

Planning a Great Apple Watch Experience

Session 808

Doug LeMoine, Design Evangelist

Planning a Great Apple Watch Experience

Session 808

Doug LeMoine, Design Evangelist

Planning

Planning → Building

Planning → Learning

2 years



18:20:35
18.3 km
36 LAPS
900 yd

Sweat



Zepp



RunGo



RunGo

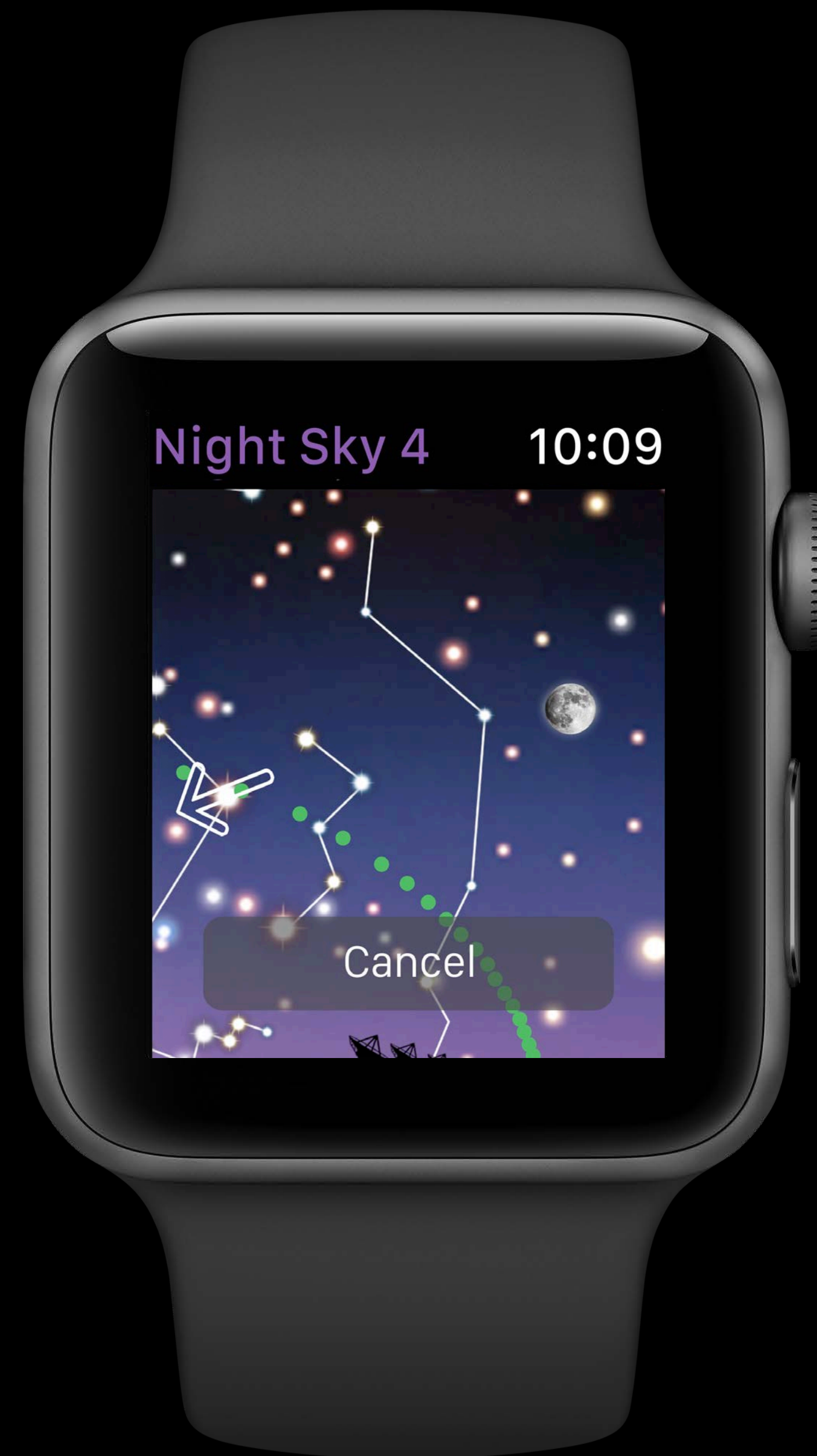




Planning

A single feature

Night Sky



Neko Atsume



Focus

Night Sky



Night Sky



Night Sky



3

Qualities of great Apple Watch experiences

Legible

Legible

Concise

Legible

Concise

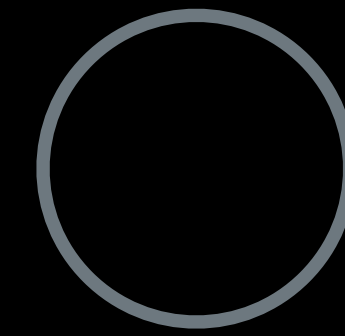
Timely

Legible

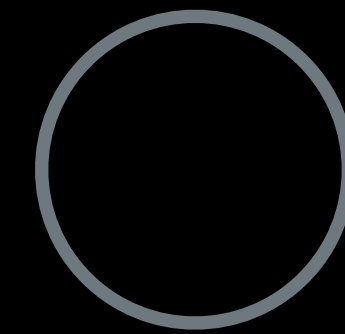
Concise

Timely

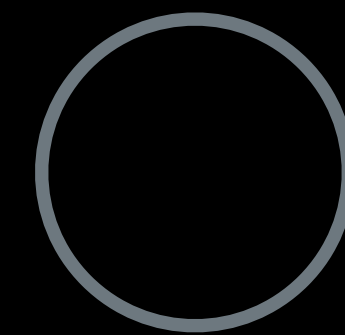
Legible



Concise



Timely



Legible

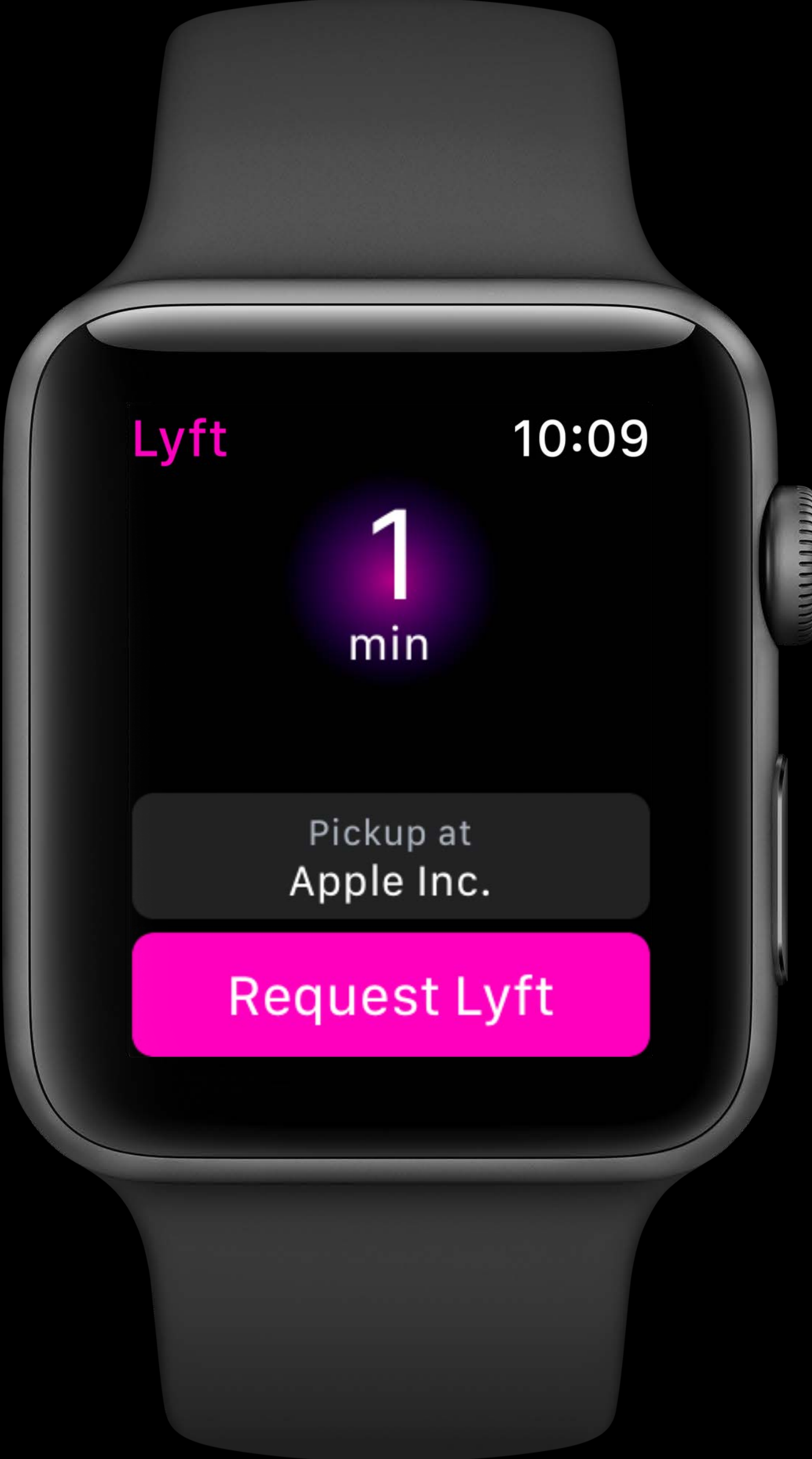


Concise



Timely





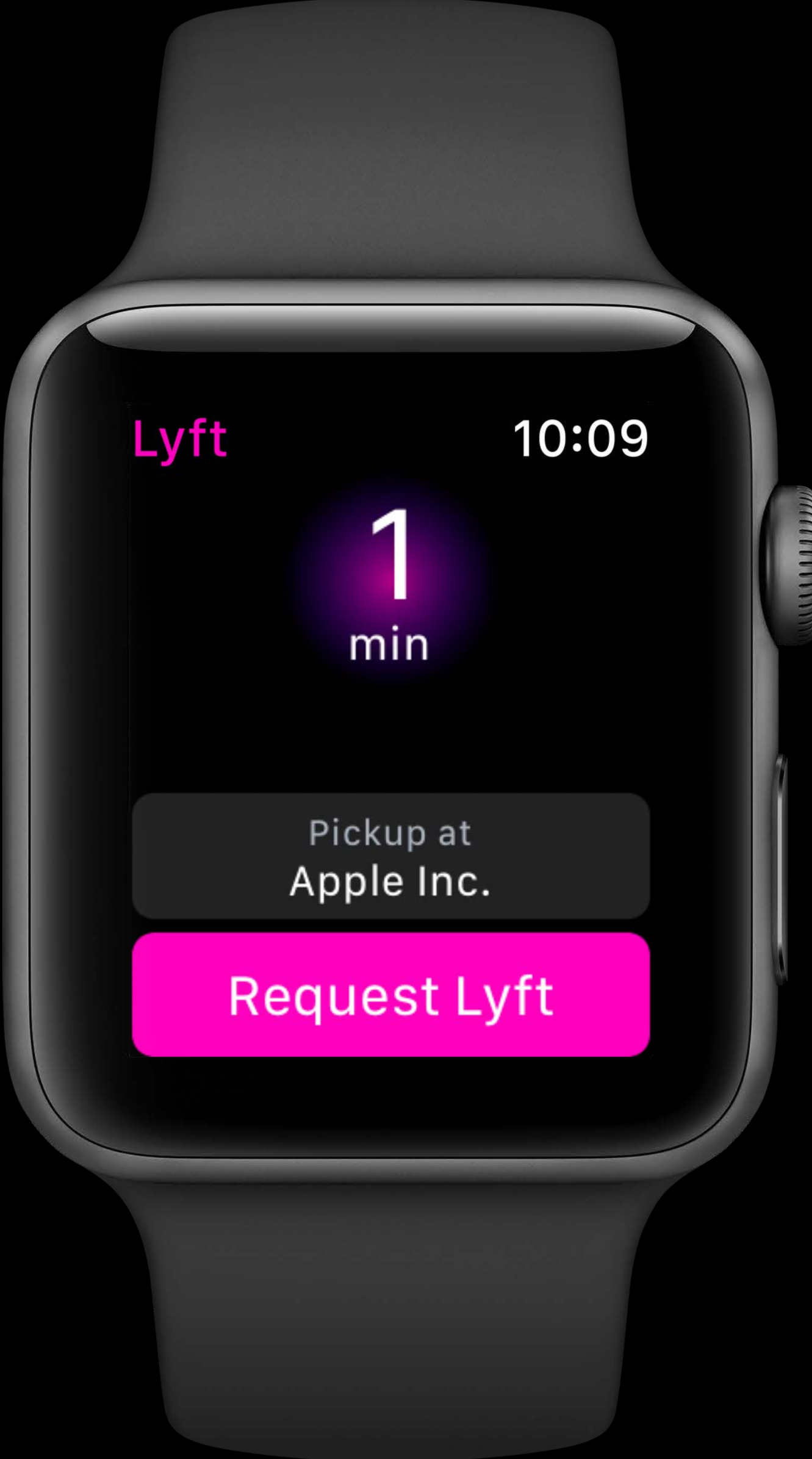
Lyft

10:09

1
min

Pickup at
Apple Inc.

Request Lyft



Lyft

10:09

1
min

Pickup at
Apple Inc.

