

Apple Watch Design Tips and Tricks

Session 805

Mike Stern User Experience Evangelist
Rachel Roth User Experience Evangelist



Designing for Apple Watch

Designing for Apple Watch

Personal Communication

Holistic Design

Lightweight Interaction

Designing for Apple Watch

Personal Communication

Holistic Design

Lightweight Interaction

Designing for Apple Watch

Personal Communication

Holistic Design

Lightweight Interaction



Designing for Apple Watch

Personal Communication

Designing for Apple Watch

Personal Communication

Holistic Design







< Danny

10:12

My gallery show runs through next Thursday. Let me know what you think of it. Thanks again for all your support!



< Danny

10:12

My gallery show
runs through
next Thursday.
Let me know
what you think
of it. Thanks
again for all your
support!



< Today 10:10

Stacy's birthday
dinner

8 PM - 9 PM

Sat, Apr 25

Check-in

8 AM - 8:30 AM

Finance



< Today 10:10

Stacy's birthday
dinner

8 PM - 9 PM

Sat, Apr 25

Check-in

8 AM - 8:30 AM

Finance





Designing for Apple Watch

Personal Communication

Holistic Design

Designing for Apple Watch

Personal Communication

Holistic Design

Lightweight Interaction

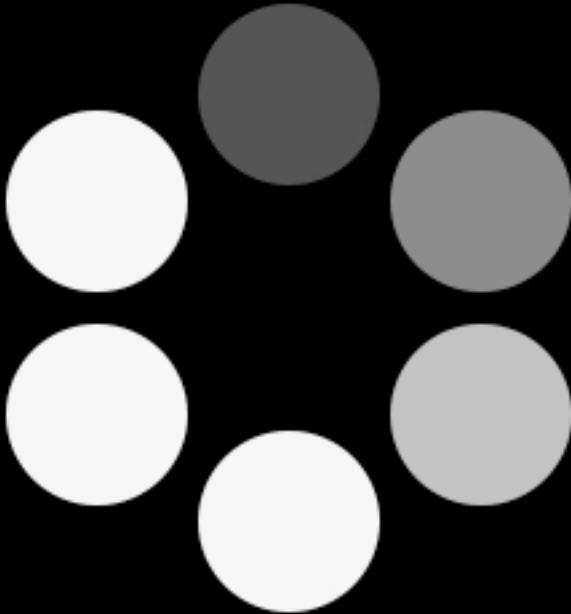
Designing for Apple Watch

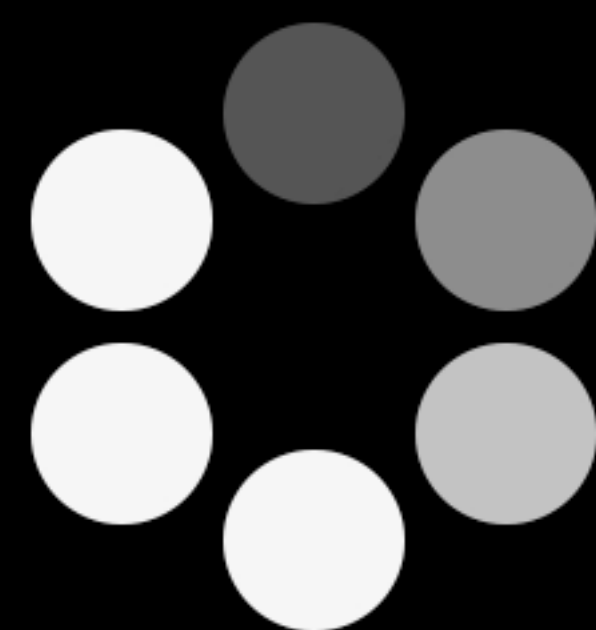
Personal Communication

Holistic Design

Lightweight Interaction

Top 10 Common Pitfalls





10 Common Pitfalls

1. Slow apps

Designing for Performance

Designing for Performance

Progressive loading









10:09

**Apple Store
San Francisco**

One Stockton Street
San Francisco, CA
94108

📍 0.2 Mile

MONDAY - SATURDAY
9:00 AM - 9:00 PM











Designing for Performance

Progressive loading

- Ordering content



10:09

**Apple Store
San Francisco**

One Stockton Street
San Francisco, CA
94108

📍 0.2 Mile

MONDAY - SATURDAY
9:00 AM - 9:00 PM



It is located at One
Stockton Street,
which is at the
intersection of
Stockton, Market,

