

Making a Great First Impression

With Strong Onboarding Design

Session 230

John Cavanaugh

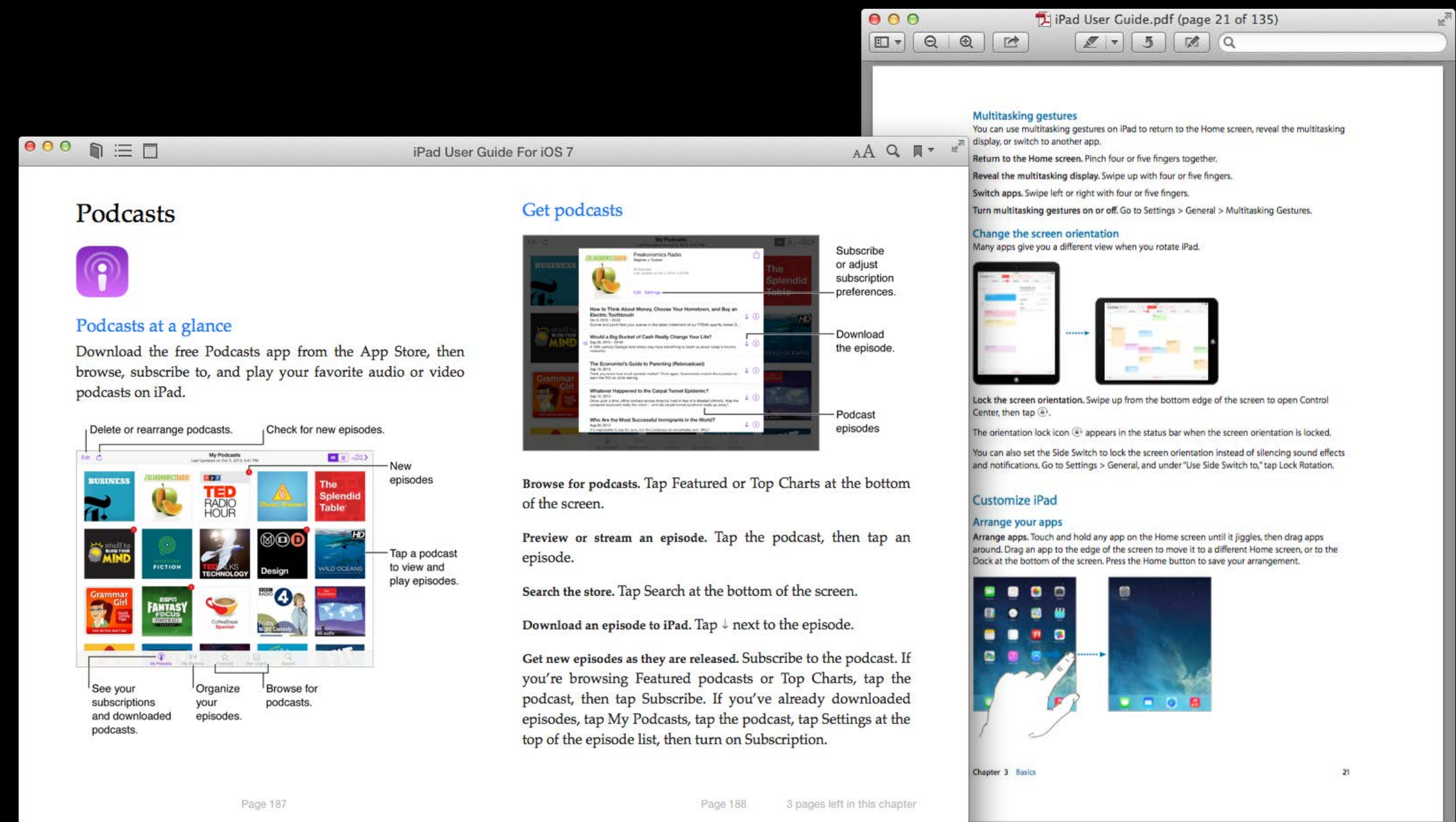
Apple Product Documentation

Rachel Roth

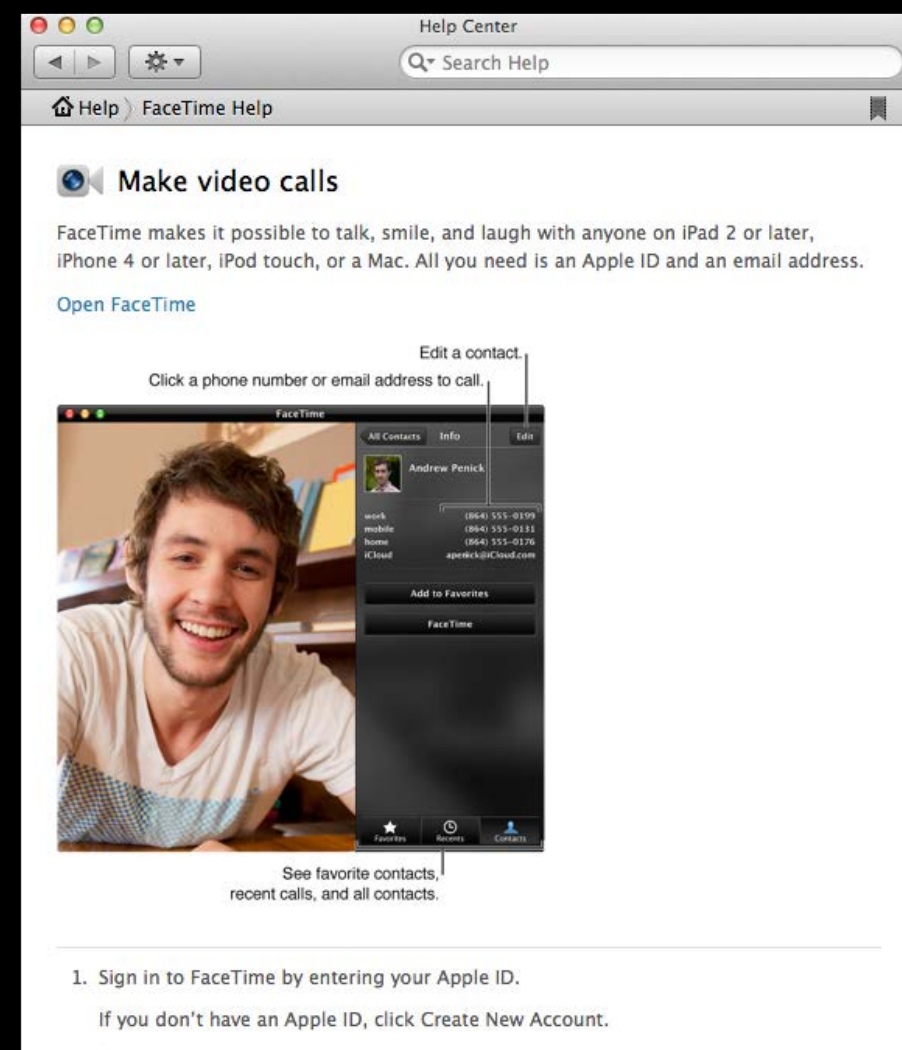
User Experience Evangelist



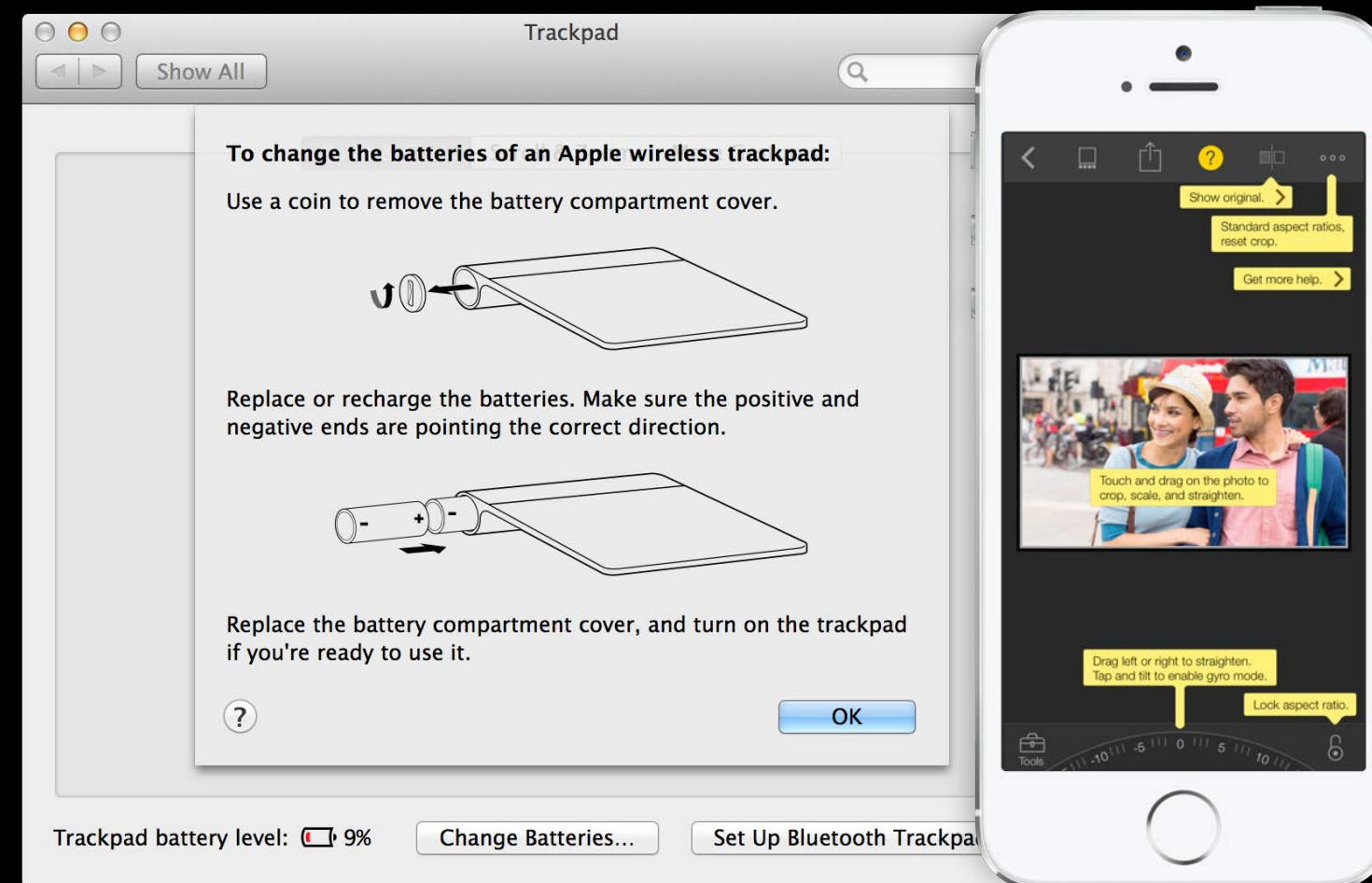
Print



iBooks & PDFs



Help Viewer



In the app



On the web

 **What's New in OS X Mavericks**
Take a tour now, or view it later from the Finder Help menu.



What's New in OS X Mavericks

help.apple.com/osx-mavericks/whats-new/

Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular



Maps. Explore the world.

Get directions, then easily take them with you.

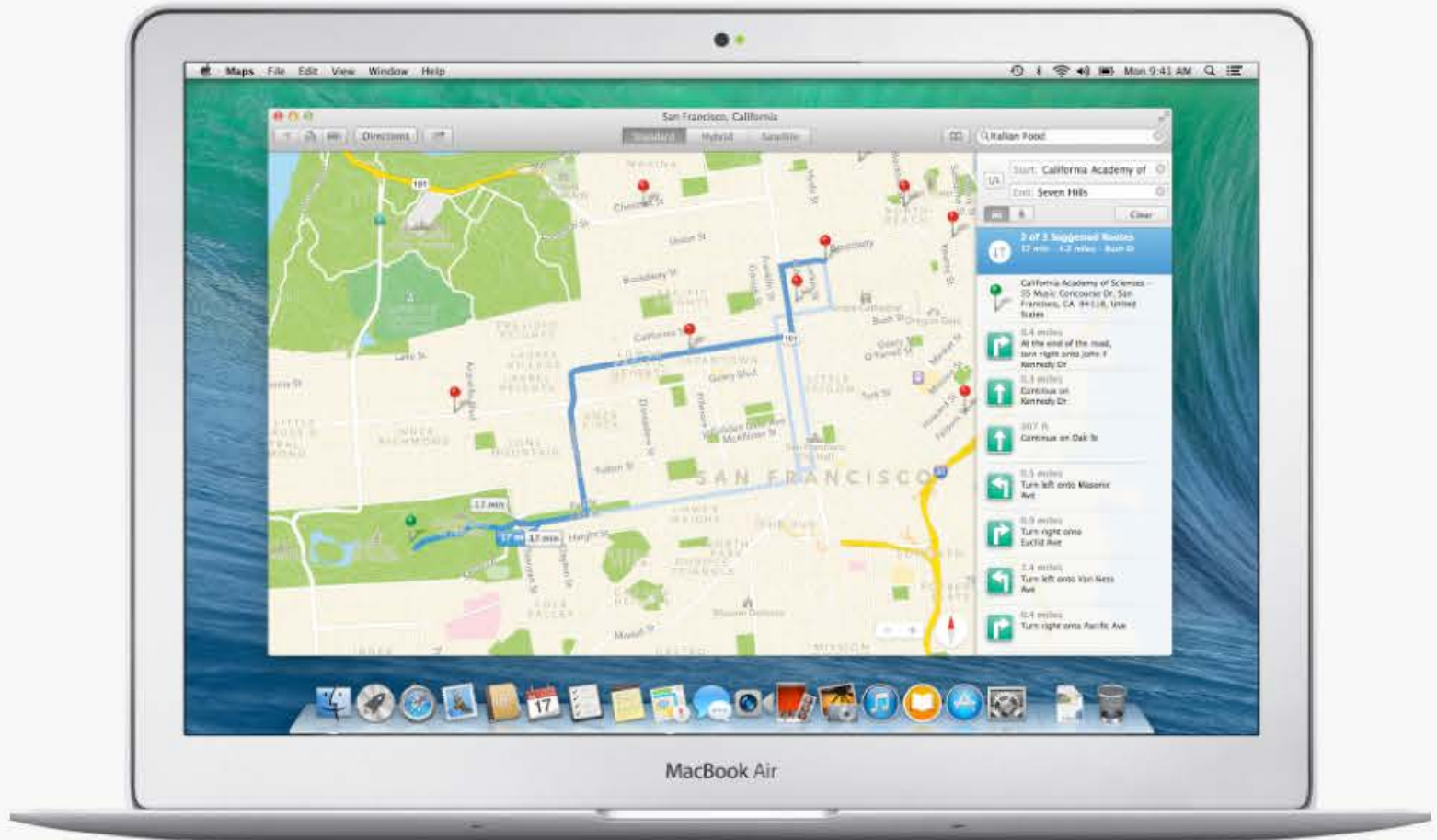
Find your route, then let iPhone lead the way.

Enter your destination, pick the best route, then click to send your map to iPhone and hear voice directions as you go.

Click to get real-time traffic estimates, so you get there on time.

Explore like a local.

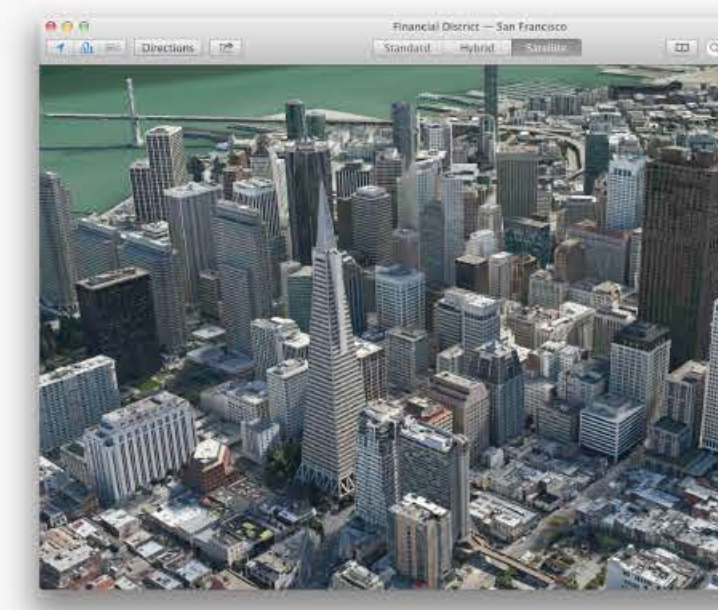
Click the pins to get the details on the best places in town—even if you're just passing through.



Soar over cities.

See your destination in 3D with Flyover.

Click to get a whole new perspective.



< Previous



Next >



What's New in OS X Mavericks


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See your destination in 3D with Flyover.

Click  to get a whole new perspective.

< Previous

Next >





Get answers





Get answers

hello.

Welcome



Get answers

hello.

Welcome



Get answers

hello.

Welcome



Inform & inspire



Get answers

hello.

Welcome



Inform & inspire



Get answers



Inform & inspire



Inform & inspire



Inform & inspire

Delight users



Inform & inspire

Show what's possible



Inform & inspire



Inform & inspire

hello.

Welcome



Inform & inspire



Get answers



hello.

Welcome

Welcome

Reasons for Onboarding

Reasons for Onboarding

When registration is required

Reasons for Onboarding

When registration is required

To explain the backstory or rules for a game

Reasons for Onboarding

When registration is required

To explain the backstory or rules for a game


To expose gestures

Requiring Registration

When Registration is Required

Delay until absolutely necessary

Music > Rock > John Mayer



Paradise Valley

John Mayer >

Songs Ratings and Reviews Related

iTunes Editors' Notes

Although John Mayer's career has been built on two fundamental pillars—heartfelt rock songs with an gentle lilt (“Your Body Is a Wonderland”) and blazing guitar work (John Mayer Trio’s *Try!*)—the charm of *Wildfire* is in its skillful understatement. While tunes like “Paper Doll” and “Who You Love” have glossy, delicately harmonized hooks, the majority of his sixth studio album features understated, country-inflected shuffles and lots of impressive musicianship. (A perfect example is the genty rambling cover of J.J. Cale’s “Call Me the Breeze.”) Songs like “You’re No One ‘Til Someone Lets You...”

Mastered for iTunes

★★★★☆ (3,315)
Released Aug 16, 2013
© 2013 Columbia Records, a Division of Sony Music Entertainment

\$10.99 Buy

| Name | Artist | Time | Popularity | Price |
|---|------------|------|------------|--------|
| 1. Wildfire | John Mayer | 4:14 | ██████████ | \$1.29 |
| 2. Dear Marie | John Mayer | 3:44 | ██████████ | \$1.29 |
| 3. Waitin' On the Day | John Mayer | 4:35 | ██████████ | \$1.29 |
| 4. Paper Doll | John Mayer | 4:19 | ██████████ | \$1.29 |
| 5. Call Me the Breeze | John Mayer | 3:27 | ██████████ | \$1.29 |
| 6. Who You Love (feat. Katy Perry) | John Mayer | 4:12 | ██████████ | \$1.29 |
| 7. I Will Be Found (Lost At Sea) | John Mayer | 4:03 | ██████████ | \$1.29 |
| 8. Wildfire (feat. Frank Ocean) | John Mayer | 1:28 | ██████████ | \$1.29 |
| 9. You're No One 'Til Someone Lets You Down | John Mayer | 2:48 | ██████████ | \$1.29 |
| 10. Badge and Gun | John Mayer | 3:15 | ██████████ | \$1.29 |
| 11. On the Way Home | John Mayer | 3:57 | ██████████ | \$1.29 |

▶ Preview All Total: 11 Items

Listeners Also Bought

- Another Kind of Green (Live) John Mayer Trio — Try! - LI... \$0.99
- Rebel Beat The Goo Goo Dolls — Mag... \$1.29
- Sweet Dave Matthews Band — A... \$1.29
- Broken Things Dave Matthews Band — A... \$1.29
- Here We Go Mat Kearney

Music > Rock > John Mayer

Paradise Valley

John Mayer >

JOHN MAYER

Sign In to the iTunes Store

If you have an Apple ID and password, enter them here. If you've used the iTunes Store or iCloud, for example, you have an Apple ID.

Apple ID: Password:

Remember password [Forgot?](#)

Songs Ratings and Reviews

iTunes Editors' Notes

Although John Mayer's career charm of *Wildfire* is in its skillful country-inflected shuffles and

blazing guitar work (John Mayer Trio's *Try!*)—the majority of his sixth studio album features understated, Songs like "You're No One 'Til Someone Lets You..."

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- Sweet Dave Matthews Band — A... \$1.29
- Broken Things Dave Matthews Band — A... \$1.29
- Here We Go Mat Kearney



9:41 AM

100%

JUKELY

Concert matchmaker

We magically match friends with upcoming concerts and help start a conversation.

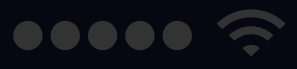


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or skip this for now



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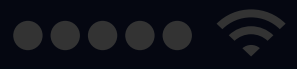


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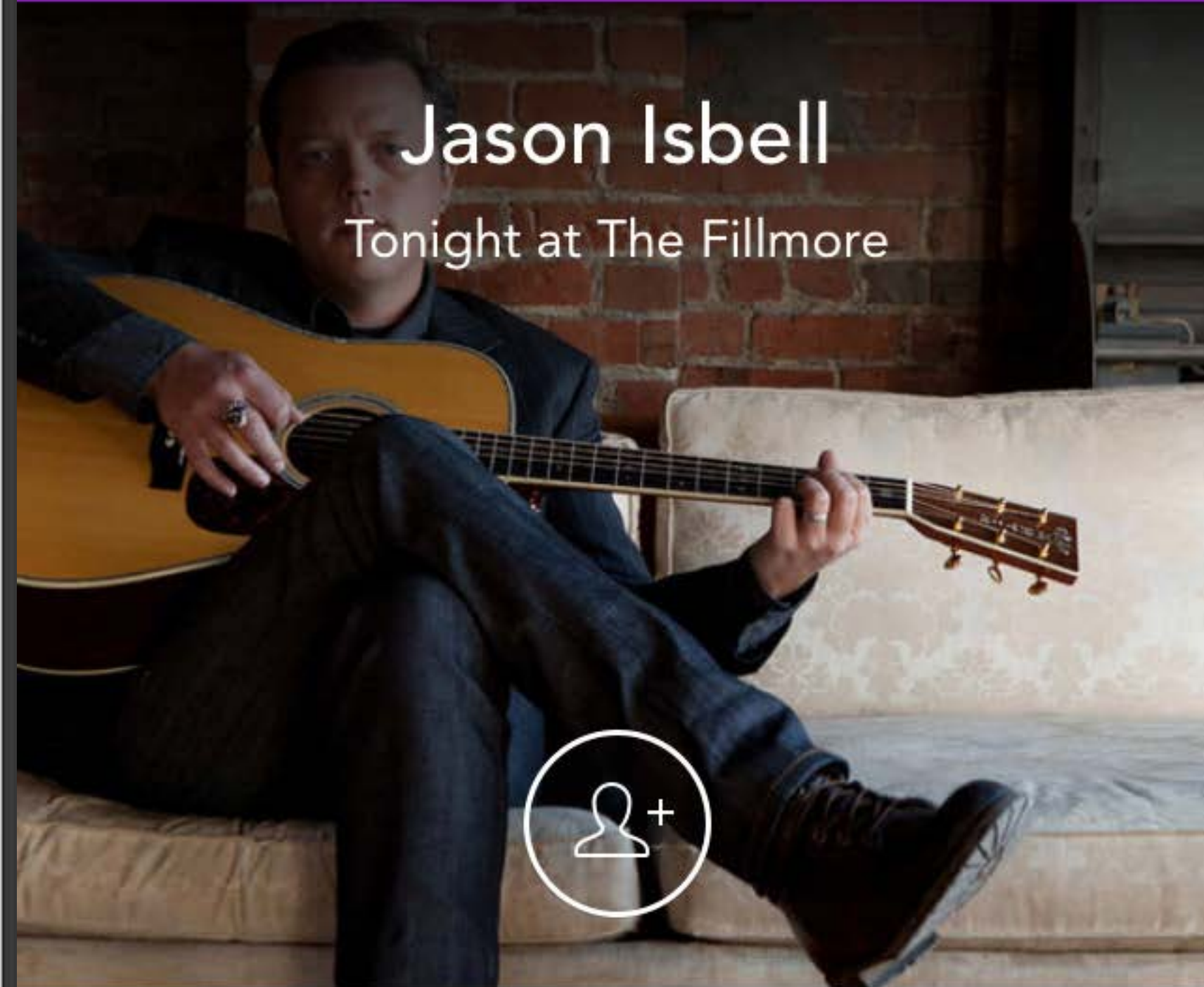


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JUKELY



Jason Isbell

Tonight at The Fillmore



0.7 hour drive

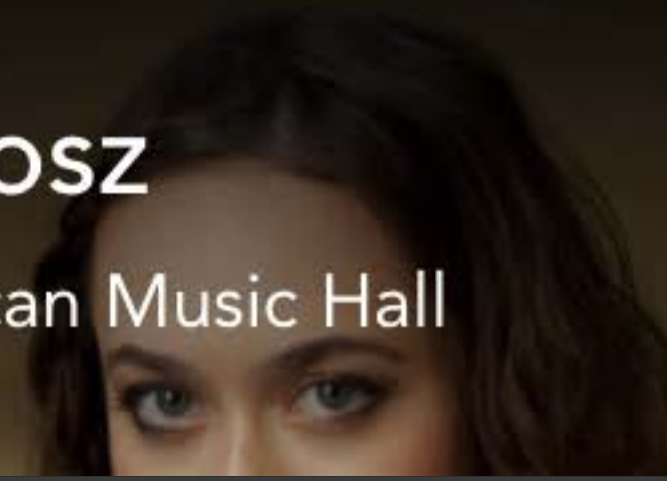
#alt-country #americana #singer-songwrite...



\$39

Sarah Jarosz

Tonight at Great American Music Hall



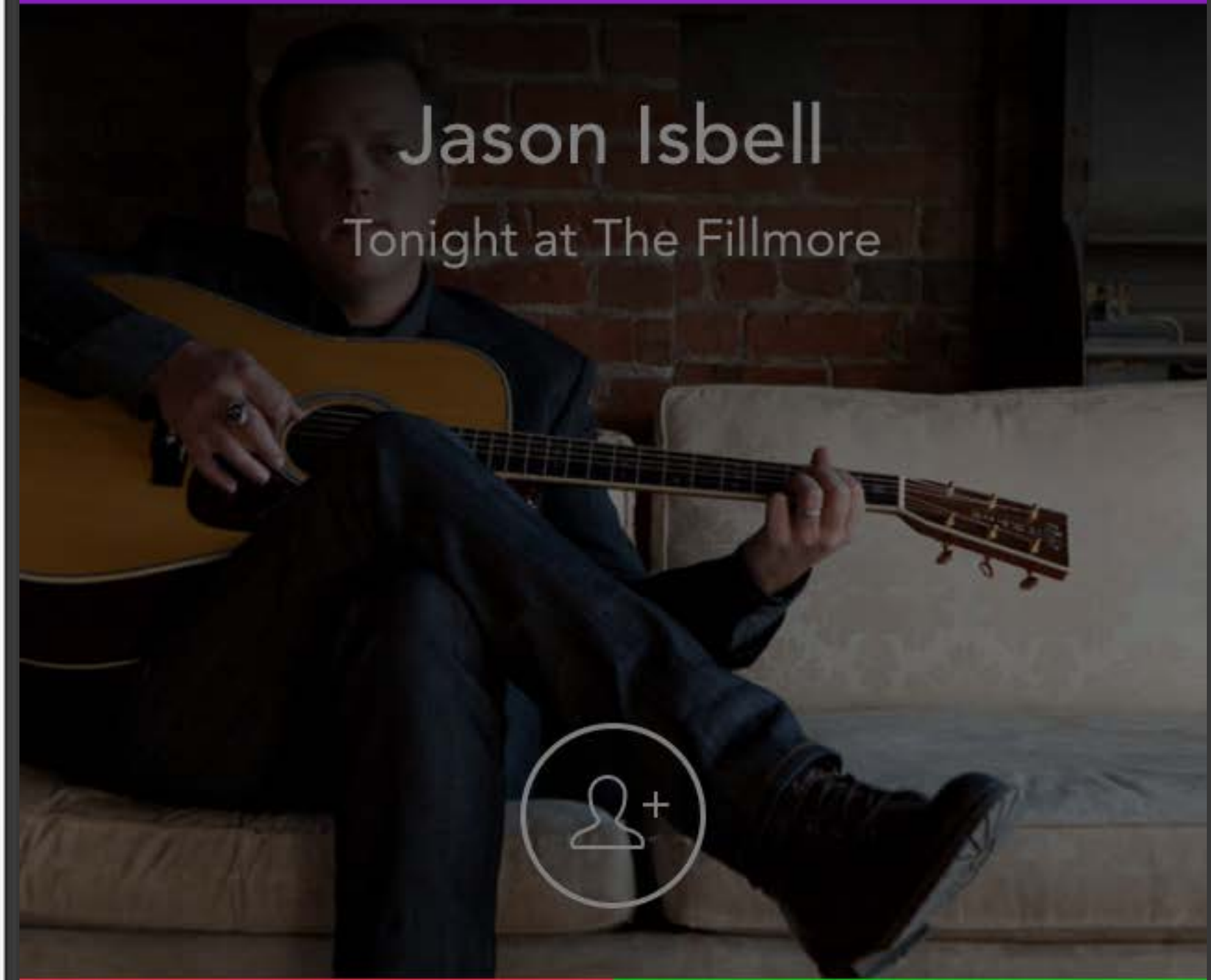


9:41 AM

100%



JUKELY



Jason Isbell

Tonight at The Fillmore



Interested



Going



Sarah Jarosz

Tonight at Great American Music Hall



9:41 AM



Sign up

Username

Password

Email address

Full name

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

Next

When Registration is Required

Delay until absolutely necessary


When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering



9:41 AM

100% 



Let's Get Started

You need to connect a social network so we can route your questions to the right people.

