

# Iterative UI Design

Session 805

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Jonathan Cho Designer, iWork

Good design is not easy.

?

Design matters.

A close-up photograph of a double door handle. The handle consists of two polished, curved metal bars mounted on a central vertical metal plate. On either side of the handle, a rectangular sign with a decorative border contains the word "PUSH" in a serif font. The background shows a glass door reflecting a hallway with a fluorescent light fixture.

PUSH

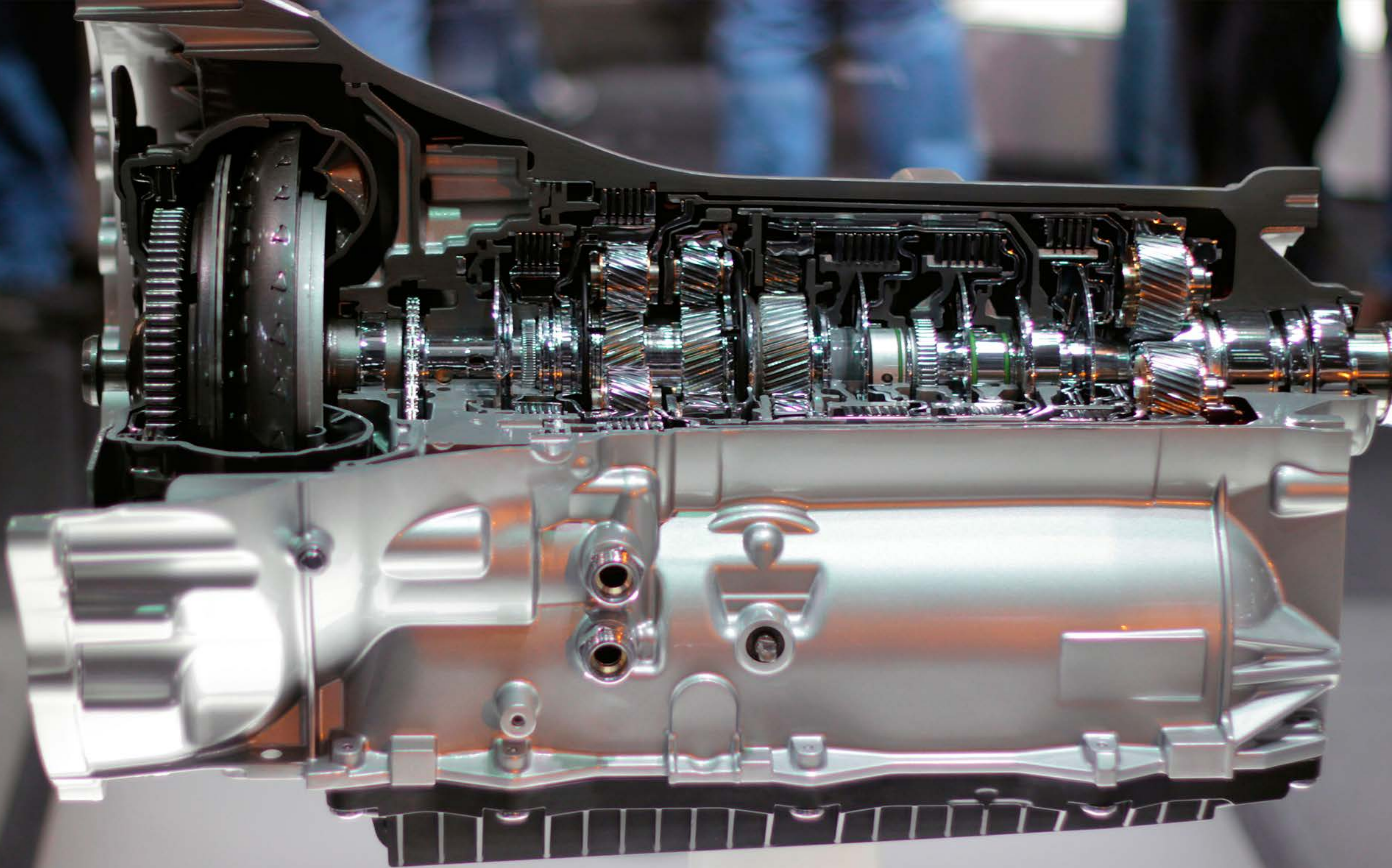
PUSH

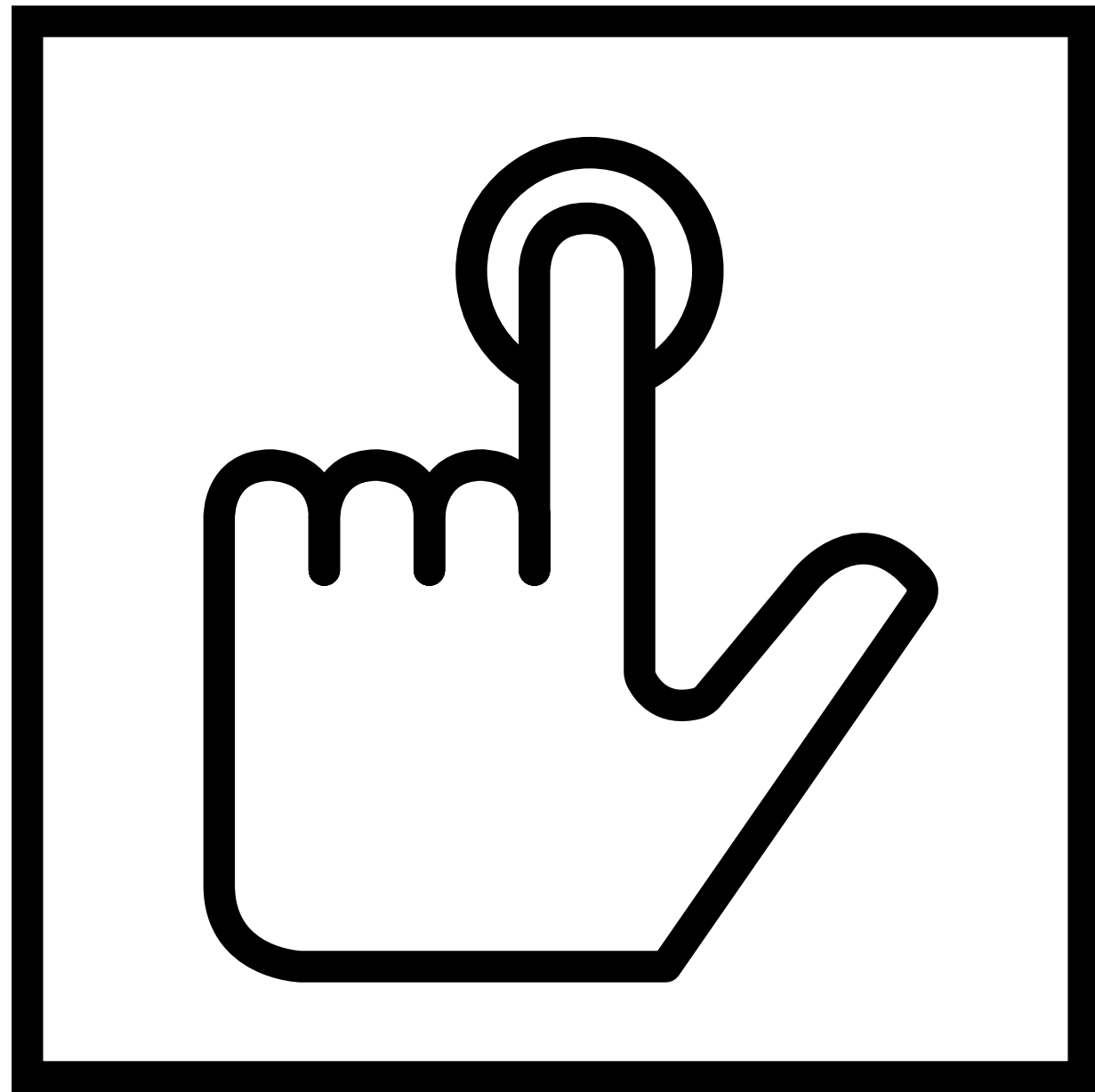
P —

R —

N —

D —





**Push Button**



**Receive Design**





What Are We Making?

What Are We Making?

Where Do We Start?

What Are We Making?  
Where Do We Start?  
What's the Right Design?

What Are We Making?

Where Do We Start?

What's the Right Design?

Which features are most important?

What do our users want?

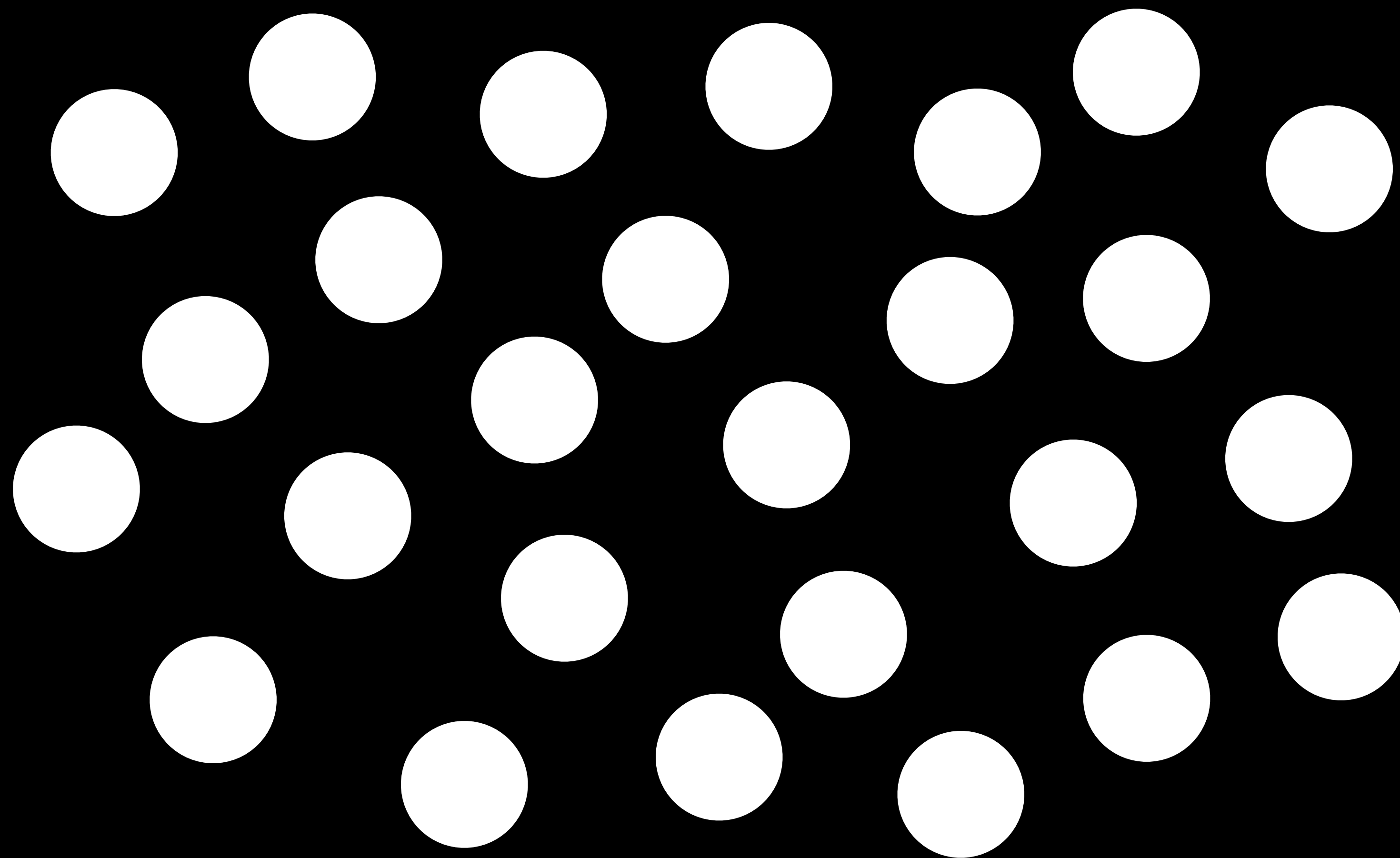
Our app is awesome...but for whom?

Define your app.

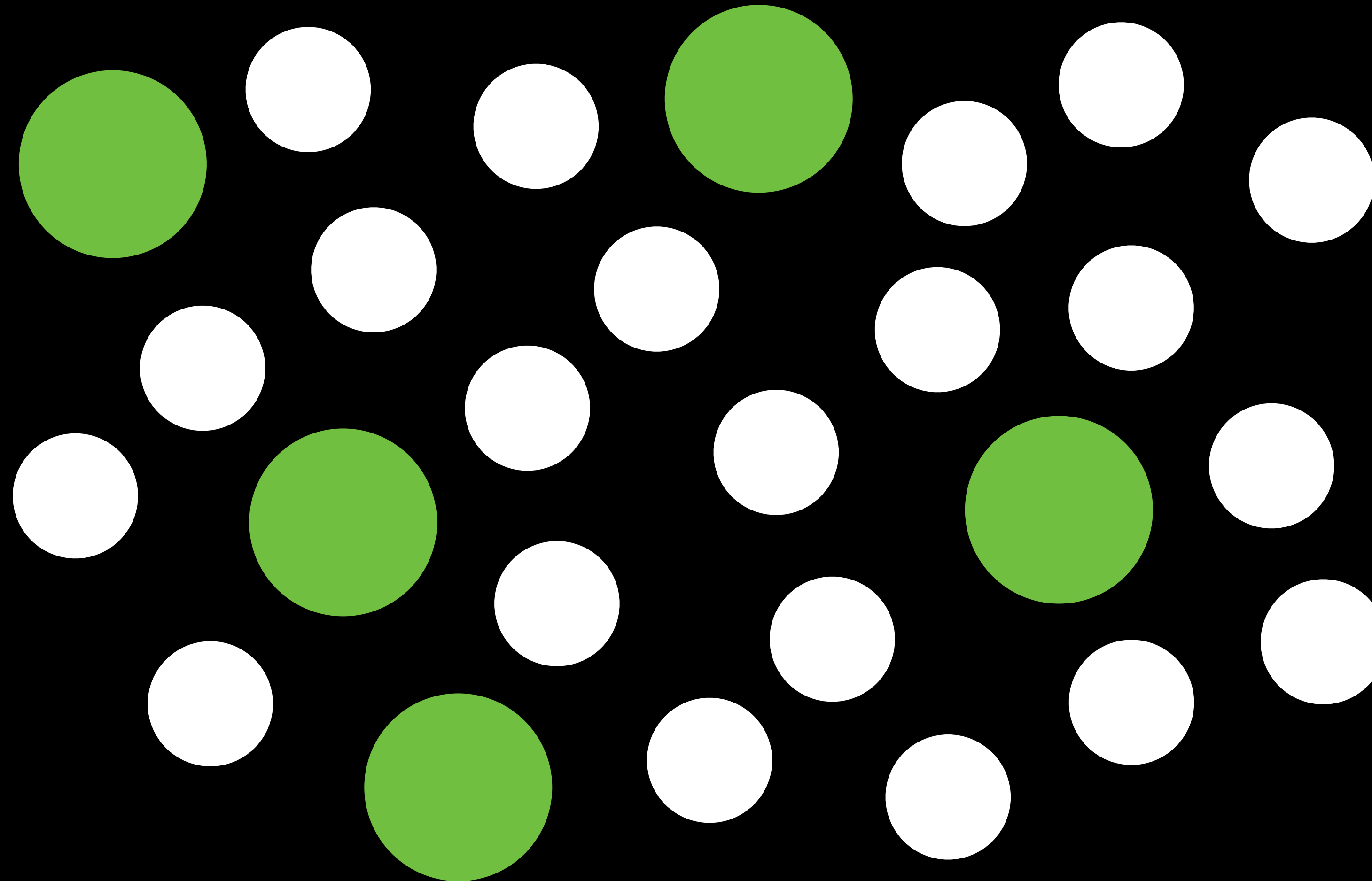
What It Could Do



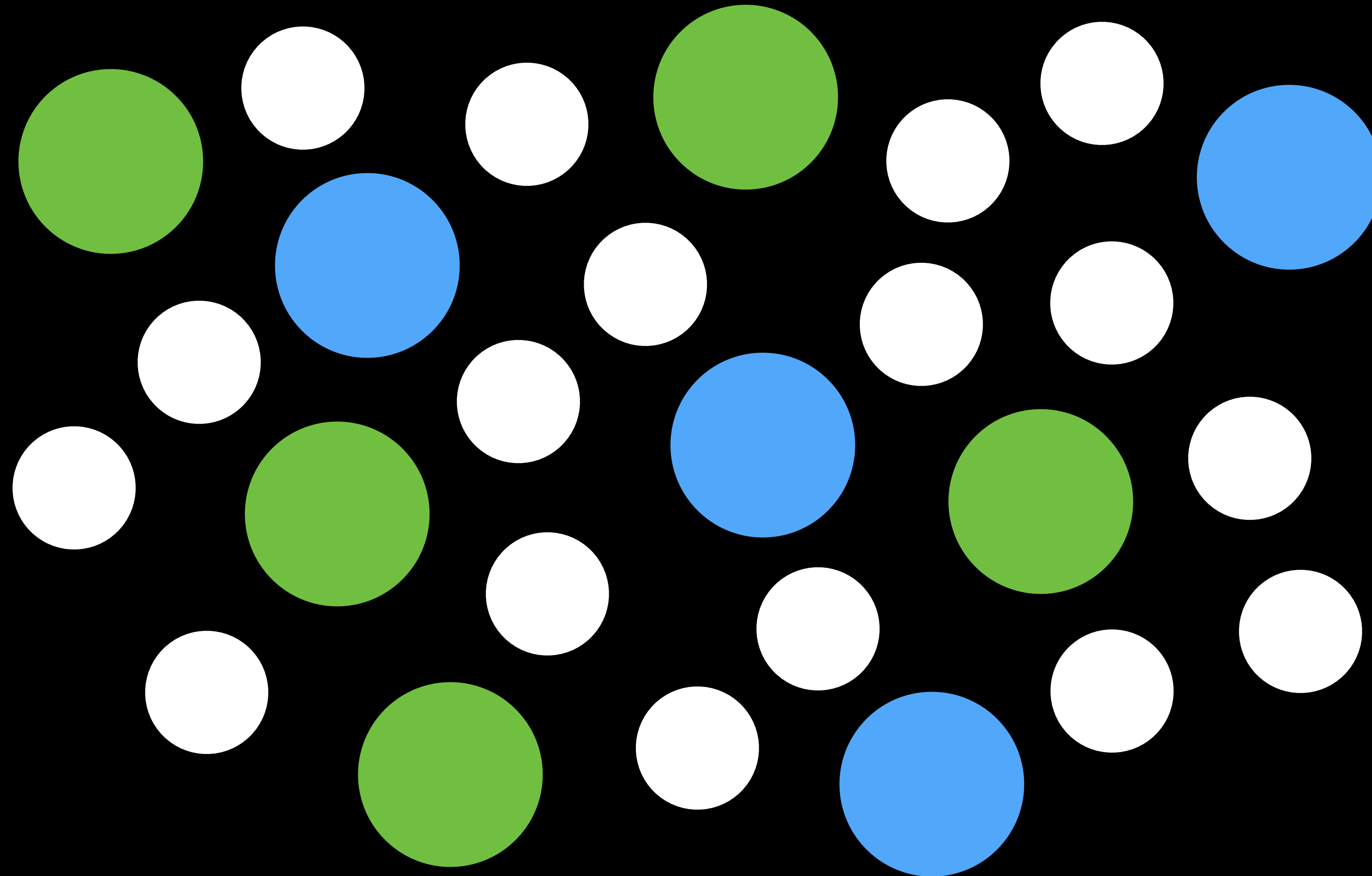
# What It Could Do



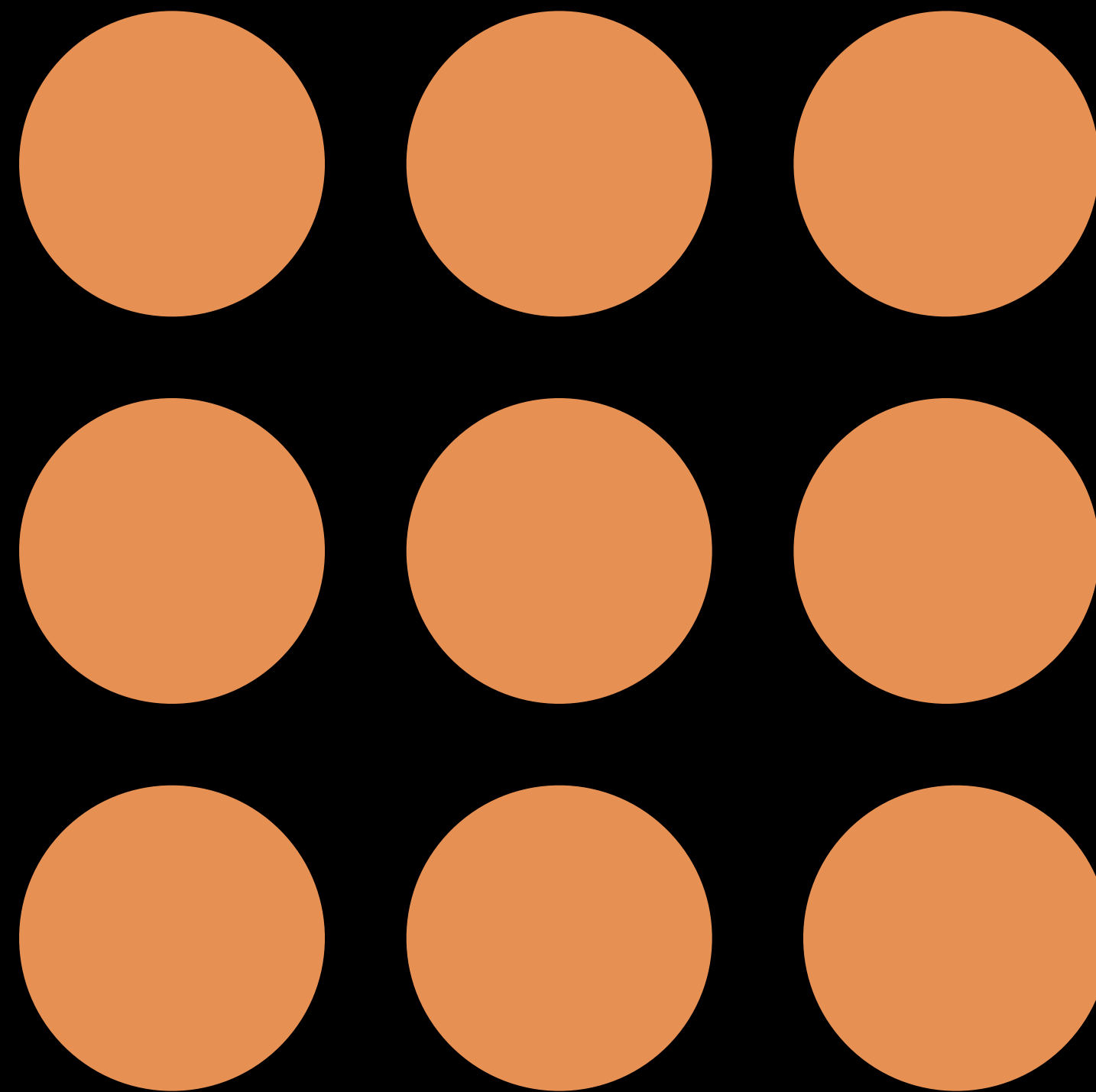
# What Matters to Your Users



# What's Important for the App



# What It Should Do



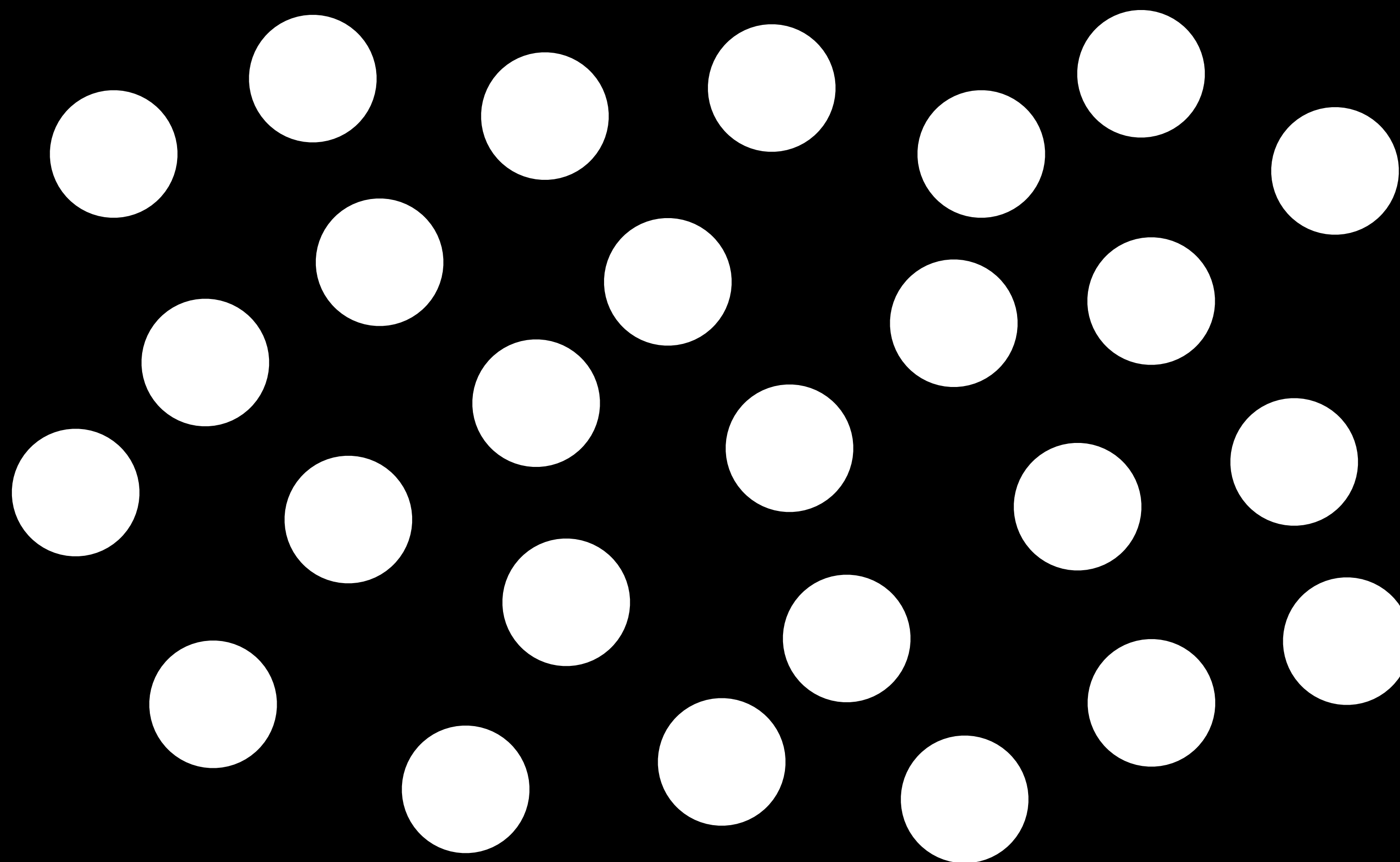
Our Example App





# Step 1

What could it do?





# Feature Ideas

Menu of entrées

Entrée details

Place an order

# Feature Ideas

Menu of entrées

Entrée details

Place an order

Catering

Notifications

Request entrées

Schedule delivery

Favorites

Entrée ratings

Quick reordering

Loyalty rewards

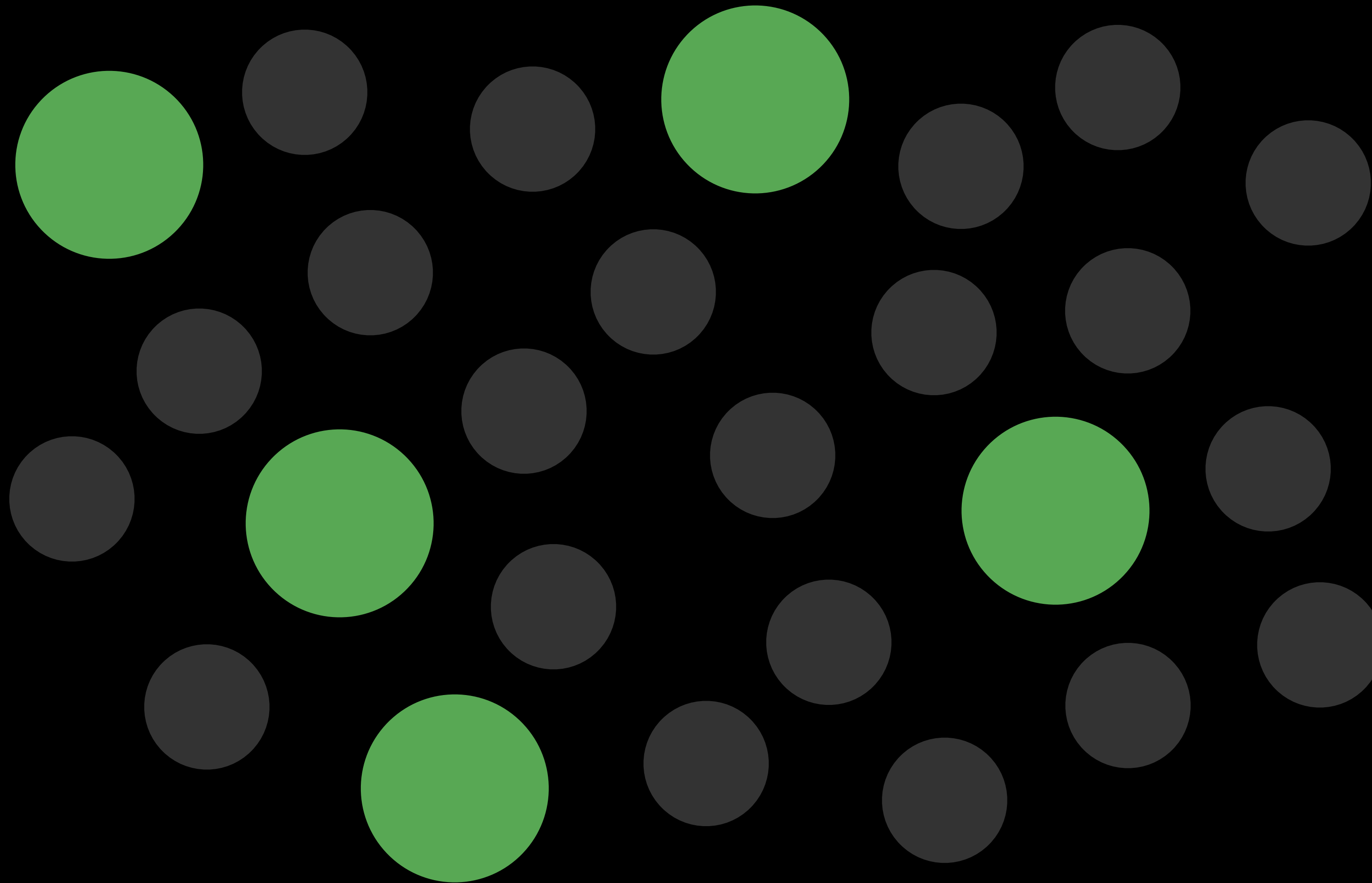
Feedback link

Ingredient search

Dietary preferences

# Step 2

What are your user's goals?



You  $\neq$  the User



You  $\neq$  the User

The User  $\neq$  Everyone

# Does Our Customer...

Prefer a fresh meal or pre-made items?

Take a long lunch or eat quickly?

Get the same thing every day or try something new?

Eat healthy or get whatever looks good?



# Does Our Customer...

Prefer a fresh meal or pre-made items?

Take a long lunch or eat quickly?

Get the same thing every day or try something new?

Eat healthy or get whatever looks good?

# Our Customer's Goals

Enjoy a fresh meal

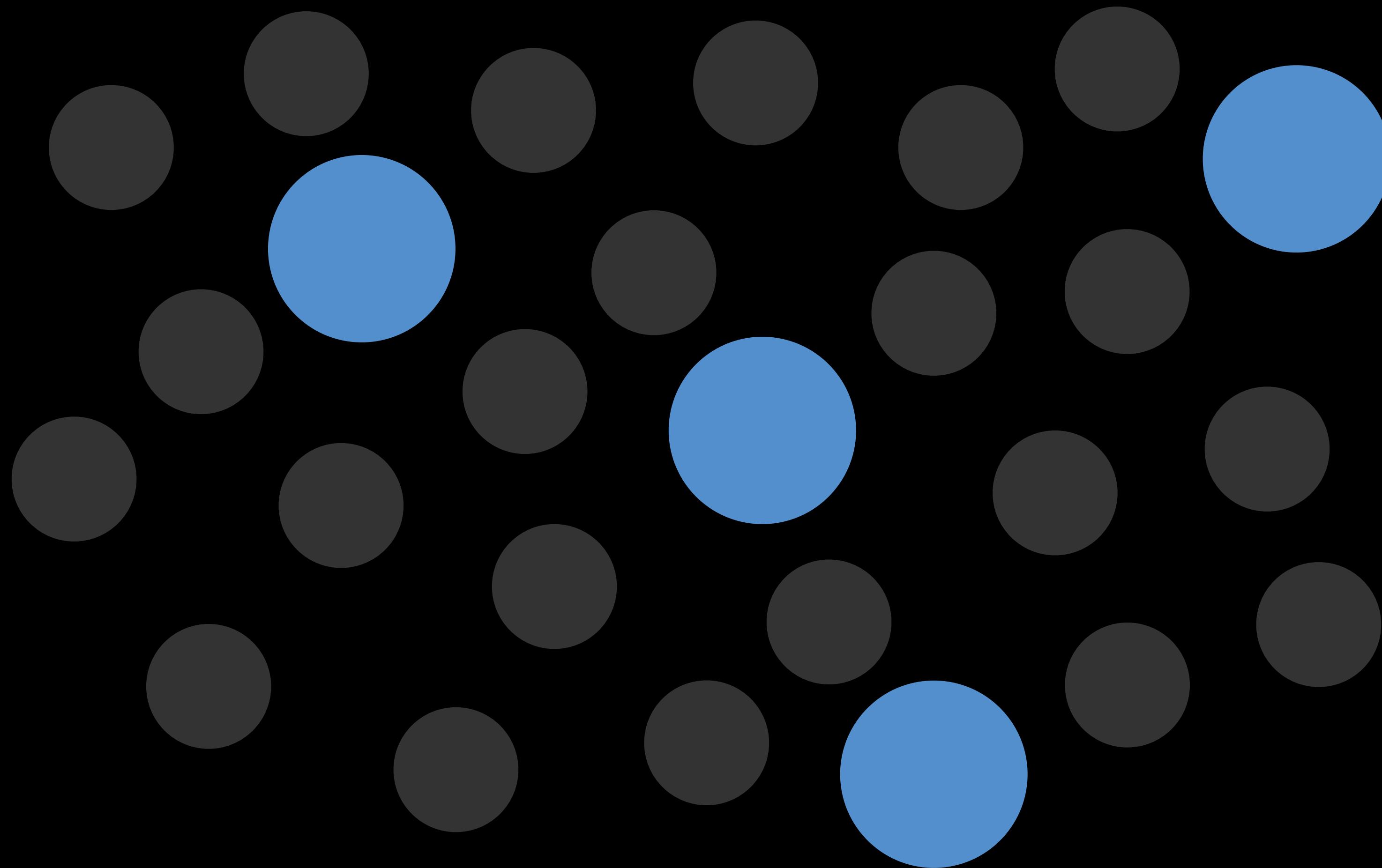
Eat quickly

Try something new

Make healthy choices

# Step 3

What are your app goals?



# Our App Goals

Offer a convenient, simple delivery service

Highlight entrées

Make diners happy

# Our App Goals

Offer a convenient, simple delivery service

Highlight entrées

Make diners happy

~~Be profitable~~

~~Earn a great ROI~~

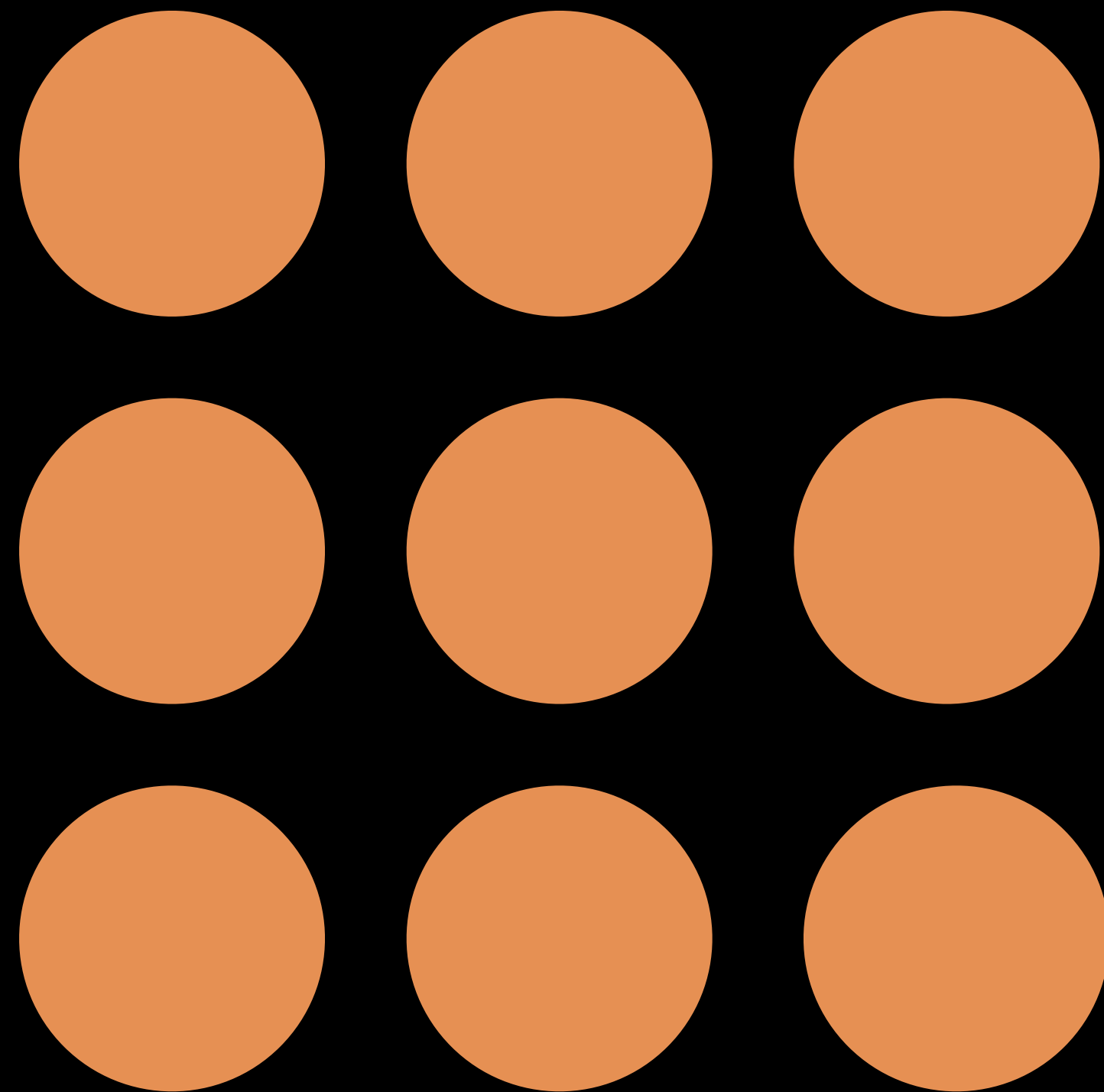
~~Optimize food costs~~

Business goals describe results.

App goals describe qualities.

# Step 4

What should it do?





# Feature Ideas

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# Feature Ideas

✓ Menu of entrées

✓ Entrée details

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# What Are We Making?

Menu of entrées

Entrée details

Place an order

Schedule delivery

Entrée ratings

Feedback link

What Are We Making?

Where Do We Start?

What's the Right Design?

Start with what you know.



Start with what you know.

Messaging app? Conversation.

Start with what you know.

Dating app? Profile screen.

Start with what you know.

Food delivery app? **Menu!**



# *Demo*

Jonathan Cho

Drawing UI in Keynote

# How to Draw UI

Use screenshots as references

Draw some squares and lines

Zoom in and out a lot

Use believable content

demo template.key

View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Tips Format Animate Document

Slide Layout

Blank Change Master

Appearance

- Title
- Body
- Slide Number

Background

Color Fill

Edit Master Slide

9:41 AM 100%

### Caffé Macs

- Grilled Mahi Mahi**  
With mango pico de gallo, paprika oil, and steamed jasmine rice.
- Sweet & Sour Pulled Pork**  
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
- Salmon Fillet**  
Fresh salmon fillet with garlic and cherry tomatoes. Served with ...
- Seafood Linguine**  
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ...
- Pizza Con Salametti**  
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ...
- Grilled Chicken Breast**  
With zesty corn, tomato, and pepper salad, served on a bed of steamed ...
- Manhattan Seafood Chowder**  
With cod, baby clams, shrimp, red potatoes, carrots, and bacon.
- Baja Fish Tacos**  
Roasted snapper in warm corn tortillas and topped with mango salsa and ...

What Are We Making?

Where Do We Start?

What's the Right Design?



One idea is not enough.

What could we do differently?



9:41 AM

100%

## Caffè Macs



### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.



### Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



### Salmon Fillet

Fresh salmon fillet with garlic and cherry tomatoes. Served with ...



### Seafood Linguine

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ...



### Pizza Con Salametti

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ...



### Grilled Chicken Breast

With zesty corn, tomato, and pepper salad, served on a bed of steamed ...



### Manhattan Seafood Chowder

With cod, baby clams, shrimp, red potatoes, carrots, and bacon.



### Baja Fish Tacos

Roasted snapper in warm corn tortillas and topped with mango salsa and ...





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## Caffè Macs



### Grilled Mahi Mahi

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



### Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



### Salmon Fillet

\$10

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.



### Seafood Linguine

\$9

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.



### Pizza Con Salametti

\$9

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.



### Grilled Chicken Breast

\$9

With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.



### Manhattan Seafood Chowder

\$4

With cod, baby clams, shrimp, red potatoes,



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## Caffè Macs

### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$9



### Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$9



### Salmon Fillet

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

\$10



### Seafood Linguine

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.

\$9



### Pizza Con Salametti

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.

\$9



### Grilled Chicken Breast

With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

\$9





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## Caffè Macs

### **Grilled Mahi Mahi** \$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.

### **Sweet & Sour Pulled Pork** \$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

### **Salmon Fillet** \$10

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

### **Seafood Linguine** \$9

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.

### **Pizza Con Salametti** \$9

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.

