Design

#WWDC17

Designing Across Platforms

Session 804

Cas Lemmens, Designer

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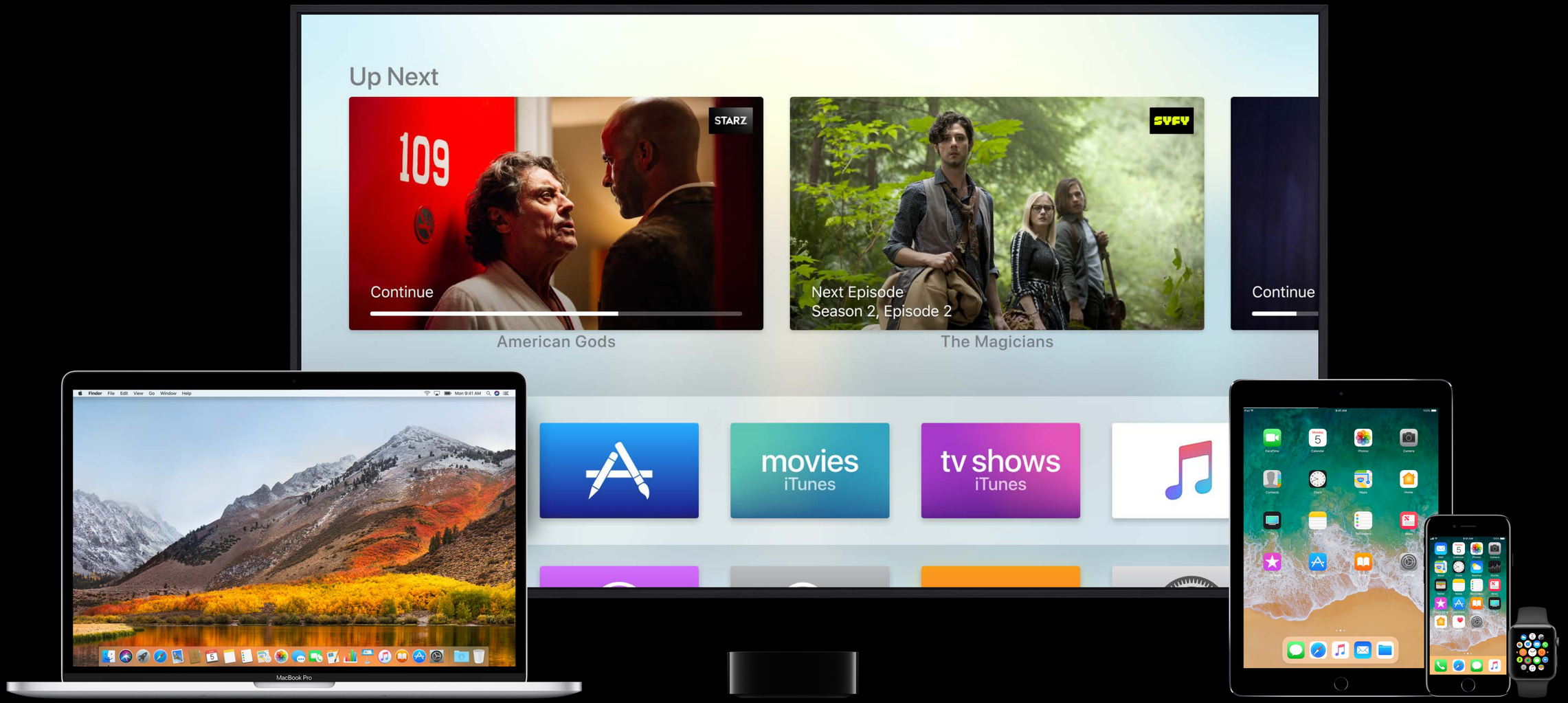
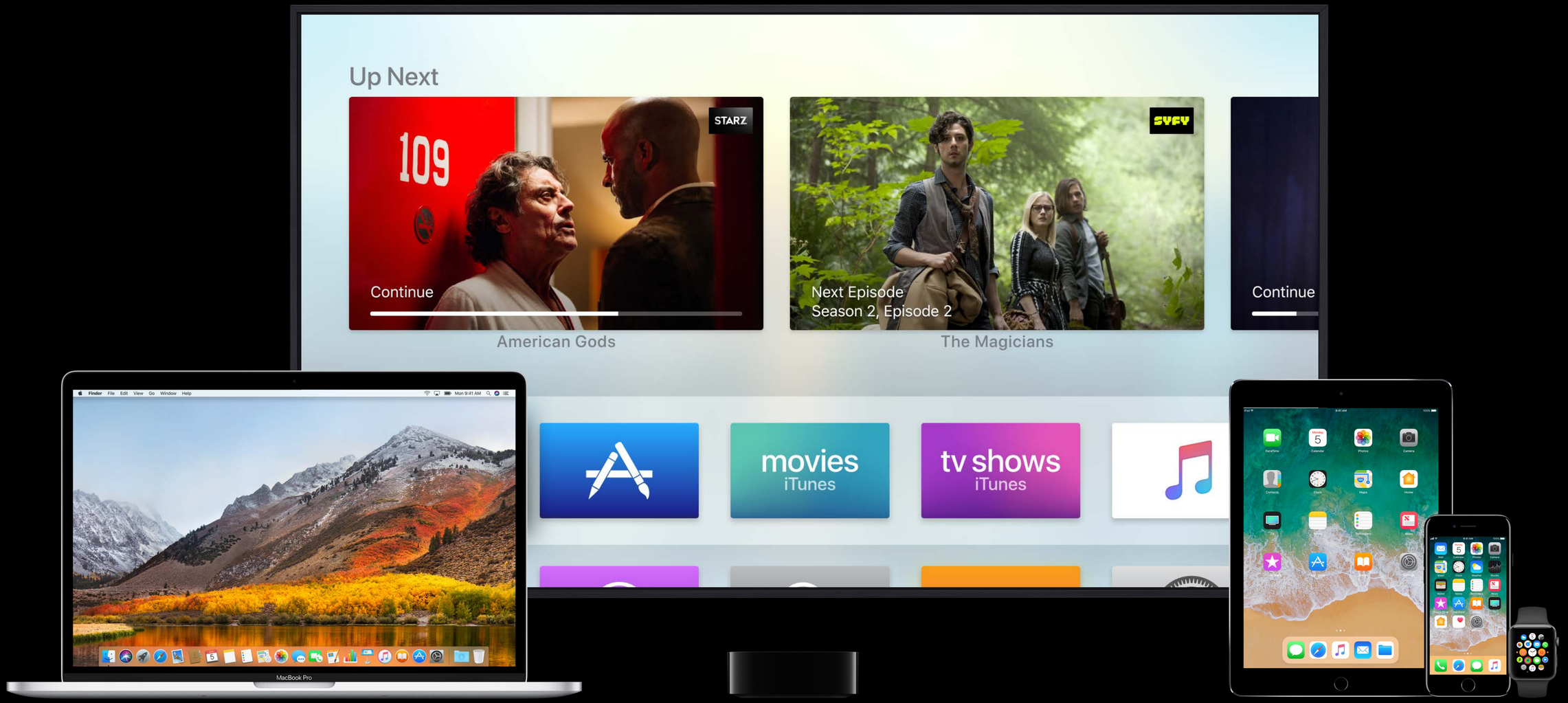

Up Next
STARZ
Continue
American Gods
SYFY
Next Episode
Season 2, Episode 2
The Magicians
Continue
movies
iTunes
tv shows
iTunes
MacBook Pro

2.64
MILES
22:38

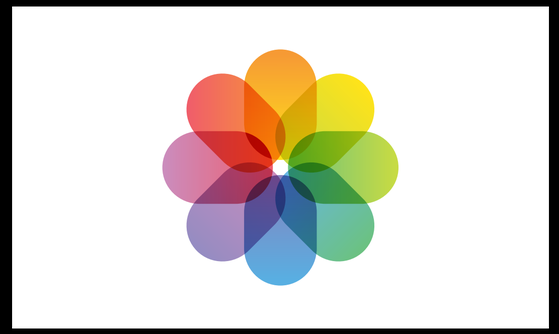
GONE GIRL
DIRECTOR
David Fincher
STARRING
Ben Affleck
Rosamund Pike
Neil Patrick Harris
Tyler Perry
Kim Dickens
88% 17+ 2 hr 29 min Drama 2014
Directed by David Fincher and based on Gillian Flynn's bestseller, this engaging thriller reveals secrets of a modern marriage. On his fifth weddding anniversary, Nick Dun... MORE
Available On: iTunes HBO
Trailer
Play
Wish List
Viewers Also Watched
FAR FROM THE MADDING CROWD
Blue Jasmine
IMITATION GAME
DIOR AND I
BIG EYES
GLEN CAMPBELL I'LL BE ME
love & mercy
KUMIKO
ST VINCENT


Up Next
STARZ
Continue
American Gods
SYFY
Next Episode
Season 2, Episode 2
The Magicians
Continue
movies
iTunes
tv shows
iTunes
MacBook Pro

watchOS

iOS

macOS



tvOS

watchOS

iOS

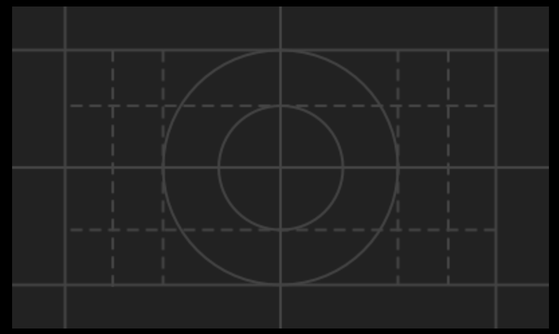
macOS

tvOS

watchOS

iOS

macOS

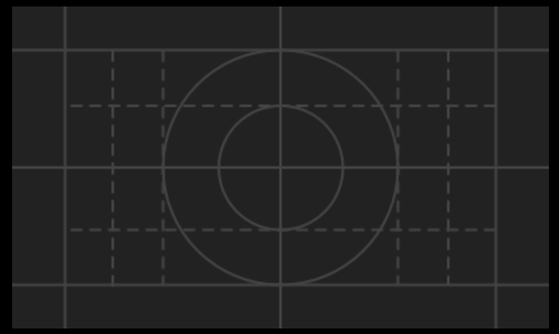


tvOS

watchOS

iOS

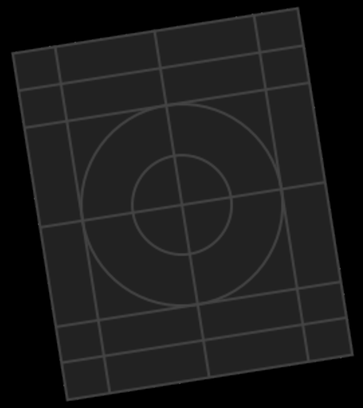
macOS



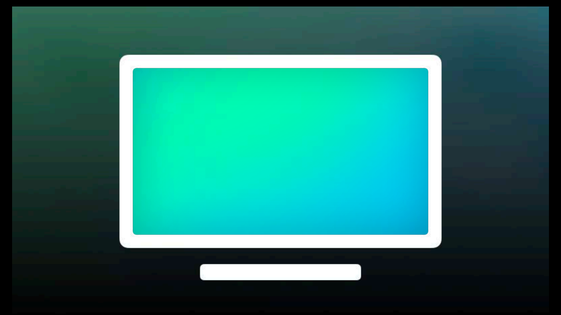
tvOS

watchOS

iOS



macOS



tvOS

Pay
$128.00
lululemon
Done

iPad
9:41 AM
100%

1
2
3
4
5

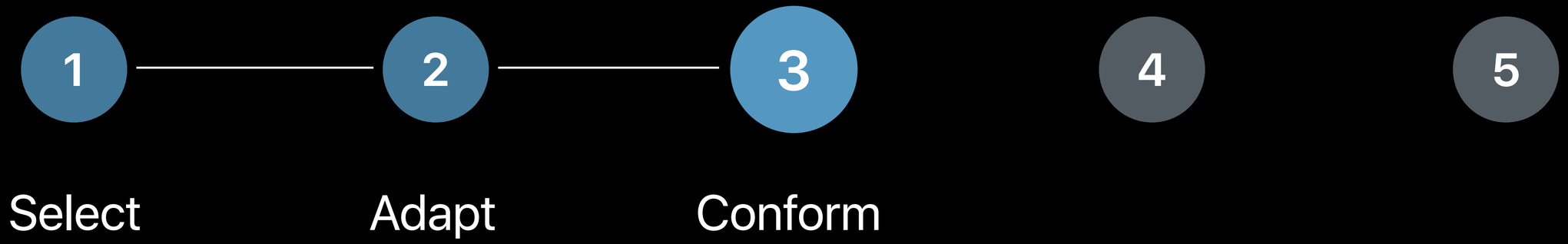
1
2
3
4
5

Select

Select

1
2
3
4
5
Select
Adapt

1
2
3
4
5
Select
Adapt


1
2
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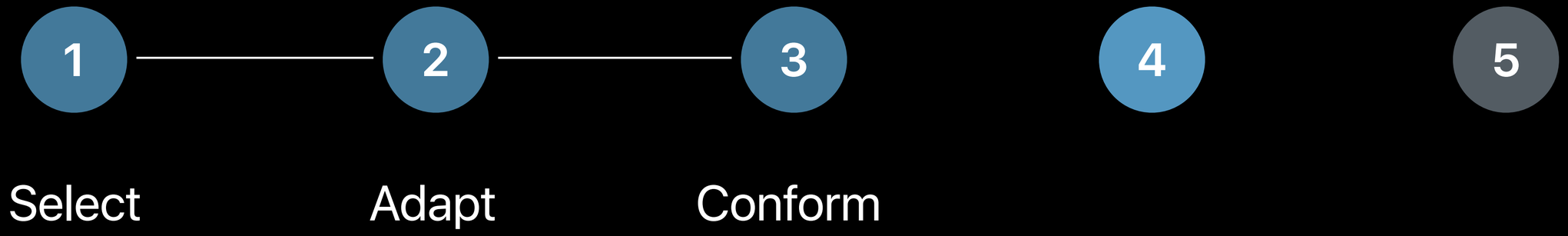
4
5
Select
Adapt
Conform


1
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4
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Select
Adapt
Conform

1
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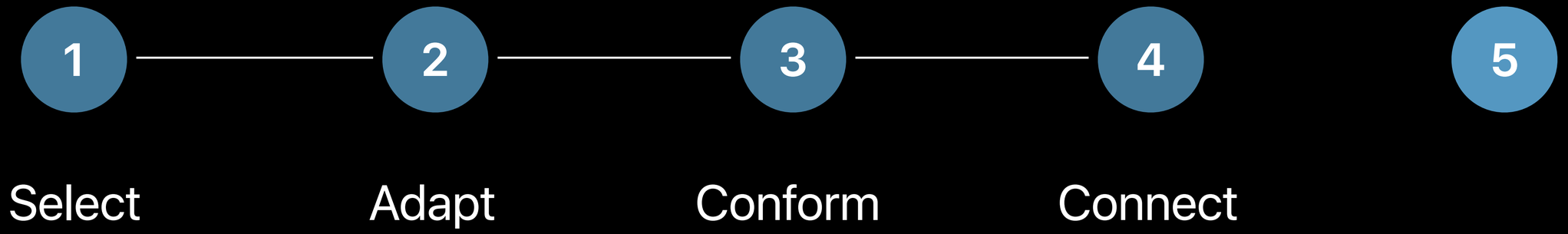
4
5
Select
Adapt
Conform
Connect


1
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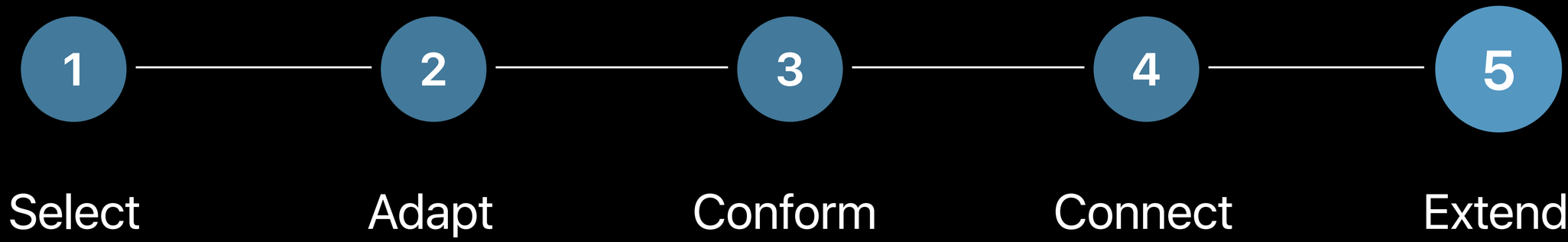
Select
Adapt
Conform
Connect


1
2
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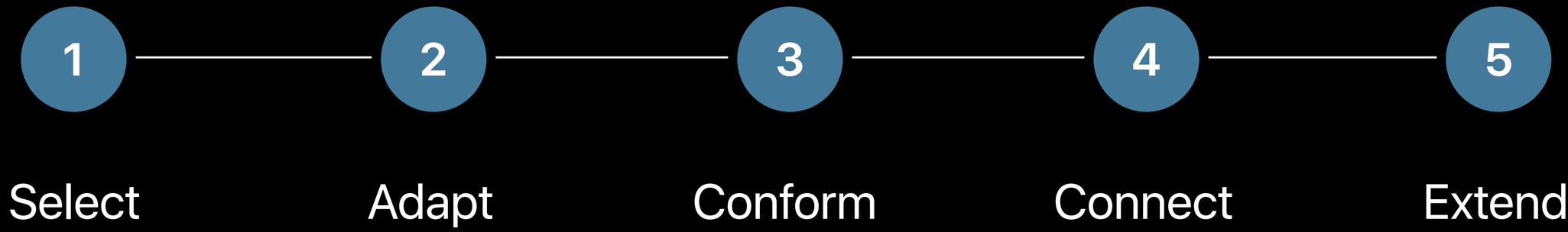
4
5
Select
Adapt
Conform
Connect
Extend


1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

1 Select

2 Adapt

3 Conform

4 Connect

5 Extend

1 Select

2 Adapt

3 Conform

4 Connect

5 Extend

Context and Capabilities

Context

Capabilities

Context

Always on, always with you

Mobile

Personal and private

Short engagement

Capabilities

Context

Always on, always with you

Mobile

Personal and private

Short engagement

Capabilities

Background processes

Environment aware

Touch ID

Touch screen

Context

Capabilities

Context

Always on, always with you

Personal and private

Instant

Very short interactions

Capabilities

Context

Always on, always with you

Personal and private

Instant

Very short interactions

Capabilities

Movement Tracker

Heart Rate Monitor

Haptics

Watch Faces

Context

Capabilities

Context

Both home and mobile

Precise and focused

Lean back

Long engagements

Capabilities

Context

Both home and mobile

Precise and focused

Lean back

Long engagements

Capabilities

Large screen

Ambient light sensor

High fidelity speaker

Touch screen

Context

Both home and mobile

Precise and focused

Lean back

Long engagements

Capabilities

Large screen

Ambient light sensor

High fidelity speaker

Precise Interaction

Context

Capabilities

Context

Professional

Precise and complex

Shared but personal

Long engagements

Capabilities

Context

Professional

Precise and complex

Shared but personal

Long engagements

Capabilities

High performance

Keyboard and mouse

Multitasking

Multi user

Context

Capabilities

Context

Shared

Stationary

Lean back

Long engagement

Capabilities

Context

Shared

Stationary

Lean back

Long engagement

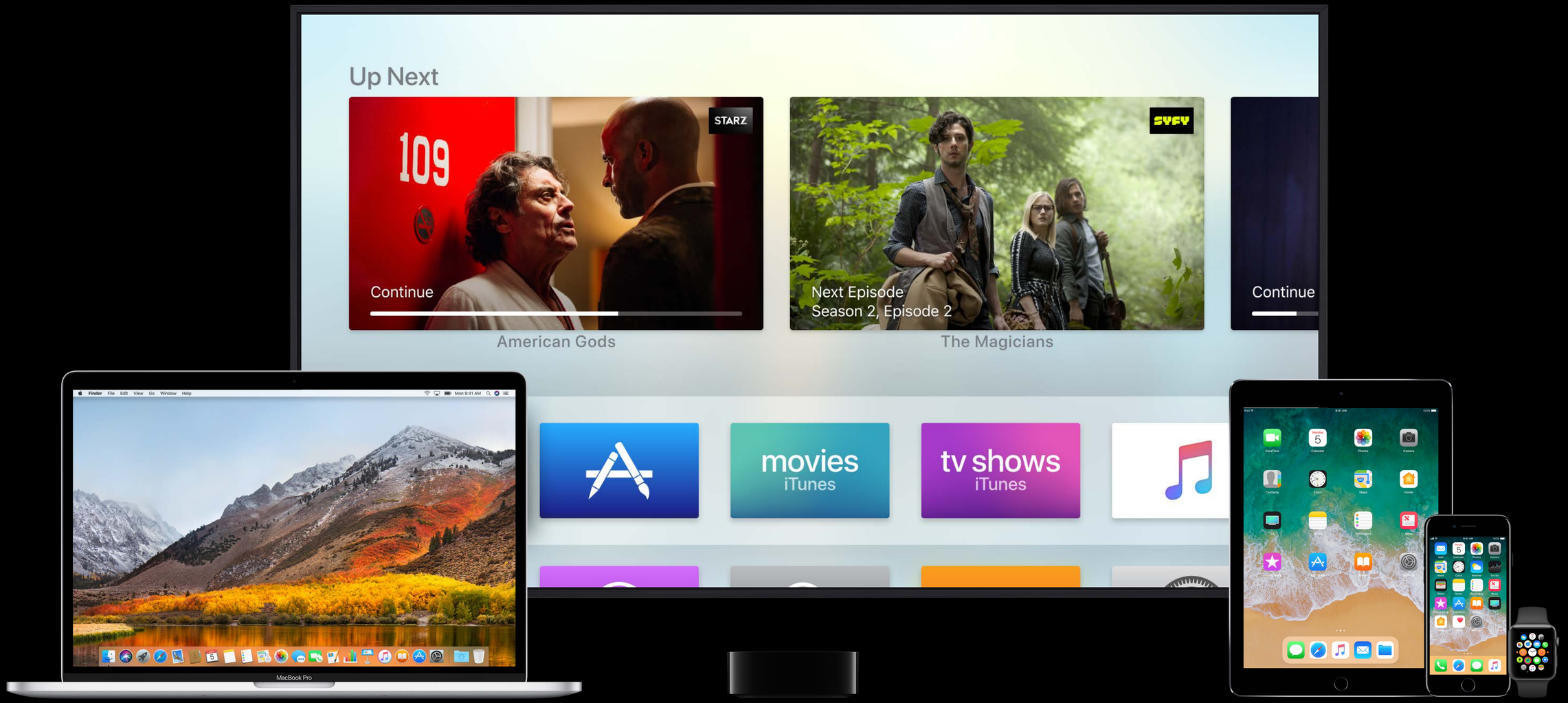
Capabilities

HD display

Remote control input

Home aware

10 foot optimised


Up Next
STARZ
Continue
American Gods
SYFY
Next Episode
Season 2, Episode 2
The Magicians
Continue
movies
iTunes
tv shows
iTunes
MacBook Pro

