

Writing Great Alerts

Session 813

Natalie Calvert, Designer

When should alerts be used?



Emily Parker
emily.parker@icloud.com

Name Phone Numbers Email >

Pass >

Paym isa >

Verification Failed
Your Apple ID or password is incorrect.

Cancel Try Again

iCloud >

iTunes & App Store >

Family Sharing James >

Emily's iPhone
This iPhone 7 >

Emily's Apple Watch >

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						24
25						

Allow "Calendar" to access your location while you use the app?

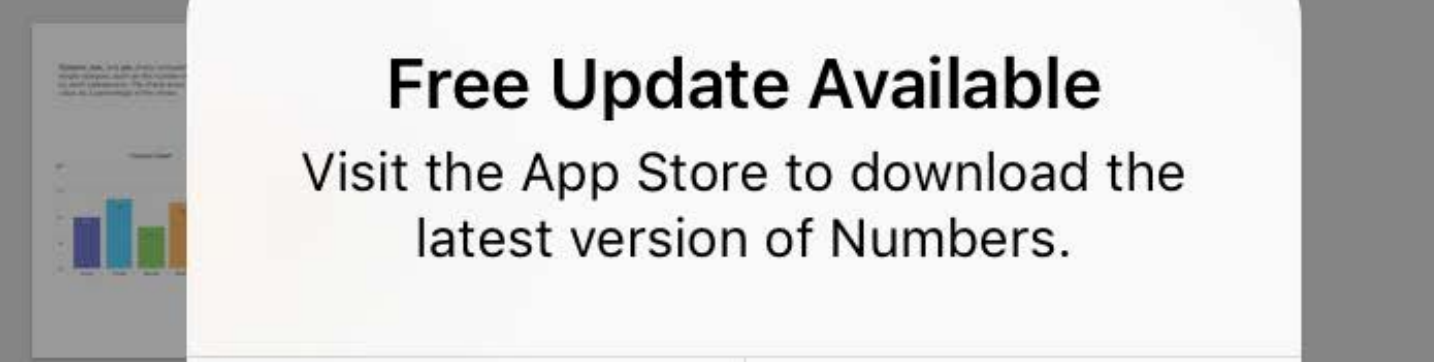
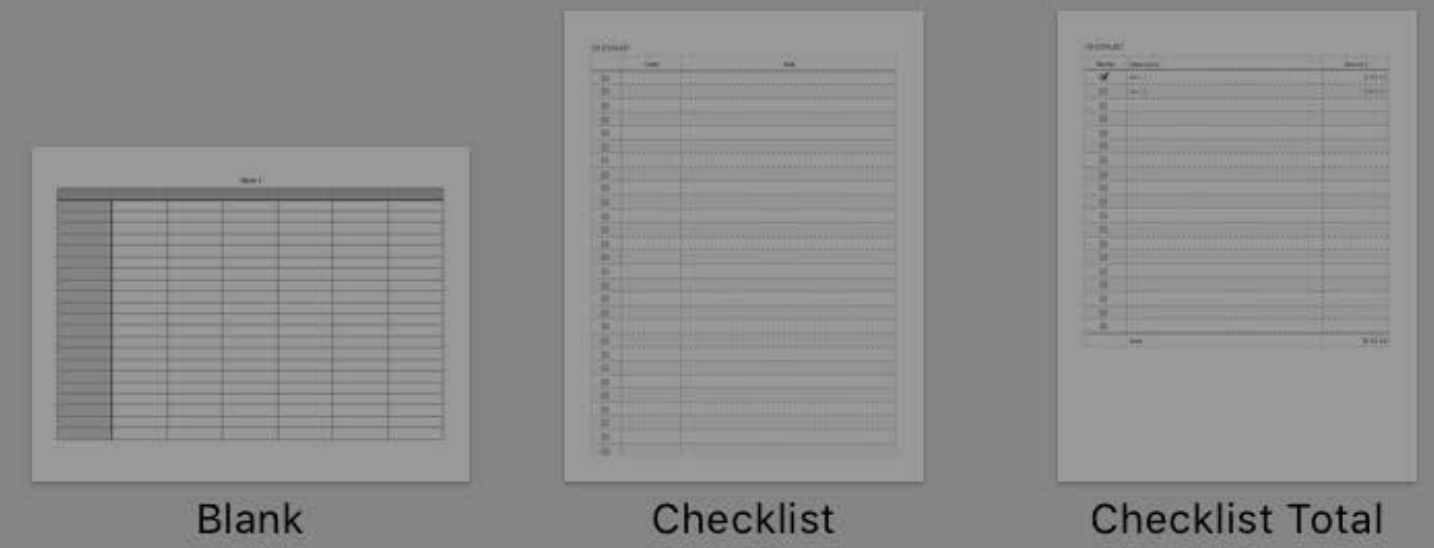
Your location is used to estimate travel times to events and improve location searches.