### **Grilled Chicken Breast** \$9

With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

### **Manhattan Seafood Chowder** \$9

With cod, baby clams, shrimp, red potatoes, carrots,



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## Caffè Macs



**Grilled Mahi Mahi**



**Sweet & Sour  
Pulled Pork**



**Salmon Fillet**



**Seafood Linguine**



**Pizza Con Salametti**



**Grilled Chicken  
Breast**



**Manhattan Seafood  
Chowder**



**Baja Fish Tacos**



**Crispy Orange  
Chicken**



# Caffè Macs



**GRILLED MAHI MAHI**  
\$9



**SWEET & SOUR PULLED P...**  
\$9



**SALMON FILLET**  
\$10



**SEAFOOD LINGUINE**  
\$9



**PIZZA CON SALAMETTI**  
\$9



**GRILLED CHICKEN BREAST**  
\$9



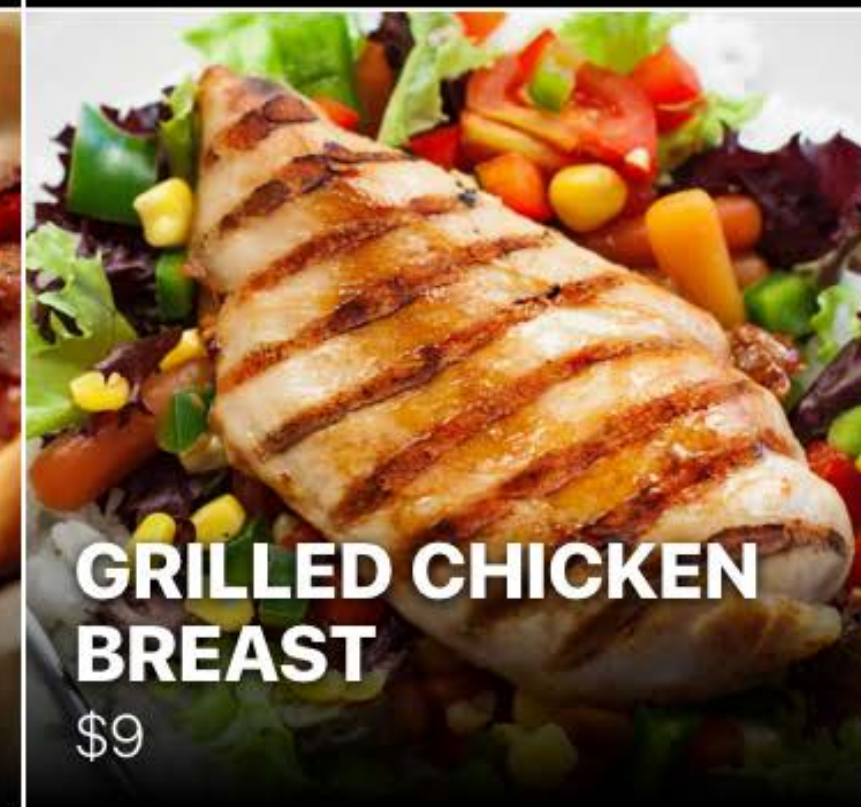




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## Caffè Macs





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# Caffè Macs



**GRILLED MAHI MAHI**  
\$9



**SWEET & SOUR  
PULLED PORK**  
\$9



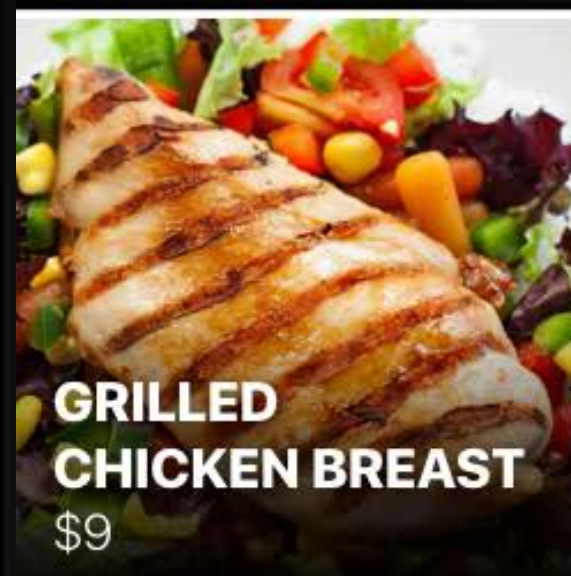
**SALMON FILLET**  
\$10



**SEAFOOD LINGUINE**  
\$10



**PIZZA CON SALAMETTI**  
\$9



**GRILLED  
CHICKEN BREAST**  
\$9



**MANHATTAN  
SEAFOOD  
CHOWDER**  
\$4



**BAJA FISH TACOS**  
\$9



**CRISPY ORANGE CHICKEN**



**PANEER  
MAKHANI**



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## Caffè Macs





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## Caffè Macs



### Grilled Mahi Mahi

\$9

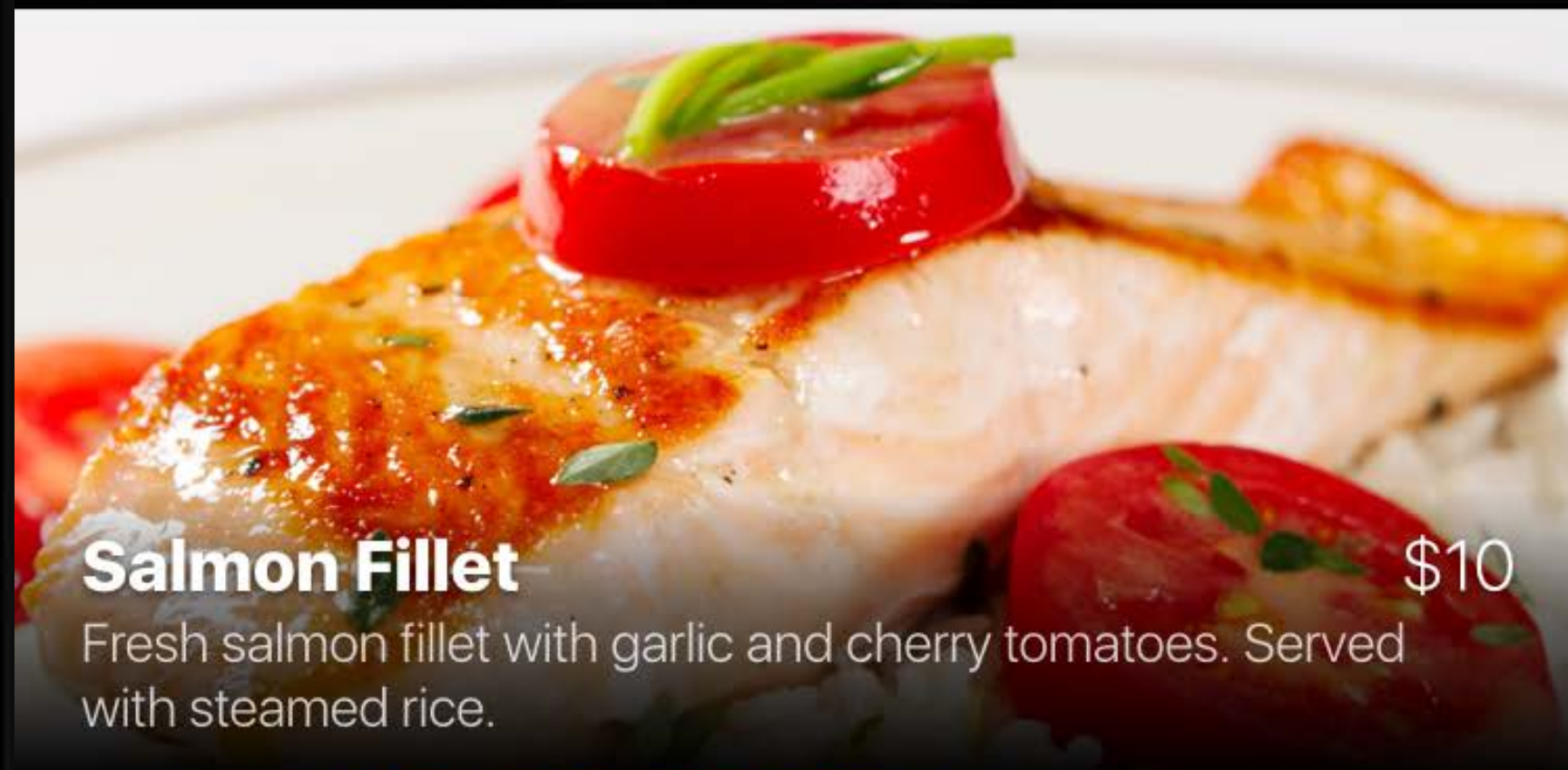
With mango pico de gallo, paprika oil, and steamed jasmine rice.



### Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



### Salmon Fillet

\$10

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.





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## Caffè Macs



### Grilled Mahi Mahi

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# Caffè Macs

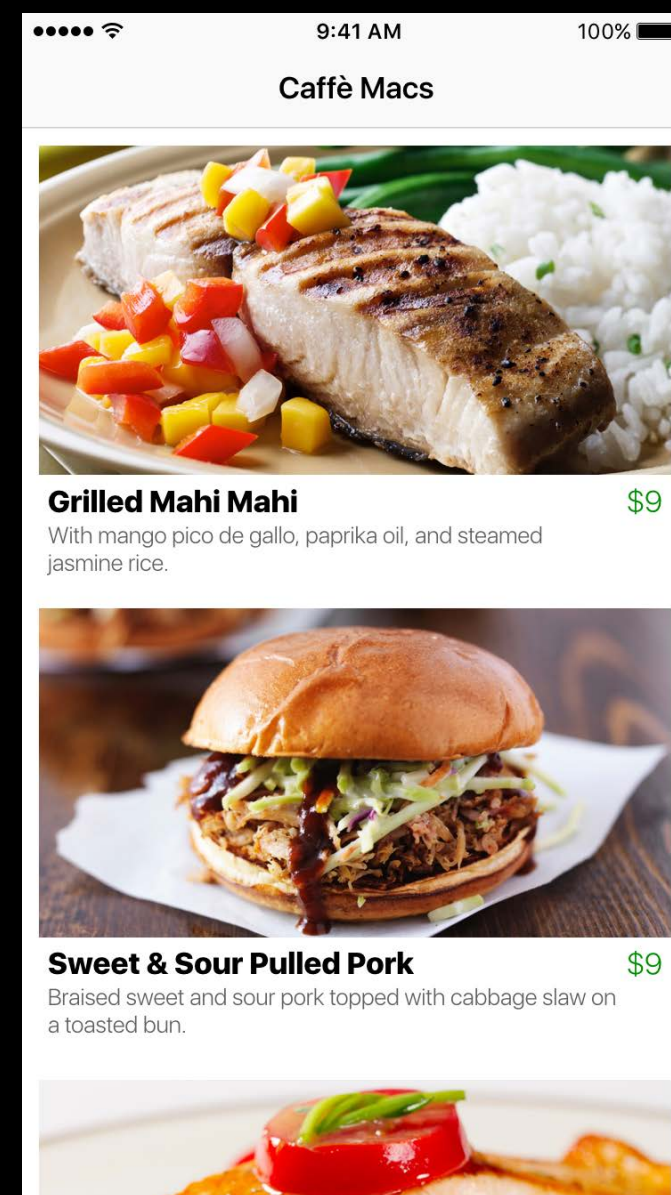
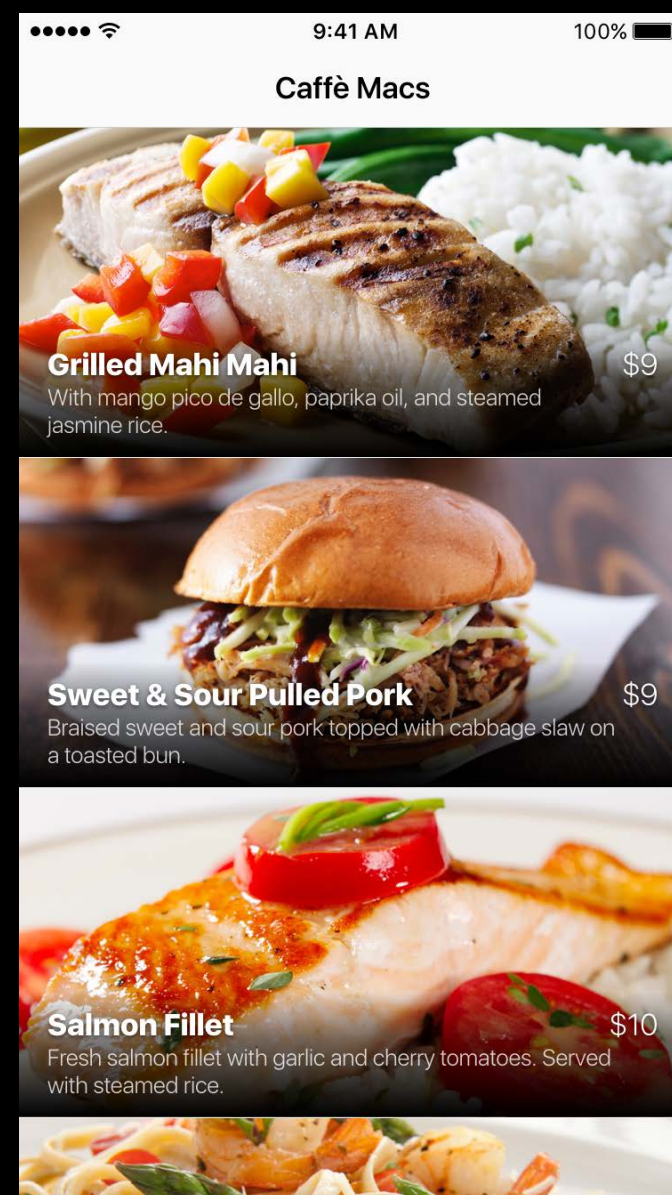
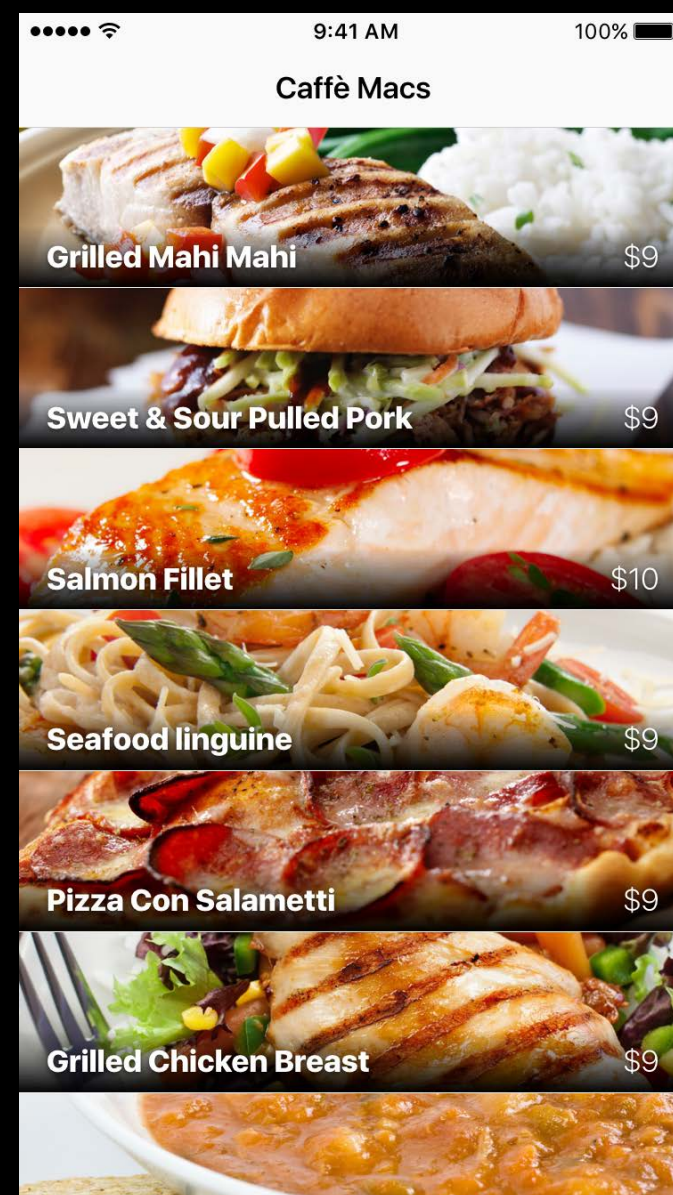
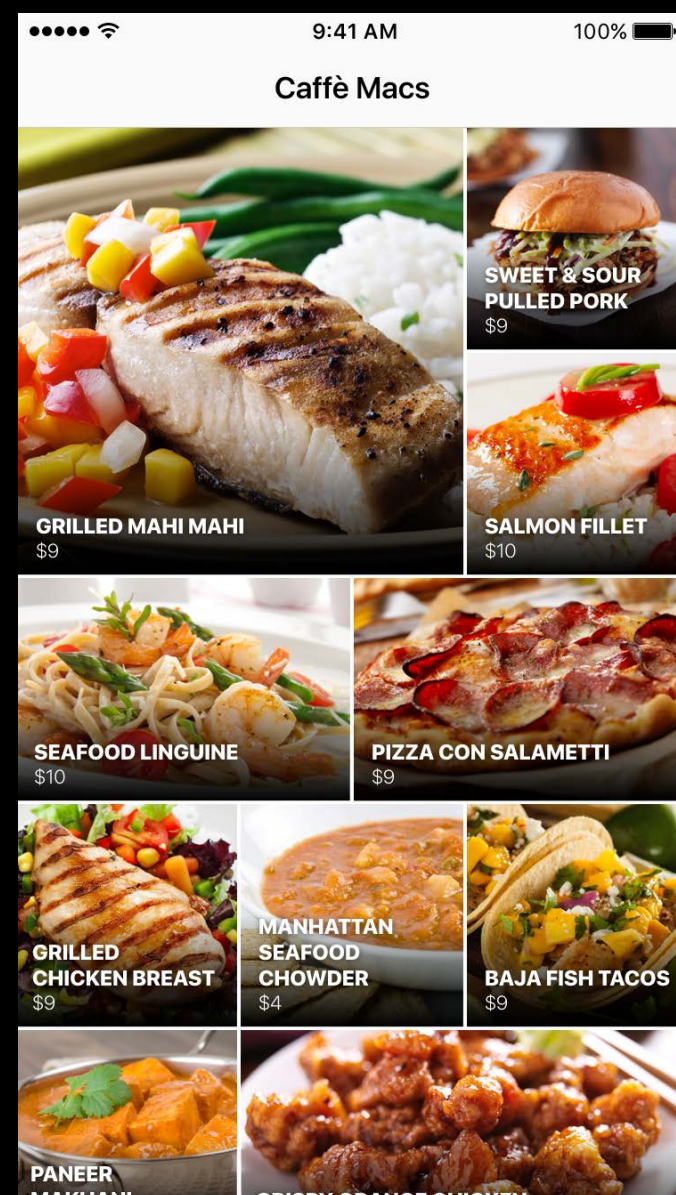
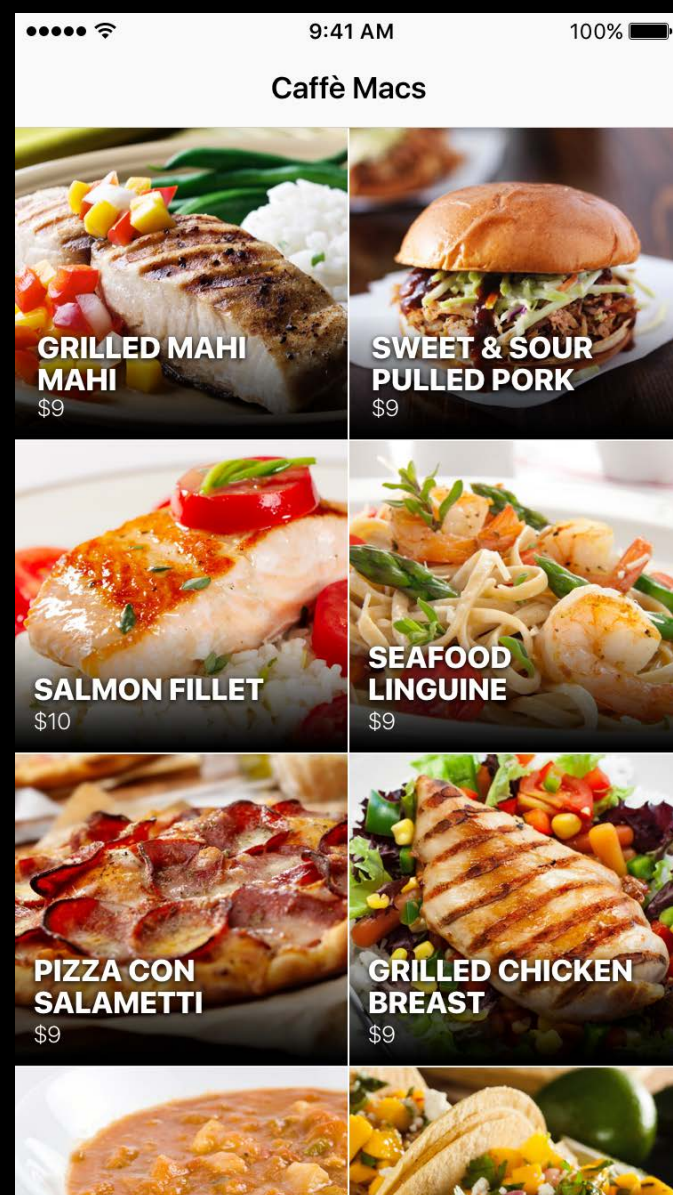
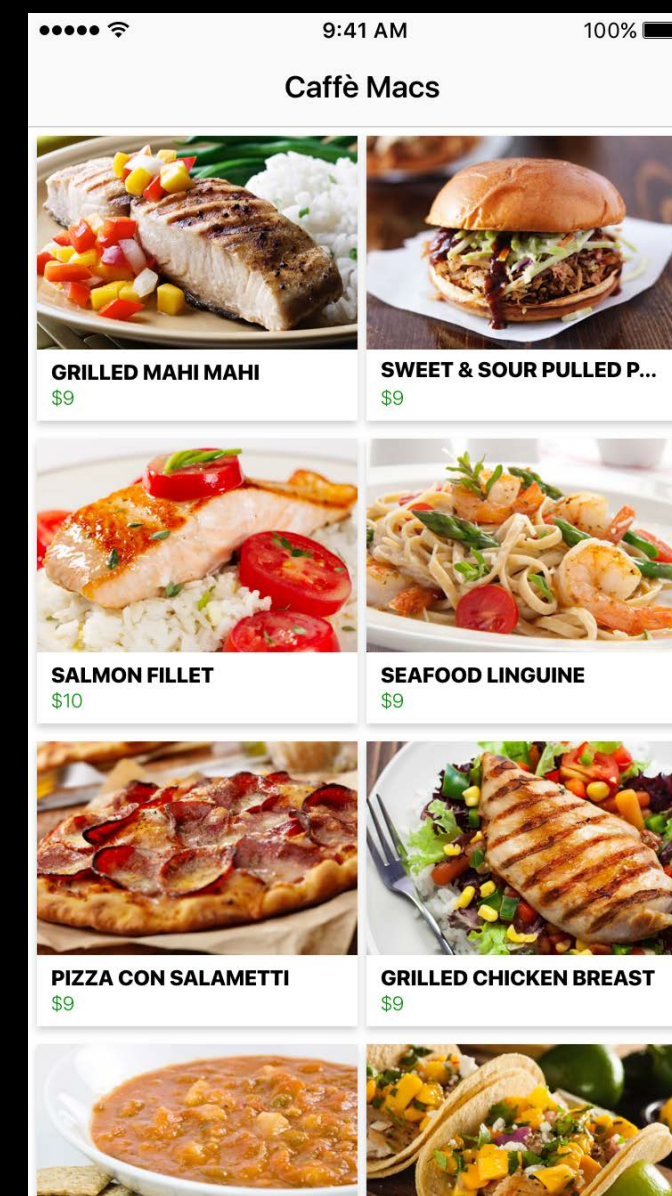
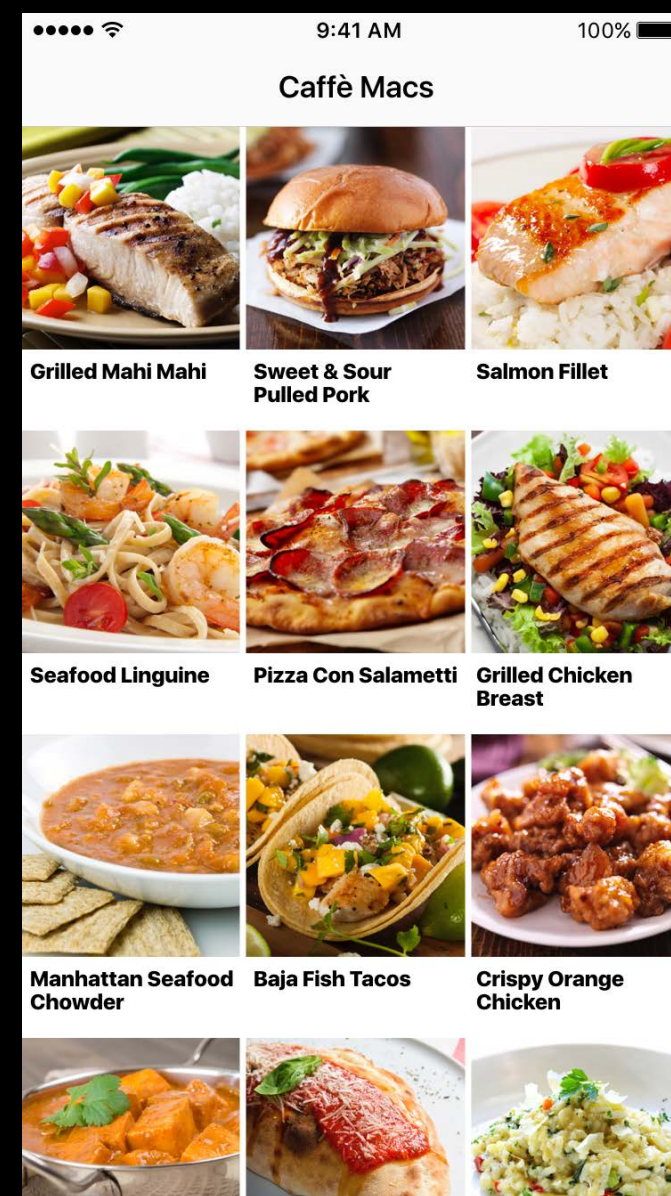
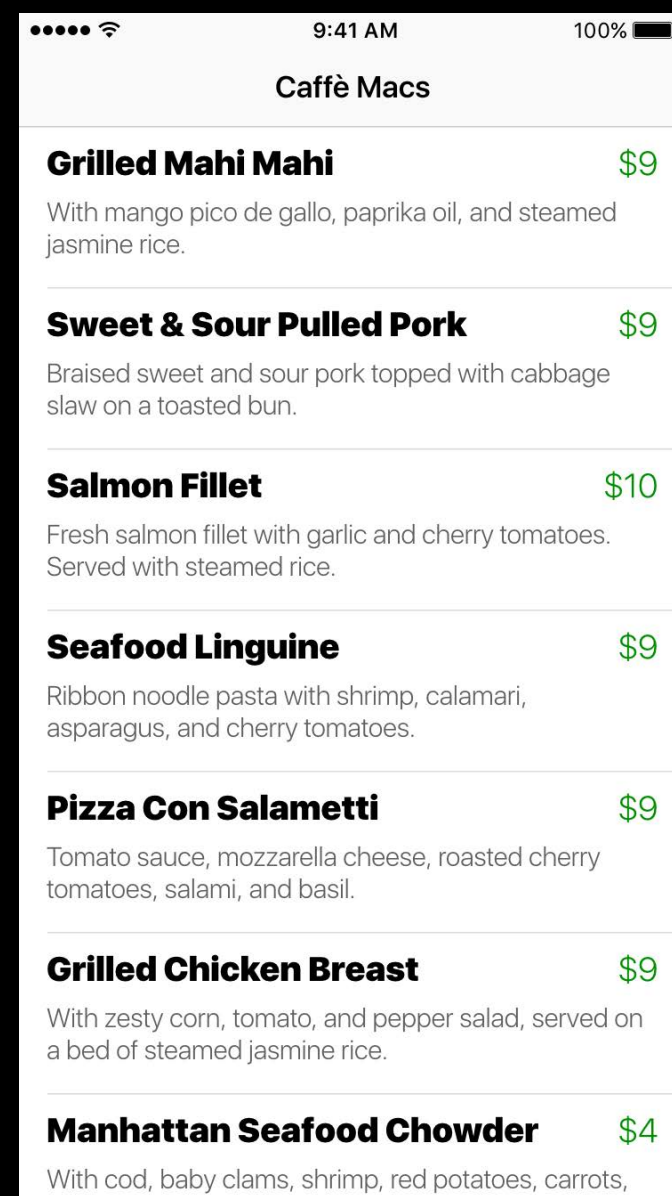
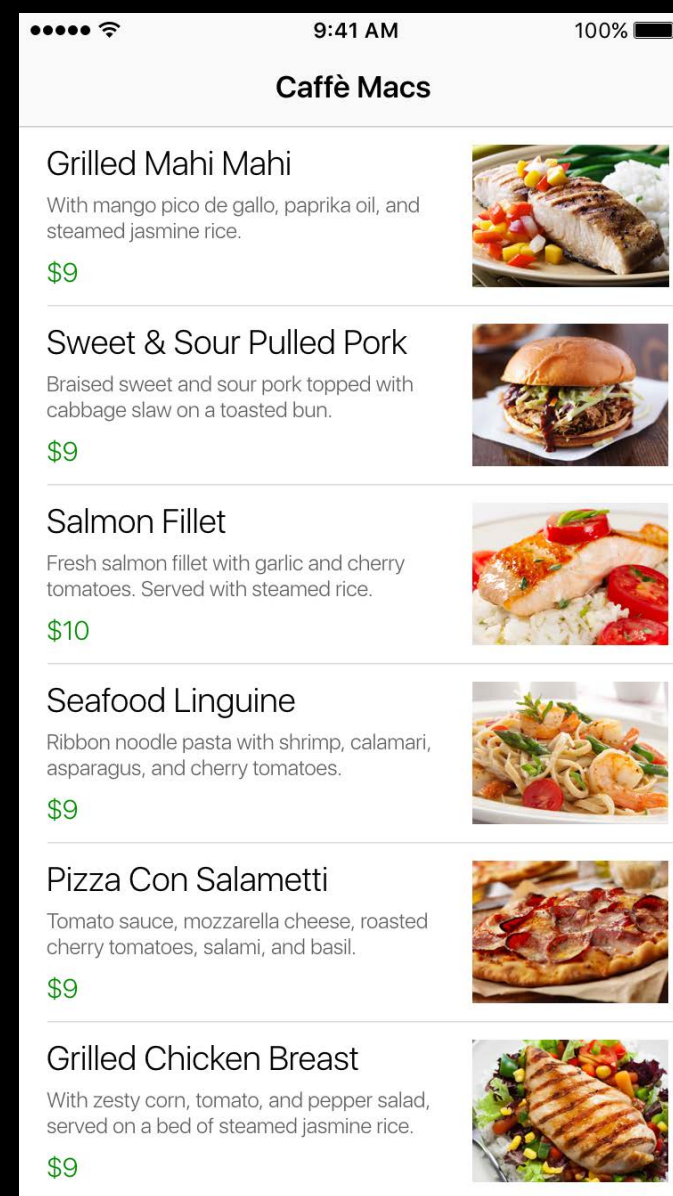
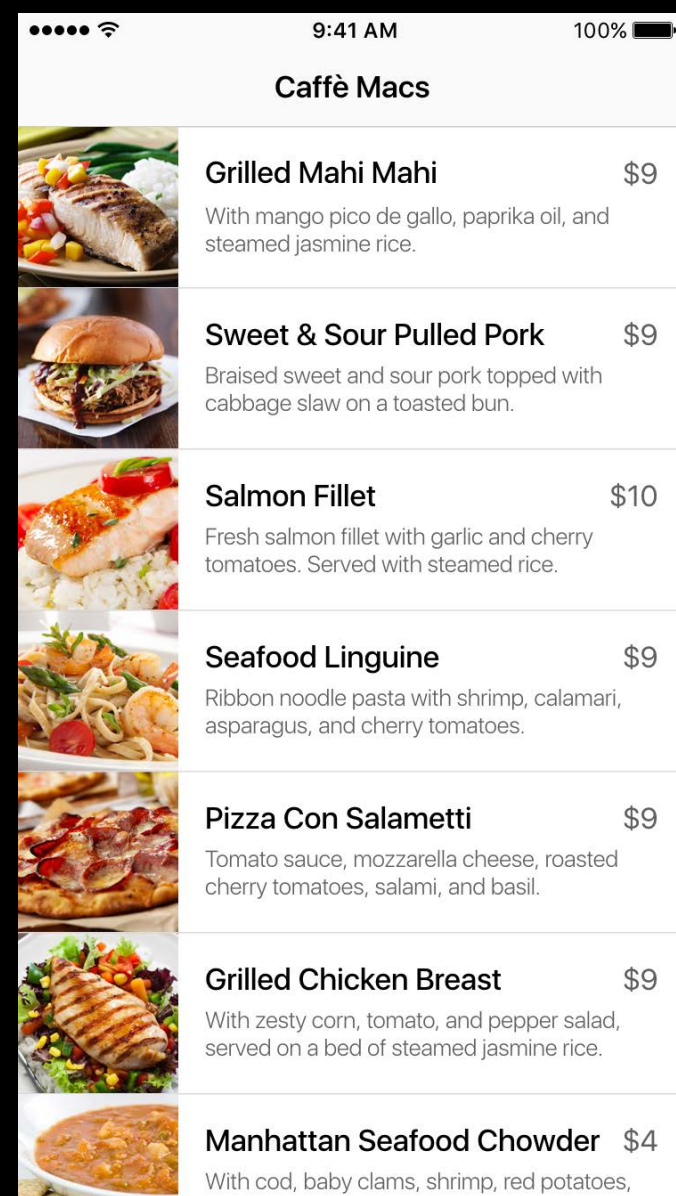
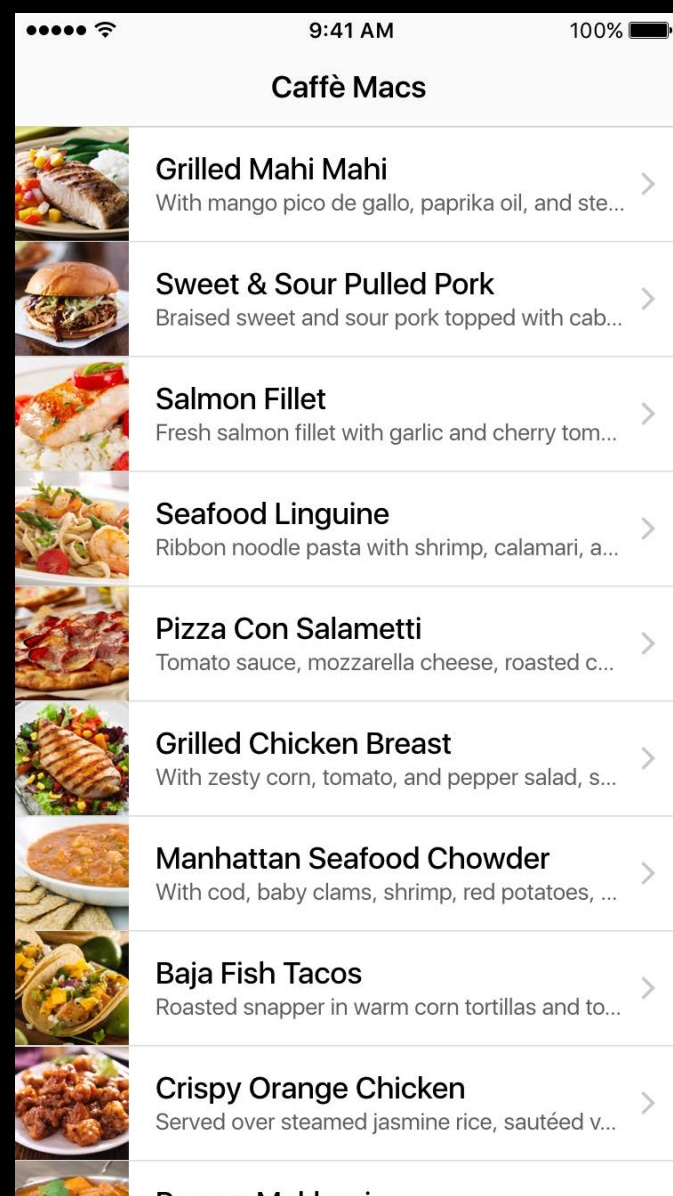


## **Grilled Mahi Mahi**

**\$9**

With mango pico de gallo, paprika oil, and steamed jasmine rice.