Designing for Performance

Progressive loading

- Ordering content

Optimize graphics

Designing for Performance

Progressive loading

- Ordering content

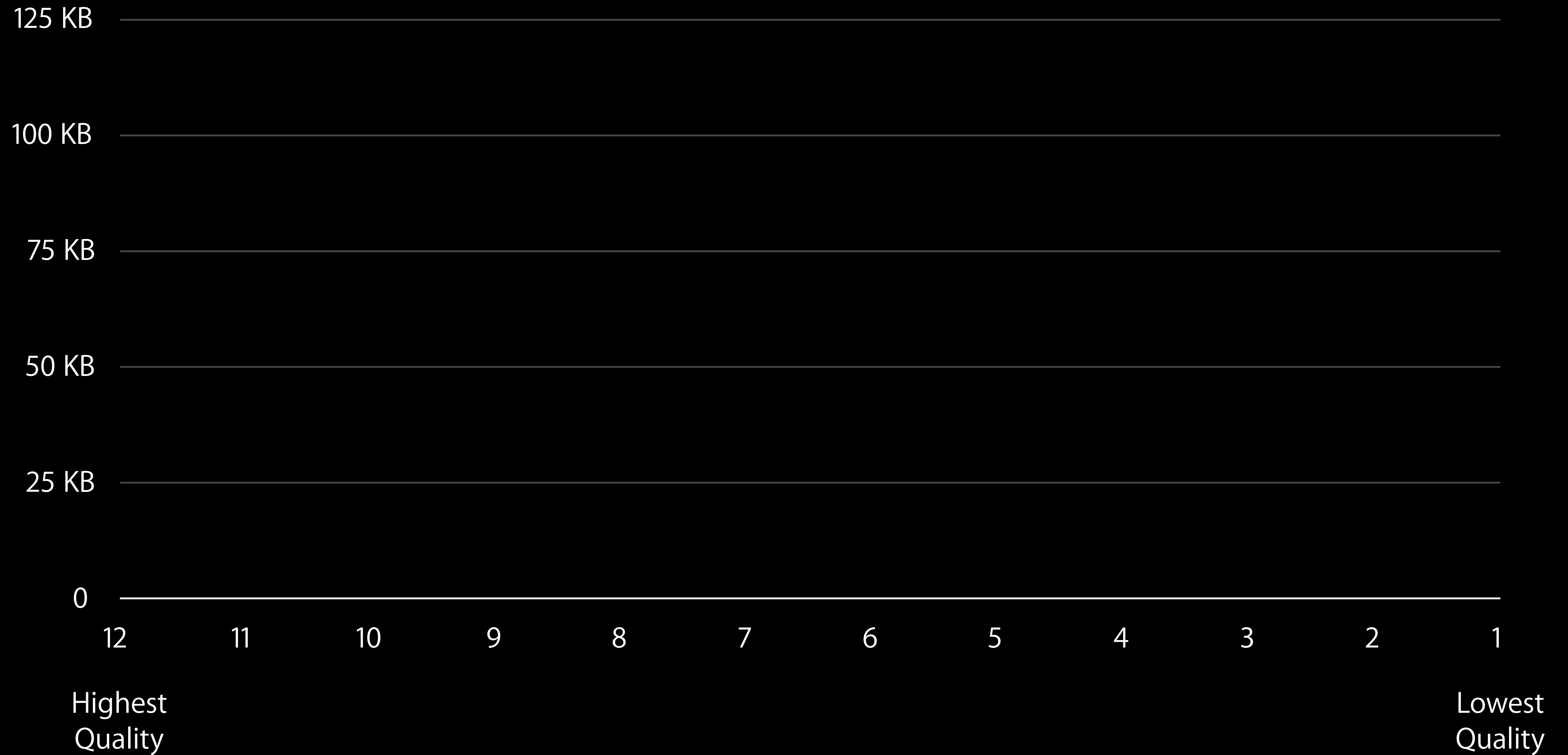
Optimize graphics

- Compress

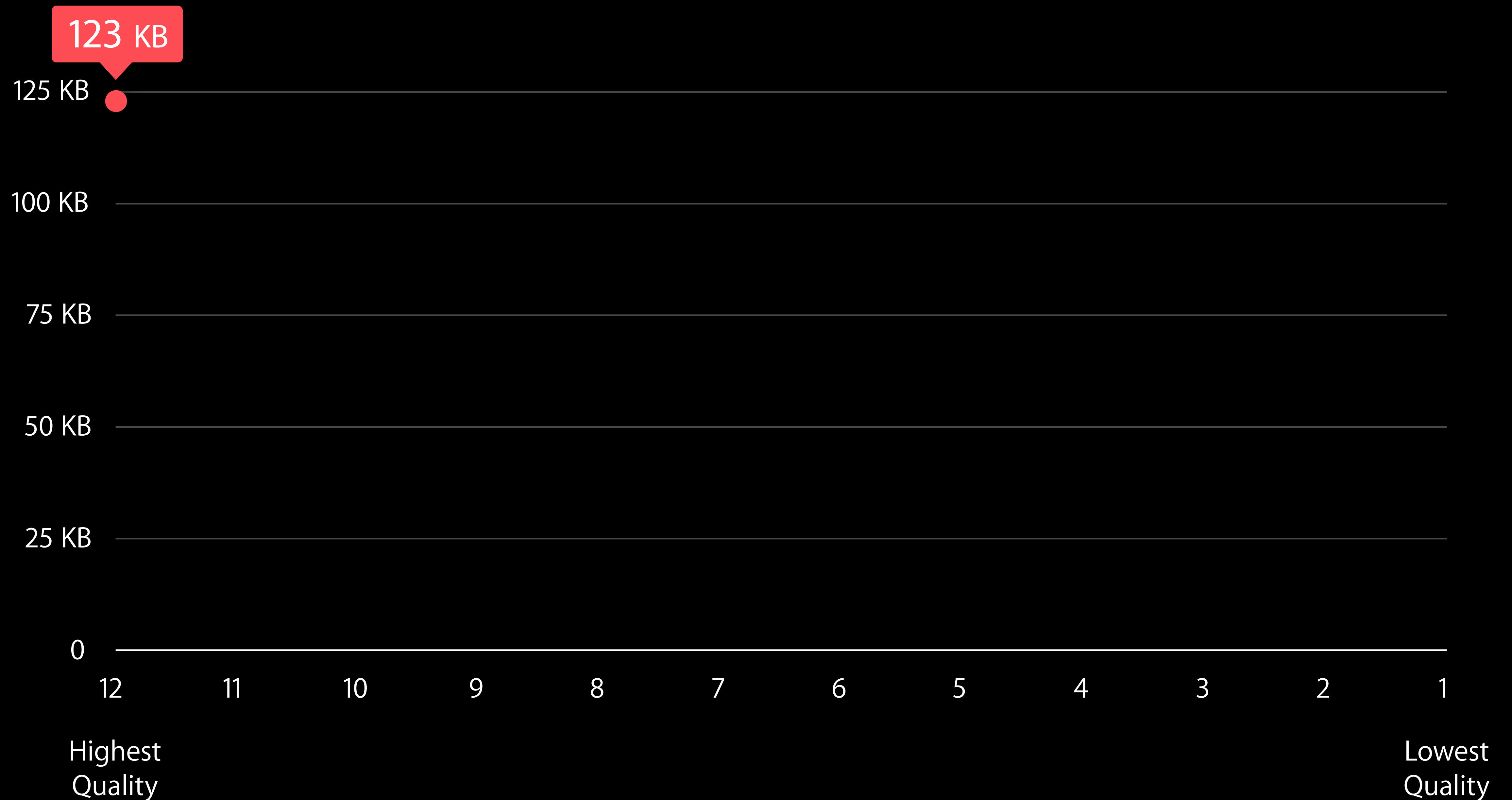




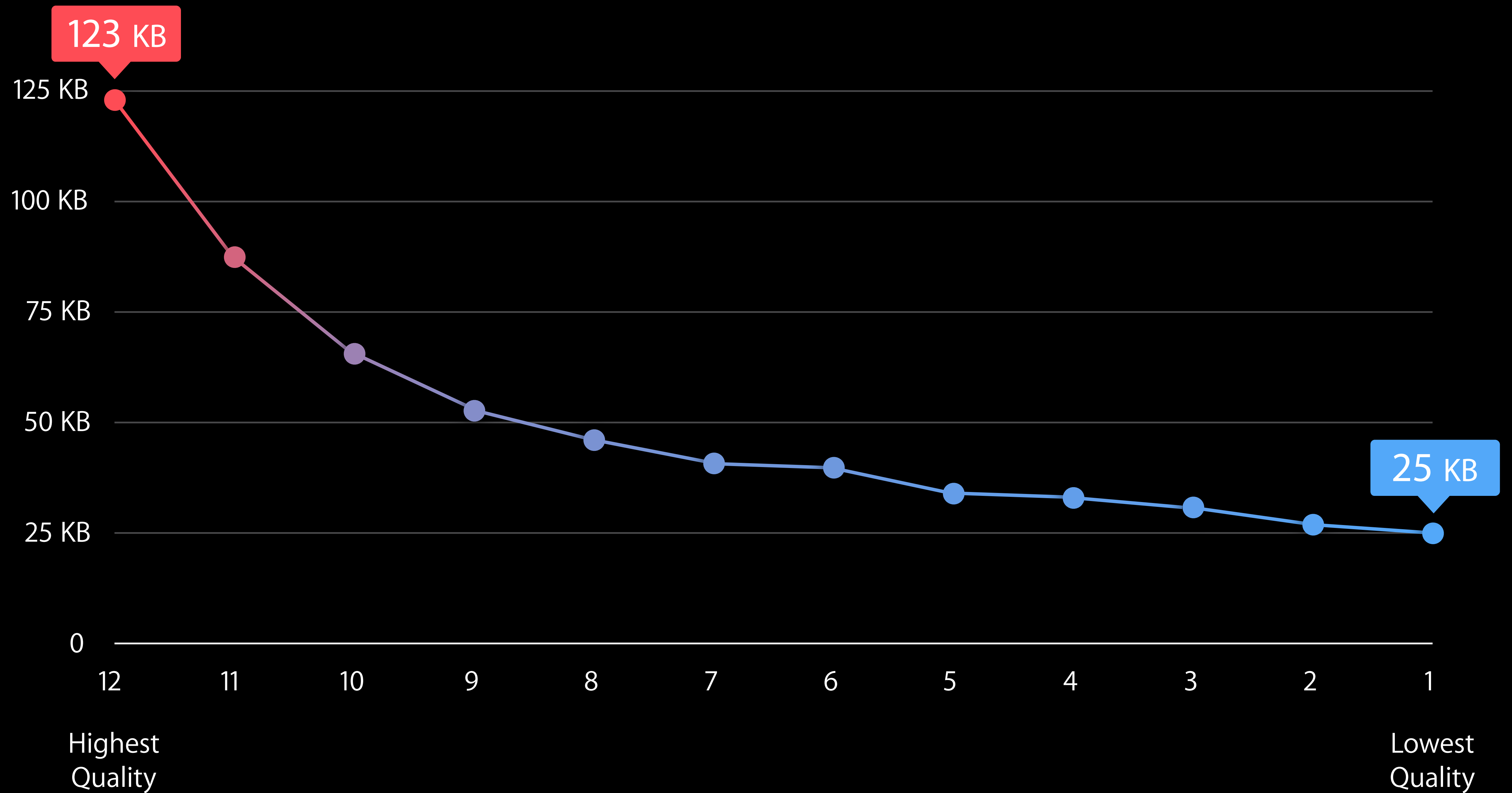
JPEG Compression



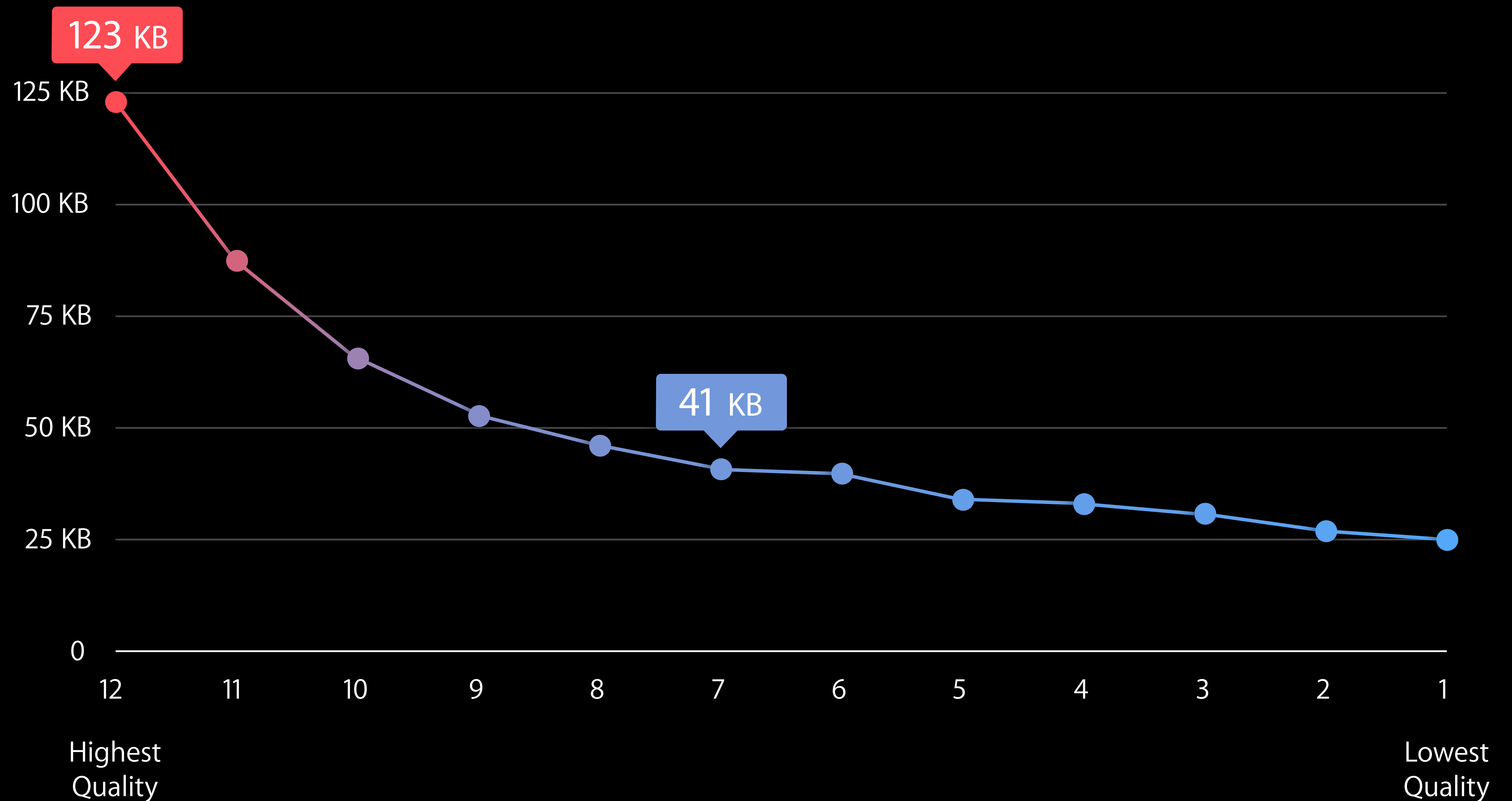
JPEG Compression



JPEG Compression



JPEG Compression



123 KB



41 KB



– 67%

123 KB



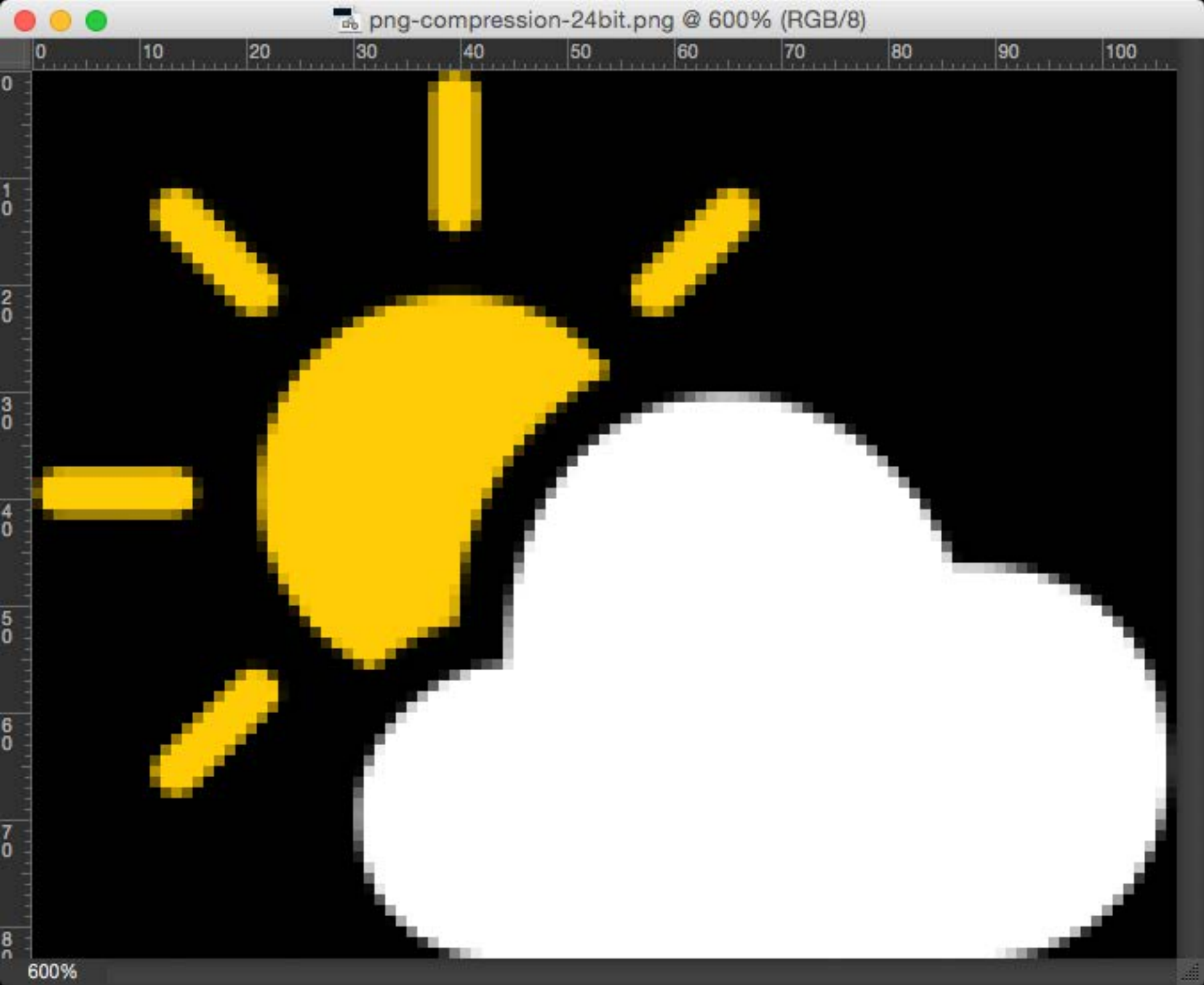
41 KB

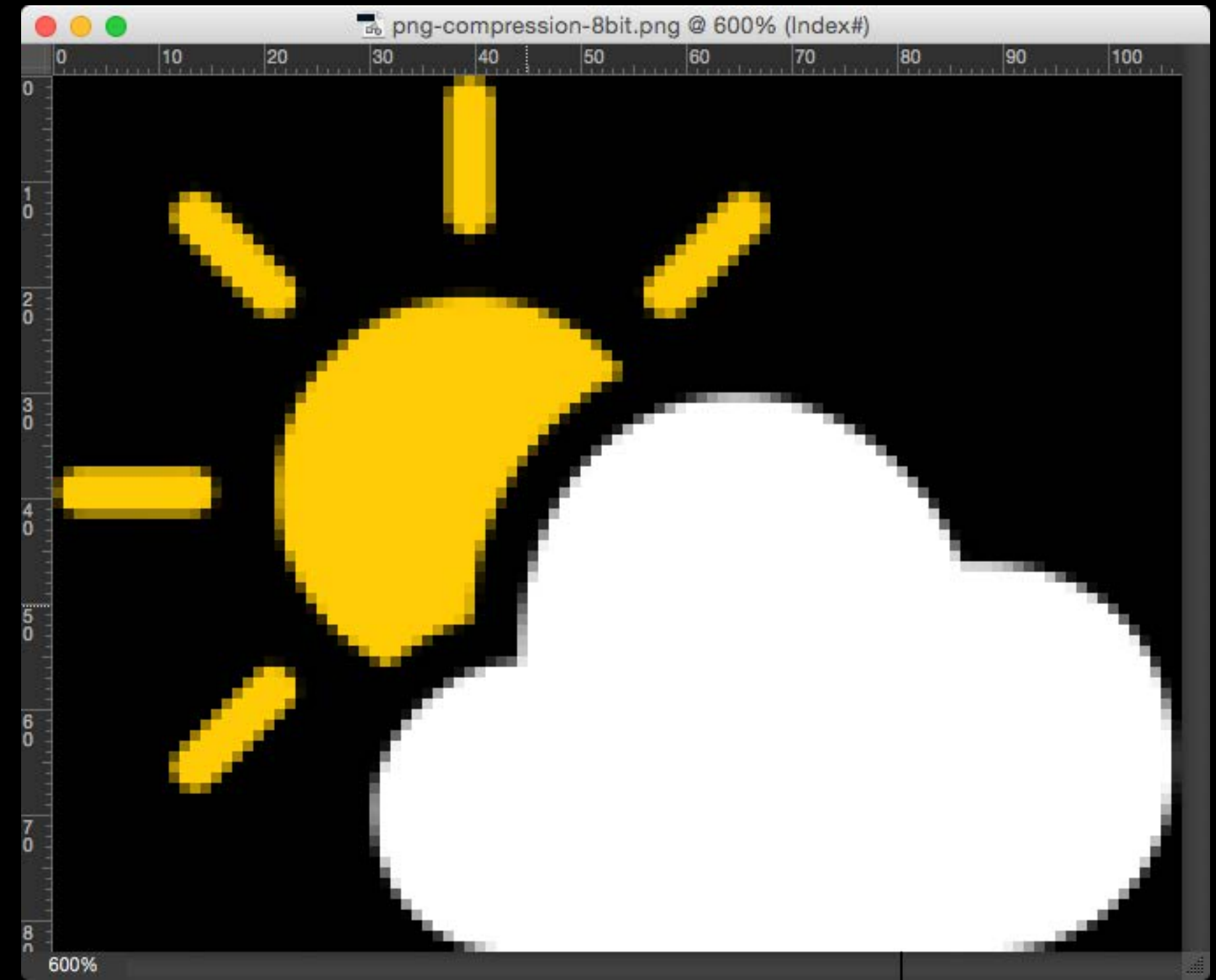
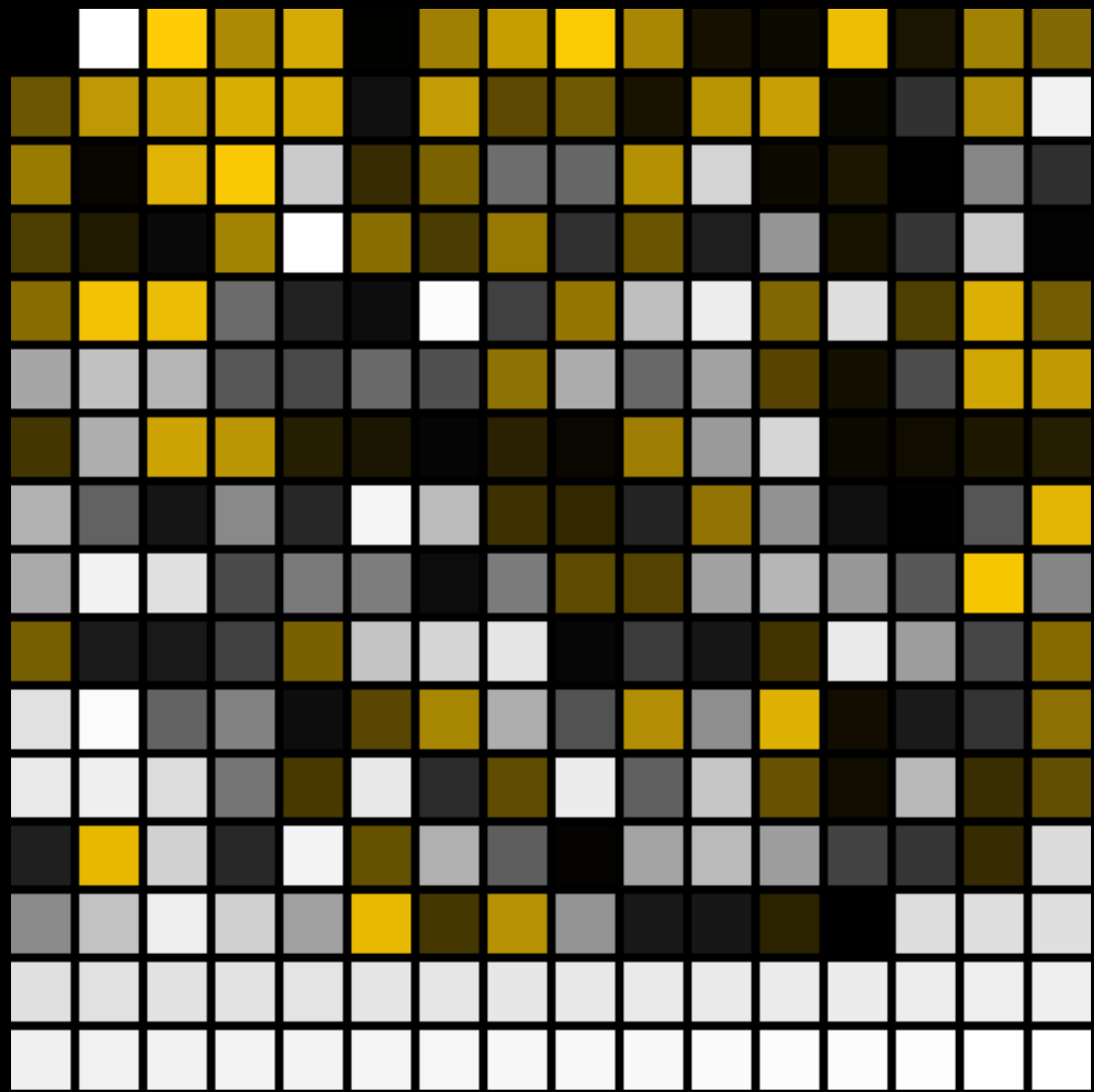


– 67%

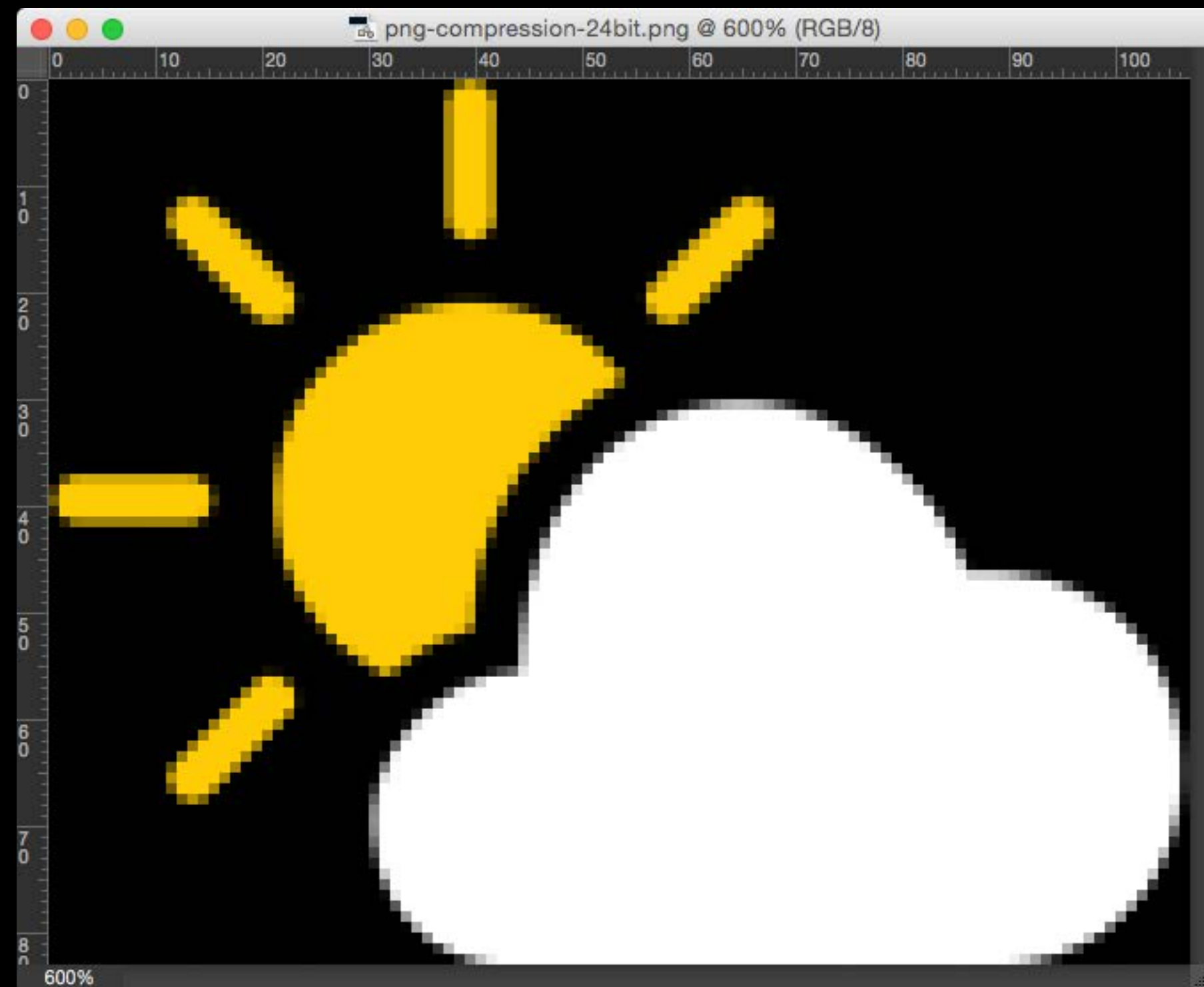






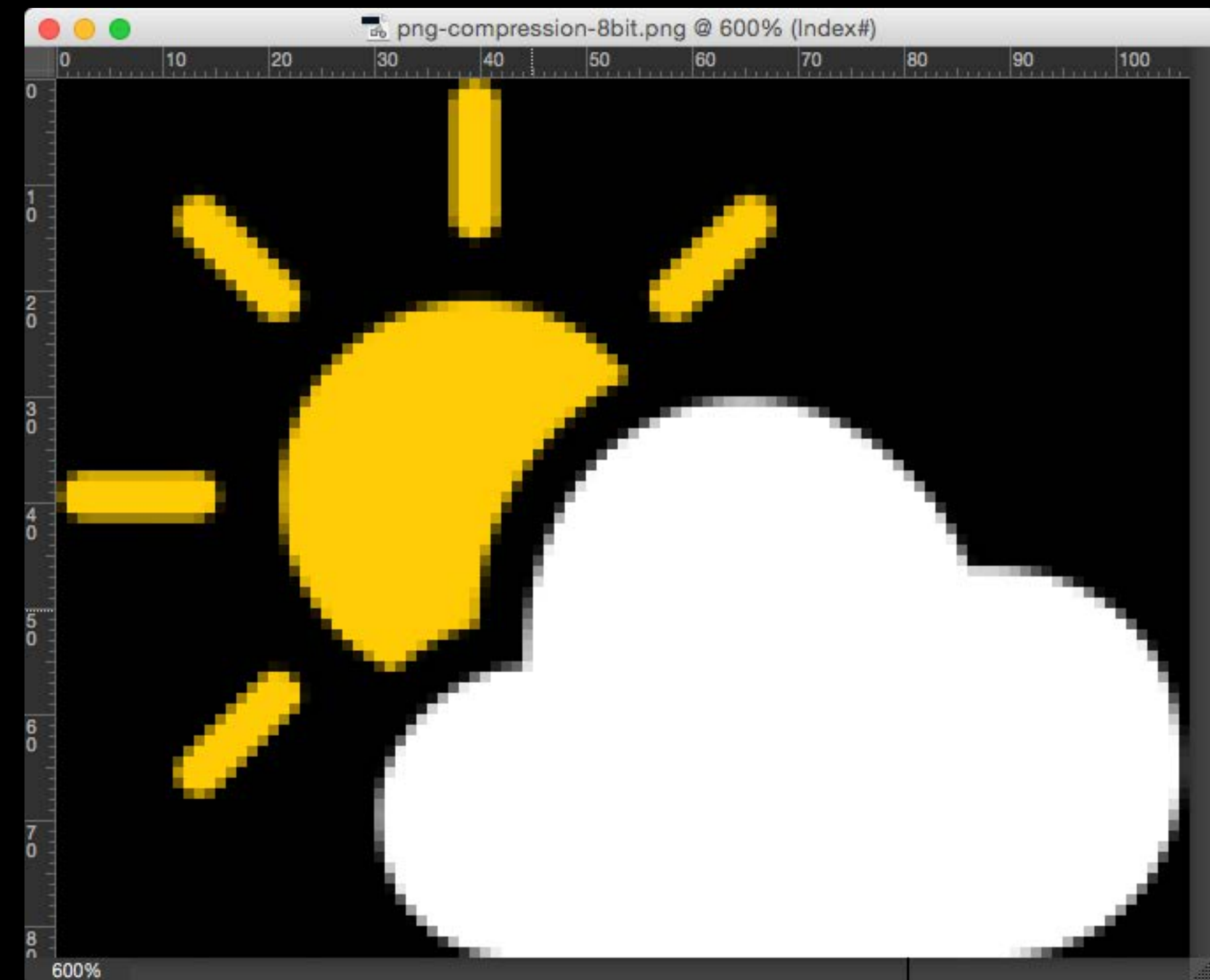


PNG 24-Bit



20.94 KB

PNG 8-Bit



2.68 KB (-87.2%)

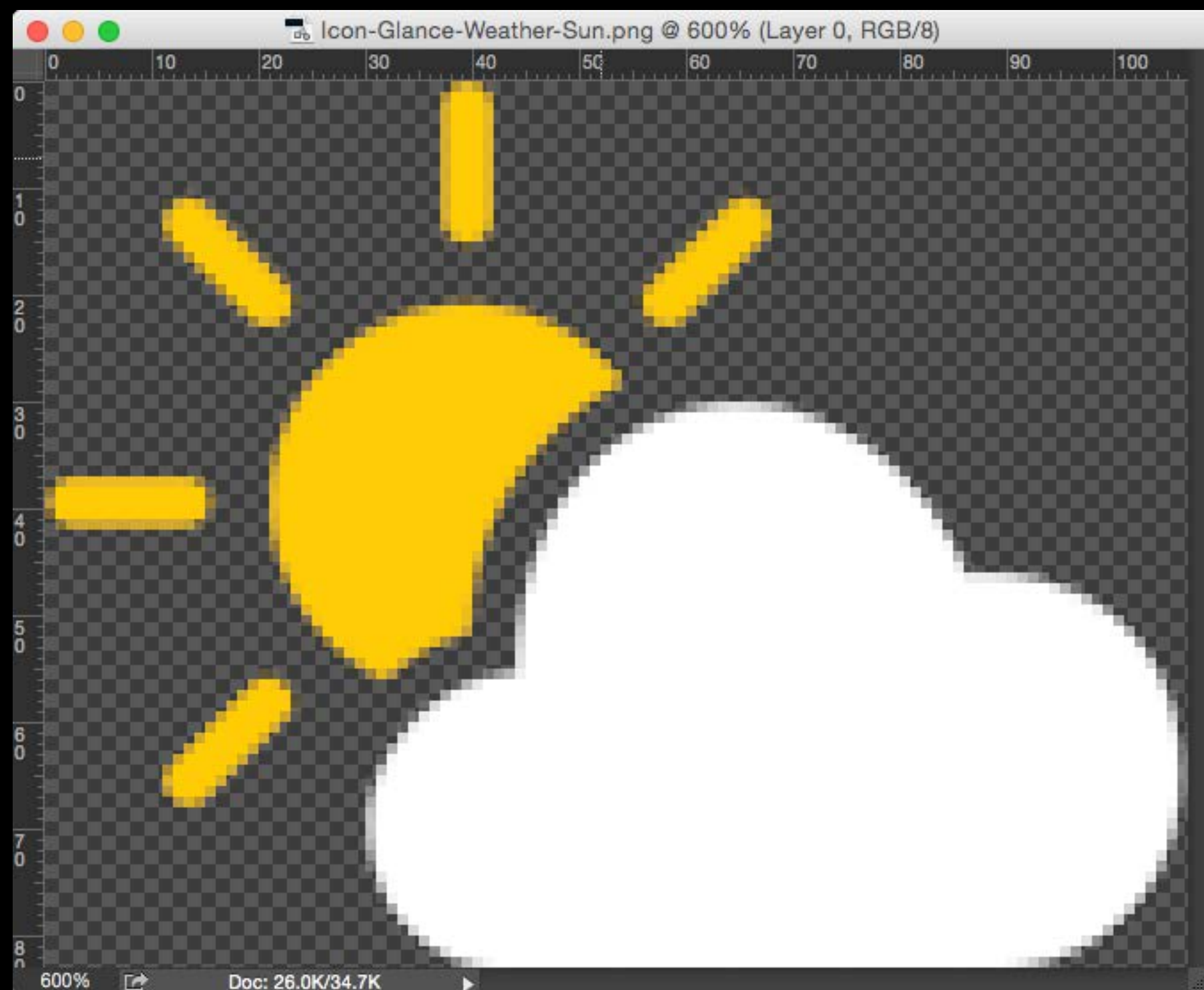
Designing for Performance

Progressive loading

- Ordering content

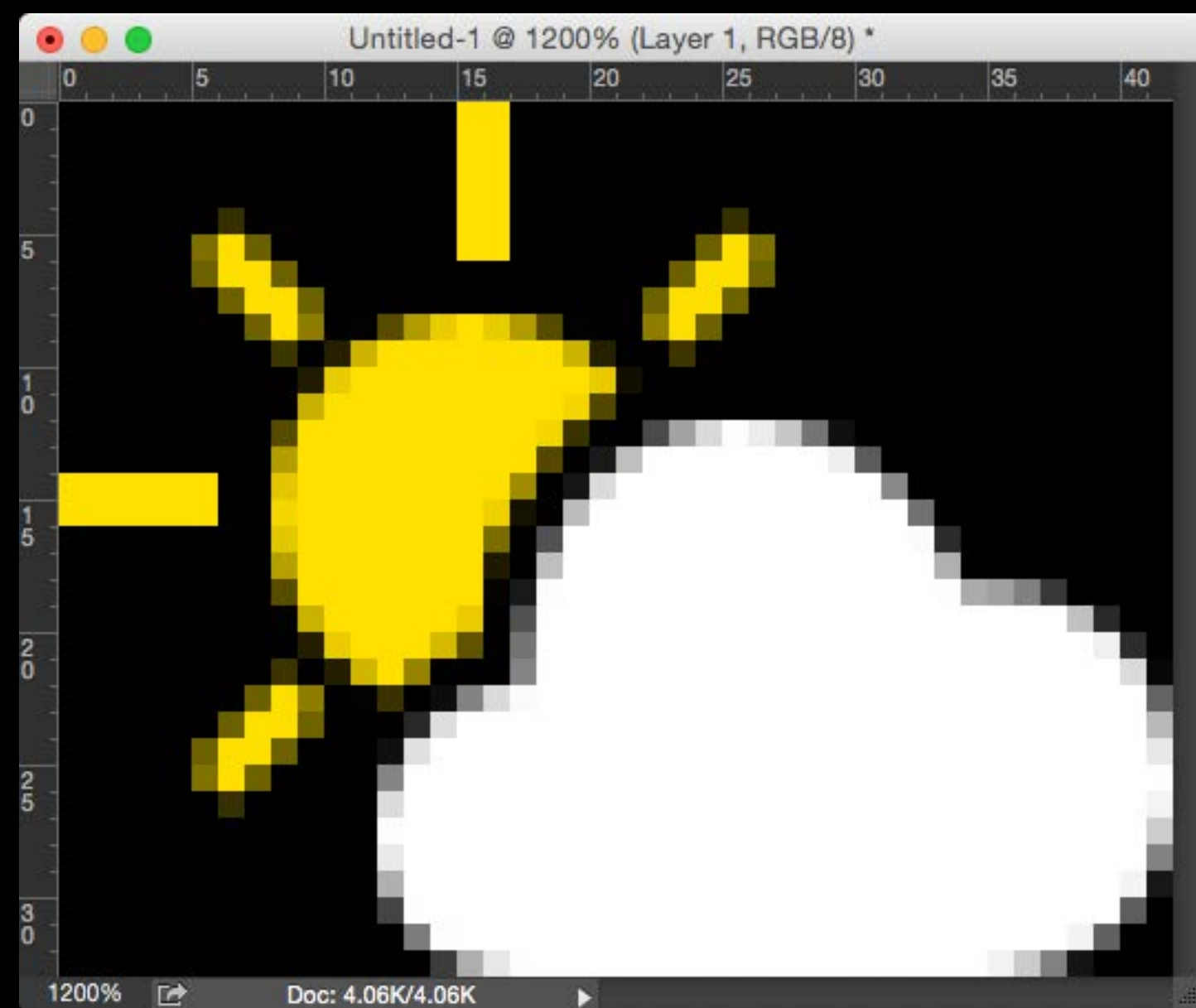
Optimize graphics

- Compress
- Avoid transparency



Transparent Background





Black Matte Background



Designing for Performance

Progressive loading

- Ordering content

Optimize graphics

- Compress
- Avoid transparency
- Right size





Designing for Performance

Progressive loading

- Ordering content

Optimize graphics

- Compress
- Avoid transparency
- Right size

Designing for Performance

Progressive loading

- Ordering content

Optimize graphics

- Compress
- Avoid transparency
- Right size

10 Common Pitfalls

1. Slow apps
2. Complex apps

Apple Watch is Not a Miniature iPhone

Quick and Convenient

Focus on the Essentials

<div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> <div>10:09 AM</div> <div>100% <div></div></div> </div>	
<div> <div><</div> <div>June</div> </div>	<div> <div>☰</div> <div>🔍</div> <div>+</div> </div>
Sun Jun 7	
<div>4:00 PM</div> <div>4:20 PM</div>	<div>Designing for Watch 2</div> <div>Mission</div>
Mon Jun 8	
<div>8:00 AM</div> <div>8:30 AM</div>	<div>Coffee with John</div>
<div>10:00 AM</div> <div>12:00 PM</div>	<div>Keynote</div>
<div>12:15 PM</div> <div>1:15 PM</div>	<div>Lunch with Kristina</div>
<div>1:30 PM</div> <div>3:00 PM</div>	<div>State of the Union</div>
<div>3:30 PM</div> <div>5:00 PM</div>	<div>Apple Design Award</div>
<div>6:00 PM</div> <div>7:15 PM</div>	<div>Team Dinner</div>
Tue Jun 9	
<div>7:45 AM</div> <div>10:30 AM</div>	<div>WWDC UI Lab - Concierge</div>
<div>9:00 AM</div> <div>11:00 AM</div>	<div>WWDC UI Lab</div> <div>Moscone - First Floor</div>
<div>10:30 AM</div>	<div>WWDC UI Lab - Concierge</div>
Today	CalendarsInbox



10:09 AM

100%

🔍 Keyno



Cancel

Mon May 18

2:00 PM

Review Keynote, Discuss watch...