Request Lyft



Lyft

10:09

1
min

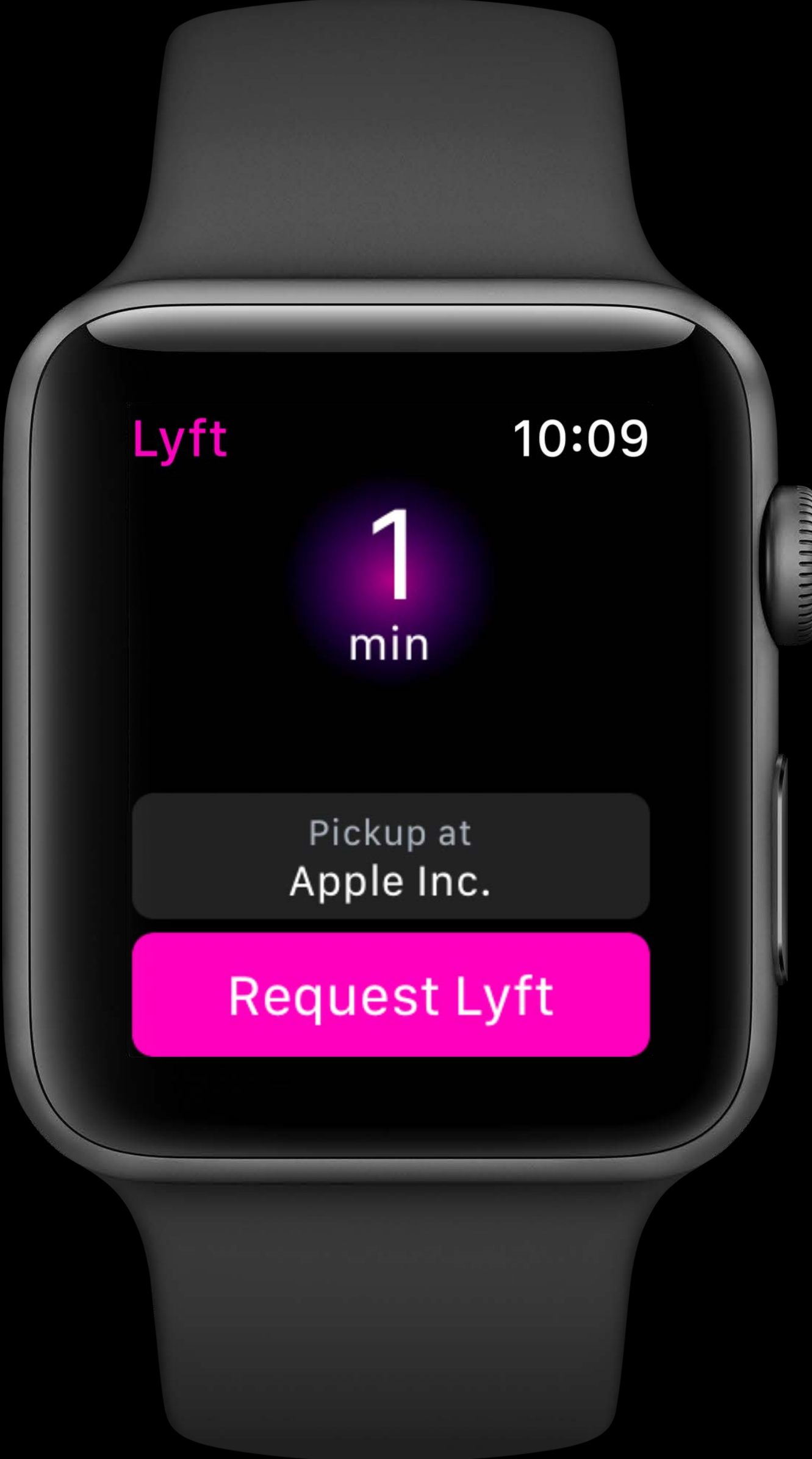
Pickup at
Apple Inc.

Request Lyft

1

2

3



Lyft

10:09

1
min

Pickup at
Apple Inc.

Request Lyft



Lyft

10:09

1
min

Pickup at
Apple Inc.

Request Lyft



Lyft

10:09

1
min

Pickup at
Apple Inc.

Request Lyft



At Bat 10:09

5:15 PM PT

 DET (24-28)

 KC (22-29)

DET: Boyd (2-5, 5.40)
KC: Kennedy (0-4, 4.43)



POPULAR

10:09

**Great white
shark goes
airborne,
knocks over
stunned
fisherman**

May 29, 2017




10:09

**Great white shark
goes airborne,
knocks over
stunned fisherman**

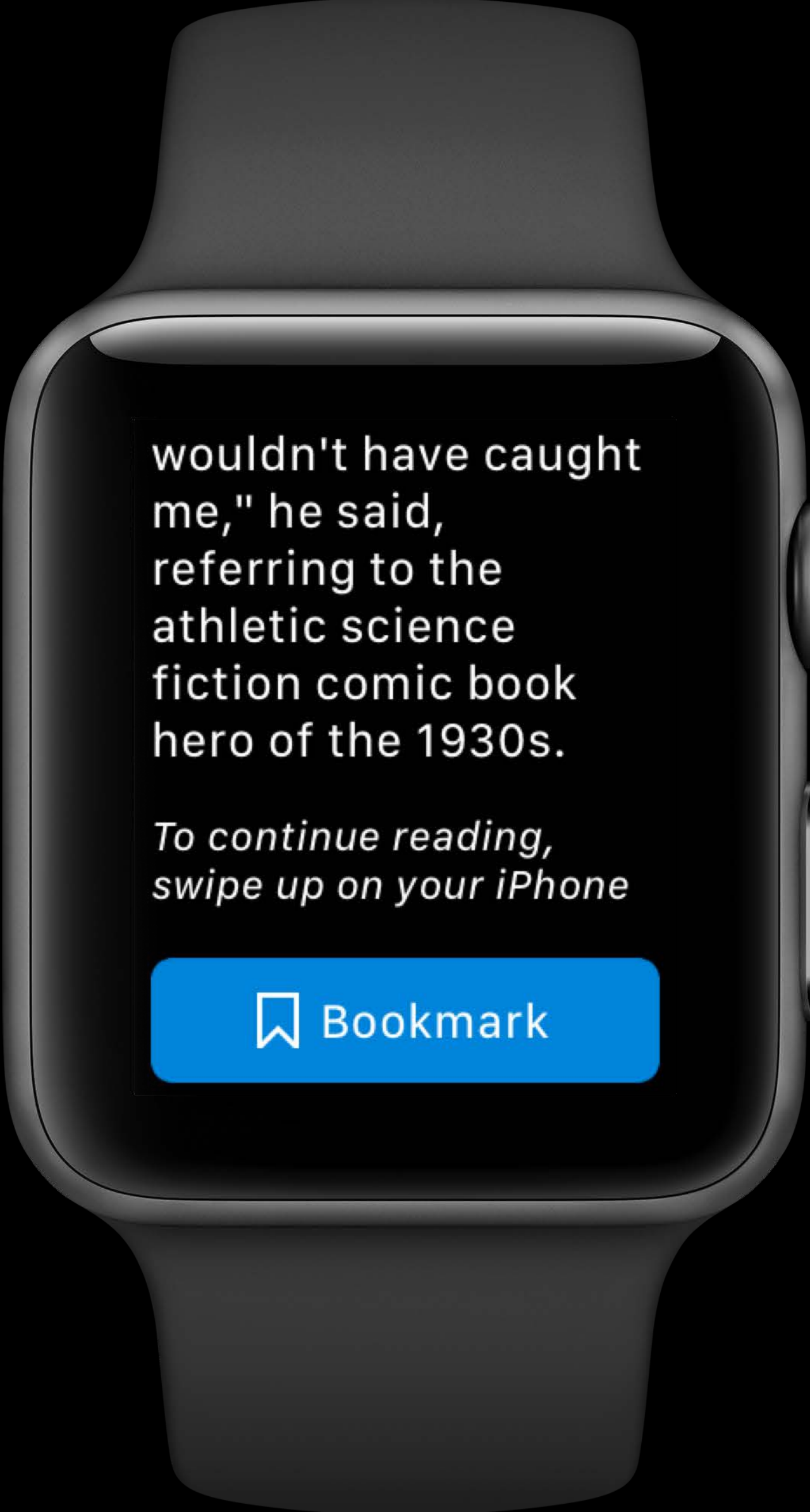
[WORLD](#)

CANBERRA, Australia
-- A 73-year-old
Australian fisherman
said Monday that he



great white shark
leapt into his boat,
knocking him off his
feet.

"I didn't give it a
chance to look me in
the eyes. I wanted to
get up and get on top
of the gunnel
because it was
thrashing around
madly," Selwood told

An Apple Watch with a dark grey band is shown against a black background. The watch face is black and displays white text. The text is a snippet from a book, followed by an italicized instruction to continue reading on an iPhone. At the bottom of the screen is a blue button with a white bookmark icon and the word "Bookmark".

wouldn't have caught
me," he said,
referring to the
athletic science
fiction comic book
hero of the 1930s.