Don't worry, we won't post anything automatically.



By tapping "Get Started" you are indicating that you have read & agree to the [Privacy Policy & Terms of Service](#)

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

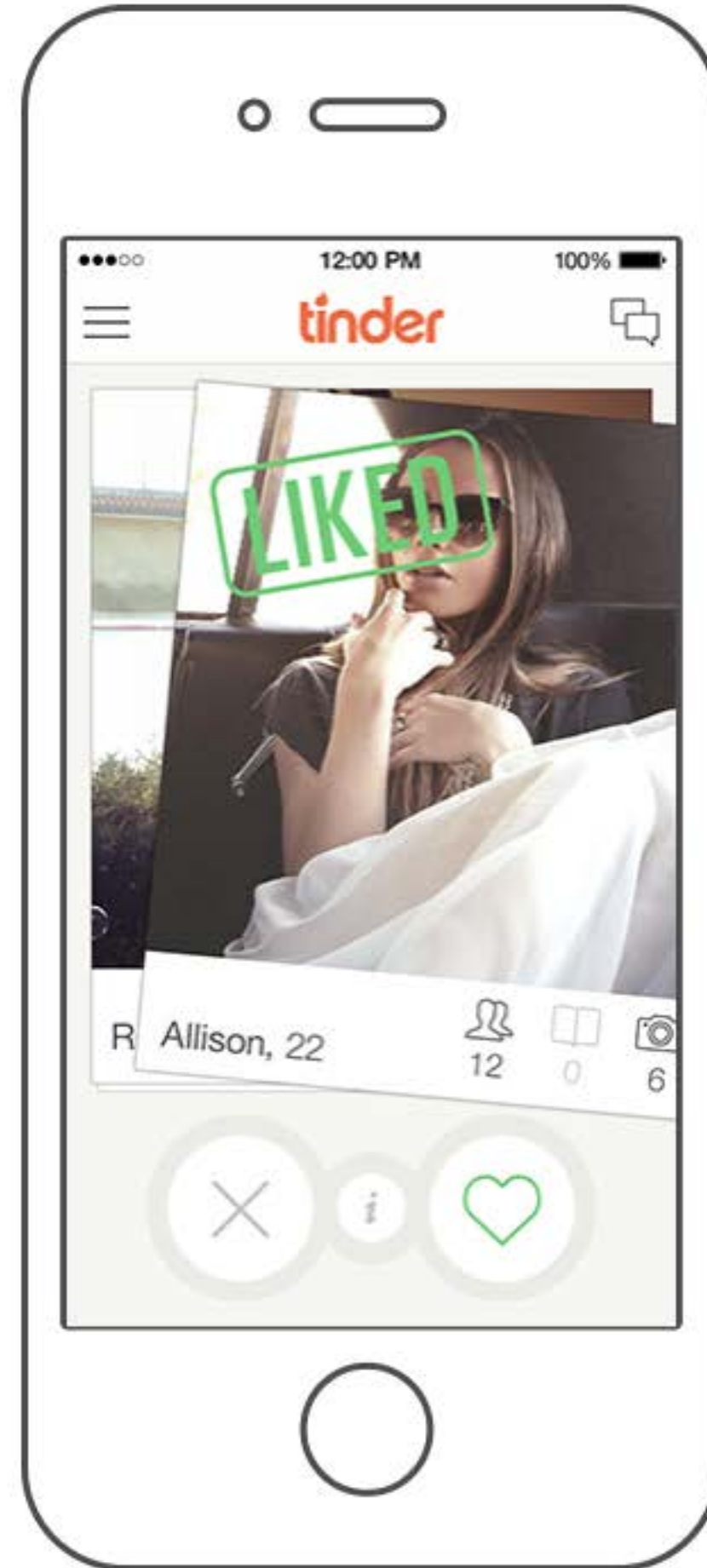
Protect people's privacy



9:41 AM

100%

Anonymously “Like” or “Pass” on
people Tinder Suggests.



[Log In with Facebook](#)

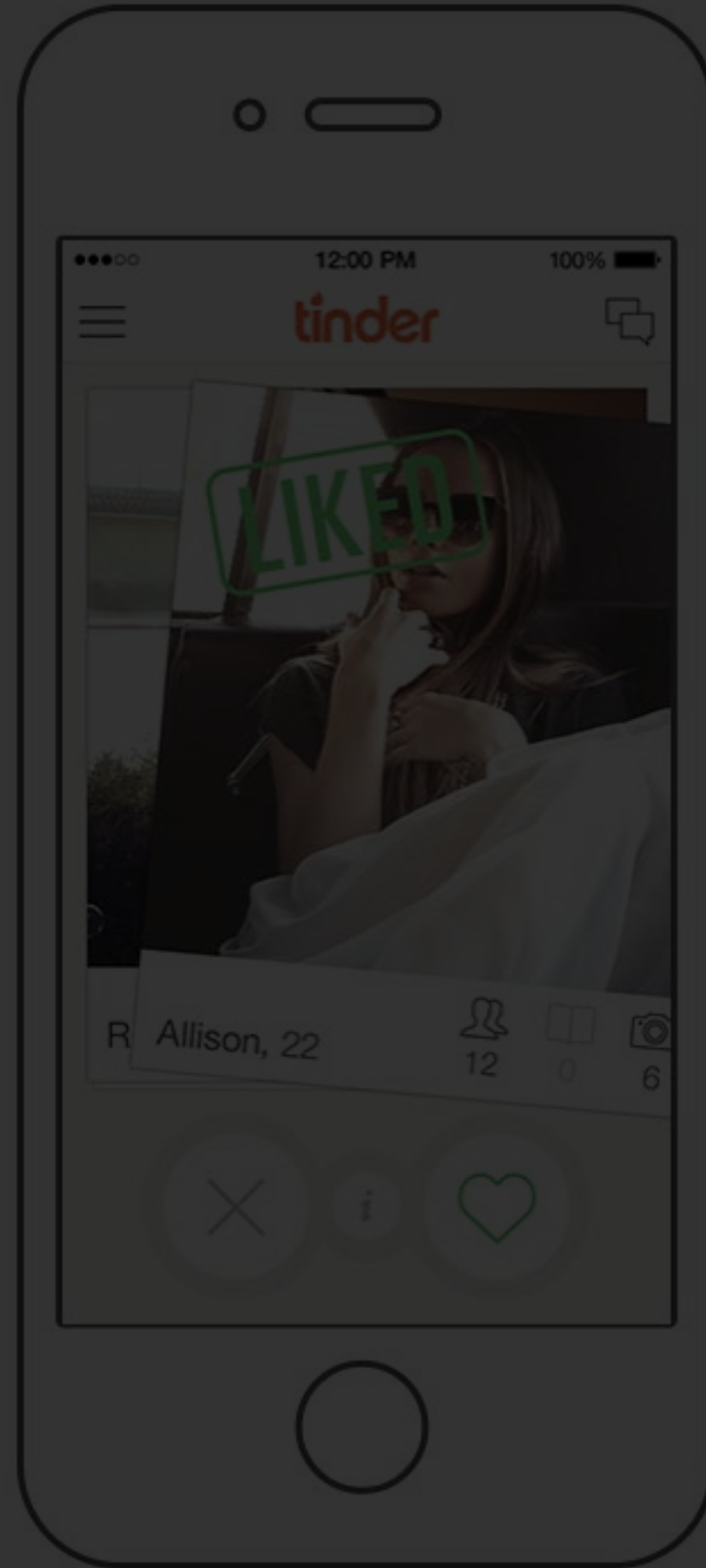
We'll never post anything to Facebook.



9:41 AM

100%

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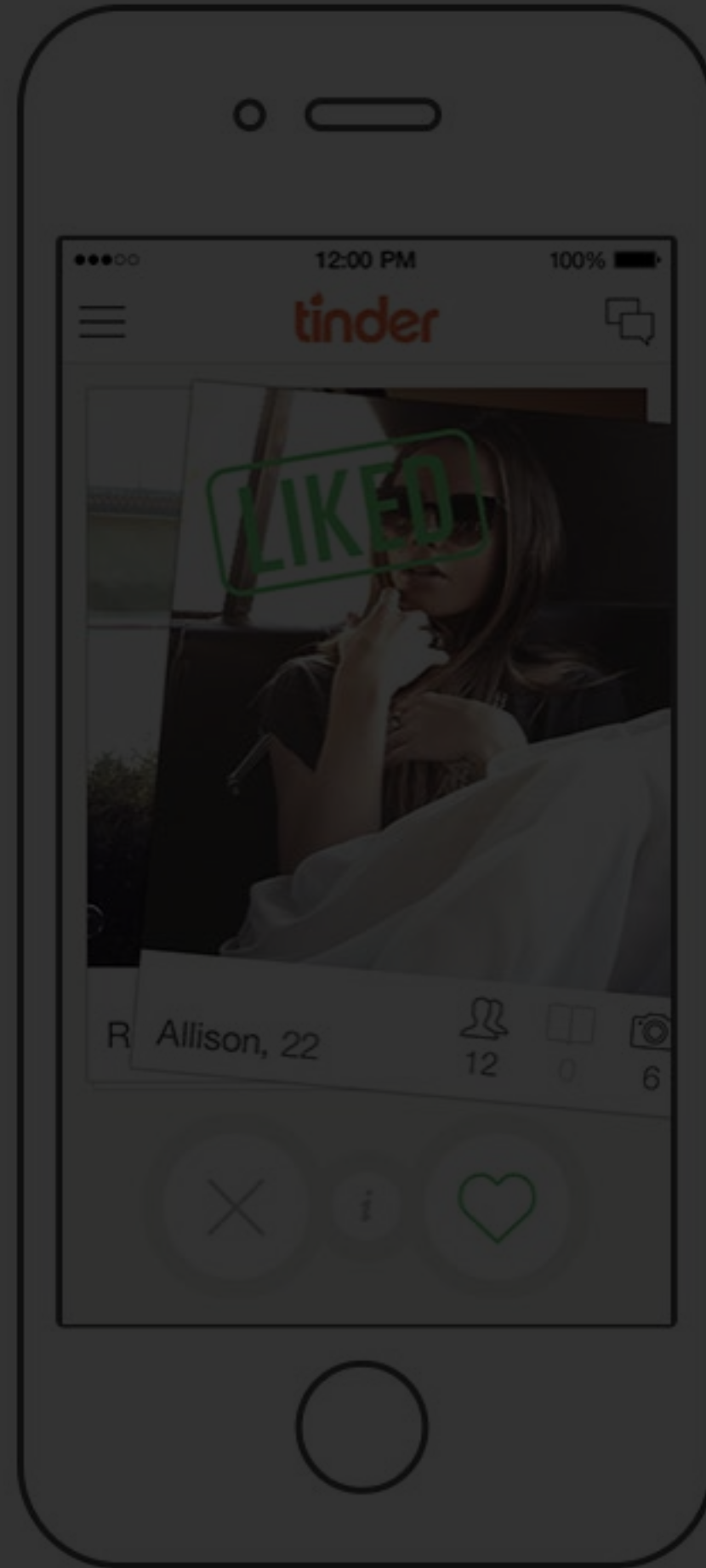
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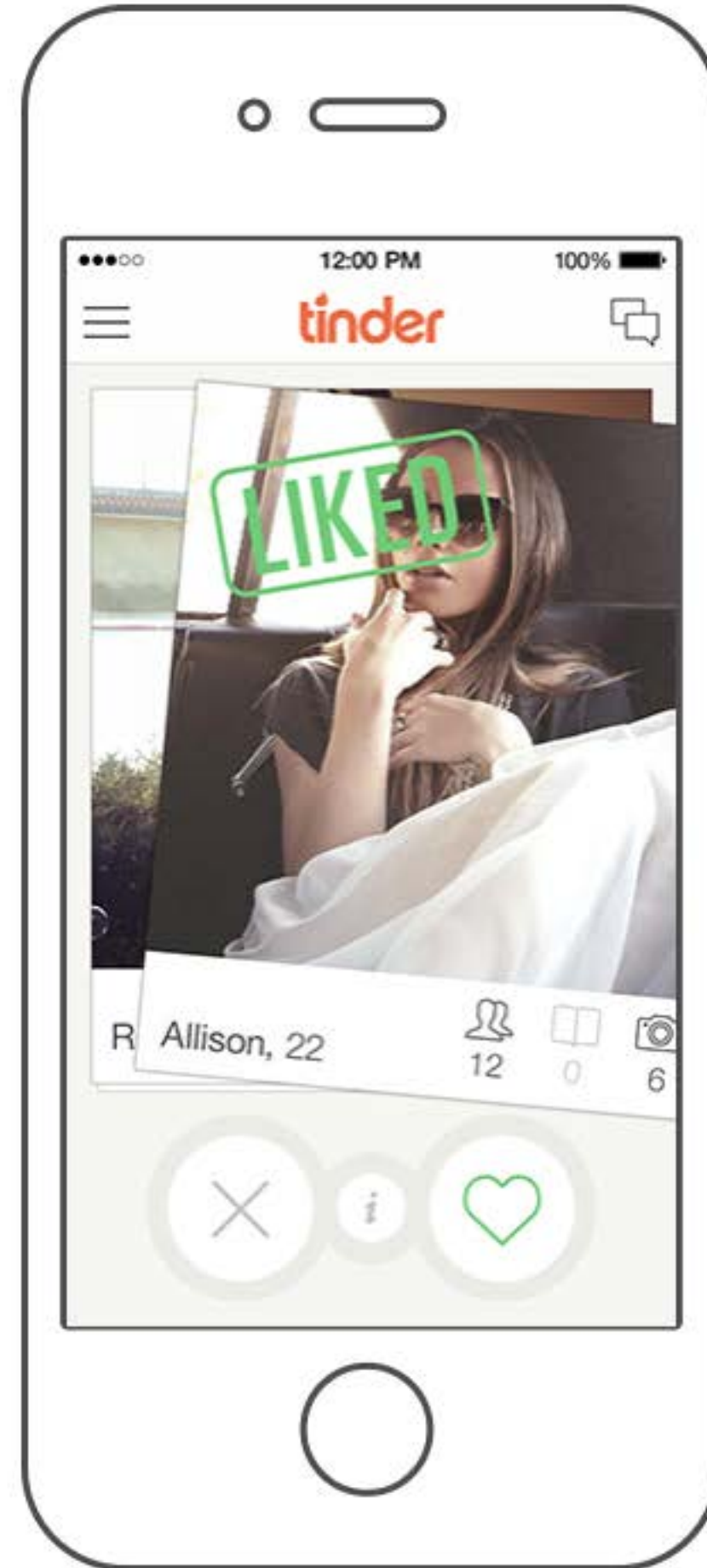
We'll never post anything to Facebook.



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Anonymously “Like” or “Pass” on
people Tinder Suggests.



[Log In with Facebook](#)

We'll never post anything to Facebook.



9:41 AM

100%



Log In with Facebook

We take your privacy seriously

- We will never post anything to Facebook
- Other users will never know if you've liked them unless they like you back
- Other users cannot contact you unless you've already been matched
- Your location will never be shown to other users

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

Protect people's privacy

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

Protect people's privacy

Be succinct



9:41 AM

100%

CANCEL

CREATE AN ACCOUNT

NEXT



Email | hame@example.com

Mobile



Password Min 5 characters

We use your email and mobile number to send you ride confirmations and receipts.

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 @ . Next



9:41 AM

100%

CANCEL

CREATE AN ACCOUNT

NEXT

Email | hame@example.com

Mobile



Password Min 5 characters

We use your email and mobile number to send you ride confirmations and receipts.

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 @ . Next

9:41 AM 100%

CANCEL CREATE AN ACCOUNT NEXT

Email |hame@example.com

Mobile 


Password Min 5 characters

We use your email and mobile number to send you ride confirmations and receipts.

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 @ . Next

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

Protect people's privacy

Be succinct

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

Protect people's privacy

Be succinct

Only collect what is needed now

When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering

Protect people's privacy

Be succinct

Only collect what is needed now

Onboarding Best Practices

Onboarding Best Practices

Get out of the way

Tackle advanced
mathematical calculations
or simple arithmetic in
one place.



Calculate percentages
using positive or
negative integers.



Results calculated up to 9
decimal places.





9:41 AM

100%

42

| | | | |
|---|-----|---|---|
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| 0 | . | = | |

Onboarding Best Practices

Get out of the way

Onboarding Best Practices

Get out of the way

Start with the basics

A smart man once said,
"Eventually, everything connects."

Ok

A smart man once said,
"Eventually, everything connects."

Ok



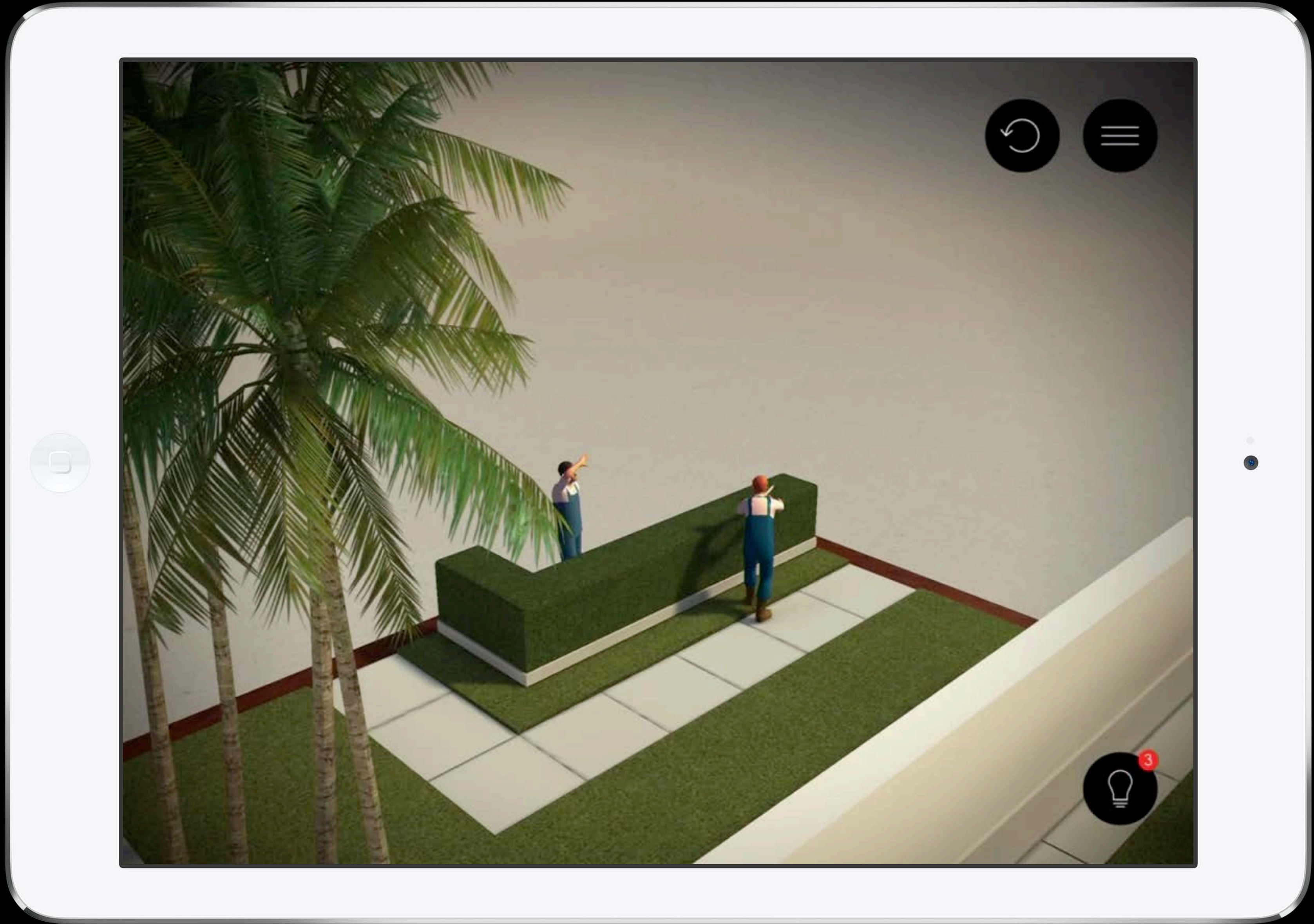
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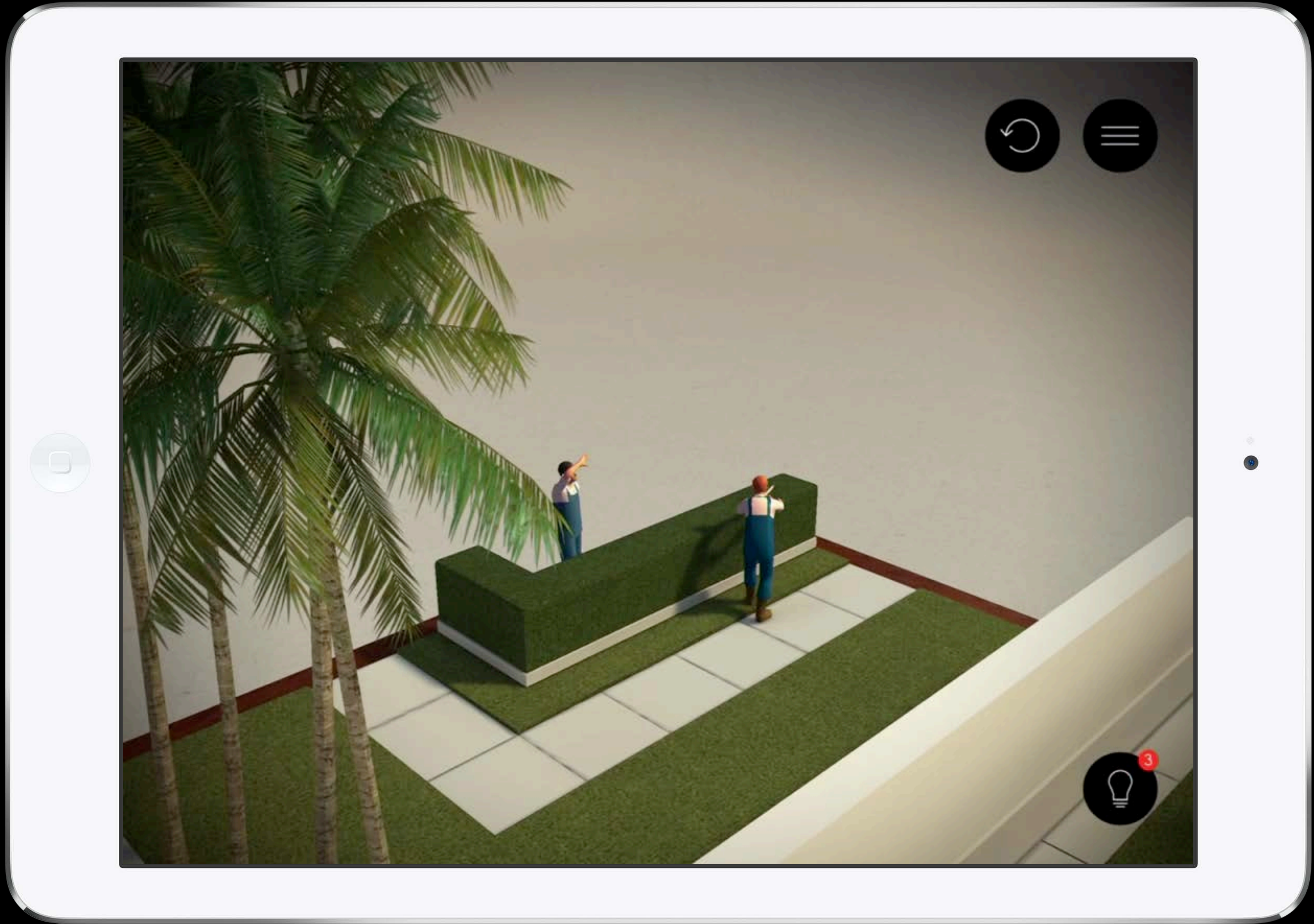




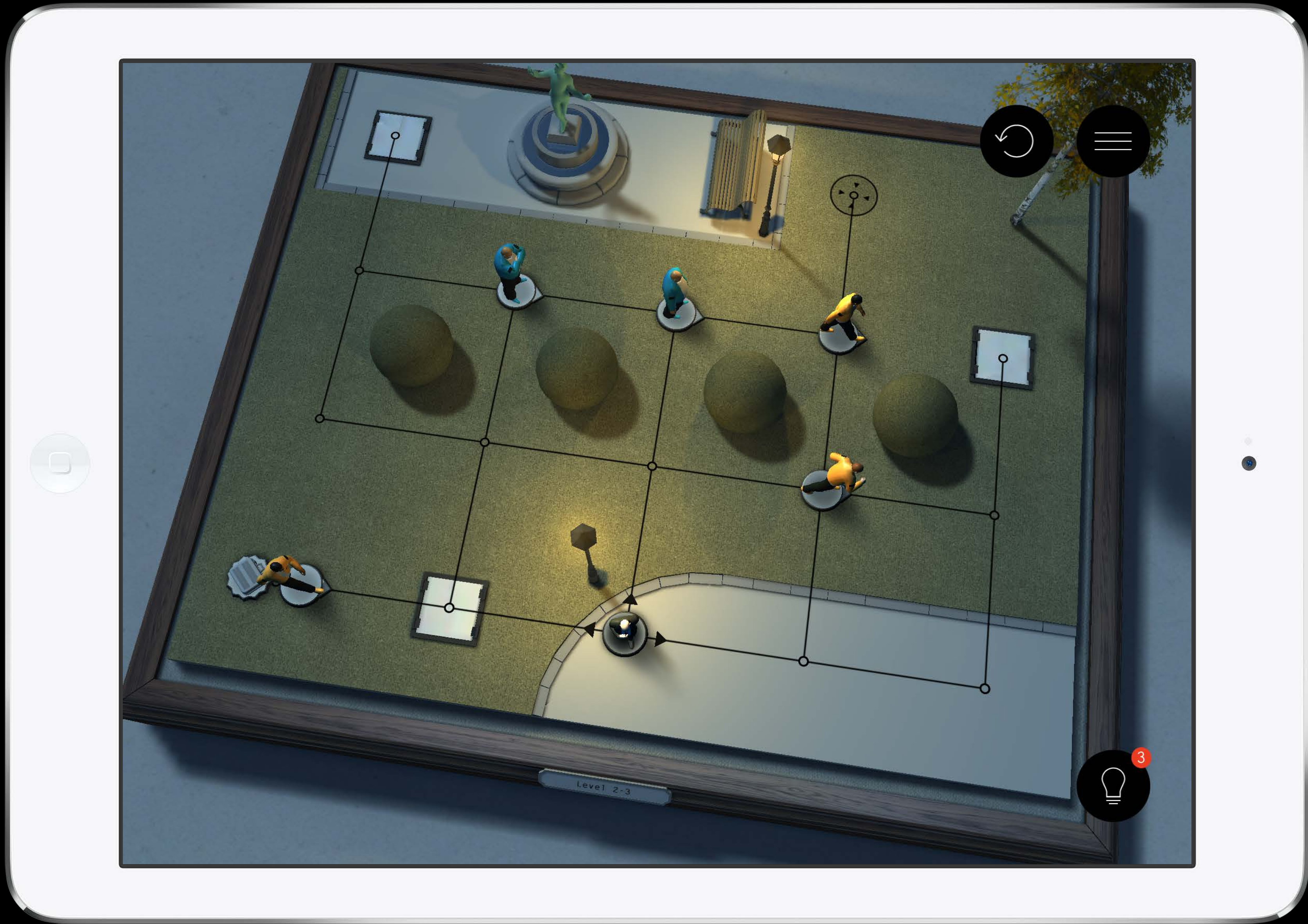
Level 1-1







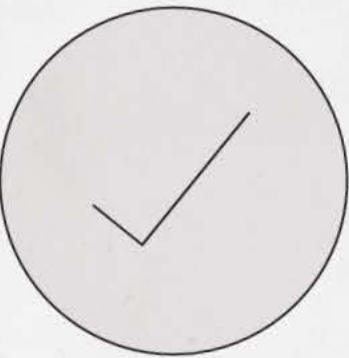




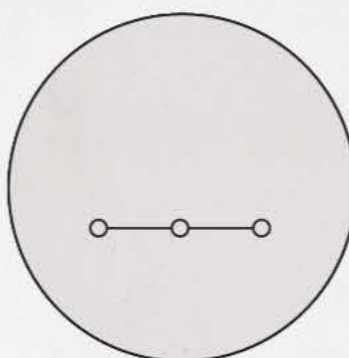
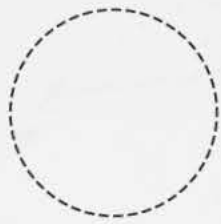
Level 2-3