Activity

Activity

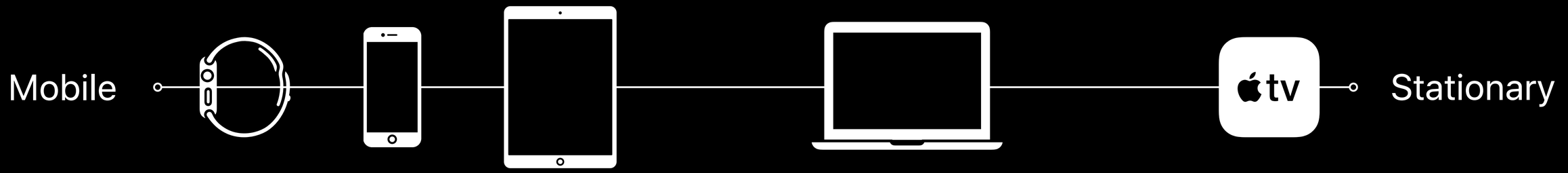
Mobile

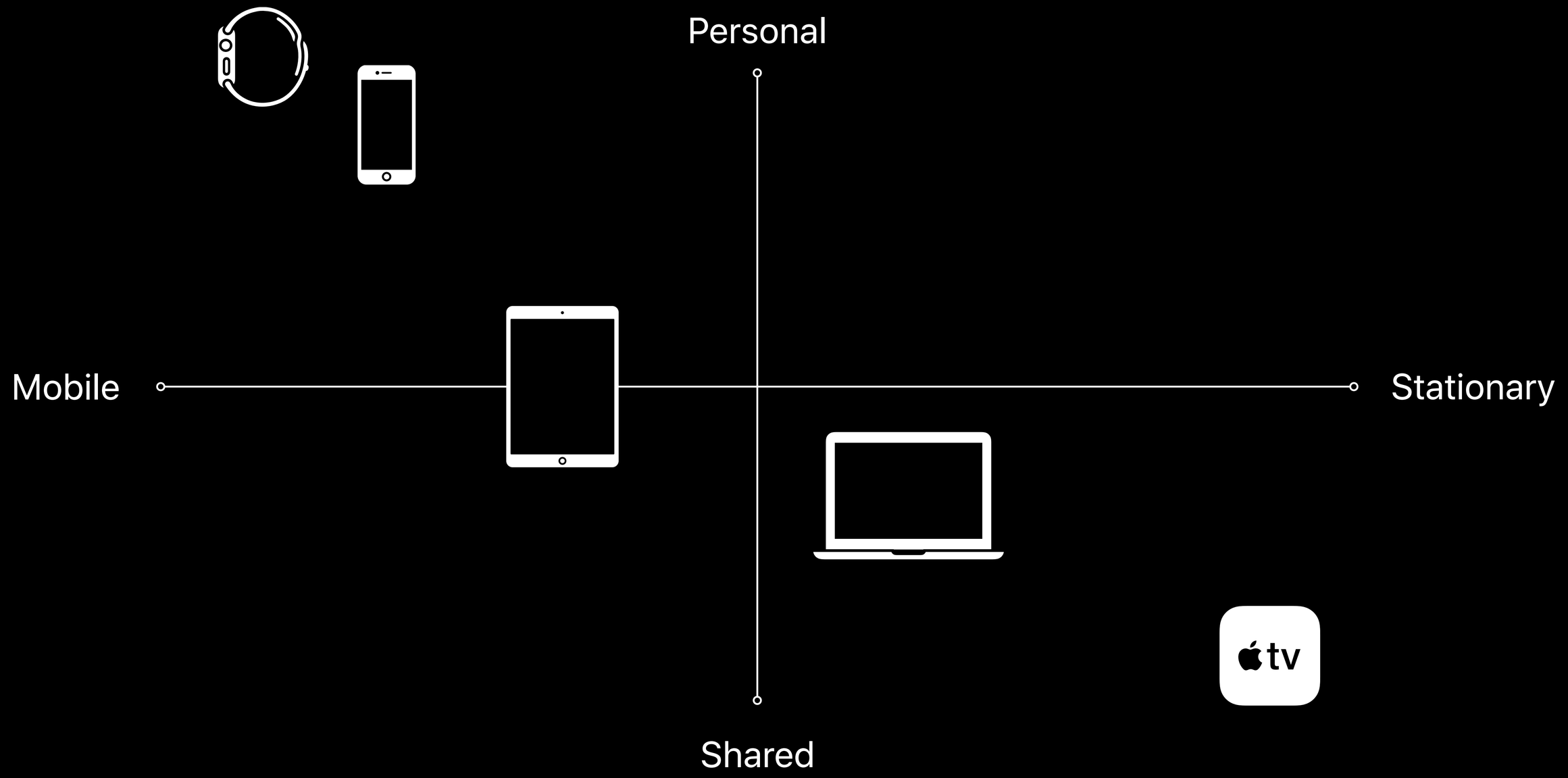
Activity

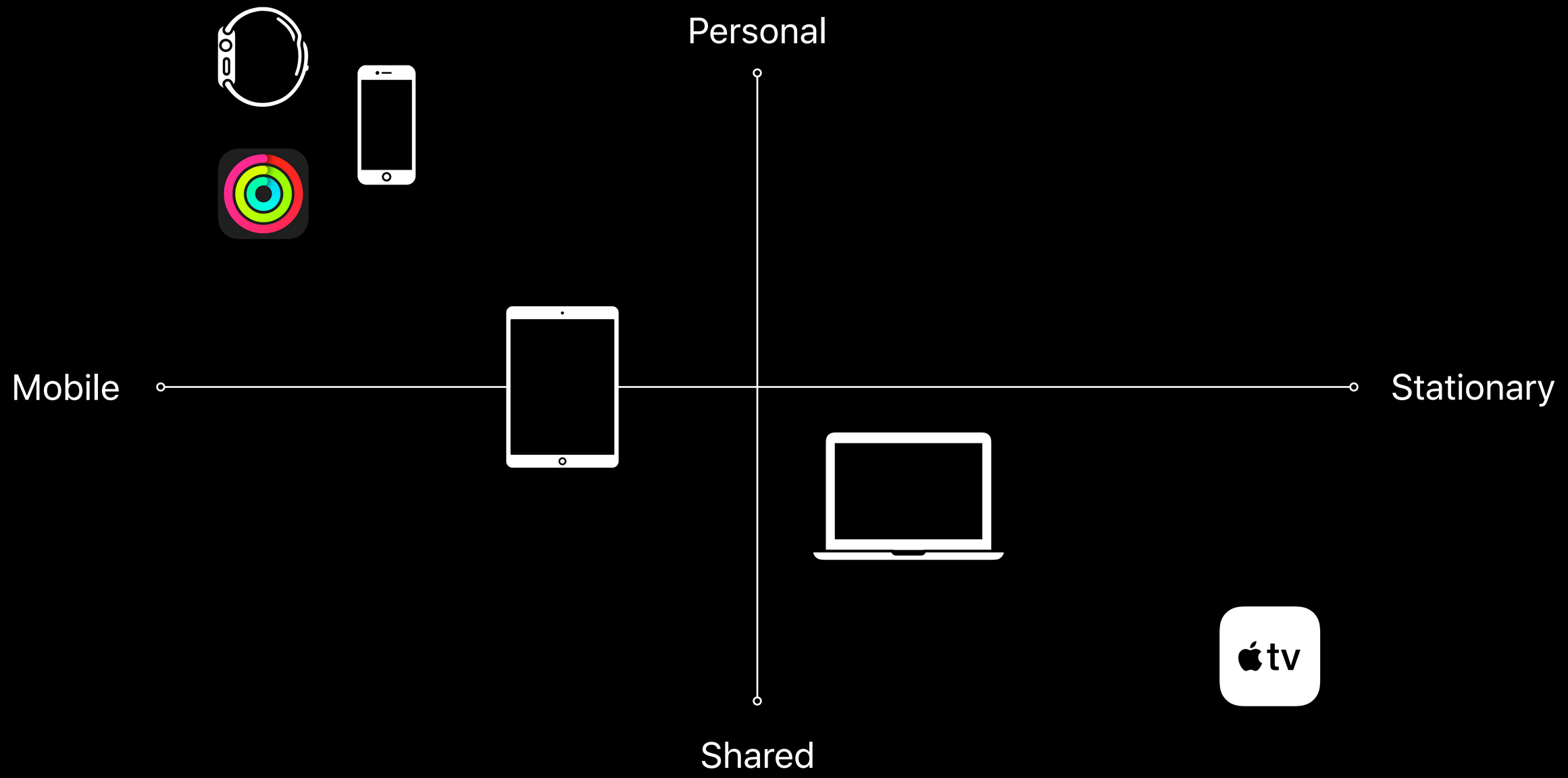
Mobile

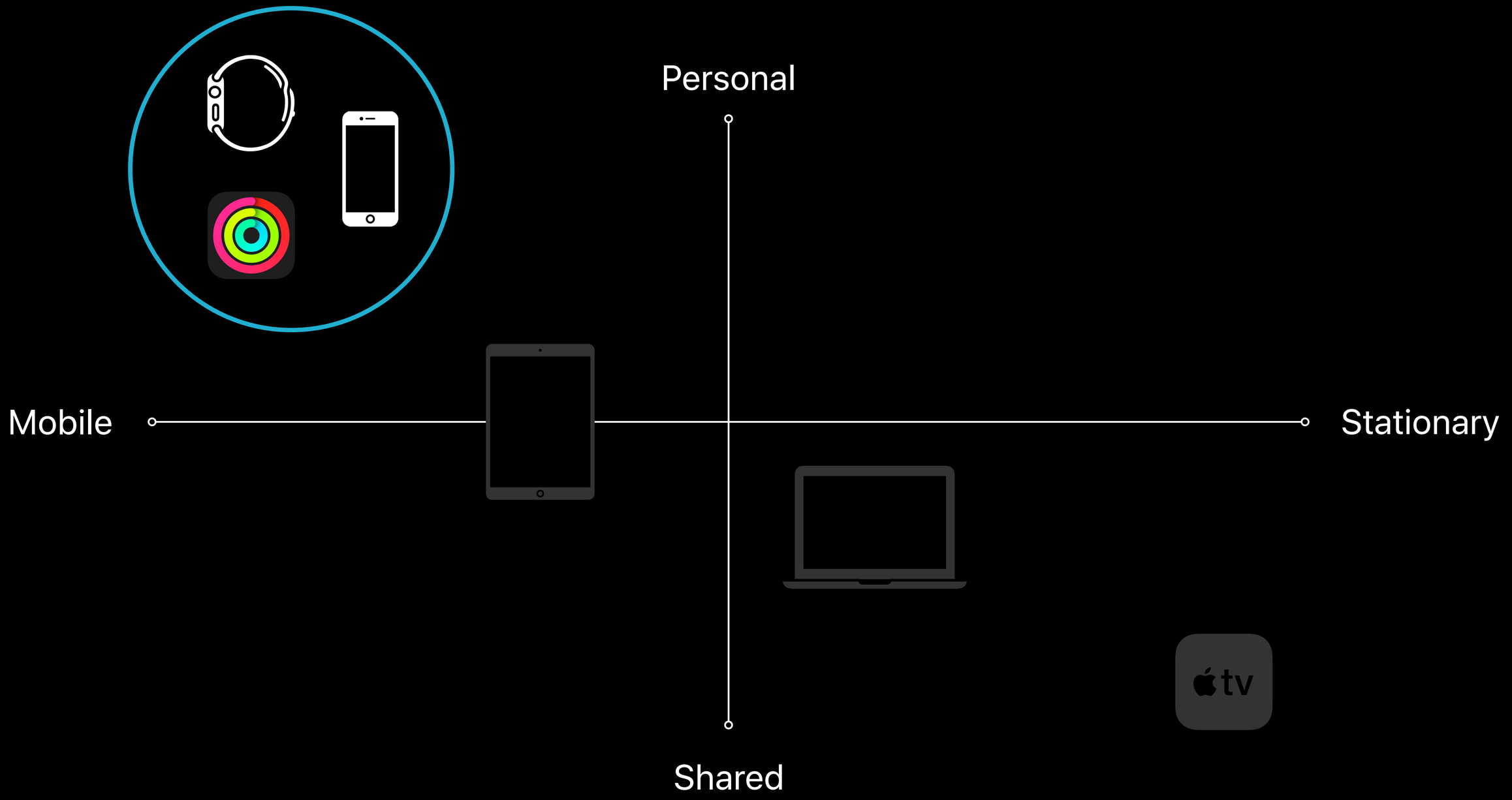
Personal

Mobile
Stationary


Mobile
tv
Stationary


Personal
Mobile
Stationary
Shared
tv


Personal
Mobile
Stationary
Shared
tv


Personal
Mobile
Stationary
Shared
tv

GarageBand

GarageBand

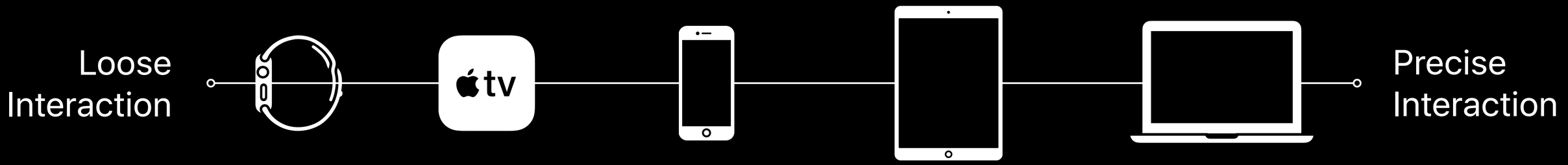
Precise

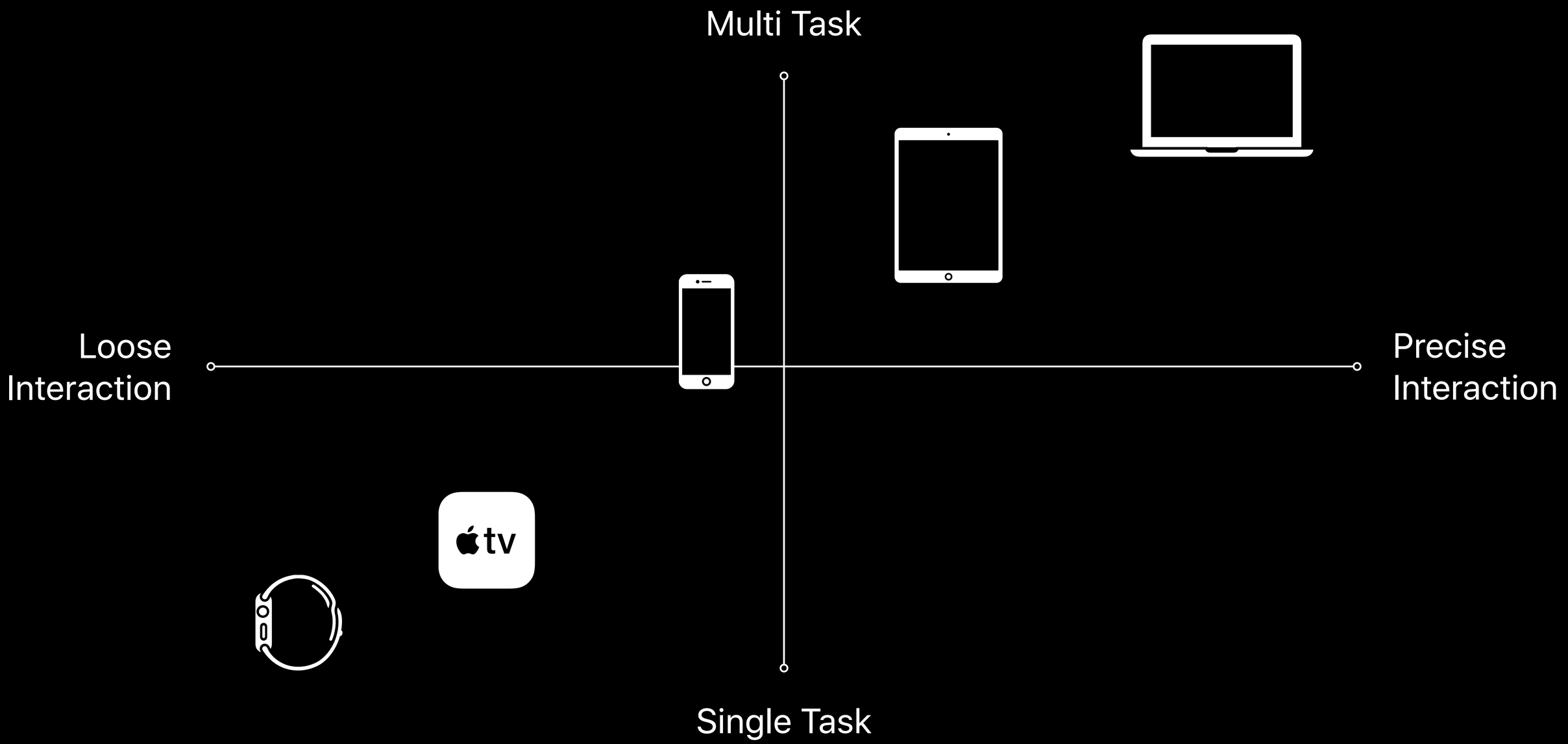
GarageBand

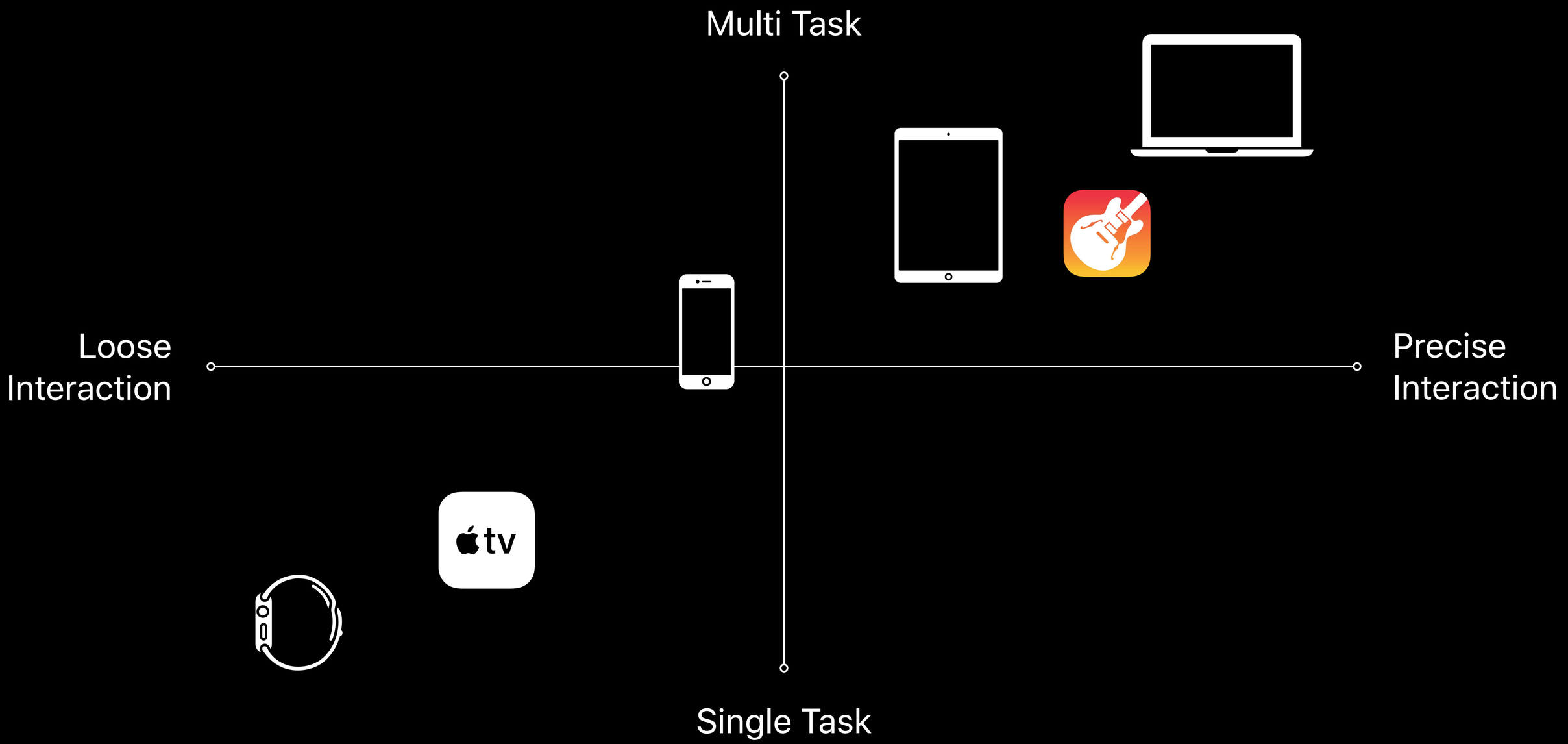
Precise

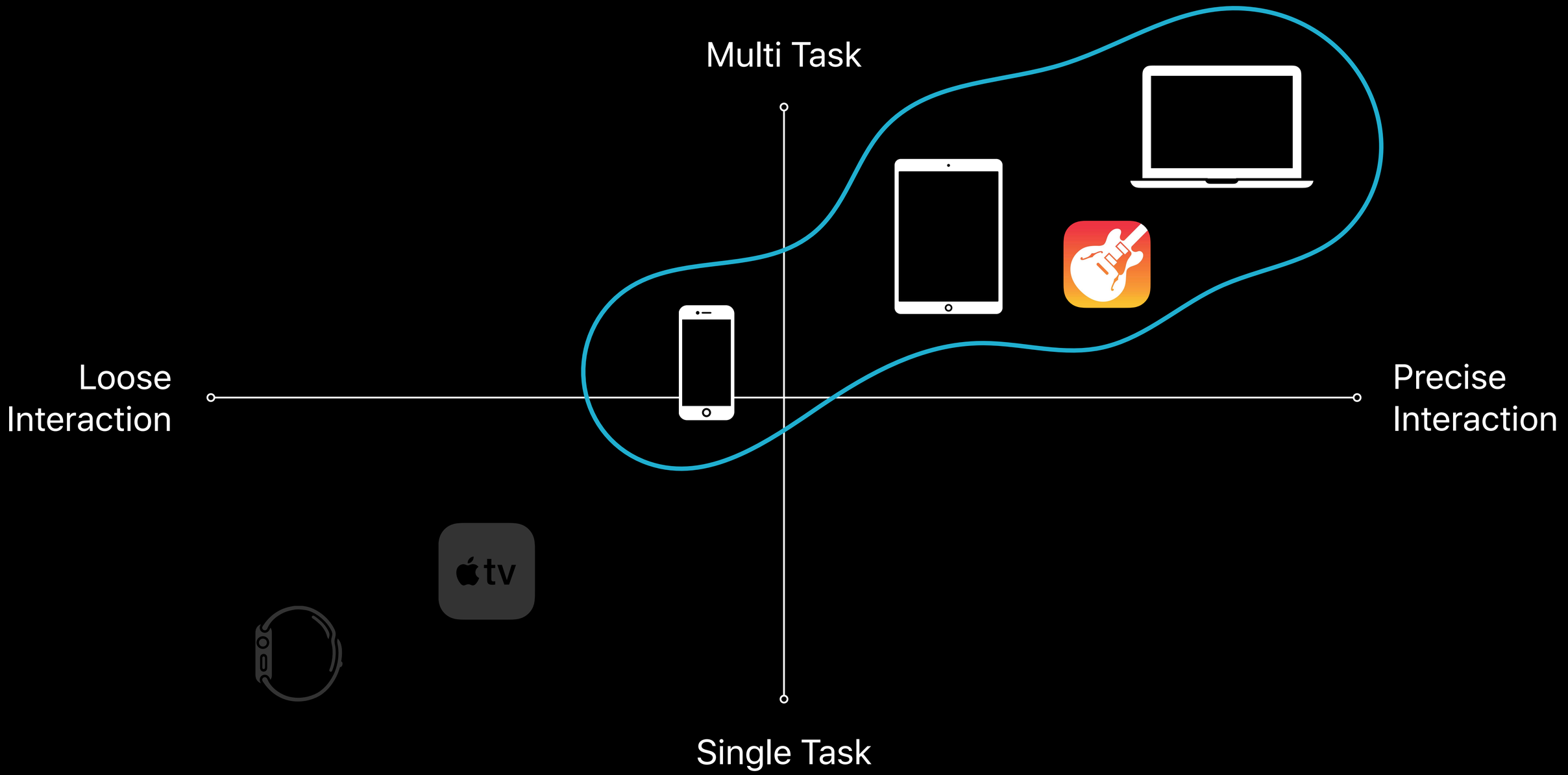
Multi Task

Loose
Interaction
Precise
Interaction


Loose
Interaction
tv
Precise
Interaction


Multi Task
Loose Interaction
Precise Interaction
tv
Single Task


Multi Task
Loose Interaction
Precise Interaction
Single Task
tv


Multi Task
Loose Interaction
Precise Interaction
Single Task
tv

1

Select

Select

Select based on Context and Capabilities

Select

Select based on Context and Capabilities

Validate where your app benefits

1 Select

2 Adapt

3 Conform

4 Connect

5 Extend

1 Select

2 Adapt

3 Conform

4 Connect

5 Extend

1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

9:41 AM
October
Today, Oct 29 2015
M
T
W
T
F
S
S
Move
339/600CAL
OUTDOOR WALK
TRACKSTAR
70 CAL
12:00AM
6:00AM
NOON
6:00PM
TOTAL 1,015 CAL
Exercise
14/30MIN

