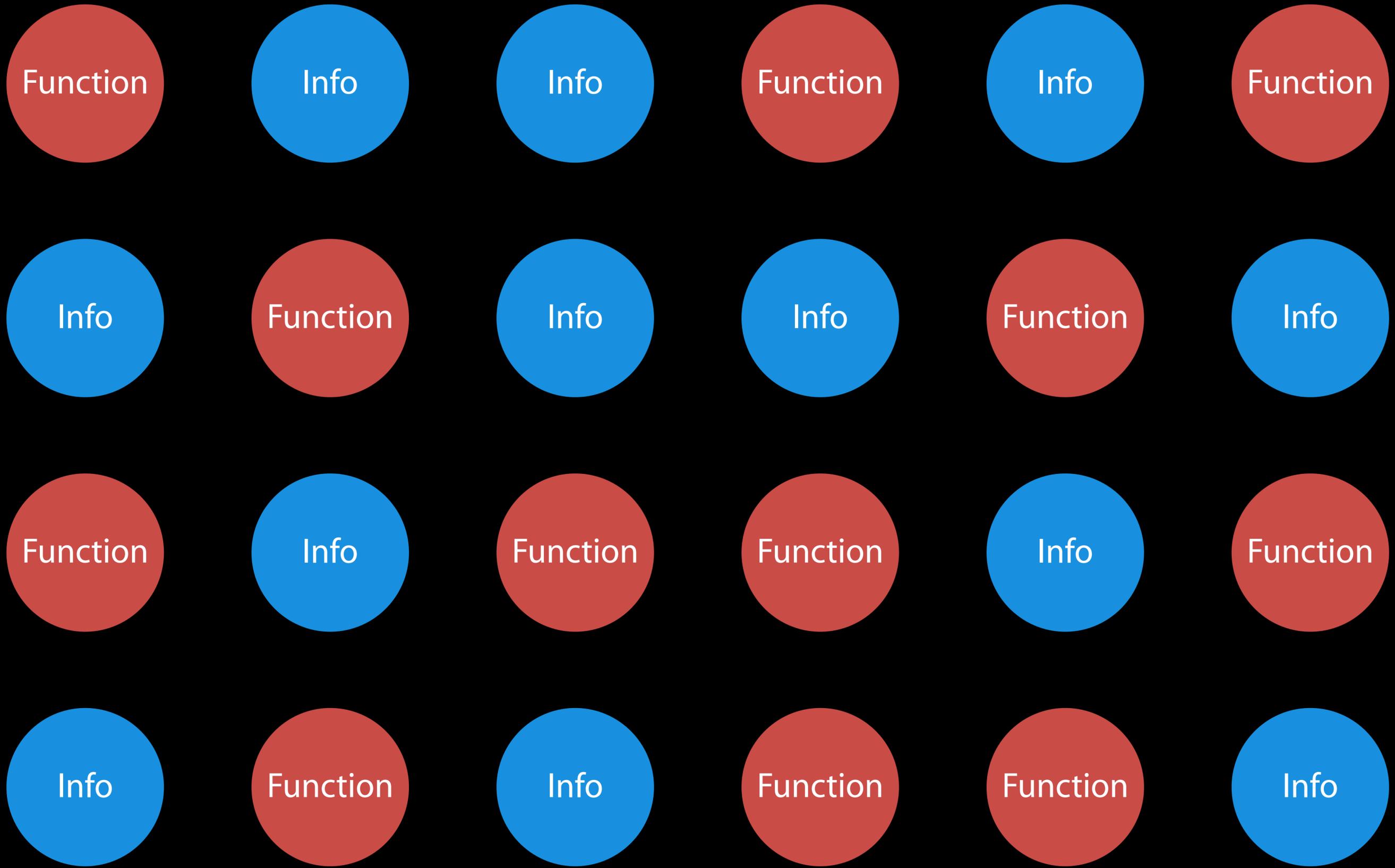
1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
* +	0 +	#

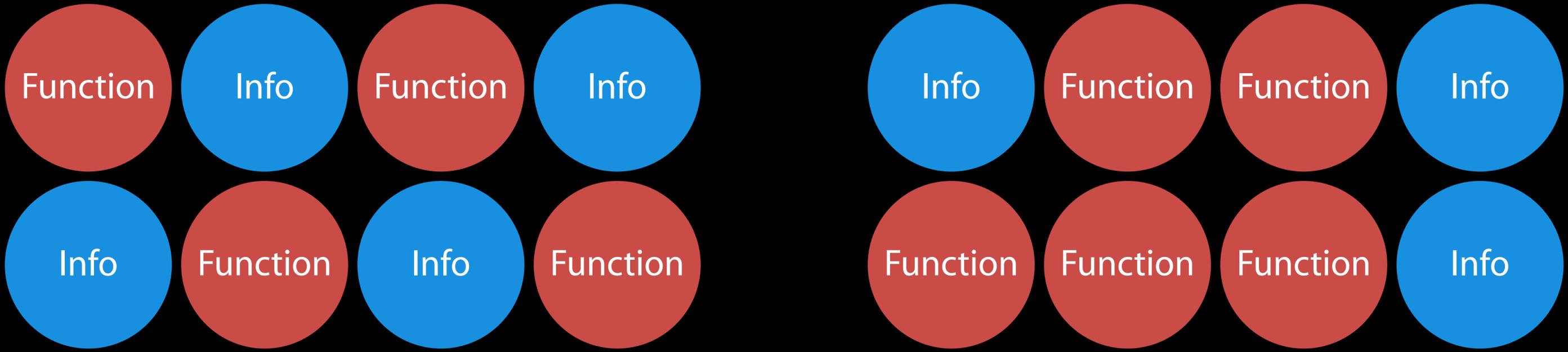
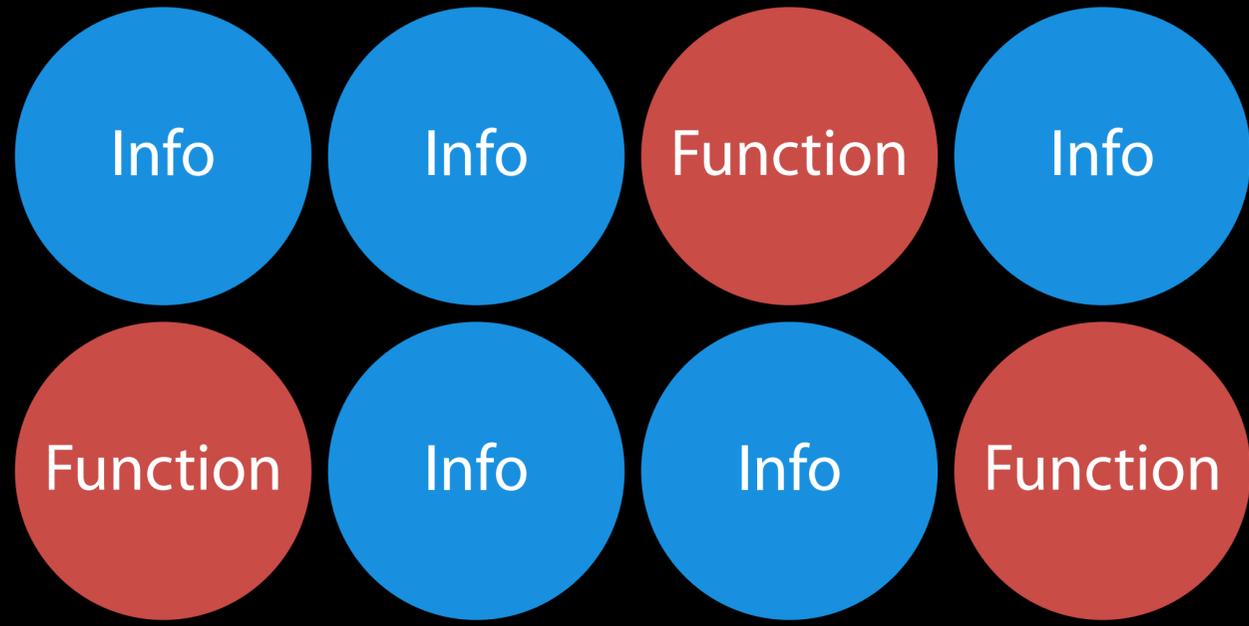
All my choices are here



Favorites	Recents	Contacts	Keypad	Voicemail

Explains What's There





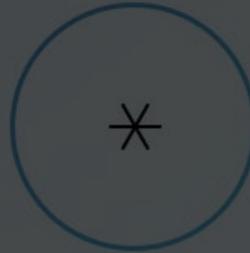
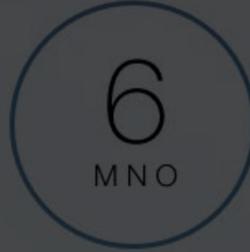






9:41 AM

100%



Favorites



Recents



Contacts



Keypad

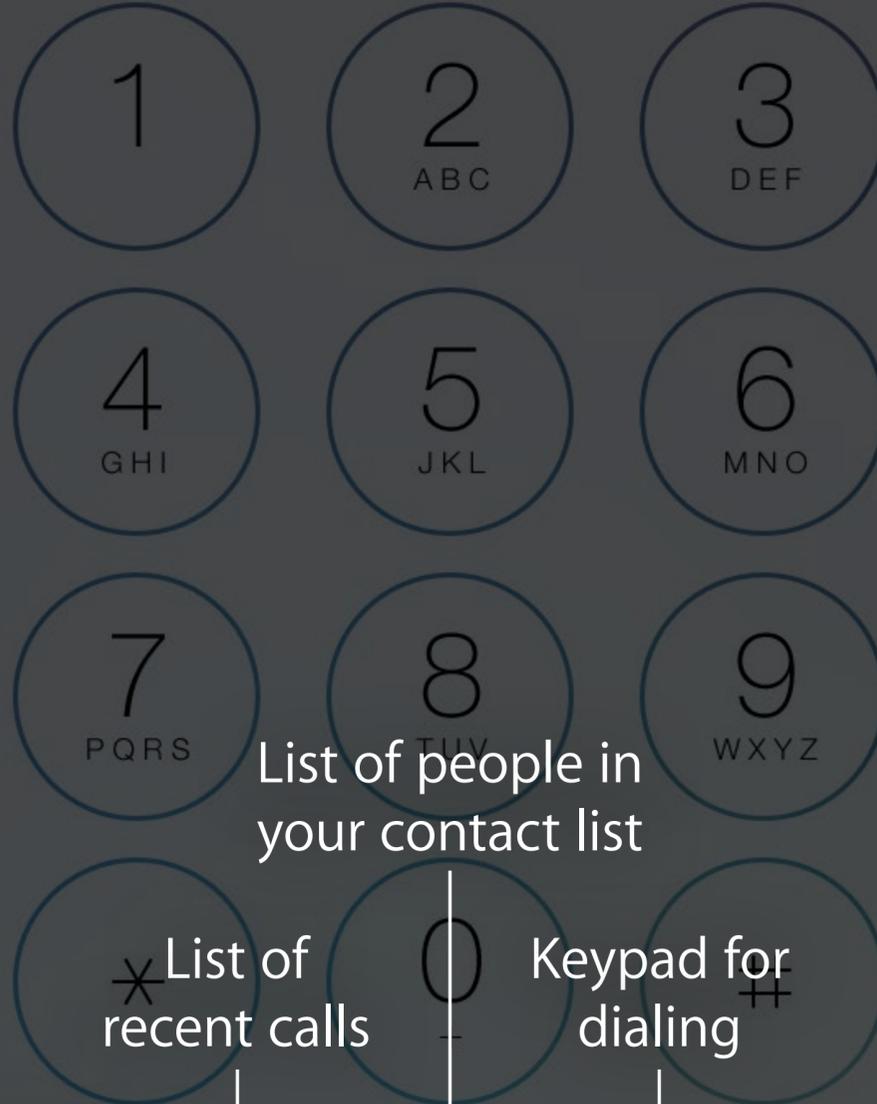


Voicemail



9:41 AM

100%



List of people in your contact list

*List of recent calls

Keypad for dialing

List of favorite contacts

List of voicemails



Favorites



Recents



Contacts



Keypad



Voicemail

Where am I?

Where am I?

Where else can I go?

Where am I?

Where else can I go?

What will I find when I get there?

