

Design for Everyone

Session 806

Caroline Cranfill, Designer

Alexander James O'Connell, Designer

Design for Everyone

Design for Everyone

Design for Others

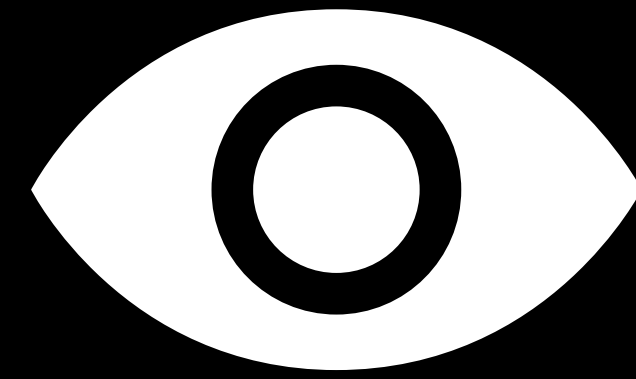
...who are you excluding?

1 Billion

Active Apple devices

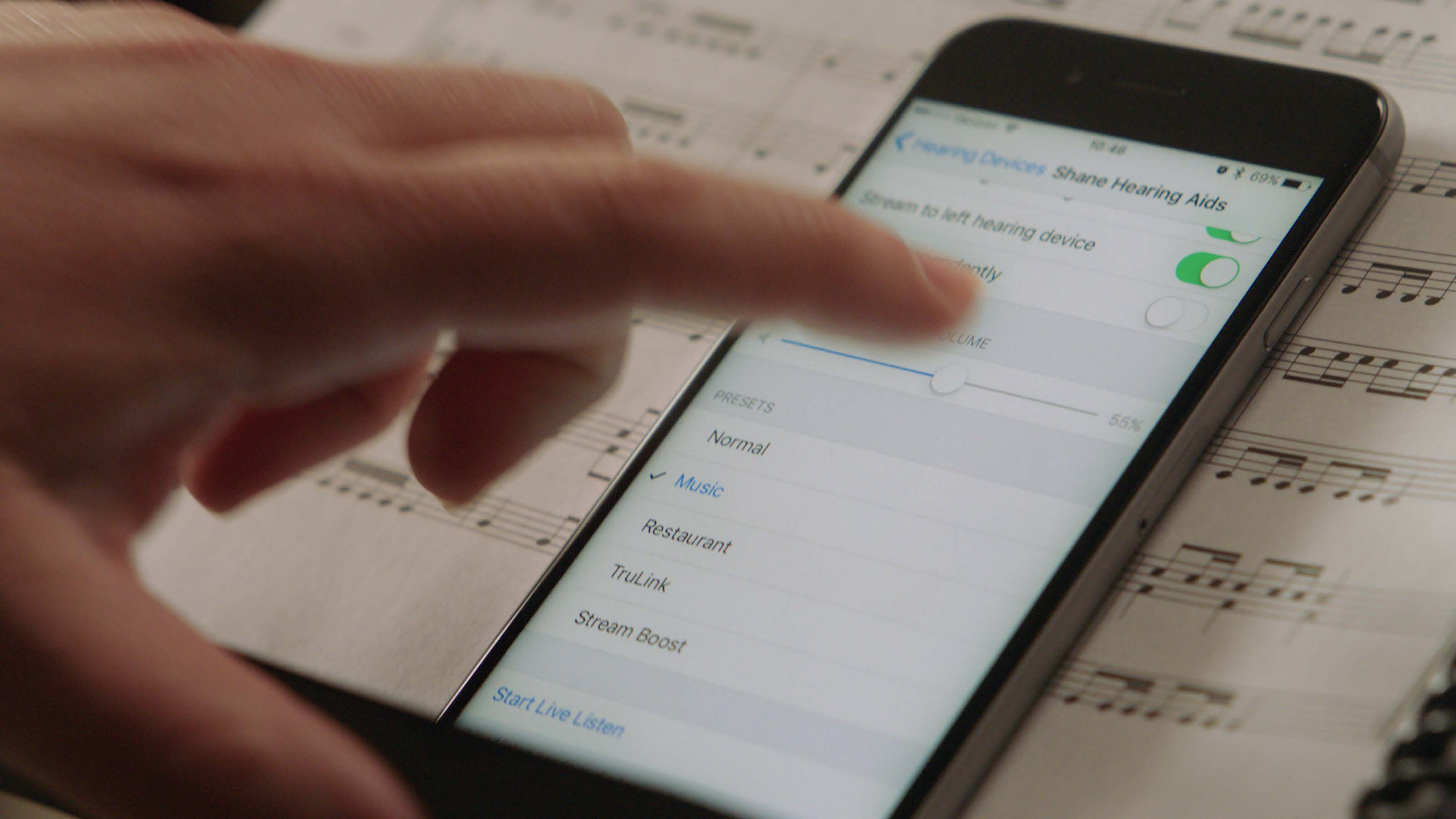
1 in 7

People have a disability worldwide









10:48

69%

Hearing Devices Shane Hearing Aids

Stream to left hearing device



Independently



VOLUME



PRESETS

Normal

✓ Music

Restaurant

TruLink

Stream Boost

Start Live Listen



They are awe

awesome



Back

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@

.com

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Shift

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Find a Word

hashtag #

Accessible

|ək'sesəb(ə)|

adjective, Easily obtained

Easily obtained

Easily used

Easily understood

Design for Everyone



Simplicity



Simplicity



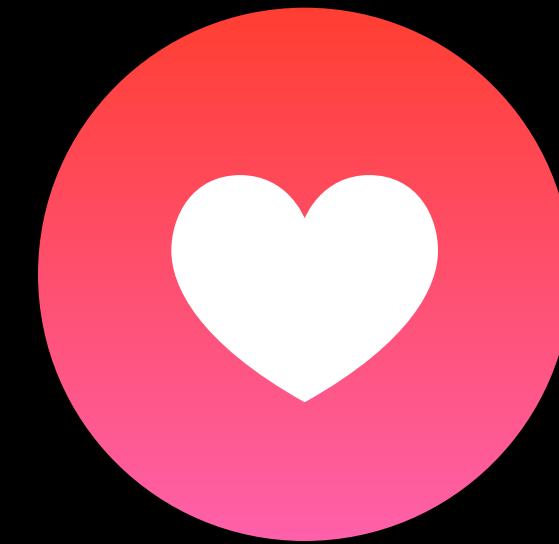
Perceivability



Simplicity



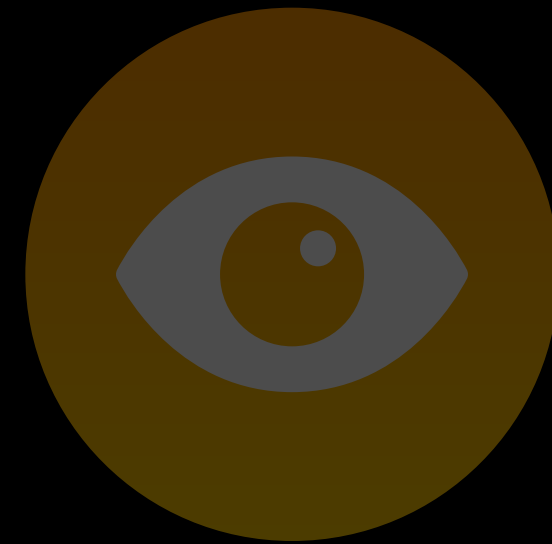
Perceivability



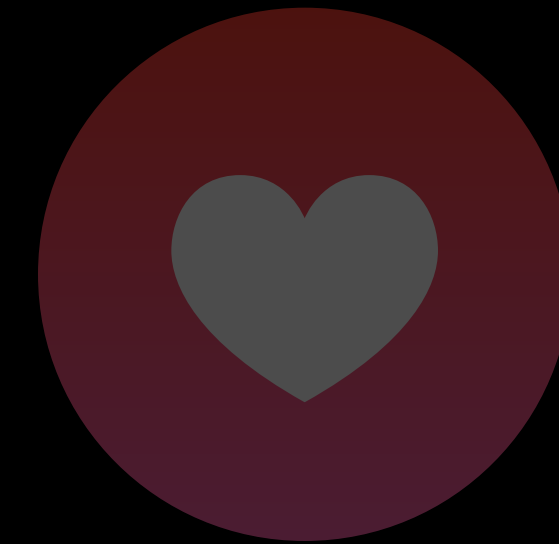
Integrity



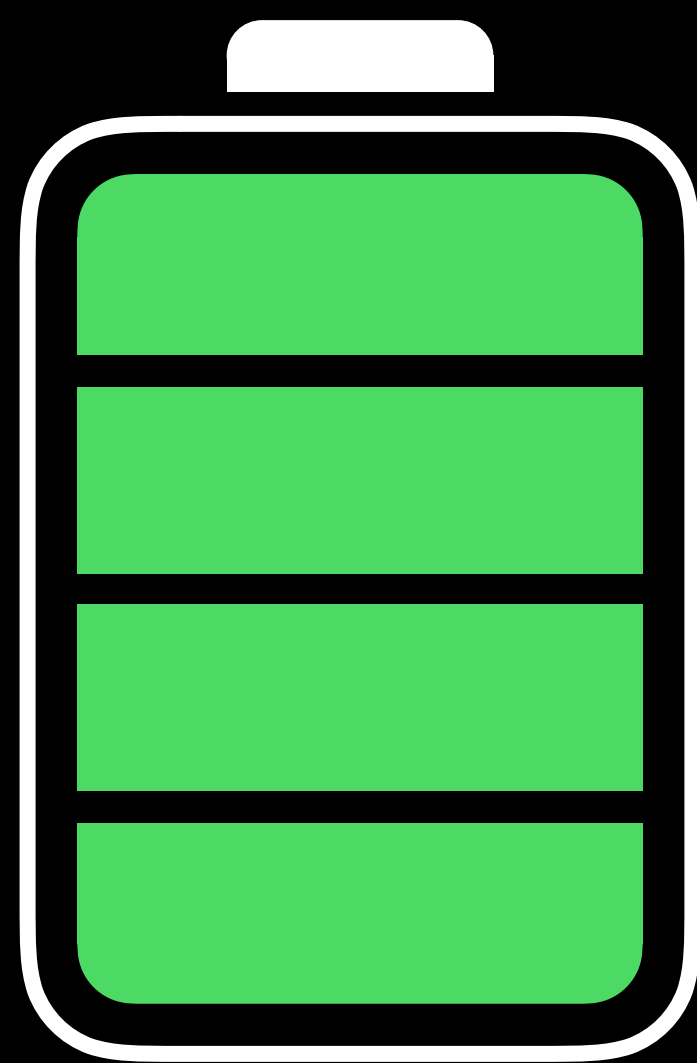
Simplicity

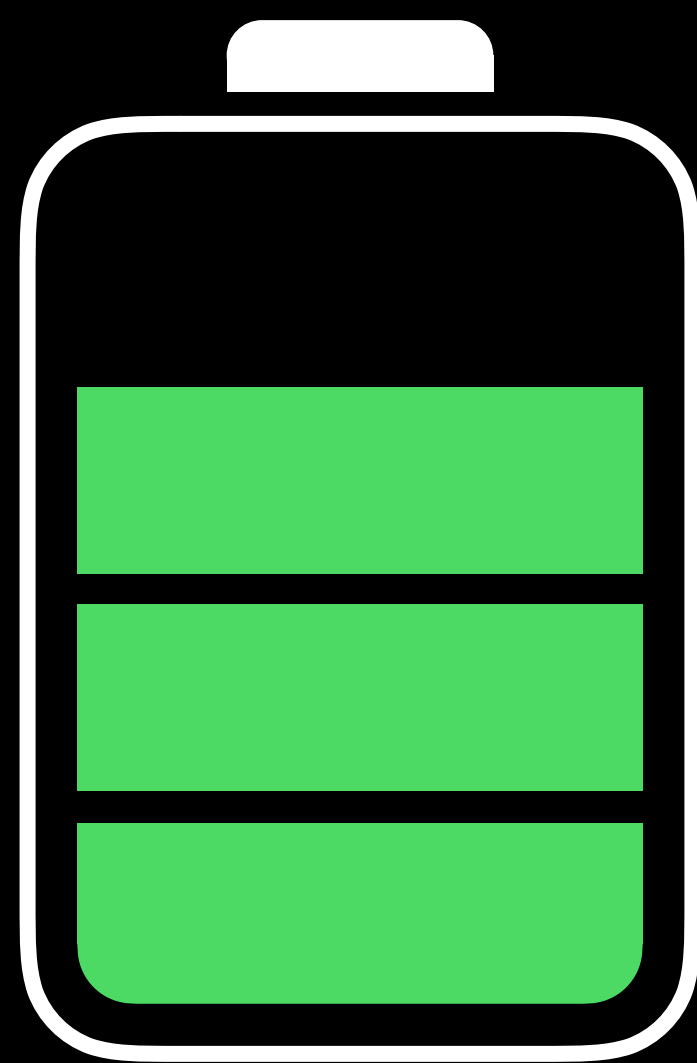


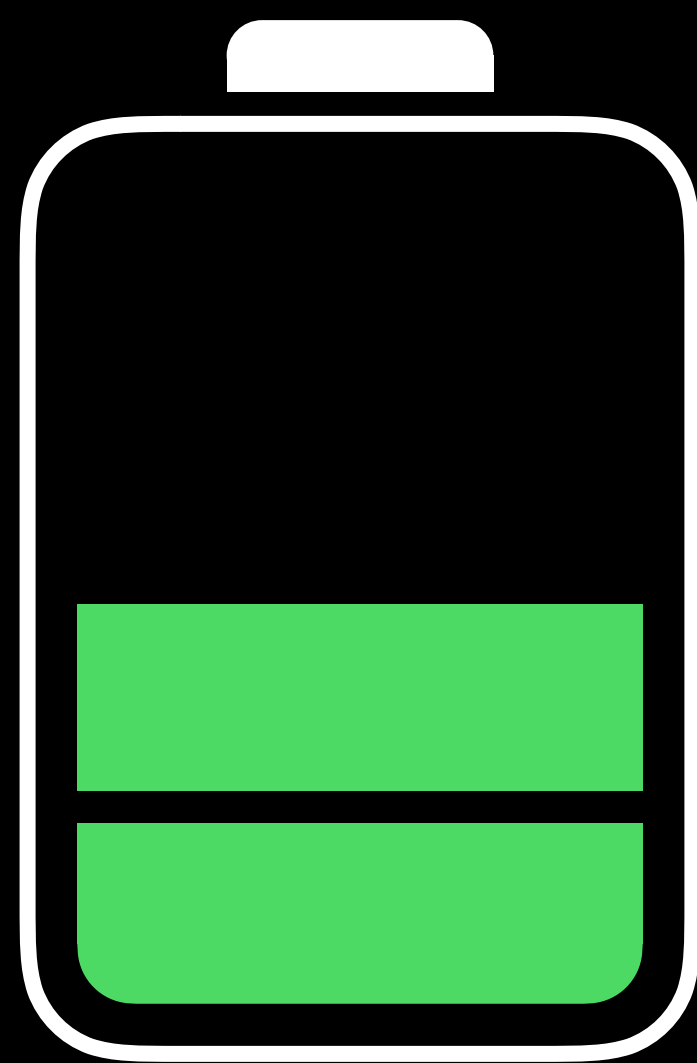
Perceivability

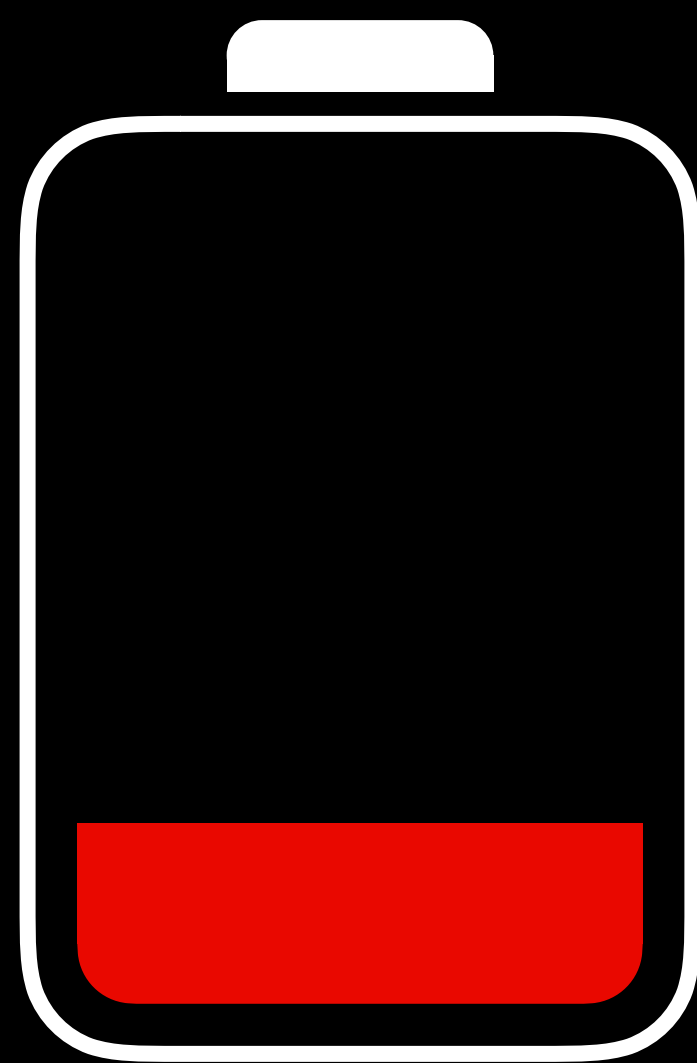


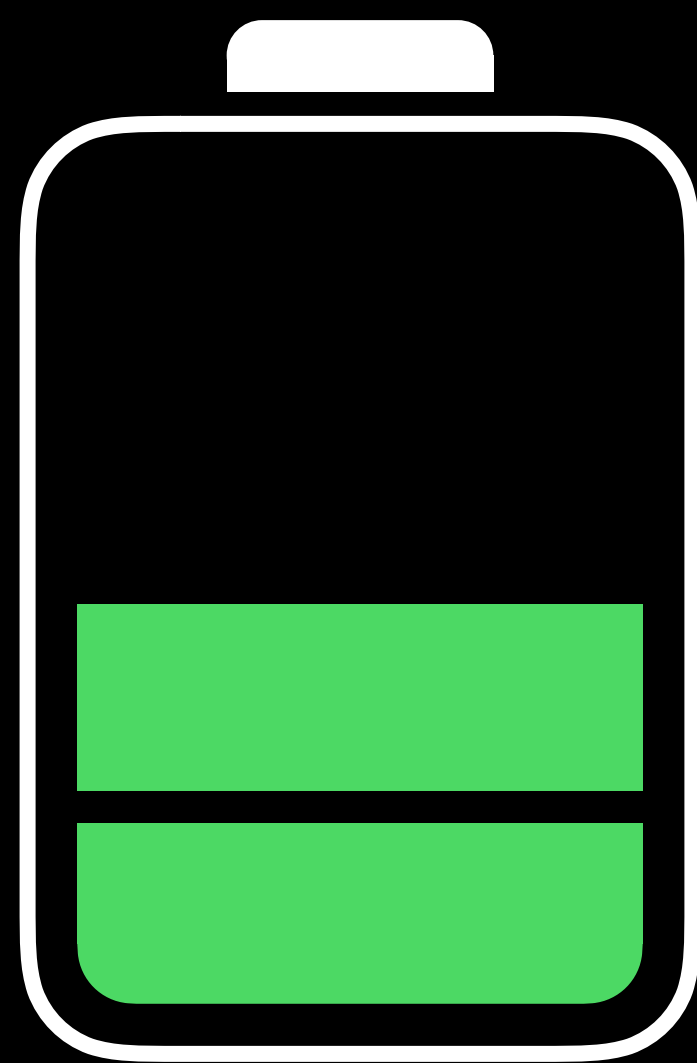
Integrity

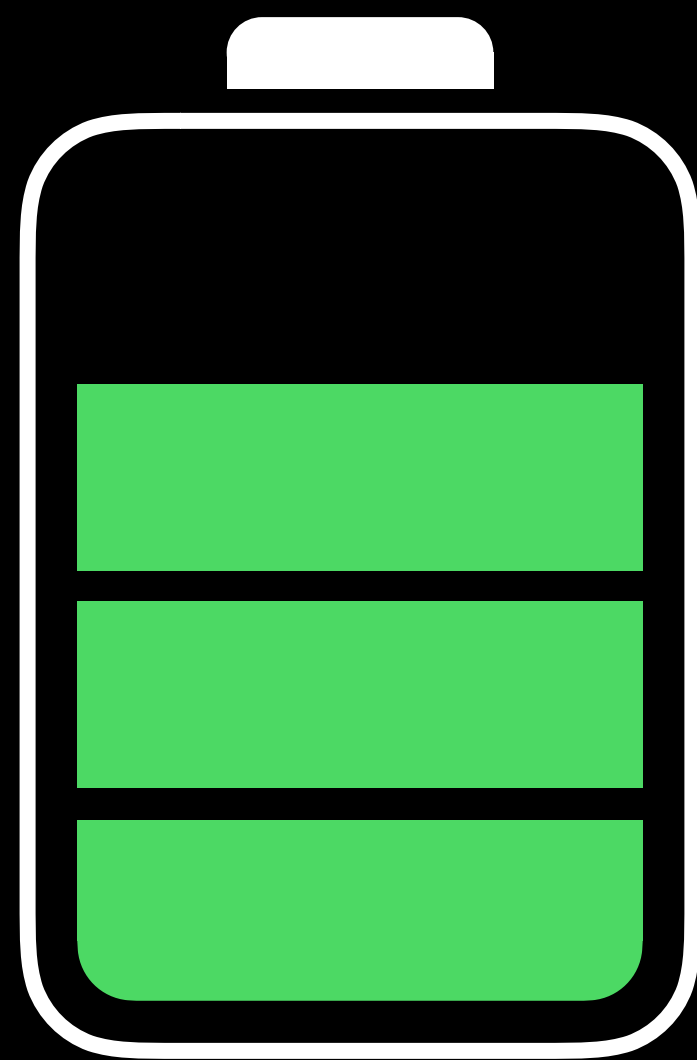


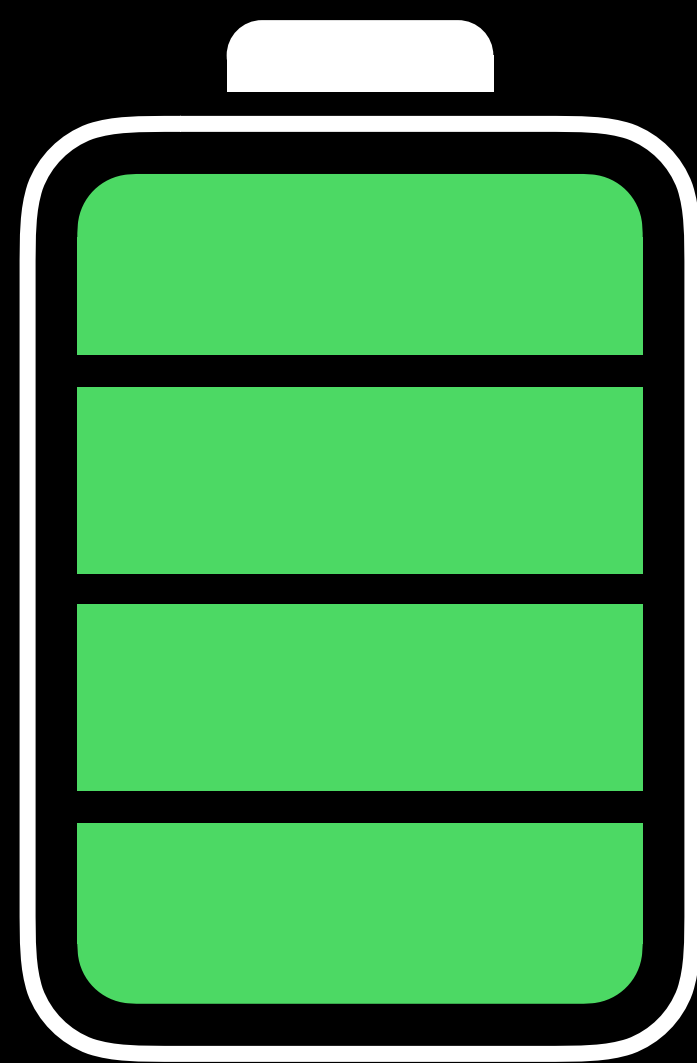








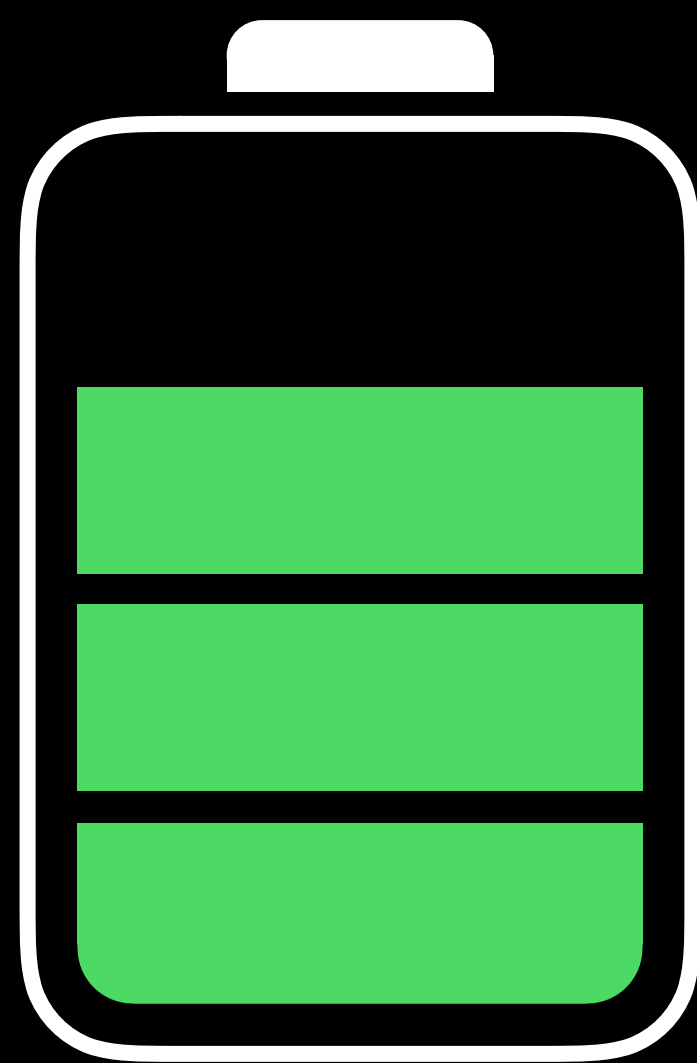


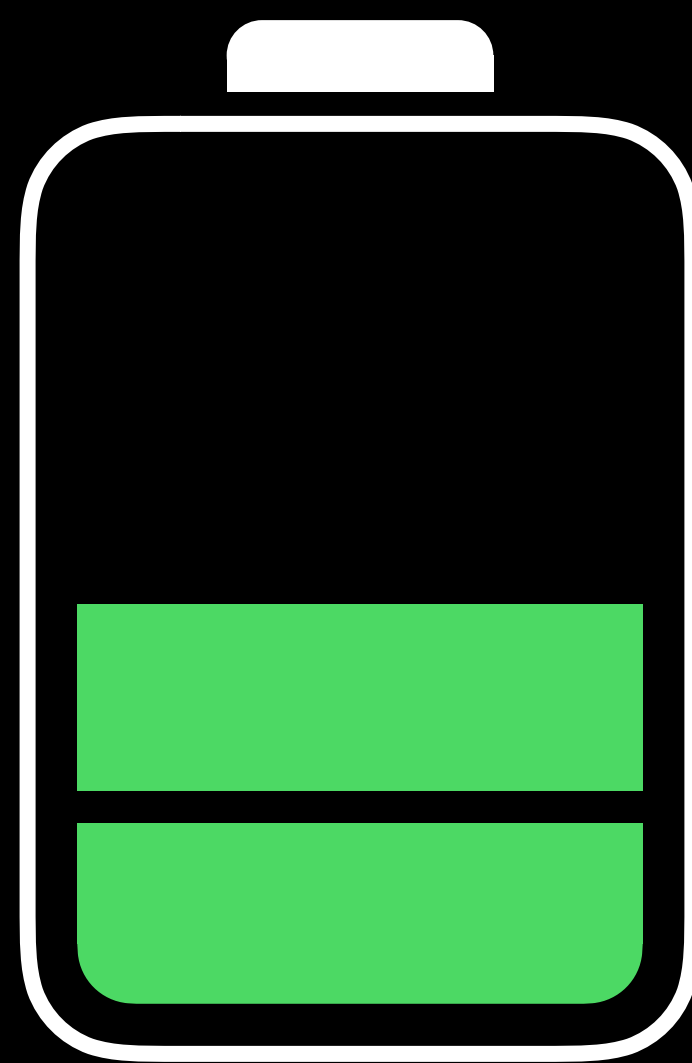


1 in 6

Children has a developmental disability in the US

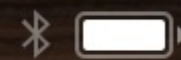
<http://www.cdc.gov/ncbddd/autism/data.html>







9:41 AM



Whole Foods Market

Shopping in 94112



Within 1 hour
View pricing policy

Search Whole Foods Market...