See Workout Detail

Share Workout

See All Workouts

Manage Workouts

Filter Workouts

Message Friends

See Friend’s Progress

Sort Friends

Manage Friends

Manage Progress History

Share Progress

See Daily Progress

See Progress History

Share Achievement

See All Achievements

See Single Achievement

See Workout Detail

Share Workout

See All Workouts

Manage Workouts

Filter Workouts

Message Friends

See Friend’s Progress

Sort Friends

Manage Friends

Manage Progress History

Share Progress

See Daily Progress

See Progress History

Share Achievement

See All Achievements

See Single Achievement

See Workout Detail

Share Workout

See All Workouts

Manage Workouts

Filter Workouts

Message Friends

See Friend’s Progress

Sort Friends

Manage Friends

Manage Progress History

Share Progress

See Daily Progress

See Progress History

Share Achievement

See All Achievements

See Single Achievement

Add Workout

See Daily Progress

Message Friends

See Friend’s Progress

Sort Friends

Set Move Goals

2

Adapt

2

Adapt

Prioritize based on Context and Capabilities

2

Adapt

Prioritize based on Context and Capabilities

Consider features based on unique capabilities

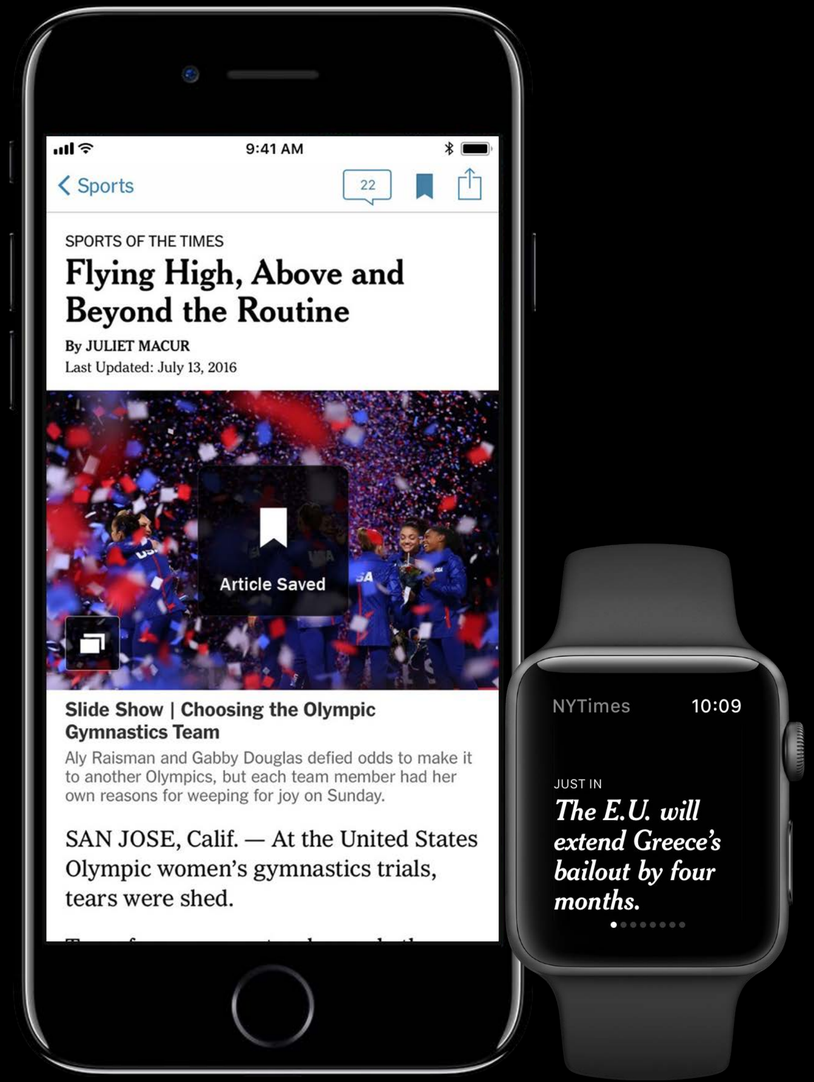
Photoshop CC File Edit Image Layer Type Select Filter 3D View Window Help
Mon 9:41 AM
Adobe Photoshop CC 2017
IMG_0043.jpg @ 50% (Curves 1, Layer Mask/8) *
Info
Histogram Navigator
Libraries Adjustments
Add an adjustment
Properties
Layers Channels Paths
MacBook Pro

File Edit Image Layer Type Select Filter 3D View Window Help
Mon 9:41 AM
Adobe Photoshop CC 2017
Feather: 0 px
Anti-alias
Style: Normal
Width:
Height:
Select and Mask...
_0043.jpg @ 50% (Curves 1, Layer Mask/8) *
Info
R: 142/ 142
G: 145/ 145
B: 138/ 138
8-bit
C: 47/ 47%
M: 36/ 36%
Y: 43/ 43%
K: 3/ 3%
8-bit
X: 616
Y: 556
W: 4032
H: 3024
Doc: 34.9M/34.9M
Click and drag to interact with the 3D scene.
Histogram
Navigator
Libraries
Adjustments
Add an adjustment
Properties
Layers
Channels
Paths
Doc: 34.9M/34.9M
MacBook Pro

Photoshop Express

Photoshop Fix

Photoshop Mix


9:41 AM
Sports
22
SPORTS OF THE TIMES
Flying High, Above and Beyond the Routine
By JULIET MACUR
Last Updated: July 13, 2016
Article Saved
Slide Show | Choosing the Olympic Gymnastics Team
Aly Raisman and Gabby Douglas defied odds to make it to another Olympics, but each team member had her own reasons for weeping for joy on Sunday.
SAN JOSE, Calif. — At the United States Olympic women's gymnastics trials, tears were shed.
NYTimes
10:09
JUST IN
The E.U. will extend Greece's bailout by four months.

1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

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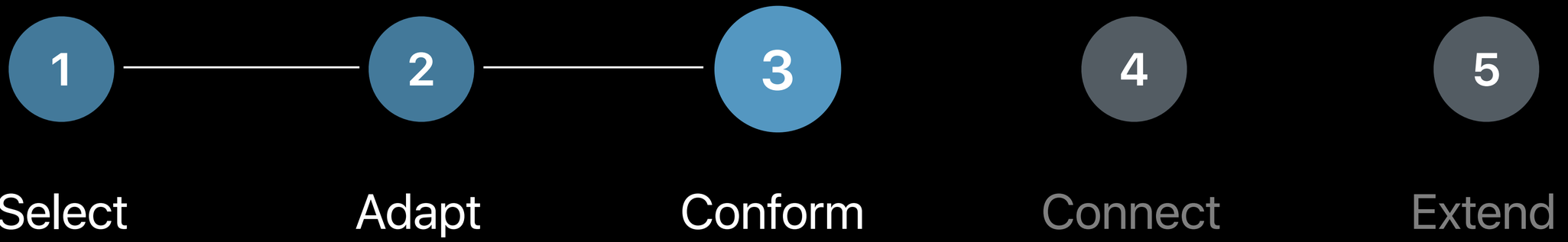
Select
Adapt
Conform
Connect
Extend


1
2
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Select
Adapt
Conform
Connect
Extend

Consistent

Consistent ≠ Identical

Brand Consistency

Brand
Consistency

Platform
Consistency

Brand Consistency

Platform Consistency

Safari File Edit View History Bookmarks Window Help

Mon 9:41 AM

apple.com

Developer Discover Design Develop Distribute Support Account

Human Interface Guidelines

Get in-depth information and UI resources for designing great apps that integrate seamlessly with Apple platforms.

macOS › iOS › watchOS › tvOS › CarPlay ›

Apple Design Awards

Announcing this

Headline

Body

Footnote

Caption1

Caption2

Title 1

Title 2

Title 3

Headline

Callout

Body

Subhead

Footnote

Caption1

Caption2

Title 1

Title 2

Title 3

Headline

Callout

Body

SUBHEAD

Footnote

Caption1

Caption2

Hello world!

Hello world!

Hello world!

0.5 - 1 ft

15 - 30 cm

Hello world!

Hello world!

Hello world!

0.5 - 1 ft

15 - 30 cm

Hello world!

1 - 1.5 ft

30 - 40 cm

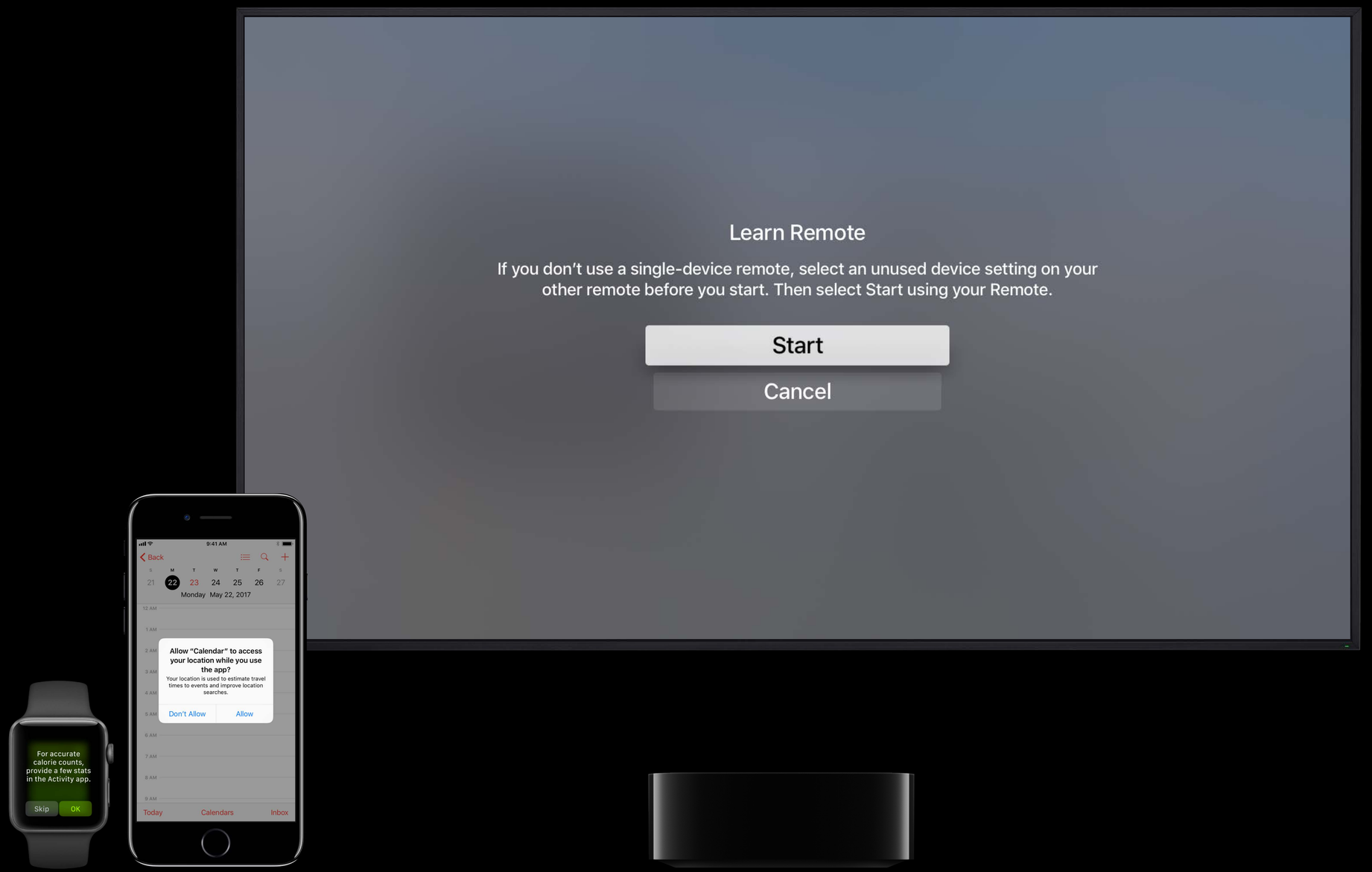
Hello world!

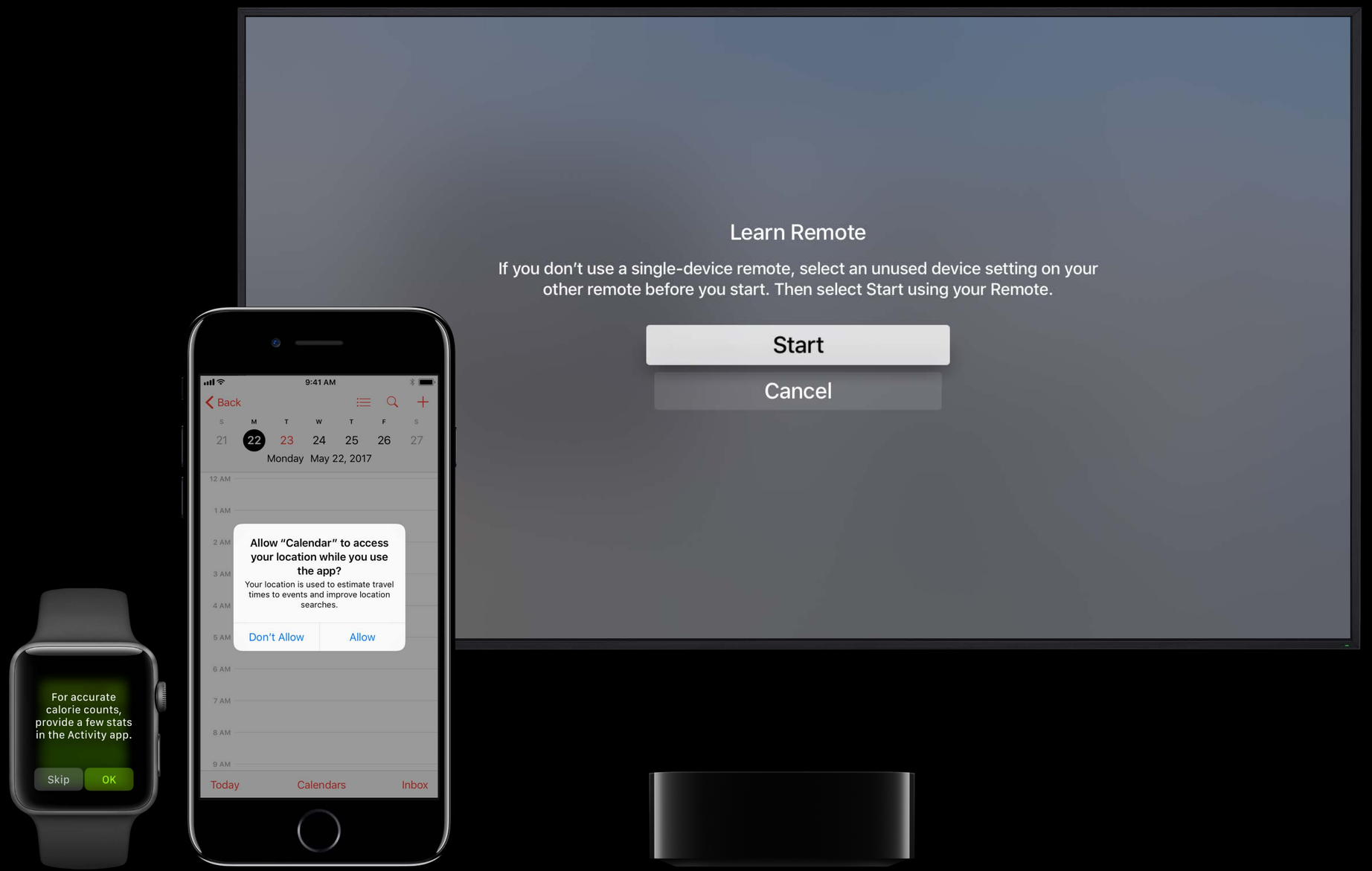
Hello world!

0.5 - 1 ft
15 - 30 cm
Hello world!

1 - 1.5 ft
30 - 40 cm
Hello world!

7 - 10 ft
2 - 3m
tv
Hello world!


Learn Remote
If you don’t use a single-device remote, select an unused device setting on your other remote before you start. Then select Start using your Remote.
Start
Cancel
9:41 AM
Back
Monday May 22, 2017
Allow “Calendar” to access your location while you use the app?
Your location is used to estimate travel times to events and improve location searches.
Don’t Allow
Allow
Today
Calendars
Inbox
For accurate calorie counts, provide a few stats in the Activity app.
Skip
OK


Learn Remote
If you don't use a single-device remote, select an unused device setting on your other remote before you start. Then select Start using your Remote.
Start
Cancel
9:41 AM
Back
S M T W T F S
21 22 23 24 25 26 27
Monday May 22, 2017
12 AM
1 AM
2 AM
3 AM
4 AM
5 AM
6 AM
7 AM
8 AM
9 AM
Allow "Calendar" to access your location while you use the app?
Your location is used to estimate travel times to events and improve location searches.
Don't Allow
Allow
Today
Calendars
Inbox
For accurate calorie counts, provide a few stats in the Activity app.
Skip
OK

General
About
Screensaver
Aerial
Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
SIRI
Siri
On
Language
English (U.S.)
9:41 AM
Settings
General
About
Software Update
Handoff
CarPlay
Accessibility
iPhone Storage
Background App Refresh
Restrictions
Off
Date & Time
General
10:09
About
Orientation
Wake Screen
Wrist Detection

General
About
Screensaver
Aerial
Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
SIRI
Siri
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Language
English (U.S.)
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Off
Date & Time
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10:09
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Privacy
SIRI
Siri
On
Language
English (U.S.)
9:41 AM
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iPhone Storage
Background App Refresh
Restrictions
Off
Date & Time
General
10:09
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Orientation
Wake Screen
Wrist Detection

General
About
Screensaver
Aerial
Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
SIRI
Siri
On
Language
English (U.S.)
9:41 AM
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Software Update
Handoff
CarPlay
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iPhone Storage
Background App Refresh
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Date & Time
General
10:09
About
Orientation
Wake Screen
Wrist Detection

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Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
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Siri
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English (U.S.)
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Handoff
CarPlay
Accessibility
iPhone Storage
Background App Refresh
Restrictions
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10:09
About
Orientation
Wake Screen
Wrist Detection

General
About
Screensaver
Aerial
Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
SIRI
Siri
On
Language
English (U.S.)
9:41 AM
Settings
General
About
Software Update
Handoff
CarPlay
Accessibility
iPhone Storage
Background App Refresh
Restrictions
Off
Date & Time
General
10:09
About
Orientation
Wake Screen
Wrist Detection

General
About
Screensaver
Aerial
Appearance
Light
Sleep After
1 hour
Accessibility
Restrictions
Off
Privacy
SIRI
Siri
On
Language
English (U.S.)
9:41 AM
Settings
General
About
Software Update
Handoff
CarPlay
Accessibility
iPhone Storage
Background App Refresh
Restrictions
Off
Date & Time
General
10:09
About
Orientation
Wake Screen
Wrist Detection
MENU