Navigation

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints

Less is more

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints

Less is more

Pick a mode of transportation

Airplane

Bike

Car

Dirigible

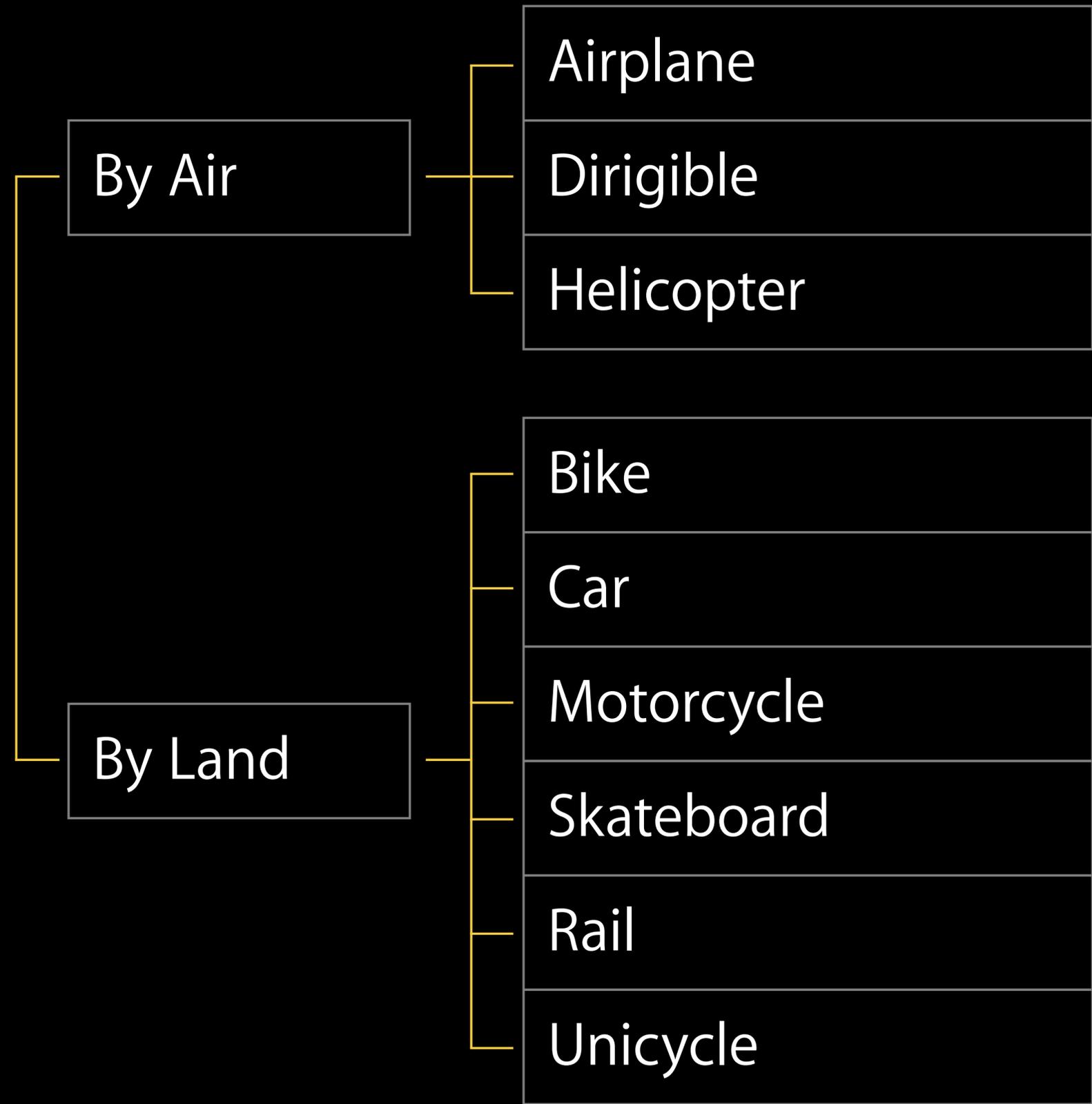
Helicopter

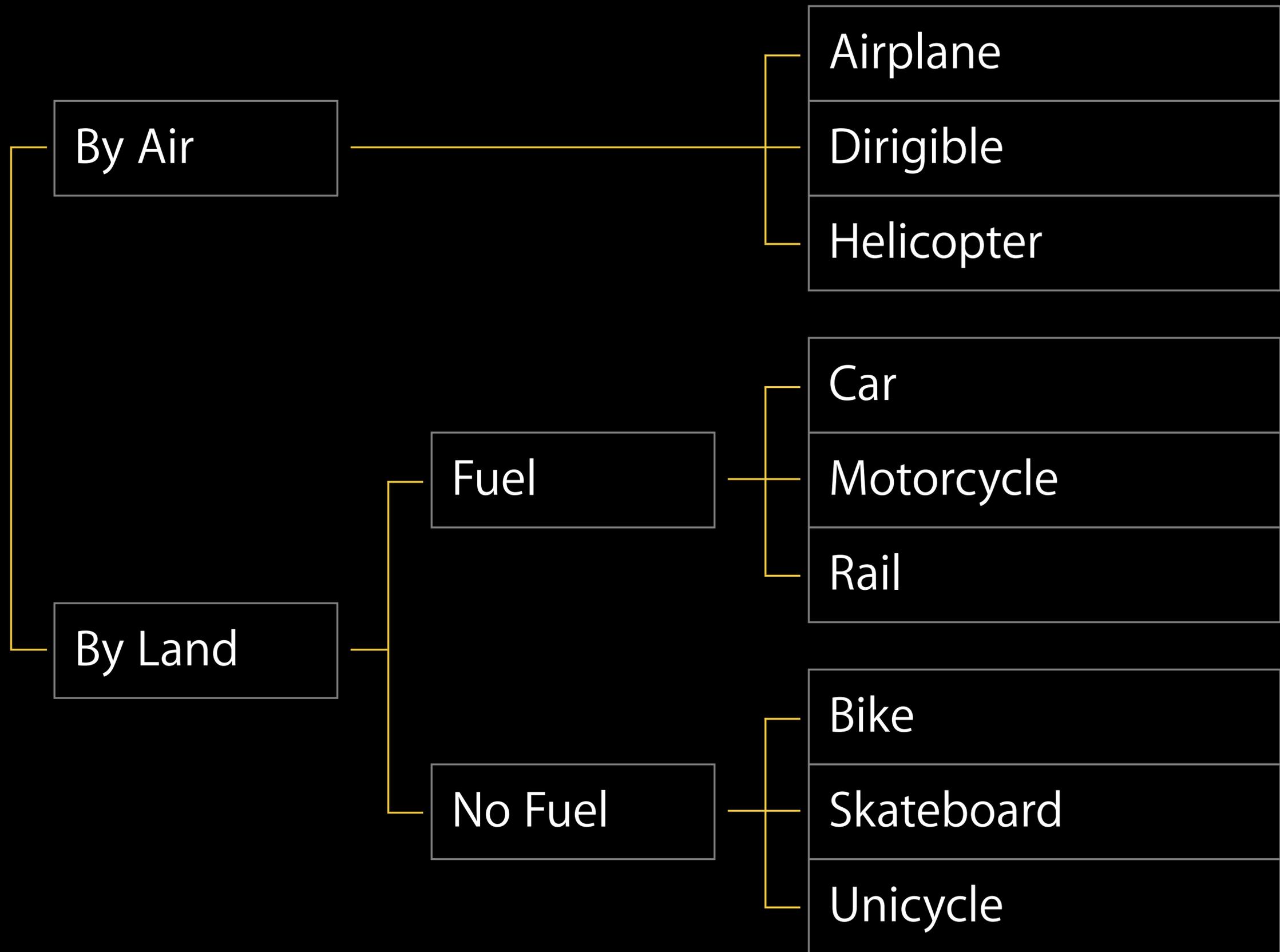
Motorcycle

Skateboard

Rail

Unicycle





By Air

By Land

By Air



Airplane

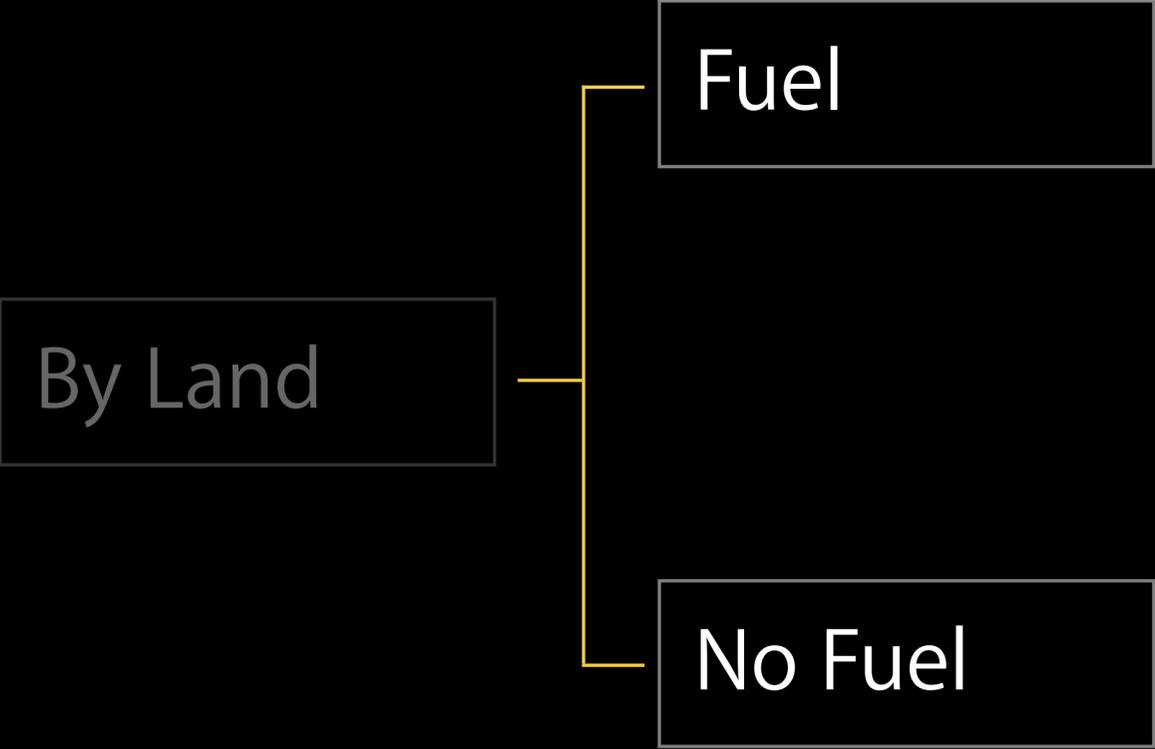


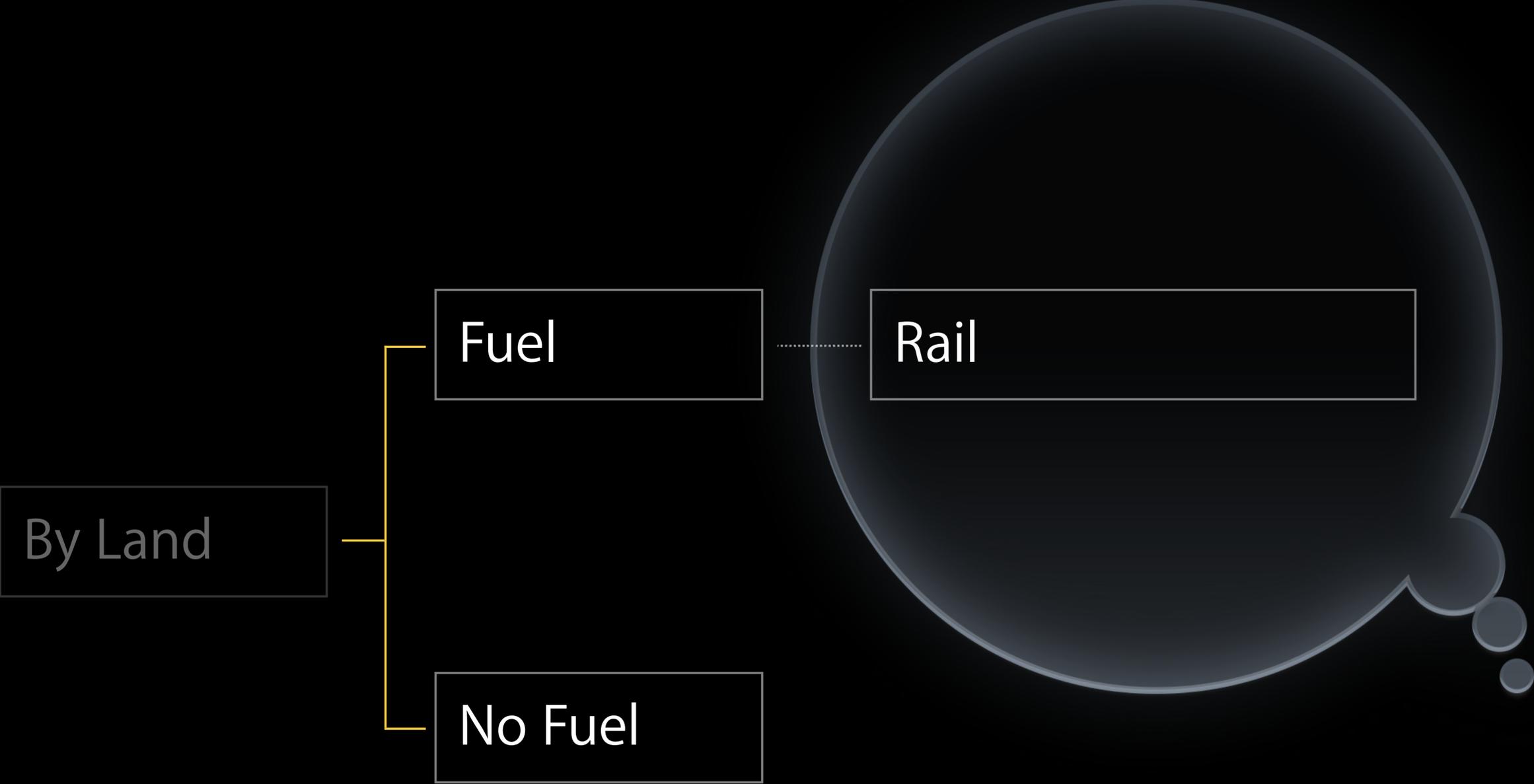
By Land

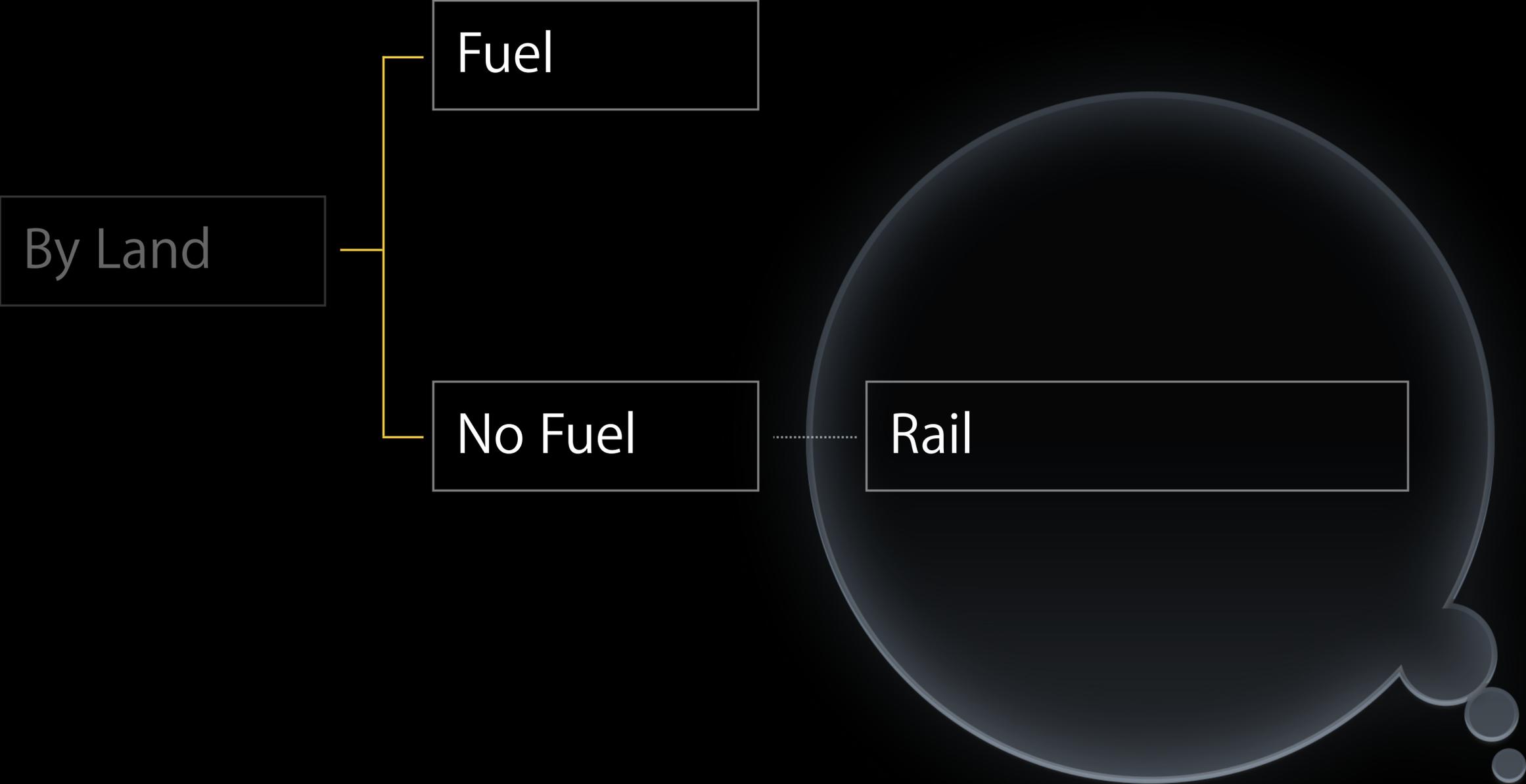


Car
Rail











Navigation

Progressive Disclosure

Navigation

Progressive Disclosure

Be predictable



9:41 AM

100%



Piggy Jar Bank

Accounts



Deals



Alerts



Locations



Contact Us



App Feedback



Help



Privacy





9:41 AM

100%



Piggy Jar Bank

Accounts >

Bill Pay >

Transfers >

Deposits >

Deals >

Alerts >

Locations >

Contact Us >

App Feedback >

Help >



9:41 AM

100%



Piggy Jar Bank

Free Cash



Accounts



Bill Pay



Transfers



Deposits



Deals



Alerts



Locations



Contact Us



App Feedback





9:41 AM

100%



Piggy Jar Bank

Free Cash



Accounts



Bill Pay



Transfers



Deposits



Deals



Alerts



Locations



Contact Us



App Feedback





9:41 AM

100%



Piggy Jar Bank

Accounts >

Bill Pay >

Transfers >

Deposits >

Deals >

Alerts >

Locations >

Contact Us >

Free Cash >

App Feedback >



9:41 AM

100%



Piggy Jar Bank

Accounts >

Bill Pay >

Transfers >

Deposits >

Deals >

Alerts >

Locations >

Contact Us >

Free Cash >

App Feedback >



9:41 AM

100%



Piggy Jar Bank

Locations



Contact Us



Help



App Feedback



Privacy



Deposits



Accounts



Deals



Alerts



Transfers



Change is Good, Sometimes

Navigation

Progressive Disclosure

Be predictable

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Normal



Featured



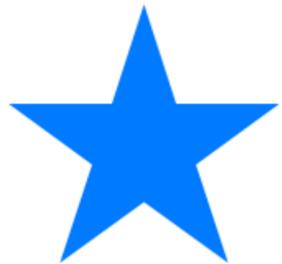
Charts



Browse



Search



Featured



Charts



Browse



Search

Active

Normal



Featured



Charts



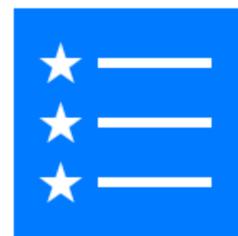
Browse



Search



Featured



Charts



Browse



Search

Active

Normal



Featured



Charts



Browse



Search



Featured



Charts



Browse



Search

Active



9:41 AM

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Edit

World Clock



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Tomorrow, 15 hours ahead

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5:42 PM

Tomorrow, 8 hours ahead



World Clock



Alarm



Stopwatch



Timer



World Clock



World Clock



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London

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Tomorrow, 8 hours ahead



World Clock



Alarm



Stopwatch



Timer



9:41 AM

100%

Edit

World Clock



Cupertino

9:41 AM

Today

New York

12:41 AM

Today, 3 hours ahead

Tokyo

1:41 AM

Tomorrow, 16 hours ahead

Shanghai

12:41 AM

Tomorrow, 15 hours ahead

London

5:42 PM

Tomorrow, 8 hours ahead



World Clock



Alarm



Stopwatch



Timer



9:41 AM

100%

Edit

World Clock



Cupertino

9:41 AM

Today

New York

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World Clock



Alarm



Stopwatch



Timer



9:41 AM

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World Clock



Cupertino

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World Clock



Alarm



Stopwatch



Timer

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

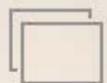


9:41 AM

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[← Albums](#) My Photo Stream

[Select](#)



Photos



Shared



Albums

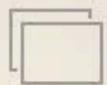


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Photos



Shared



Albums

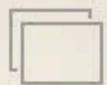


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Photos



Shared



Albums



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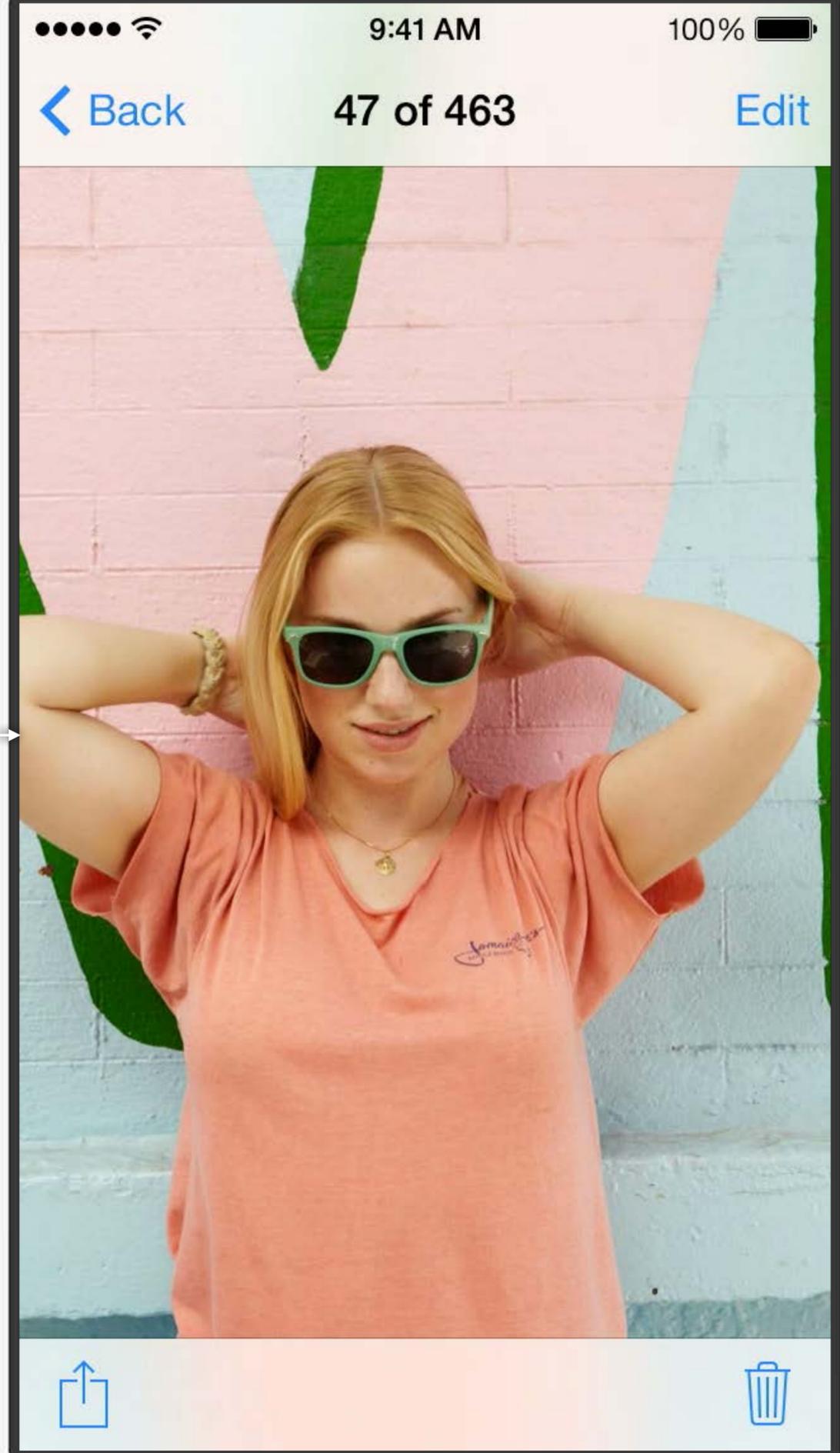
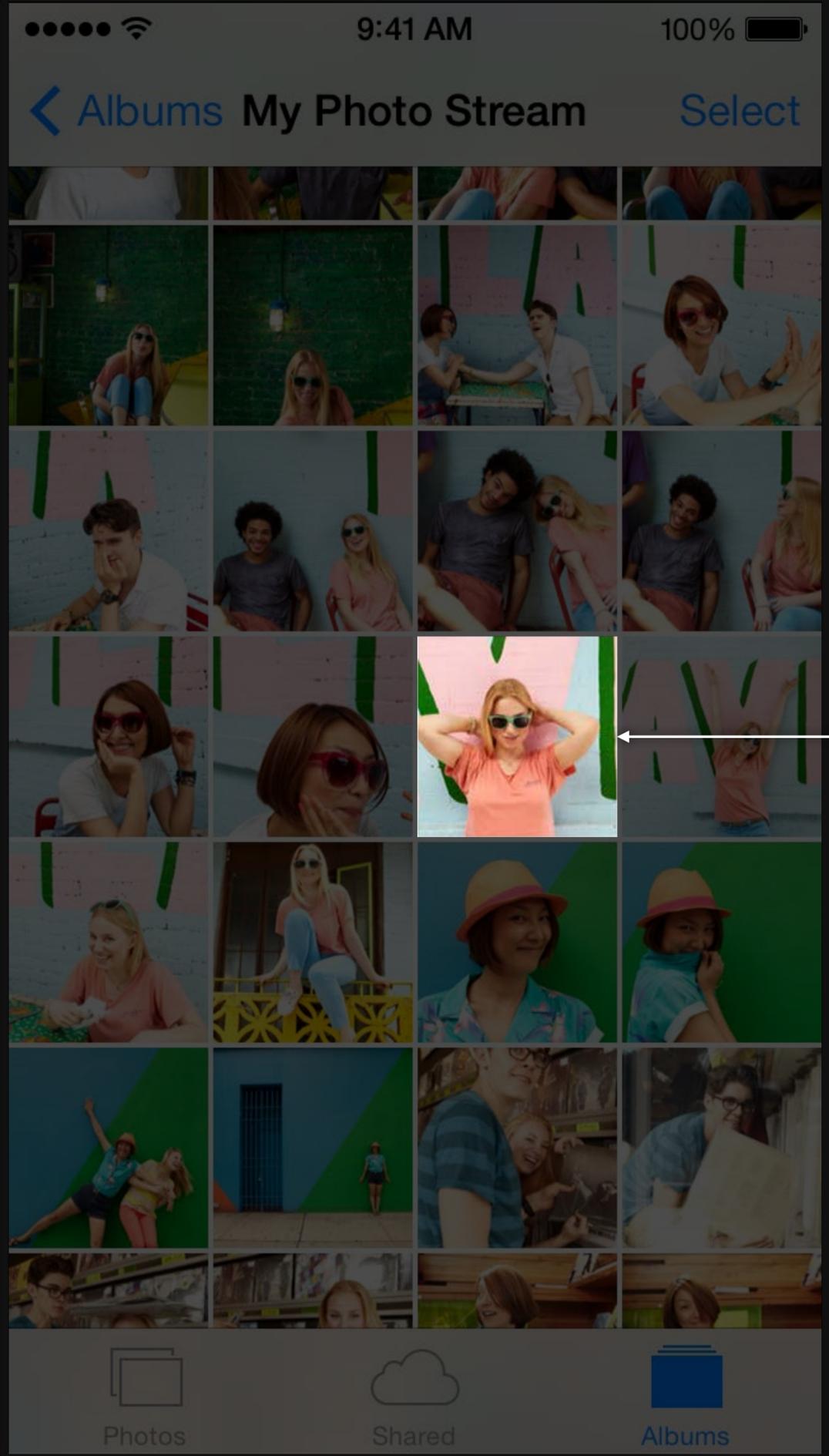
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 Back

47 of 463

Edit







9:41 AM

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 Back

47 of 463

Edit





9:41 AM

100% 

 Back

47 of 463

Edit



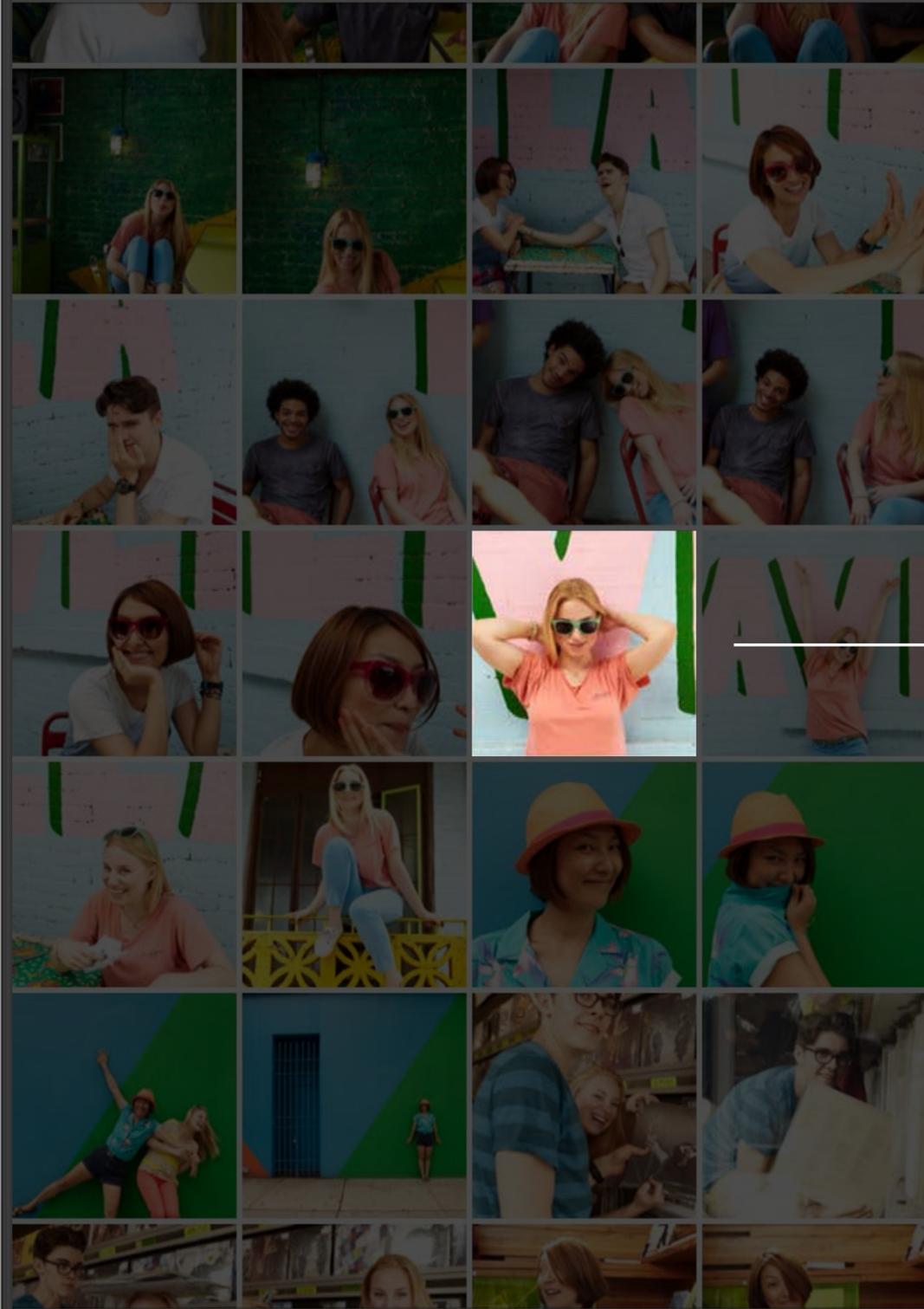


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You were here



Photos



Shared



Albums

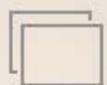


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Photos



Shared



Albums



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100% 

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47 of 463

Edit





9:41 AM

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47 of 463

Edit



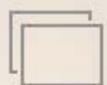


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[← Albums](#) My Photo Stream

[Select](#)