3:00 PM

Mon Jun 8

10:00 AM

Keynote

12:00 PM

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123



space

Search



10:09 AM

100%

Cancel

New Event

Add

Party Time! 🎉

San francisco



All-day



Starts

Jun 12, 2015 6:00 PM

<i>Tue Jun 9</i>	<i>3</i>	<i>45</i>	
Wed Jun 10	4	50	
Thu Jun 11	5	55	AM
Fri Jun 12	6	00	PM
Sat Jun 13	7	05	
Sun Jun 14	8	10	
<i>Mon Jun 15</i>	<i>9</i>	<i>15</i>	

Time Zone

Cupertino >

Ends

Jun 13, 2015 1:00 AM

Repeat

Never >



10:09 AM

100%

Edit

Calendars

Done

APPLE

- ✓ All Apple
- ✓ Mandatory
- ✓ 1:1
- ✓ Working DND
- ✓ Optional
- ✓ Stern Family
- ✓ WWDC + Tech Talk
- ✓ WWDC UI Lab Concierges
- ✓ WWDC UI Lab Designers
- ✓ Apple Watch

ICLOUD

- ✓ All iCloud

2015

JAN

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DEC

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13	14	15	16	17	18	19					
20	21	22	23	24	25	26					
27	28	29	30	31							



< Today 10:09

Lunch with John

Tartine Bakery

12:00–1:30 PM

**Take Pickle and
Gesso for a Run**

4:00–5:00 PM

Dinner with Kik

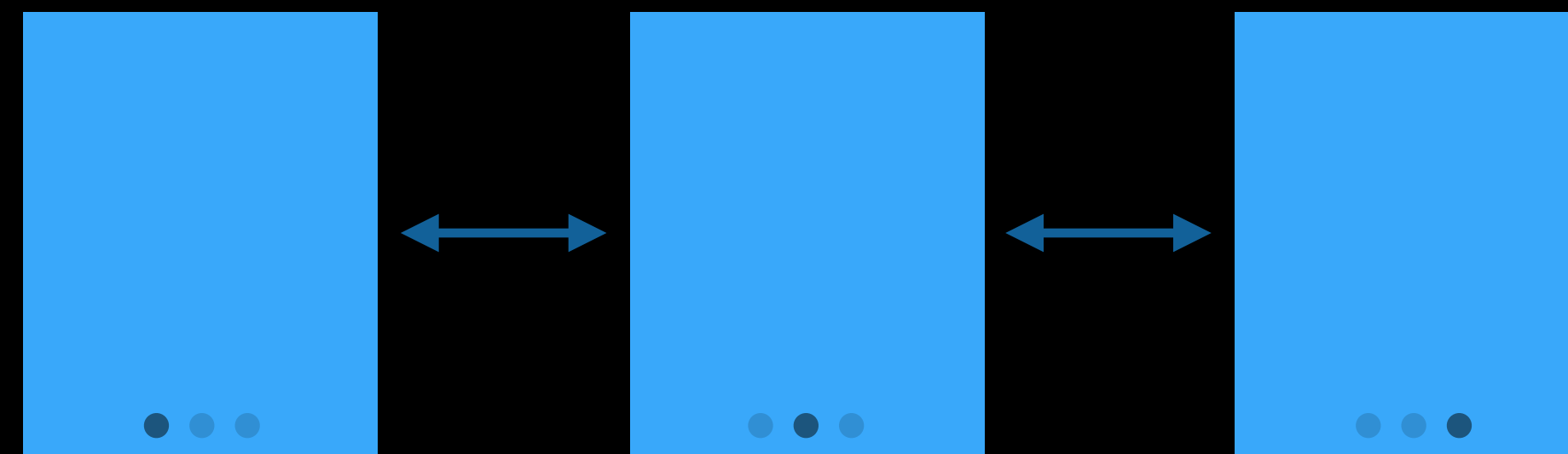
8:00–11:00 PM

Complement Your iPhone App



10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation



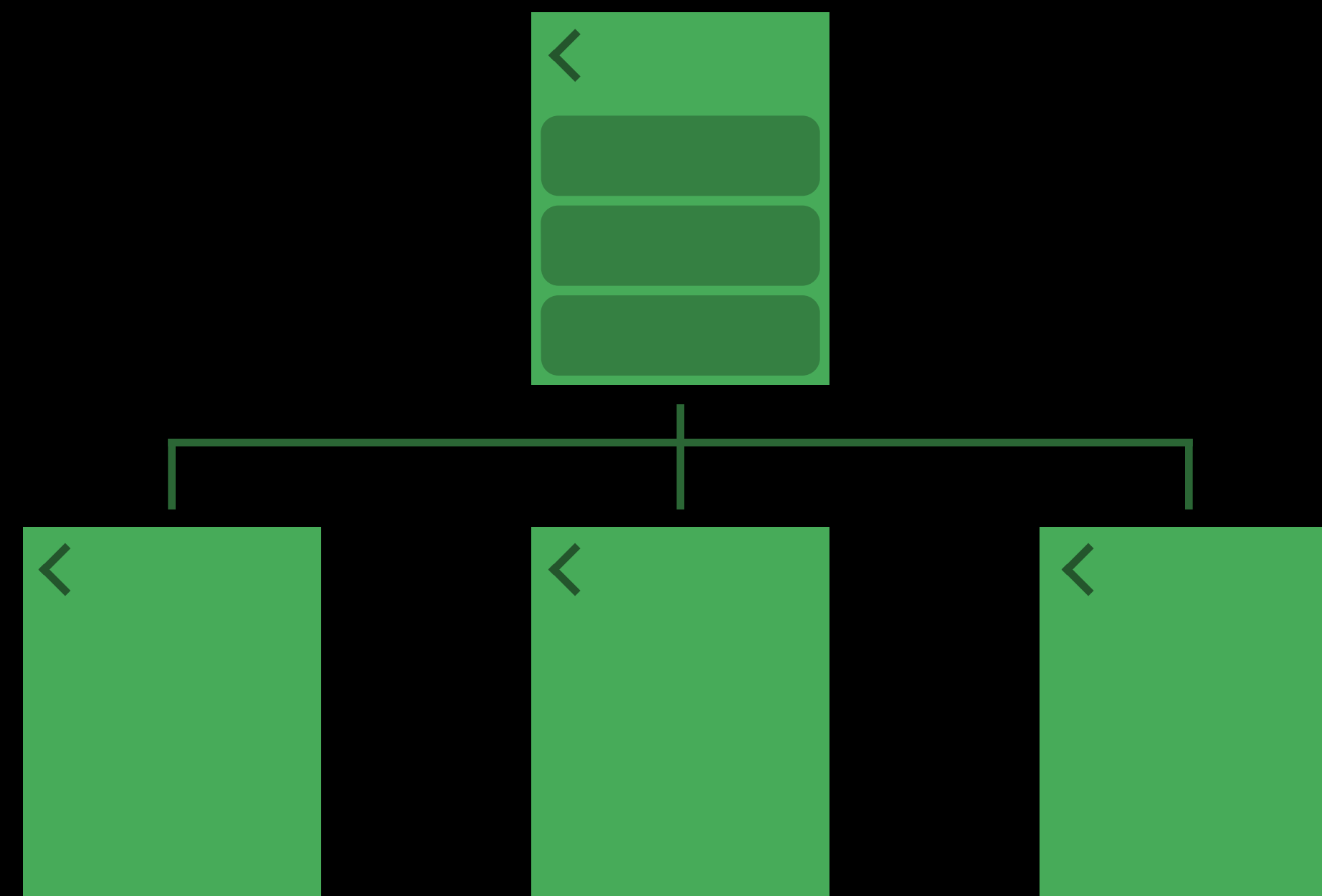
Page-based



Page-based



Page-based



Hierarchical



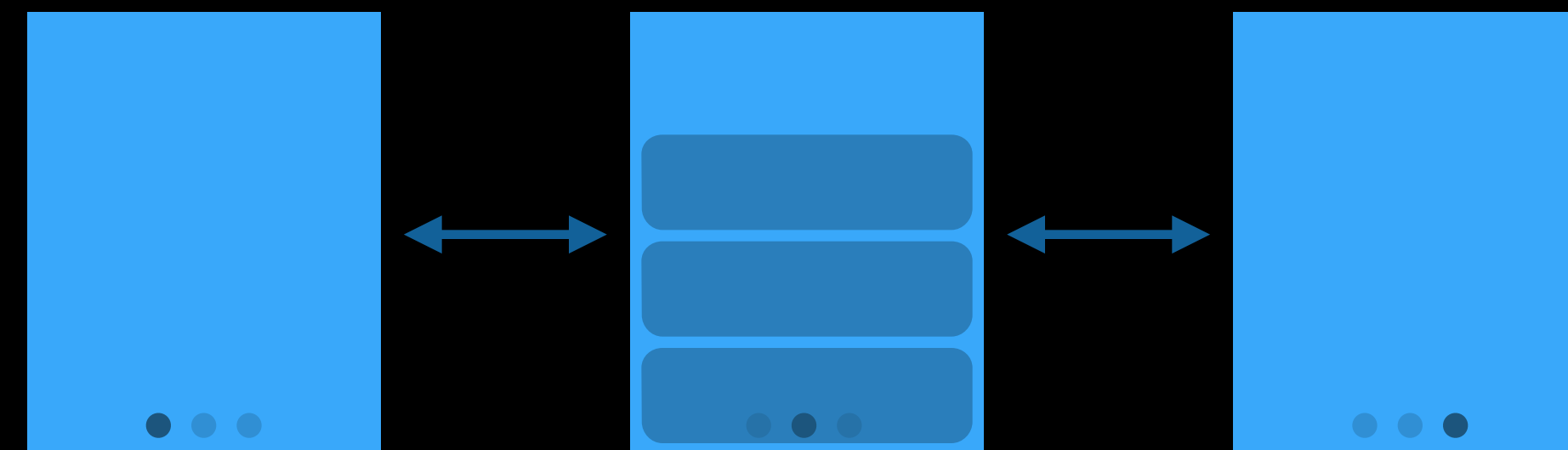
Hierarchical



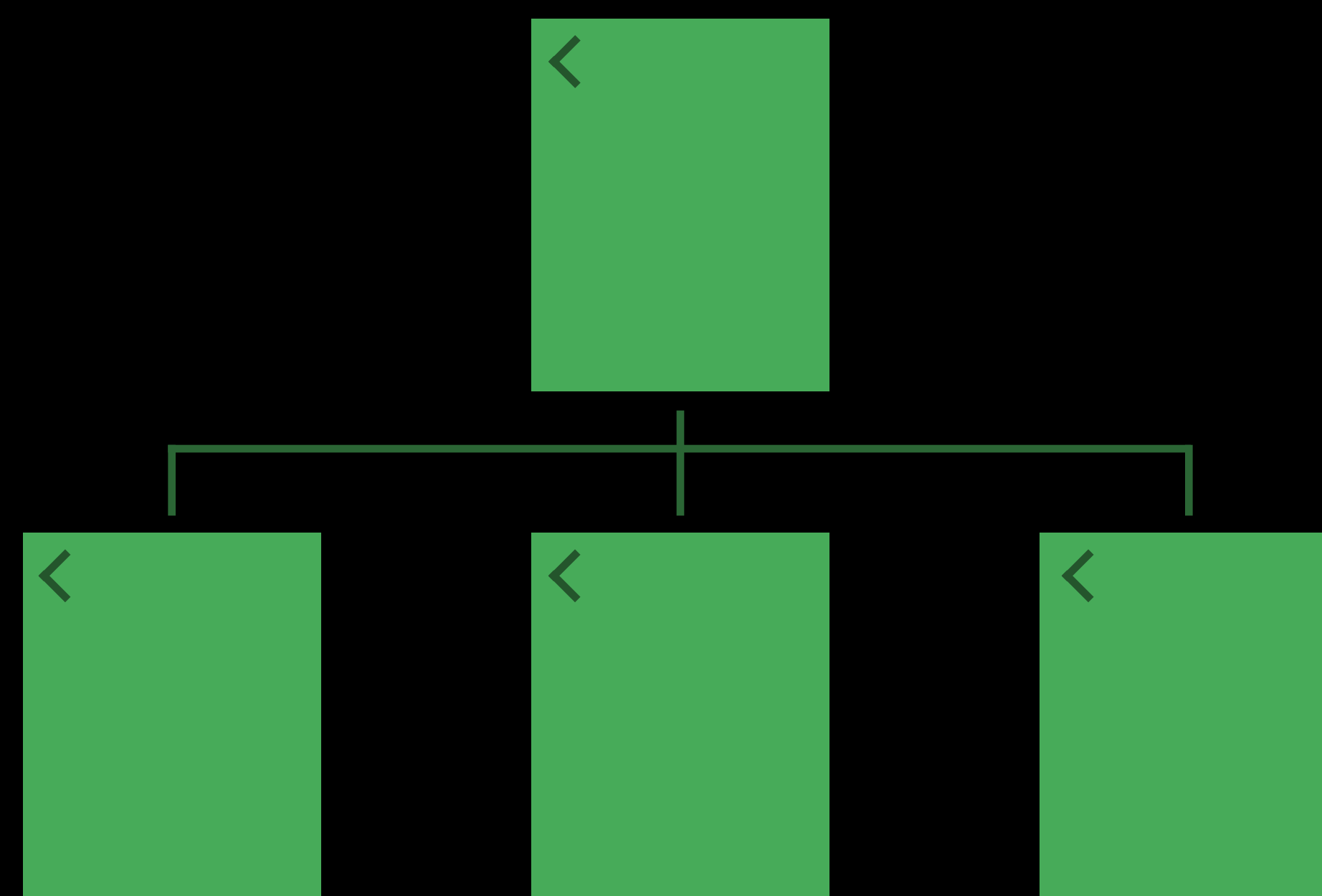
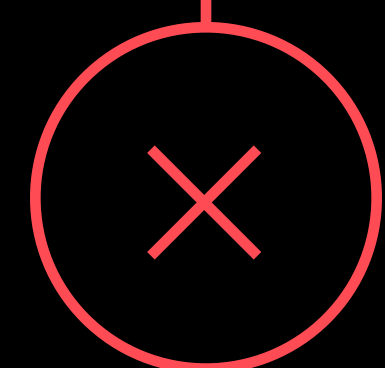
Hierarchical

Page-based or Hierarchical

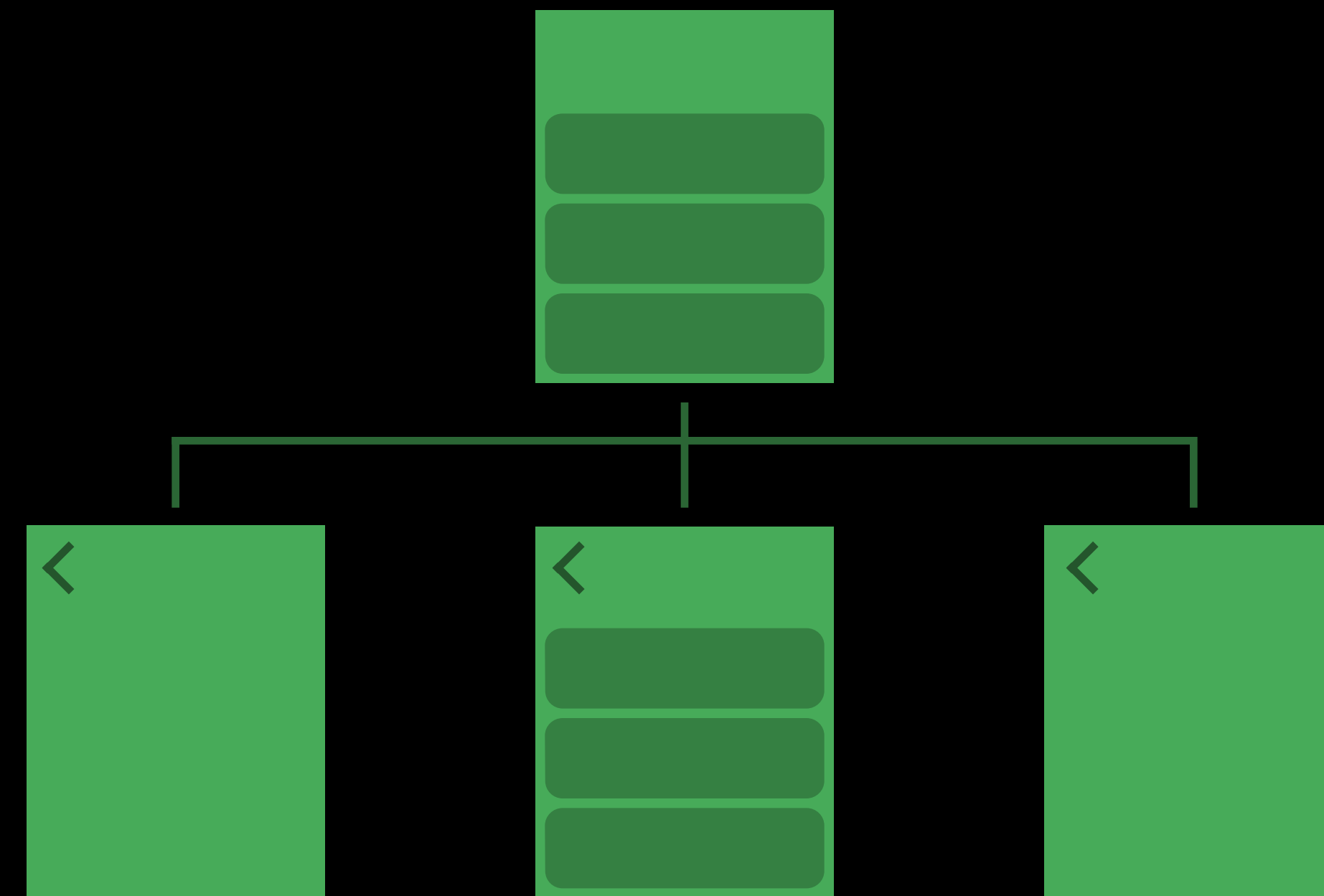
Page-based or Hierarchical



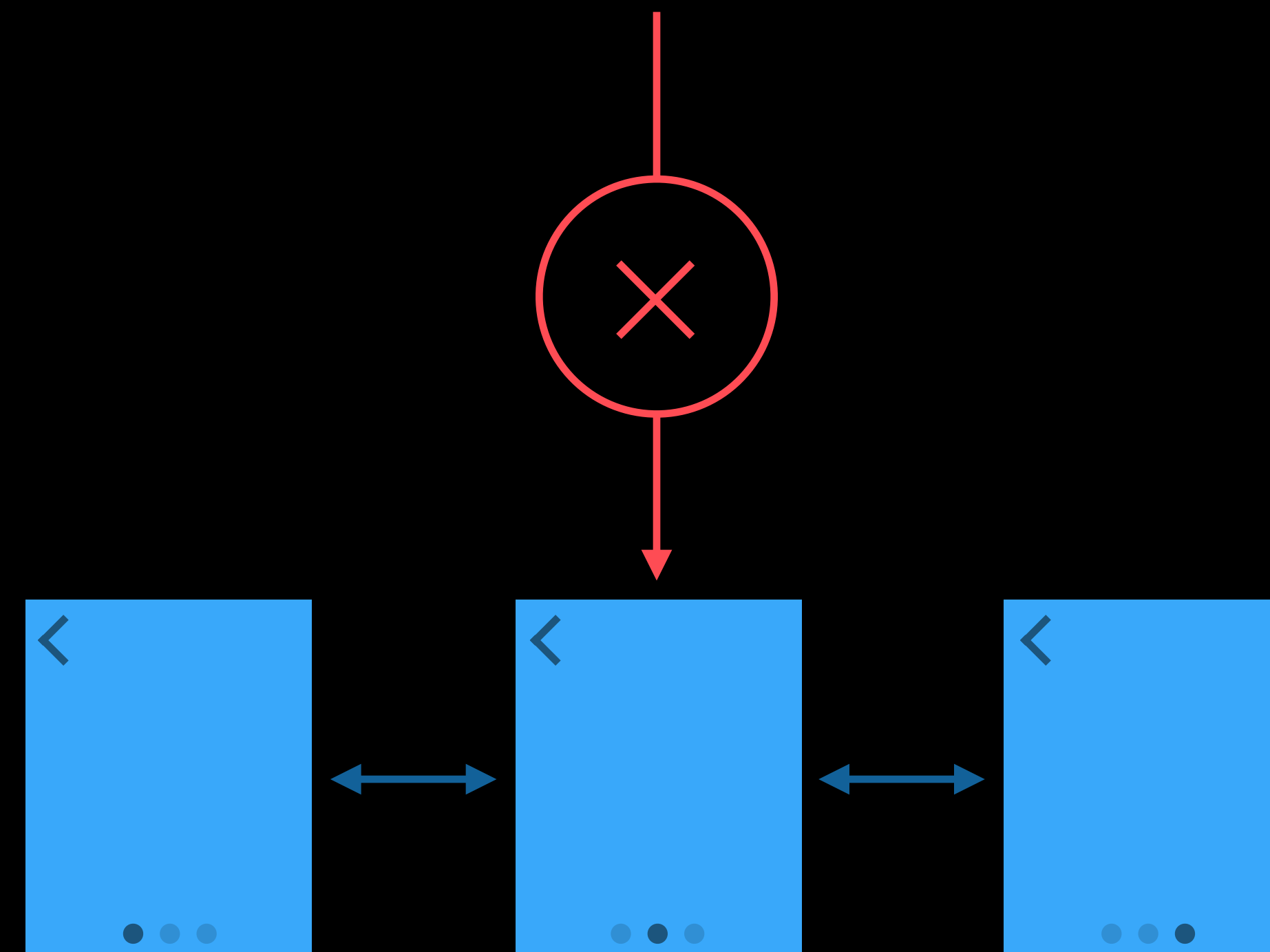
Page-based



Hierarchical



Hierarchical



Page-based



< AAPL

10:09

Apple Inc.

132.54

+1.15 (+0.88%)

LOW

131.40

HIGH

132.97



< AAPL

10:09

Apple Inc.