Coupon savings

Up to 40% off everyday essentials



Buy It Again

View 100+ more >



\$3.99

Western Bagel Plain



\$2.99

365 Organic Yellow



\$4.49

Organic Cloves



Home



Search



Browse



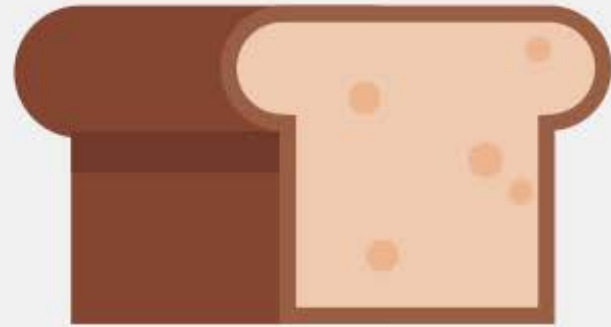
Coupons



Lists



Which of these is "the boy"?



el pan



el niño



el agua



la manzana

Check



Calm



Daily Calm
May 28 - Noticing



9:56



Cupid and Psyche
Featured Sleep Story



Breathe



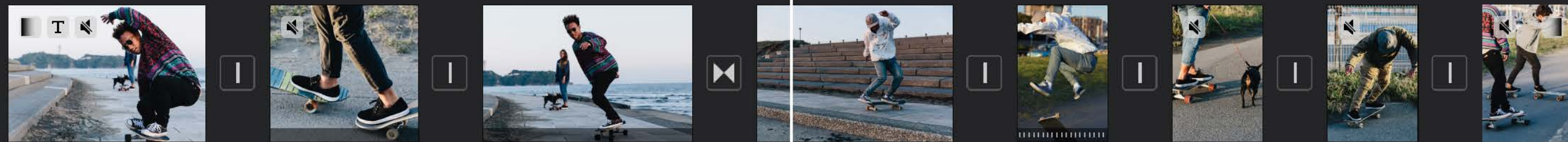
Meditate



Sleep

Done

Beach Ride



Voice Over

Voice Over

DJ video clip

Easy to navigate

Quick to get started

Consistent behavior

Human Interface Guidelines

Apple UI Design Resources

The Apple UI Design Resources include Photoshop and Sketch templates, macOS and plug-ins, and other UI materials for quickly designing iOS apps.

iOS Apps

The Apple UI Design Resources include Photoshop and Sketch templates, and other UI materials for quickly designing iOS apps. The included resources are comprehensive and accurately depict the full range of UIKit controls, views and glyphs available to developers using the iOS SDK. They make it easier to understand how iOS apps are constructed and how to design apps that match the iOS design language. Included icon and glyph production files have been preconfigured to automate asset production using Sketch slices or Adobe Generator for Photoshop CC.

[Download for Photoshop](#)

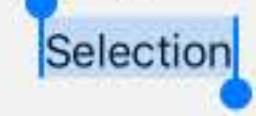
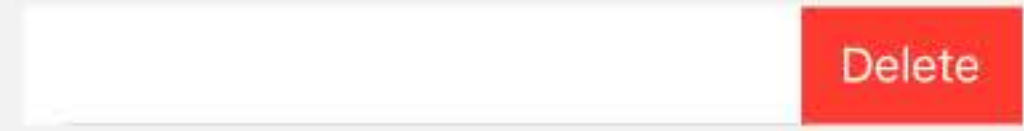
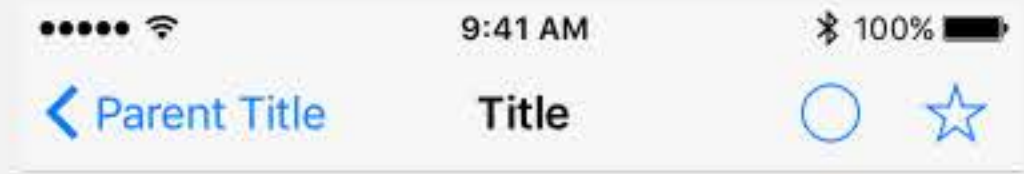
File size: 136.2 MB

[Download for Sketch](#)

File size: 2.1 MB

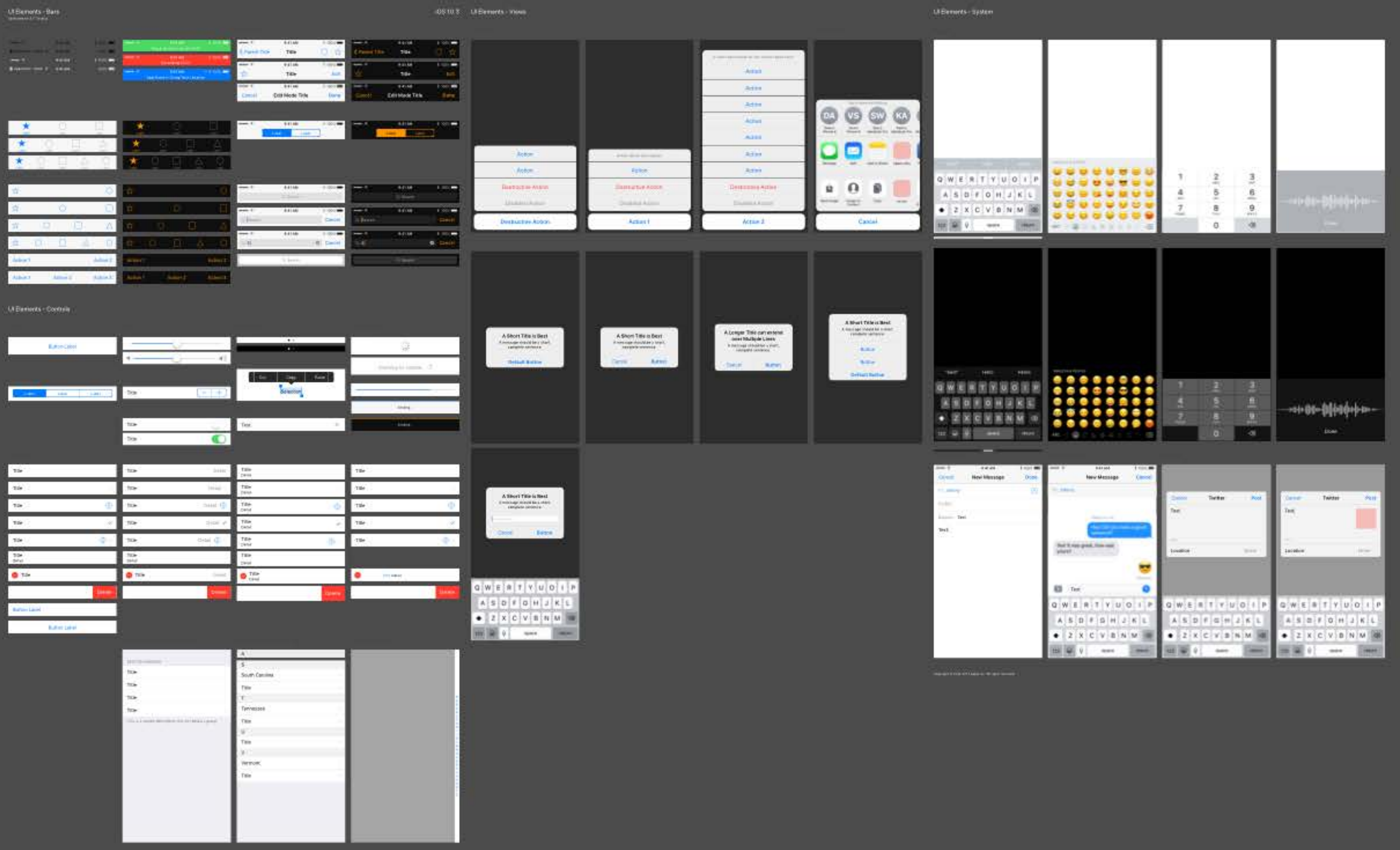
Video Tutorials

Learn more about what's included in the Apple UI Design Resources and how to use them.





- Pages
 - Guide - Colors
 - Guide - Fonts
 - UI Elements
 - Template - Tabbed App
 - Template - Parent and...
 - Template - Modal Sheet
 - Template - Sticker Pac...
 - Symbols
- UI Elements
 - UI Elements - Bars
 - UI Elements - Con...
 - UI Elements - Vie...
 - UI Elements - Sys...
 - Rectangle 2



Position X: -902 Y: -473

Size Width: 6416 Height: 3762

Transform Rotate: 0° Flip

Radius: 0

No Shared Style

Opacity: 100%

Blending: Normal

Fills: Normal, 100% Opacity

Borders: Inside, 1 Thickness

Shadows: 0, 2, 4, 0 Blur Spread

Inner Shadows: 0, 1, 3, 0 Blur Spread

Gaussian Blur

Make Exportable

If you learn one app, you have a serious
head start on learning another.

Outside UIKit?

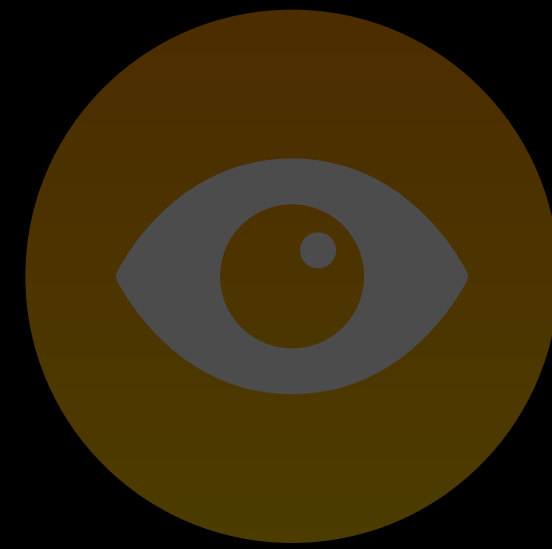


Simplicity

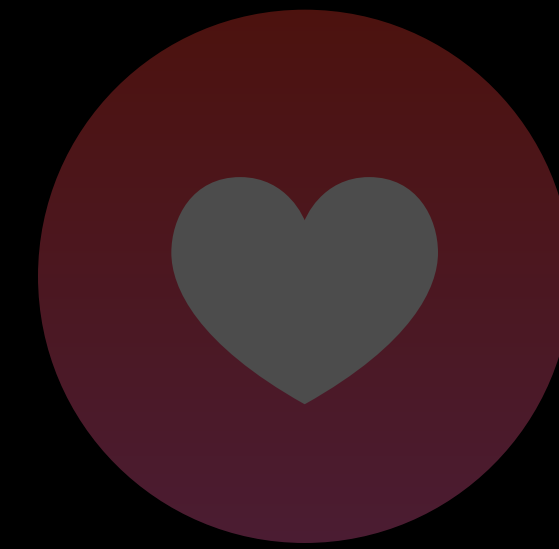
Easy to navigate

Quick to get started

Consistent behavior



Perceivability



Integrity

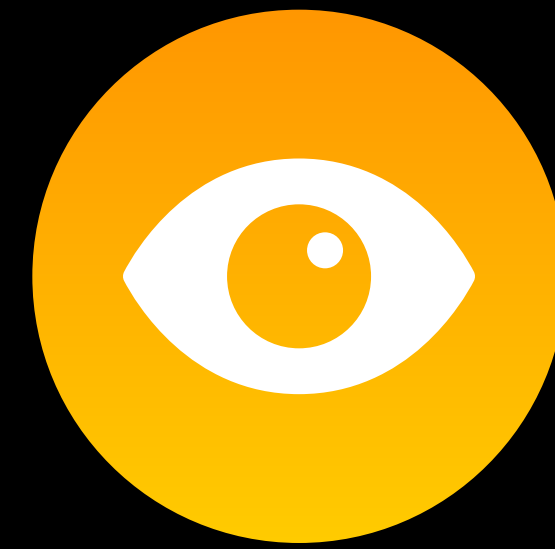


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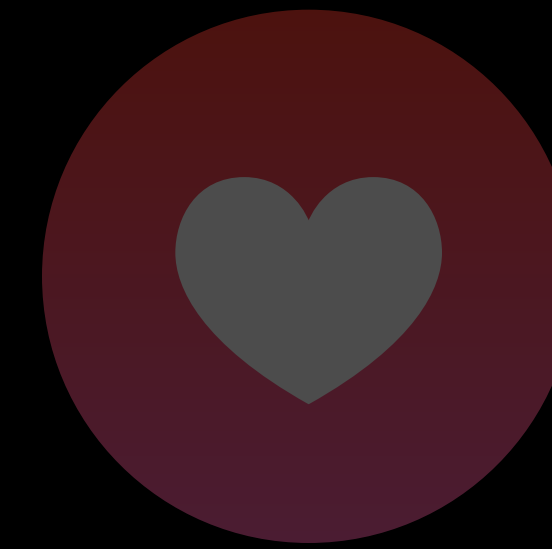
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Integrity



Scene courtesy of *Calm*



Scene courtesy of *Calm*

285 Million

People are low vision worldwide

http://www.who.int/features/factfiles/blindness/blindness_facts/en/index.html

1 in 12

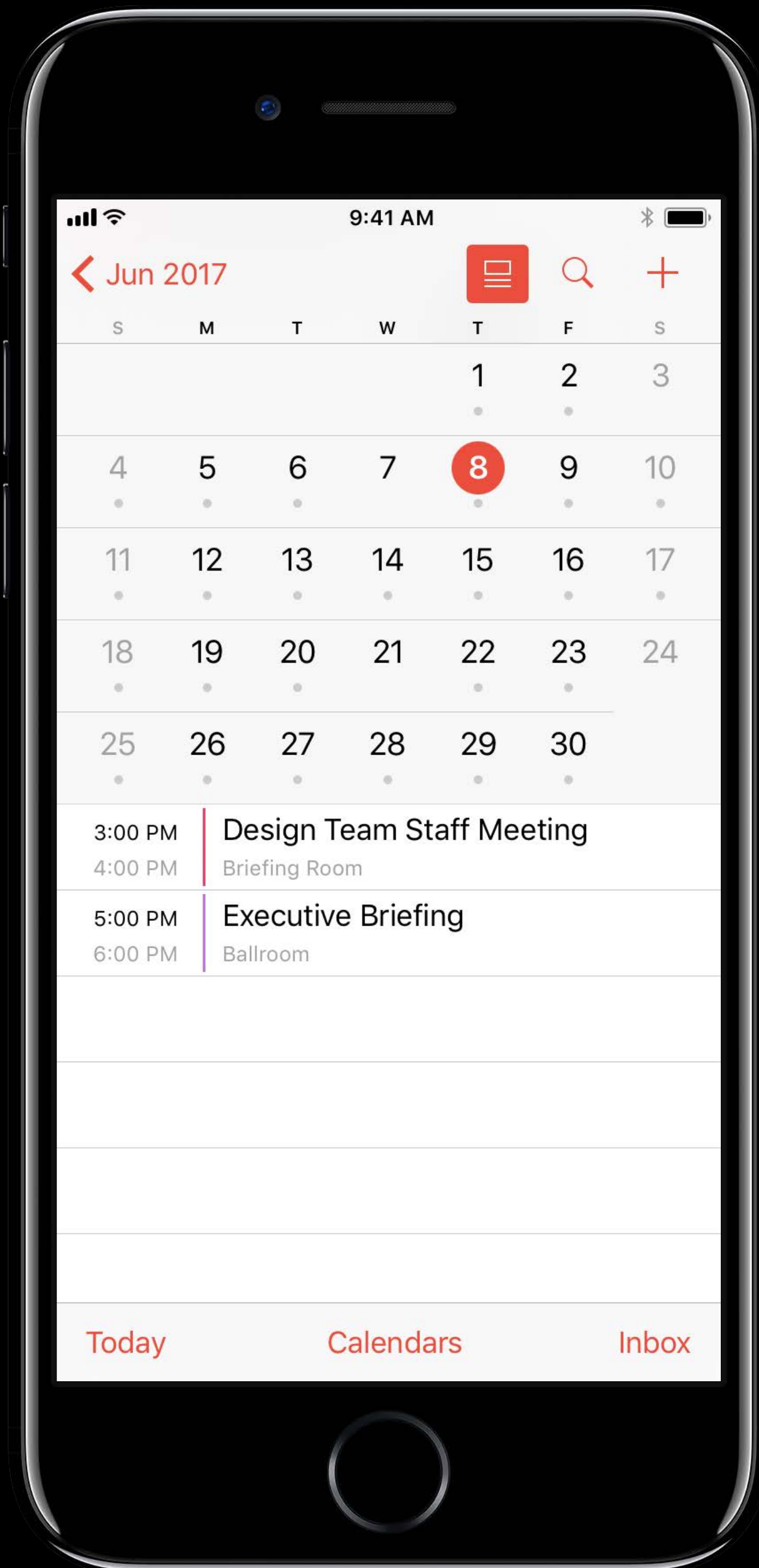
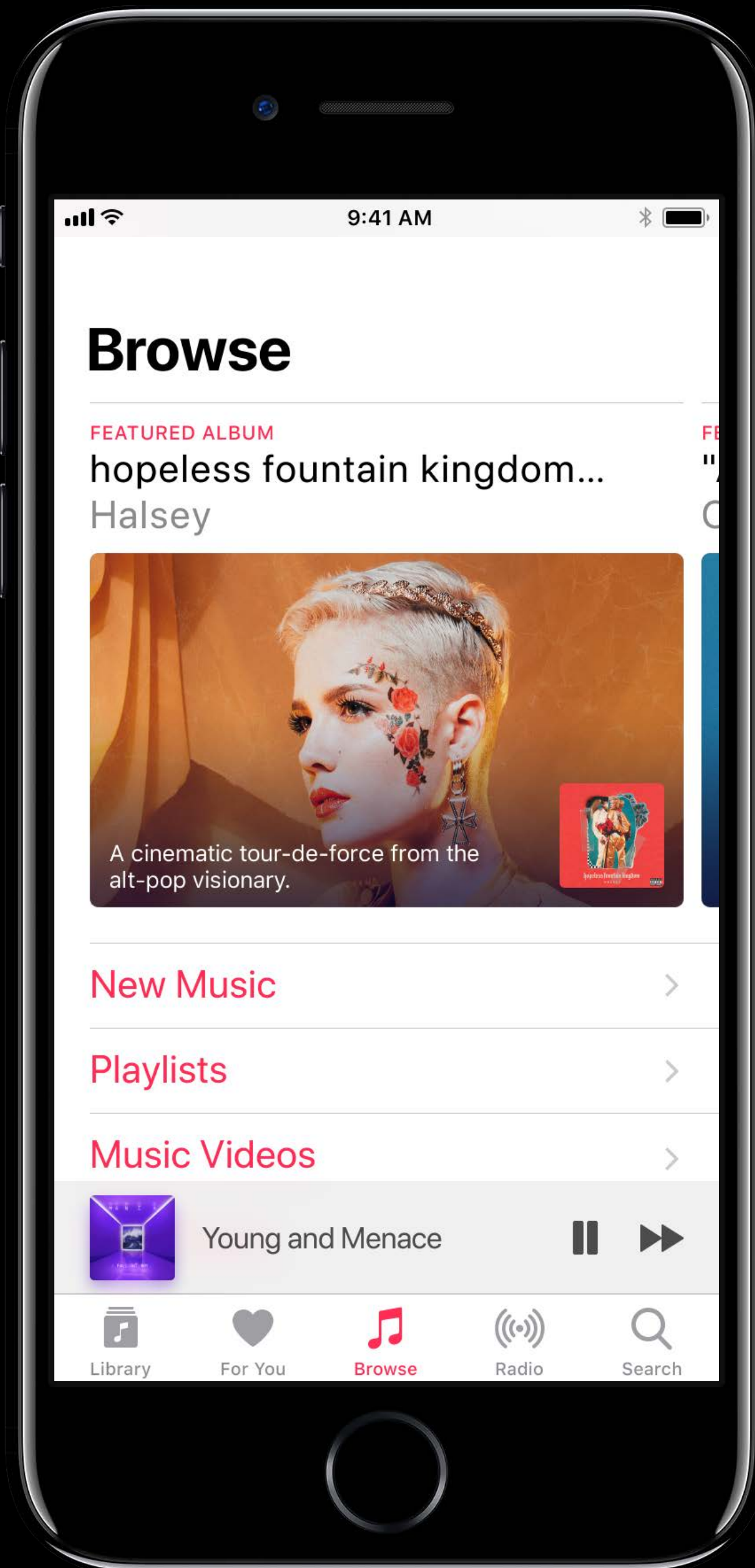
Men have a form of colorblindness

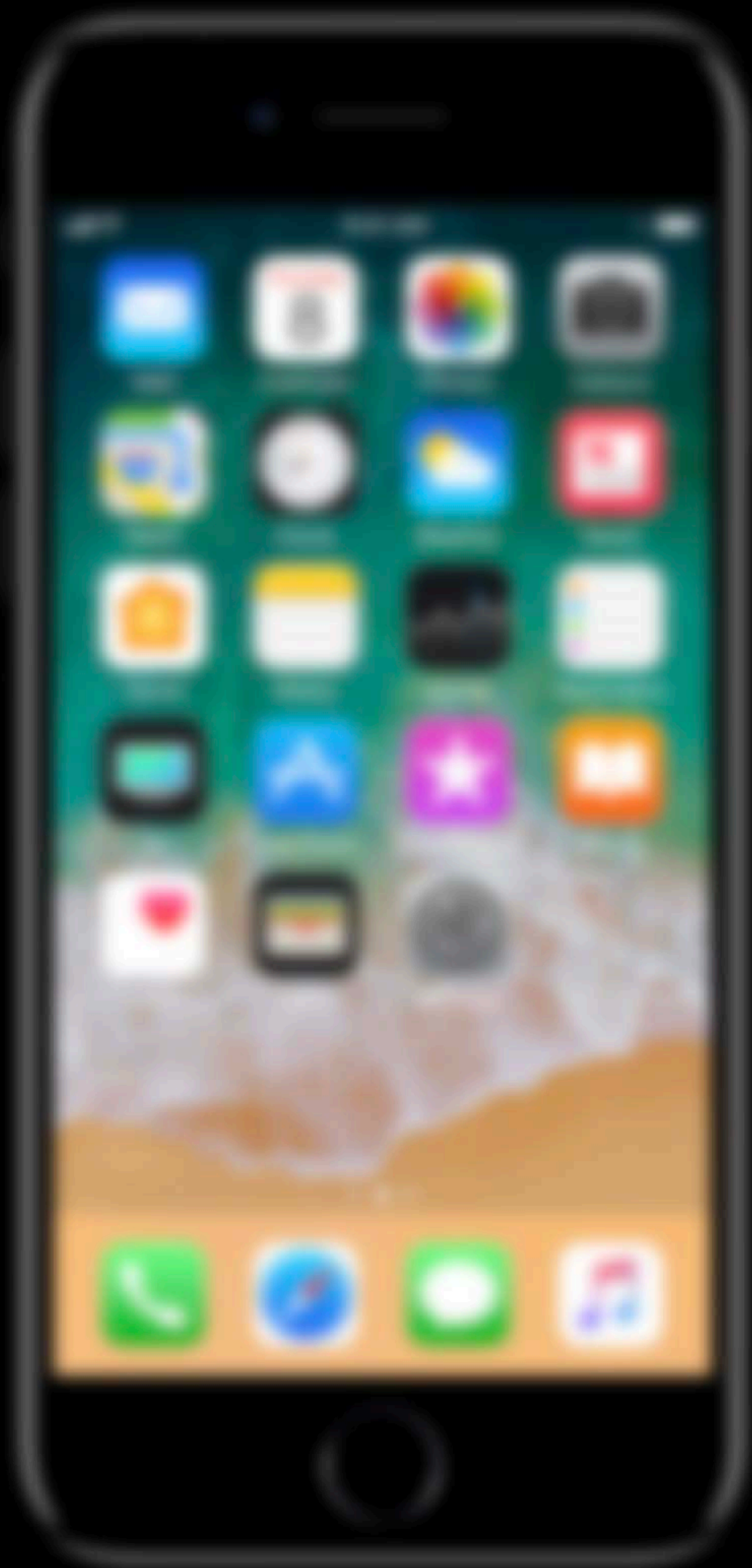
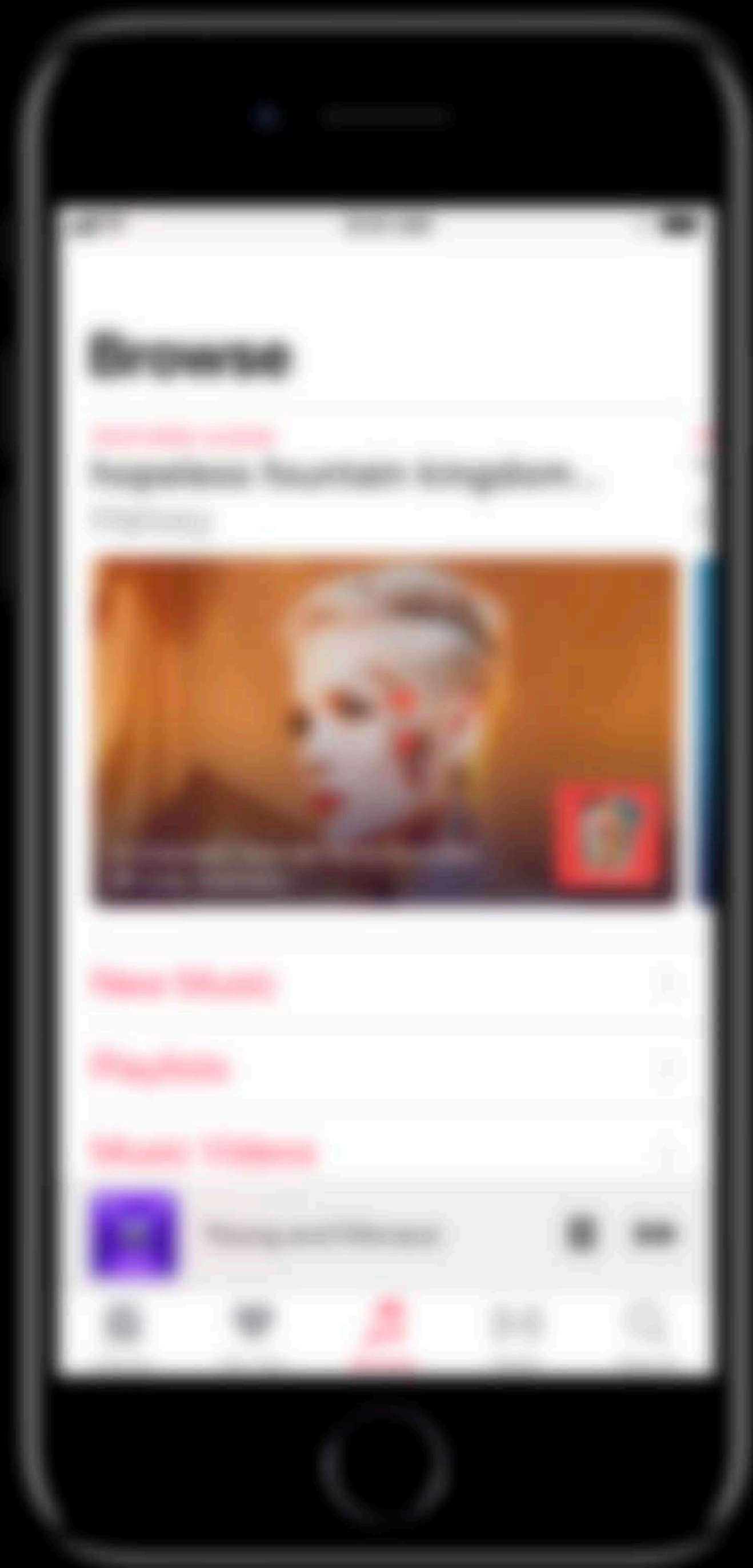
http://www.who.int/features/factfiles/blindness/blindness_facts/en/index.html

360 Million

People in the world with disabling hearing loss

<http://www.who.int/features/factfiles/deafness/en/>





Maximize legibility



9:41 AM



[← Bread](#)

Sourdough No-Knead...