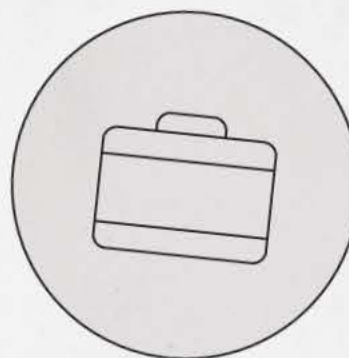
LEVEL 2-3



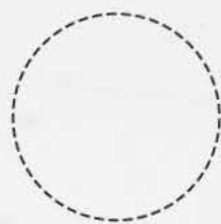
LEVEL COMPLETE

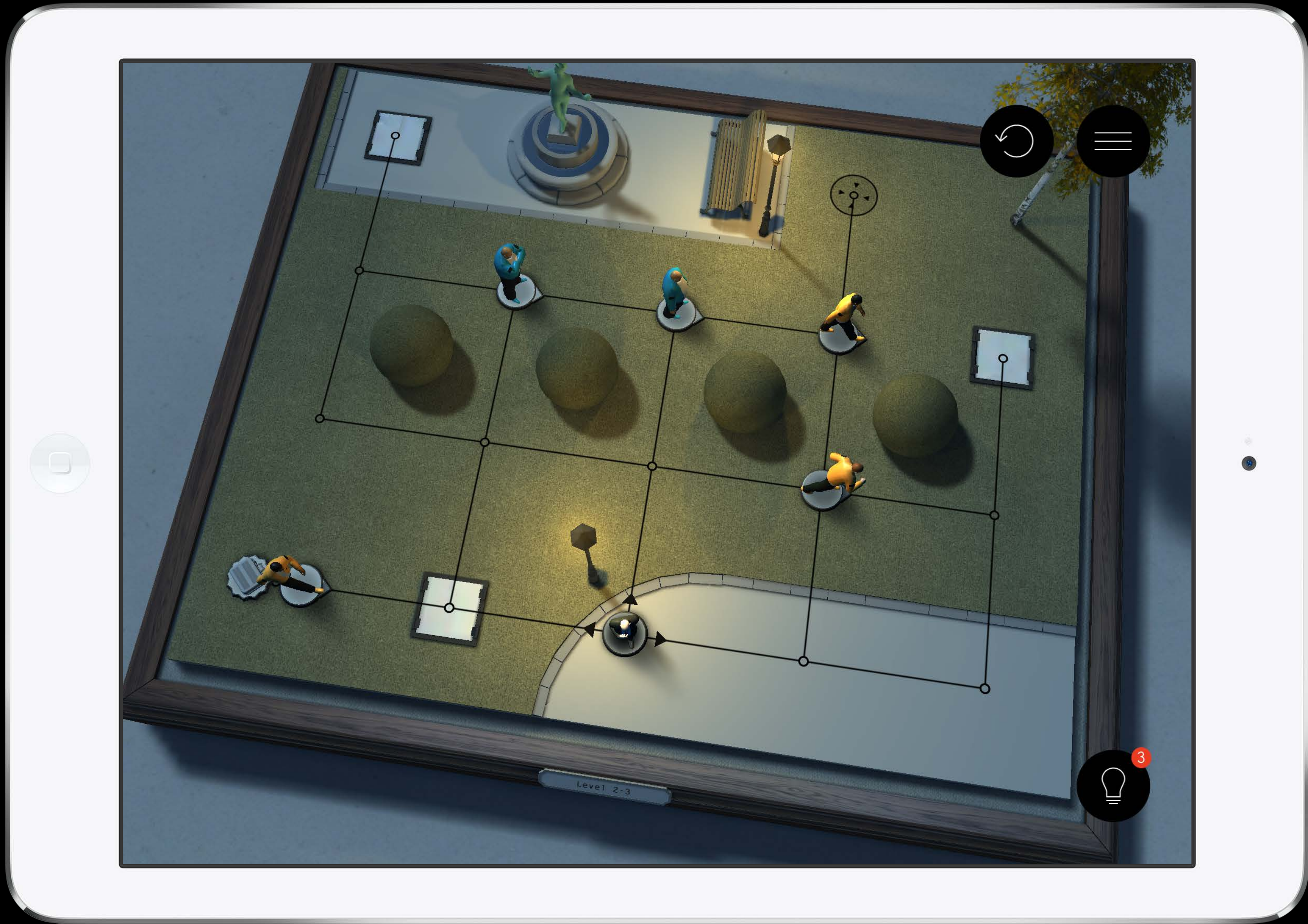


12 TURNS
OR LESS



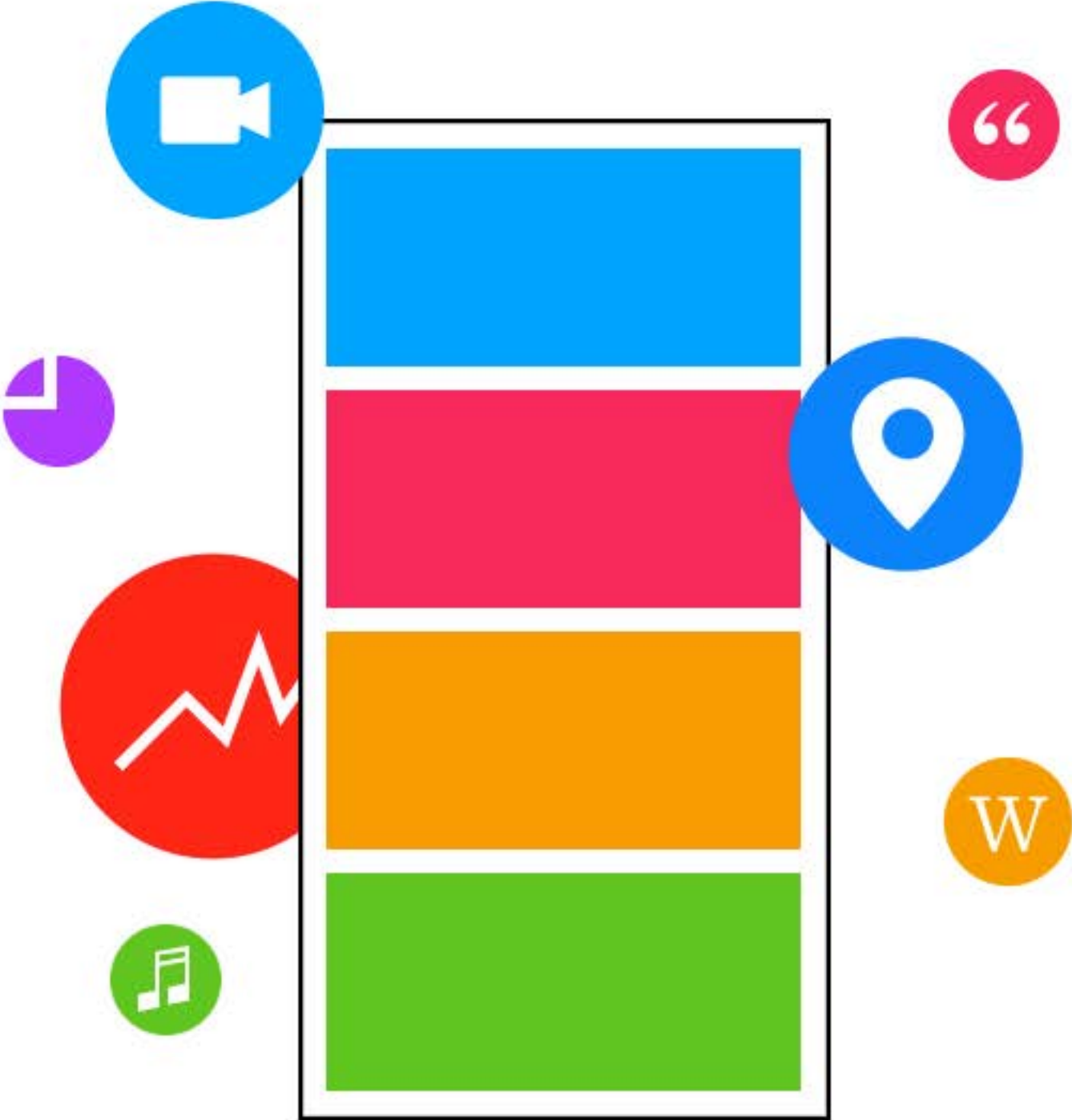
COLLECT
BRIEFCASE





Level 2-3

Skip



Comprehensive

We collect the best pieces from around the web and combine them into a story

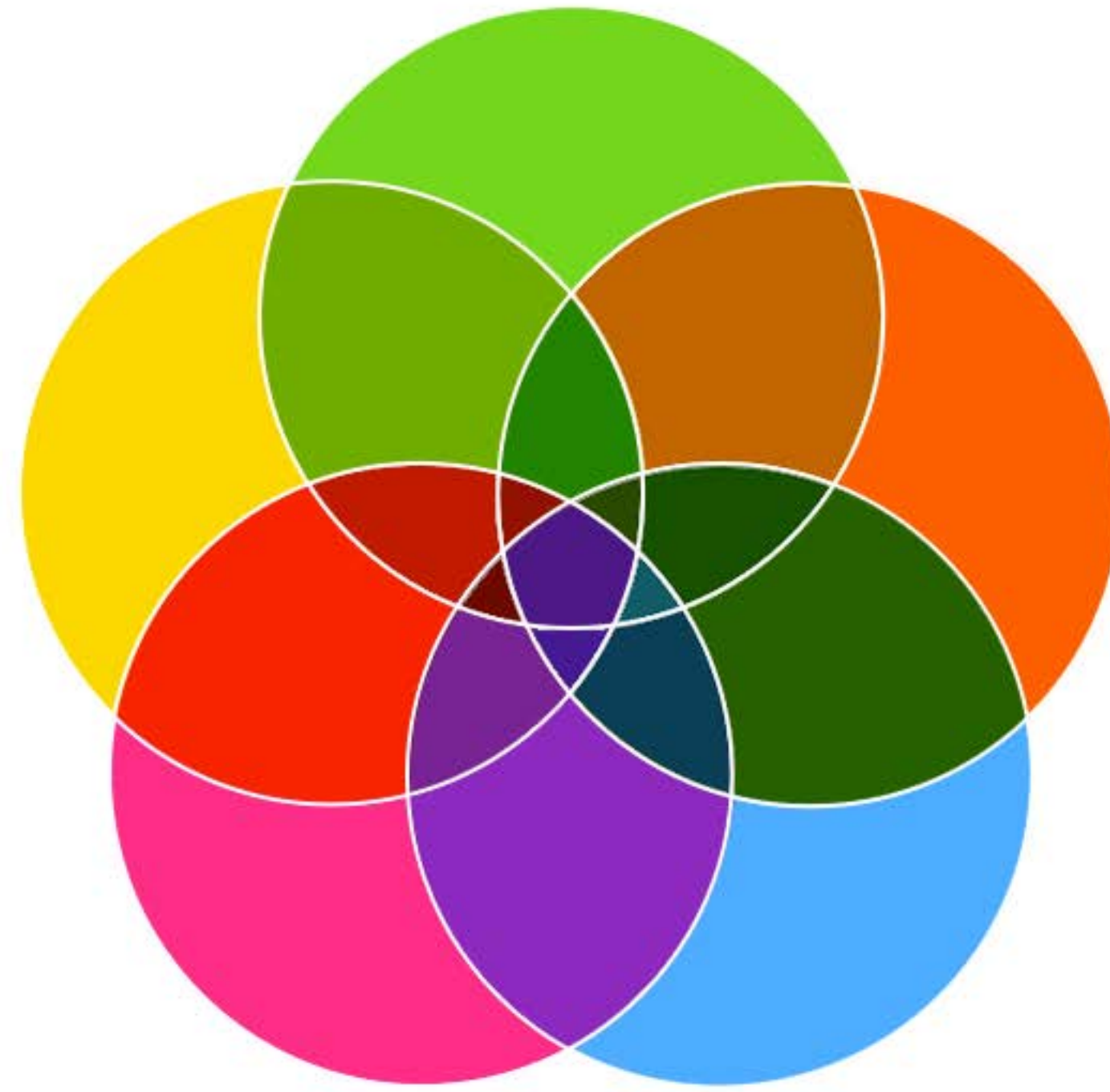




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Definitive

We surface the most important
need-to-know news.

Let's go!

Onboarding Best Practices

Get out of the way

Start with the basics

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time



**-I used to be Leopold the Golden,
Leopold the Fortunate.**



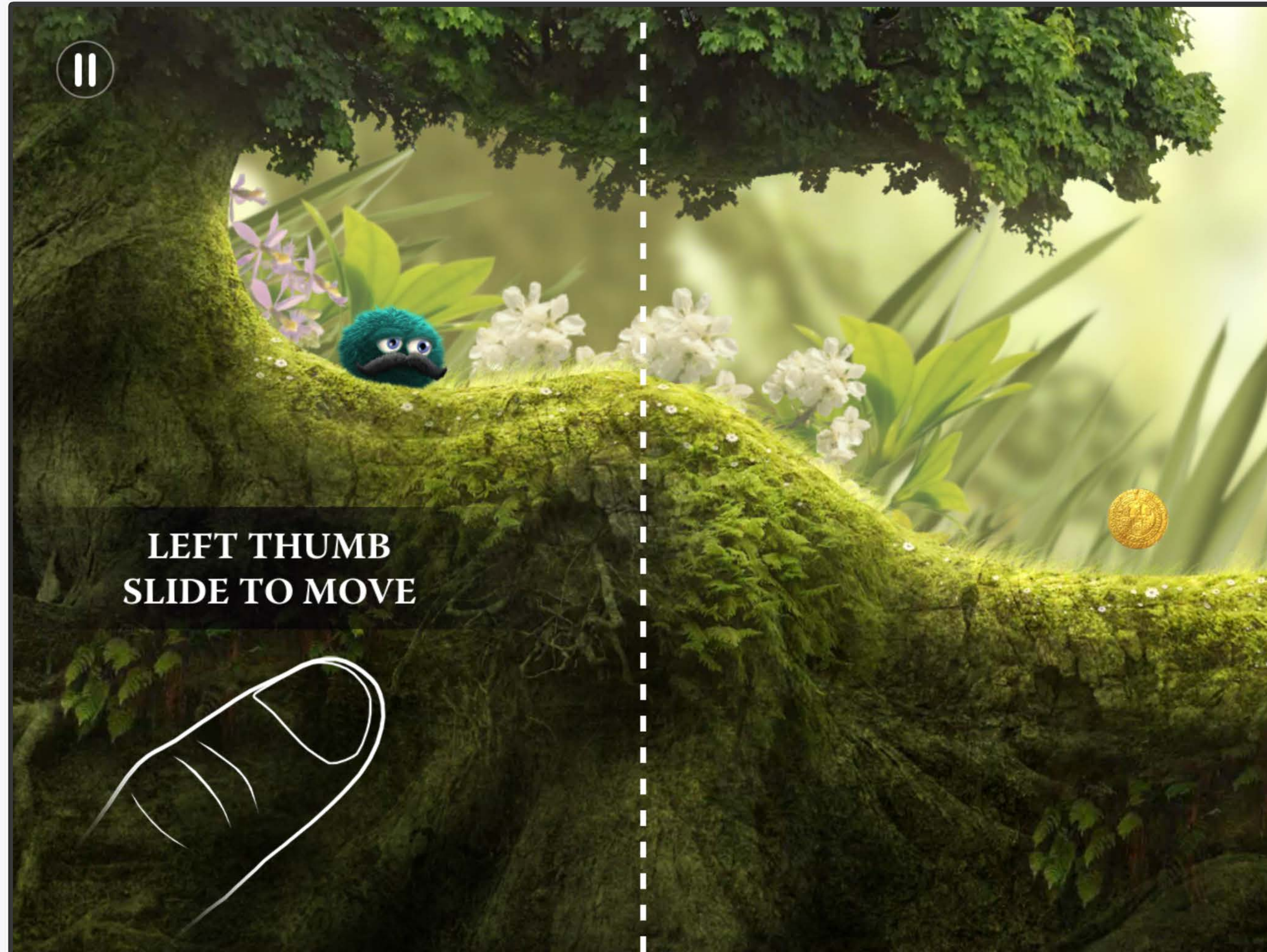
**LEFT THUMB
PRESS HERE**

**RIGHT THUMB
PRESS HERE**



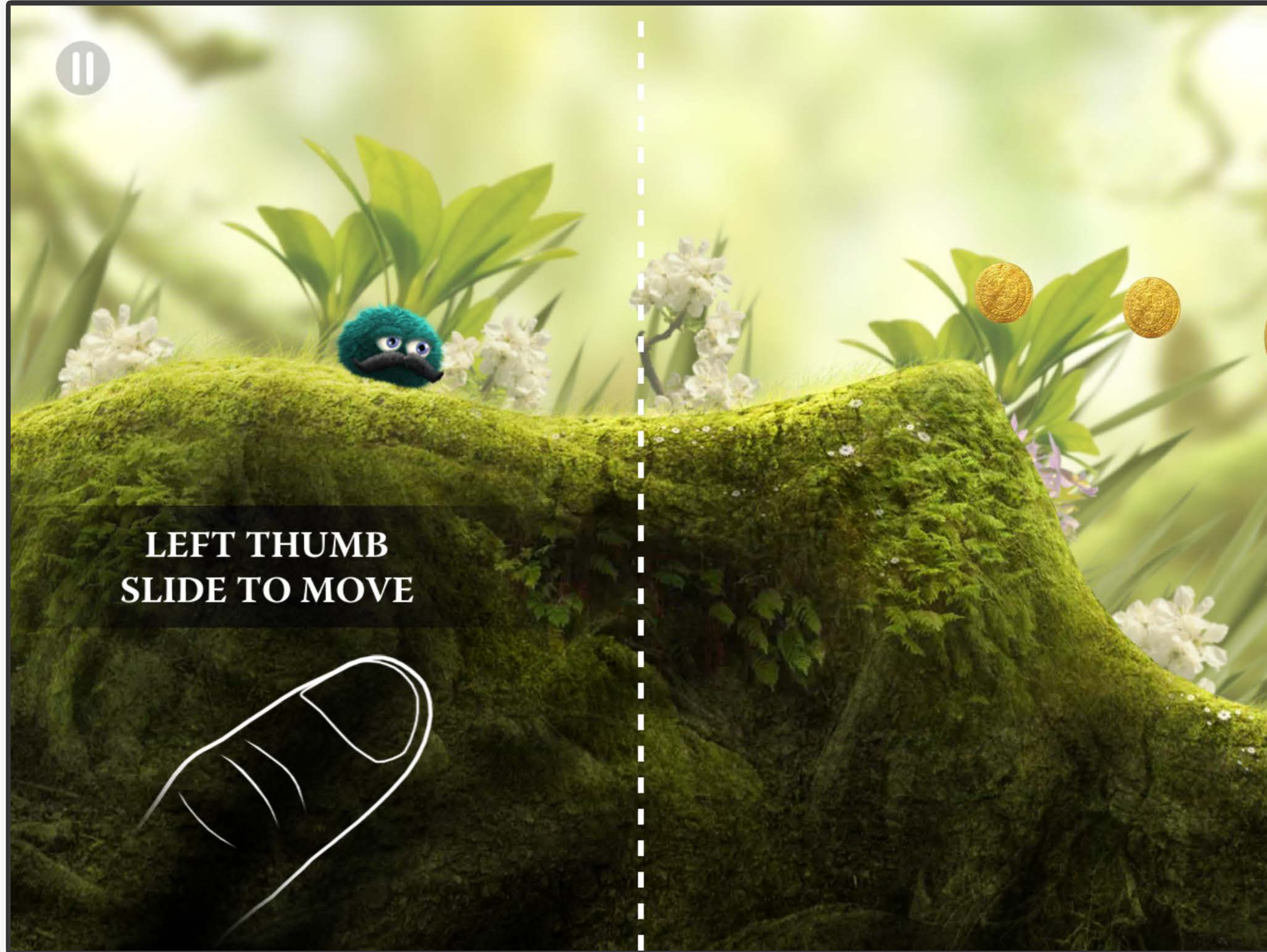
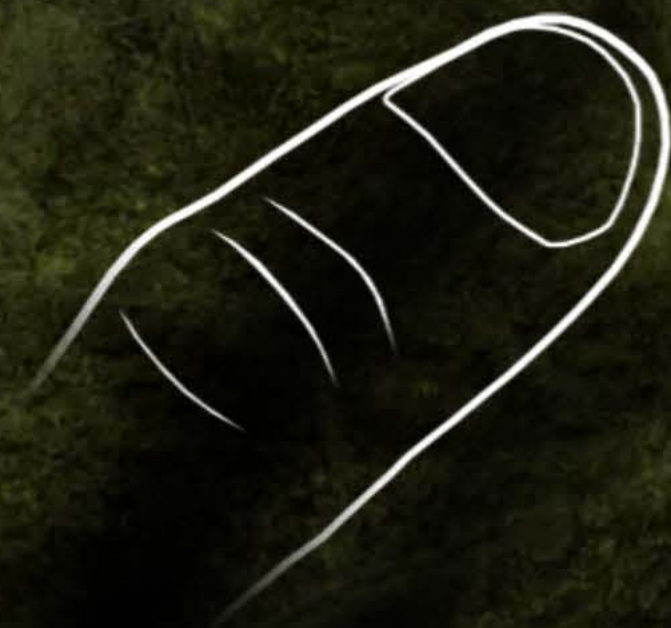