*To continue reading,
swipe up on your iPhone*

 Bookmark



POPULAR

10:09

**Great white
shark goes
airborne,
knocks over
stunned
fisherman**

May 29, 2017



Legible

Concise

Timely



Legible



Concise

Timely



Legible



Concise

Timely



Legible



Concise



Timely



Legible



Concise



Timely



Legible



Concise



Timely

















Your user

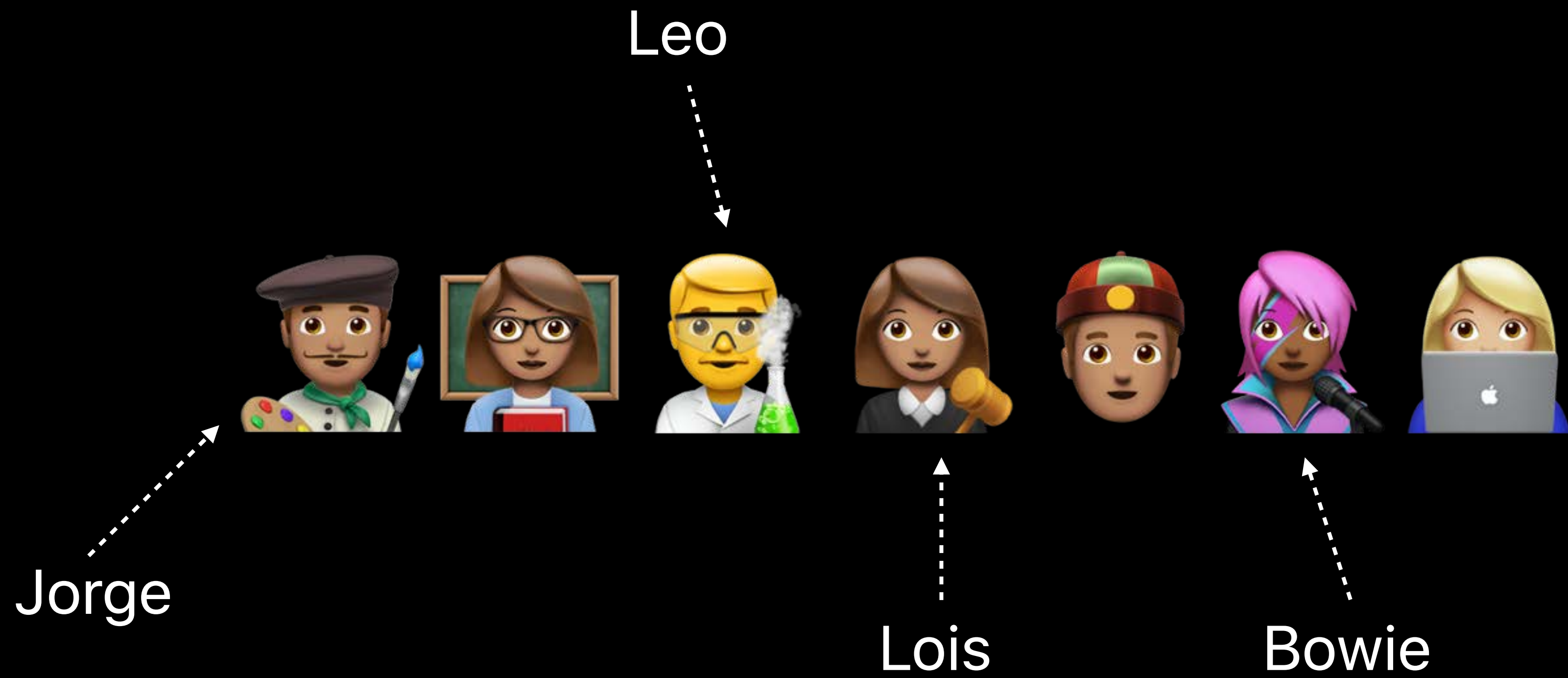


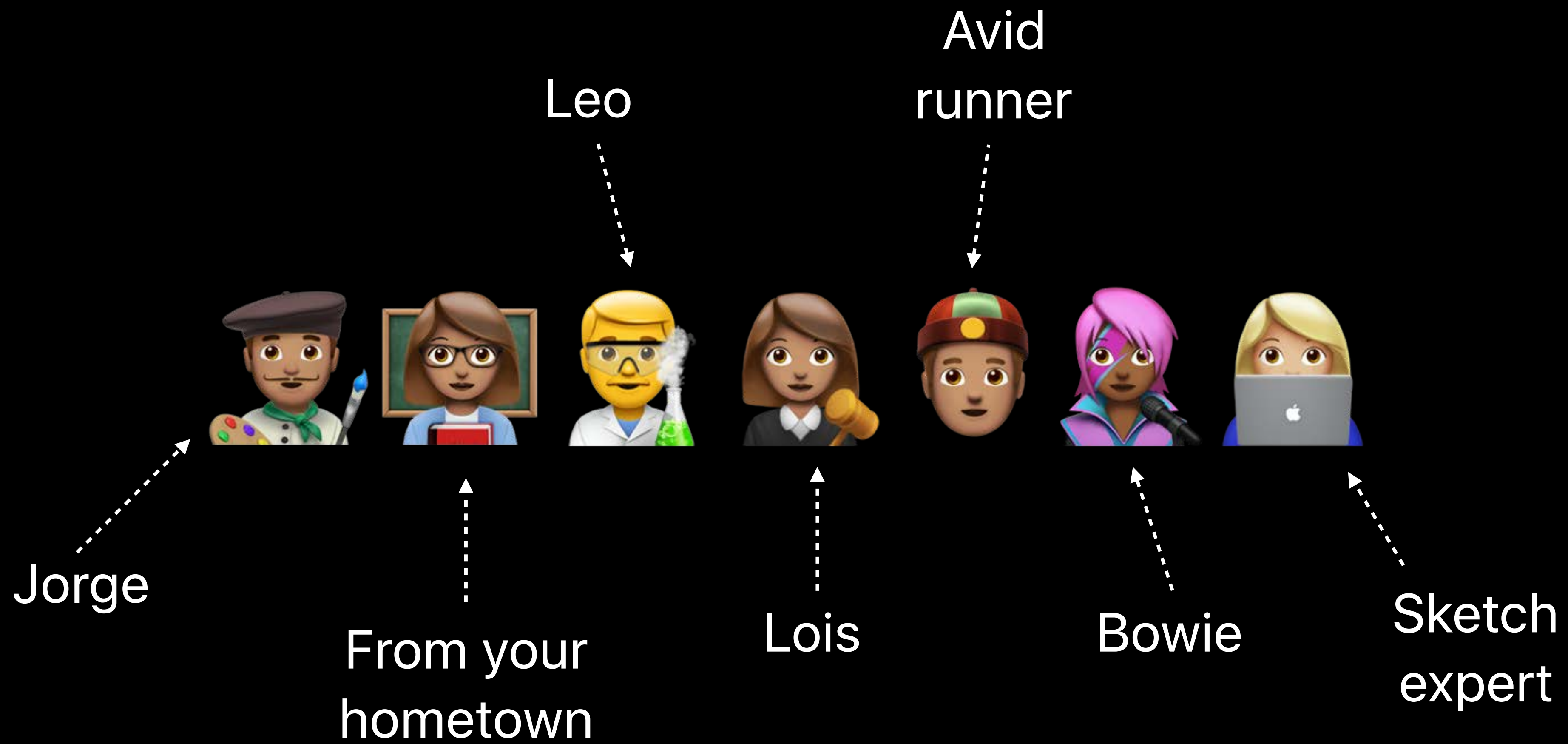
Your app















Legible

Concise

Timely



Legible



Concise



Timely





Legible



Concise



Timely



Personal



Legible



Concise



Timely



Personal



June 2017

< Today >

	Sun 4	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10
all-day							
8 AM		8 AM Briefing Studio M	Carpool	7:45 AM Breakfast Meeting La...	Carpool	Race Registration	
9 AM			9 AM Orthodontist for Max Dr. Roberts			9 AM Leo's Piano Lesson 🎹 Emily's Studio	9 AM Max's Baseball Tournament
10 AM		10 AM Call with Krisite		10:15 AM Team Prep			
11 AM			10:45 AM Weekly Staff Meeting				
Noon		12 PM Team Lunch			12 PM Lunch with Mara		
1 PM			1 PM Team Regroup			1 PM Weekly Prep Meeting	
2 PM		1:30 PM Presentation		1:45 PM Call with Ian	1:45 PM Prep Hall 9		
2:39 PM							
3 PM	3 PM Glen's birthday party		2:45 PM Proposal Prep				
4 PM		4 PM Post-Presentation Deb...					
5 PM							
6 PM				5:30 PM Burger Night 🍔	5:10 PM Presentation	6 PM Basketball	
7 PM					7 PM Party		

< June



S	M	T	W	T	F	S
4	5	6	7	8	9	10

Thursday June 8, 2017

10 AM

11 AM

Noon

Lunch with Mara

1 PM

2 PM

Prep
Hall 9

3 PM

4 PM

5 PM

Presentation

6 PM

7 PM

Party

8 PM

Today

Calendars

Inbox



Thursday

10:09

8

12:00-1:30 PM

Lunch with Mara



THU
8 10:09

12:00-1:30PM
Lunch with Mara


7:15


71°



Platform Components



Complication



Notification



App



Complication



Notification



App



Complication



Notification



App



Complication



Notification



App



Complication



THU
8 10:09

12:00-1:30 PM
Lunch with Mara

 65° Ψ↓ 30.19
1:43 PM mi

Continuous Value

Continuous Value

Immediate relevance to here and now

Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about

Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about

Incremental progress

Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about

Incremental progress

Easy access



THU
8 10:09

12:00-1:30 PM
Lunch with Mara


65°

ψ↓
1:43 PM

30.19
mi



THU
8

10:09

12:00-1:30 PM
Lunch with Mara


65°

ψ↓
1:43 PM

30.19
mi



THU 8 10:09

12:00-1:30 PM
Lunch with Mara

65° Ψ↓ 30.19 mi
1:43 PM



THU
8 10:09

12:00–1:30 PM
Lunch with Mara

☀️☁️ 65° ψ↓ 1:43 PM 30.19 mi



MON 5



10:09

San Jose



79°/54°

10:00 AM - 12:00 PM

Keynote

San Jose McEne...



Notification



2:30PM SWIM PRACTICE





 Find a field

 Find a field

 Find a time

 Find a field

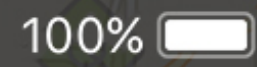
 Find a time

 Find players

- 🏈 Find a field
- 🏈 Find a time
- 🏈 Find players
- 🏈 Collect cash (sometimes)

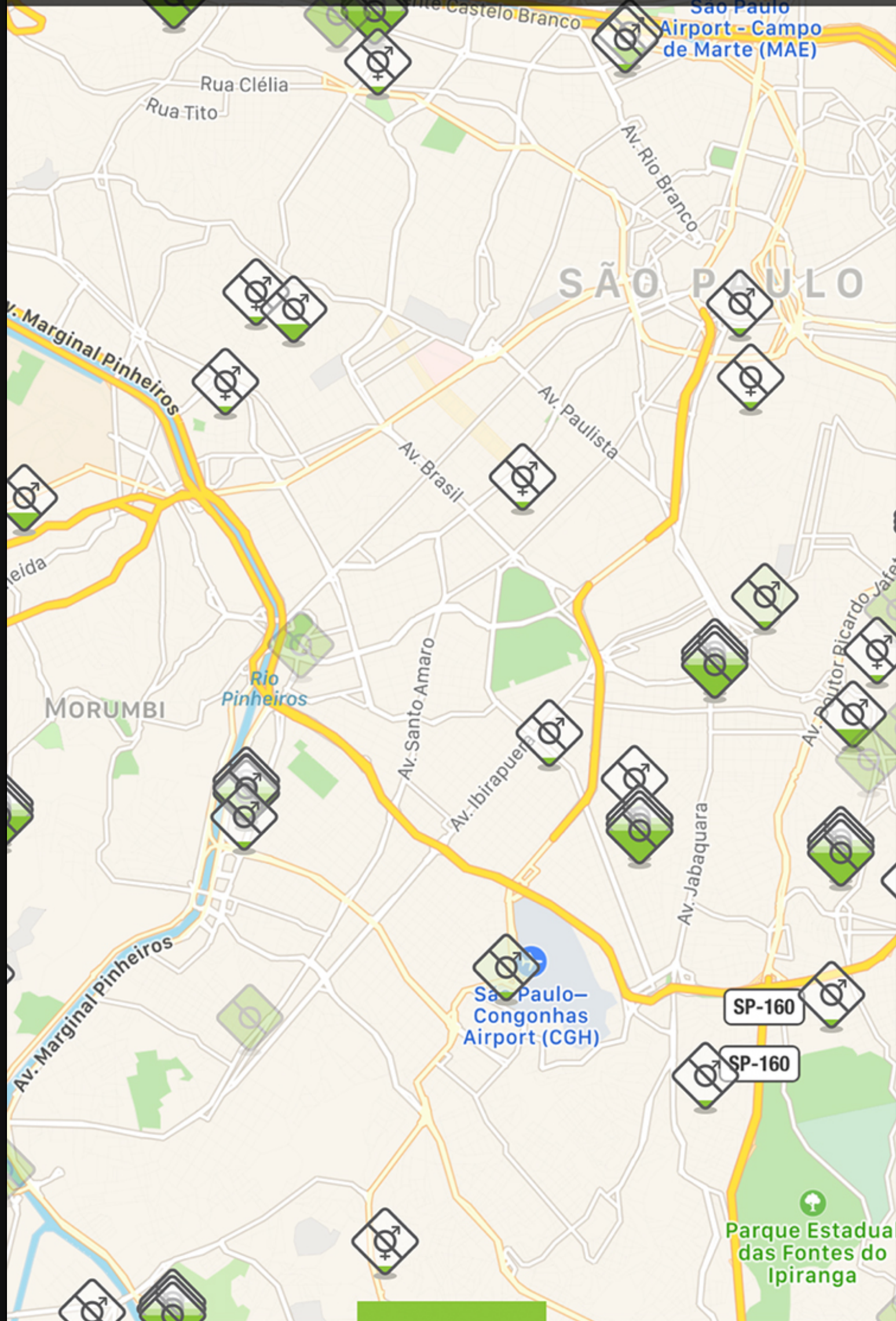


9:41 AM



Search / Filter

List



Notifications



Create Match



Fields



My Matches



Menu



9:41 AM

100%



PROFILE

Edit



ATK

50

STR

SKL

DEF

0 Matches

0 MVP

0 Goals

DOUG

Attacking Midfielder

Share card

View full profile



10:09

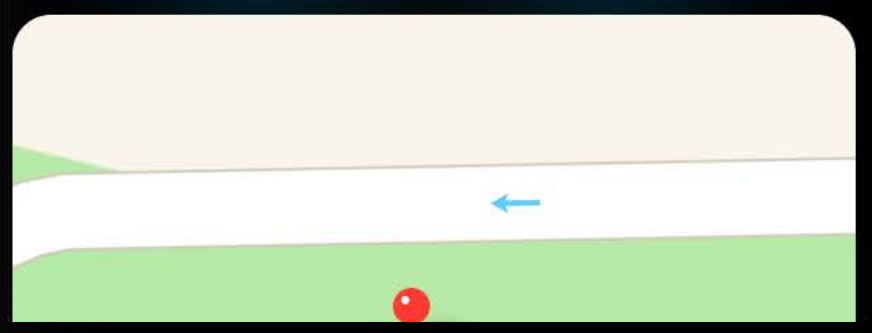


APITADOR

Friday Futebol

06/09 — 19:00

Synthetic • R\$10





Synthetic • R\$10

Praça Coração de Maria

Av. Nove de Julho



I'm in!

I'm out!

Maybe

Dismiss



10:09

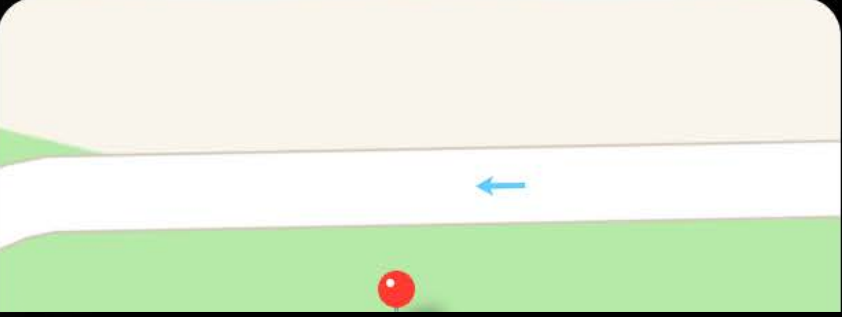


APITADOR

Friday Futebol

06/09 — 19:00

Synthetic • R\$10





Legible



Legible





Legible



Concise



Legible



Concise





Legible



Concise



Timely



Legible



Concise



Timely





Legible



Concise



Timely



Personal



Legible



Concise



Timely



Personal



I'm in!



App

Simple, focused tasks



CAD → USD

10:09

CAD

1

0.73

USD



Reset



CAD → USD

10:09

CAD

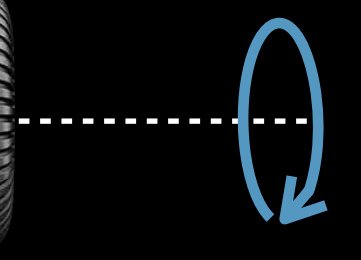
100

72.87

USD



Reset





CAD → USD

10:09

CAD

300

218.60

USD



Reset



CAD → USD

10:09

CAD

3 5 0

255.03

USD



Reset



CAD → USD

10:09

CAD

350

255.03

USD



Reset



Legible



Legible





Legible



Concise



Legible



Concise





Legible



Concise



Timely



Legible



Concise



Timely





Legible



Concise



Timely



Personal



Legible



Concise



Timely



Personal



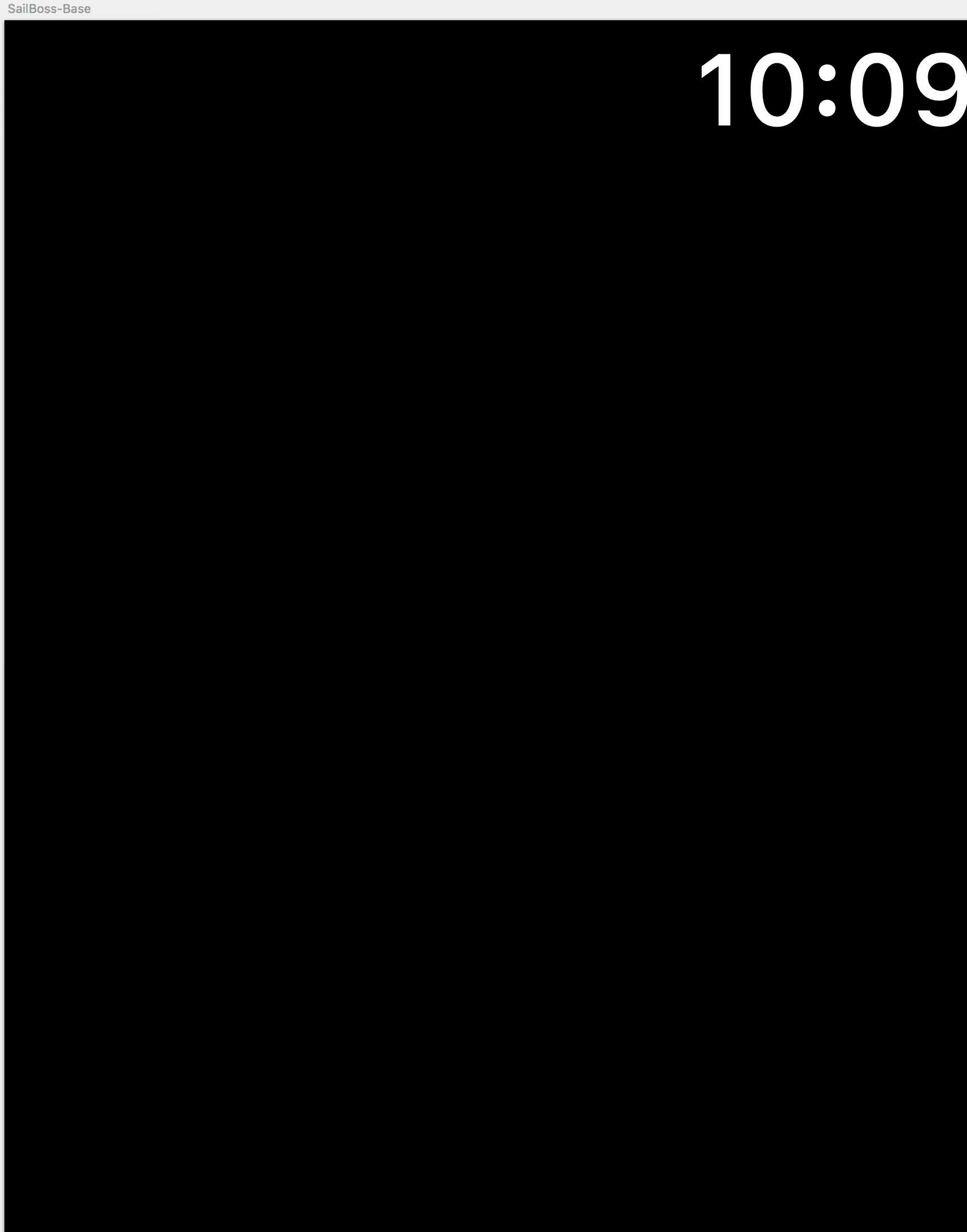
Planning an App



SailBoss

- Page 1
- Aa "When should I go sa
- Wind-arrow-green
- Controls / Status Bar / Status Bar - 38mm
- SailBoss-Base
- SailBoss-Home

"When should I go sailing?"