Sourdough No-Knead Bread

TIME 24 hours

[Save Recipe](#)

Did someone gift you a bread starter? Look no further, this is the best recipe for the non-baker. A little bit of process here and there but most of the time is waiting in between steps. Grab a bowl and a spoon and let's get started! Be sure to feed your starter afterwards [more...](#)

Ingredients

12 oz bread flour

4 oz whole wheat flour

1 1/2 tsp salt

1/4 cup sourdough starter

1 1/2 cups purified water

Preparation

In a large mixing bowl, combine the flour and salt. In a small mixing bowl, stir together the purified water with the sourdough starter, then pour the mixture into the bowl with the flour mixture. Mix until just combined. Cover the bowl with plastic wrap and a towel and leave it to rise overnight, about 10 to 24 hours.





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9:41 AM



< Games



Alto's Adventure

A serene snowboarding odyssey

\$4.99



4.7, 7.8K Ratings



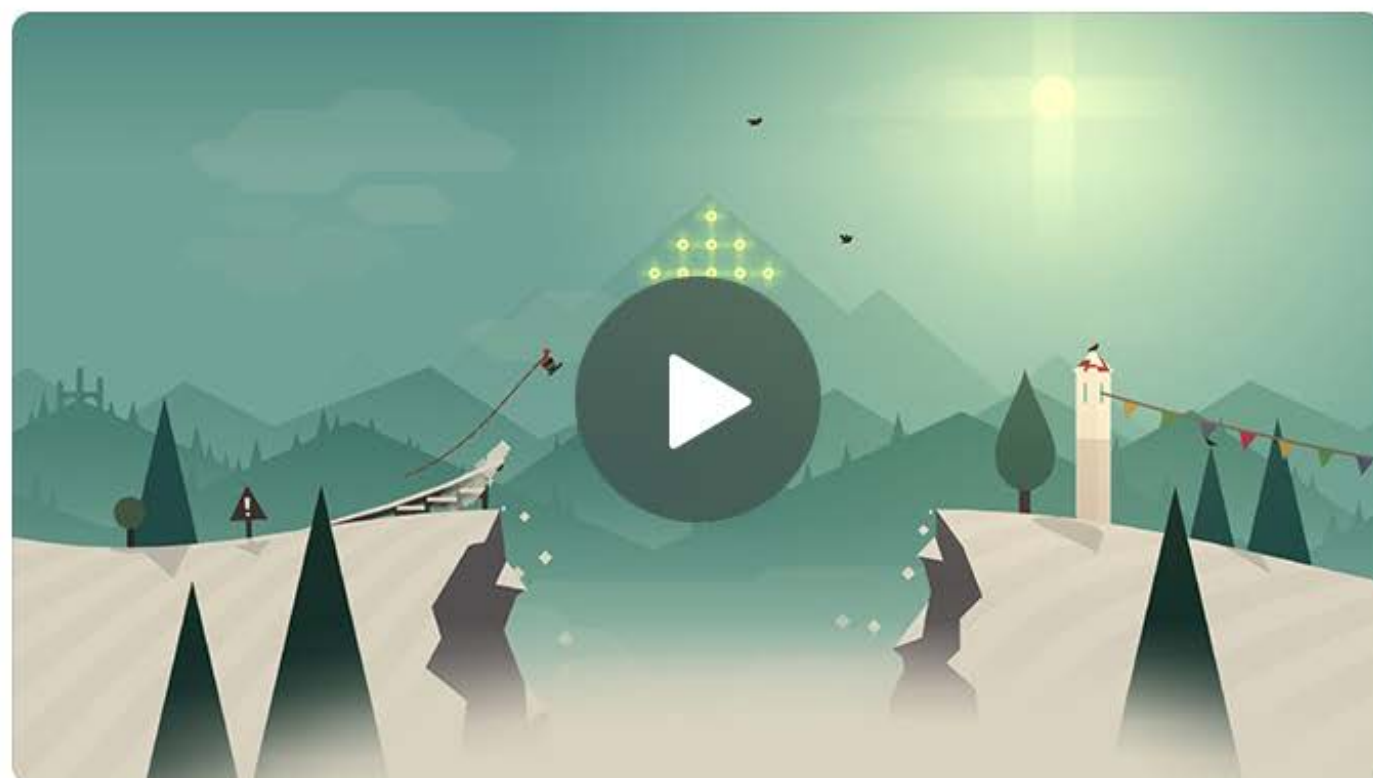
Game

#44

Action

9+

Age Rating



Offers iPad and Apple TV Apps



Above the placid ivory snow lies a sleepy mountain village, brimming with the promise of adventure. Join Alto and his friends as they [more](#)

Developer



Today



Games



Apps



Updates



Search



9:41 AM



[← Games](#)

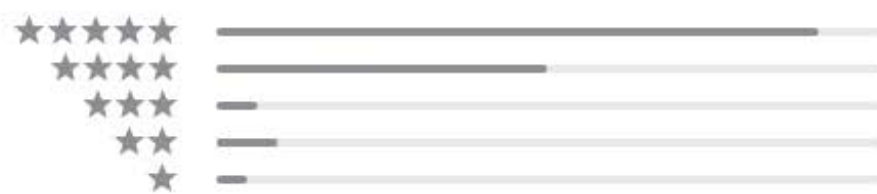


GET

Ratings & Reviews

[See All](#)

4.7



out of 5

7,867 Ratings

Truly Amazing Game

1d ago



CuriousFox25

This game is wonderful and highly enjoyable for the entire family! I love how easy it is to pick up and play wherever you are. If you need an infinite runner to play with the kids, this is the one to get. After a long day, the colorful visuals and cheery music always put me in a good mood [more](#)



Editors' Choice



In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pulling [more](#)



Today



Games



Apps



Updates



Search

Accessibility

Search

- General
- Vision
 - General
 - VoiceOver
 - Zoom
 - Display**
 - Speech
- Media
 - Descriptions
 - Continuity

Invert colors

Use grayscale

Differentiate without color

Reduce motion

Increase contrast

Reduce transparency

Display contrast: Normal Maximum

Cursor size: Normal Large


Shake mouse pointer to locate
Quickly move the mouse pointer back and forth to make it bigger.

Display resolution and brightness can be adjusted in Display preferences:
[Open Display Preferences...](#)


Show Accessibility status in menu bar


Accessibility Search


General


 **General**

Vision


 **VoiceOver**

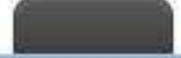
 **Zoom**

 **Display**


 **Speech**

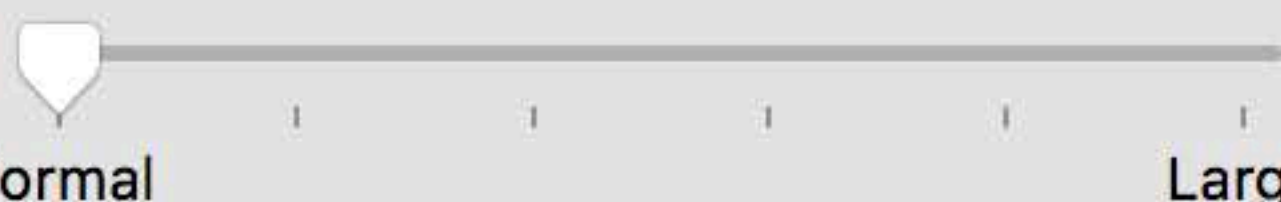
Media

 **Descriptions**

 **Continuity**

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Cursor size: 

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Show Accessibility status in menu bar ?

Accessibility


General

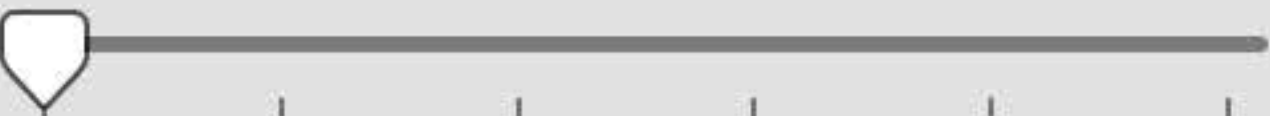
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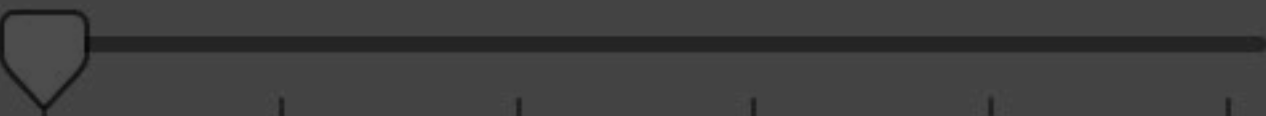
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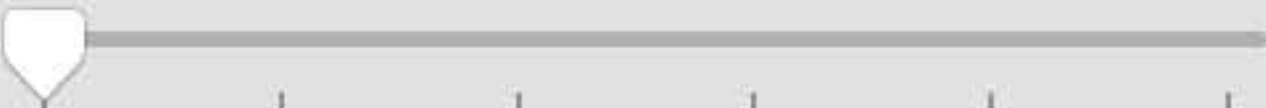
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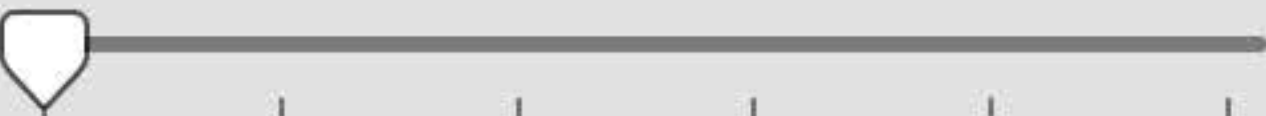
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[Open Display Preferences...](#)

Show Accessibility status in menu bar ?

Dynamic Type



9:41 AM



< Inbox



Katie Abeles

To: John Appleseed

[Details](#)



Trip to San Francisco

Today at 10:02 AM

John,

Visiting you in San Francisco was so much fun. We definitely need to head back soon. Here are some pictures from our trip:





9:41 AM



< Inbox



Katie Abeles

To: John Appleseed

[Details](#)



Trip to San Francisco

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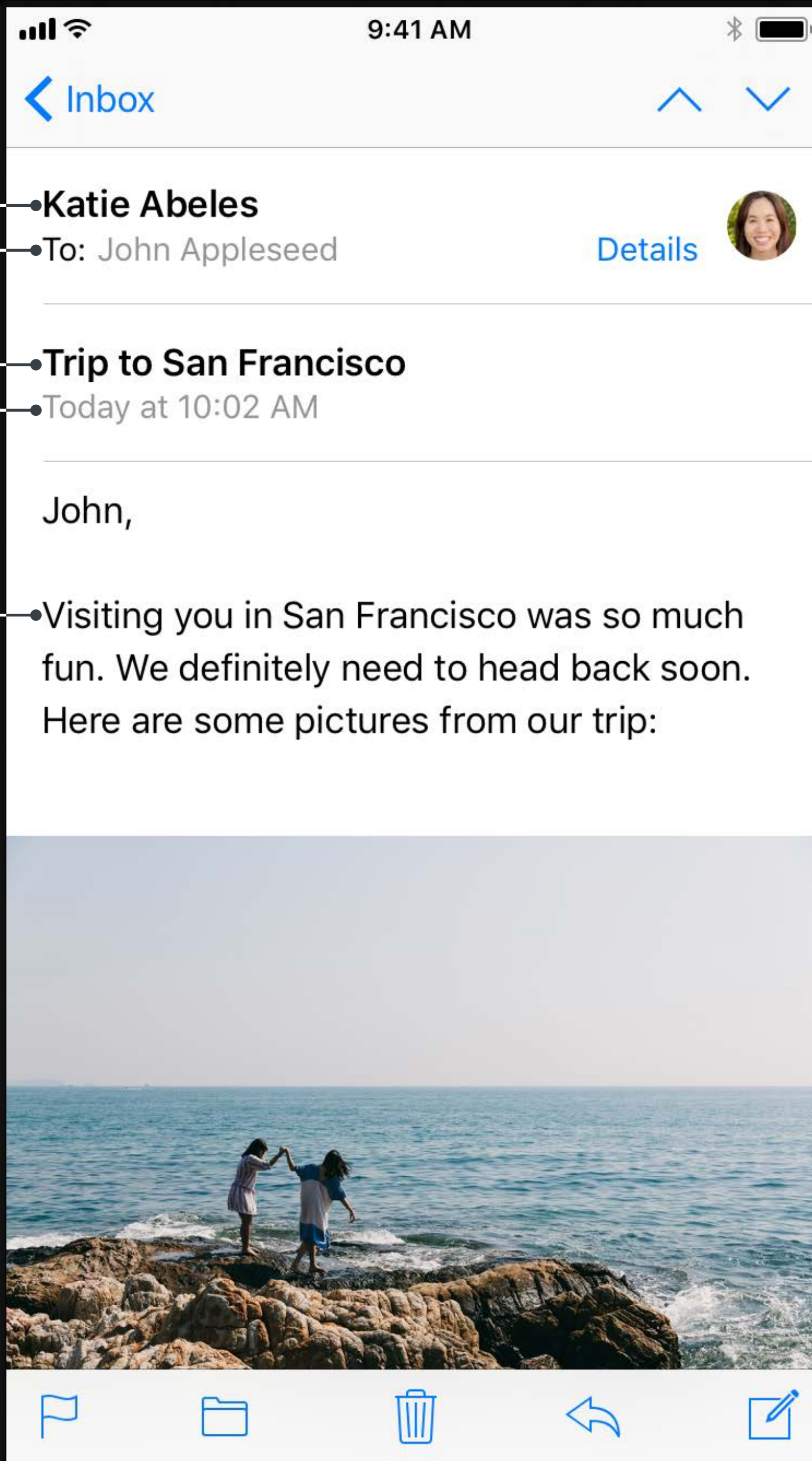
Headline

Subhead

Headline

Subhead

Body





9:41 AM



< Inbox



Katie Abeles

To: John Appleseed

[Details](#)



Trip to San Francisco

Today at 10:02 AM

John,

Visiting you in San Francisco was so much fun. We definitely need to head back soon. Here are some pictures from our trip:





9:41 AM



Settings



Airplane Mode



Wi-Fi

Off >



Bluetooth

On >



Cellular

Off >



Notifications



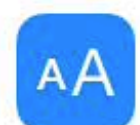
Control Center



Do Not Disturb



General



Display & Brightness



Wallpaper



Sounds & Haptics





9:41 AM



Settings



Airplane Mode



Wi-Fi

Off >



Bluetooth

On >



Cellular

Off >



Notifications



Control Center



Do Not Disturb



General



Display & Brightness



Wallpaper



Sounds & Haptics



Larger Text Principles

Make as much text dynamic as possible

Larger Text Principles

Make as much text dynamic as possible

Use as much of the screen width for text

Larger Text Principles

Make as much text dynamic as possible

Use as much of the screen width for text

Display the same amount of text as the default UI

Larger Text Principles

Make as much text dynamic as possible

Use as much of the screen width for text

Display the same amount of text as the default UI

Scale necessary content glyphs



9:41 AM



< Inbox



**Katie
Abeles**



To: John
Appleseed

[Details](#)

**Trip to San
Francisco**





9:41 AM



< Jun 2017



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

3:00 PM

Design Team Staff Meeting

4:00 PM

Briefing Room

5:00 PM

Executive Briefing

6:00 PM

Ballroom

Today

Calendars

Inbox



9:41 AM



< Jun 2017



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

3:00 PM | Design Team Staff Meeti...

4:00 PM | Briefing Room

5:00 PM | Executive Briefing

6:00 PM | Ballroom

Today

Calendars

Inbox



9:41 AM



< Jun 2017



S M T W T F S

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30

Design Team Staff Meeting

3:00 – 4:00 PM

Briefing Room

Executive Briefing

5:00 – 6:00 PM

Ballroom

Today

Calendars

Inbox



9:41 AM



< Jun 2017



S M T W T F S

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30

Design Team Staff Meeting

3:00 – 4:00 PM

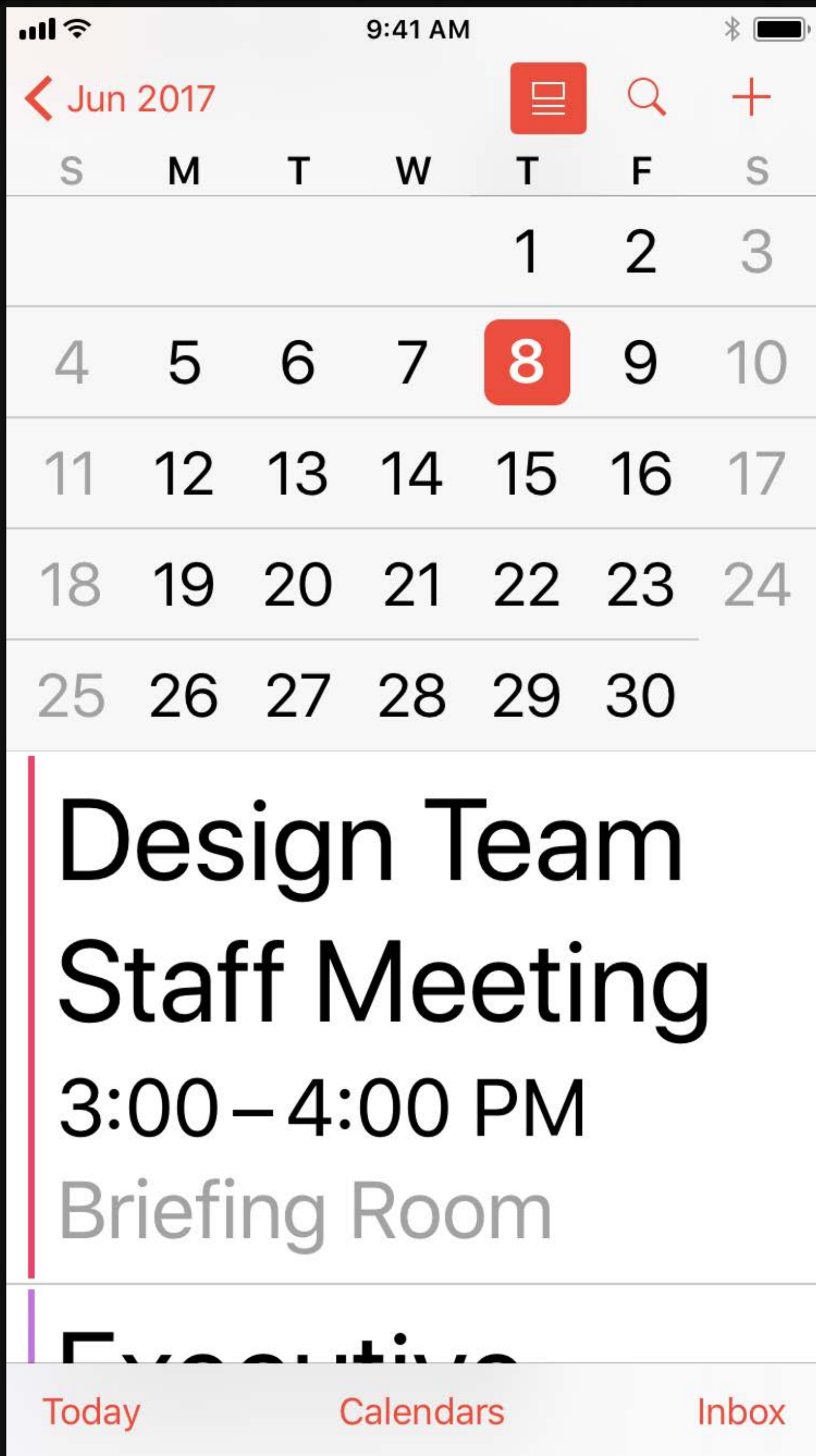
Briefing Room

Executive

Today

Calendars

Inbox





9:41 AM



< Jun 2017



S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Design Team Staff Meeting

3:00 – 4:00 PM

Briefing Room

Executive

Today

Calendars

Inbox

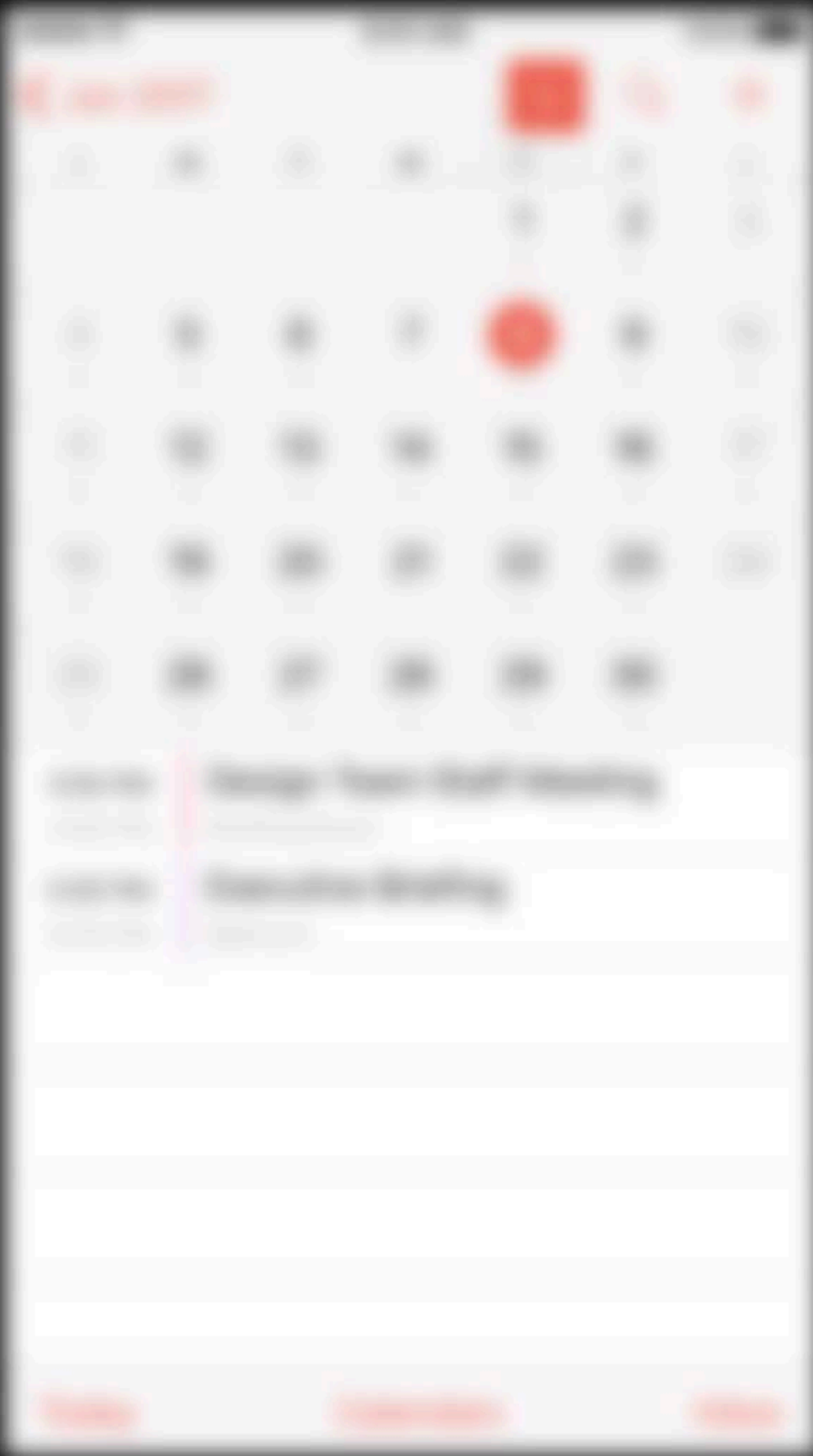
Calendar view showing dates from 1 to 30. A red square highlights the date 7, and a red circle highlights the date 8.

1	2	3	4	5	6	7	8	9
						1	2	3
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30			

**Design Team
Staff Meeting**
3:00 - 4:00 PM
Briefing Room

Permissions

View Edit Delete





9:41 AM



< Inbox



Reply

Reply All

Forward

Print

Cancel

Cancel Re: Trip to San Francisco Send

CC/B
Subje
to Sa
B T I I

- Cut
- Copy
- Paste
- Replace...