132.54

+1.15 (+0.88%)

LOW

131.40

HIGH

132.97









Page-based or Hierarchical

Page-based or Hierarchical

Page-based or Hierarchical



Page-based or Hierarchical



Stocks 10:09

AAPL +1.14%

130.28

IBM +1.20%

169.65

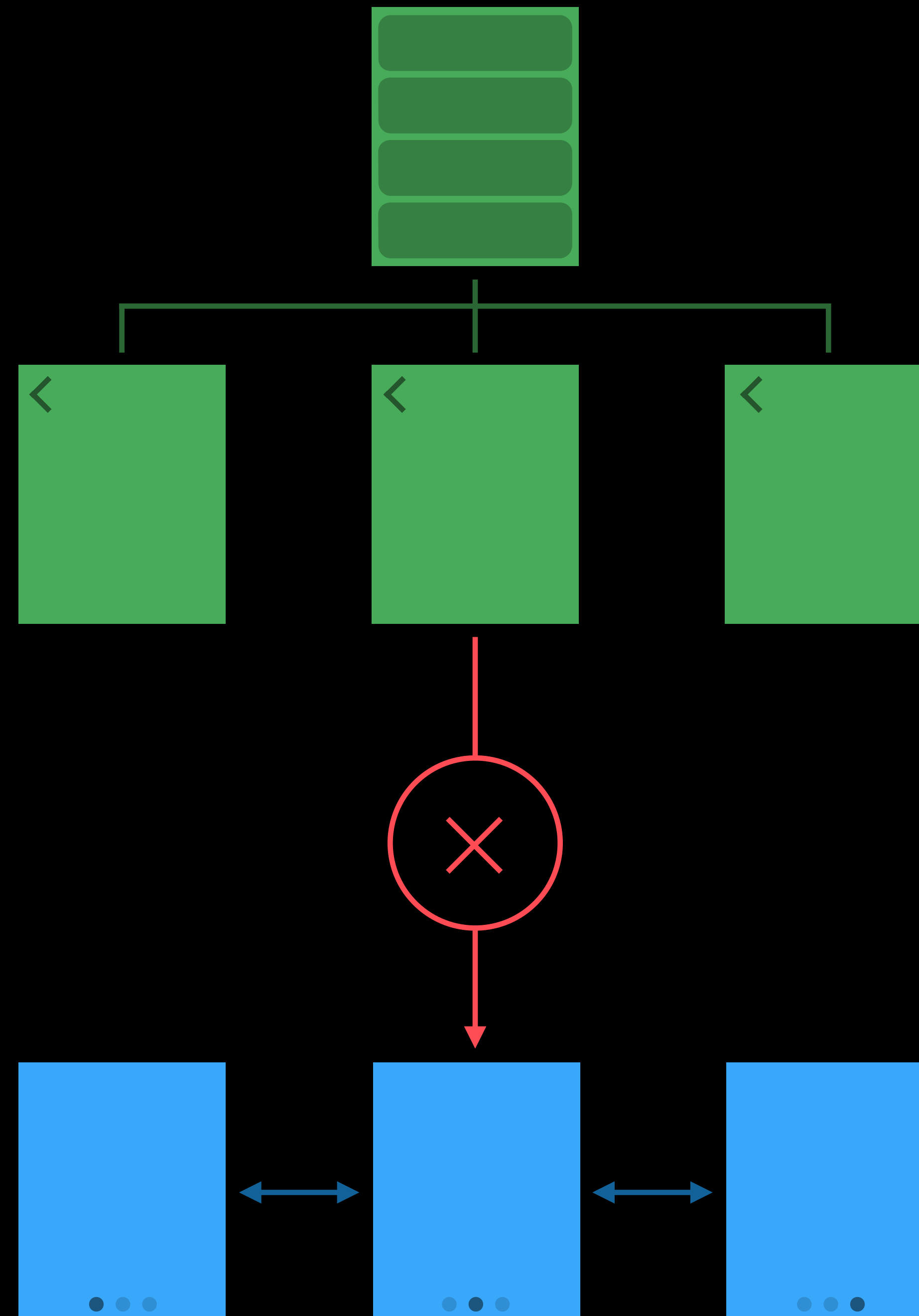
NKE +0.62%

101.67



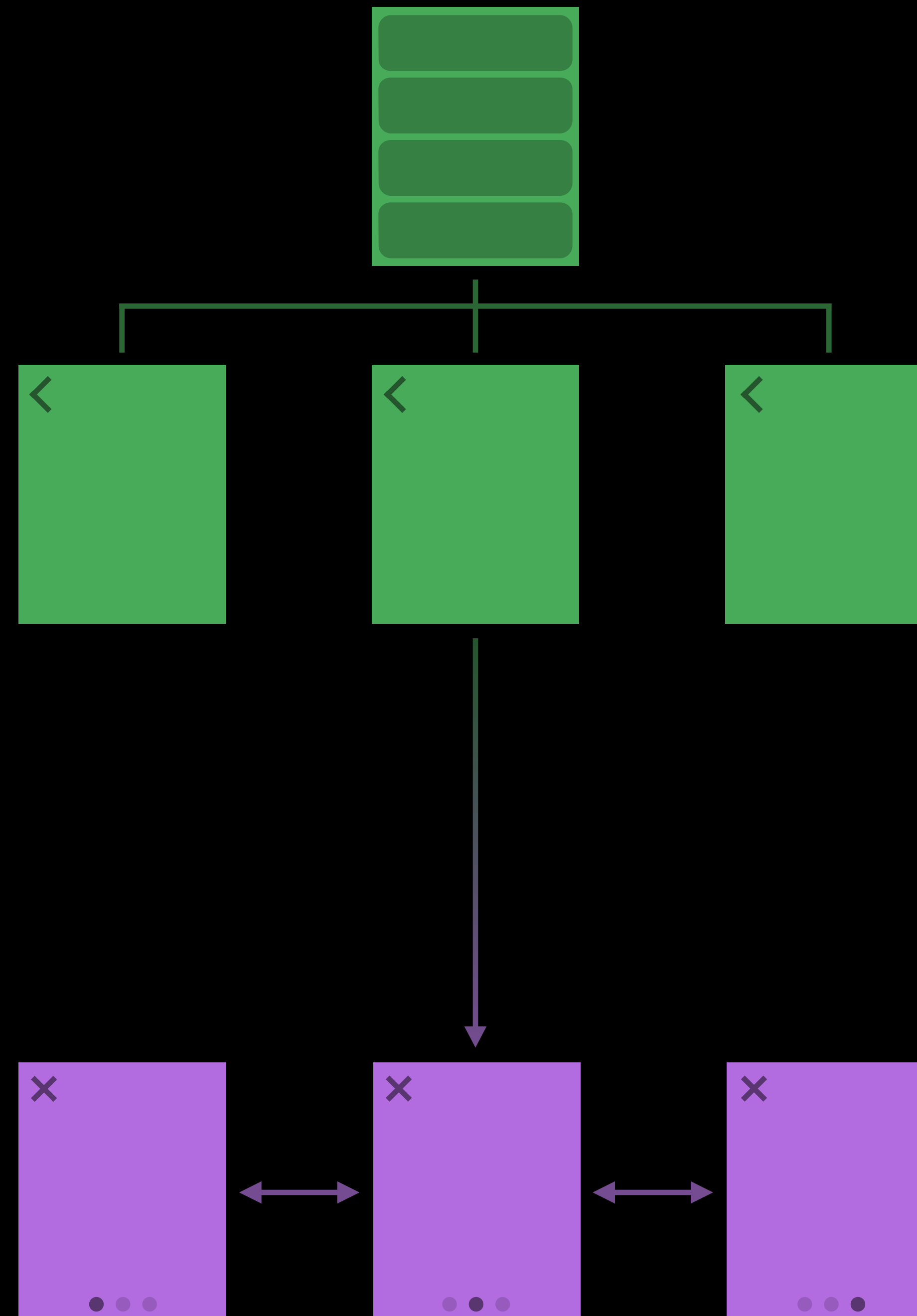






Hierarchical

Page-based



Hierarchical

Modal Sheet



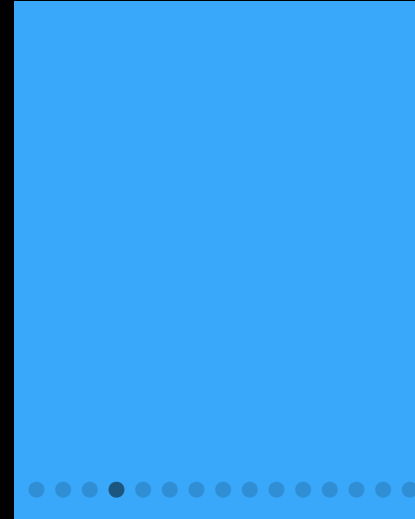
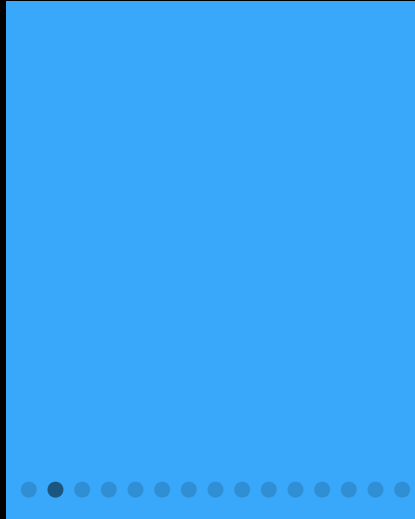






Keep It Simple





Tedious Navigation

10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels

Parent



Child



Parent



Child



Parent



Child



Parent



Child



Parent



Child



Parent



Child



Parent



Child



Parent



Child





10:09 AM

100%

[Settings](#)

Do Not Disturb

Manual



When Do Not Disturb is enabled calls and alerts that arrive while locked will be silenced, and a moon icon will appear in the status bar.

Scheduled



Allow Calls From

Favorites >

Incoming calls from your favorites will not be silenced.

Repeated Calls



When enabled, a second call from the same person within three minutes will not be silenced.

SILENCE:

Always

Only while iPhone is locked



Incoming calls and notifications will be silenced while iPhone is locked.



10:09 AM

100%

Settings

Do Not Disturb

Manual



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100%

[Settings](#)

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SILENCE:

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Only while iPhone is locked



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10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation



Messages 10:09

Rachel Roth

How's it going?

10:05 AM

Kik, Danny & Daya...

Can't wait to get up...

10:03 AM

3

Kim Kilgo

Yes!

9:48 AM



Messages 10:09

Rachel Roth

How's it going?

10:05 AM

Kik, Danny & Daya...

Can't wait to get up...

10:03 AM

3

Kim Kilgo

Yes!

9:48 AM









< AAPL

10:09

Apple Inc.

132.54

+1.15 (+0.88%)

LOW

131.40

HIGH

132.97



< AAPL

10:09

Apple Inc.

132.54

+1.15 (+0.88%)

LOW

131.40

HIGH

132.97





10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation

Bonus Pitfall









10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation

10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
6. Buttons that don't look like buttons

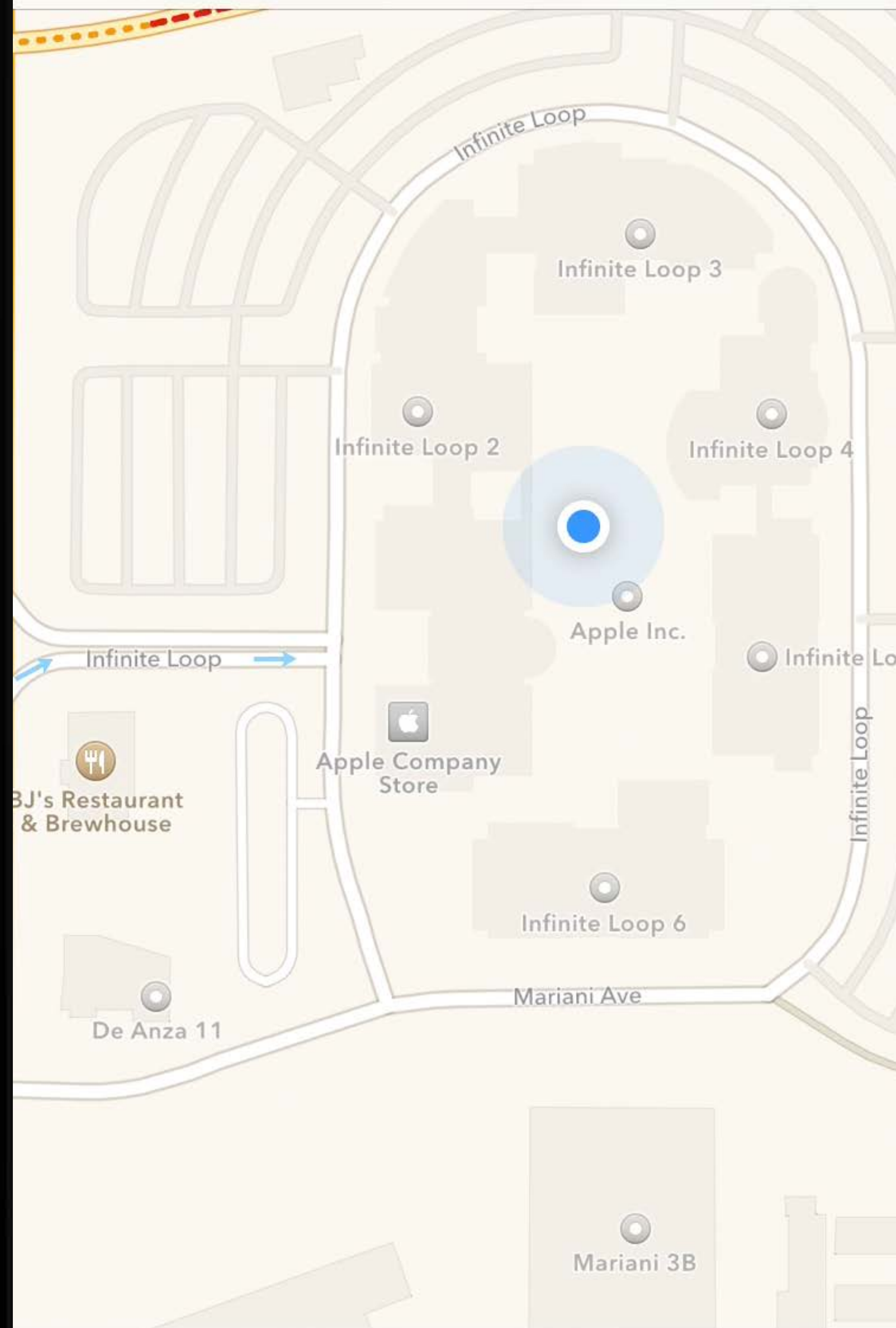


9:41 AM

100%



Search or enter an address



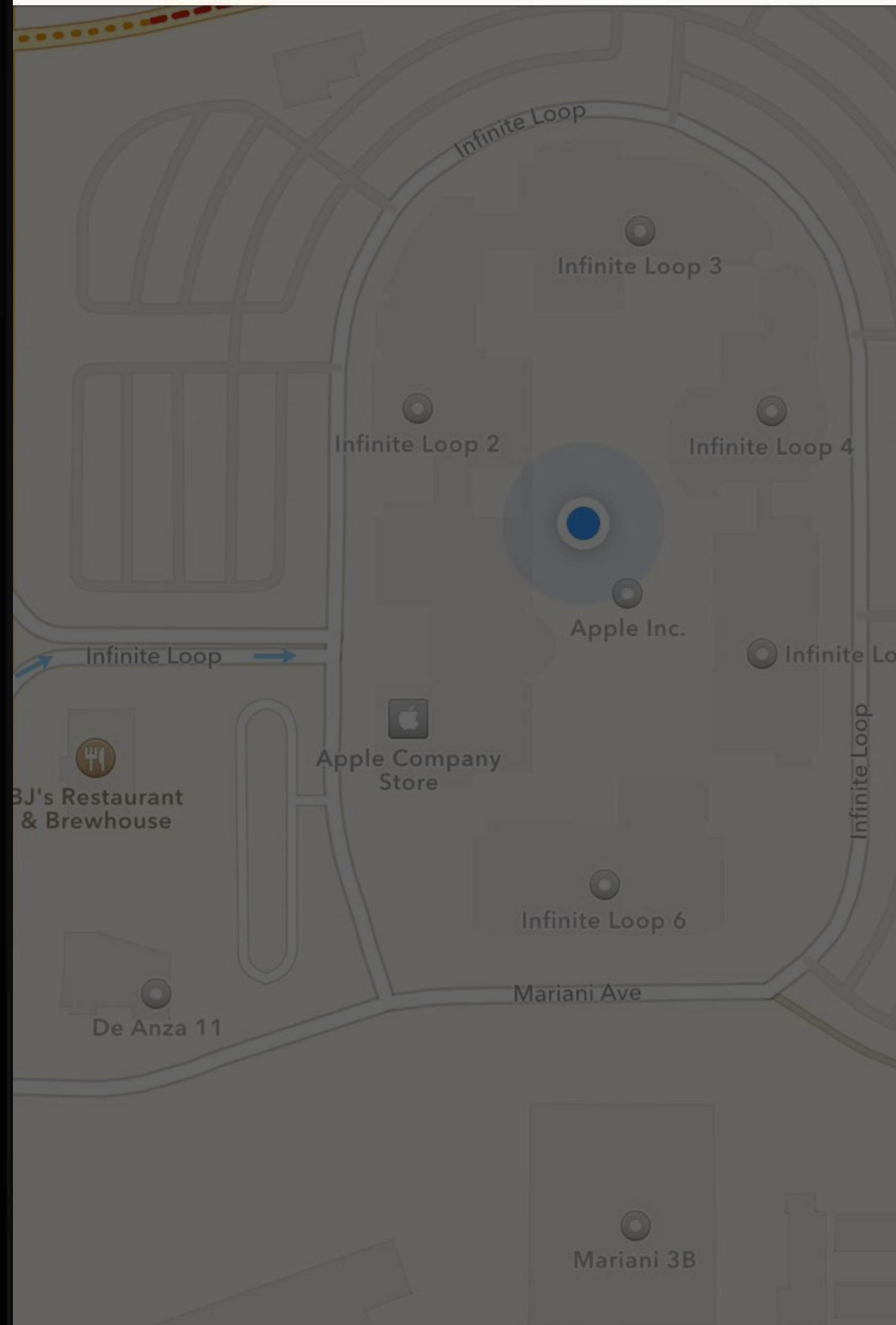


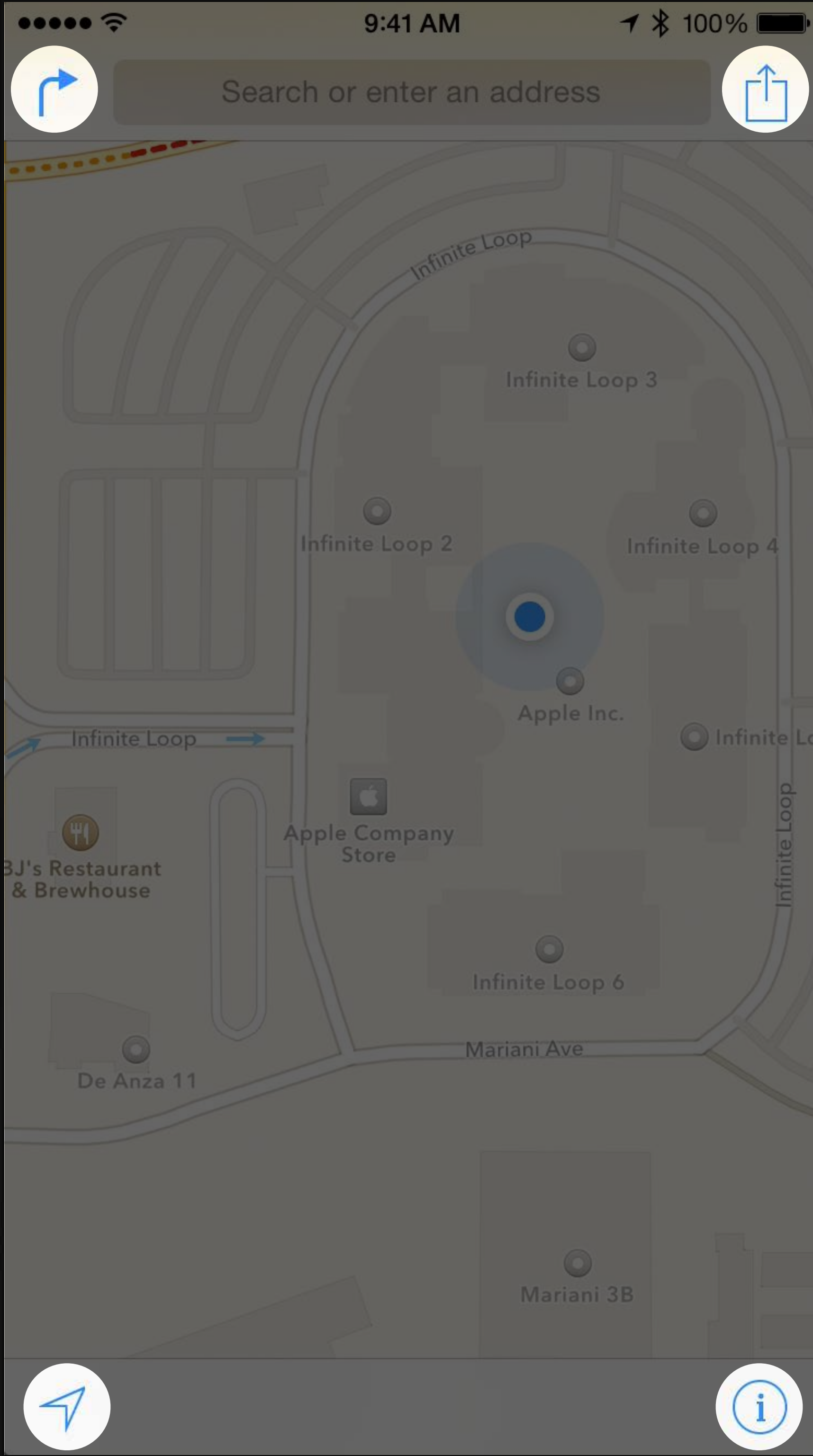
9:41 AM

100%



Search or enter an address

















< Coffee & Tea 10:09

\$ · 800 FEET

Cafe Sophie



233 REVIEWS

Coffee & Tea, Cafes

\$ · 0.2 MILES

Duboce Park Cafe







WWDC

9 targets, multiple platforms

WWDCCore

WWDC

DataLoader

WWDC News Builder

WWDC Beacon Builder

Statistics

Shared Resources

WWDCCore Tests

WWDC WatchKit Extension

WWDC WatchKit App

Interface.storyboard

Images.xcassets

Supporting Files

Frameworks

Products

Indexing | Processing files 1

WWDC > WWDC WatchKit App > Interface.storyboard > Interface.storyboard (Base) > WWDC Scene > WWDC

WWDC

12:00

Sessions

Main →

SessionsController

12:00

SESSIONS

Session Title

Room name

No Sessions

No Sessions

→

SessionDetailCont

12:00

Session Title

Track

Room name

Date

Time

Description

Glance Interface

WWDC

Glance →

Static Interface

12:00

WWDC WAT...

Alert Label

Dismiss

myCategory →

Any Screen Size

Identity and Type

Name Interface.storyboard

Type Default - Interface Builder Storyboard

Location Relative to Group

Base.lproj/Interface.storyboard

Full Path /Users/pmarcos/projects/Evangelism/Charlie/WWDC WatchKit App/Base.lproj/Interface.storyboard

Interface Builder Document

Opens in Default (6.2)

Builds for Project Deployment Target (8.0)

Global Tint

Localization

Base

English Localizable Strings

English Localizable Strings

German Localizable Strings

Target Membership

WWDC

WWDCCore

WWDC News Builder

WWDC Beacon Builder

Statistics

Object - Provides an instance of an NSObject subclass that is not available in Interface Builder.