3

Conform

3

Conform

Balance between brand and platform guidelines

3

Conform

Balance between brand and platform guidelines

Make your brand recognizable

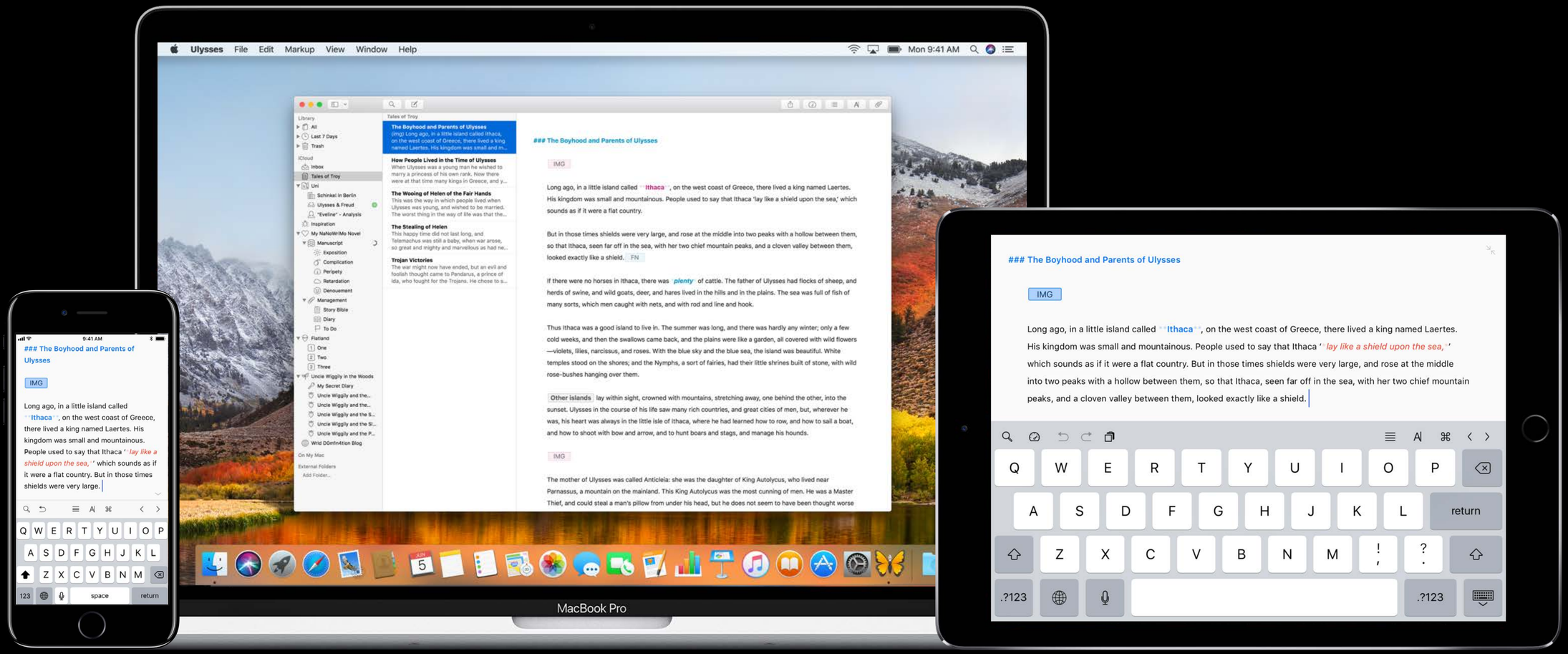
3

Conform

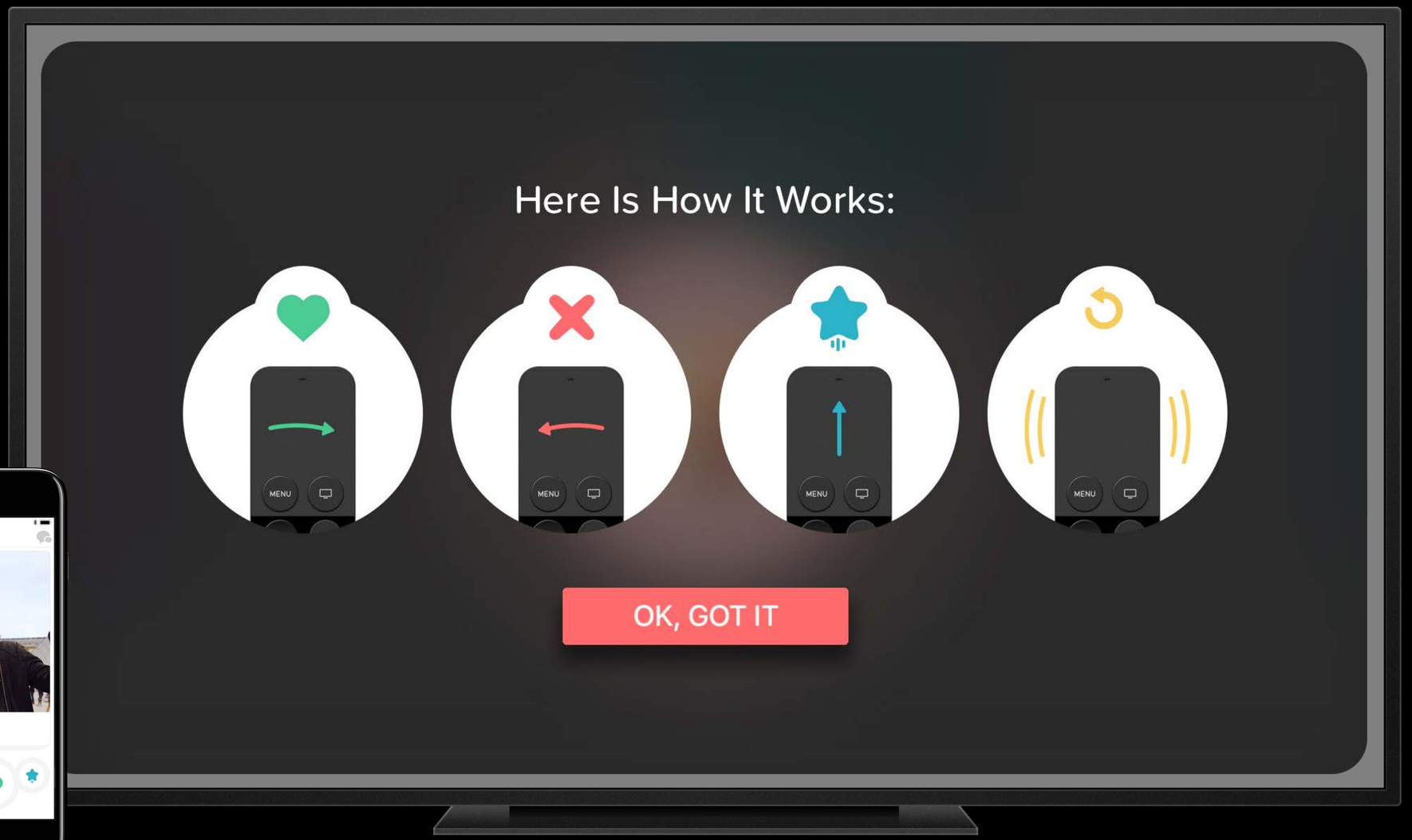
Balance between brand and platform guidelines

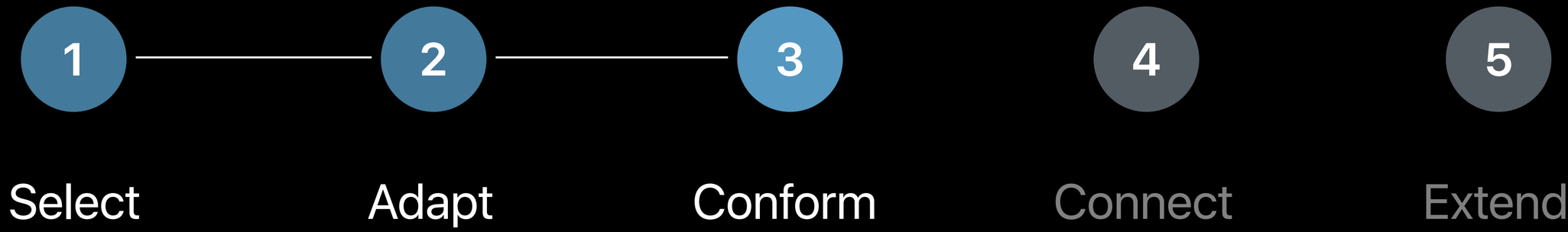
Make your brand recognizable

Align to platform guidelines


Ulysses File Edit Markup View Window Help
Mon 9:41 AM
MacBook Pro
9:41 AM
The Boyhood and Parents of Ulysses
IMG
Long ago, in a little island called **Ithaca**, on the west coast of Greece, there lived a king named Laertes. His kingdom was small and mountainous. People used to say that Ithaca *'lay like a shield upon the sea,'* which sounds as if it were a flat country. But in those times shields were very large.
The Boyhood and Parents of Ulysses
IMG
Long ago, in a little island called **Ithaca**, on the west coast of Greece, there lived a king named Laertes. His kingdom was small and mountainous. People used to say that Ithaca *'lay like a shield upon the sea,'* which sounds as if it were a flat country. But in those times shields were very large, and rose at the middle into two peaks with a hollow between them, so that Ithaca, seen far off in the sea, with her two chief mountain peaks, and a cloven valley between them, looked exactly like a shield.

5 LUNGES
9 SQUAT JUMPS
?
?
8 BICYCLE CRUNCHES
Don't rush through each crunch.
10/32
1:21
9:41 AM
走3,678步
吃一餐健康饭
读书10分钟
遛狗
拍照
刷牙
10:09
WALK 3,678
STEPS


Here Is How It Works:
MENU
MENU
MENU
MENU
OK, GOT IT
9:41 AM
tinder
Chloe, 26
Marketing Design at Tinder


1
2
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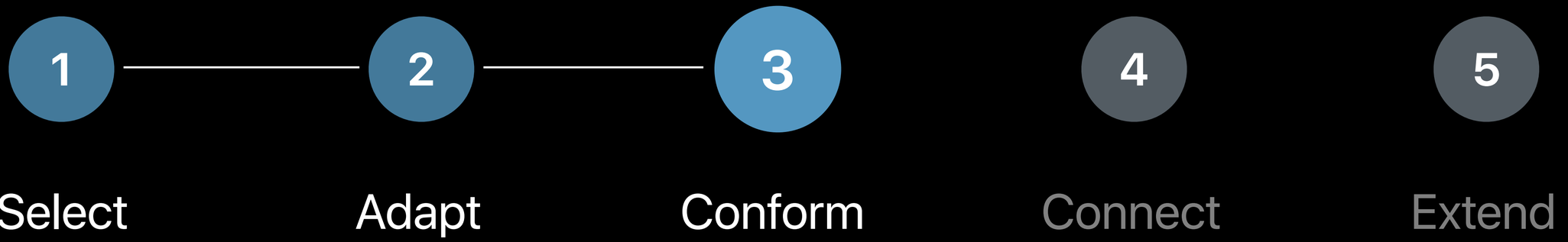
4
5
Select
Adapt
Conform
Connect
Extend


1
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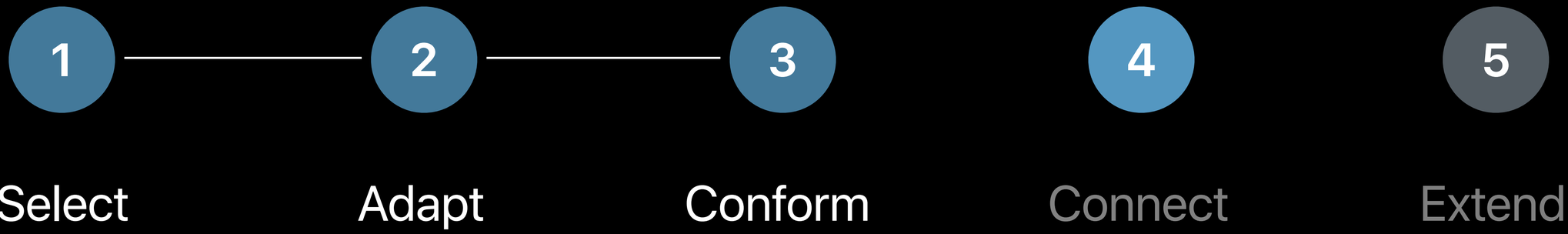
4
5
Select
Adapt
Conform
Connect
Extend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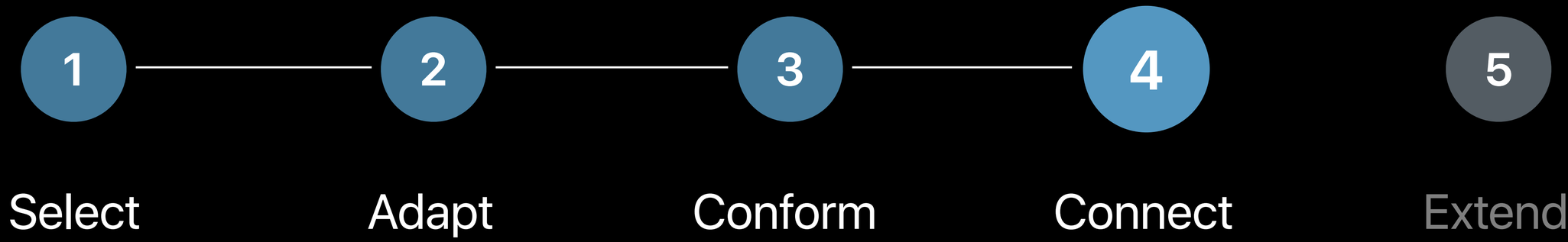
Select
Adapt
Conform
Connect
Extend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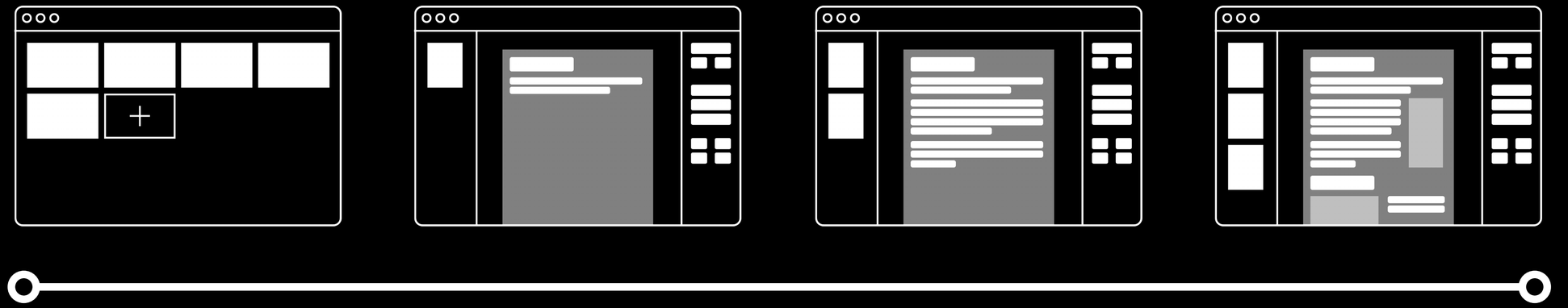
Select
Adapt
Conform
Connect
Extend

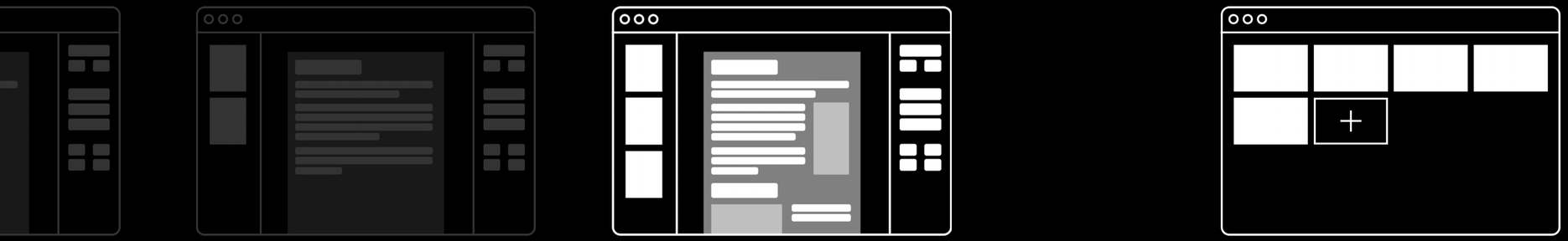
Enter
Exit


Enter
Exit

Exit

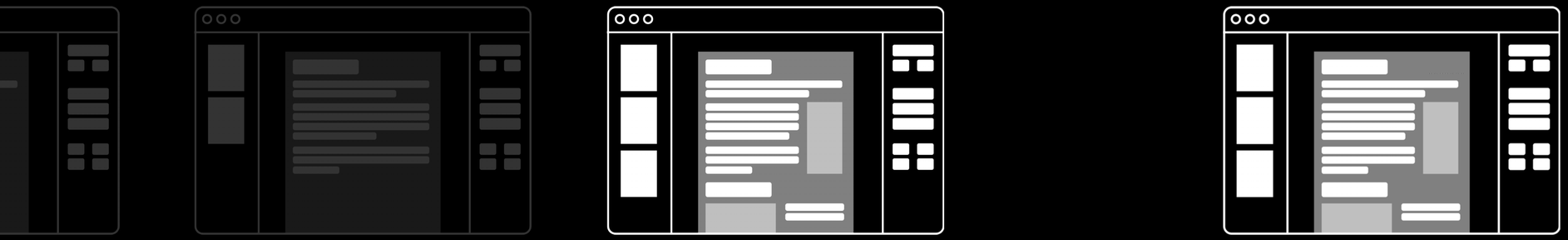
Enter

Exit Enter



Exit

Enter



Exit

Enter

9:41 AM
San Jose
Mostly Cloudy
68°
Saturday Today 76 55
Now 11AM 12PM 1PM 2P
68° 71° 74° 76° 7
Sunday 76 53
Monday 82 56
Tuesday 80 56
Wednesday 78 57
Thursday 80 61
The Weather Channel

iPad

9:41 AM

All Notes

Edit

Mono Lake Weekend
9:21 AM We should aim to leave by n...

California Farmers' Market
10:24 AM The California Farmers' Mar...

Yosemite Trip
10:32 AM Make sure to pick...

Golden Circle
05/18/16 The three places we should...

Chocolate Cookies
05/14/16 4/12 cups all-purpose flour...

tomsmith@me.com
05/10/16 Locked

Soccer Practice
05/06/16 Defense weak. Rota...

Condo Remodel Ideas
05/04/16 sync with contractors regar...

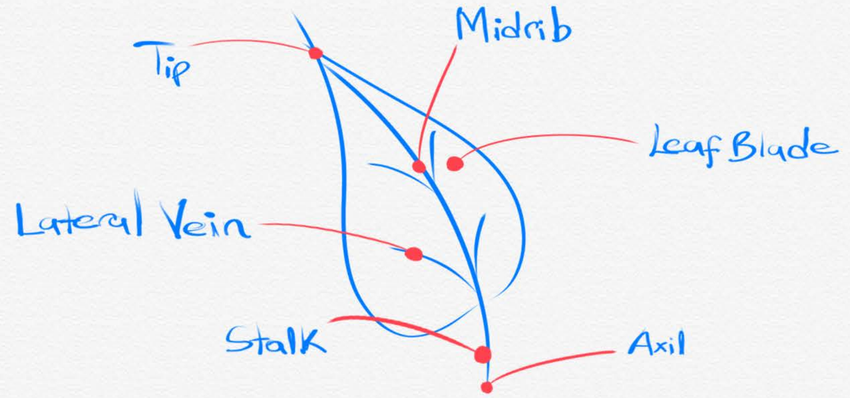
Dinner Plans
04/28/16 Locked

Japan Trip
04/24/16 San Francisco to Tokyo fligh...

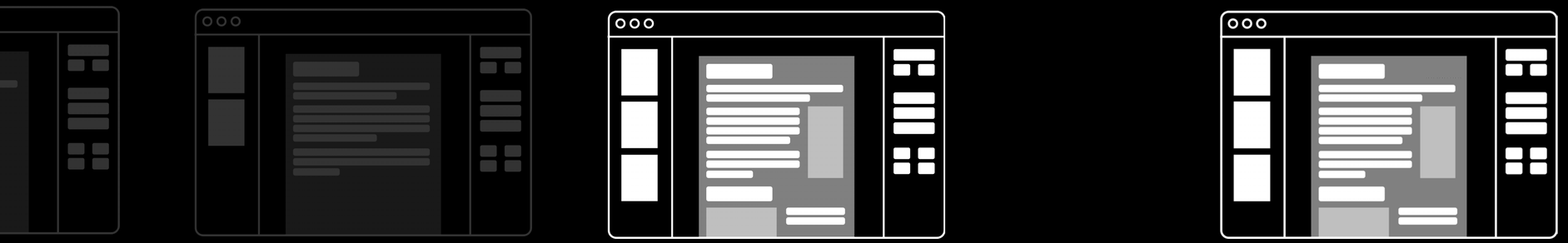
50 Notes

California Farmers' Market

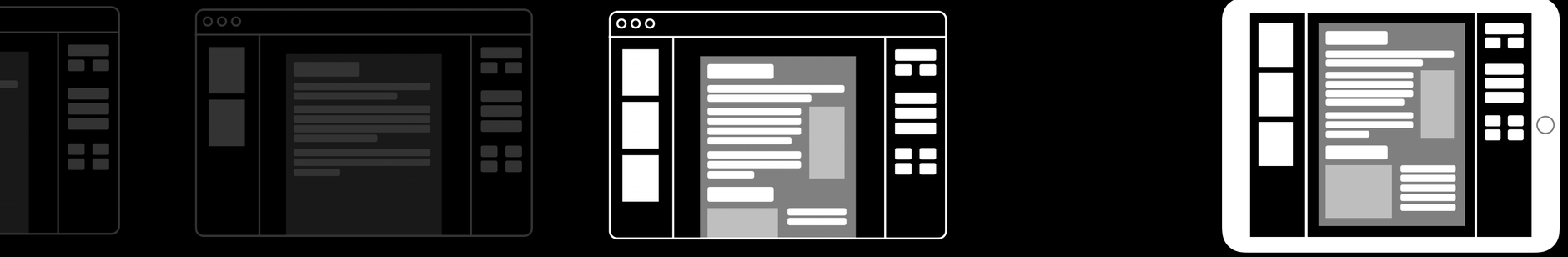
The California Farmers' Markets are known for their ability to showcase high quality, trend setting fruits and vegetables which have provided a source of education for numerous food editors and writers around the country who come to the Farmers' Markets just to learn about the new explosion of varieties that are offered.