Edit menu

Glad you had

has hand head

Autocorrection bar

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



< Albums

India

Select



Albums



Photos



Memories



Shared



Albums



9:41 AM



All

Missed

Edit

Am

All

mok

Missed

3/13/17



Ailish Kimber

phone



2/27/17

Christopher



Favorites



Recents



Contacts



Keypad



Voicemail



9:41 AM



Mail



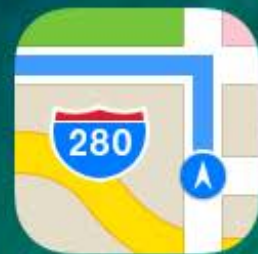
Calendar



Photos



Camera



Maps



Clock



Weather



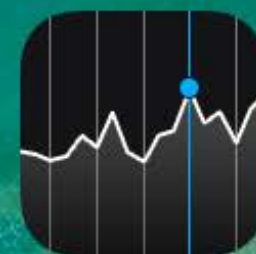
News



Home



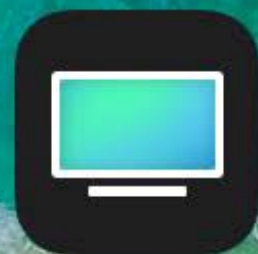
Notes



Stocks



Reminders



TV



App Store



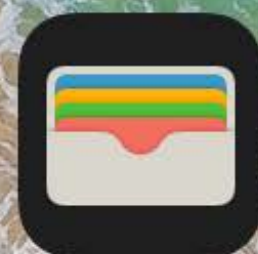
iTunes Store



iBooks



Health



Wallet



Settings





9:41 AM



Mail



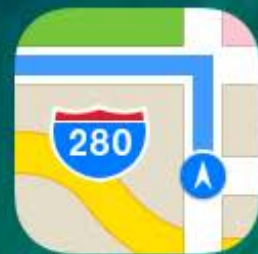
Calendar



Photos



Camera



Maps



Clock



Weather



News



Home



Notes



Stocks



Reminders



TV



App Store



iTunes Store



iBooks



Health



Wallet



Settings





9:41

Thu, Jun 8

8

CALENDAR

in 4m

**Presentation
Prep**

Today at 9:45
AM

Captions



mix flour,
baking powder
and salt

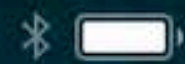
Audible and speech input







9:41 AM



Mail



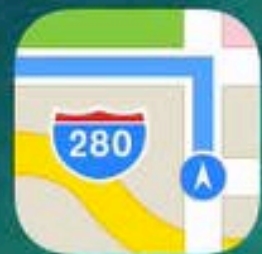
Calendar



Photos



Camera



Maps



Clock



Weather



News



Home



Notes



Stocks



Reminders



TV



App Store



iTunes Store



iBooks



Health



Wallet

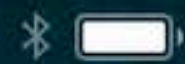


Settings





9:41 AM



Mail



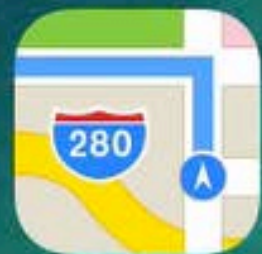
Calendar



Photos



Camera



Maps



Clock



Weather



News



Home



Notes



Stocks



Reminders



TV



App Store



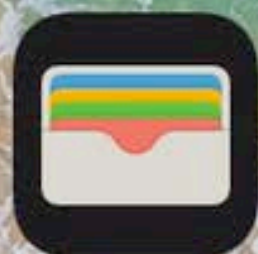
iTunes Store



iBooks



Health



Wallet



Settings

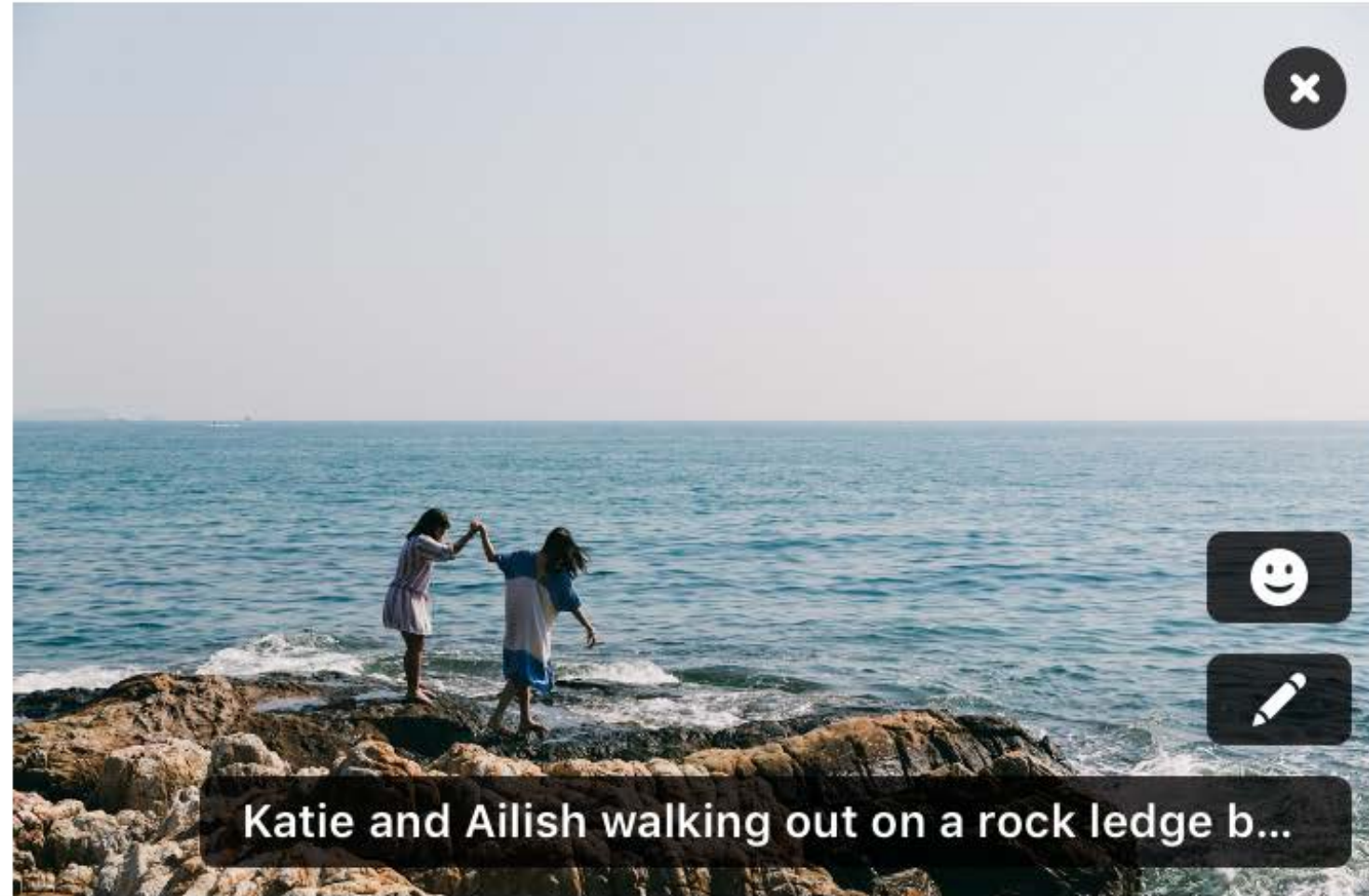




9:41 AM



Check out these coastal rocks in SF!



GIF



104

Tweet

I

Thanks

The

q w e r t y u i o p

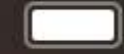
a s d f g h j k l

⬆️ z x c v b n m ⬅️

123 😊 🗣️ space @ #



9:41 AM



Start a workout with Zova

Tap to Edit >

Which do you want?

Strength

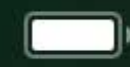
Cardio

Stretching





9:41 AM



Remind me to pick up my prescription when I get in the car

Tap to Edit >

Here's your reminder for the next time you get in the car and connect to your iPhone:



REMINDERS



Pick up my prescription
Getting in the car

Remove



Type to Siri



Haptic feedback



9:41 AM

100%

[Settings](#) Display & Brightness

BRIGHTNESS



Auto-Brightness



Night Shift

Off >

Auto-Lock

1 Minute >

Raise to Wake



Text Size >

Bold Text

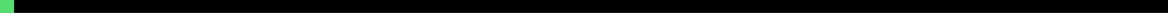


DISPLAY ZOOM

View

Standard >

Choose a view for iPhone. Zoomed shows larger





9:41 AM

100%

[Settings](#) Display & Brightness

BRIGHTNESS



Auto-Brightness



Night Shift

Off >

Auto-Lock

1 Minute >

Raise to Wake



Text Size >

Bold Text

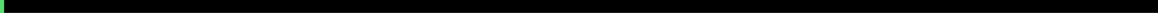


DISPLAY ZOOM

View

Standard >

Choose a view for iPhone. Zoomed shows larger





9:41 AM



[← Mailboxes](#)

[Edit](#)

Inbox

🔍 Search

 **John Baily** 9/21/15 >

Yosemite Trip

Hey John, We're getting excited for our trip to Yosemite this summer. The kids are going to h...

 **Katie Abeles** 9/21/15 >

Trip to San Francisco

John, Visiting you in San Francisco was so much fun. We definitely need to head back soon. He...

 **Allen Buchinski** 9/20/15 >

Pick up from airport?

Hi John! Hope all is well with you. I am coming home from London and was wondering if you...

Jane Daniels 9/20/15 >

Dinner

Hi Everyone, I'm so excited to see everyone at dinner tonight. Parking can be tough around th...

 **Mary Ellen Mason** 9/19/15 >

Troy's Birthday

Hey Everyone, Thanks for joining us for Troy's



Updated Just Now





9:41 AM



< Mailboxes

Edit

Inbox

🔍 Search

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Updated Just Now





9:41 AM



[← Mailboxes](#)

[Edit](#)

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Troy's Birthday

Hey Everyone, Thanks for joining us for Troy's birthday. We all had an amazing time celebrati...

 **Natalie M...** 9/17/15 >



Updated Just Now





9:41 AM



[Mailboxes](#)

[Edit](#)

Inbox

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Troy's Birthday

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Natalie M... 9/17/15 >



Updated Just Now





9:41 AM



What can I help
you with?





9:41 AM



What can I help
you with?

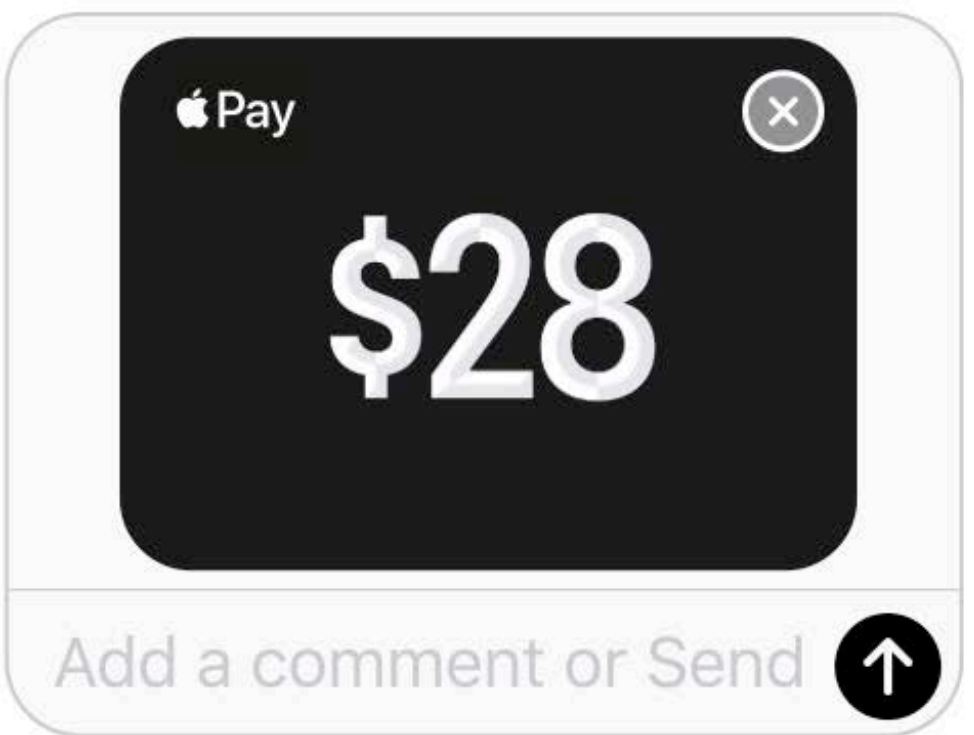




No! You always pay for us. Let me do something nice for a change.

Delivered

If you insist. \$28



Add a comment or Send

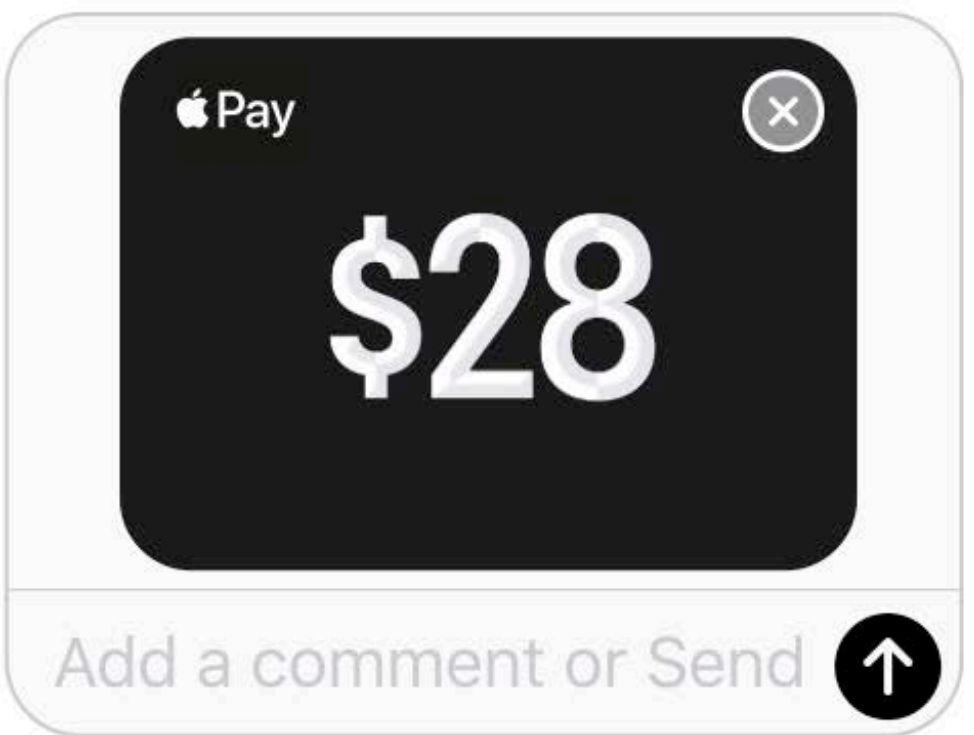




No! You always pay for us. Let me do something nice for a change.

Delivered

If you insist. \$28



Add a comment or Send



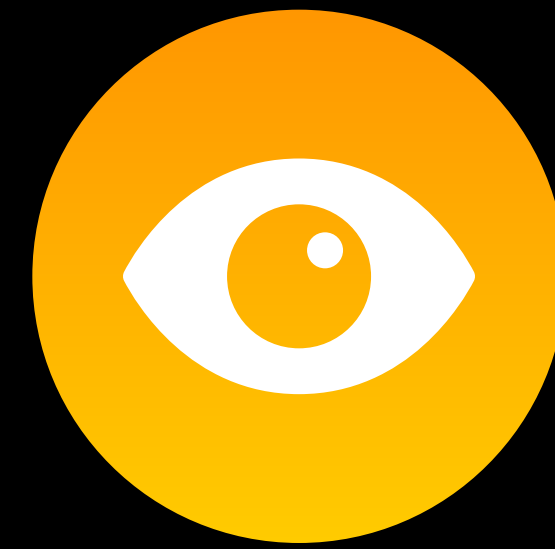


Simplicity

Easy to navigate

Quick to get started

Consistent behavior

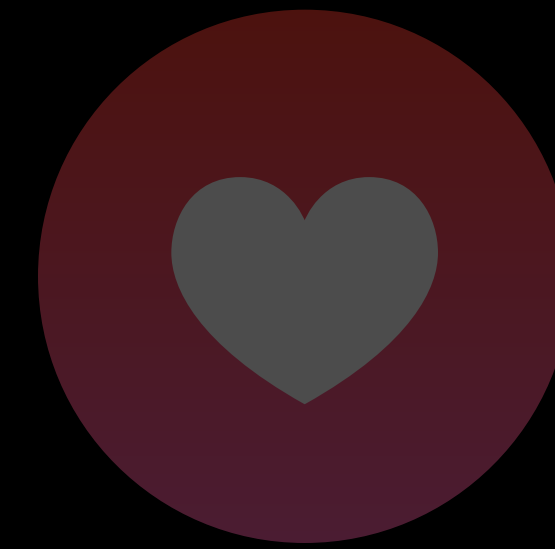


Perceivability

Maximize legibility

Audible cues

Haptic feedback



Integrity

Alexander James O'Connell

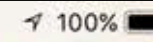
Designer, Maps



America primum detecta a Christophoro Colombo anno 1492. ab Americo Vesputio nomen sortita. Hic nomen sui dicitur habere a se de a Piratibus, a Vesputio. Primum quod de America sit mentionem facit Americo Vesputio in anno 1498. Primum quod de America sit mentionem facit Americo Vesputio in anno 1498. Primum quod de America sit mentionem facit Americo Vesputio in anno 1498.



9:41 AM

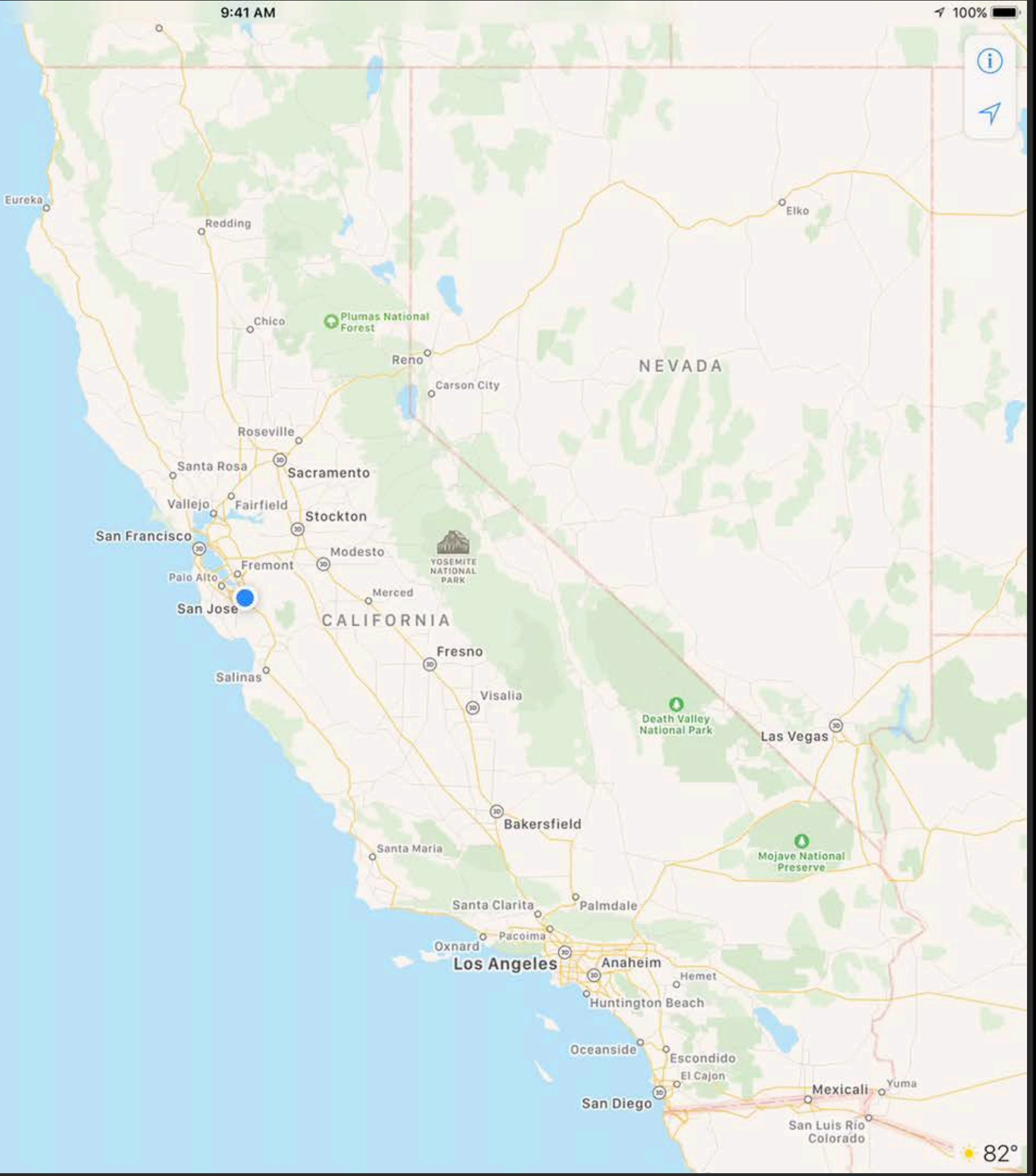


Search for a place or address

 **Westfield Valley Fair**
2855 Stevens Creek Blvd, San Jose

 **Apple Valley Fair**
Valley Fair, Santa Clara

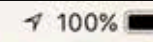
 **Apple Park**
Cupertino



82°



9:41 AM

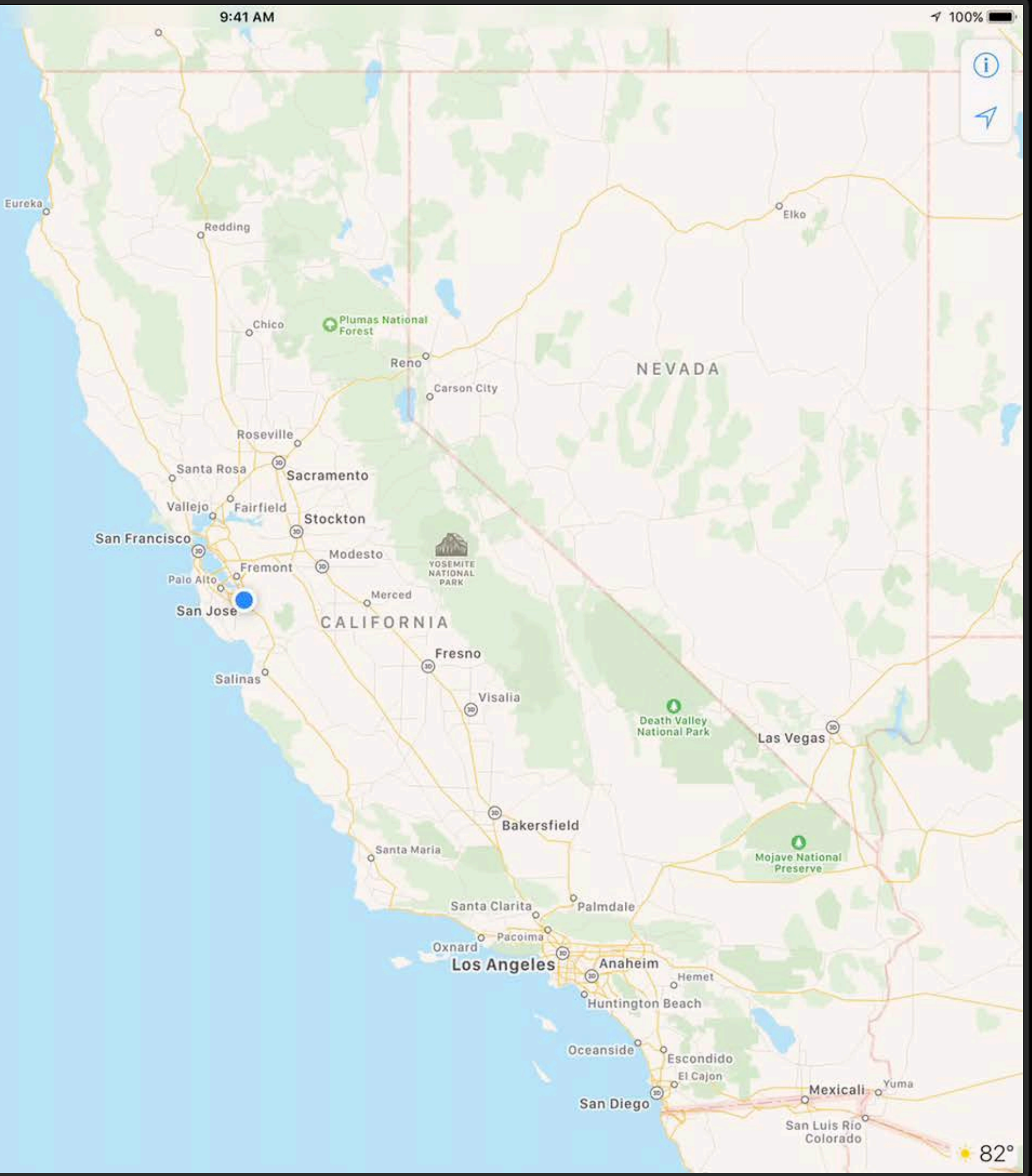


Search for a place or address

Westfield Valley Fair
2855 Stevens Creek Blvd, San Jose

Apple Valley Fair
Valley Fair, Santa Clara

Apple Park
Cupertino



82°



Does it work for **me**?