View Controller - A controller that manages a view, typically loaded from a nib file.

Window Controller - A controller that manages a window

Page Controller - A instance of an NSPageController used for controlling page view animations.

Vertical Split View Controller - Controller which manages views arranged next to one another.

Horizontal Split View Controller - Controller which manages views arranged next to one another.

Tab View Controller - A view controller that switches between one of a set of view controllers using a tab view.



10:09 AM

100%

Settings



Airplane Mode



Wi-Fi

AppleWiFi >



Bluetooth

On >



Cellular



VPN



Notifications



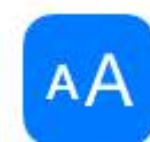
Control Center



Do Not Disturb



General

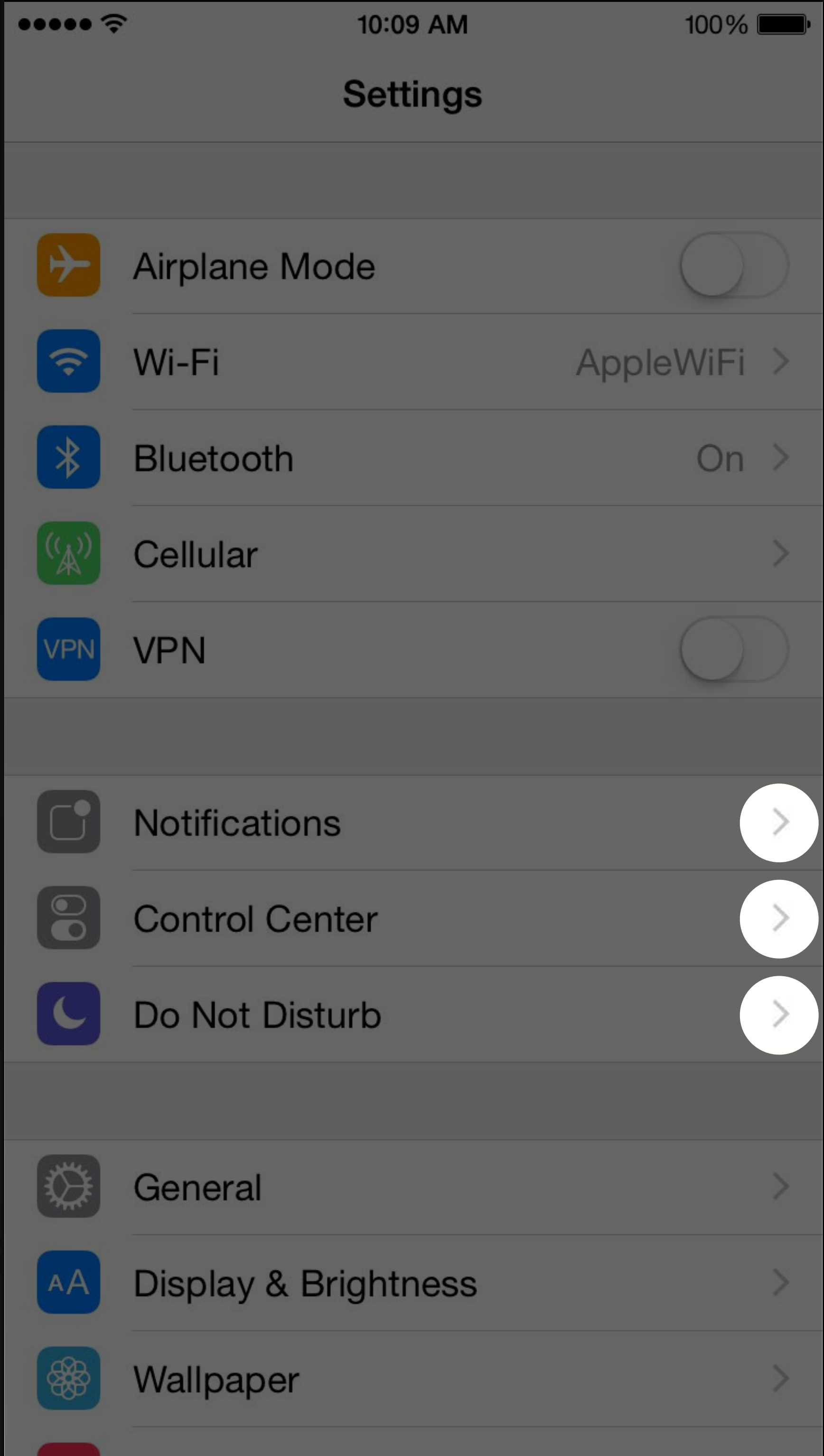


Display & Brightness



Wallpaper







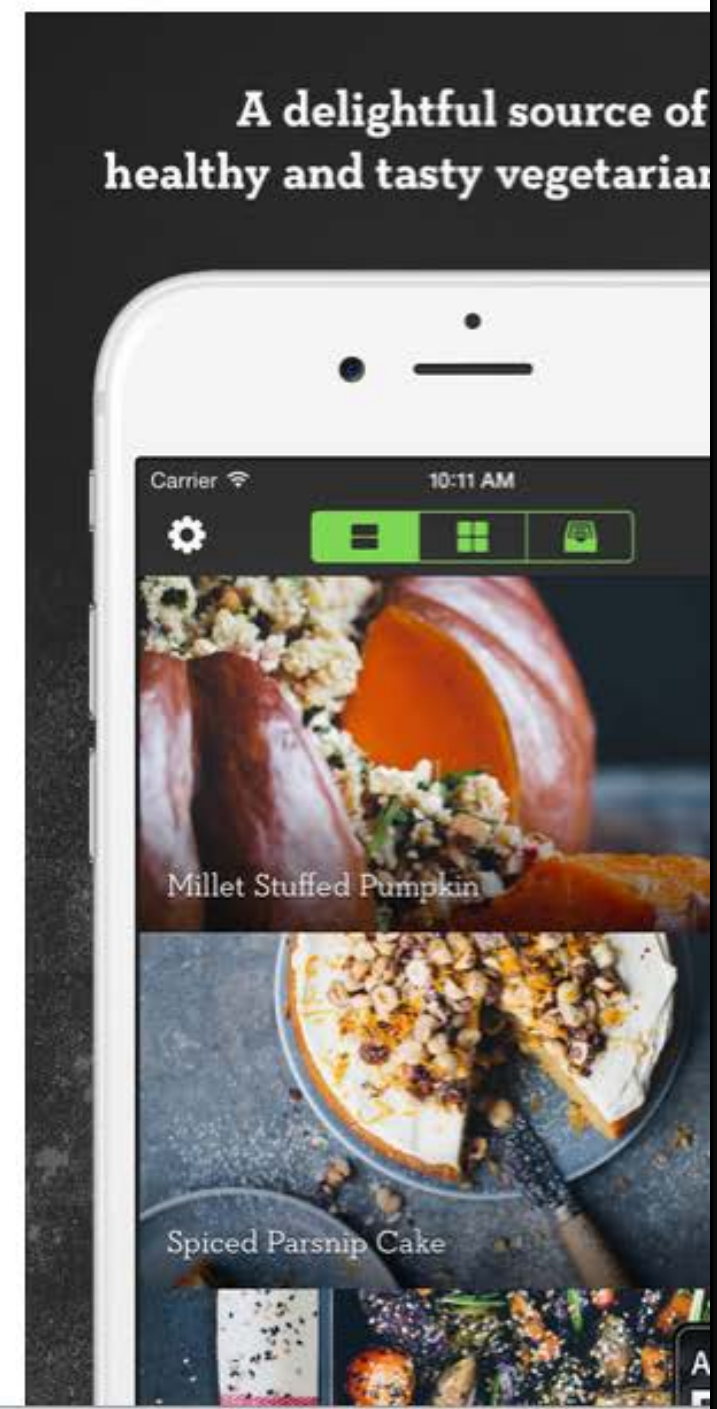
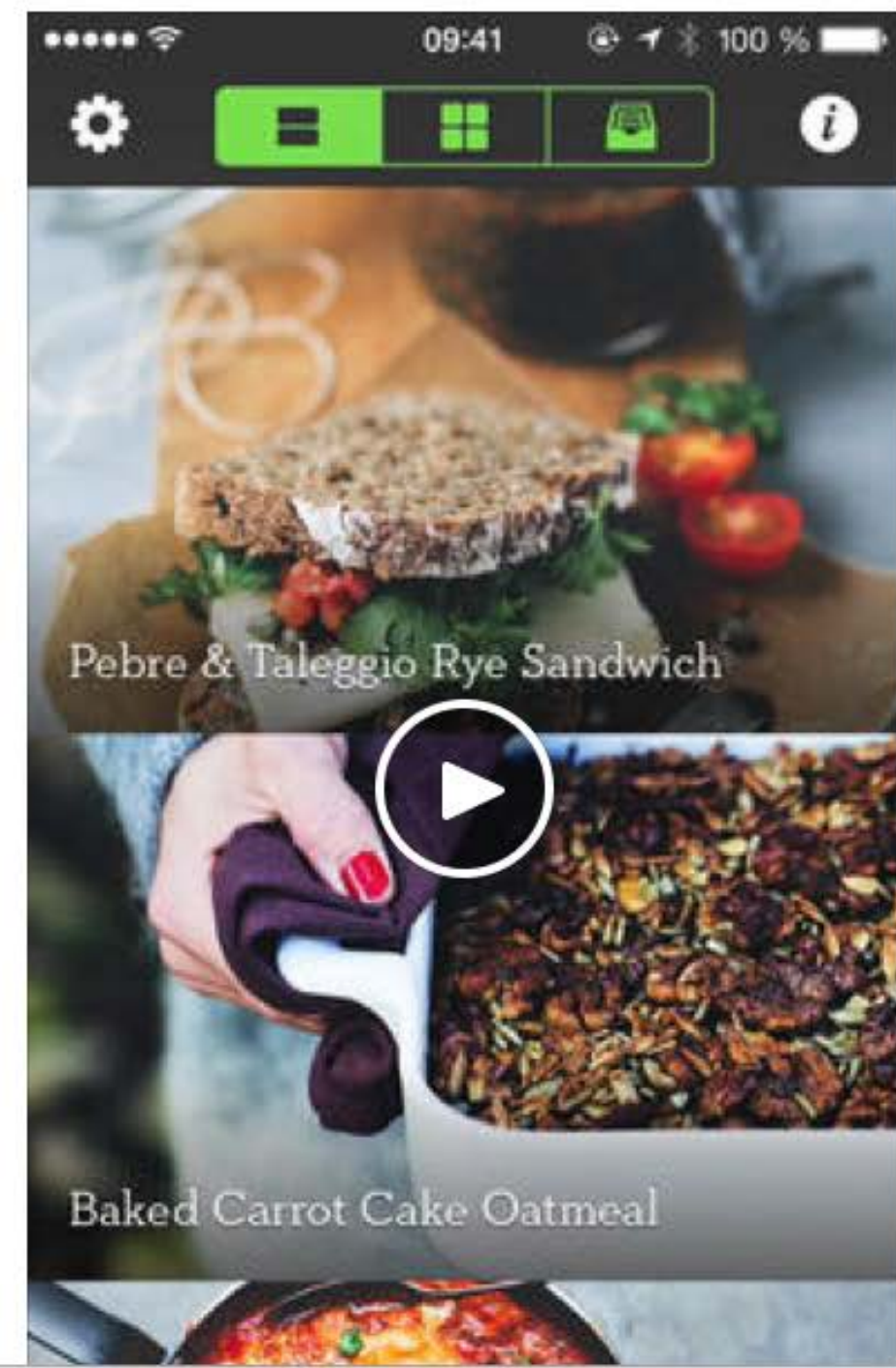
Green Kitchen – healthy 4+
vegetarian recipes
Amazing Applications AB >
Offers In-App Purchases

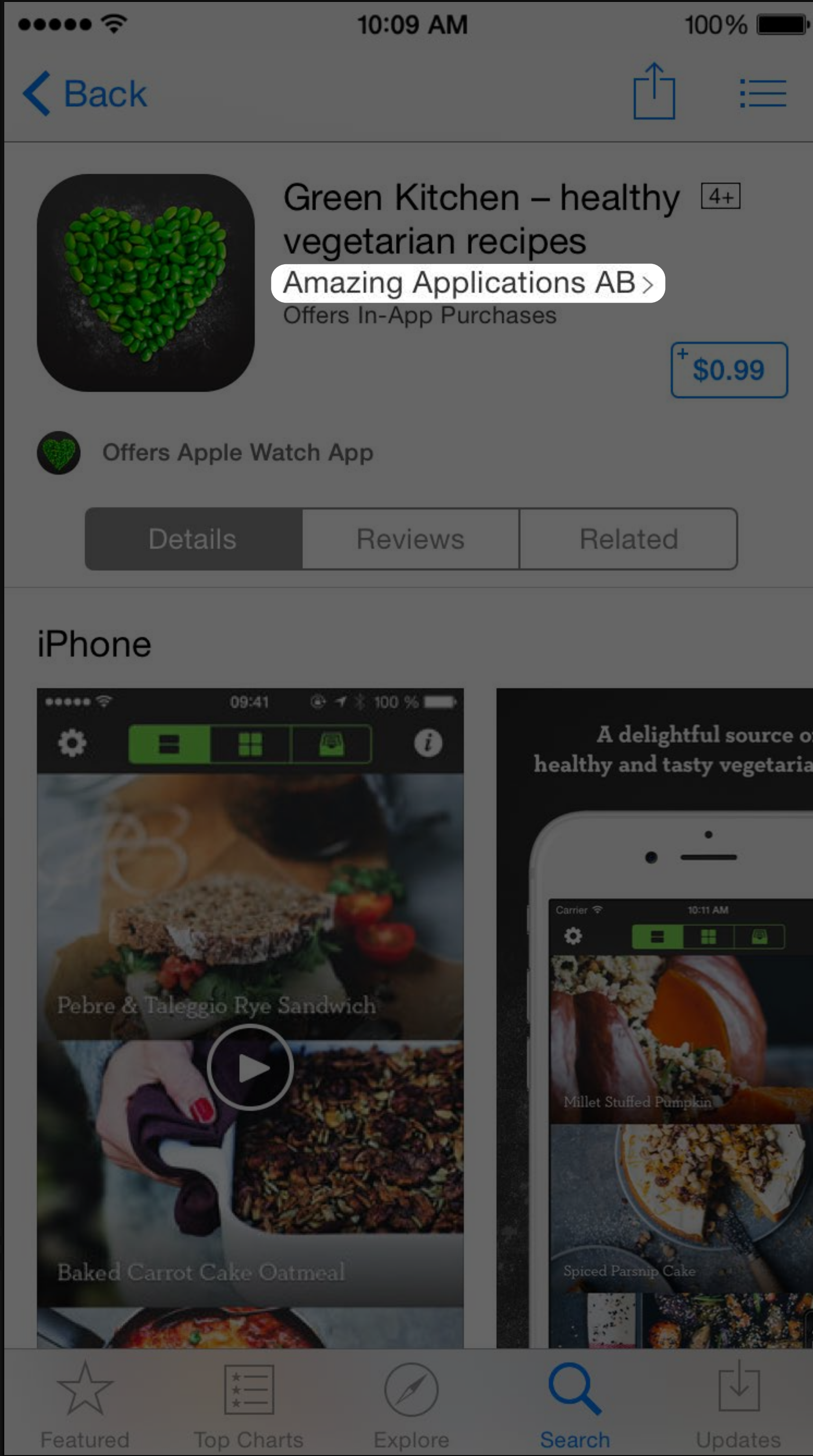
+\$0.99

 Offers Apple Watch App

- Details
- Reviews
- Related

iPhone



















 (415) 555-1212 

1

2
ABC

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DEF

4
GHI

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JKL

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MNO

7
PQRS

8
TUV

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WXYZ

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Favorites



Recents



Contacts



Keypad



Voicemail



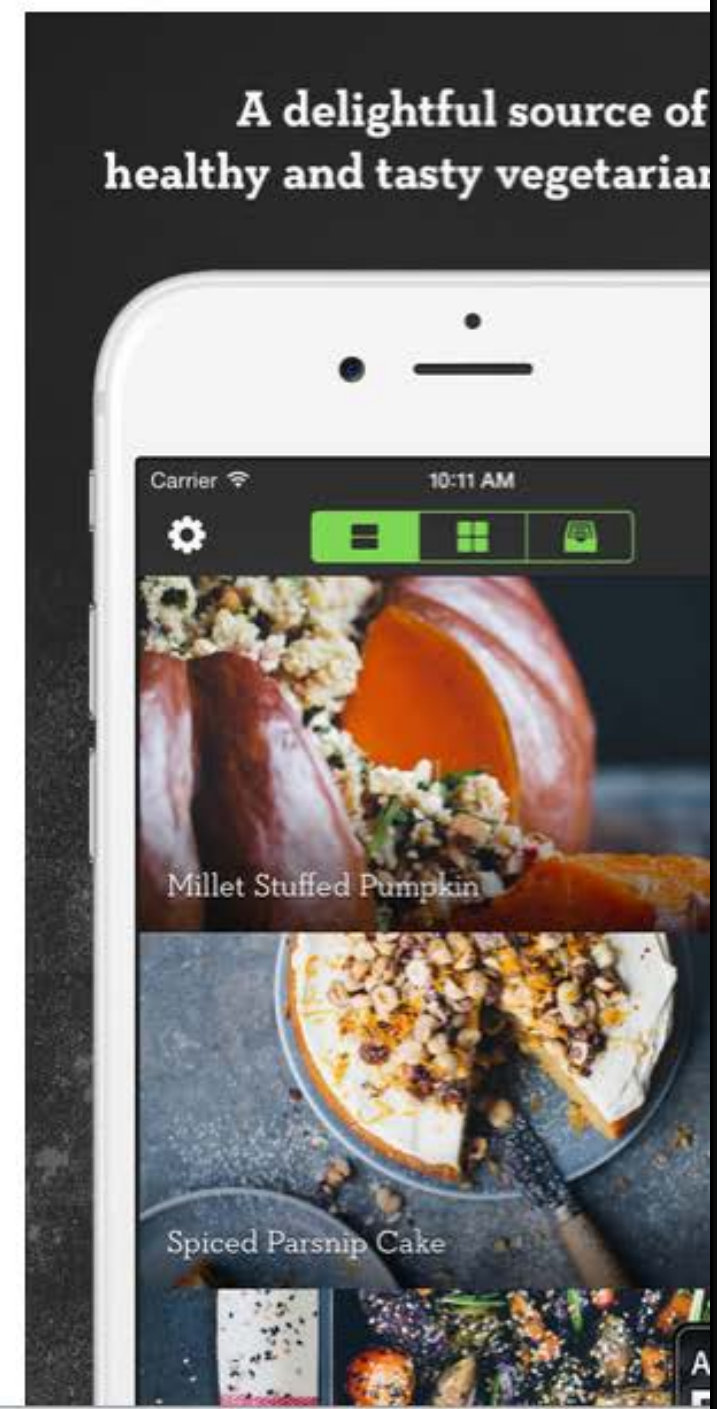
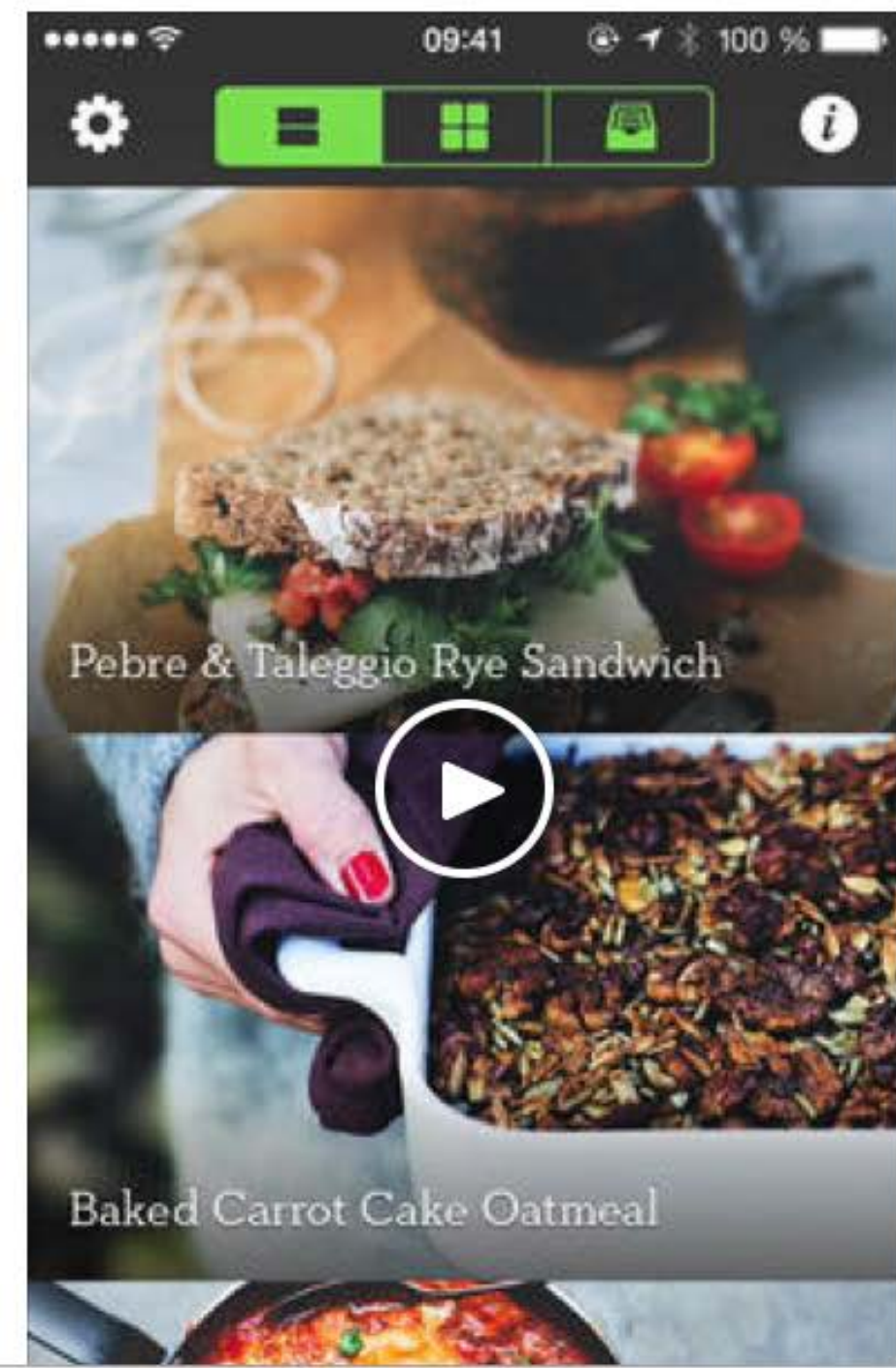
Green Kitchen – healthy 4+
vegetarian recipes
Amazing Applications AB >
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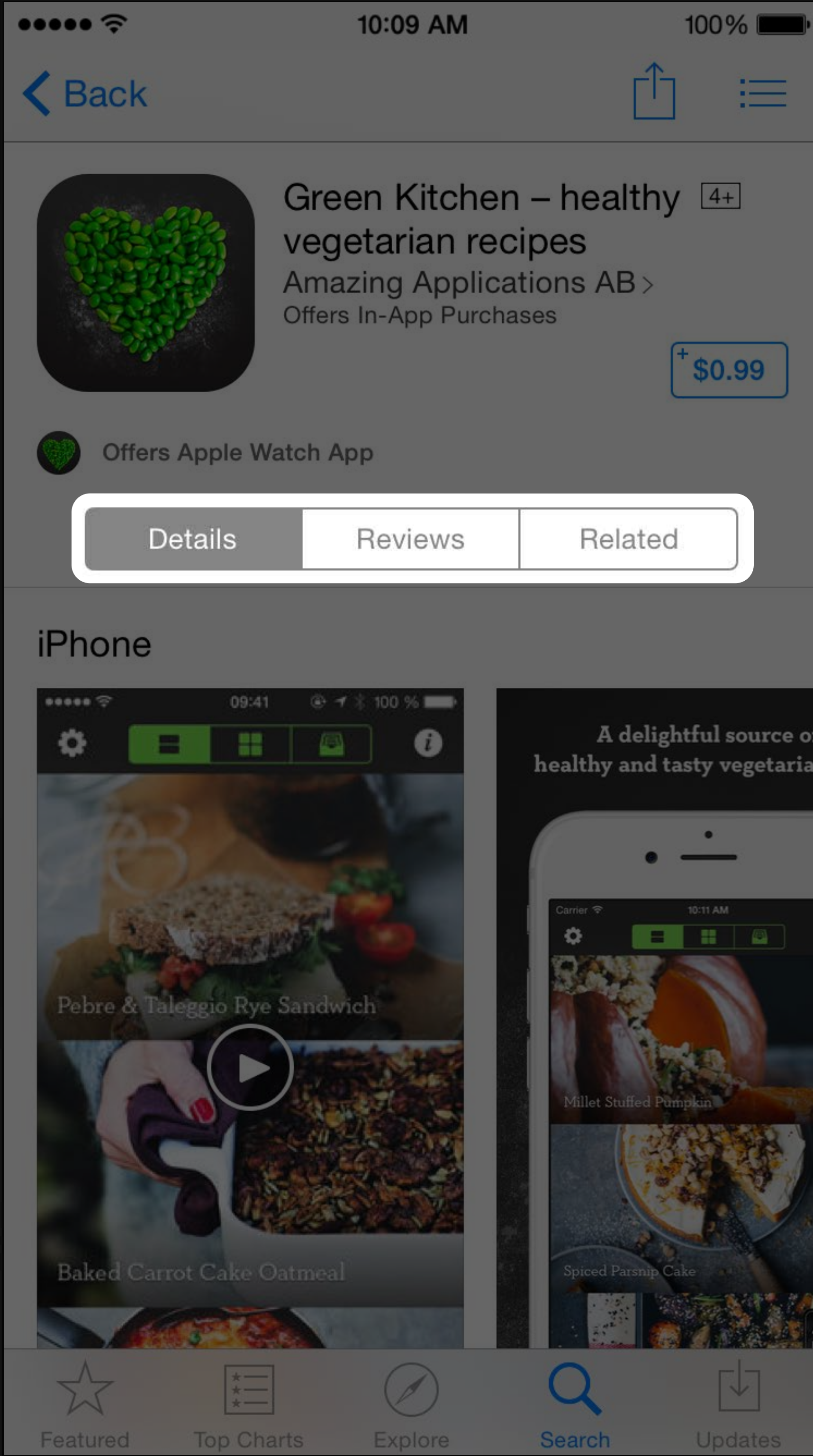
⁺\$0.99