[Don't Allow](#) [Allow](#)

No Events

Cancel Choose a Template

BASIC



PERSONAL FINANCE



Free Update Available
 Visit the App Store to download the latest version of Numbers.

[Close](#) [App Store](#)

Alerts are disruptive by design

Alerts



Like this app? More is available.

Get the most out of this app with more in-app purchases available at the Mac App Store, and check out our great latest releases.

Cancel

Visit App Store

esign

Alerts are disruptive by design

Alerts are lightweight by design

Do you want "App Name" to remember this choice?

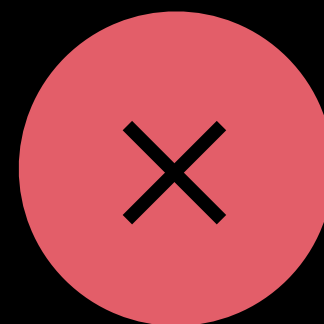
Yes, in every app

Yes, and show a banner in every app

Yes

Yes, and show a banner

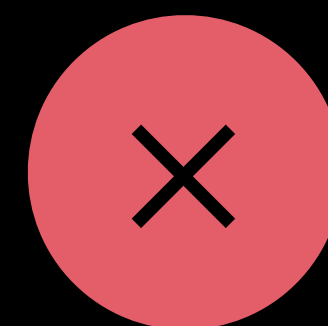
No



Log In Error

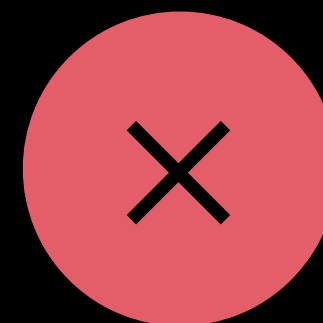
Error Domain=Parse Code=431 "The requested operation couldn't be completed." [Parse error 431]
UserInfo=0x345624ag0 {code=431, error=This user type is not supported by this application.}

Dismiss



Please do not enter the following special characters in the password field: - _ . ~ & % + () { } [] " | < > ?