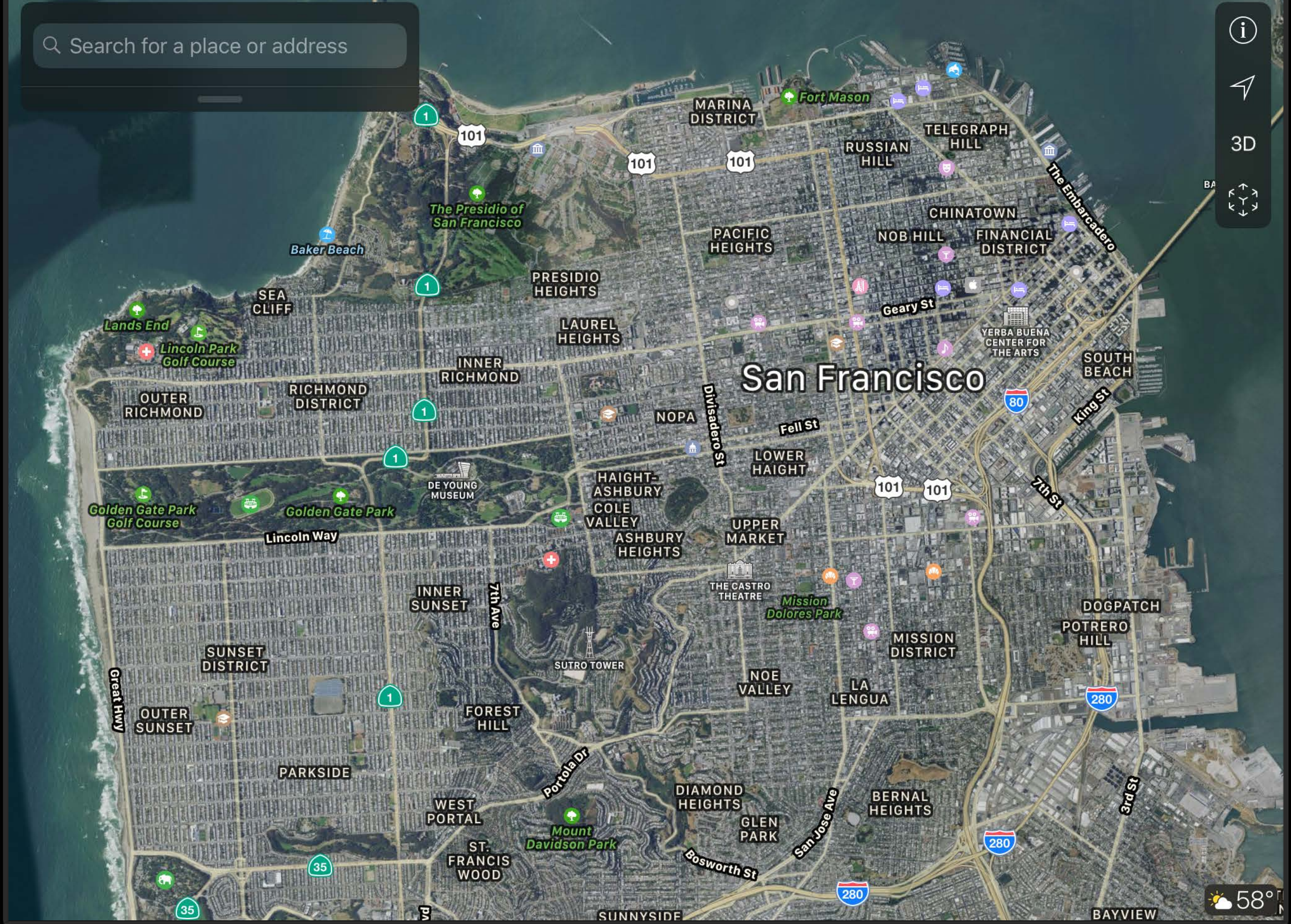
Does it work for **everyone**?

iPad

9:41 AM

100%

Search for a place or address



3D



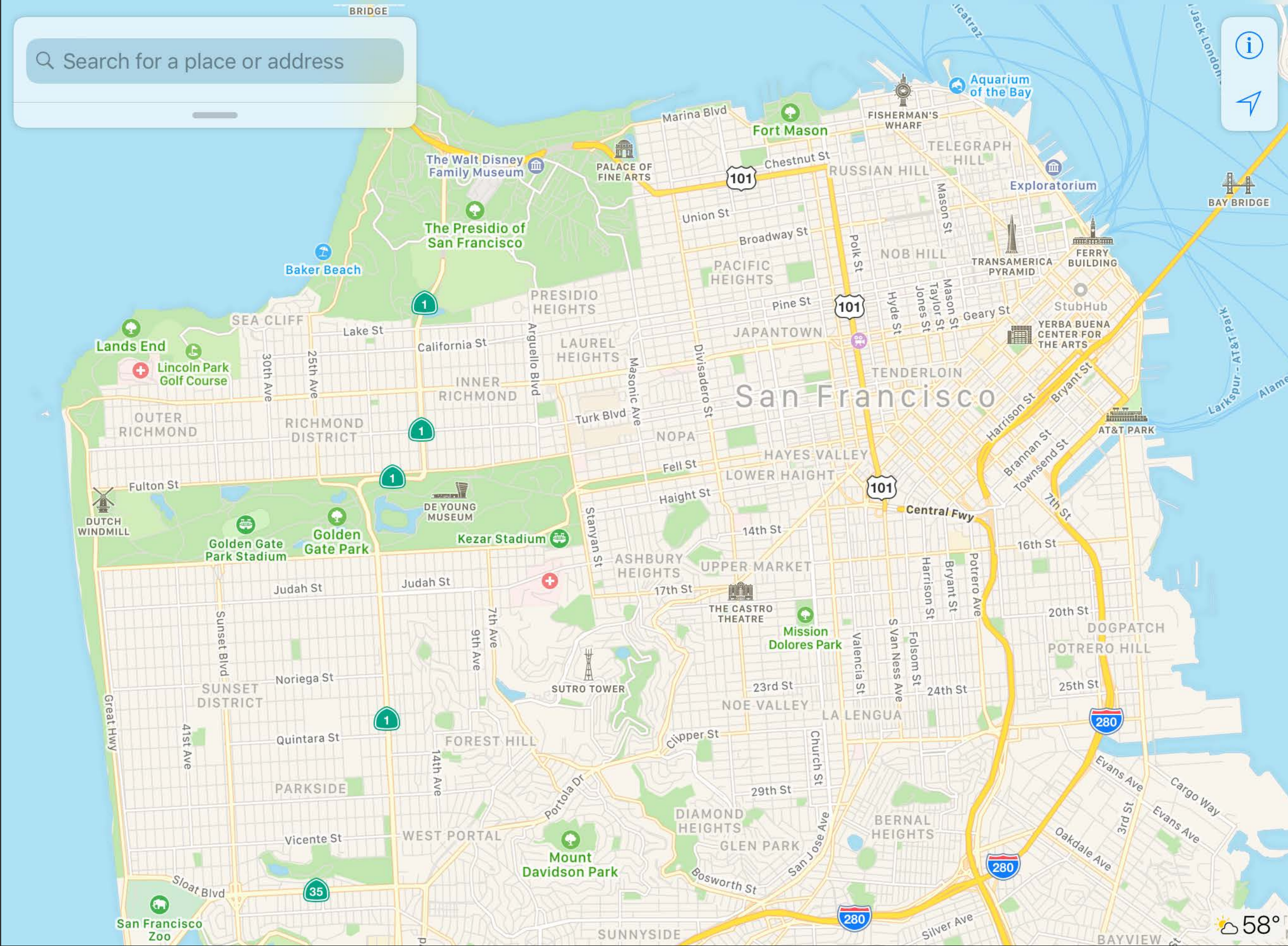
58°

iPad

9:41 AM

100%

Search for a place or address



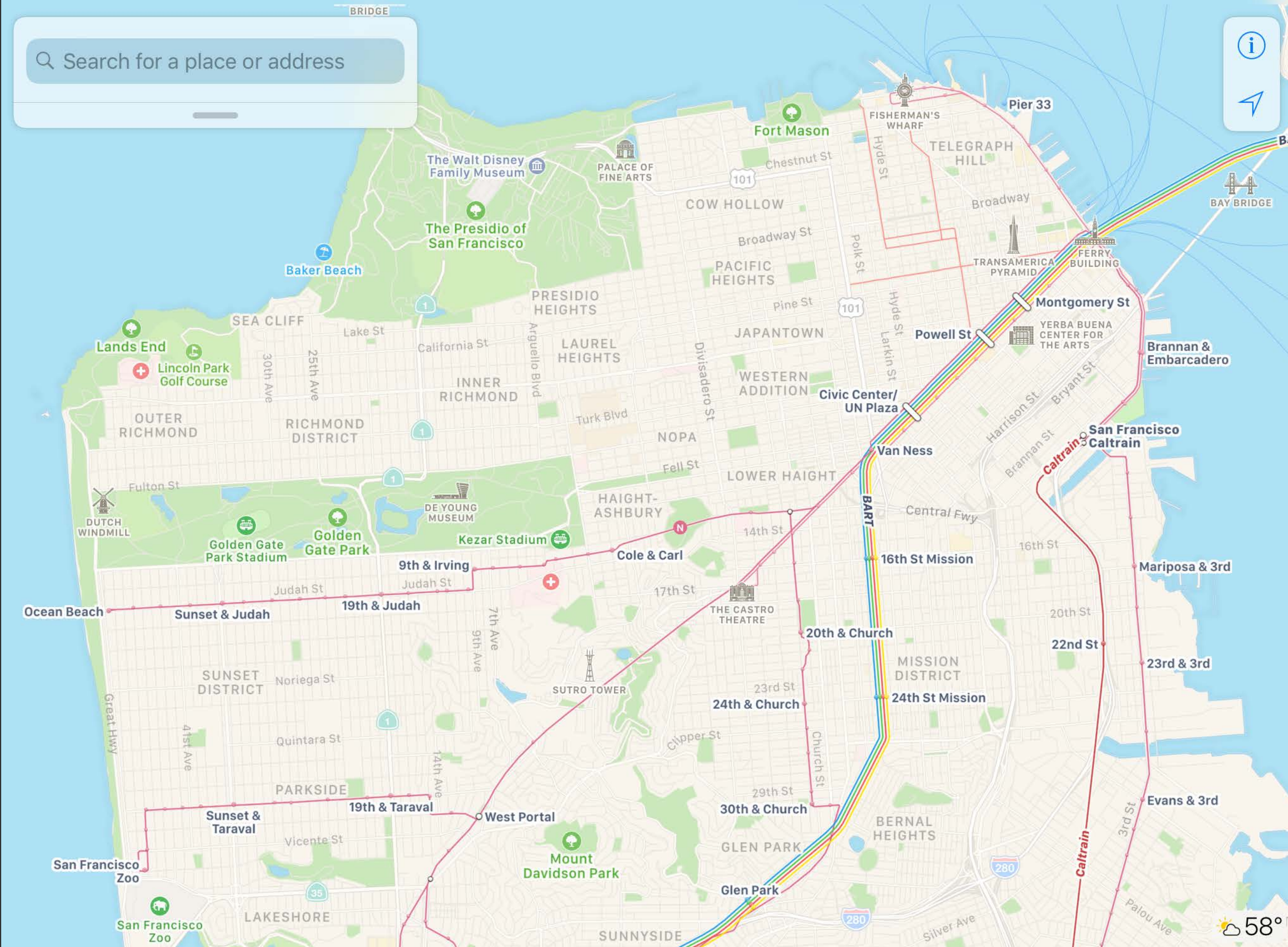
58°

iPad

9:41 AM

100%

Search for a place or address

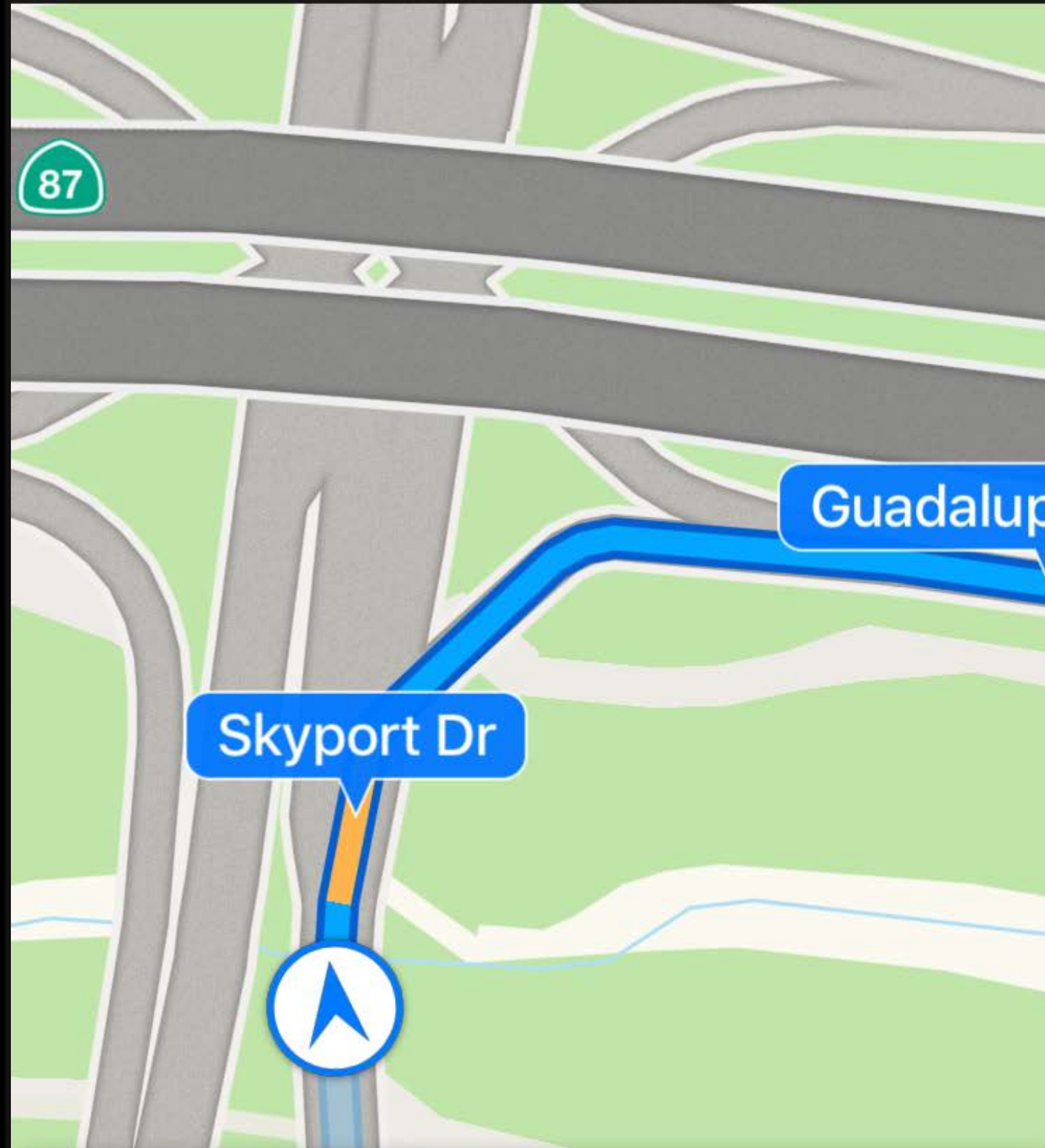




150 ft



Guadalupe Pkwy



10:01
arrival

20
min

18.2
mi

End











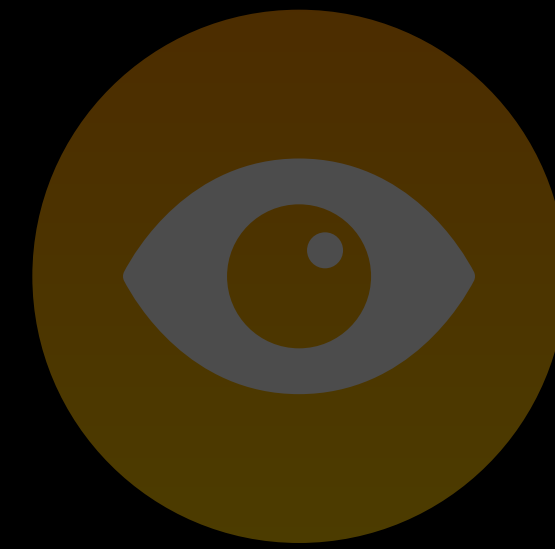


Simplicity

Easy to navigate

Quick to get started

Consistent behavior

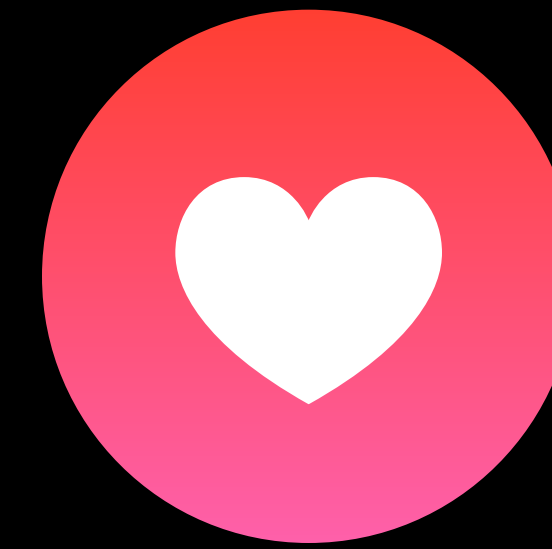


Perceivability

Maximize legibility

Audible cues

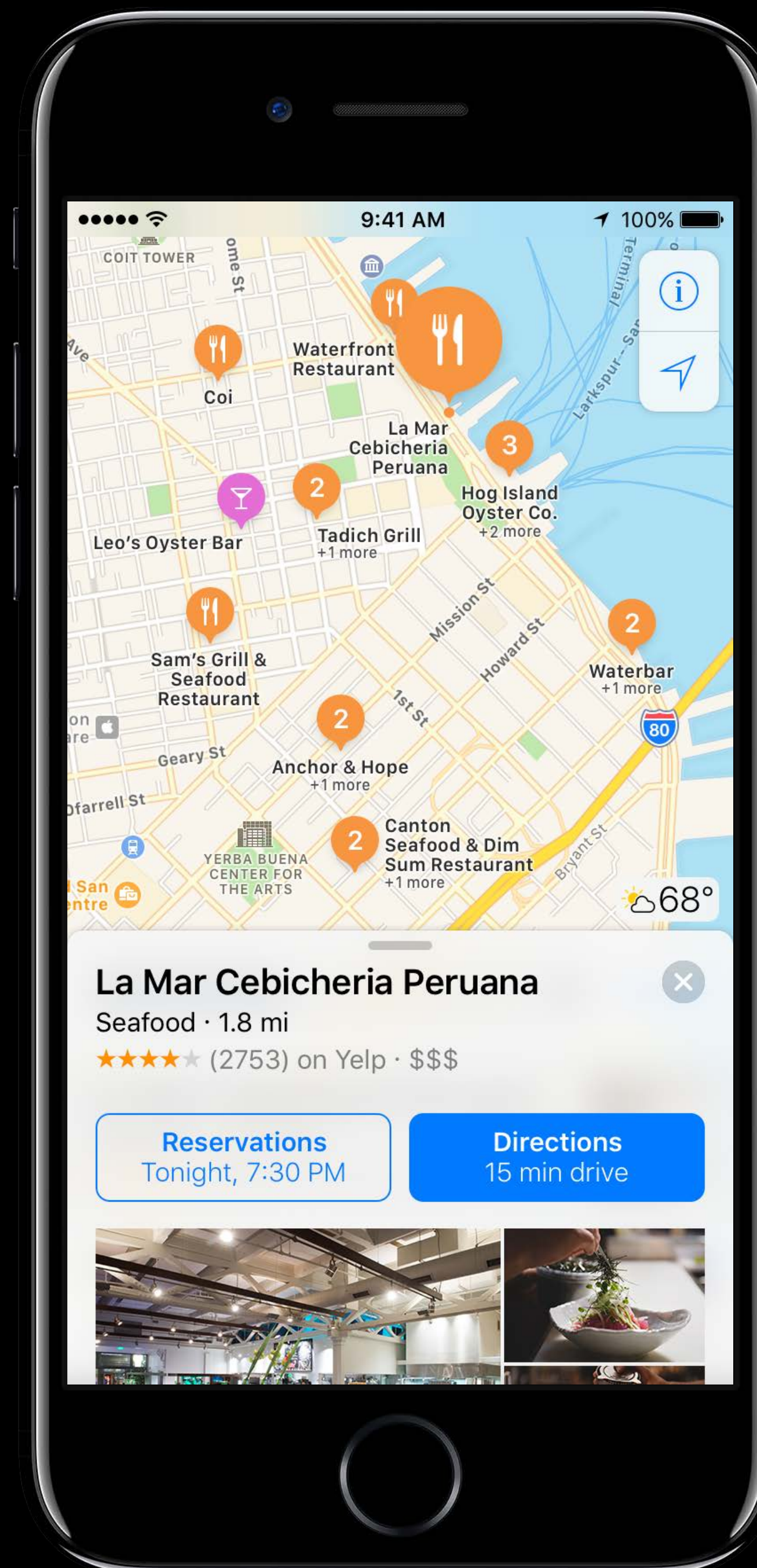
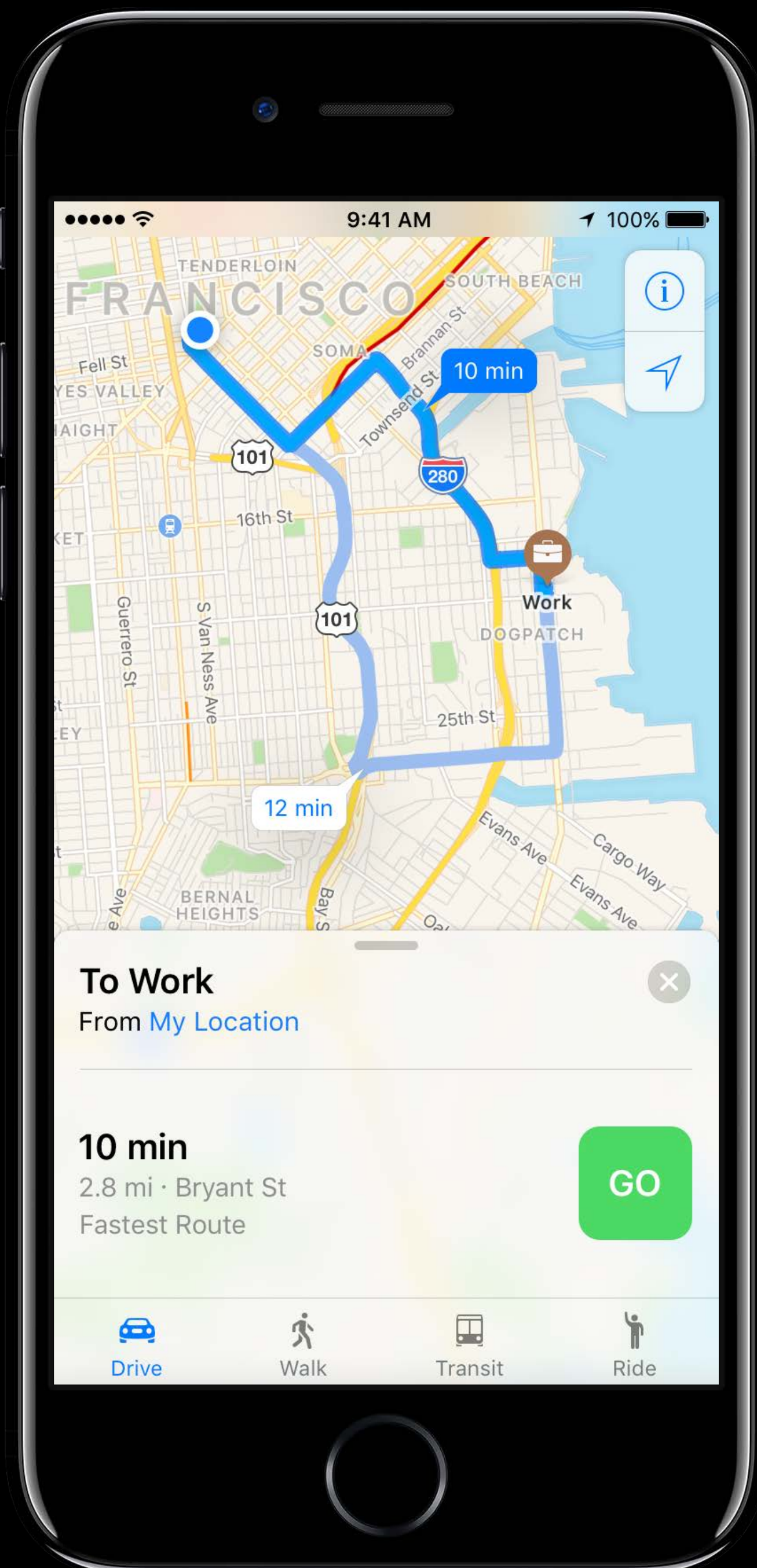
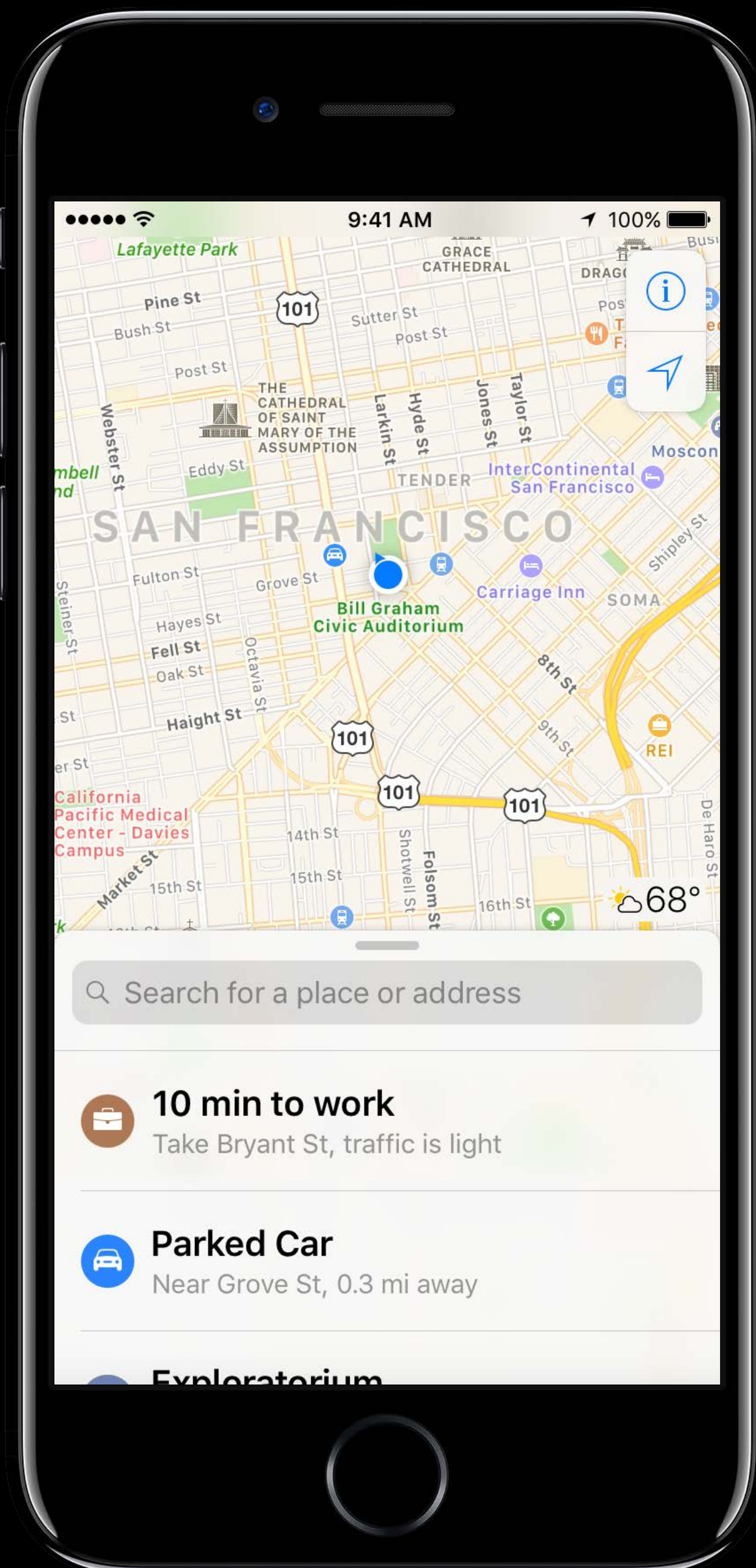
Haptic feedback



