

Designing Intuitive User Interfaces

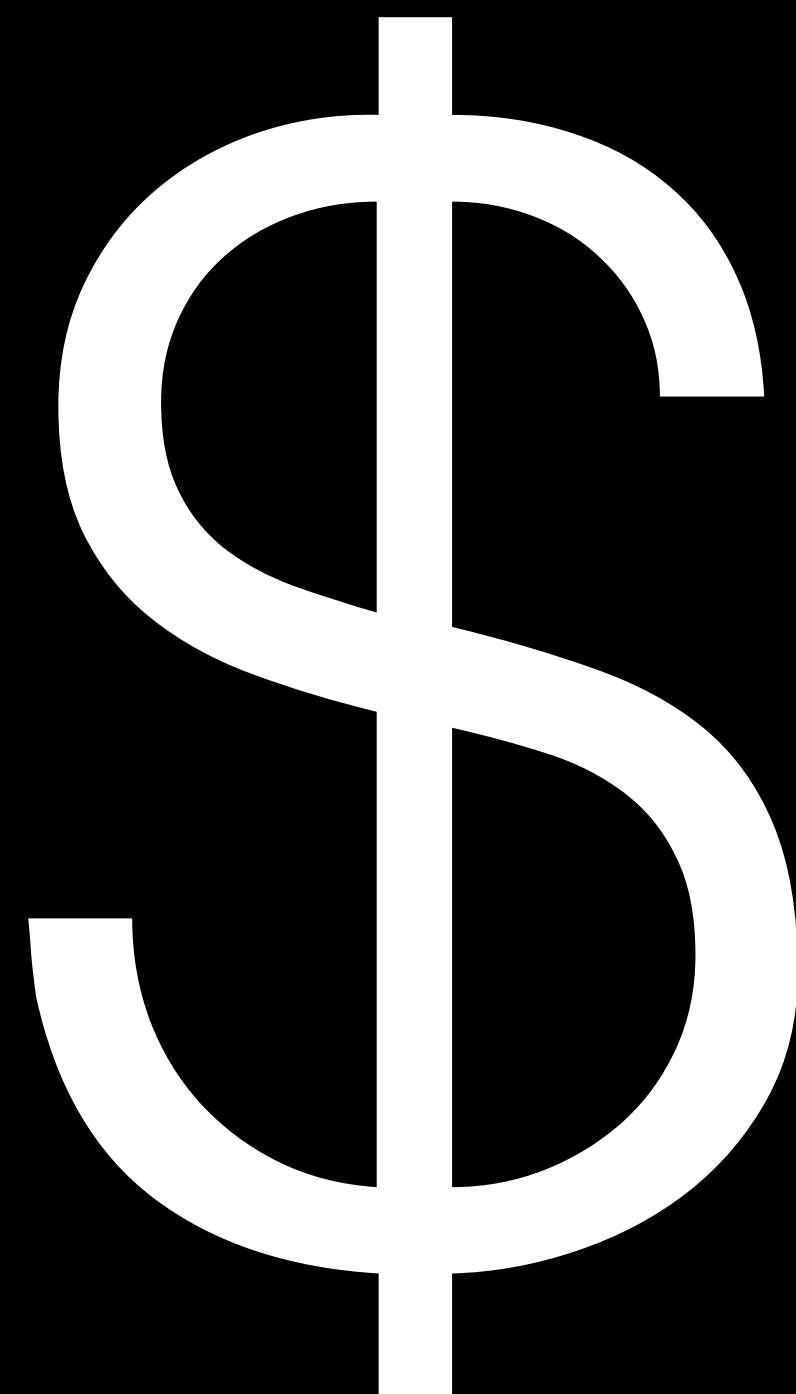
Mike Stern

User Experience Evangelist



Home

\$



4085550147

4085550147

408-555-0147

4085550147



408-555-0147







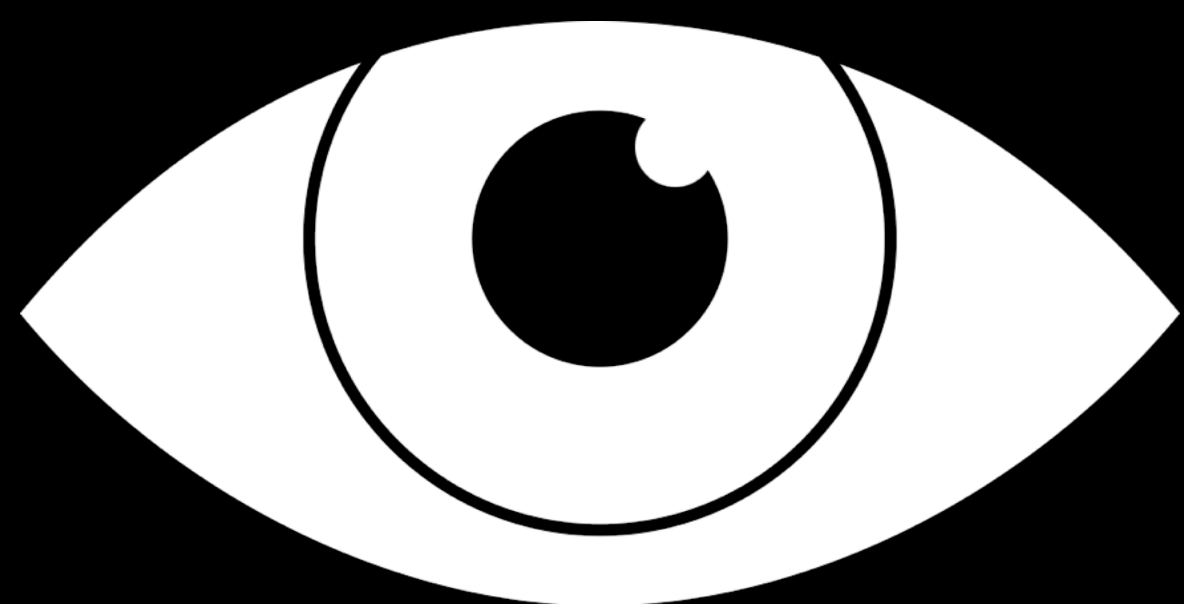


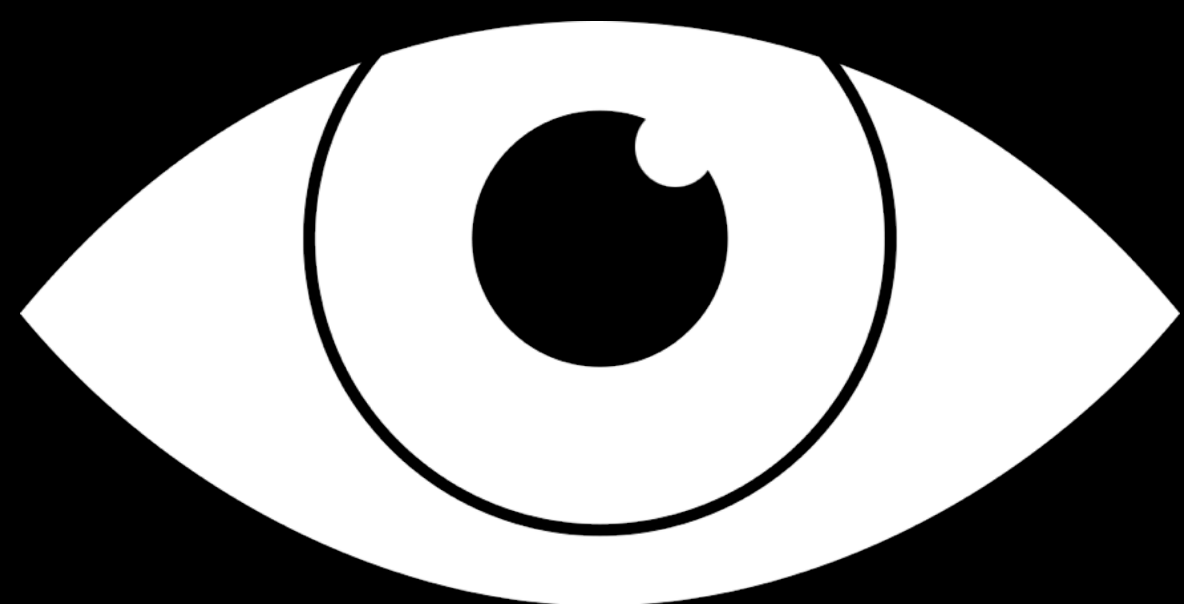


HELLO WORLD

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



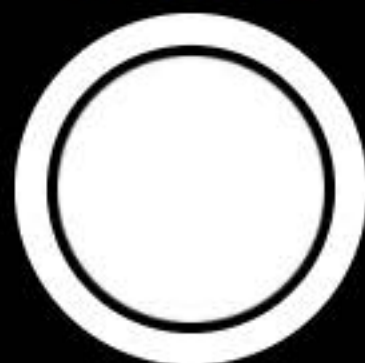
SLO-MO

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!





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



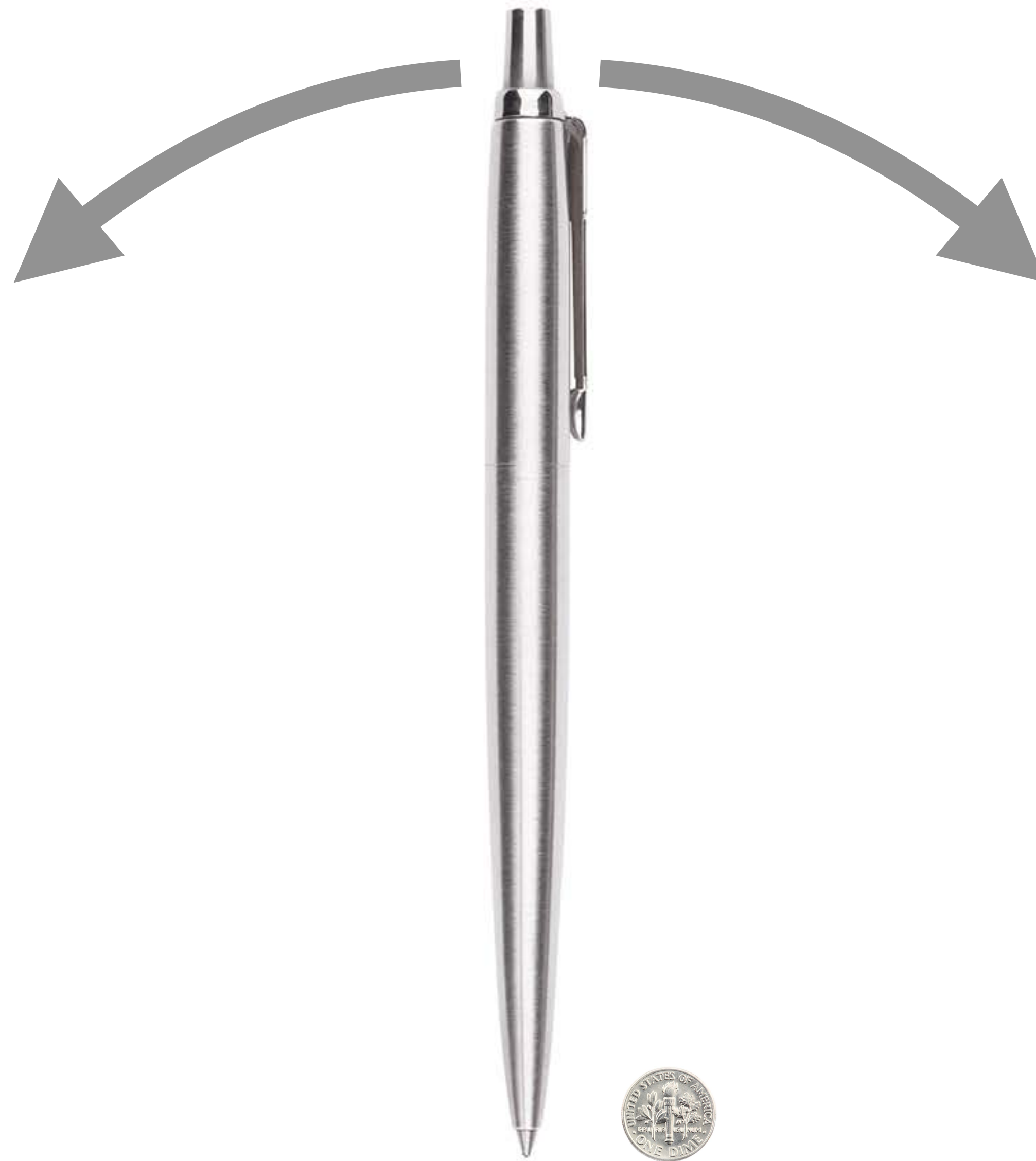
Diameter





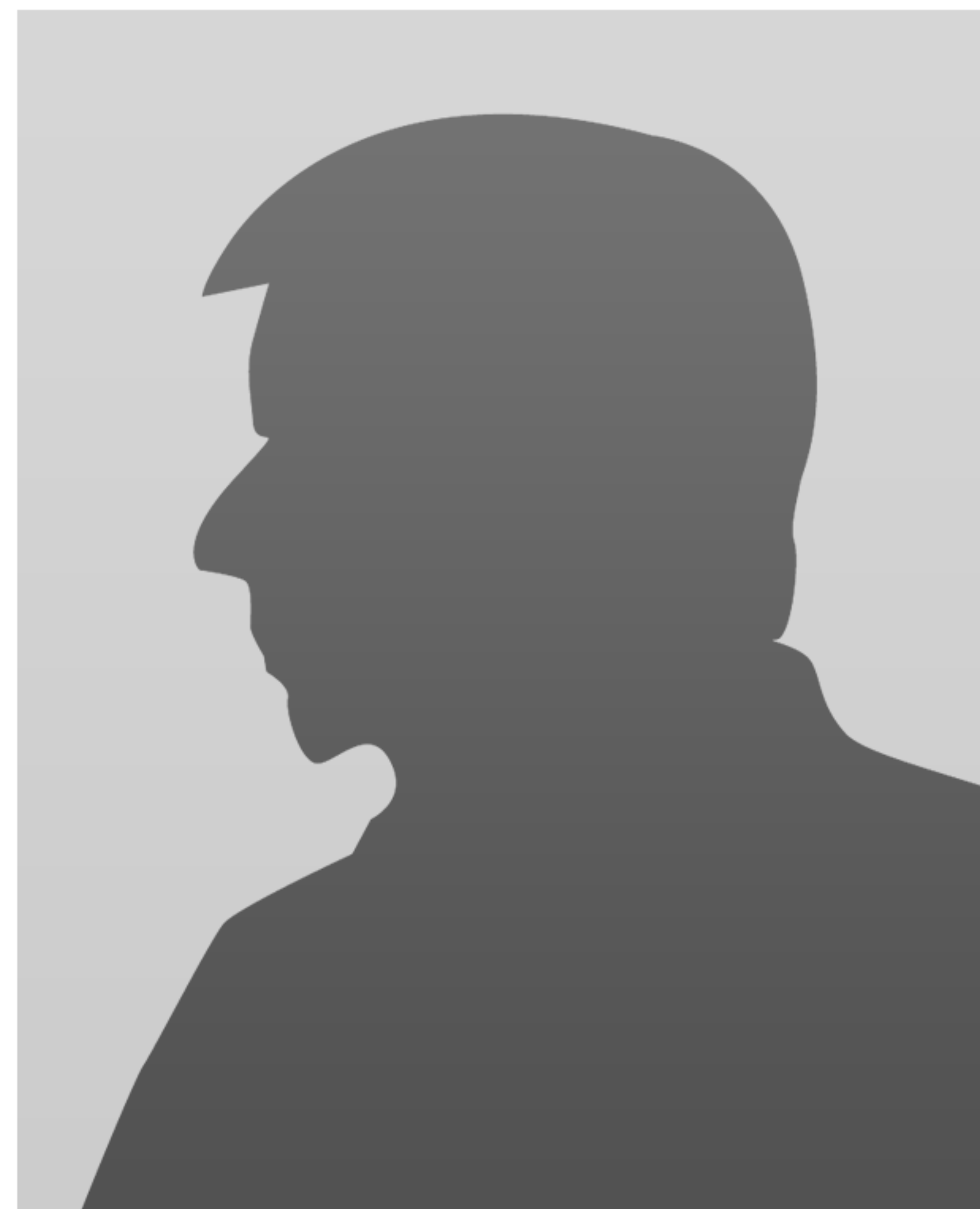








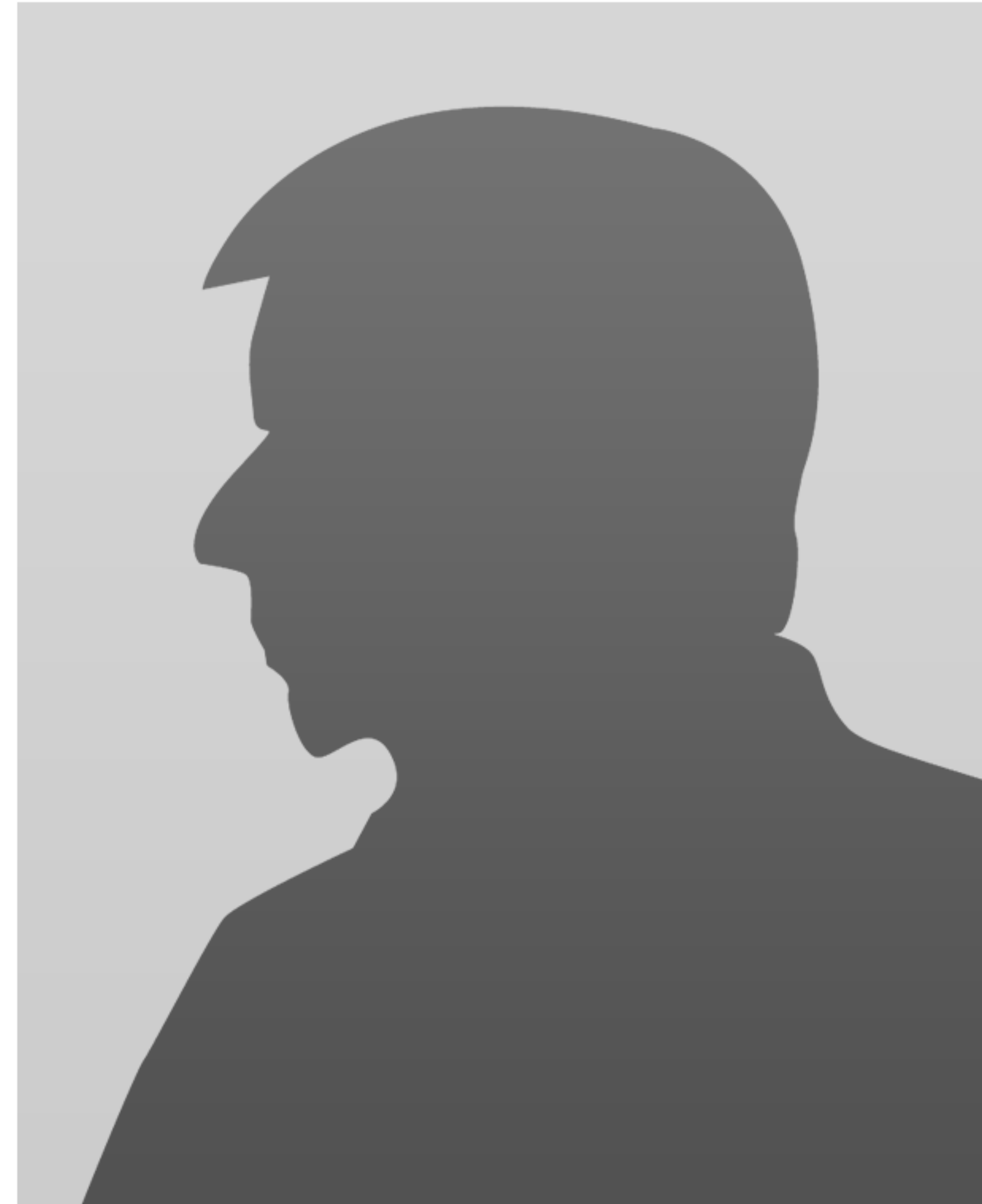
Being Intuitive is not Intuitive

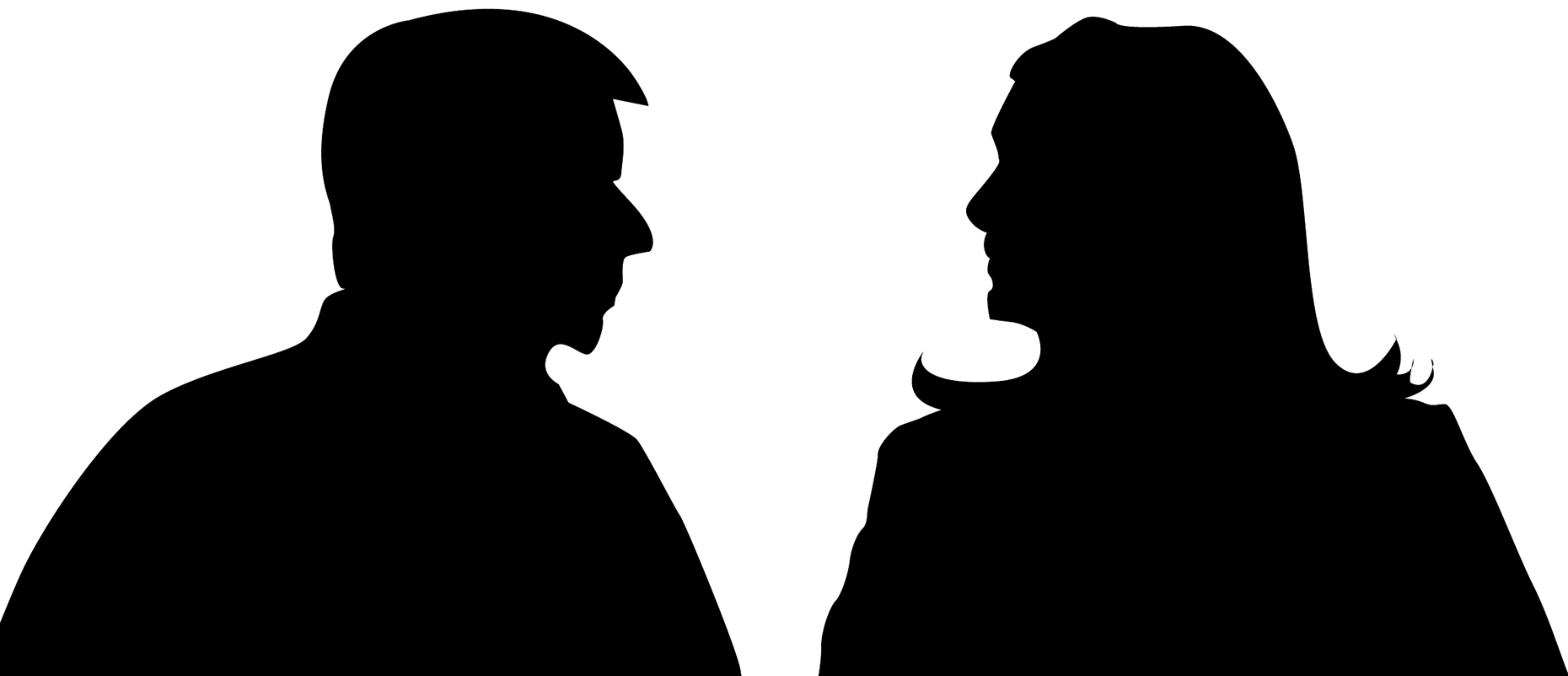


What do you think?



Brilliant!





“What do you think?”

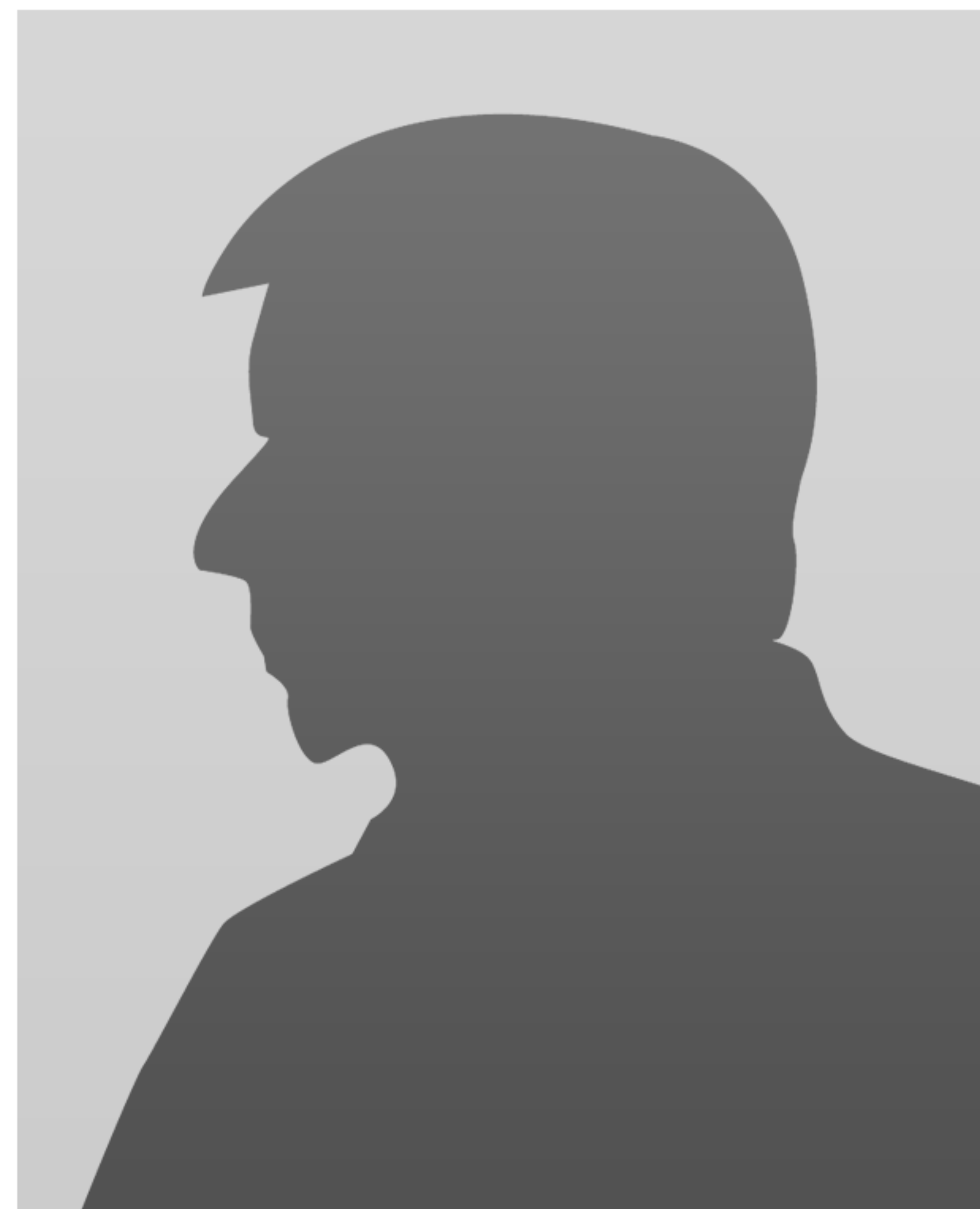
“Uh... Well... Let's see...”



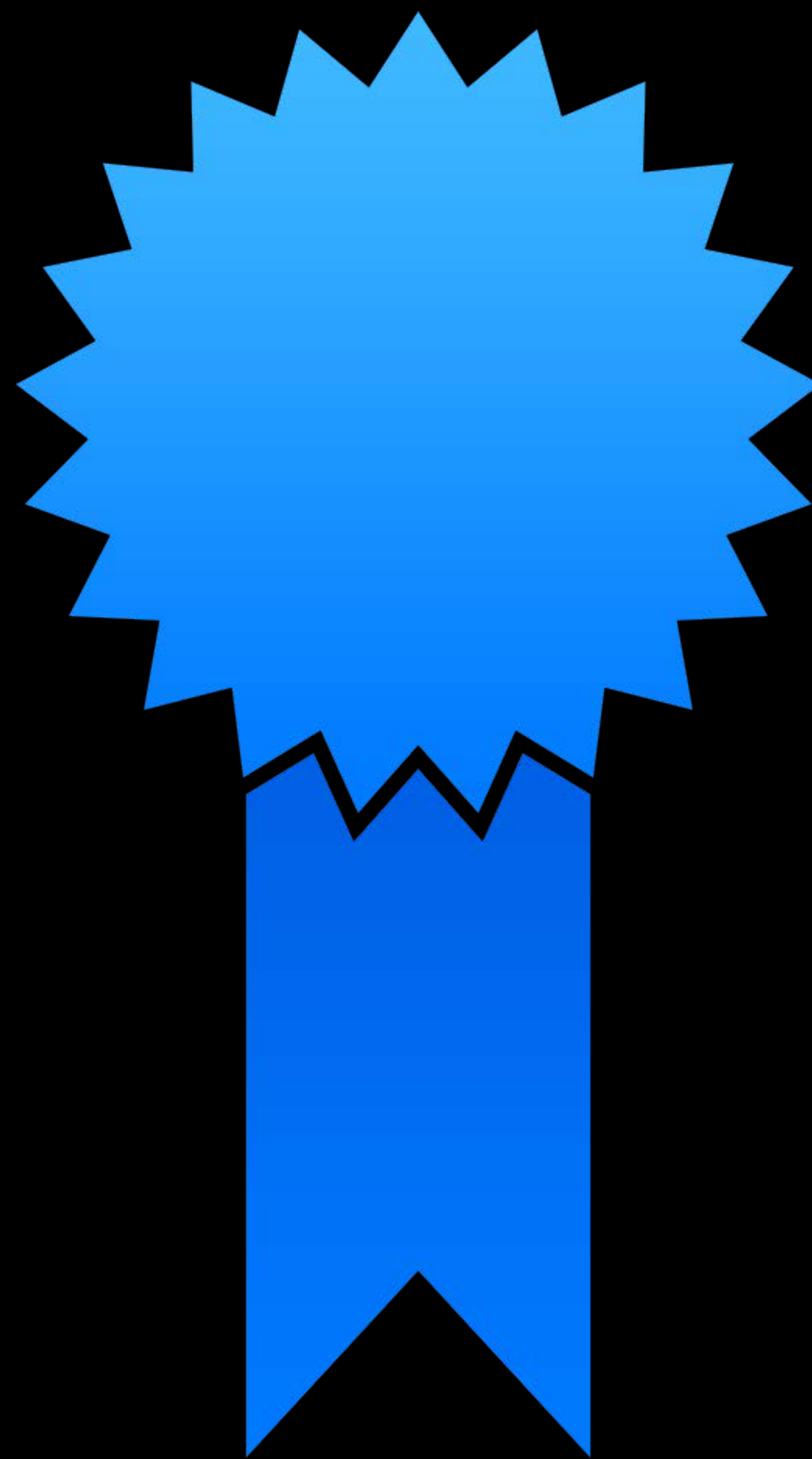


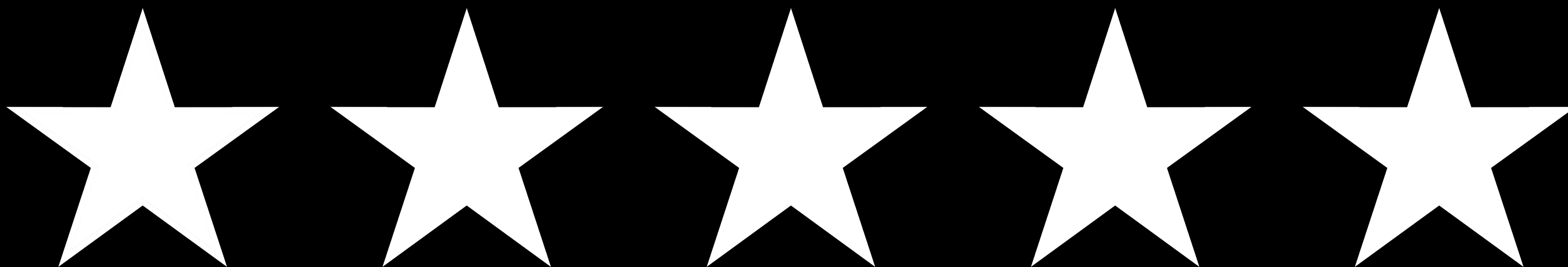
“Huh. What the? Argh!”