Photos



Shared



Albums



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



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





Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints



Pollux

Jupiter

GEMINI

AURIGA

Mercury

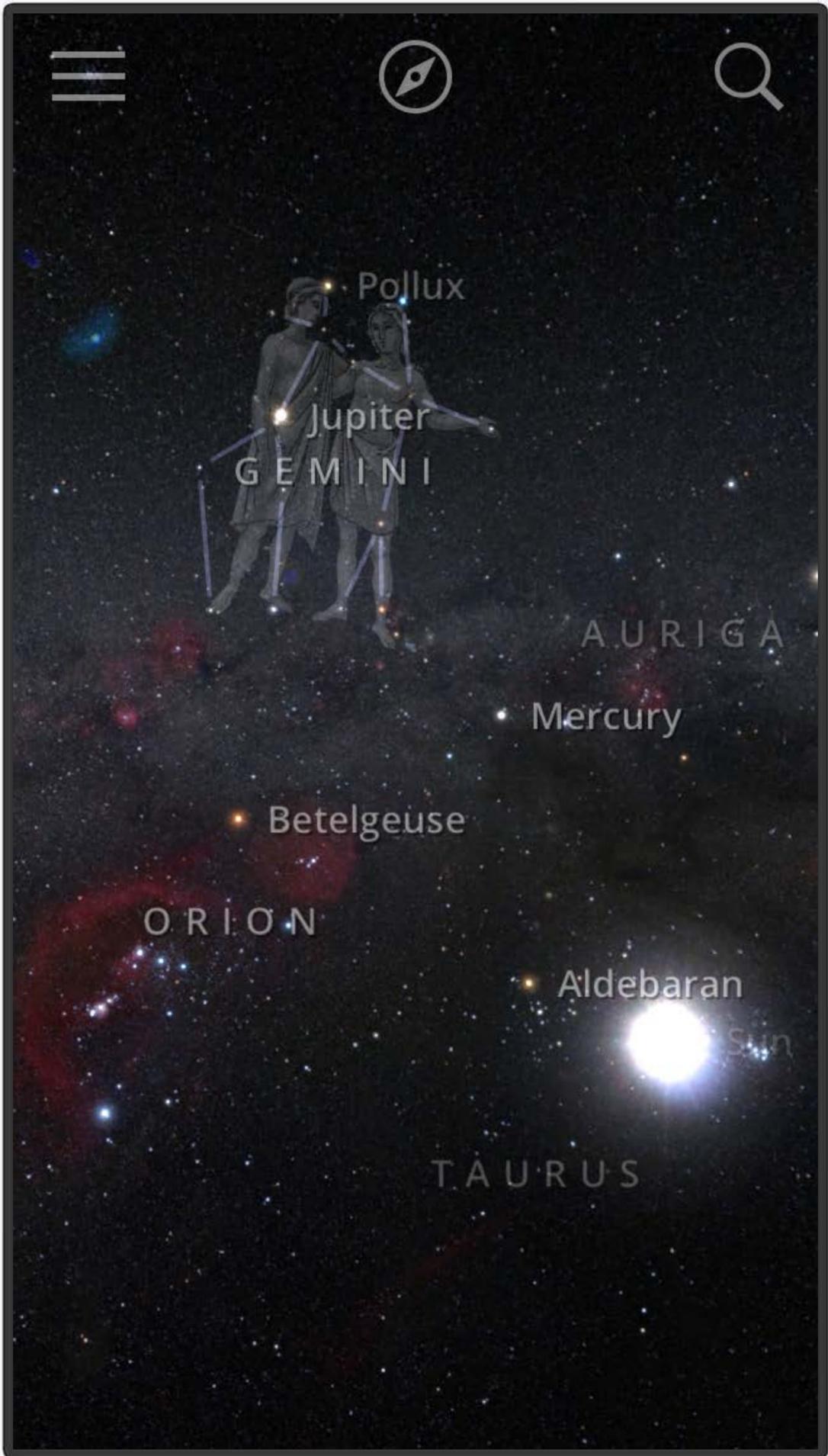
Betelgeuse

ORION

Aldebaran

Sun

TAURUS



< Sky

Betelgeuse

Star in Orion

Right Ascension	05 ^h 55 ^m 12 ^s J2000
Declination	+07° 24' 25" J2000
Visual Magnitude	1.1–0.3
Luminosity	85,000 SUNS
Distance	570 LY
Spectral Type	M1.5Iab
Other Names	α Orionis, 58 Orionis, HIP 27989, HD 39801, HR 2061

The great star Betelgeuse is one of the two that dominate mighty **Orion** of northern winter, the other **Rigel**, the pair respectively also called Alpha and Beta Orionis. The name Betelgeuse is a corruption of the Arabic *yad al jauza*, which means the "hand of al-jauza," al-jauza the ancient Arabs' "Central One," a mysterious woman. For westerners,



Pollux

Jupiter

GEMINI

AURIGA

Mercury

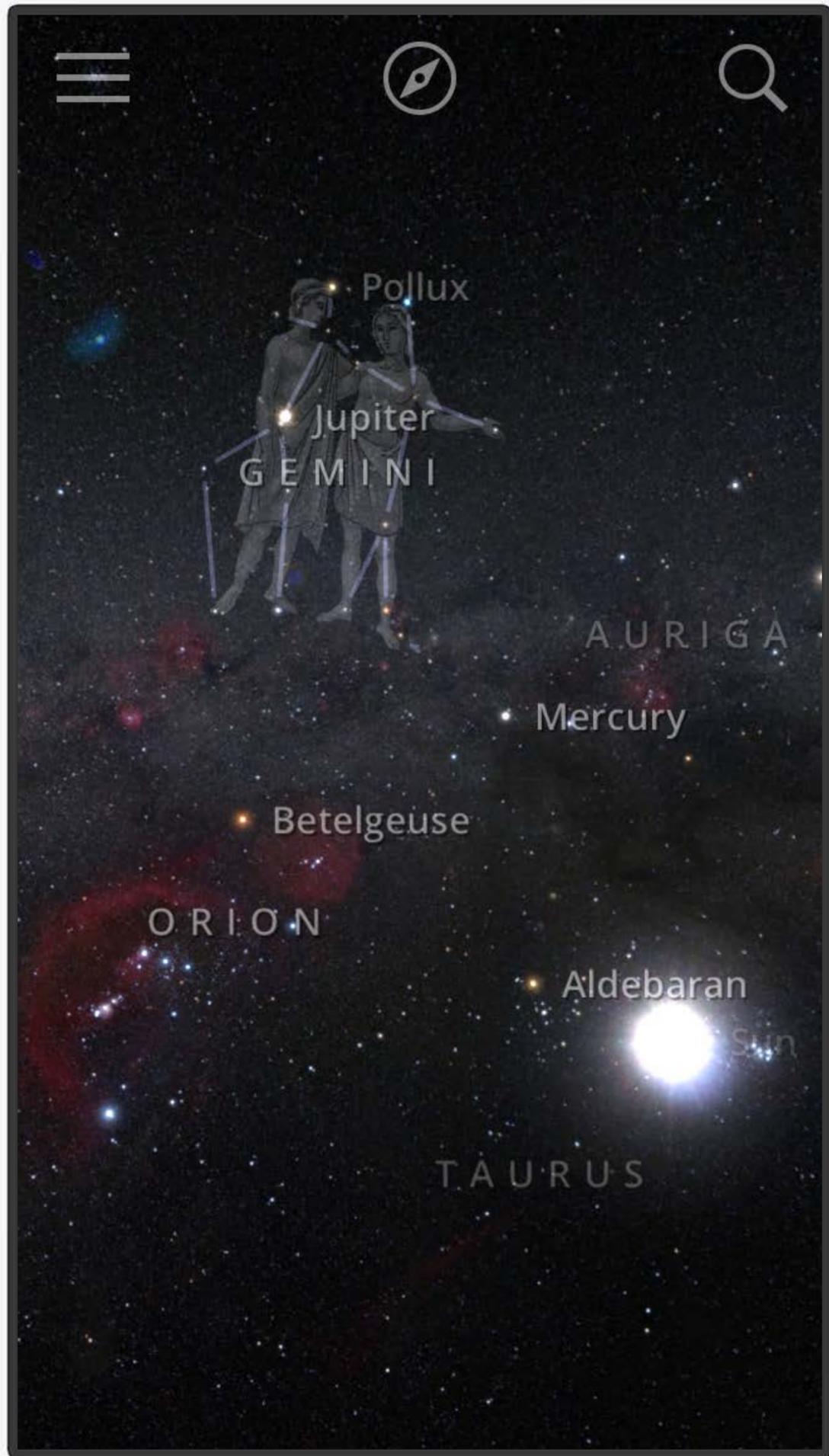
Betelgeuse

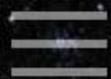
ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury

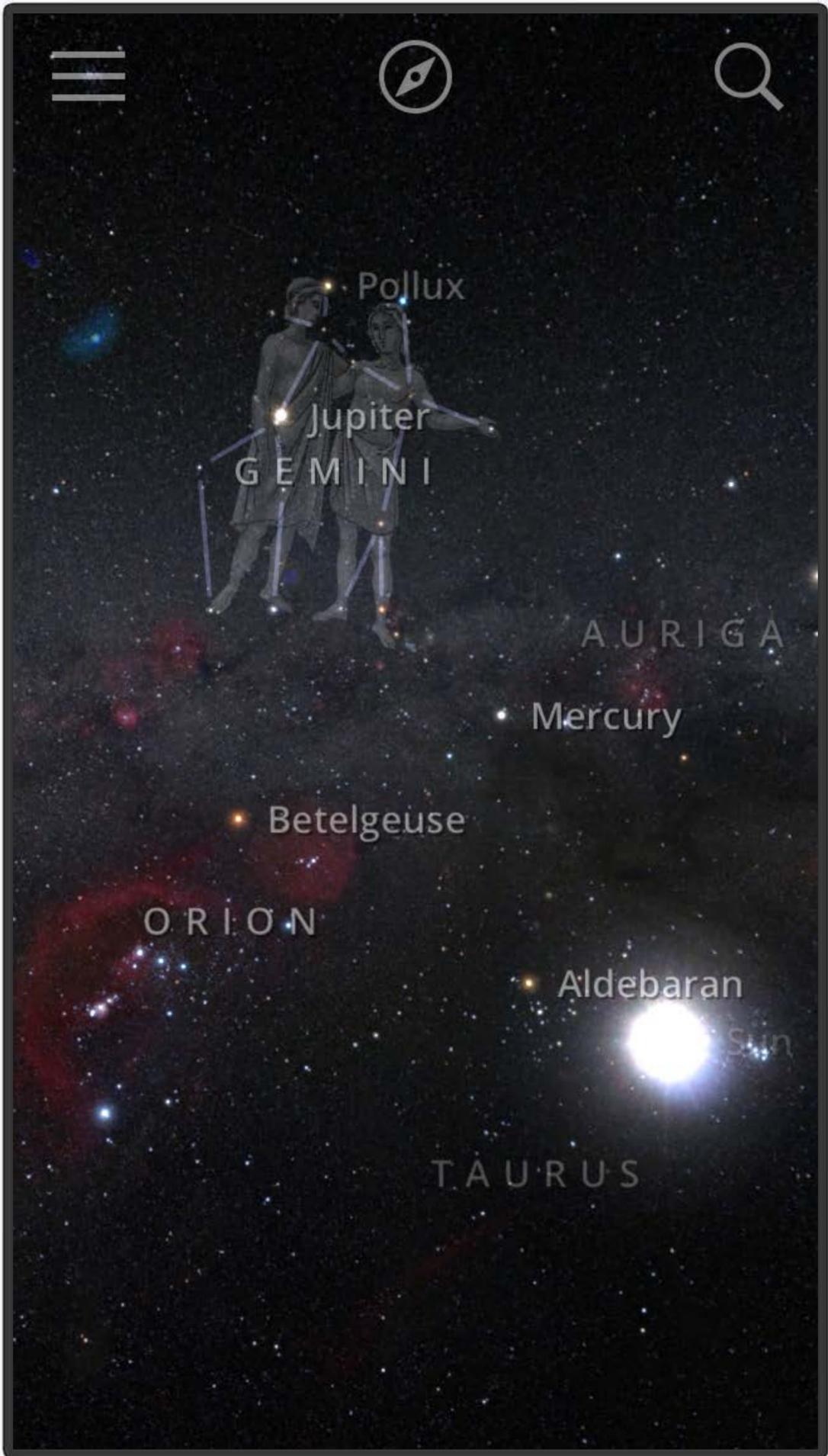
Betelgeuse

ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury

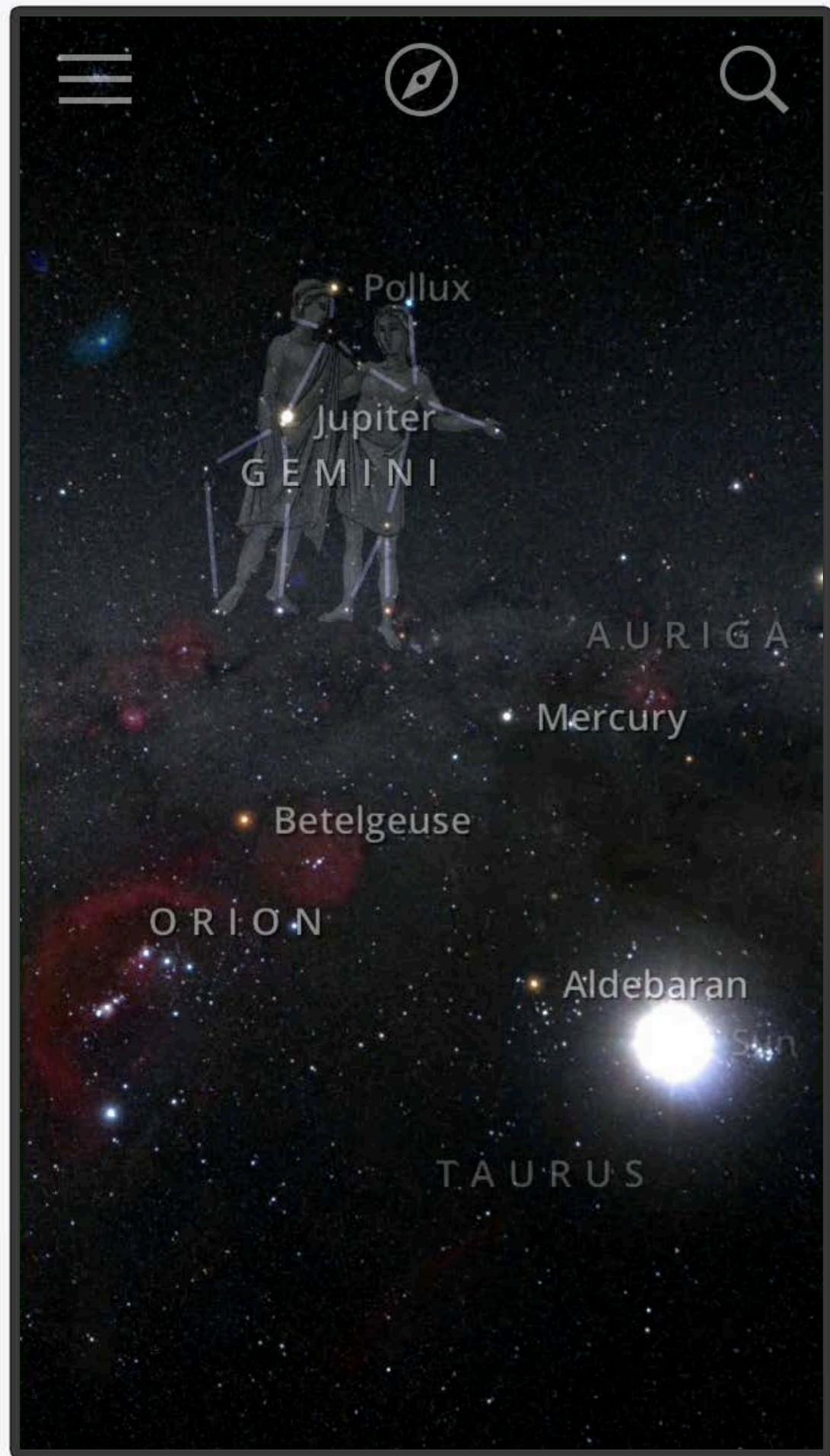
Betelgeuse

ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury

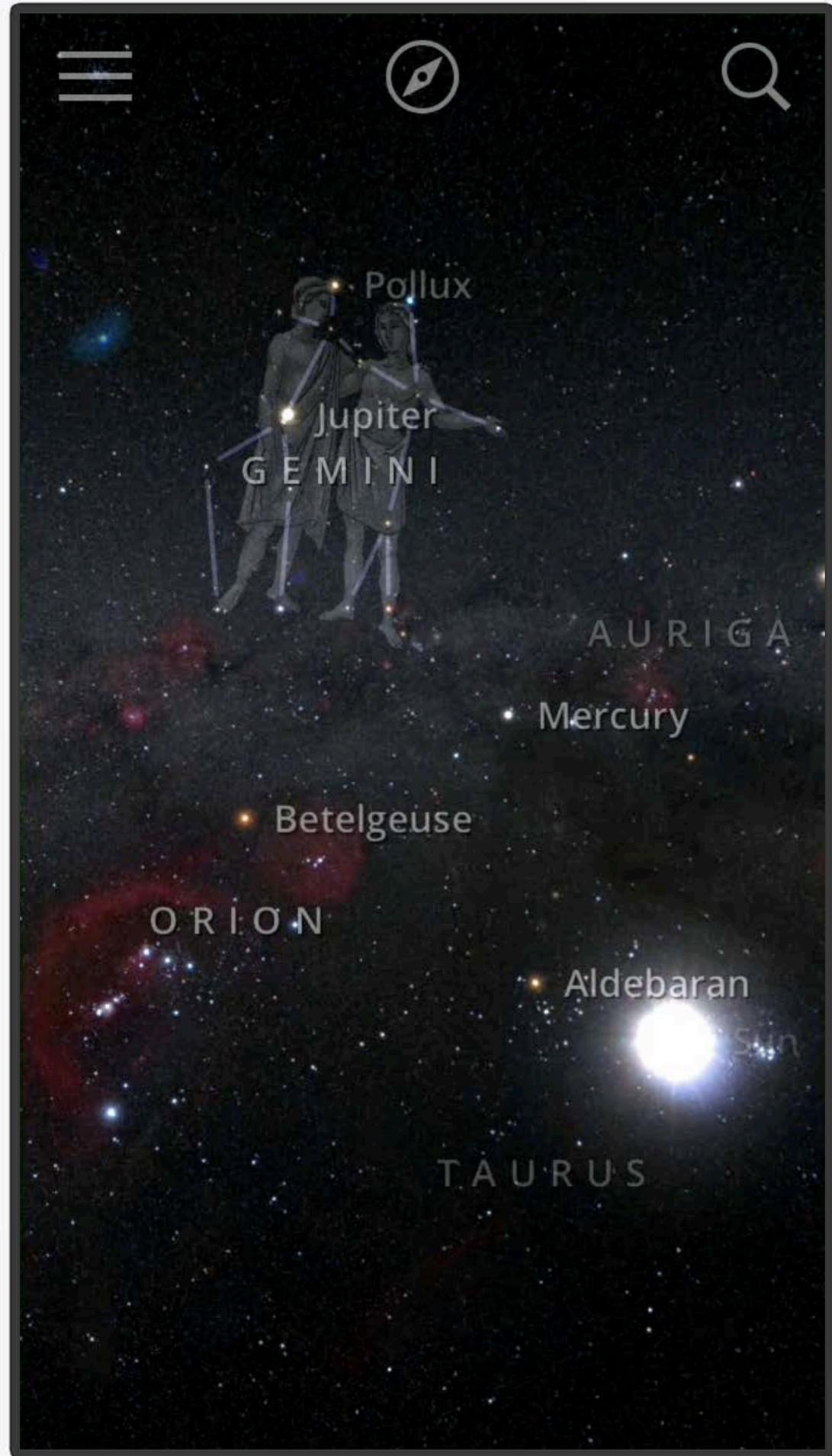
Betelgeuse

ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints

Navigation

Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints

Less is more

Easy

Apple

Pear

Apple

Pear

Not so easy

Apple

Avocado

Banana

Beet

Blackberry

Blueberry

Bok Choy

Broccoli

Brussels sprouts

Cabbage

Cantaloupe

Carrots

Skimming

Apple

Atemoya

Avocado

Bambara groundnut

Banana

Beet

Blackberry

Blueberry

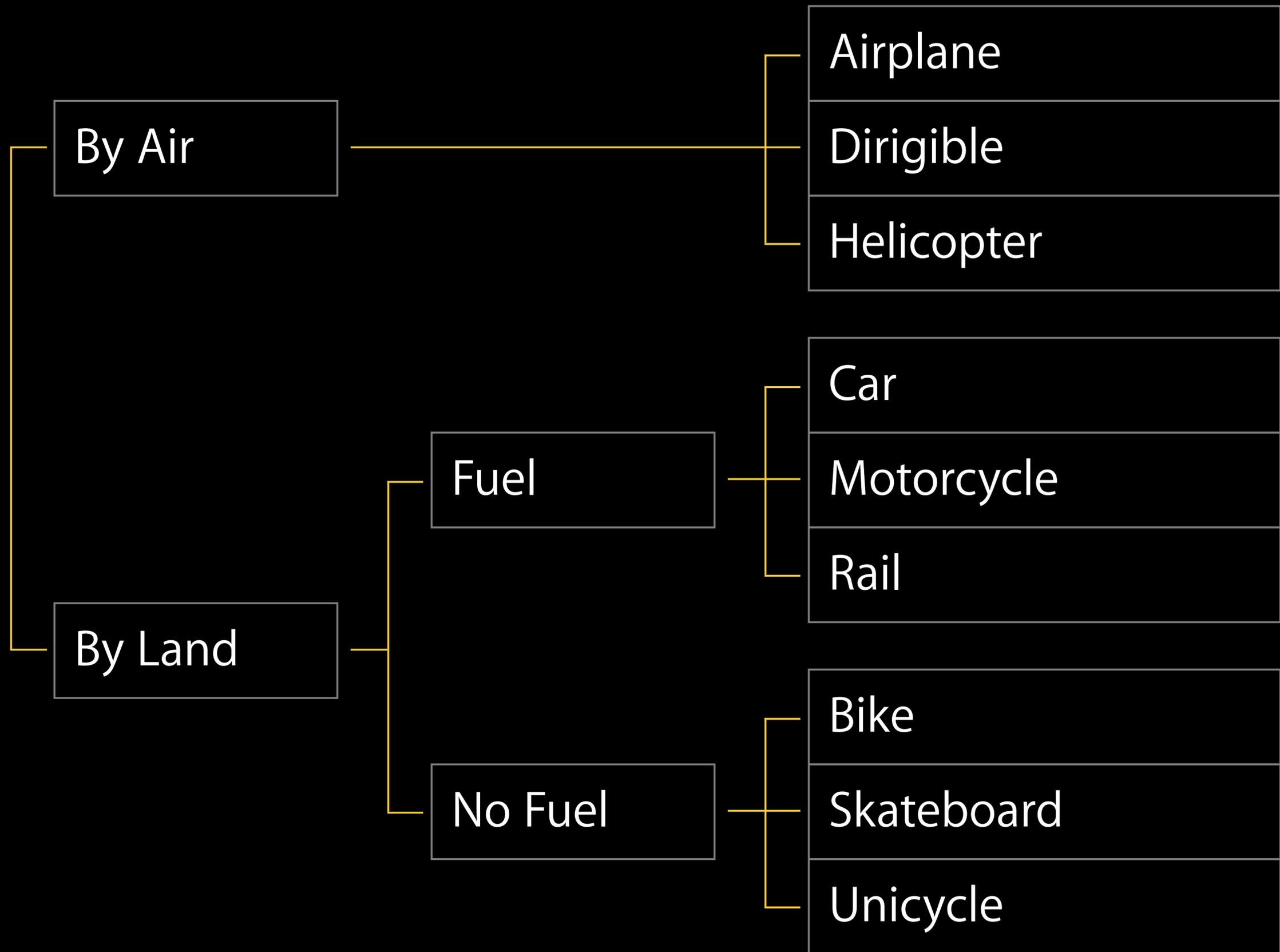
Bok Choy

Broccoli

Brussels sprouts

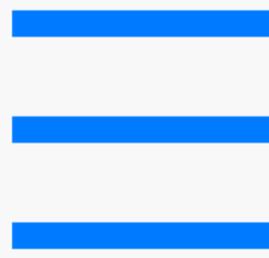
Cabbage

Skimming = Skipping





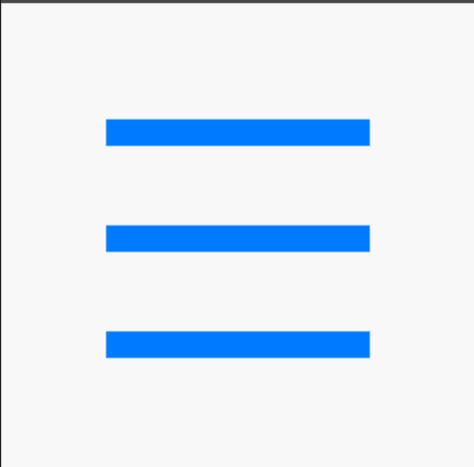
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Title