# Iterate

Layout

Typography

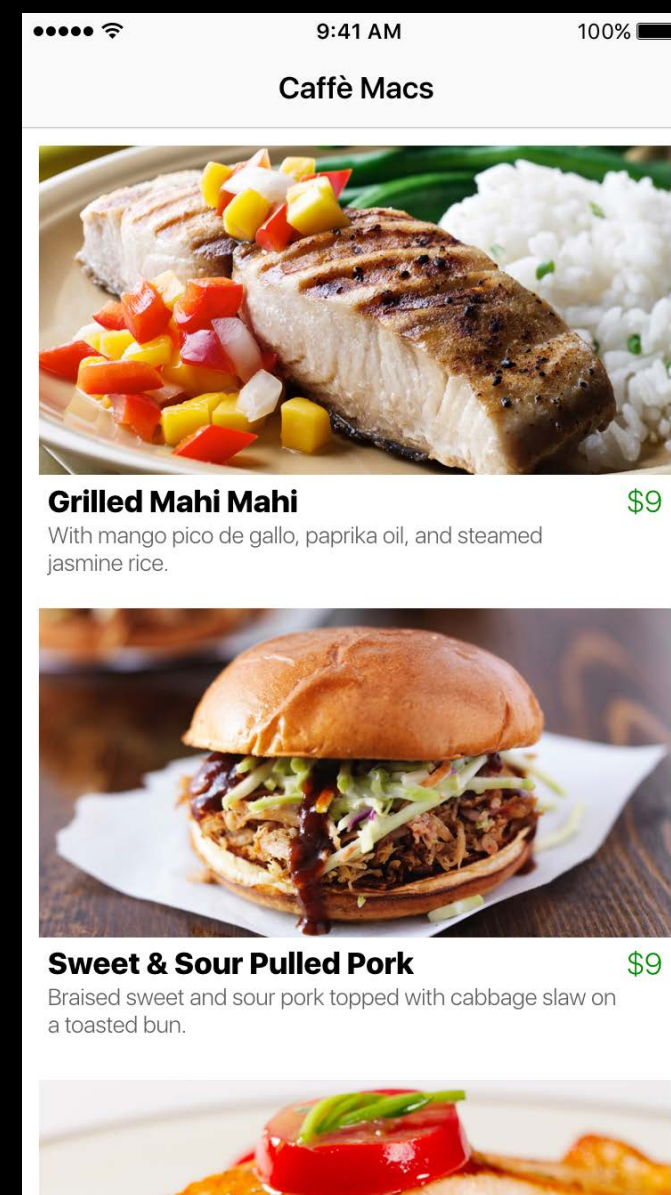
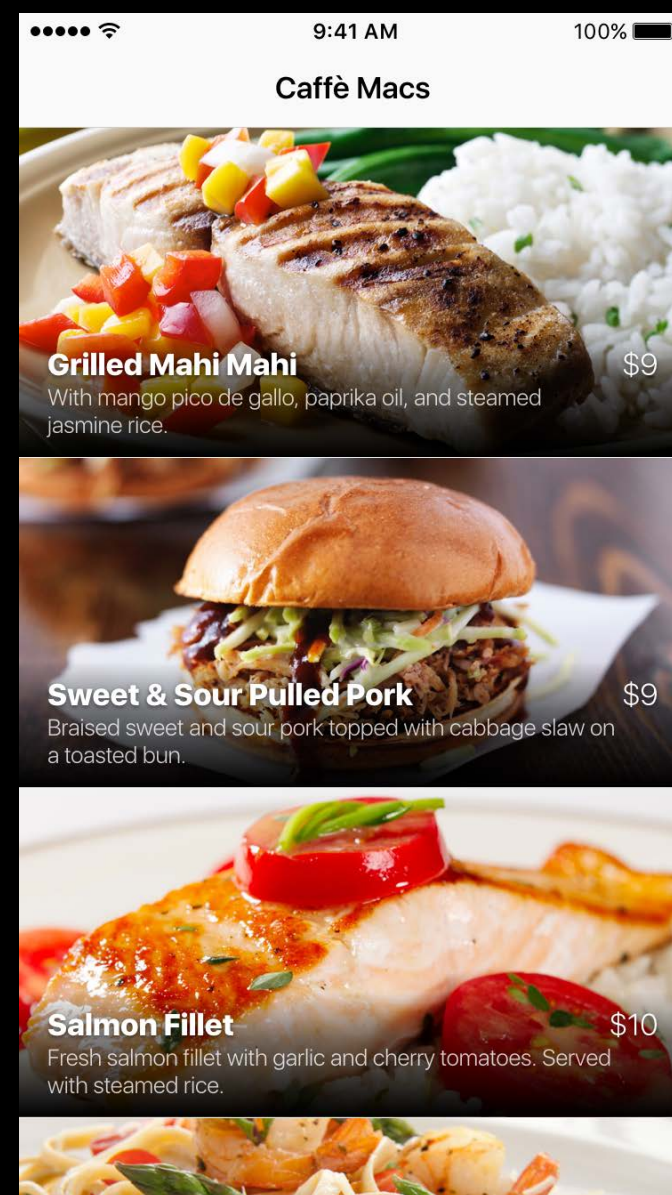
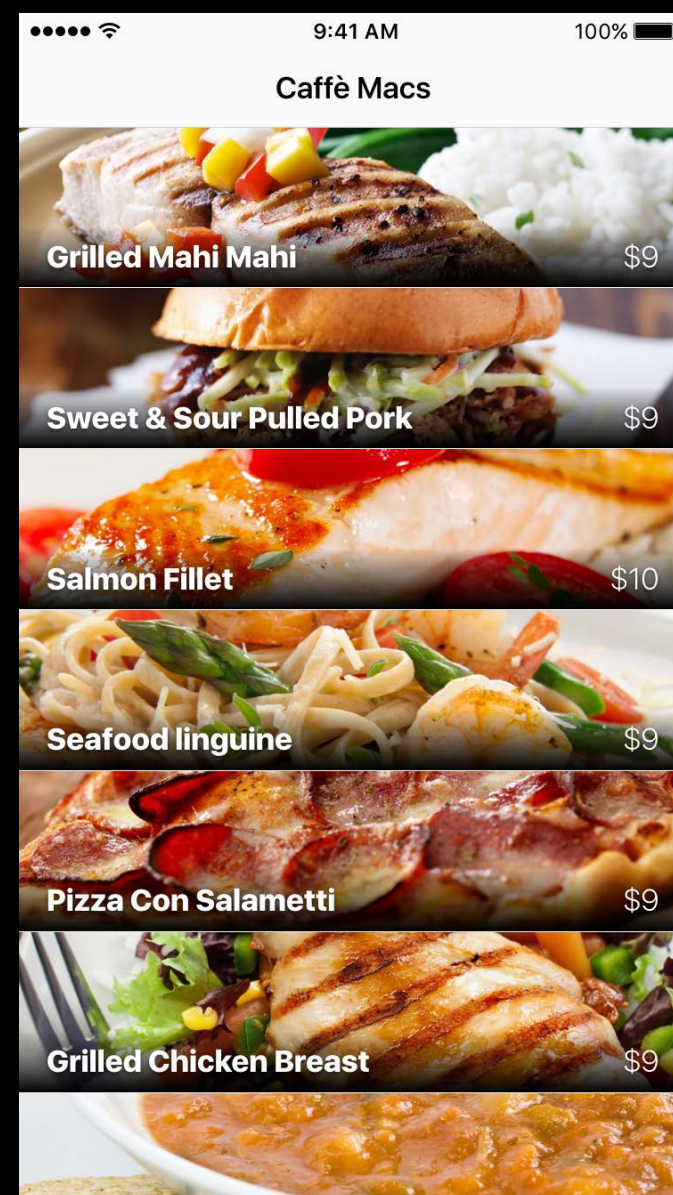
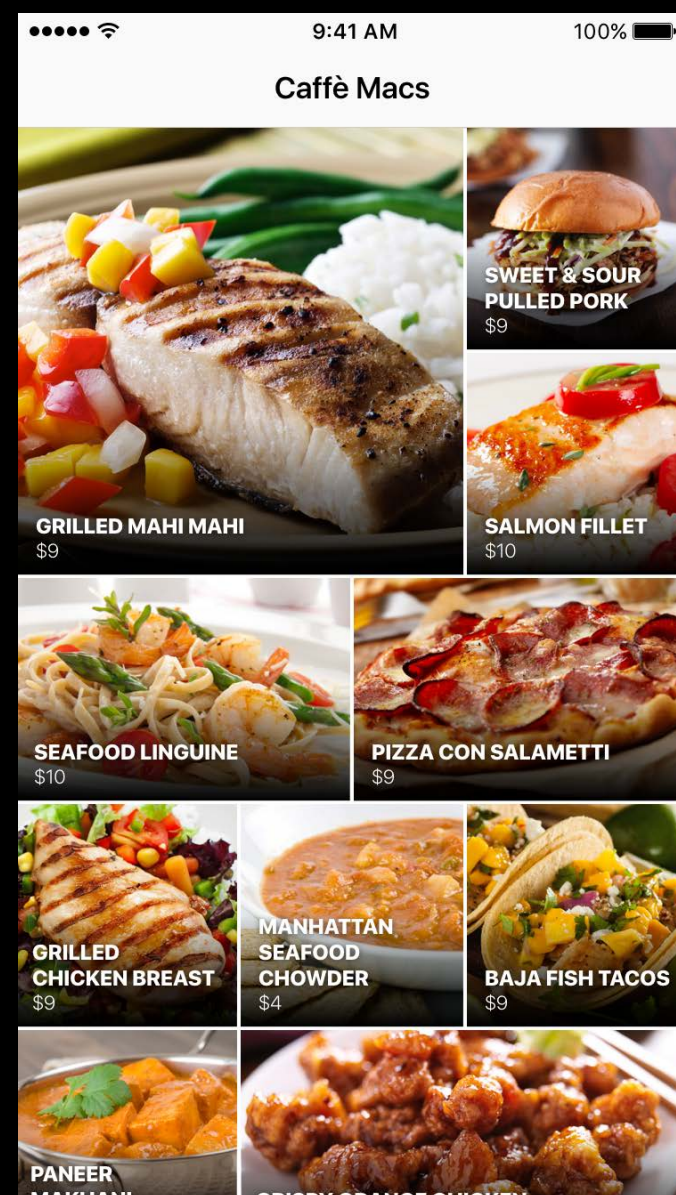
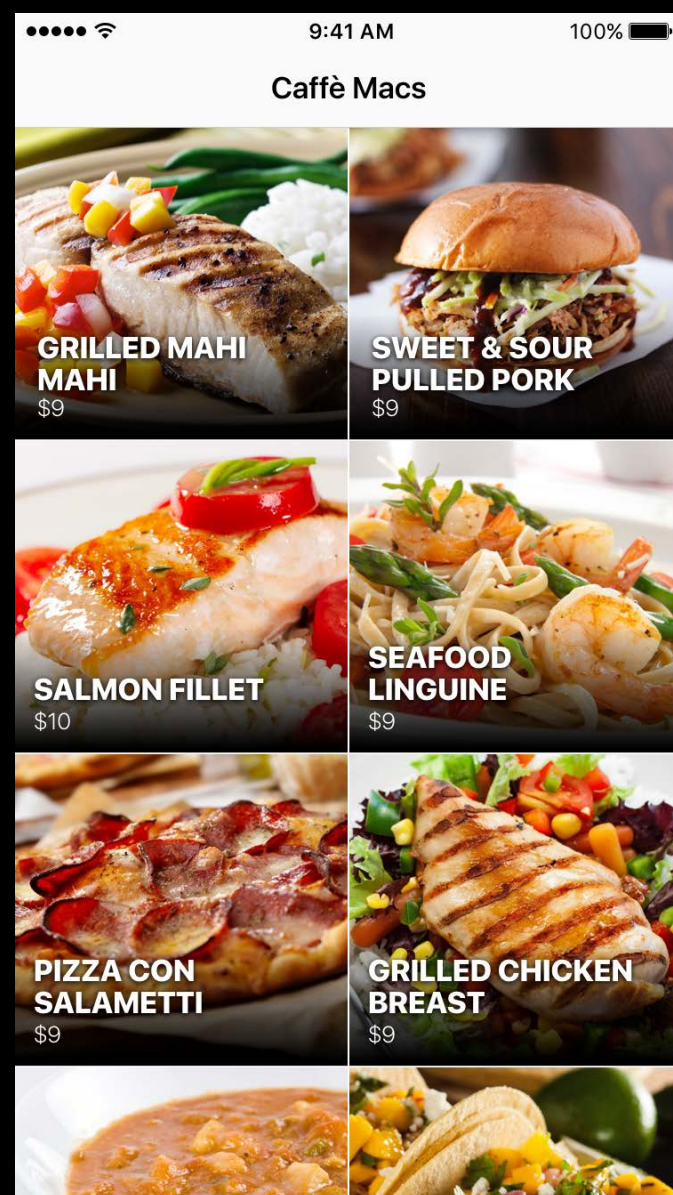
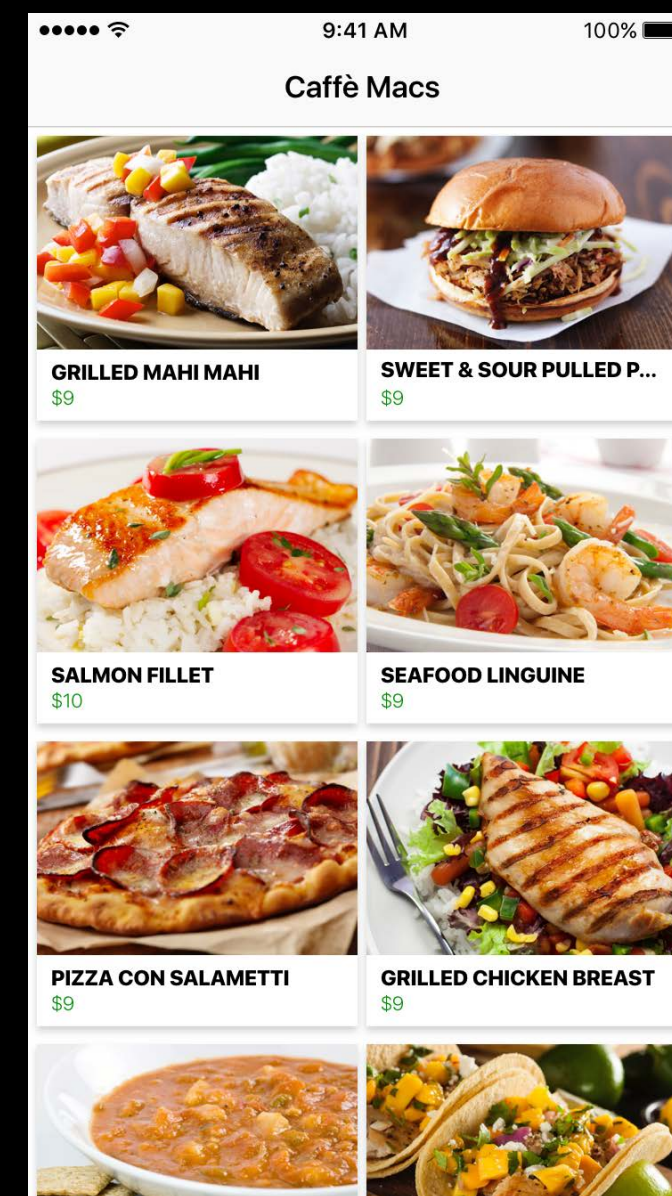
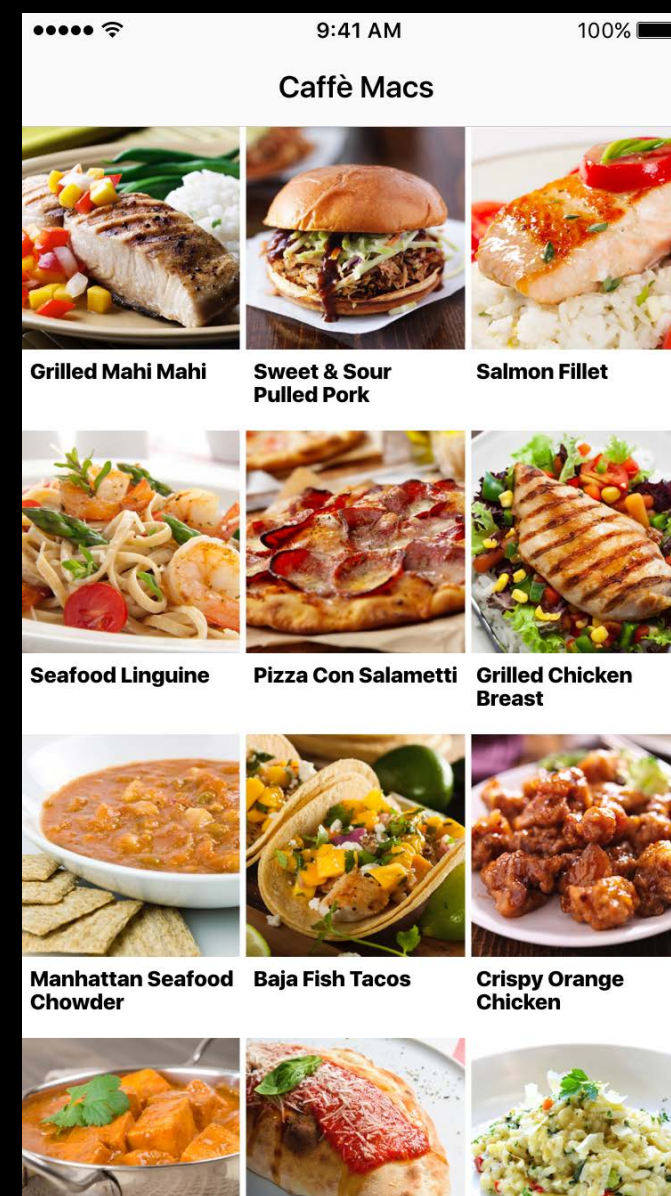
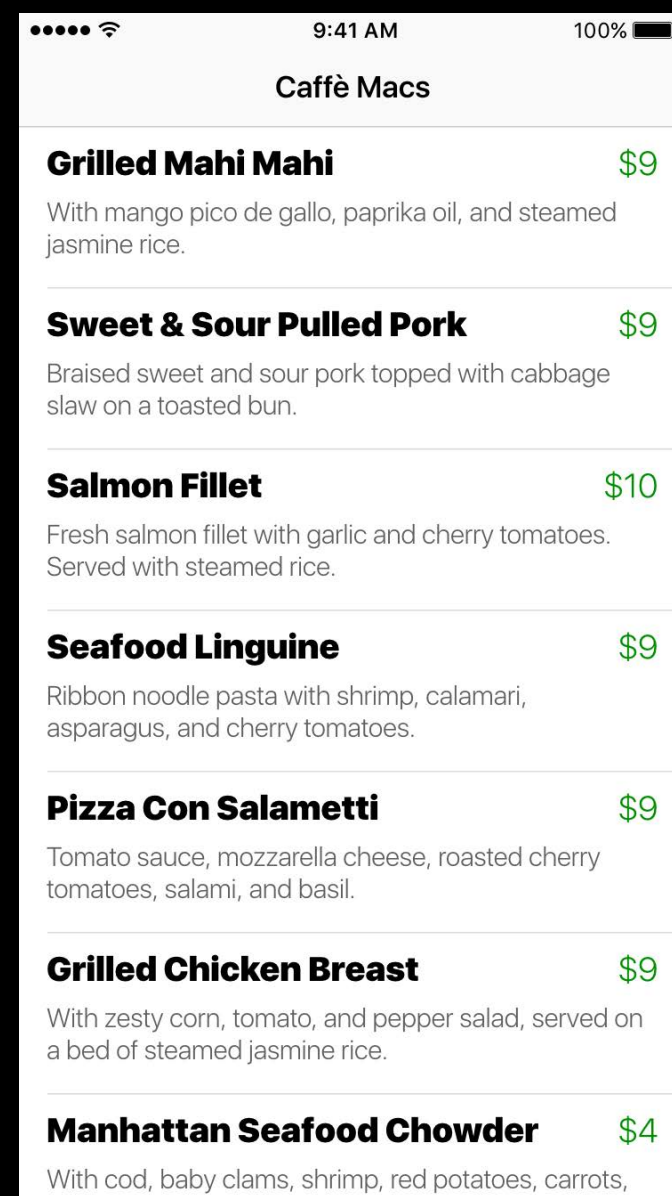
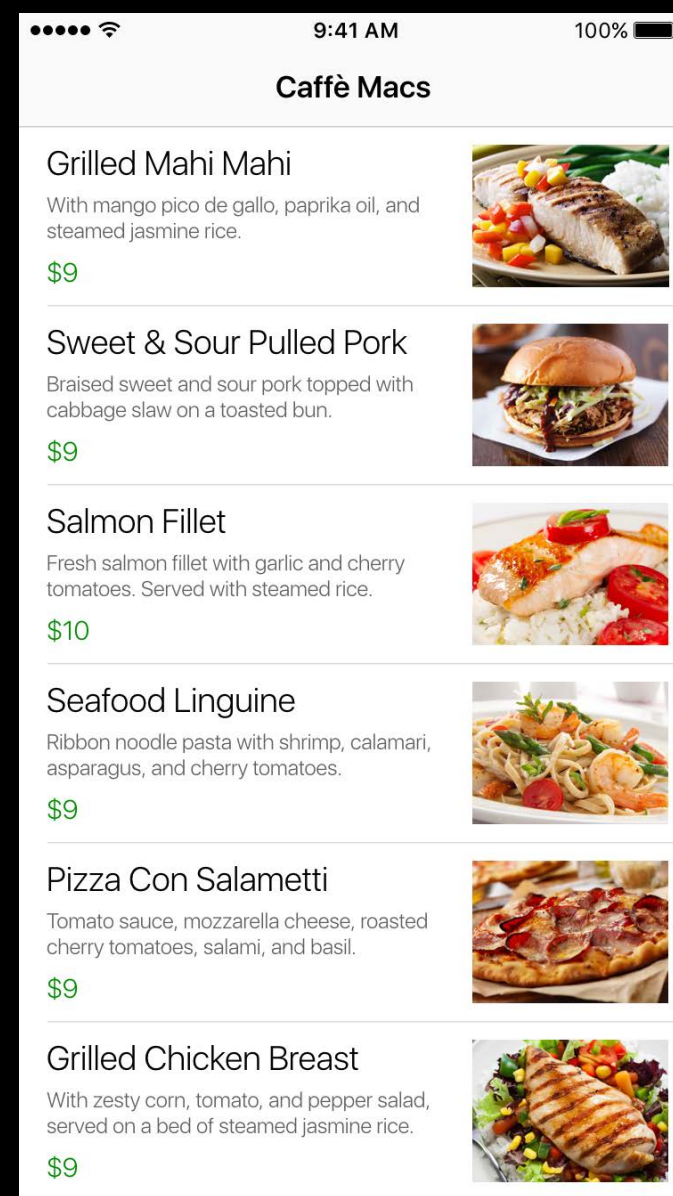
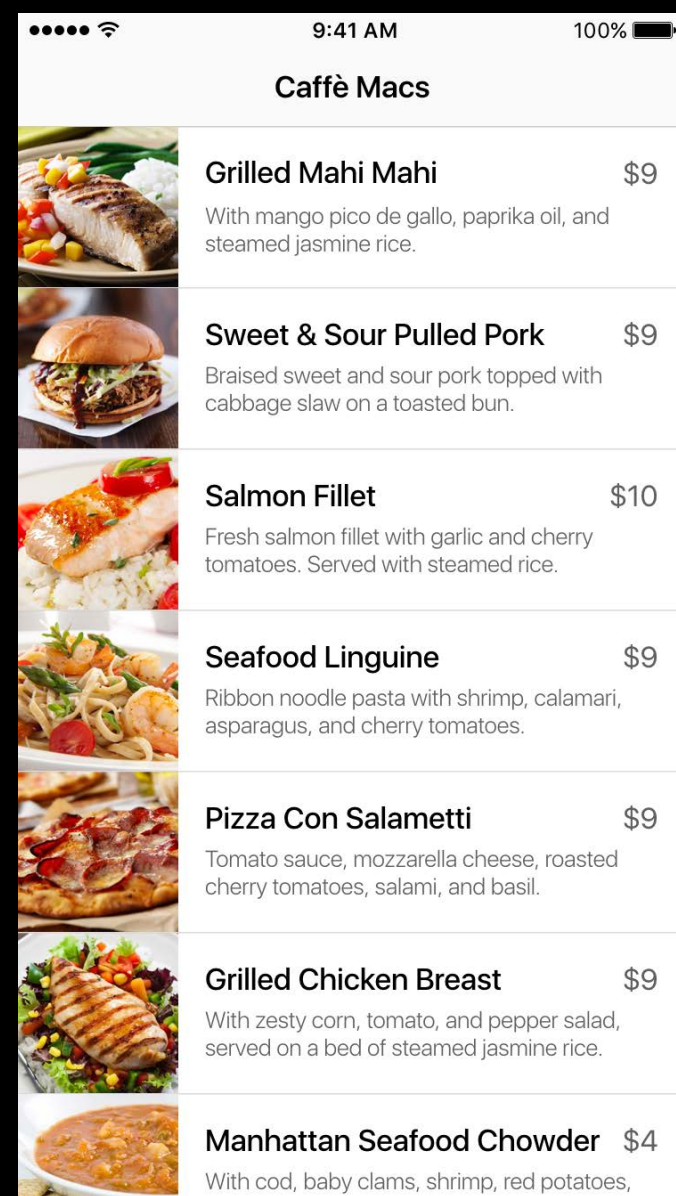
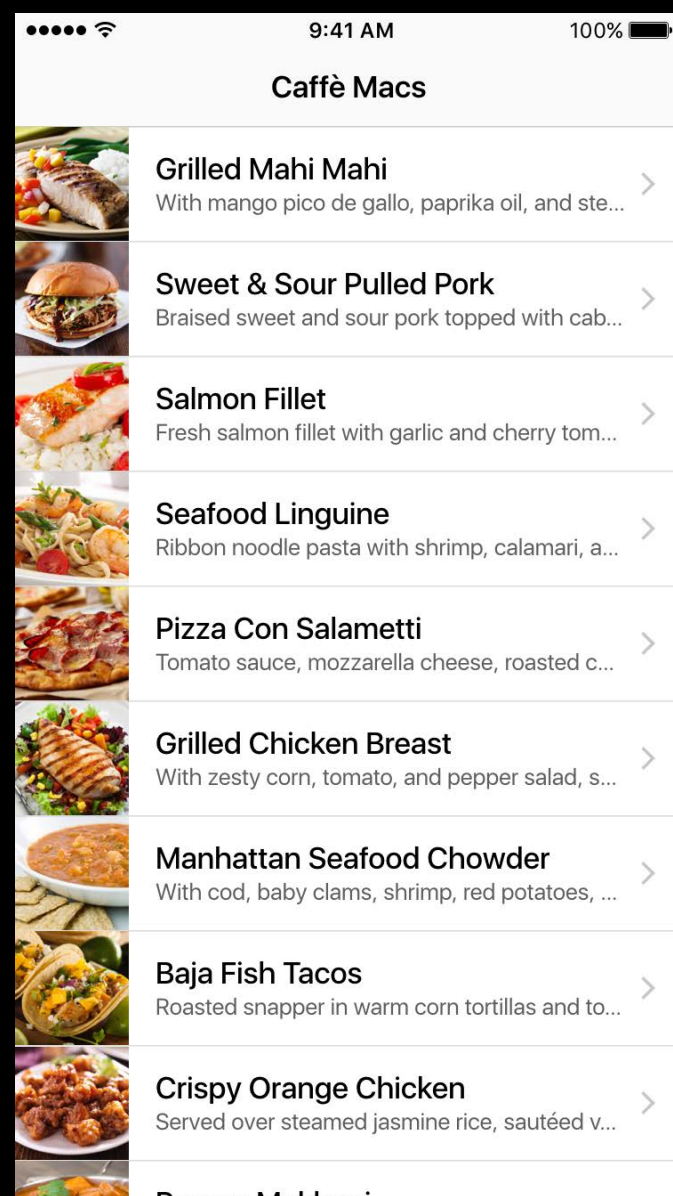
Proportions

Information density

Opposites and extremes

Navigation







How well does it serve the goals?

How well does it serve the goals?

Does it include the right information?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

Does it feel right?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

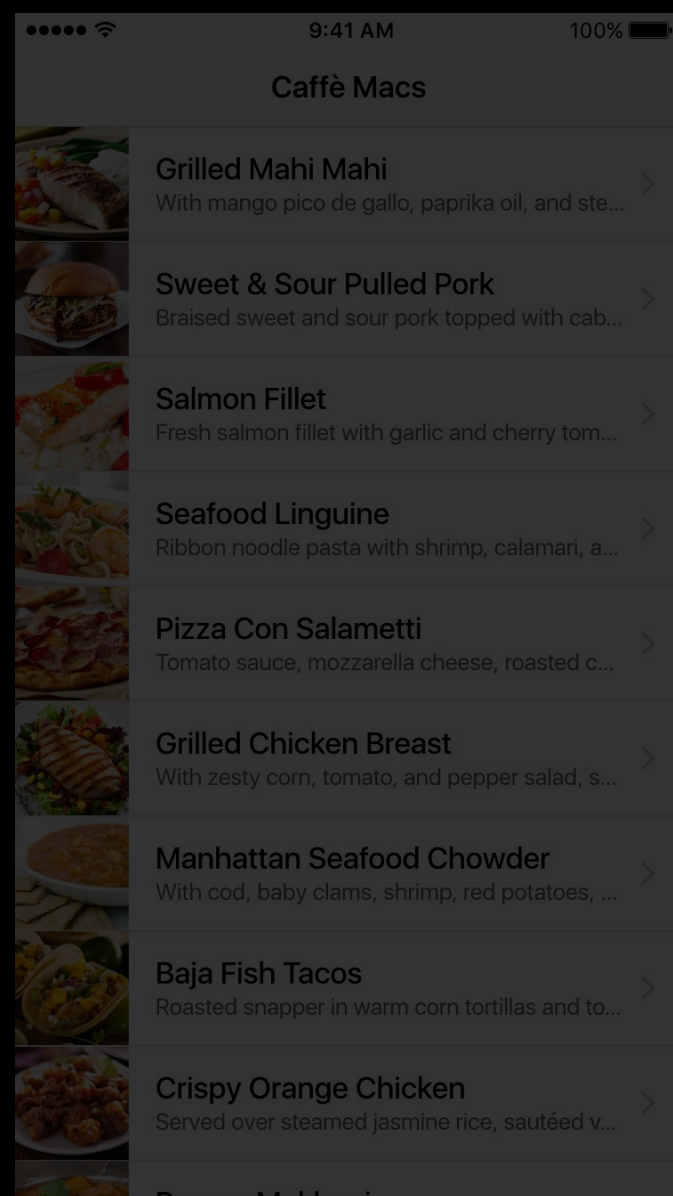
Does it feel right?



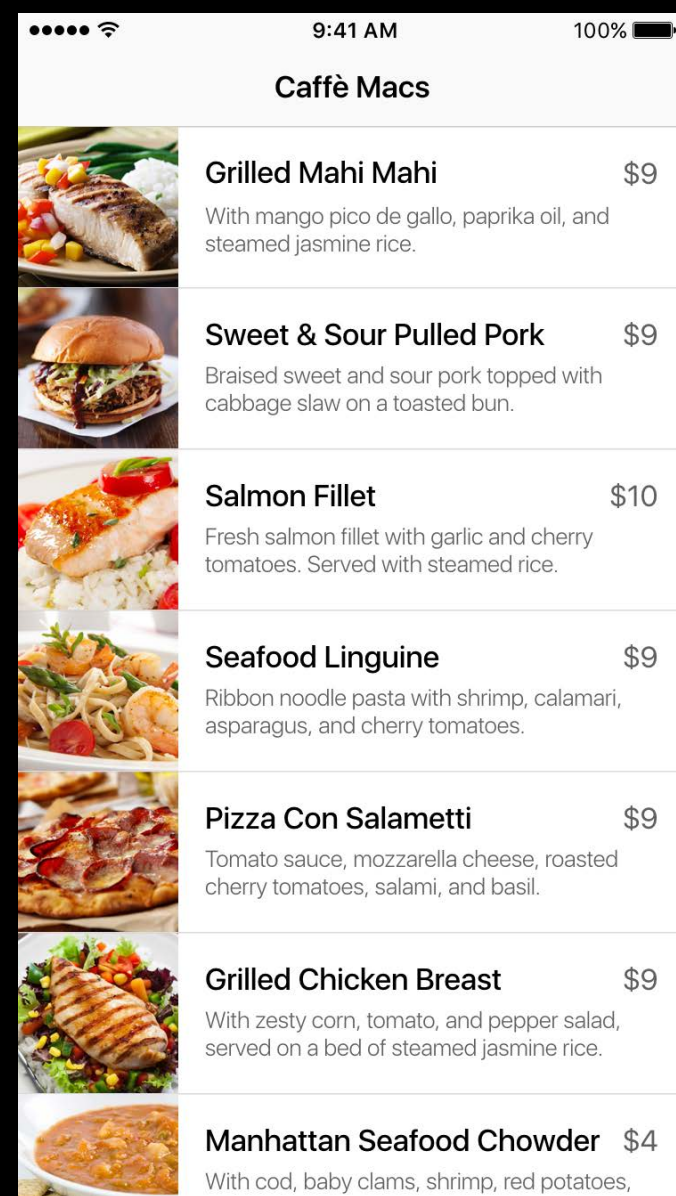




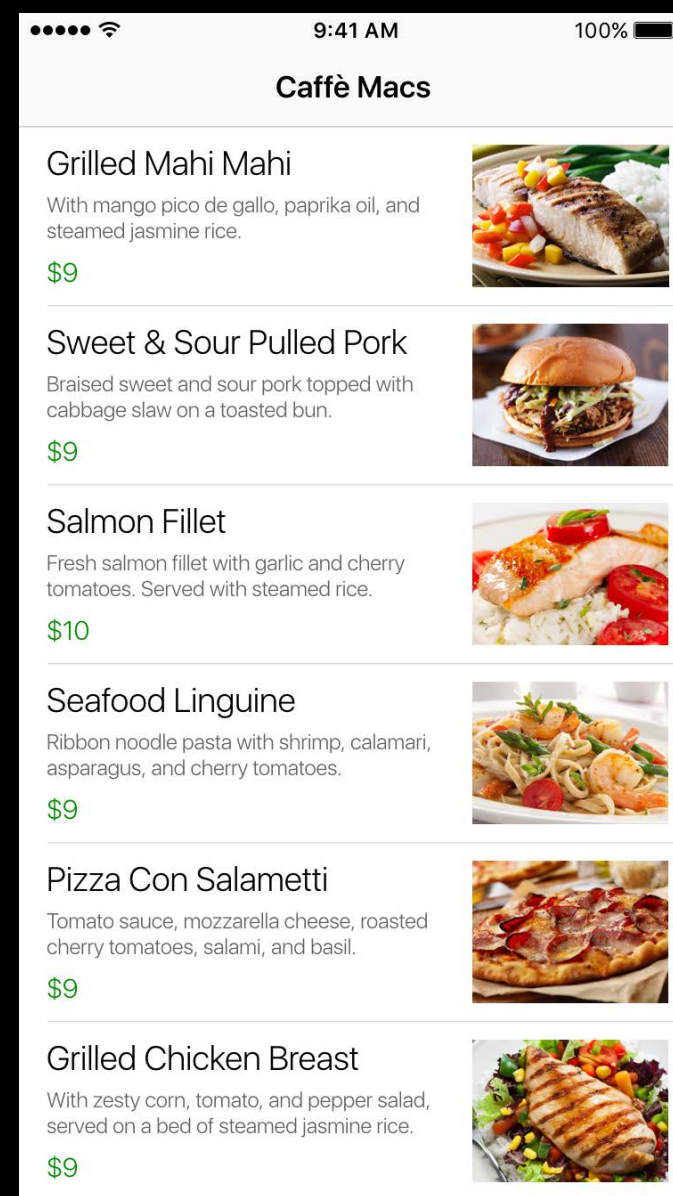
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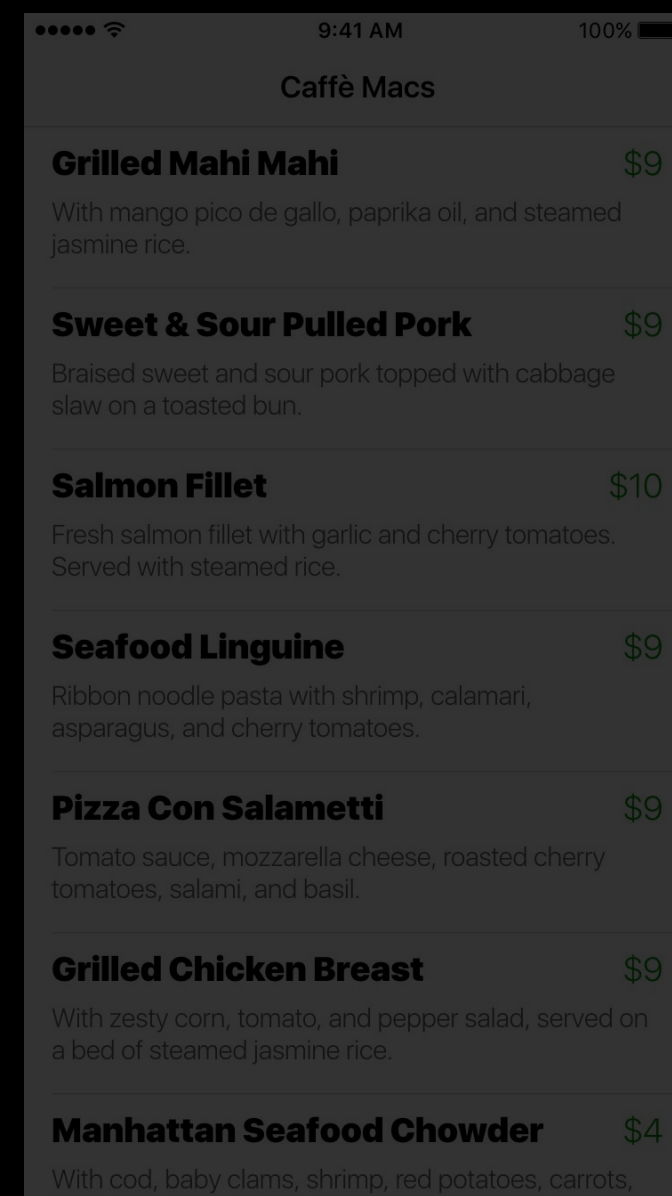
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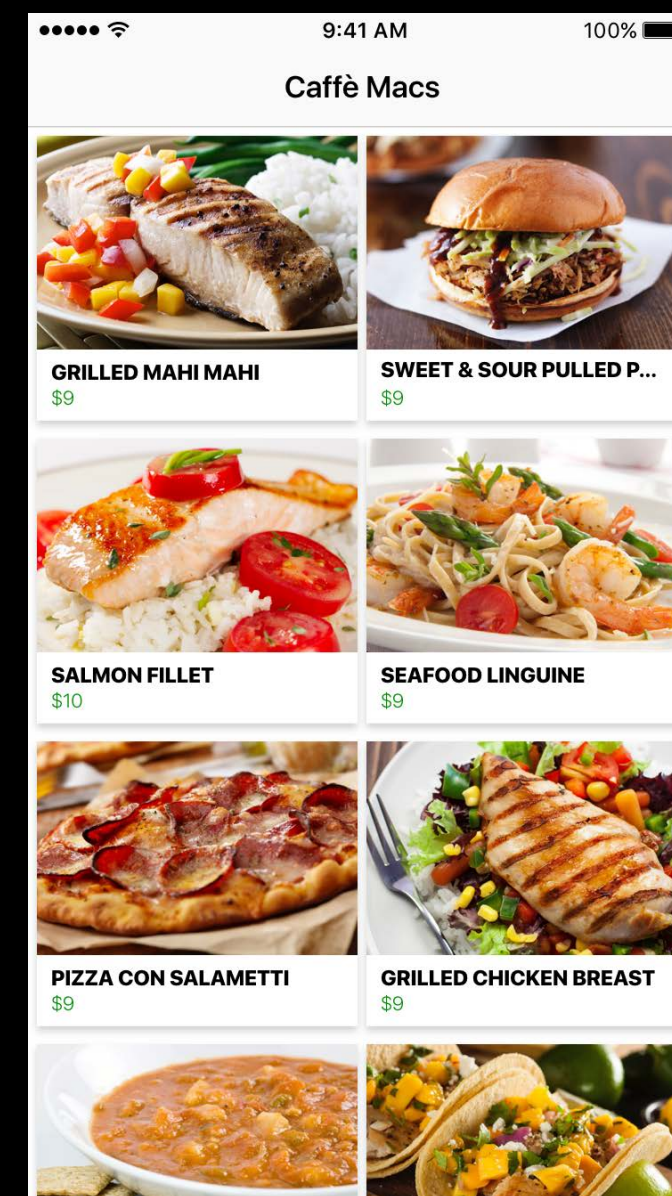
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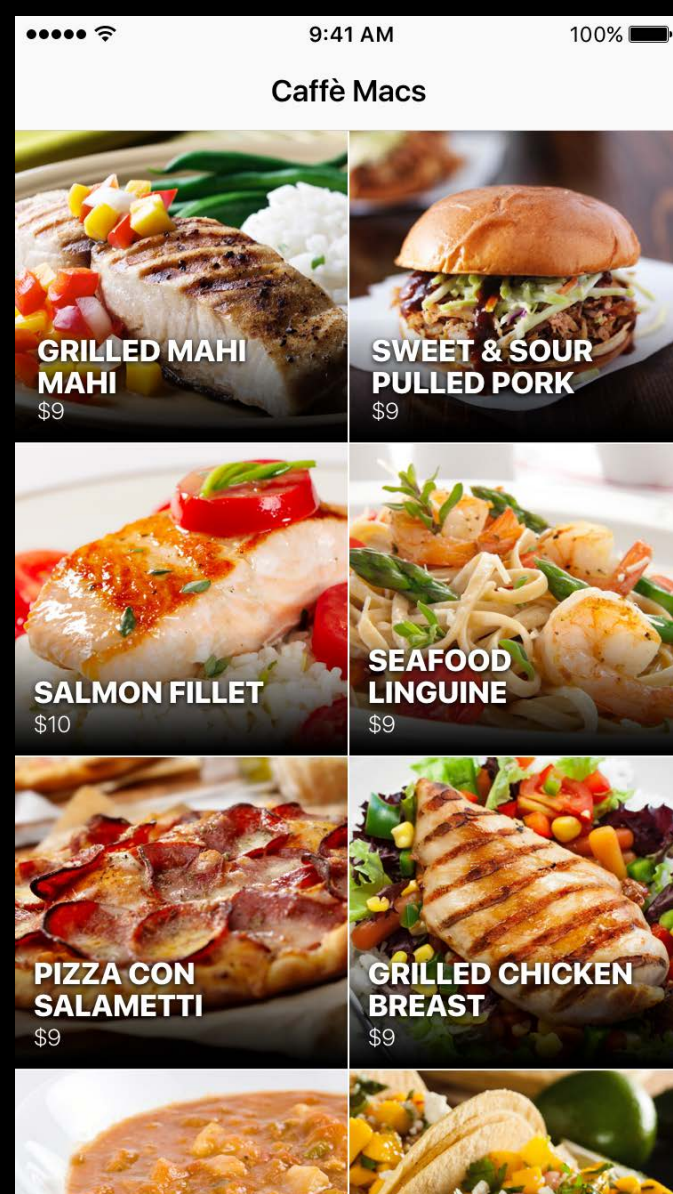
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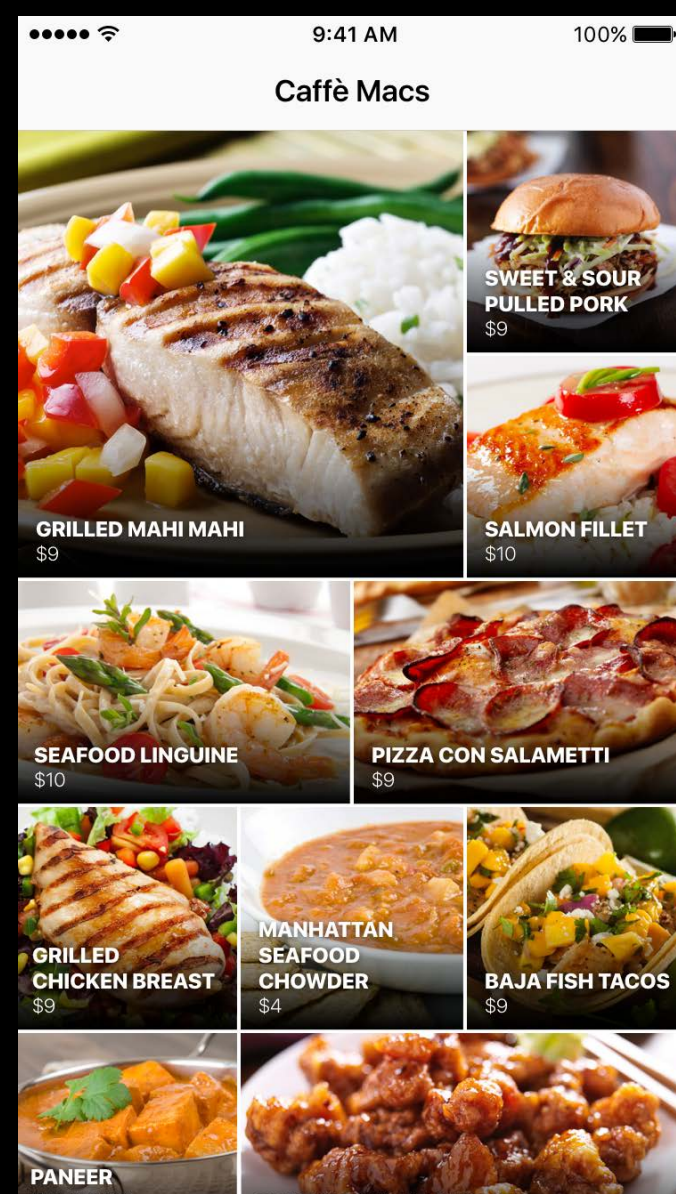
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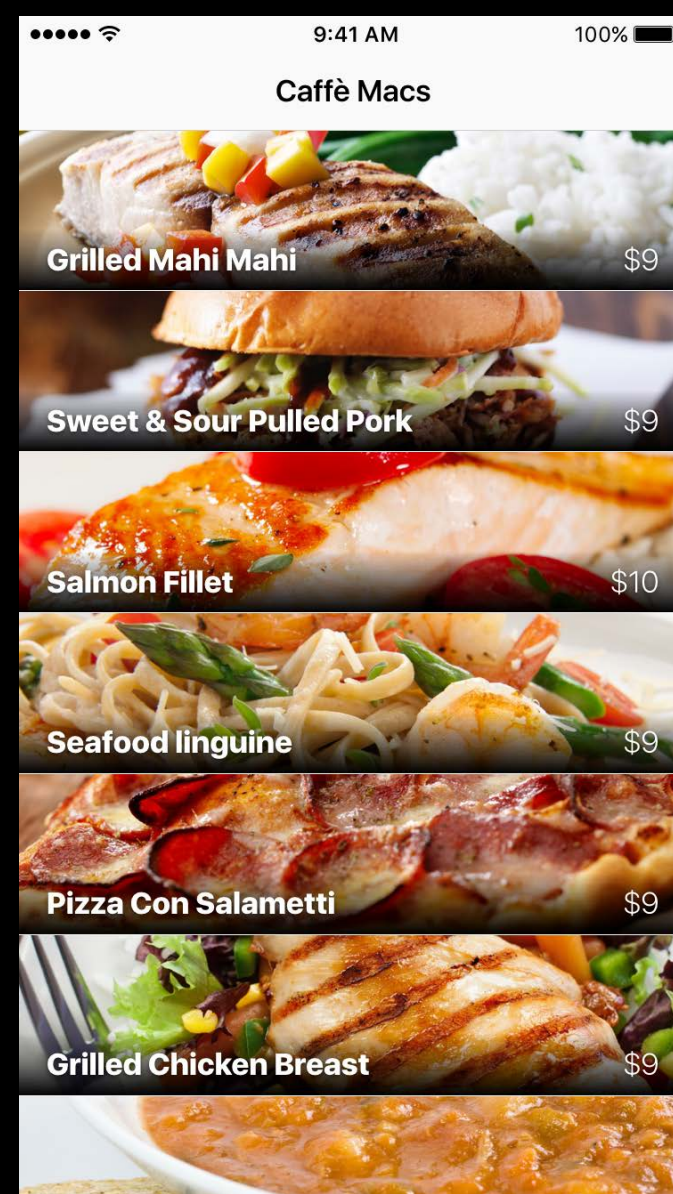
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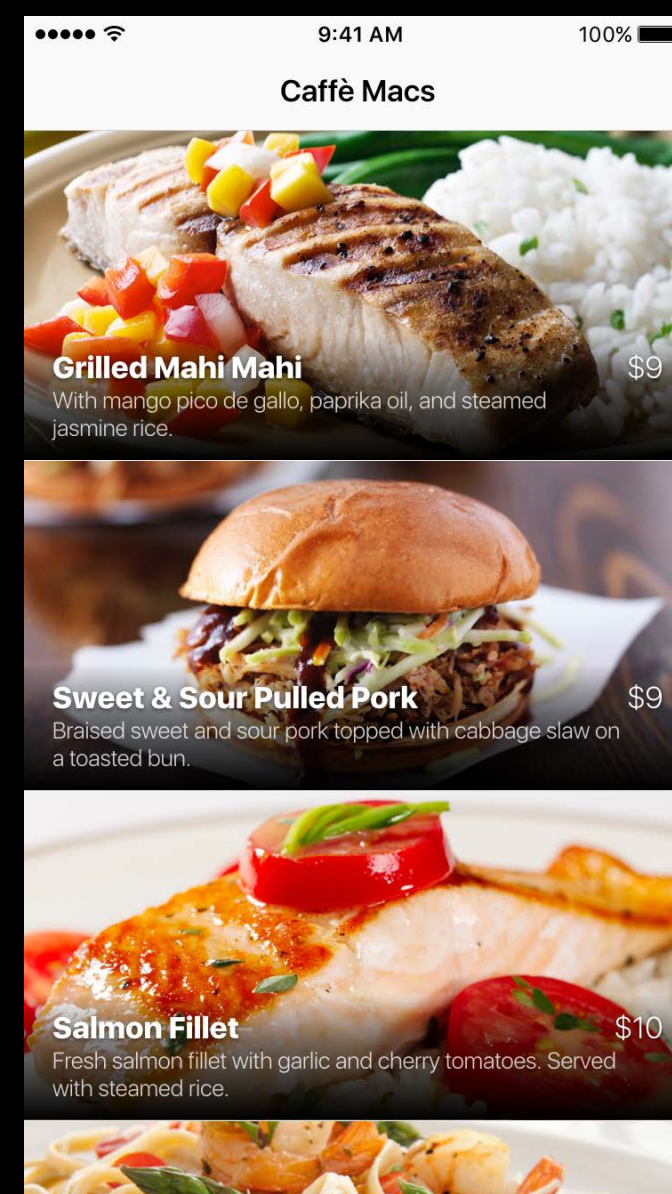
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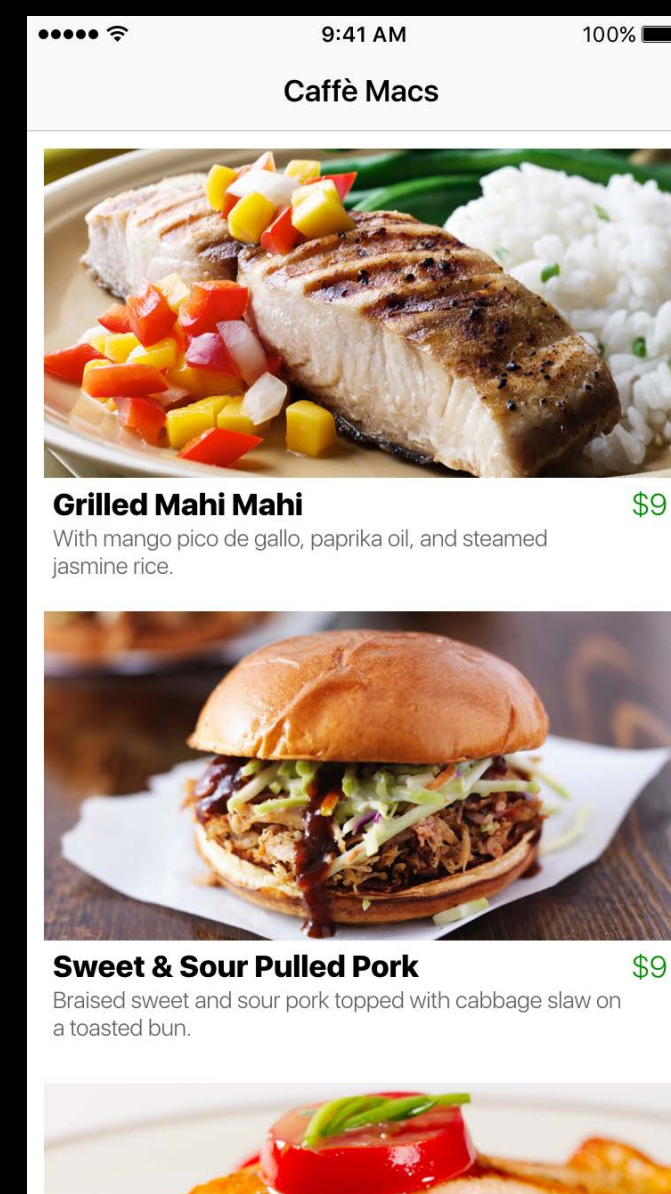
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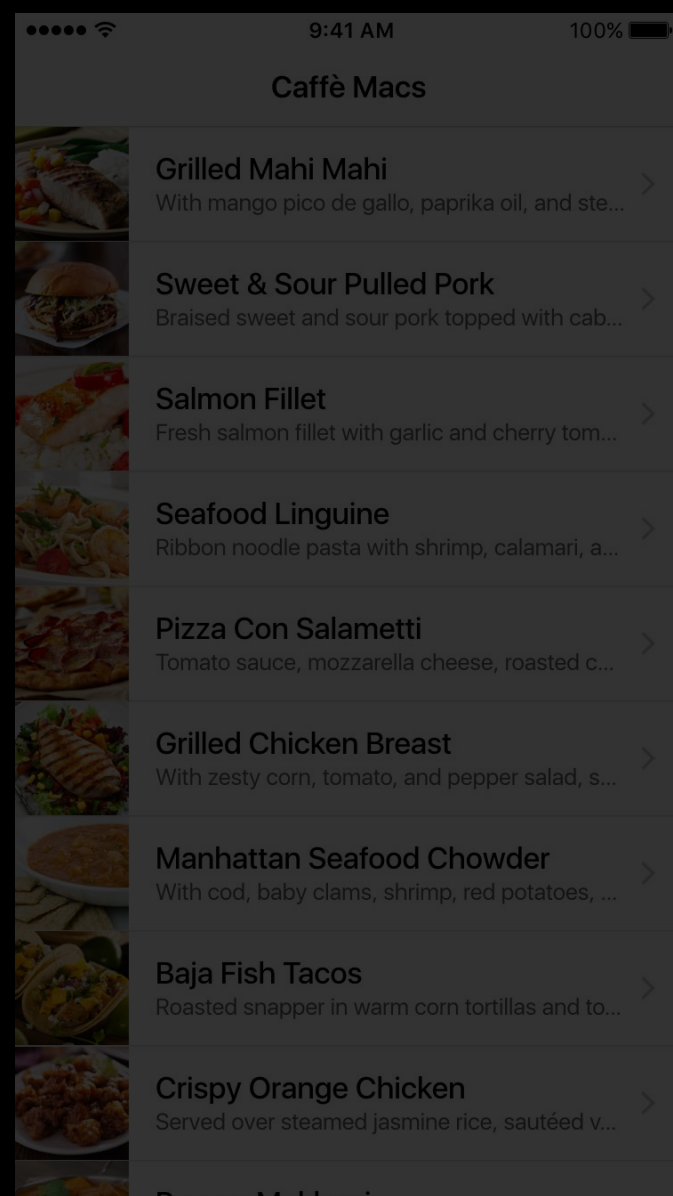