⑤ Platform Savvy

5 Platform Savvy













Your App



op

Other App

Other App

Other App

Other App



op

Other App

Your App

Other 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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3 Unread





9:41 AM

100%

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

Fritz Ogden 5/14/14 >

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Directions to Big Lick 9:27 AM >

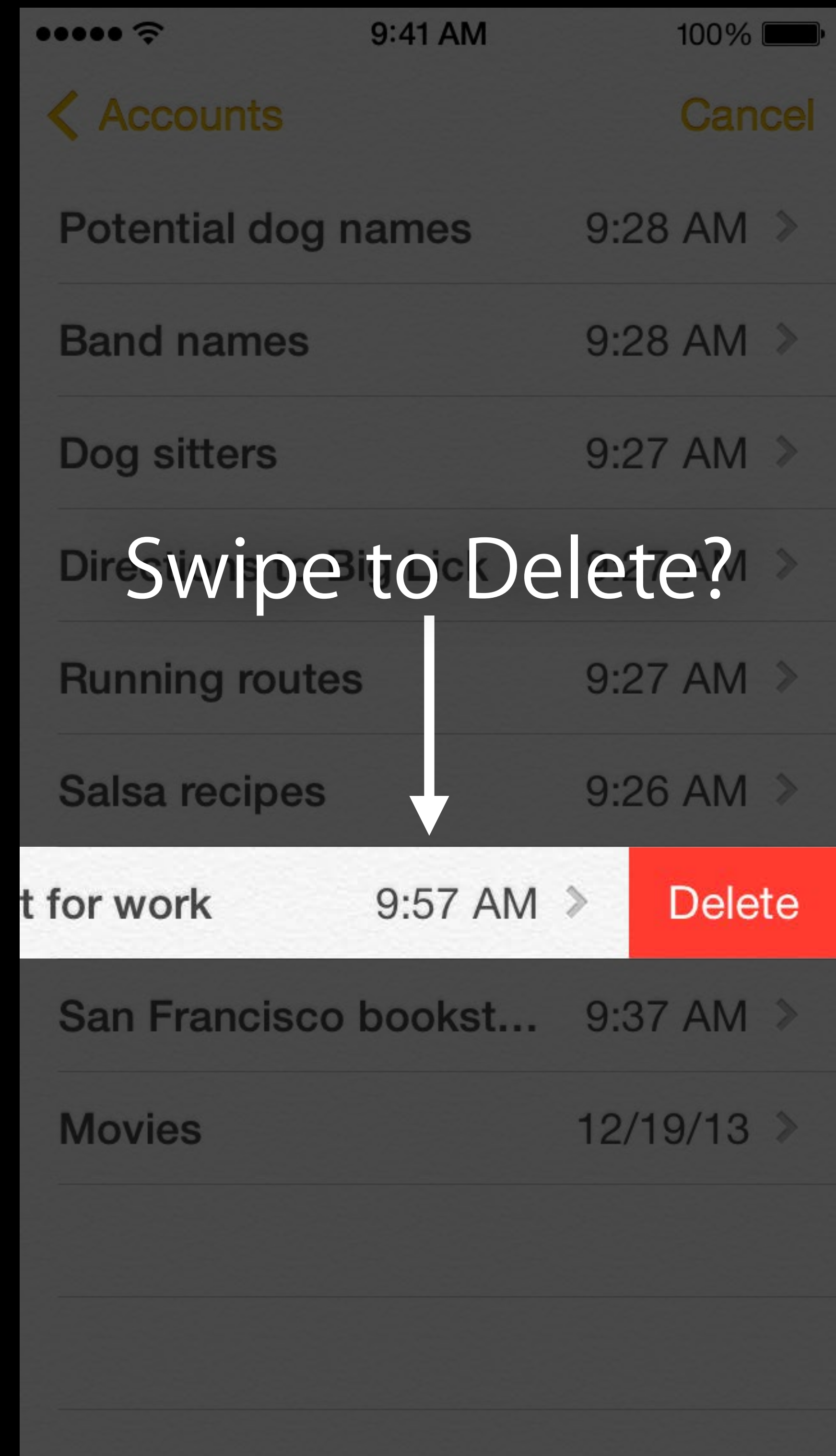
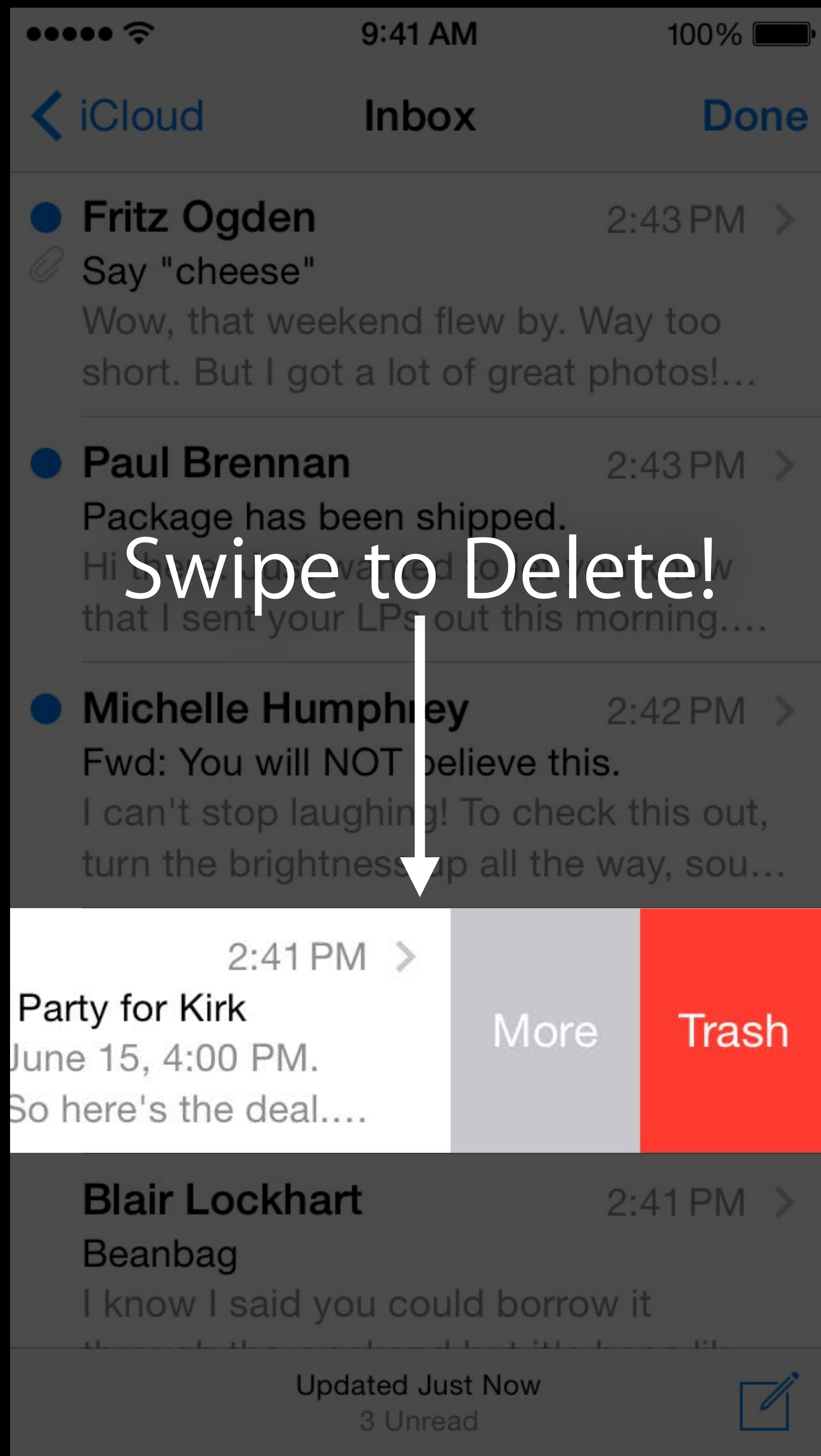
Running routes 9:27 AM >

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To-do list for work 9:50 AM >

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Movies 12/19/13 >





Swipe to
delete
should
work



9:41 AM

100%

Accounts

New

Search

Potential dog names 9:28 AM

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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

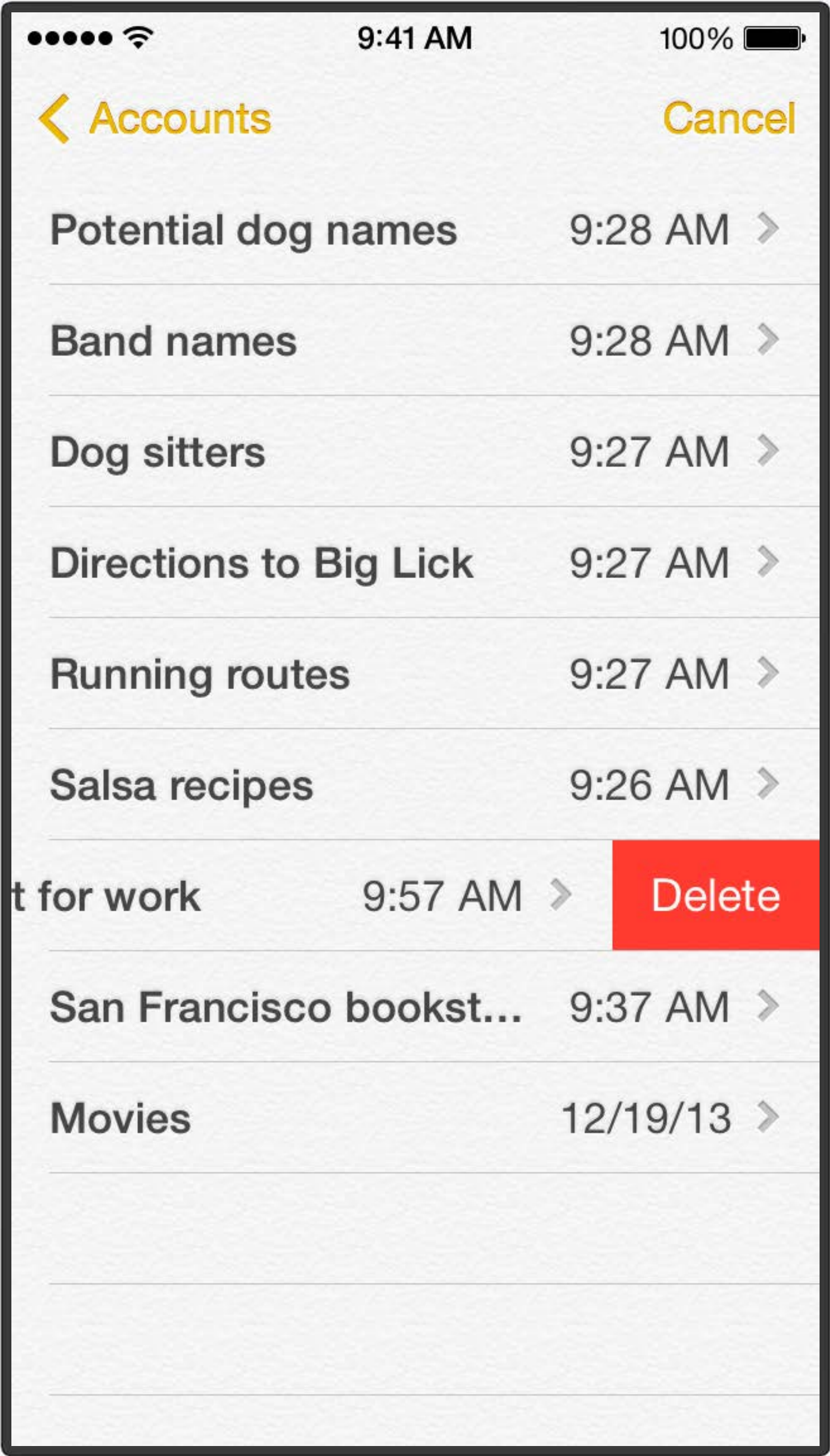
Salsa recipes 9:26 AM

t for work 9:57 AM


Delete

San Francisco bookst... 9:37 AM

Movies 12/19/13

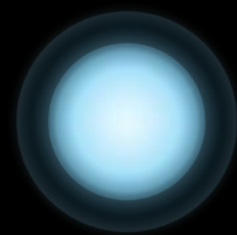


- Background Color
- Height
- Width
- Font Size
- Font Color
- Label
- Swipe Distance
- Rubber Banding
- Gestures
- Tap Area
- Animation

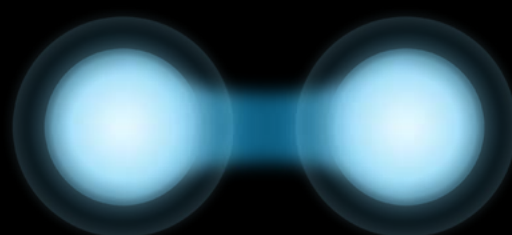


This app
is weird

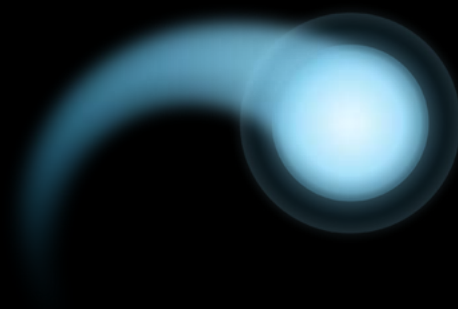
Tap



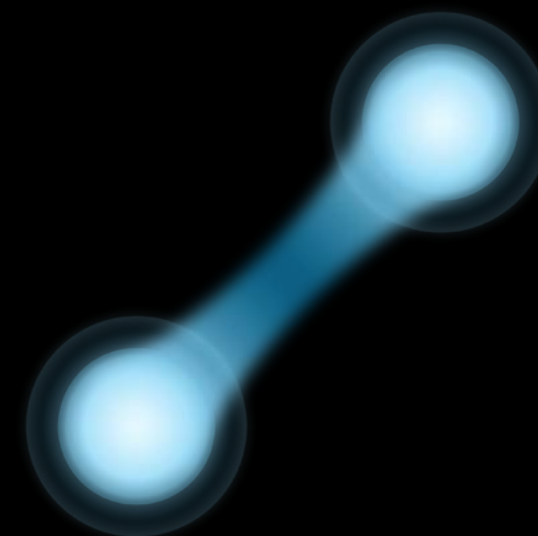
Pan



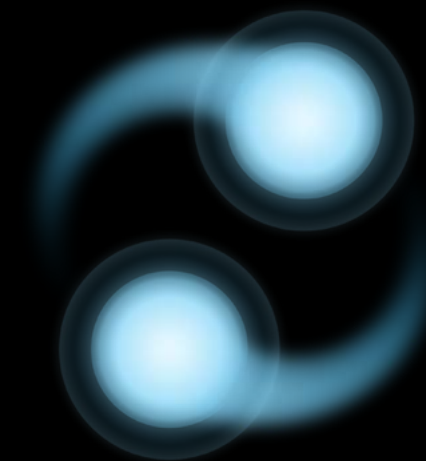
Swipe



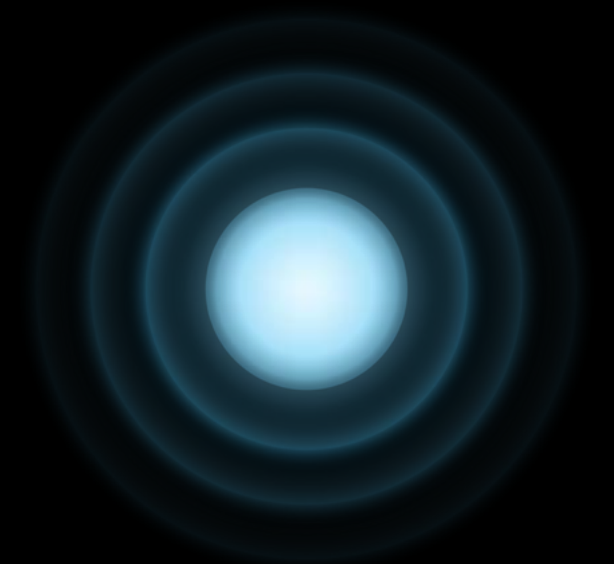
Pinch



Rotate



Long Press





Tab 1

Tab 2

Button

 Back

Title

Button

Row 1



Row 2



Row 3



Tab 1



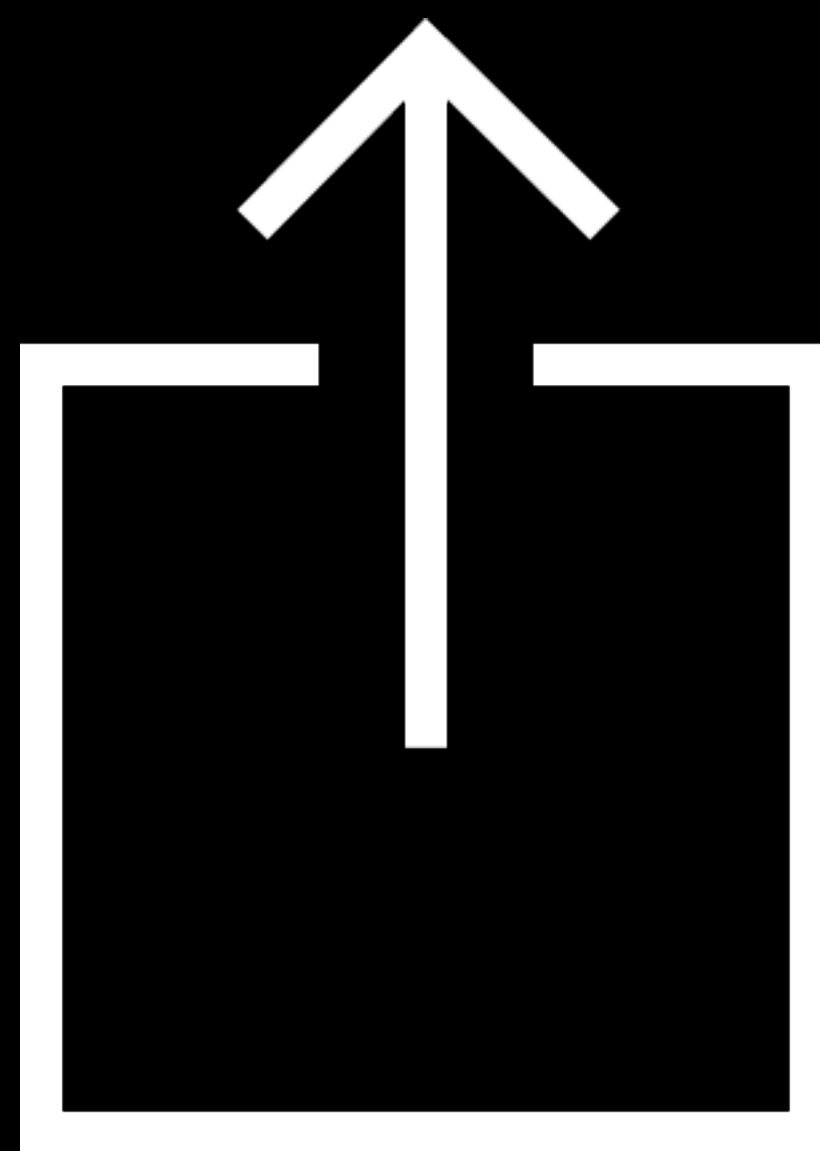
Tab 2



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~~

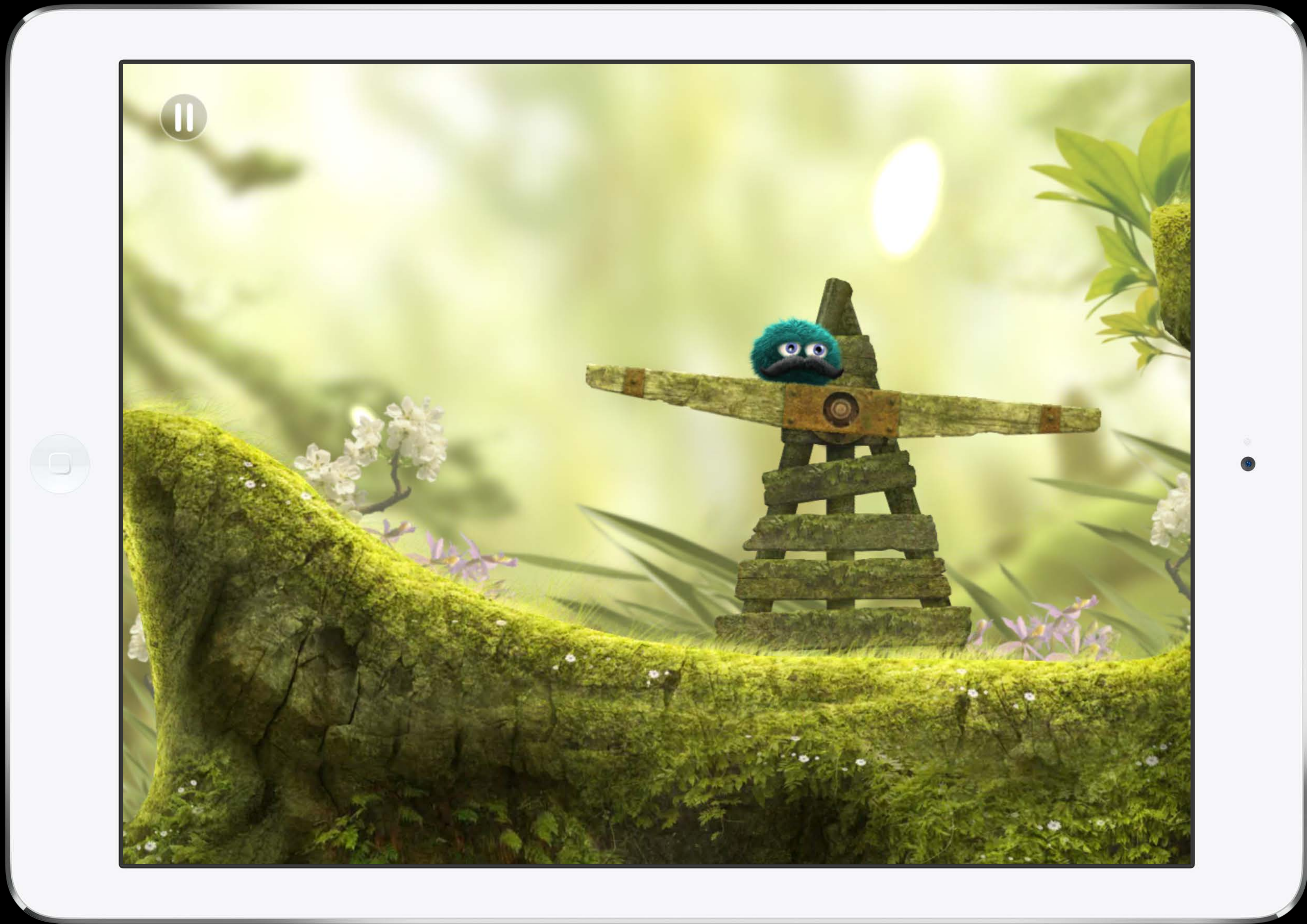
~~Post Office~~

iOS Conventions

Alignment	Icon Perspective	Pinch to Zoom
Back Button location	Icon Size	Red for Destructive
Button Borders	Icon Symbology	Save State
Button Order	Icon Weight	Search Result Formatting
Button Size	Immediate Feedback	Tab Bar for Navigation
Downplay Filesystem	Long Press for Actions	Text Case
Filtering	Modal States	Toolbar for Actions
Grammar	Nomenclature	Use of Color
Hit Area	Page Dot Color	And so much more...