Eric Hertz
16th
37 mph
lap 1/5
2:02.808
Tiesha
Francione
+14

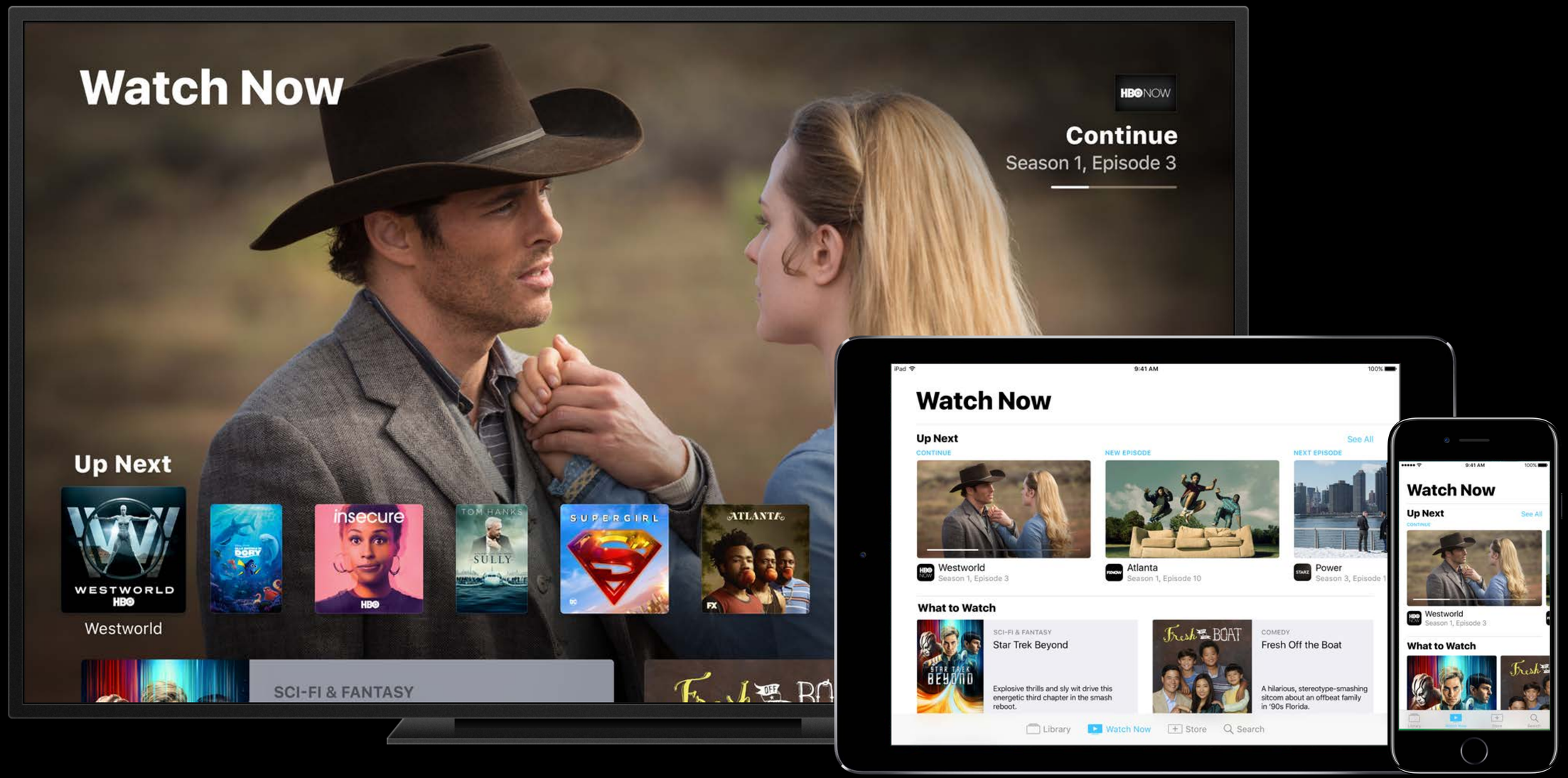


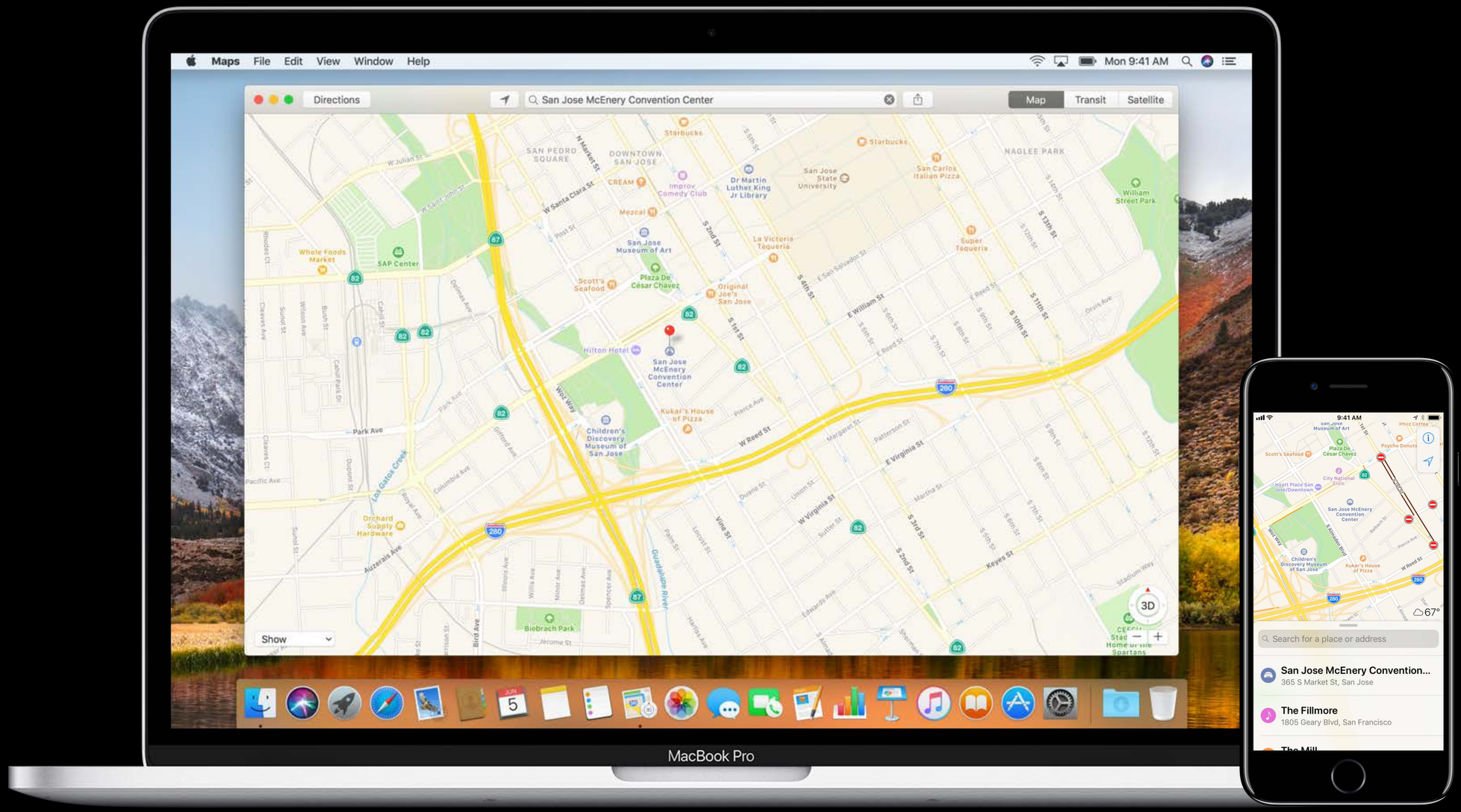
End Start

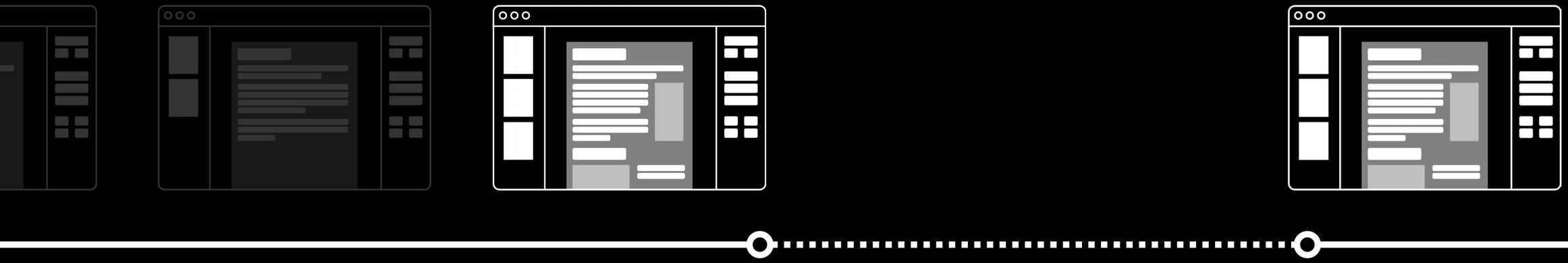


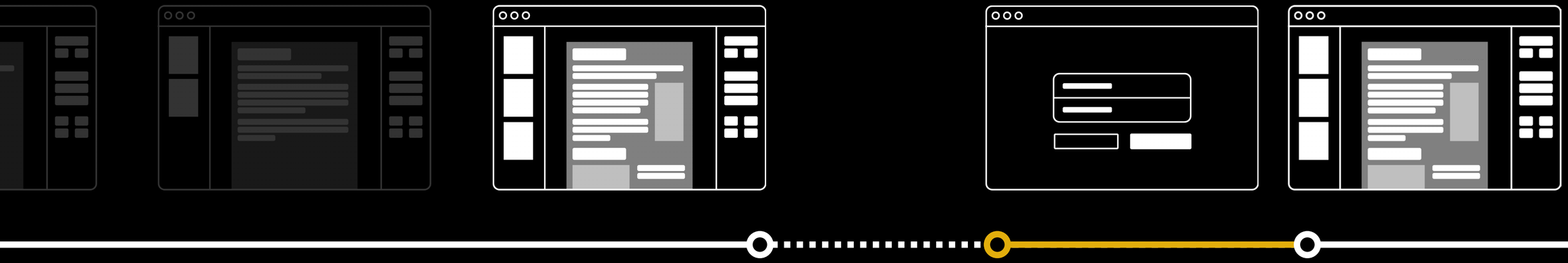
End

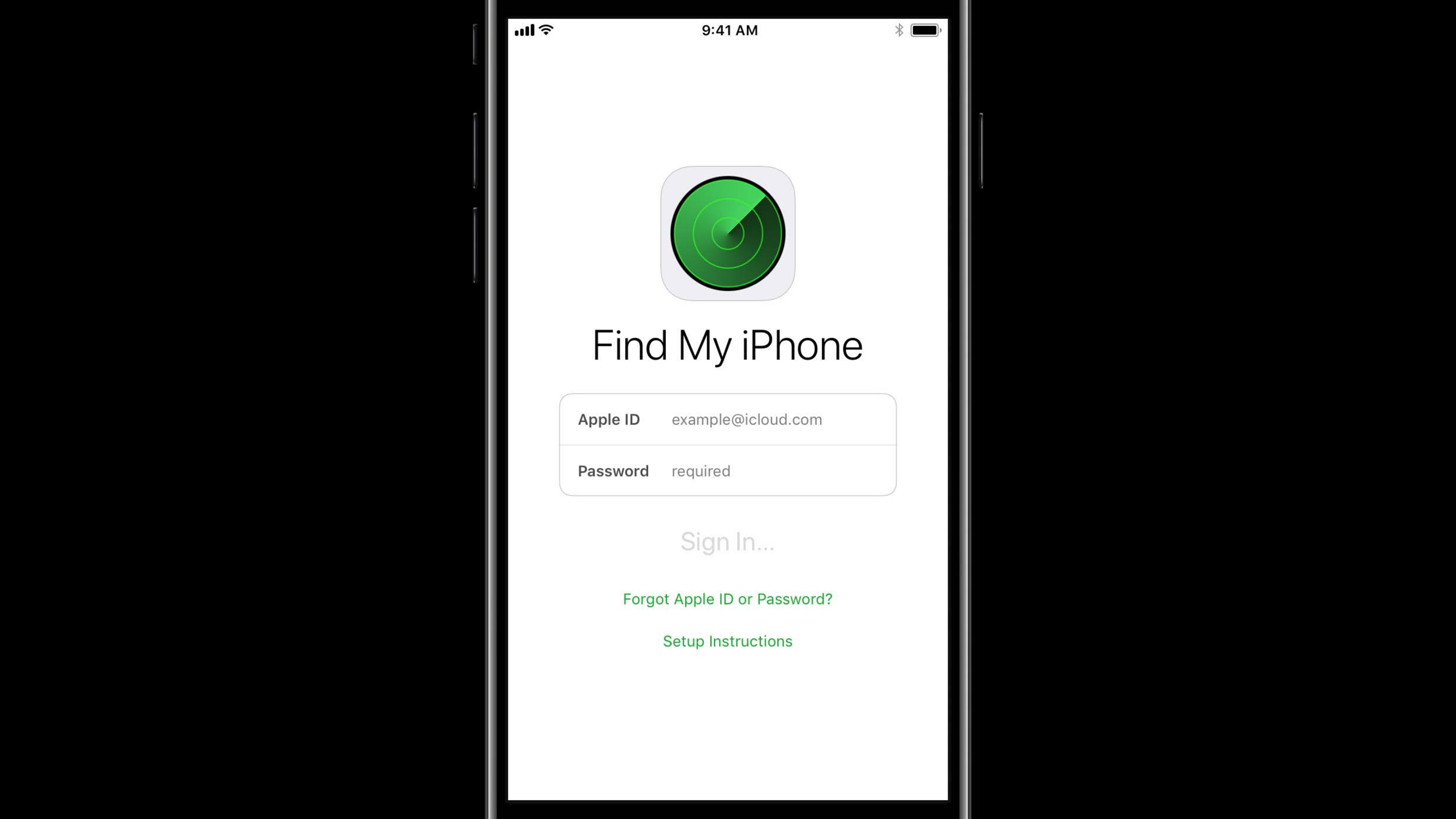
Start

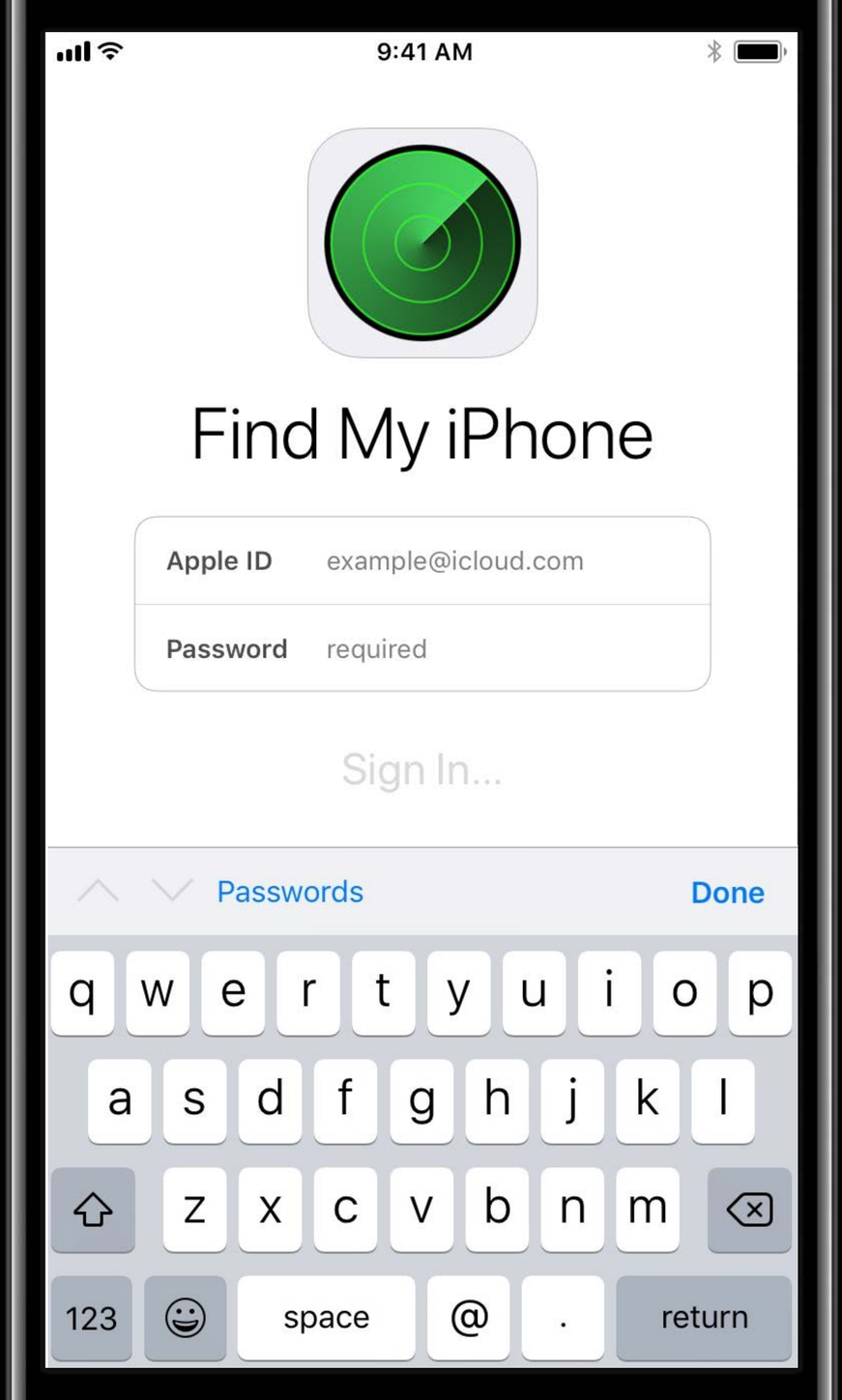

Watch Now
HBO NOW
Continue
Season 1, Episode 3
Up Next
WESTWORLD
HBO
Westworld
insecure
HBO
TOM HANKS
SULLY
SUPERGIRL
ATLANTA
FX
SCI-FI & FANTASY
iPad
9:41 AM
100%
Watch Now
Up Next
See All
CONTINUE
NEW EPISODE
NEXT EPISODE
Westworld
Season 1, Episode 3
Atlanta
Season 1, Episode 10
Power
Season 3, Episode 1
What to Watch
SCI-FI & FANTASY
Star Trek Beyond
Explosive thrills and sly wit drive this energetic third chapter in the smash reboot.
COMEDY
Fresh Off the Boat
A hilarious, stereotype-smashing sitcom about an offbeat family in '90s Florida.
Library
Watch Now
Store
Search

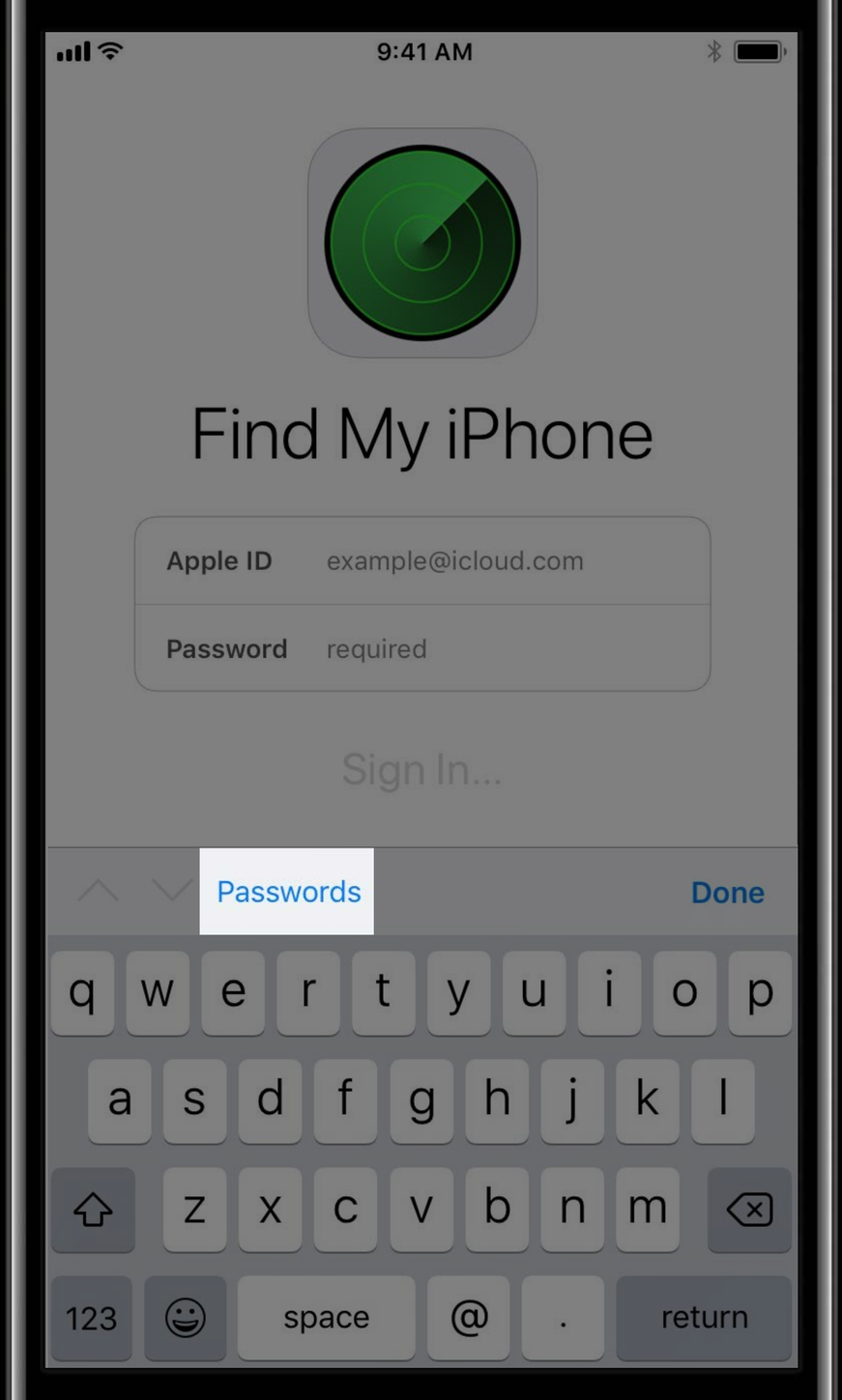

Maps File Edit View Window Help
Mon 9:41 AM
Directions
San Jose McEnery Convention Center
Map Transit Satellite
Show
3D
MacBook Pro
9:41 AM
Search for a place or address
San Jose McEnery Convention...
365 S Market St, San Jose
The Fillmore
1805 Geary Blvd, San Francisco


End
Start


End
Setup
Start


9:41 AM
Find My iPhone
Apple ID
example@icloud.com
Password
required
Sign In...
Forgot Apple ID or Password?
Setup Instructions


9:41 AM
Find My iPhone
Apple ID
example@icloud.com
Password
required
Sign In...
Passwords
Done
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
@
.
return


9:41 AM
Find My iPhone
Apple ID
example@icloud.com
Password
required
Sign In...
Passwords
Done
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
@
.
return

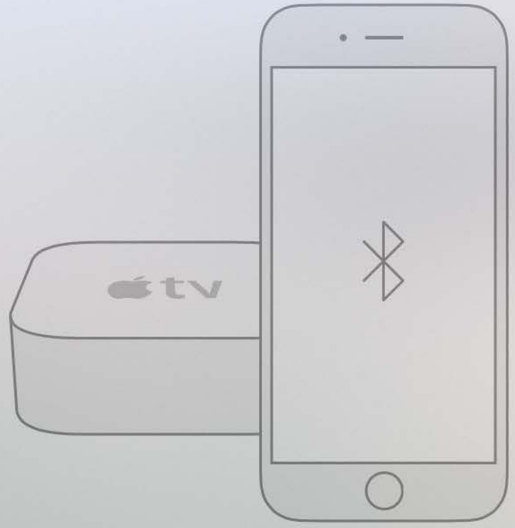
Set Up Your Apple TV

1 Unlock your iPhone, iPad, or iPod touch

2 Connect to a Wi-Fi network

3 Enable Bluetooth

4 Hold the device close to your Apple TV



Set Up Your Apple TV

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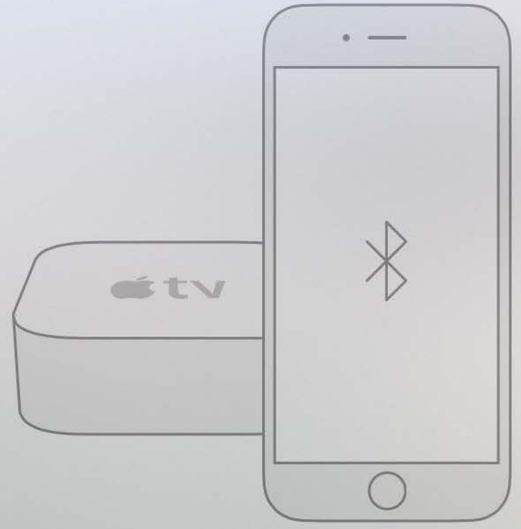
4 Hold the device close to your Apple TV