9:41 AM



Title



9:41 AM

100%



Accounts

Checking \$4,501.88 >

Account Ending 1234

Savings \$18,276.50 >

Account Ending 6677

Auto Loan \$768.02 >

Account Ending 0321

Mortgage \$576,890.00 >

Account Ending 0558



9:41 AM

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Accounts >

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Accou

Deals >

Savi

Accou

Alerts >

Locations >

Auto

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Contact Us >

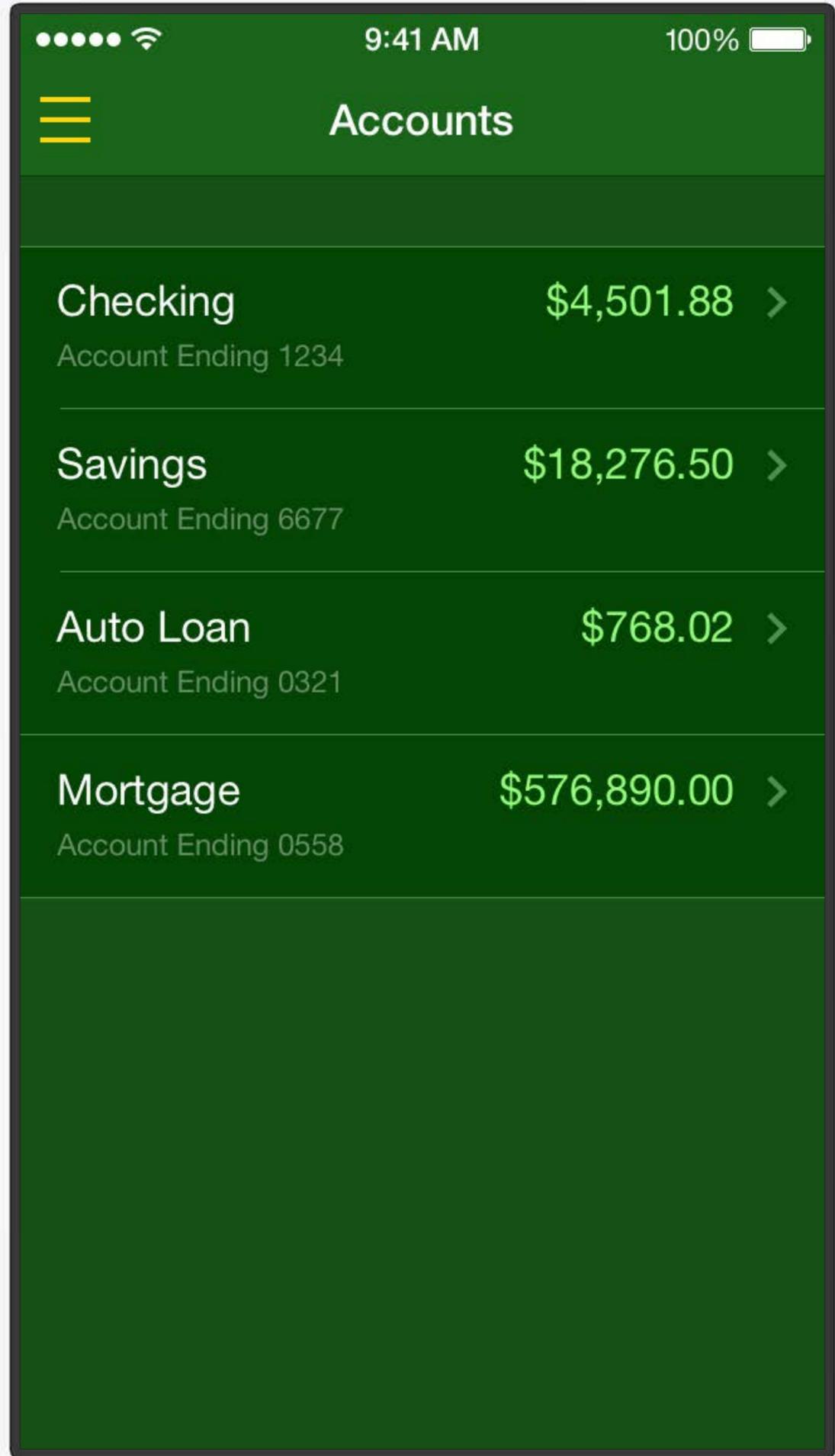
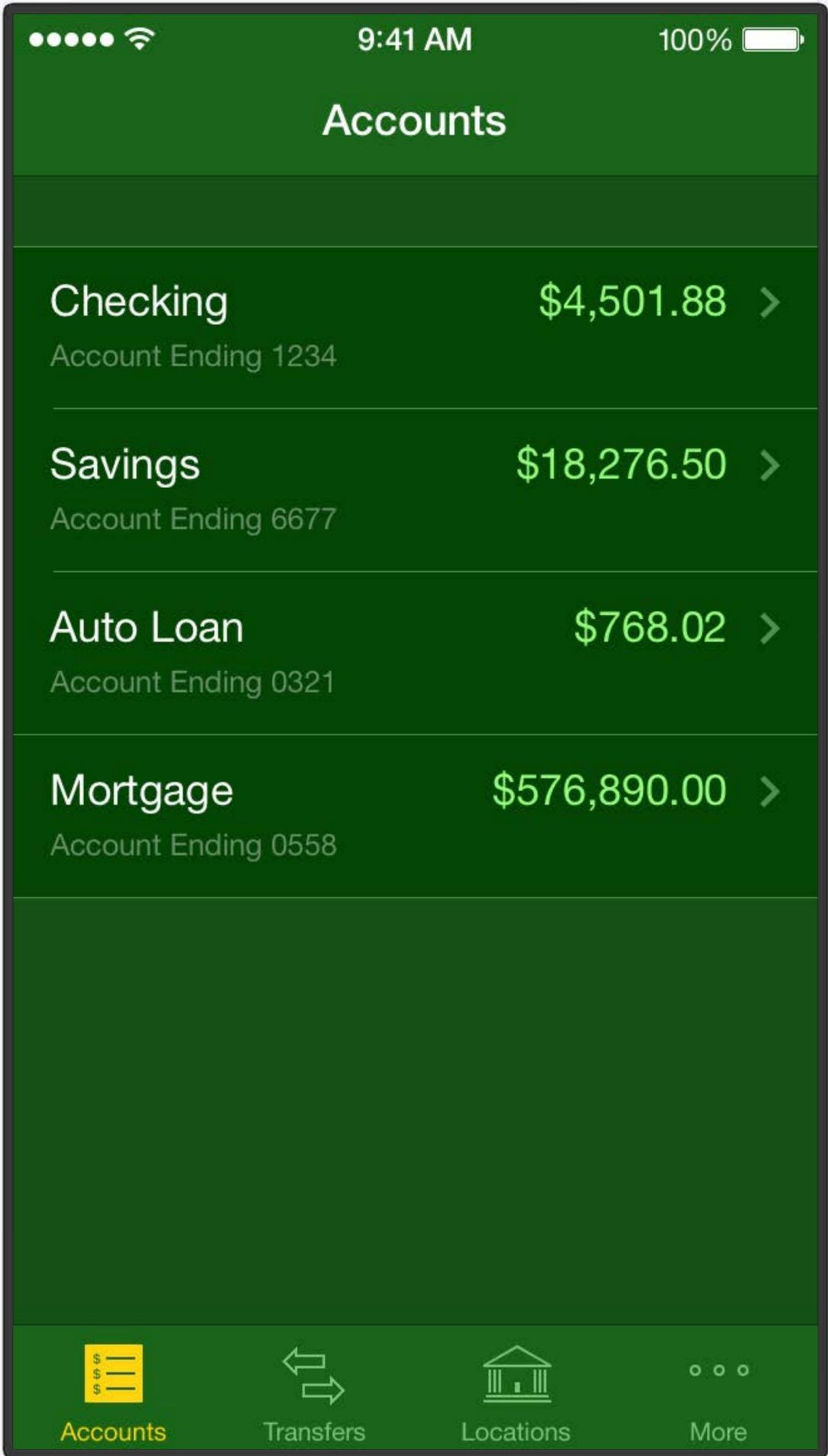
Mor

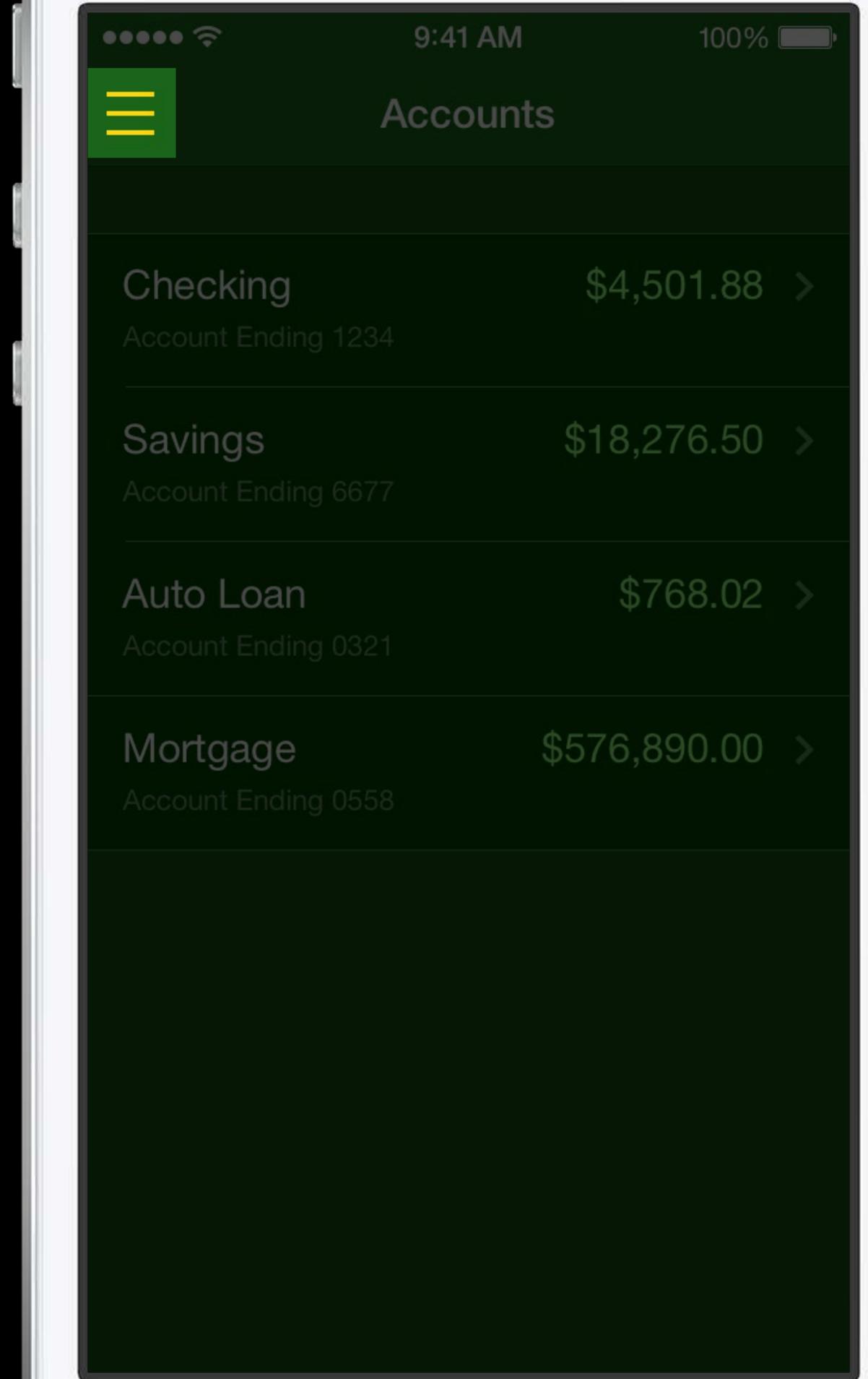
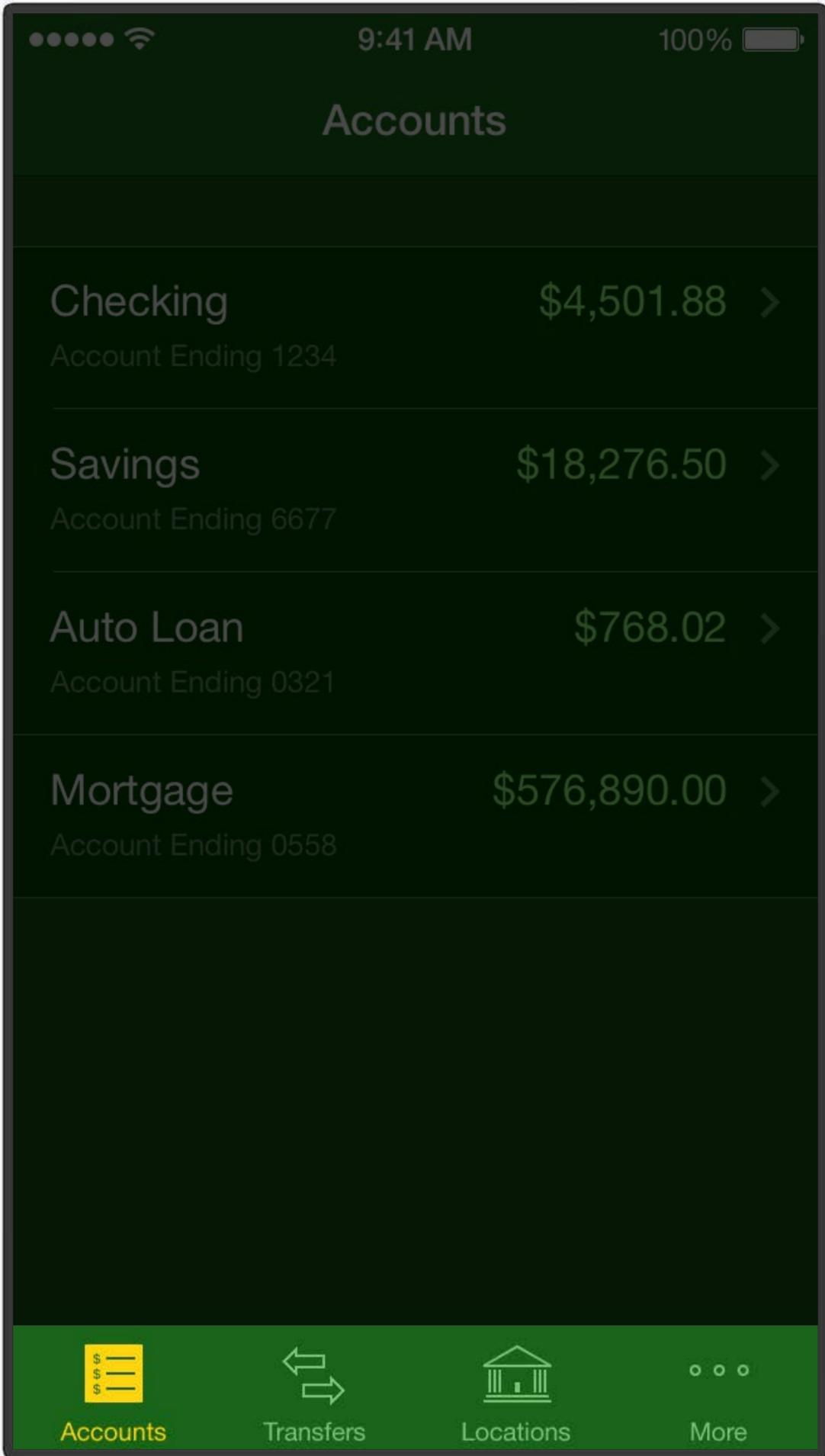
Accou

App Feedback >

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Privacy >







9:41 AM

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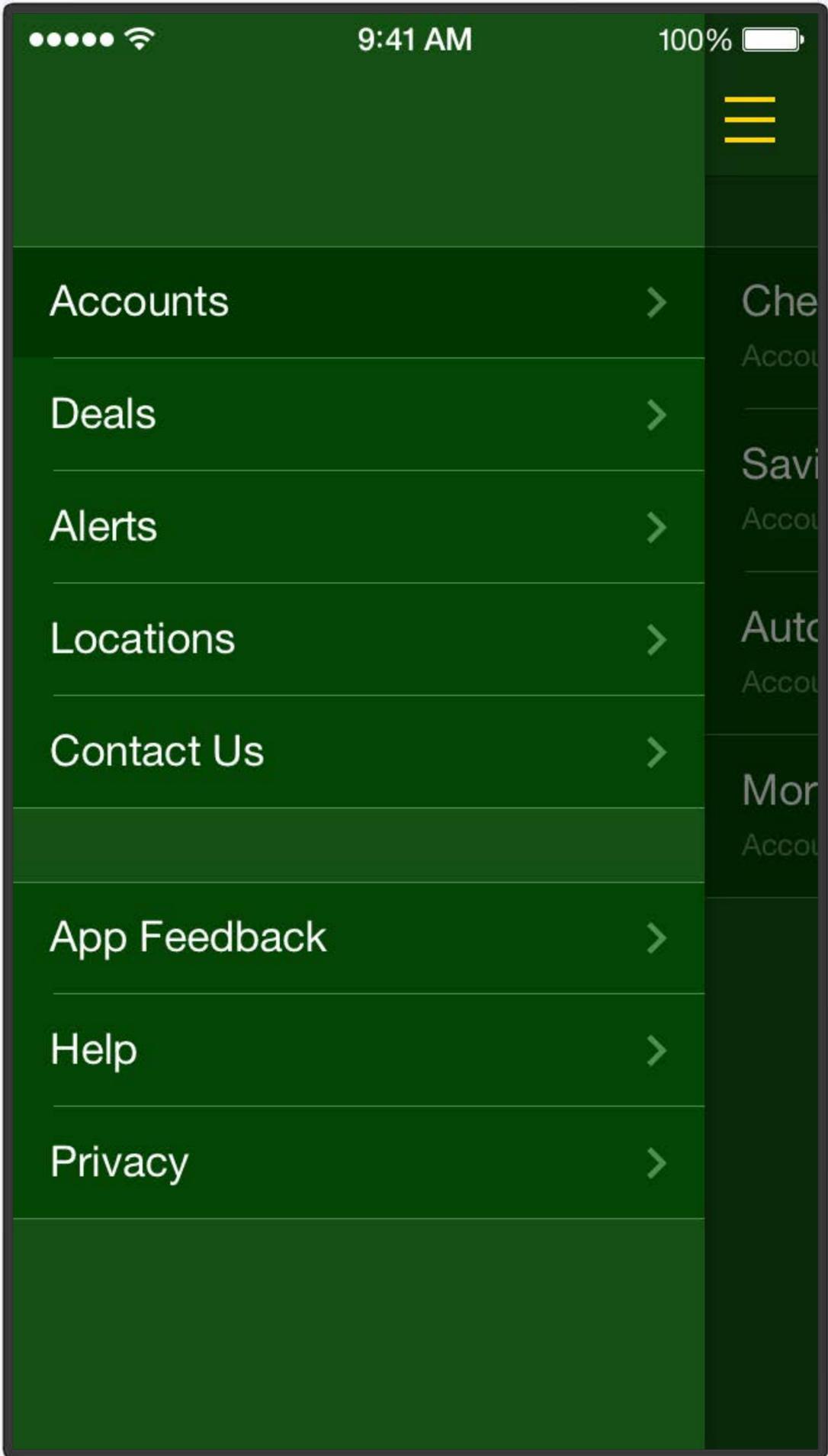
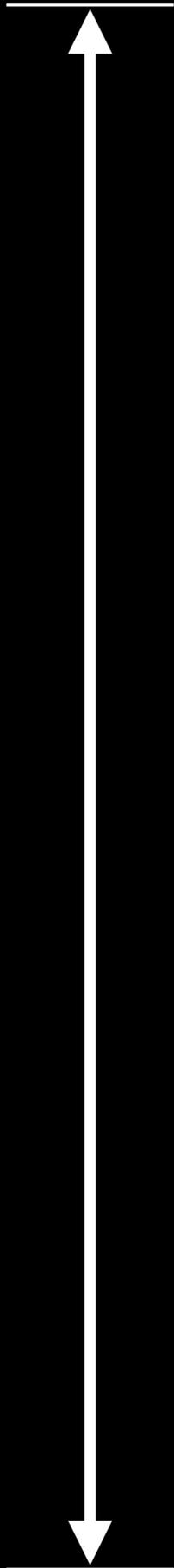
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App Feedback >

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Accounts



Deals



Alerts



Locations



Contact Us



App Feedback



Help



Privacy

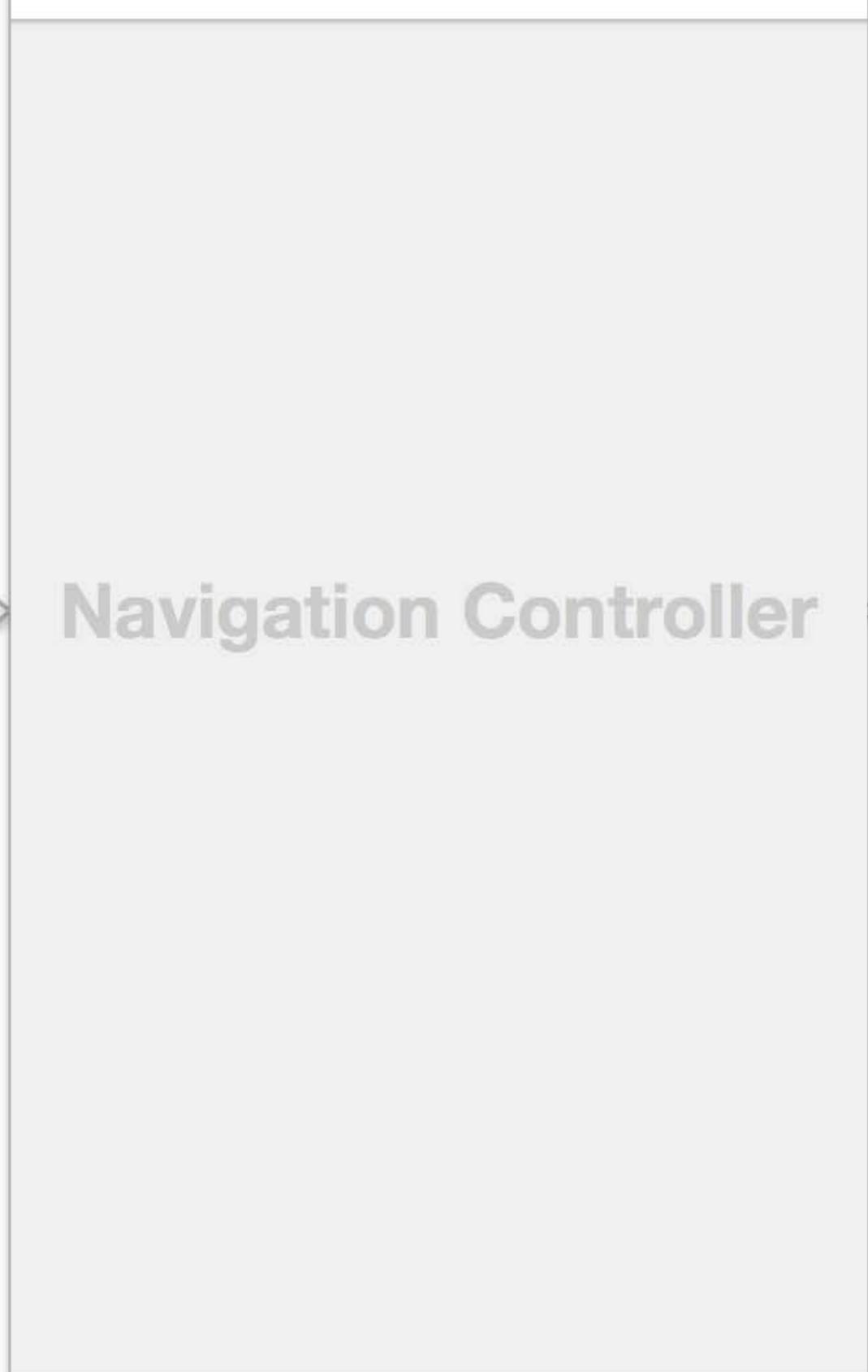


App Feedback >

Help >

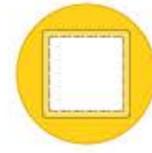
Privacy >

This Space Available



Navigation Controller

A large grey rectangular box with a white arrow pointing to it from the left. The text "Navigation Controller" is centered in a large, light grey font. A thin grey line extends from the right side of the box to a circular connector, which is part of a vertical list of controller types on the right.