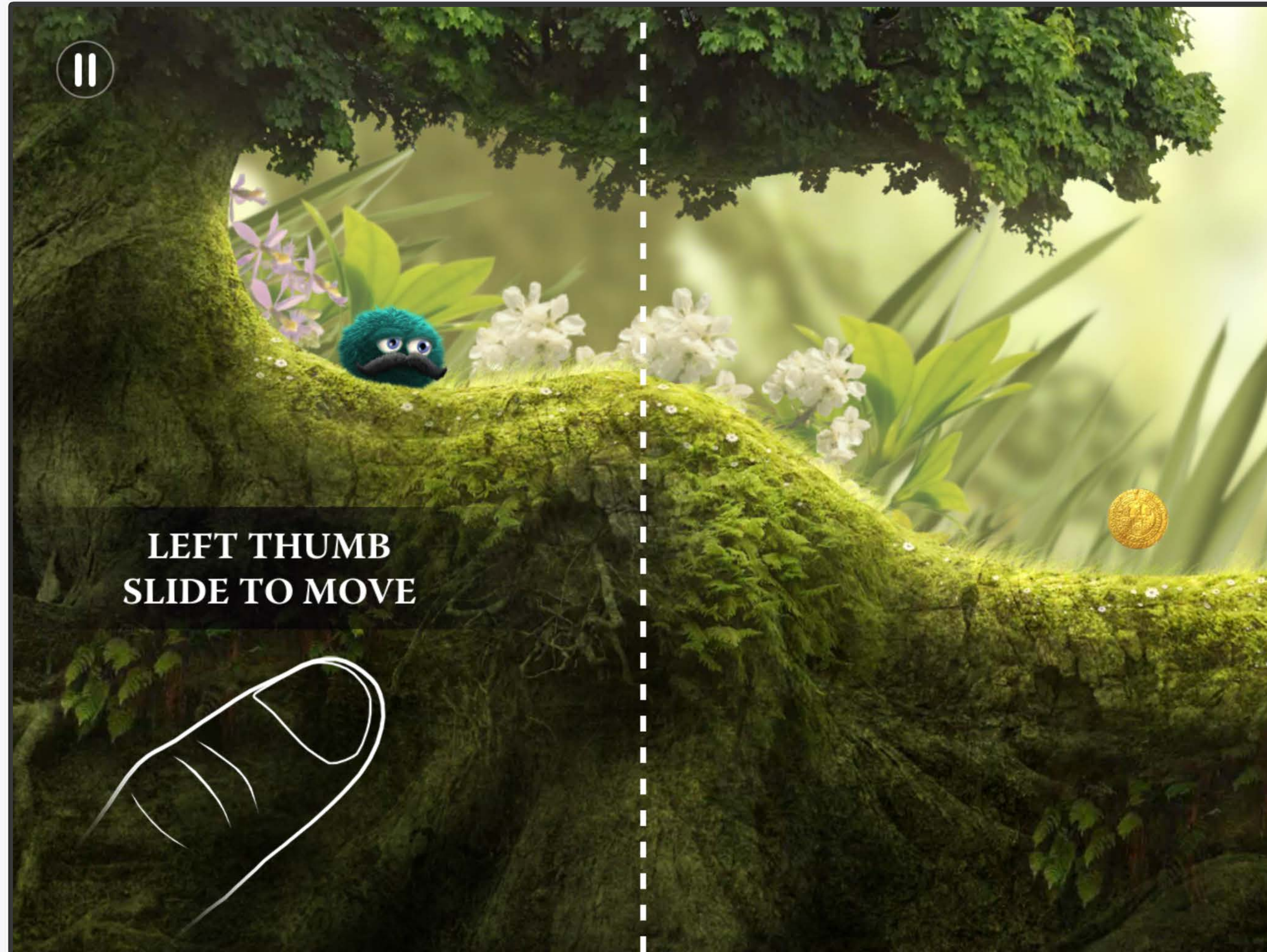
Breaking Conventions

Tell People





LEFT THUMB
SLIDE TO MOVE





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

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





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%

1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

*
+

0
+

#



Favorites



Recents



Contacts



Keypad

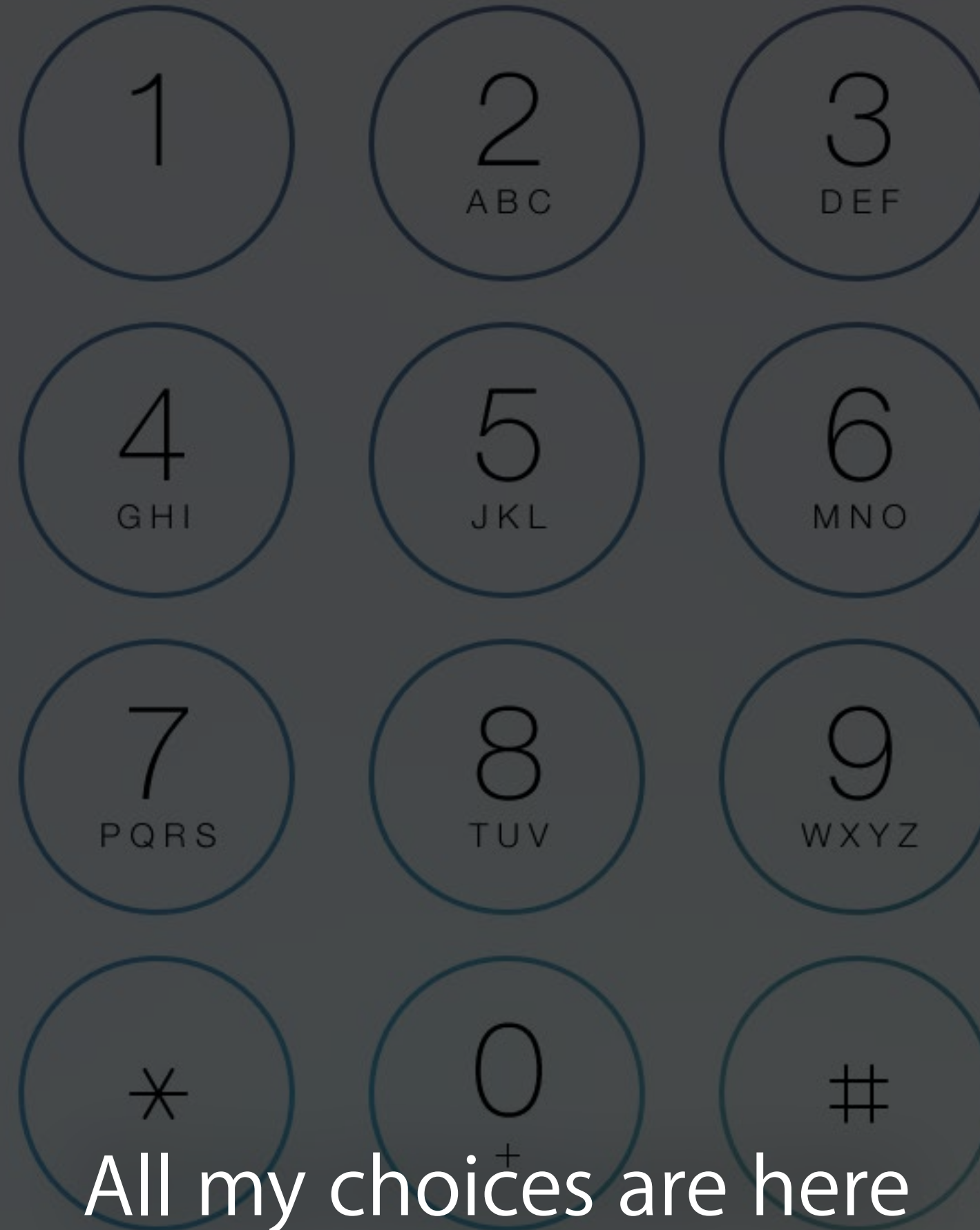


Voicemail



9:41 AM

100%



All my choices are here



Favorites



Recents



Contacts

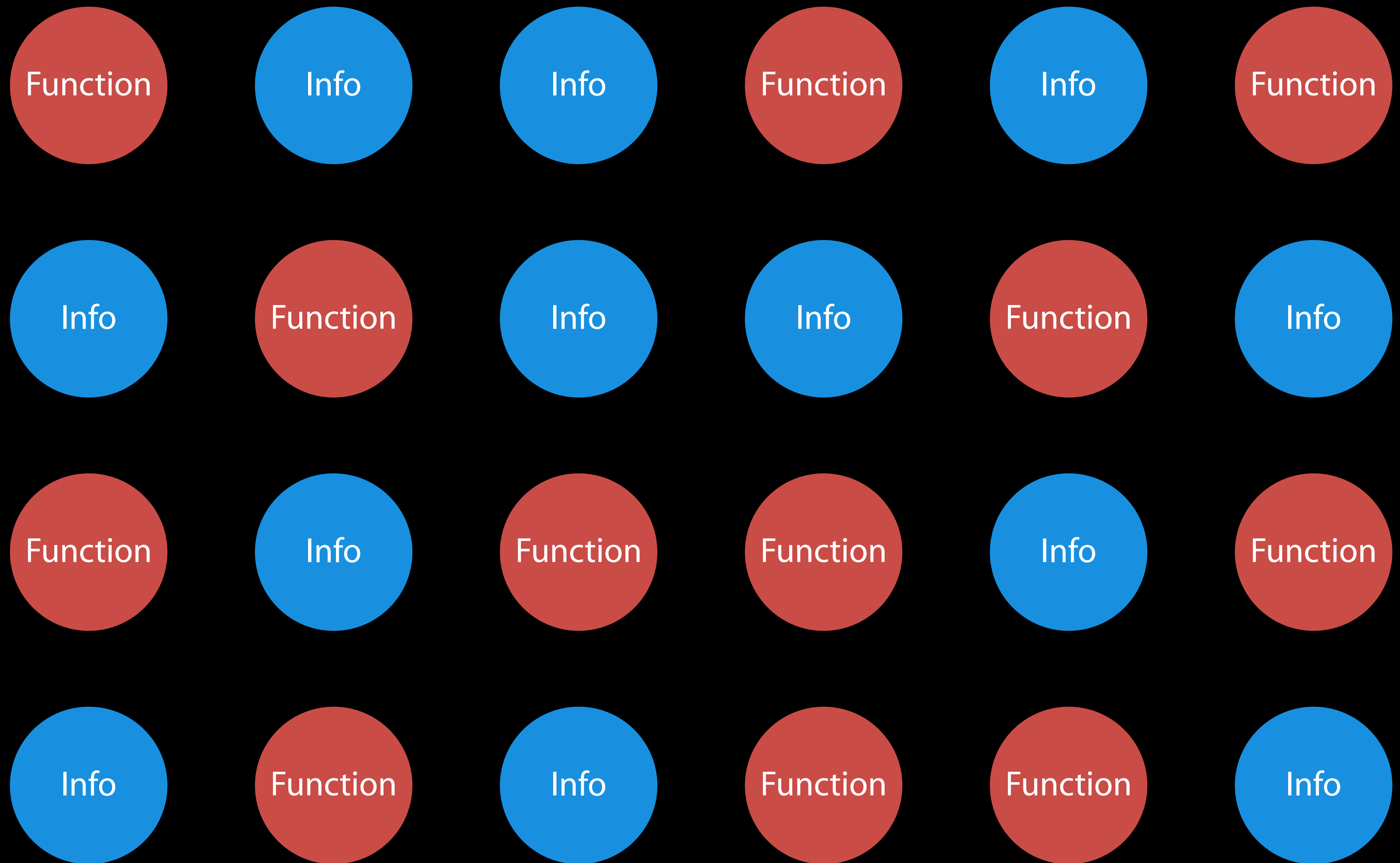


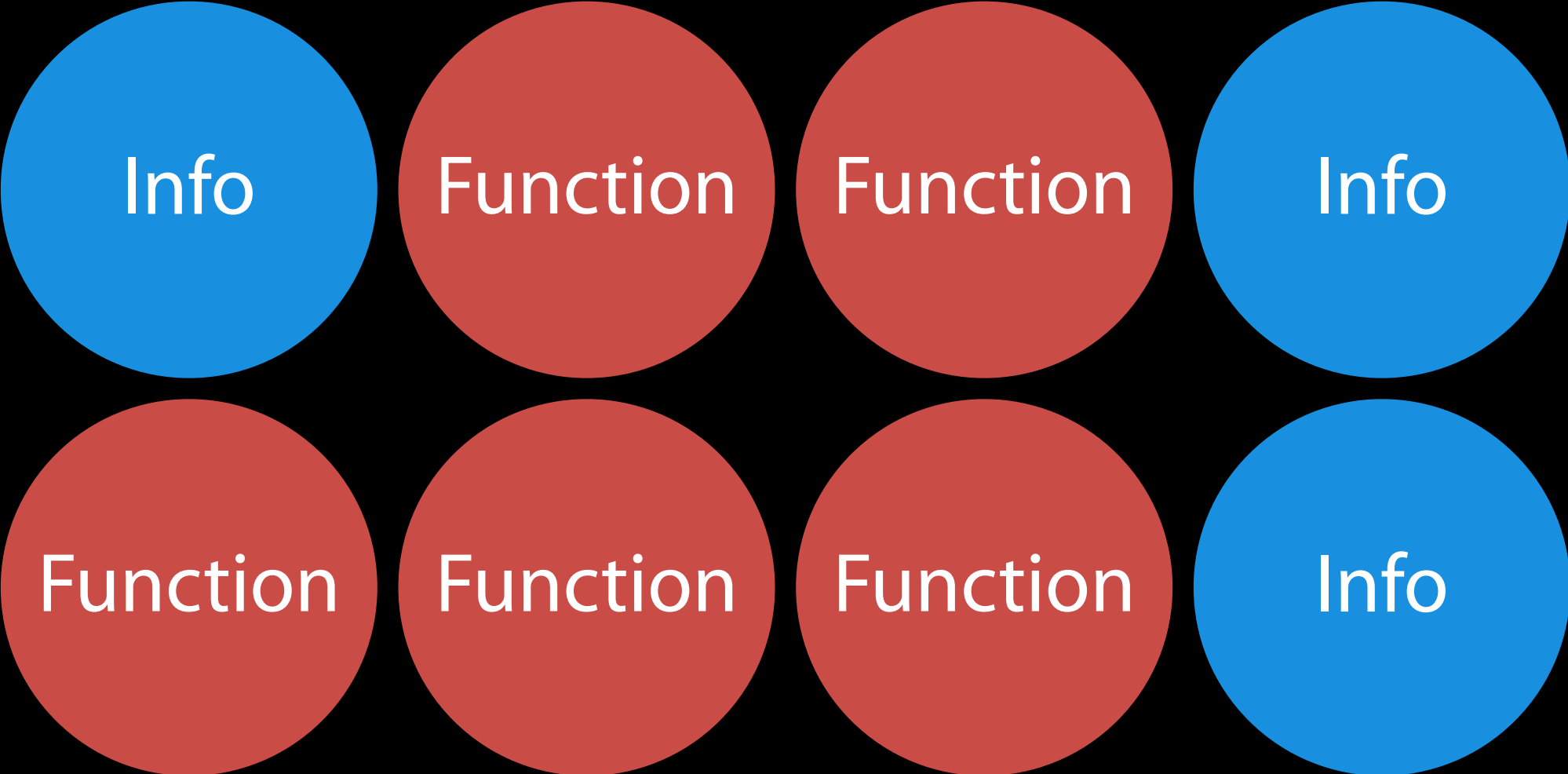
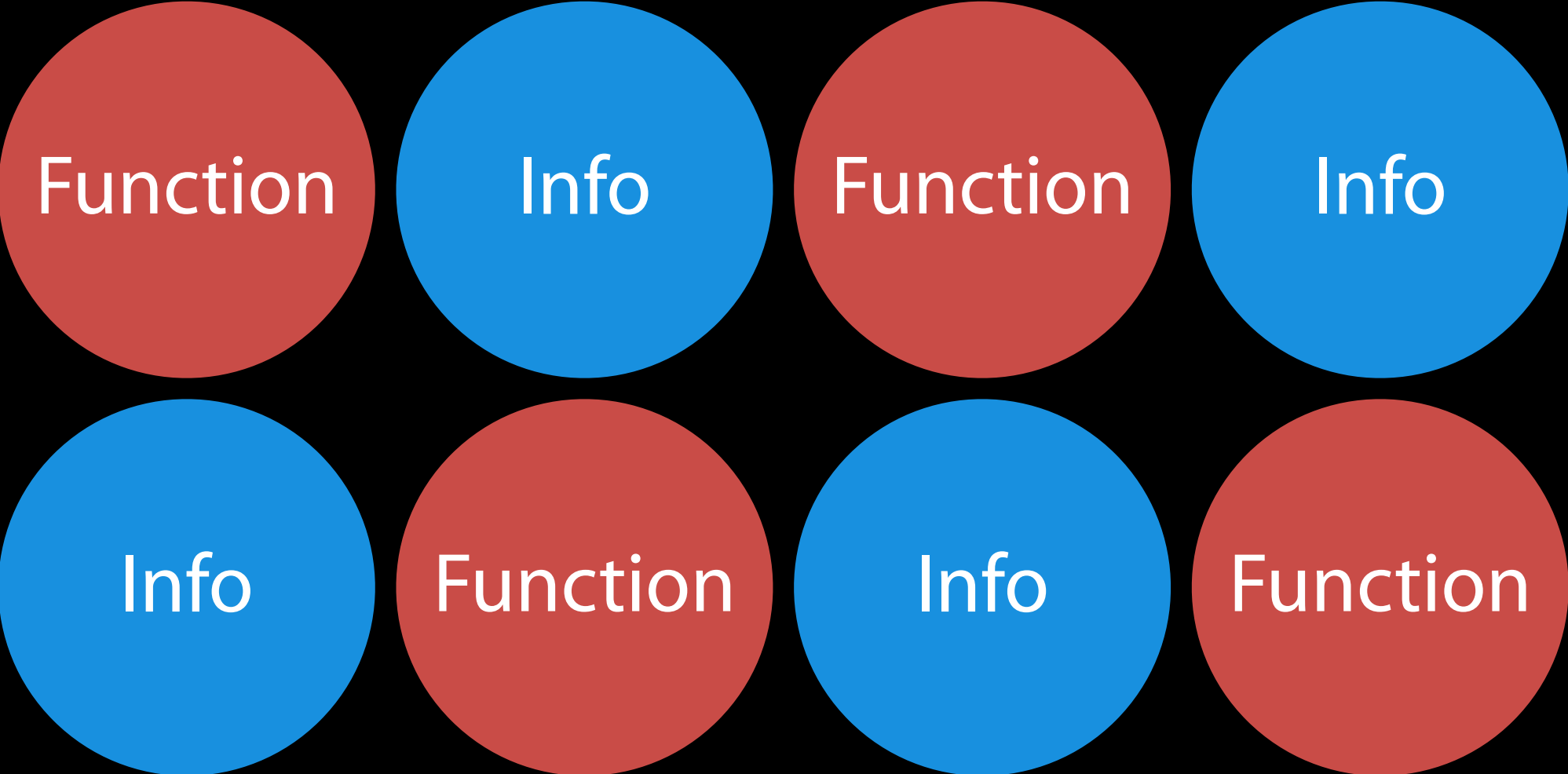
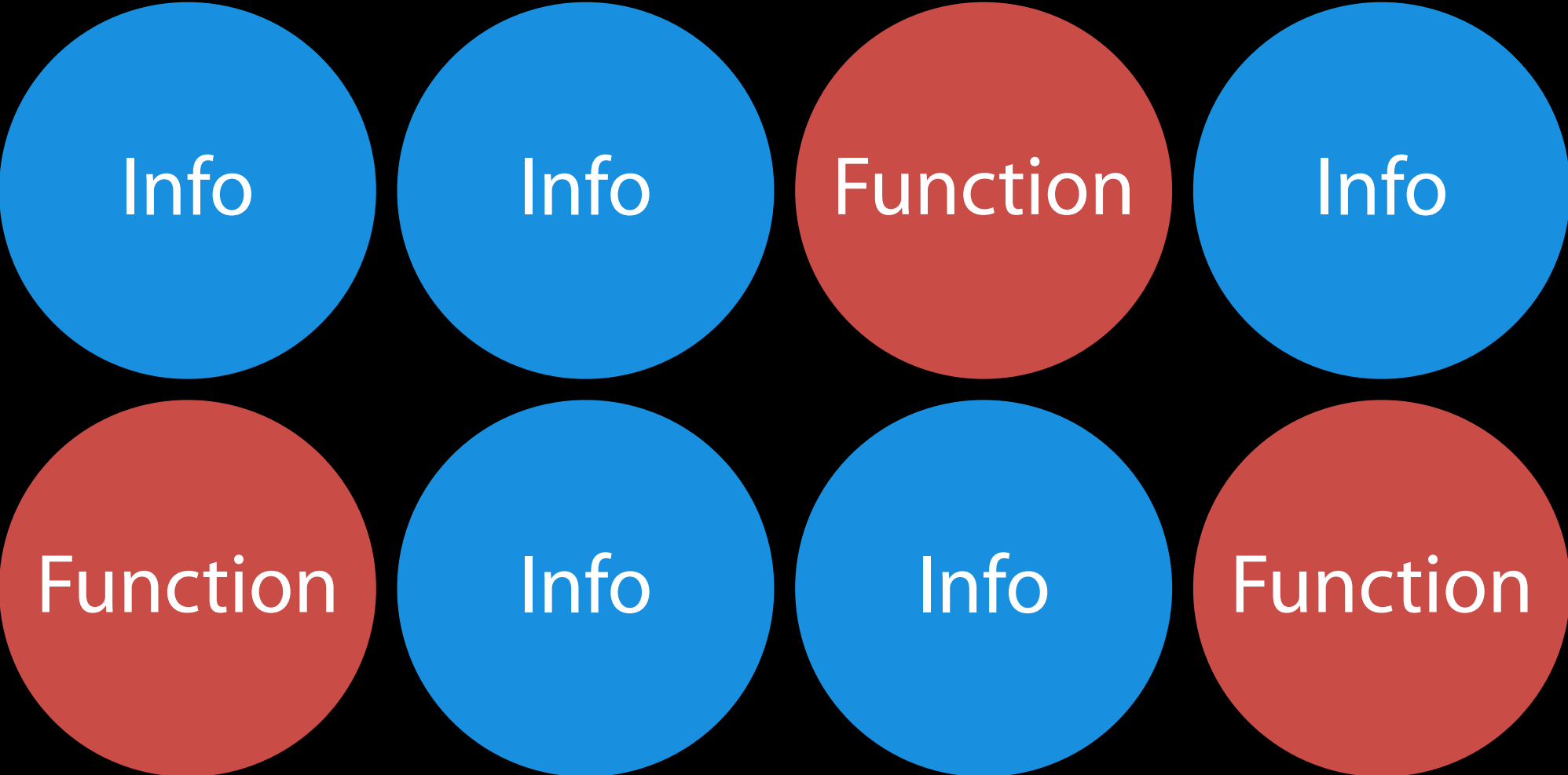
Keypad



Voicemail

Explains What's There







Category 1

Category 2

Category 3





9:41 AM

100%



Favorites



Recents



Contacts



Keypad

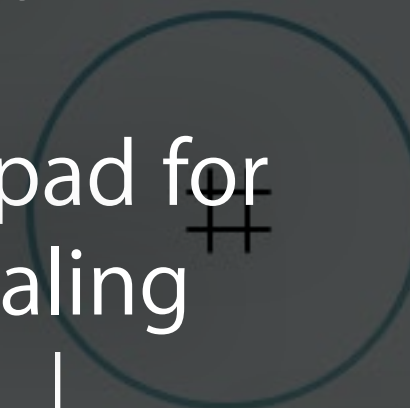
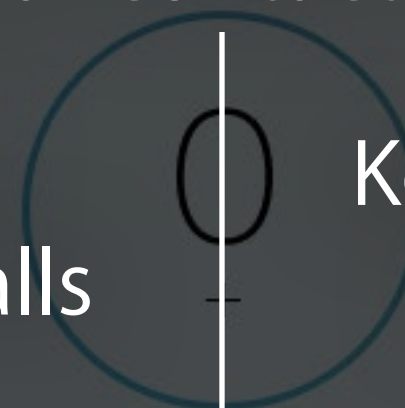
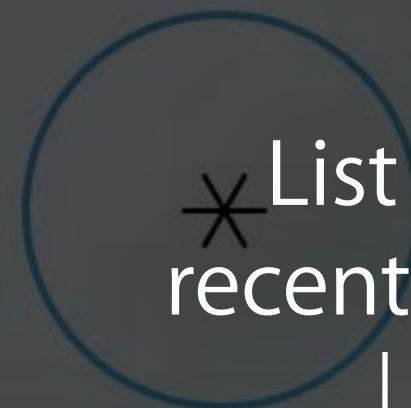
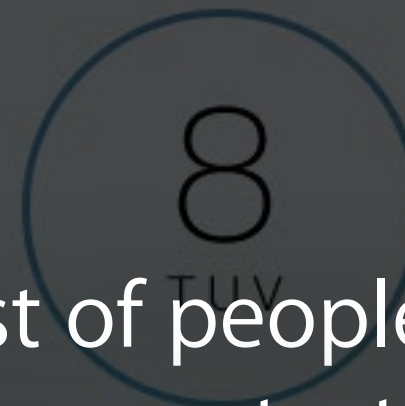


Voicemail



9:41 AM

100%



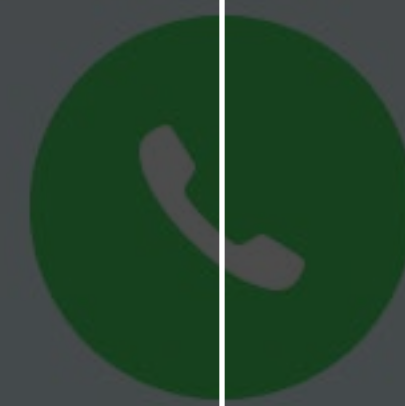
List of people in
your contact list

* 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

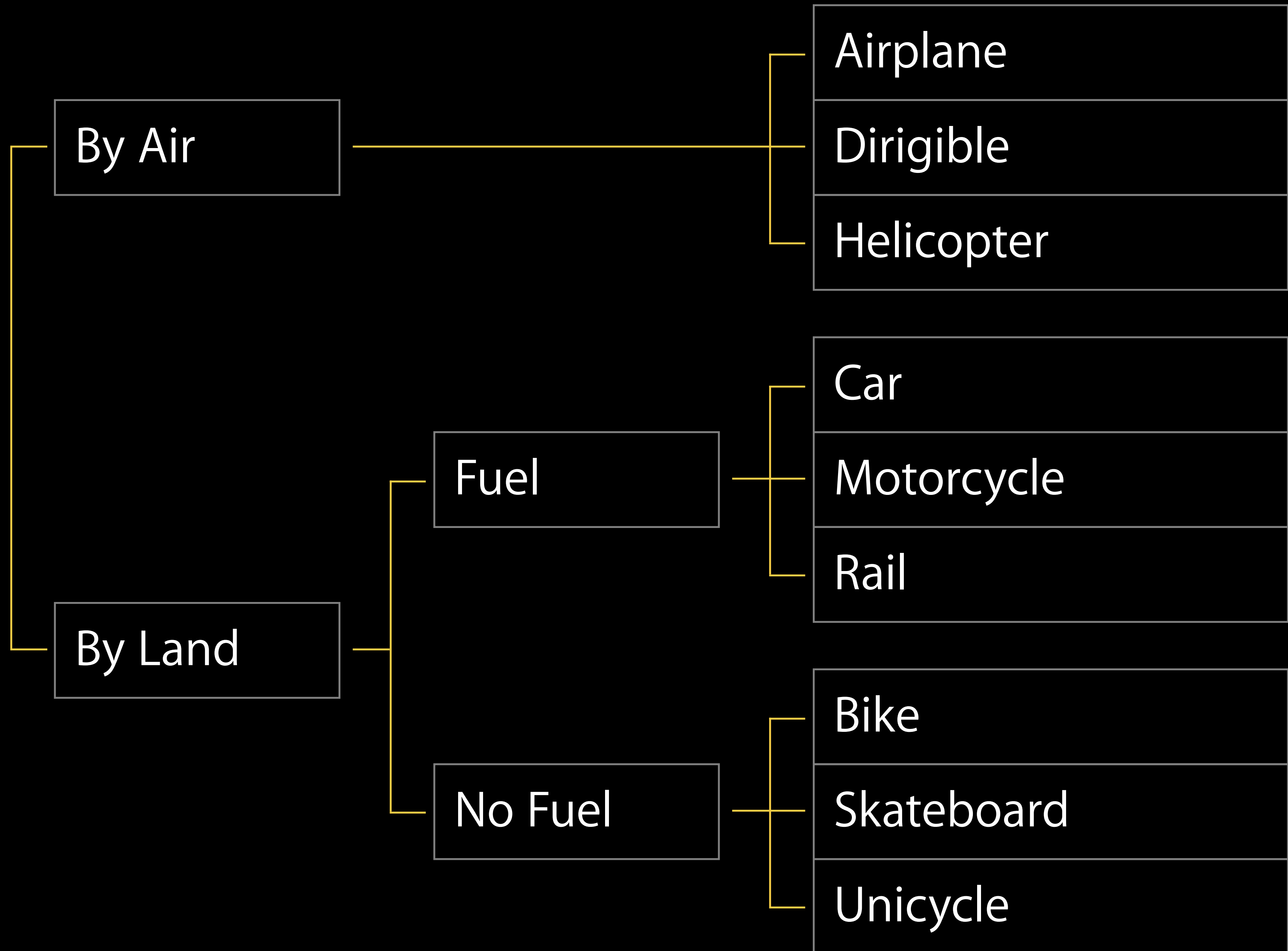
Motorcycle

Skateboard

Rail

Unicycle





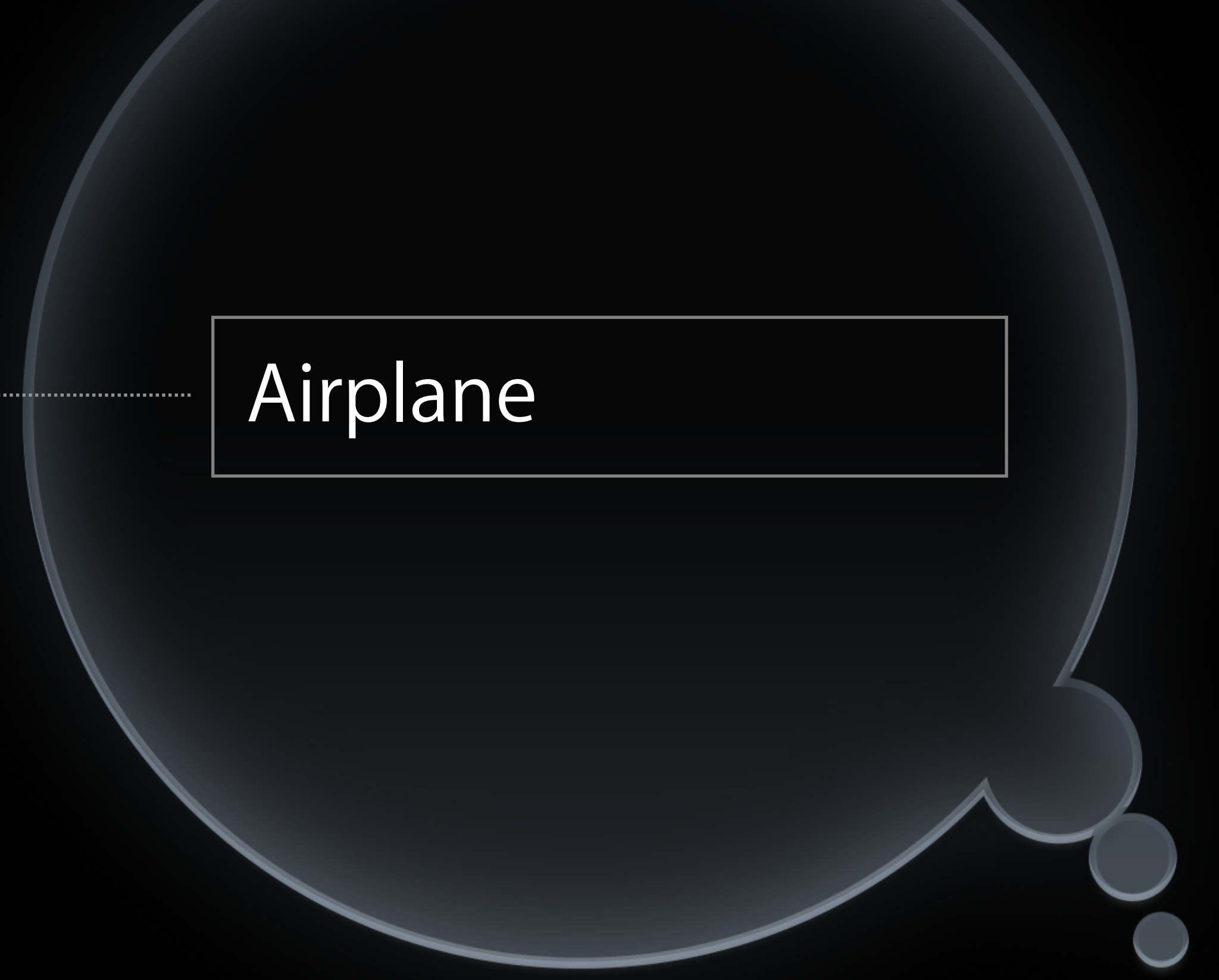
By Air

By Land



By Air

Airplane

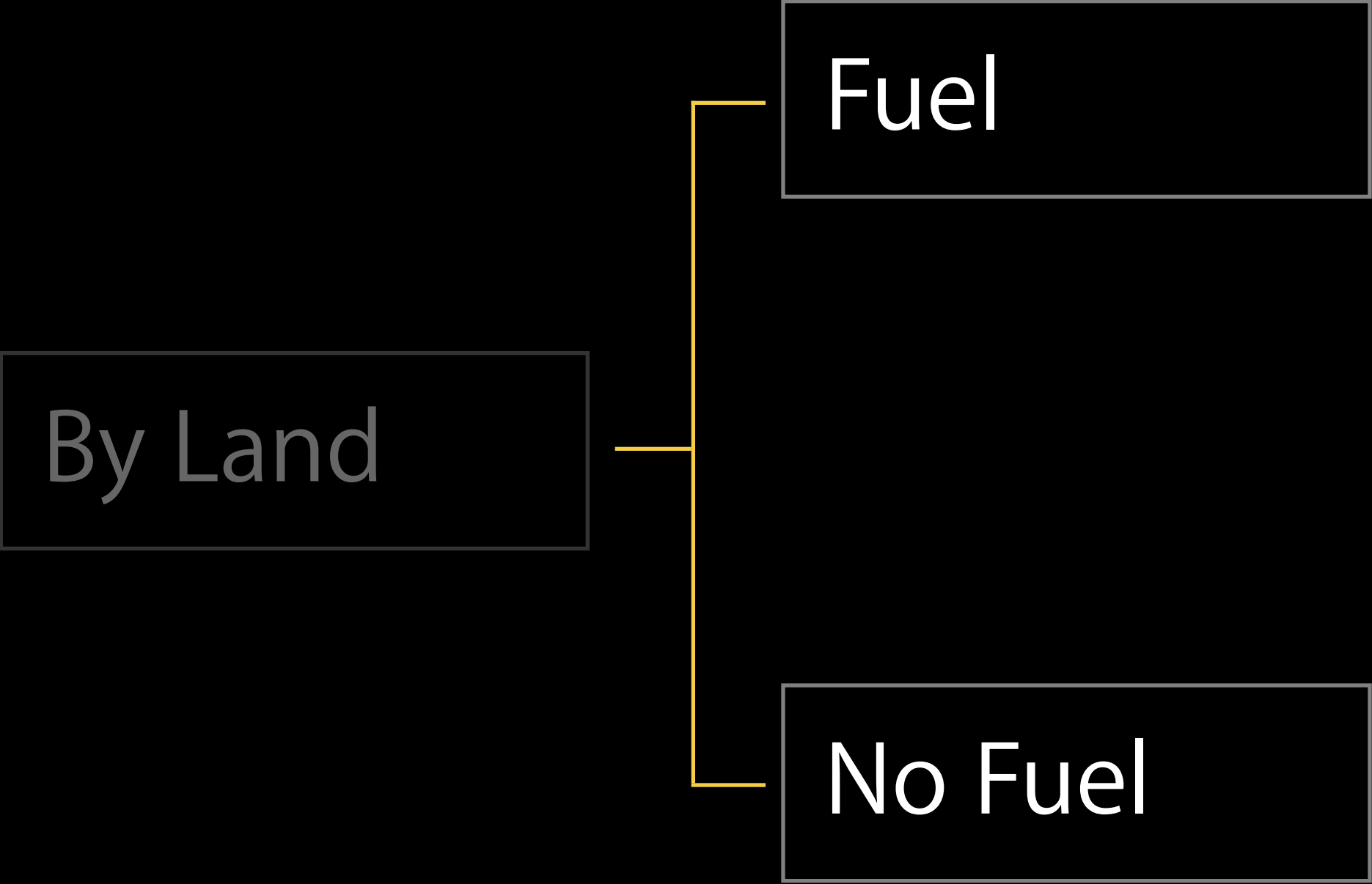


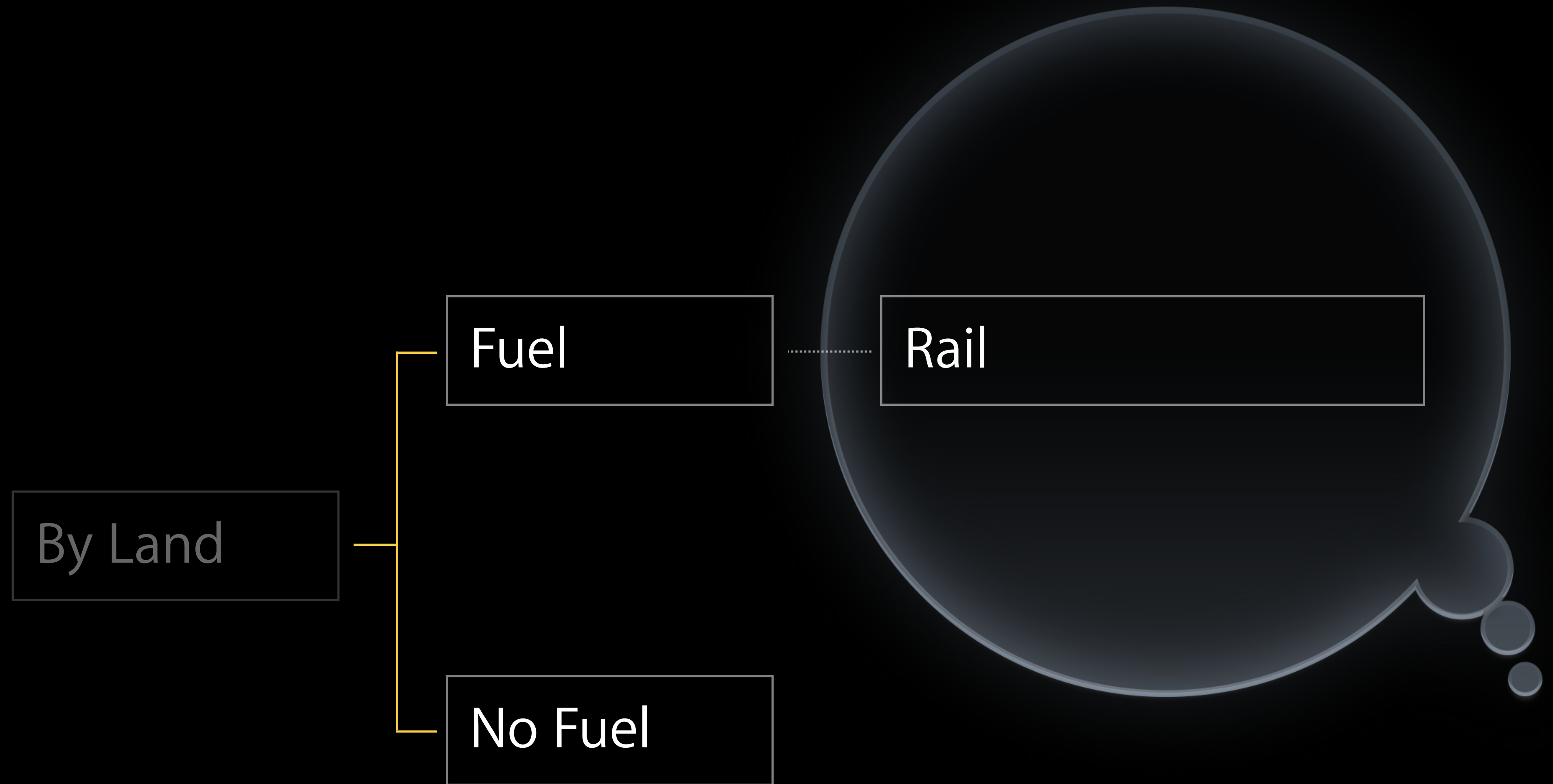
By Land

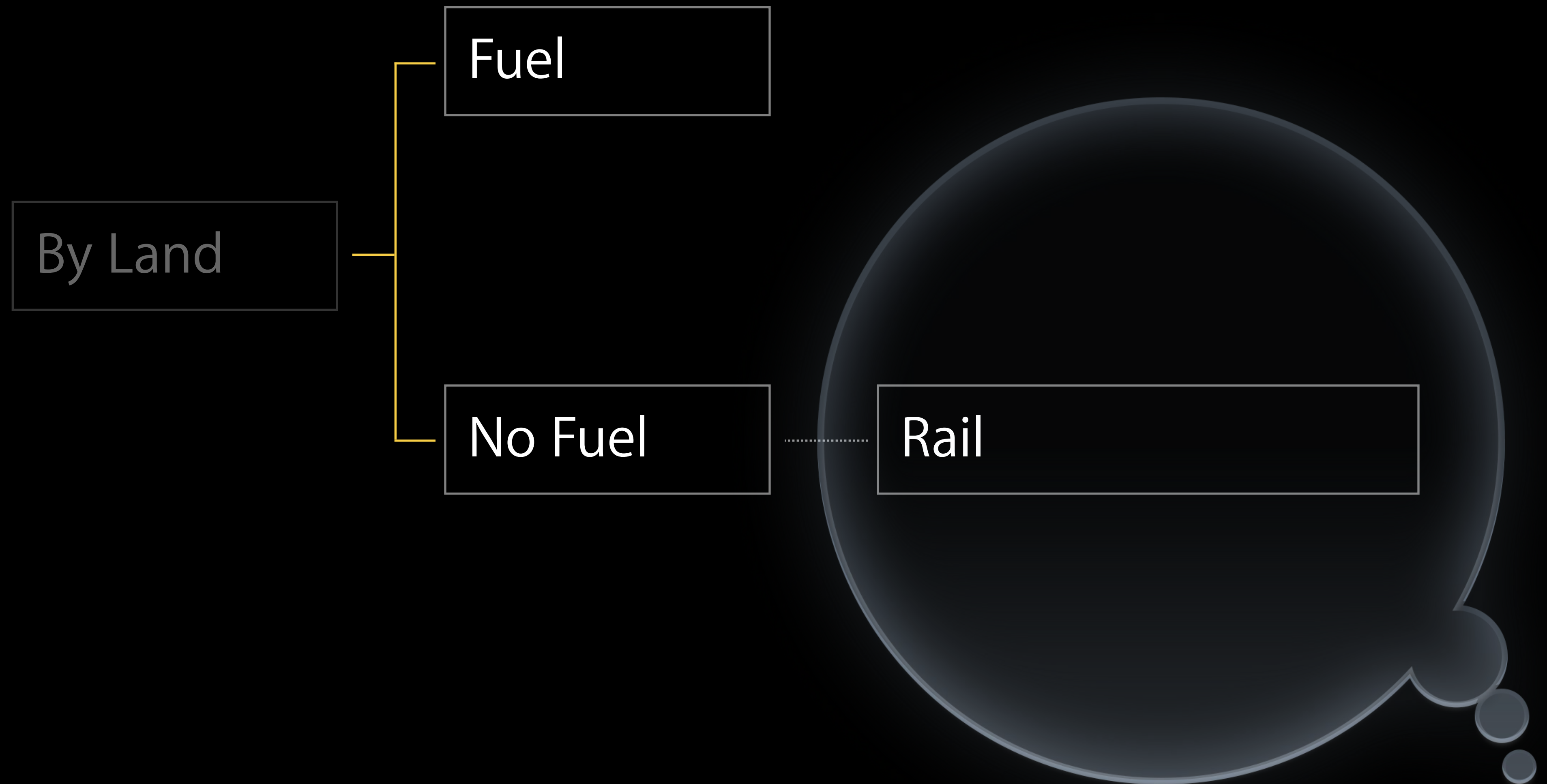


Car
Rail











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

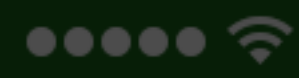


Contact Us



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

100%

Edit

World Clock



Cupertino

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Alarm



Stopwatch



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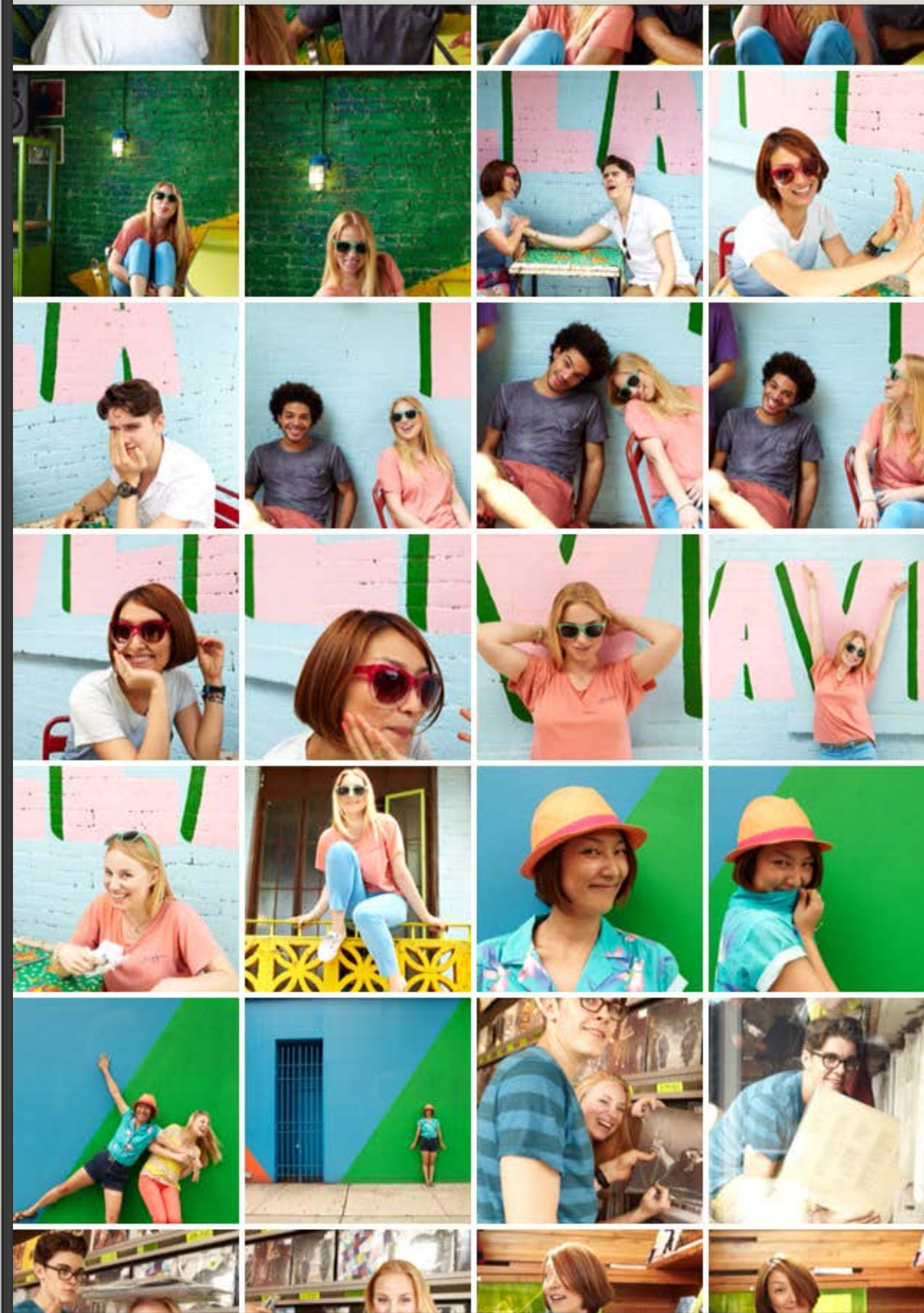
9:41 AM