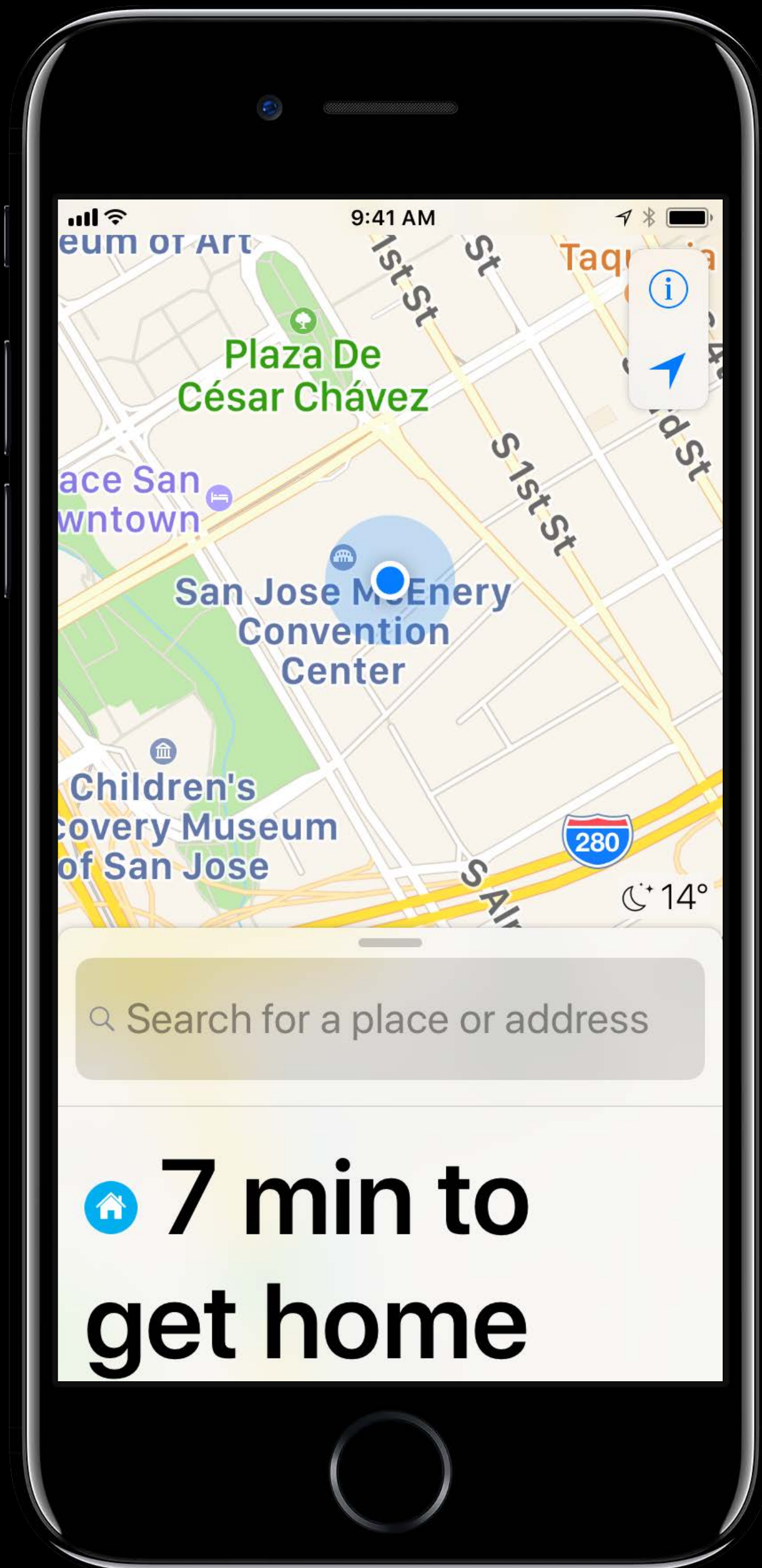
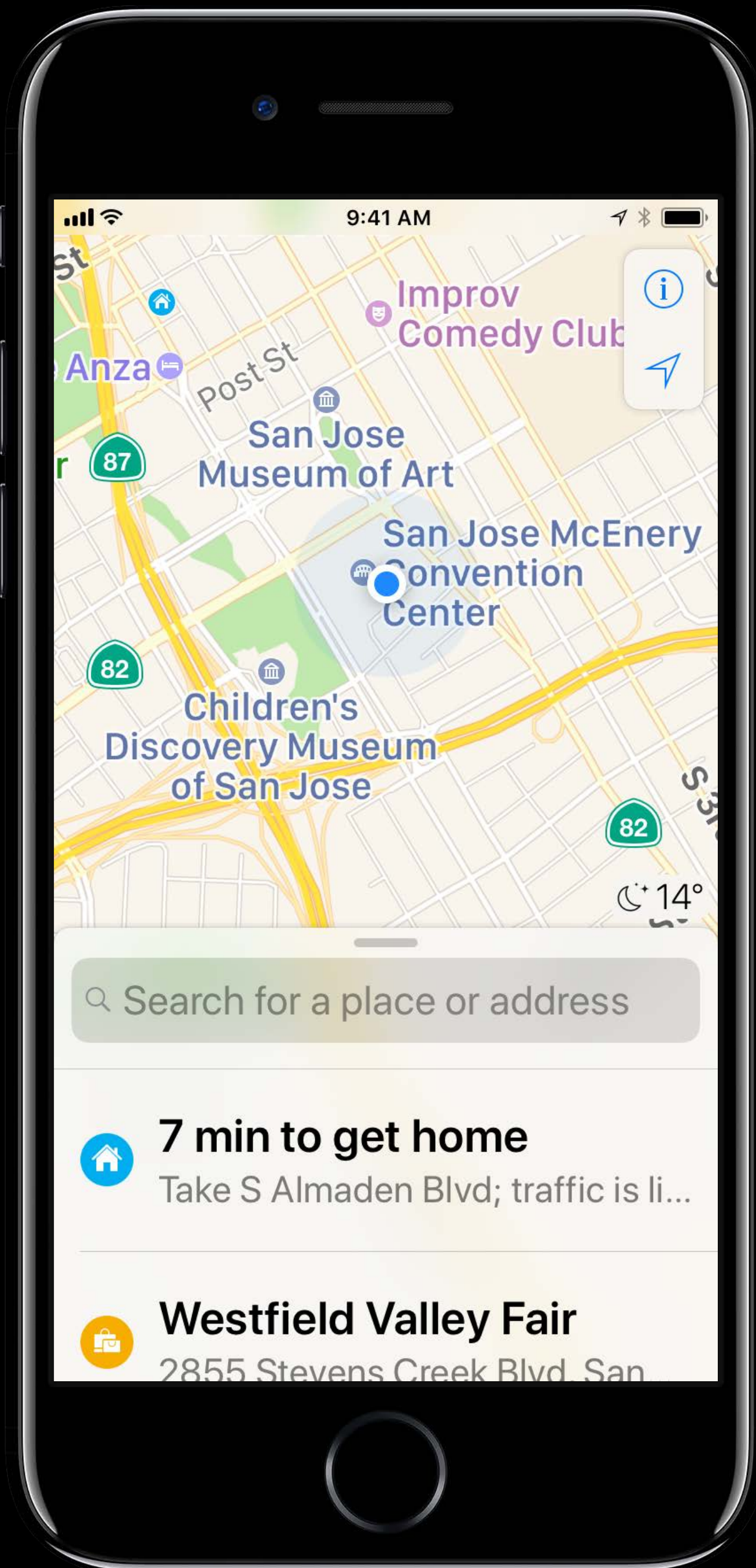
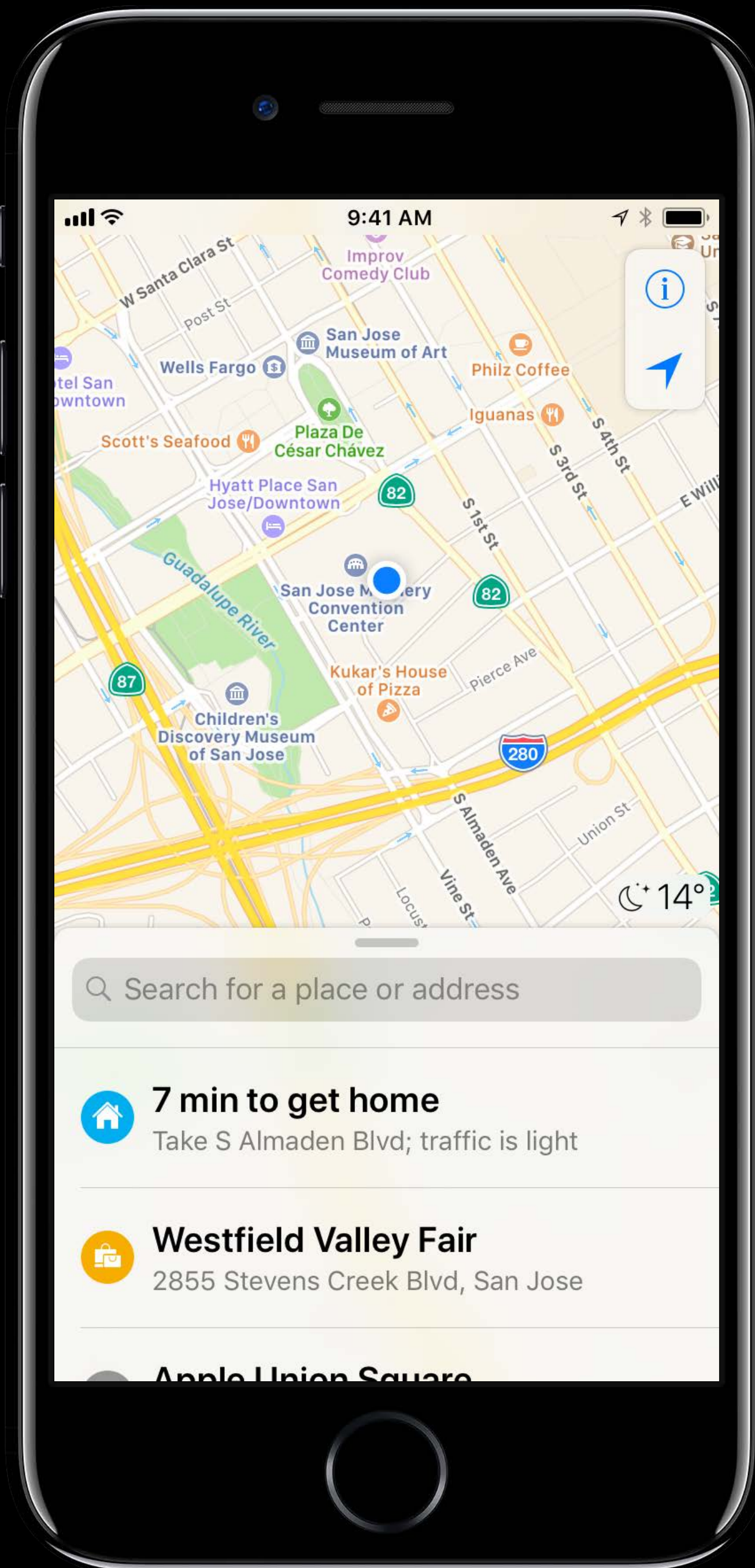
Integrity

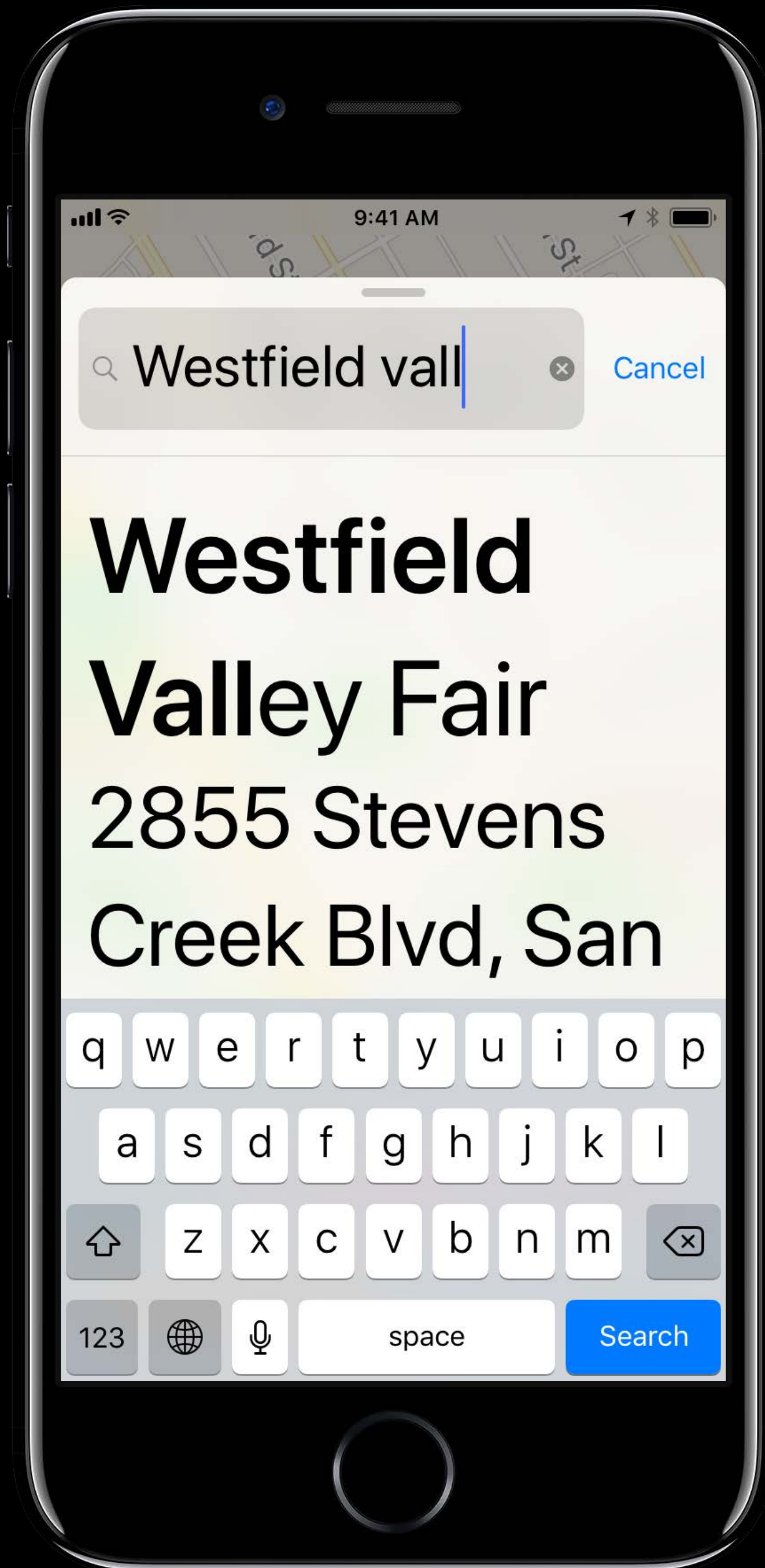
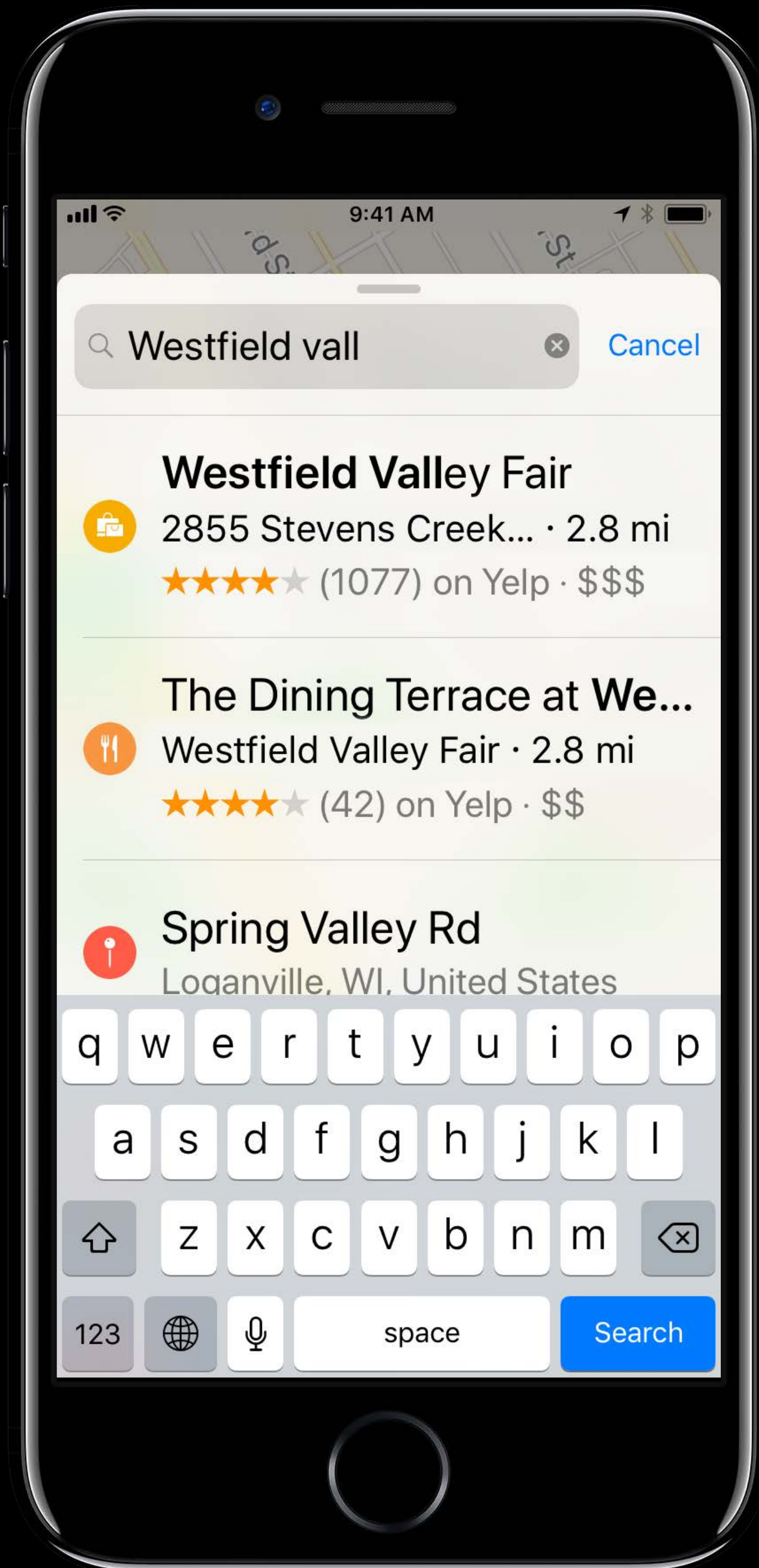
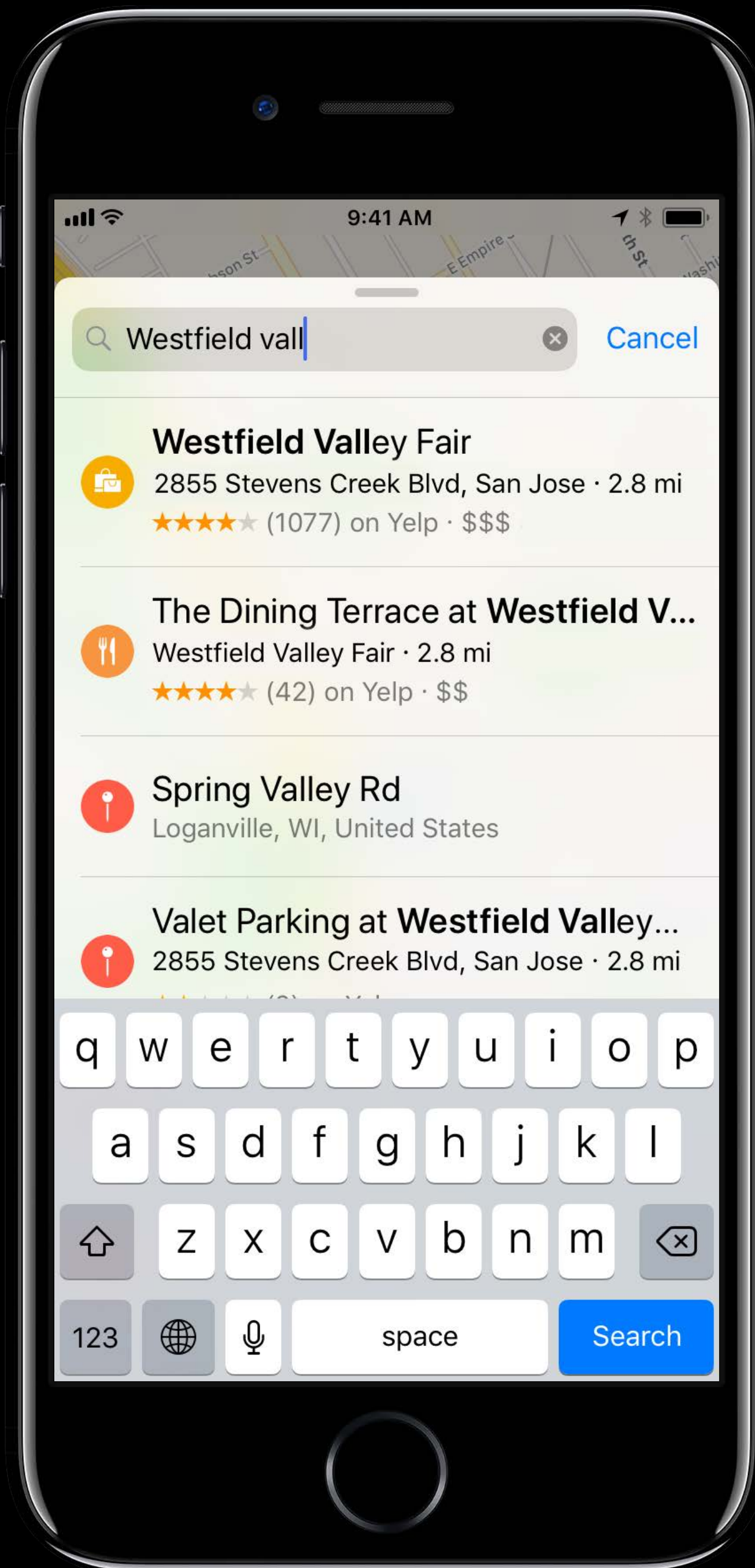
Take responsibility

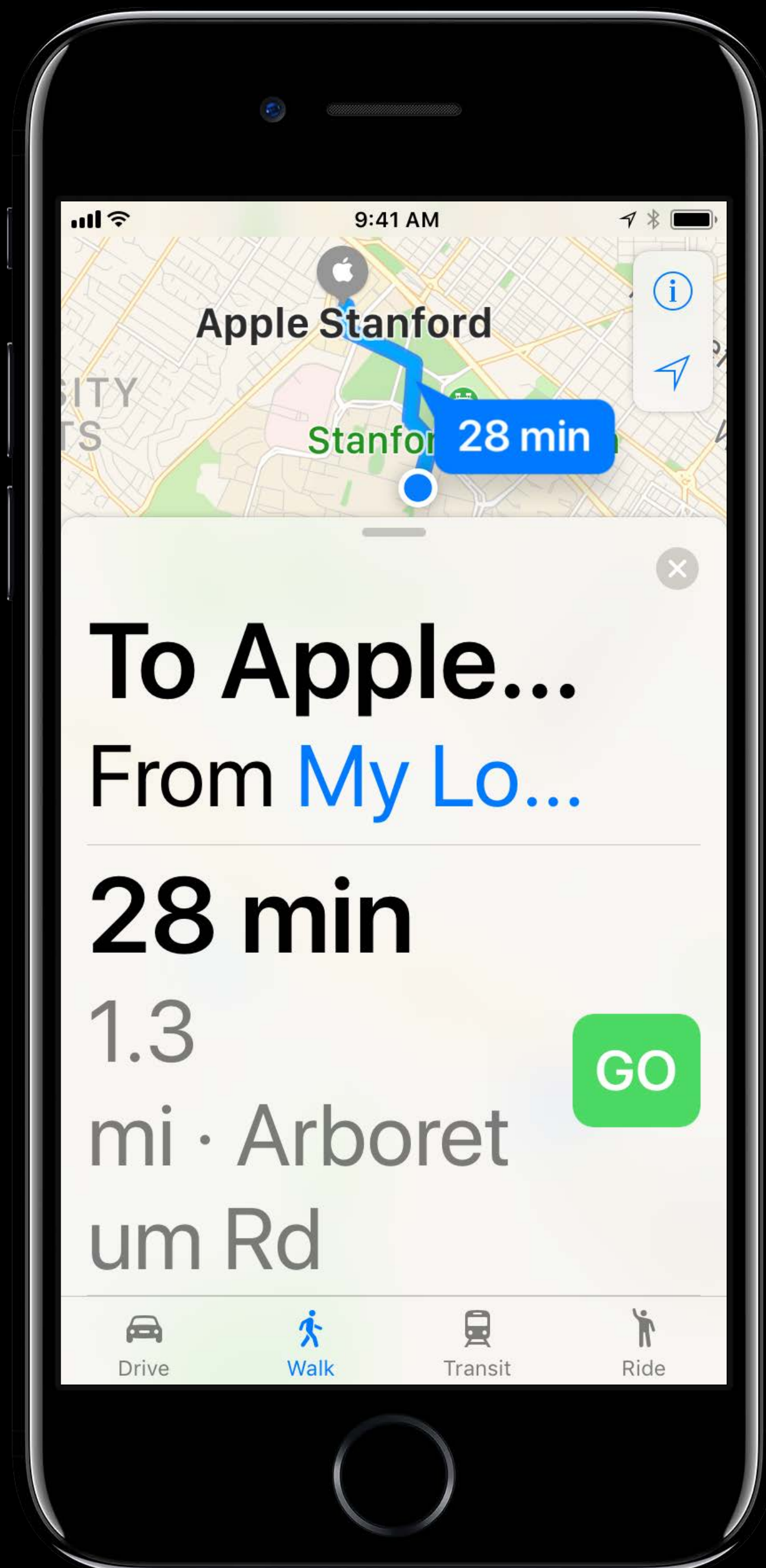
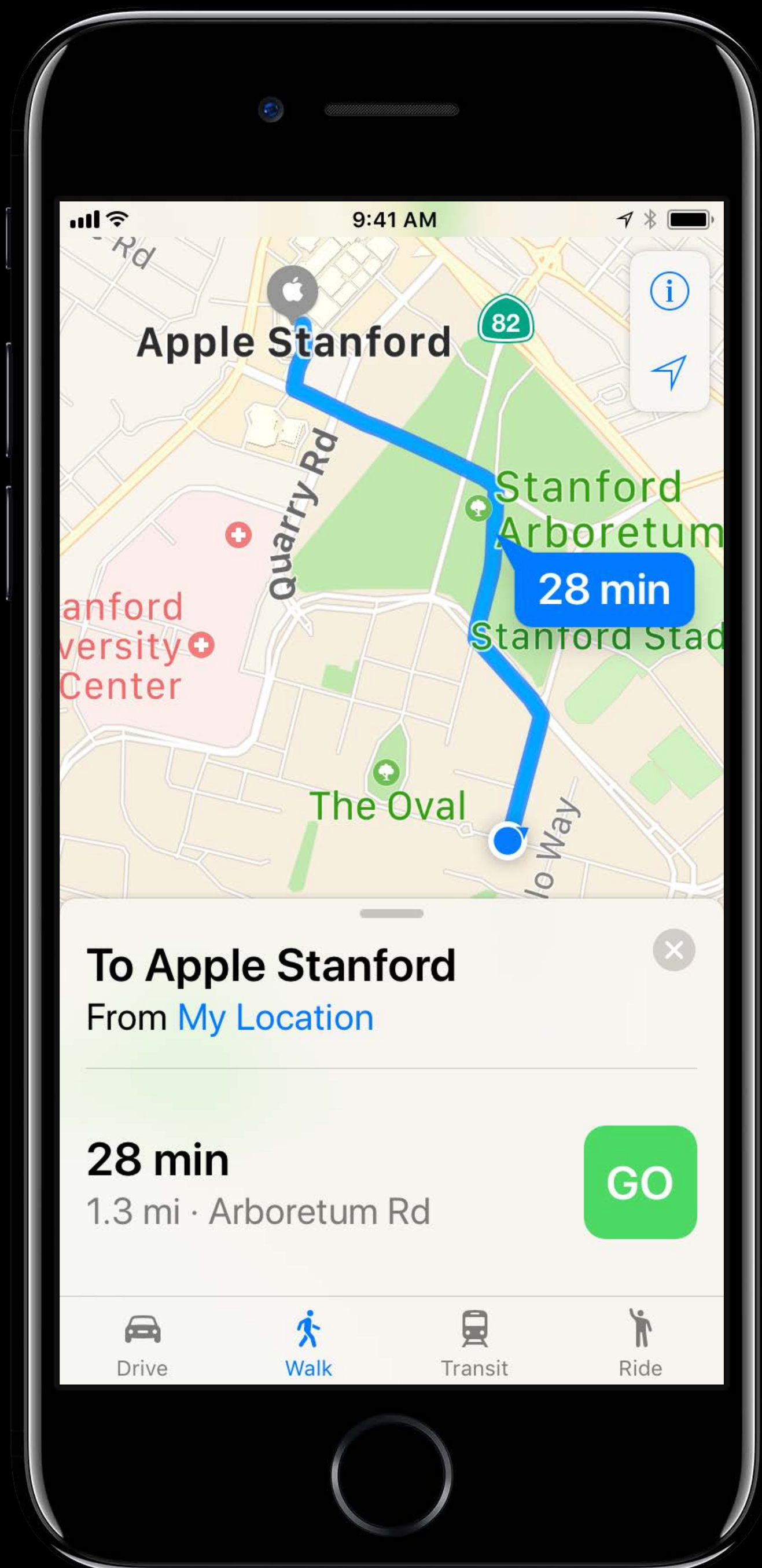
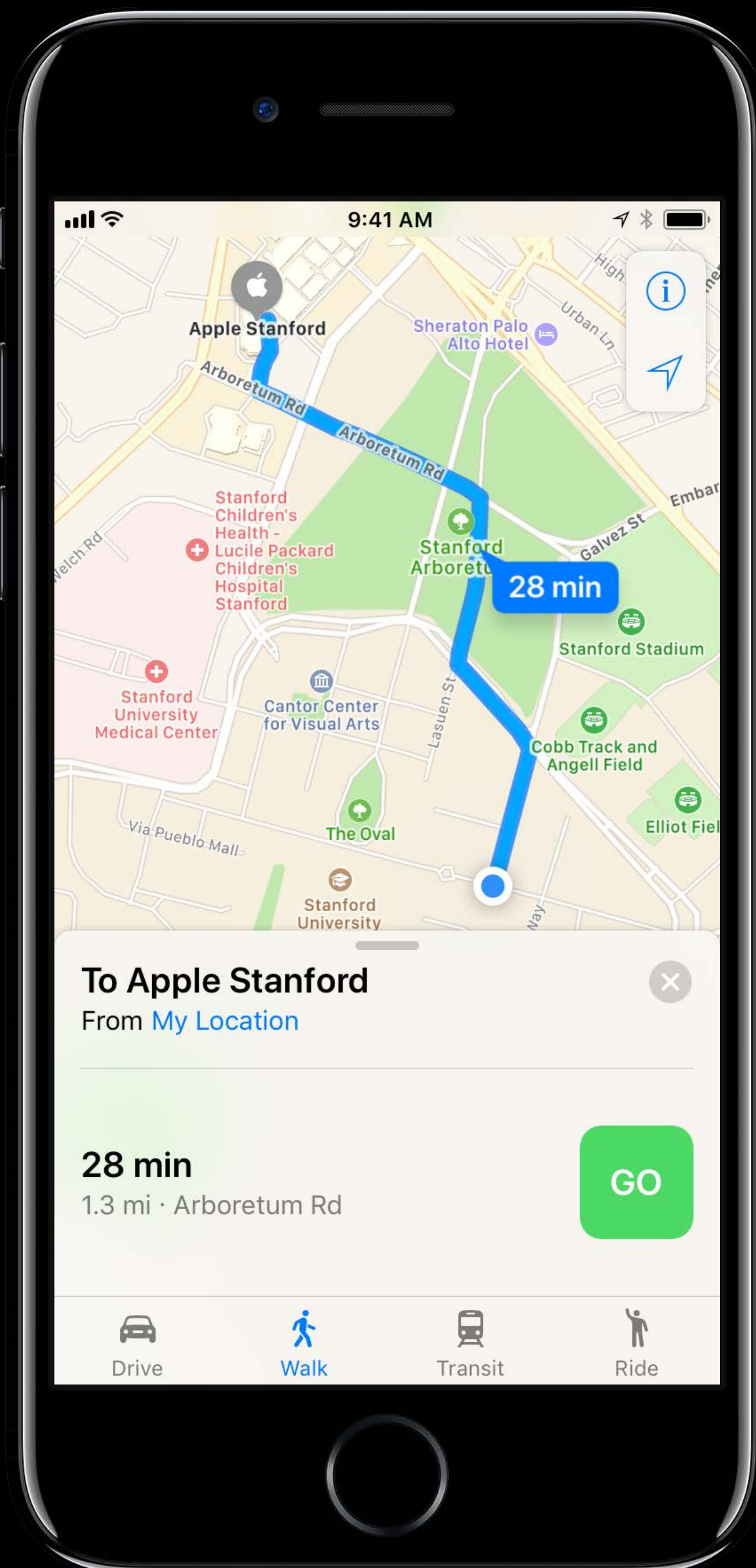
iOS 10