View Controller – A controller that supports the fundamental view-management model in iPhone OS.



Table View Controller – A controller that manages a table view.



Collection View Controller – A controller that manages a collection view.



Navigation Controller – A controller that manages navigation through a hierarchy of views.

Displays a menu for navig



Hamburger Menu Controller – A controller that manages a set of view controllers that represent hamburger menu items.



Tab Bar Controller – A controller that manages a set of view controllers that represent tab bar items.



Page View Controller – Presents a sequence of view controllers as pages.



GLKit View Controller – A controller that manages a GLKit view.



Object – Provides a template for objects and controllers not directly available in Interface Builder.



Navigation Controller



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Where am I?

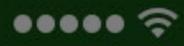
Where else can I go?

What will I find when I get there?

Where am I?

Where else can I go?

What will I find when I get there?



9:41 AM

10

Accounts >

Deals >

Alerts >

Locations >

Contact Us >

App Feedback >

Help >

Privacy >



9:41 AM

100%



Accounts

Checking \$4,501.88 >

Account Ending 1234

Savings \$18,276.50 >

Account Ending 6677

Auto Loan \$768.02 >

Account Ending 0321

Mortgage \$576,890.00 >

Account Ending 0558

Let's Play 'Count the Taps'



9:41 AM

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Account Ending 0321

Mortgage \$576,890.00 >

Account Ending 0558



Accounts



Transfers



Locations



More



9:41 AM

100%

Transfers

New Transfer

HISTORY

Transfer to Other Bank \$1,000.00 >

5/18/14

Transfer to Other Bank \$2,000.00 >

4/17/14

Transfer to Other Bank \$2,000.00 >

3/15/14

Transfer to Other Bank \$1,400.00 >

2/20/14

Transfer to Other Bank \$1,800.00 >

1/15/14

Transfer to Other Bank \$1,400.00 >



Accounts



Transfers



Locations



More



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100%

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Accounts



Transfers



Locations



More



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Account Ending 0321

Mortgage \$576,890.00 >

Account Ending 0558



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Transfer to Other Bank \$1,400.00 >

12/21/13



9:41 AM

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Transfers

New Transfer

HISTORY

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4/17/14

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2/20/14

Transfer to Other Bank \$1,800.00 >

1/15/14

Transfer to Other Bank \$1,400.00 >

12/21/13



9:41 AM

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Accounts >

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12/21



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Checking (1234)

Filz Coffee \$3.50 >

6/4/14

Mike's Love and Sandw... \$10.25 >

6/2/14

Pet Foo Express \$81.22 >

6/1/14

Buy-Rite \$210.15 >

6/1/14

American Expense \$3,450.02 >

5/30/14

Old Upper Terrace Market \$8.75 >

5/29/14

Grange \$124.50 >

5/27/14

The Residency \$40.00 >



9:41 AM

100%



Checking (1234)

Filz Coffee \$3.50 >

6/4/14

Mike's Love and Sandw... \$10.25 >

6/2/14

Pet Foo Express \$81.22 >

6/1/14

Buy-Rite \$210.15 >

6/1/14

American Expense \$3,450.02 >

5/30/14

Old Upper Terrace Market \$8.75 >

5/29/14

Grange \$124.50 >

5/27/14

The Residency \$40.00 >



9:41 AM

100%



Checking (1234)



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5/29/14

Grange \$124.50 >

5/27/14

The Residency \$40.00 >



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Student Loan Rates >

Mor
Accou

Used Car Financing Offers >

Today's Rate Checker >

Mortgage Calculator >

Checkbook Style Picker >

Get 50,000 Miles Free >

5 Platform Savvy

④ Easy to Navigate

5 Platform Savvy

4 Easy to Navigate

5 Platform Savvy

4 Easy to Navigate

3 Clear

5 Platform Savvy

4 Easy to Navigate

③ Clear



9:41 AM

100%

Edit

World Clock



Cupertino
Today

9:41 AM

New York
Today, 3 hours ahead

12:41 AM

Tokyo

1:41 AM

hours ahead

**YOU
ARE
HERE**

12:41 AM

hours ahead

London
Tomorrow, 8 hours ahead

5:42 PM



World Clock



Alarm



Stopwatch

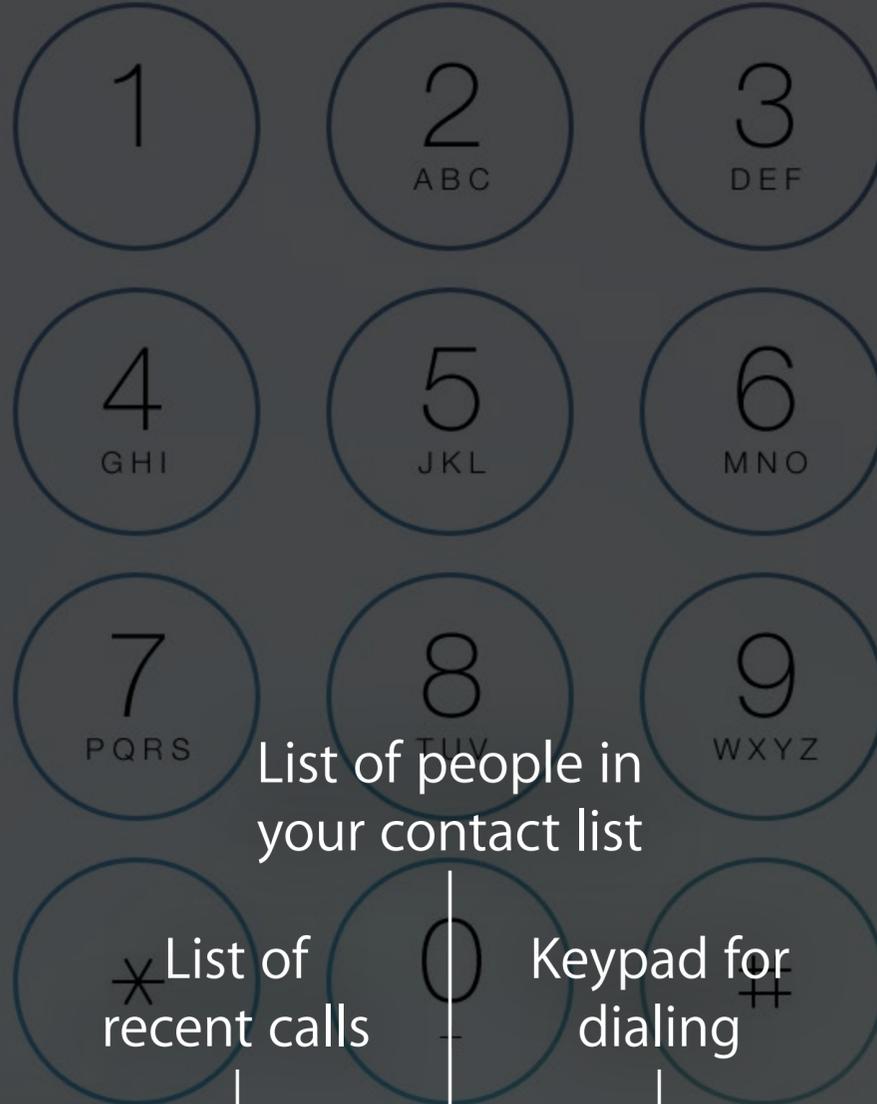


Timer



9:41 AM

100%



List of people in your contact list

*List of recent calls

Keypad for dialing

List of favorite contacts

List of voicemails



Favorites



Recents



Contacts



Keypad



Voicemail

Language

Language

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Avoid truncation

Make text legible

Language

No big words

Avoid jargon

Be descriptive

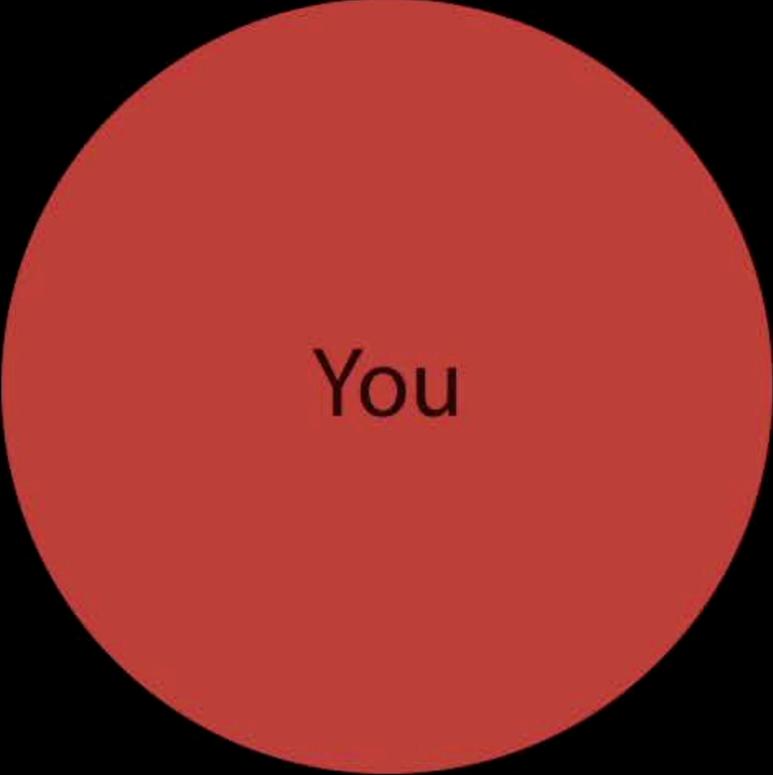
Be succinct

Avoid truncation

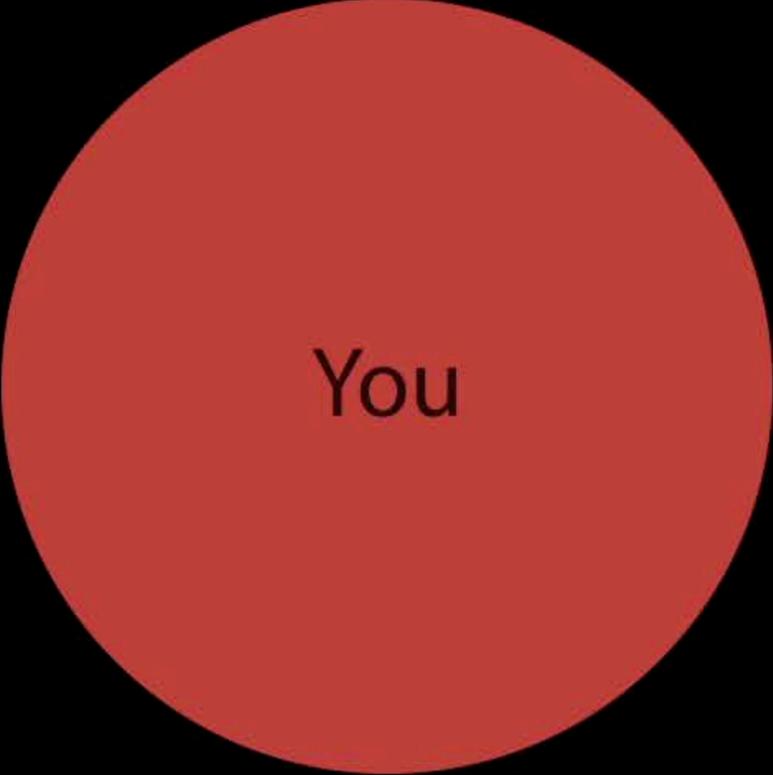
Make text legible



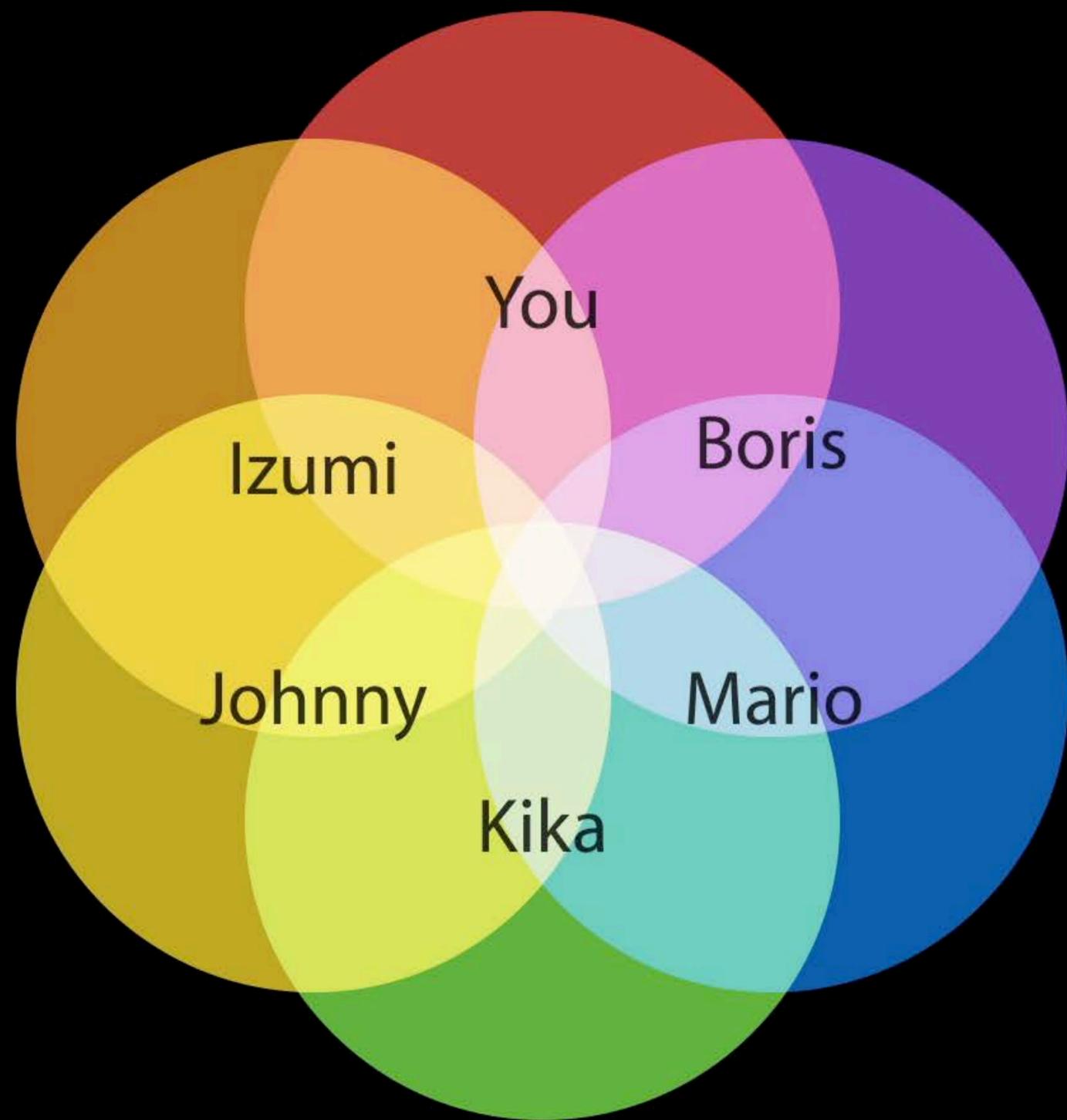
Words You Know

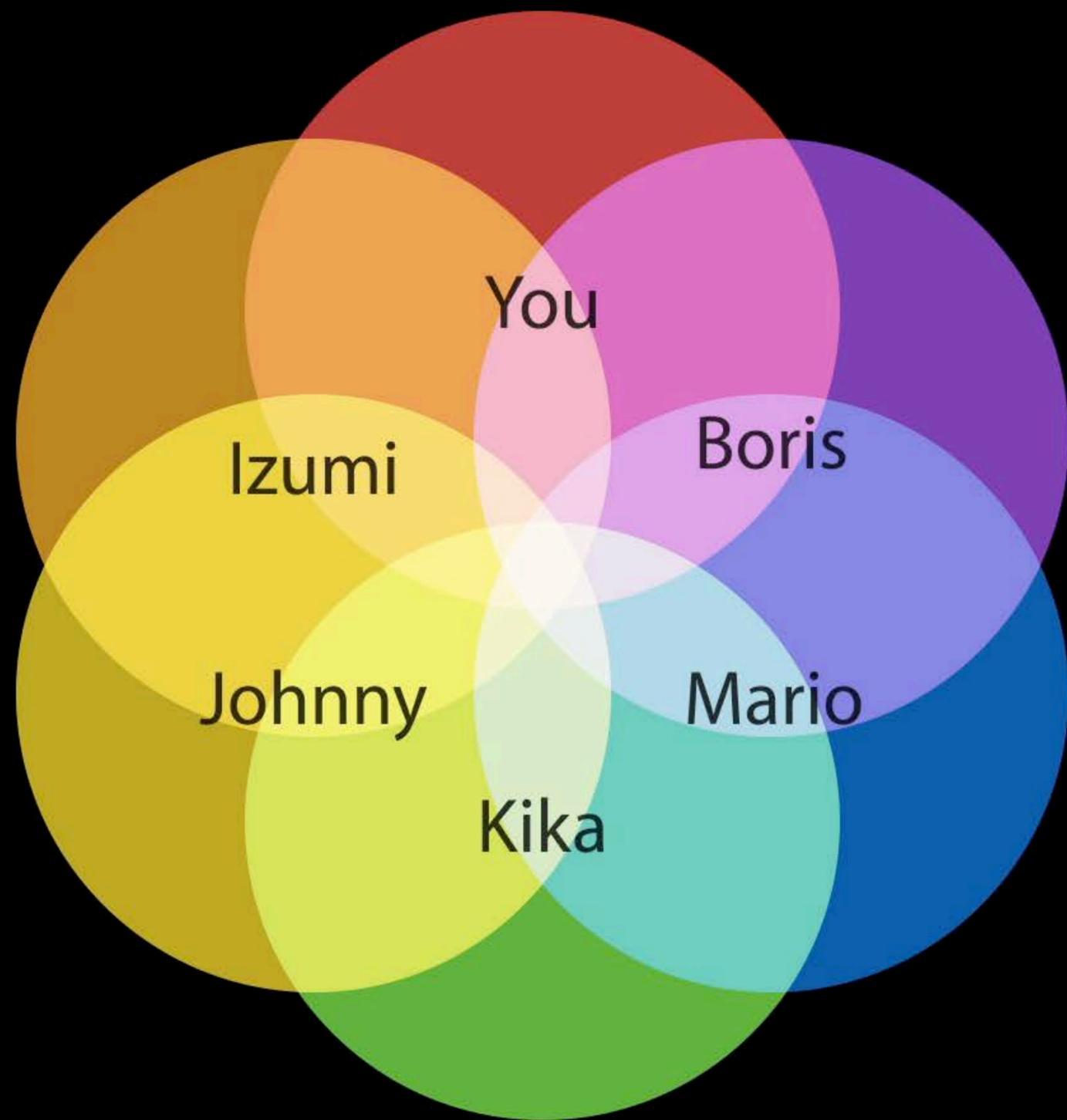
A solid red circle is centered on a black background. Inside the circle, the word "You" is written in a simple, black, sans-serif font.

You

A solid red circle is centered on a black background. Inside the circle, the word "You" is written in a simple, black, sans-serif font.