100%



Albums My Photo Stream

Select



Photos



Shared



Albums



9:41 AM

100%



Albums My Photo Stream

Select



Photos



Shared



Albums



9:41 AM

100%



Albums My Photo Stream

Select



Photos



Shared




Albums



9:41 AM

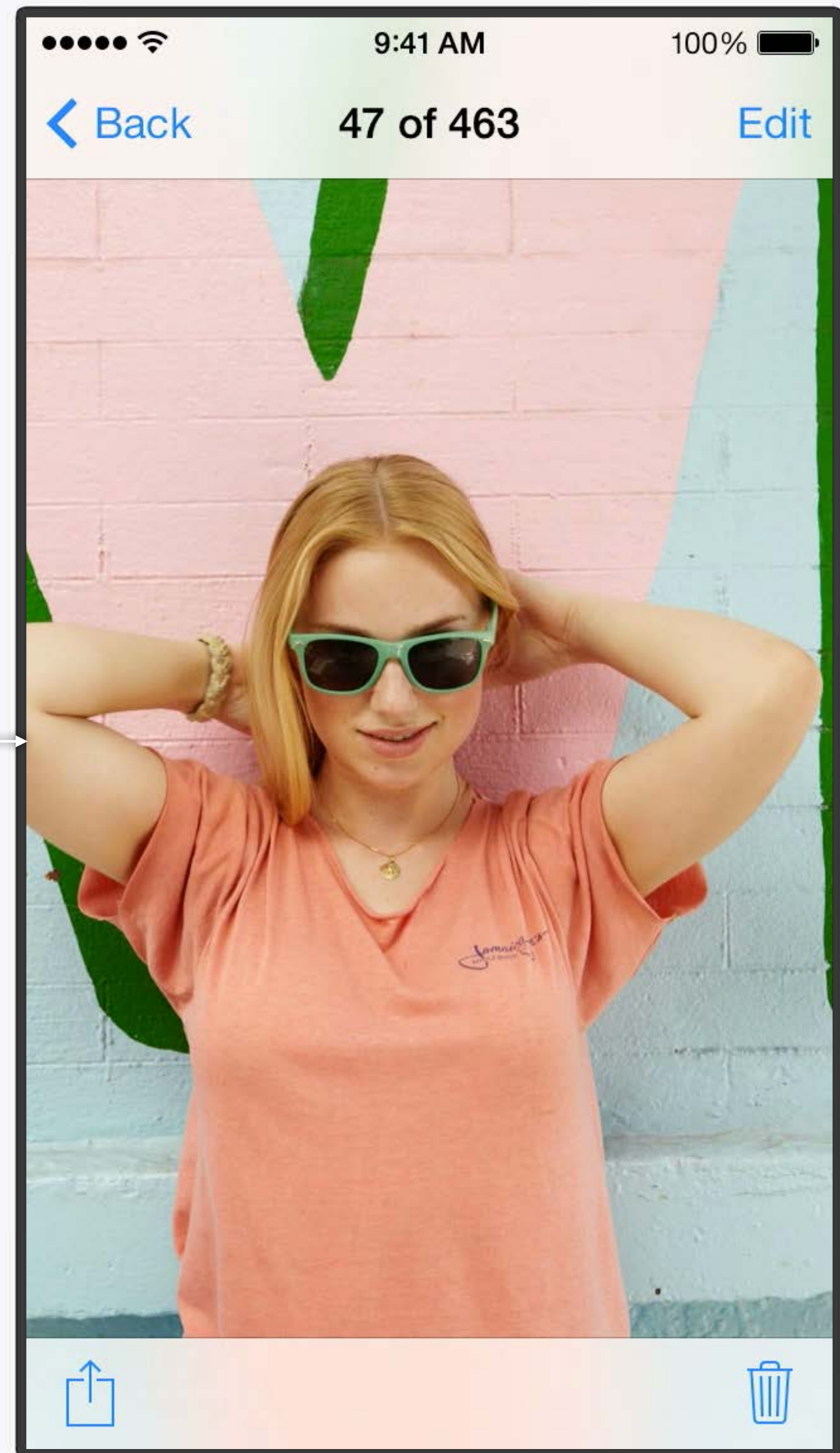
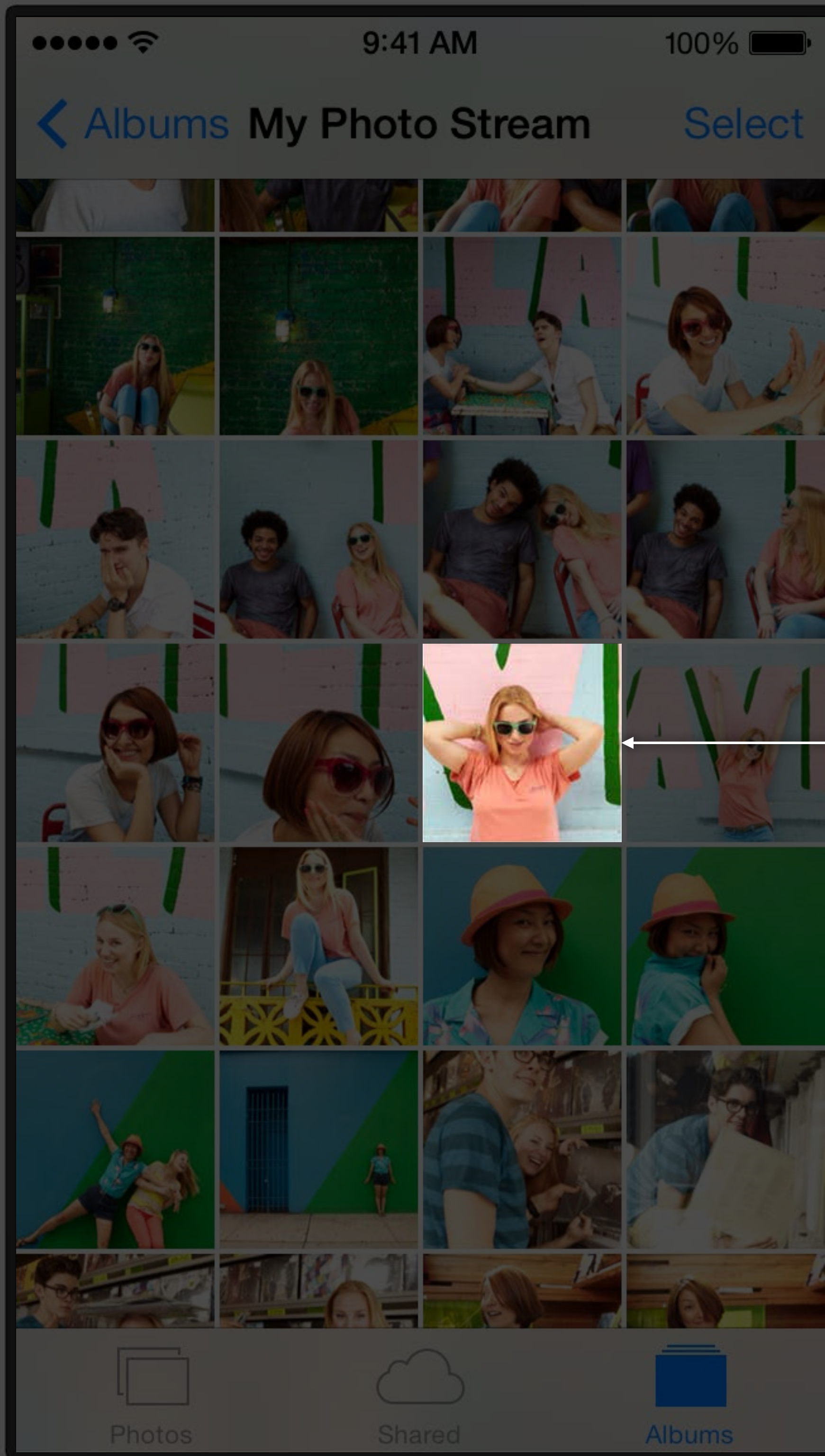
100% 

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47 of 463


Edit








9:41 AM

100% 

 Back


47 of 463


Edit





9:41 AM

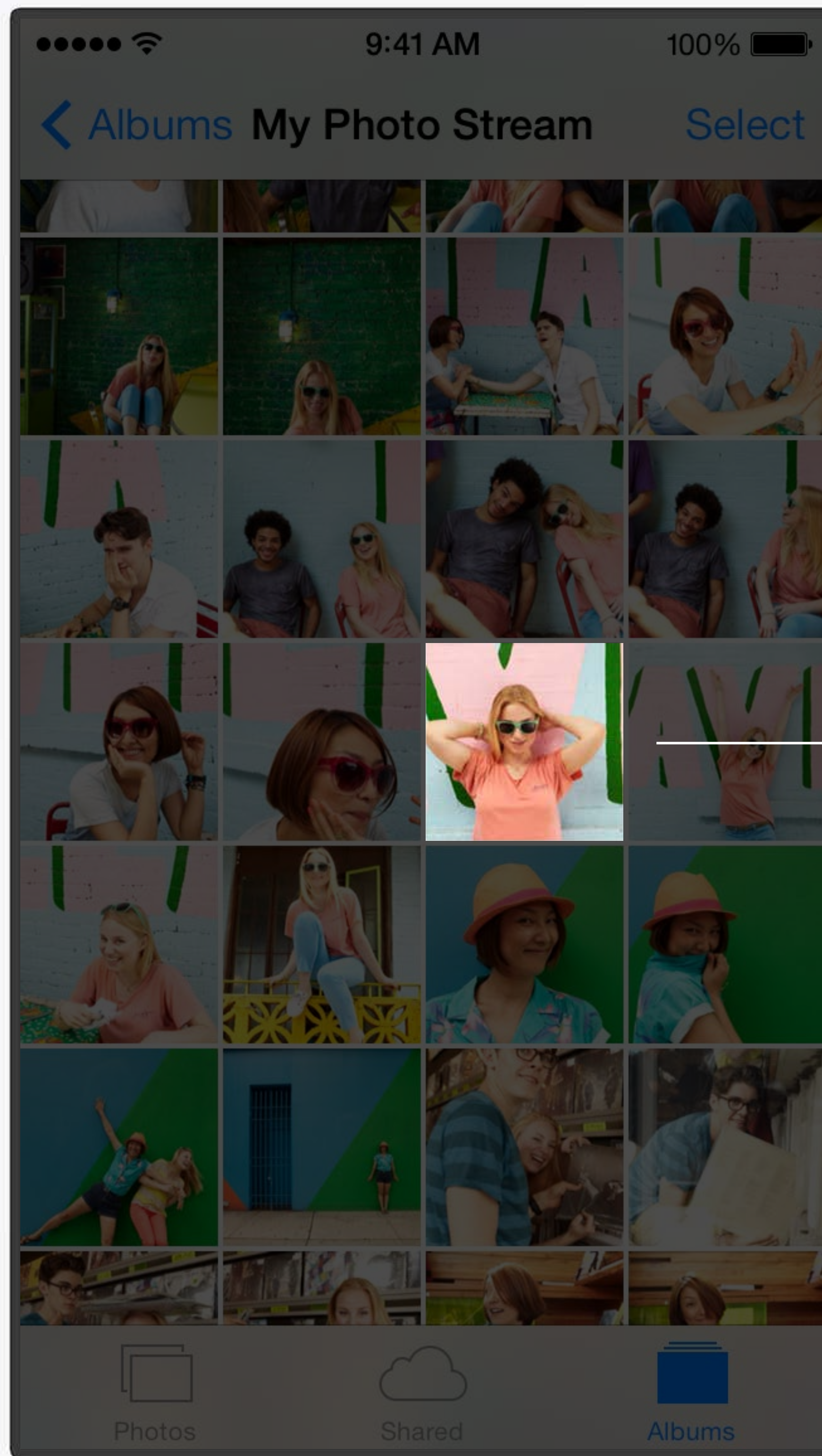
100% 

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47 of 463

Edit





You were here



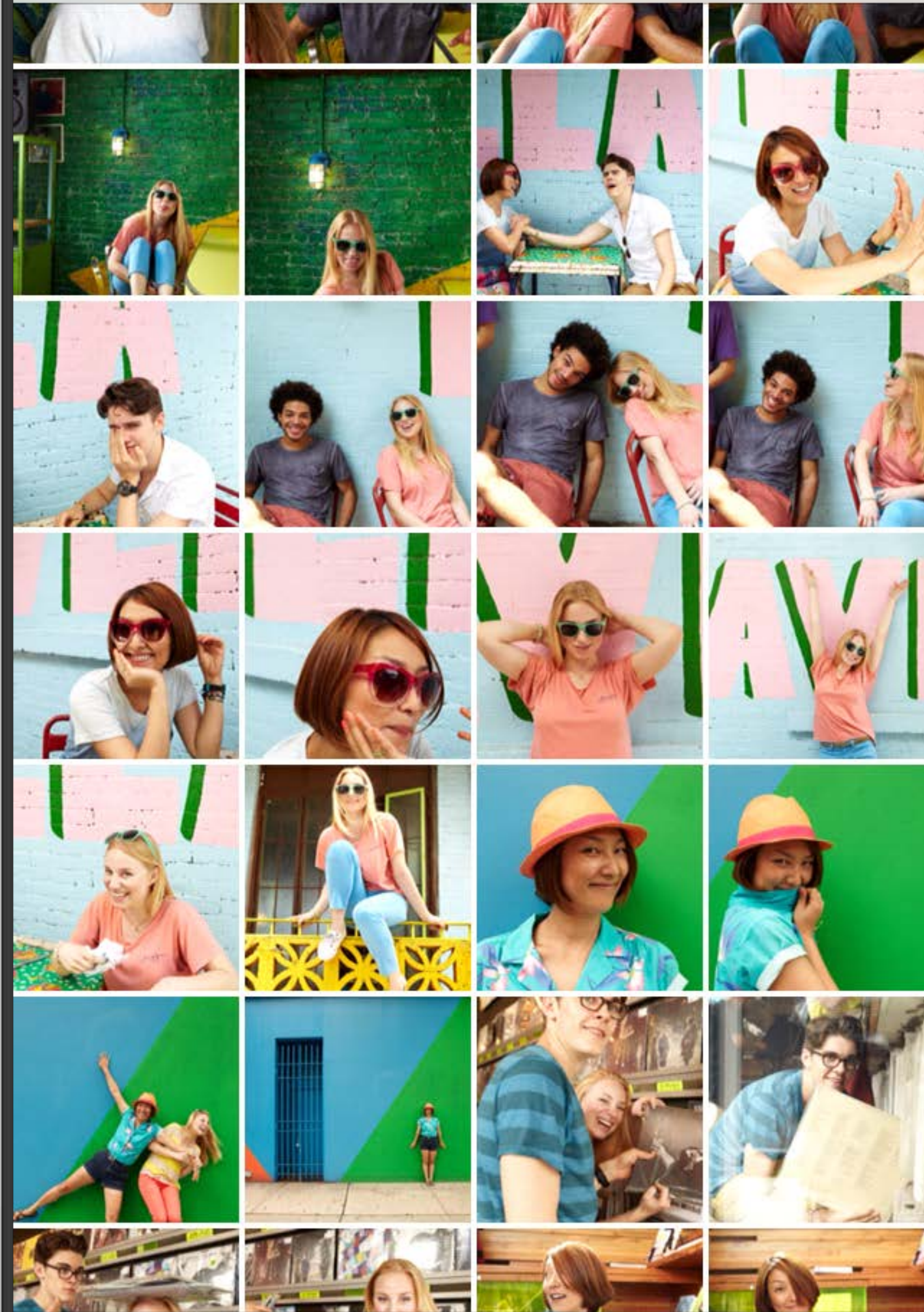
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Albums My Photo Stream

Select



Photos



Shared




Albums



9:41 AM

100% 

 Back


47 of 463


Edit





9:41 AM

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47 of 463

Edit



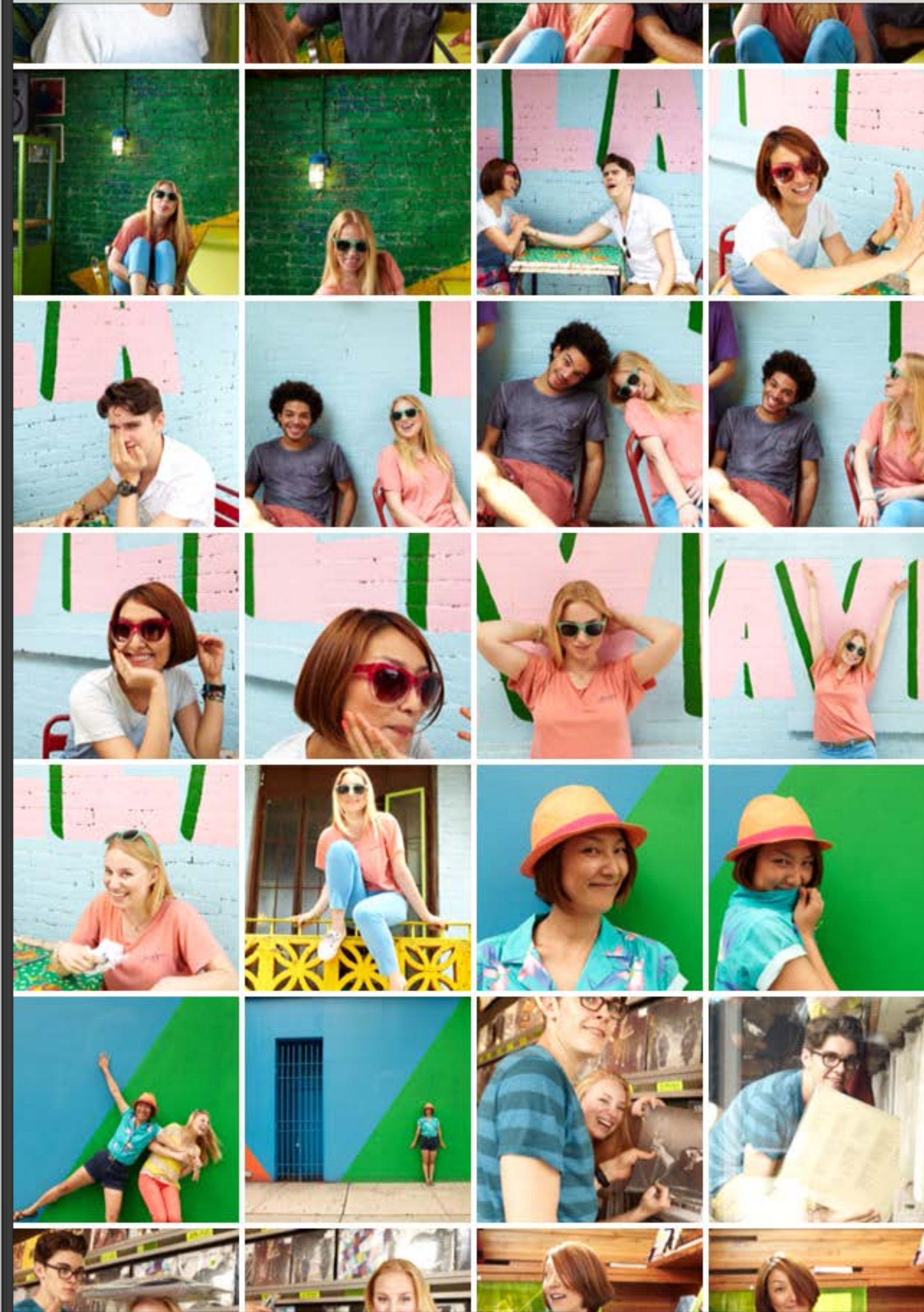


9:41 AM

100%

[← Albums](#) My Photo Stream

[Select](#)



Photos



Shared



Albums

●●●○ AT&T

4:55 PM



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



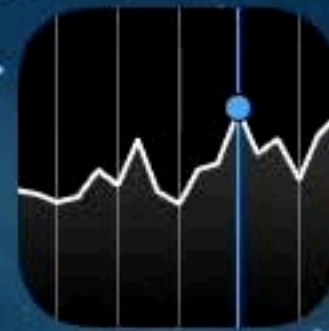
Videos



Notes



Reminders



Stocks



Game Center



Newsstand



iTunes Store



App Store



Passbook



Compass



Settings



Phone



Mail



Safari



Music

●●●○ AT&T

4:55 PM



Messages



Calendar



Photos



Camera



Weather



Clock



Maps



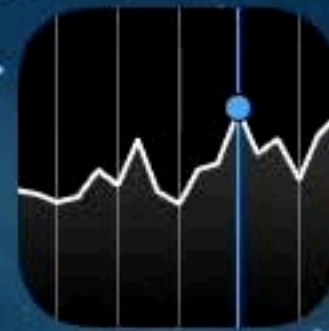
Videos



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

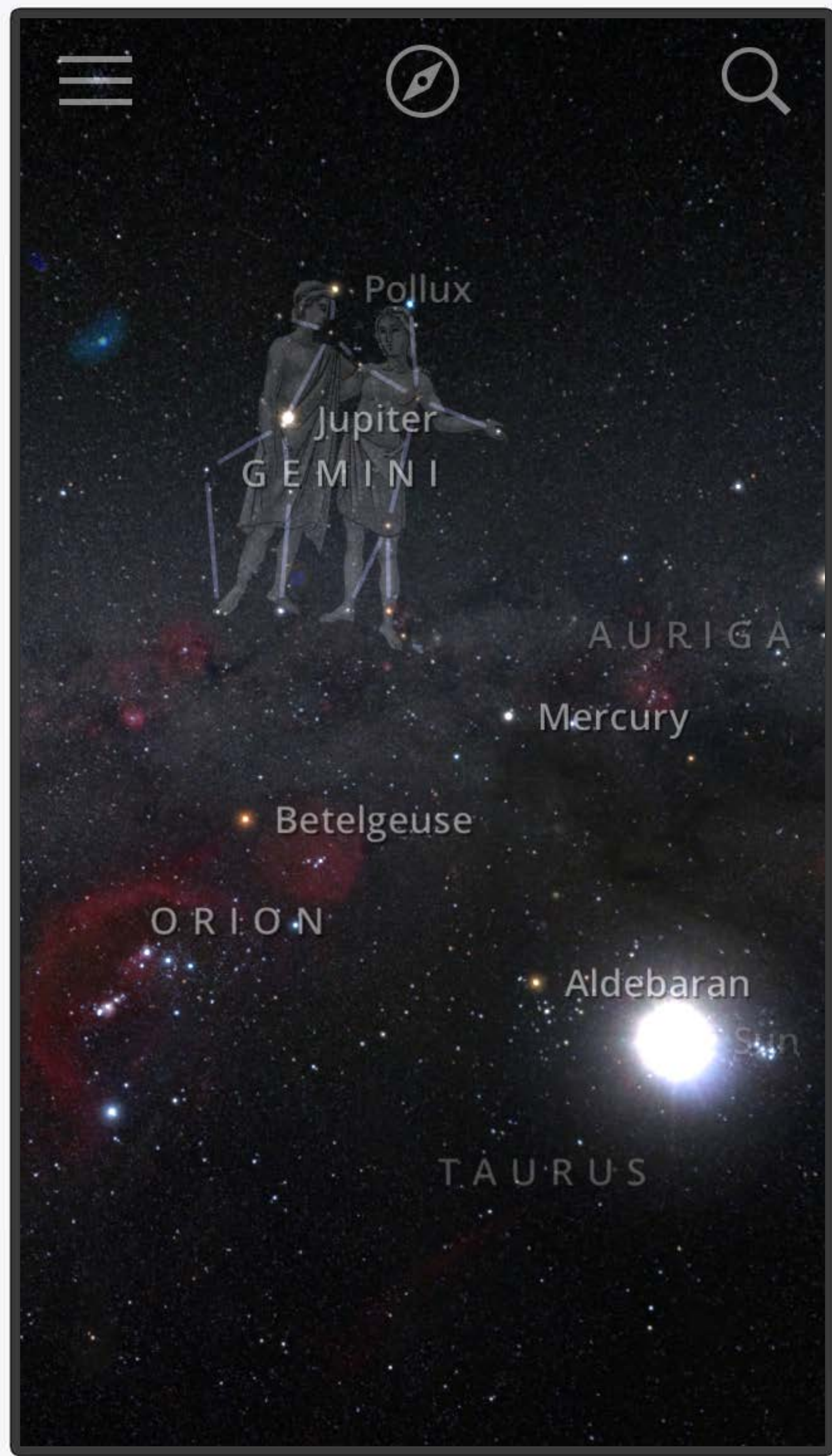
Progressive Disclosure

Be predictable

Make selection obvious

Maximize continuity

Provide hints



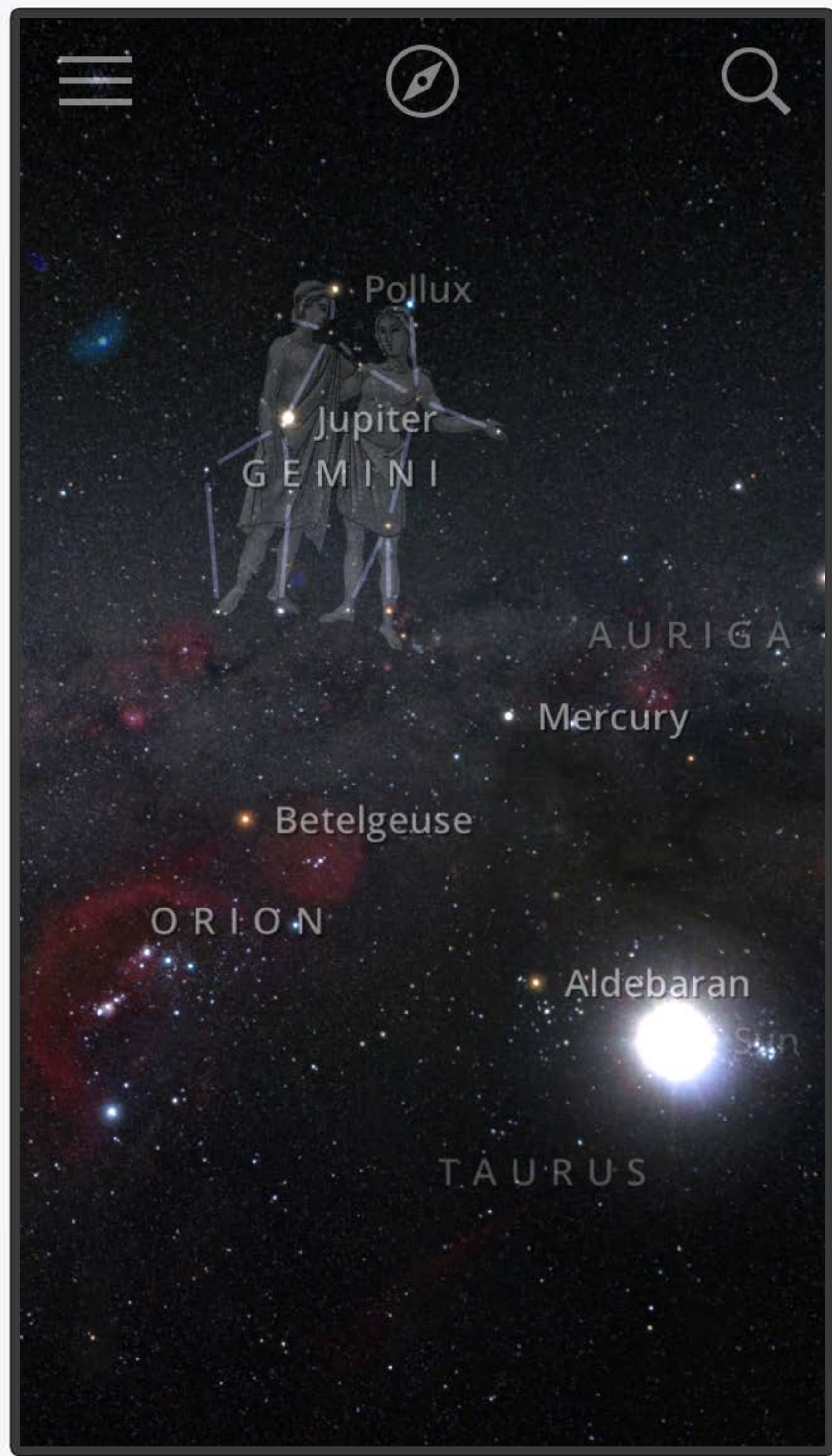
< Sky

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



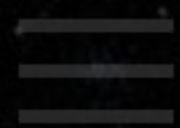
○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



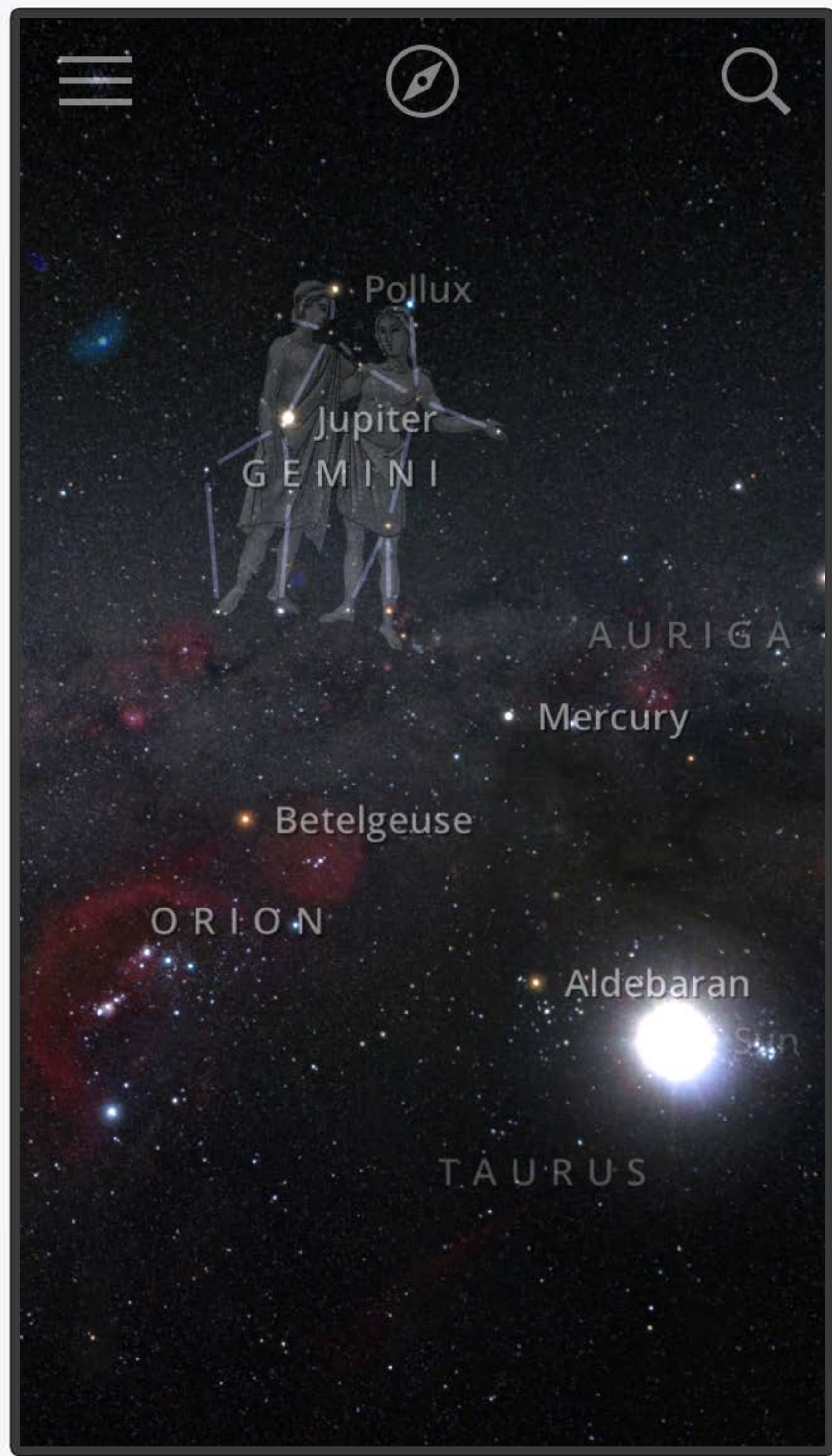
○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury

Betelgeuse

ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury

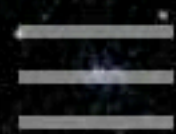
Betelgeuse

ORION

Aldebaran

Sun

TAURUS



Pollux

Jupiter

GEMINI

AURIGA

Mercury



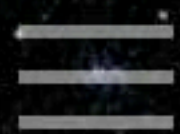
○ Betelgeuse

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

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

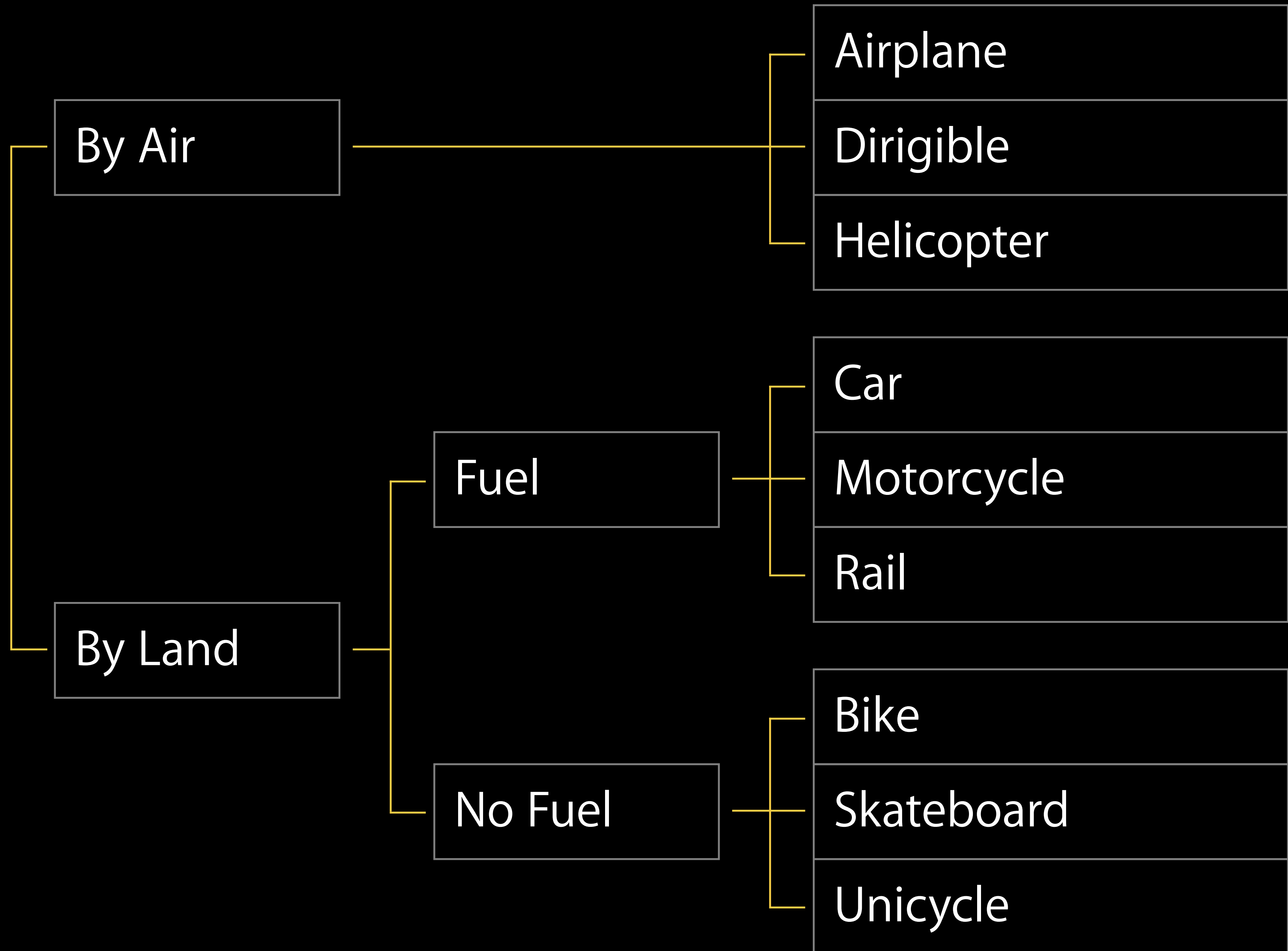
Bok Choy

Broccoli

Brussels sprouts

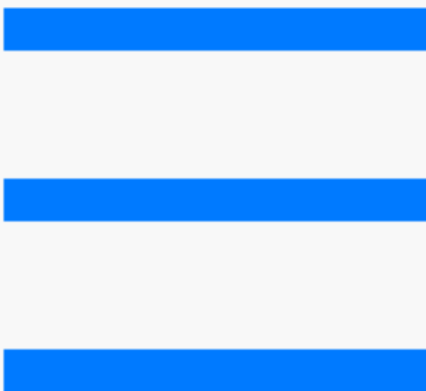
Cabbage

Skimming = Skipping





9:41 AM



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



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Accounts



Che

Accou

Deals



Savi

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Alerts



Locations



Auto

Accou

Contact Us



Mor

Accou

App Feedback

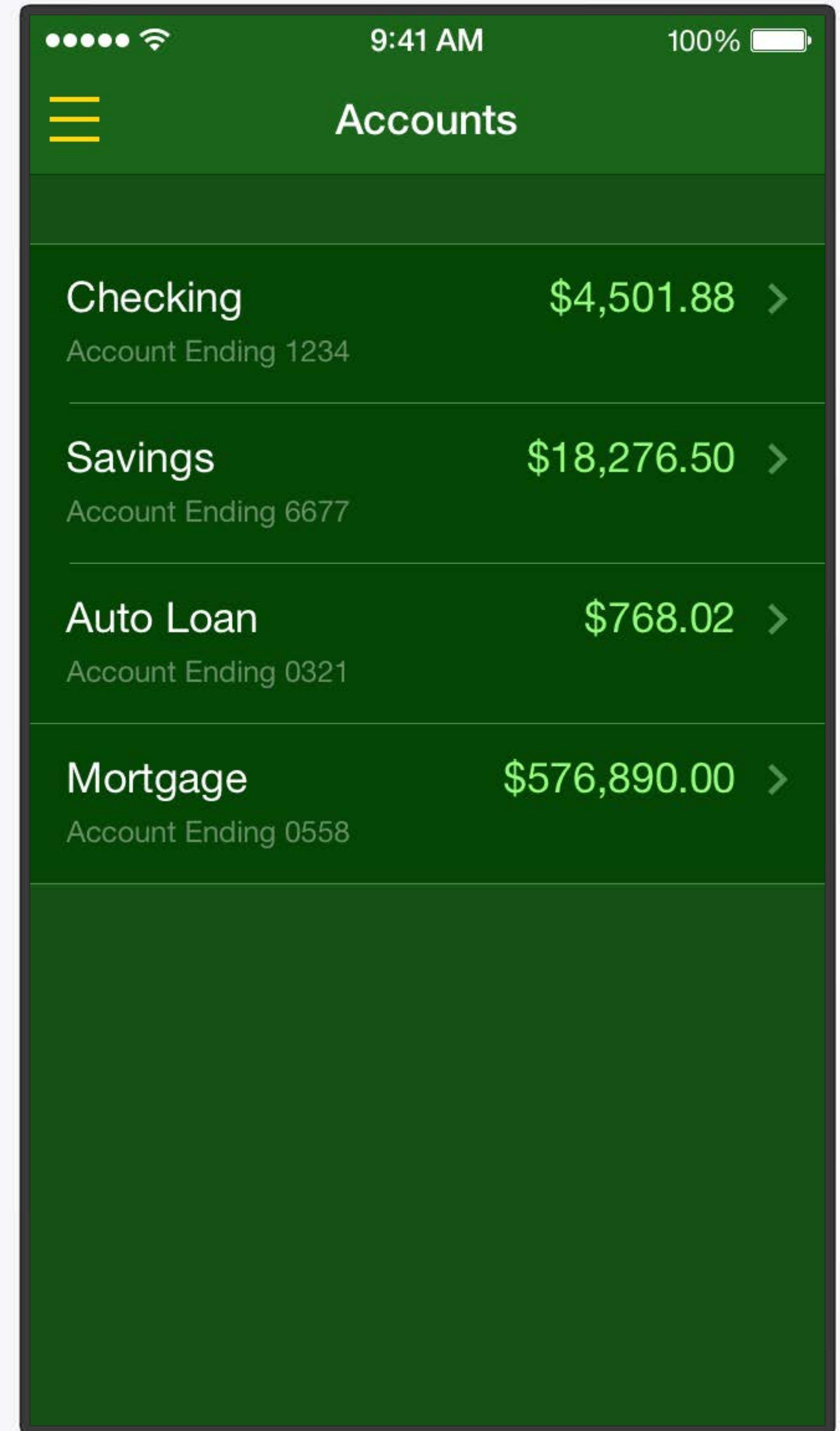
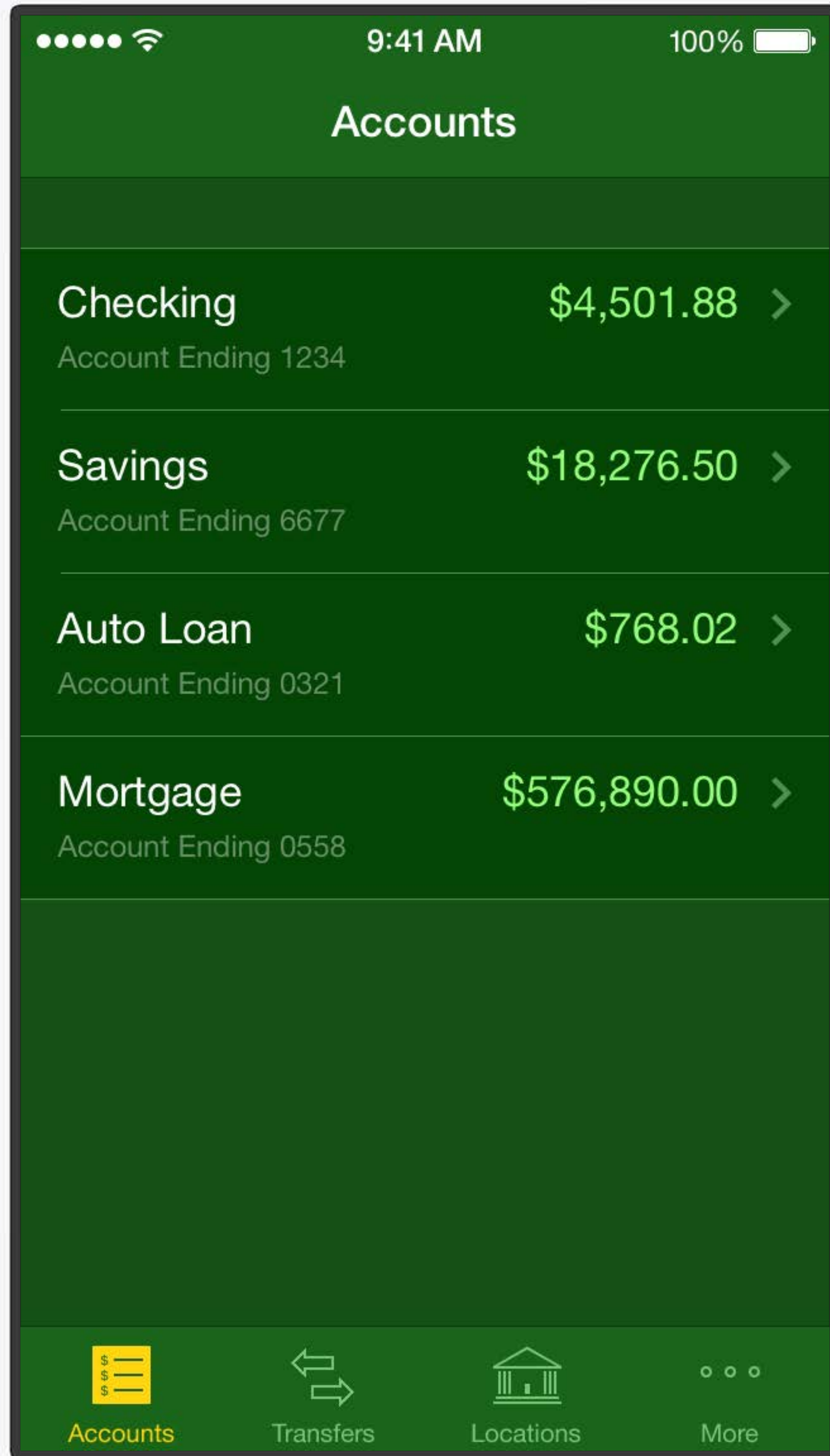


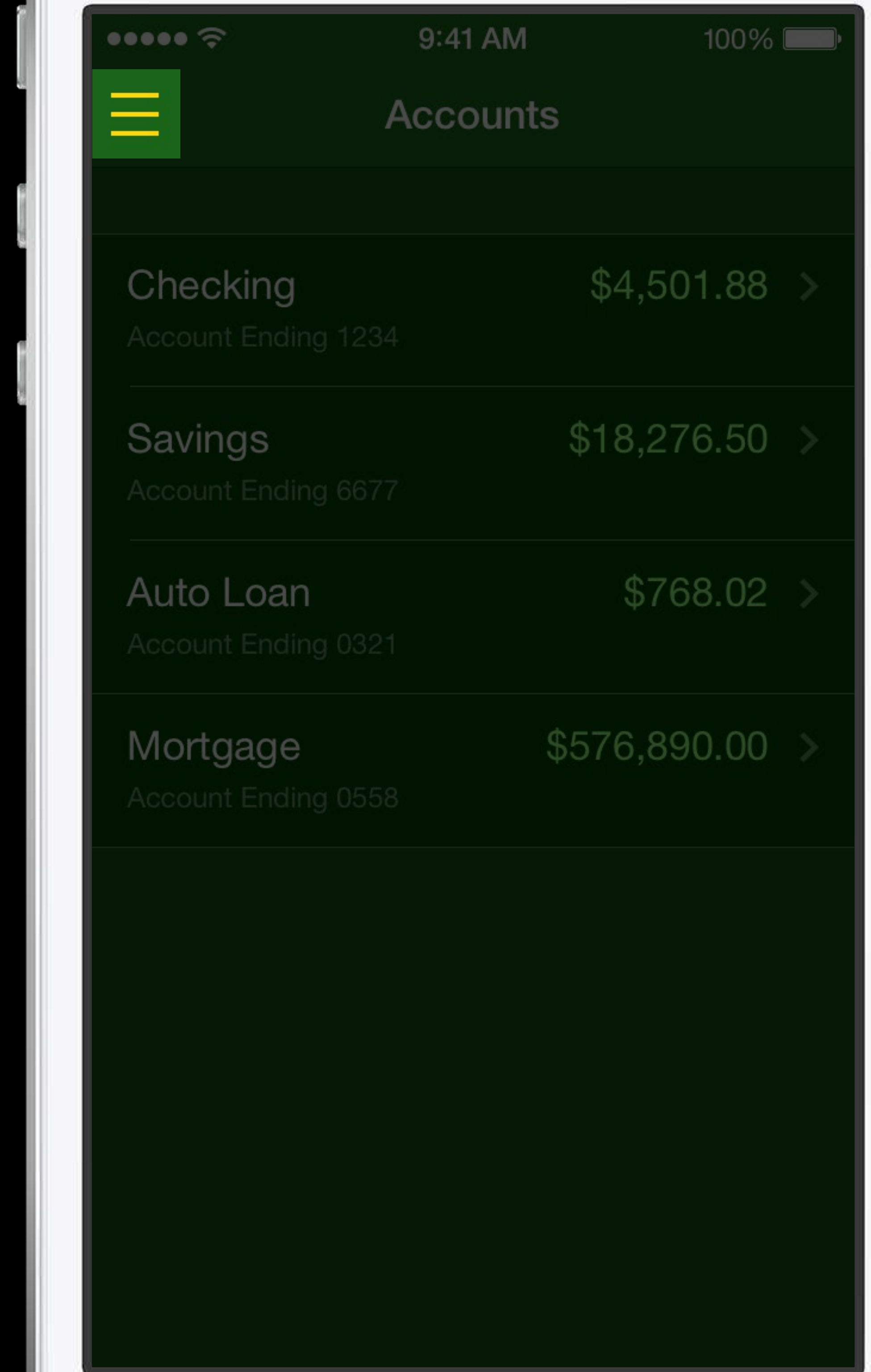
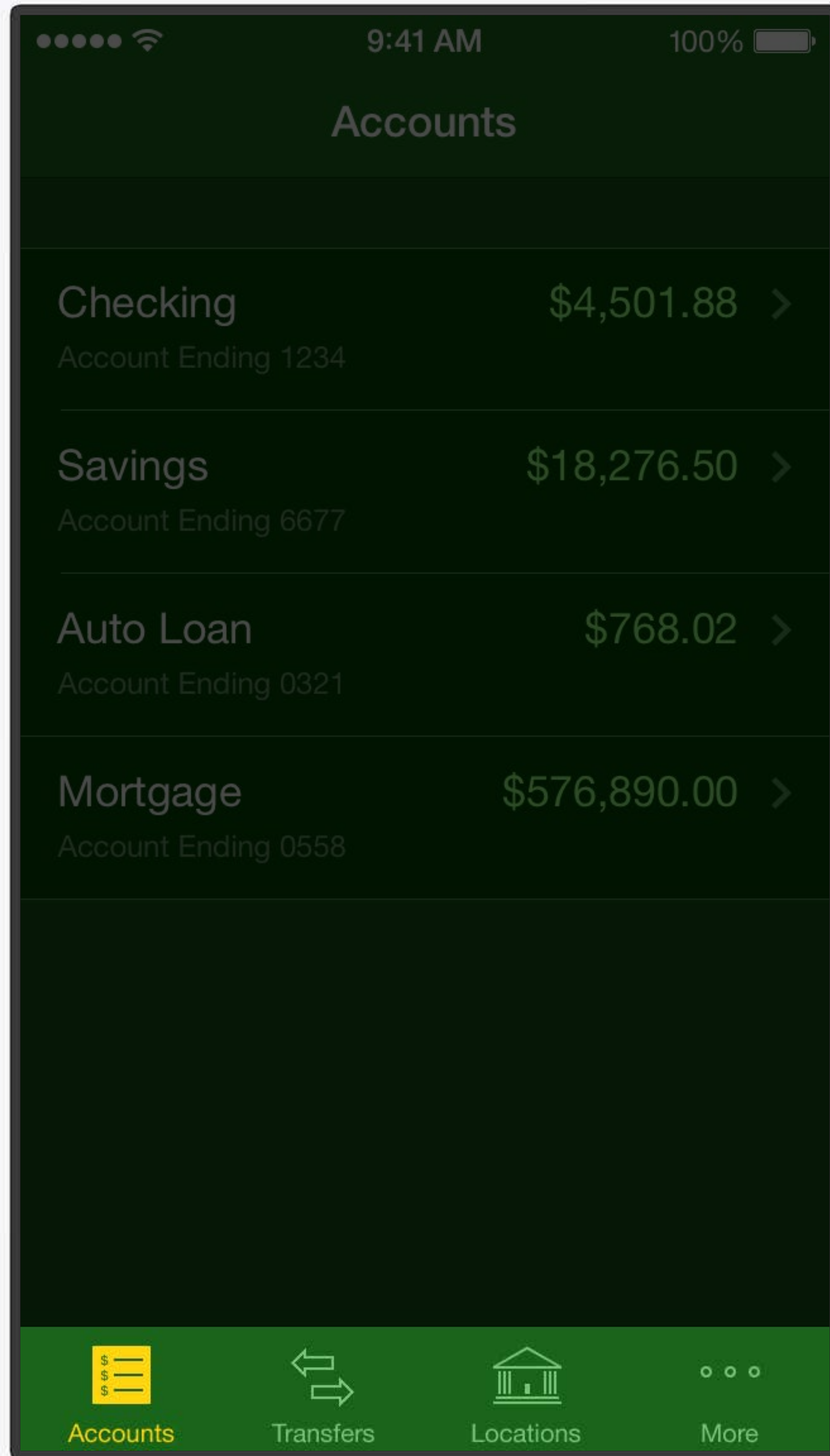
Help



Privacy









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9:41 AM

100%



Accounts



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App Feedback

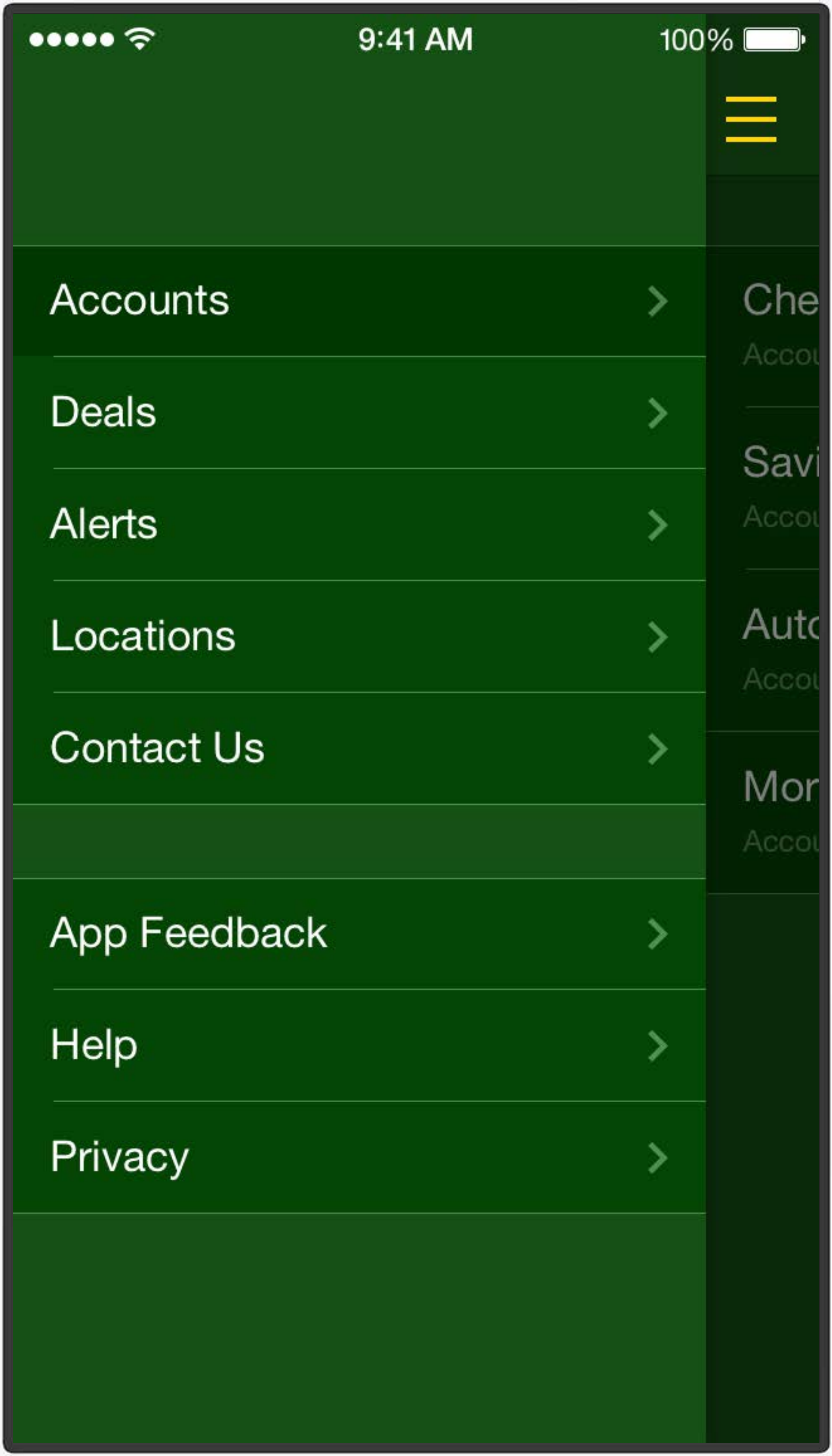
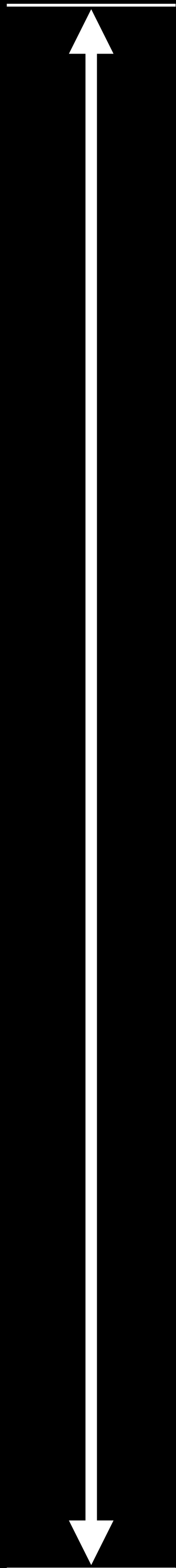


Help



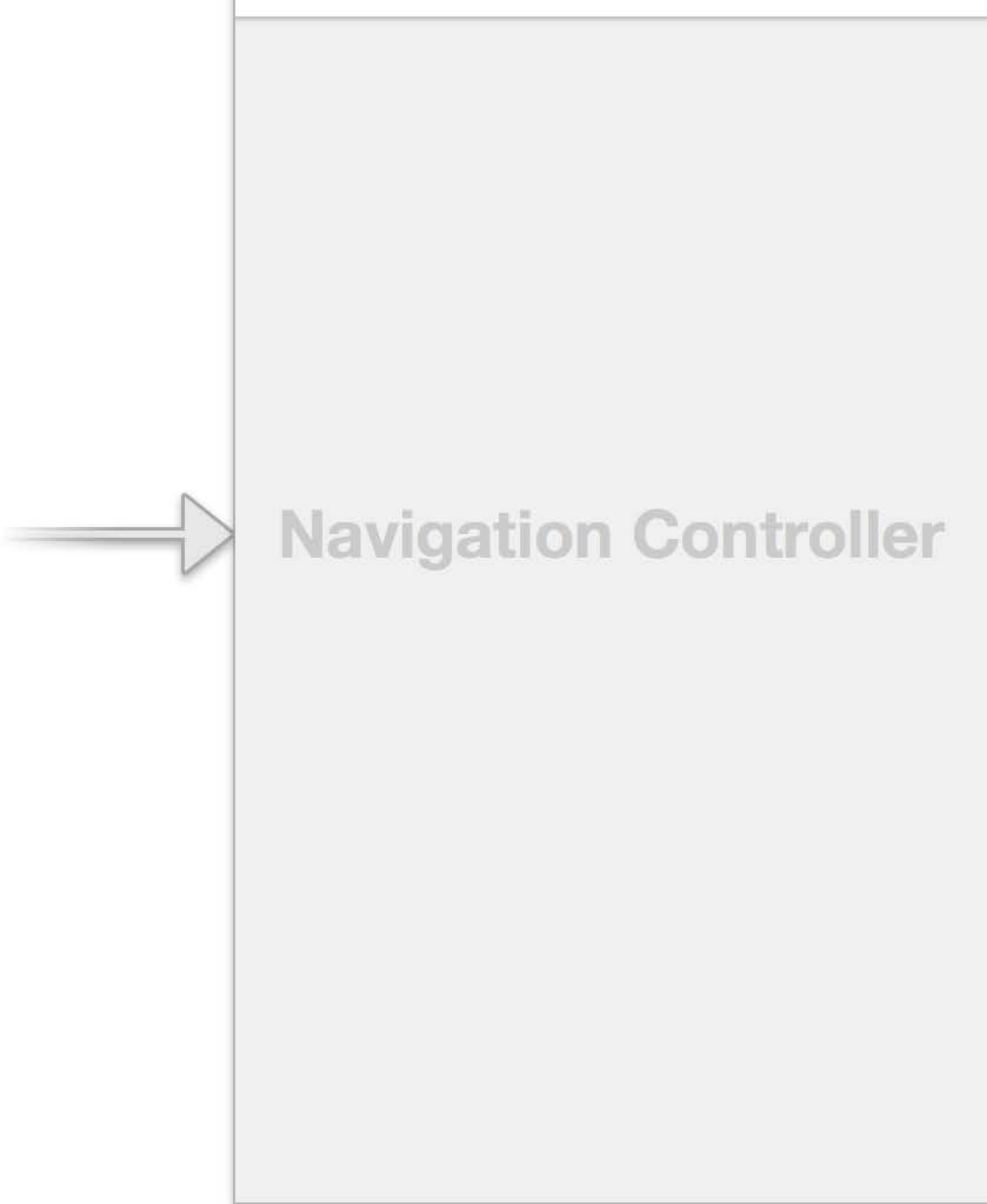
Privacy



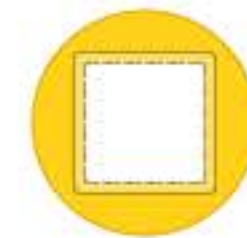




This Space Available



Navigation Controller



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.



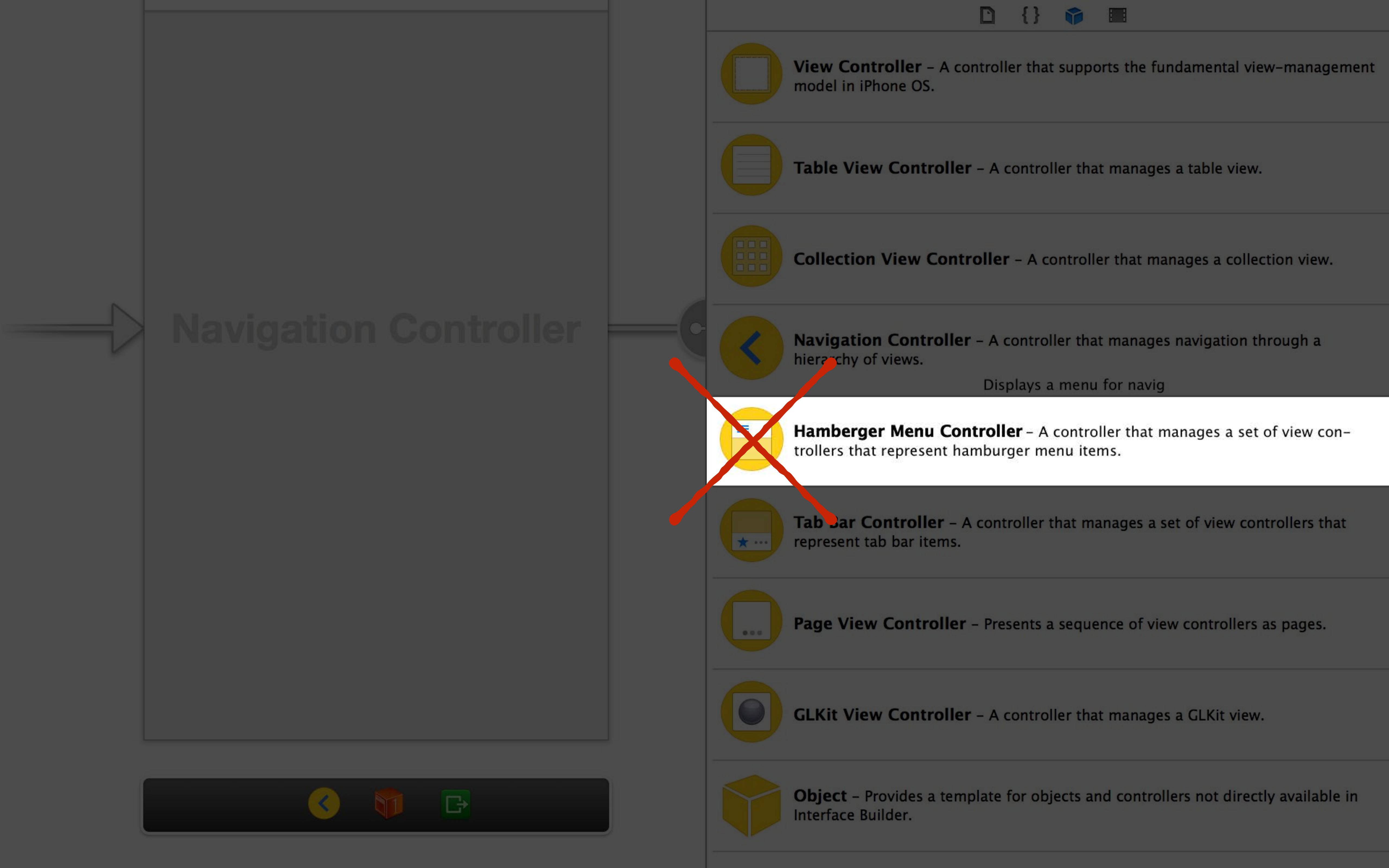
Page View Controller – Presents a sequence of view controllers as pages.



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



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



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

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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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



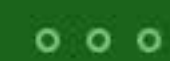
Accounts



Transfers



Locations



More



9:41 AM

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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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Accounts

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Accounts



Transfers



Locations



More



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Auto Loan \$768.02 >

Account Ending 0321

Mortgage \$576,890.00 >

Account Ending 0558



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Accounts



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Bill Pay



Savi

Transfers



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Deposits



Auto

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Deals



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Alerts



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Help





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Transfers

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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



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Transfers

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HISTORY

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5/18/14

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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 >

12/21/13



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Accounts



Bill Pay



Transfers



Deposits



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Accounts



Bill Pay



Transfers



Deposits



Deals



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Help



HISTO

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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

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Checking (1234)

Filz Coffee \$3.50 >

6/4/14

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

6/2/14

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6/1/14

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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 >



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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 >



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Accounts



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Deals



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About this App



Piggry Jar Bank App® – Version 3.1



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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

Edit World Clock +

Cupertino 9:41 AM
Today

New York 12:41 AM
Today, 3 hours ahead

Tokyo 1:41 AM
hours ahead

i 12:41 AM
hours ahead

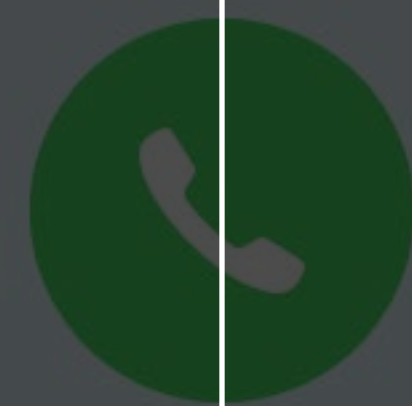
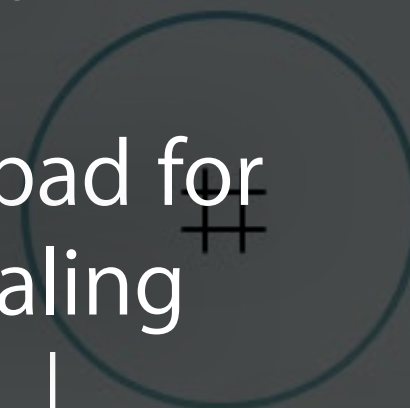
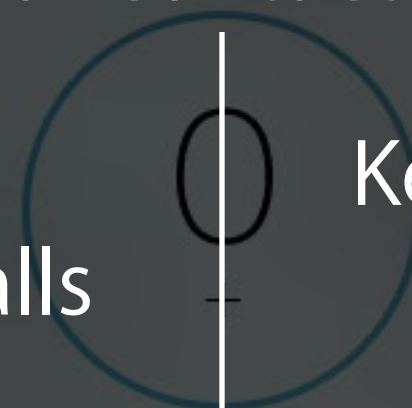
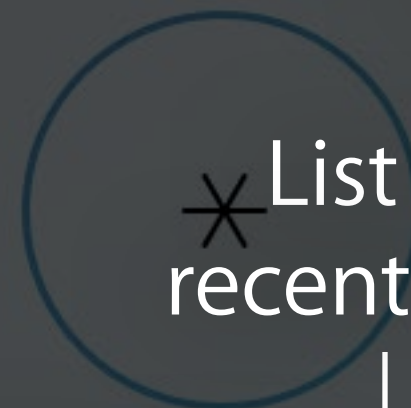
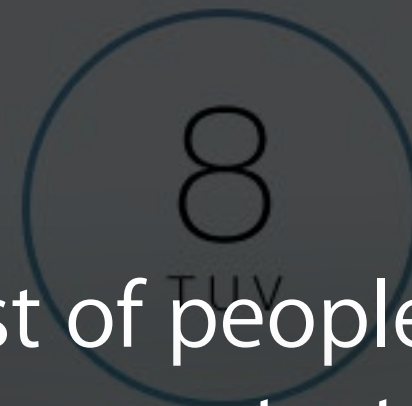
on 5:42 PM
row, 8 hours ahead