**LEFT THUMB
SLIDE TO MOVE**



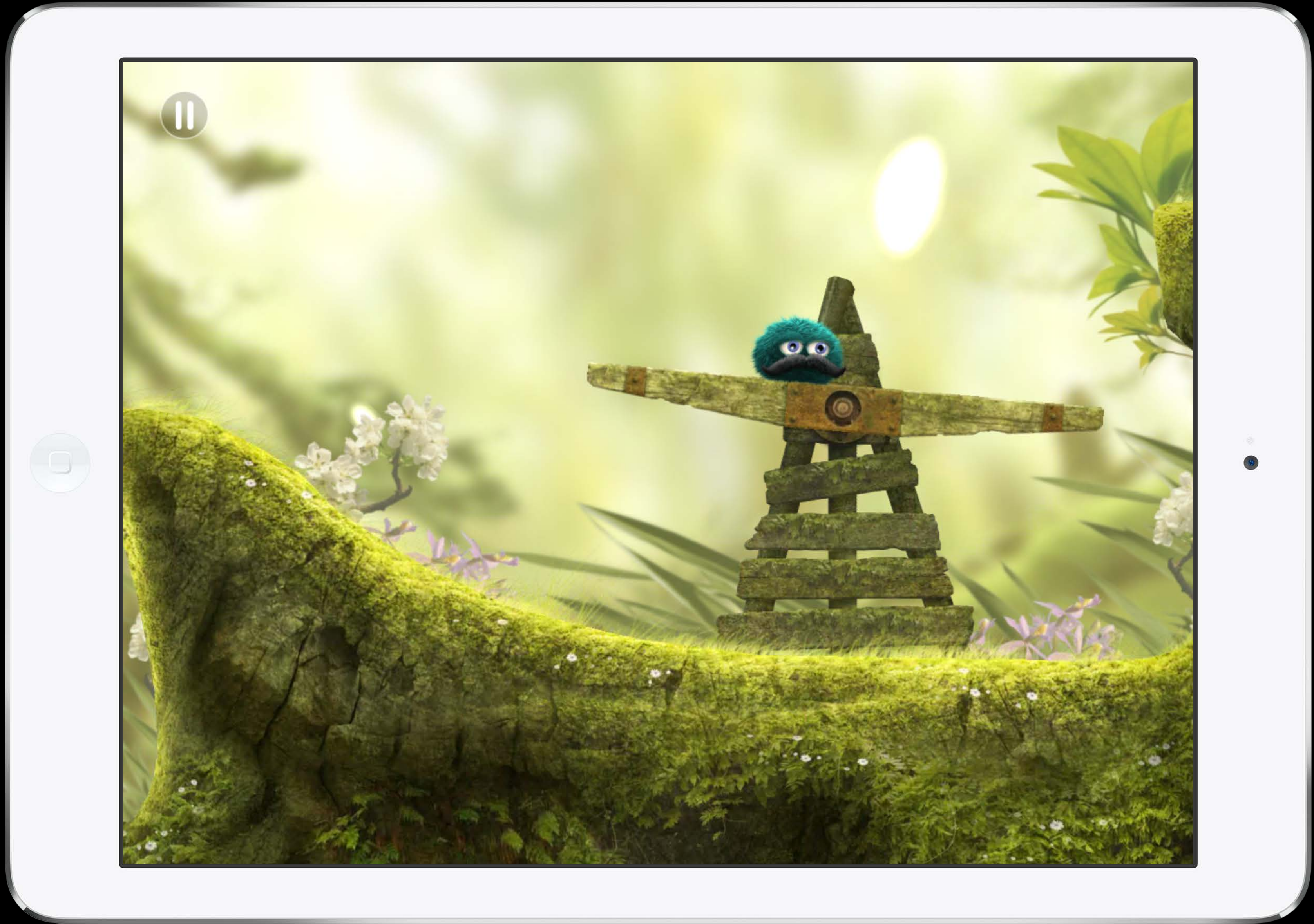


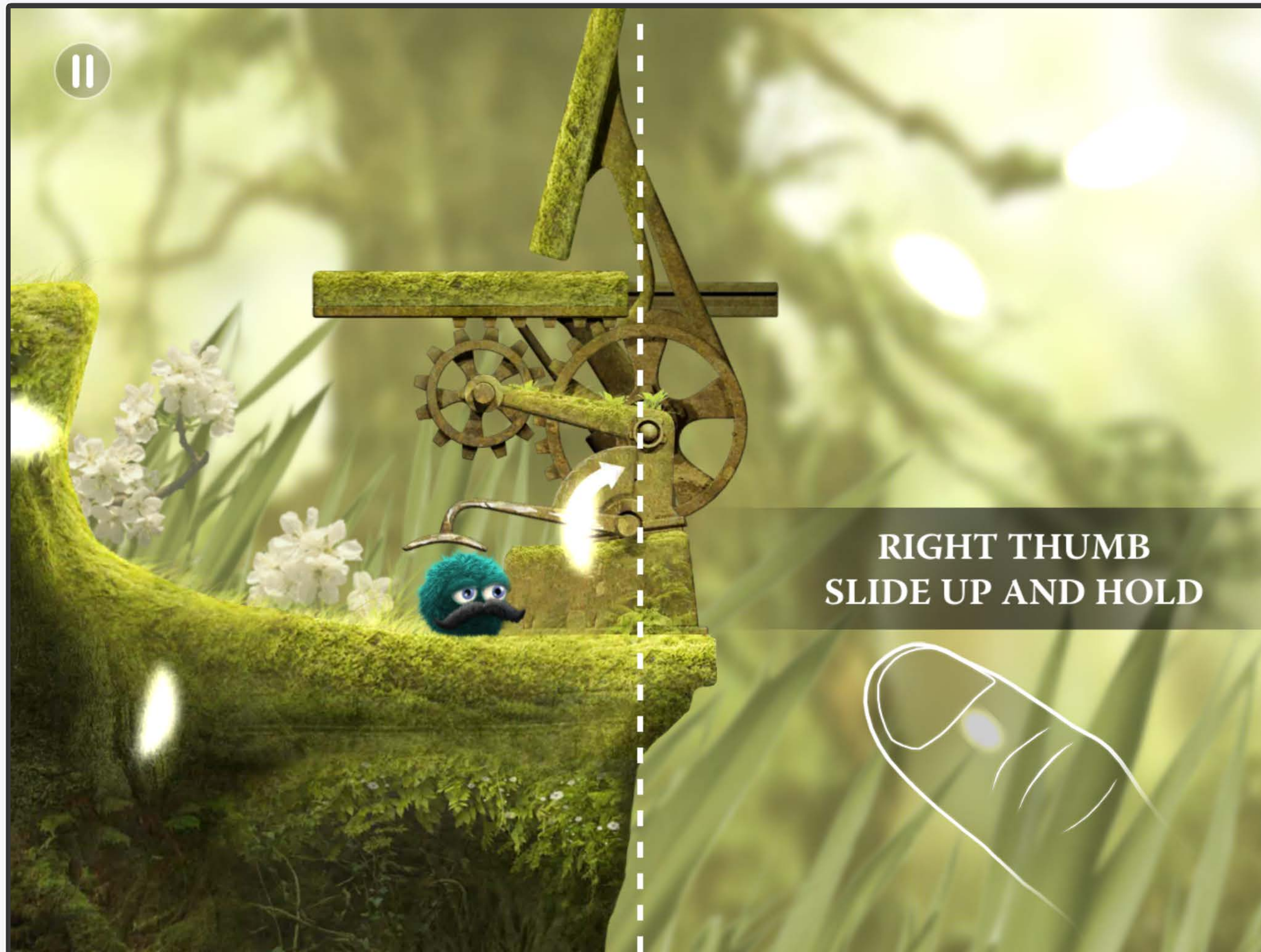
**LEFT THUMB
SLIDE TO MOVE**





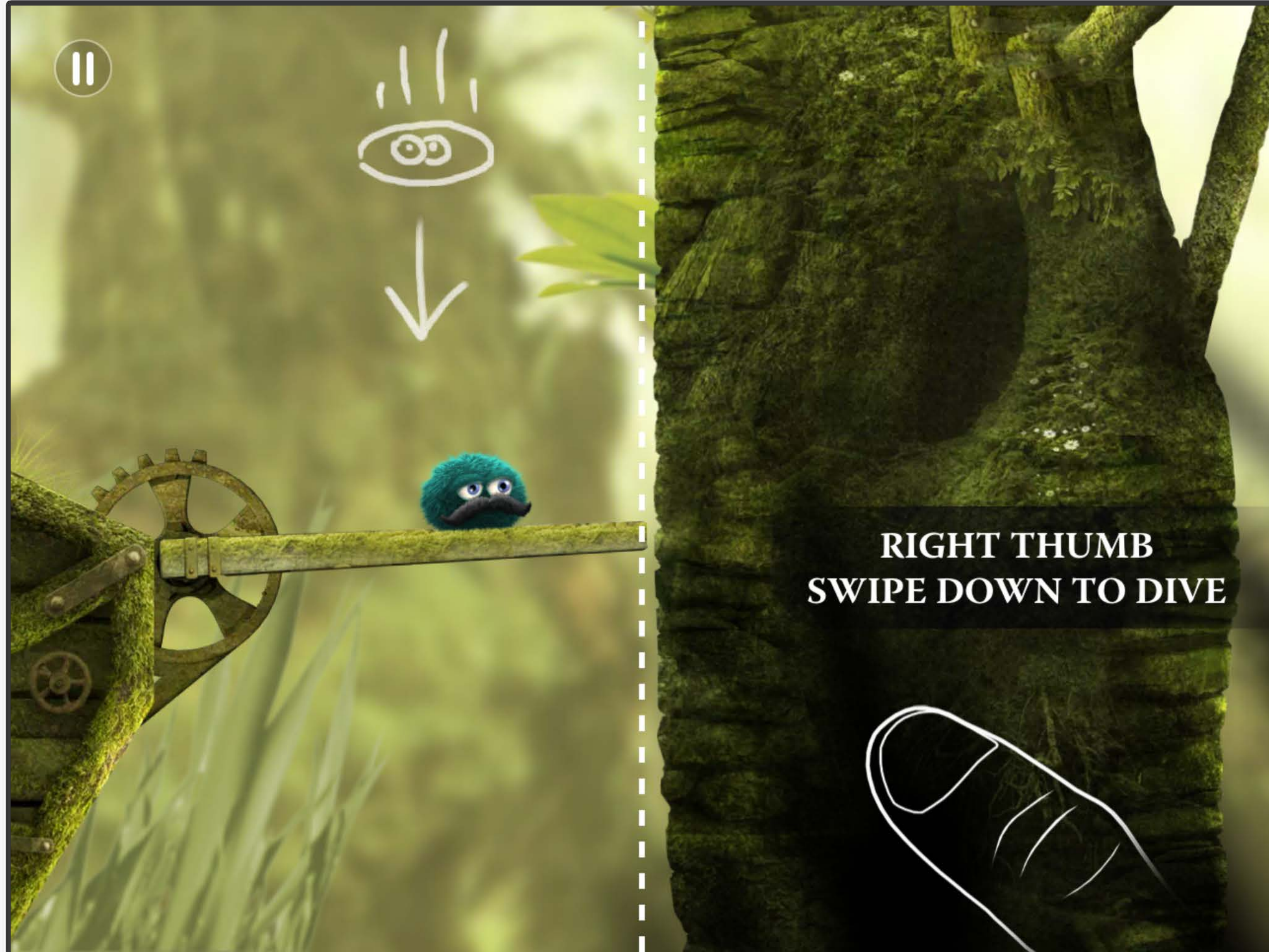
**RIGHT THUMB
SWIPE UP TO INFLATE**





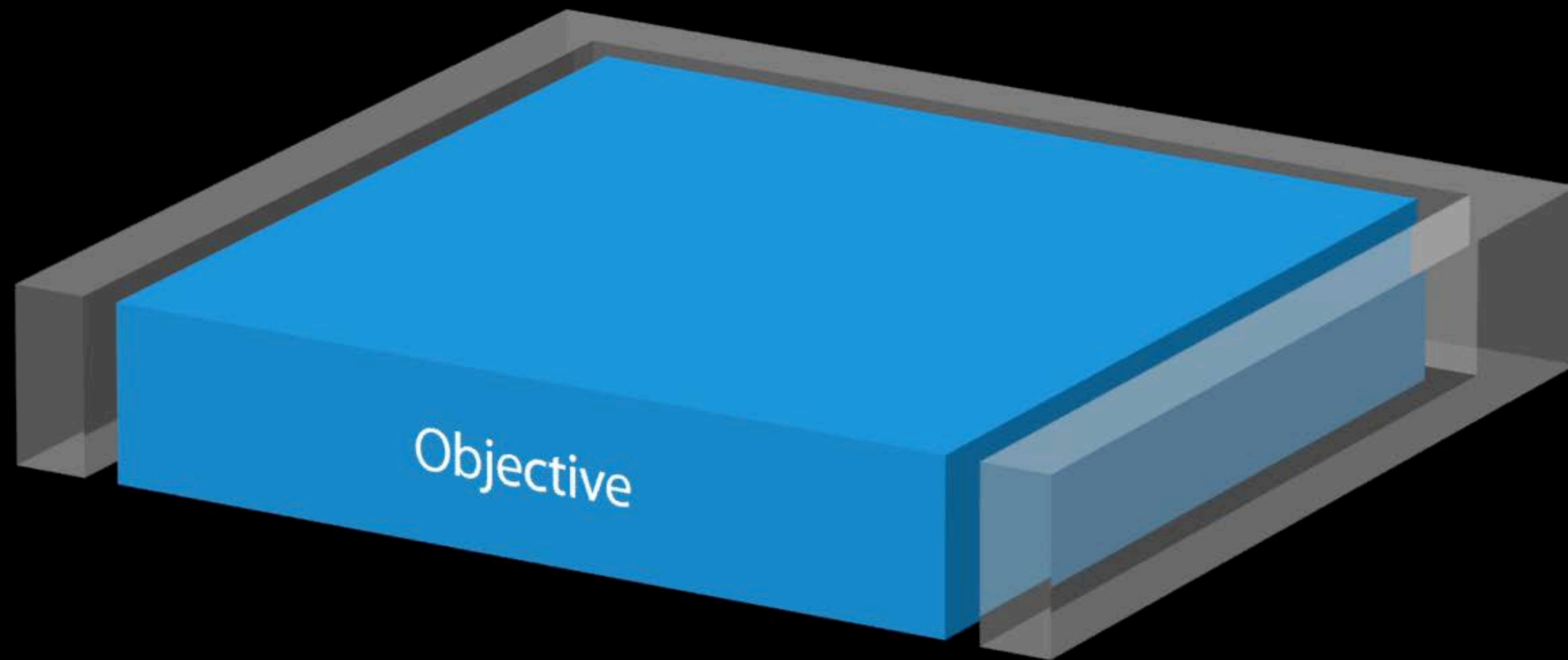
RIGHT THUMB
SLIDE UP AND HOLD

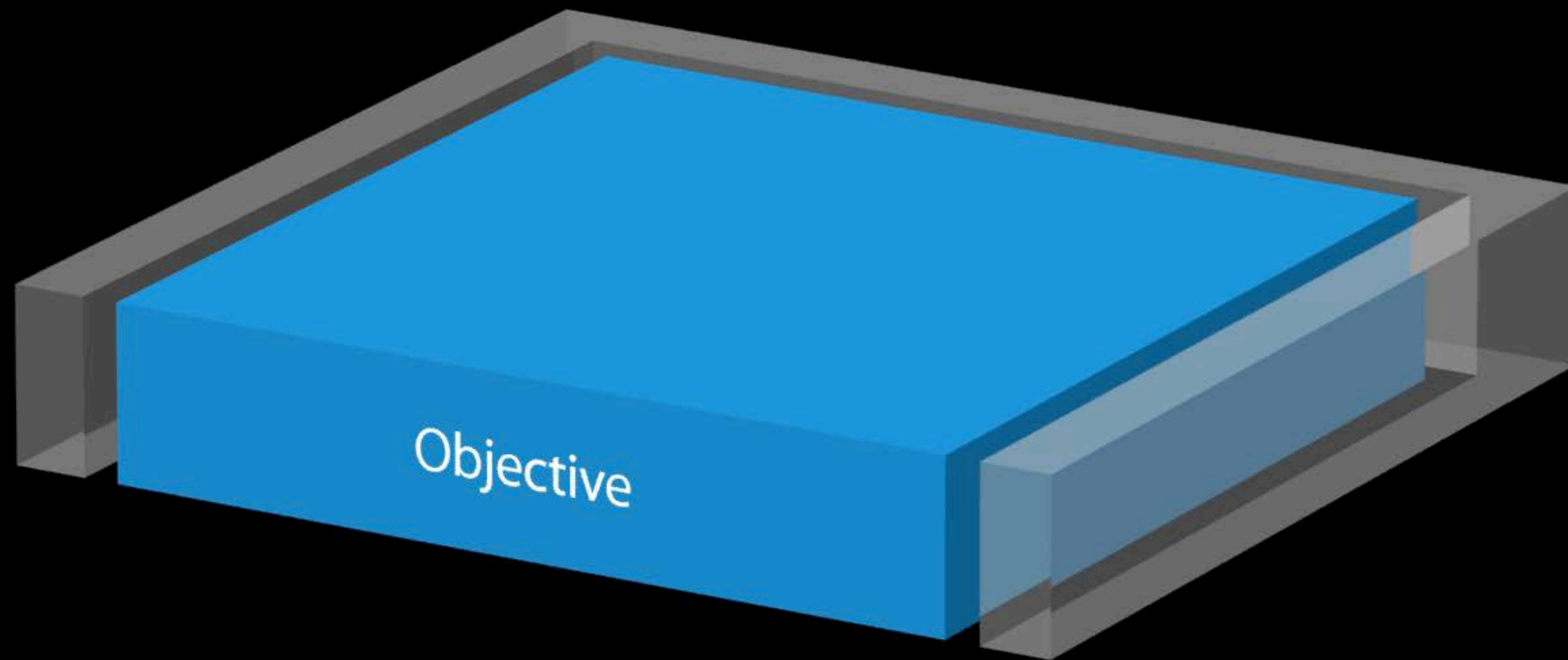


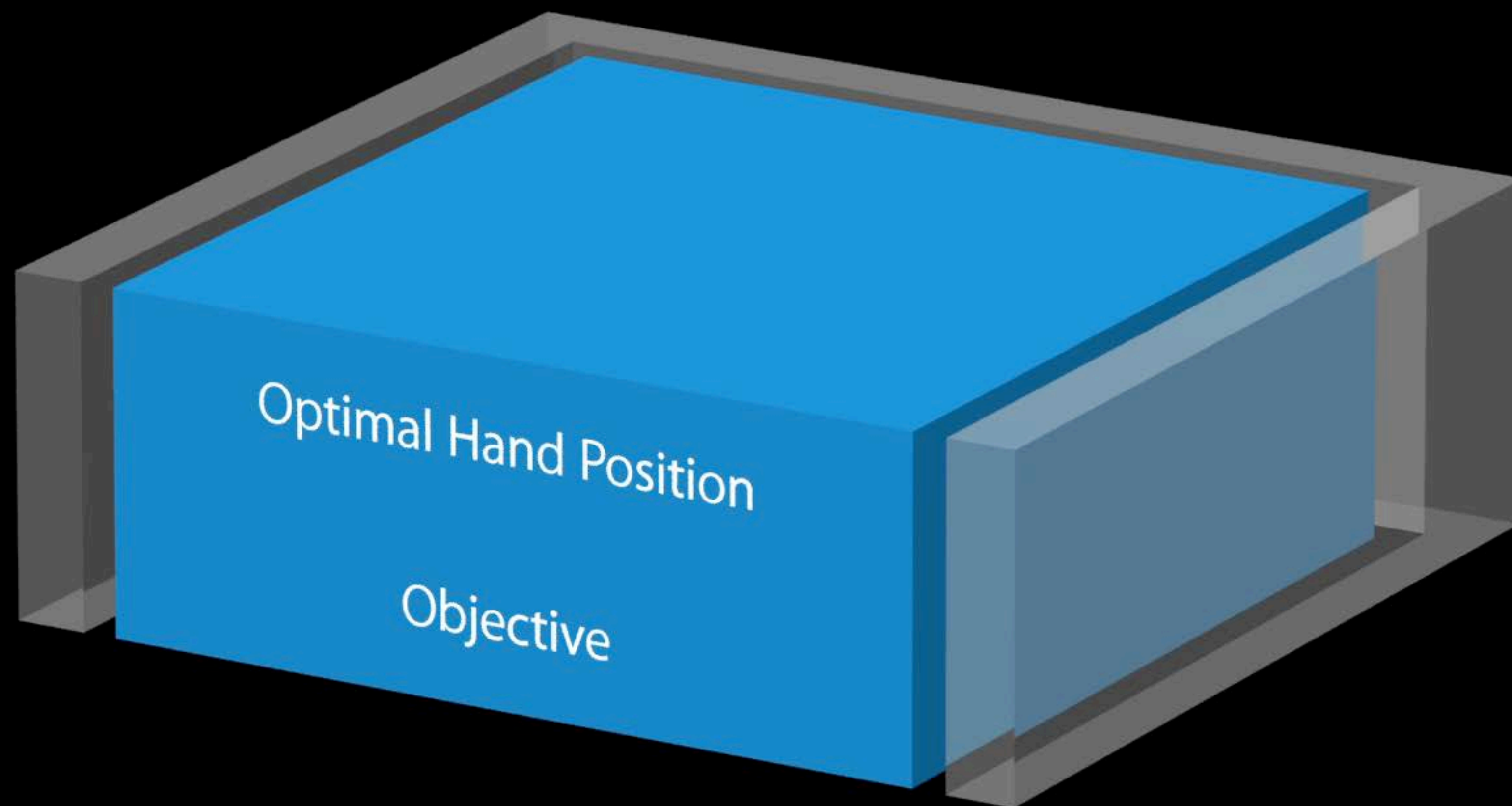


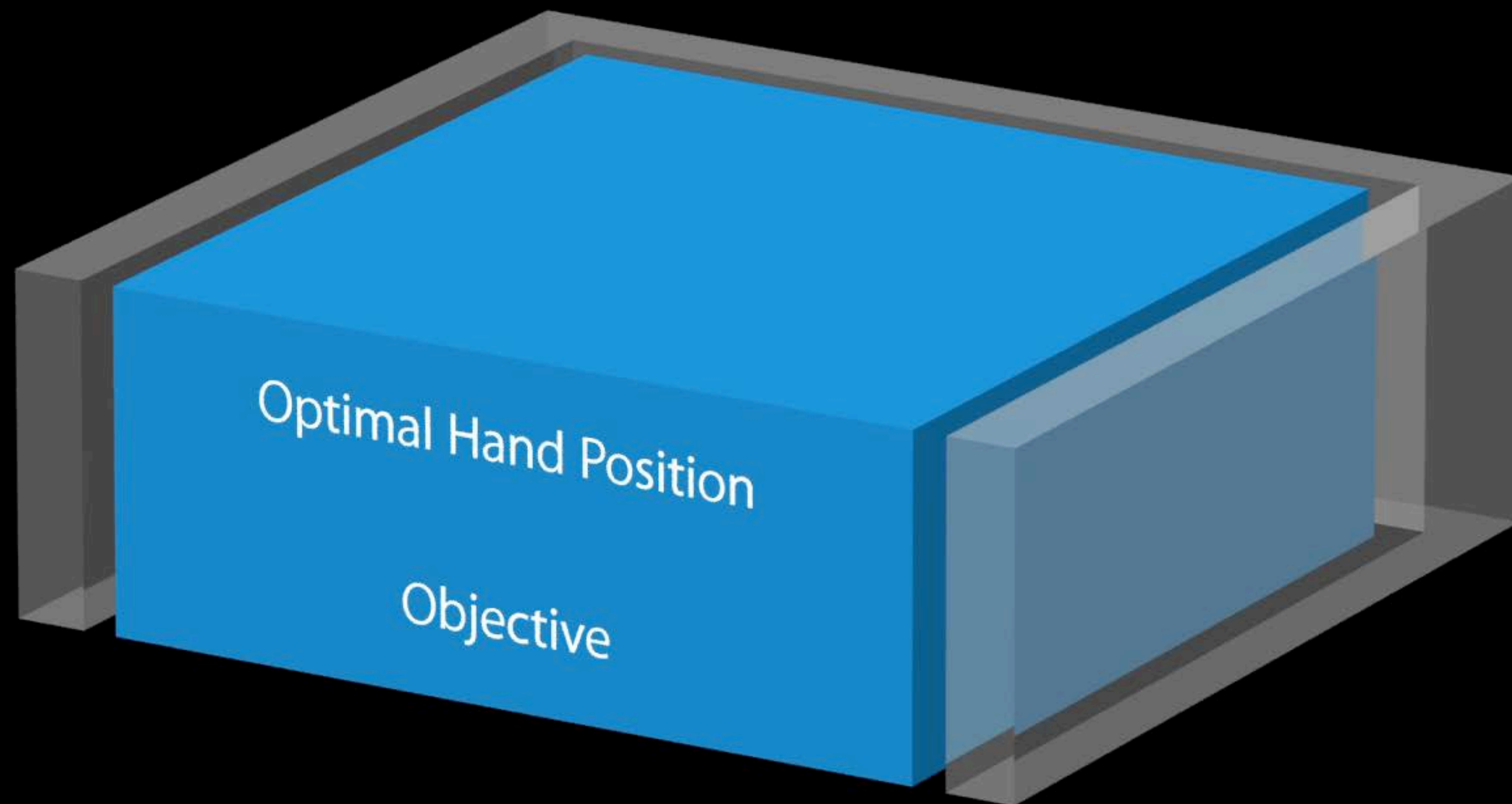
**RIGHT THUMB
SWIPE DOWN TO DIVE**

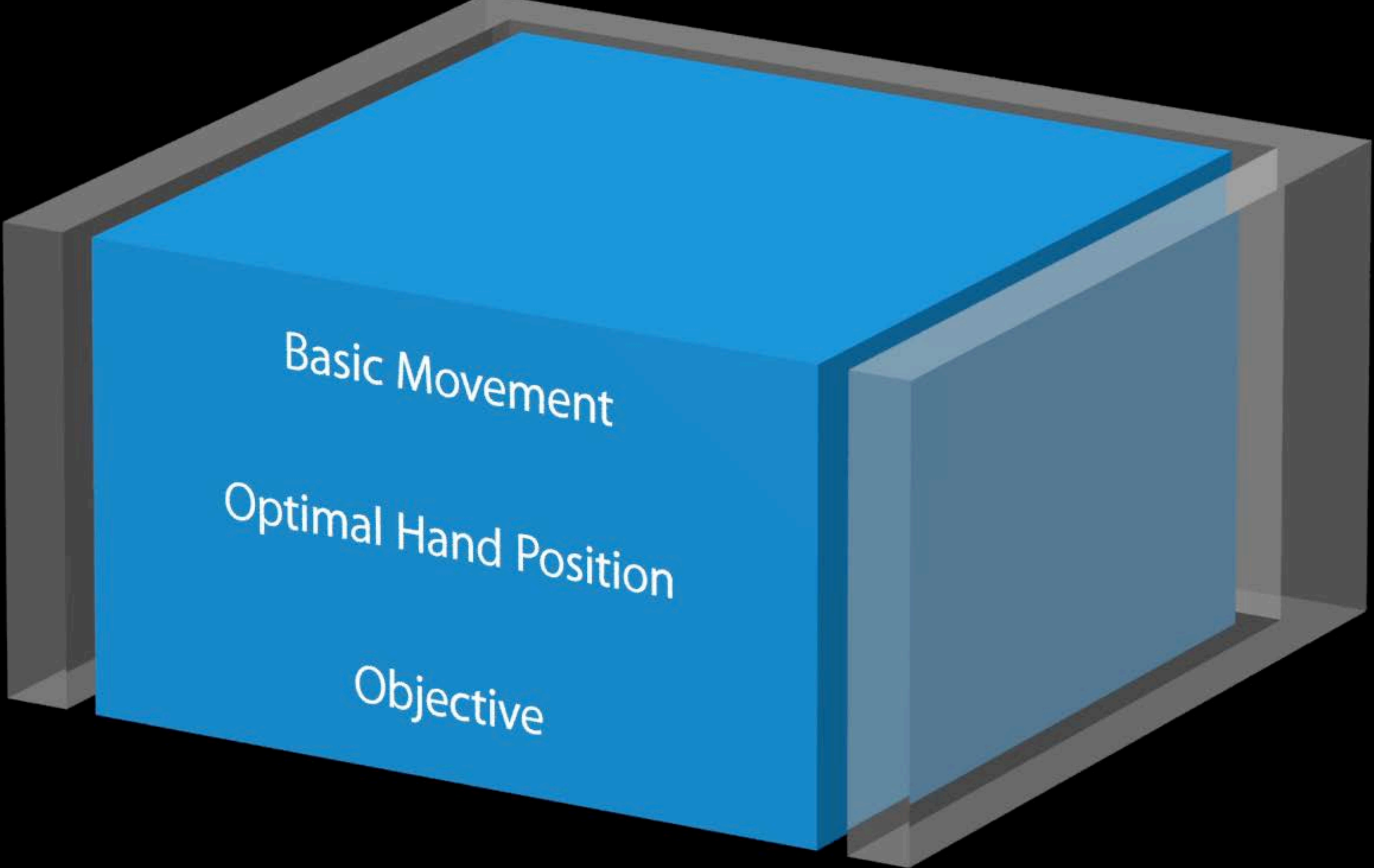


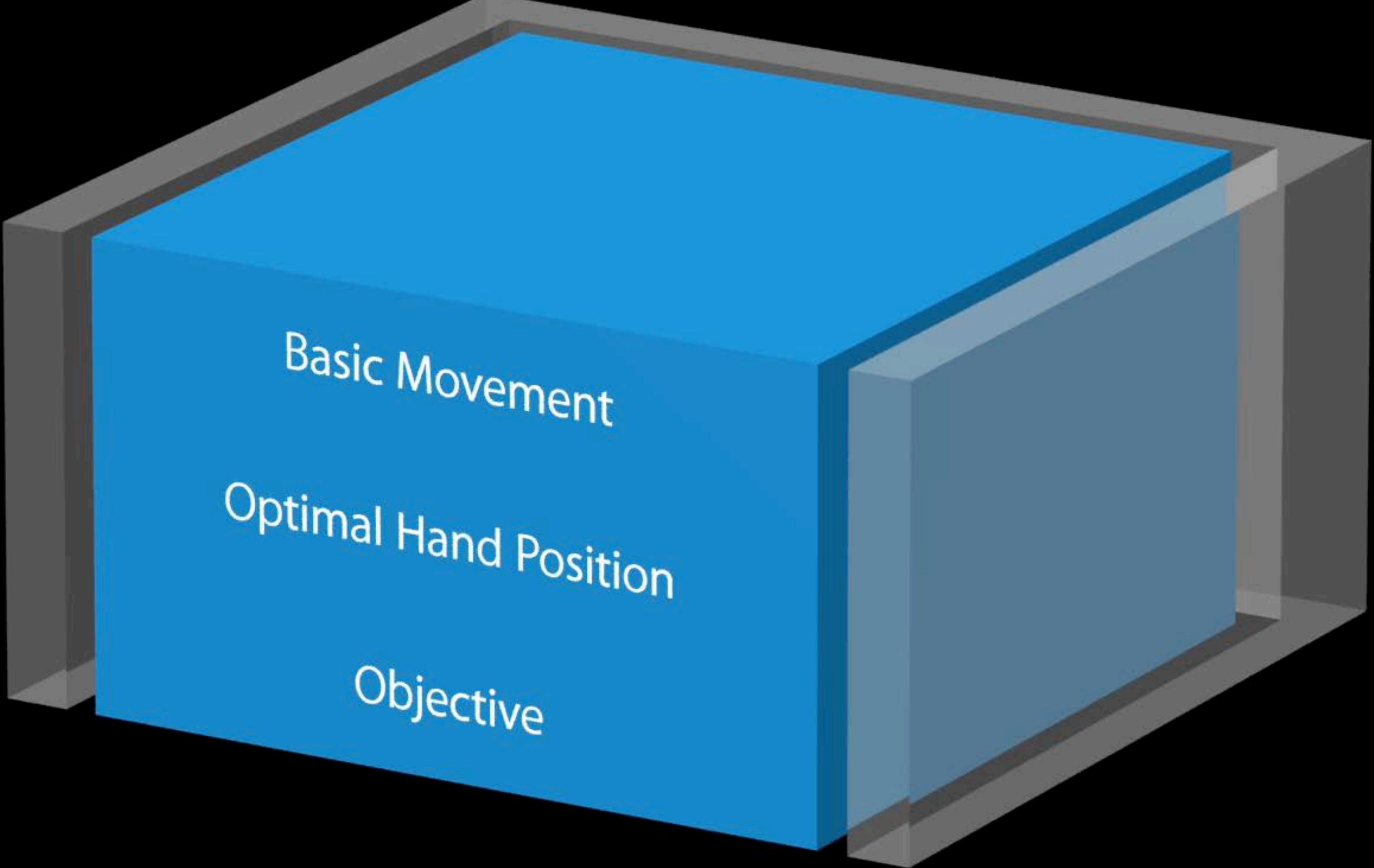








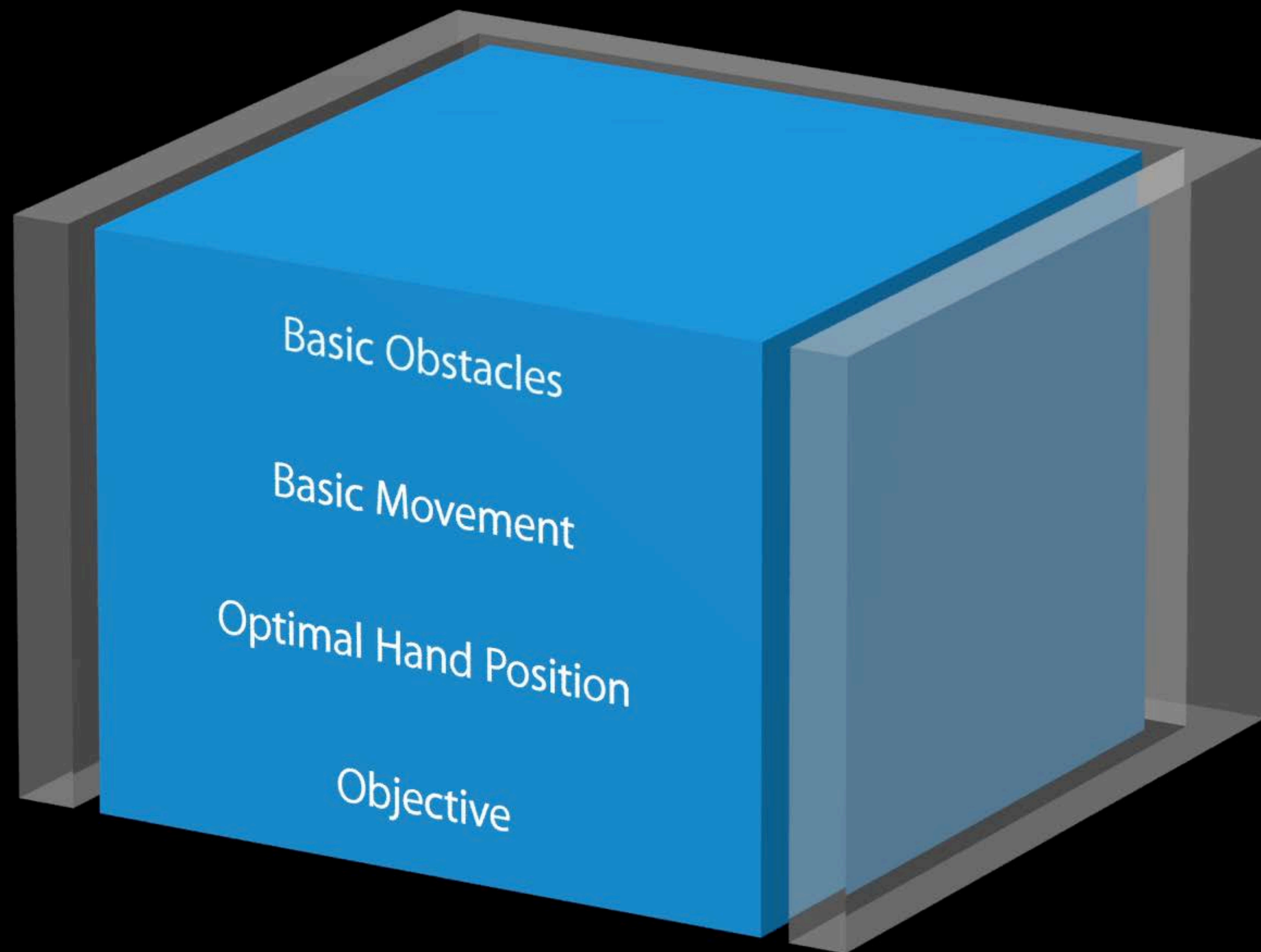




Basic Movement

Optimal Hand Position

Objective

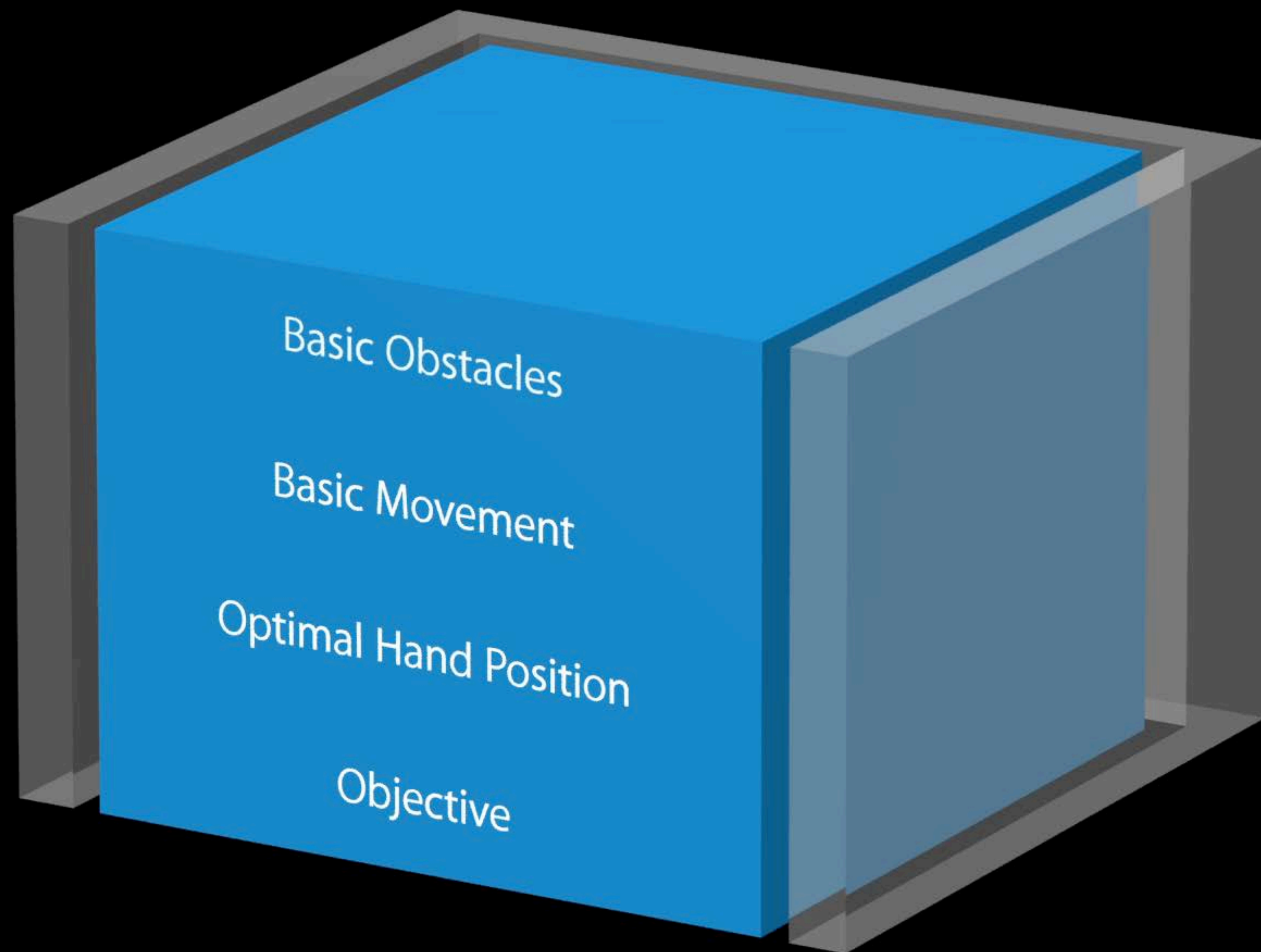


Basic Obstacles

Basic Movement

Optimal Hand Position

Objective



Basic Obstacles

Basic Movement

Optimal Hand Position

Objective



Grilled Ginger-Sesame
Chicken Chopped Salad

CC from Cooking Classy

📌 21



the saradactyl
Salads & Slaws

Related Pin 



Nail art

 by Noel Giger in DFW, Ja...