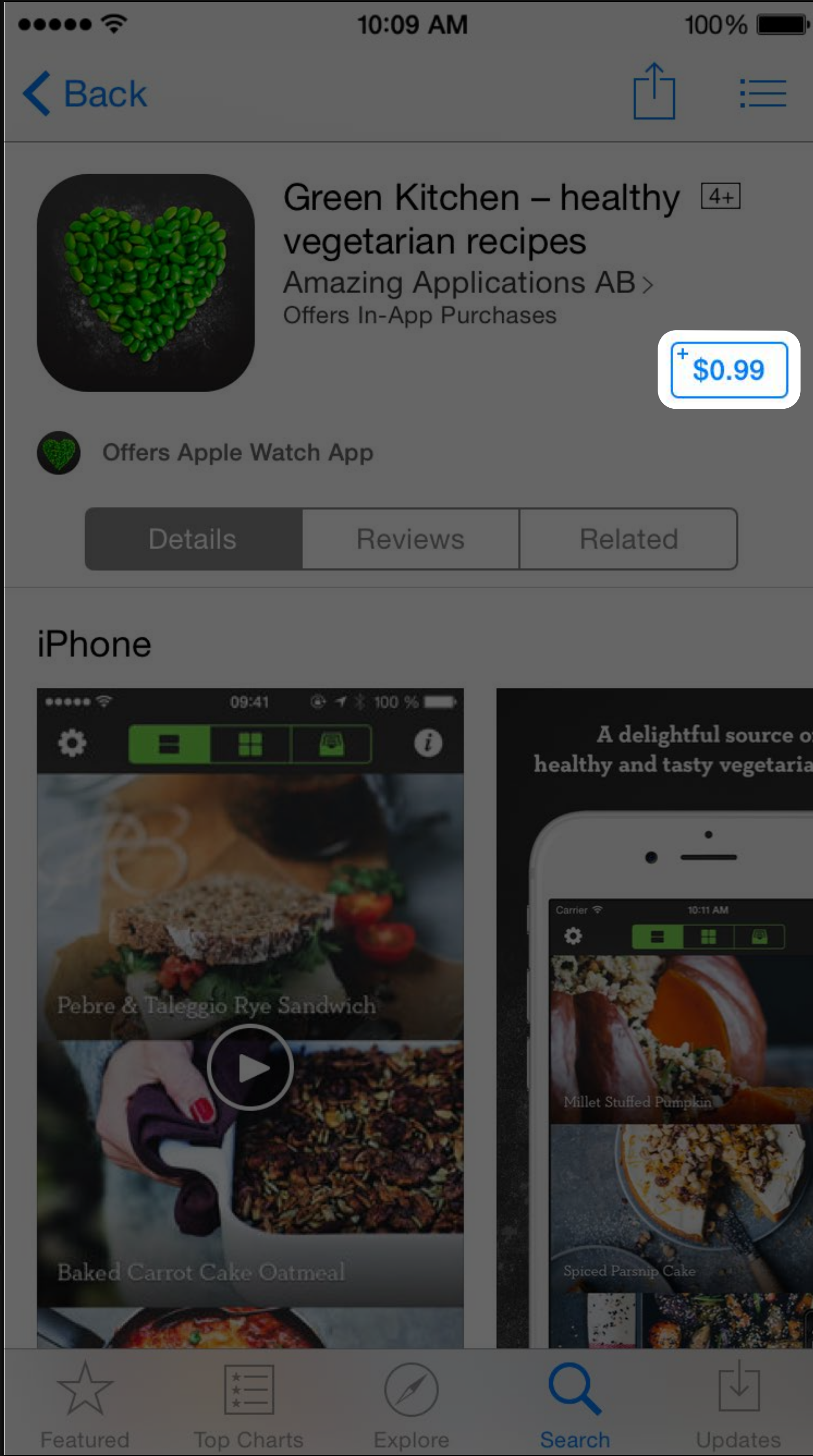
 Offers Apple Watch App

- Details
- Reviews
- Related

iPhone









Green Kitchen – healthy vegetarian recipes

4+

Amazing Applications AB >

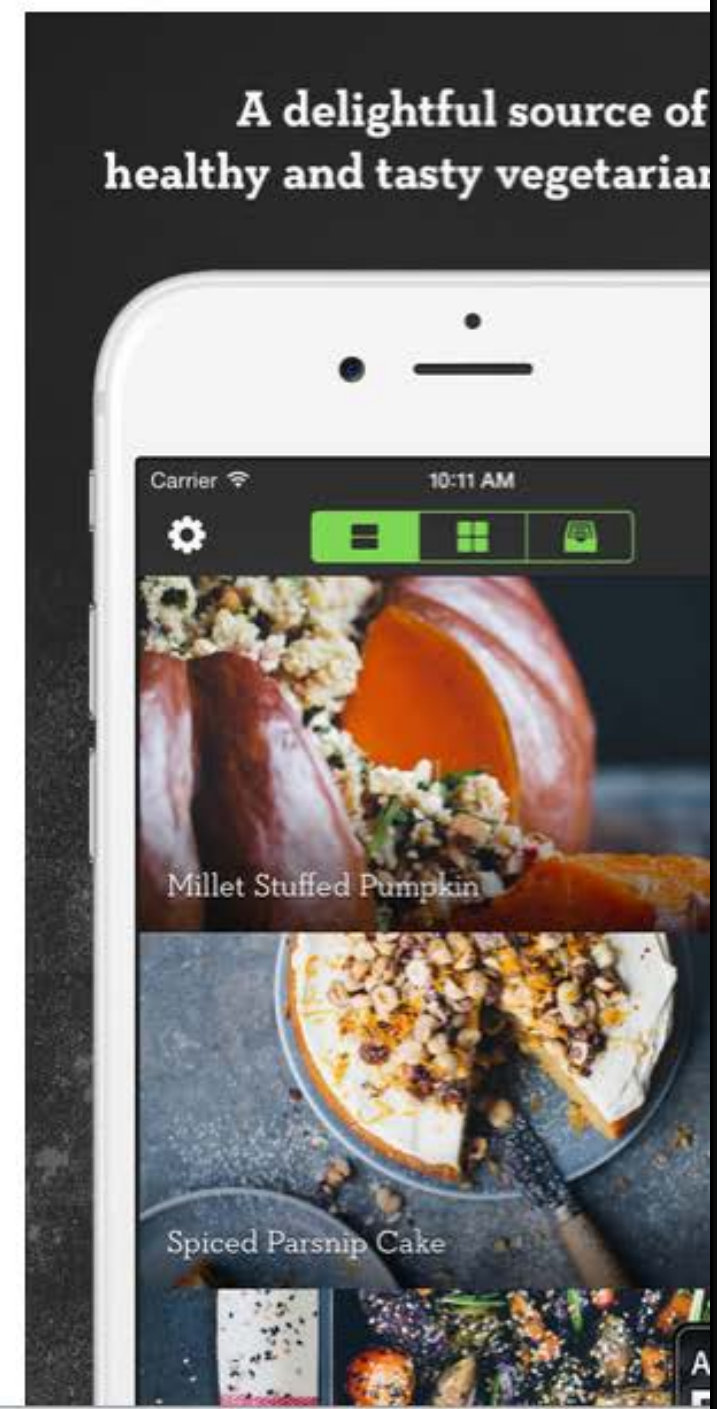
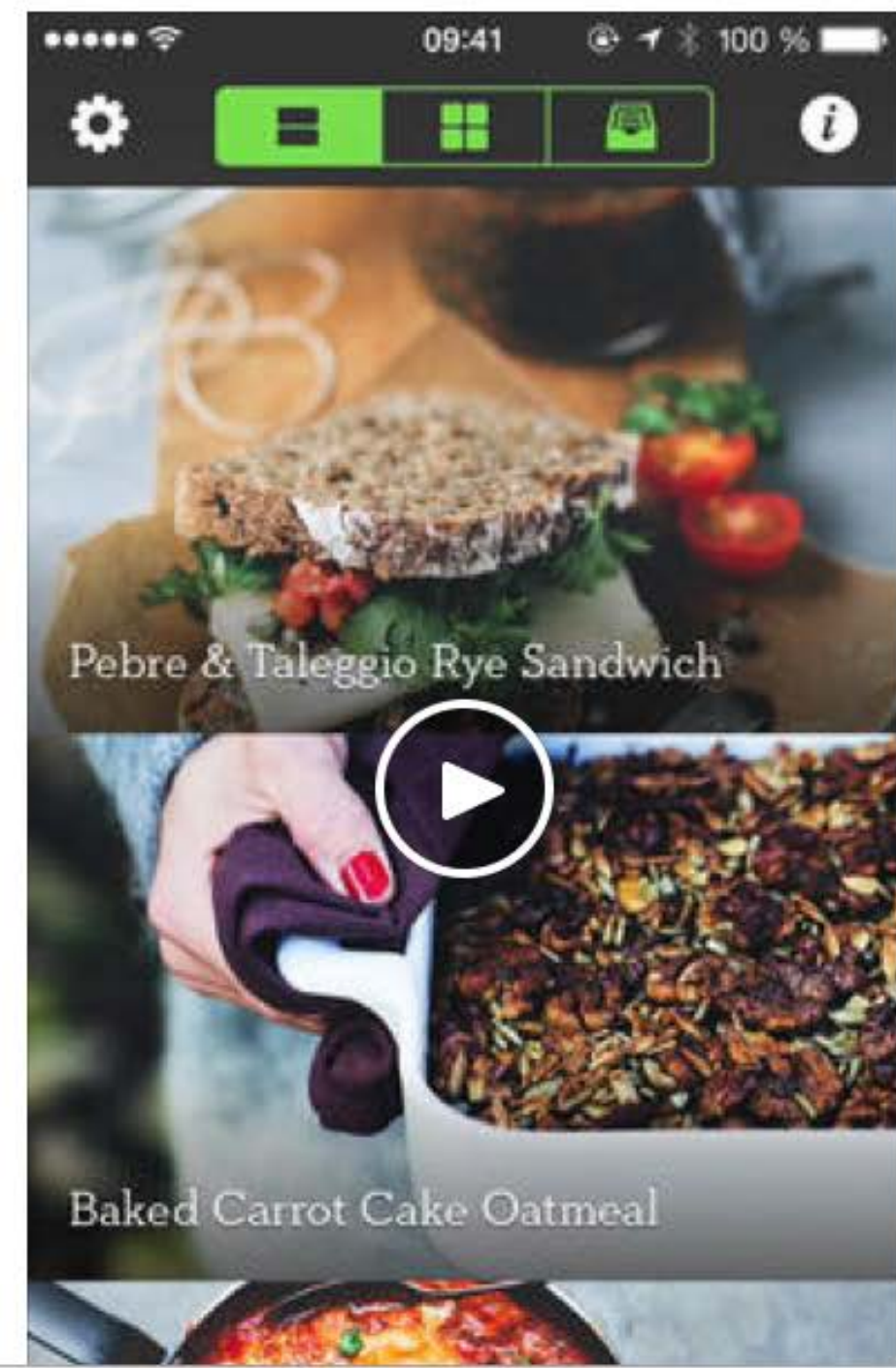
Offers In-App Purchases

+\$0.99

 Offers Apple Watch App

- Details
- Reviews
- Related

iPhone







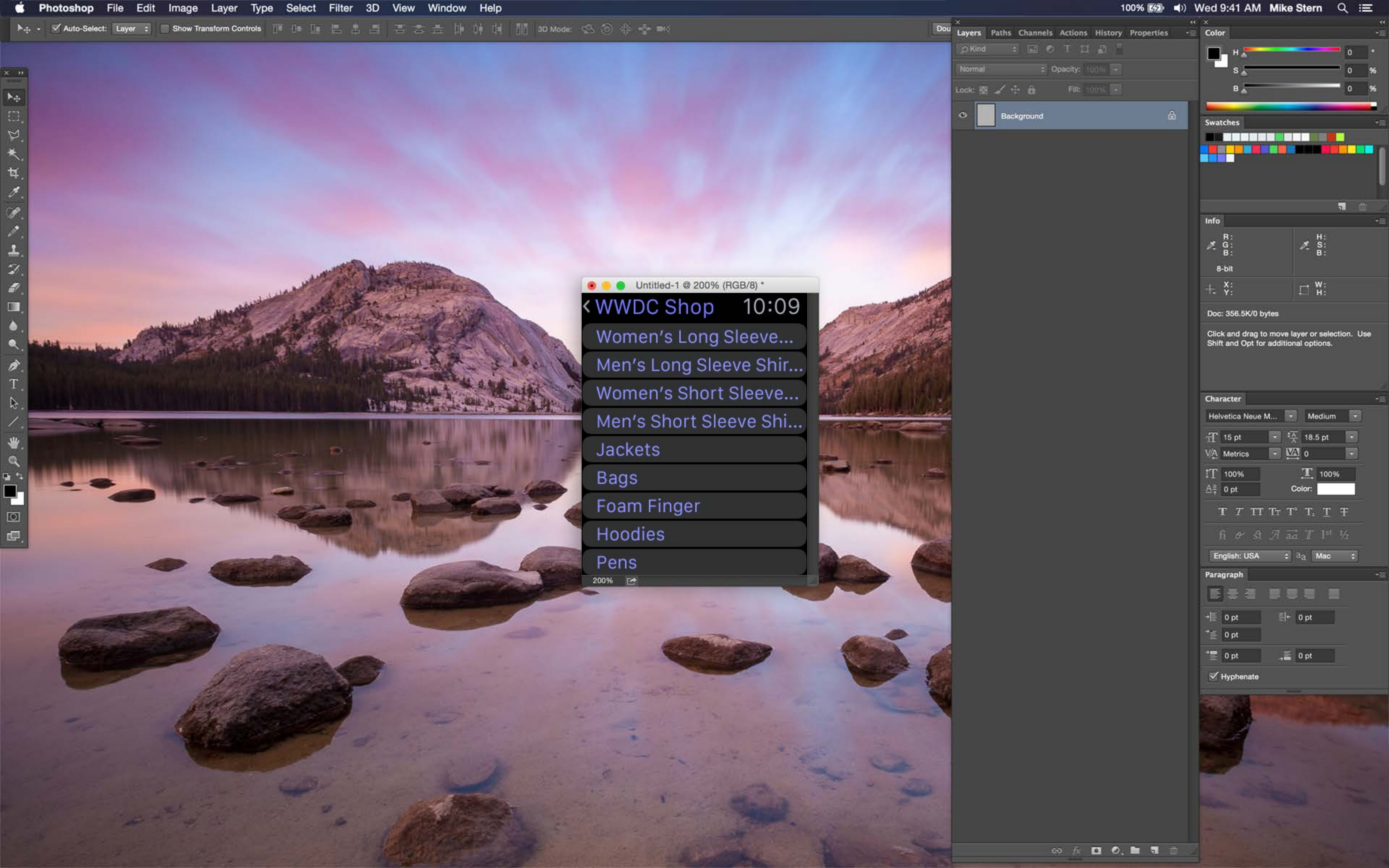


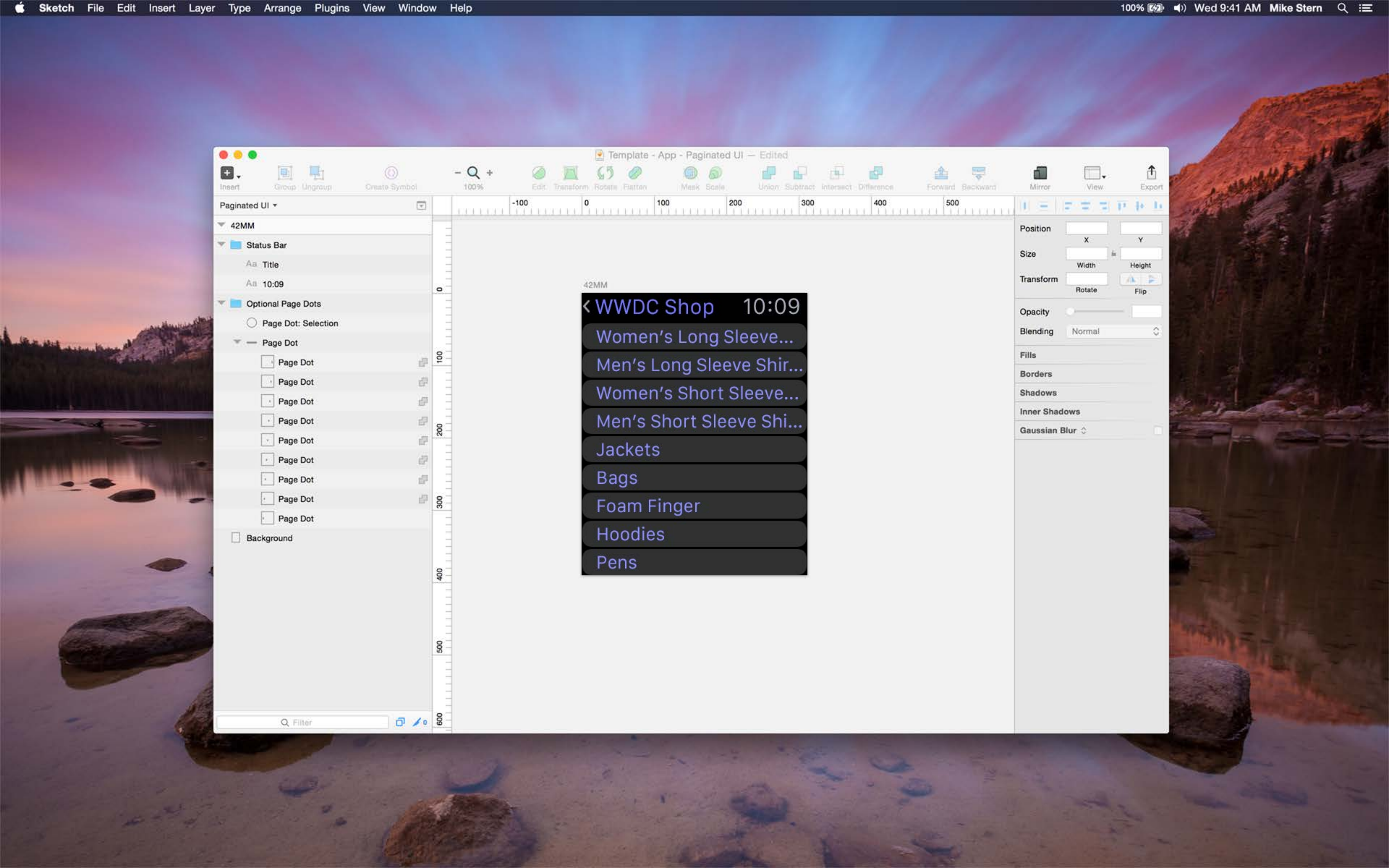




10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
6. Buttons that don't look like buttons
7. Inadequate tap targets





Template - App - Paginated UI — Edited

Insert

Group

Ungroup

Create Symbol

100%

Edit

Transform

Rotate

Flatten

Mask

Scale

Union

Subtract

Intersect

Difference

Forward

Backward

Mirror

View

Export

Paginated UI ▾

42MM

Status Bar

Title

10:09

Optional Page Dots

Page Dot: Selection

Page Dot

Page Dot

Page Dot

Page Dot

Page Dot

Page Dot

Page Dot

Page Dot

Page Dot

Background

42MM

< WWDC Shop 10:09

Women's Long Sleeve...

Men's Long Sleeve Shir...

Women's Short Sleeve...

Men's Short Sleeve Shi...