OK



Alert Dos and Donts

Correct errors



Request access to user data

Notify users about critical updates

Alert Dos and Donts

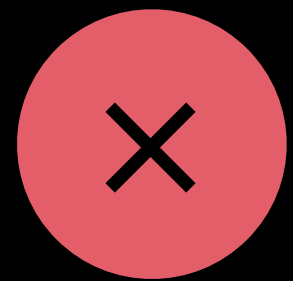
Correct errors



Request access to user data

Notify users about critical updates

Don't use nonessential or lengthy content



Don't offer complicated choices

Don't duplicate the tasks of other UI elements

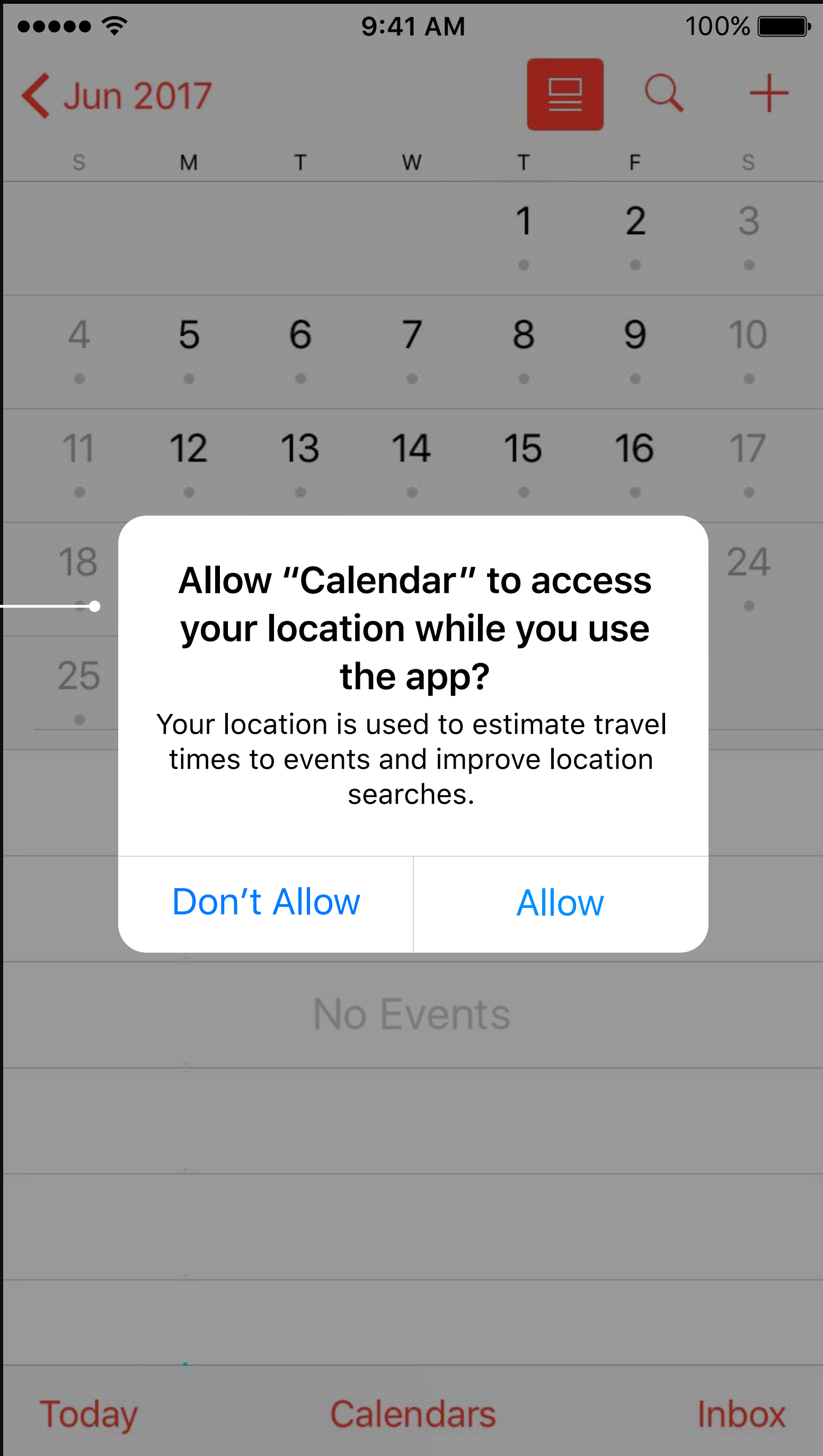
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
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18						24
25						

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](#)