Position X Y

Size Width Height

Transform Rotate Flip

Opacity

Blending Normal

Fills

Borders

Shadows

Inner Shadows

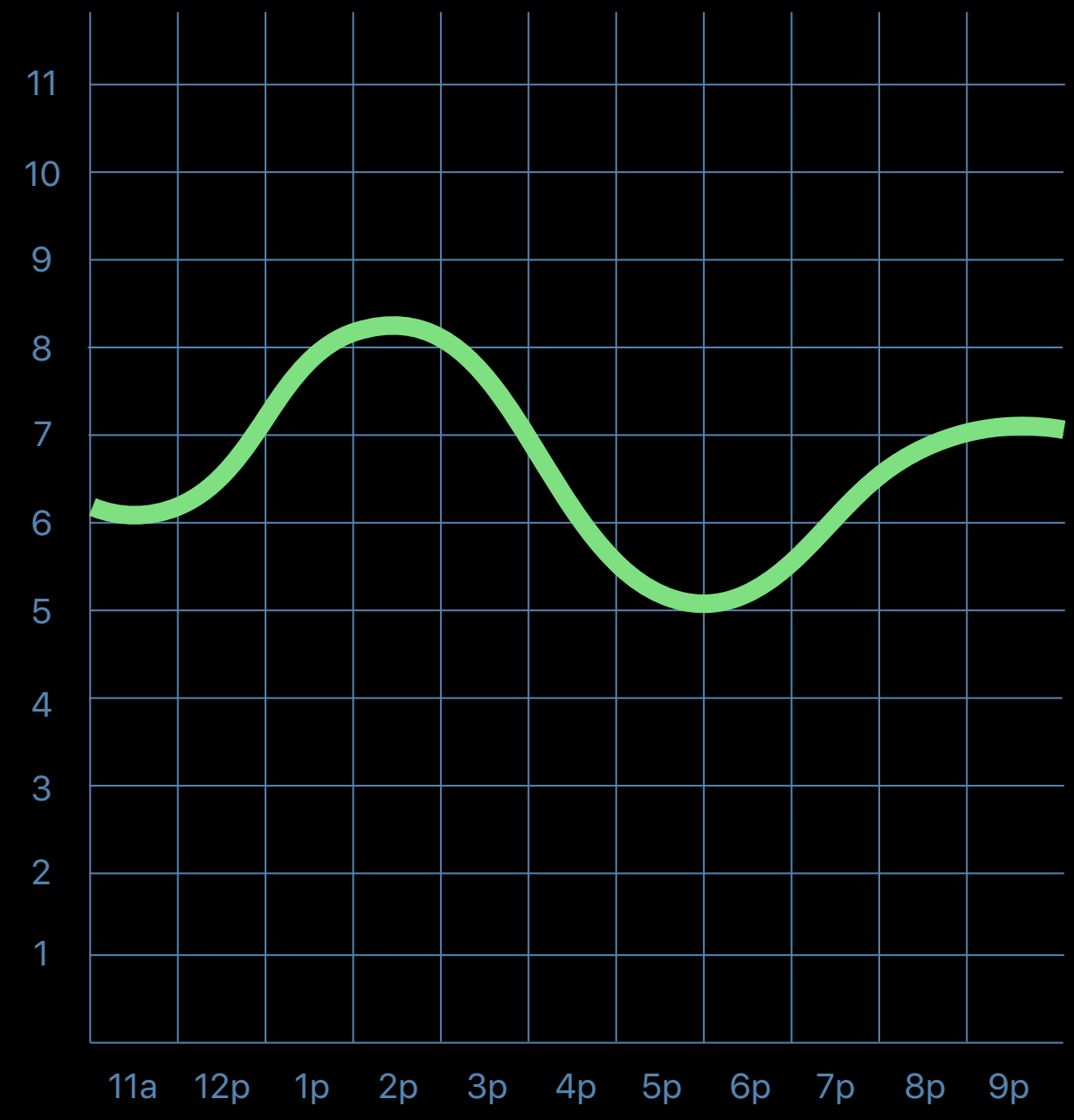
Gaussian Blur



Wind



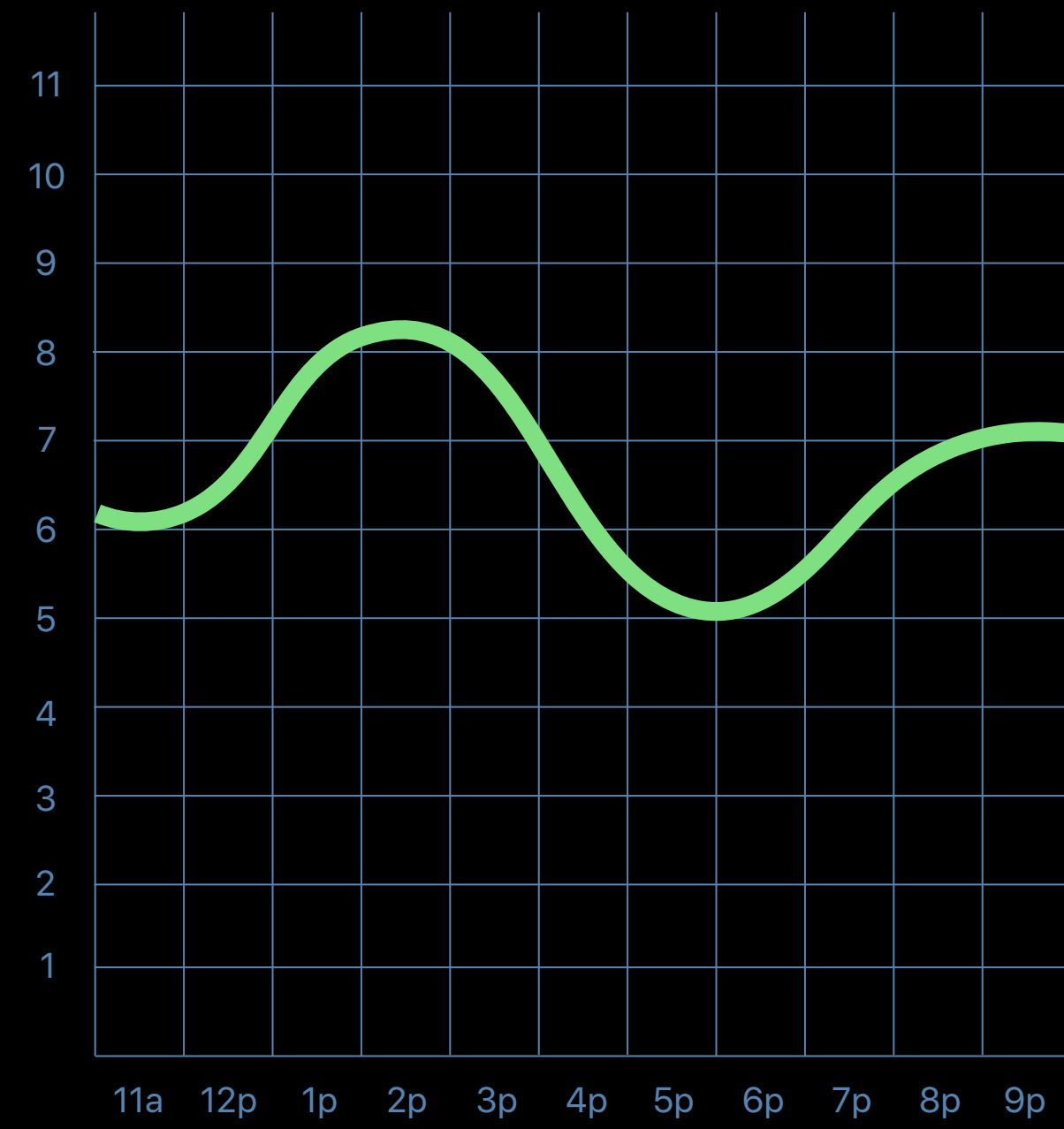
Wind



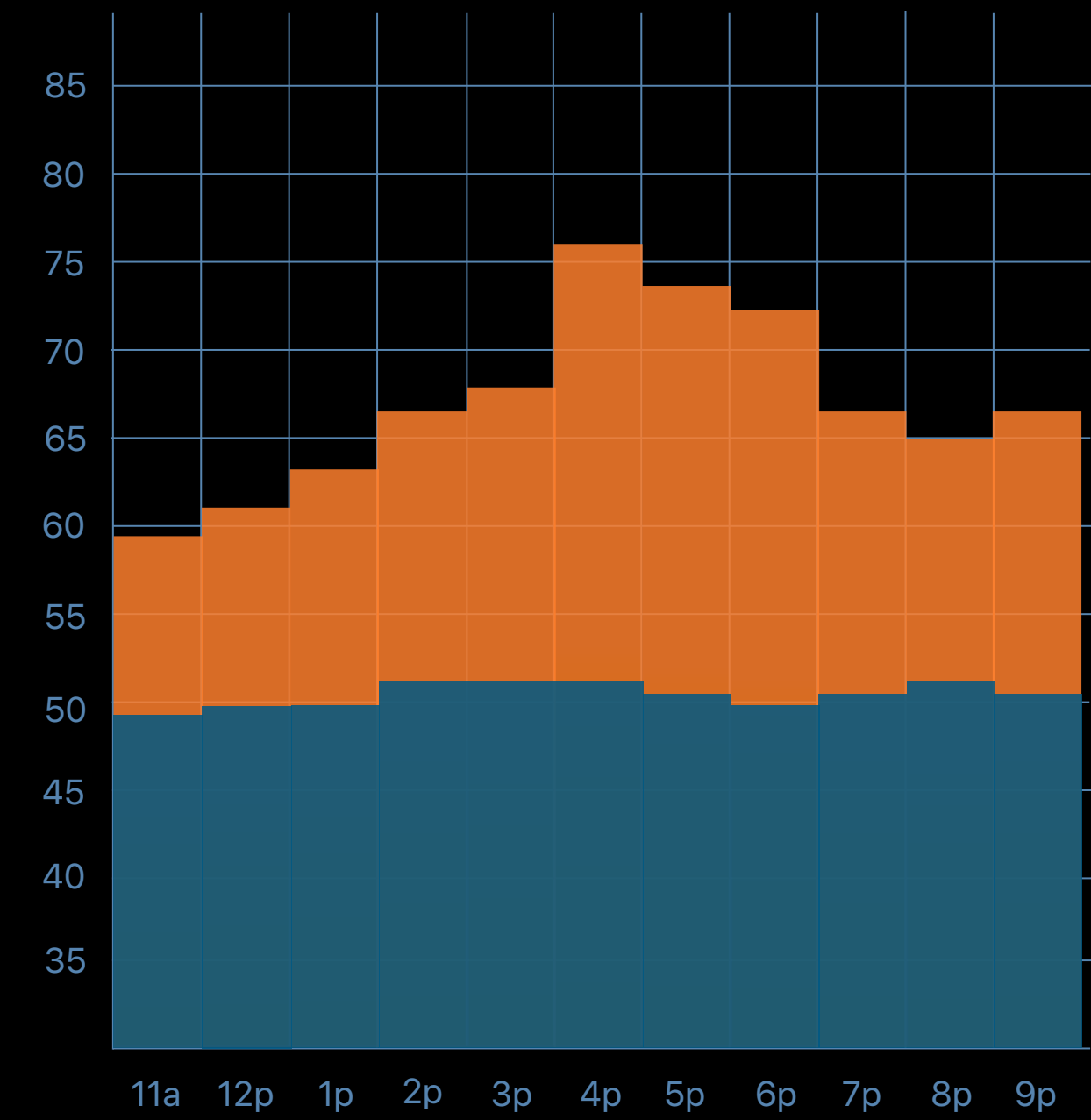
Swell



Wind



Swell



Temperature

"When should I go sailing?"