Jackets

Bags

Foam Finger

Hoodies

Pens

Position

X

Y

Size

Width

Height

Transform

Rotate

Flip

Opacity

Blending

Normal

Fills

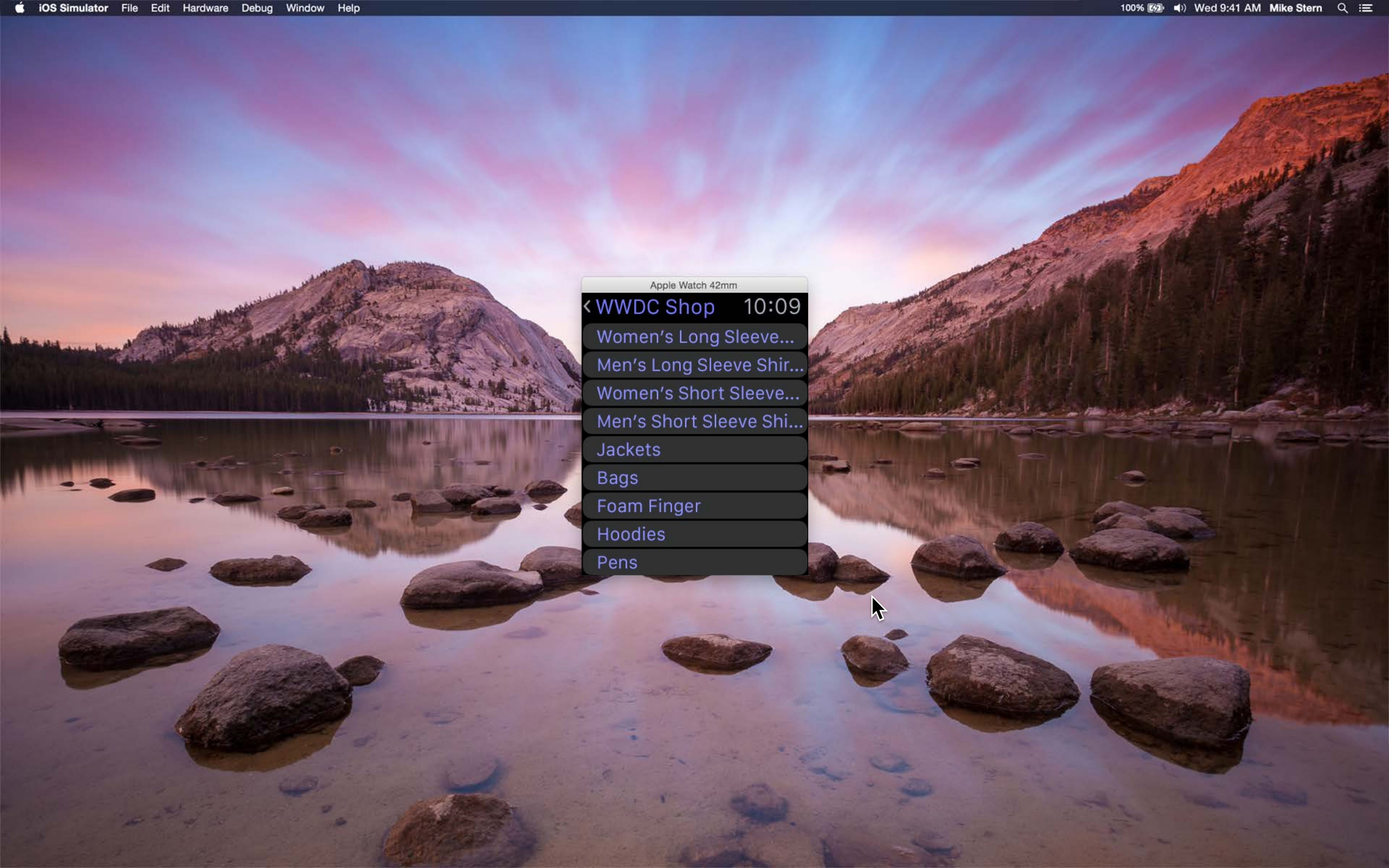
Borders

Shadows

Inner Shadows

Gaussian Blur

Filter



Apple Watch 42mm

< WWDC Shop 10:09

Women's Long Sleeve...

Men's Long Sleeve Shir...

Women's Short Sleeve...

Men's Short Sleeve Shi...

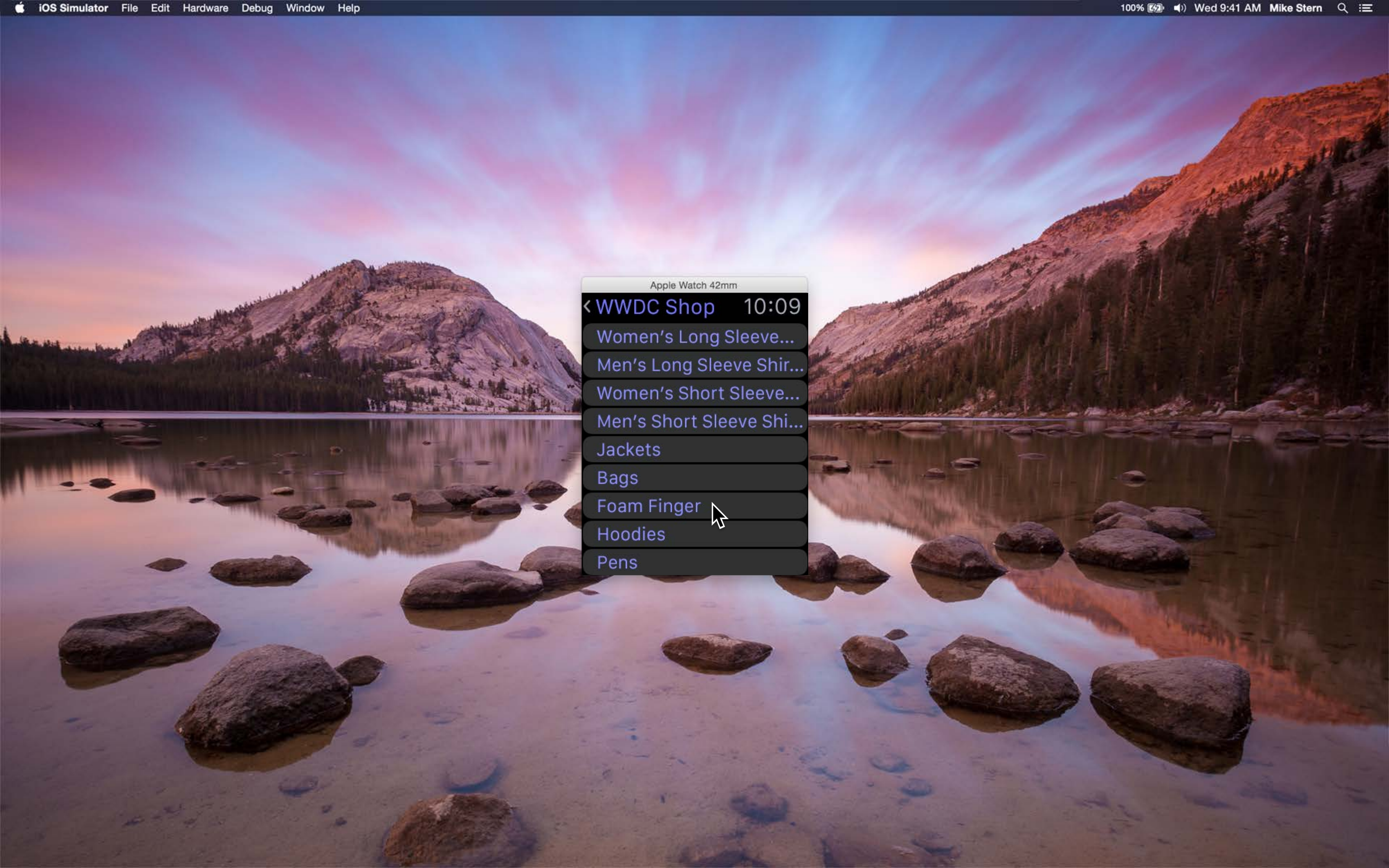
Jackets

Bags

Foam Finger

Hoodies

Pens



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Women's Short Sleeve...

Men's Short Sleeve Shi...

Jackets

Bags

Foam Finge

Hoodies

Pens











80 px













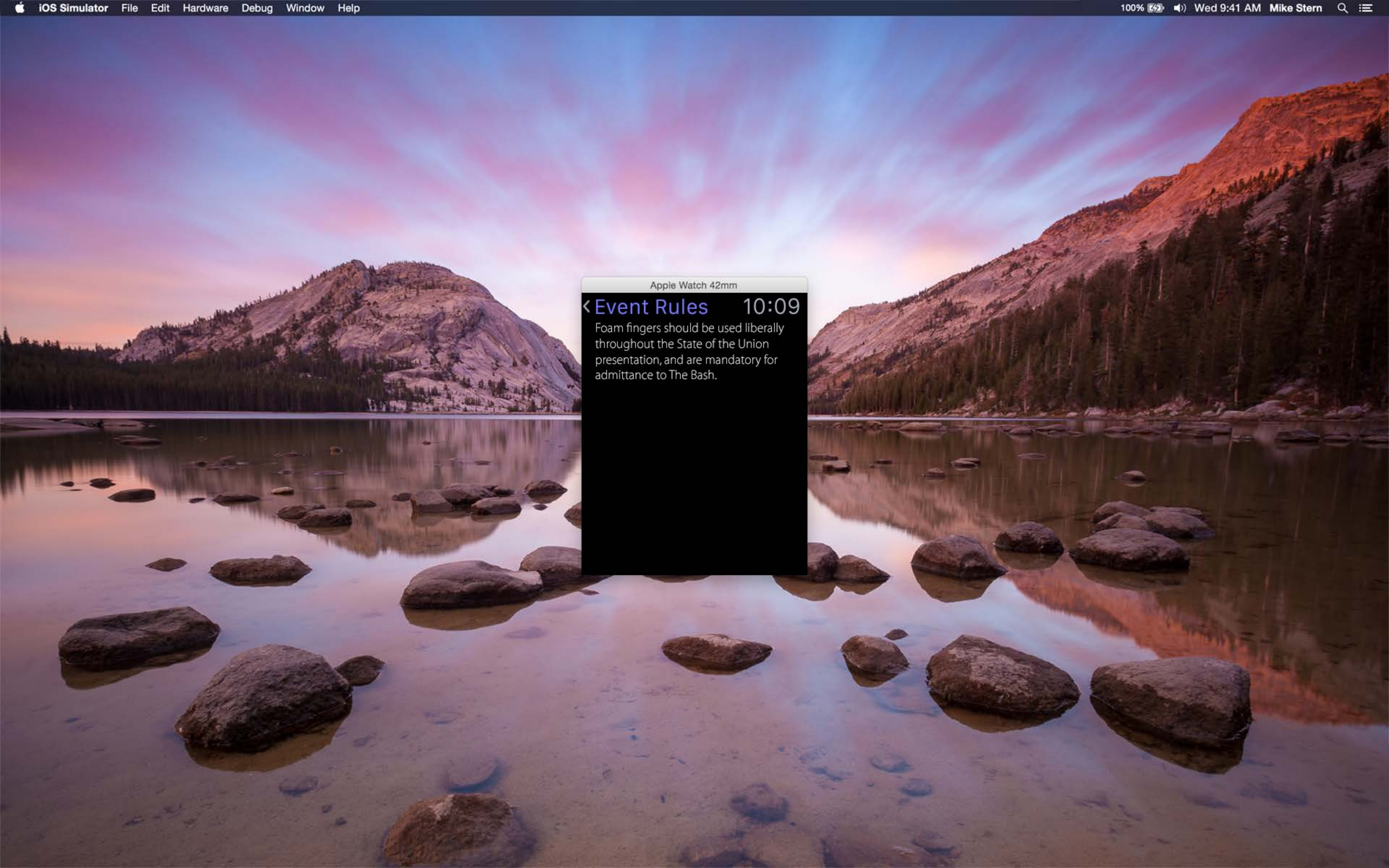






10 Common Pitfalls

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8. Tiny fonts

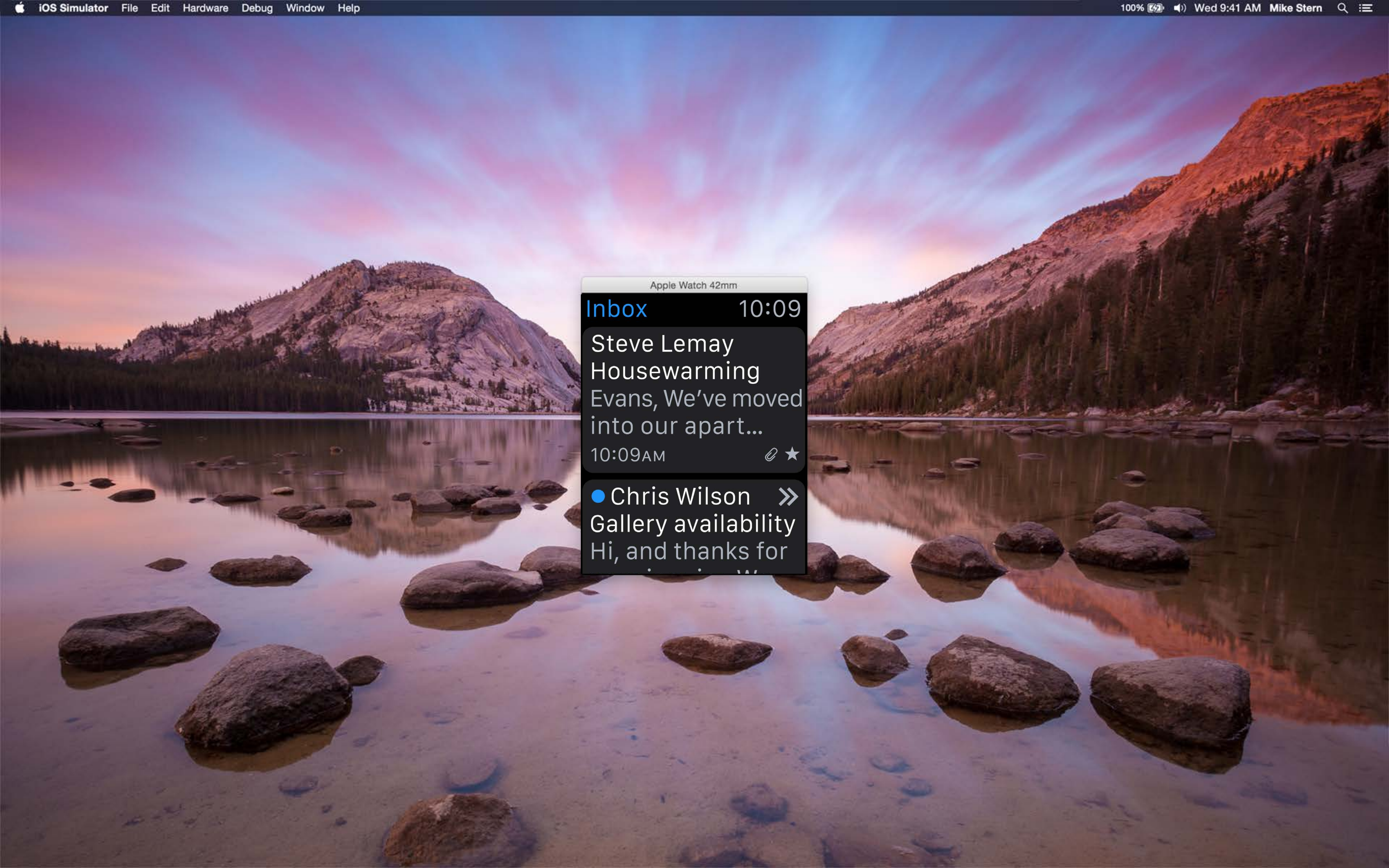


Apple Watch 42mm

< Event Rules 10:09

Foam fingers should be used liberally throughout the State of the Union presentation, and are mandatory for admittance to The Bash.





Apple Watch 42mm

Inbox10:09

Steve Lemay
Housewarming
Evans, We've moved
into our apart...
10:09AM🔗★

● Chris Wilson >>
Gallery availability
Hi, and thanks for







A **A** **A** **A** **A** **A** **A** **A** **A** **A**

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Related Sessions

Introducing the New System Fonts

Friday 2:30PM













Interface.storyboard



Static N...ller Scene > Static Notification Interface Controller > Lbl Alert Label < 1 >



Label

- + Text Alert Label
- + Text Color  Default
- + Font Body 
- + Min Scale 1
- + Alignment    
- + Lines 1

View

- + Alpha 1
- + ☐ Hidden
- + ☒ Installed

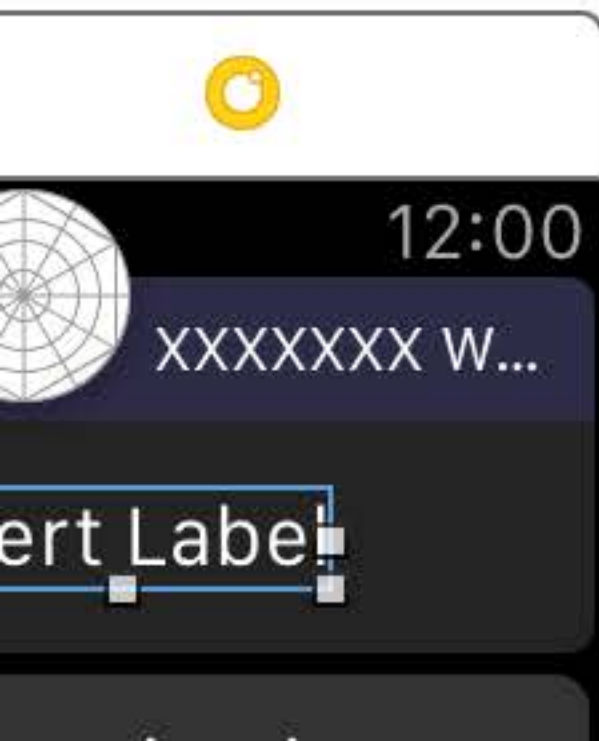
Position

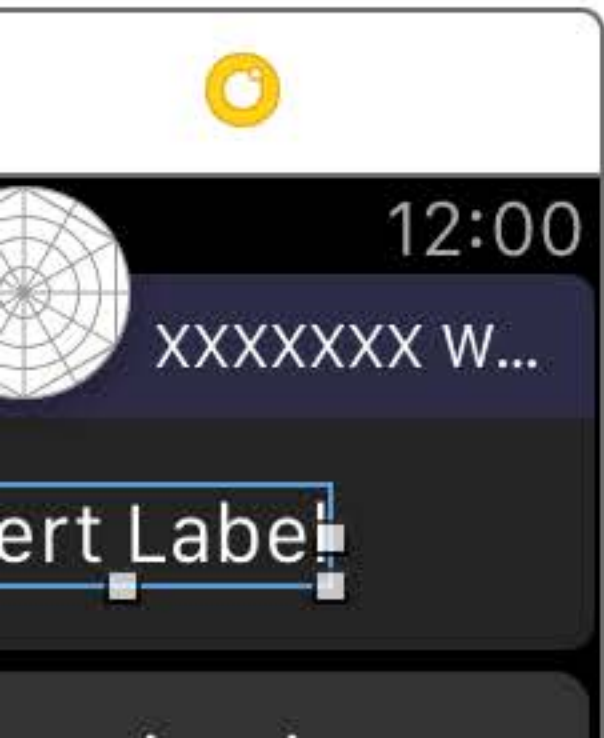
- + Horizontal Left
- + Vertical Top

Size

- Width Size To Fit Content
- Height Size To Fit Content

Glance Interface





Label

+ Text

Alert Label

+ Text Color

Default

+ Font

Body

+ Min Scale

+ Alignment

+ Lines

View

+ Alpha

+ ☐ Hidden

+ ☒ Installed

Position

+ Horizontal

Left

+ Vertical

Top

Size

Width

Size To Fit Content

Height

Size To Fit Content

Font

Text Styles - Body

Family

Not Applicable

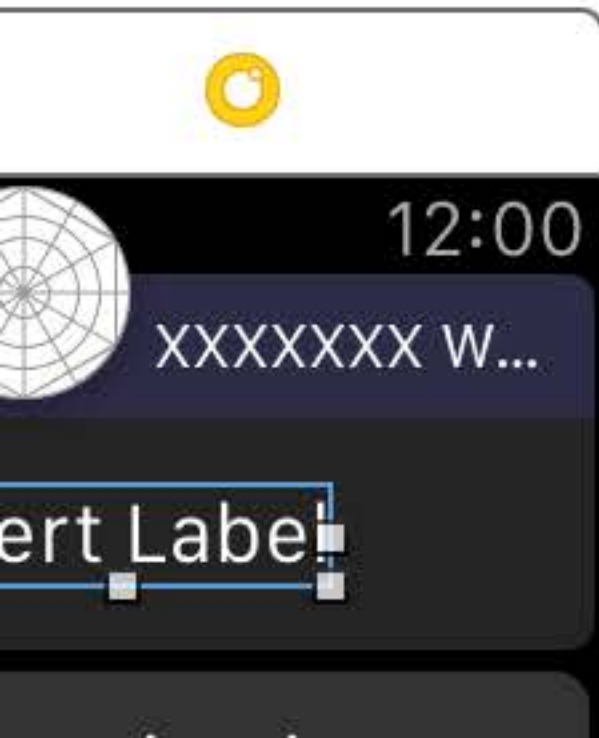
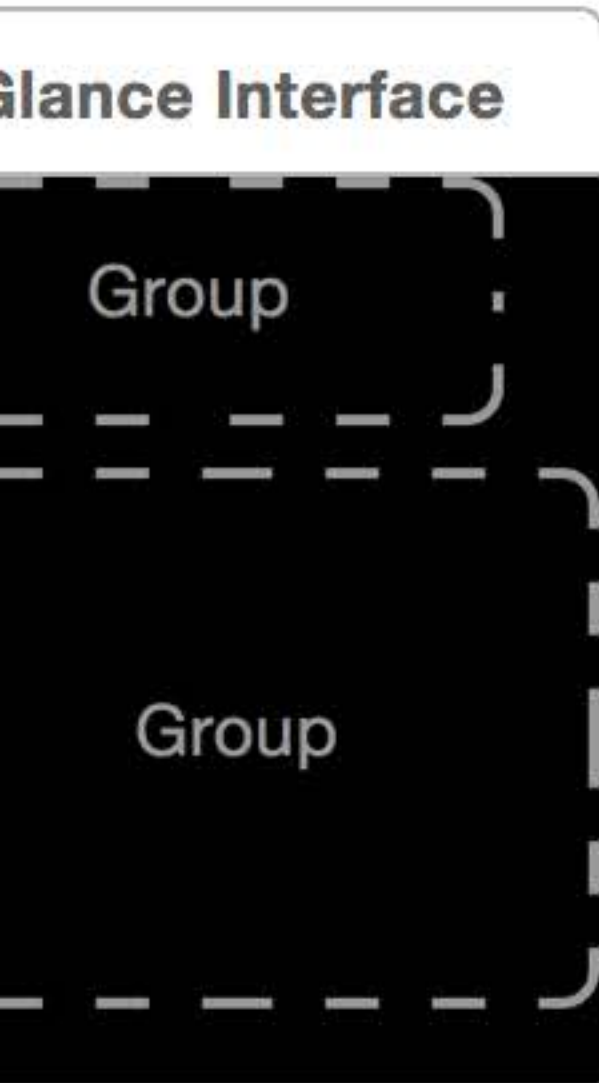
Style

Not Applicable

Size

Not Applicable

Done



Label

+ Text

Alert Label

+ Text Color

De

+ Font

Body

+ Min Scale

+ Alignment

+ Lines

View

+ Alpha

+

☐ Hi

+

☒ Installed

Position

+ Horizontal

Left

+ Vertical

Top

Size

Width

Size To Fit Content

Height

Size To Fit Content

Custom (none installed)