Rachel Roth
Nail Art



UX Strategy for Agile



Ann Haas
Read Me





9:41 AM

100%



Search

ALL CATEGORIES



Popular



Everything



Gifts



Videos



Animals



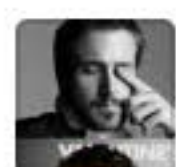
Architecture



Art



Cars & Motorcycles



Celebrities





9:41 AM

100%



Search

Introducing Guided Search

Find what you're looking for and make a few discoveries along the way. Pick a sample search below to see how it works.



Nail Art



Wedding



Hair Styles



Healthy Recipes



Spring Fashion





9:41 AM

100%



Nail x

Art x



For Short
Nails

Designs

Diy

Explore your options

Scroll through the guides and tap any that look interesting to steer your search in the right direction.



Owl Valentine Nail Art

from Spoonful

4673 985 6



Katy Krepp
Cool Nails



20 Inspirational Christmas
Nail Art Designs

from eBay

3079 396 1



Gabby Guion
Nail designs





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100%



ail x

Art x

Designs x



Have something else in mind?

Type in your own search terms to find just the thing you're after.

Got it



Lace Nail Art Designs nails design nails featured

👍 401 ❤️ 124 💬 1



{Alessandra Mari...
{Nails}}



Lace Nail Art

👍 291 ❤️ 58 💬 1



J. Turner
Beauty and Fa...



Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

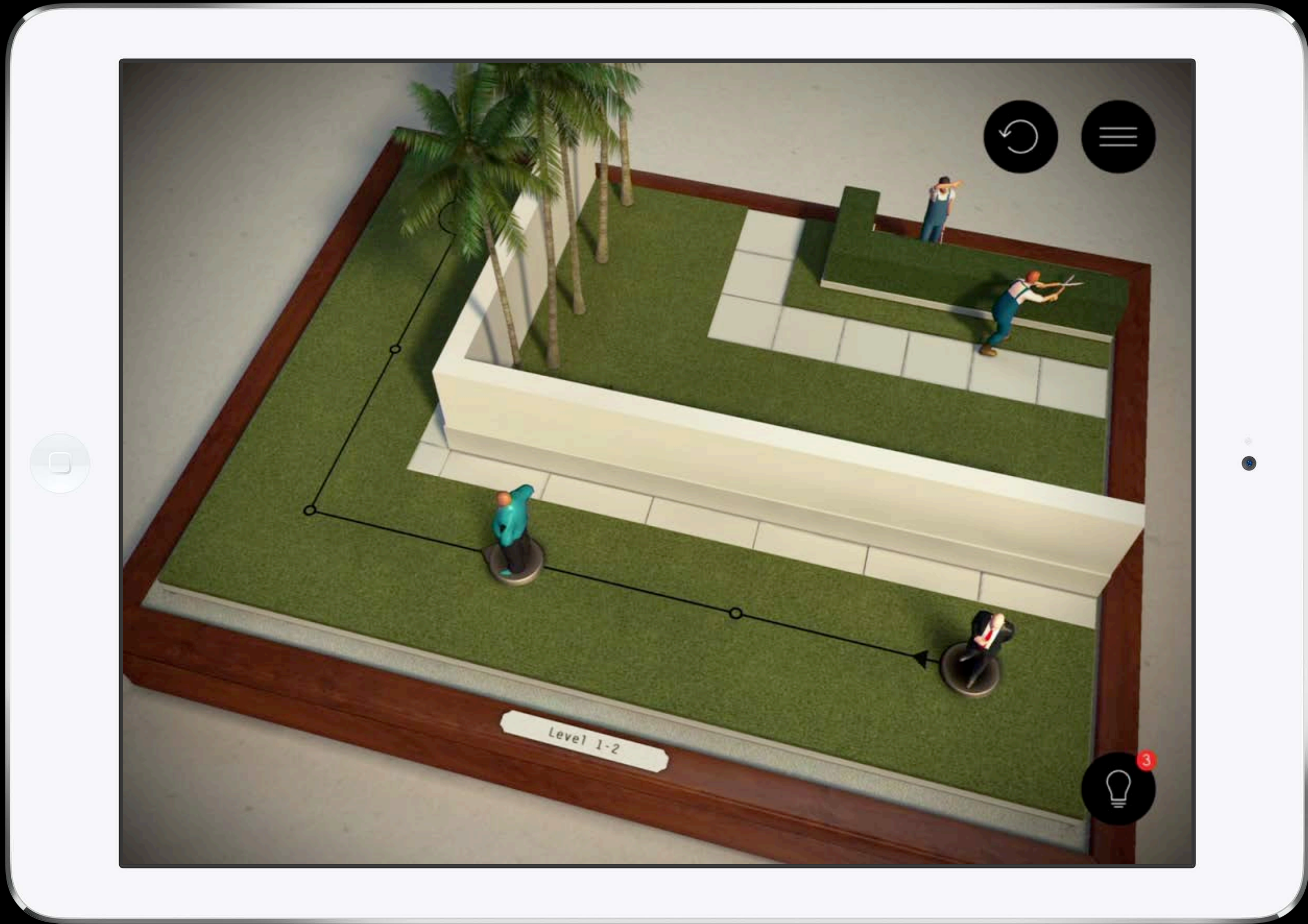
Onboarding Best Practices

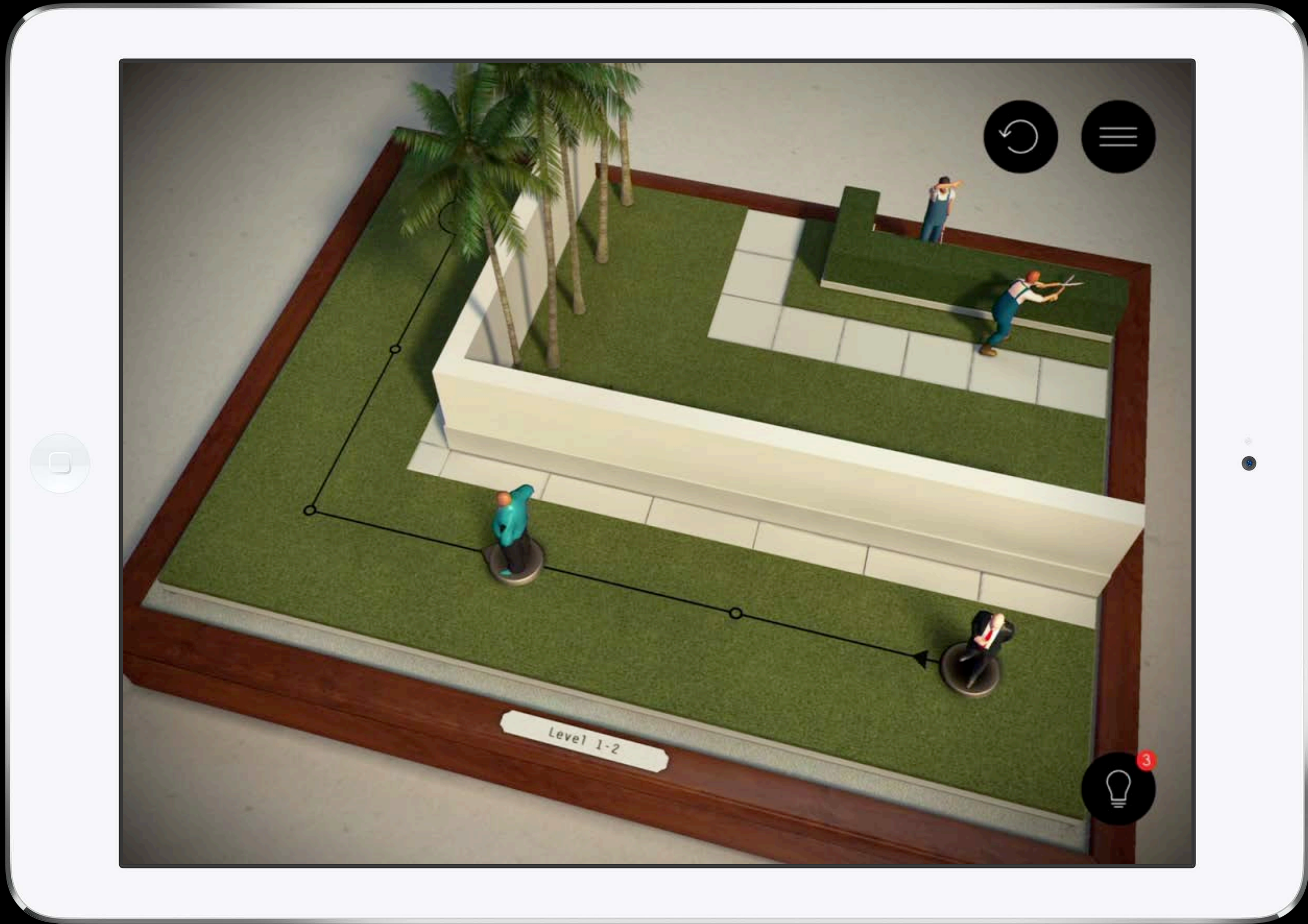
Get out of the way

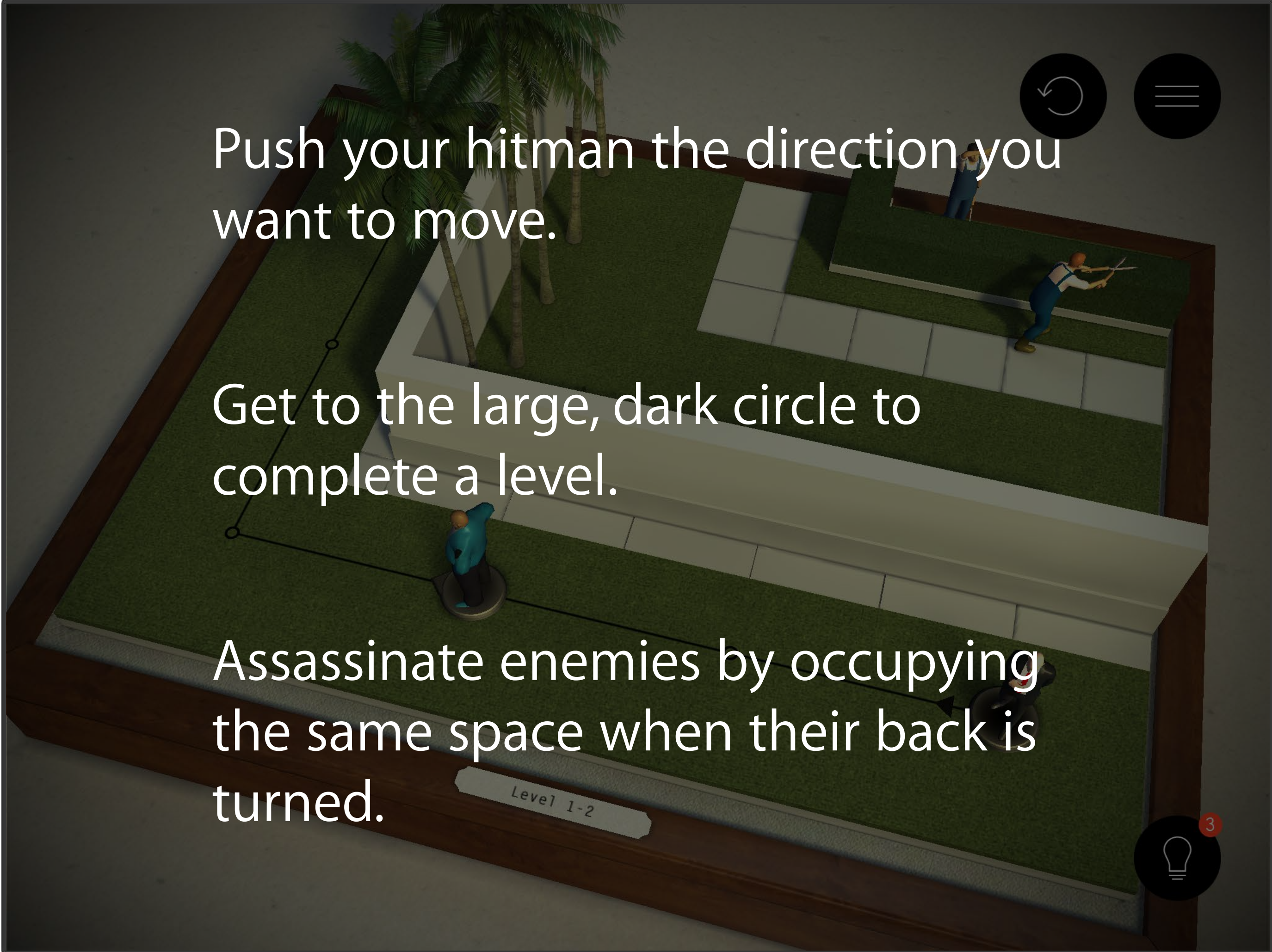
Start with the basics

Teach one thing at a time

Let people learn by doing







Push your hitman the direction you want to move.

Get to the large, dark circle to complete a level.

Assassinate enemies by occupying the same space when their back is turned.

“Tell me and I forget. Teach me and I remember. Involve me and I learn”

Benjamin Franklin



9:41 AM



Tap here to
select numbers.



AC

+/-

%

÷

7

8

9

×

4

5

6

-

1

2

3

+



Tap here to select type of calculation.

0

=

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Onboarding Best Practices

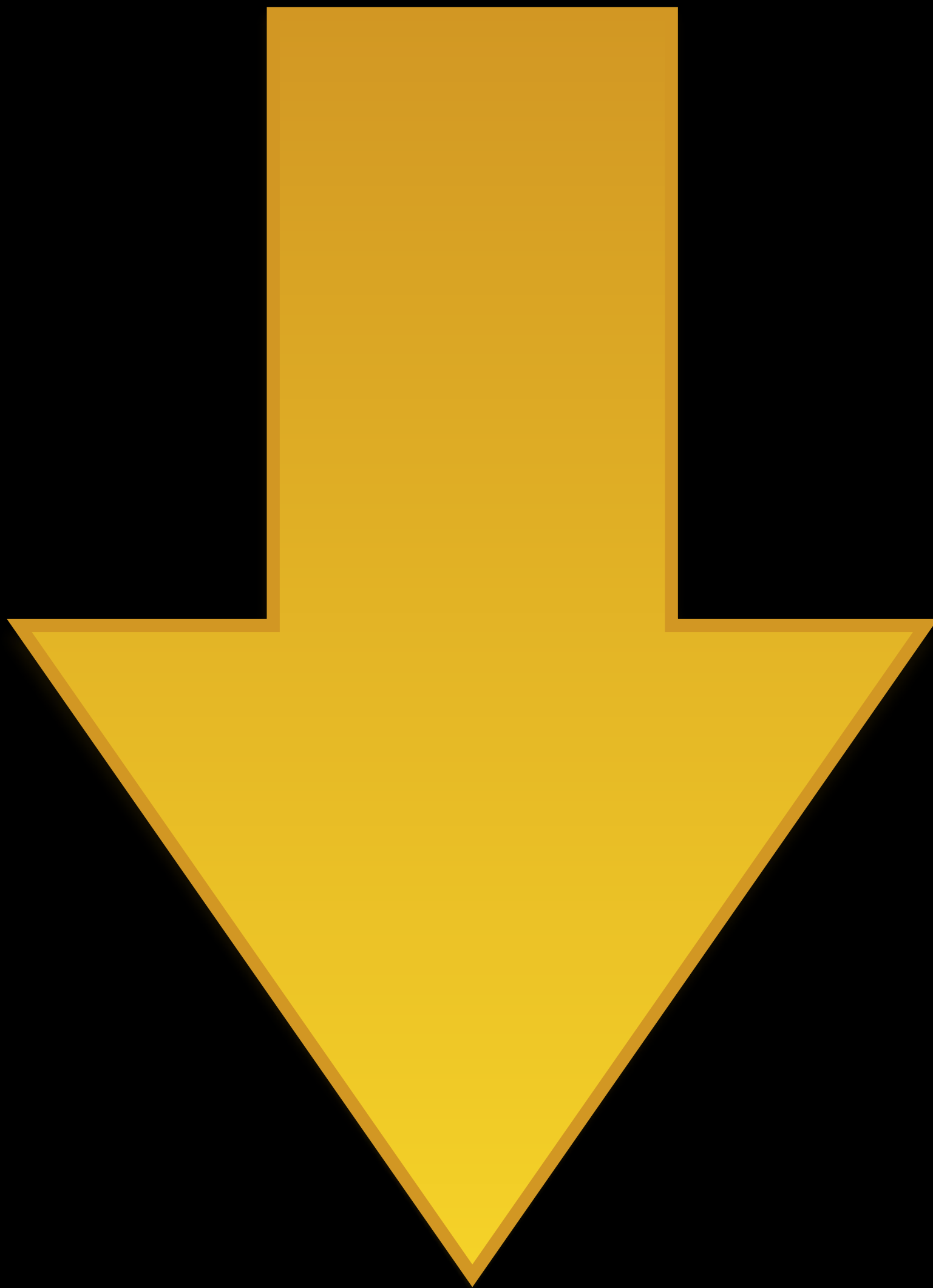
Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully



[Start Tutorial](#)

Start Tutorial



Choose your ice cream:



1/3

6 ♦ 2 ★

Angry Ice Cream

Get extreme energy for a very short period of time.

Choose

The Angry Ice Cream is a red, round ice cream with a yellow bite taken out of the top left. It has a grumpy face with slanted, downward-pointing eyebrows and a small, downward-curving mouth. It is on a yellow stick.



2/5

3 ♦ 5 ★

Happy Ice Cream

Gives you a burst of energy, followed by a sluggish period.

Choose

The Happy Ice Cream is a light blue, round ice cream with a yellow bite taken out of the top left. It has a happy face with two small black dots for eyes and a wide, upward-curving pink mouth. It is on a yellow stick.



1/10

8 ♦ 8 ★

Magic Ice Cream

Surprising effects from this magical treat.

Choose

The Magic Ice Cream is a cyan, round ice cream with a yellow bite taken out of the top left. It has a happy face with two large, pink, circular eyes and a wide, upward-curving white mouth. It is on a pink stick. The ice cream is surrounded by small white sparkles.

Choose your ice cream:



1/3

6♦ 2★

Angry Ice Cream
Get extreme energy for a very short period of time.

Choose

The Angry Ice Cream card features a red ice cream cone with a grumpy face, a single yellow bite taken out of the top, and a yellow drip of sweat on its forehead. The card is white with a blue border and contains the text '1/3' in the top right, '6♦ 2★' on the left, the name 'Angry Ice Cream' and its effect in the center, and a blue 'Choose' button at the bottom.



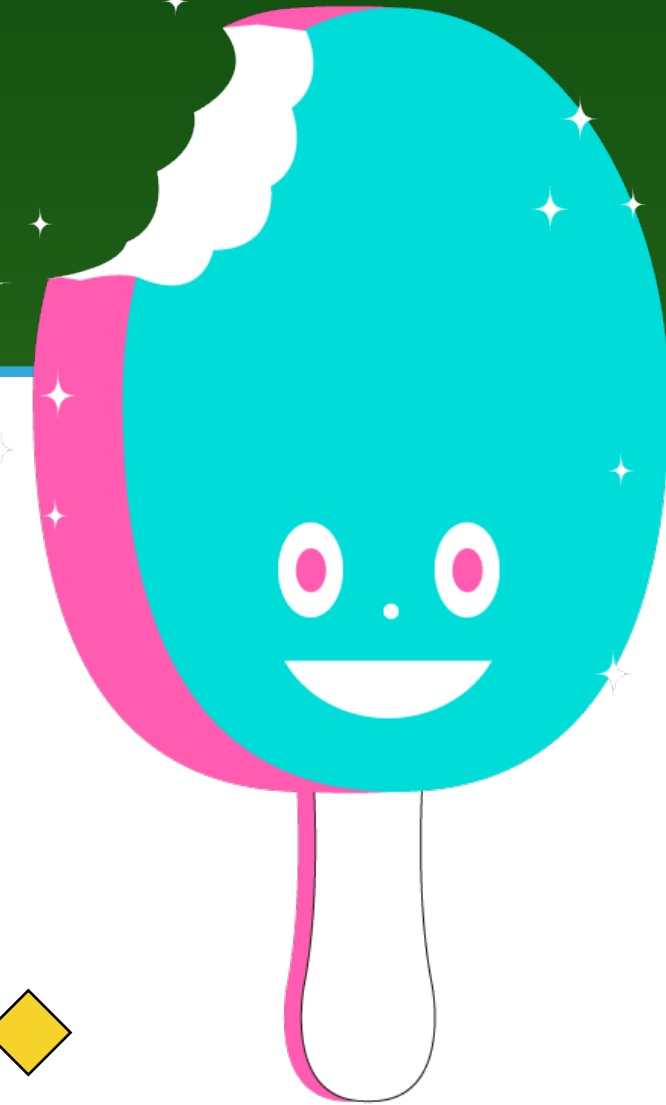
2/5

3♦ 5★

Happy Ice Cream
Gives you a burst of energy, followed by a sluggish period.

Choose

The Happy Ice Cream card features a light blue ice cream cone with a happy face, a yellow bite taken out of the top, and a yellow drip of sweat on its forehead. The card is white with a blue border and contains the text '2/5' in the top right, '3♦ 5★' on the left, the name 'Happy Ice Cream' and its effect in the center, and a blue 'Choose' button at the bottom.



1/10

8♦ 8★

Magic Ice Cream
Surprising effects from this magical treat.

Choose

The Magic Ice Cream card features a cyan ice cream cone with a happy face, a pink bite taken out of the top, a pink drip on the stick, and several white sparkles around the cone. The card is white with a blue border and contains the text '1/10' in the top right, '8♦ 8★' on the left, the name 'Magic Ice Cream' and its effect in the center, and a blue 'Choose' button at the bottom.



Choose a helper ice cream:




3/4

1 ★

Lemon Ice Cream

Much of this ice cream
you might get sick.

Choose



1/3

6 ◆ 2 ★

Angry Ice Cream

Get extreme energy for a very
short period of time.

Choose



2/5

3 ◆ 5 ★

Happy Ice Cream

Gives you a burst of energy,
followed by a sluggish period.

Choose




1/10

8 ◆ 8 ★

Magic Ice Cream

Surprising effects from this
magical treat.

Choose




4 ◆

Vanilla Ice Cream

This ice cream has
than you might expect.

Choose

Choose a helper ice cream:




3/4

1★

Green Ice Cream

Much of this ice cream
you might get sick.

Choose



1/3

6♦ 2★

Angry Ice Cream

Get extreme energy for a very
short period of time.

Choose



2/5

3♦ 5★

Happy Ice Cream

Gives you a burst of energy,
followed by a sluggish period.

Choose




1/10

8♦ 8★

Magic Ice Cream

Surprising effects from this
magical treat.

Choose



4♦


Vanilla Ice Cream

This ice cream has
than you might expect.

Choose



Choose a helper ice cream:




3/4

1★

Green Ice Cream

Much of this ice cream
you might get sick.

Choose



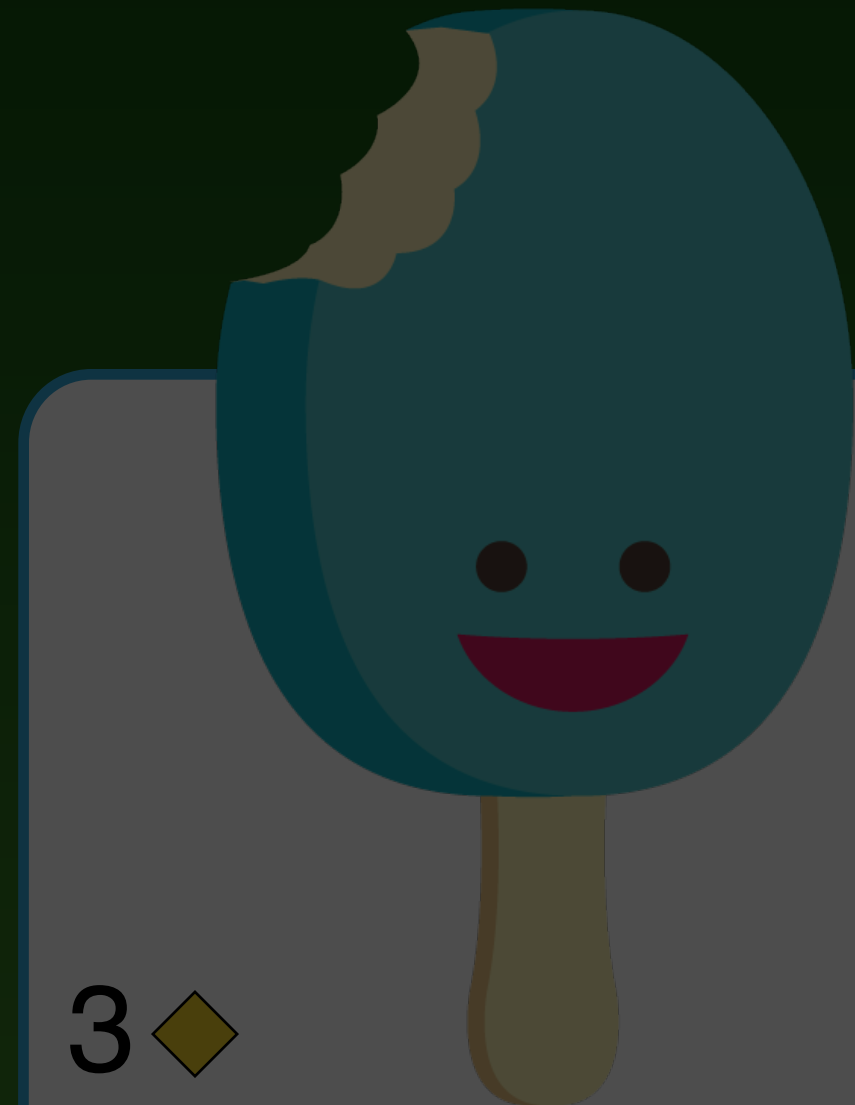
1/3

6♦ 2★

Angry Ice Cream

Get extreme energy for a very
short period of time.