You





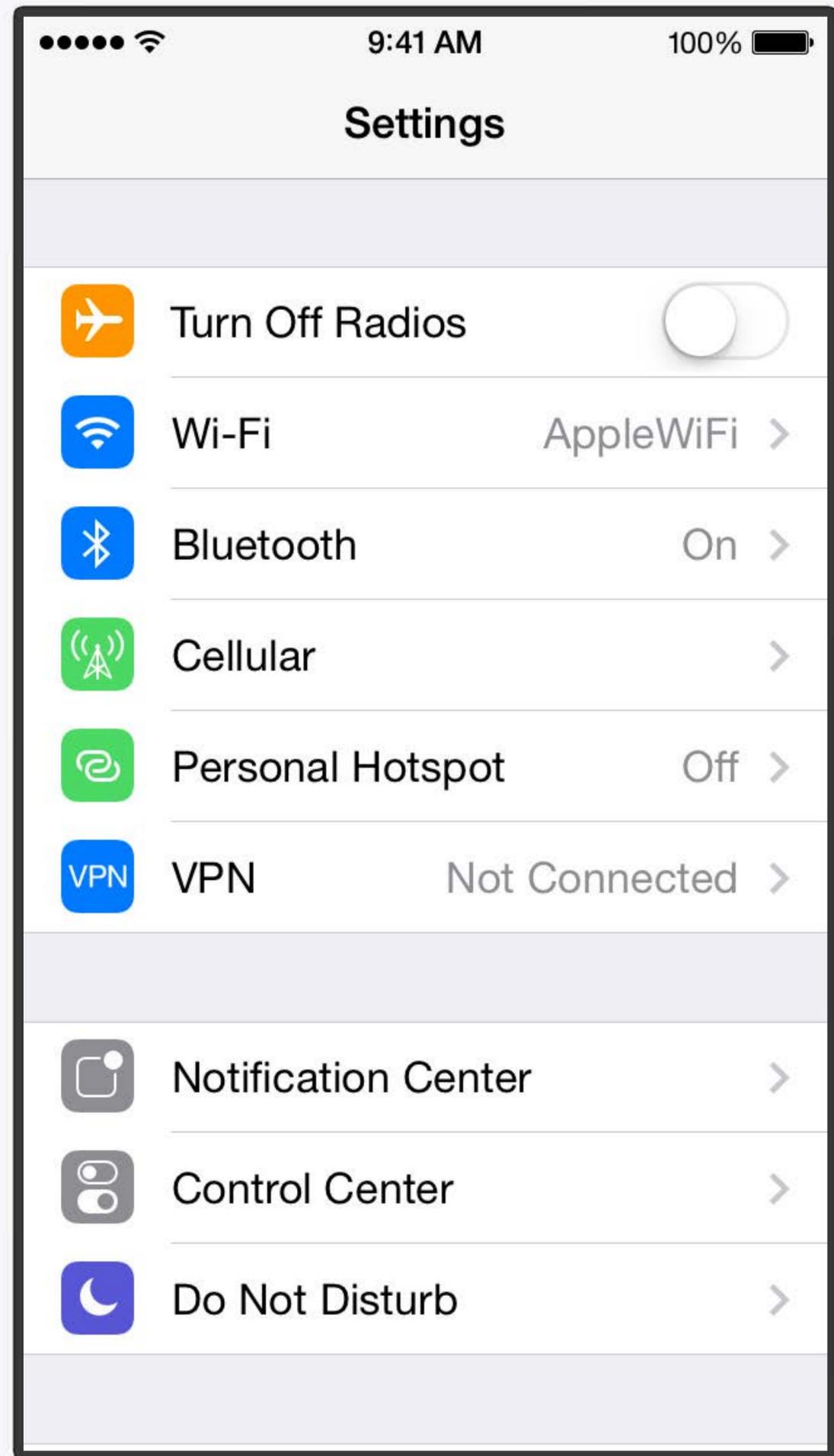
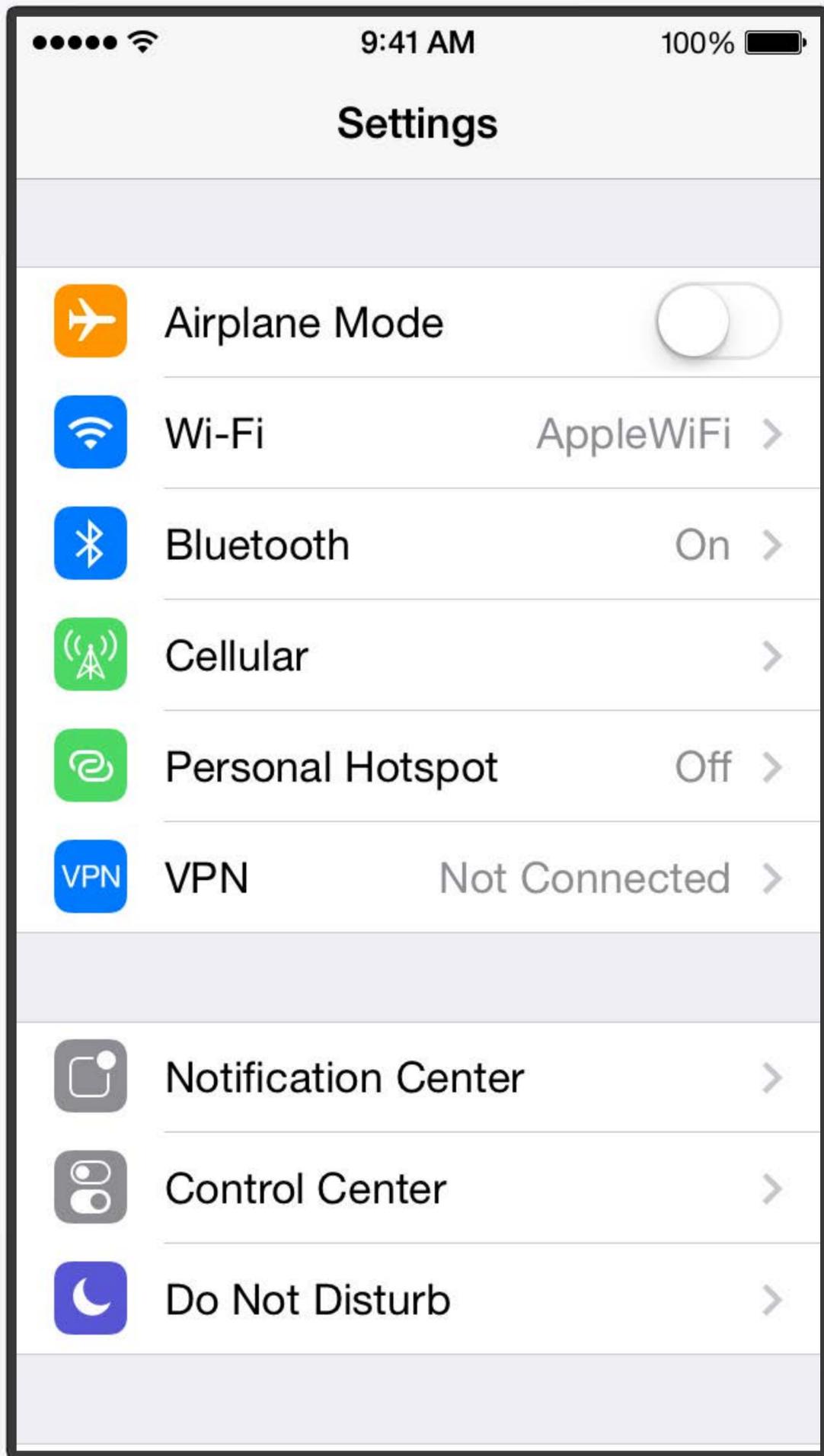
Language

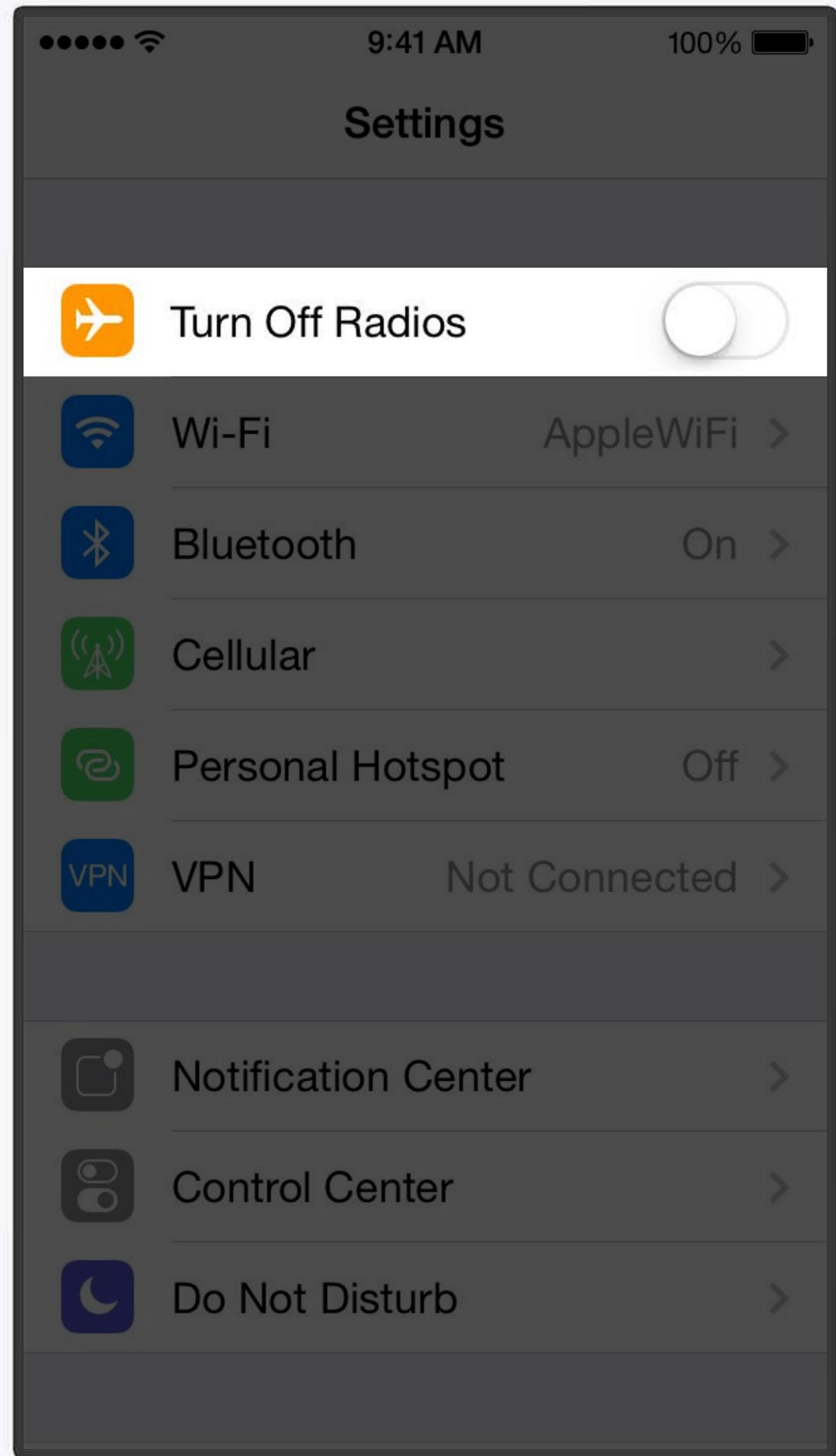
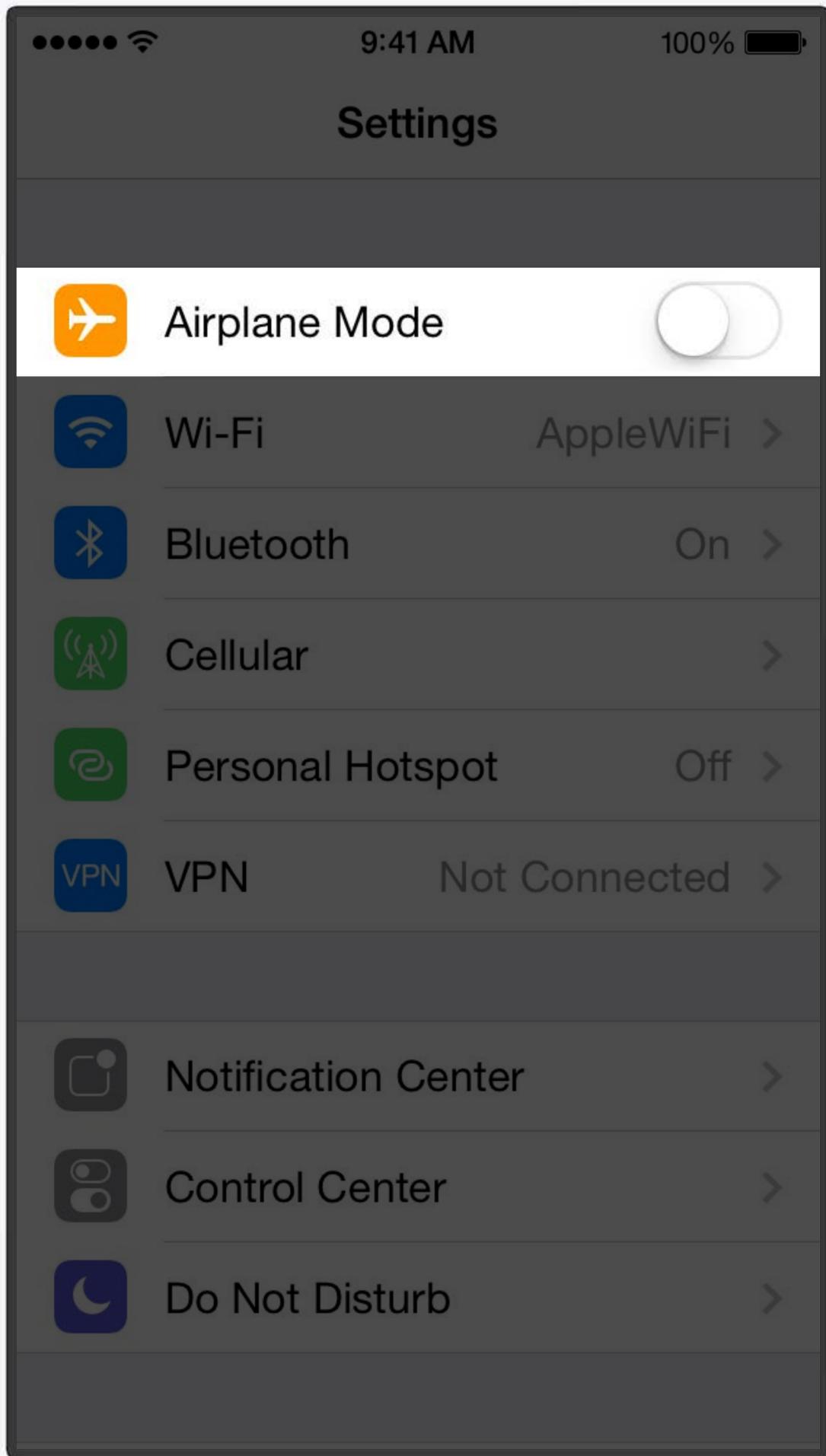
No big words

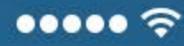
Language

No big words

Avoid jargon







9:41 AM

100%

Renewable Energy

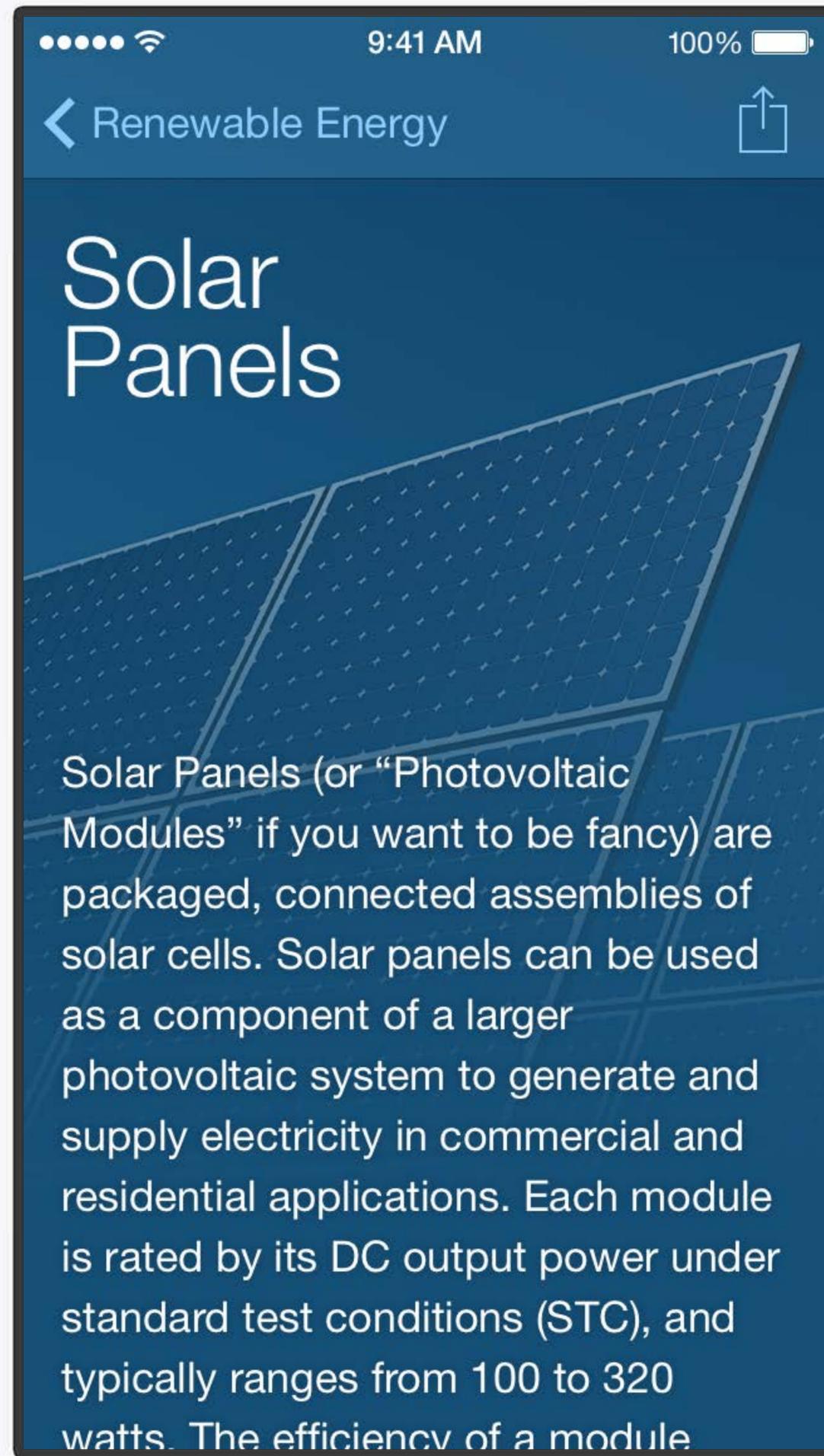
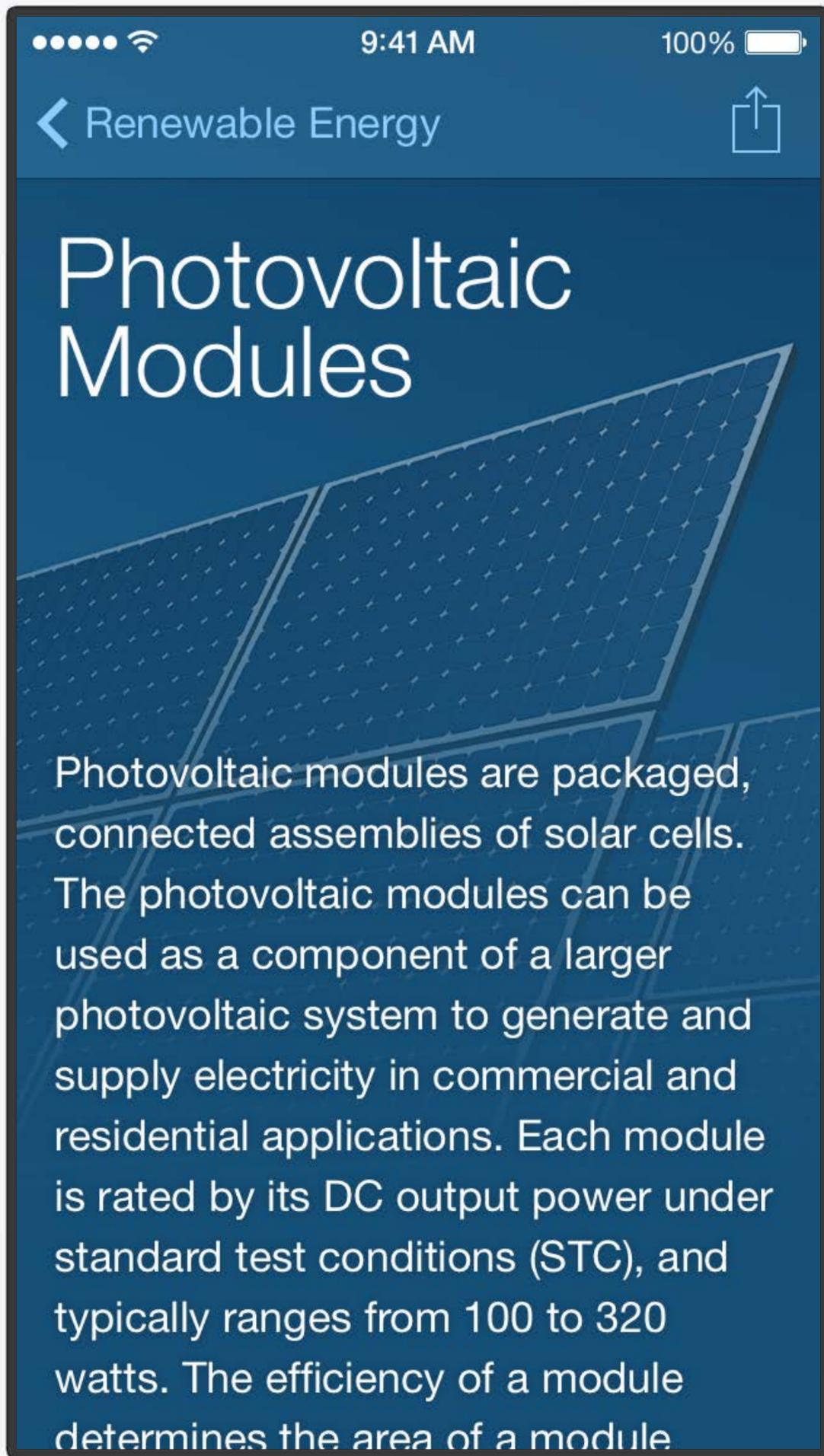


Photovoltaic Modules

Photovoltaic modules are packaged, connected assemblies of solar cells. The photovoltaic modules can be used as a component of a larger photovoltaic system to generate and supply electricity in commercial and residential applications. Each module is rated by its DC output power under standard test conditions (STC), and typically ranges from 100 to 320 watts. The efficiency of a module determines the area of a module

“Photovoltaic Modules”

“Photovolwhatnow?”



Avoid Jargon

Avoid Jargon*

Consumer



Professional



Consumer

Professional



Consumer

Professional



Consumer

Professional



Language

No big words

Avoid jargon

Language

No big words

Avoid jargon

Be descriptive



Home

Discover, Top Stories, Accounts,
Featured, Latest, etc.

Language

No big words

Avoid jargon

Be descriptive

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Avoid truncation

It's really hard to read text when it's...

Being succinct and using shorter...

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Avoid truncation

Language

No big words

Avoid jargon

Be descriptive

Be succinct

Avoid truncation

Make text legible

TEXT

Text

Text

Text

Text

TEXT

Text



Text

Text

E

200 ft

60 m

F P

100 ft

30 m

T O Z

75 ft

23 m

P D C

50 ft

15 m

L P E D

35 ft

11 m

P E C F D

40 ft

12 m

E D F C Z P

30 ft

9 m

F E L O P Z D

20 ft

7.5 m

D E F P O T E C

20 ft

6 m

L E F O D P C T

15 ft

4.5 m

Dynamic Type



9:41 AM

100%

[← General](#)

Text Size

Apps that support Dynamic Type will adjust to your preferred reading size below.

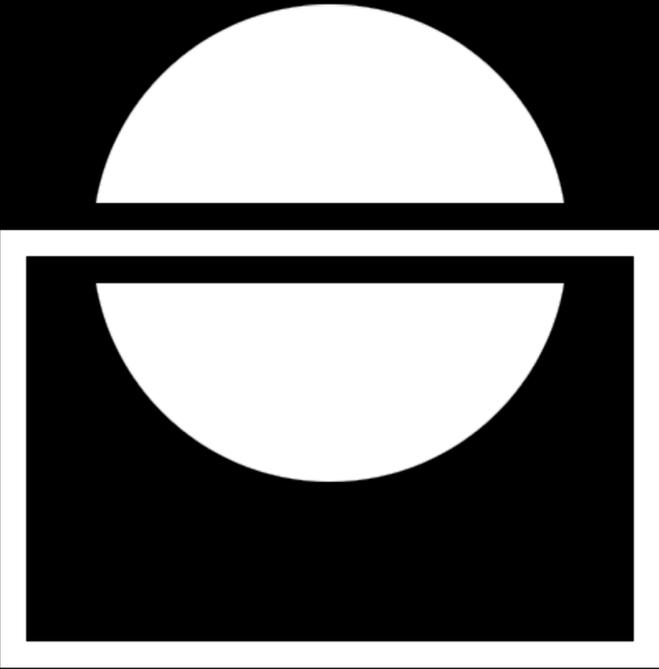
Drag the slider below

A



A

Icons











9:41 AM

100%

Search

Cancel

S M T W T F S

1 2 **3** 4 5 6 7

Tuesday June 3, 2014

all-day WWDC

5

6

7

8

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%

🔍 steller

3 Results



Steller

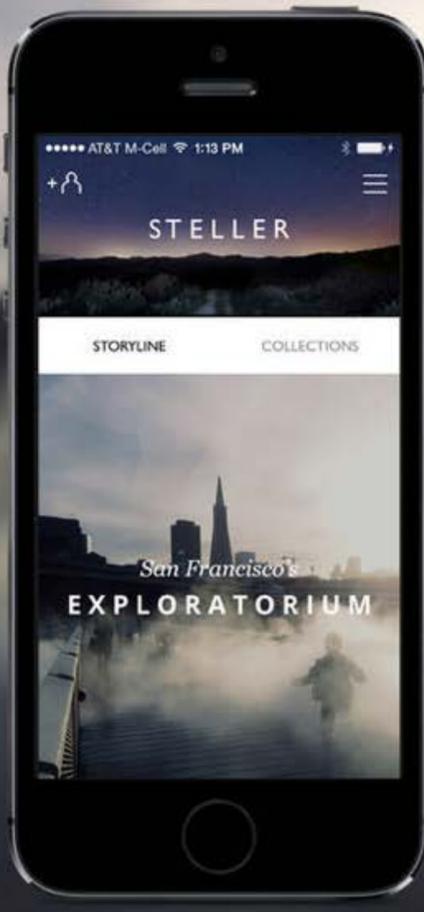
Mombo Labs L...