4

Connect

4

Connect

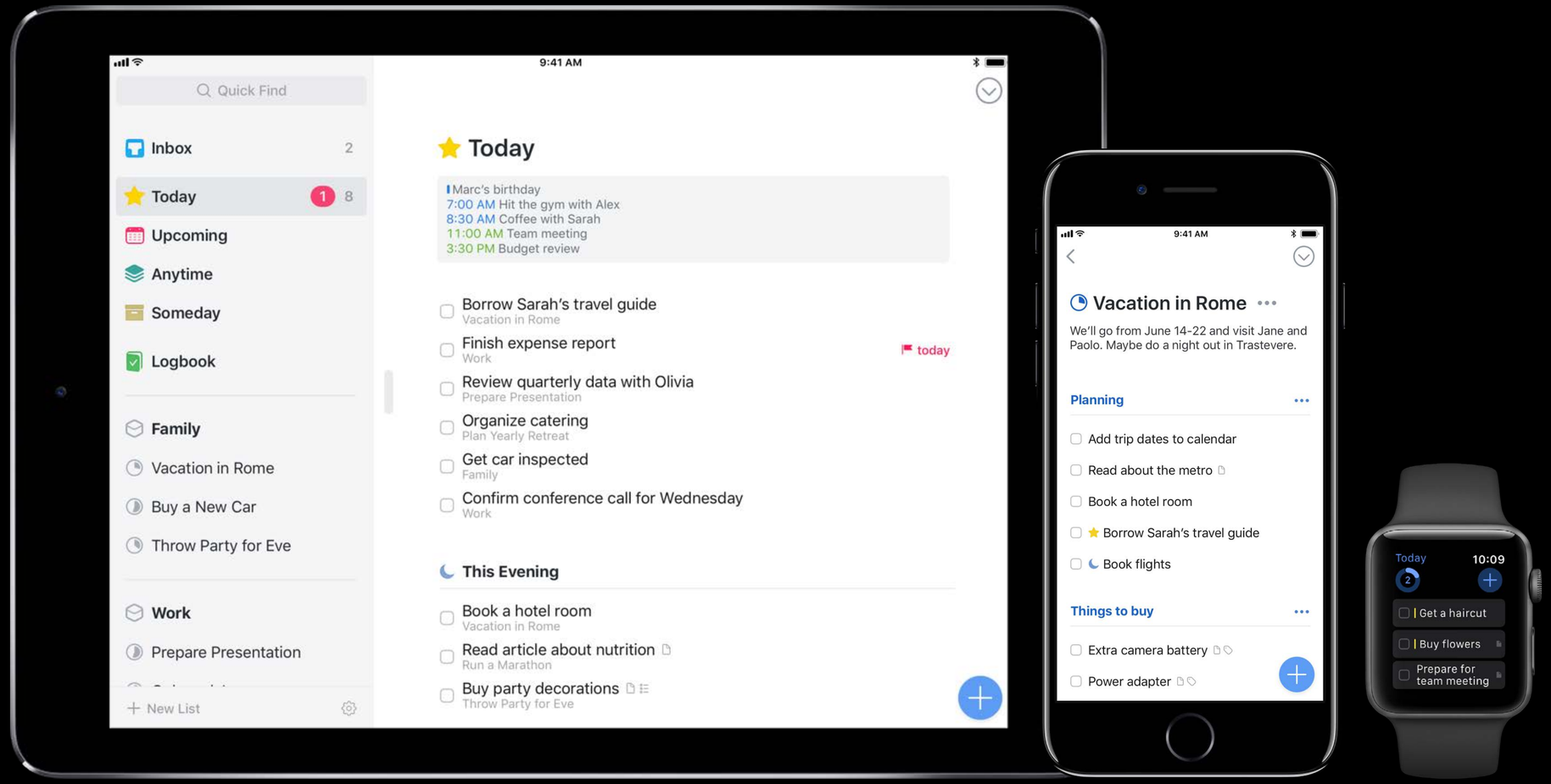
Recreate state based on last usage

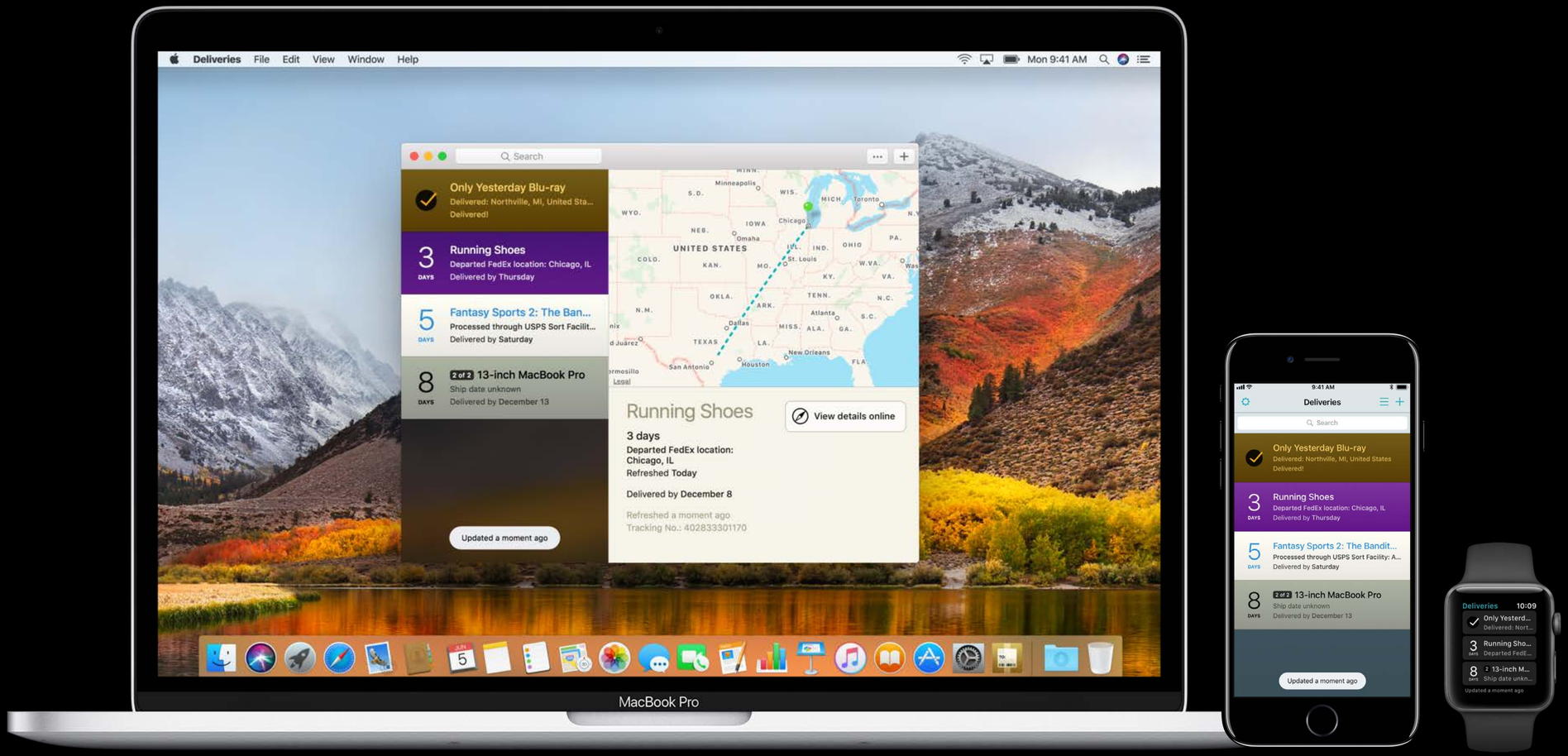
4

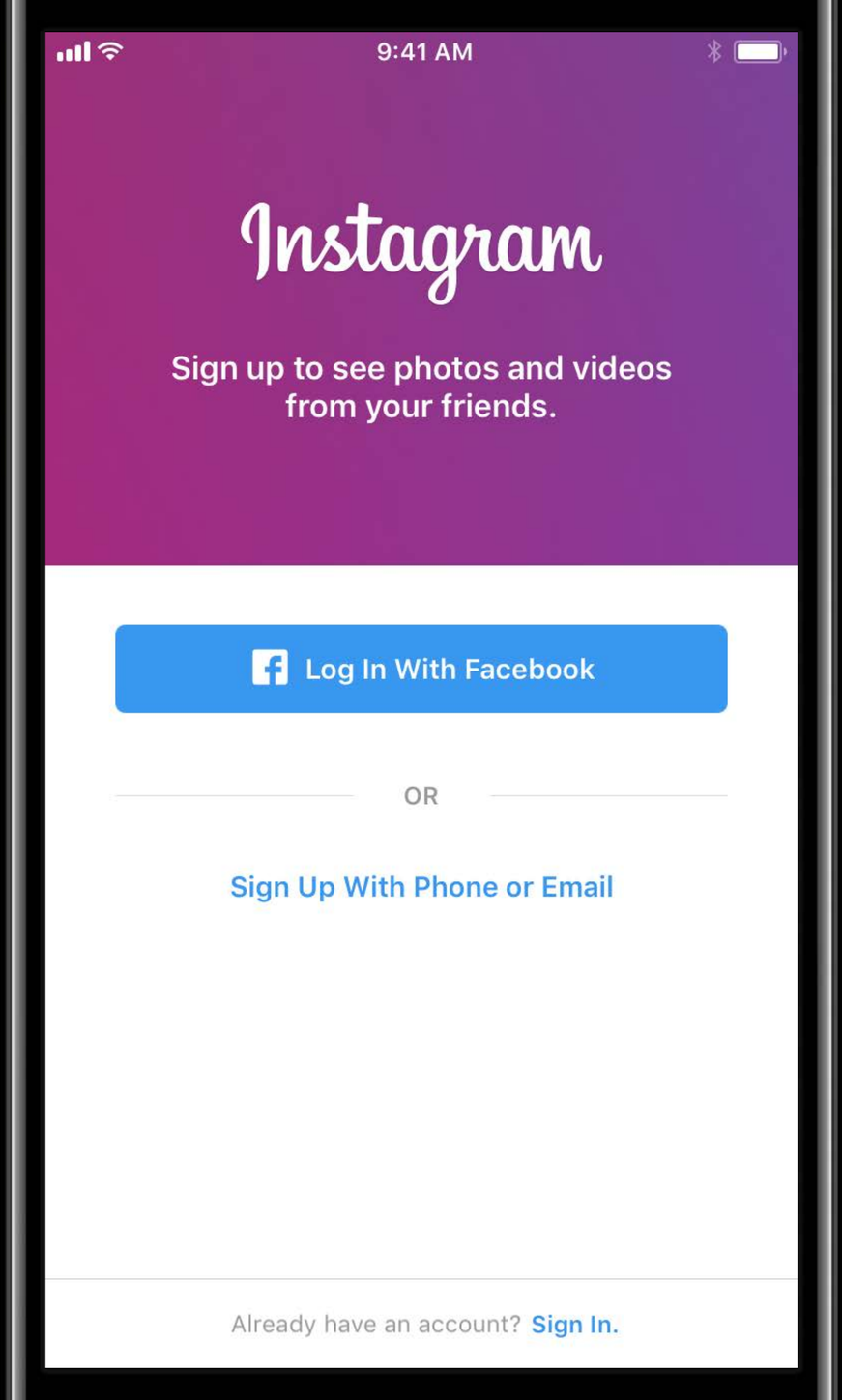
Connect

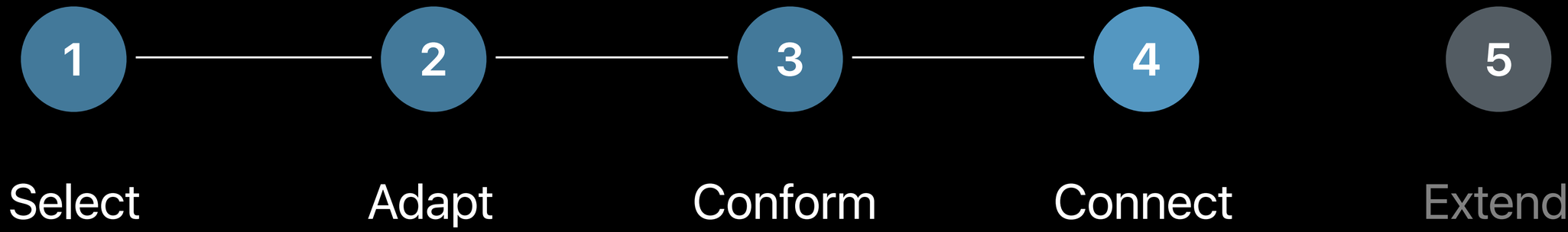
Recreate state based on last usage

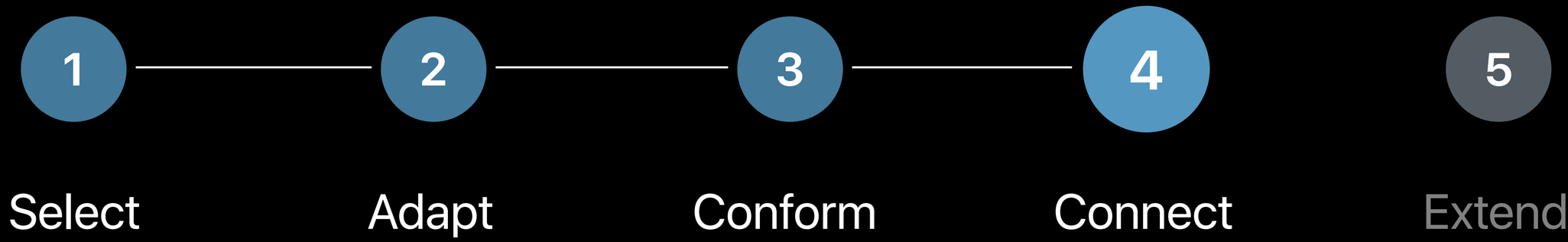
Allow for quick setup on new platforms


9:41 AM
Quick Find
Inbox 2
Today 1 8
Upcoming
Anytime
Someday
Logbook
Family
Vacation in Rome
Buy a New Car
Throw Party for Eve
Work
Prepare Presentation
New List
Today
Marc's birthday
7:00 AM Hit the gym with Alex
8:30 AM Coffee with Sarah
11:00 AM Team meeting
3:30 PM Budget review
Borrow Sarah's travel guide
Vacation in Rome
Finish expense report
Work
today
Review quarterly data with Olivia
Prepare Presentation
Organize catering
Plan Yearly Retreat
Get car inspected
Family
Confirm conference call for Wednesday
Work
This Evening
Book a hotel room
Vacation in Rome
Read article about nutrition
Run a Marathon
Buy party decorations
Throw Party for Eve
9:41 AM
Vacation in Rome
We'll go from June 14-22 and visit Jane and Paolo. Maybe do a night out in Trastevere.
Planning
Add trip dates to calendar
Read about the metro
Book a hotel room
Borrow Sarah's travel guide
Book flights
Things to buy
Extra camera battery
Power adapter
Today
10:09
2
Get a haircut
Buy flowers
Prepare for team meeting


Deliveries File Edit View Window Help
Mon 9:41 AM
Search
Only Yesterday Blu-ray
Delivered: Northville, MI, United Sta...
Delivered!
3 DAYS
Running Shoes
Departed FedEx location: Chicago, IL
Delivered by Thursday
5 DAYS
Fantasy Sports 2: The Ban...
Processed through USPS Sort Facilit...
Delivered by Saturday
8 DAYS
2 of 2 13-inch MacBook Pro
Ship date unknown
Delivered by December 13
Updated a moment ago
Running Shoes
3 days
Departed FedEx location:
Chicago, IL
Refreshed Today
Delivered by December 8
Refreshed a moment ago
Tracking No.: 402833301170
View details online
UNITED STATES
MacBook Pro
9:41 AM
Deliveries
Search
Only Yesterday Blu-ray
Delivered: Northville, MI, United States
Delivered!
3 DAYS
Running Shoes
Departed FedEx location: Chicago, IL
Delivered by Thursday
5 DAYS
Fantasy Sports 2: The Bandit...
Processed through USPS Sort Facility: A...
Delivered by Saturday
8 DAYS
2 of 2 13-inch MacBook Pro
Ship date unknown
Delivered by December 13
Updated a moment ago
Deliveries 10:09
Only Yesterd...
Delivered: Nort...
3 DAYS
Running Sho...
Departed FedE...
8 DAYS
2 13-inch M...
Ship date unkn...
Updated a moment ago


9:41 AM
Instagram
Sign up to see photos and videos from your friends.
Log In With Facebook
OR
Sign Up With Phone or Email
Already have an account? Sign In.


1
2
3
4
5
Select
Adapt
Conform
Connect
Extend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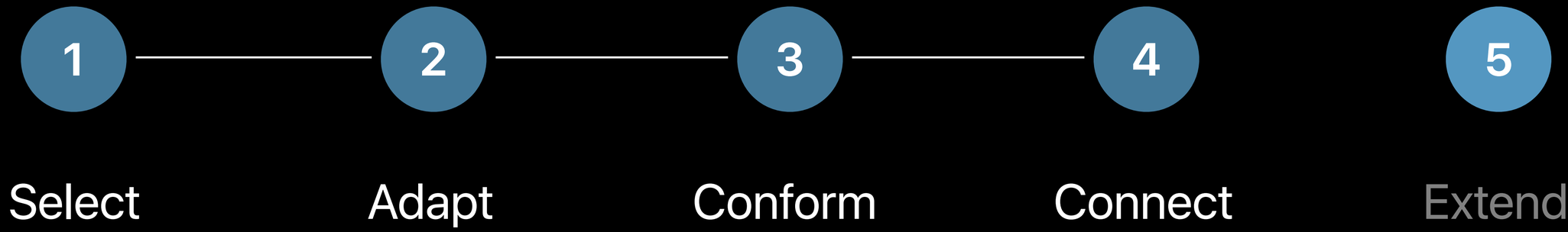
Select
Adapt
Conform
Connect
Extend


1
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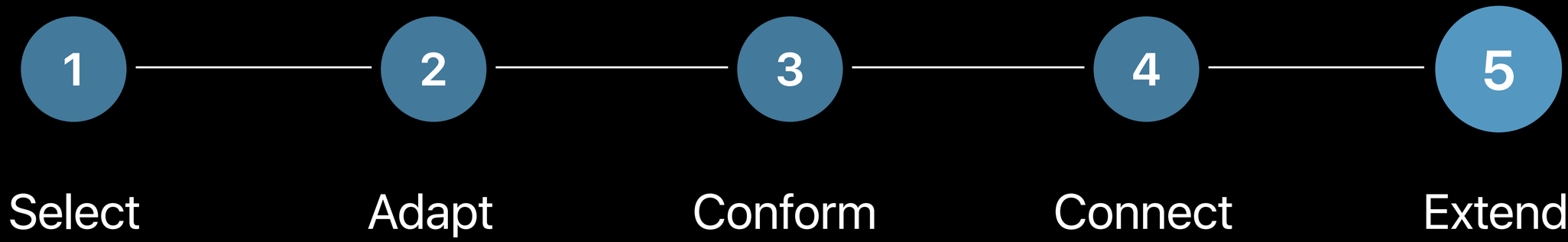
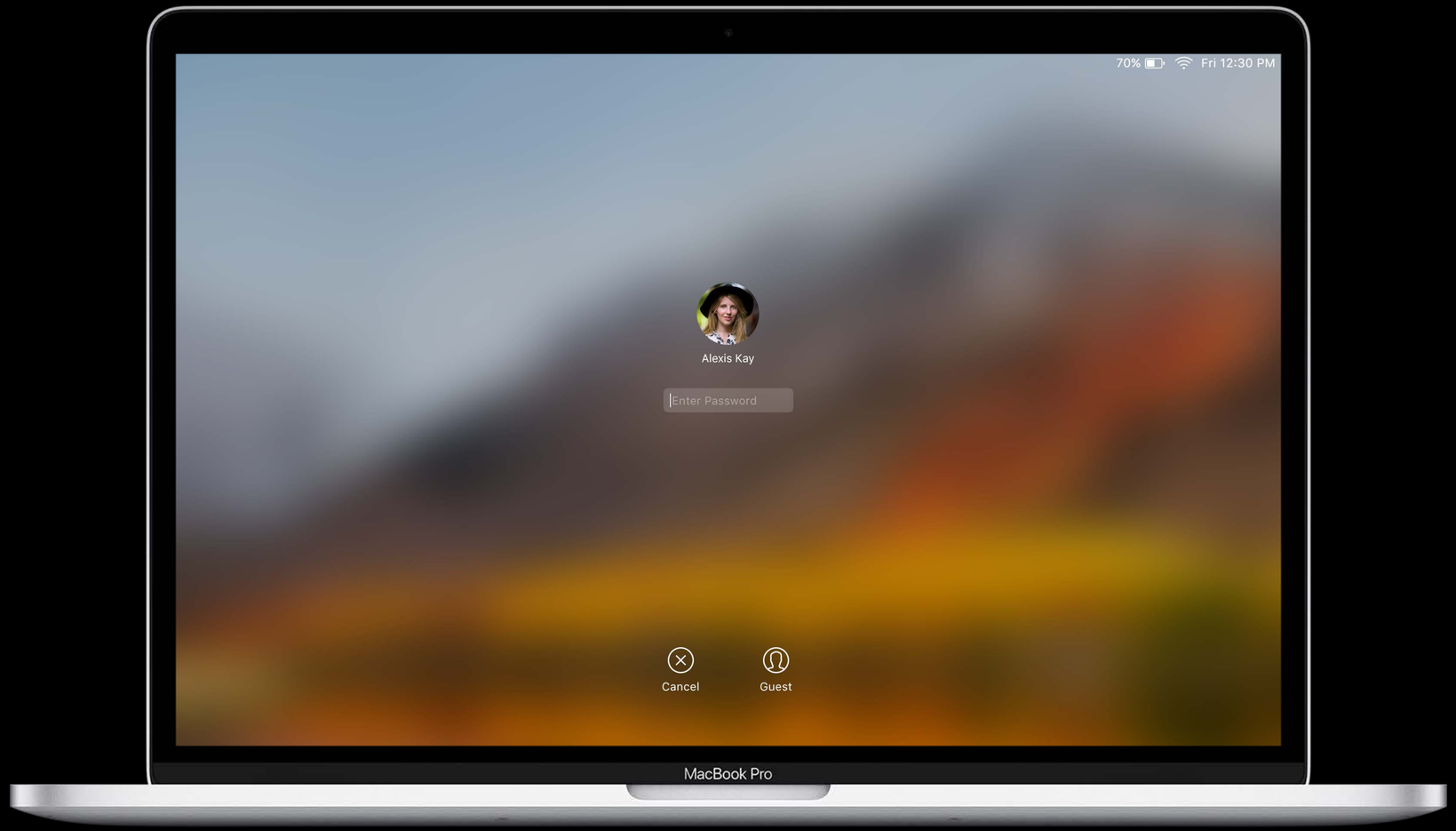
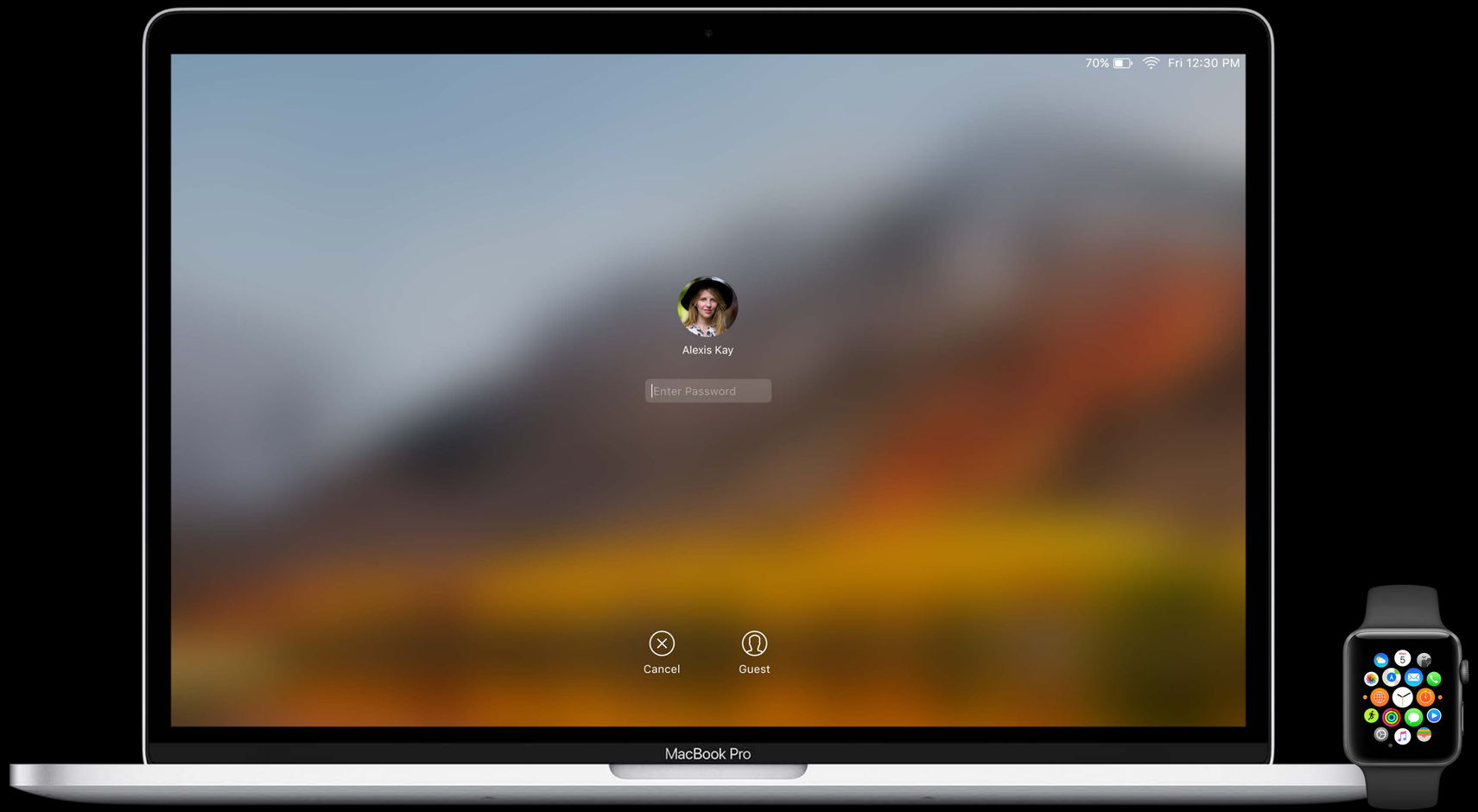
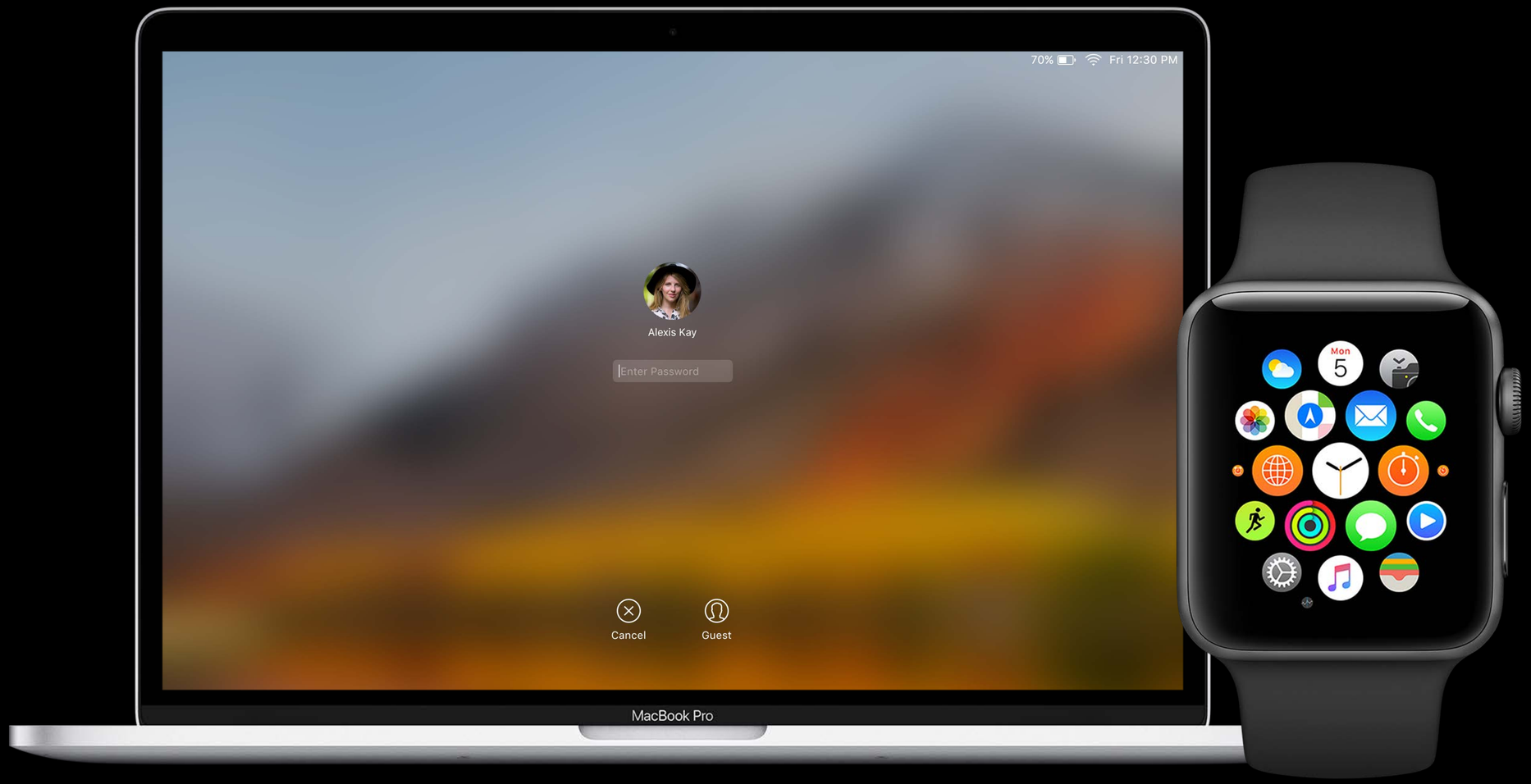
4
5
Select
Adapt
Conform
Connect
Extend