Choose




2/5

3♦ 5★

Happy Ice Cream

Gives you a burst of energy,
followed by a sluggish period.

Choose




1/10

8♦ 8★

Magic Ice Cream

Surprising effects from this
magical treat.

Choose




4♦

Vanilla Ice Cream

This ice cream has
than you might expect.

Choose

Choose a helper ice cream:




3/4

1★

Green Ice Cream

Much of this ice cream
you might get sick.

Choose



1/3

6♦ 2★

Angry Ice Cream

Get extreme energy for a very
short period of time.

Choose



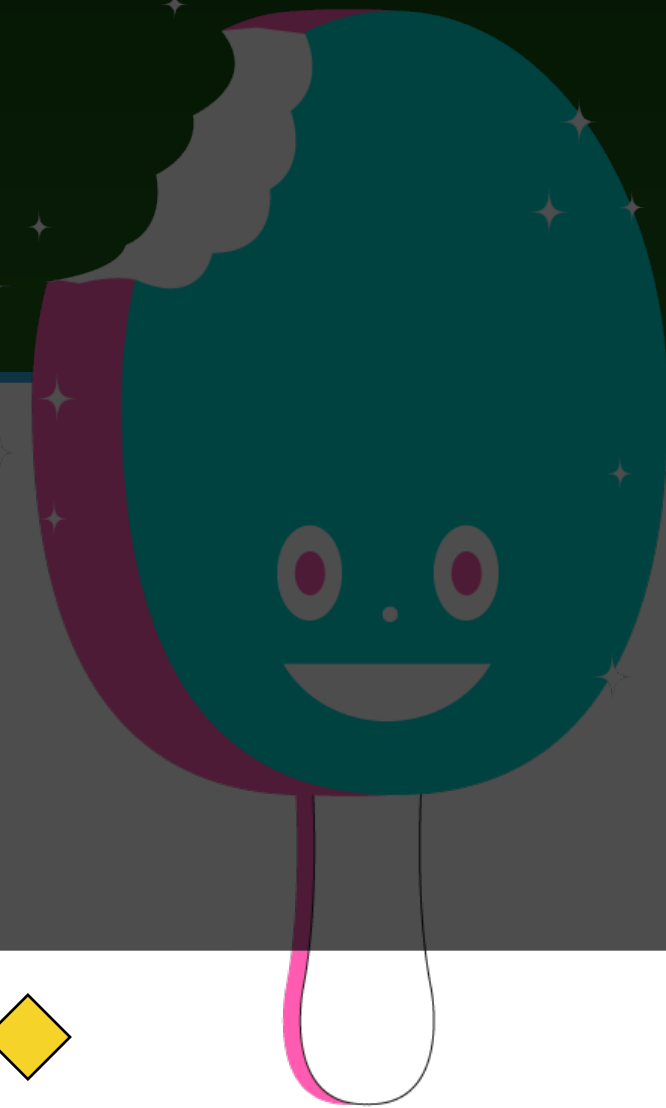
2/5

3♦ 5★

Happy Ice Cream

Gives you a burst of energy,
followed by a sluggish period.

Choose




1/10

8♦ 8★

Magic Ice Cream

Surprising effects from this
magical treat.

Choose



4♦

Vanilla Ice Cream

This ice cream has
than you might expect.

Choose



Pick a flavor for your ice cream. You should pick chocolate because your energy will last longest!

Flavor Picker

Chocolate

Vanilla

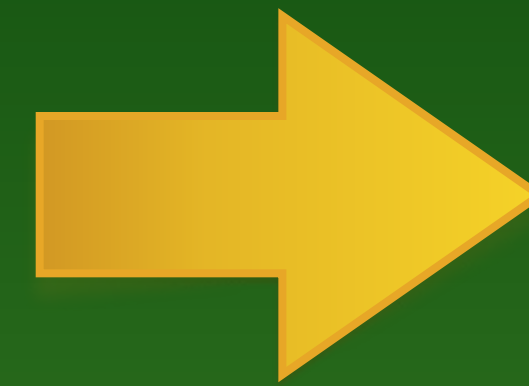
Strawberry

Bubble Gum

Caramel



Pick a flavor for your ice cream. You should pick chocolate because your energy will last longest!



Flavor Picker

Chocolate

Vanilla

Strawberry

Bubble Gum

Caramel

Shop Location

San Francisco

Milan

London

Miami Beach

Let's set up shop on Miami Beach because they have the most customers!



Shop Location

San Francisco

Milan

London

Miami Beach

Let's set up shop on Miami Beach because they have the most customers!







HITMAN

GO



HITMAN

GO

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully

Only point out the unconventional



9:41 AM

100%

Favorites



iTunes Store



Podcasts



Trailers



iTunes U



Remote



Pages



Numbers



Genres

Featured

Charts



What's New

See All >



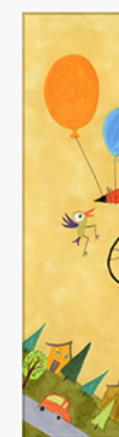
Blurred Lines
(Deluxe Version)
Robin Thicke



Sunbather
Deafheaven



The Worse
Things Get...
Neko Case



Are You
Yet?
The

Recent Releases

See All >



Native



Lightning Bolt



The Blessed



True



Music



Movies



TV Shows



Search



More

Onboarding Best Practices

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Only point out the unconventional

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully

Only point out the unconventional

Make secondary actions optional

Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully

Only point out the unconventional

Make secondary actions optional

Keep text brief and clear



9:41 AM

100%



The best notifications. Period.

Each selection is made just for you,
like a mixtape from a stalker.

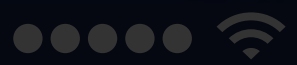


Log in with Facebook

Sign up

Log in

or skip this for now



9:41 AM

100%



The best notifications. Period.

Each selection is made just for you,
like a mixtape from a stalker.



Log in with Facebook

Sign up

Log in

or skip this for now

Keeping Text Brief and Clear

Keeping Text Brief and Clear

Could the text be shorter or clearer?

Keeping Text Brief and Clear

Could the text be shorter or clearer?

Will the text make sense to someone who is new to the app?

Keeping Text Brief and Clear

Could the text be shorter or clearer?

Will the text make sense to someone who is new to the app?

Is the message too complicated?

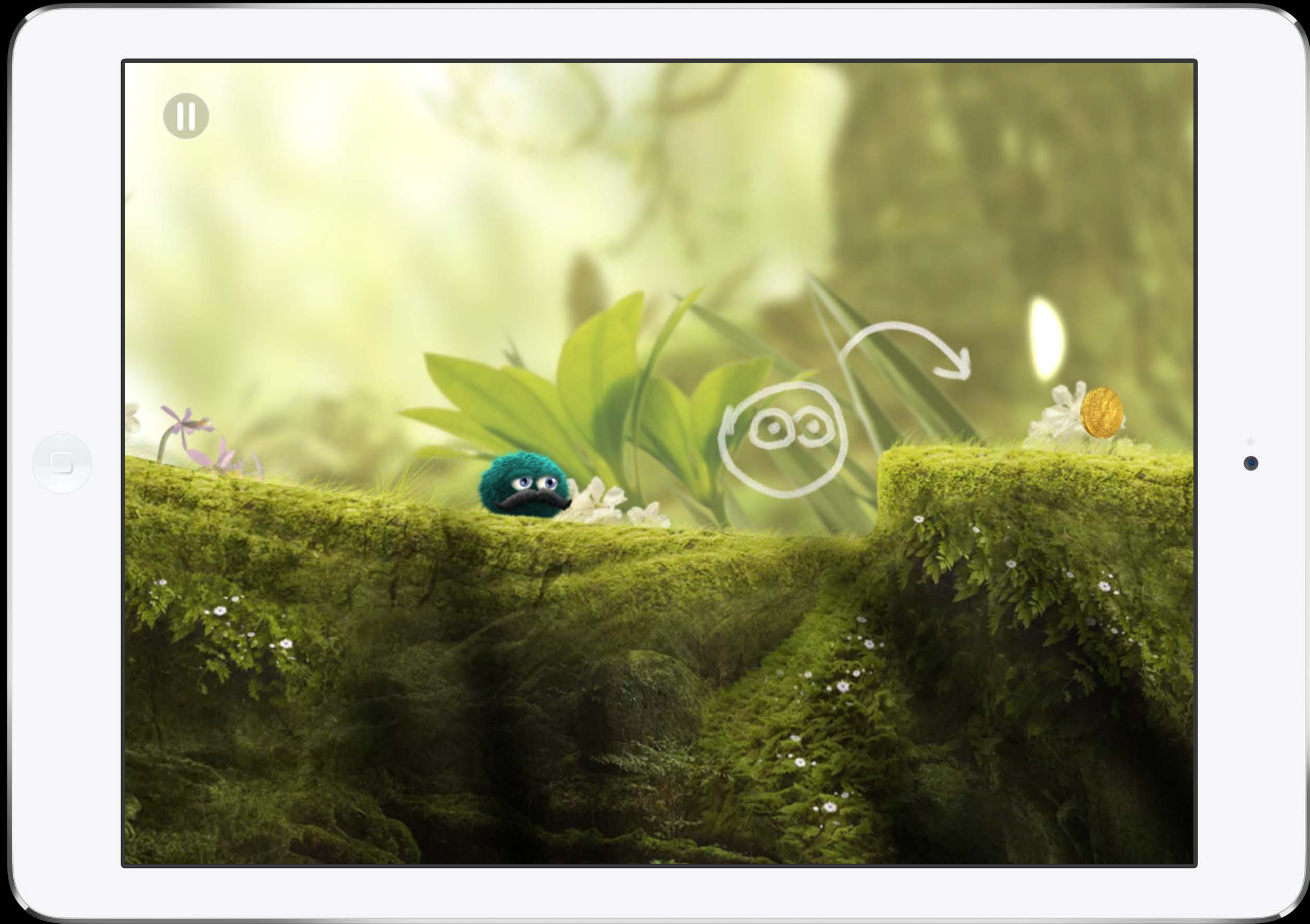
Keeping Text Brief and Clear

Could the text be shorter or clearer?

Will the text make sense to someone who is new to the app?

Is the message too complicated?

Would images work better than text?



Onboarding Best Practices

Get out of the way

Start with the basics

Teach one thing at a time

Let people learn by doing

Use animation thoughtfully

Only point out the unconventional

Make secondary actions optional

Keep text brief and clear

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Provide an option to skip

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Use animation thoughtfully

Only point out the unconventional

Make secondary actions optional

Keep text brief and clear

Provide an option to skip

Make it enjoyable

Close

WELCOME ABOARD



R

02



Please turn your attention
to the flight tutorial



Close

WELCOME ABOARD



R

02



Please turn your attention
to the flight tutorial



Onboarding Best Practices

Get out of the way

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Teach one thing at a time

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Provide an option to skip

Make it enjoyable

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Make secondary actions optional

Keep text brief and clear

Provide an option to skip

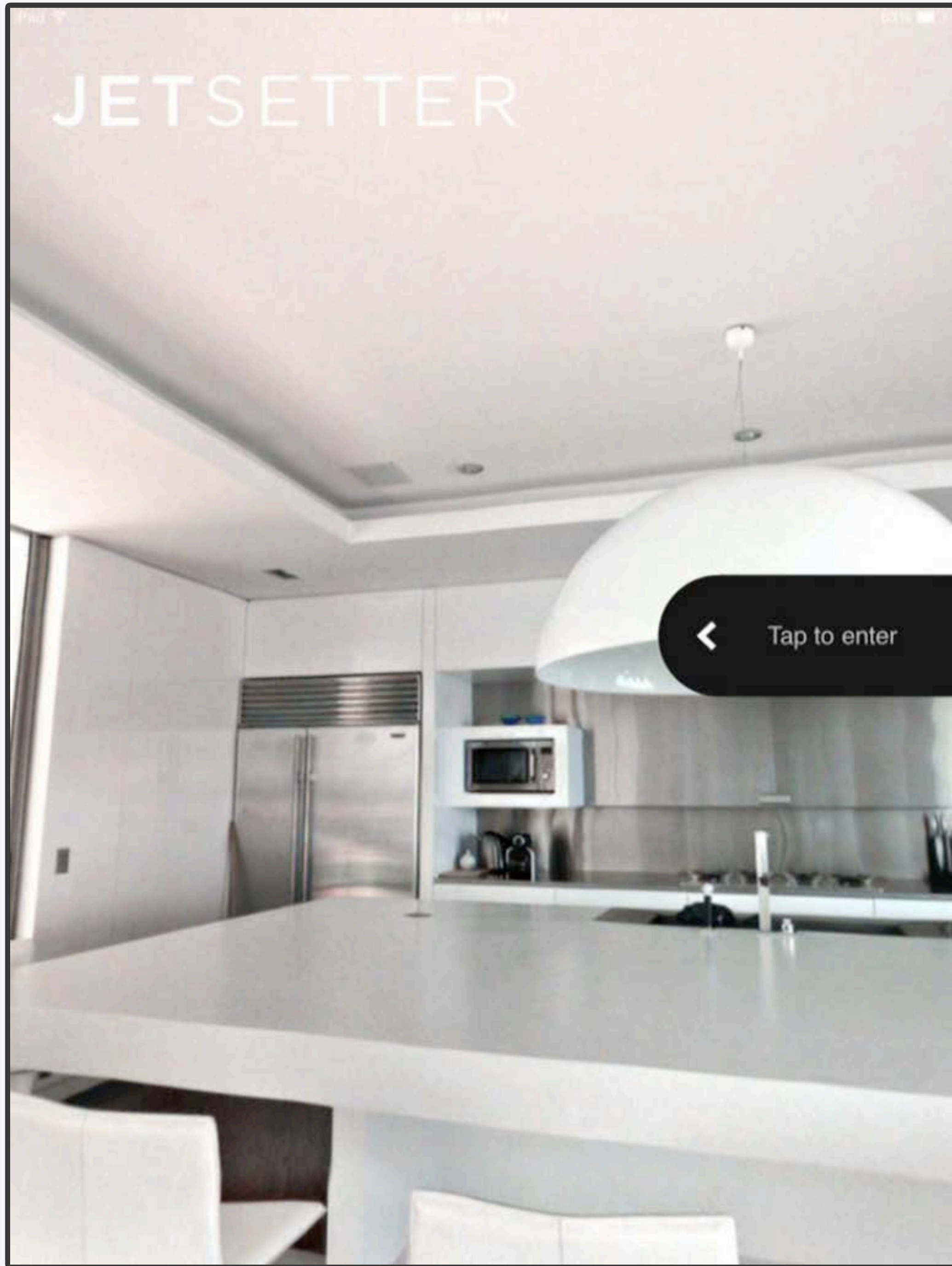
Make it enjoyable

Make the Invisible Visible

Make the Invisible Visible

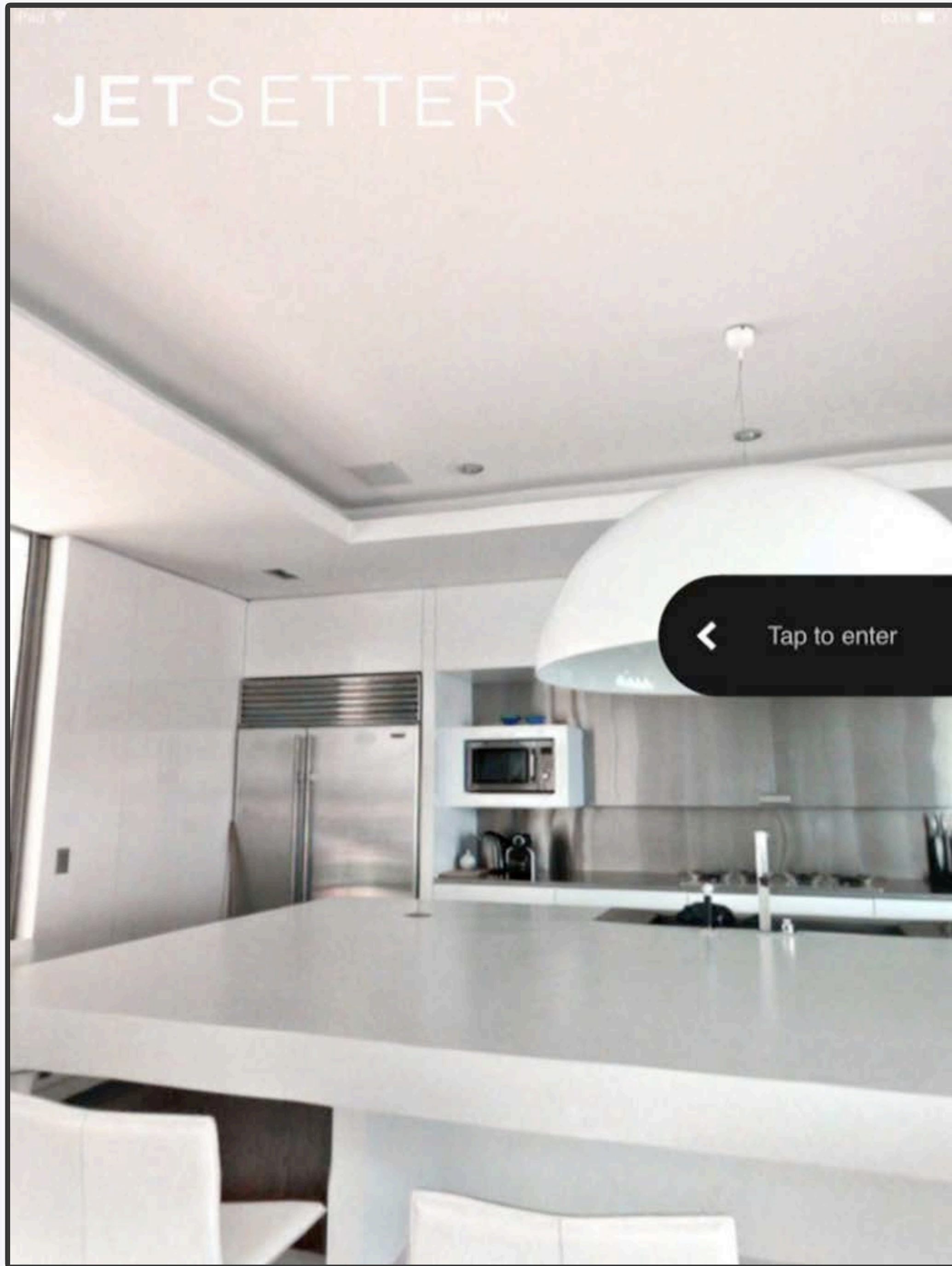
Use animation cues

JETSETTER



Tap to enter

JETSETTER



Tap to enter



Weight

Set a goal.

Weigh yourself.

Log food.

Follow trends.

[Join Withings](#)

[Log In](#)

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Log food.

Follow trends.

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[Log In](#)

Make the Invisible Visible

Use animation cues

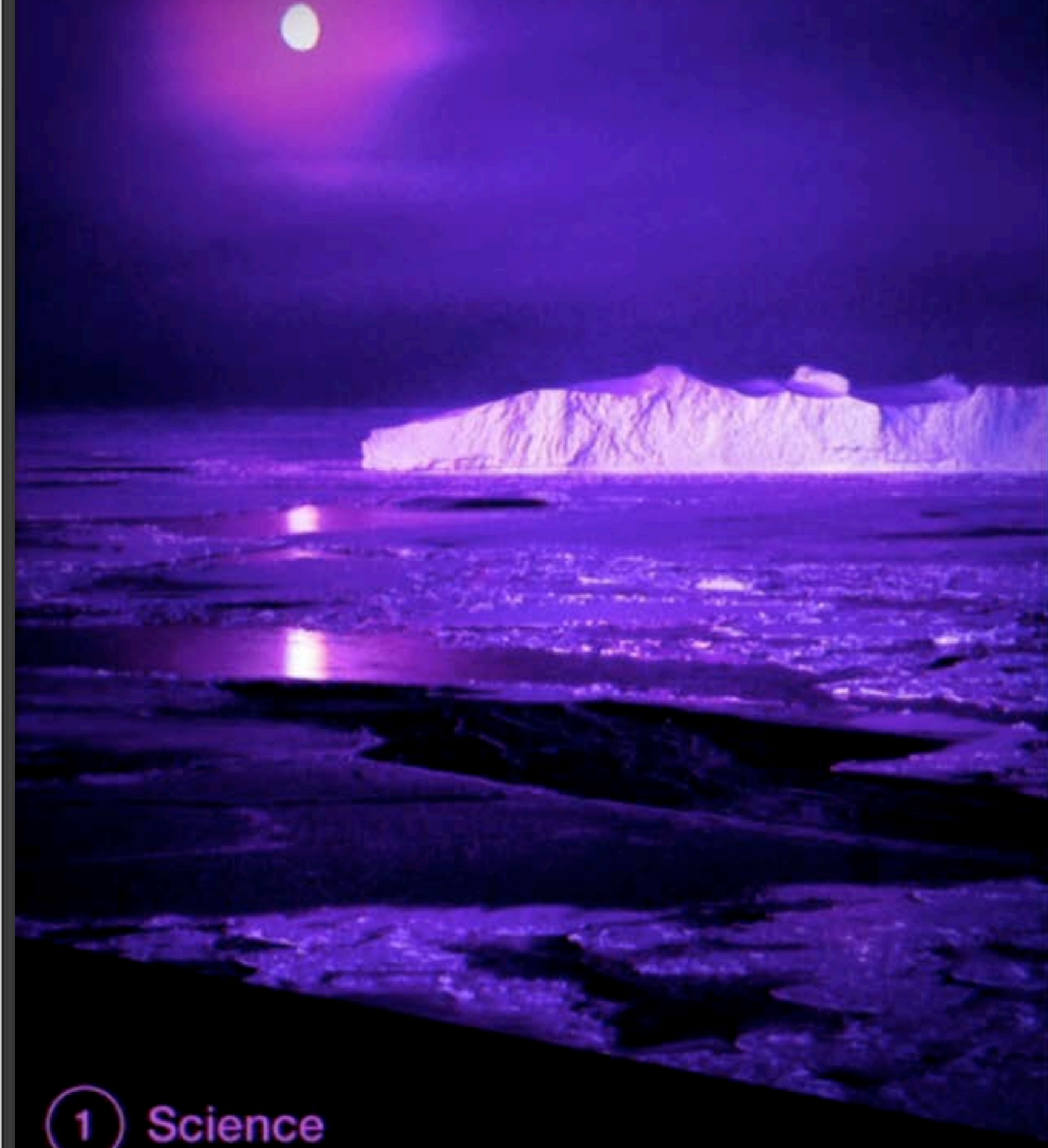
Make the Invisible Visible

Use animation cues

Display temporary hints

May 12

monday evening | US



1

Science

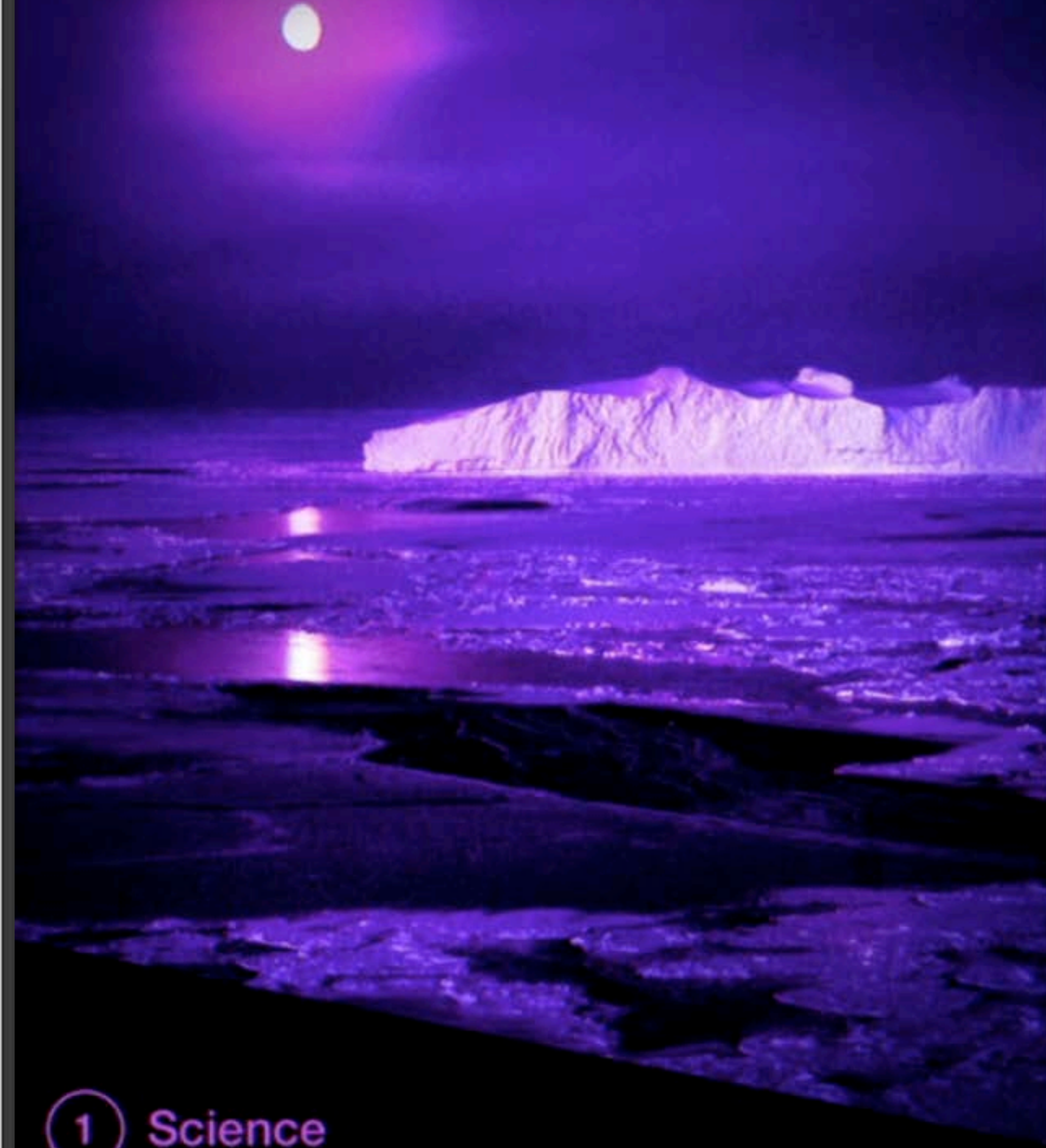
West Antarctic ice sheet
collapse, rising seas
'unstoppable,' NASA says

LiveScience.com, National Geographic + 5 more



May 12

monday evening | US



1

Science

West Antarctic ice sheet
collapse, rising seas
'unstoppable,' NASA says

LiveScience.com, National Geographic + 5 more





◀ swipe article to article ▶

1 Science

West Antarctic ice sheet collapse, rising seas 'unstoppable,' NASA says

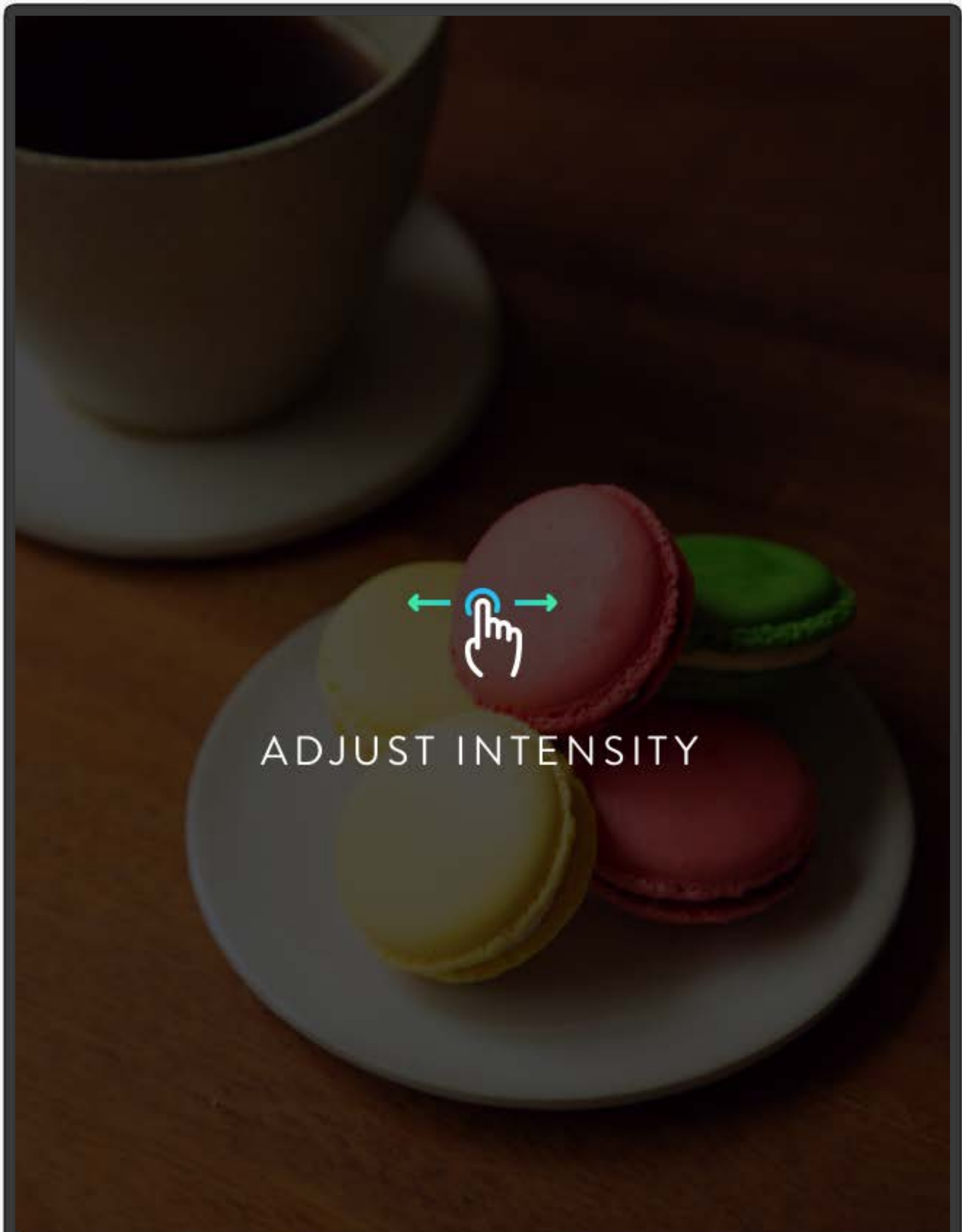
The catastrophic collapse of the massive West Antarctic Ice Sheet is underway. The biggest glaciers in West Antarctica are hemorrhaging ice without any way to stem the loss, according to two independent studies. The unstoppable retreat is the