SailBoss-Base

SailBoss 10:09

11a 12p 1p 2p 3p 4p 5p 6p

Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"

SailBoss-Base

SailBoss 10:09

11a	12p	1p	2p	3p	4p	5p	6p
7	8	10	13	14	13	8	10

Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"

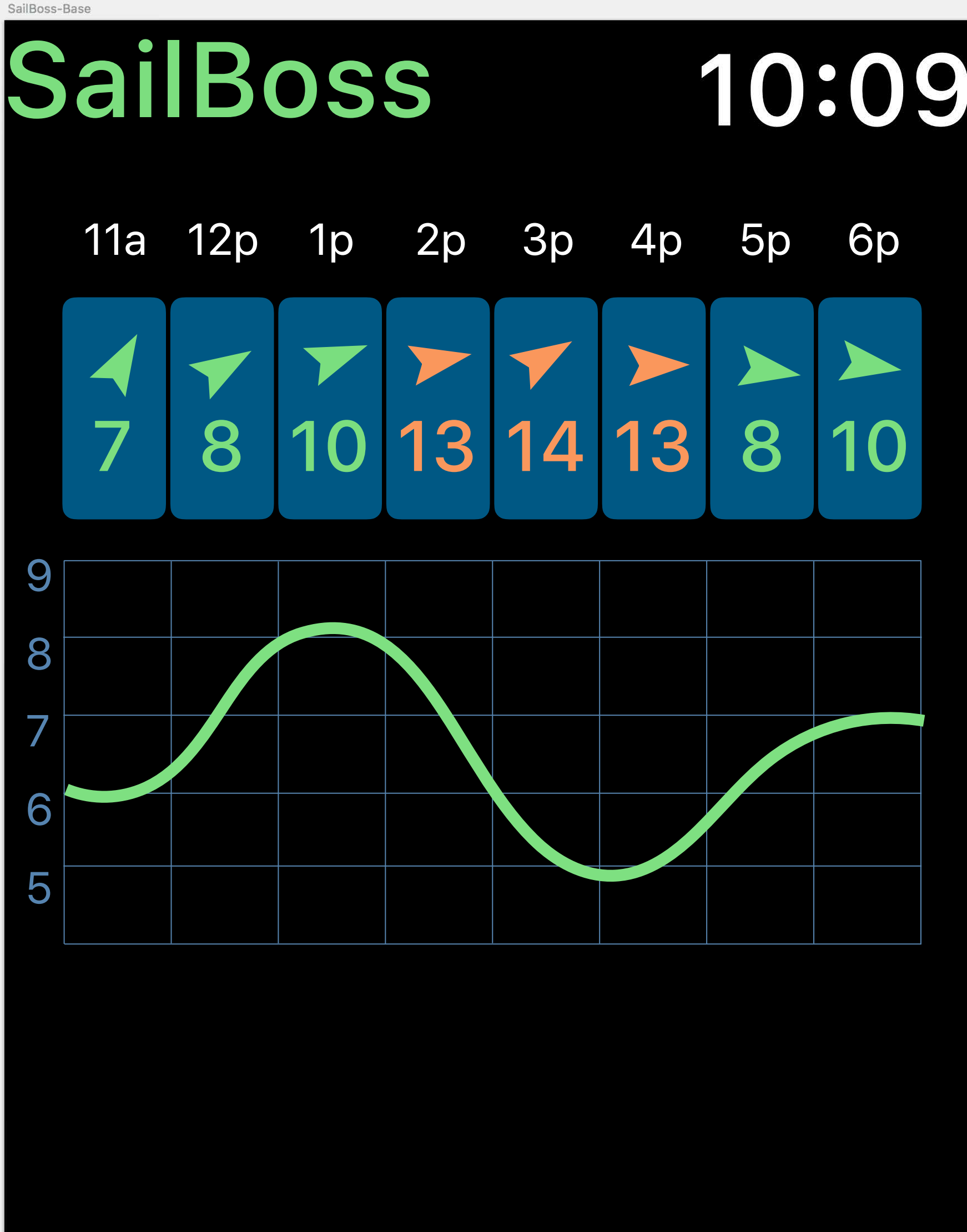
SailBoss-Base

SailBoss 10:09

11a	12p	1p	2p	3p	4p	5p	6p
7	8	10	13	14	13	8	10

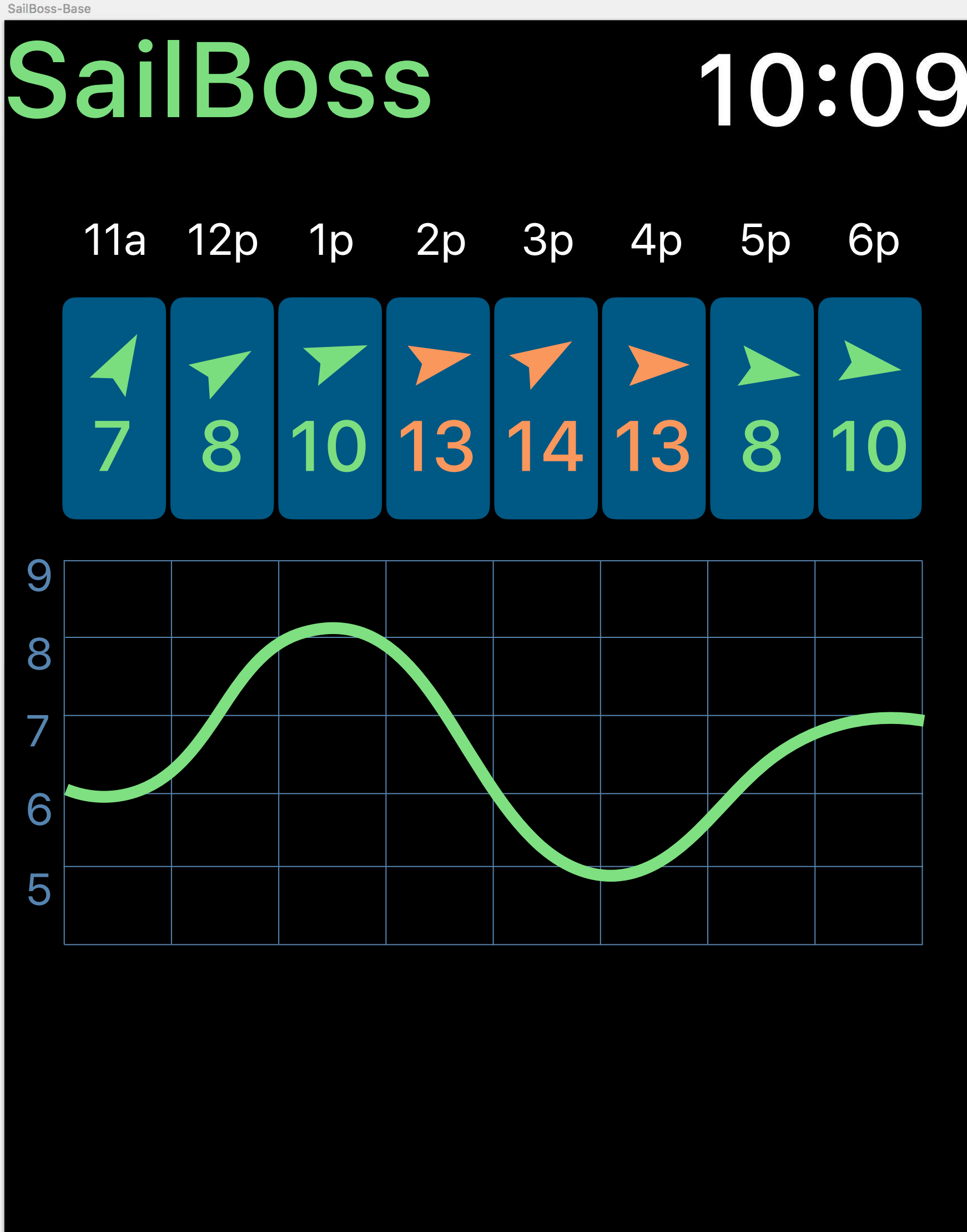
Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"



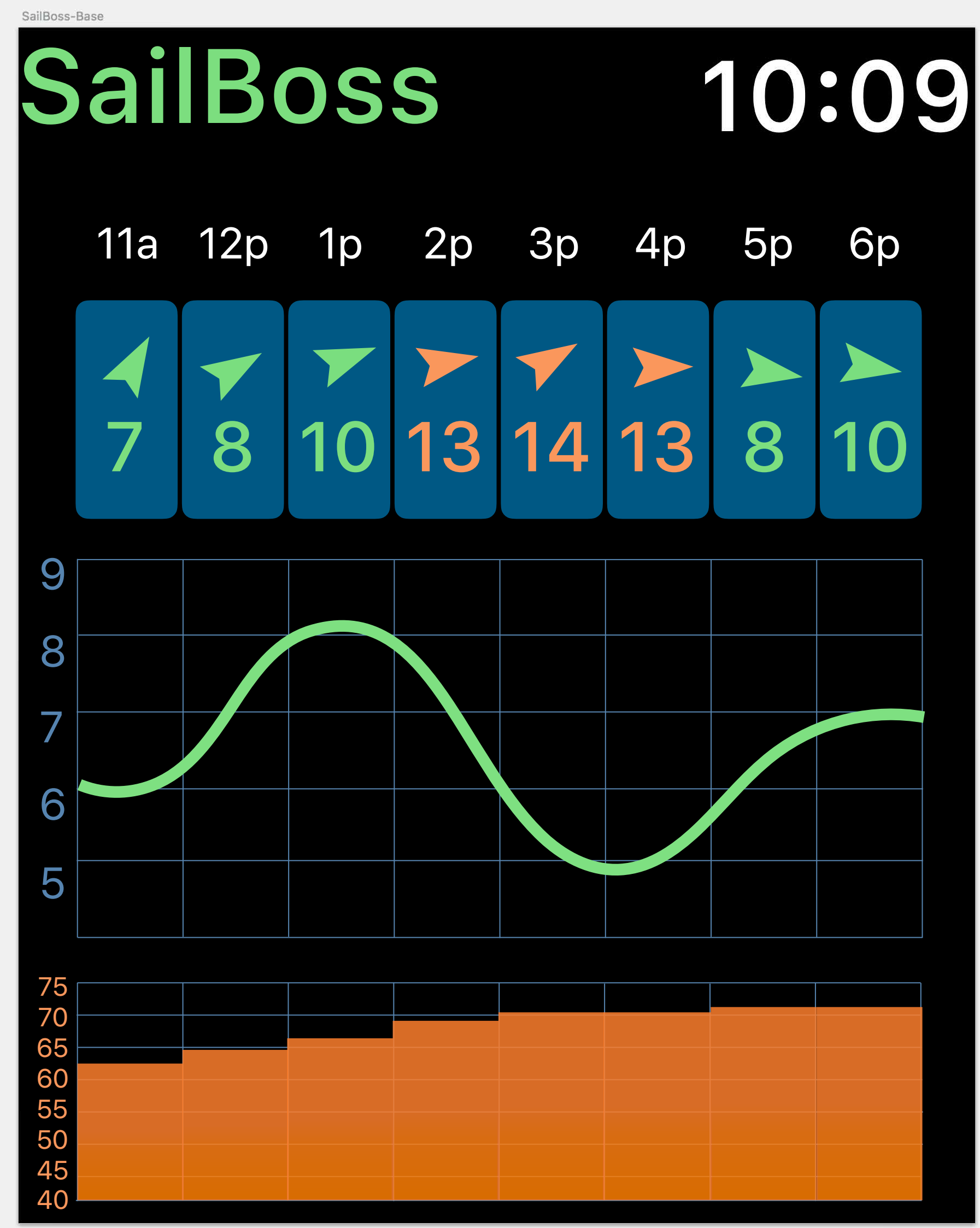
Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"



Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"

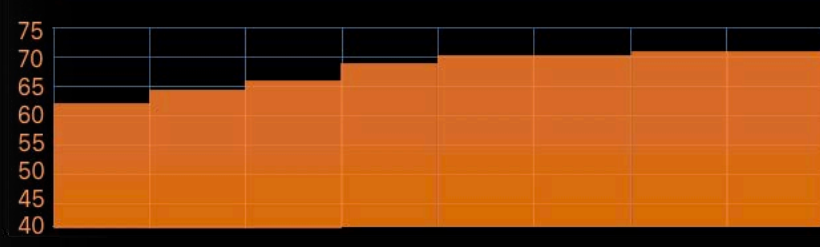
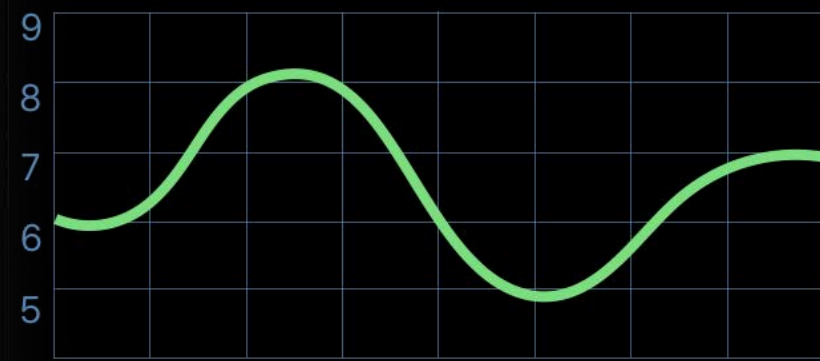


Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur



SailBoss 10:09

11a	12p	1p	2p	3p	4p	5p	6p
↖	↗	↗	↘	↘	↘	↗	↗
7	8	10	13	14	13	8	10





Legible



Legible





Legible



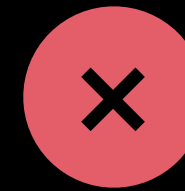
Concise



Legible



Concise

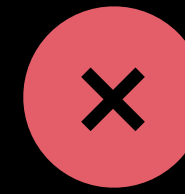




Legible



Concise



Timely



Legible



Concise



Timely





Legible



Concise



Timely



Personal



Legible



Concise



Timely

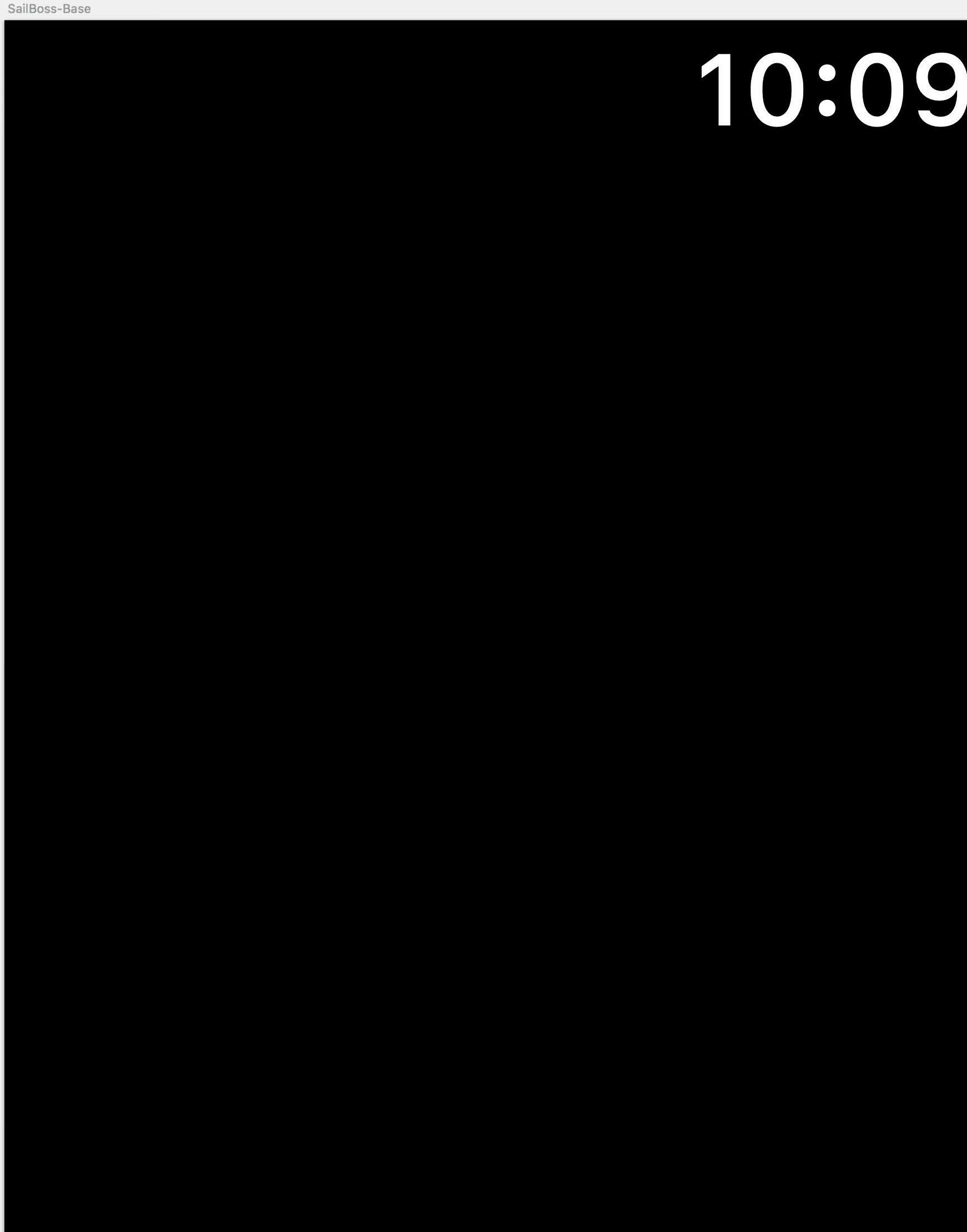


Personal



- Page 1
- Aa "When should I go sa
- Wind-arrow-green
- Controls / Status Bar / Status Bar - 38mm
- SailBoss-Base
- SailBoss-Home

"When should I go sailing?"



Position X Y

Size Width Height

Transform Rotate Flip

Opacity

Blending Normal

Fills

Borders

Shadows

Inner Shadows

Gaussian Blur

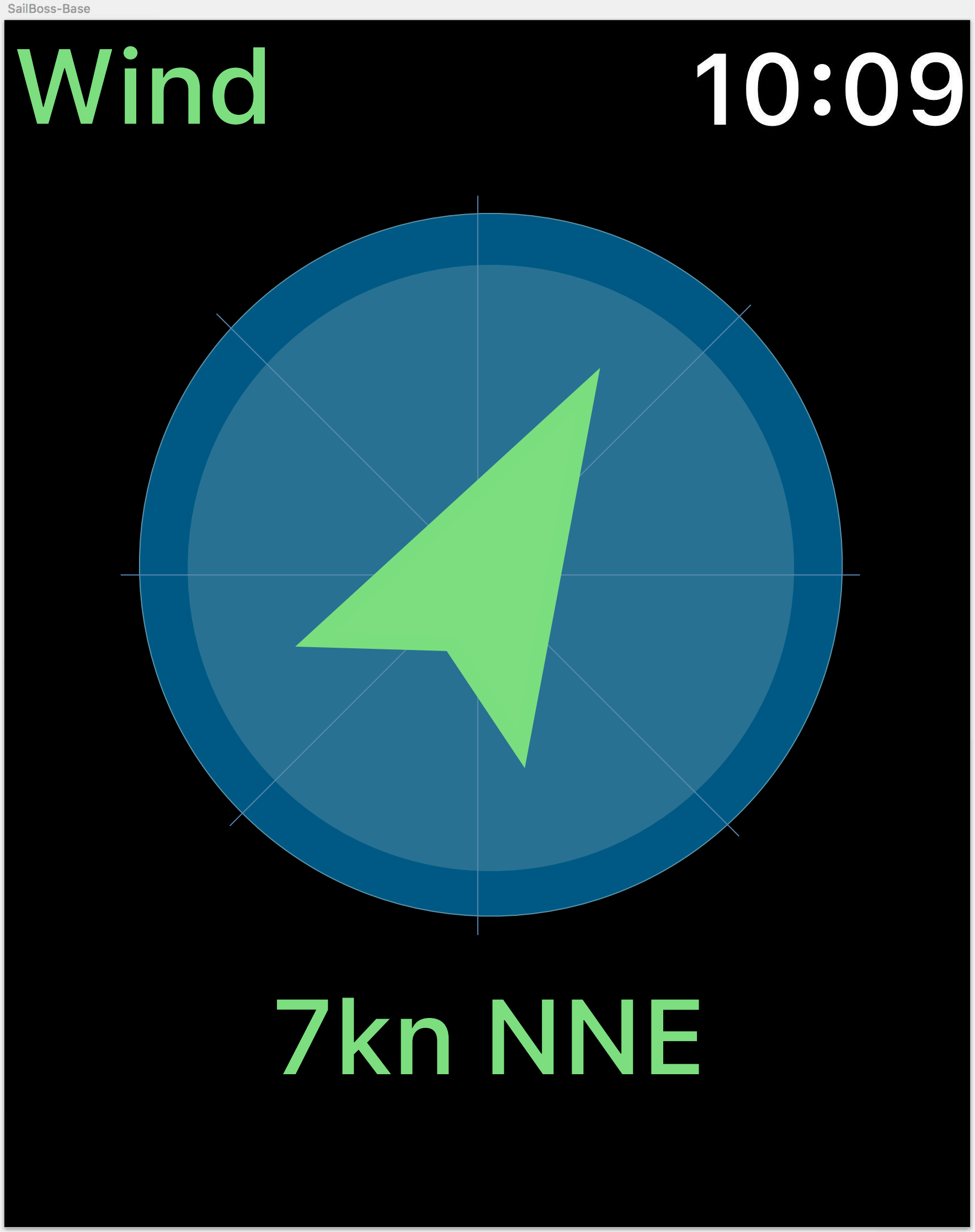
- Page 1
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- SailBoss-Base
- SailBoss-Home

"When should I go sailing?"



Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur

"When should I go sailing?"



Position X Y
Size Width Height
Transform Rotate Flip
Opacity
Blending Normal
Fills
Borders
Shadows
Inner Shadows
Gaussian Blur



Wind

10:09



7kn NNE



THU 8 10:09

12:00-1:30PM
Lunch with Mara


7:15


7 NNE





Wind

10:09



7kn NNE



Wind

10:09



7kn NNE











10:09



SAILBOSS

Great Conditions Today

Wind, swell, and temperature will be ideal this afternoon. Raise the Jolly Roger! 🏴‍☠️




7
NNE
11am


8
NNE
12pm


10
ENE
1pm

Too windy 



Too windy 🌪️

Perfect 👌

Need moar wind

Dismiss

Single feature

Planning

Planning → Learning

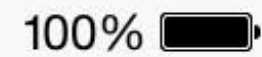
Case Study: WWDC App

Jake Behrens, Apple Watch Technologies Evangelist





9:41 AM



Filter

All

Favorites

🔍 Search Schedule

MONDAY 10:00 AM

Keynote

10:00 AM - 12:00 PM – Presidio

MONDAY 2:30 PM

Platforms State of the Union

2:30 - 4:00 PM – Presidio

MONDAY 4:30 PM

Apple Design Awards

4:30 - 5:30 PM – Presidio

TUESDAY 9:00 AM

Pins and needles.

9:00 - 9:40 AM – Presidio

What's New in Web Development in WebKi...

9:00 - 9:40 AM – Mission

Patience is a virtue.