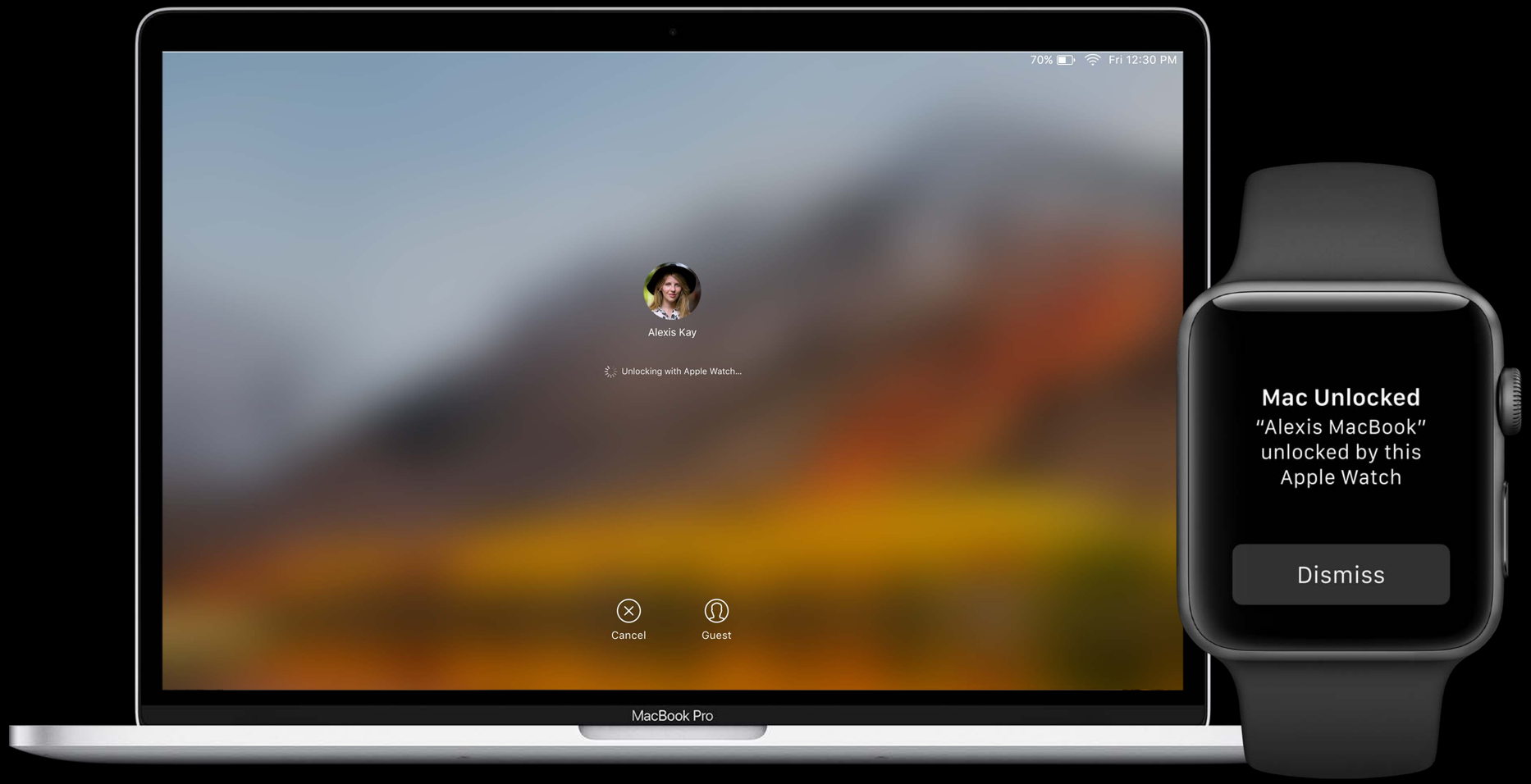

1
2
3
4
5
Select
Adapt
Conform
Connect
Extend

Finder File Edit View Go Window Help
Mon 9:41 AM
MacBook Pro


70% Fri 12:30 PM
Alexis Kay
Enter Password
Cancel
Guest
MacBook Pro


70% Fri 12:30 PM
Alexis Kay
Enter Password
Cancel
Guest
MacBook Pro

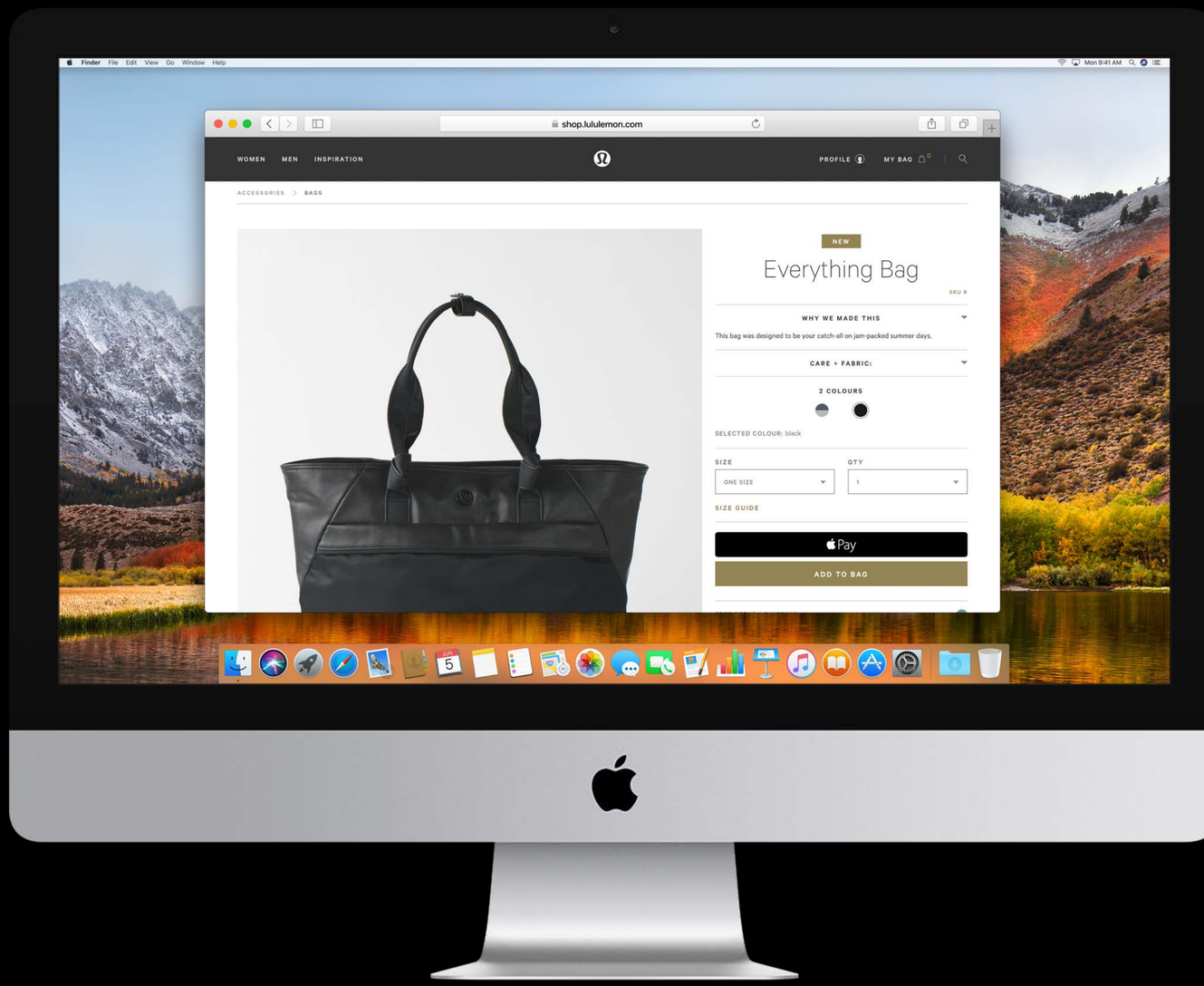

70% Fri 12:30 PM
Alexis Kay
Enter Password
Cancel
Guest
MacBook Pro
Mon
5

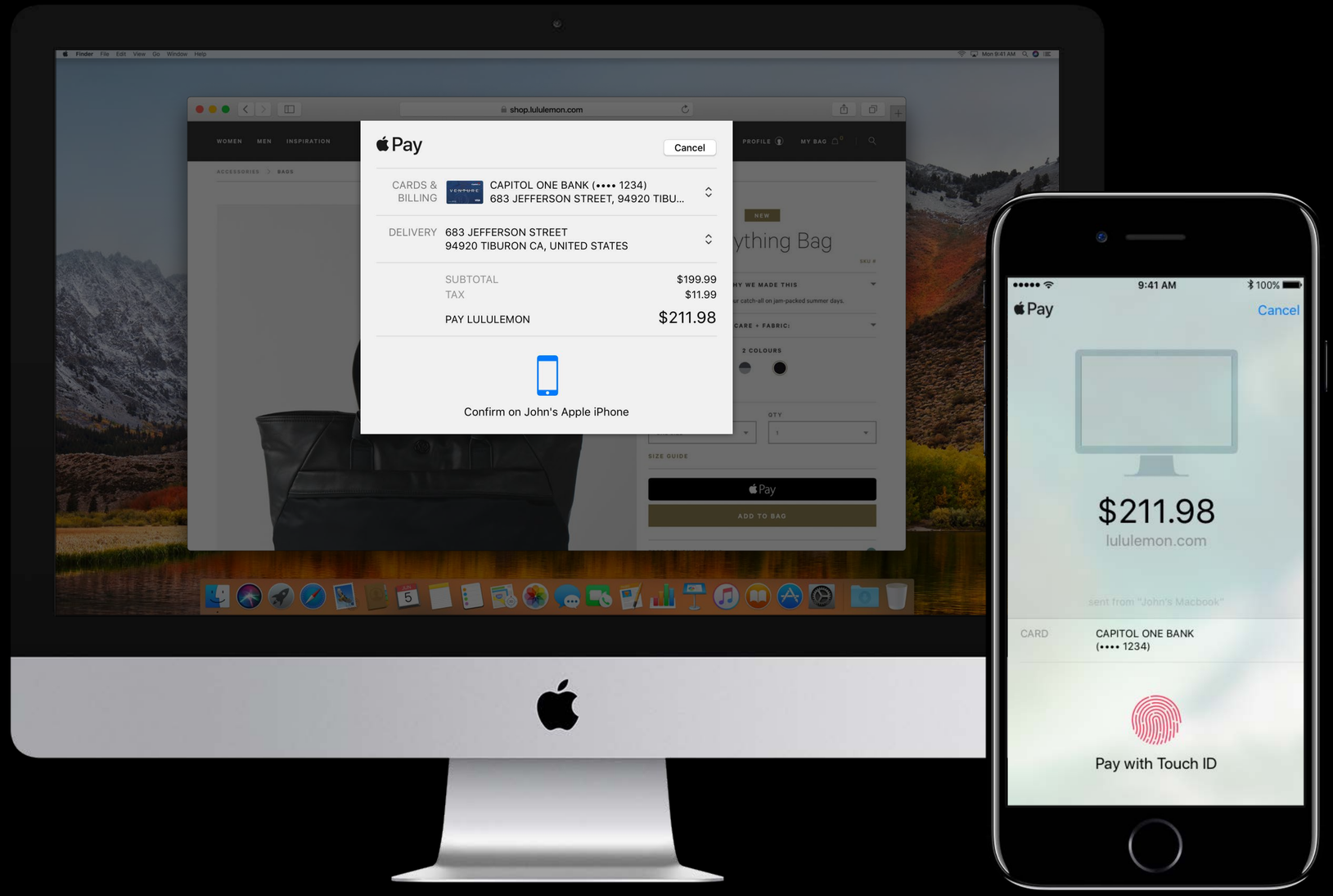

70% Fri 12:30 PM
Alexis Kay
Unlocking with Apple Watch...
Cancel
Guest
MacBook Pro
Mac Unlocked
"Alexis MacBook" unlocked by this Apple Watch
Dismiss

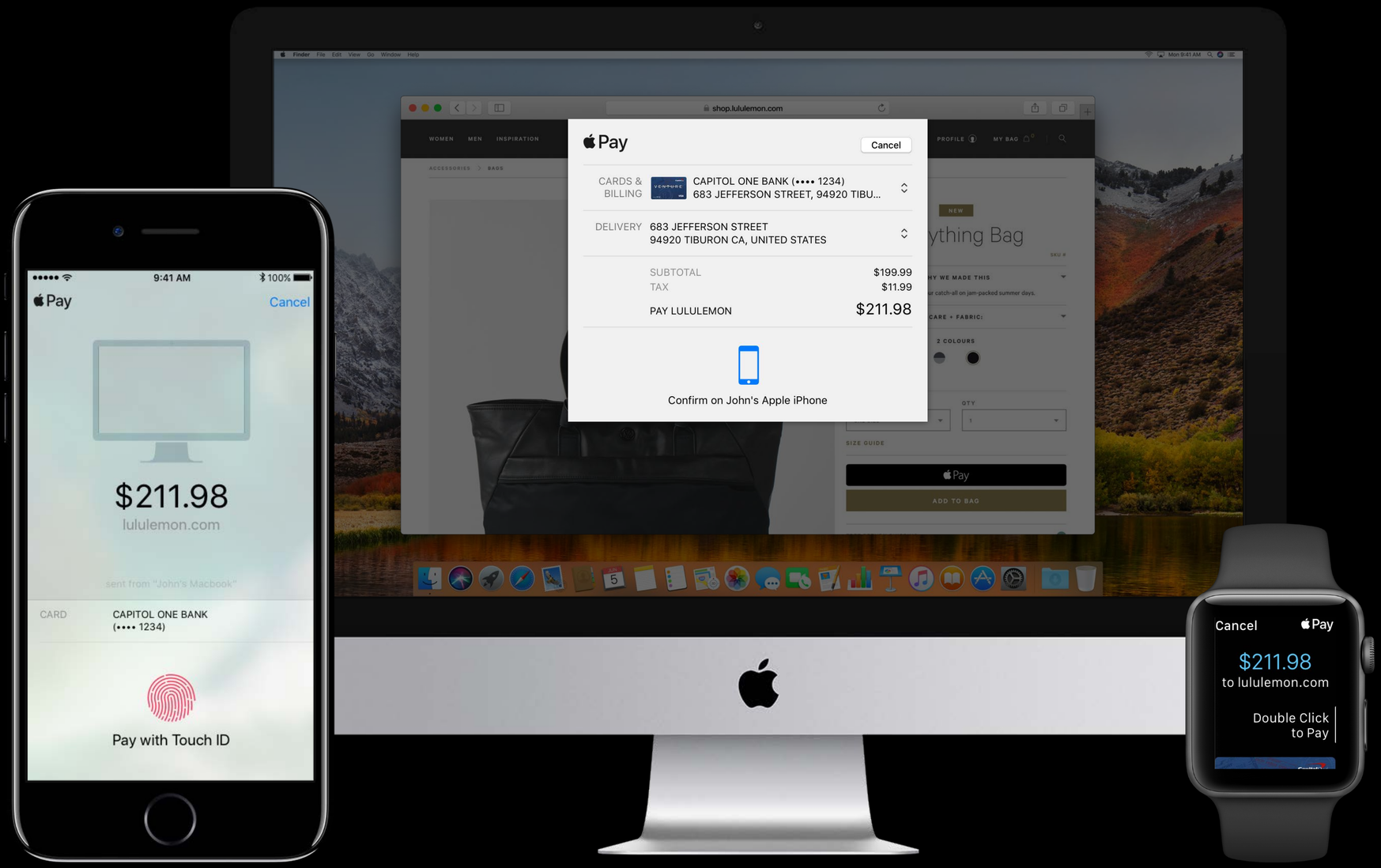
Finder File Edit View Go Window Help
Mon 9:41 AM
MacBook Pro
Mac Unlocked
"Alexis MacBook" unlocked by this Apple Watch
Dismiss

Finder File Edit View Go Window Help
Mon 9:41 AM
MacBook Pro

Make it Effortless


shop.lululemon.com
WOMEN
MEN
INSPIRATION
PROFILE
MY BAG
ACCESSORIES
BAGS
NEW
Everything Bag
SKU #
WHY WE MADE THIS
This bag was designed to be your catch-all on jam-packed summer days.
CARE + FABRIC:
2 COLOURS
SELECTED COLOUR: black
SIZE
ONE SIZE
QTY
1
SIZE GUIDE
Pay
ADD TO BAG


Pay
Cancel
CARDS & BILLING
CAPITOL ONE BANK (•••• 1234)
683 JEFFERSON STREET, 94920 TIBU...
DELIVERY
683 JEFFERSON STREET
94920 TIBURON CA, UNITED STATES
SUBTOTAL $199.99
TAX $11.99
PAY LULULEMON $211.98
Confirm on John's Apple iPhone
shop.lululemon.com
9:41 AM
100%
Pay
Cancel
$211.98
lululemon.com
sent from "John's Macbook"
CARD
CAPITOL ONE BANK
(•••• 1234)
Pay with Touch ID


Pay
Cancel
CARDS & BILLING
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683 JEFFERSON STREET, 94920 TIBU...
DELIVERY
683 JEFFERSON STREET
94920 TIBURON CA, UNITED STATES
SUBTOTAL $199.99
TAX $11.99
PAY LULULEMON $211.98
Confirm on John's Apple iPhone
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lululemon.com
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Give Clear Control

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ICELAND
GEOGRAPHY FIELD TRIP
MacBook Pro

Show Navigator

6:53:09 PM

Current: Slide 2 of 9

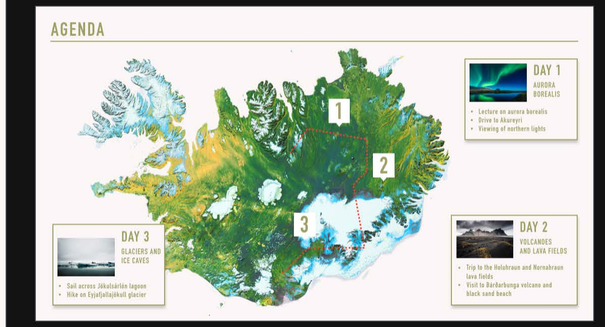
TRIP OBJECTIVES

WELCOME TO THE LAND OF FIRE AND ICE

The aims of this field trip exploring Iceland's unique geology and geography are:

- Gather primary field data
- Research specialist subject for essay
- Use data as basis for coursework

Next: Slide 3 of 9



MacBook Pro

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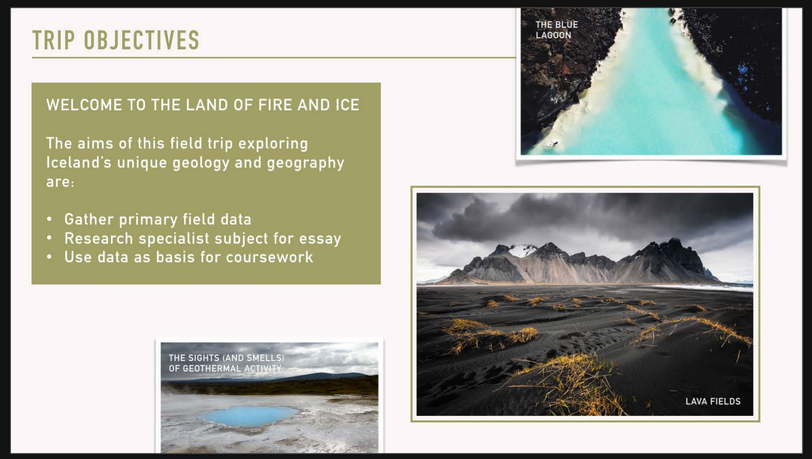