9:41 AM

100%



Favorites



Recents



Contacts



Keypad



Voicemail

List of people in
your contact list

List of
recent calls

Keypad for
dialing

List of favorite
contacts

List of
voicemails

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

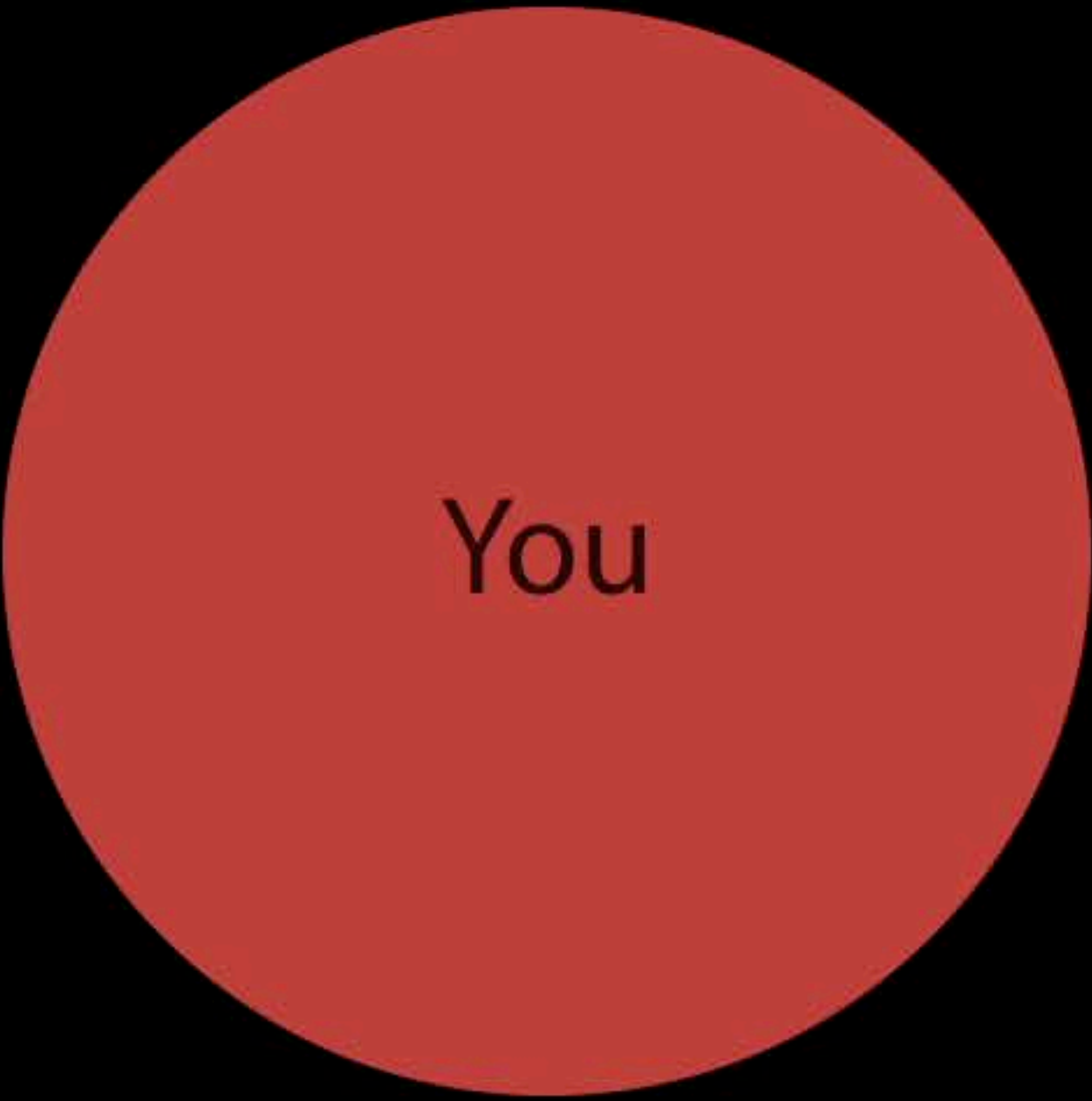
Be succinct

Avoid truncation

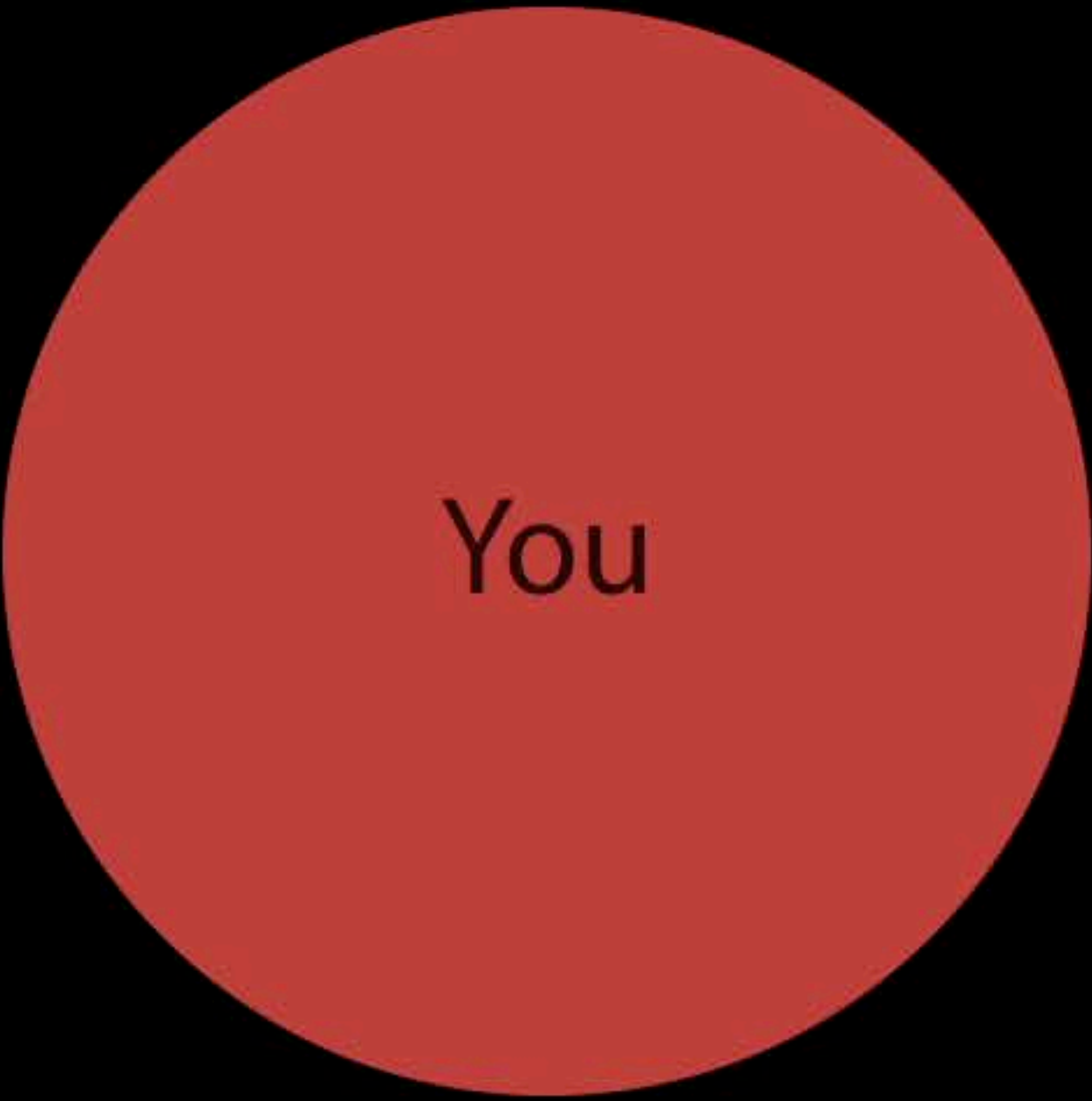
Make text legible



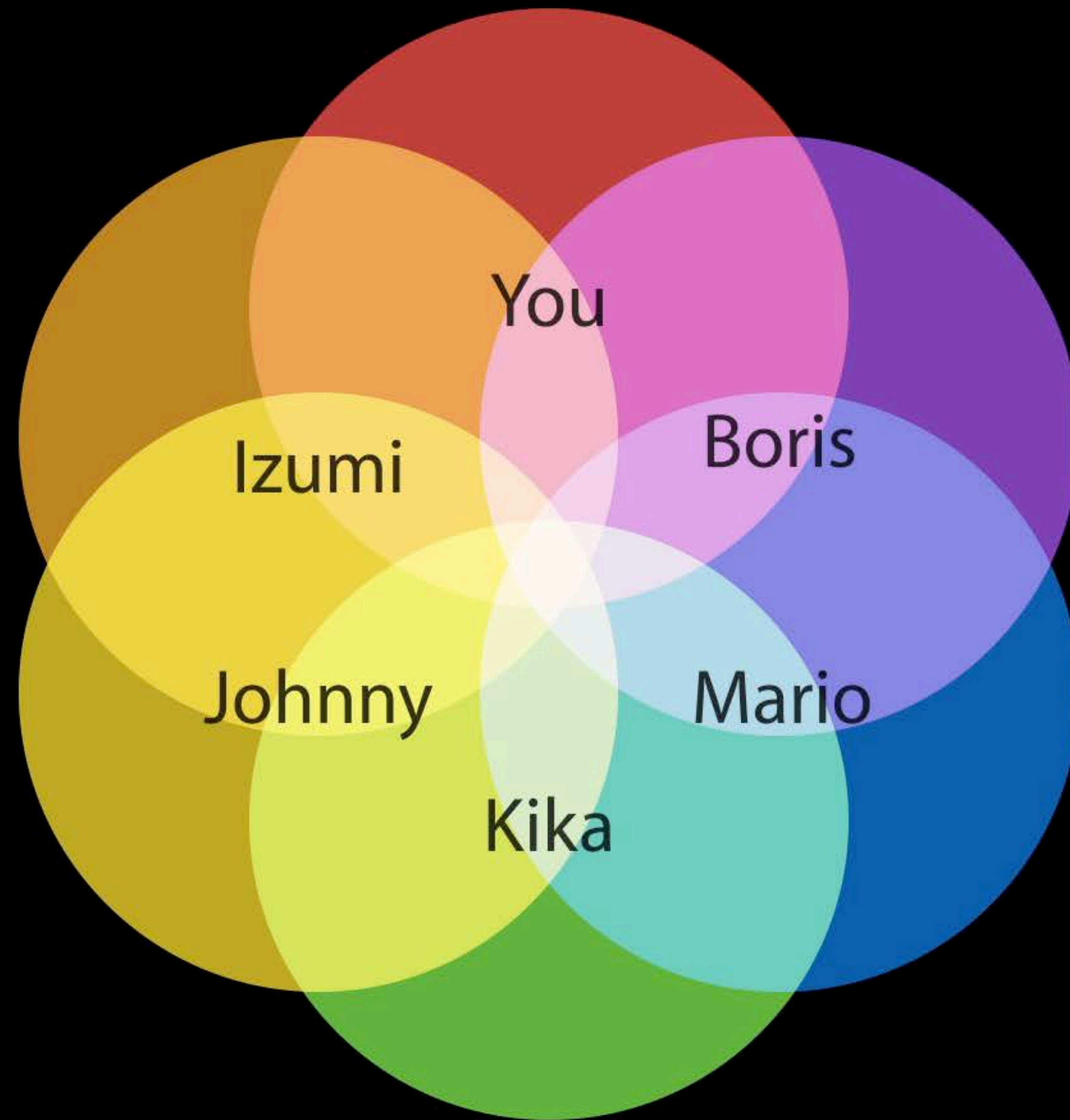
Words You Know

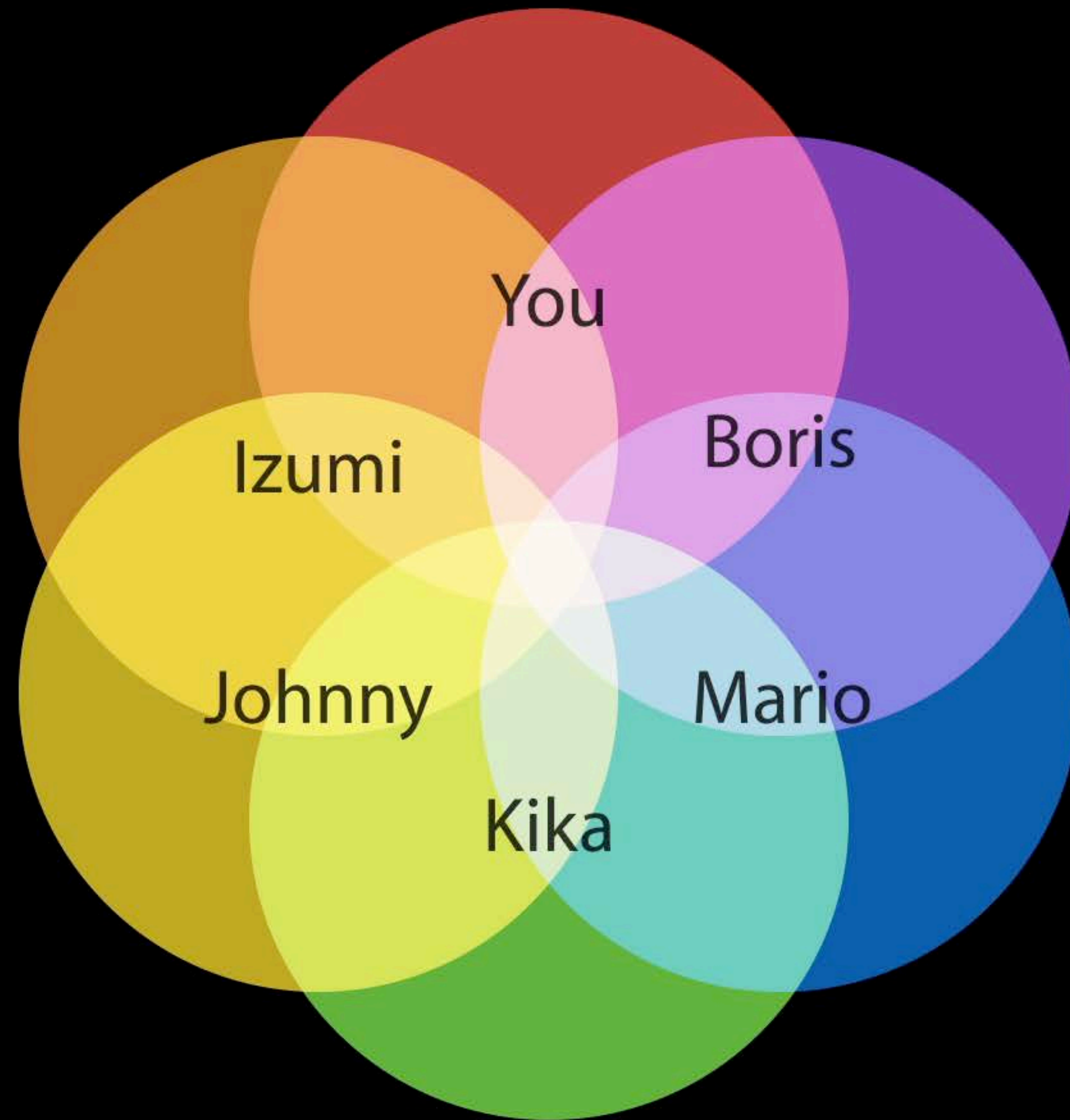


You



You





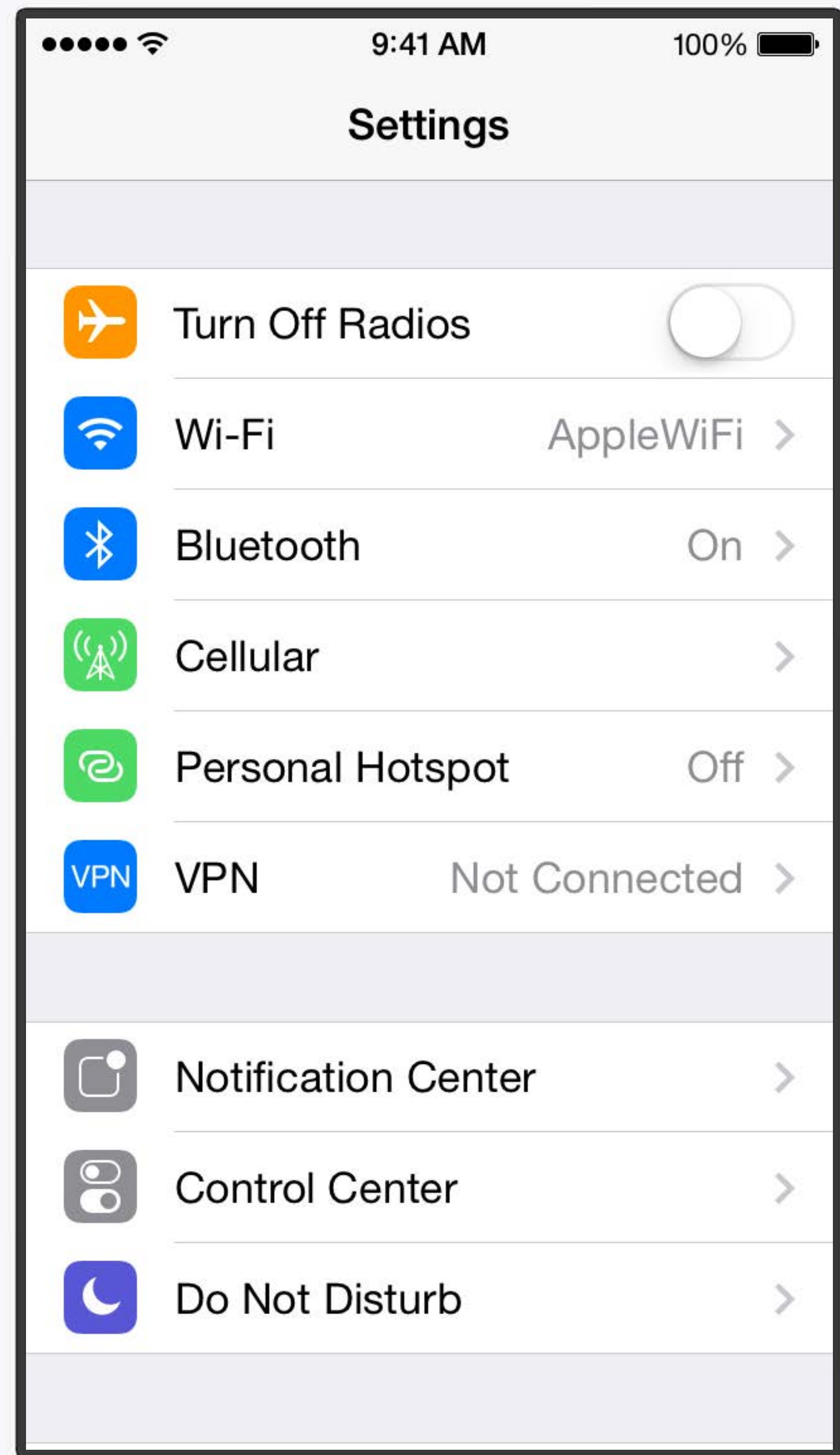
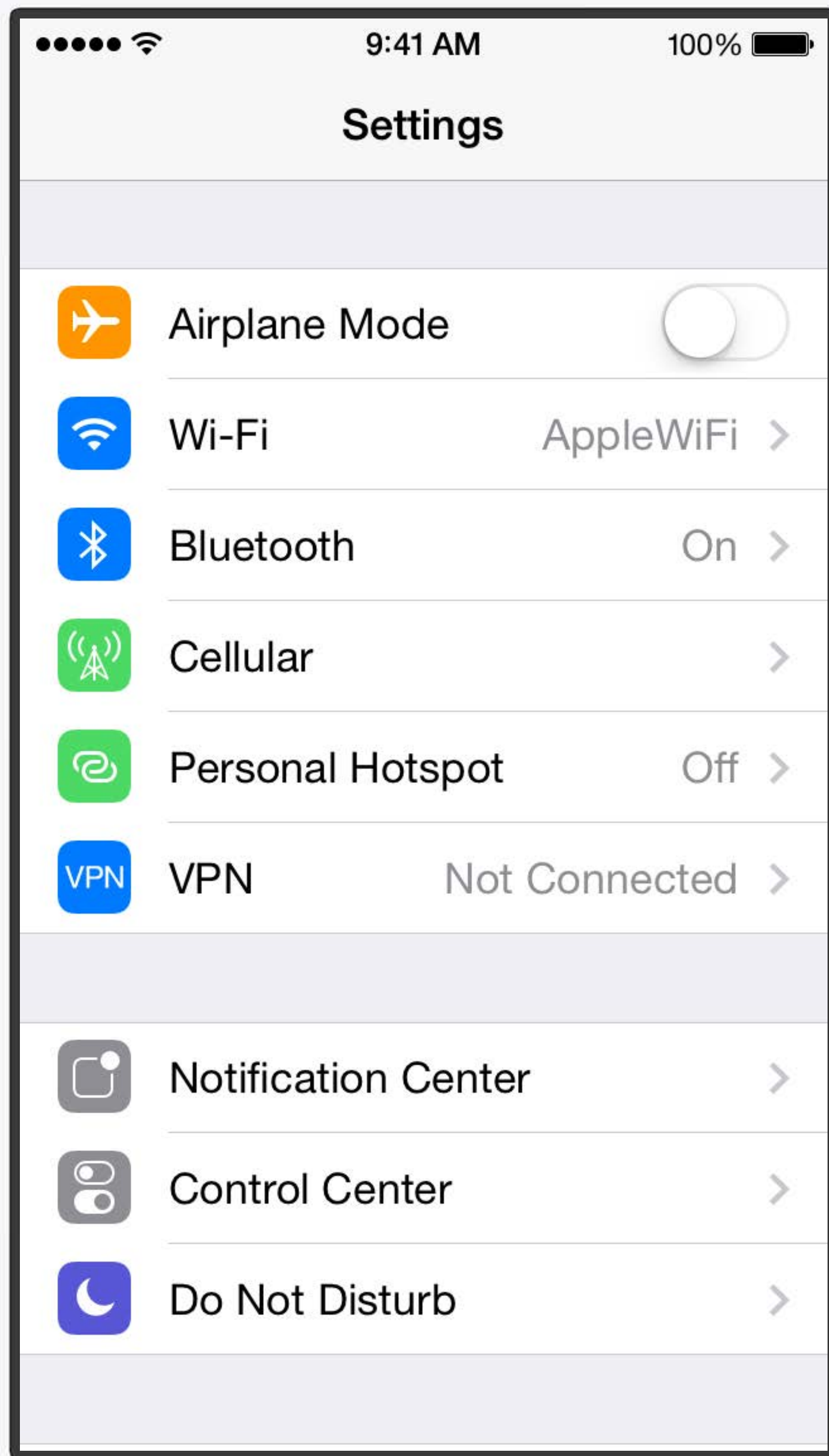
Language

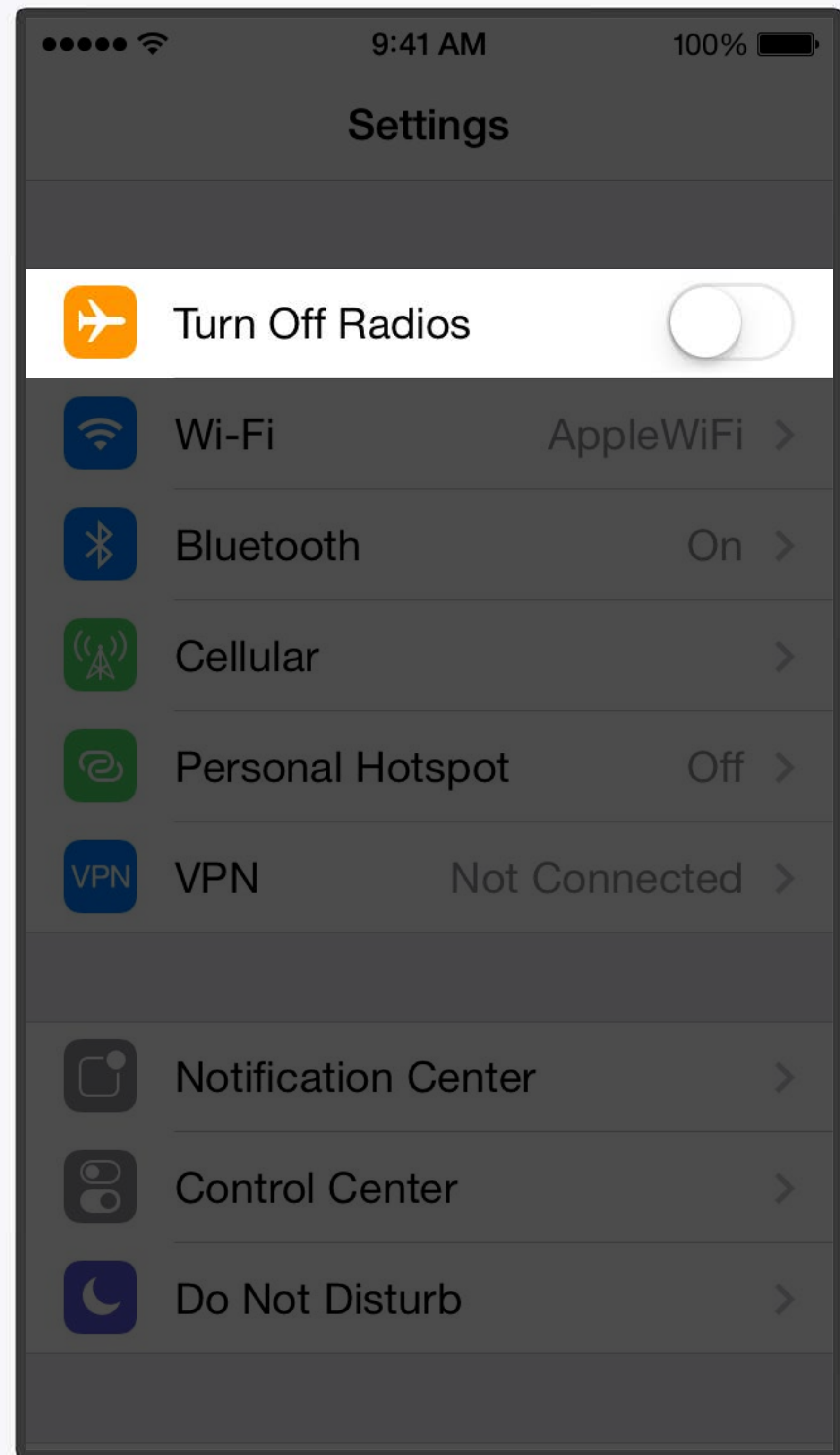
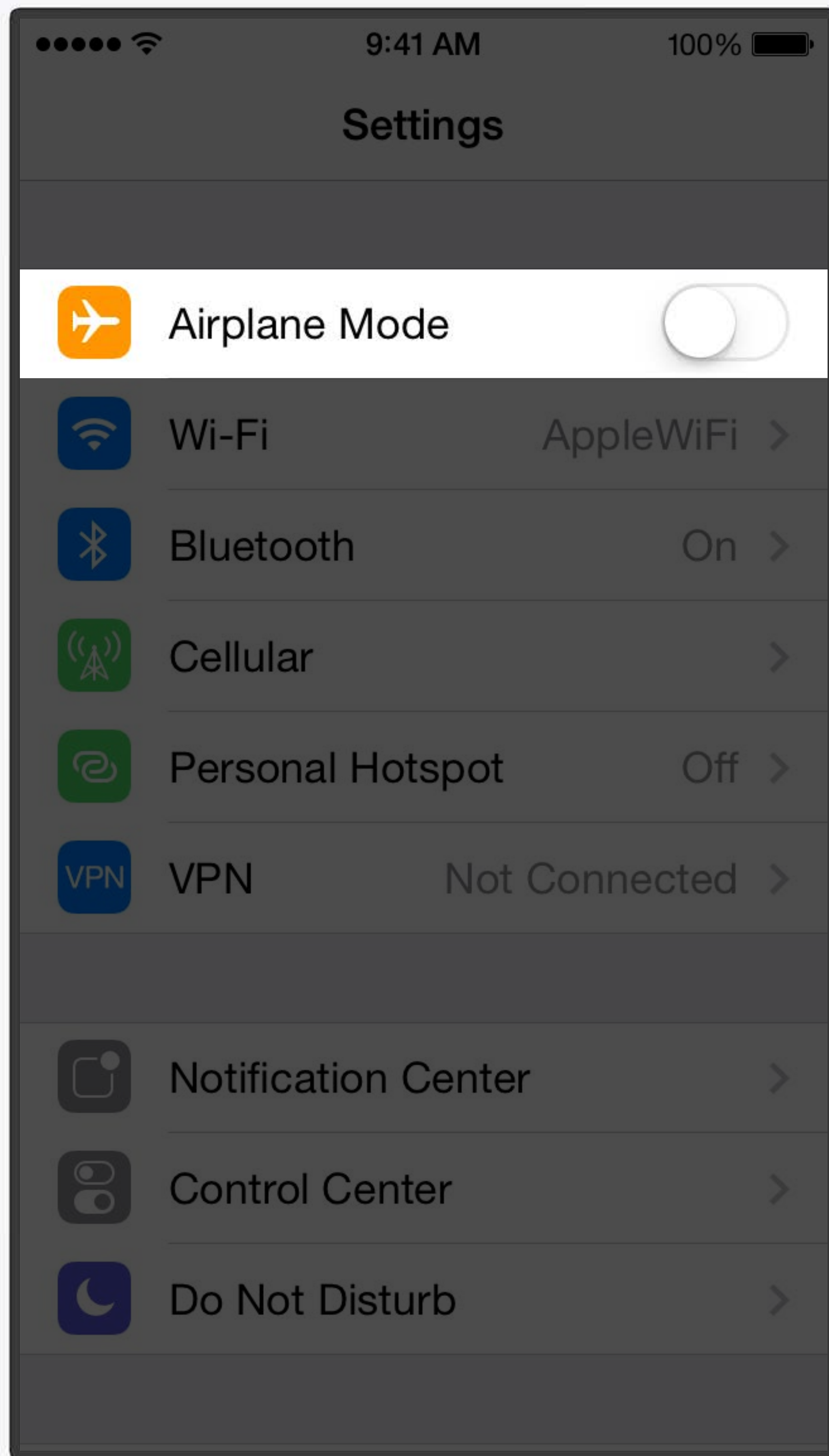
No big words

Language

No big words

Avoid jargon







9:41 AM

100% A battery icon showing a full charge.

A blue back arrow icon. Renewable Energy

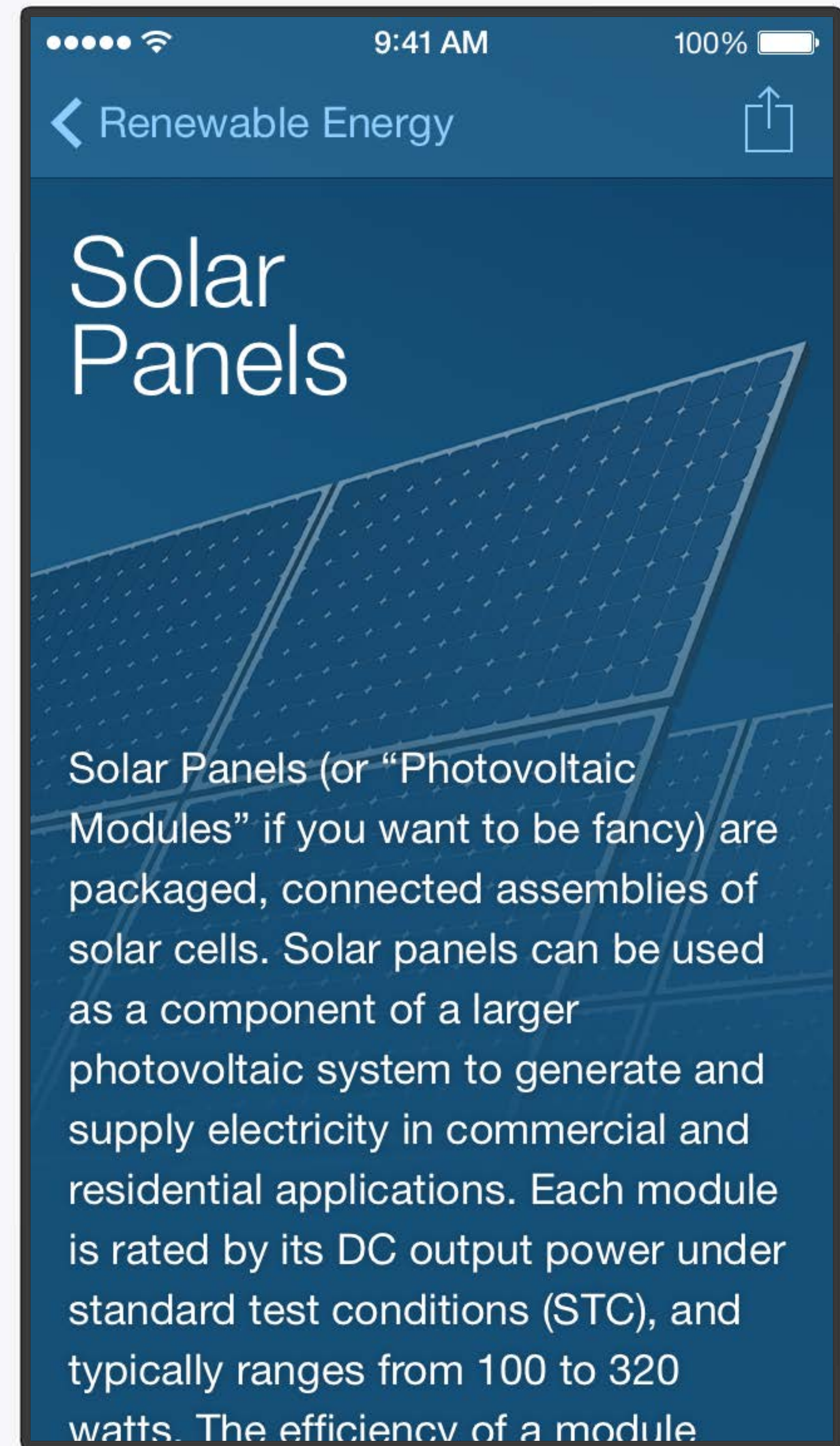
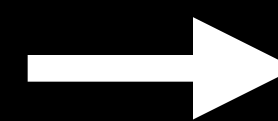
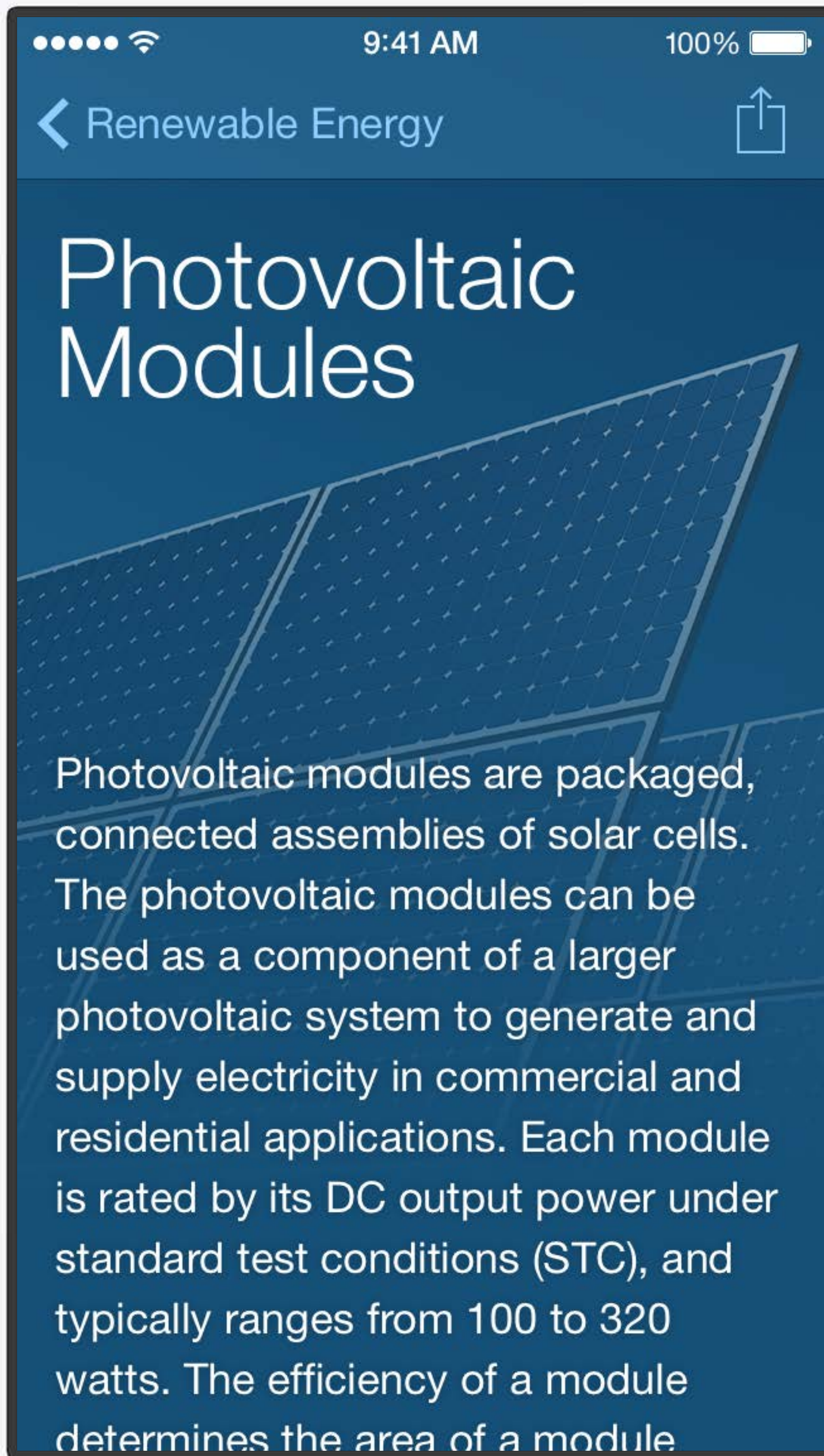


Photovoltaic Modules

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”

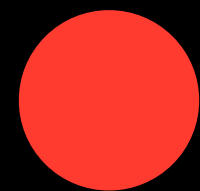
“Photovolwhatnow?”