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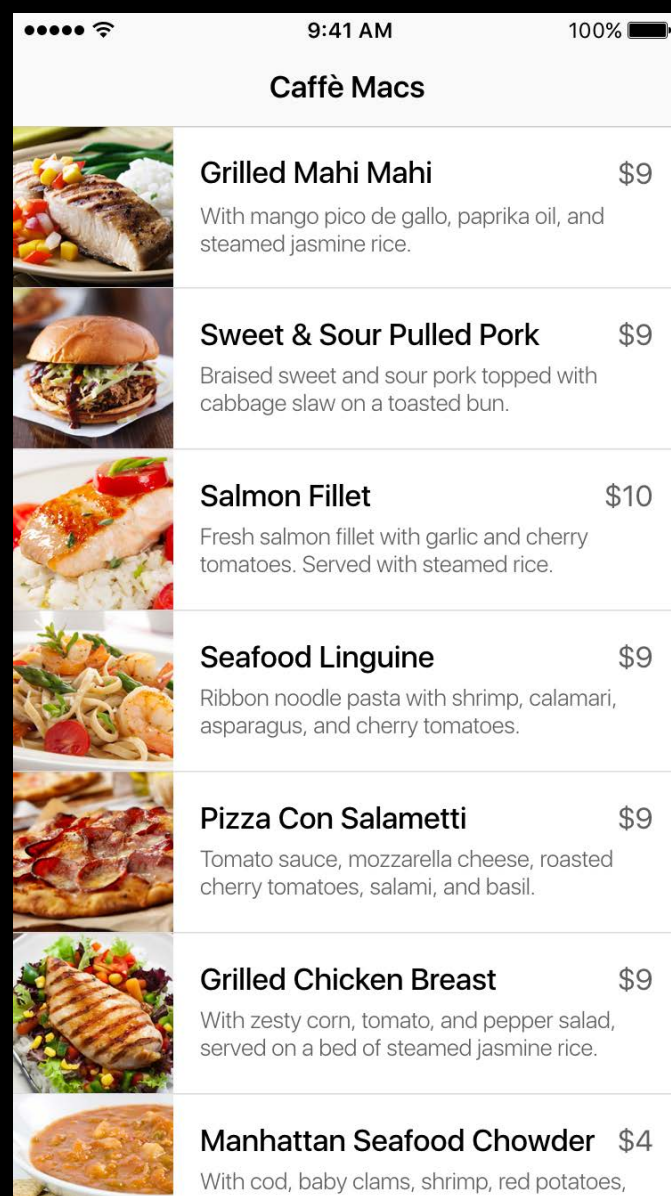