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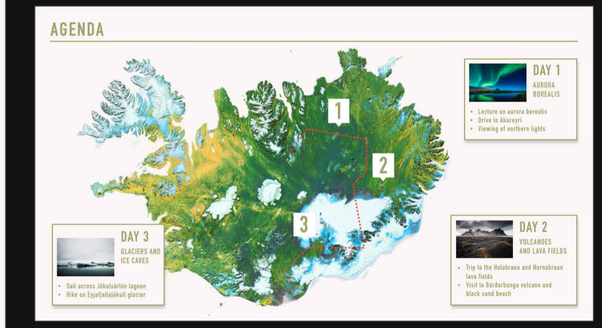

MacBook Pro

Make it Optional

5

Extend

5

Extend

Look for opportunities in combined capabilities

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Extend

Look for opportunities in combined capabilities

Give clear control

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Extend

Look for opportunities in combined capabilities

Give clear control

Make it optional

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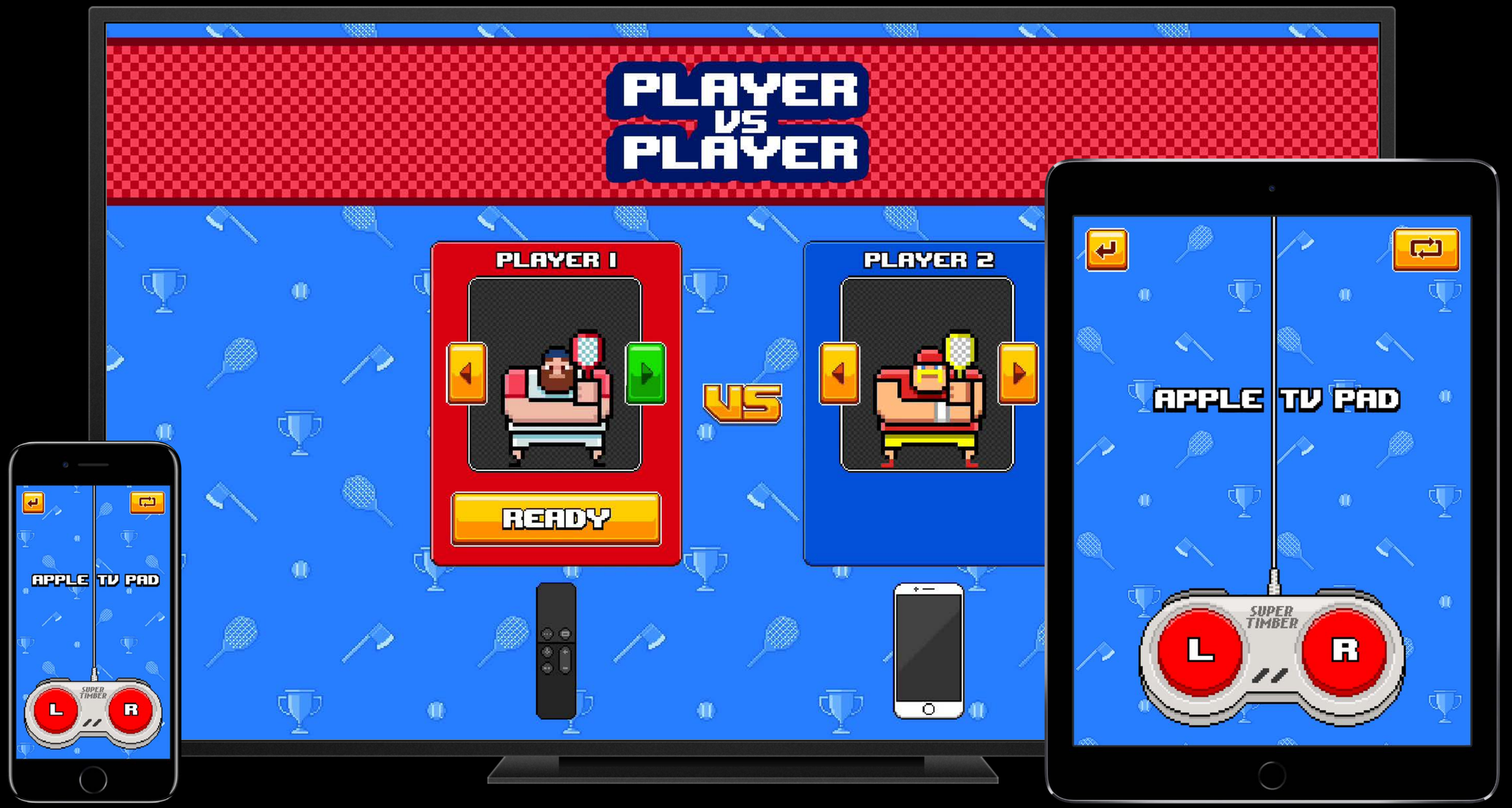
Extend

Look for opportunities in combined capabilities

Give clear control

Make it optional

Make it effortless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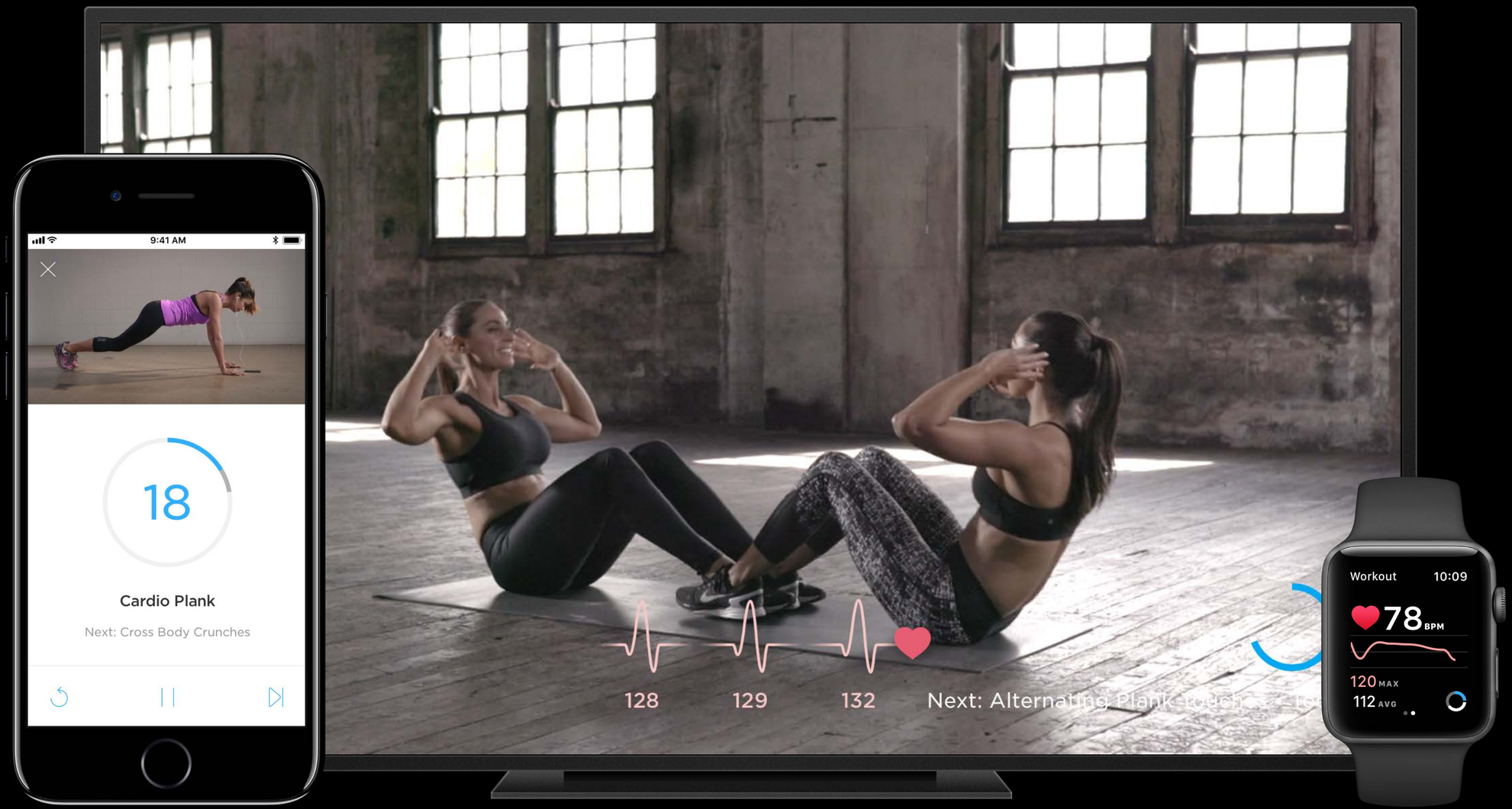
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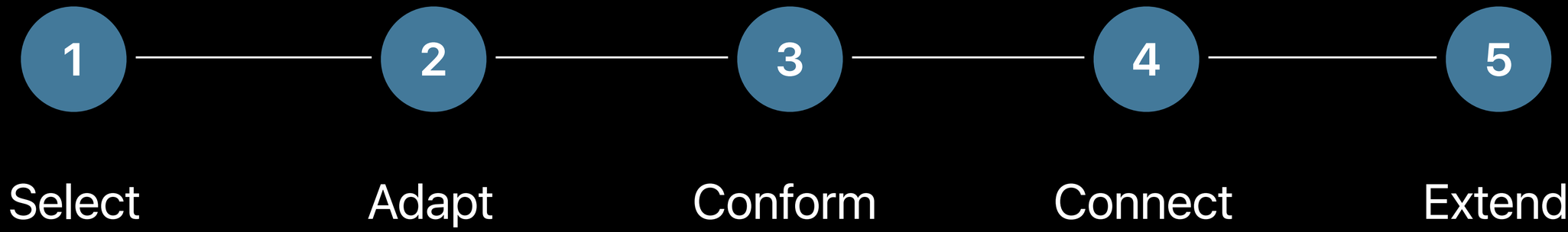
Next: Cross Body Crunches
128
129
132
Next: Alternating Plank
Workout
10:09
78 BPM
120 MAX
112 AVG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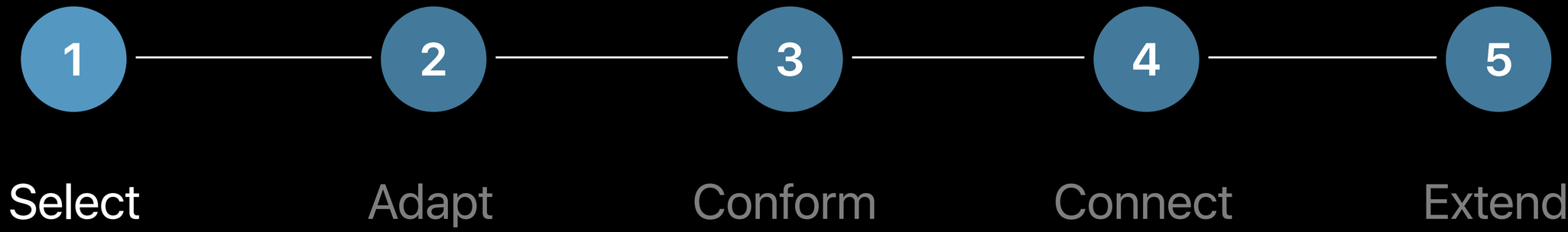
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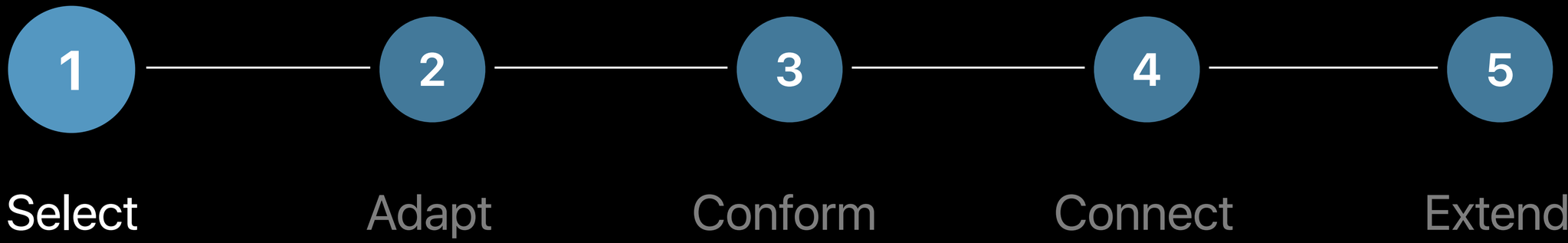
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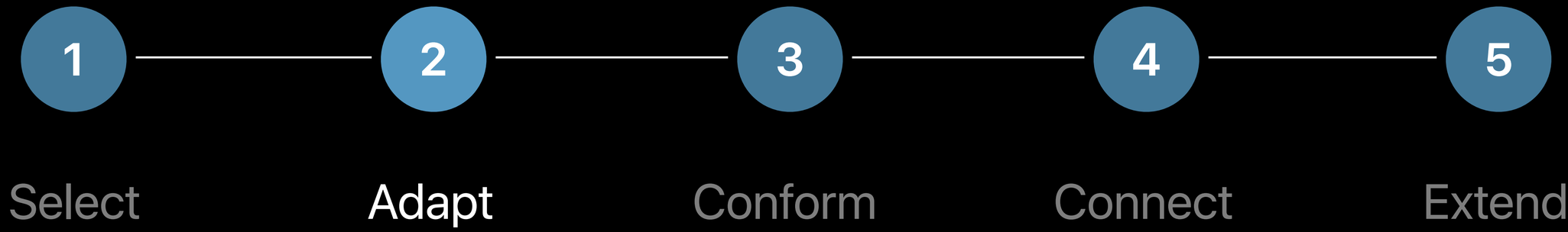
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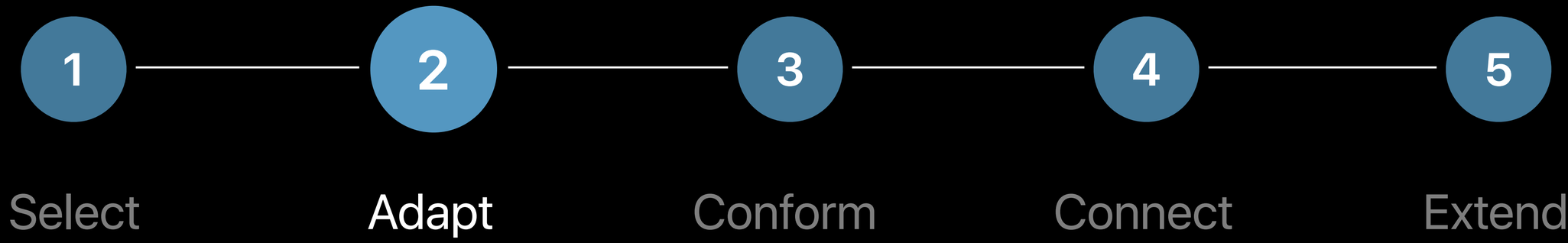
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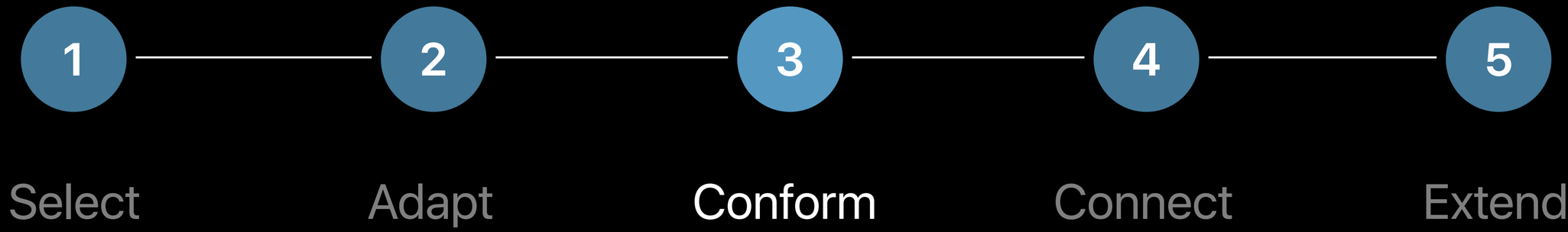
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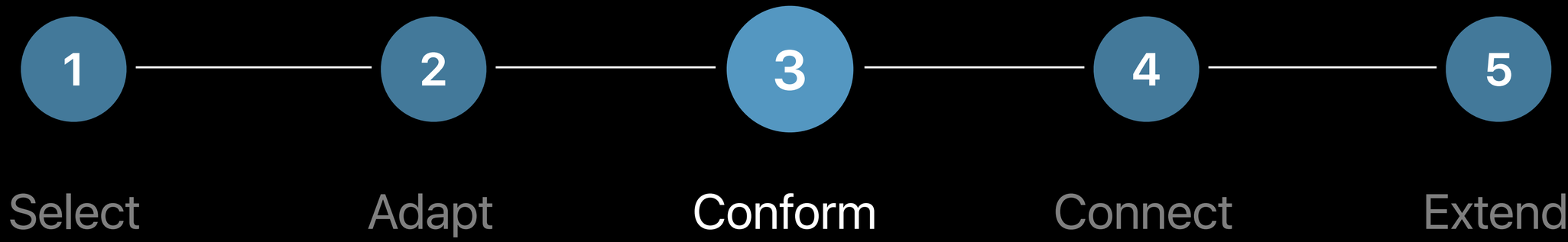
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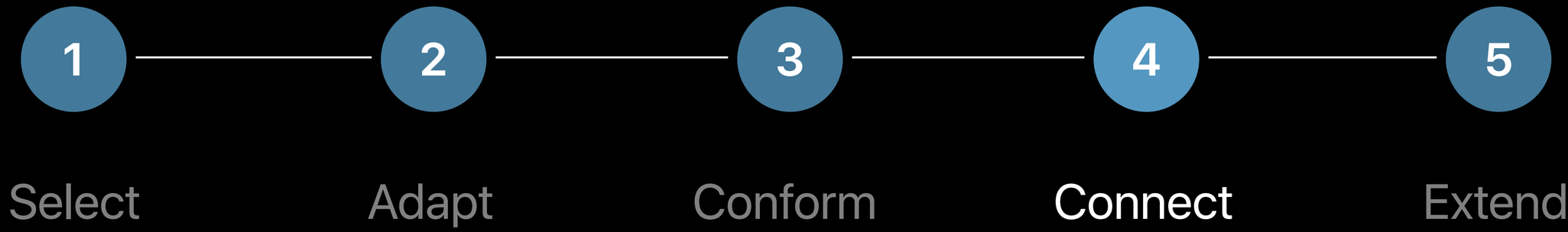
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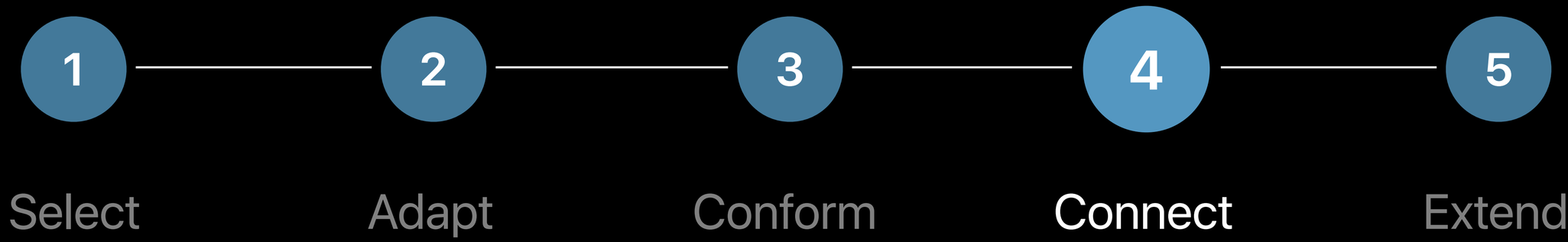
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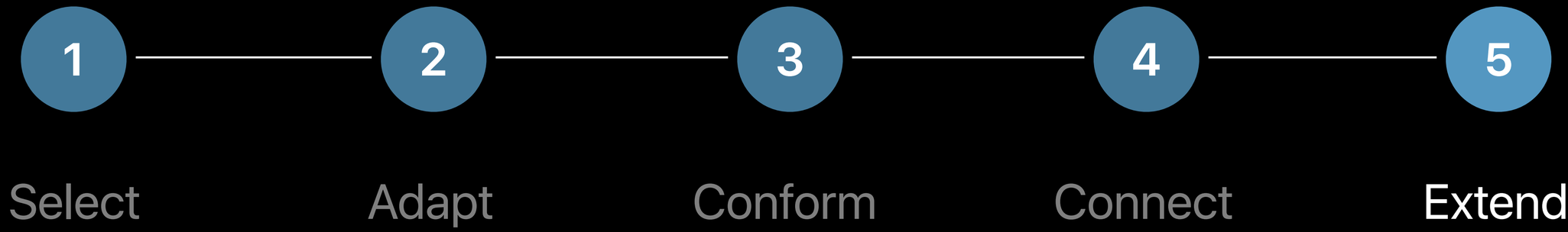
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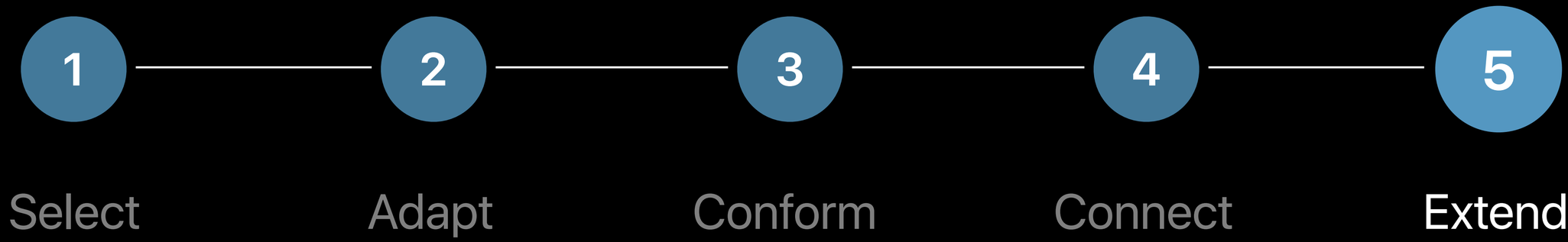
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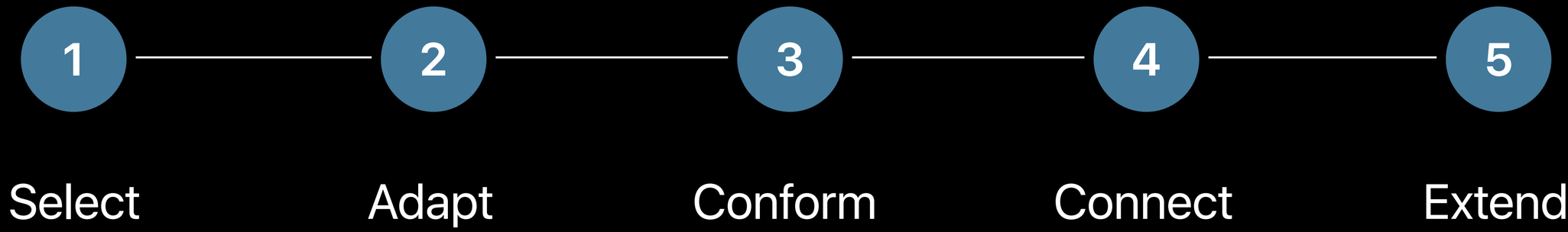
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A holistic experience
that’s greater than its parts.

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https://developer.apple.com/wwdc17/804

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Essential Design Principles		WWDC17
Designing Sound		WWDC17
Modern User Interaction on iOS		WWDC17
Design For Everyone	Hall 3	Thursday 11:00AM
Building Visually Rich User Experiences	Hall 2	Thursday 5:10PM
Planning a Great Apple Watch Experience	Grand Ballroom B	Thursday 5:10PM

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