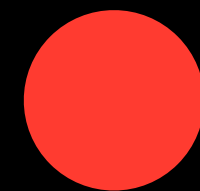
Avoid Jargon

Avoid Jargon*

Consumer

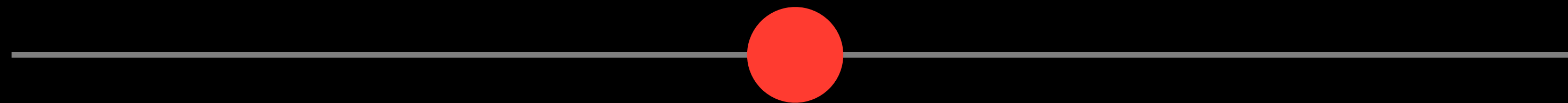


Professional



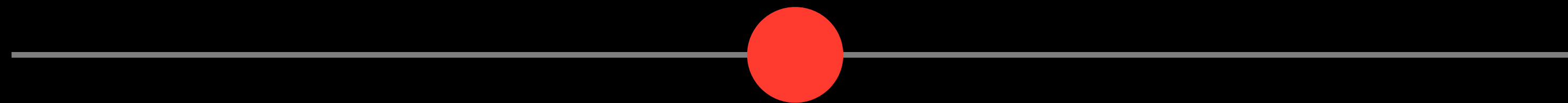
Consumer

Professional



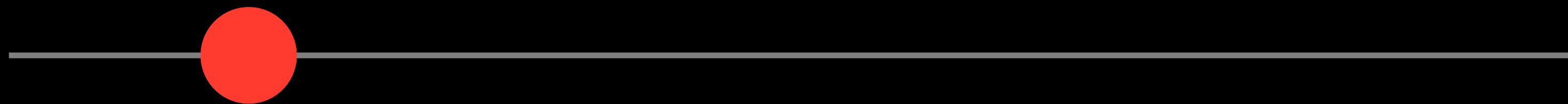
Consumer

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

200 ft. 60 m.
E

100 ft. 30 m.
F P

75 ft. 21 m.
T O Z

50 ft. 16 m.
P D C

36 ft. 11 m.
L P E D

30 ft. 12 m.
P E C F D

24 ft. 9 m.
E D F C Z P

20 ft. 7.5 m.
F E L O P Z D

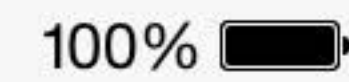
16 ft. 6 m.
D E F P O T E C

12 ft. 4.5 m.
L E F O D P C T

Dynamic Type



9:41 AM



[← General](#)

Text Size

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

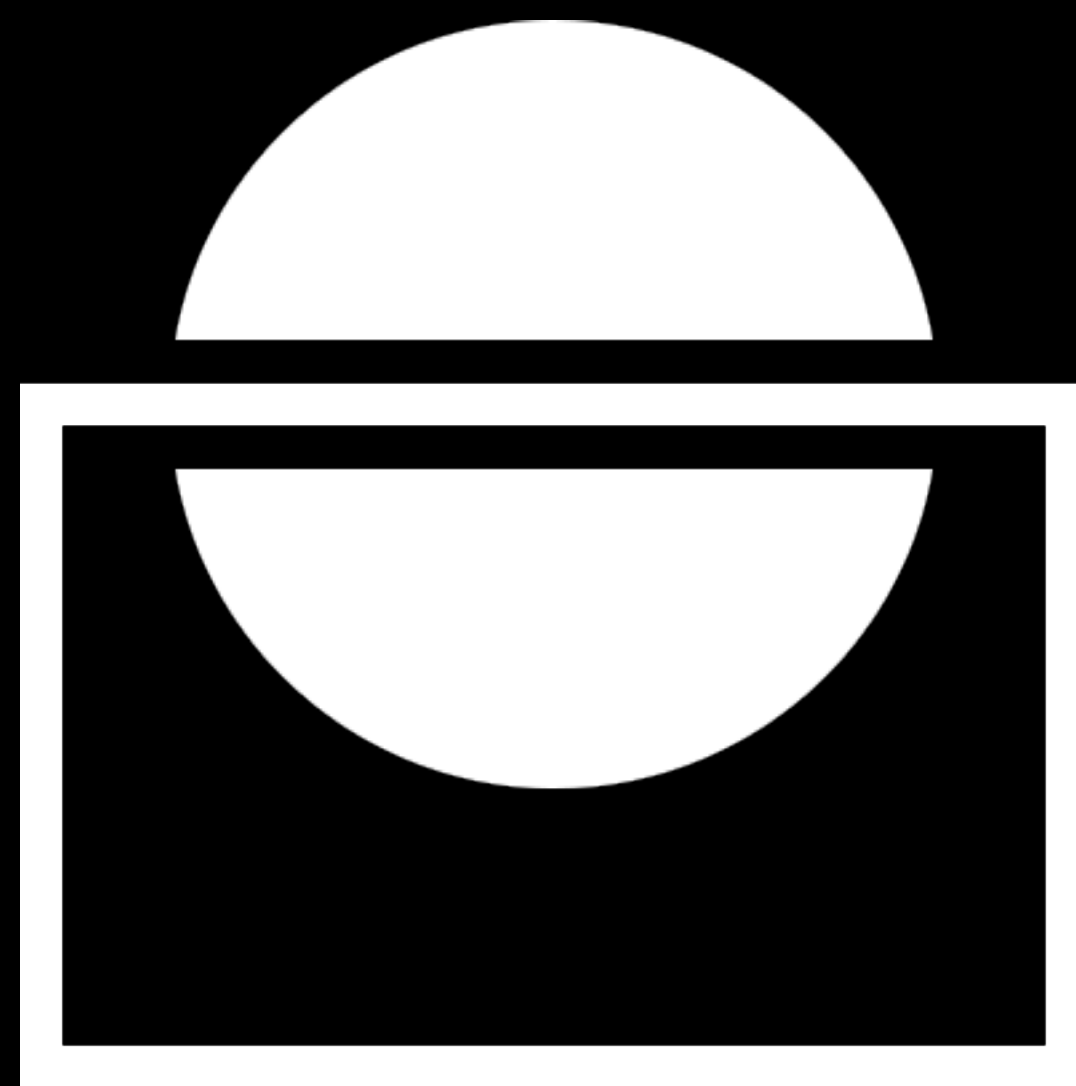
Drag the slider below

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

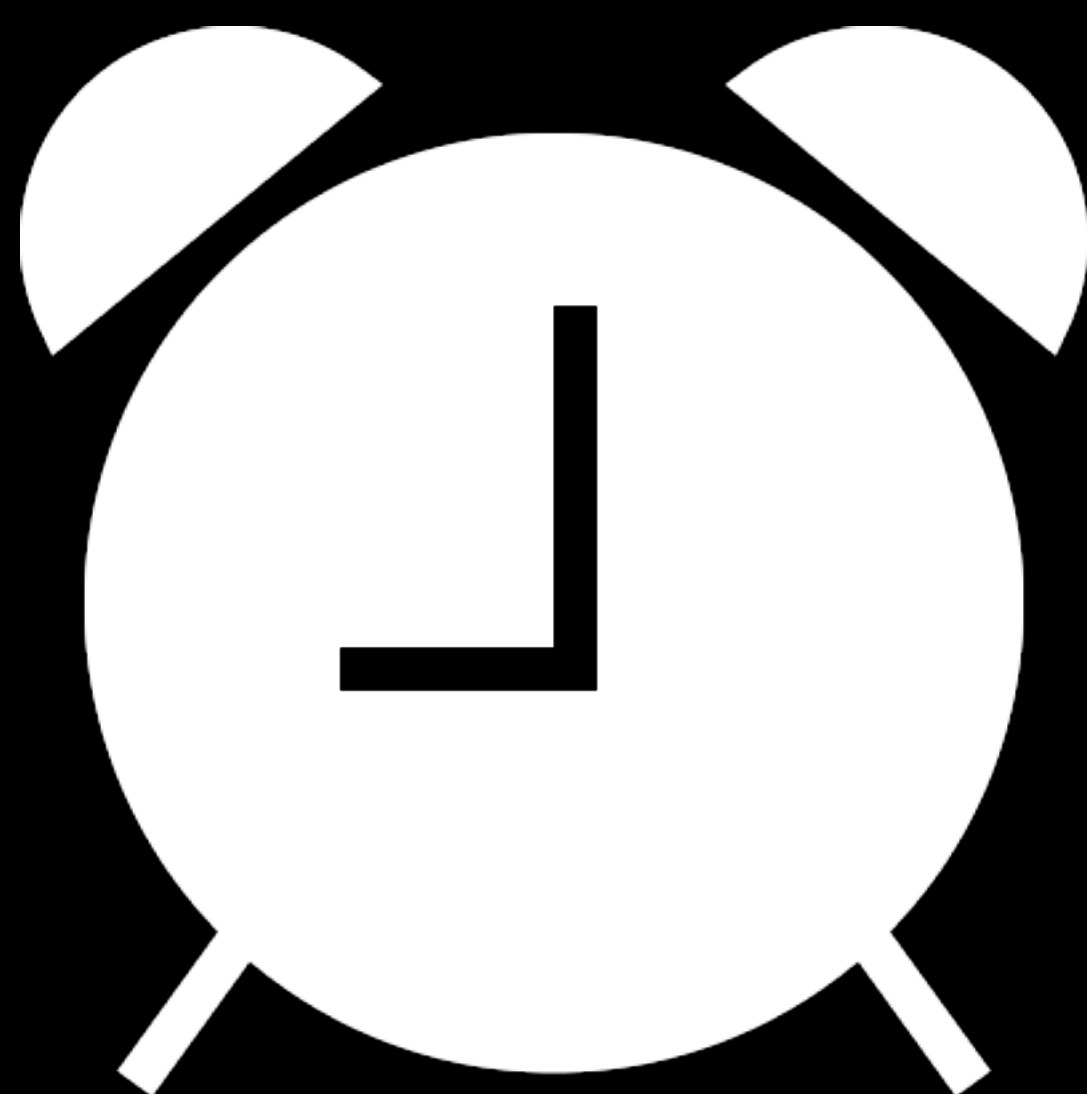


Search

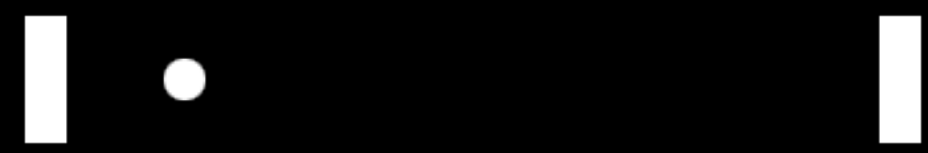


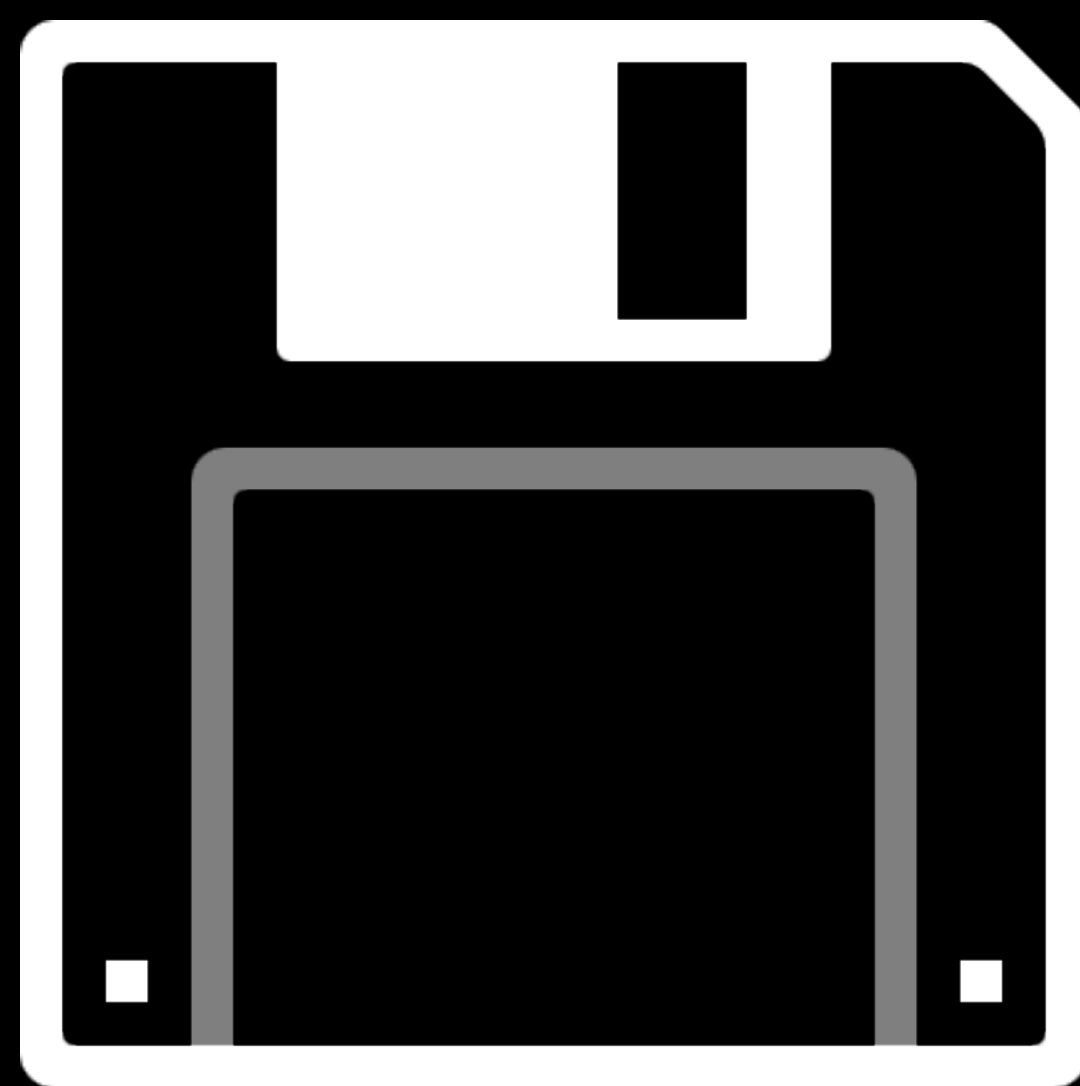
Updates





SERVER



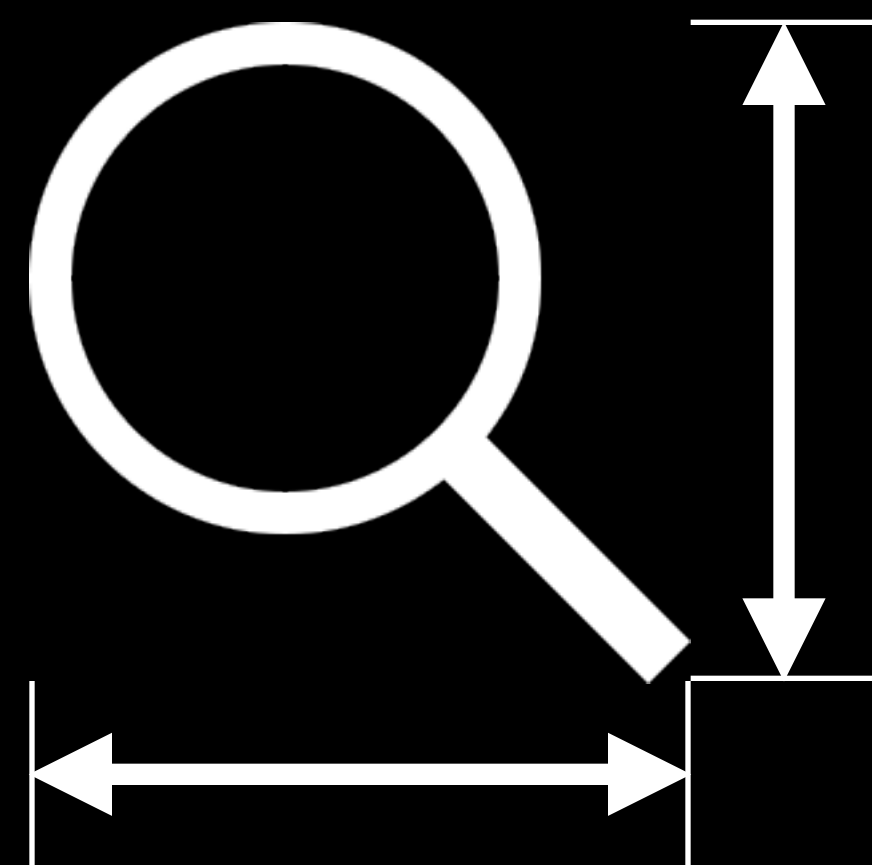


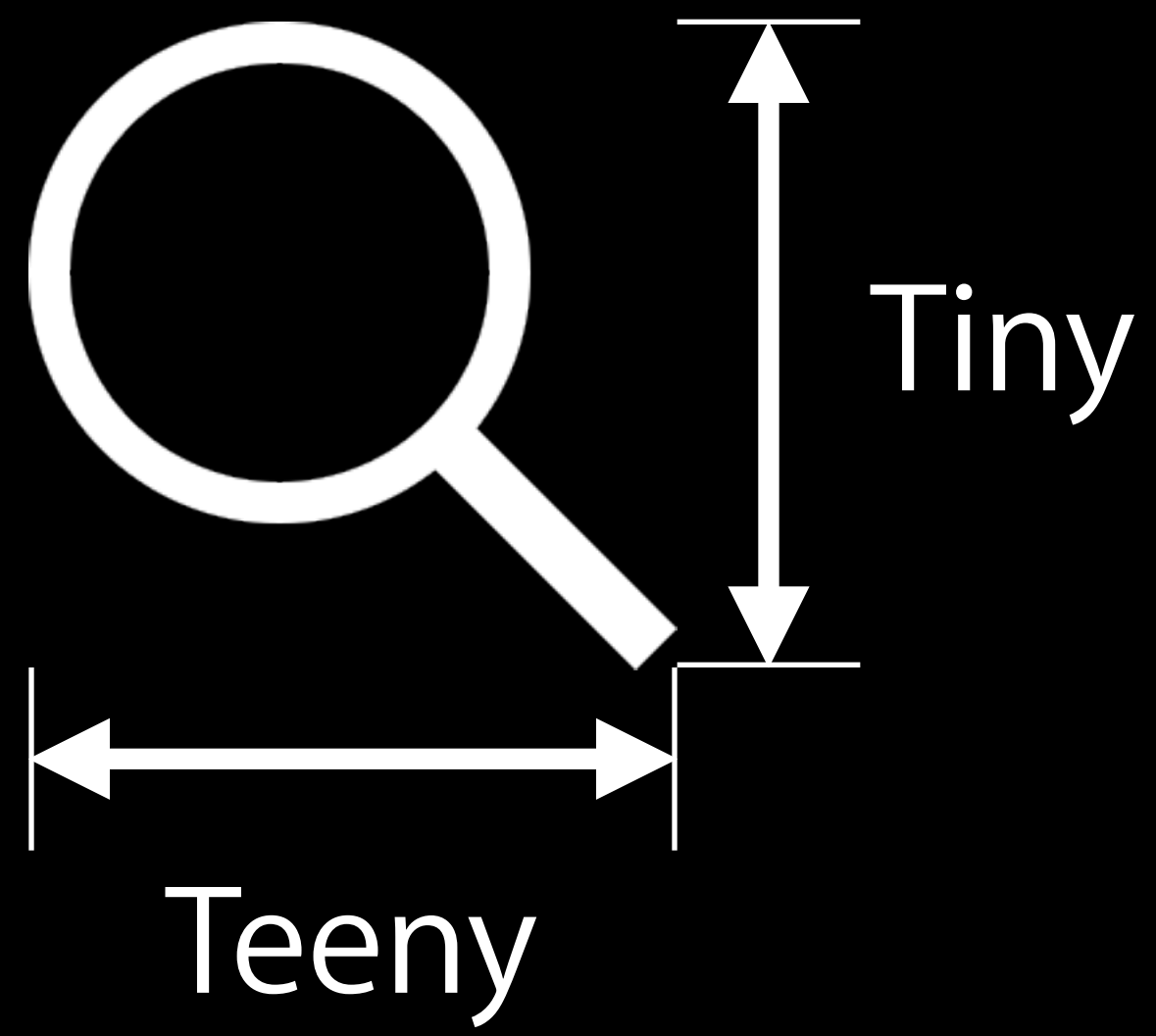


Inspect

“Icons can be learned”