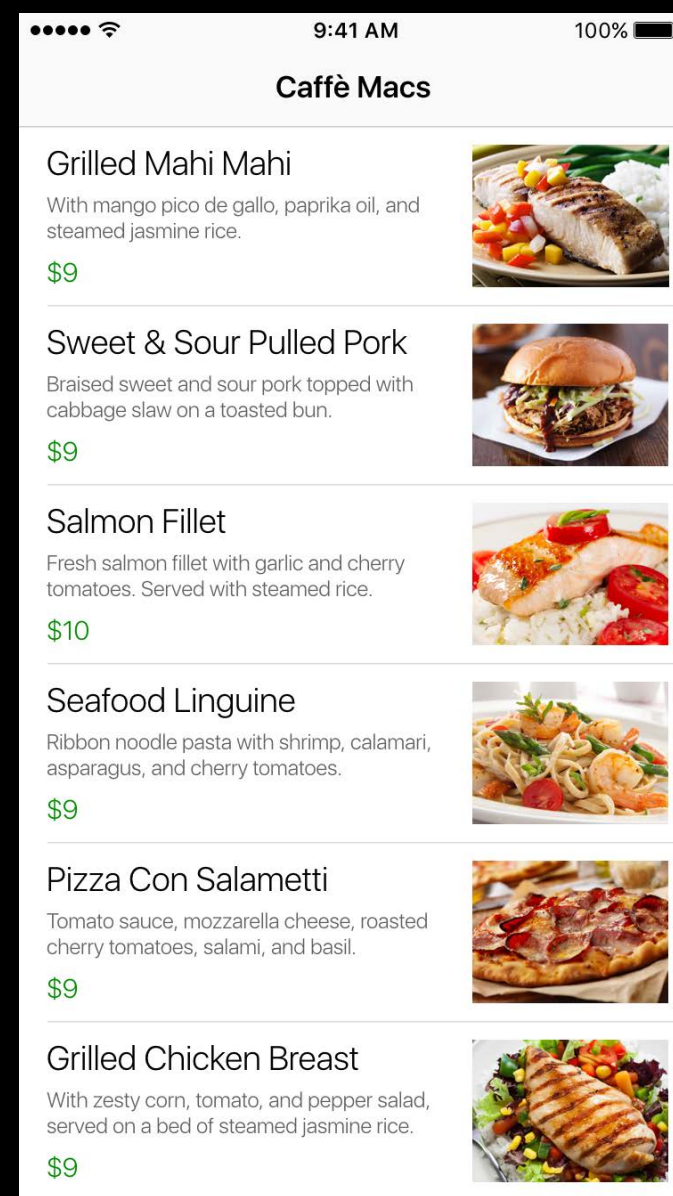
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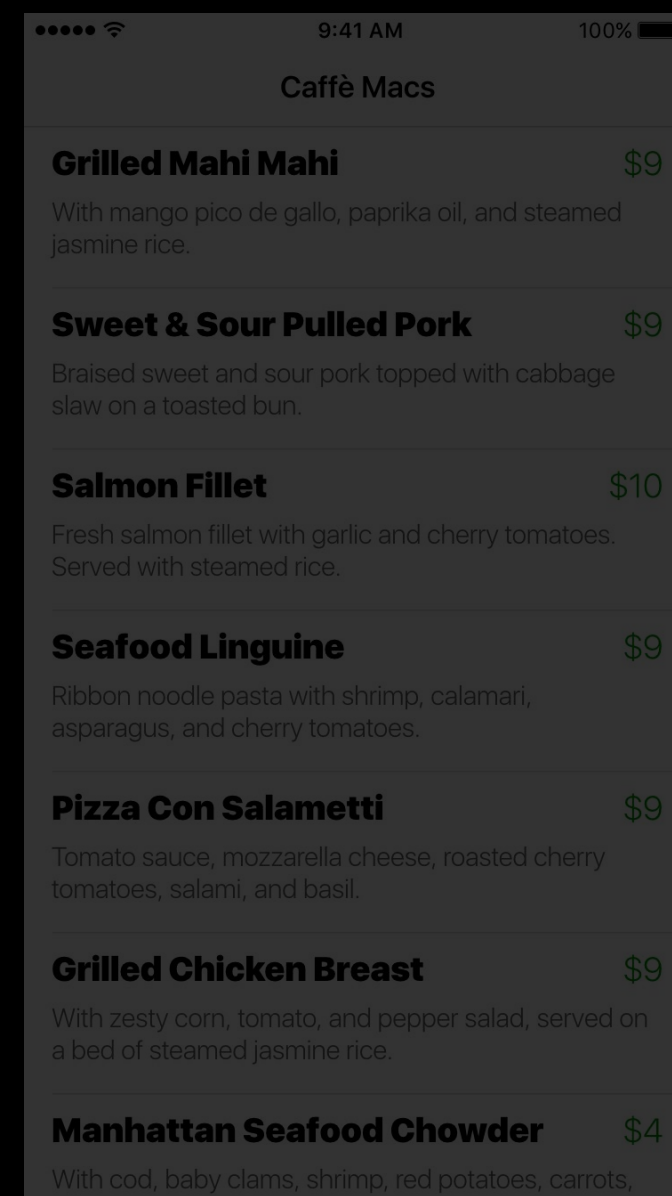
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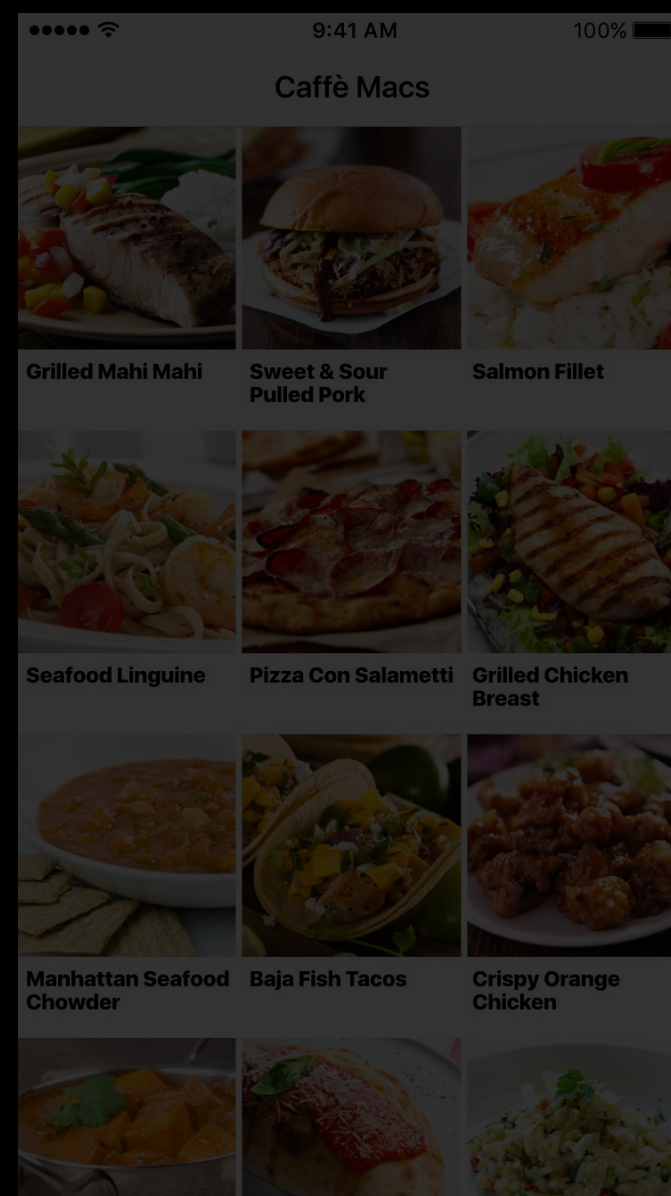
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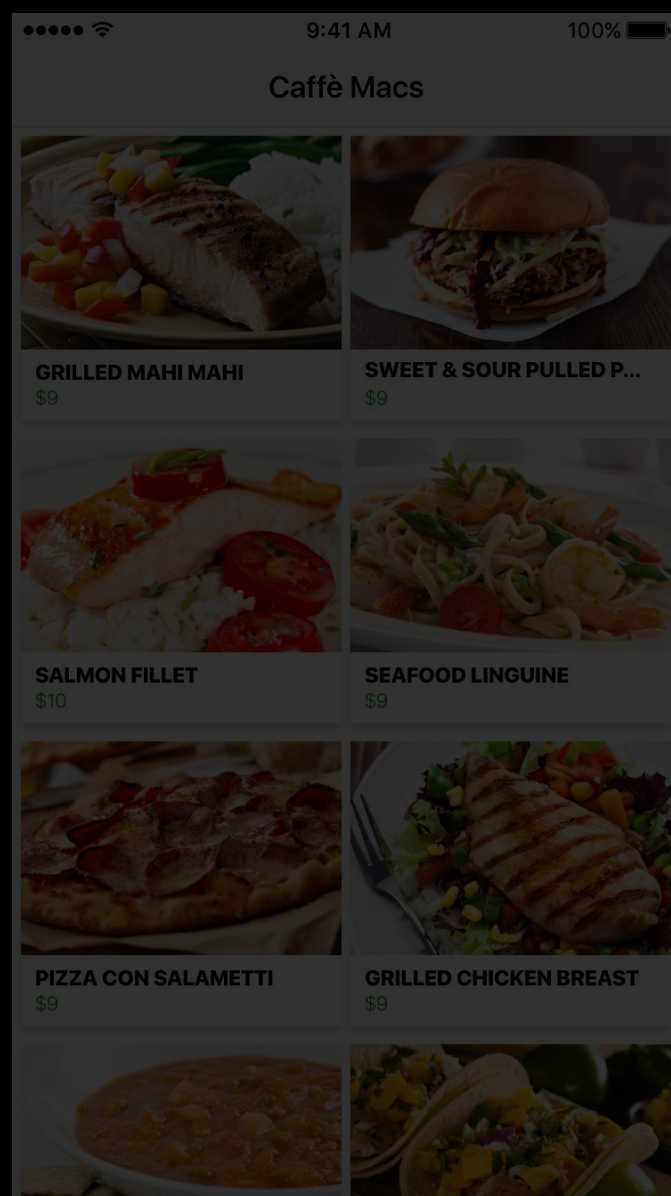
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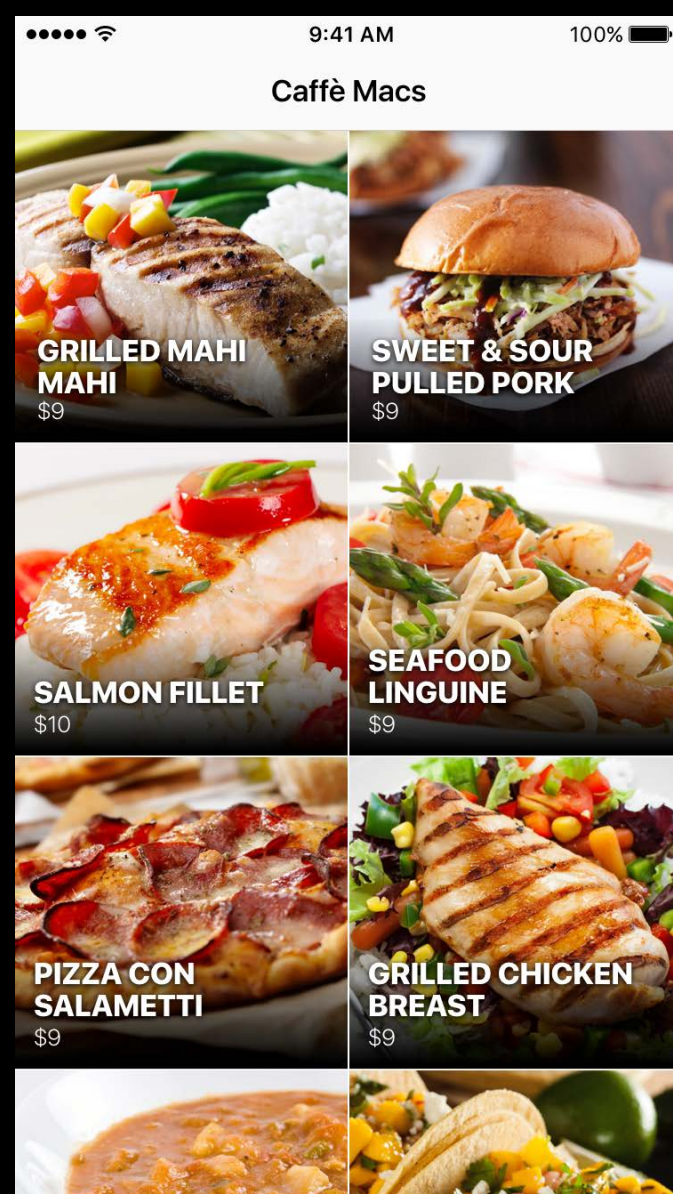
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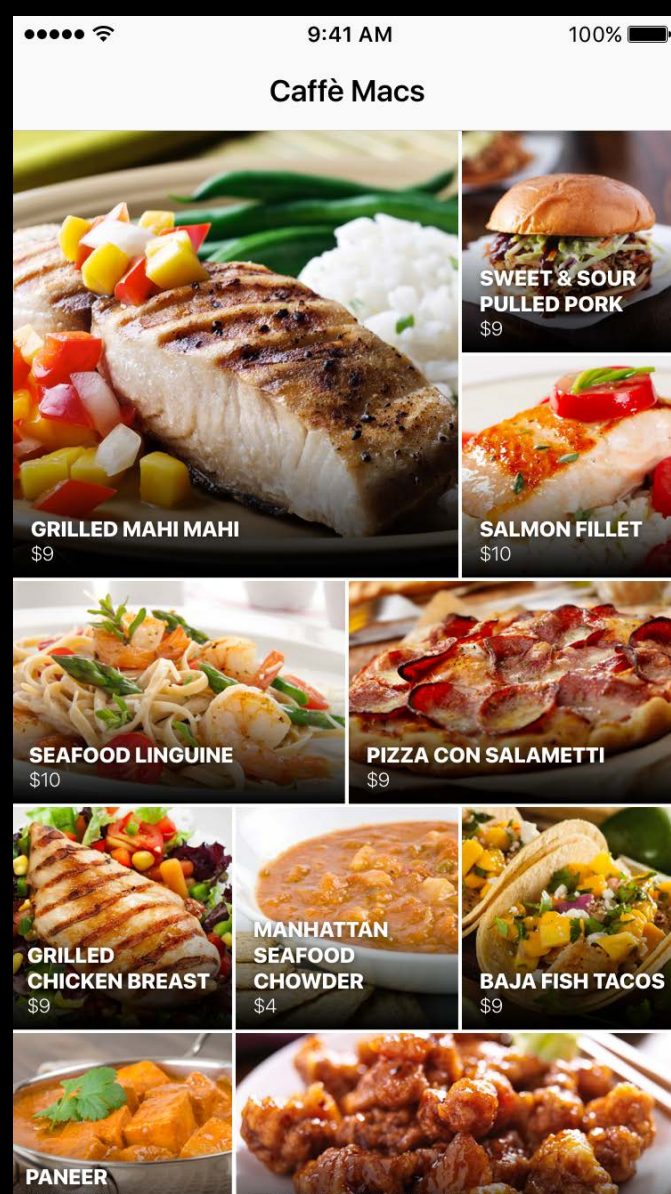
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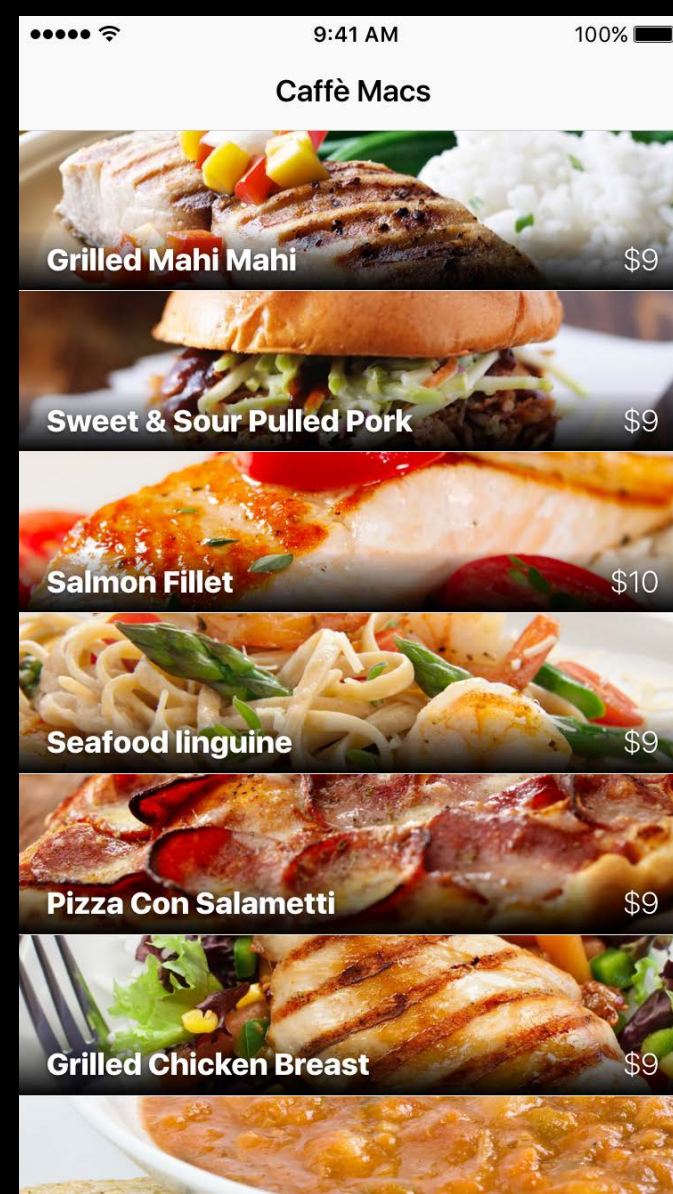
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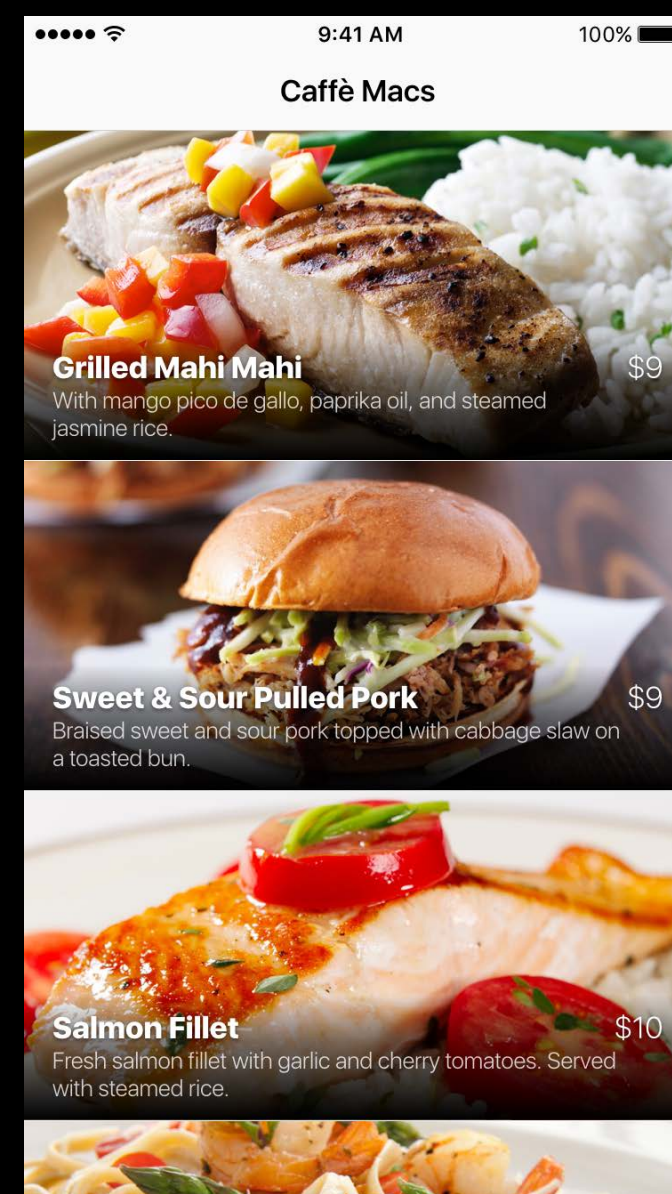
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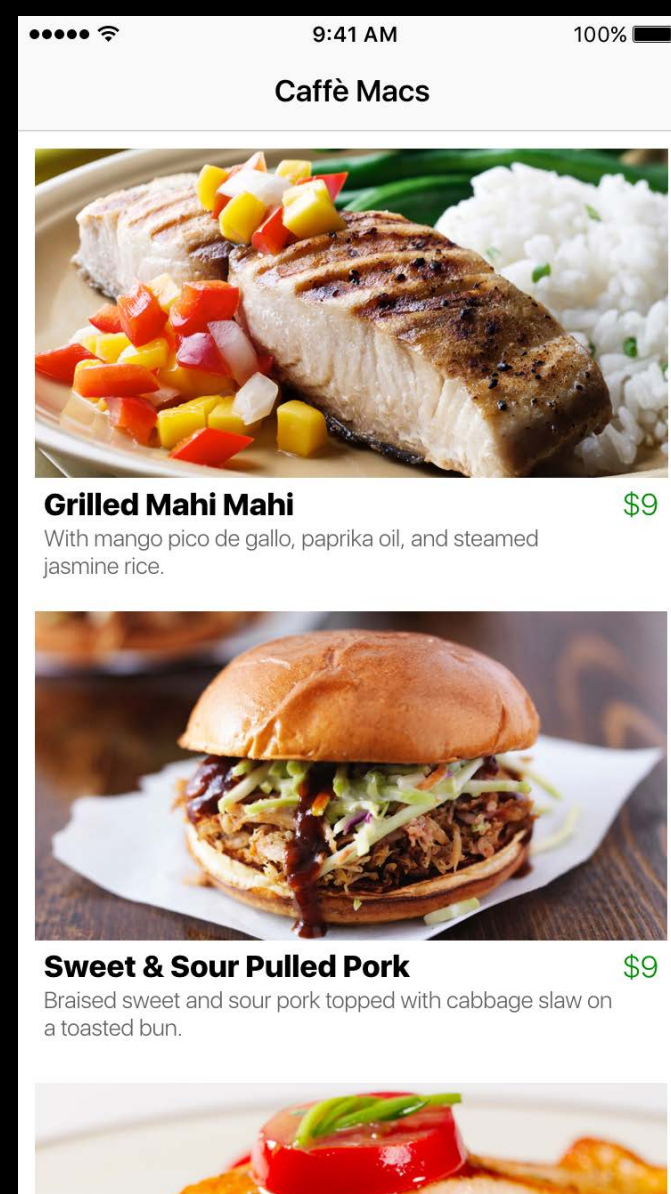
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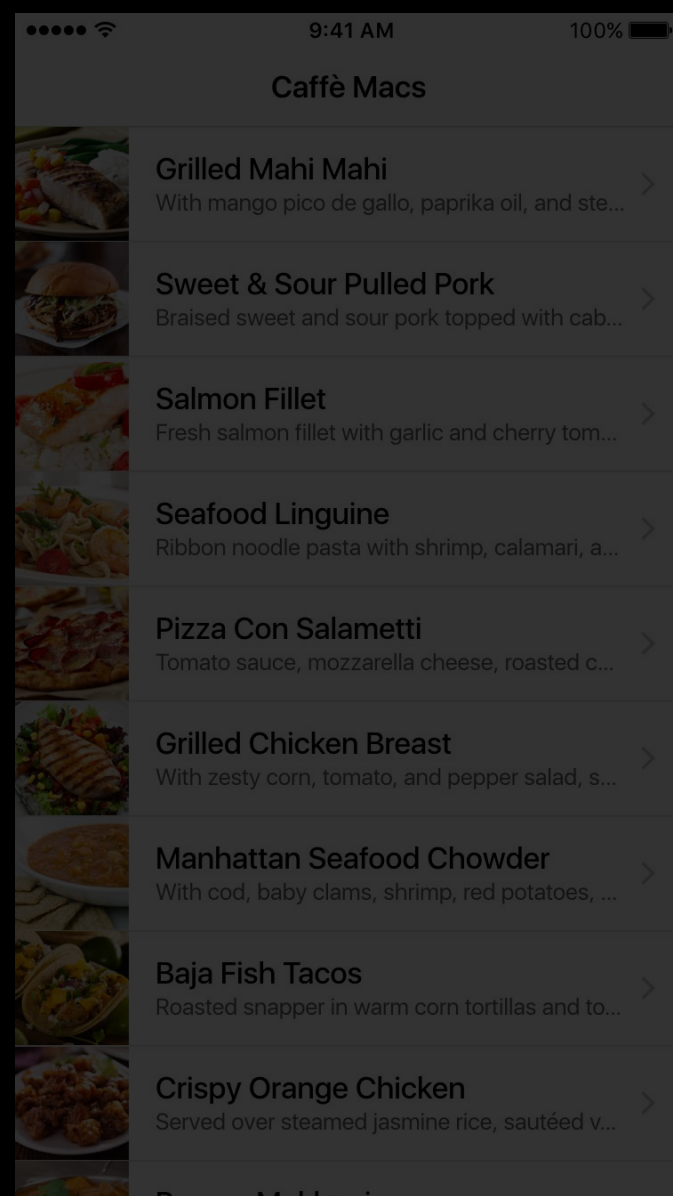
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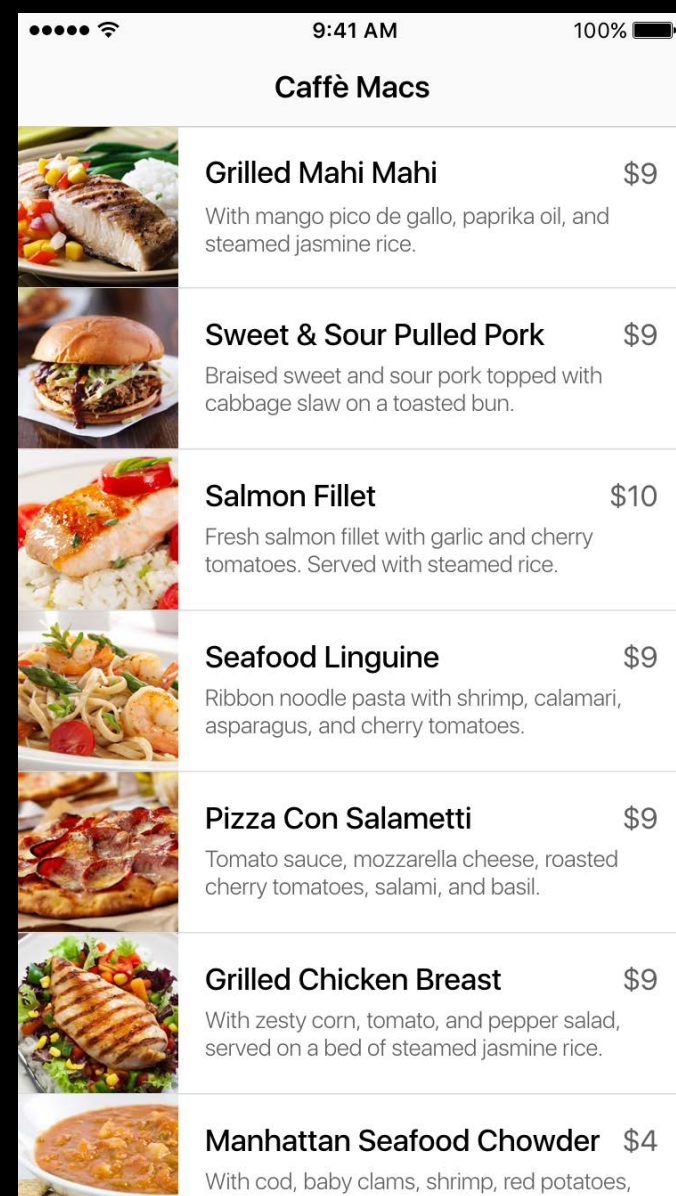
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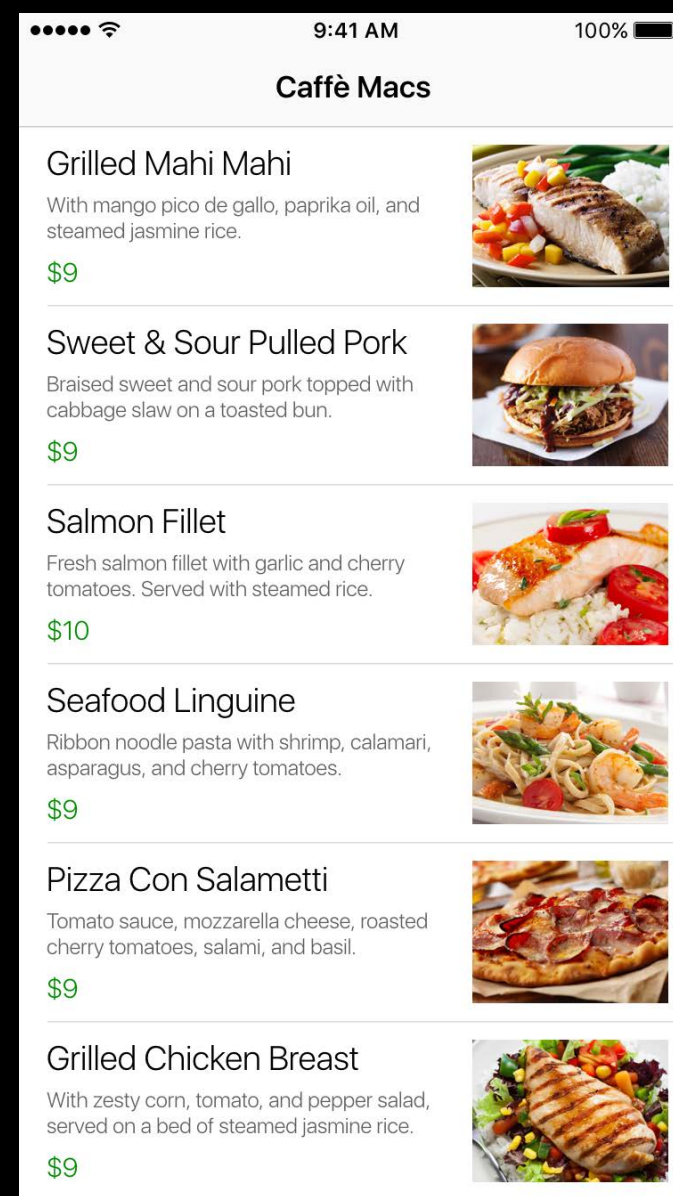
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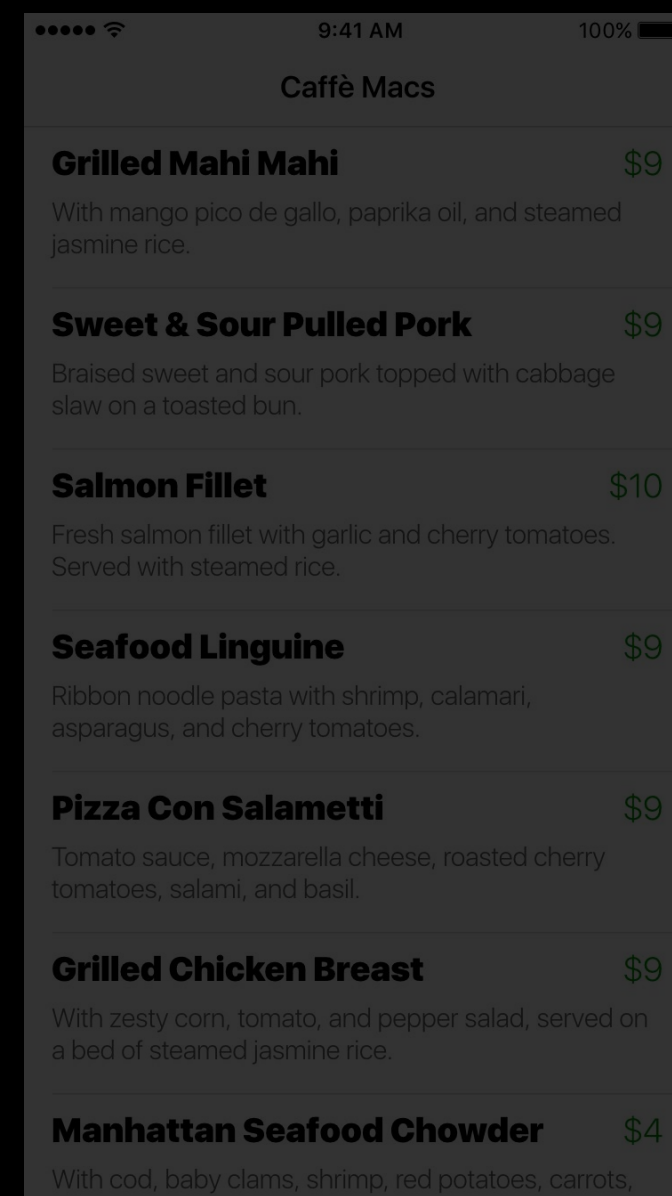
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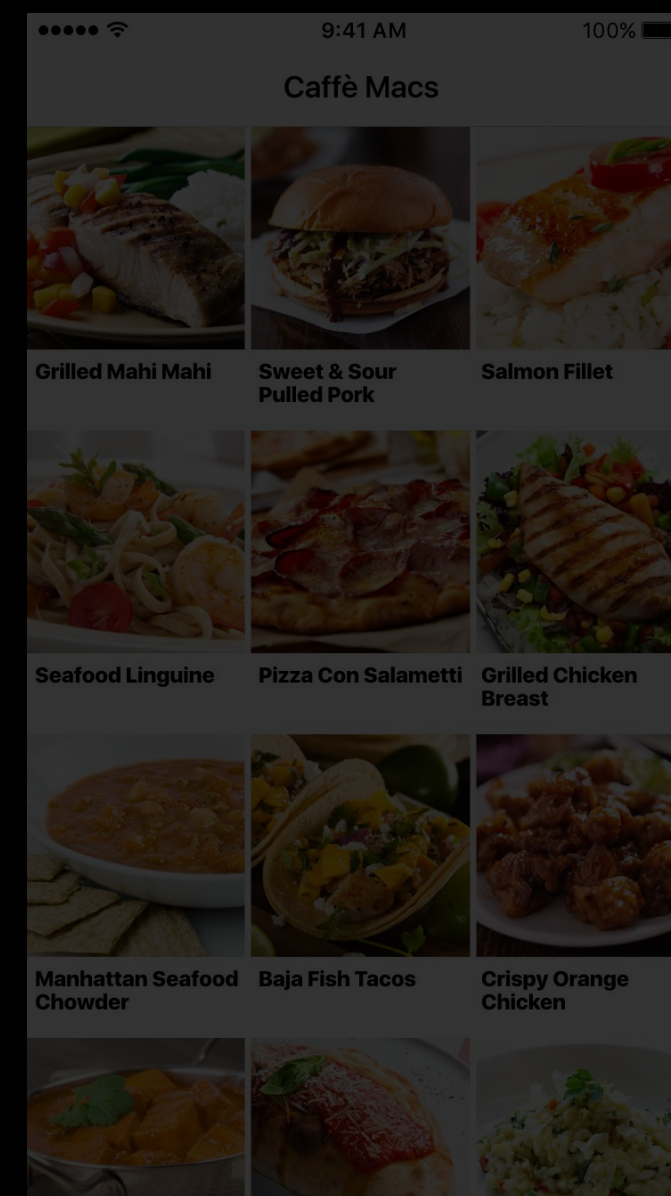
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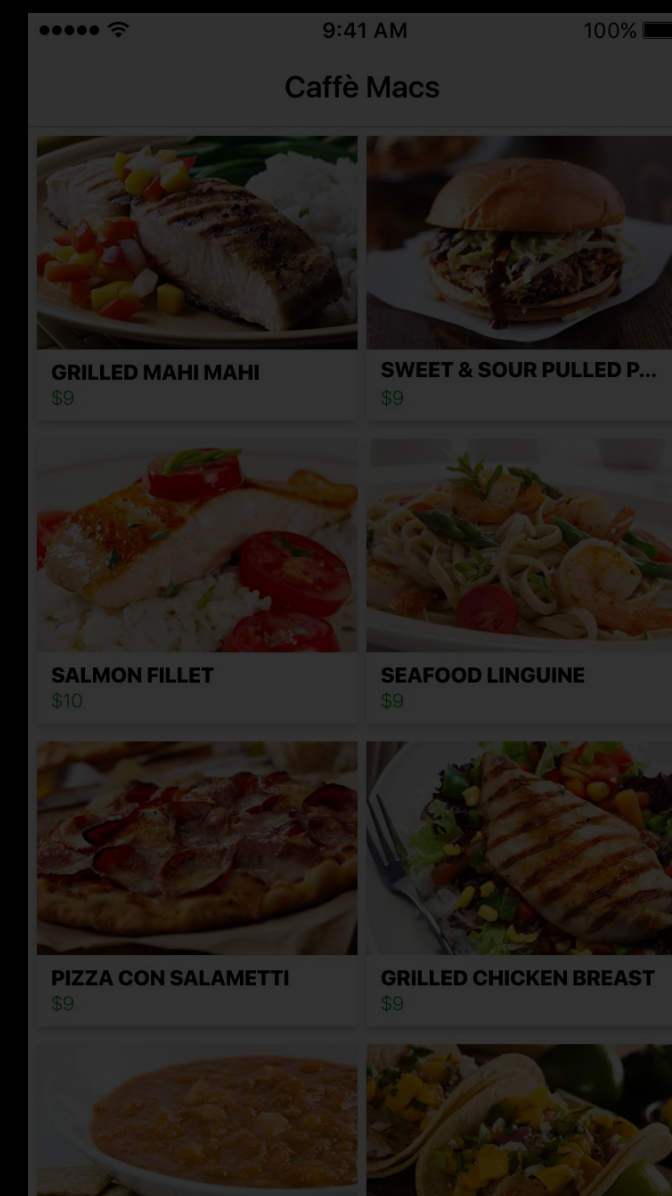
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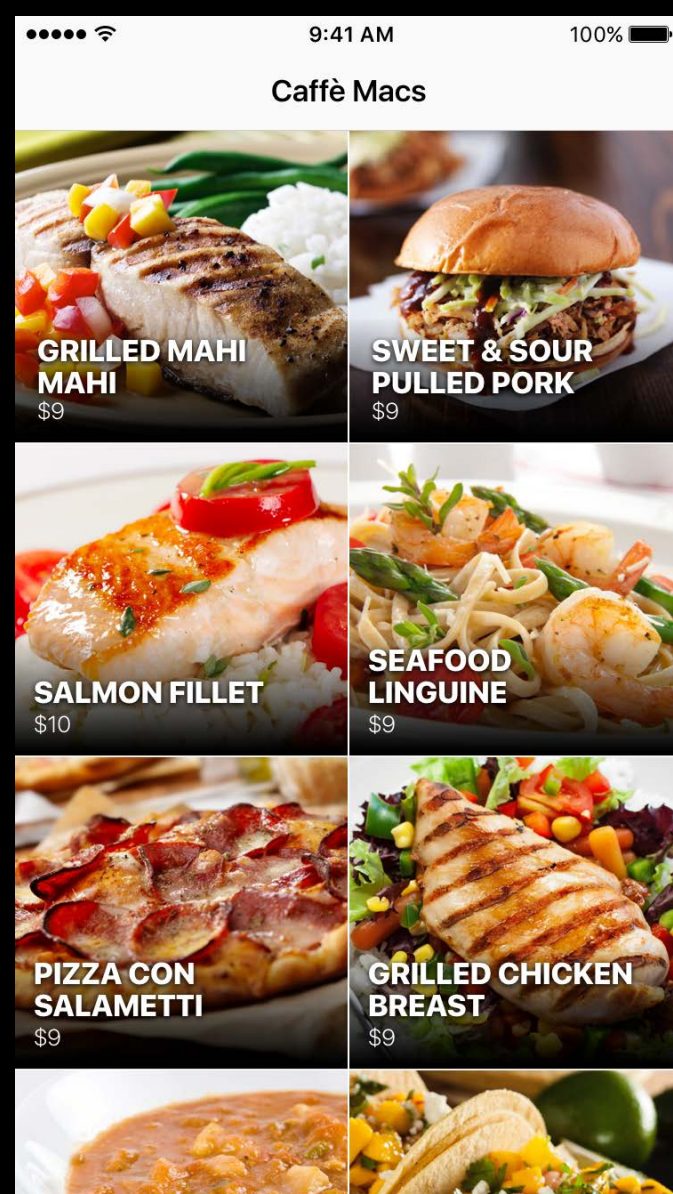
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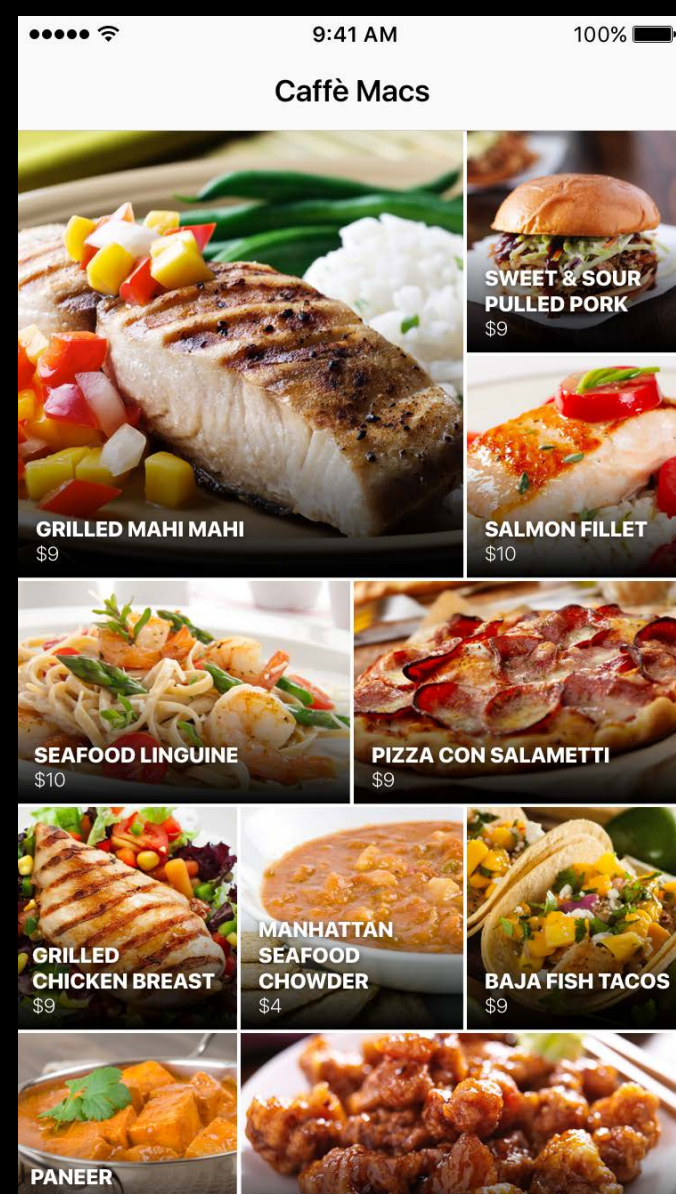
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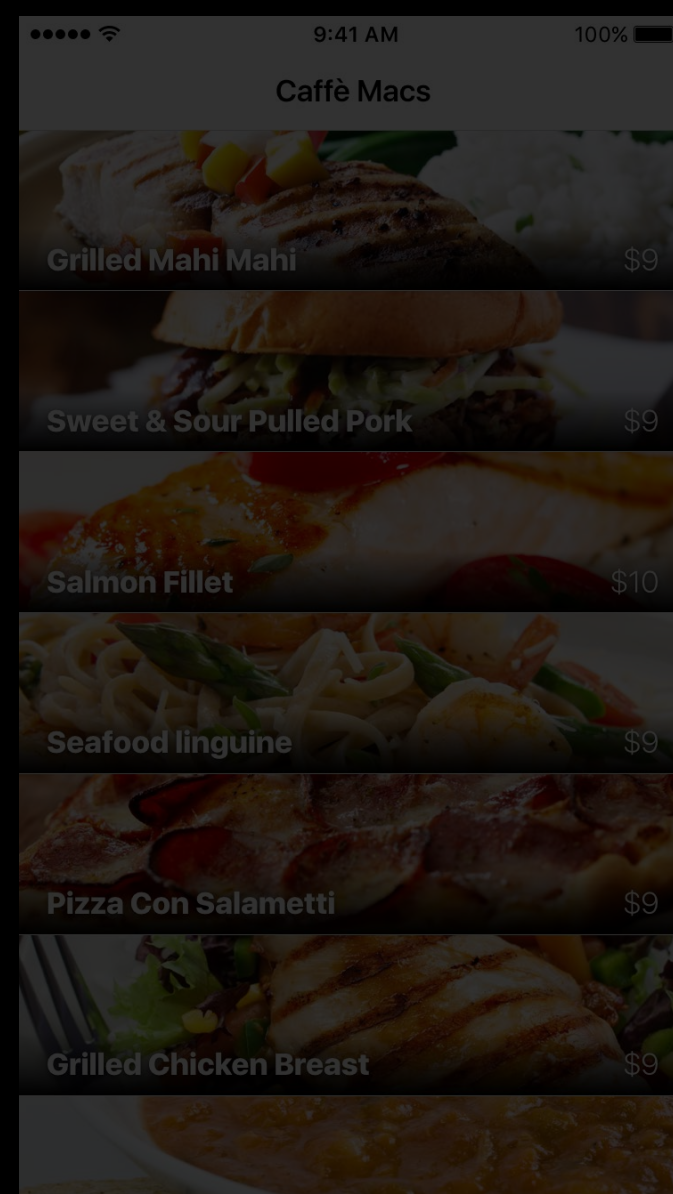
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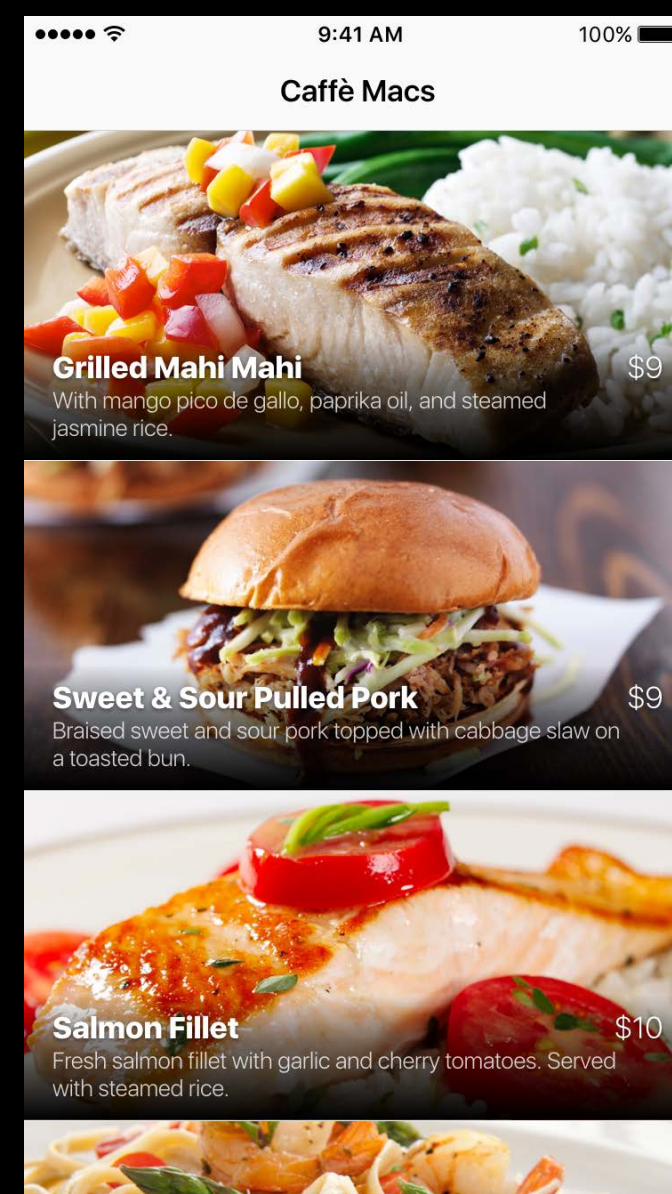
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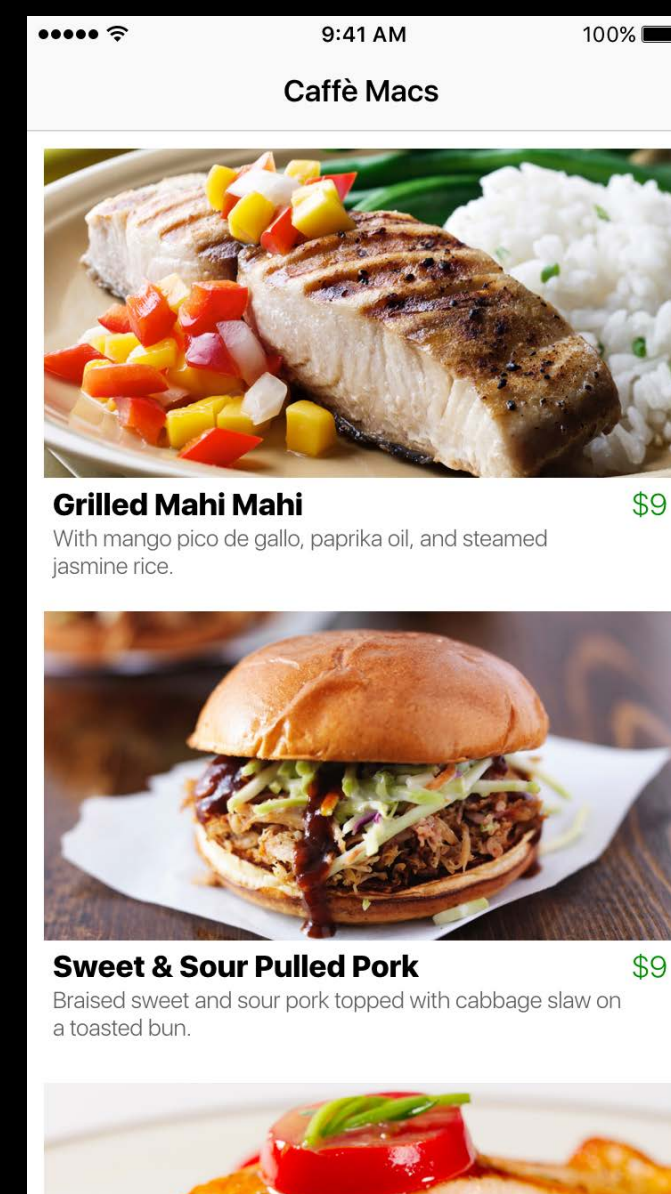
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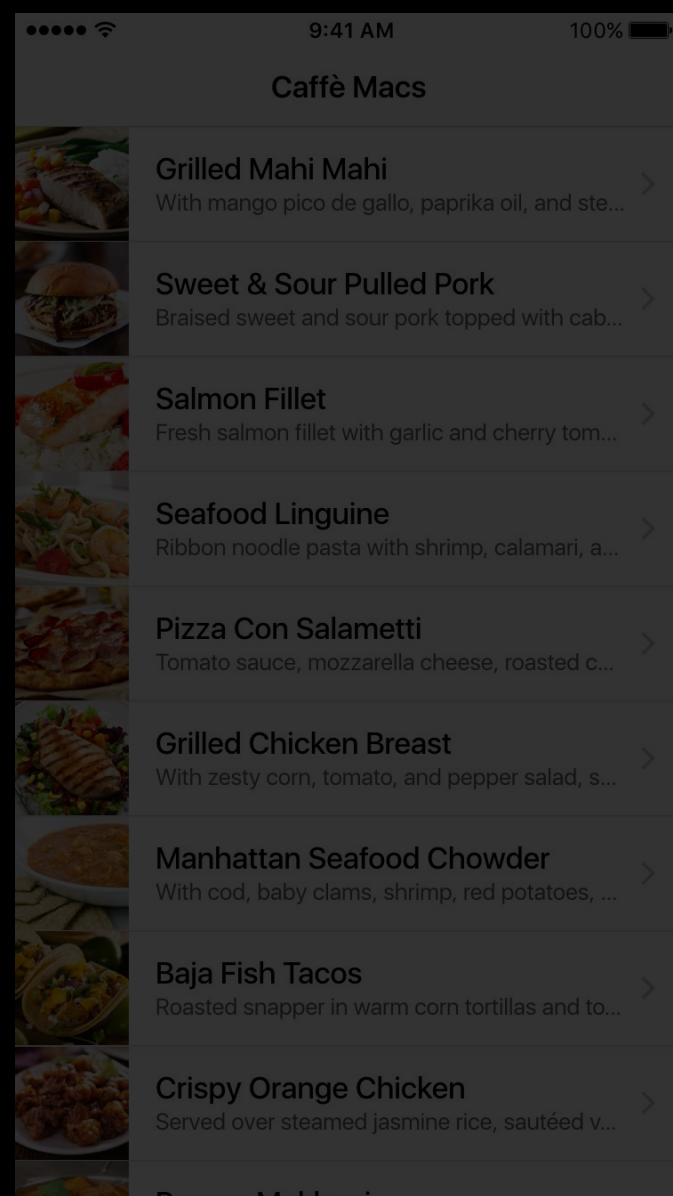
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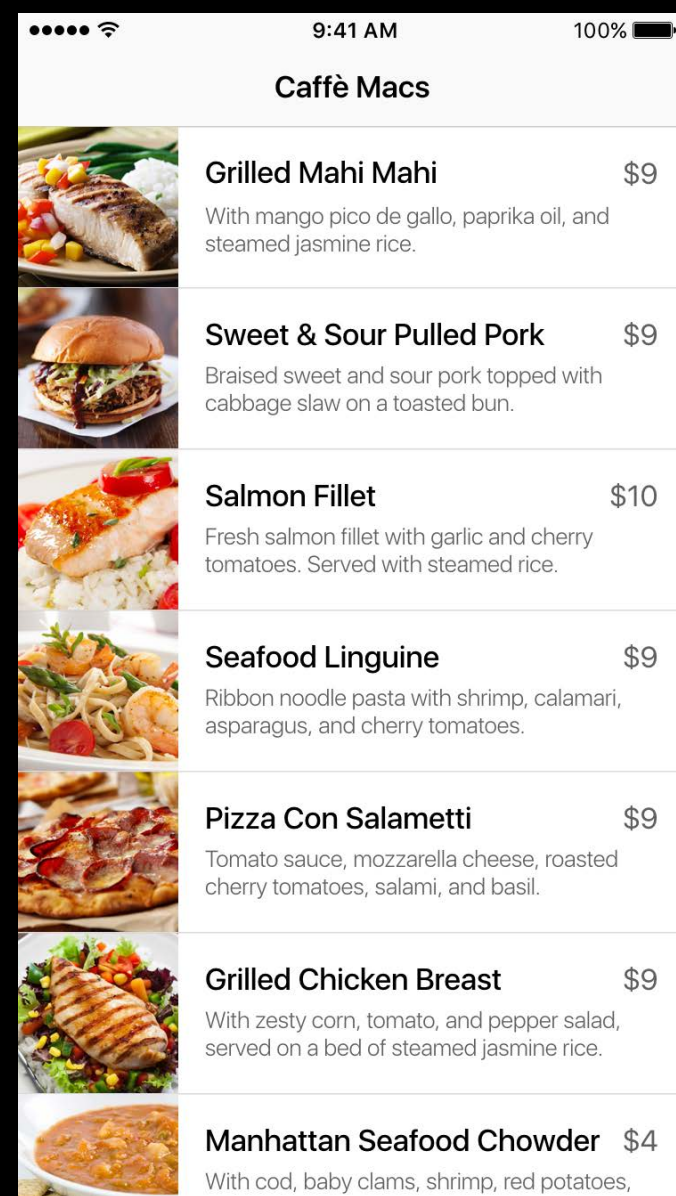
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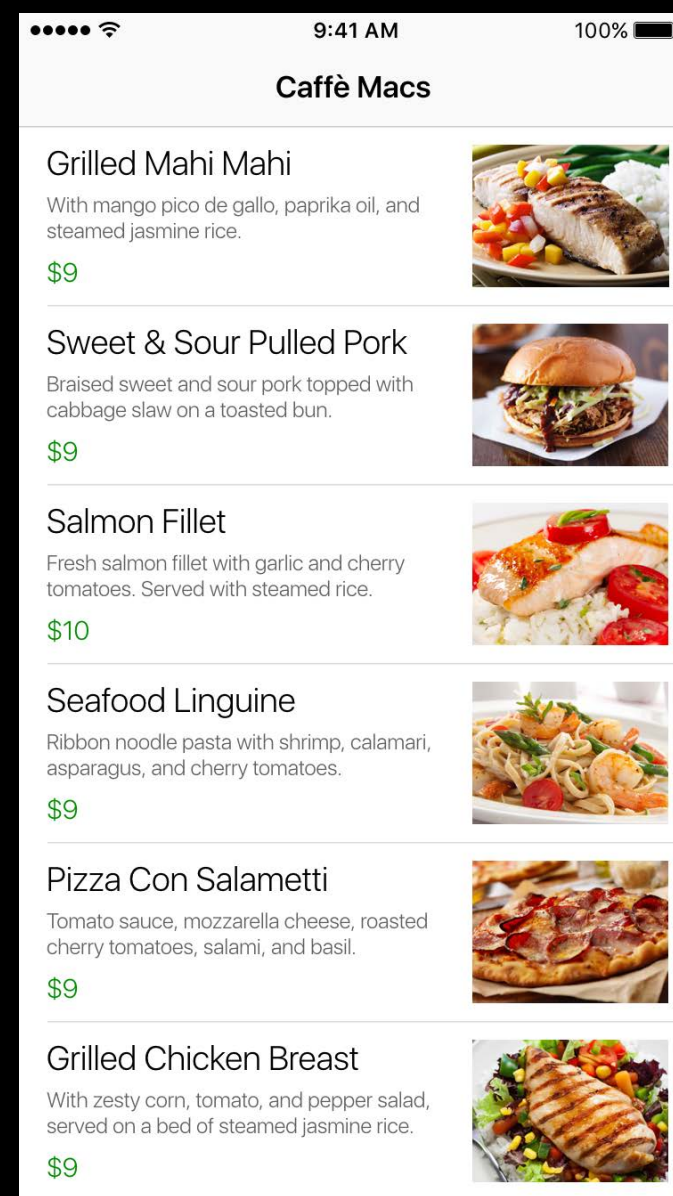
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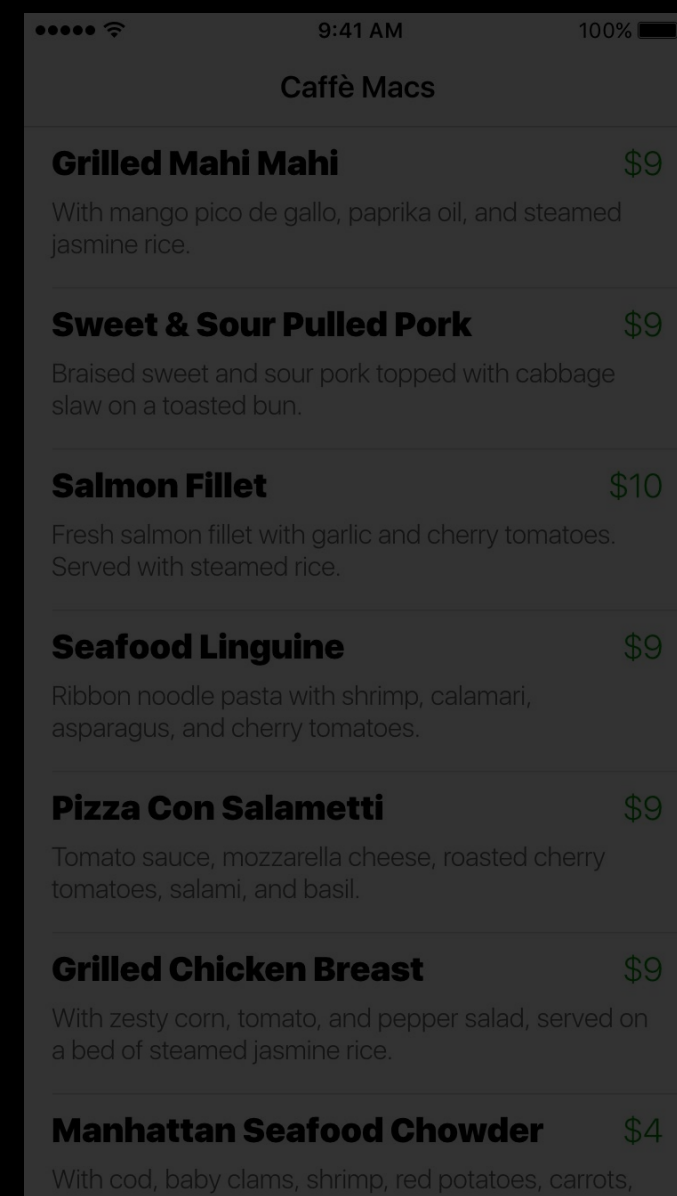
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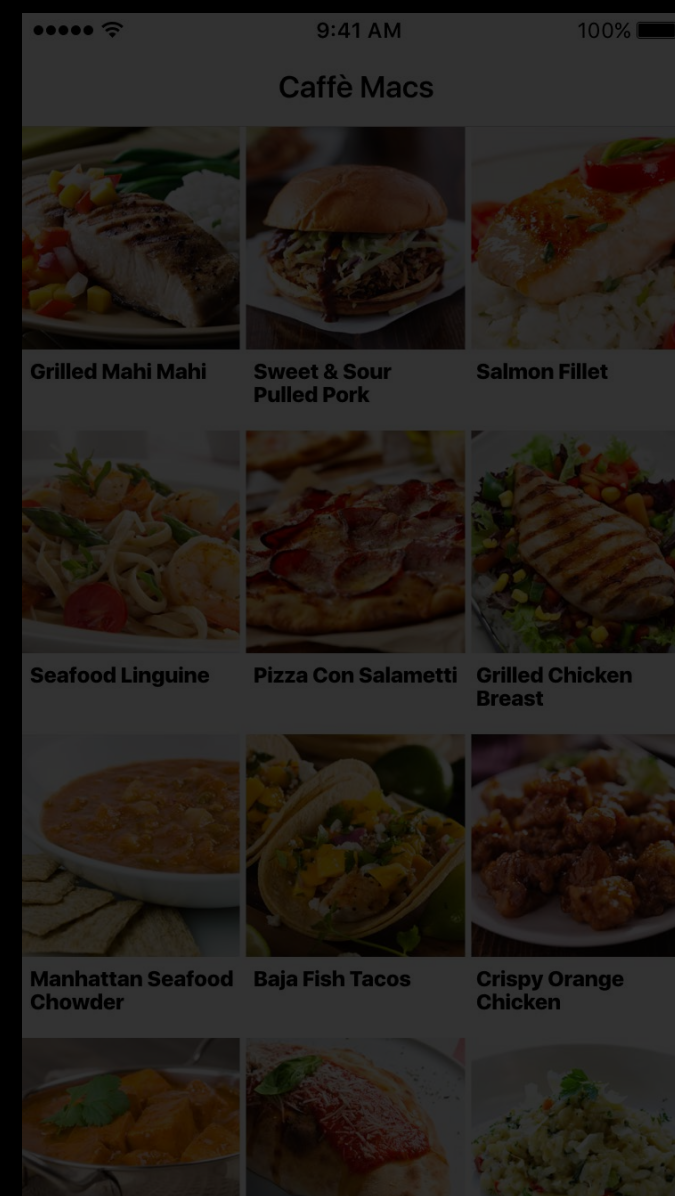
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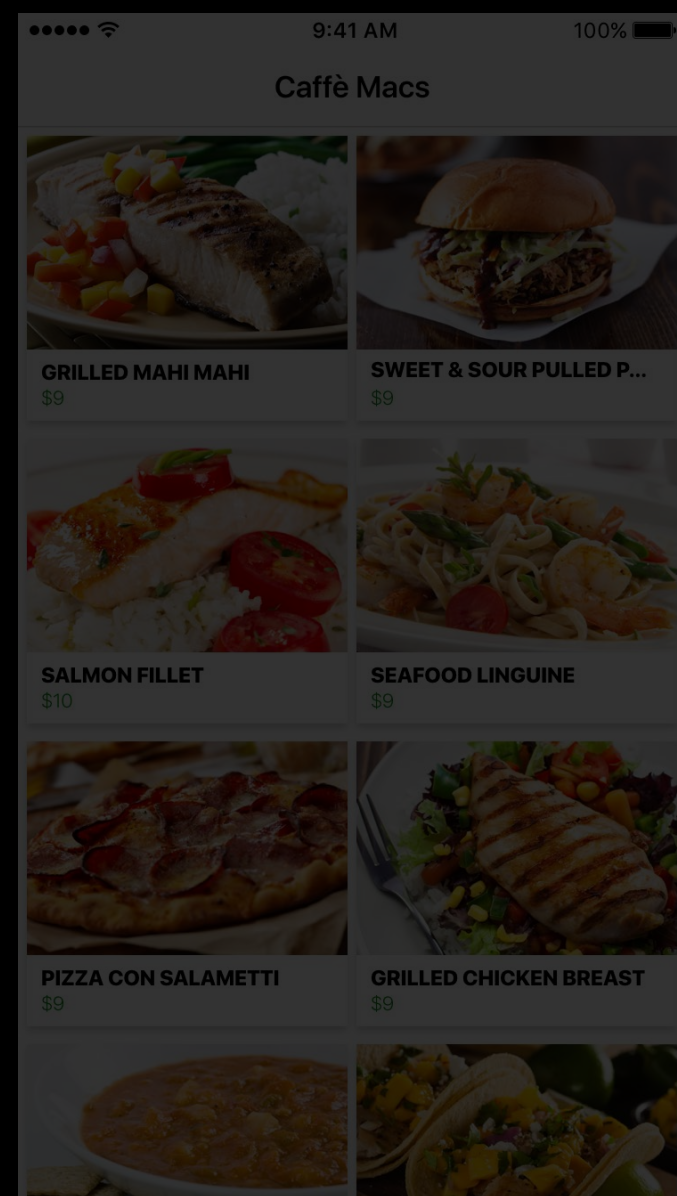
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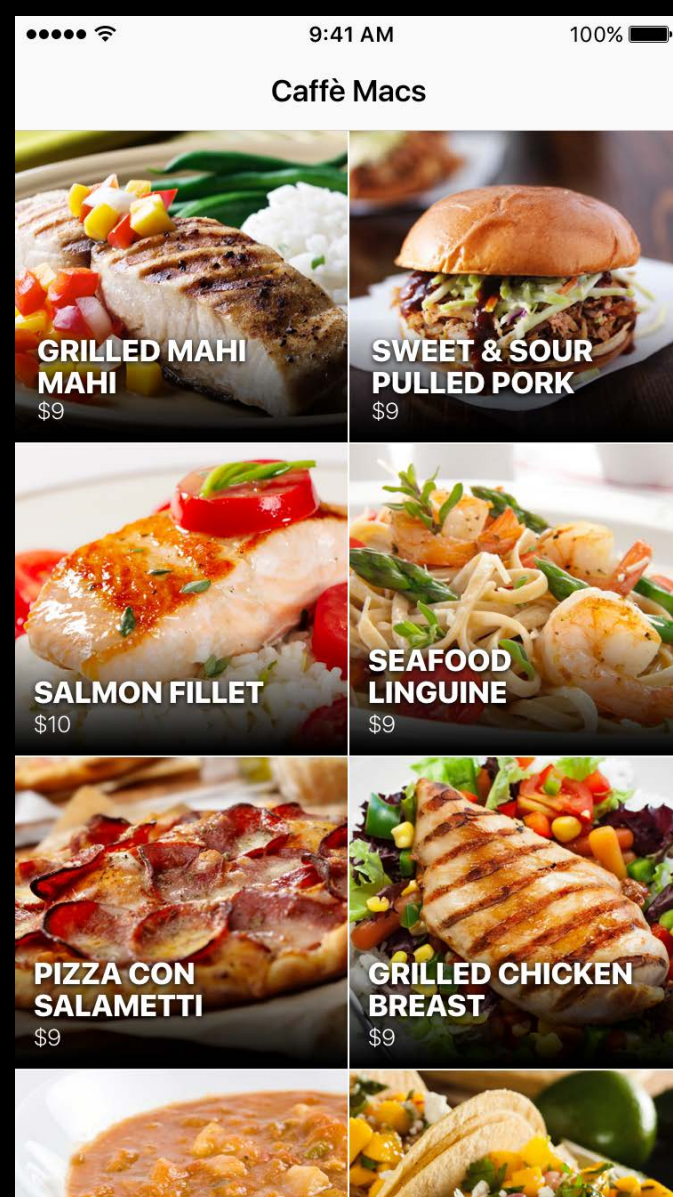
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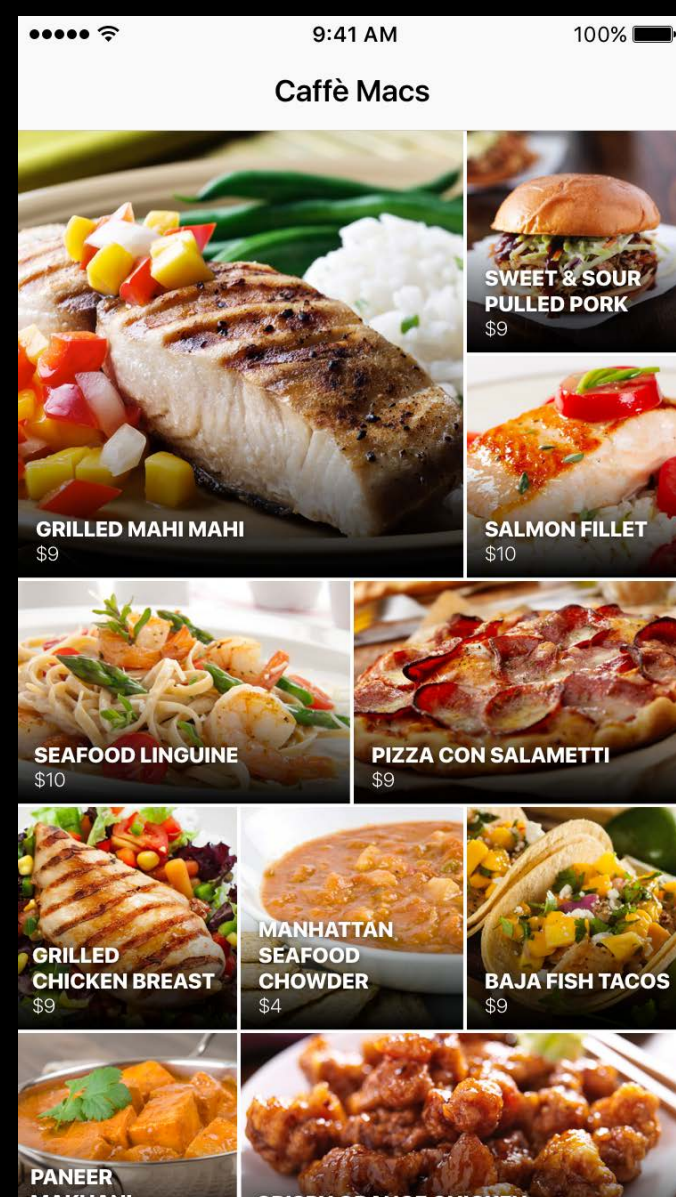
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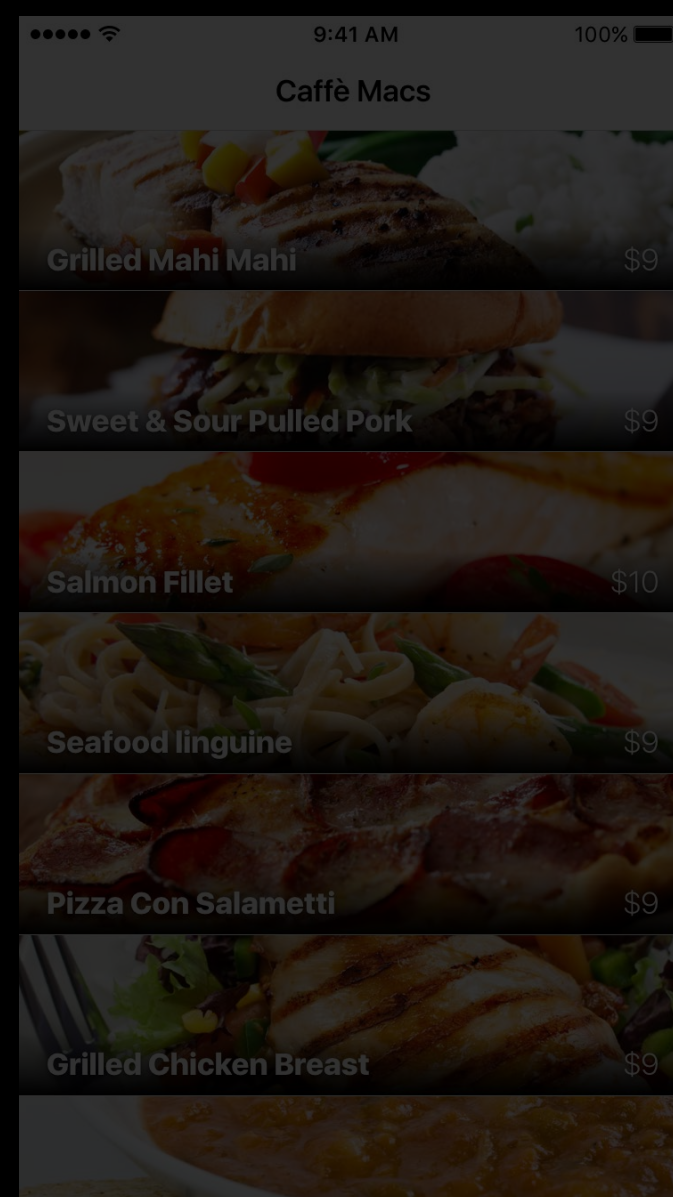
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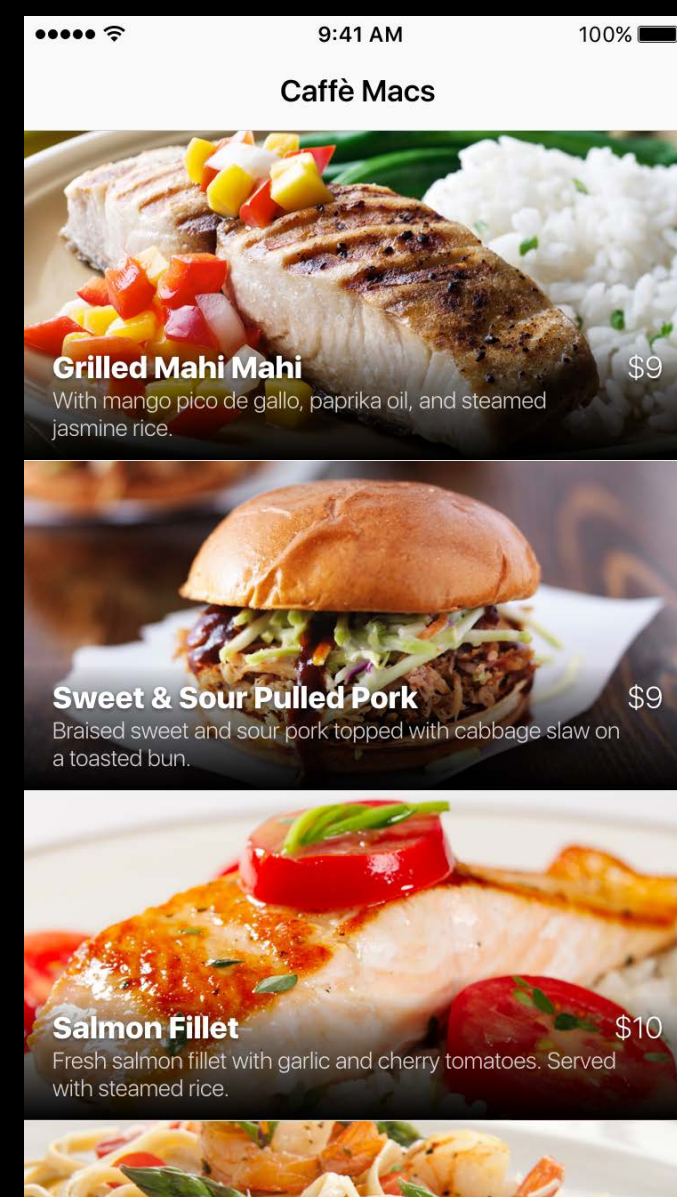
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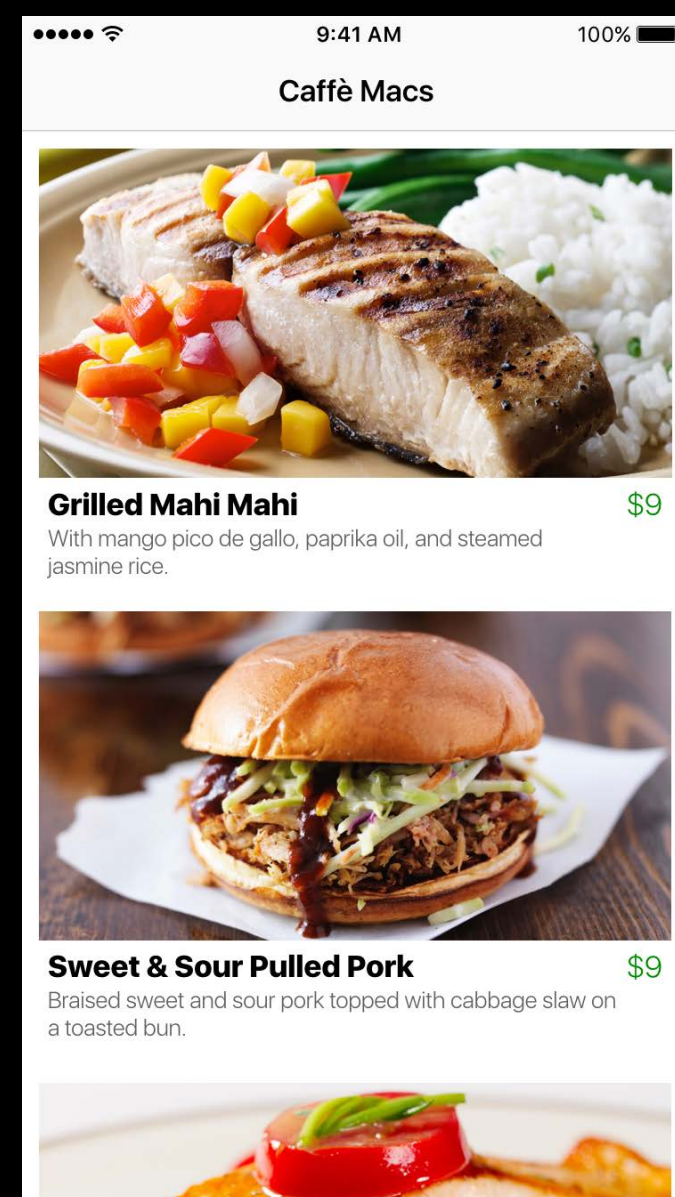
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# B