No Ratings

OPEN



Tell your story with
photos, videos and text



Featured



Top Charts



Near Me

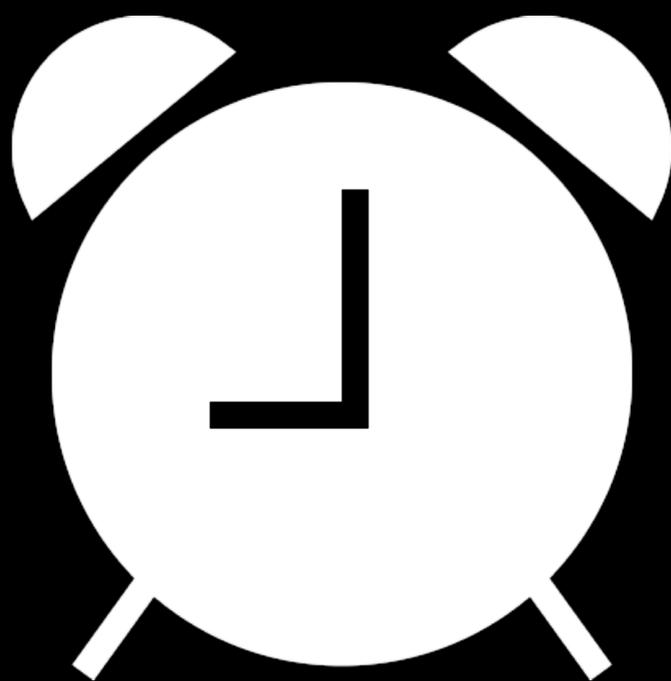


Search

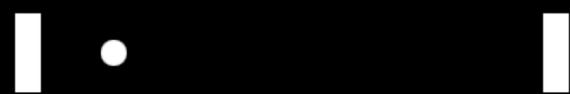


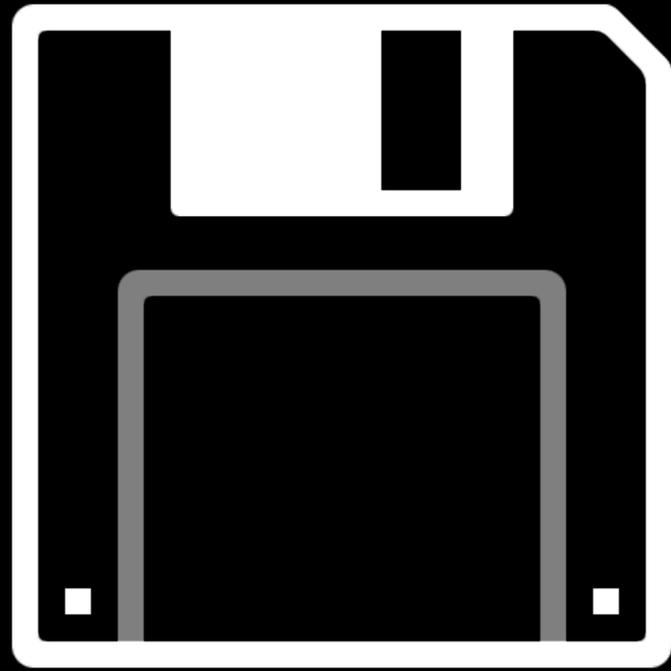
Updates





SERVER



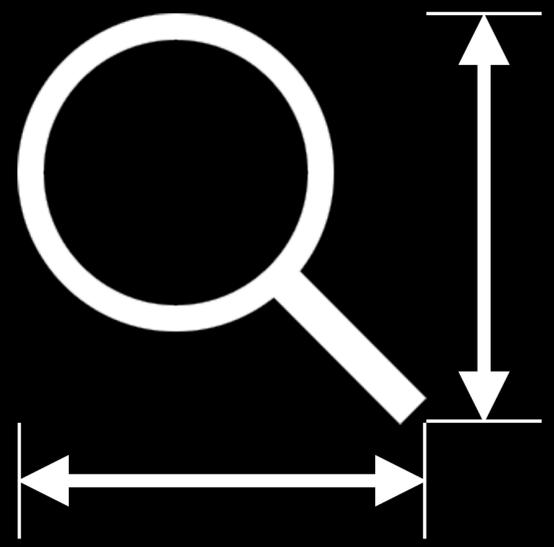


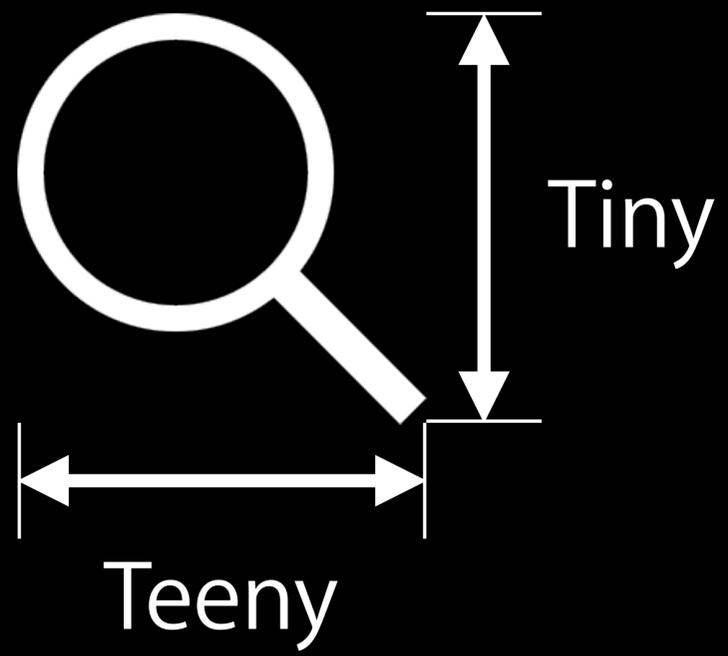


Inspect

“Icons can be learned”





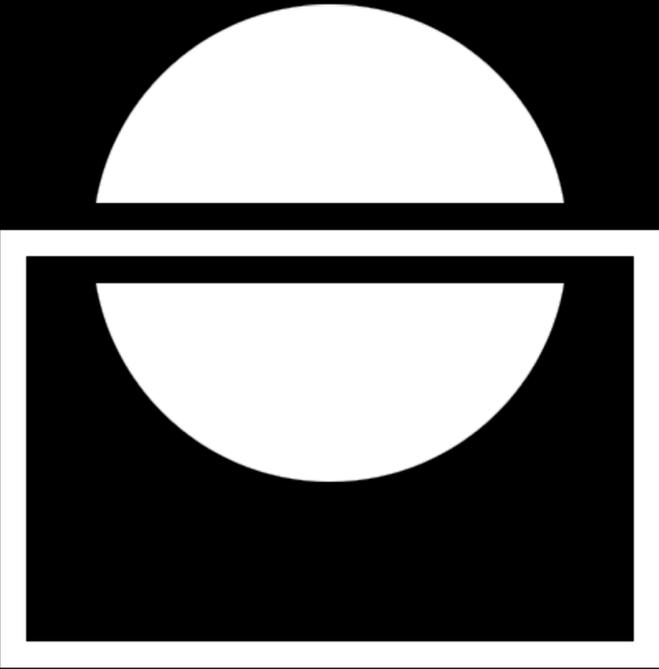


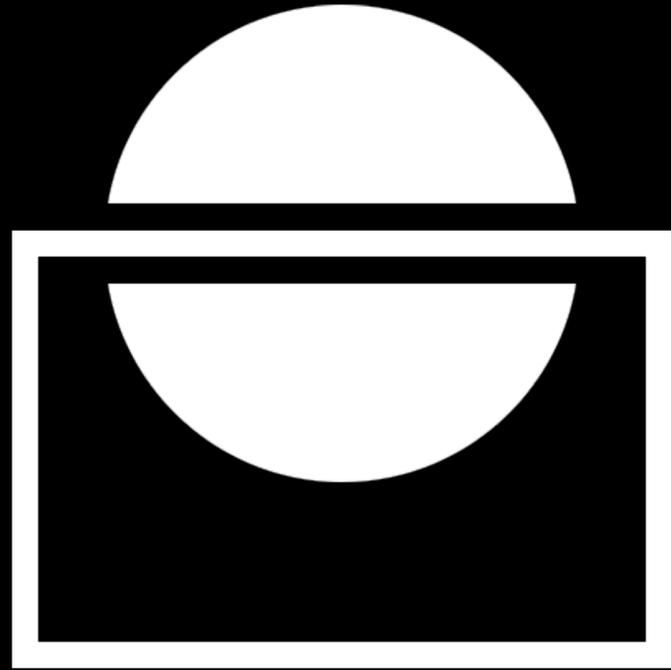












Clarity

Clarity

Animation

⚡ Off

HDR Auto



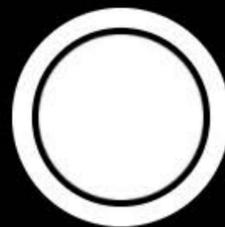
SLO-MO

VIDEO

●
PHOTO

SQUARE

PANO



⚡ Off

HDR Auto



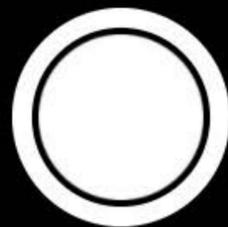
SLO-MO

VIDEO

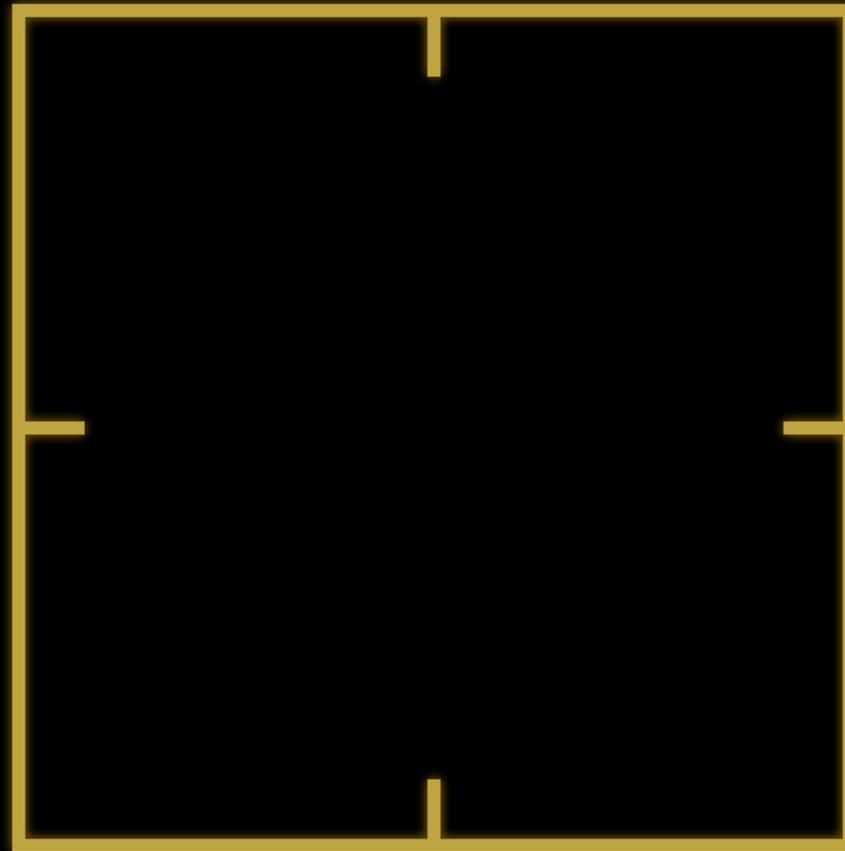
●
PHOTO

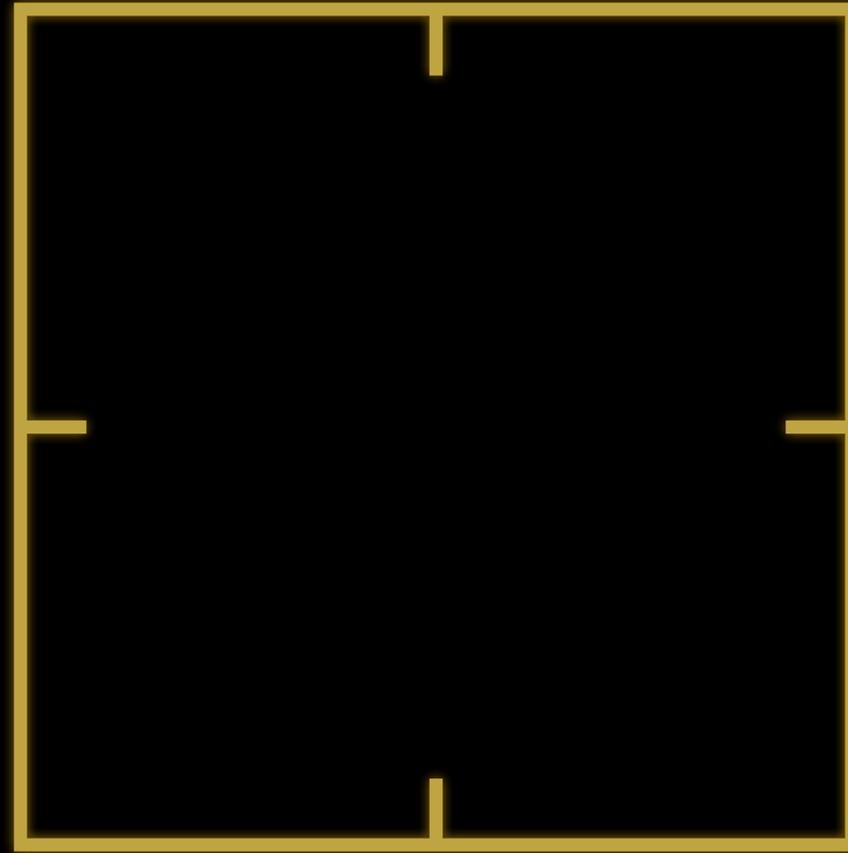
SQUARE

PANO

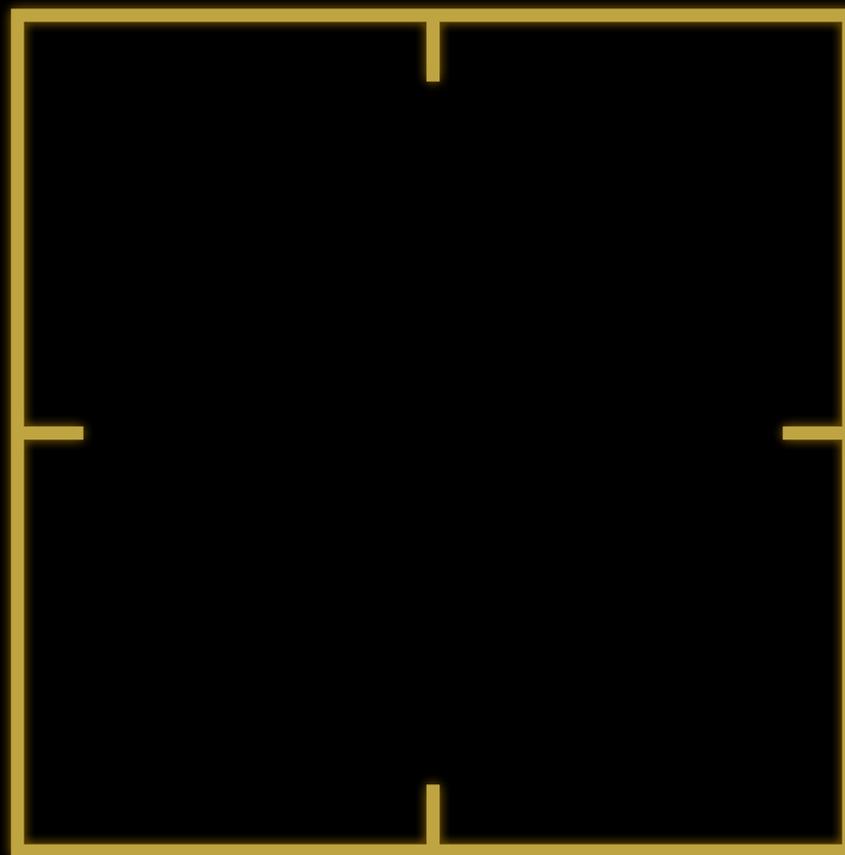


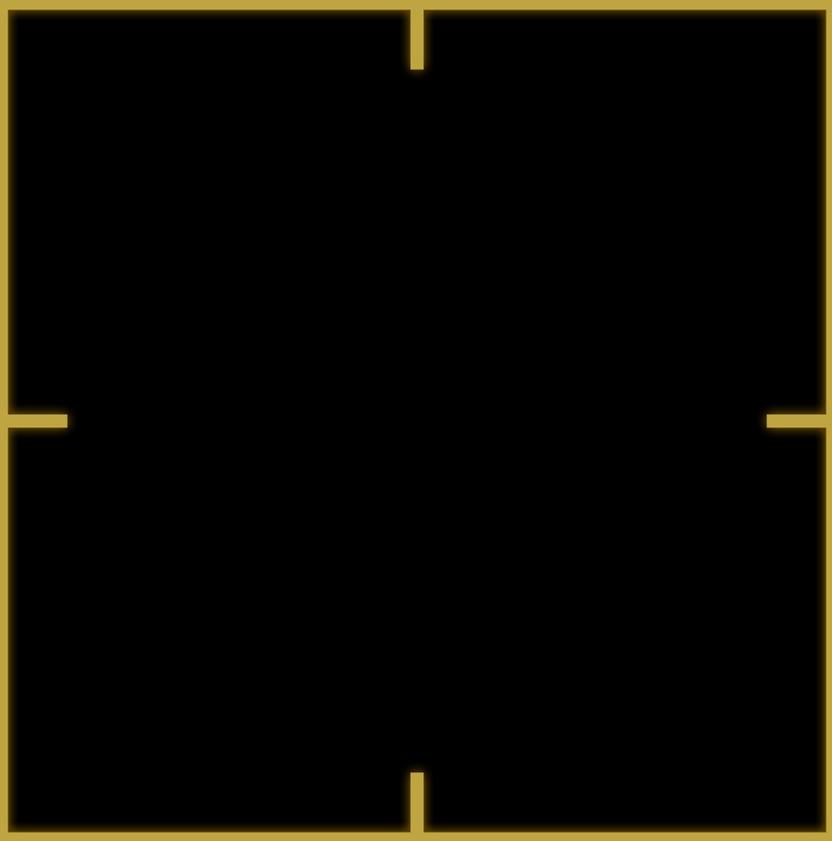
Focusing...





Focus and Exposure Lock





Shoot!

Go!