Argyle

Argyle High





ADJUST INTENSITY

Argyle

Argyle High





Argyle

Argyle High



Make the Invisible Visible

Use animation cues

Display temporary hints

Make the Invisible Visible

Use animation cues

Display temporary hints

Provide controls

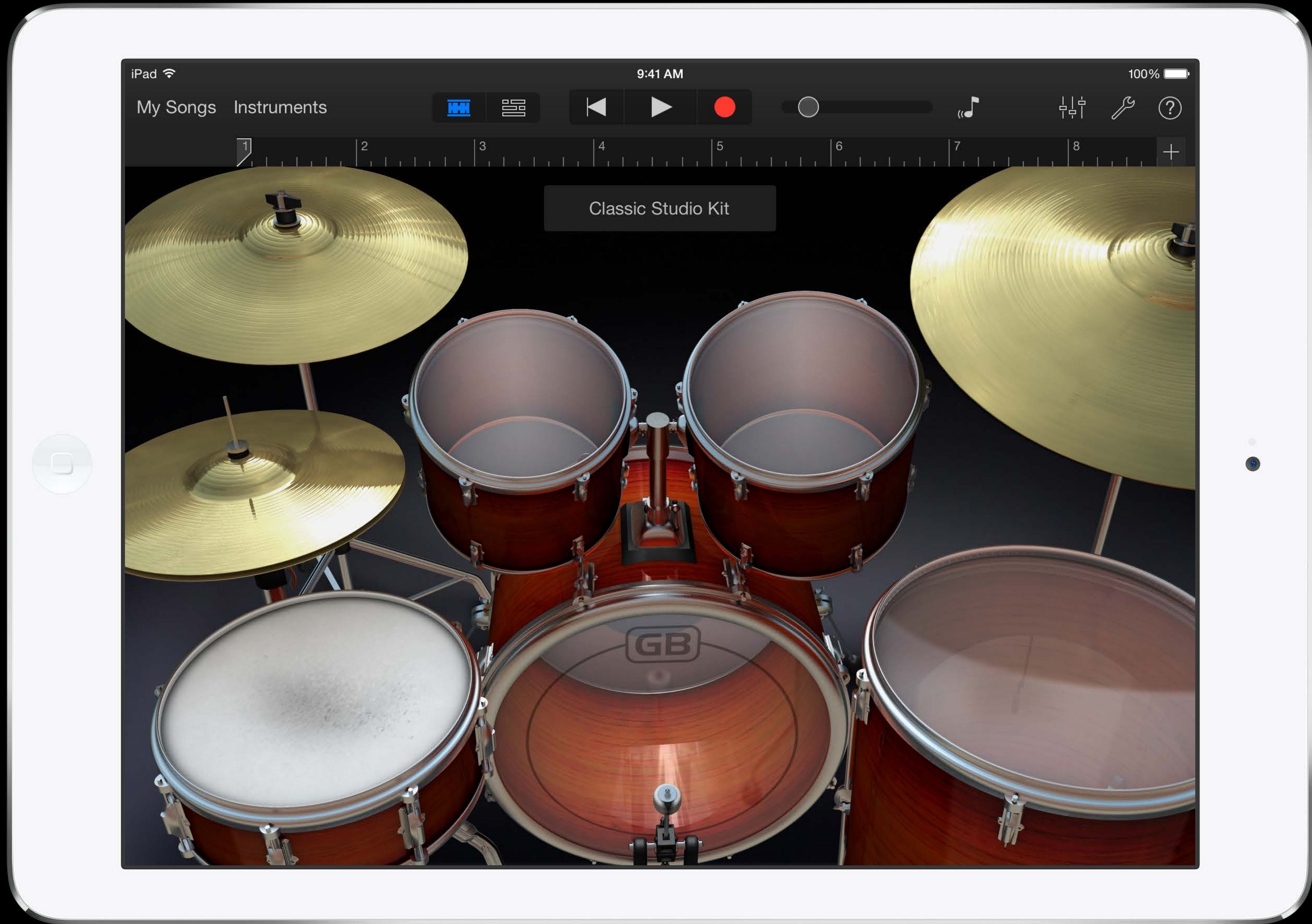
iPad 9:41 AM 100%

My Songs Instruments

Classic Studio Kit

The image displays a digital drum kit interface on an iPad. At the top, the status bar shows 'iPad', signal strength, '9:41 AM', and '100%' battery. Below this, the app's navigation bar includes 'My Songs' and 'Instruments'. A central control bar features a blue piano icon, a list icon, a play button, a red record button, a volume slider, a musical note icon, a drum icon, a wrench icon, and a help icon. A timeline at the top shows measures 1 through 8. The main area displays a 3D-rendered drum kit with two cymbals, two toms, a snare, and a bass drum. The bass drum head has a 'GB' logo. A 'Classic Studio Kit' label is centered over the kit.





iPad 9:41 AM 100%

My Songs Instruments

Learn more about the control bar.

Classic Studio Kit

Crash Cymbal

Tap a drum with two fingers to play repeating notes. The distance between your fingers makes the repeats faster and slower.

Ride Bell

Ride Cymbal

One finger plays crash and bass drum. Two fingers play crash only.

High Tom

Mid Tom

Pedal Hi-Hat

Open Hi-Hat

Closed Hi-Hat

Rim Shot

Snare Drum

Bass Drum

Low Tom

Side Stick

Learn more about the Drums.

iPad 9:41 AM 100%

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iPad 9:41 AM 100%

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iPad 9:41 AM 100%

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Low Tom

Side Stick

Learn more about the Drums.

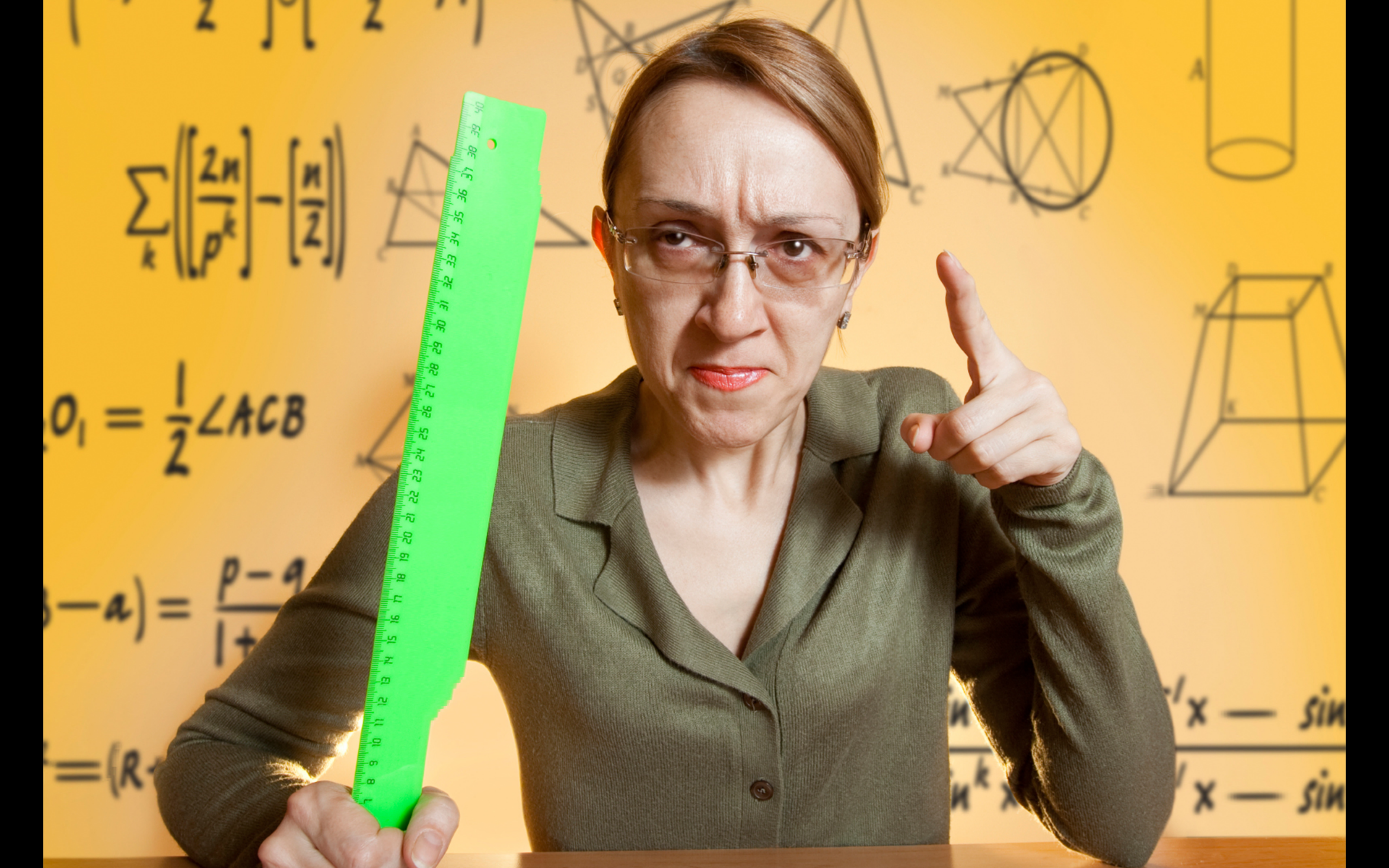
Make the Invisible Visible

Use animation cues

Display temporary hints

Provide controls

Help



$$\sum_k \left(\binom{2n}{p^k} - \binom{n}{2} \right)$$

$$O_1 = \frac{1}{2} \angle ACB$$

$$-a) = \frac{p-a}{1+}$$

$$= (R-$$

$$\frac{1}{x} - \sin$$

$$\frac{1}{x} - \sin$$



$$f(x, y, z) = \frac{1}{x^2} + \frac{1}{xy} + \frac{1}{z}$$

$$E = x + bx$$

$$y = \int f(x) dx$$

$$z = \frac{1}{2}; H = 16$$

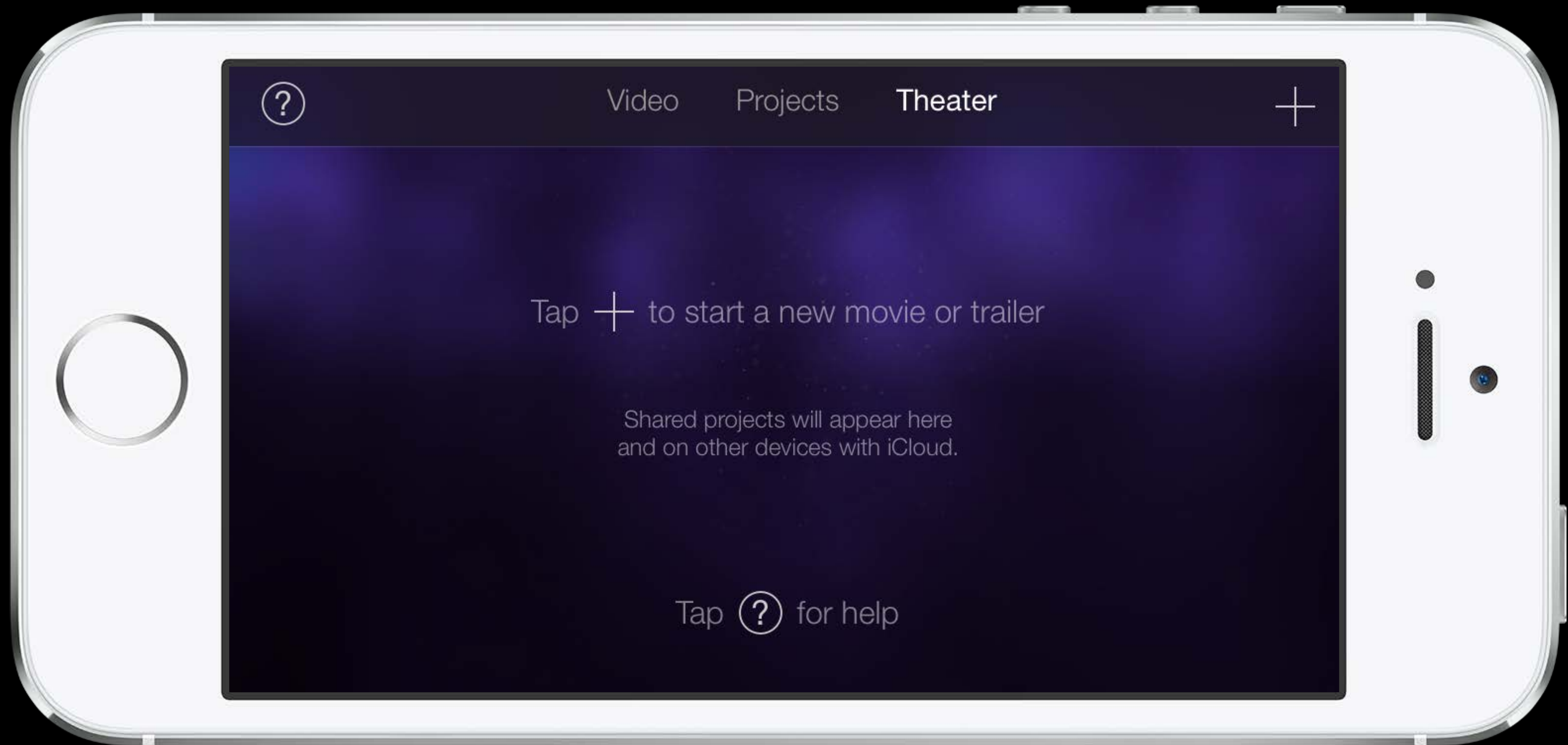




Help

Help

Put instructions in empty containers



Video

Projects

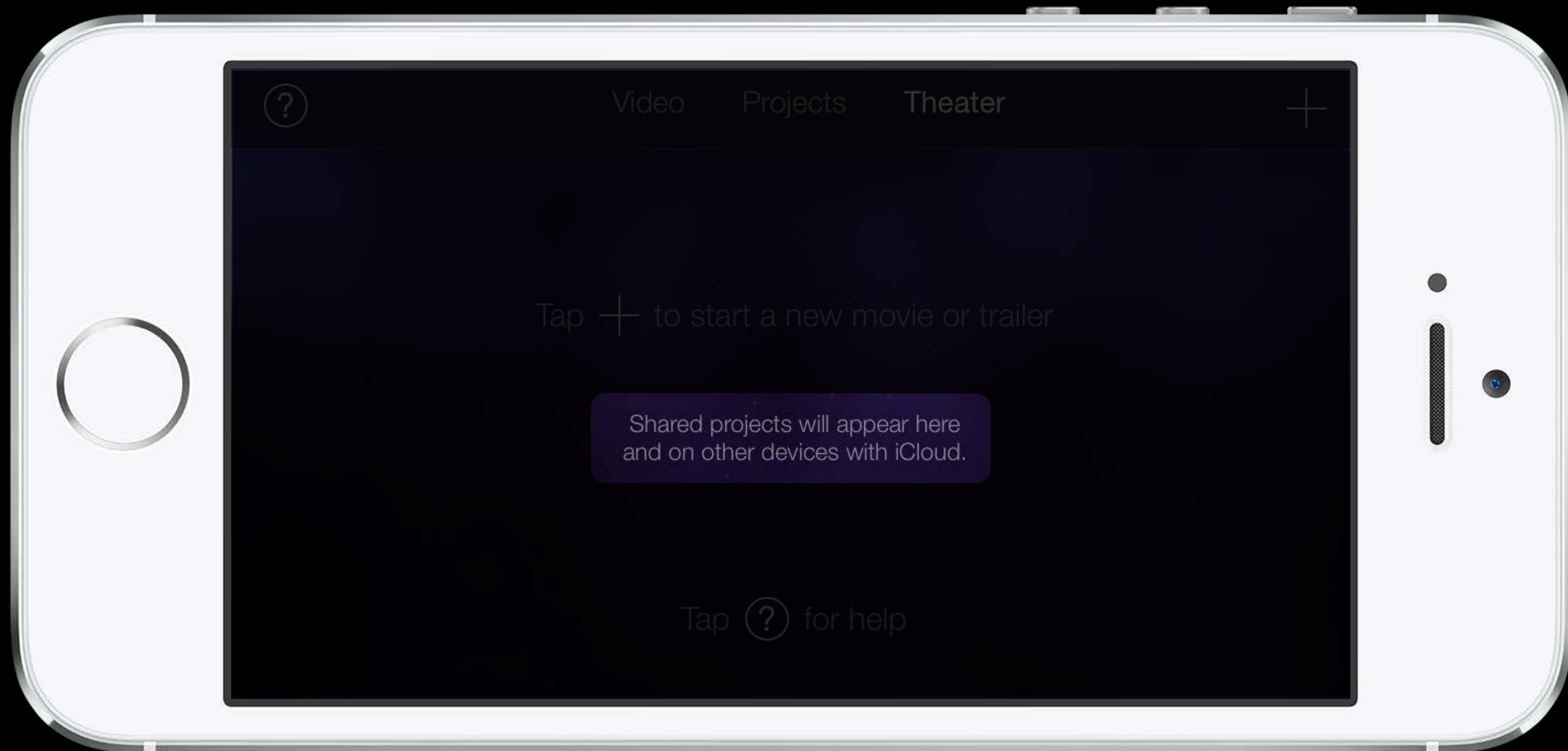
Theater



Tap + to start a new movie or trailer

Shared projects will appear here
and on other devices with iCloud.

Tap ? for help



Video

Projects

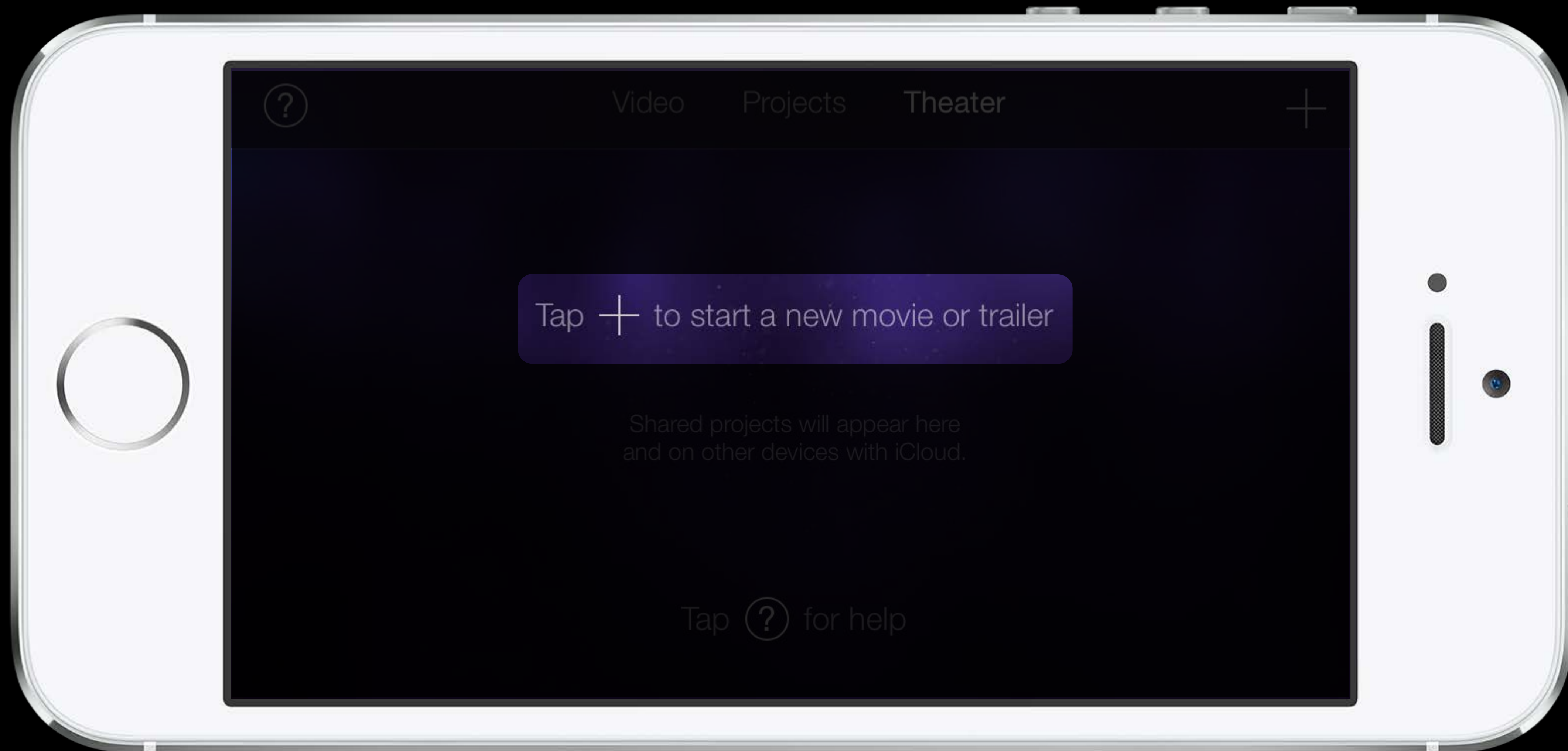
Theater



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Video

Projects

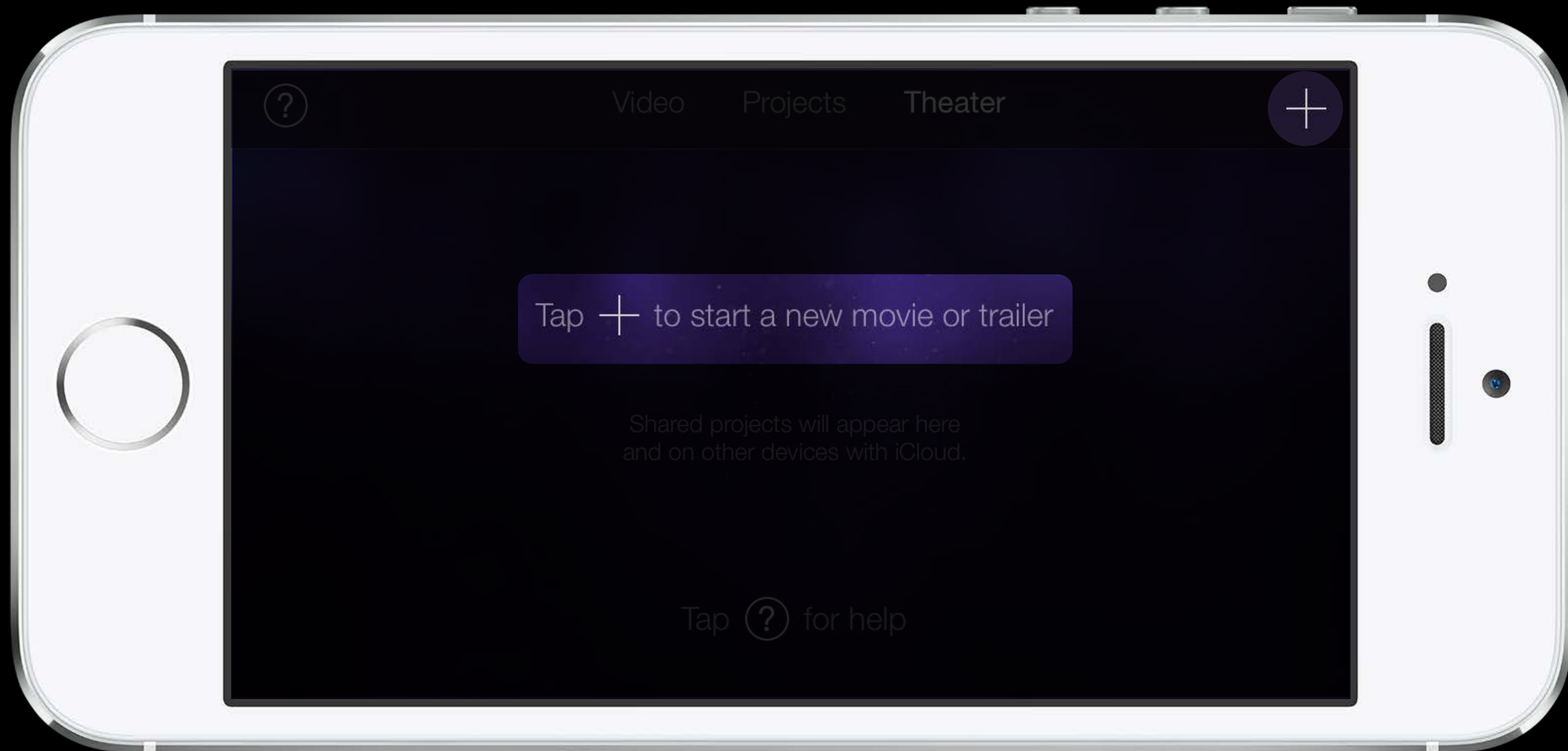
Theater



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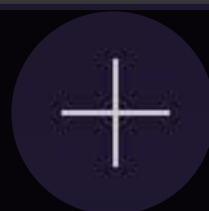
Tap ? for help



Video

Projects

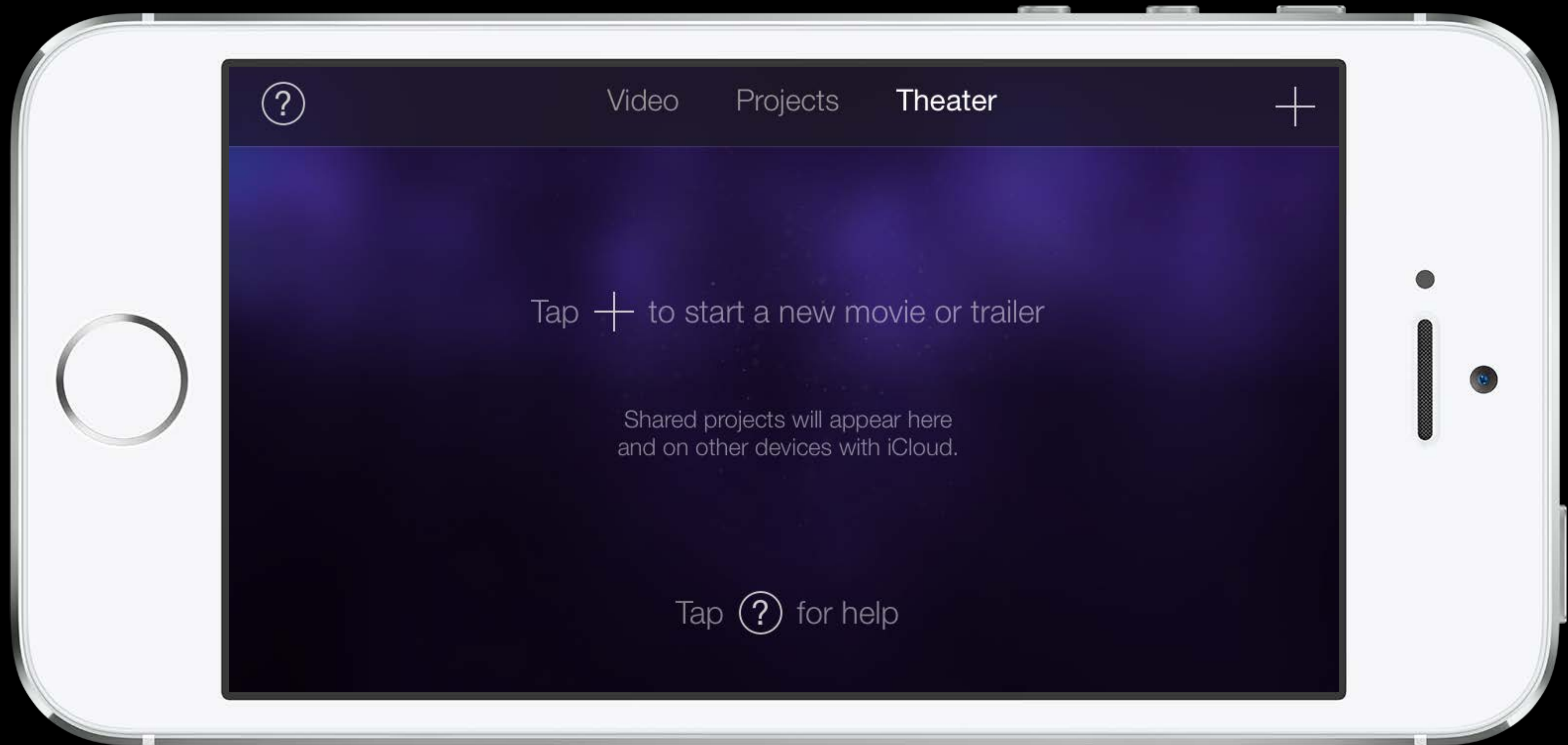
Theater



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Video

Projects

Theater



Tap + to start a new movie or trailer

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Tap ? for help



9:41 AM

100%



Discover



Search cities, shows, teams and more



Featured



What's New



Most Popular



Lifestyle

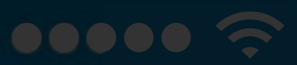


Sports



Holidays





9:41 AM

100%



Discover



Search cities, shows, teams and more



Featured



What's New



Most Popular



Lifestyle

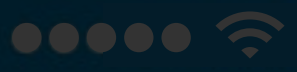


Sports



Holidays





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Search cities, shows, teams and more



Featured



What's New



Most Popular



Lifestyle

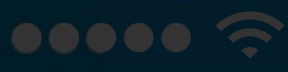


Sports



Holidays





9:41 AM

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Discover



Search cities, shows, teams and more



Featured



What's New



Most Popular



Lifestyle



Sports



Holidays



Help

Put instructions in empty containers

Help

Put instructions in empty containers

Show supporting information inline



9:41 AM

100%

[← General](#)

Date & Time

24-Hour Time



Set Automatically



Time Zone

Cupertino



9:41 AM

100%

[Settings](#)

Phone

Call Waiting



Show My Caller ID



Blocked



TTY



[Change Voicemail Password](#)

Dial Assist



Dial assist automatically determines the correct international or local prefix when dialing.