Caffè Macs

	<b>Grilled Mahi Mahi</b> \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice.
	<b>Sweet &amp; Sour Pulled Pork</b> \$9 Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
	<b>Salmon Fillet</b> \$10 Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
	<b>Seafood Linguine</b> \$9 Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
	<b>Pizza Con Salametti</b> \$9 Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
	<b>Grilled Chicken Breast</b> \$9 With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
	<b>Manhattan Seafood Chowder</b> \$4 With cod, baby clams, shrimp, red potatoes,

# C

Caffè Macs

	<b>Grilled Mahi Mahi</b> \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice.
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	<b>Grilled Chicken Breast</b> \$9 With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

# G

Caffè Macs

	<b>GRILLED MAHI MAHI</b> \$9
	<b>SWEET &amp; SOUR PULLED PORK</b> \$9
	<b>SALMON FILLET</b> \$10
	<b>SEAFOOD LINGUINE</b> \$9
	<b>PIZZA CON SALAMETTI</b> \$9
	<b>GRILLED CHICKEN BREAST</b> \$9

# H

Caffè Macs

	<b>GRILLED MAHI MAHI</b> \$9
	<b>SWEET &amp; SOUR PULLED PORK</b> \$9
	<b>SALMON FILLET</b> \$10
	<b>SEAFOOD LINGUINE</b> \$9
	<b>PIZZA CON SALAMETTI</b> \$9
	<b>GRILLED CHICKEN BREAST</b> \$9
	<b>MANHATTAN SEAFOOD CHOWDER</b> \$4
	<b>BAJA FISH TACOS</b> \$9
	<b>PANEER</b> \$9

# J

Caffè Macs








	<b>Grilled Mahi Mahi</b> \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice.
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	<b>Salmon Fillet</b> \$10 Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

# K







Caffè Macs







	<b>Grilled Mahi Mahi</b> \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice.
	<b>Sweet &amp; Sour Pulled Pork</b> \$9 Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

# B

Caffè Macs		
	<b>Grilled Mahi Mahi</b> With mango pico de gallo, paprika oil, and steamed jasmine rice.	\$9
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	<b>Salmon Fillet</b> Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.	\$10
	<b>Seafood Linguine</b> Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.	\$9
	<b>Pizza Con Salametti</b> Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.	\$9
	<b>Grilled Chicken Breast</b> With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.	\$9
	<b>Manhattan Seafood Chowder</b> With cod, baby clams, shrimp, red potatoes,	\$4





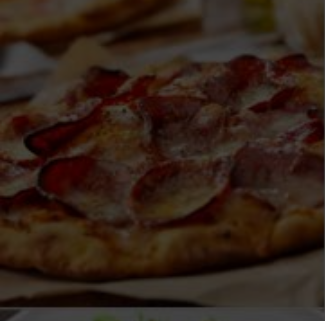
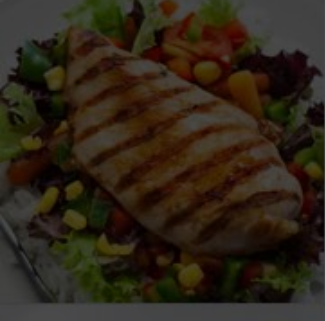

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Caffè Macs		
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<b>Grilled Chicken Breast</b> With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.		\$9







Caffè Macs		
<b>GRILLED MAHI MAHI</b> \$9		
<b>SALMON FILLET</b> \$10		<b>SEAFOOD LINGUINE</b> \$9
<b>PIZZA CON SALAMETTI</b> \$9		<b>GRILLED CHICKEN BREAST</b> \$9
		











# B

Caffè Macs		
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	<b>Manhattan Seafood Chowder</b> \$4 With cod, baby clams, shrimp, red potatoes,	

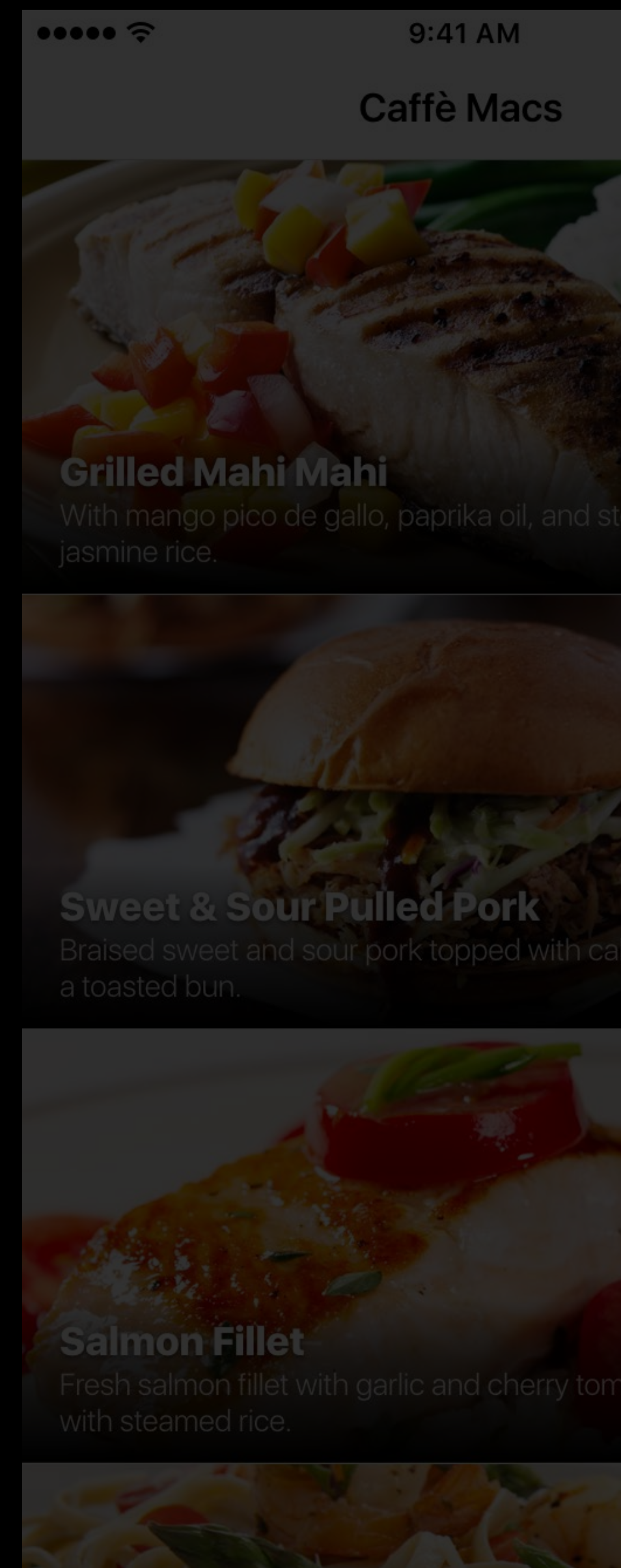
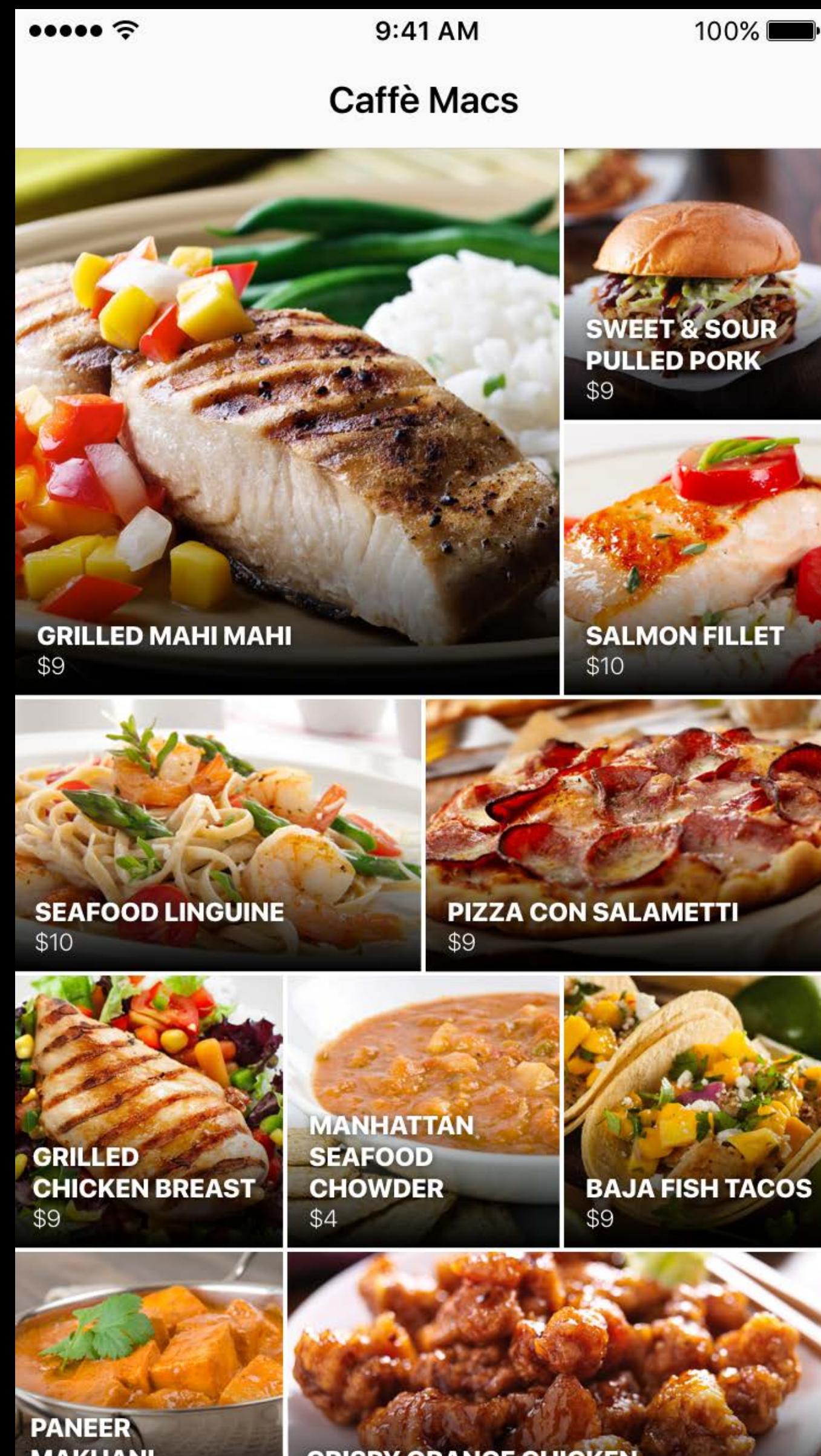
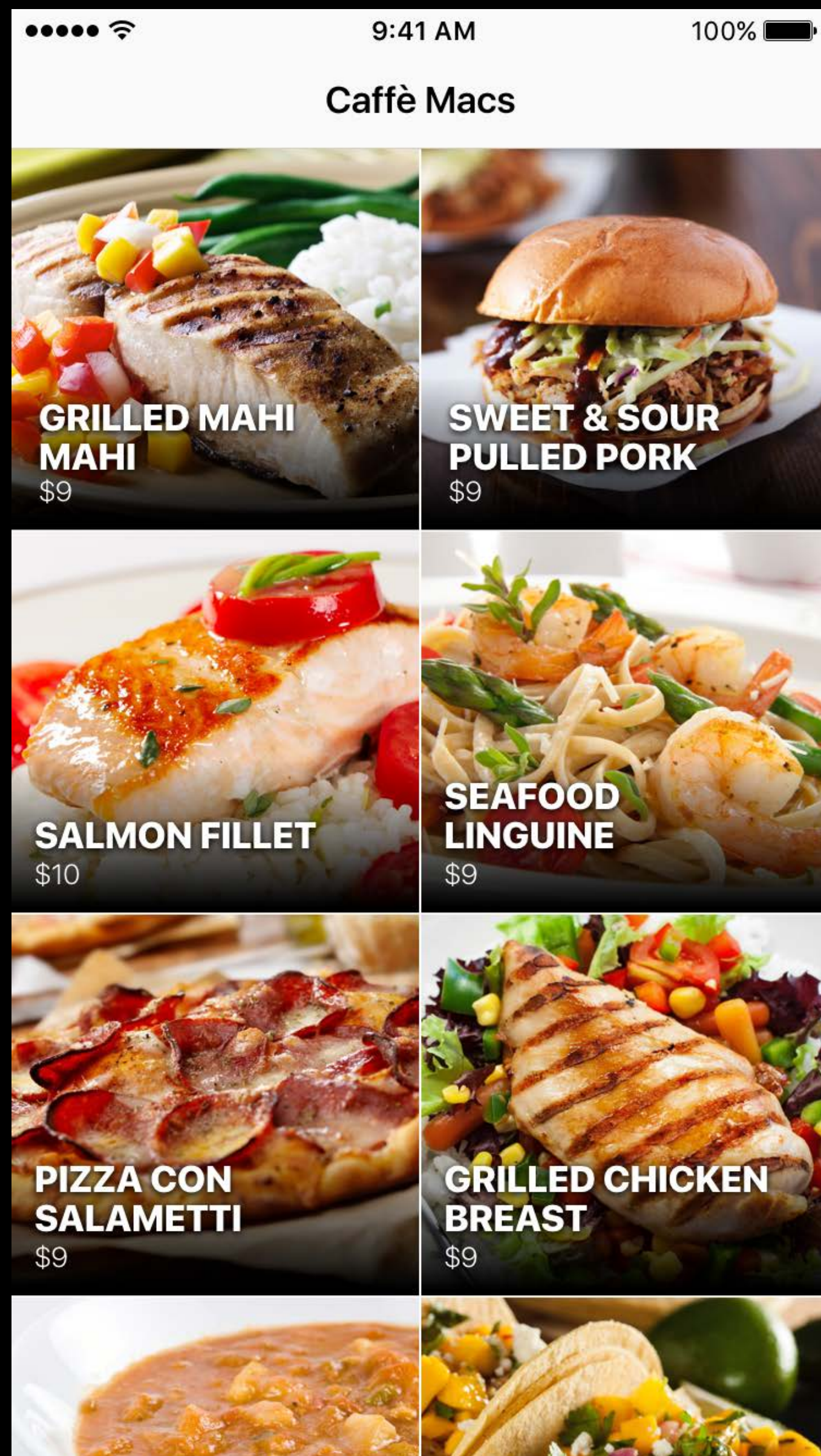
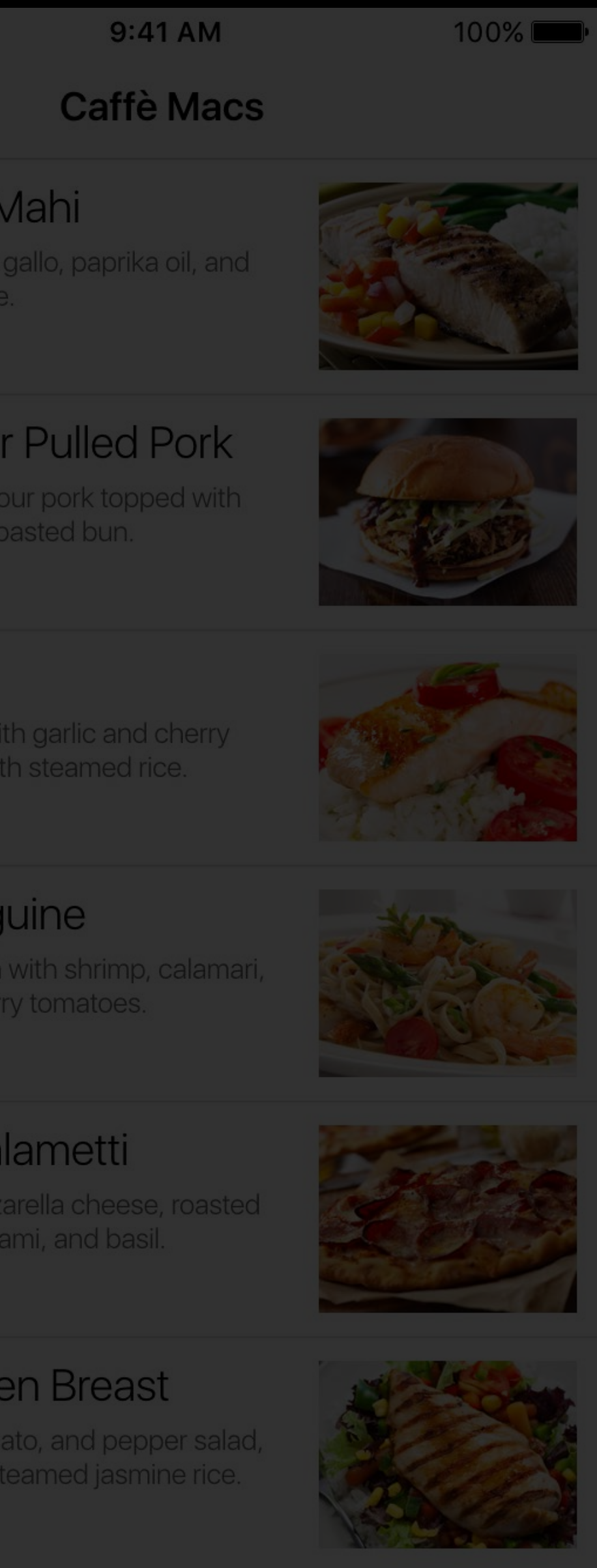
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<b>Grilled Chicken Breast</b> \$9 With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.		

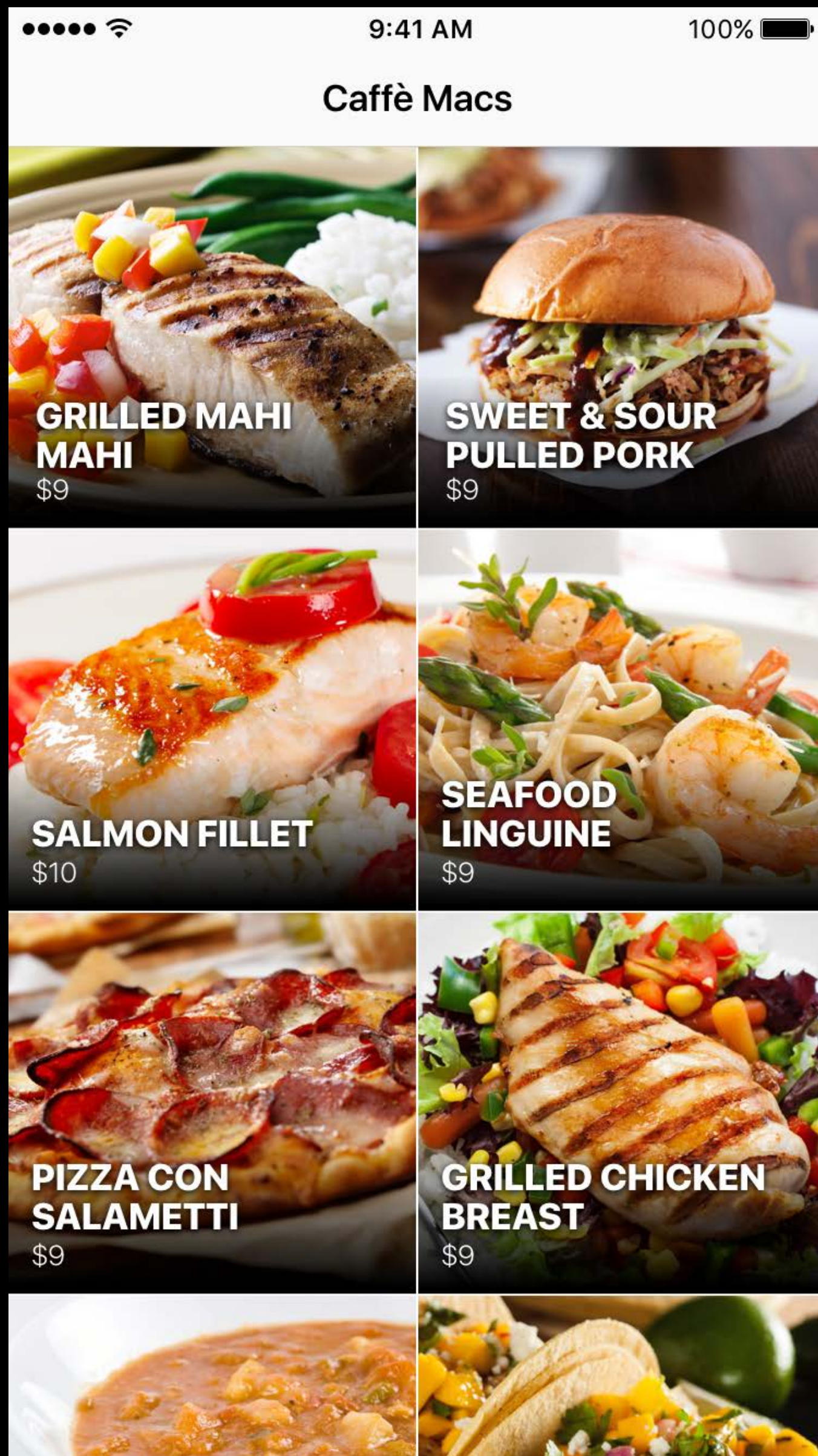
Caffè Macs			
<b>GRILLED MAHI MAHI</b> \$9		<b>SWEET &amp; SOUR PULLED PORK</b> \$9	
<b>SALMON FILLET</b> \$10		<b>SEAFOOD LINGUINE</b> \$9	
<b>PIZZA CON SALAMETTI</b> \$9		<b>GRILLED CHICKEN BREAST</b> \$9	
			

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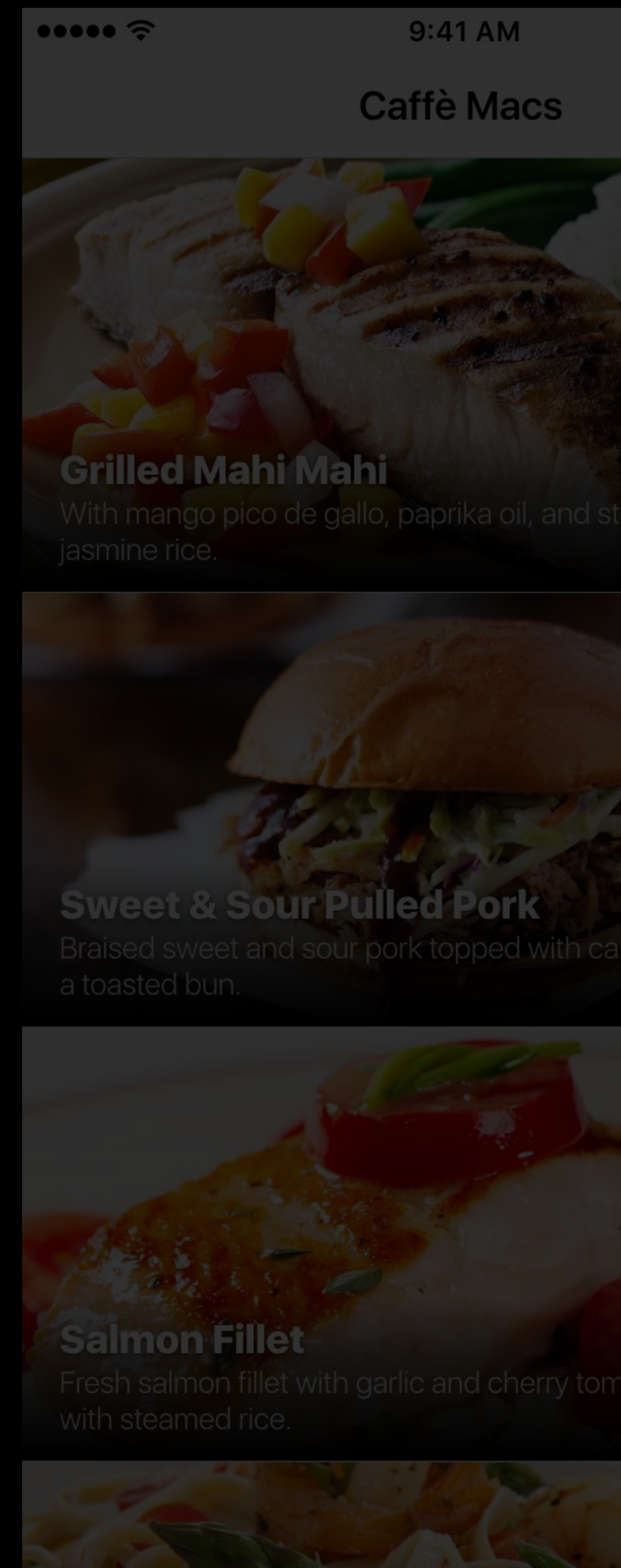
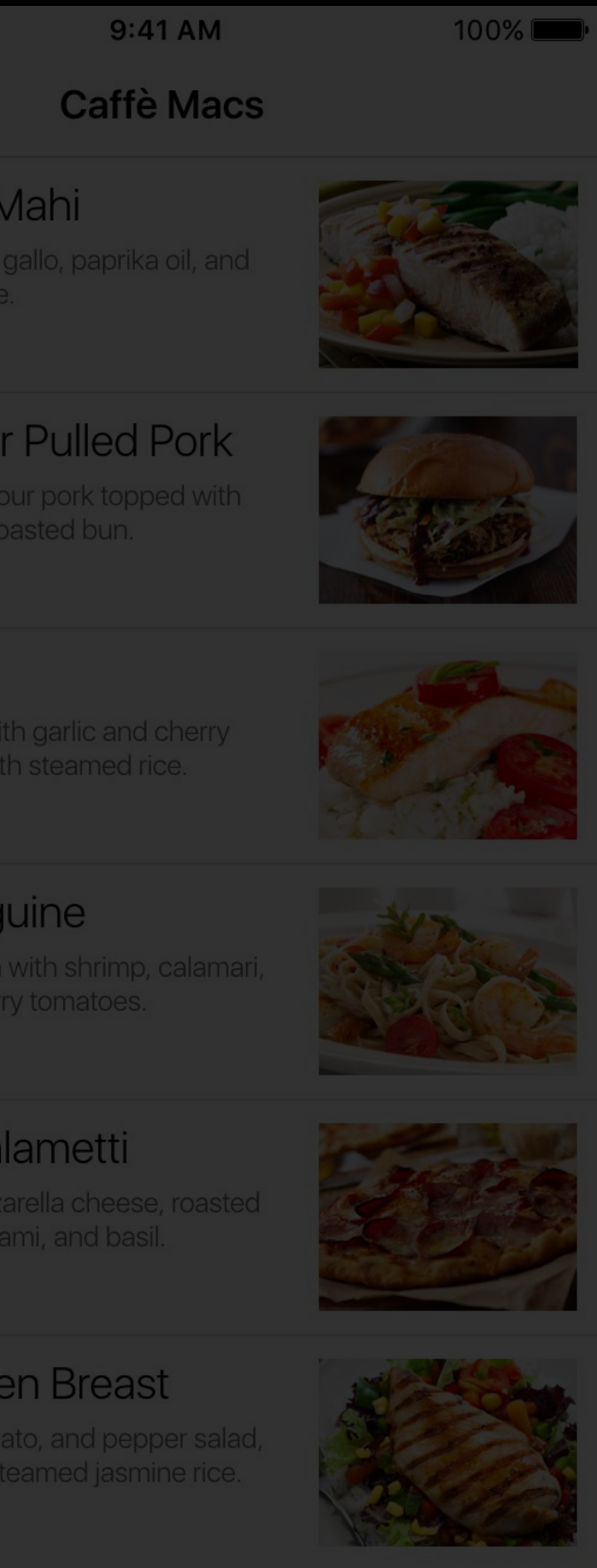
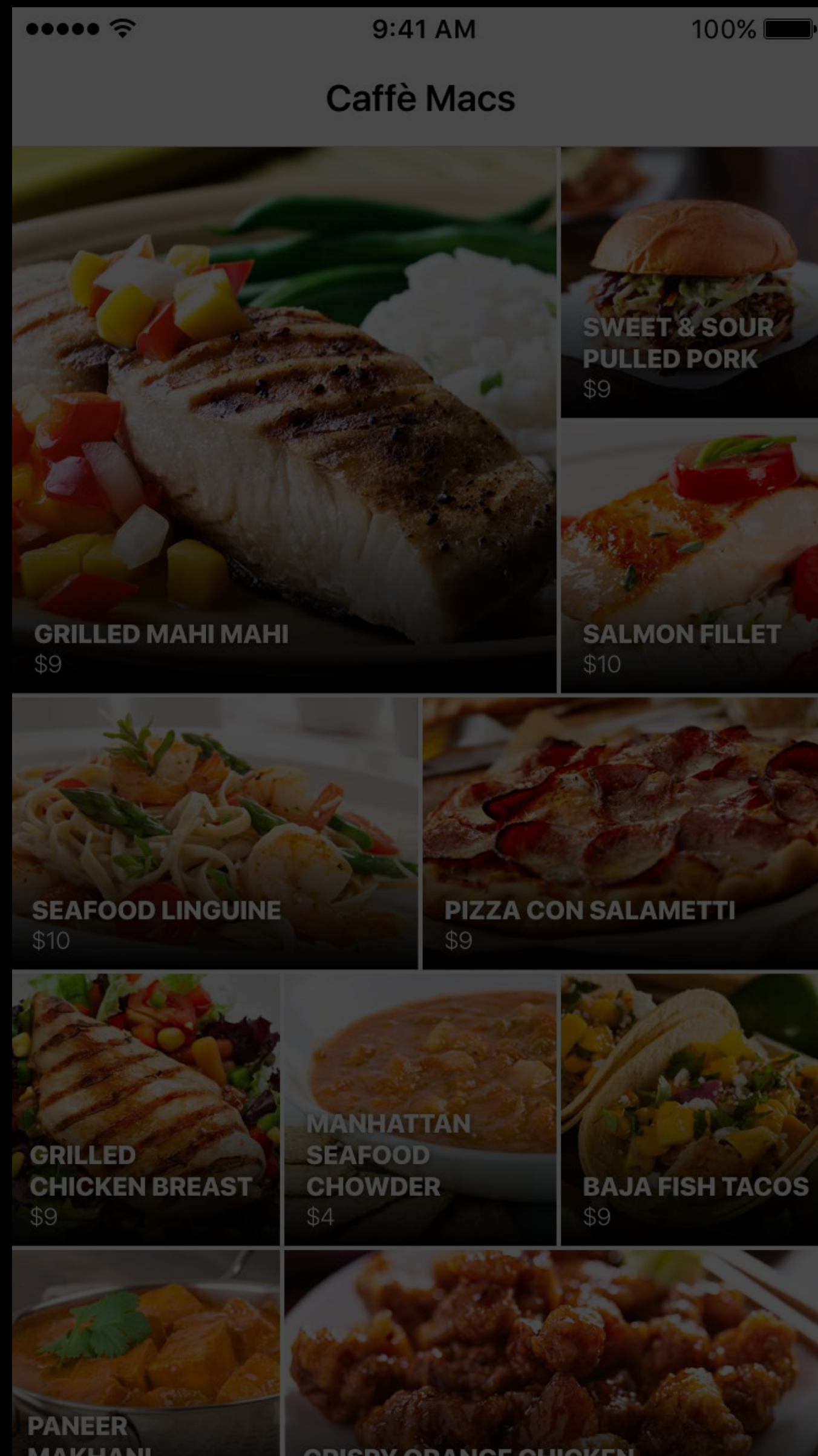
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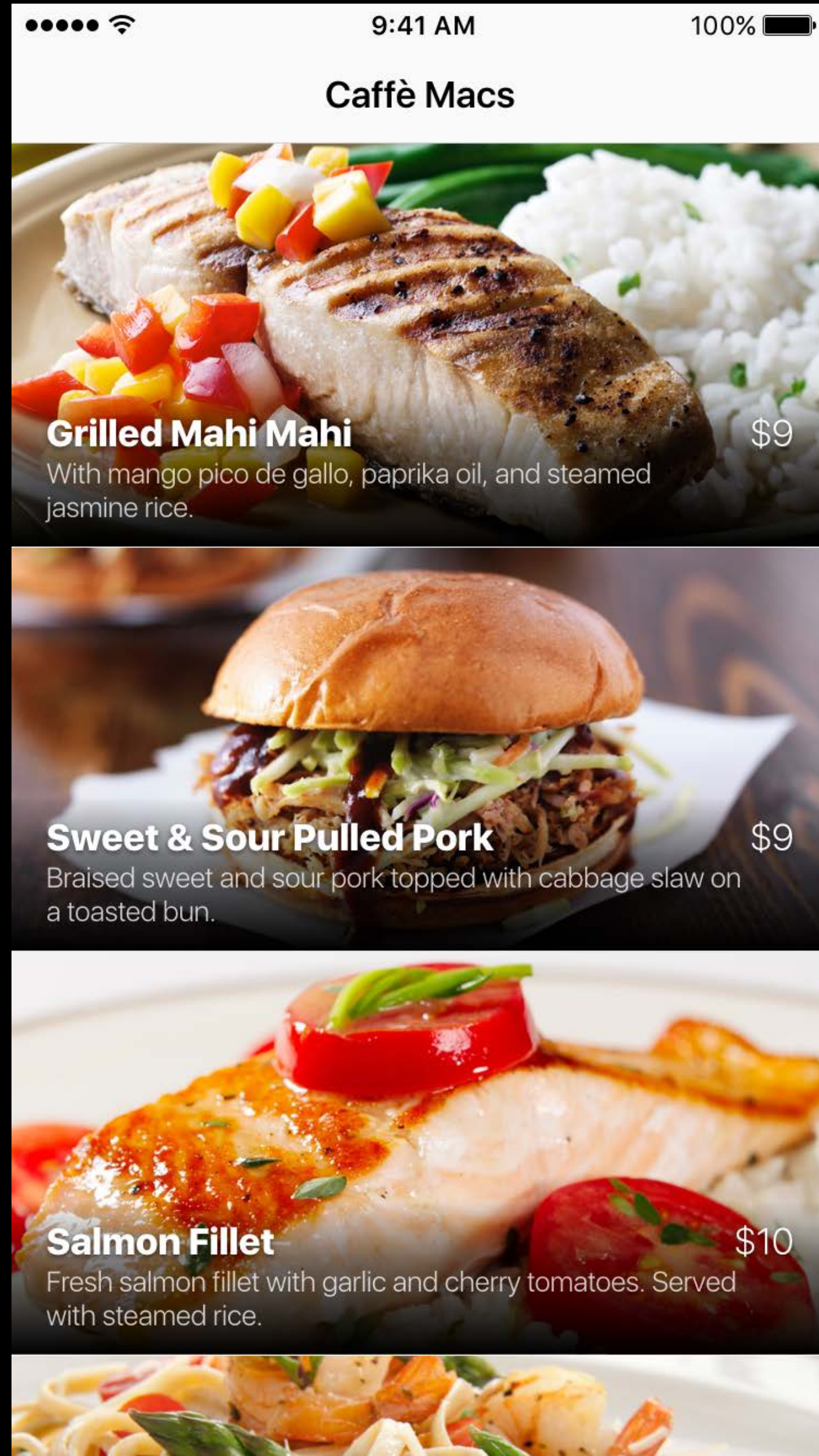
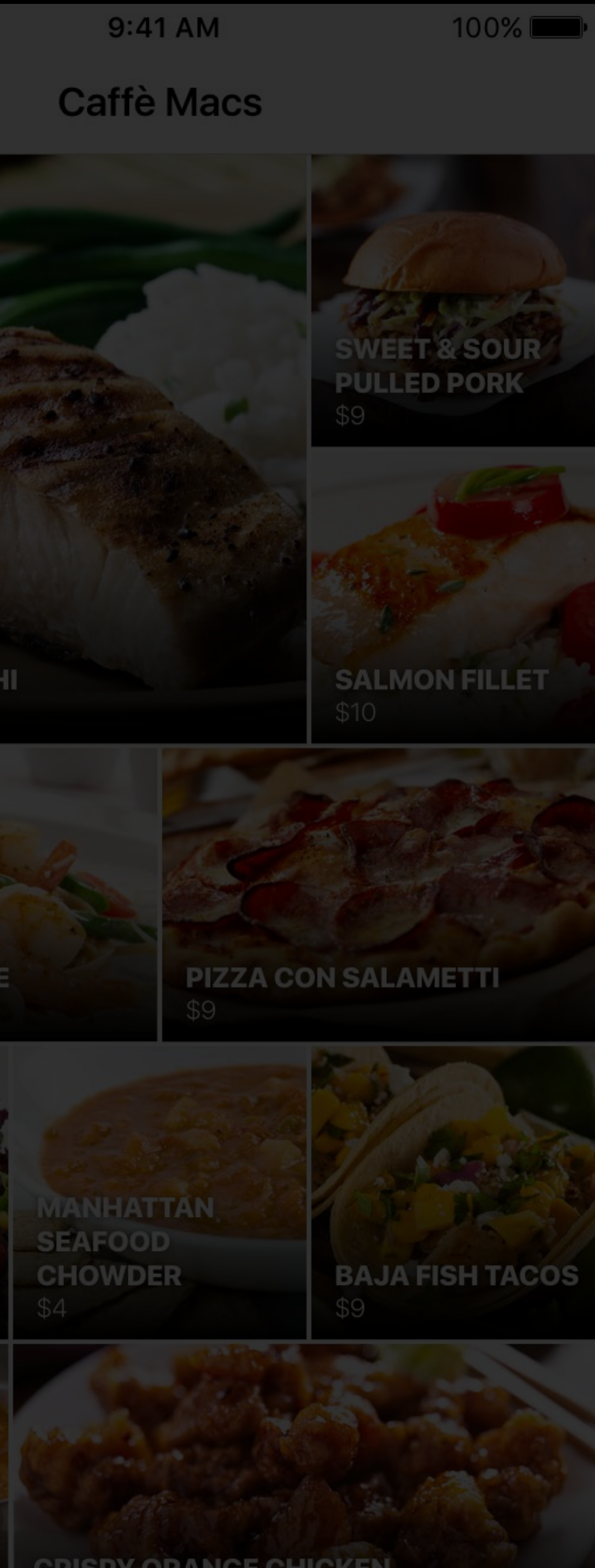
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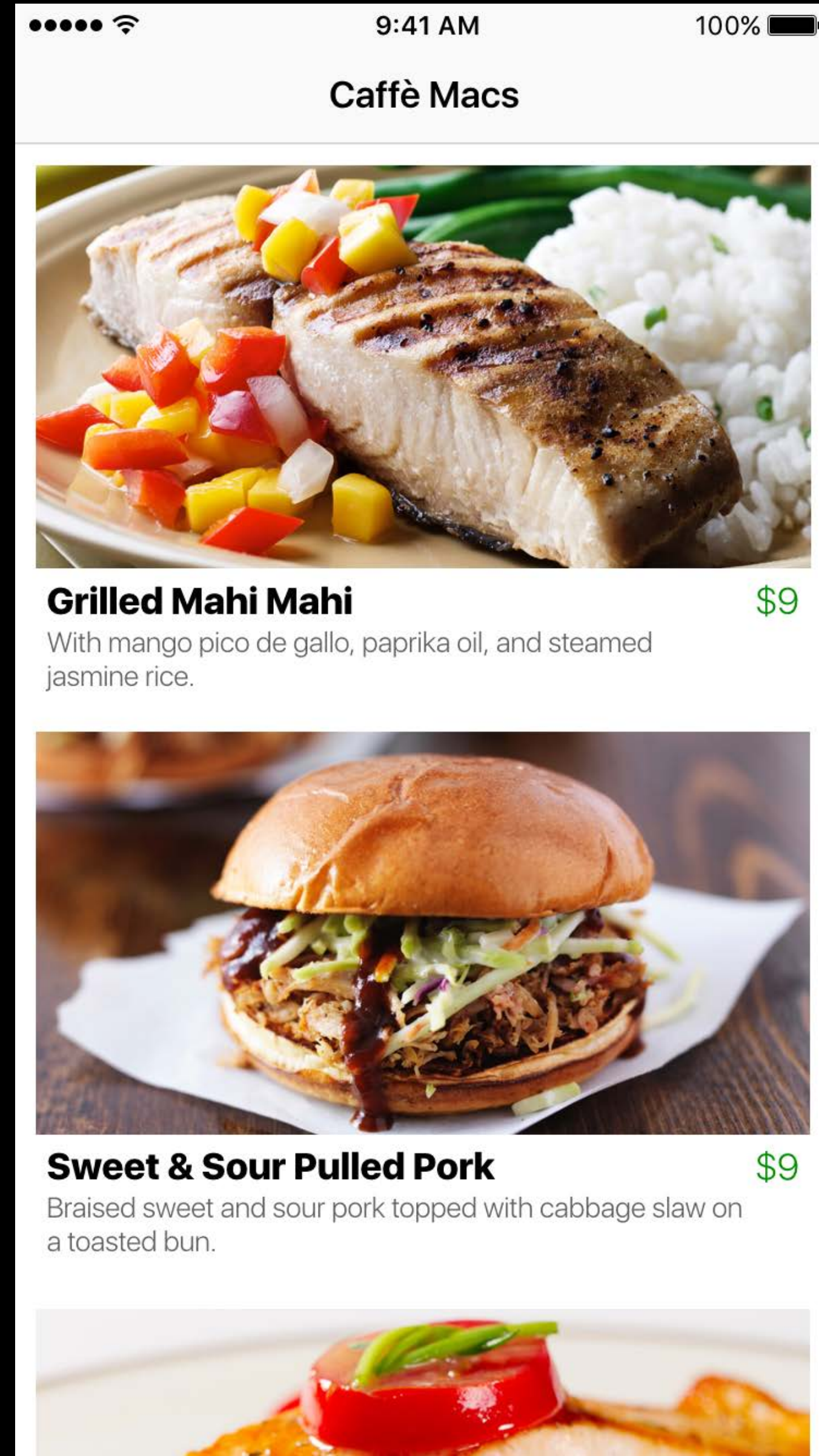
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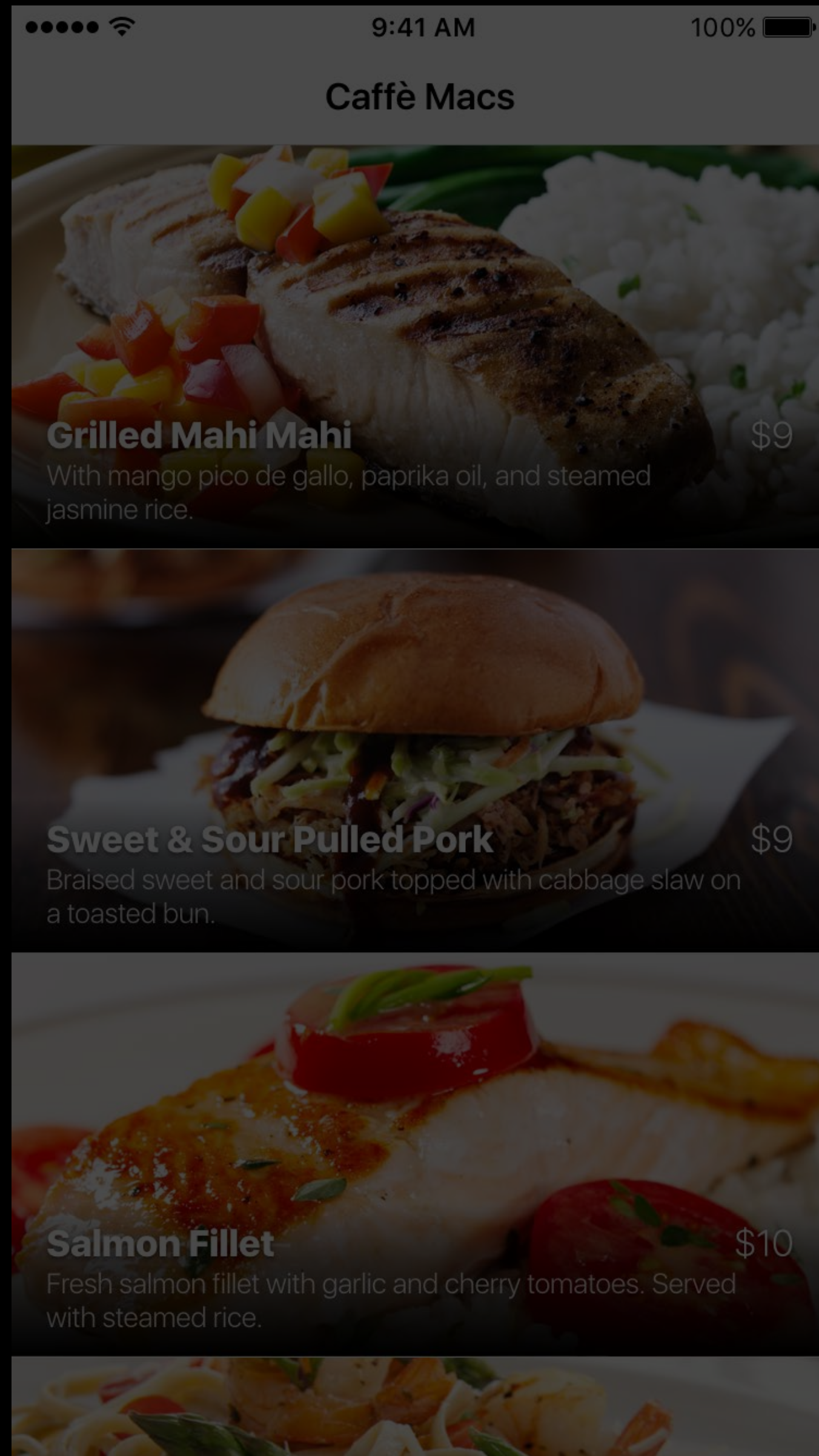
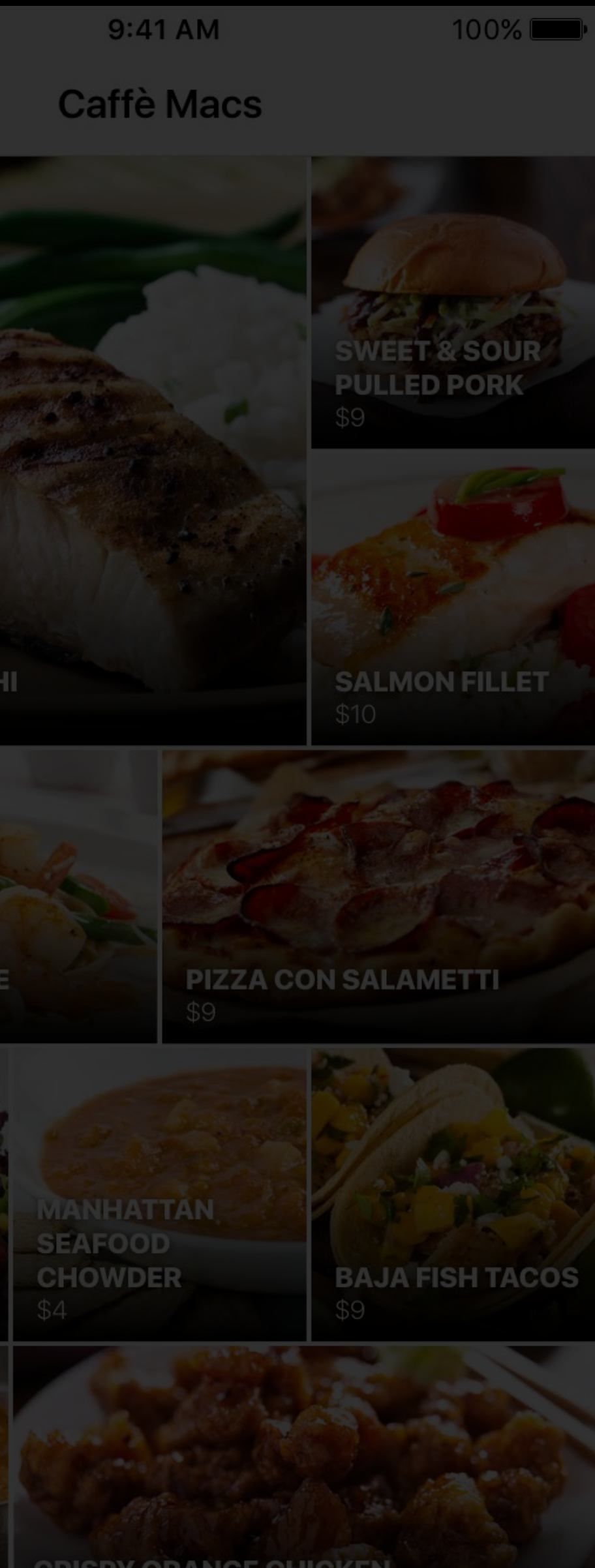
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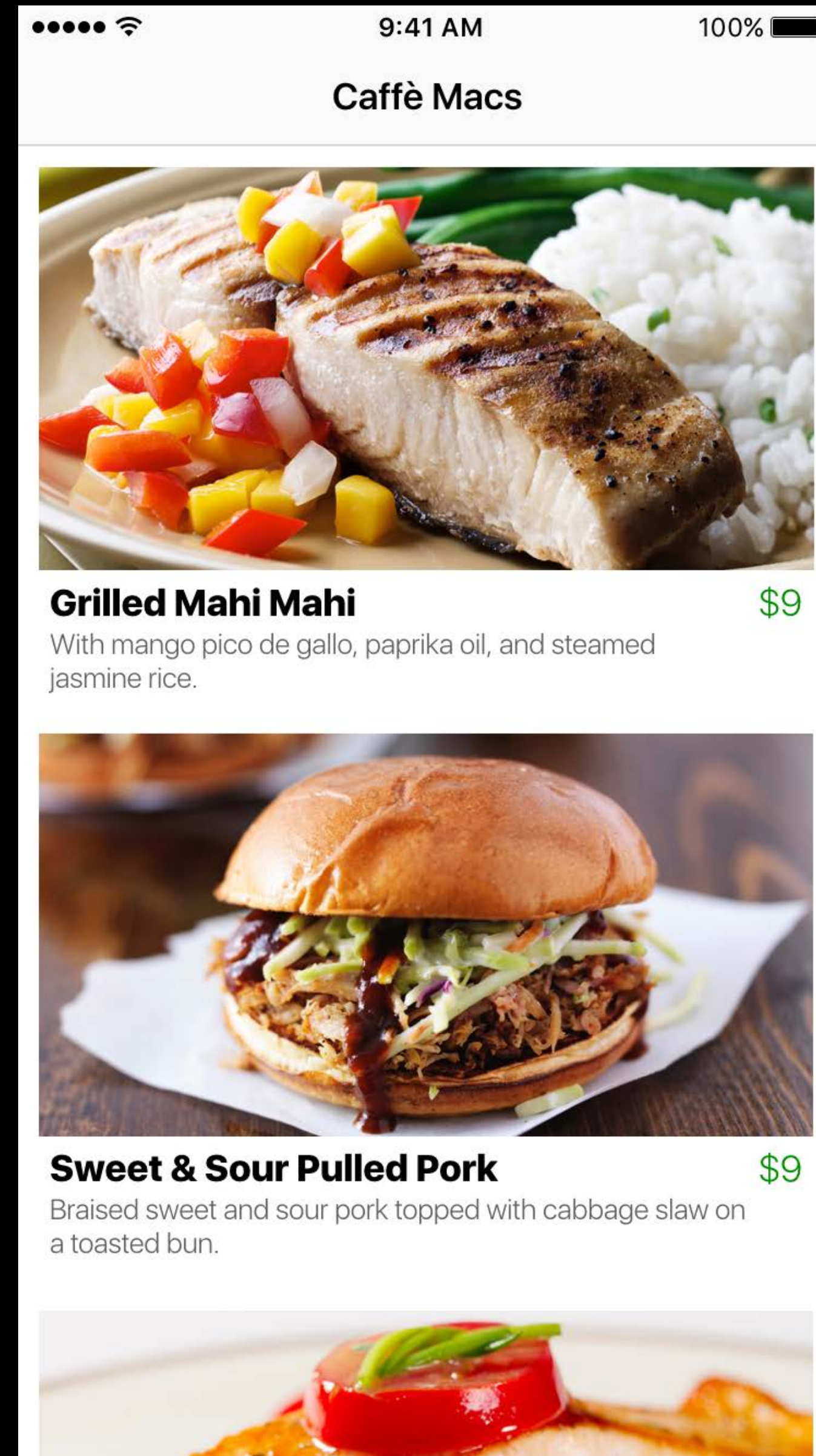
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9:41 AM 100%