iOS 11







9:41 AM
Timberland

Westfield Valley Fair

Shopping Center · 2.8 mi
★★★★☆ (1,128) on Yelp

Directions
12 min drive

- Clothes
- Shoes
- Accessories
- All Shops
- Beauty
- Food
- Drinks
- Restrooms

Photos from Yelp

Call Website Favorite Share

Hours 11:30 AM – 10 PM, Closed Now [Show All](#)

9:41 AM

Westfield Valley Fair

Shopping Center · 2.8 mi
★★★★☆ (1,128) on Yelp · \$\$\$

Directions
12 min drive

- Clothes
- Shoes
- Accessories
- All Shops
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Photos from Yelp

9:41 AM

Westfield Valley Fair

Shopping Center · 2.8 mi
★★★★☆ (1,128) on Yelp · \$\$\$

Directions
12 min drive

Westfield Valley Fair

Shopping Center · 2.8 mi

★★★★★ (1,128) on Yelp · \$\$\$

Directions
12 min drive



Clothes



Shoes



Accessories



All Shops



Beauty



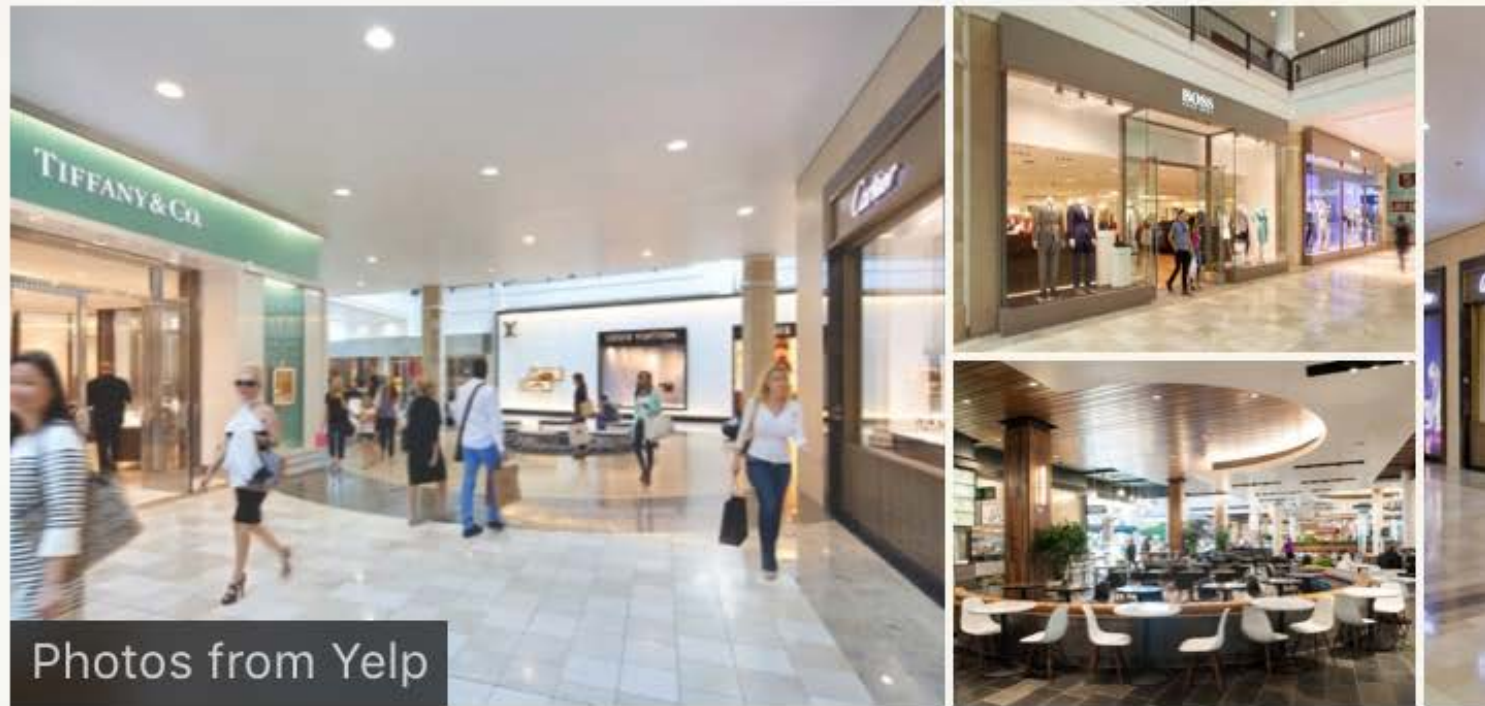
Food



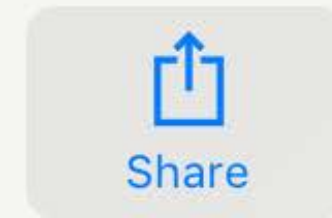
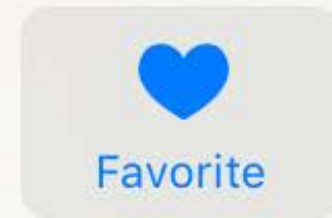
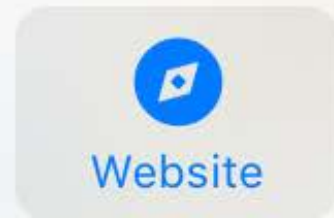
Drinks



Restrooms



Photos from Yelp



Hours

11:30 AM – 10 PM, Closed Now

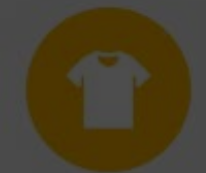







Show All

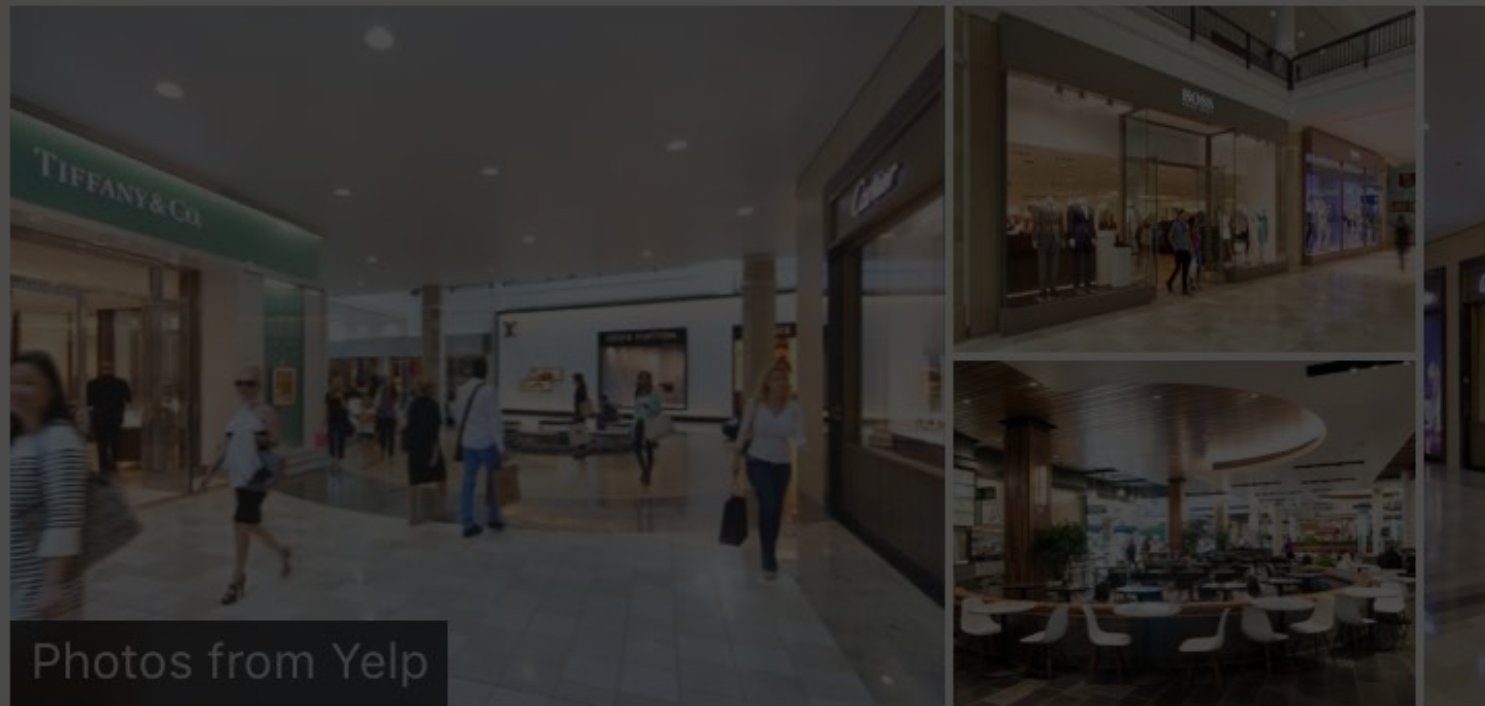
Westfield Valley Fair

Shopping Center · 2.8 mi

★★★★★ (1,128) on Yelp · \$\$\$

Directions
12 min drive

-  Clothes
-  Shoes
-  Accessories
-  All Shops
-  Beauty
-  Food
-  Drinks
-  Restrooms



-  Call
-  Website
-  Favorite
-  Share

Hours [Show All](#)
 11:30 AM – 10 PM, Closed Now

Wrap Content

Westfield Valley Fair

Shopping Center · 2.8 mi

★★★★★ (1,128) on Yelp · \$\$\$

Wrap Content

Westfield Valley Fair

Shopping Center · 2.8 mi

★★★★★ (1,128) on Yelp · \$\$\$

Wrap Content

Westfield Valley Fair

Shopping
Center · 2.8 mi



(1,128) on
Yelp · \$\$\$

Apple Union Square



Computers · 1.2 mi

★★★★★ (657) on Yelp · \$\$\$

Directions
22 min walk



- Message
- Call
- Website
- Favorite
- Share

Hours

[Show All](#)

9 AM – 9 PM, Open Now

Messages

Usually responds within a minute

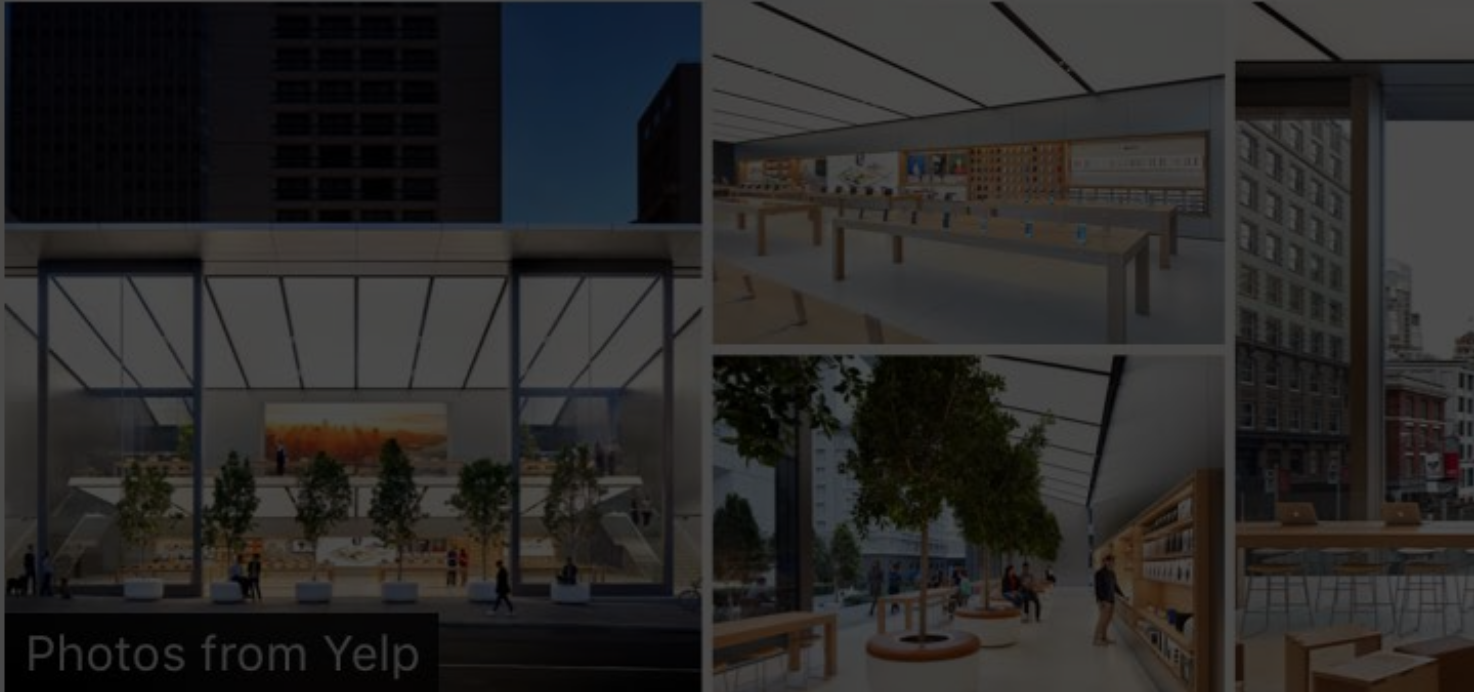
Address

300 Post St
San Francisco, CA 94110

Apple Union Square

Computers · 1.2 mi
★★★★★ (657) on Yelp · \$\$\$

Directions
22 min walk



Photos from Yelp

-  Message
-  Call
-  Website
-  Favorite
-  Share

Hours [Show All](#)
9 AM – 9 PM, Open Now

Messages
Usually responds within a minute

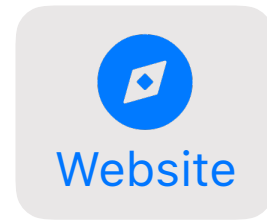
Address
300 Post St
San Francisco, CA 94110



Message



Call



Website



Favorite



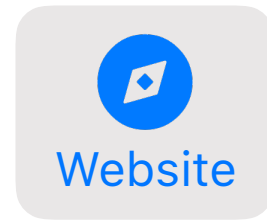
Share



Message



Call



Website

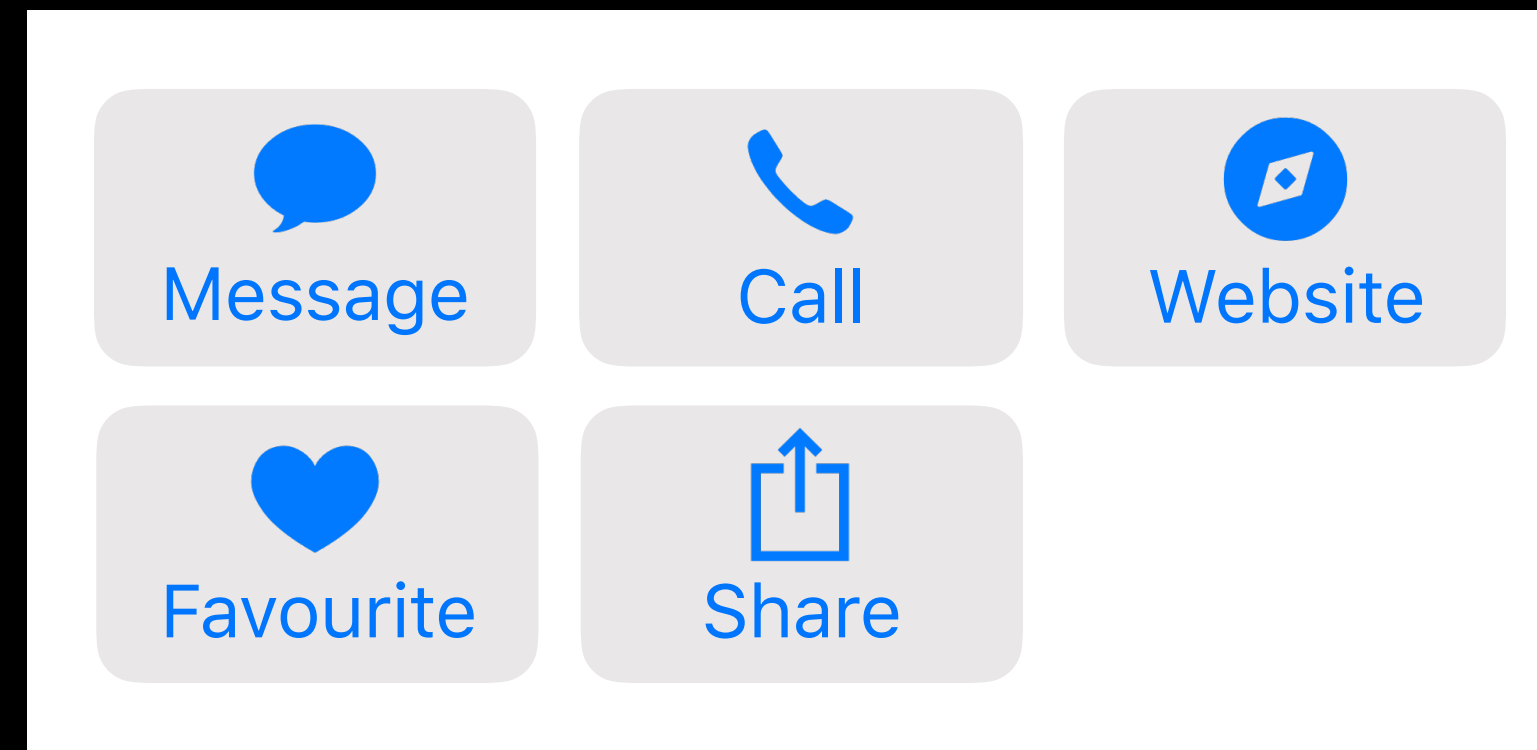


Favourite



Share

Stack Elements



Stack Elements

 Message

 Call

 Website

 Favourite

 Share

Stack Elements

 Messaggio

 Chiama

 Sito web

 Preferito

 Condividi



Messag...



Chiama



Sito web

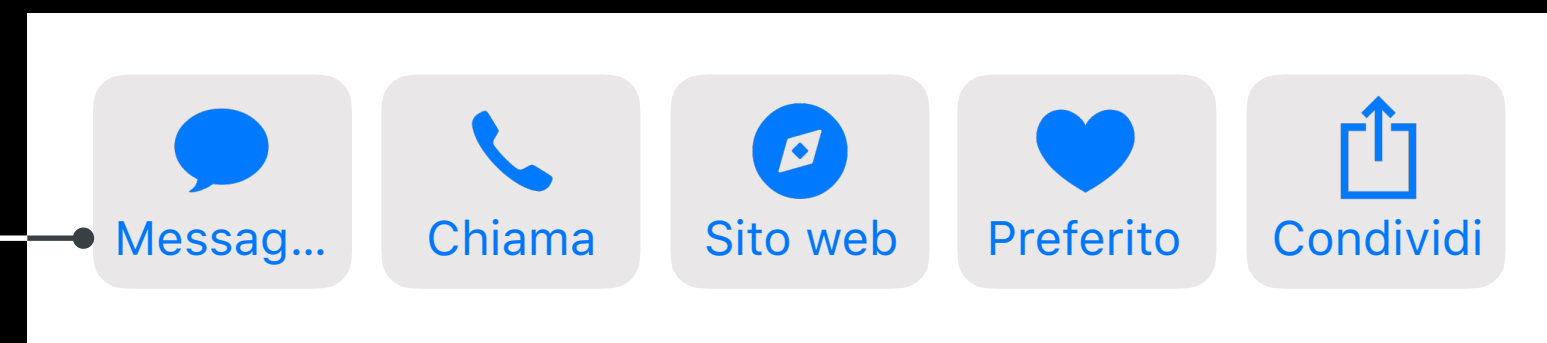


Preferito



Condividi

Truncation





Messaggio



Chiama



Sito web



Preferito



Condividi

Apple Union Square



it was covered under apple care and ...

★★★★★ Tiffany D. · 2 months ago

They are awesome. Very helpful, kind and caring staff. Turned the repair around in a couple of hours, when I thought it would take an entire day.



★★★★★ George D. · 2 months ago

[Find out more on yelp](#)

Get the App



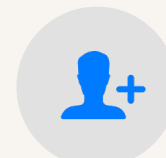
Apple Store
Apple



[Create New Contact](#)



[Add to Existing Contact](#)



[Report an Issue](#)



Apple Union Square



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[Find out more on yelp](#)

Get the App



Apple Store
Apple

GET

Create New Contact



Add to Existing Contact



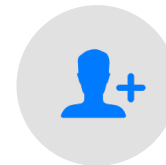
Report an Issue



Create New Contact



Add to Existing Contact



Report an Issue



Scale Icons

Create New Contact



Add to Existing Contact



Report an Issue

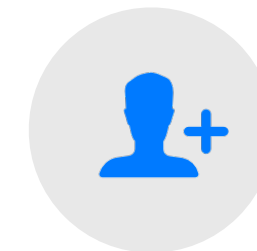


Scale Icons

Create New
Contact



Add to Existing
Contact



Report an
Issue



It's challenging.

One of the few effective keys to the design problem:
the ability of the designer to recognize as many of the
constraints as possible, their willingness and
enthusiasm for working within these constraints.

Charles Eames

Be empathetic





9:41 AM



< Back



Lorem ipsum dolor sit amet

JOHNNY APPLESEED JUNE 8TH 2017

Vestibulum non scelerisque augue, sit amet egestas mi. Integer tincidunt malesuada metus sit amet auctor. Aenean ut erat vitae dolor rhoncus ullamcorper.

Integer consequat elementum diam. Sed tincidunt convallis molestie. Sed quis ultrices ex, at ullamcorper magna. Nam euismod dignissim tortor nec rhoncus. Integer mattis massa dolor. Sed quis velit turpis.