System

System

System Italic

Text Styles

✓ Body

Caption 1

Caption 2

Footnote

Headline

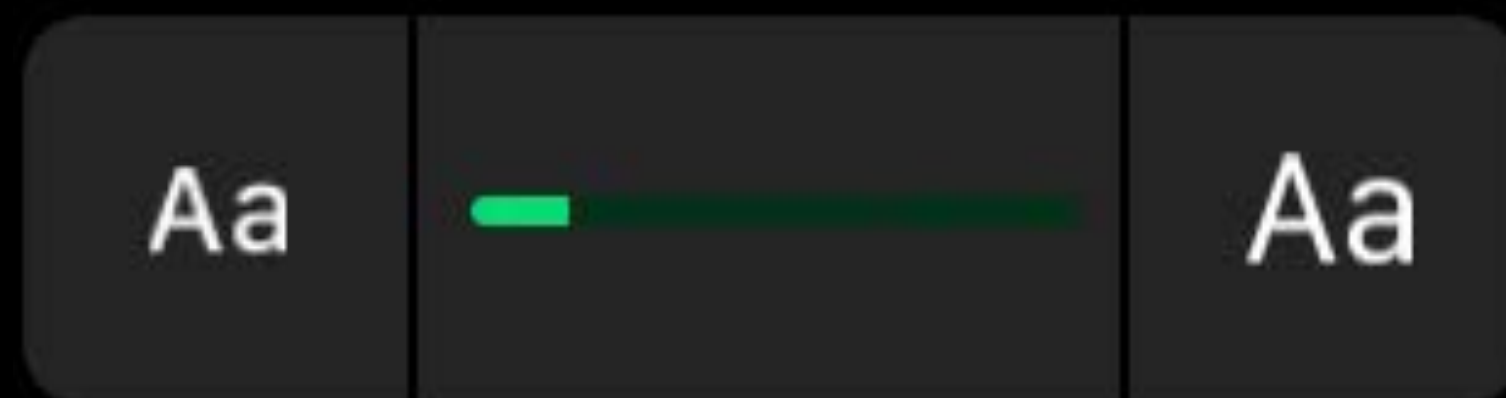
Done



Size

< Text Size 10:09

Apps that support
Dynamic Type will
adjust to your pre-
ferred reading size
below



< Text Size 10:09

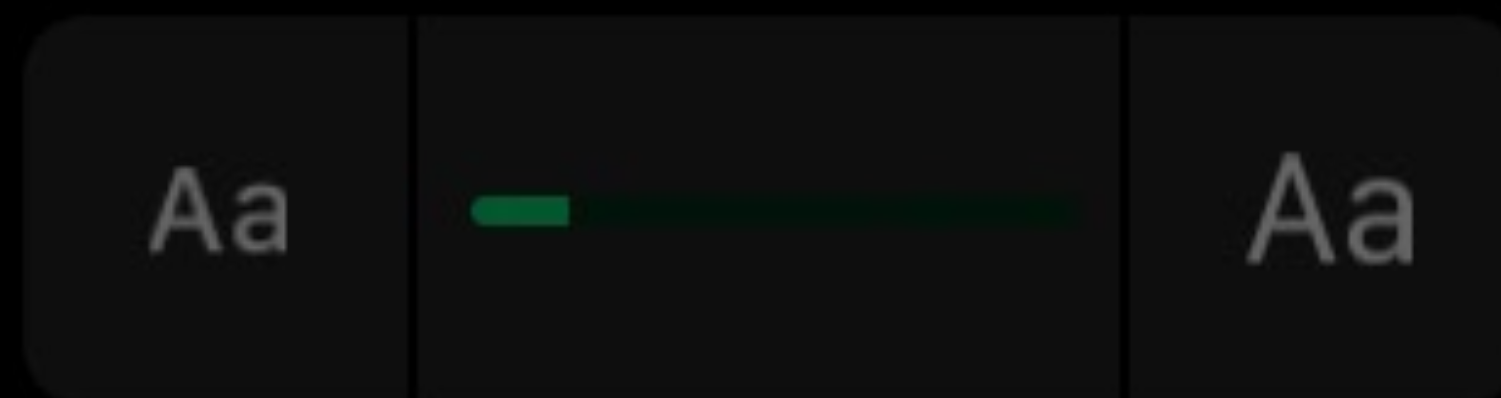
Apps that sup-
port Dynamic
Type will adjust
to your pre-
ferred reading
size below



Size

< Text Size 10:09

14 pt — ☐ Apps that support
Dynamic Type will
adjust to your pre-
ferred reading size
below



< Text Size 10:09

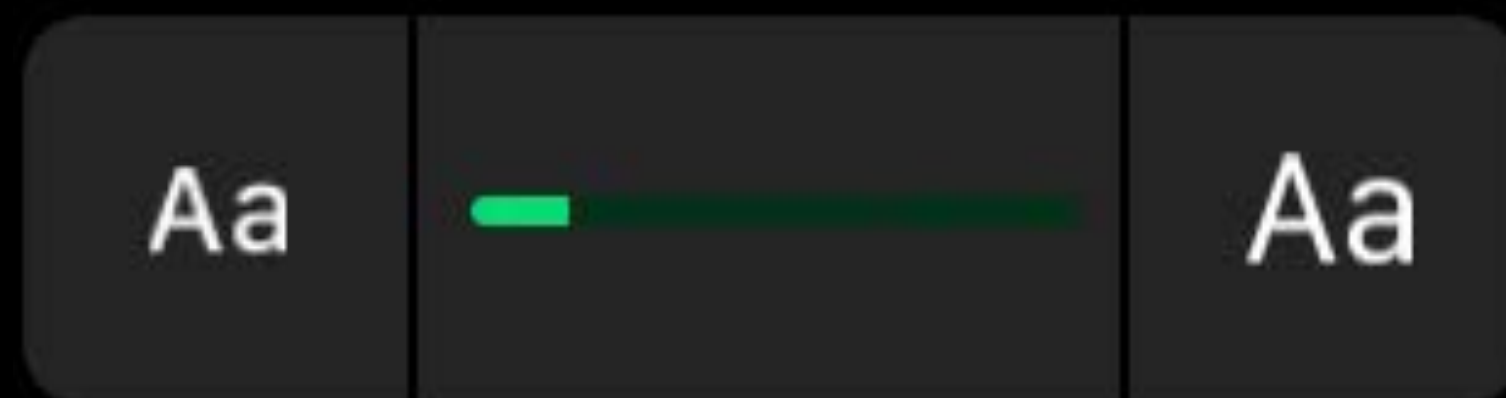
19 pt — ☐ Apps that sup-
port Dynamic
Type will adjust
to your pre-
ferred reading
size below



Leading

< Text Size 10:09

Apps that support
Dynamic Type will
adjust to your pre-
ferred reading size
below



< Text Size 10:09

Apps that sup-
port Dynamic
Type will adjust
to your pre-
ferred reading
size below

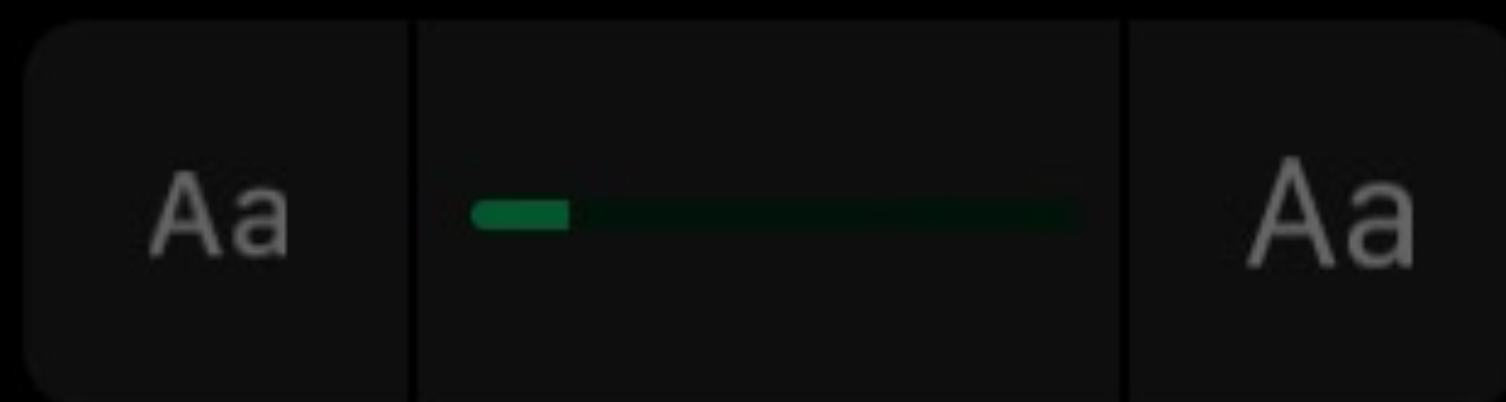


Leading

< Text Size 10:09

Apps that support
Dynamic Type will
adjust to your pre-
ferred reading size
below

16.5 pt



< Text Size 10:09

Apps that sup-
port Dynamic
Type will adjust
to your pre-
ferred reading
size below

21.5 pt



Tracking

xSmall

Abcdef

xxxLarge

Abcdef

Tracking

xSmall

-12



Abcdef

xxxLarge

14



Abcdef

xSmall

Headline

SB 14PT, 16.5 PT L, 14 T

Body

R 14 PT, 16.5 PT L, 14 T

Caption 1

R 14 PT, 15.5 PT L, 16 T

Caption2

R 12 PT, 14.5 PT L, 20 T

Footnote

R 11 PT, 13.5 PT L, 24 T

Large

Headline

SB 16PT, 18.5 PT L, 0 T

Body

R 16 PT, 18.5 PT L, 0 T

Caption 1

R 15 PT, 17.5 PT L, 4 T

Caption2

R 14 PT, 16.5 PT L, 14 T

Footnote

R 13 PT, 15.5 PT L, 16 T

xxxLarge

Headline

SB 19 PT, 21.5 PT L, -12 T

Body

R 19 PT, 21.5 PT L, -12 T

Caption 1

R 18 PT, 20.5 PT L, -8 T

Caption2

R 17 PT, 19.5 PT L, -4 T

Footnote

R 16 PT, 18.5 PT L, 0 T



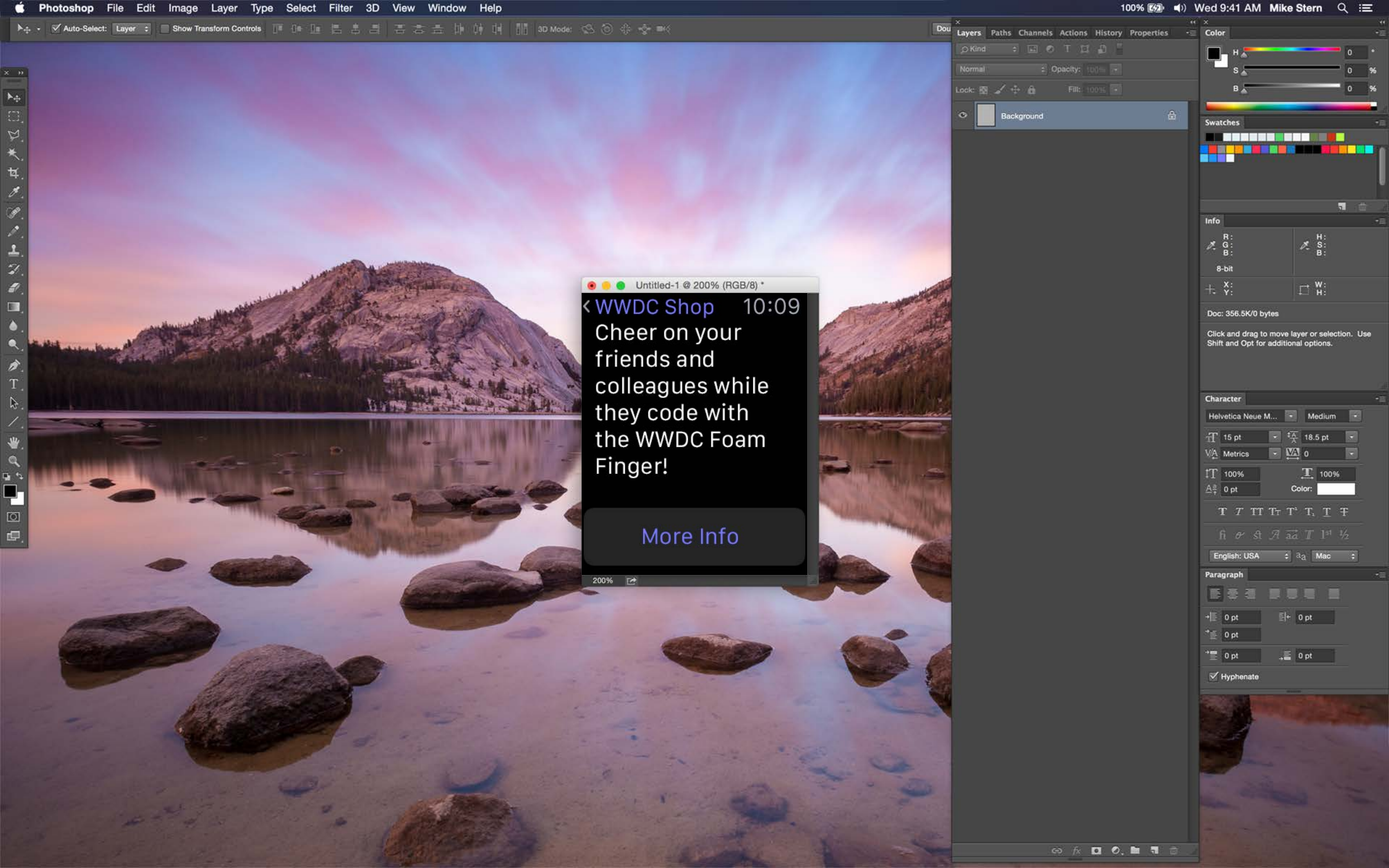
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7. Inadequate tap targets
8. Tiny fonts
9. Background colors and unnecessary padding









Untitled-1 @ 200% (RGB/8) *

< WWDC Shop 10:09

Cheer on your friends and colleagues while they code with the WWDC Foam Finger!

More Info

200%



< WWDC Shop 10:09

Cheer on your
friends and
colleagues while
they code with
the WWDC Foam
Finger!

More Info



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Cheer on your
friends and
colleagues while
they code with
the WWDC Foam
Finger!

More Info



Hailo



Citymapper



Rules!



Rules!



Lifesum



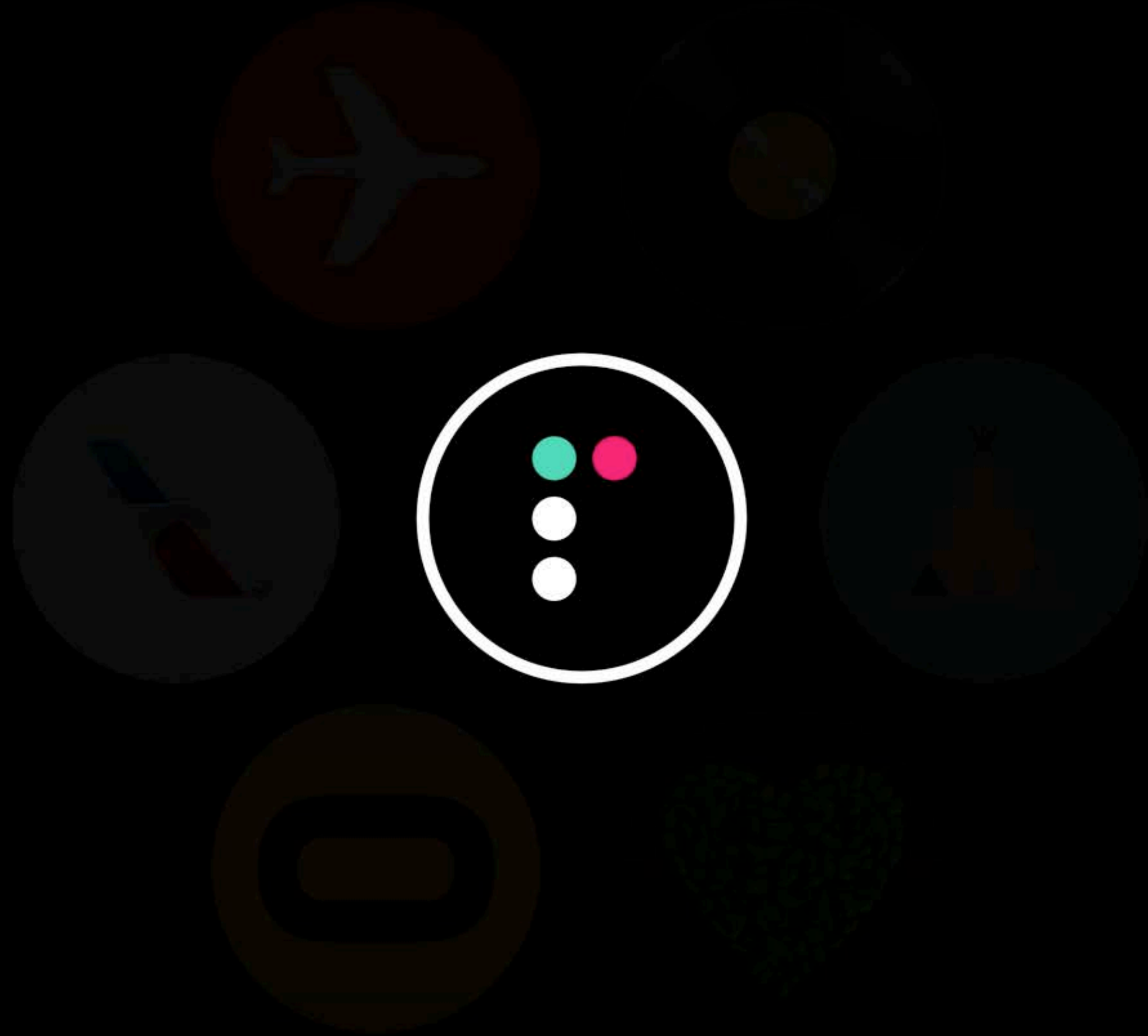


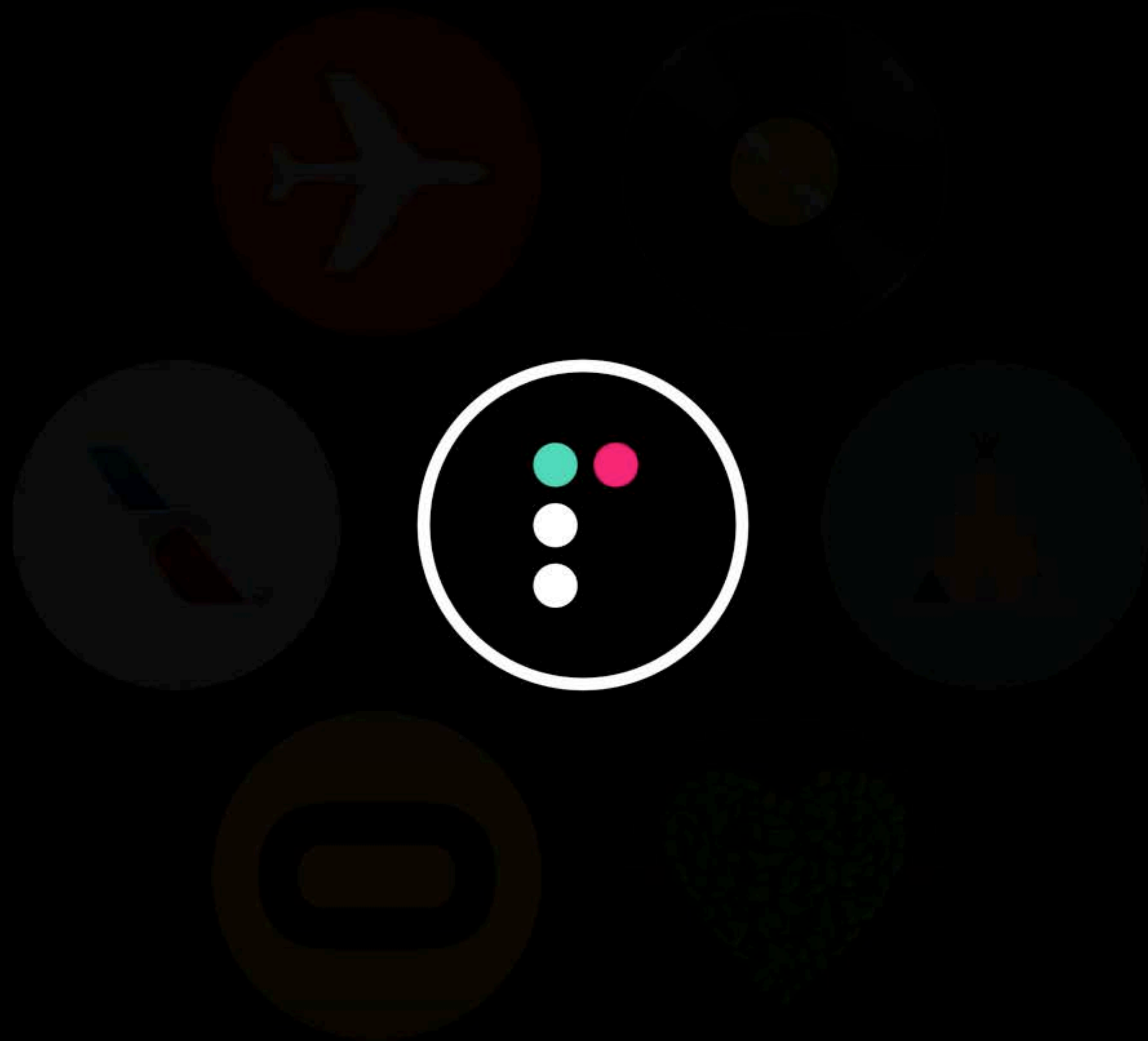


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7. Inadequate tap targets
8. Tiny fonts
9. Background colors and unnecessary padding
10. Mismatched app icons













App Icon Tips

App Icon Tips

Remove text



App Icon Tips

Remove text

App Icon Tips

Remove text

Simplify glyphs









App Icon Tips

Remove text

Simplify glyphs

App Icon Tips

Remove text

Simplify glyphs

Retain color and style







App Icon Tips

Remove text

Simplify glyphs

Retain color and style

App Icon Tips

Remove text

Simplify glyphs

Retain color and style

Create a complementary concept















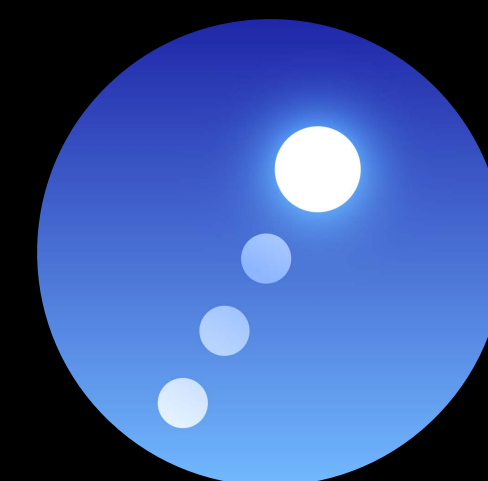
App Icon Tips

Remove text

Simplify glyphs

Retain color and style

Create a complementary concept



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10. Mismatched app icons

Related Sessions

Designing for Apple Watch

Wednesday 4:30PM

Introducing the New System Fonts

Friday 2:30PM

Designing for Future Hardware

Wednesday 2:30PM

Designing with Animation

Thursday 3:30PM

WatchKit Tips and Tricks

Friday 10:00AM

More Information

Documentation and Support

Designing Great Apps

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

Apple Watch Human Interface Guidelines

<http://developer.apple.com/watch/human-interface-guidelines/>

General Inquiries

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stern@apple.com

Rachel Roth, User Experience Evangelist

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See you next year!