**Caffè Macs**

**Grilled Mahi Mahi**  
With mango pico de gallo, paprika oil, and steamed jasmine rice.  
**\$9**

**Sweet & Sour Pulled Pork**  
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.  
**\$9**

**Salmon Fillet**  
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.  
**\$10**

**Seafood Linguine**  
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.  
**\$9**

**Pizza Con Salametti**  
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.  
**\$9**

**Grilled Chicken Breast**  
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.  
**\$9**

9:41 AM 100%

**Caffè Macs**

**GRILLED MAHI MAHI**  
\$9

**SWEET & SOUR PULLED PORK**  
\$9

**SALMON FILLET**  
\$10

**SEAFOOD LINGUINE**  
\$9

**PIZZA CON SALAMETTI**  
\$9

**GRILLED CHICKEN BREAST**  
\$9

9:41 AM 100%

**Caffè Macs**

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# C

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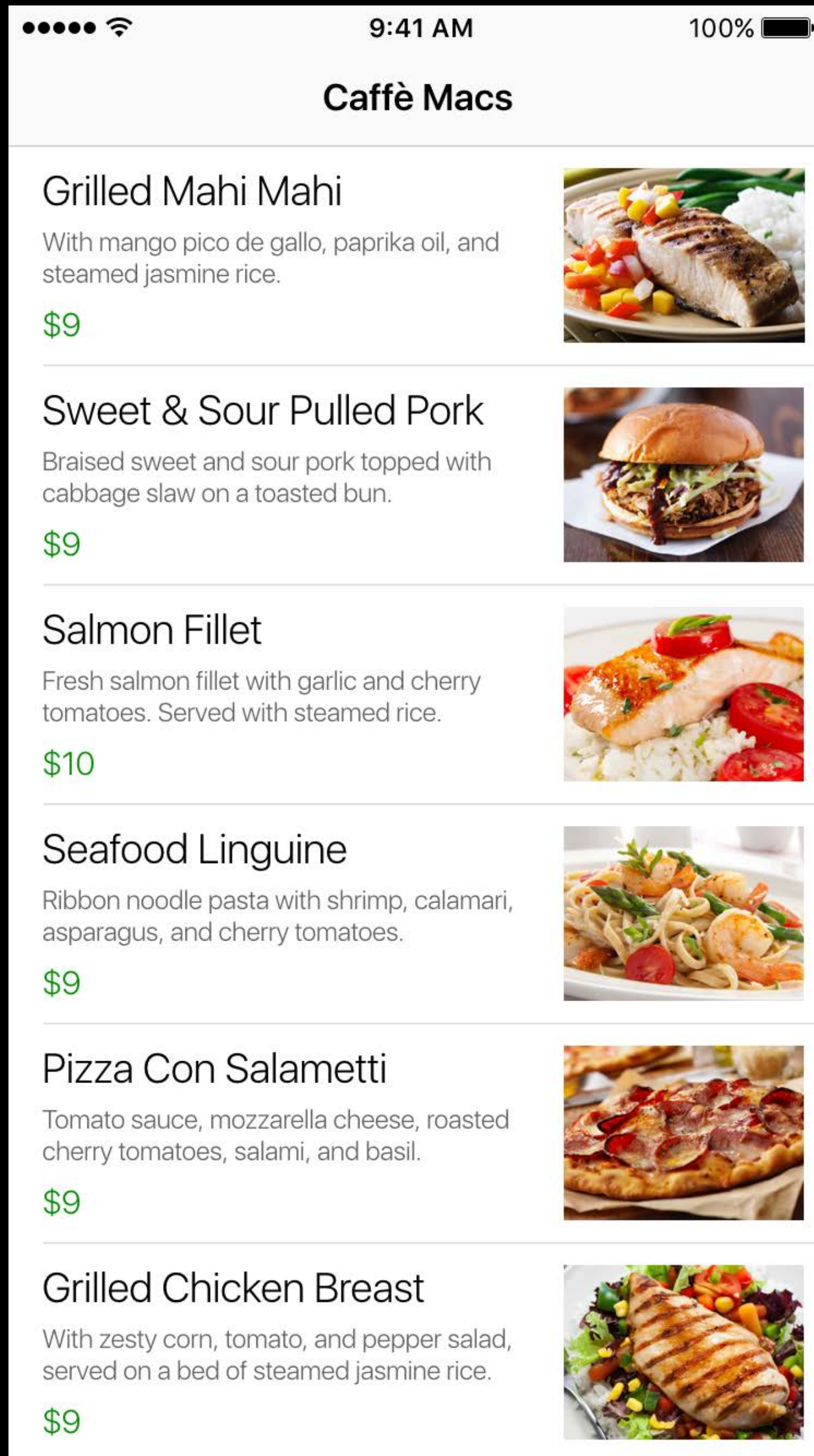
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**Caffè Macs**

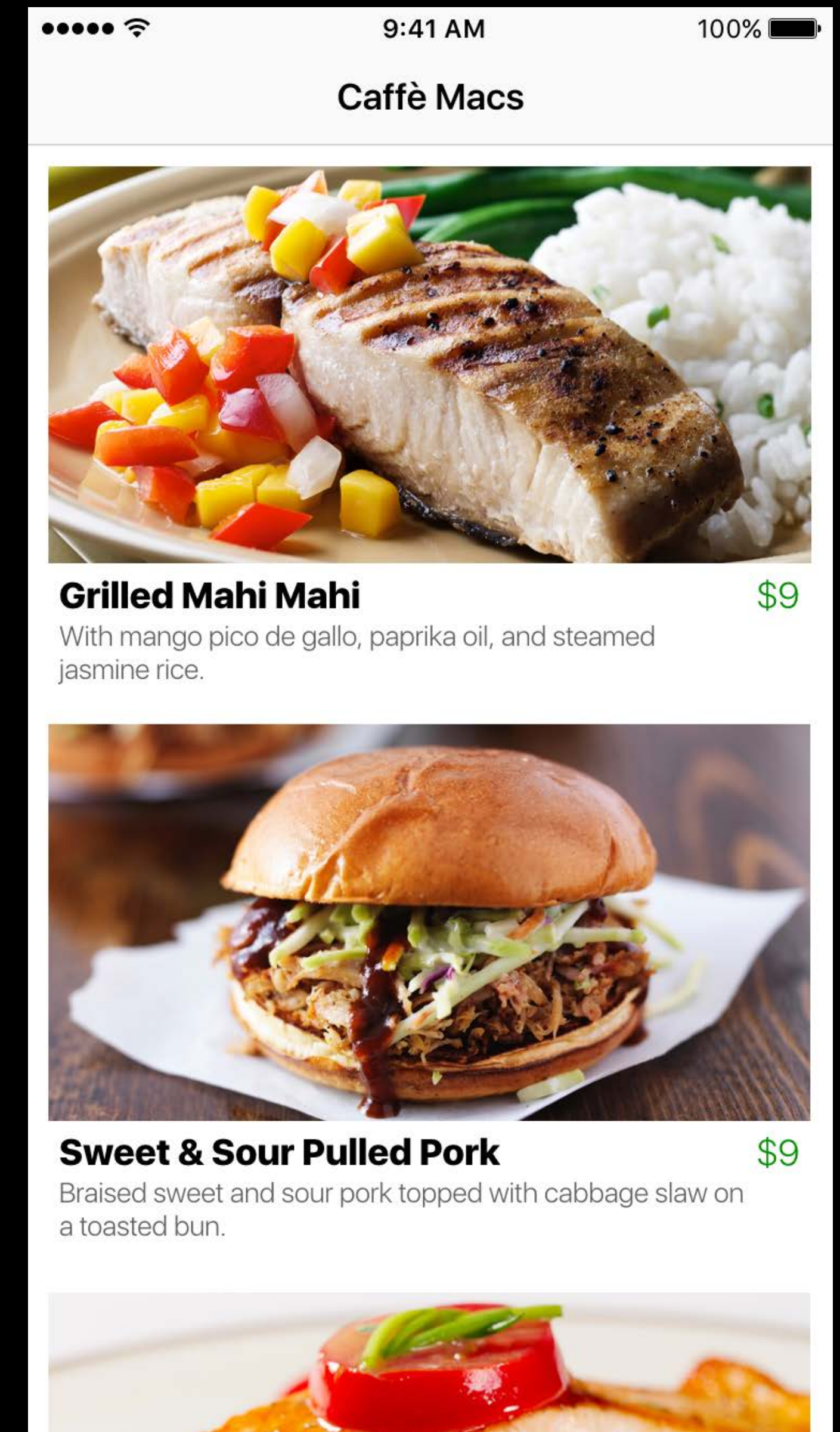
**Grilled Mahi Mahi**  
With mango pico de gallo, paprika oil, and steamed jasmine rice.  
**\$9**

**Sweet & Sour Pulled Pork**  
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.  
**\$9**

# C



# K



## Criteria

- How well does it serve the goals?
- Does it include the right information?
- Is it intuitive?
- Does it feel right?



## Caffè Macs



### **Grilled Mahi Mahi**

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



### **Sweet & Sour Pulled Pork**

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



# Caffè Macs



## Grilled Mahi Mahi

With mango pico de gallo and steamed jasmine rice.

\$9



## Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$9



A workflow is the set of steps it takes  
to complete a task.

## Caffè Macs



### **Grilled Mahi Mahi**

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



### **Sweet & Sour Pulled Pork**

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.





\$9

ka oil, and steamed



Pork

\$9

opped with cabbage slaw on



### Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

#### Sandwich

Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

*Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g*

#### Barbeque sauce

Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

*Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g*

#### Coleslaw

Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

*Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g*

#### Total nutrition facts

Cal 831, Fat 26g, Carbs 80g, Sugar 24g, Protein 66g, Fiber 6g



\$9

ka oil, and steamed



\$9

Pork

opped with cabbage slaw on



### Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

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Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

*Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g*

Order

ails



**Pork** \$9

opped with cabbage slaw

et, dill pickle chips, onions,  
e bun (gluten), bay leaves,  
orika, vegetables stock, garlic,

gar 7g, Protein 65g, Fiber 3g

ire sauce (fish), Bragg's liquid  
r, molasses, brown sugar, onion  
arlic, smoked paprika, salt, and

12g, Protein 0g, Fiber 0g

abbage, carrots, mayonnaise  
s, organic cane sugar, yellow  
nd pepper.

5g, Protein 1g, Fiber 2g

der

Confirmation

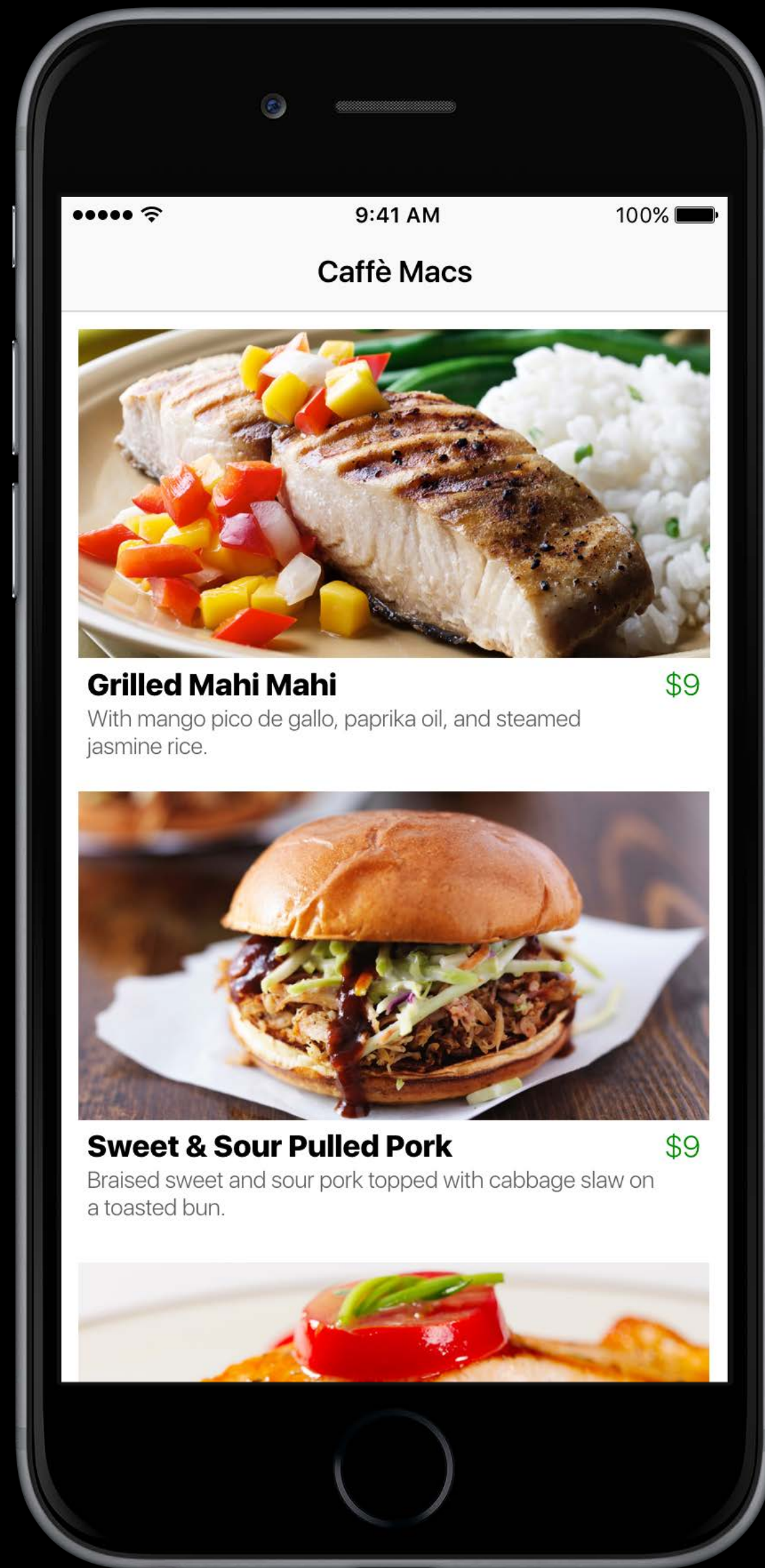
Done



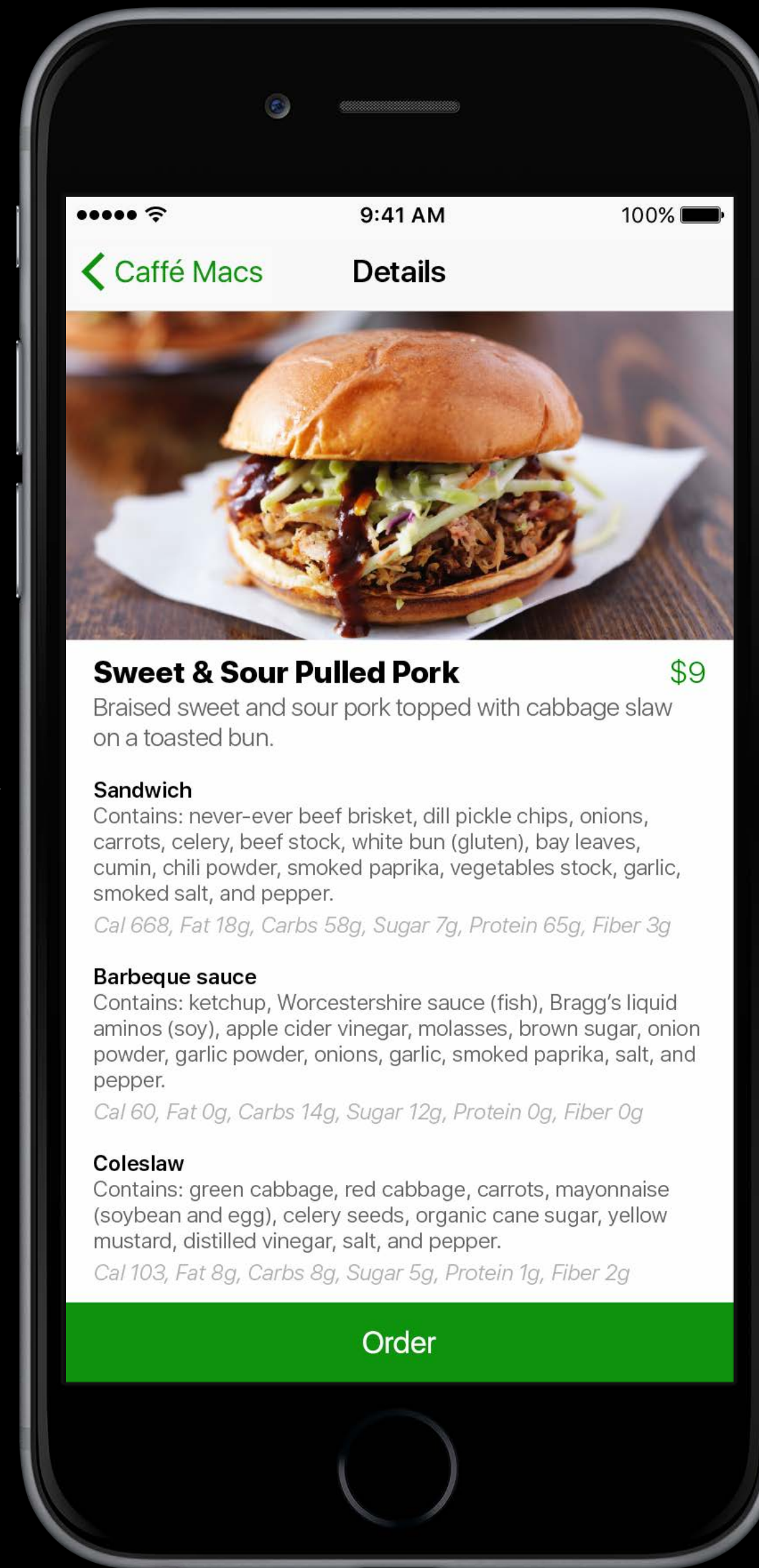
Your order is  
being prepared!

You ordered:  
**Sweet & Sour Pulled Pork**

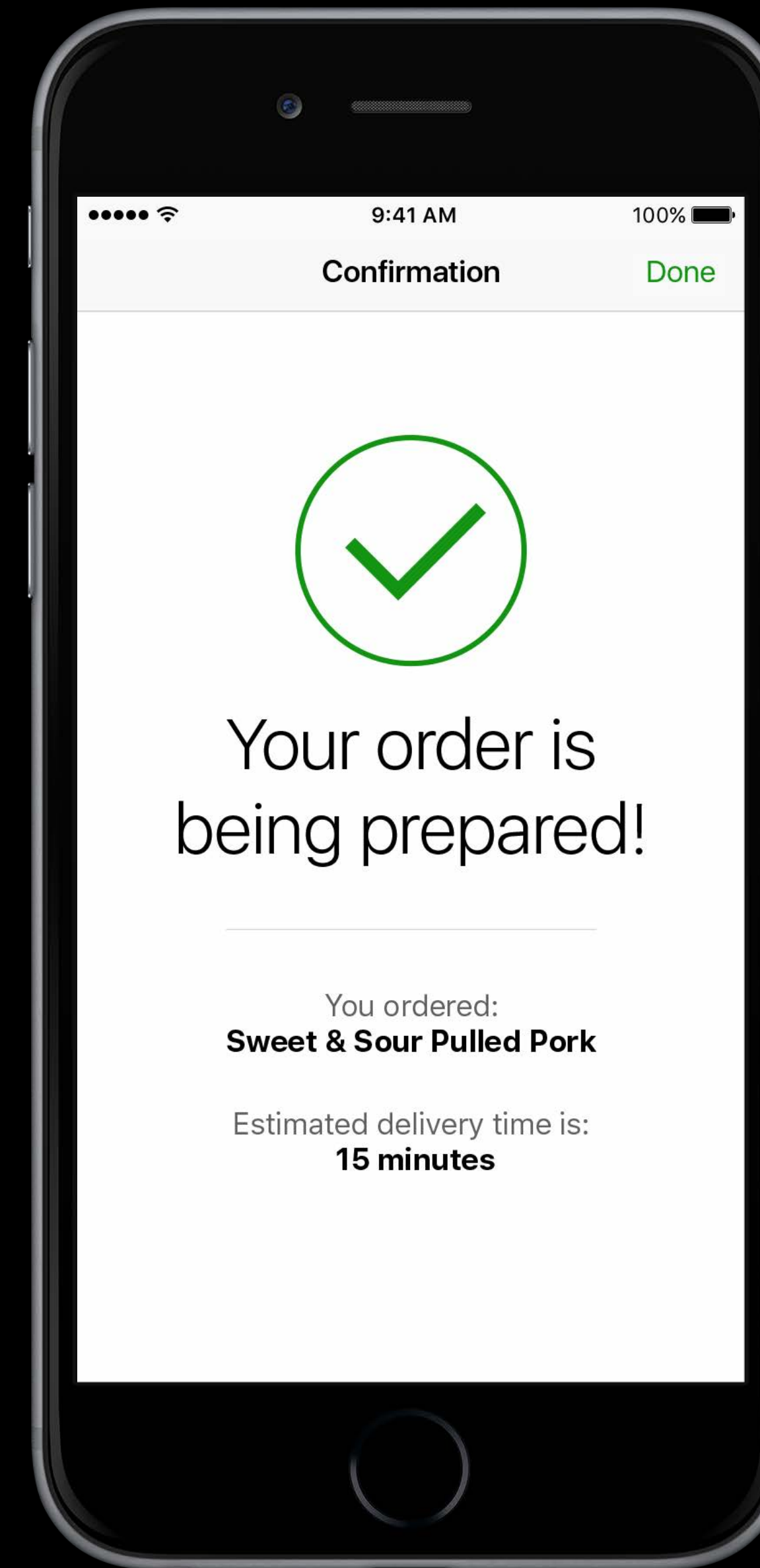
Estimated delivery time is:  
**15 minutes**



Menu



Entree Details



Order Confirmation





**Grilled Mahi Mahi**

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



**Sweet & Sour Pulled Pork**

\$9

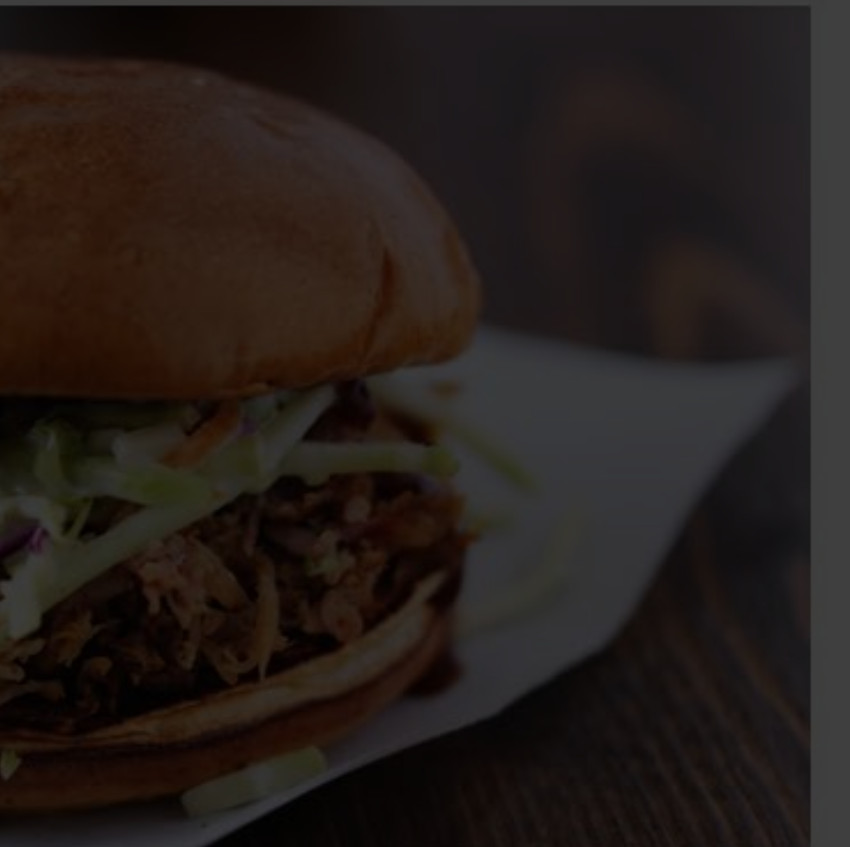
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.





\$9

ka oil, and steamed



Pork \$9

opped with cabbage slaw on



**Sweet & Sour Pulled Pork** \$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

**Sandwich**  
Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

*Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g*

**Barbeque sauce**  
Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

*Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g*

**Coleslaw**  
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

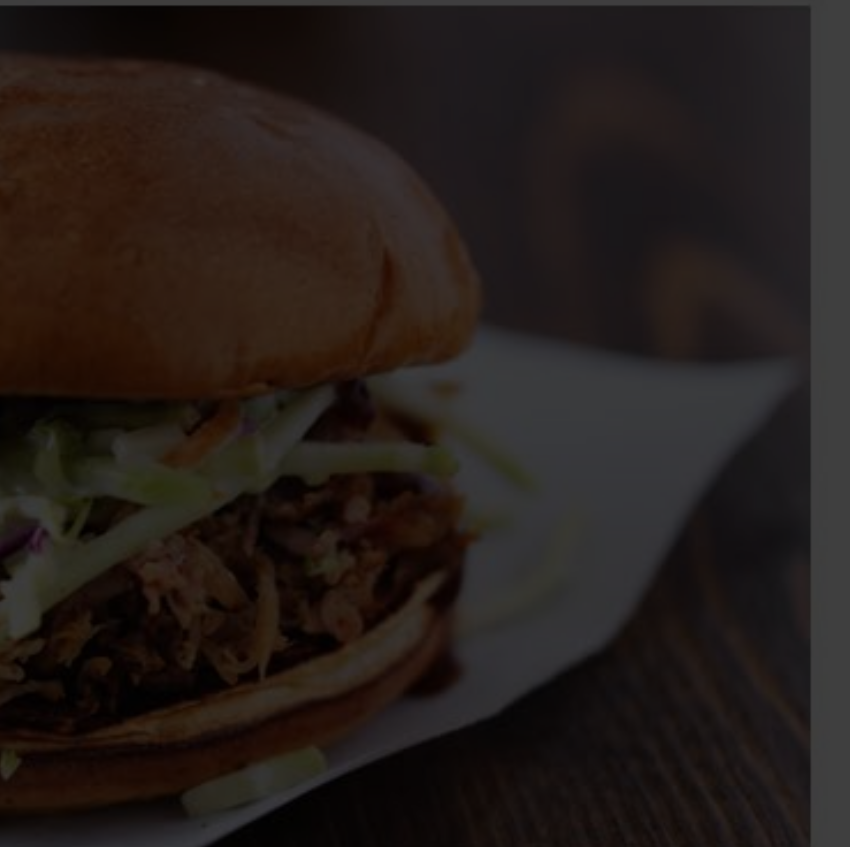
*Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g*

**Add to Cart**



\$9

ka oil, and steamed



Pork \$9

opped with cabbage slaw on



**Sweet & Sour Pulled Pork** \$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

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*Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g*

Added to Cart



**Pork** \$9

Pork topped with  
ed bun.

et, dill pickle chips, onions,  
bun (gluten), bay leaves,  
rika, vegetables stock, garlic,

gar 7g, Protein 65g, Fiber 3g

re sauce (fish), Bragg's liquid  
r, molasses, brown sugar, onion  
arlic, smoked paprika, salt, and

12g, Protein 0g, Fiber 0g

abbage, carrots, mayonnaise  
, organic cane sugar, yellow  
nd pepper.