Mauris consequat eros ligula, in tincidunt turpis rutrum nec. Curabitur eu diam justo. Donec orci lorem, gravida et est quis, facilisis consequat sapien. Duis a rhoncus elit. Donec lobortis facilisis lacus a porttitor. Phasellus ut justo quis mauris aliquam porttitor. Donec ut sedales dolor. Aenean id



9:41 AM



< Back



Lorem ipsum dolor sit amet

JOHNNY APPLESEED JUNE 8TH 2017

Vestibulum non scelerisque
augue, sit amet egestas mi.
Integer tincidunt malesuada
metus sit amet auctor. Aenean
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Integer consequat elementum
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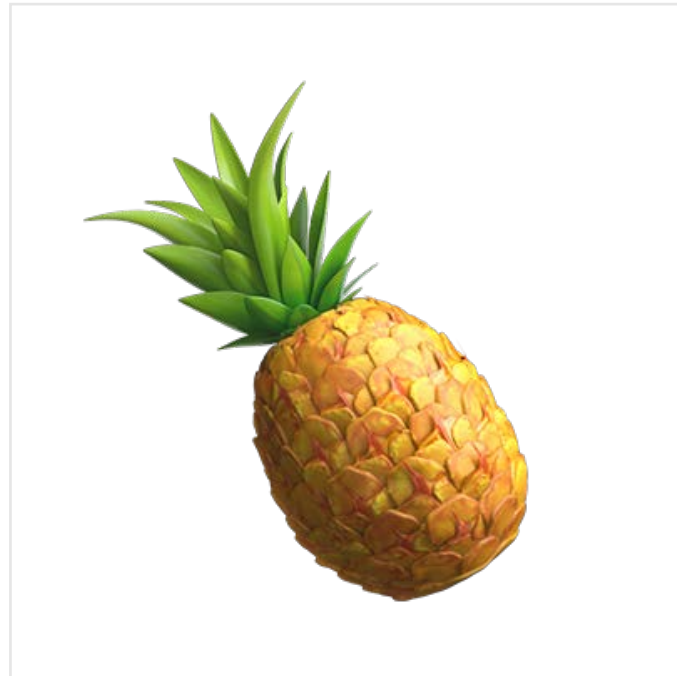
9:41 AM



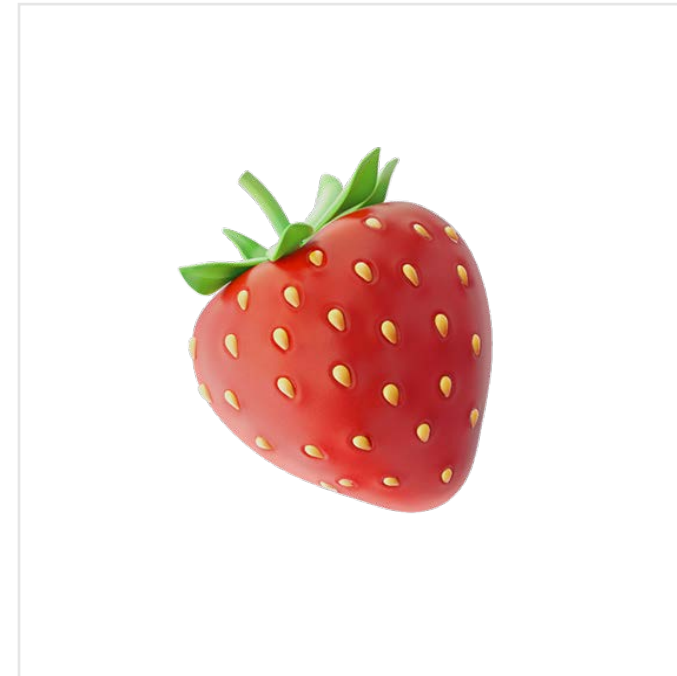
[← Back](#)

Popular

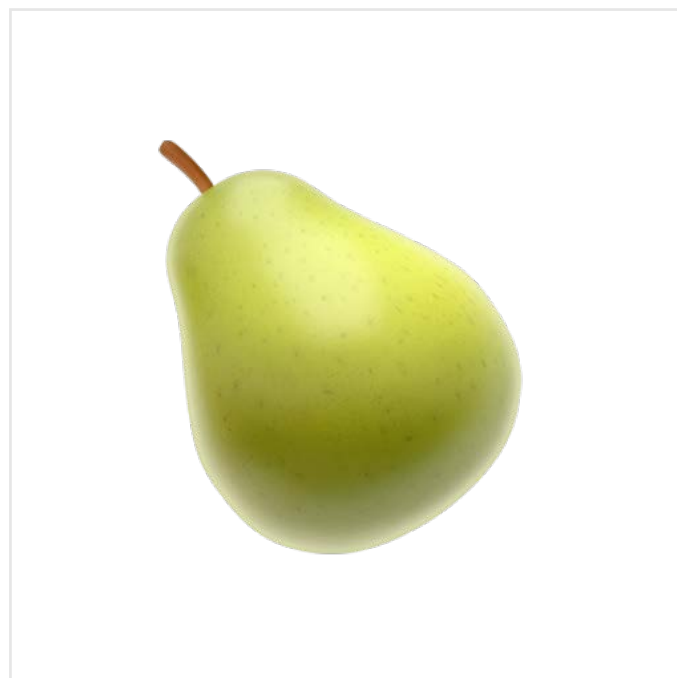
[Filter](#)



Pineapple
\$3.99



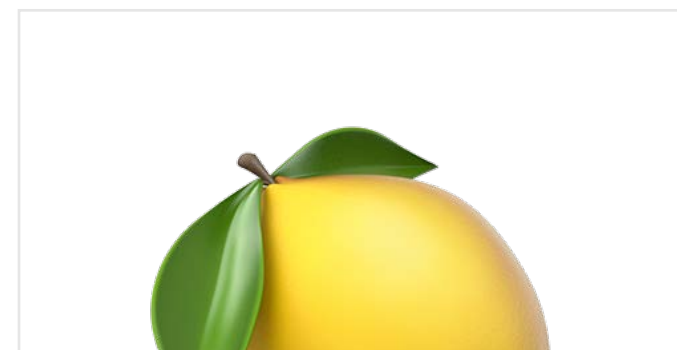
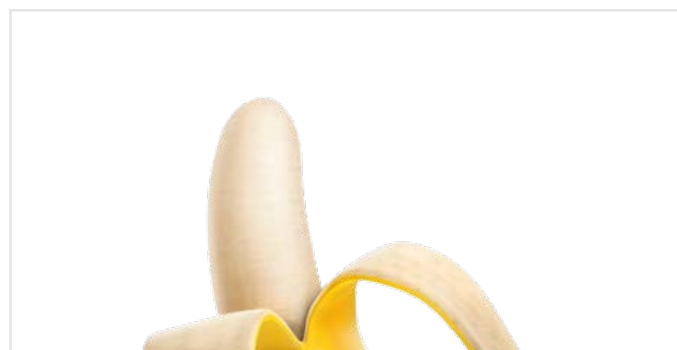
Strawberries
\$3.99



Pear
\$0.79



Grapes
\$3.99



Popular

Search

Favorites

Bag



9:41 AM

100%

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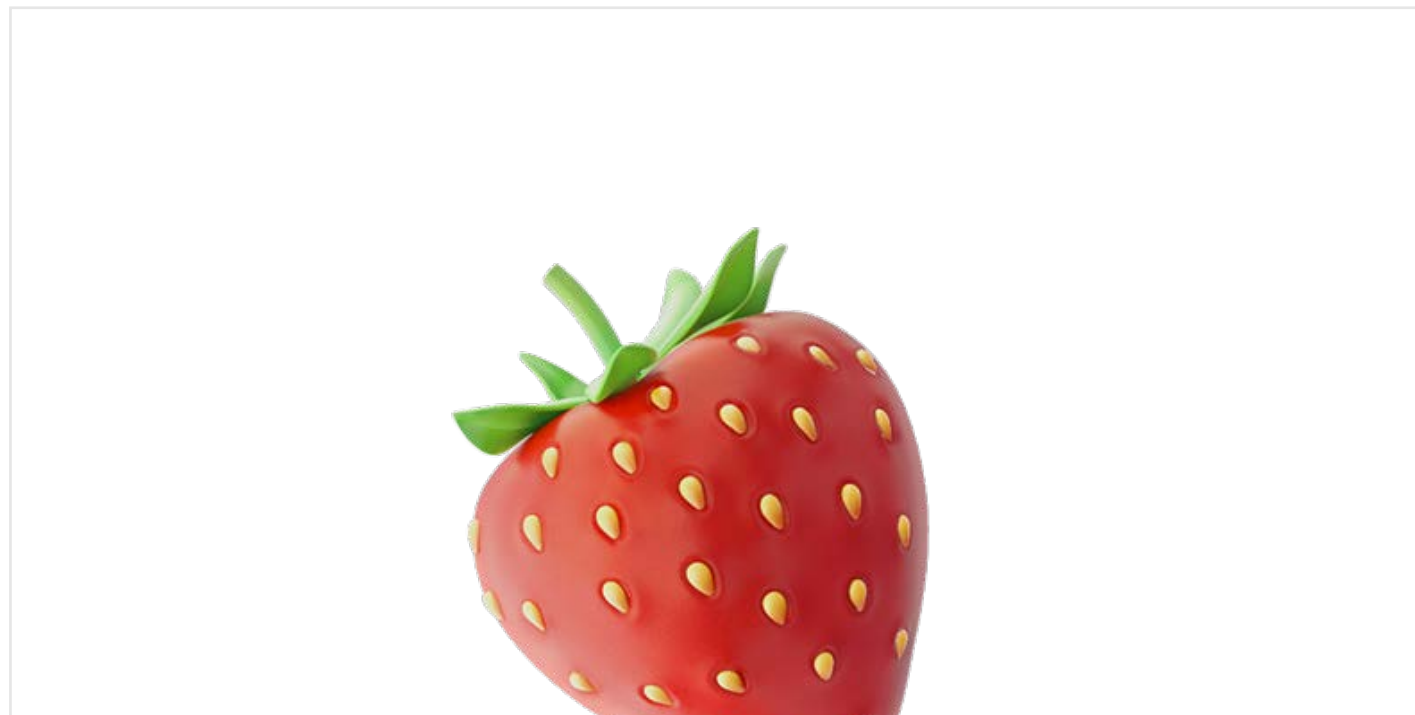
Popular

[Filter](#)



Pineapple

\$3.99



Popular



Search



Favorites



Bag



Pineapple

\$3.99

Tropical, spiky and sweet with a brilliant hair style.

− 1 +

Add to Cart

Customer Reviews

★★★★★ (28)



Similar Products





Pineapple

\$3.99

Tropical, spiky and sweet with a brilliant hair style.

 **1** 

Add to Cart

Customer Reviews

 (28)





9:41 AM

100%

[← Back](#)



Pineapple

\$3.99

Tropical,
spiky and



9:41 AM

100%

Back



Pineapple

\$3.99

Tropical,
spiky and
sweet with a
brilliant hair
style.

—

1

+



9:41 AM

100%

Back



Pineapple

\$3.99

—

1

+

Add to Cart

Tropical,
spiky and
sweet with a



9:41 AM

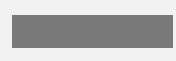
100%

Back



Pineapple

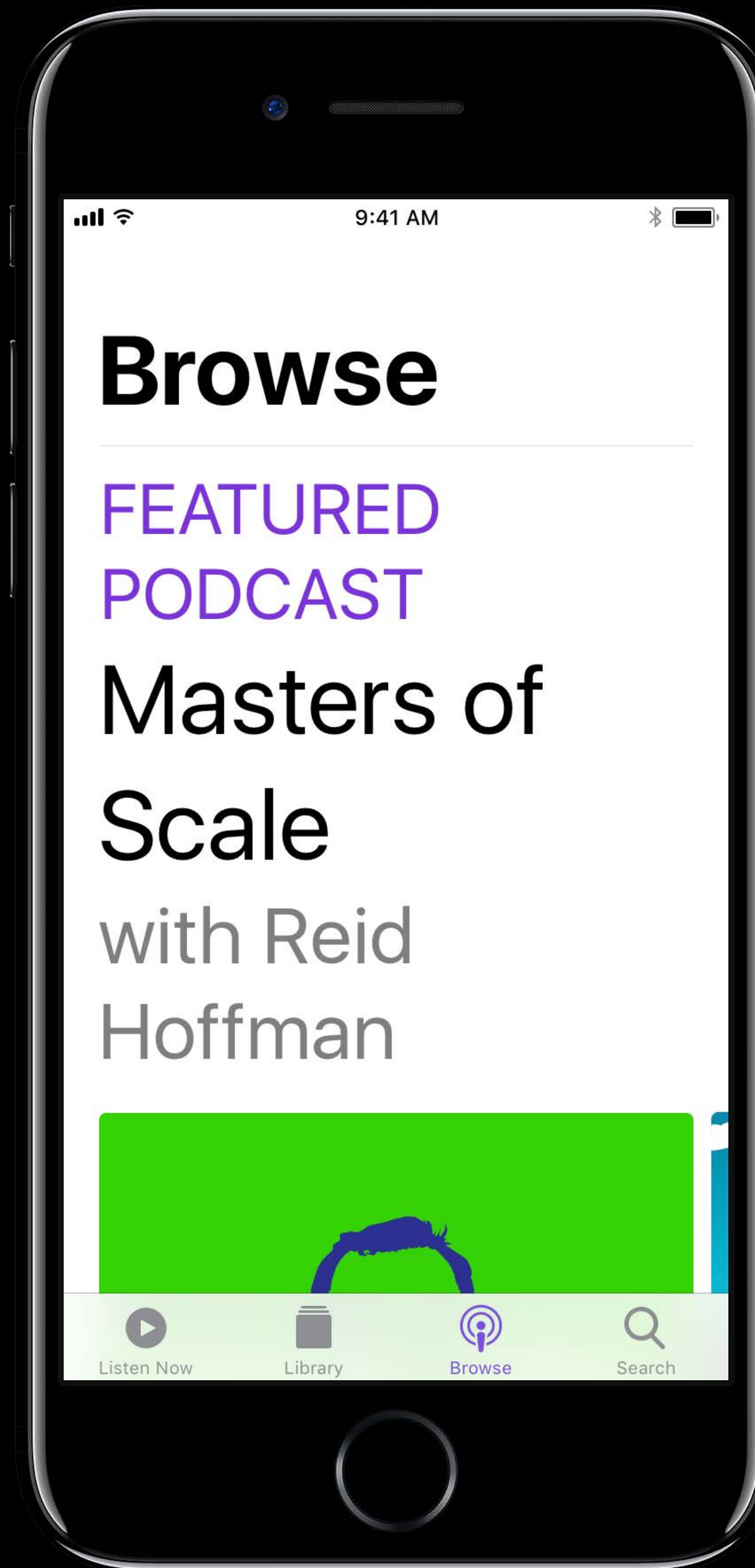
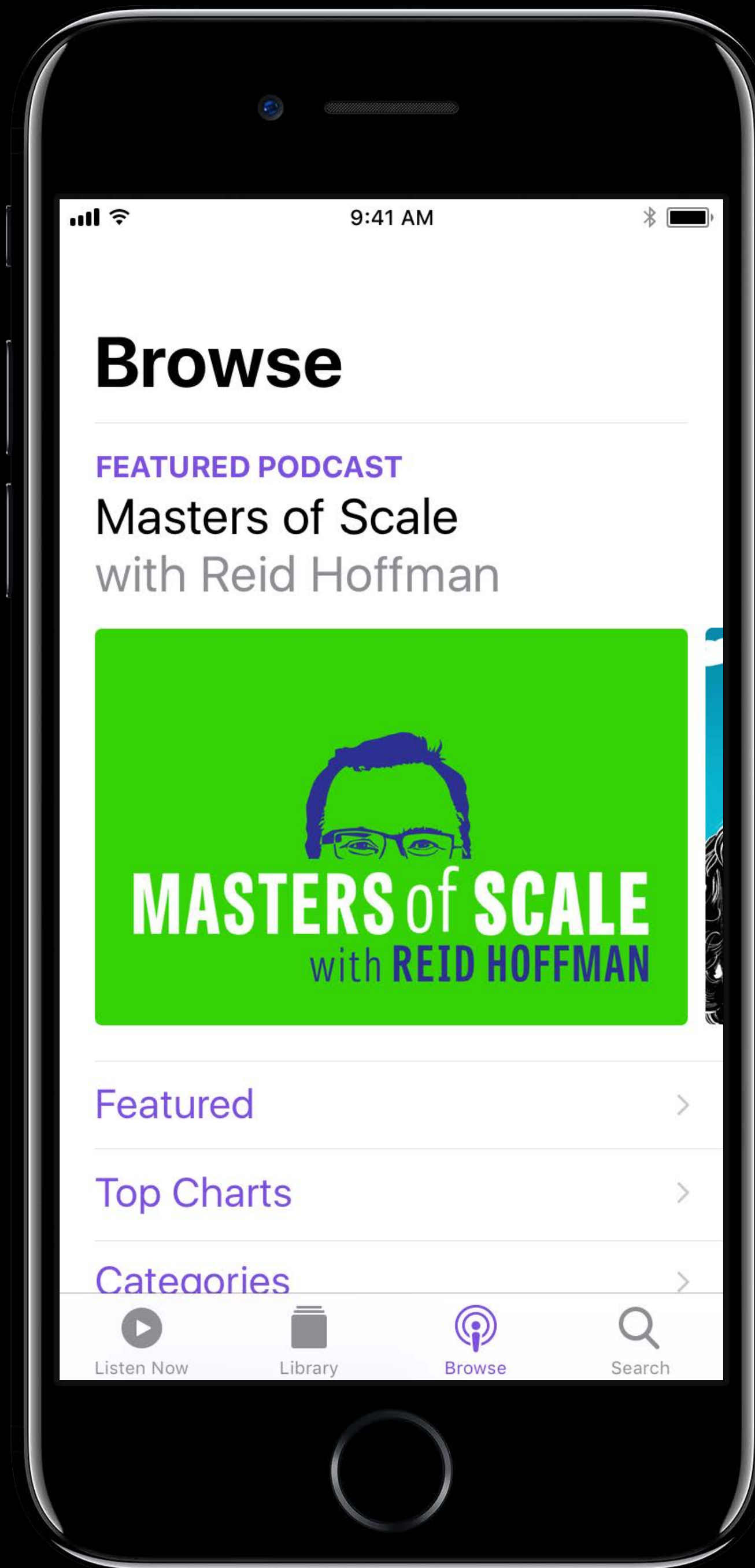
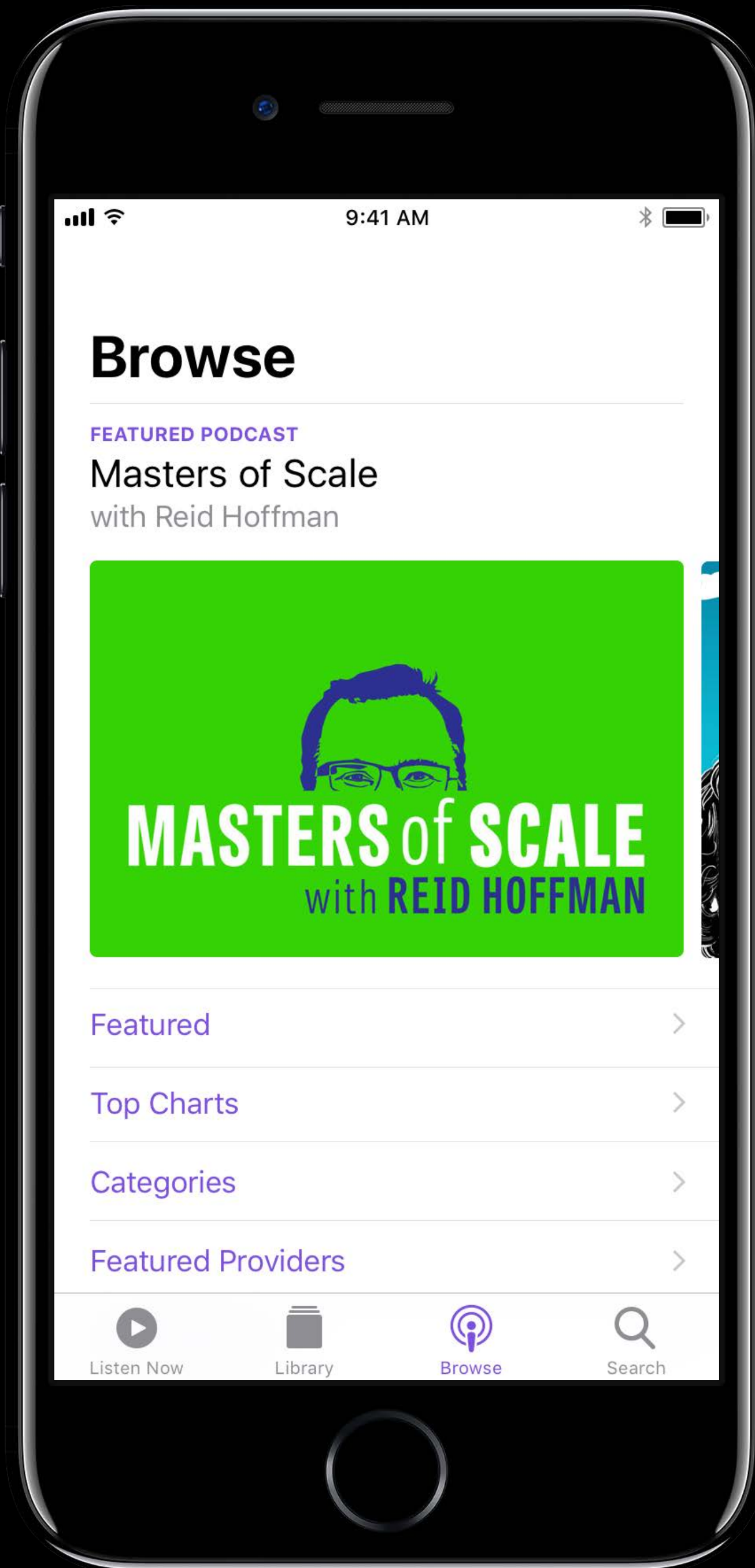
\$3.99



1







Unlock potential

Das Grenzen meiner Sprachliche Grundlagen
des Grenzen meiner Welt

Ludwig Wittgenstein

Die Grenzen meiner Sprache bedeuten
die Grenzen meiner Welt

Ludwig Wittgenstein

The limits of my language mean the
limits of my world

Ludwig Wittgenstein

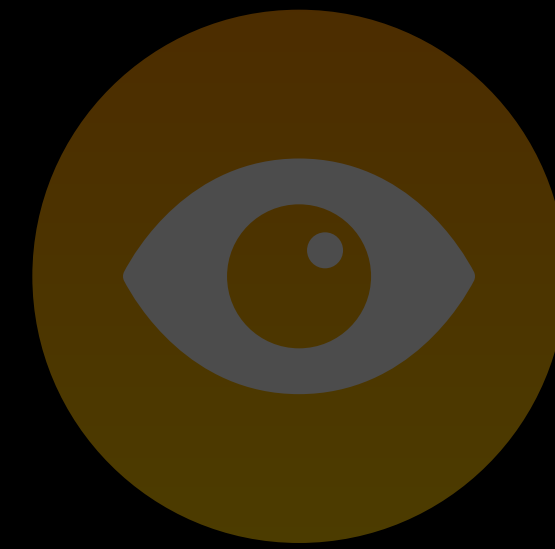


Simplicity

Easy to navigate

Quick to get started

Consistent behavior

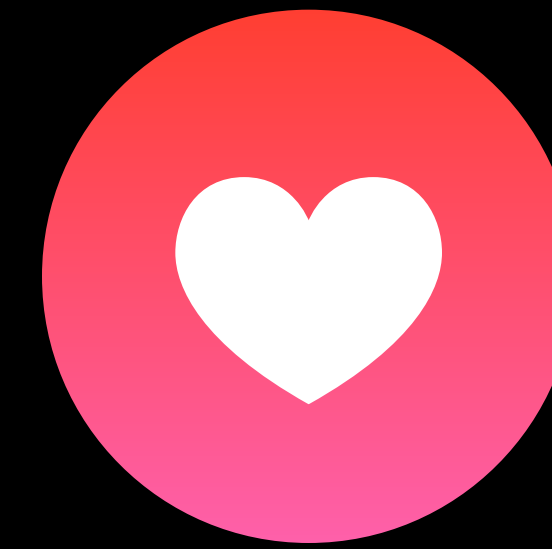


Perceivability

Maximize legibility

Audible cues

Haptic feedback



Integrity

Take responsibility

Be empathetic

Unlock potential

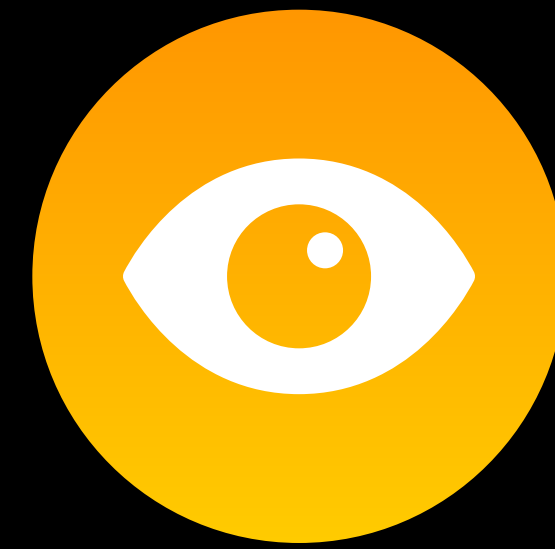


Simplicity

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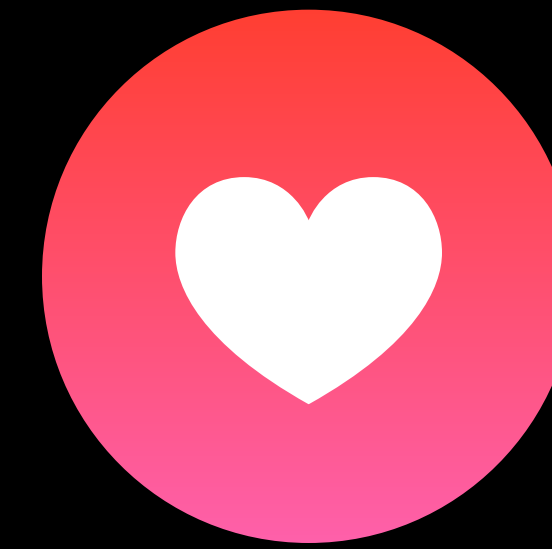


Perceivability

Maximize legibility

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Haptic feedback



Integrity

Take responsibility

Be empathetic

Unlock potential



Darken Colors

Siri integration

Reduce Motion

Increase contrast

Haptics

Dynamic Type

Captions



Bold Text

Smart Invert Colors

Start now

Image descriptions

VoiceOver

UI element sounds

Reduce Transparency

Button shapes

High color contrast ratios



Do it proudly



Design for Everyone



Design for Everyone

More Information

<https://www.apple.com/accessibility/>

More Information

<https://developer.apple.com/wwdc17/806>

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WWDC17

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Media and Gaming Accessibility

WWDC17

Designing Sound

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Making Great SiriKit Experiences

WWDC17

Designing Across Platforms

Hall 3

Thursday 4:10PM

Building Apps with Dynamic Type

Executive Ballroom

Friday 1:50PM

Labs

User Interface Design by Appointment Lab

User Interface Design Lab A

Thu 9:00AM-6:00PM

Accessibility Design by Appointment Lab

User Interface Design Lab B

Thu 9:00AM-6:00PM

User Interface Design by Appointment Lab

User Interface Design Lab A

Fri 9:00AM-6:00PM

Accessibility Lab

User Interface Design Lab B

Fri 9:00AM-6:00PM

Accessibility and Dynamic Type Lab

Technology Lab C

Fri 4:00PM-6:00PM