SIM PIN





9:41 AM

100%

[Settings](#)

Phone

Call Waiting



Show My Caller ID



Blocked



TTY



[Change Voicemail Password](#)

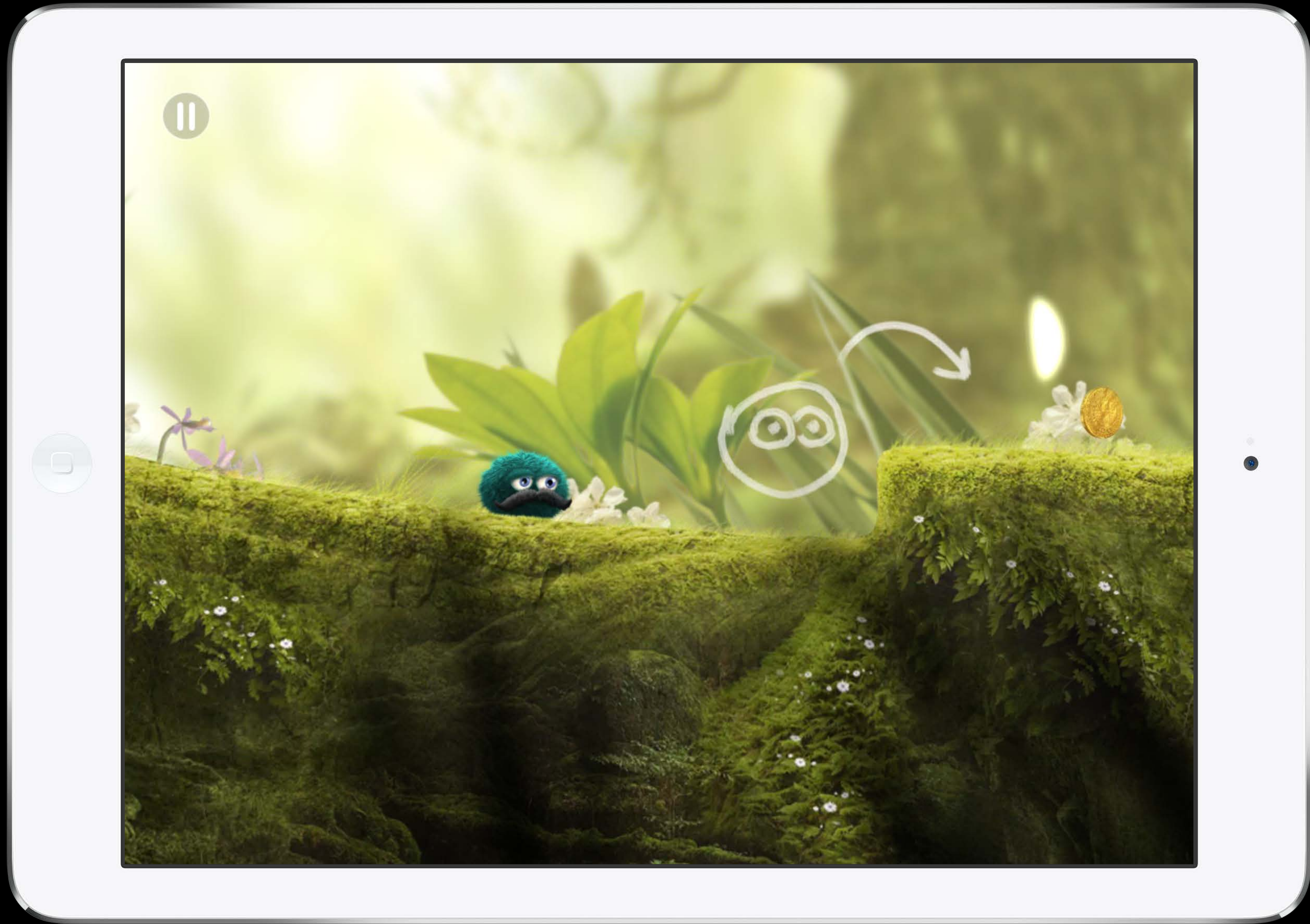
Dial Assist



Dial assist automatically determines the correct international or local prefix when dialing.

SIM PIN







Help

Put instructions in empty containers

Show supporting information inline

Help

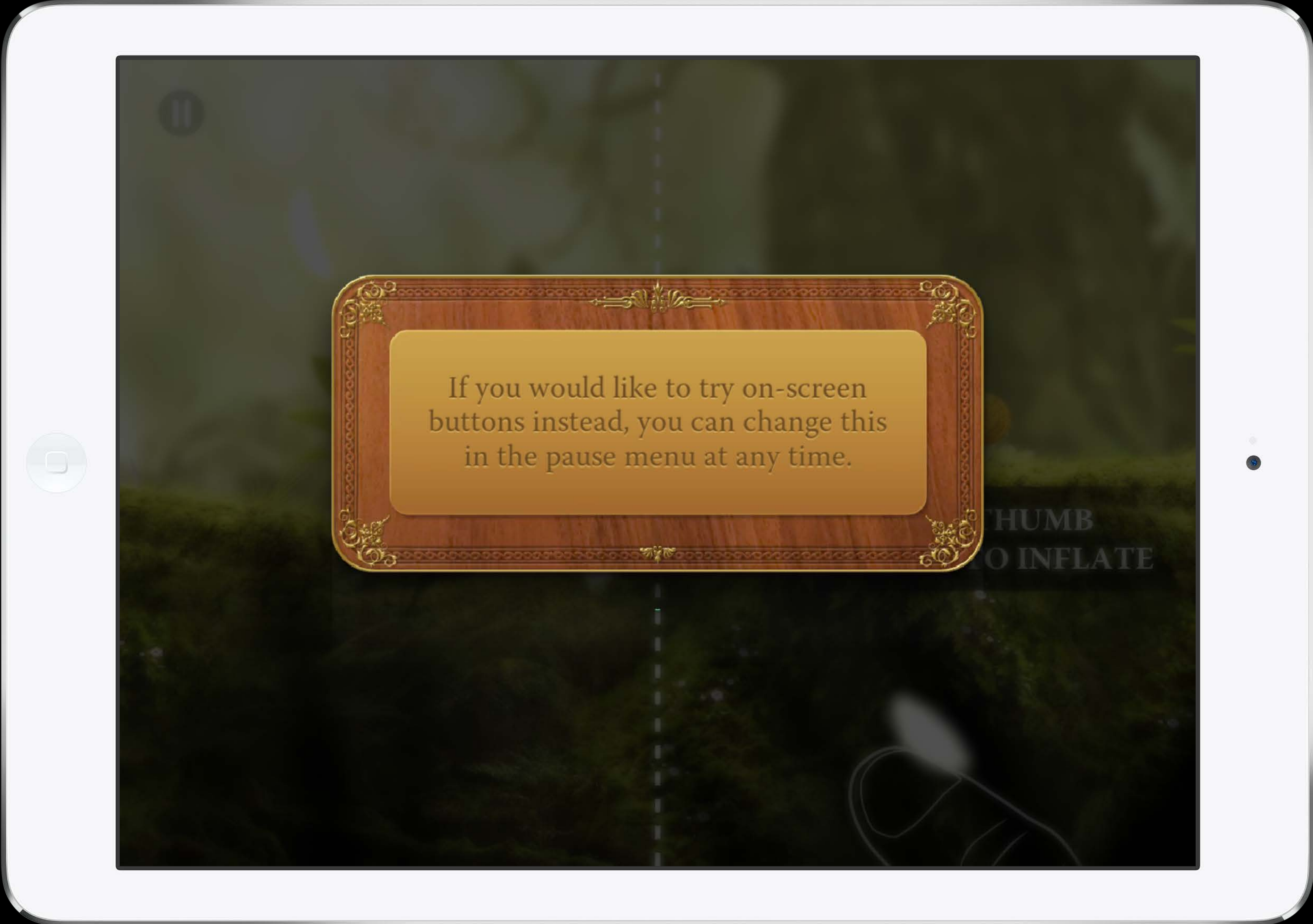
Put instructions in empty containers

Show supporting information inline

Watch for indications people are stuck



**RIGHT THUMB
SWIPE UP TO INFLATE**

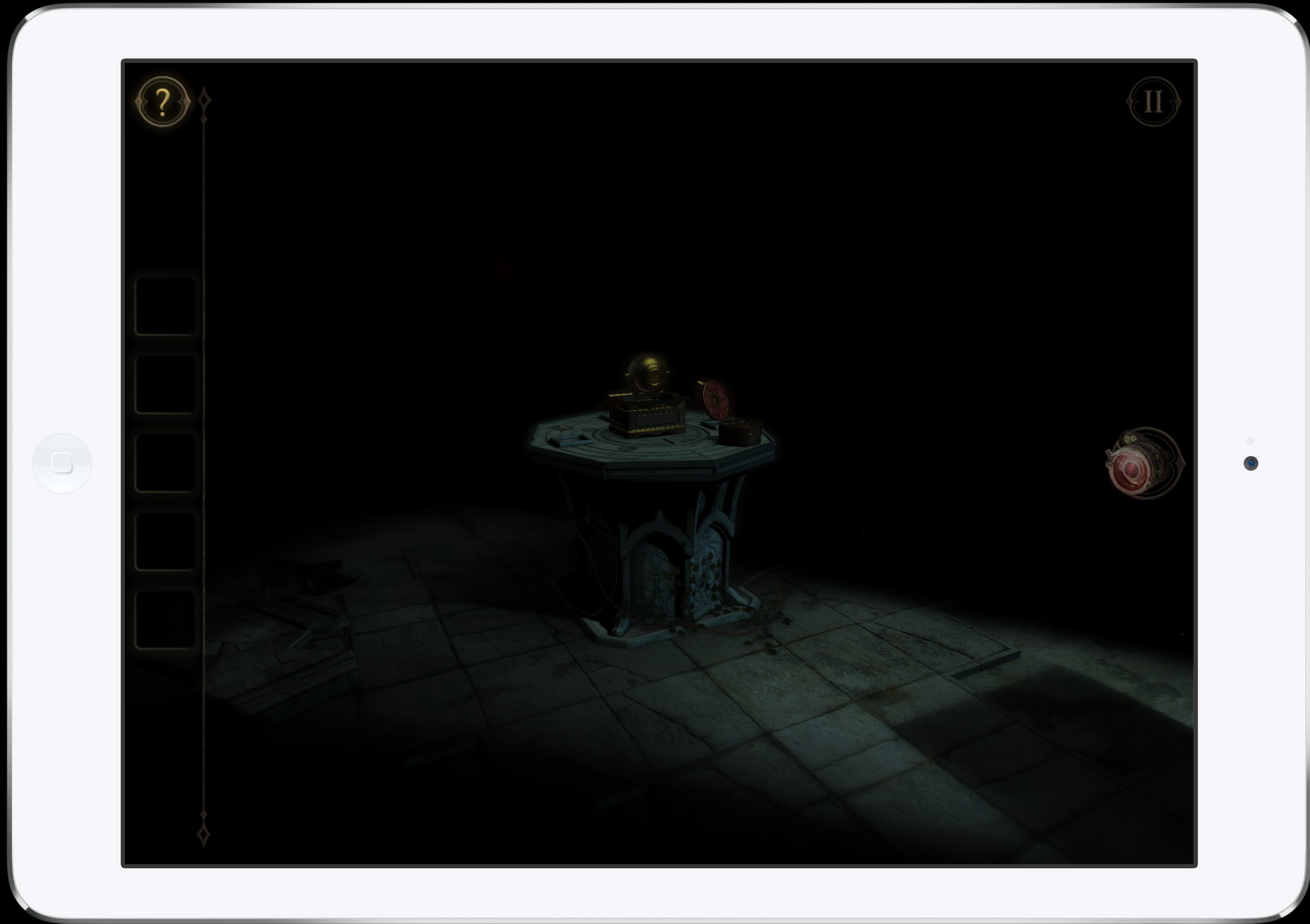
A white tablet is shown against a black background. The screen displays a game scene with a dark, textured ground and a vertical dashed line. A semi-transparent wooden-textured box with ornate gold-colored corners is centered on the screen. Inside this box is a yellow rectangular area containing text. In the top-left corner of the game screen, there is a small pause icon. In the bottom-right corner, there is a faint, semi-transparent hand icon with a finger pointing towards the screen. The text in the box reads: "If you would like to try on-screen buttons instead, you can change this in the pause menu at any time."

If you would like to try on-screen buttons instead, you can change this in the pause menu at any time.

HUMB
TO INFLATE







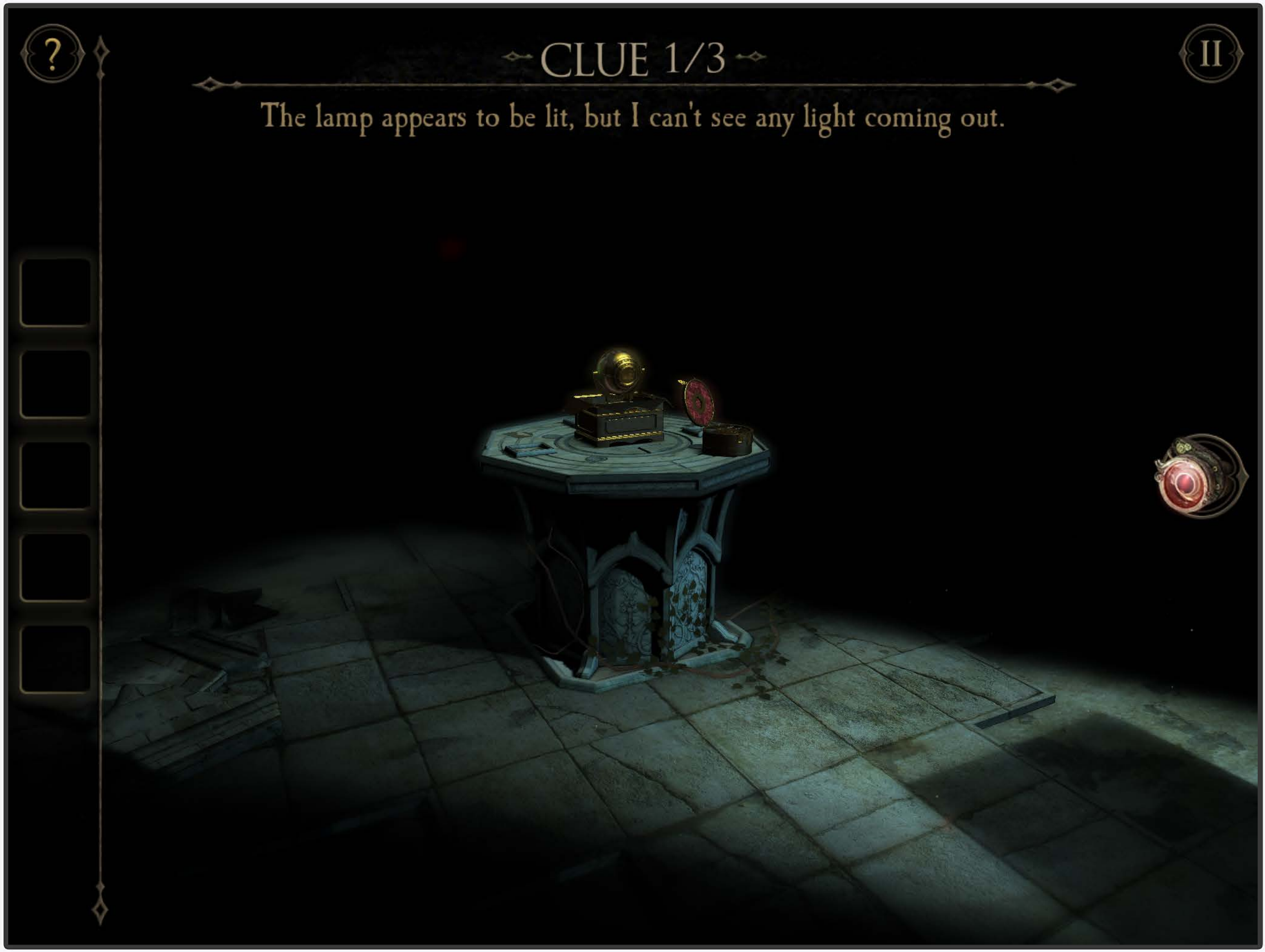


?

CLUE 1/3

II

The lamp appears to be lit, but I can't see any light coming out.





Pollux

Jupiter

GEMINI

AURIGA

Mercury

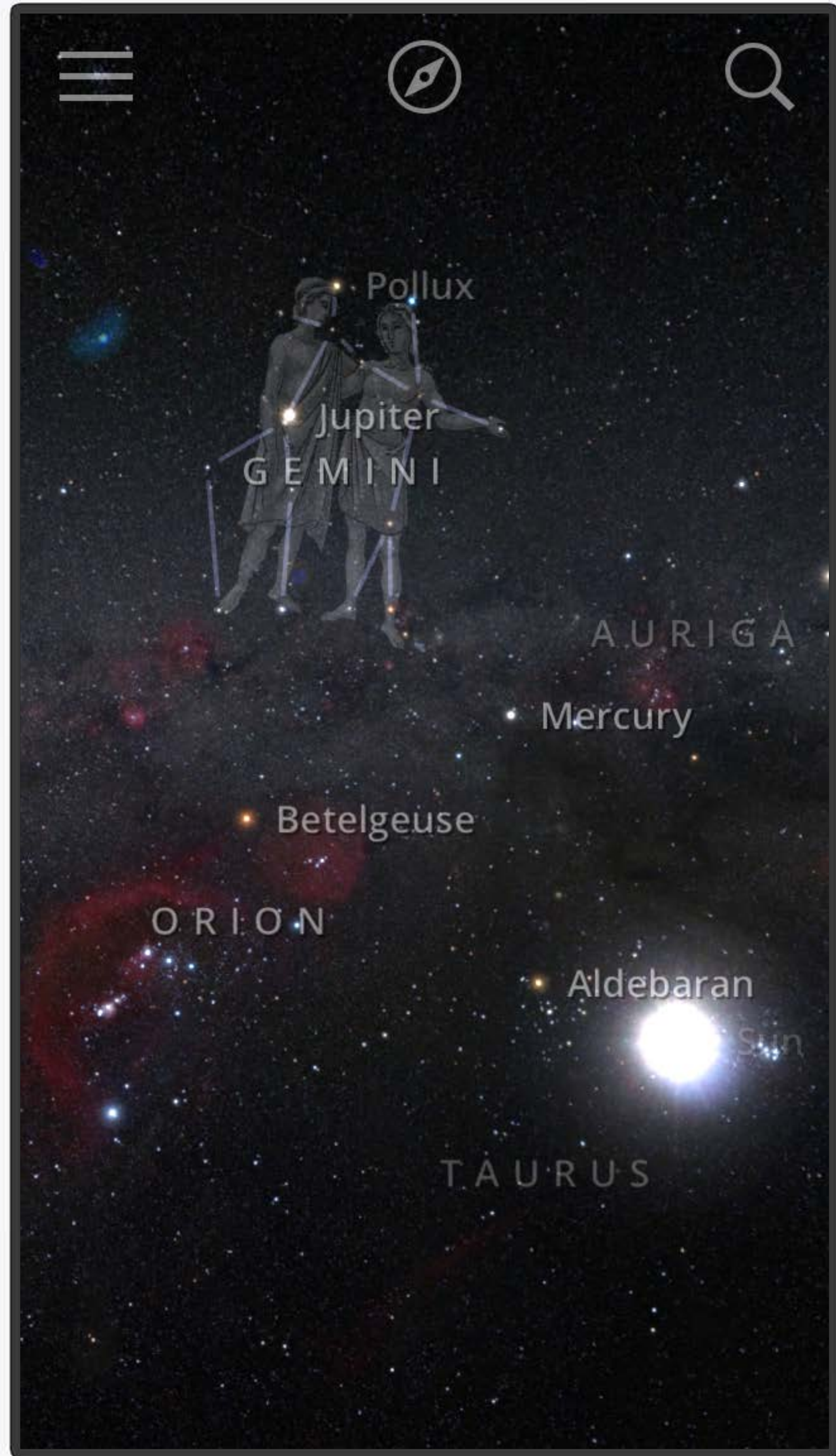
Betelgeuse

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

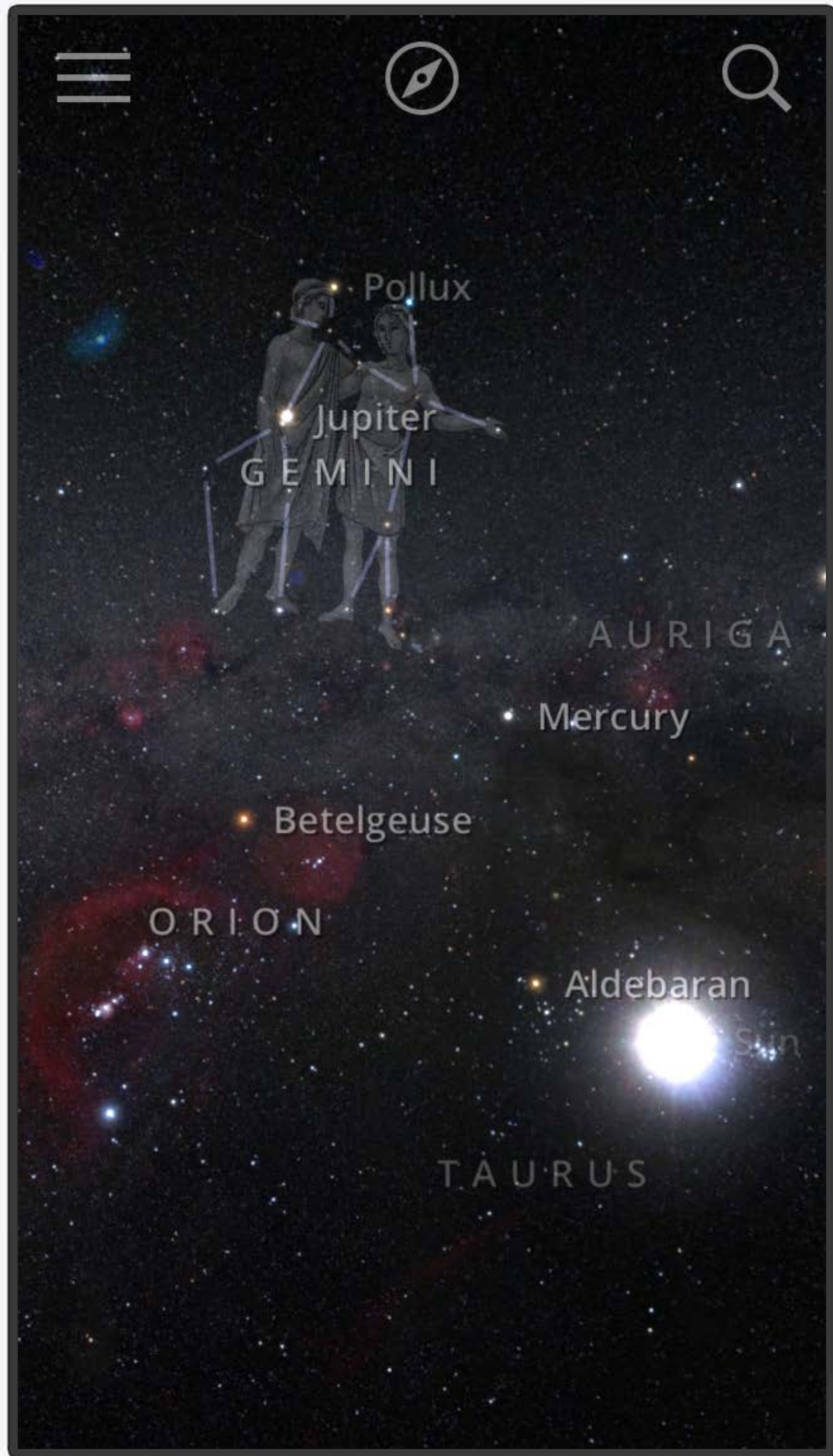
Betelgeuse

ORION

Aldebaran

Sun

TAURUS





Pollux

Jupiter

GEMINI

AURIGA

Mercury



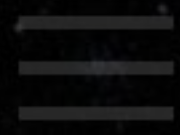
○ Betelgeuse

ORION

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Pollux

Jupiter

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ORION

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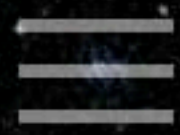
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Pollux

Jupiter

GEMINI

AURIGA

Mercury



○ Betelgeuse

ORION

Aldebaran

Sun

TAURUS

Help

Put instructions in empty containers

Show supporting information inline

Watch for indications people are stuck

Help

Put instructions in empty containers

Show supporting information inline

Watch for indications people are stuck

Anticipate people's needs



Sometimes it takes me weeks to
secret
mourn the loss of a fictional
character on my favorite shows.



Speak freely.
Swipe to learn more.



SIGN UP

LOG IN



secret



When someone projects their laptop, first thing I look at is other open tabs

★ California



28



4.4k

Sometimes I like to pretend I'm a secret agent on public transport and I'm actually following and



secret



When someone projects their laptop, first thing I look at is other open tabs

★ California



28



4.4k

Sometimes I like to pretend I'm a secret agent on public transport and I'm actually following and



It always sounds indulgent at the time, but I've never taken a vacation I regretted.

Friend



3

No comments. Be first.

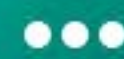
Say something kind...

Post



It always sounds indulgent at the time, but I've never taken a vacation I regretted.

Friend



3

No comments. Be first.

Say something kind...

Post

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Take the opportunity to inspire



9:41 AM


100% 

What can I help
you with?





9:41 AM

100% 

“Who's the fairest of them all”

tap to edit

You, my friend, are the fairest
of all.





9:41 AM

100% 

“Who's the fairest of them all”

tap to edit

You, my friend, are the fairest
of all.





9:41 AM

100%

Some things you can ask me:



Phone

“Call Brian”



FaceTime

“FaceTime Lisa”



App Launching

“Launch Photos”



Messages

“Tell Susan I’ll be right there”



Calendar

“Set up a meeting at 9”



Sports





9:41 AM

100%



Restaurants

“Table for four in Palo Alto...”



Movies

“What movies are playing?”



Music

“Play Norah Jones”



Reminders

“Remind me to call mom”



Email

“Email Emily about the trip”



Weather

“What’s the weather for today?”



Stocks

“What is Apple’s stock price?”




Clock





9:41 AM

100% 

Path

Share Life

Capture and share everyday moments –
photos, thoughts, and more.



[Register](#)

[Log In](#)



So many succulents.

👍 121 ❤️ 712 💬 10

 Matt Brown
Cactus Garden

This is the start of his rooftop oasis.
And this is the Pin that inspired him to get his hands dirty.



Help

Put instructions in empty containers

Show supporting information inline

Watch for indications people are stuck

Anticipate people's needs

Take the opportunity to inspire

Summary

Delay registration until absolutely necessary

Get out of the way

Teach people through actions

Anticipate people's needs

Take the opportunity to inspire

More Information

Rachel Roth

User Experience Evangelist

rroth@apple.com

Designing Great Apps

<https://developer.apple.com/design/>

Related Sessions

-
- Ingredients of Great Games Presidio Tuesday 3:15PM
 - Designing Intuitive User Experiences Presidio Tuesday 4:30PM
-

Labs

-
- User Interface Design Labs

User Interface Design Lab

Daily 9:00AM

 WWDC14