9:00 - 9:40 AM – Nob Hill

iOS Accessibility



Schedule



Maps



News



Videos

Schedule

Maps

News

Videos

Schedule



Maps

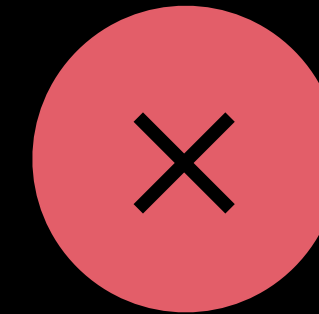
News

Videos

Schedule



Maps



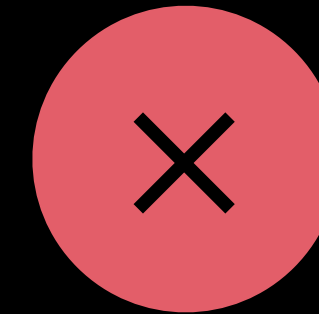
News

Videos

Schedule



Maps



News

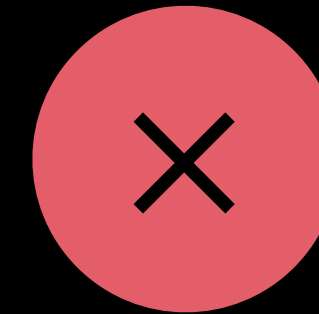


Videos

Schedule



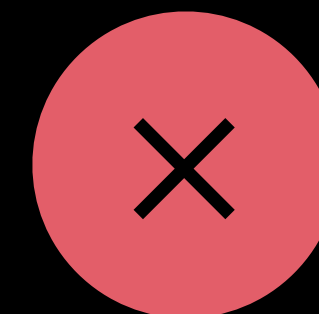
Maps

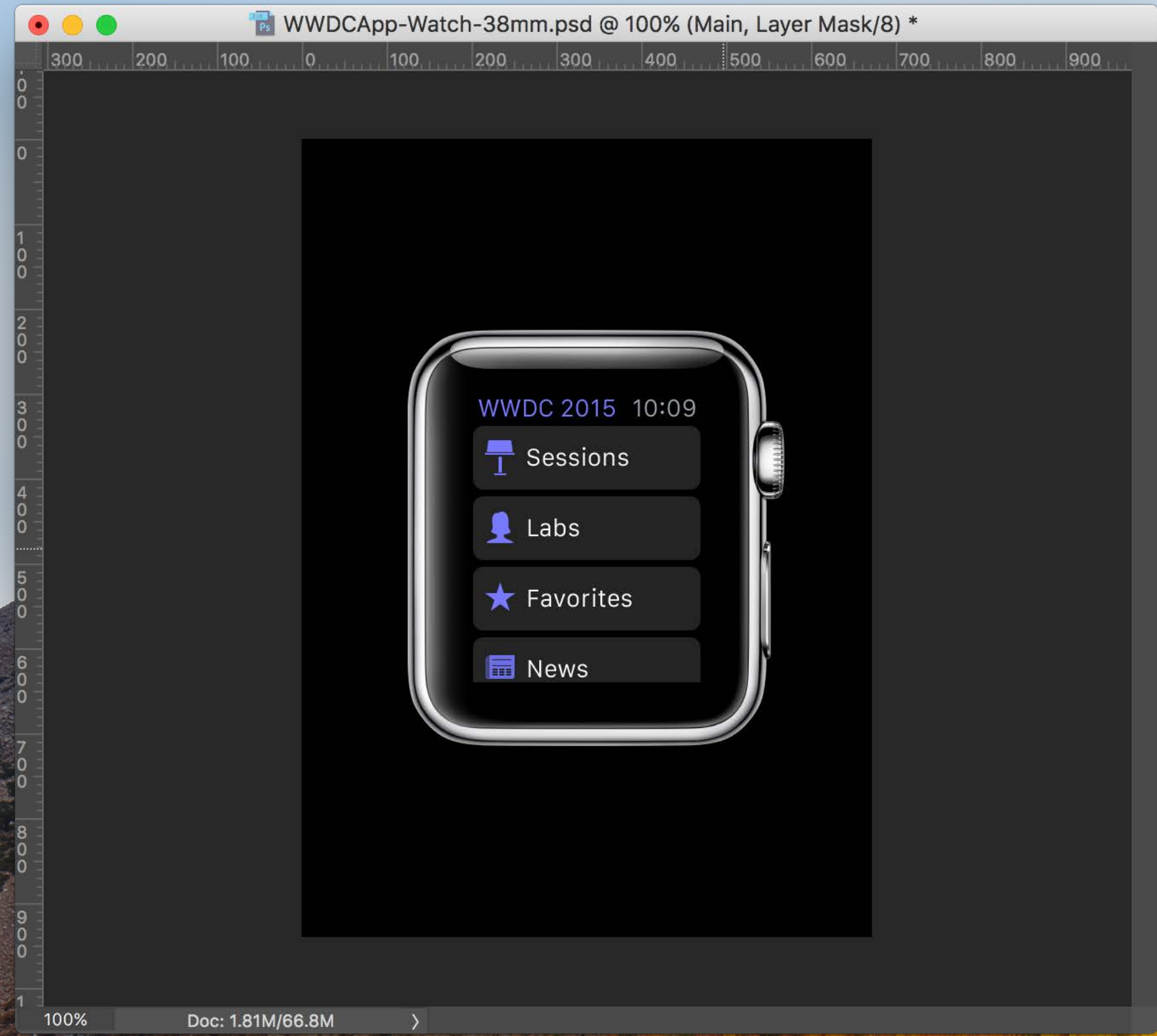


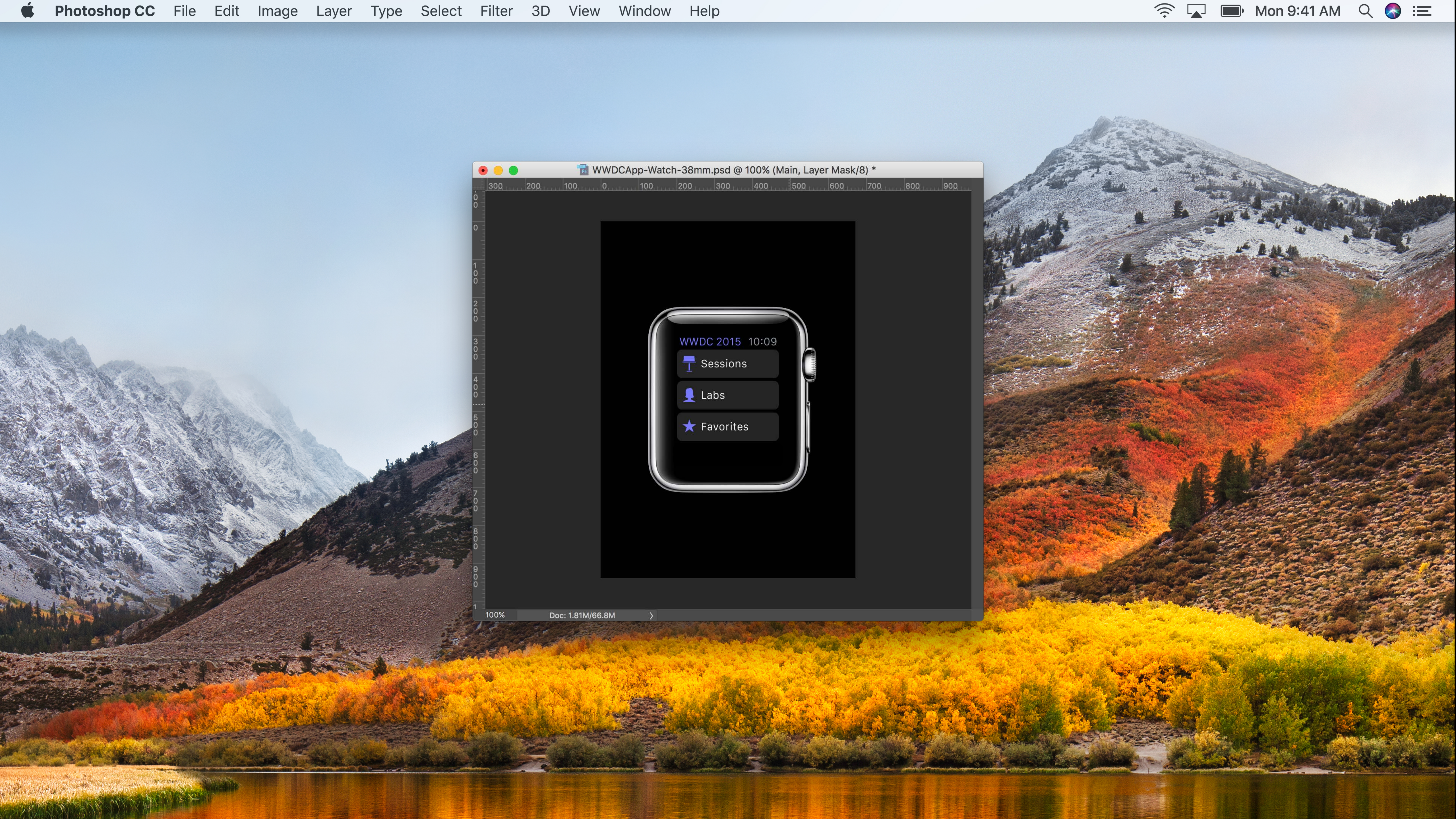
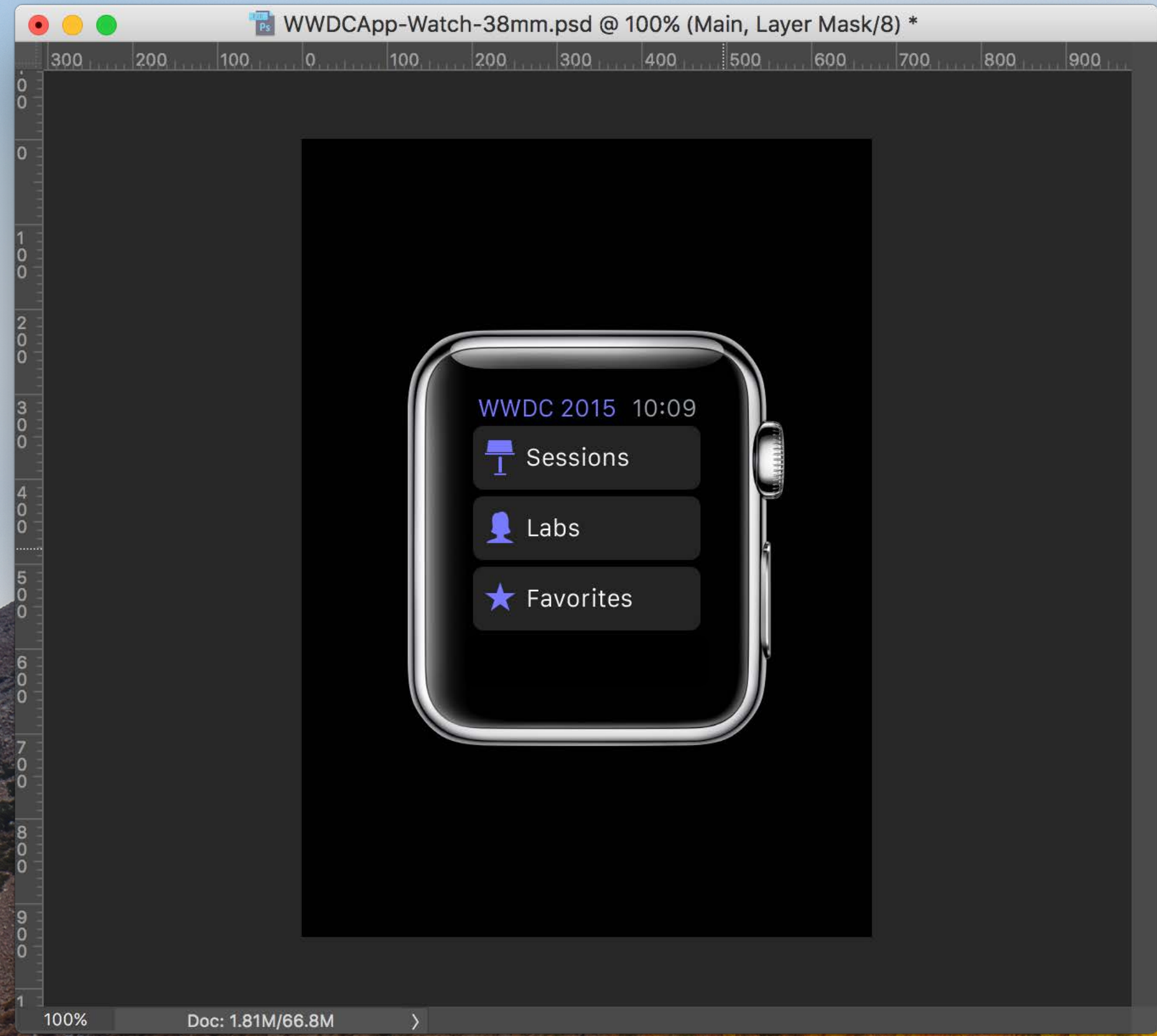
News



Videos










WWDC

10:09

 Sessions

 Labs

 Favorites



< Favorites 10:09

MON 4:30 - 5:30

Apple Design Awards
Presidio ★

TUE 9:00 - 6:00

User Interface Design Lab
User Interface



< 10:09

WatchKit Tips and Tricks

App Frameworks ★

Presidio
Friday, June 12
10:00 - 10:40 AM

Watch apps should load quickly and be



0.0



2.0



2.0

What Did We Learn?

What Did We Learn?

Identify what's essential





Focus.

Focus. Seriously.

What do people **really** want
on their wrist?

What do people **really** want from the
WWDC app on their wrist?



Now
Keynote

Up Next
Platforms State of
the Union
Presidio



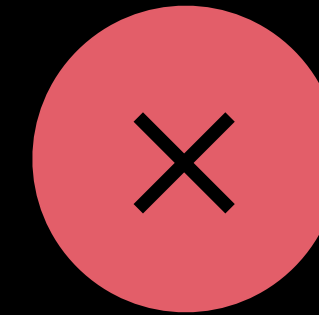
Schedule

Sessions

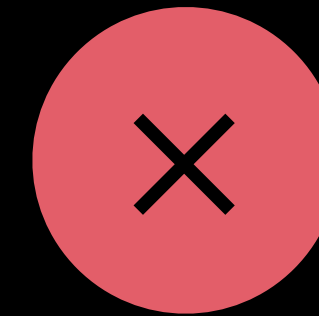
Labs

Favorites

Sessions

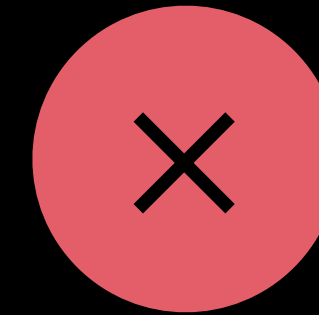


Labs

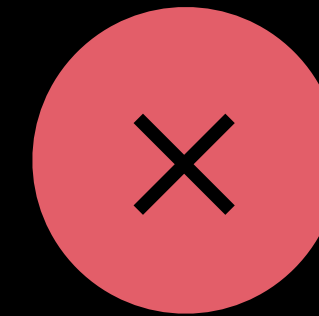


Favorites

Sessions

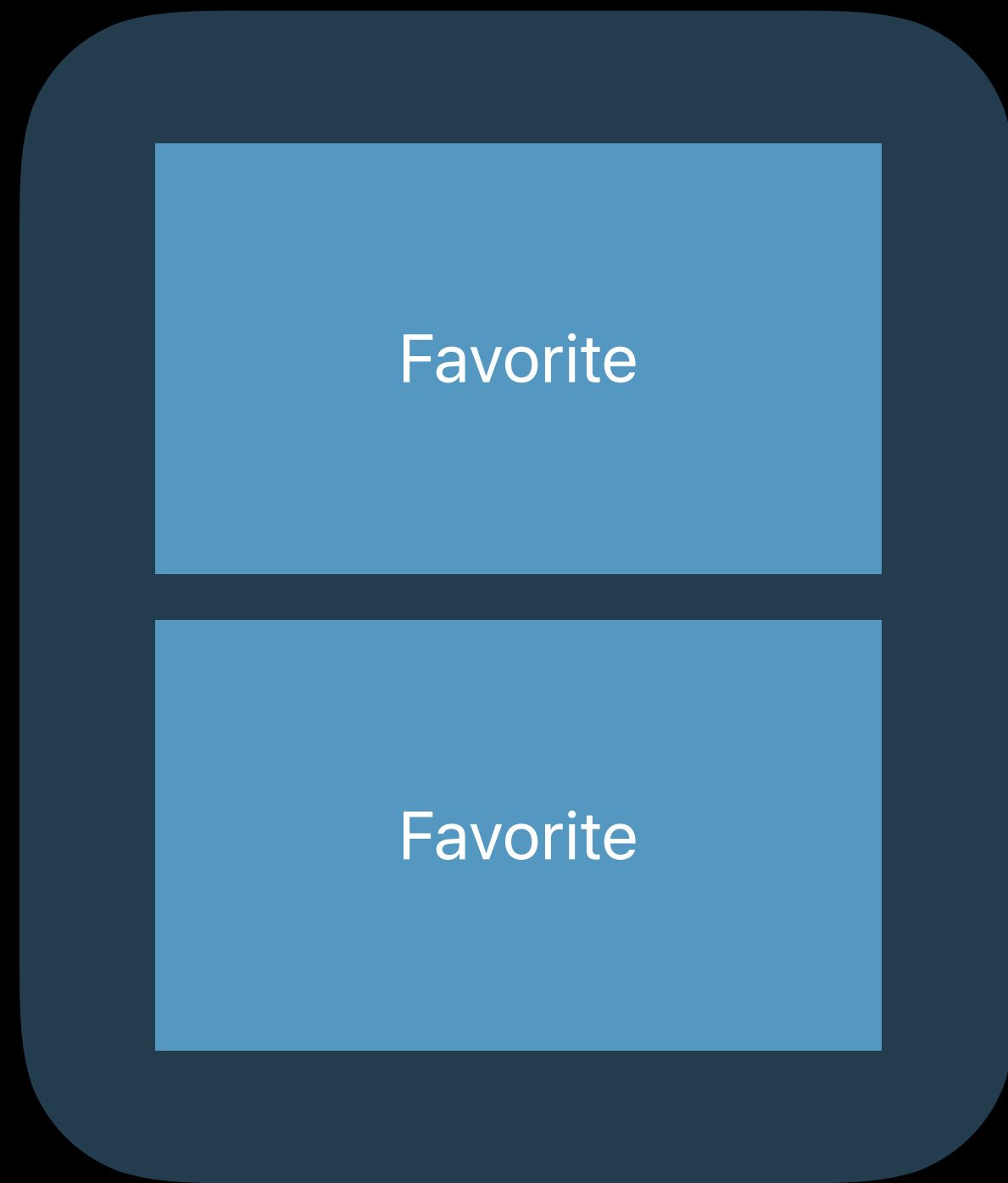
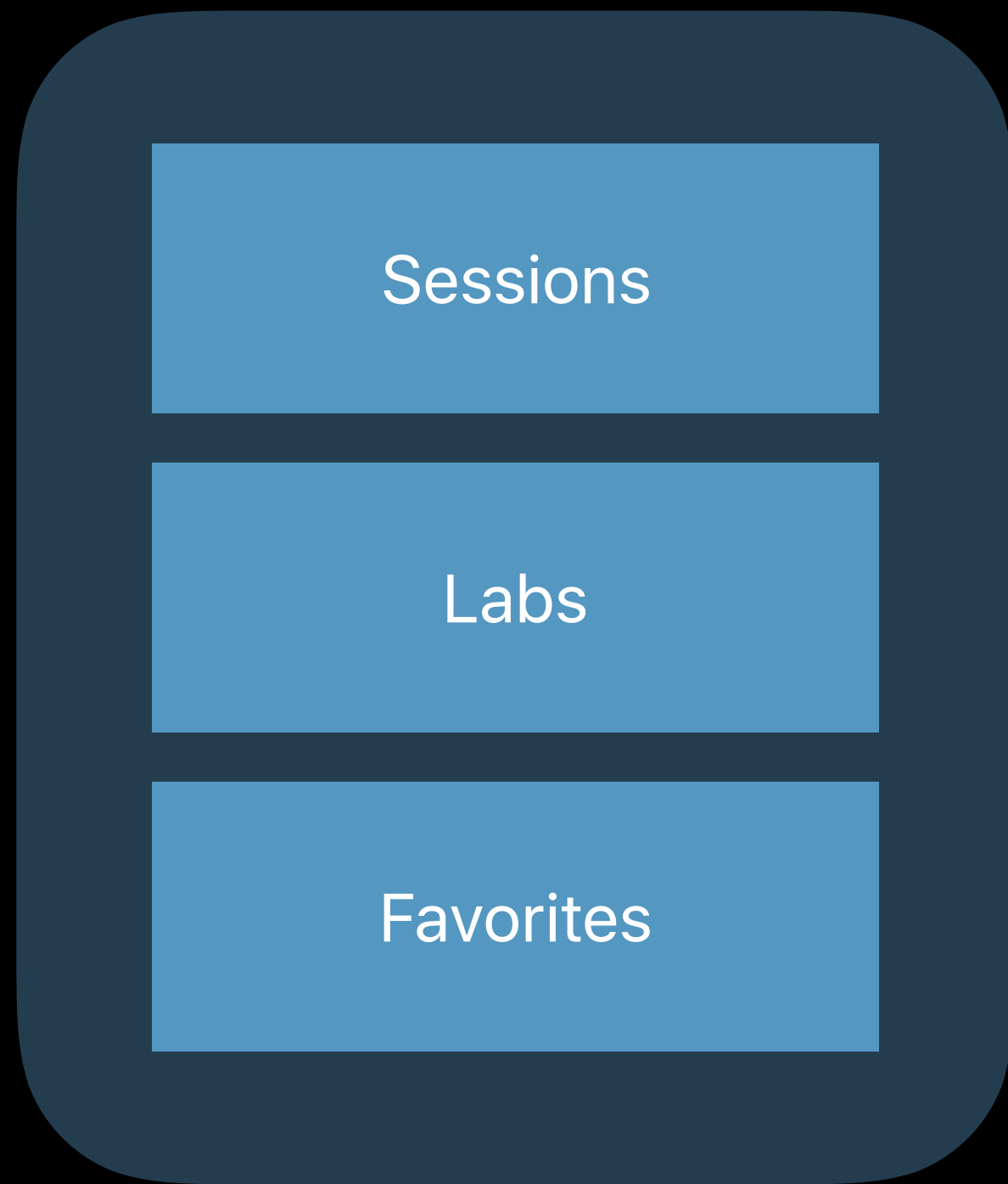