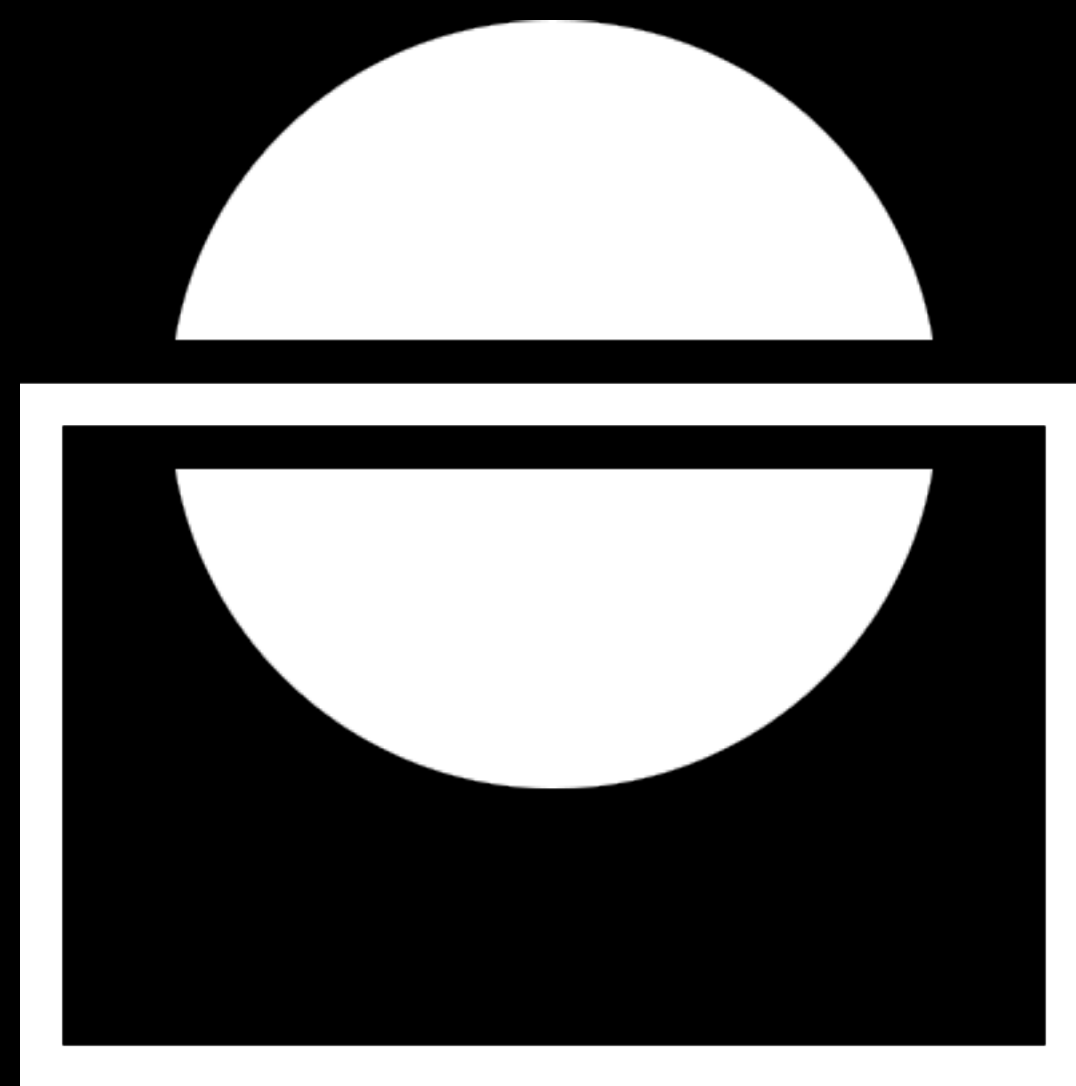


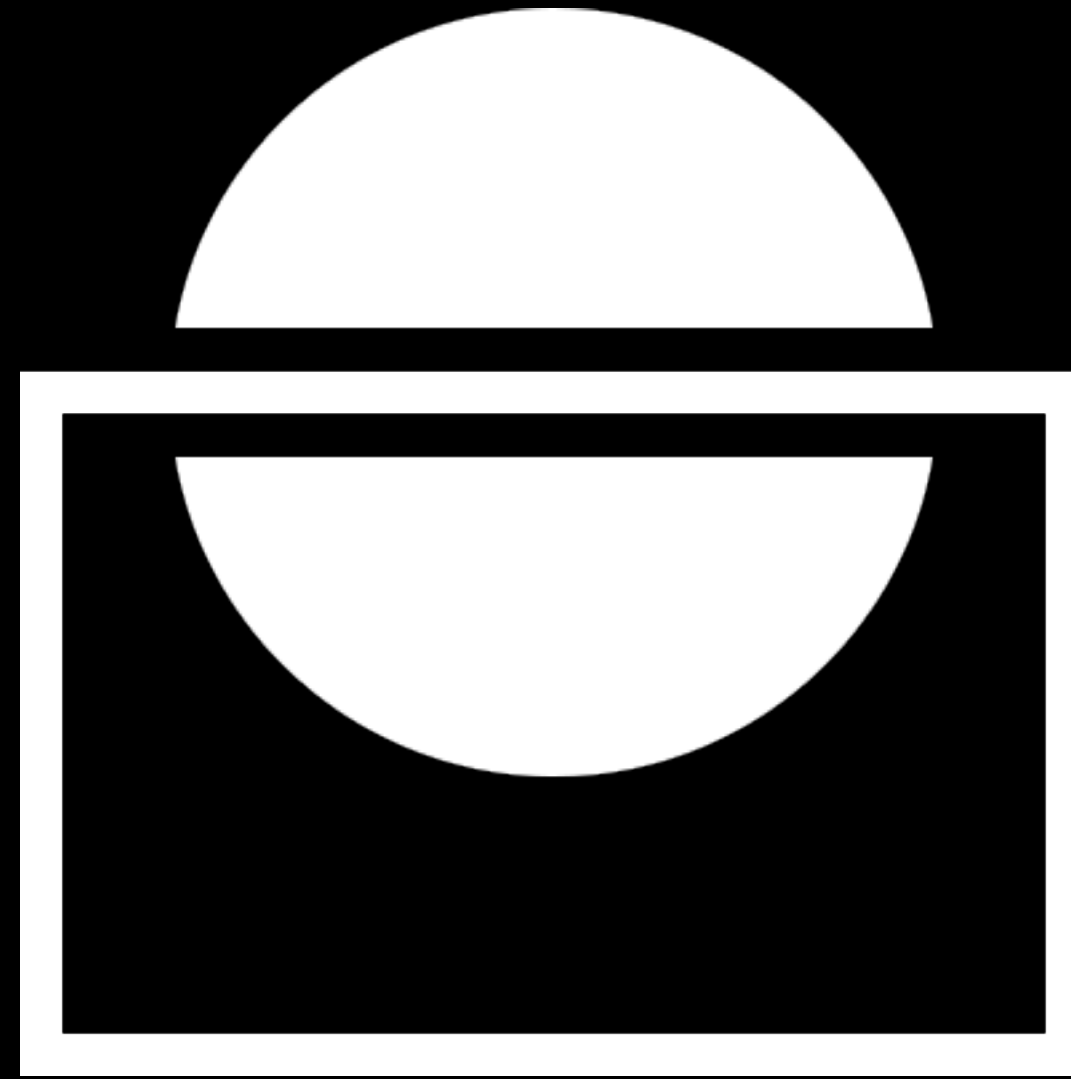












Clarity

Clarity

Animation

⚡ Off

HDR Auto



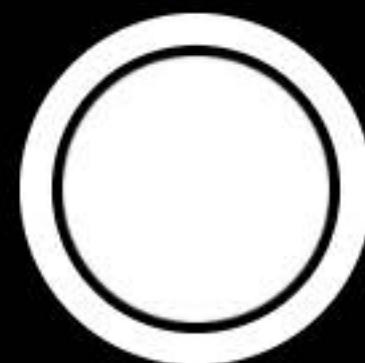
SLO-MO

VIDEO

●
PHOTO

SQUARE

PANO



⚡ Off

HDR Auto



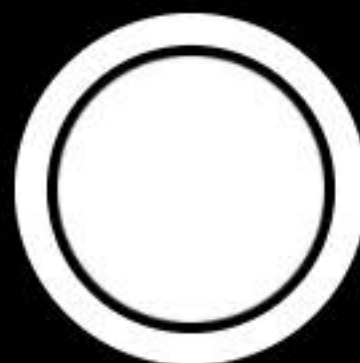
SLO-MO

VIDEO

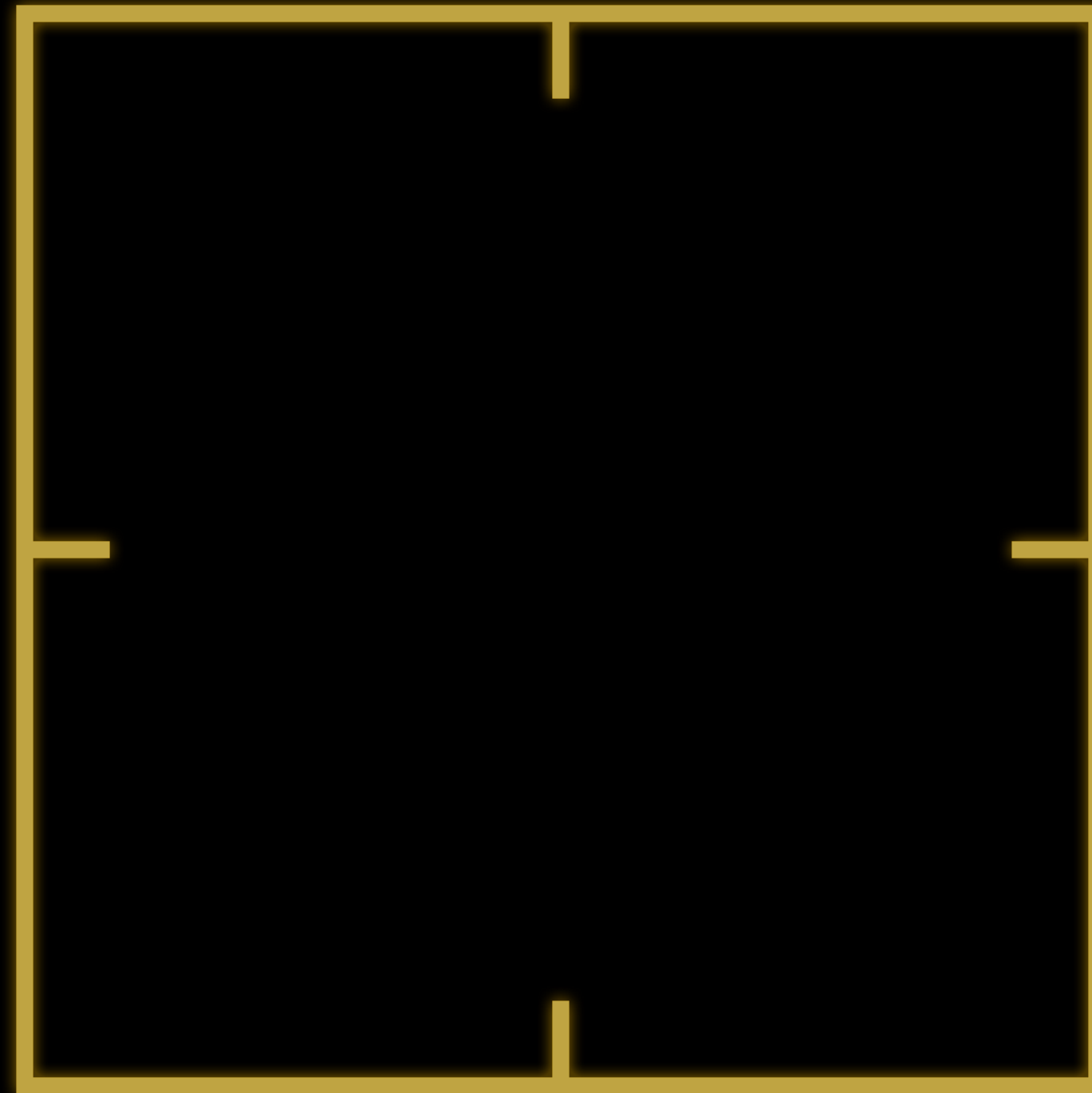
●
PHOTO

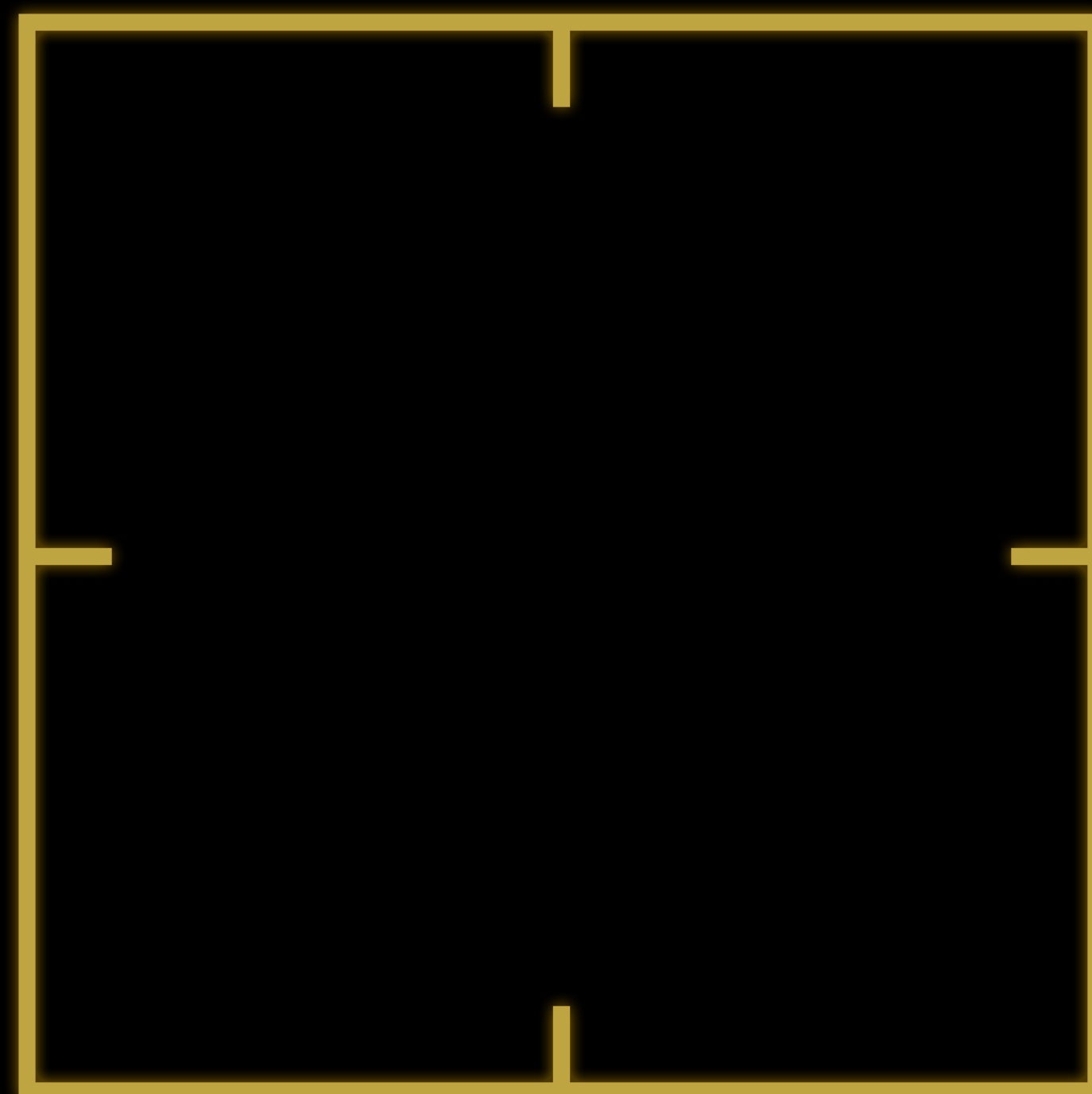
SQUARE

PANO

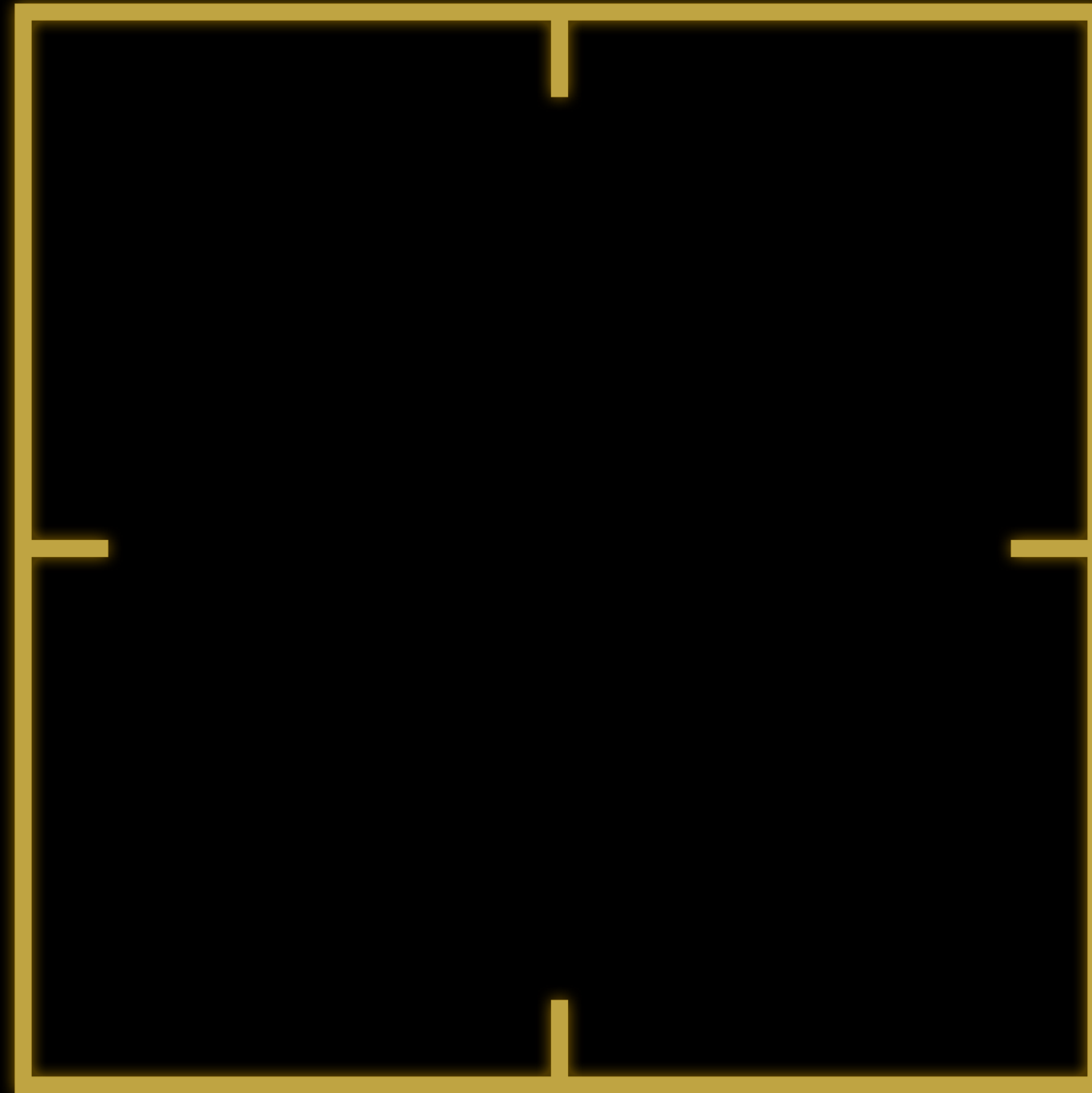


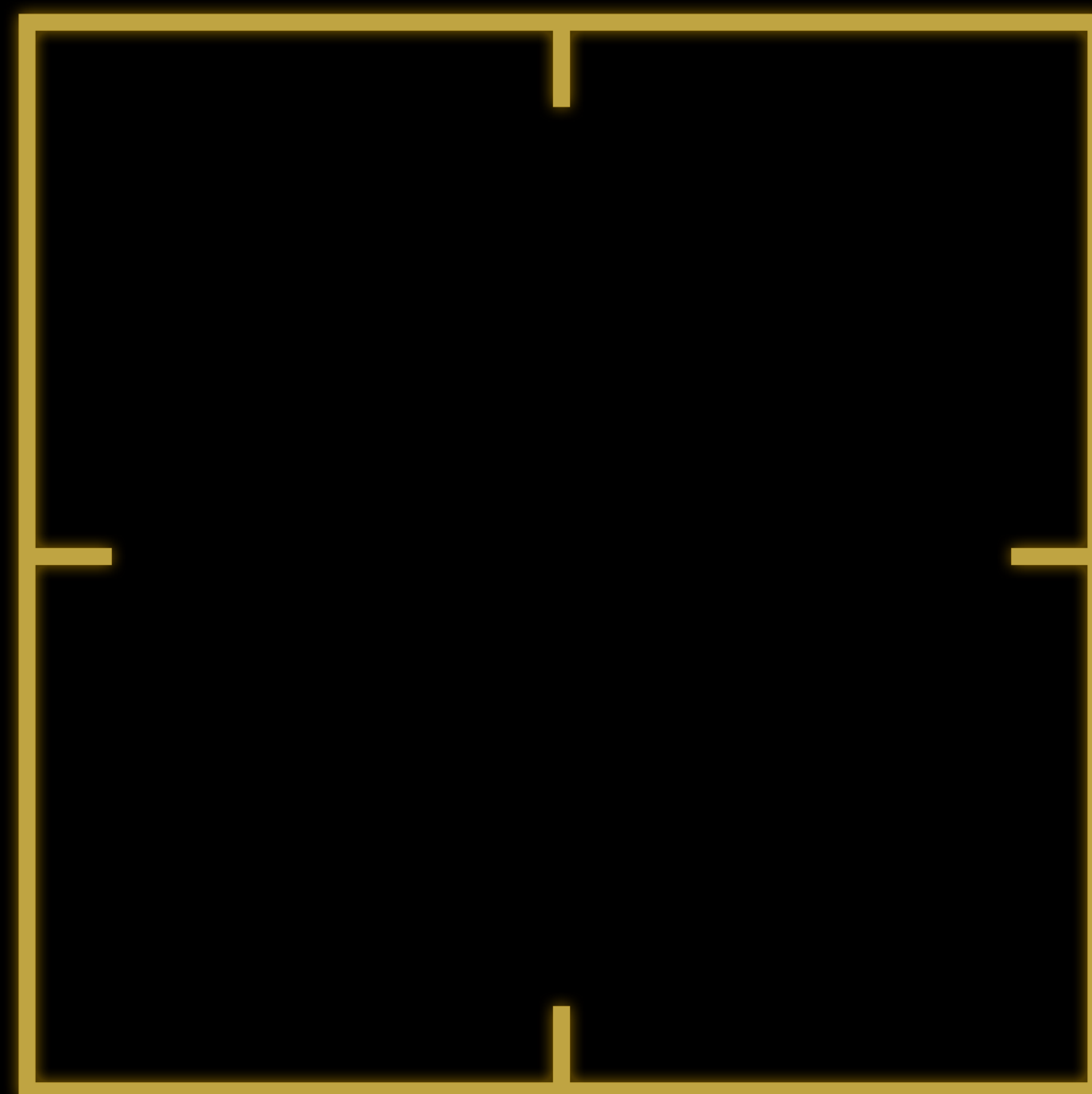
Focusing...





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

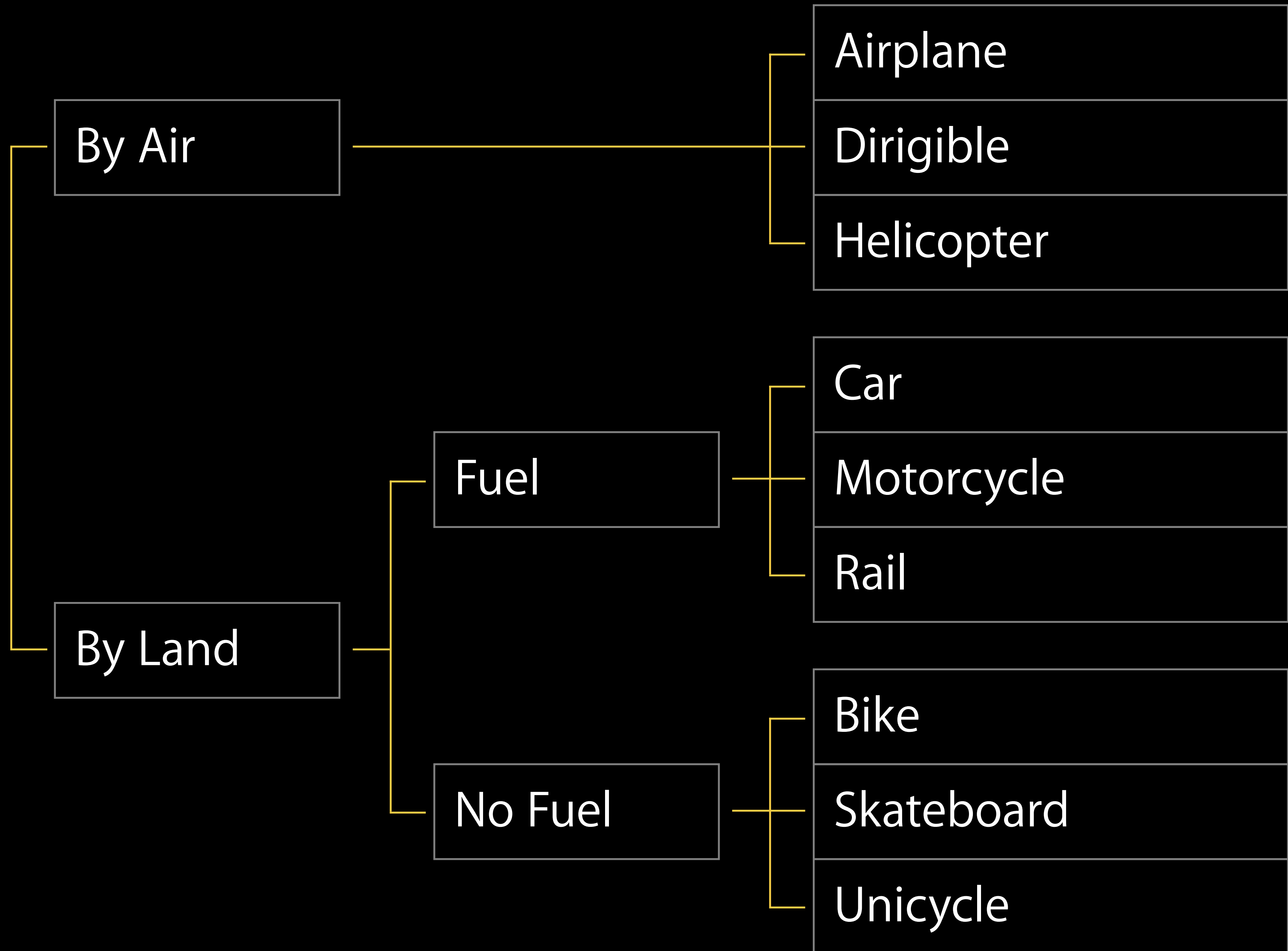
- 5 Platform Savvy
- 4 Easy to Navigate
- 3 Clear
- 2 Simple

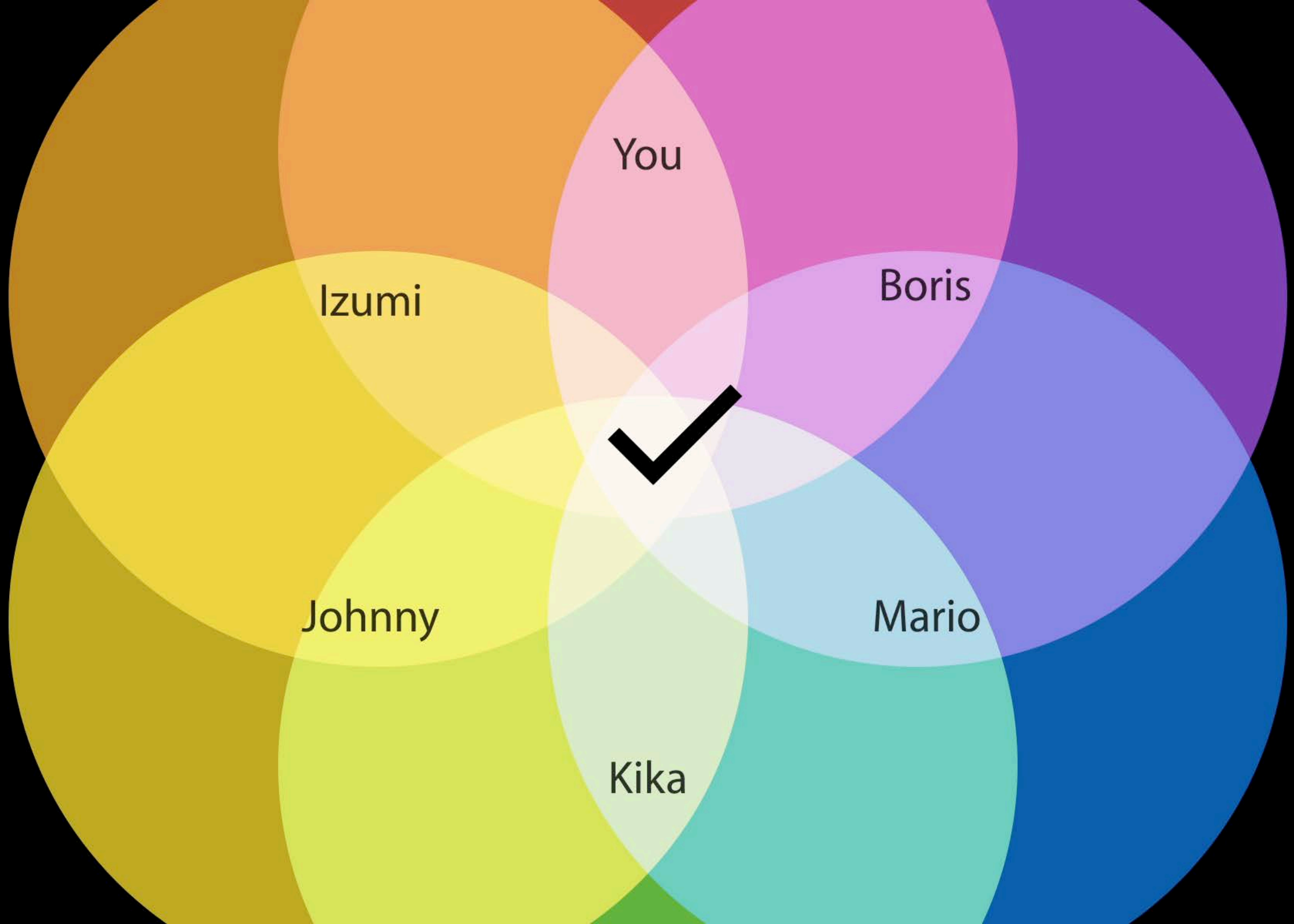
5 Platform Savvy

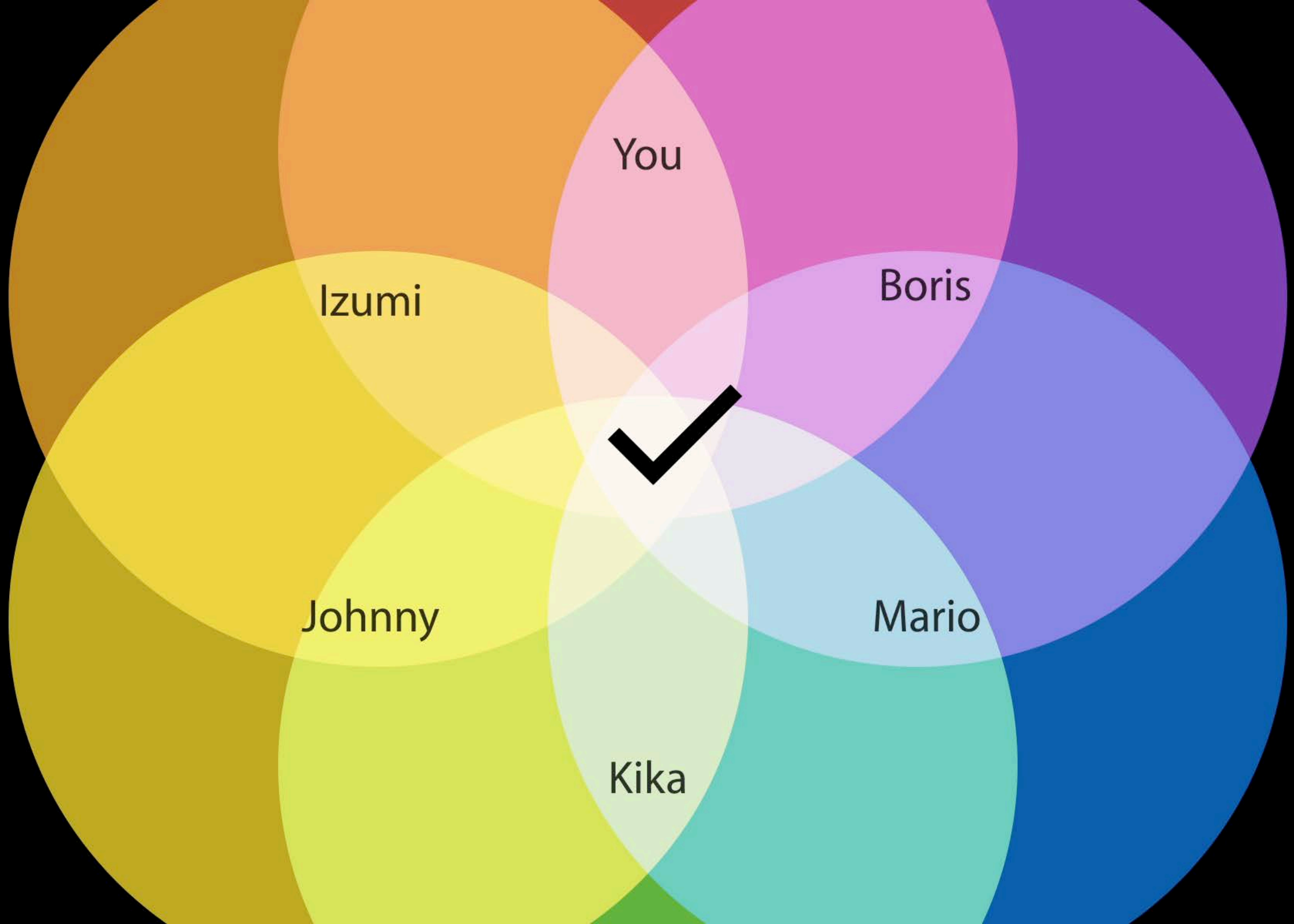
4 Easy to Navigate

3 Clear

② Simple





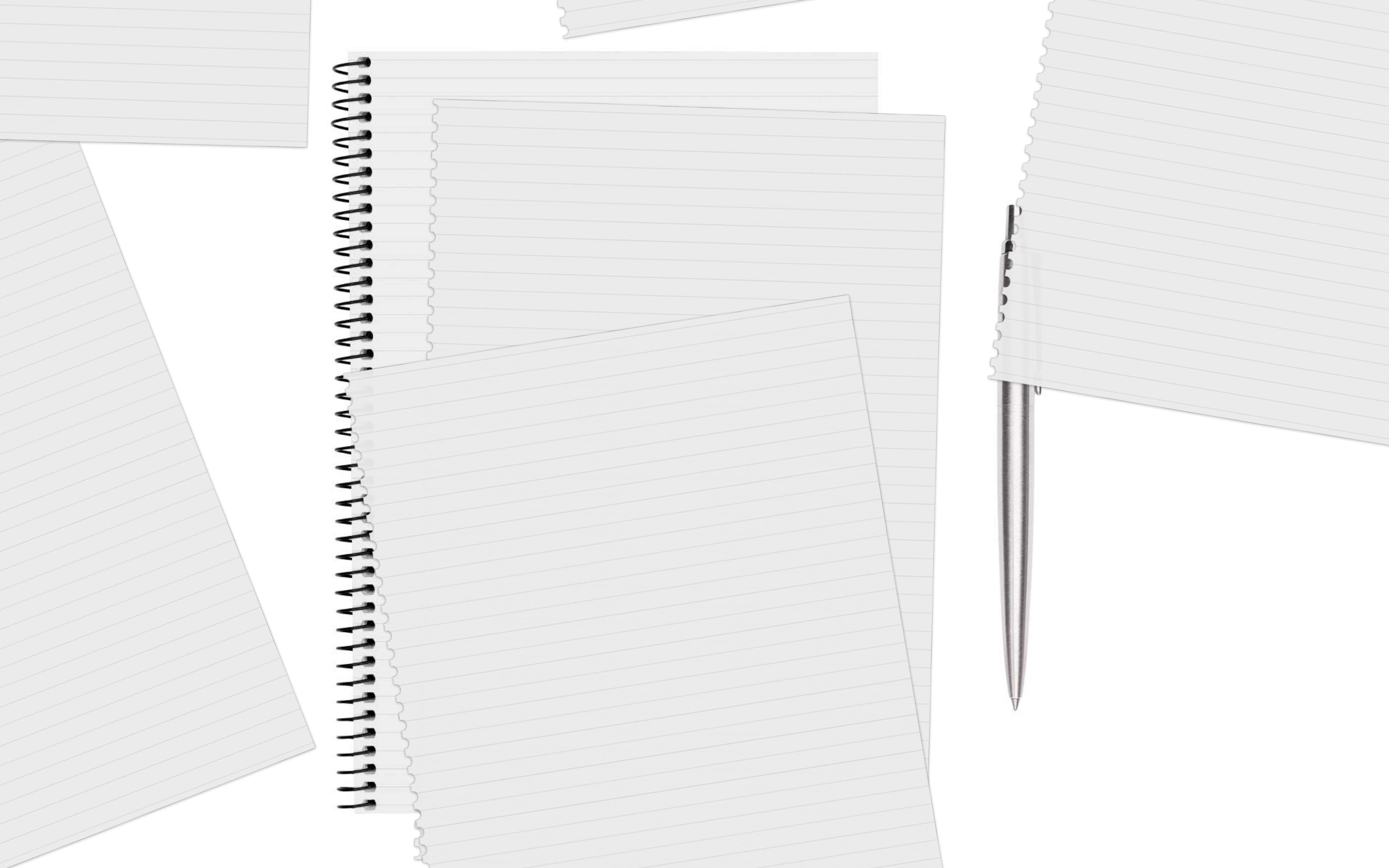




Be Simple









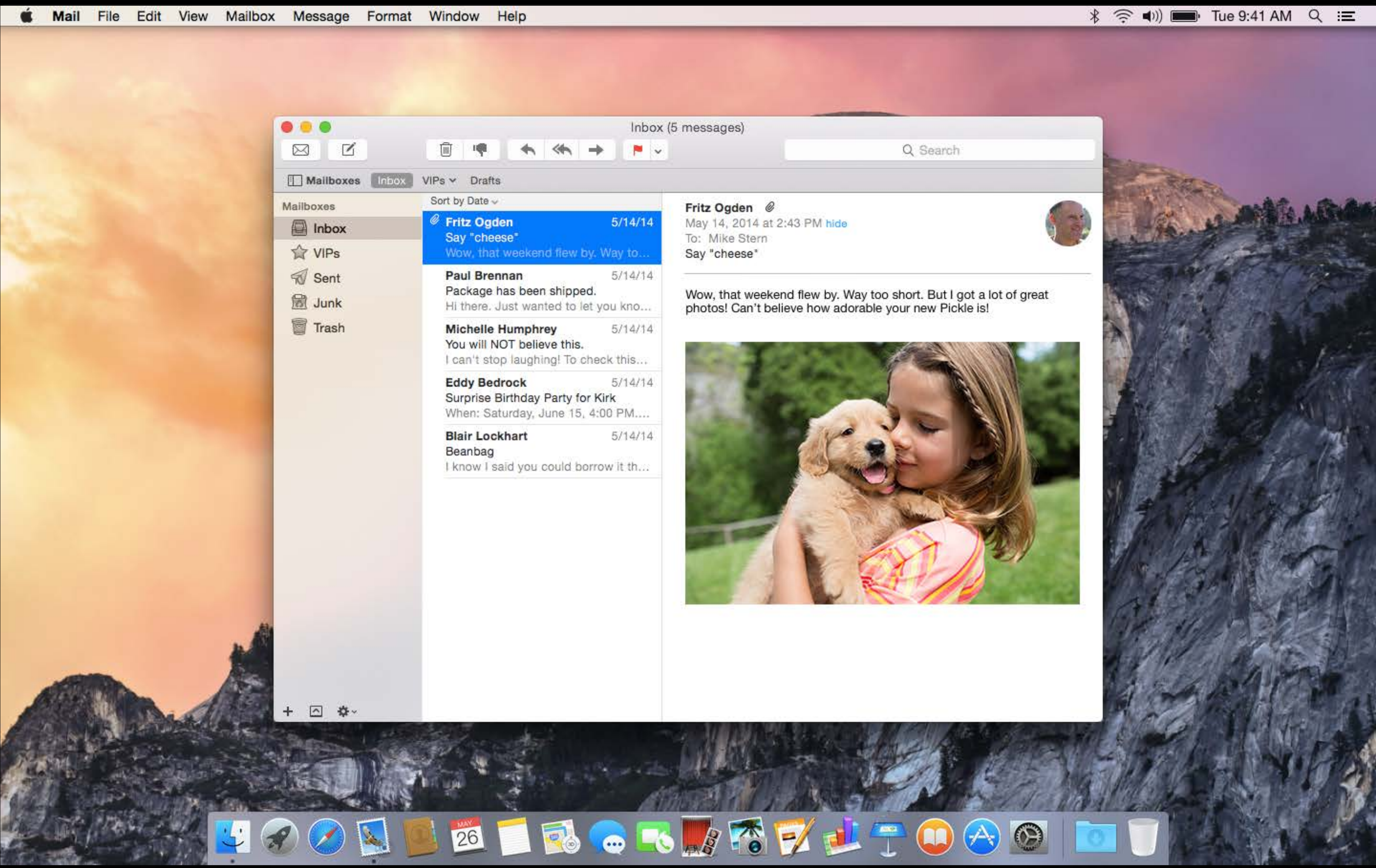


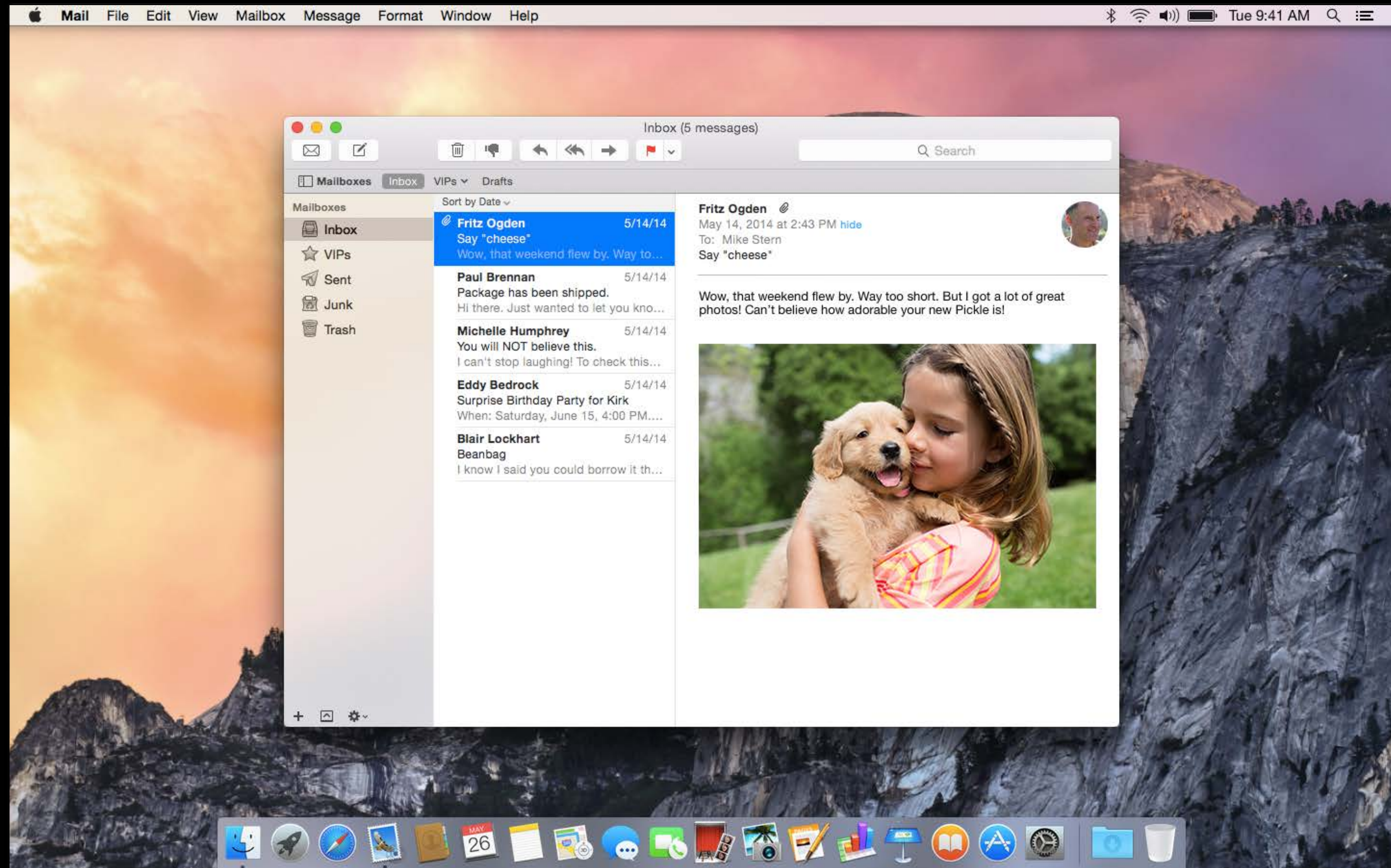




80 / 20

Simplify









Logic Pro XFileEditTrackNavigateRecordMixViewWindow1Help

MySong - Tracks

24212592Cmaj4/4

Wed 9:41 AM

Region: MIDI Thru

Groups

Track: Lead Vocal

Setting

Input 1

Channel EQ

Compressor

Ensemble

Space D

Bus 1

Stereo Out

Read

0.0-13

14.0-10

I R

M S

Lead Vocal

Setting

Gain

Compressor

Multip

Channel EQ

Read

14.0-10

Bnce

M S

Stereo Out

EditFunctionsView

1234567891011

Drummer

Synth Pad Layers

Electric Piano

Drum Machine

Guitar

Funk Bass

Lead Vocal

Grand Piano

Synth Lead

EditViewFlex Pitch

11.322.33

Lead Vocal

Time Quantize

offQ

Strength100

Gain0

C4





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



















iPhone

iPad



Best New Apps



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

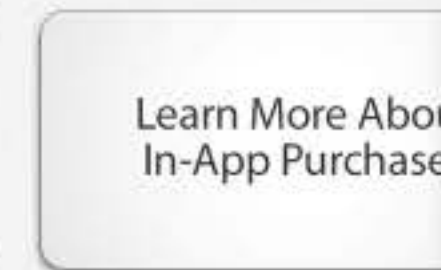


Jamie Oliver's Recipes
Food & Drink
Free



Wisely - Loan Recommender
Finance
Free

See All >



Best New Games



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

See All >



Plan Your Vacation



See All >

iPhone

All Categories

QUICK LINKS

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[App Collections](#)
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[Apps Made by Apple](#)
[Redeem](#)
[Purchased](#)
[App Store on Facebook](#)
[App Store on Twitter](#)
[Send iTunes Gifts](#)

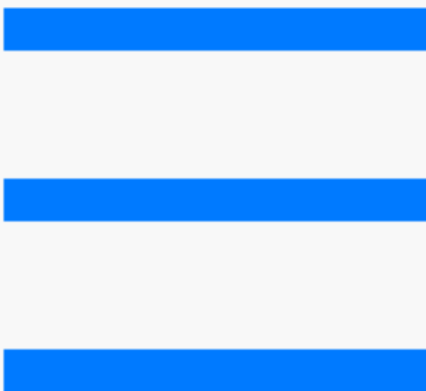
TOP PAID APPS >

-  **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 |
|-----------------------------|---------------|----------|
-