5g, Protein 1g, Fiber 2g

to Cart

ORDER INFORMATION

Sweet & Sour Pulled Pork \$9.00

Sales Tax: \$0.68

Delivery Fee: \$2.00

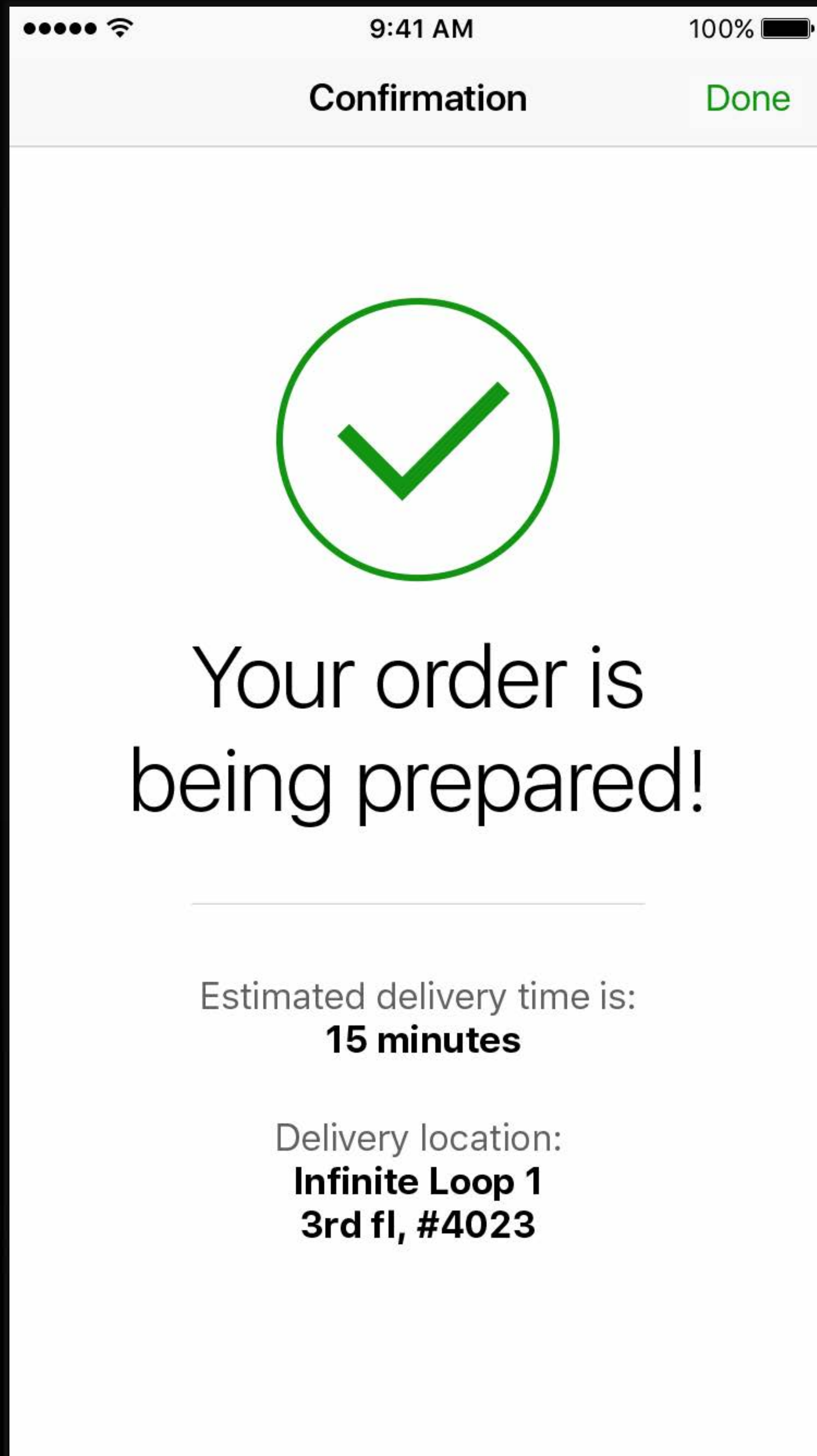
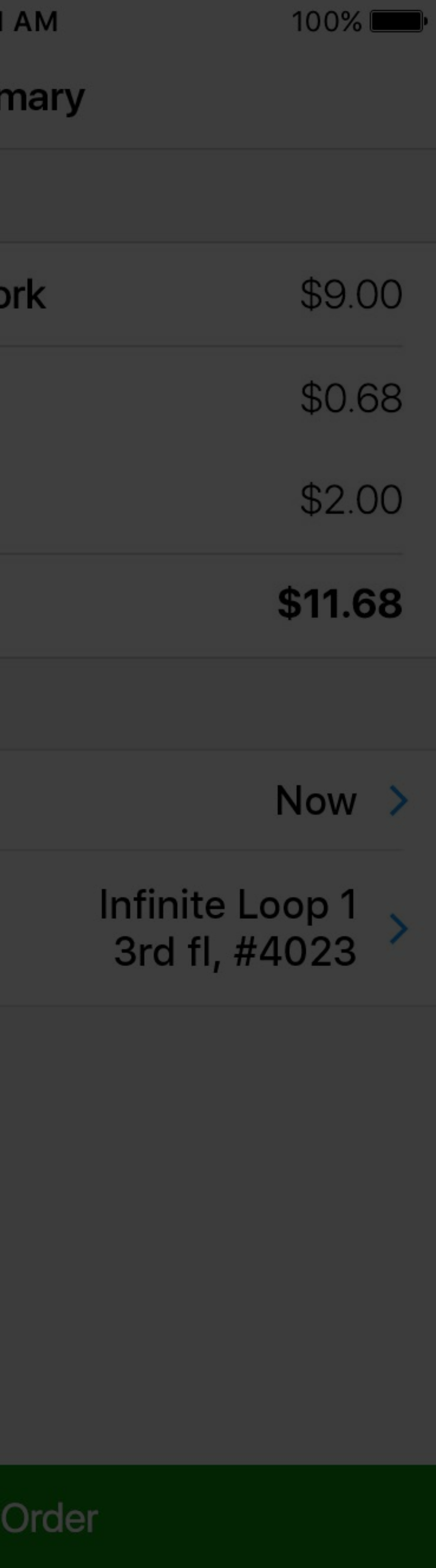
**Total: \$11.68**

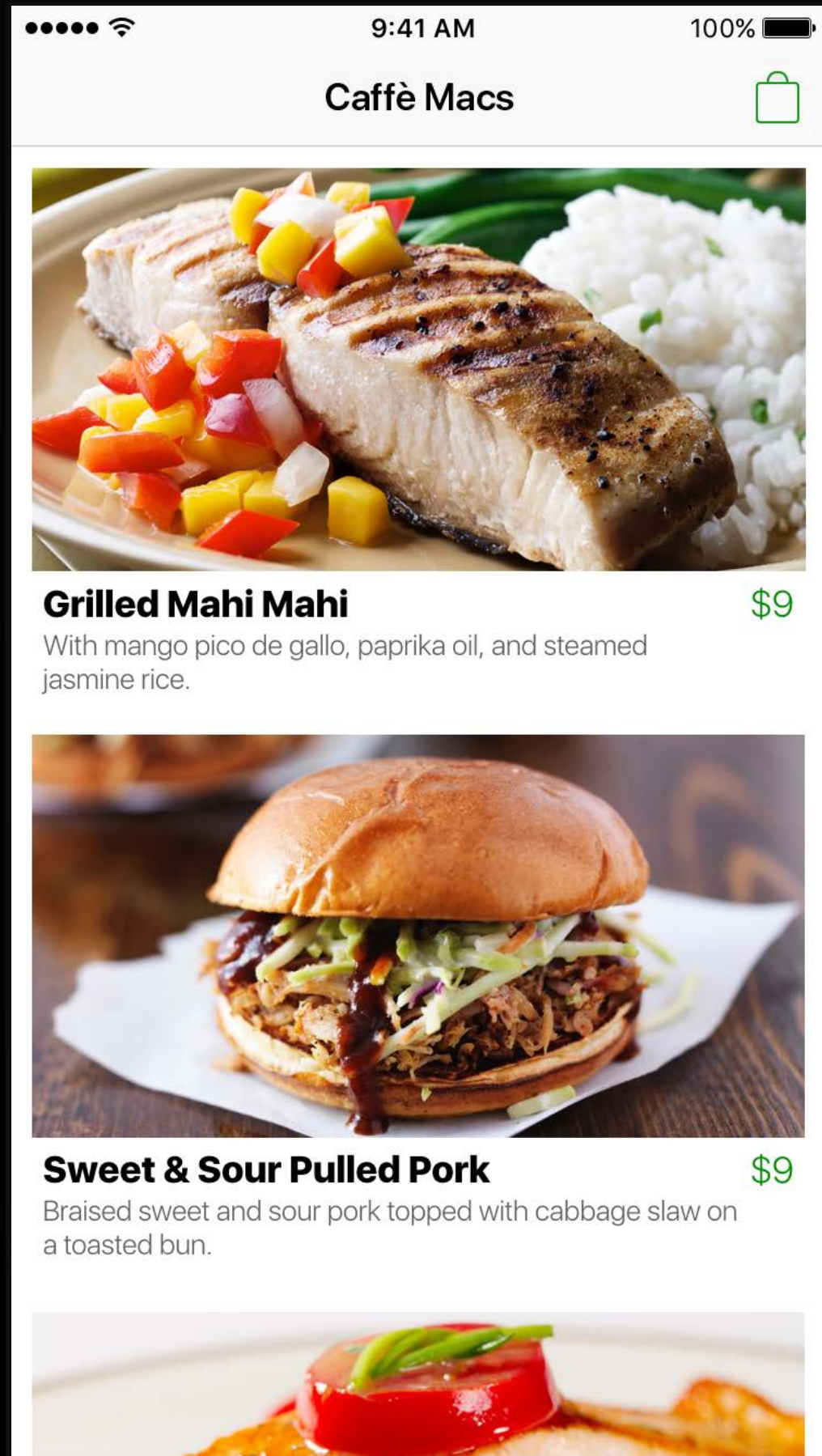
DELIVERY INFORMATION

When: **Now** >

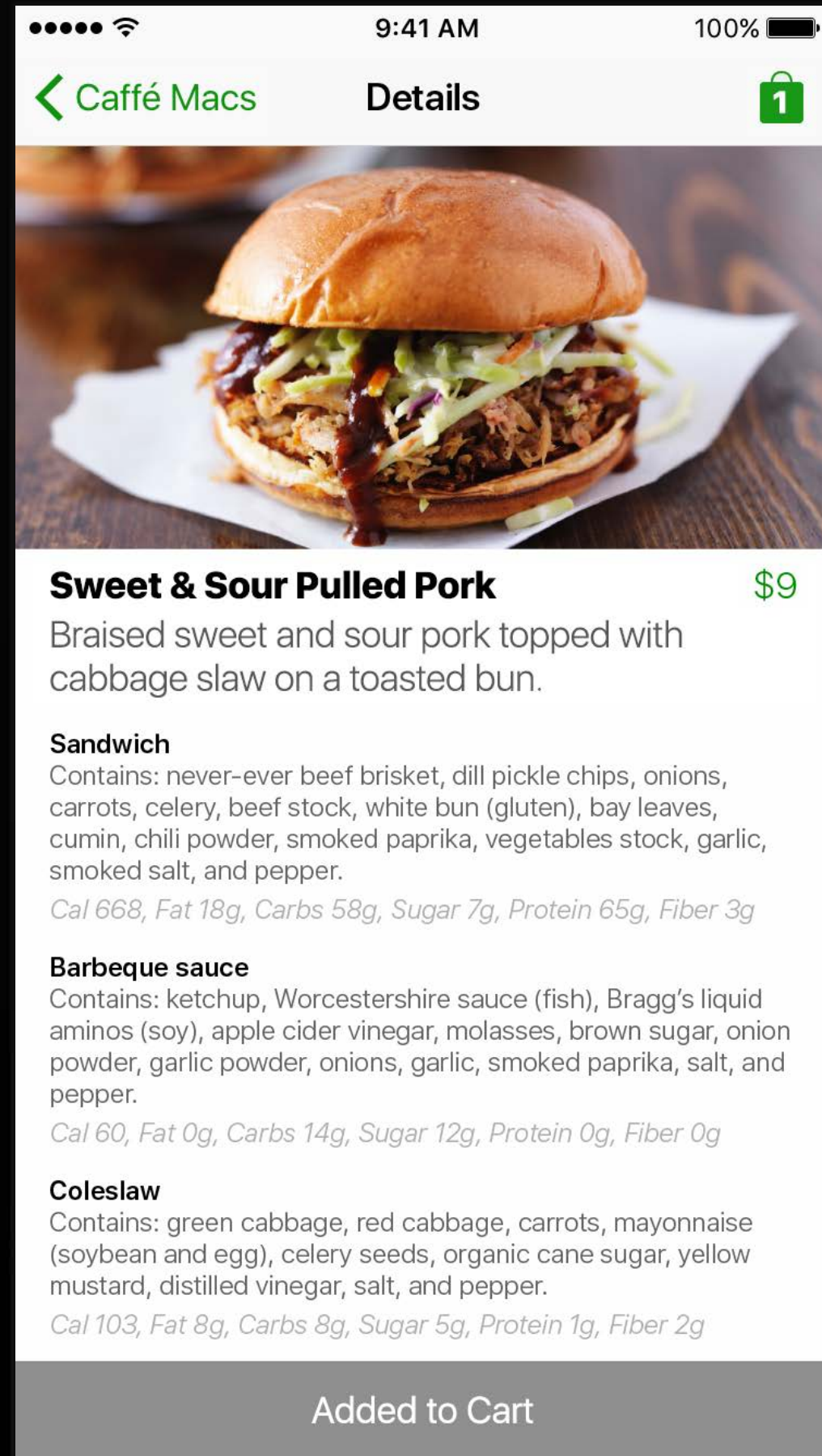
Location: **Infinite Loop 1  
3rd fl, #4023** >

**Place Order**

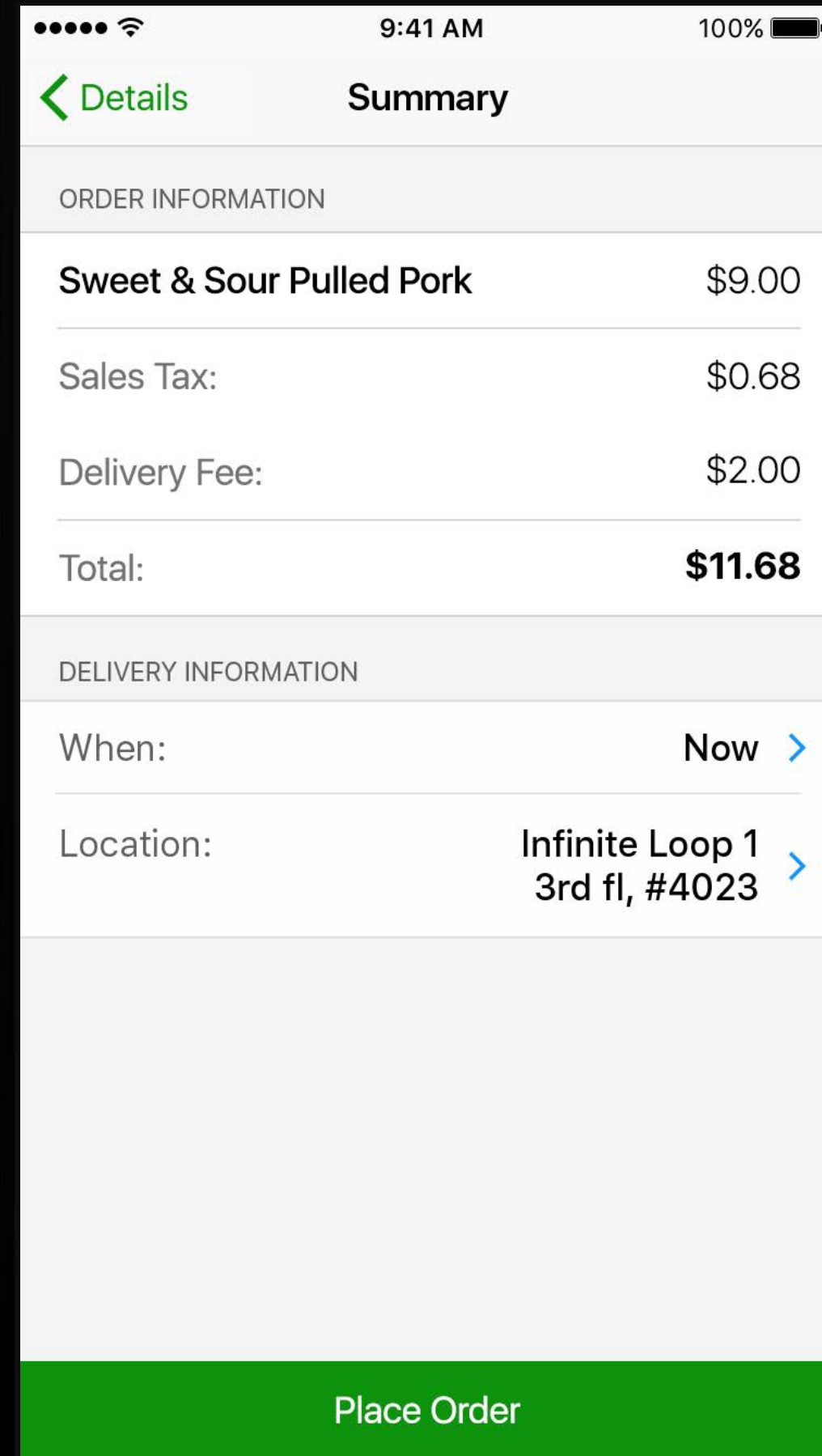




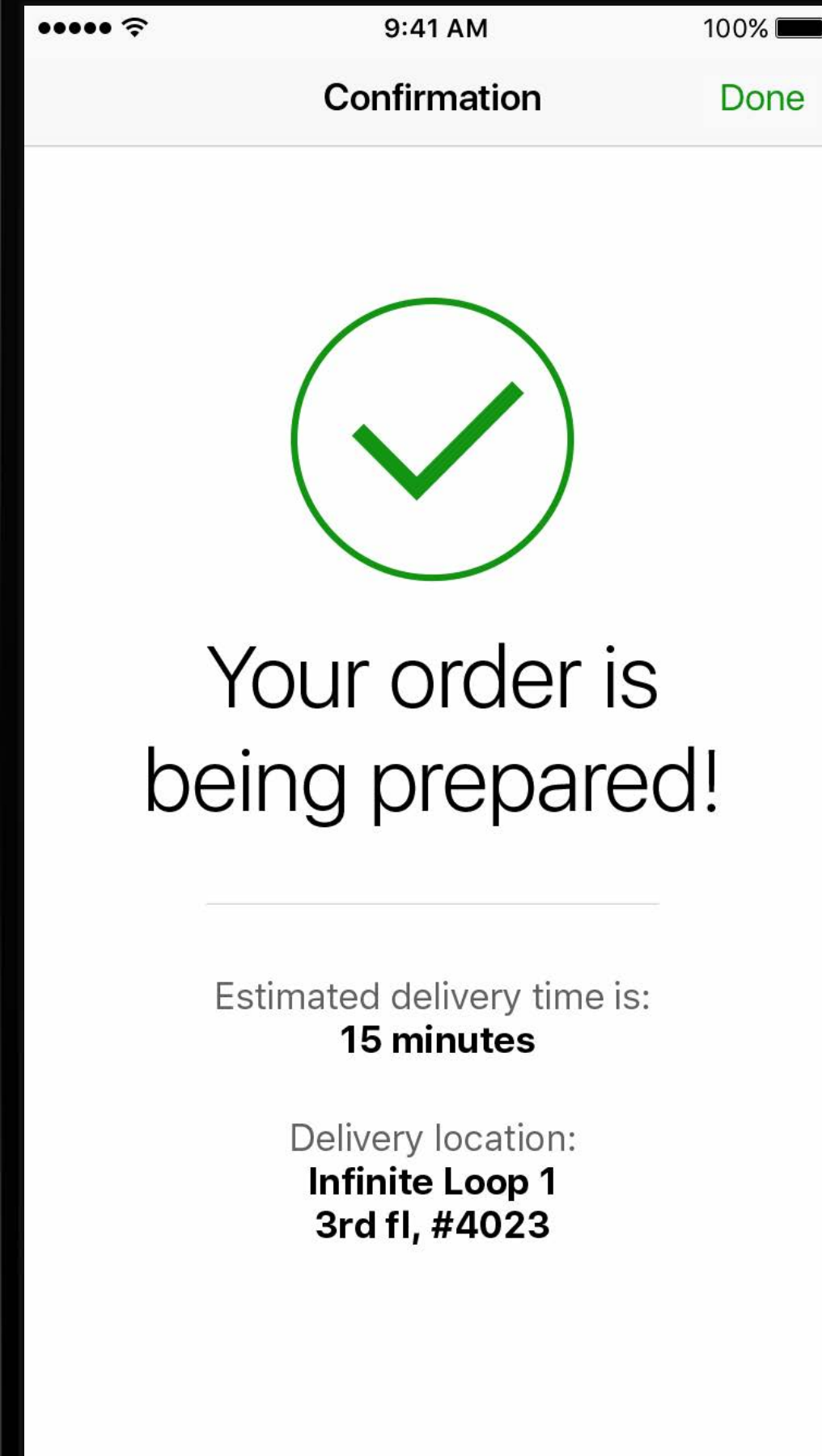
Menu



Entree Details



Order Summary



Order Confirmation



9:41 AM

100%

## Caffè Macs



### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99



### Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$8.99



### Caffè Macs



#### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99



#### Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

ADDED



Sweet & Sour Pulled Pork

\$11.68

ORDER



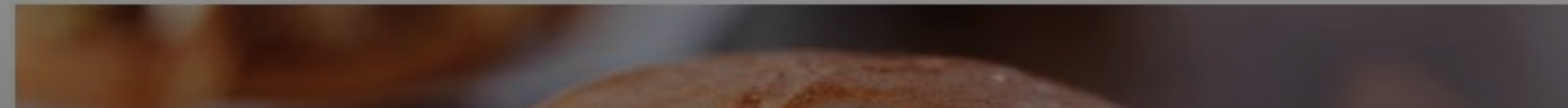
# Caffè Macs



## Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99



## Sweet & Sour Pulled Pork

\$11.68

ORDER

### ORDER DETAILS

Sweet & Sour Pulled Pork

\$8.99

Sales Tax:

\$0.68

Delivery Fee:

\$2.00

Total:

\$11.68

### DELIVERY INFORMATION

## Caffè Macs



### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99



### Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

ADDED



Sweet & Sour Pulled Pork

\$11.68

ORDER

## Caffè Macs



### Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99




### Sweet & Sour Pulled Pork

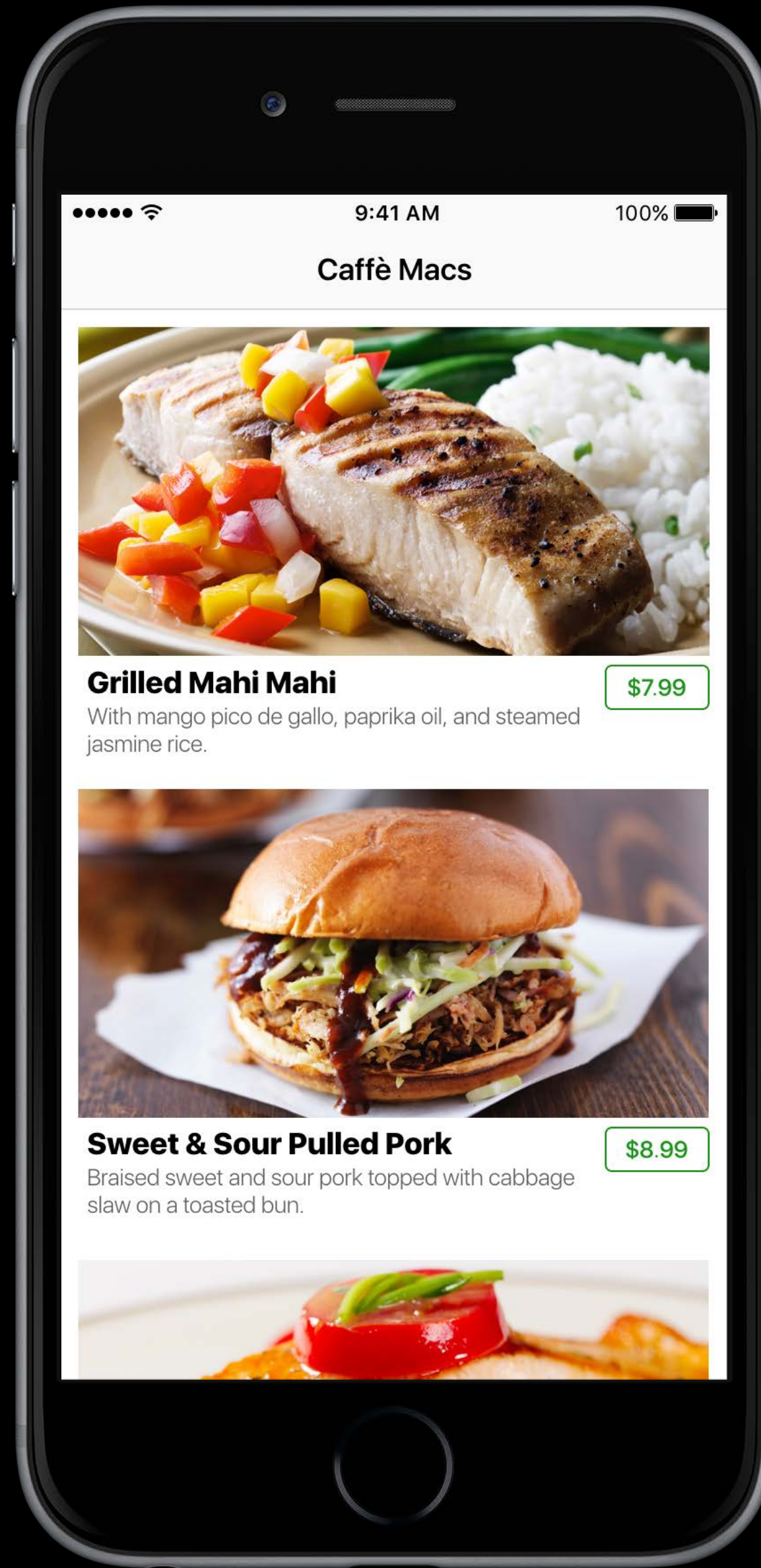
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

ADDED

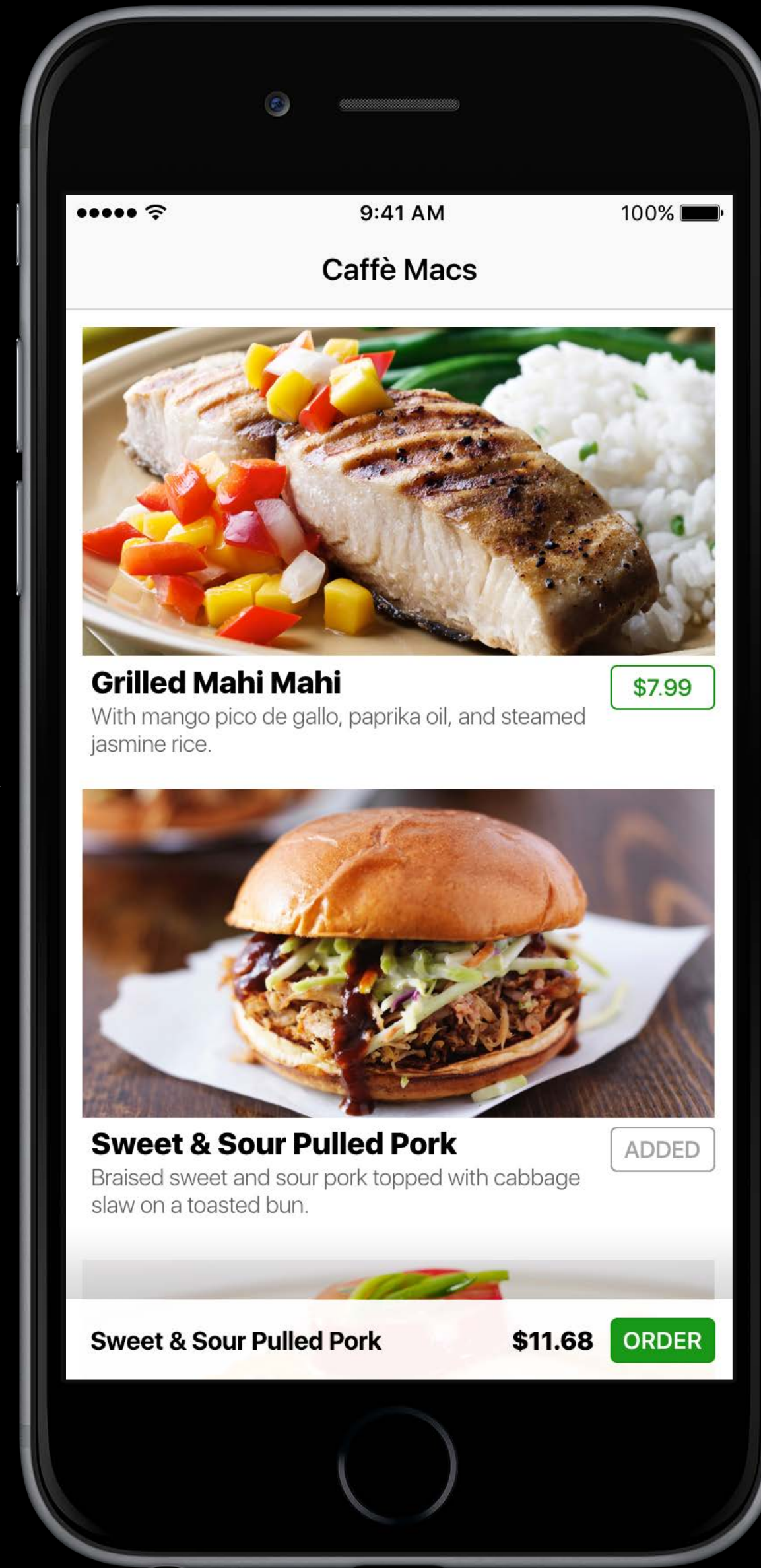


 Your order is being prepared!

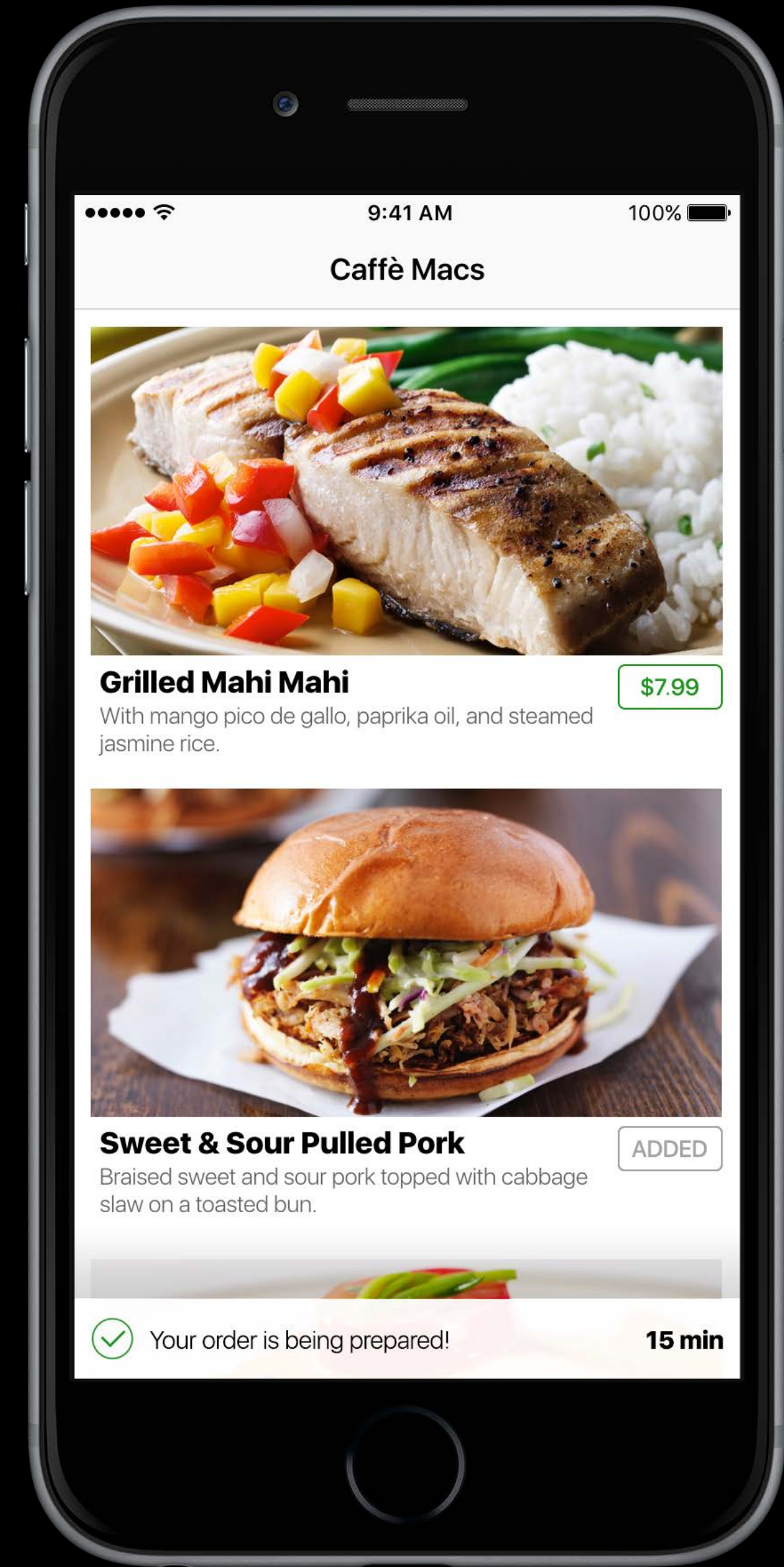
15 min



Menu



Order Summary



Order Confirmation

# Summary

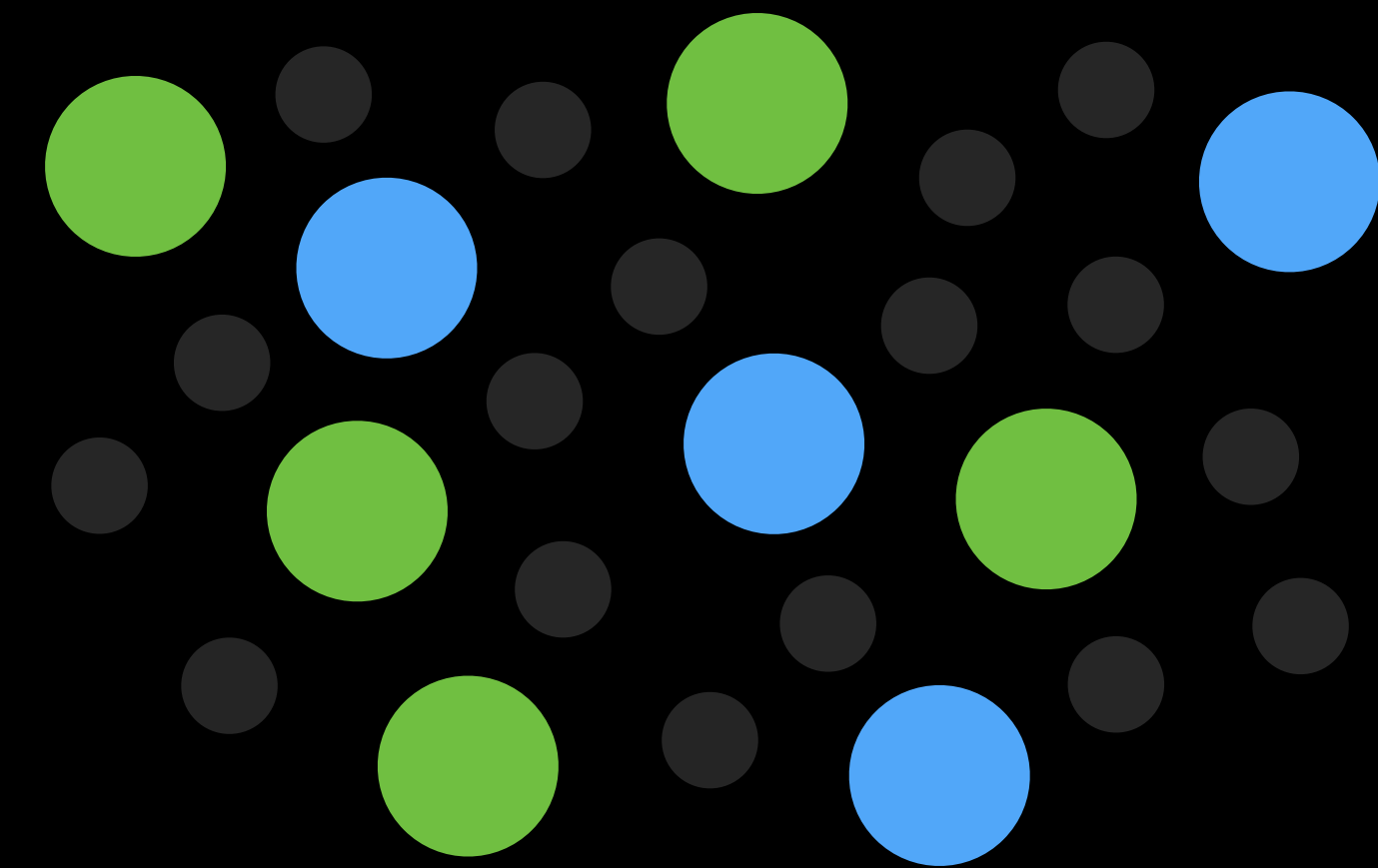
Good design is not easy.

# What Are We Making?

Define your audience and their goals

Define your app goals

Focus on features that best serve the goals

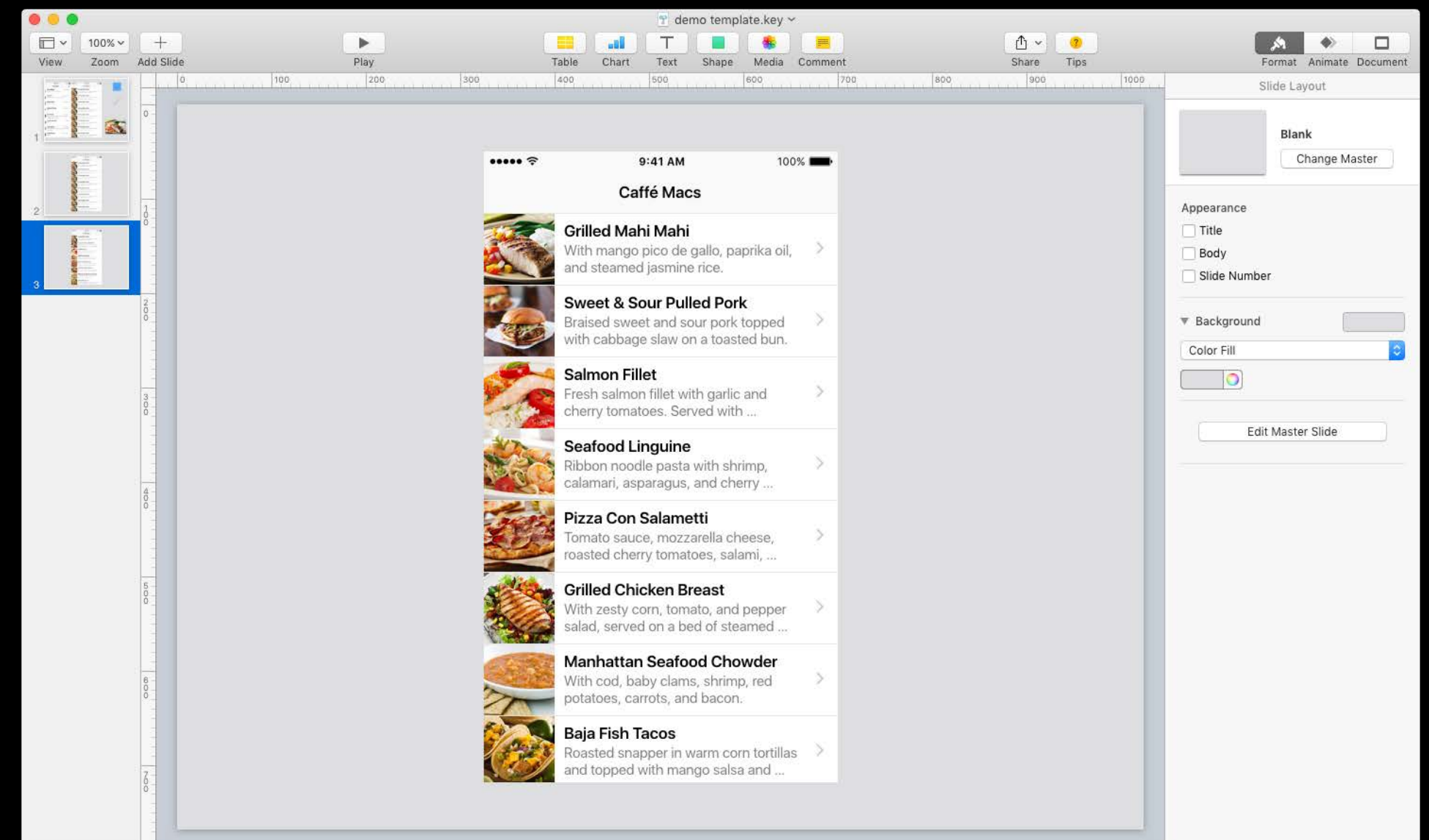


# Where Do We Start?

Just start drawing

Design what you know

Try Keynote!



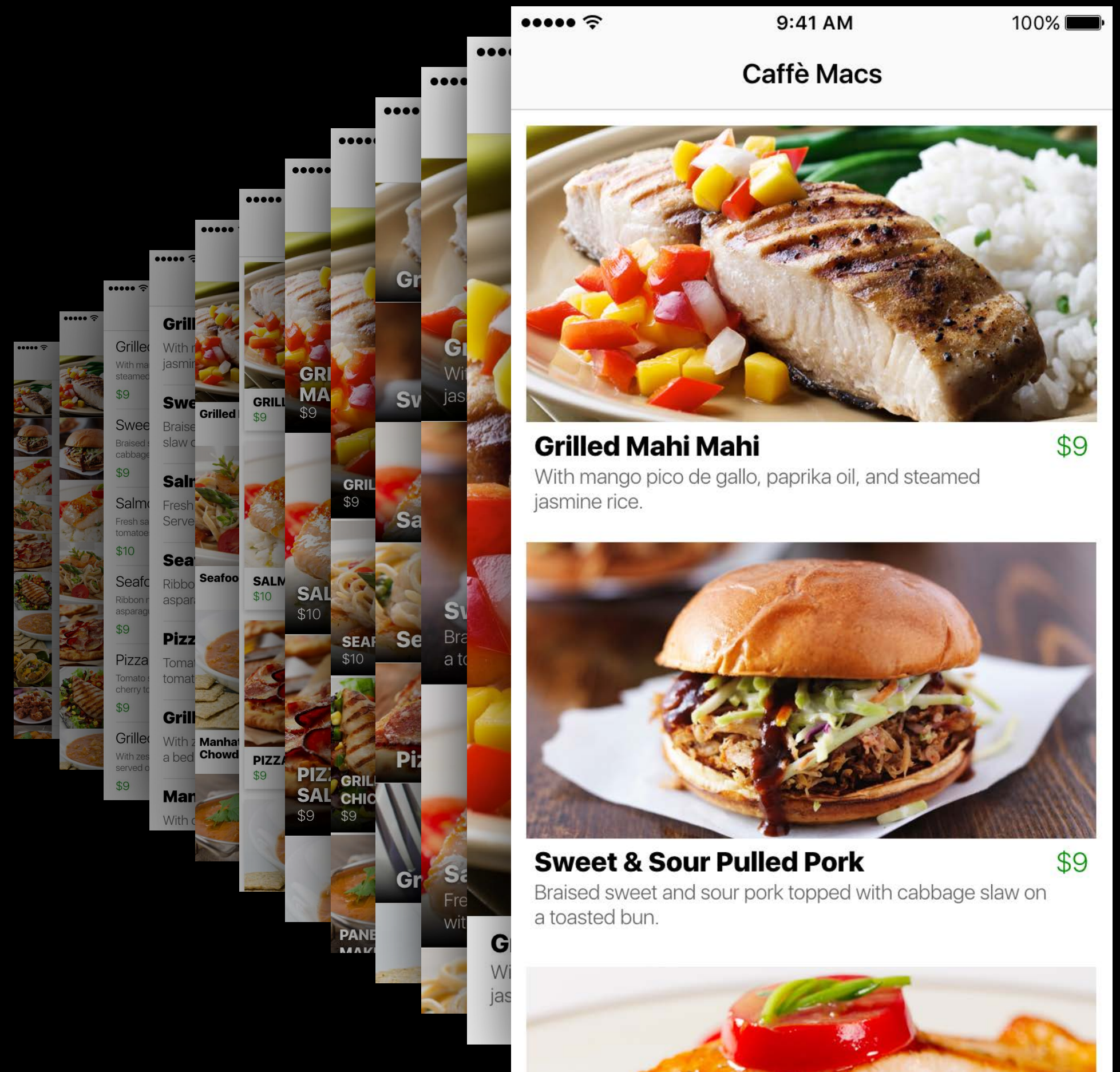


# What's The Right Design?

Iterate, iterate, iterate

Critique your ideas to find the best one

Does it feel right?



Good design is not easy.

Good design is not easy.

But it's worth it.

More Information

<https://developer.apple.com/wwdc16/805>

# Related Sessions

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Inclusive App Design

Pacific Heights

Tuesday 10:00AM

---

Designing for tvOS

Presidio

Tuesday 4:00PM

---

Typography and Fonts

Presidio

Wednesday 9:00AM

---

# Labs

---

Prototyping Lab

Fort Mason

Friday 2:00PM

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