9:41 AM

100%

Enter Passcode



1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

0

Emergency

Cancel



9:41 AM

100%

Enter Passcode



1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

0

Emergency

Cancel

5 Platform Savvy

4 Easy to Navigate

③ Clear

5 Platform Savvy

4 Easy to Navigate

3 Clear

5 Platform Savvy

4 Easy to Navigate

3 Clear

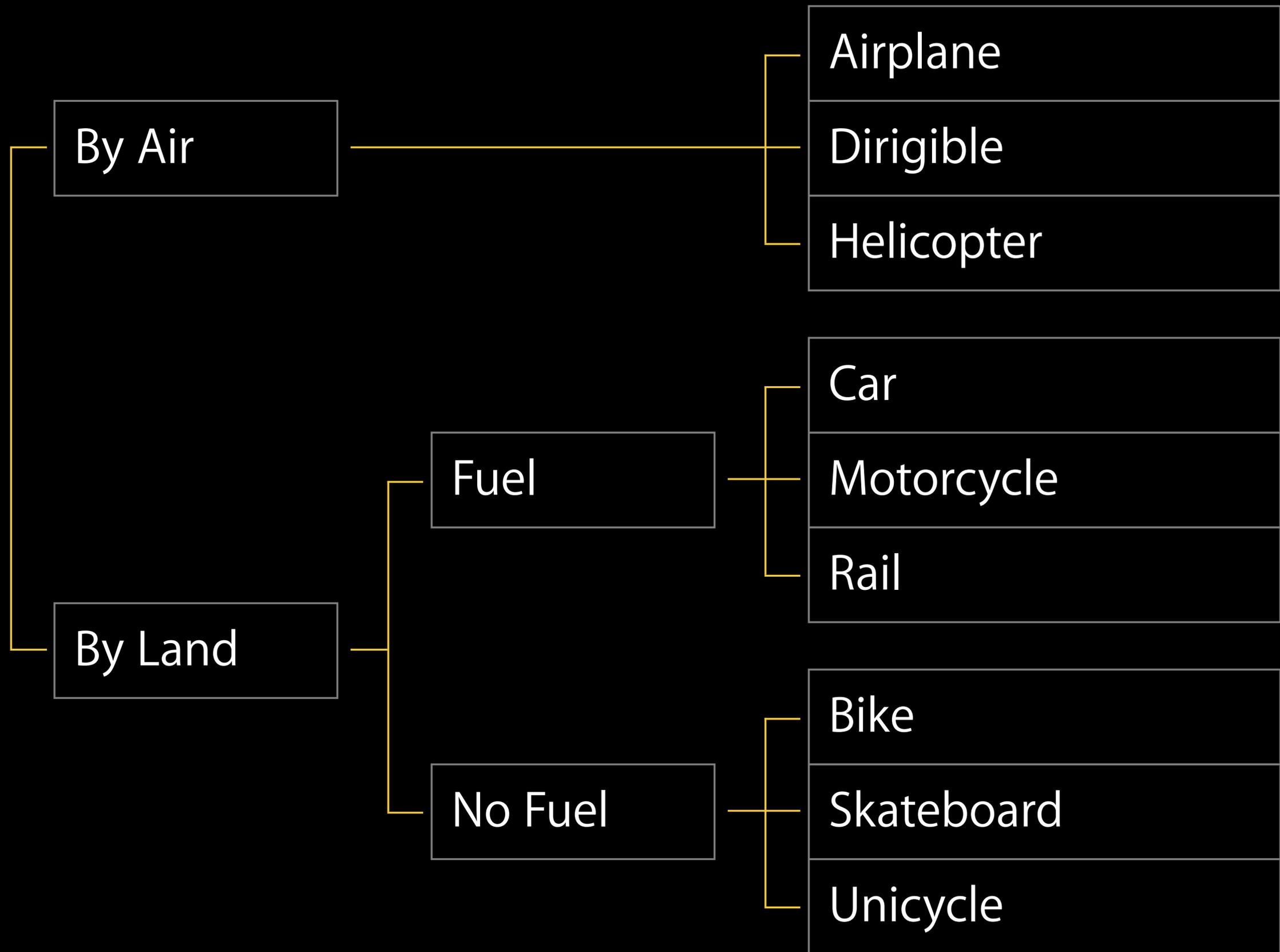
2 Simple

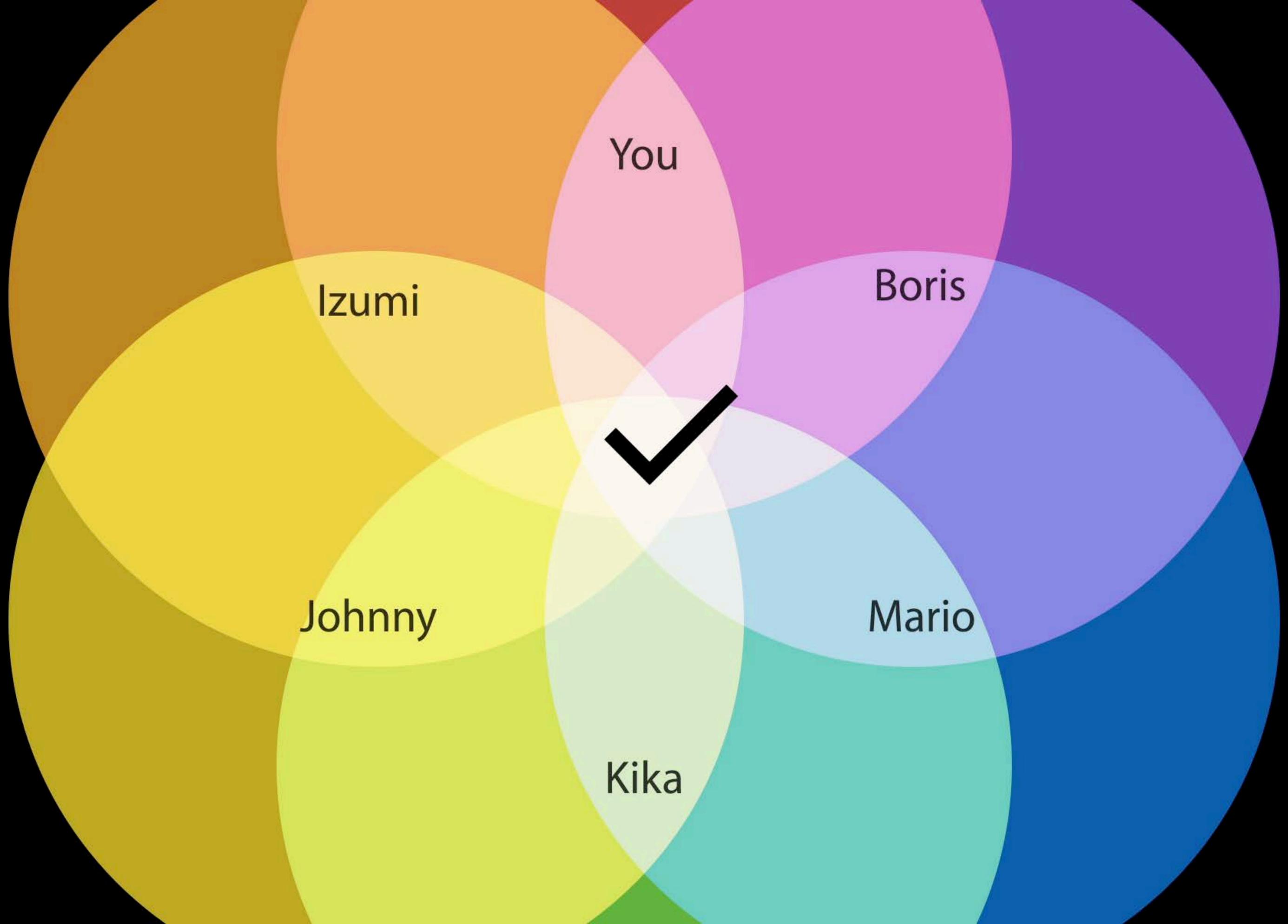
5 Platform Savvy

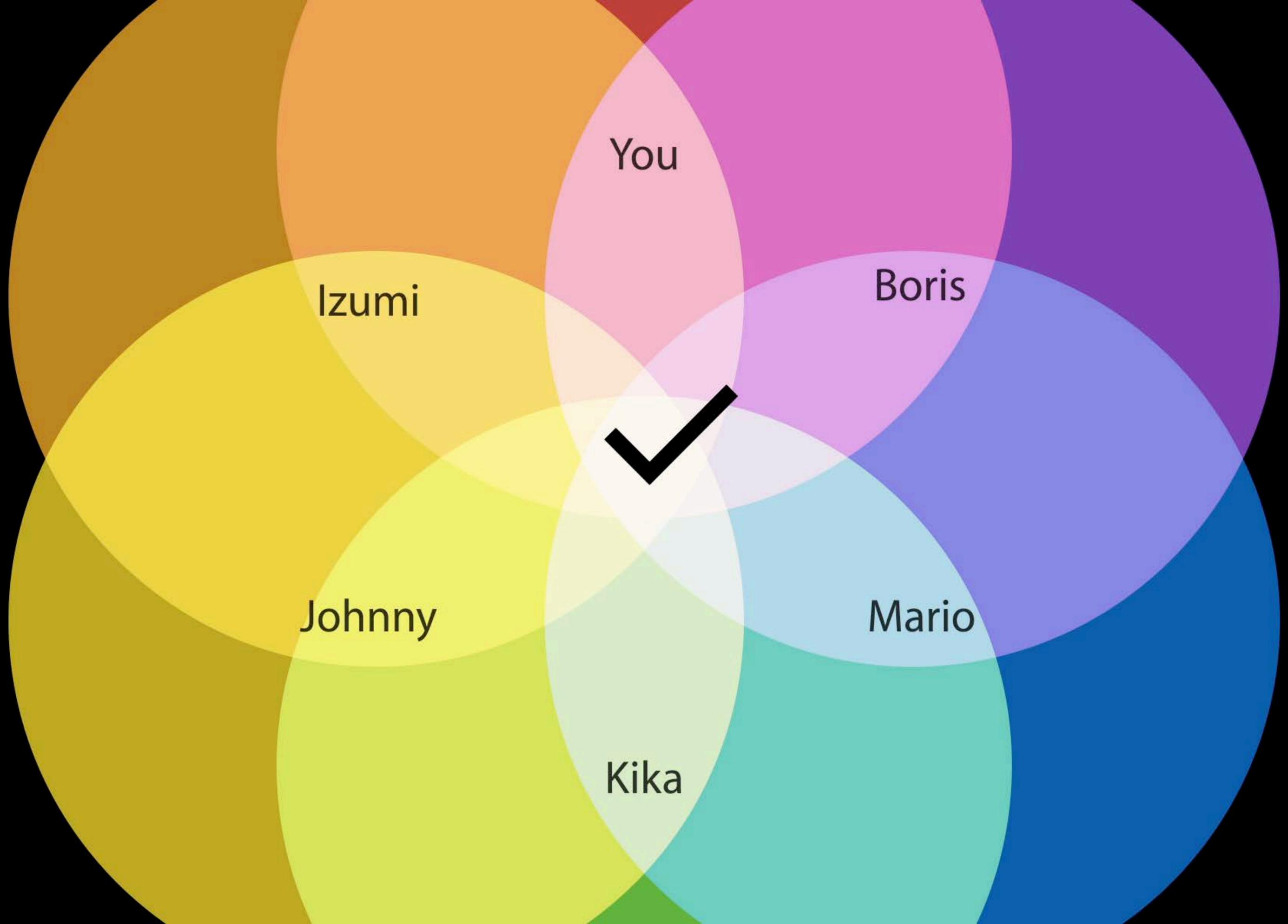
4 Easy to Navigate

3 Clear

② Simple





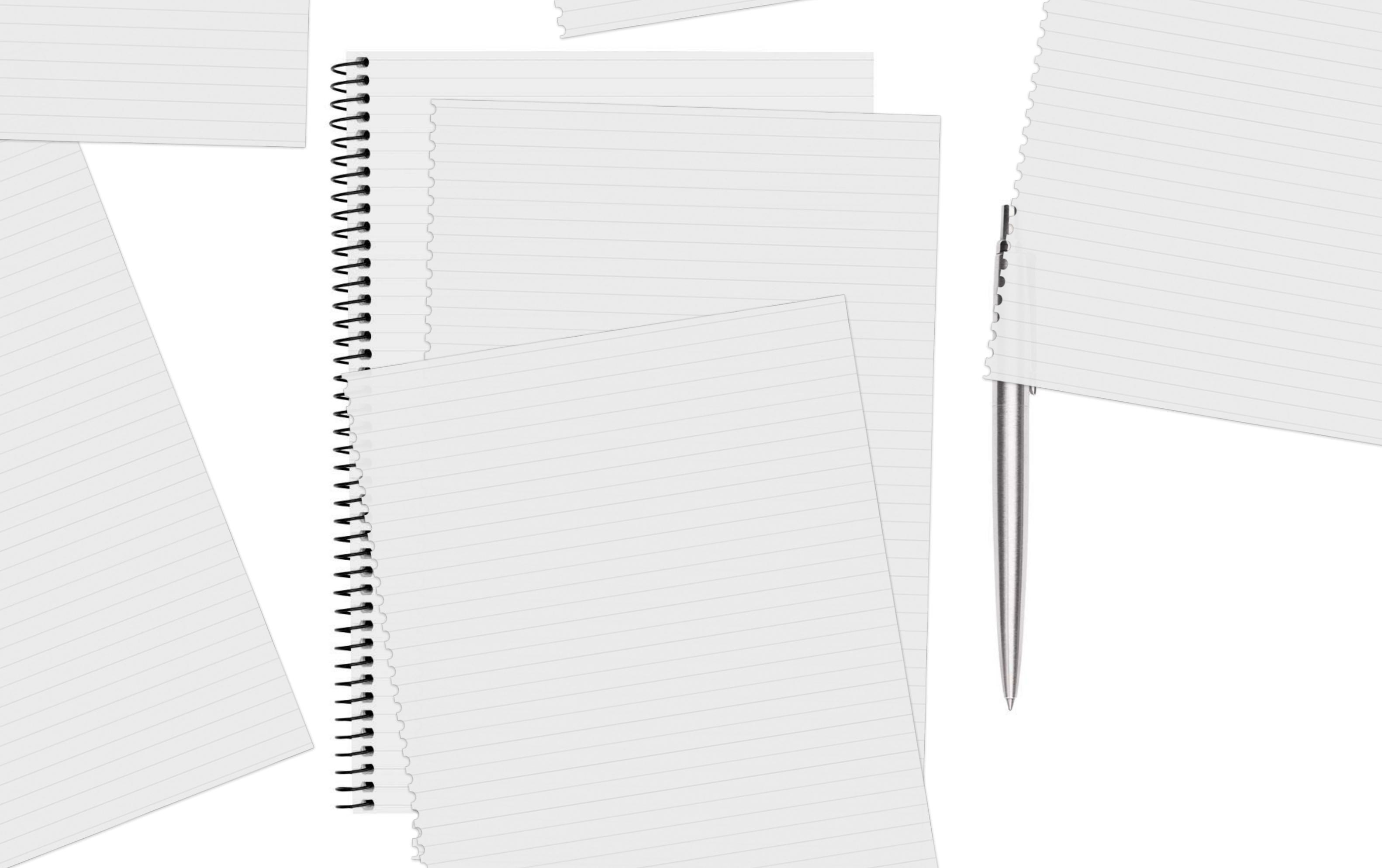


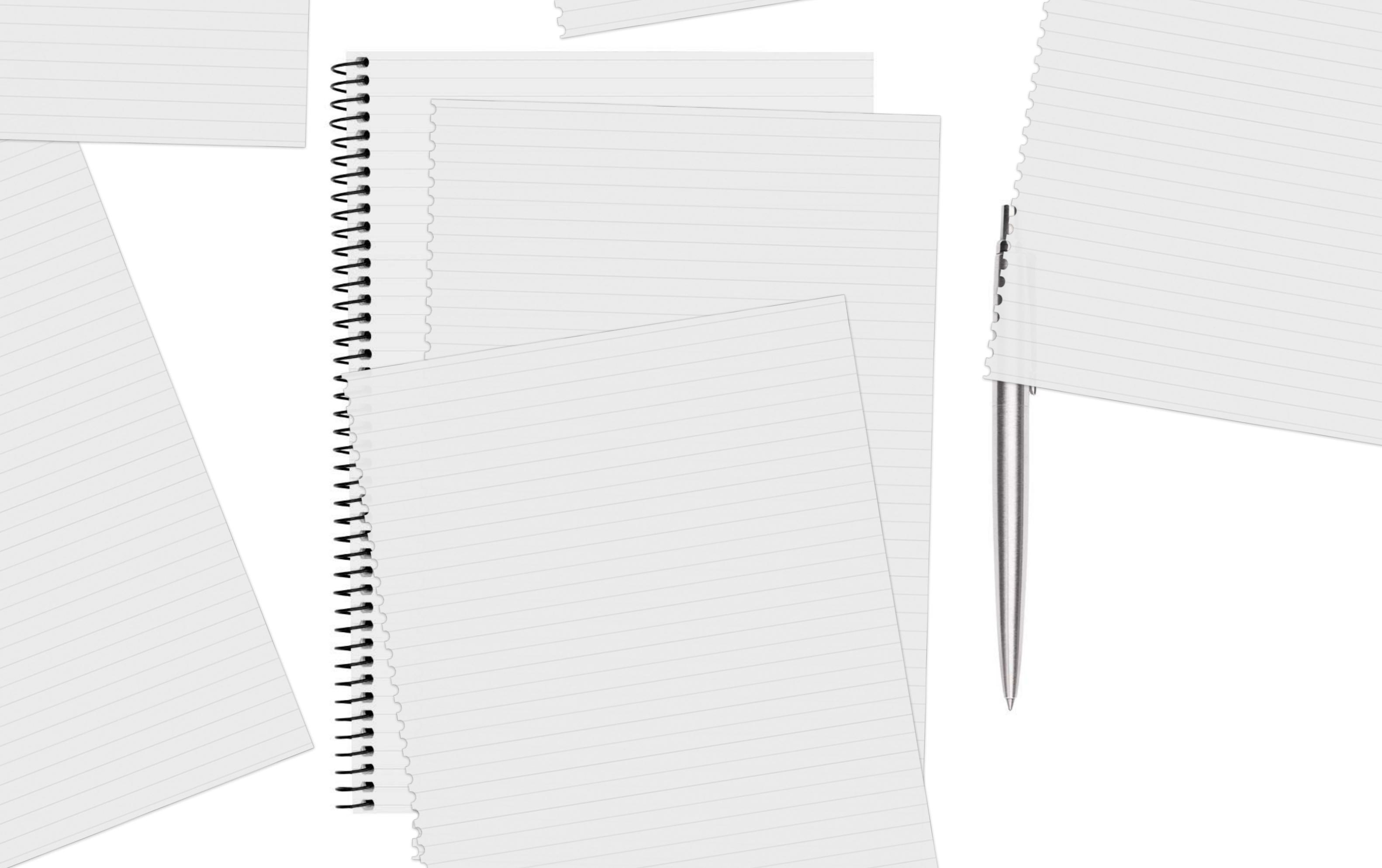


Be Simple















80 / 20

Simplify

Inbox (5 messages)

Search

Mailboxes: Inbox, VIPs, Sent, Junk, Trash

Sort by Date

- Fritz Ogden** 5/14/14
Say "cheese"
Wow, that weekend flew by. Way to...
- Paul Brennan** 5/14/14
Package has been shipped.
Hi there. Just wanted to let you kno...
- Michelle Humphrey** 5/14/14
You will NOT believe this.
I can't stop laughing! To check this...
- Eddy Bedrock** 5/14/14
Surprise Birthday Party for Kirk
When: Saturday, June 15, 4:00 PM...
- Blair Lockhart** 5/14/14
Beanbag
I know I said you could borrow it th...

Fritz Ogden
May 14, 2014 at 2:43 PM
To: Mike Stern
Say "cheese"

Wow, that weekend flew by. Way too short. But I got a lot of great photos! Can't believe how adorable your new Pickle is!




Inbox (5 messages)

Search

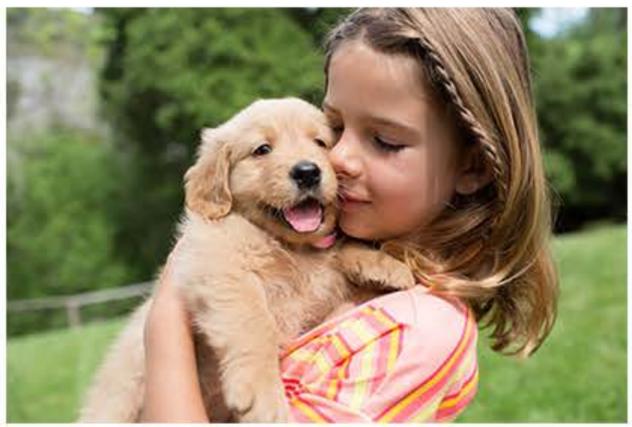
Mailboxes: Inbox, VIPs, Drafts

Sort by Date

- Fritz Ogden** 5/14/14
Say "cheese"
Wow, that weekend flew by. Way to...
- Paul Brennan** 5/14/14
Package has been shipped.
Hi there. Just wanted to let you know...
- Michelle Humphrey** 5/14/14
You will NOT believe this.
I can't stop laughing! To check this...
- Eddy Bedrock** 5/14/14
Surprise Birthday Party for Kirk
When: Saturday, June 15, 4:00 PM....
- Blair Lockhart** 5/14/14
Beanbag
I know I said you could borrow it th...

Fritz Ogden 
May 14, 2014 at 2:43 PM [hide](#)
To: Mike Stern
Say "cheese"

Wow, that weekend flew by. Way too short. But I got a lot of great photos! Can't believe how adorable your new Pickle is!



9:41 AM 100%

Tuesday 10

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



Hide Rejected

Name	Start	End
▶ AscentTimeLapse	06:12:50:27	11:45:09:16
▶ CliffShot	00:00:00:00	00:12:33:29
▶ ◀ Earth Crisis "Firestorm"	00:00:00:00	00:04:02:10
▶ ◀ Heli Flyby	00:00:00:00	00:00:15:22
▶ LaunchShot	00:46:09:13	01:08:16:01
▶ MountainPan	00:07:50:20	00:13:42:06
▶ Preparing for Launch	00:02:07:03	00:27:10:33
▶ Time Lapse Weather	00:05:22:18	04:57:27:23

1 of 9 selected



Video Audio Info

Preparing for Launch 00:01:44:04

Effects

- Color
 - Balance: Not Analyzed
 - Match Color: Choose...
- Correction 1:
- Transform
 - Position: X: 0 px Y: 0 px
 - Rotation: 0 °
 - Scale: 100 %
 - Anchor: X: 0 px Y: 0 px

100% 00:00:33:10

Timeline controls: play, stop, previous, next, zoom, etc.

Untitled Project

00:00:05:00 00:00:10:00 00:00:15:00 00:00:20:00 00:00:25:00 00:00:30:00 00:00:35:00

Timeline tracks:

- Video: LaunchShot, Time Lapse Weather, MountainPan, Preparing for Launch
- Text: "How far would you go?", "To see what you're made of..."
- Audio: Narration - Mike, Heli Flyby, Mic

Logic Pro X transport and control bar. Includes play, stop, and record buttons. Tempo: 125 bpm, Time Signature: 4/4, Key Signature: C major. Includes a volume fader and various utility icons.

Logic Pro X Tracks area. Shows 10 tracks: Drummer, Synth Pad Layers, Electric Piano, Drum Machine, Guitar, Funk Bass, Lead Vocal, Grand Piano, and Synth Lead. Each track has a colored waveform and a MIDI piano roll. The Lead Vocal track is currently selected.

Logic Pro X Channel EQ and routing panel for the selected Lead Vocal track. Includes settings for Input 1, Channel EQ, Compressor, Ensemble, Space D, Bus 1, Stereo Out, and Read buttons. Gain and Multiprocessor settings are also visible.

Logic Pro X Flex Pitch and Time Quantize panels. The Flex Pitch panel shows a pitch contour for the Lead Vocal track with a piano keyboard visualization. The Time Quantize panel is currently set to 'off' with a strength of 100.



APU FIRE
AGENT 1
AGENT 2
TEST
AGENT 1
AGENT 2
AGENT 1
AGENT 2



APU FIRE
AGENT 1
AGENT 2
TEST
AGENT 1
AGENT 2
AGENT 1
AGENT 2

APU FIRE
AGENT 1
AGENT 2
TEST
AGENT 1
AGENT 2
AGENT 1
AGENT 2



FLY



LAND

5 Platform Savvy

4 Easy to Navigate

3 Clear

② Simple

5 Platform Savvy

4 Easy to Navigate

3 Clear

2 Simple

- 5 Platform Savvy
- 4 Easy to Navigate
- 3 Clear
- 2 Simple
- 1 Focused

5 Platform Savvy

4 Easy to Navigate

3 Clear

2 Simple

① Focused











○ — Circumference / Shape

Length

Material
— Texture
Weight

Diameter























Best New Apps

See All >



Sago Mini Space Explorer
Education
\$2.99



Swarm by Foursquare
Social Networking
Free



Gogobot
Travel
Free



FOX NOW
Entertainment
Free



9/11 Memorial Museum Audio Guide
Education
Free



Sleep Genius With Revive Cycle...
Health & Fitness
Free



Gridplay
Photo & Video
\$1.99



MadeSquare
Photo & Video
Free



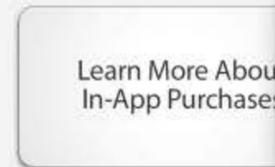
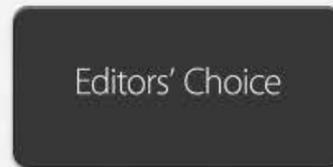
AskForTask
Productivity
Free



Jamie Oliver's Recipes
Food & Drink
Free



Wisely - Loan Recommender
Finance
Free



Best New Games

See All >



Toy Rush
Games
Free



Hyper Square
Games
\$1.99



The Walking Dead: The Game - ...
Games
\$4.99



Demons vs Fairyland
Games
\$0.99



Atom Run
Games
\$2.99



KeroBlaster
Games
\$4.99



Axl & Tuna
Games
\$0.99



Table Tennis Touch
Games
\$3.99



Darkin
Games
\$2.99



Maleficent Free Fall
Games
Free



BADLAND
Games
\$3.99



Plan Your Vacation

See All >



iPhone

All Categories

QUICK LINKS

- About In-App Purchases
- Parents' Guide to iTunes
- About Kids Apps & Games
- New to the App Store?
- Editors' Choice
- App Collections
- Game Collections
- Apps Made by Apple
- Redeem
- Purchased
- App Store on Facebook
- App Store on Twitter
- Send iTunes Gifts

TOP PAID APPS >

- Blek Games**
- A Dark Room**
Games
- Heads Up!**
Games
- Afterlight**
Photo & Video
- Plague Inc.**
Games
- Minecraft - Pocket Edition**
Games
- Sleep Cycle alarm clock**
Health & Fitness
- Kick the Buddy: No Mercy**
Games
- NOAA Hi-Def Radar**
Weather
- Sumotori Dreams**

Focus



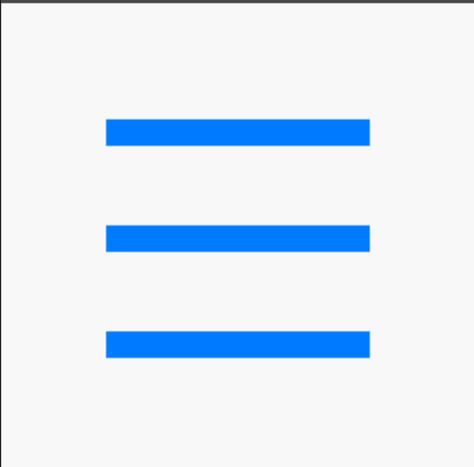
9:41 AM



Title



9:41 AM



Title

Focus

Think Big, Start Small







Your App



Your App

More Information

Mike Stern

User Experience Evangelist

stern@apple.com

Design Resources

developer.apple.com/design

Related Sessions

-
- Designing a Great In-App Purchase Experience Nob Hill Wednesday 11:30AM

 - Prototyping: Fake It Till You Make It Presidio Thursday 9:00AM

 - Making a Great First Impression With Strong Onboarding Design Mission Thursday 2:00PM

Labs

- User Interface Design Lab

UI Design Lab

All Week

 WWDC14