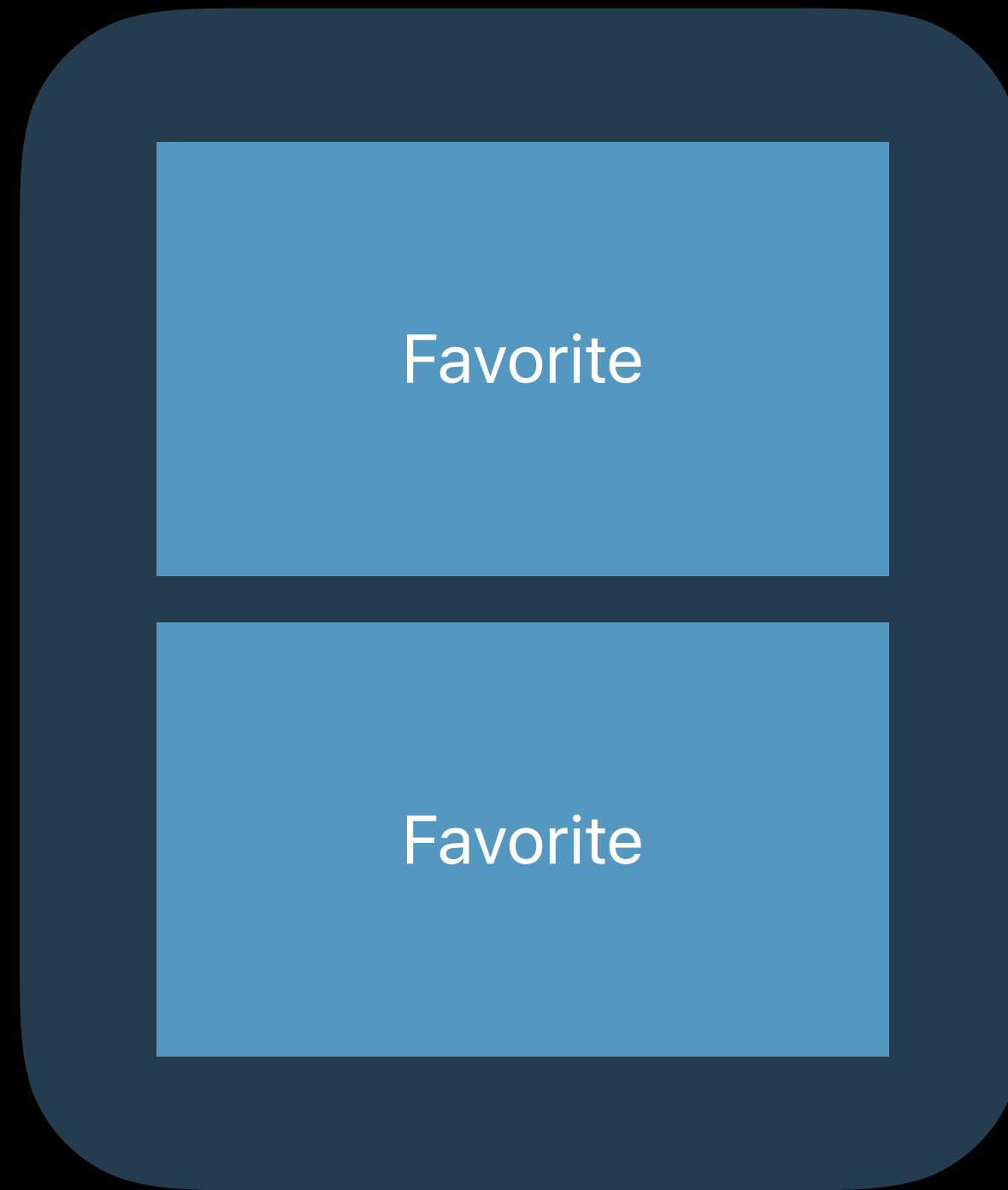
Labs



Favorites









Favorites 10:09

Now

Keynote

Bill Graham Civic
Auditorium

10:00 AM - 12:00 PM

Upcoming

Platforms State of



Favorites 10:09

Now

Keynote

Bill Graham Civic
Auditorium

10:00 AM - 12:00 PM

Upcoming

Platforms State of



MON
13

10:09

Keynote

Bill Graham Civic A...

10:00AM-12:00PM

68°



LON
5:09



MON
13

10:09

Cupertino
64° Mostly Cloudy
H:84 L:57

WWDC
2016



LON
5:09

WWDC
2016



WWDC

WWDC
2016



WWDC



36px x 36px



WWDC
2016



WWDC



18pt x 18pt @2x

What Did We Learn?

Identify what's essential

What Did We Learn?

Identify what's essential

Focus your feature set





Favorites 10:09

Now

WWDC 2017
Keynote
Hall 3
10:00 AM - 12:00 PM

Upcoming

Platforms State of






10:09

WWDC

2017



 WWDC

Favorites

Now

**WWDC 2017
Keynote**
Hall 3
10:00 AM - 12:00 PM

Upcoming

Platforms State of



What Did We Learn?

Identify what's essential

Focus your feature set

What Did We Learn?

Identify what's essential

Focus your feature set

Keep what works



Can we make this better?



Favorites

5:35

Now

**Planning a Great
Apple Watch
Experience**

Hall 2
5:10 - 6:10 PM

Upcoming



Now

5:35

Planning a Great
Apple Watch
Experience

Design

Thursday, June 8

5:10 - 6:10 PM

Hall 2



Now

5:35

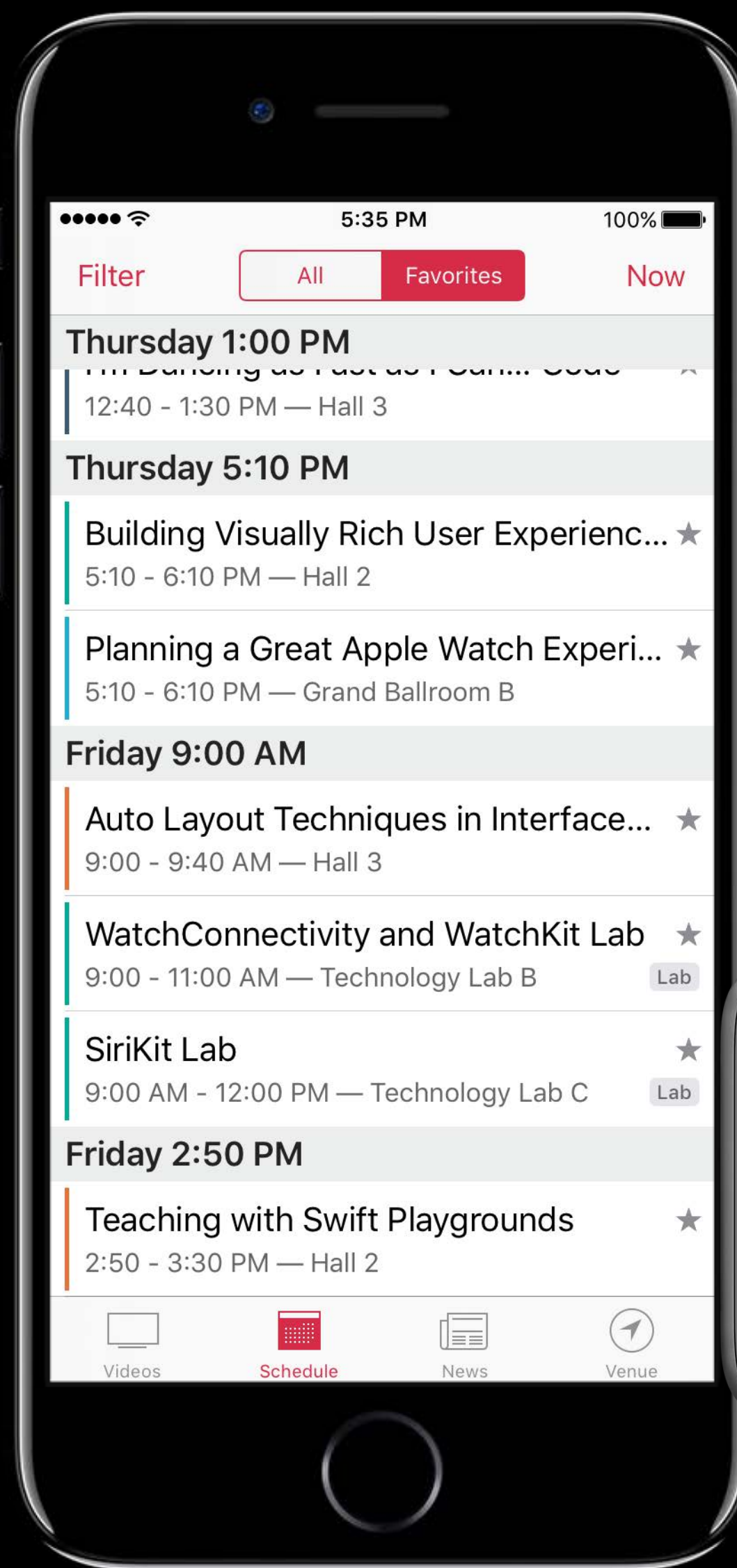
Planning a Great
Apple Watch
Experience

Design

Thursday, June 8

5:10 - 6:10 PM

Hall 2











10:09



CARROT⁵

TOMORROW'S FORECAST

77 ↑ 48 ↓ 0%

Mostly cloudy until afternoon.





10:09



WWDC

Check out the
latest News
update.

Dismiss





WWDC

```
// Push notification payload.

{
  "aps": {
    "alert": {
      "title": "News Update",
      "body": "Going to the WWDC Bash? Come to the check-in desk with your ID until 6
p.m. for a wristband."
    }
  }
}
```

```
// Push notification payload.
```

```
{  
  "aps": {  
    "alert": {  
      "title": "News Update",  
      "body": "Going to the WWDC Bash? Come to the check-in desk with your ID until 6  
p.m. for a wristband."  
    }  
  }  
}
```







Summary

Summary

Planning is key

Summary

Planning is key

Start simple

Summary

Planning is key

Start simple

Iterate

More Information

<https://developer.apple.com/wwdc17/808>

Related Sessions

[What's New in watchOS](#)

WWDC 2017 Videos

[The Life of a watchOS App](#)

WWDC 2017 Videos

[Designing Across Platforms](#)

WWDC 2017 Videos

Labs

User Interface Design by Appointment Lab

User Interface Design Lab A

Fri 9:00AM–3:30PM

WatchConnectivity and WatchKit Lab

Technology Lab B

Fri 9:00AM-11:00AM