No Events



Title



**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

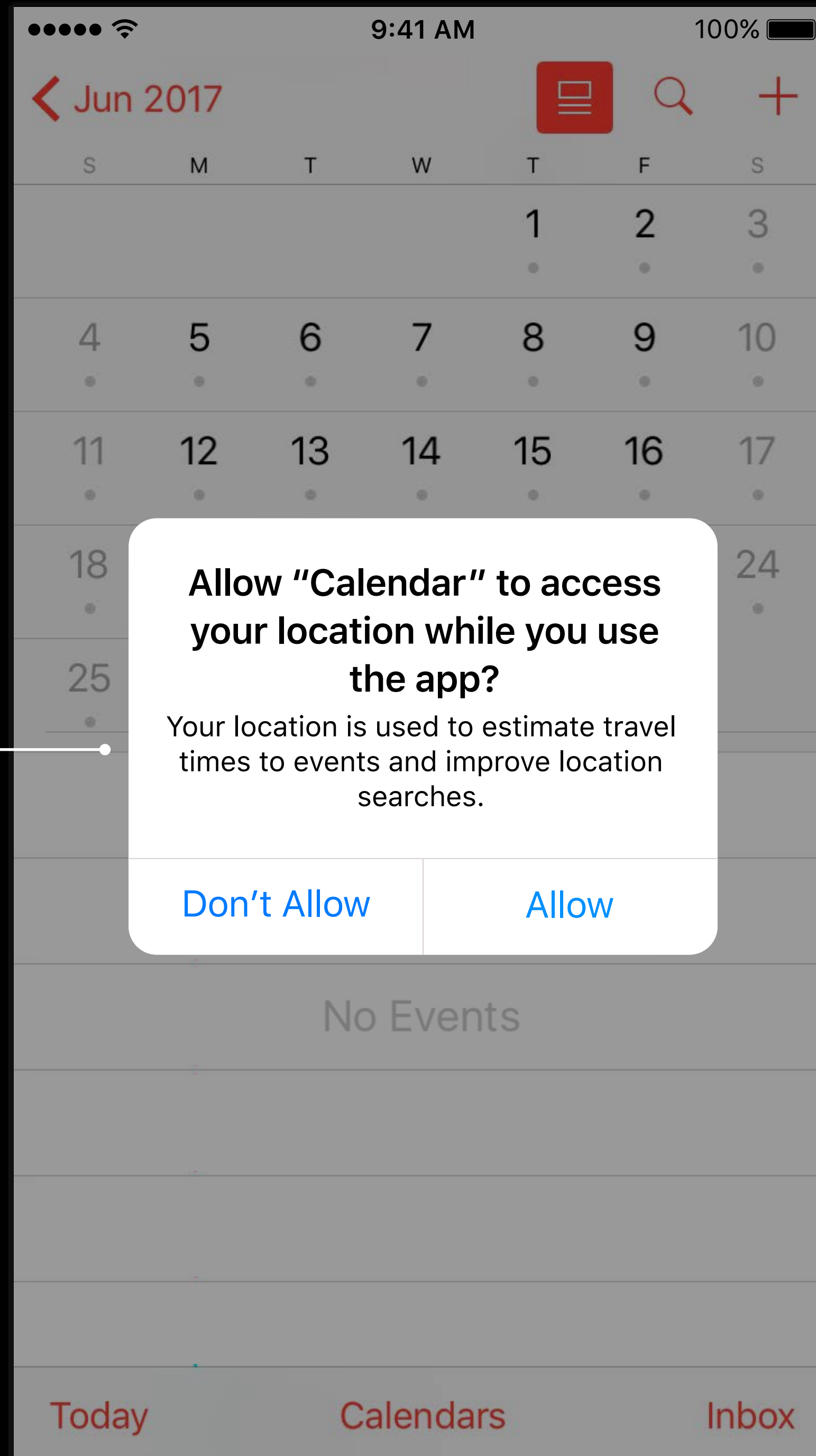
No Events

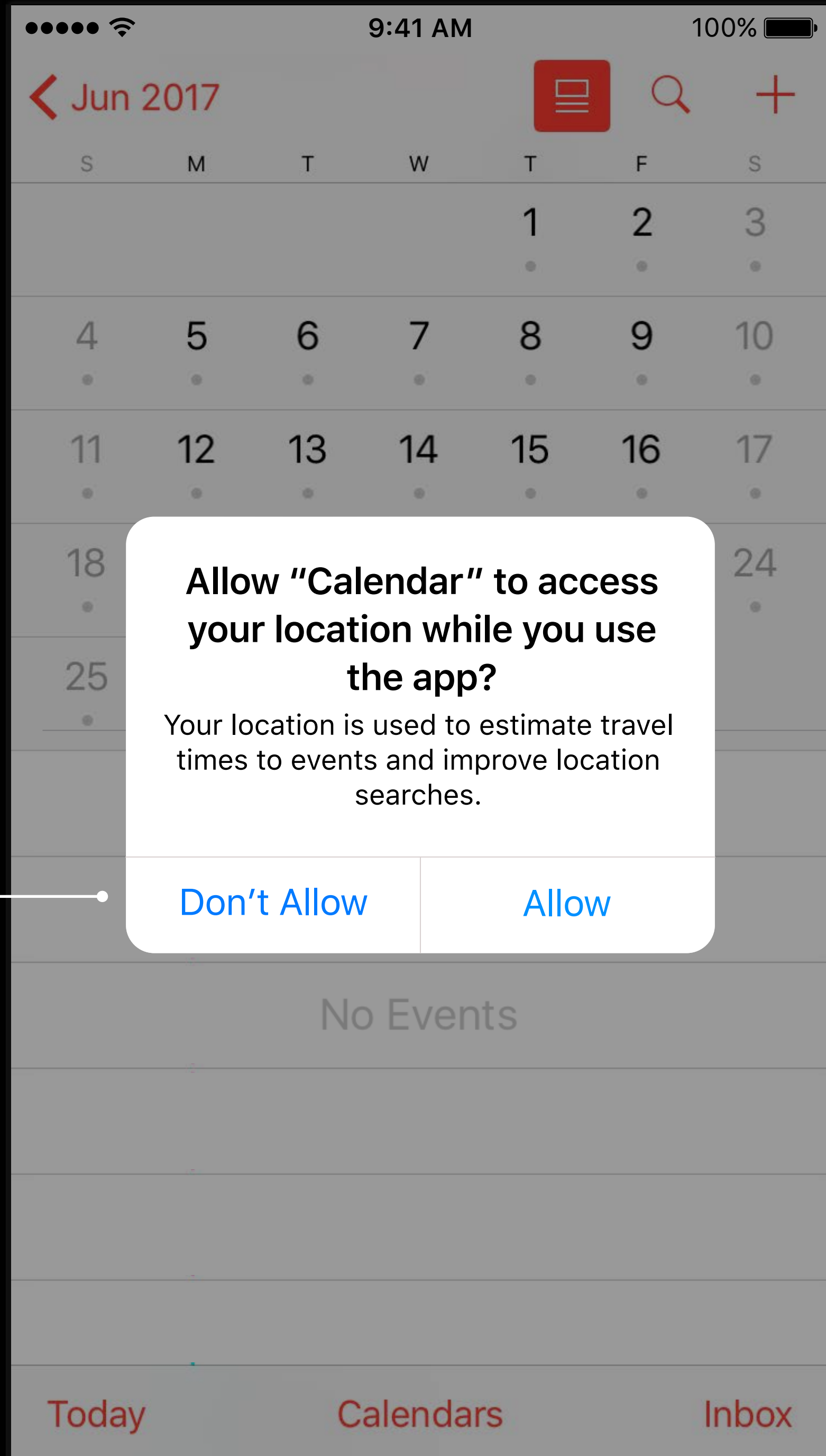
Today

Calendars

Inbox

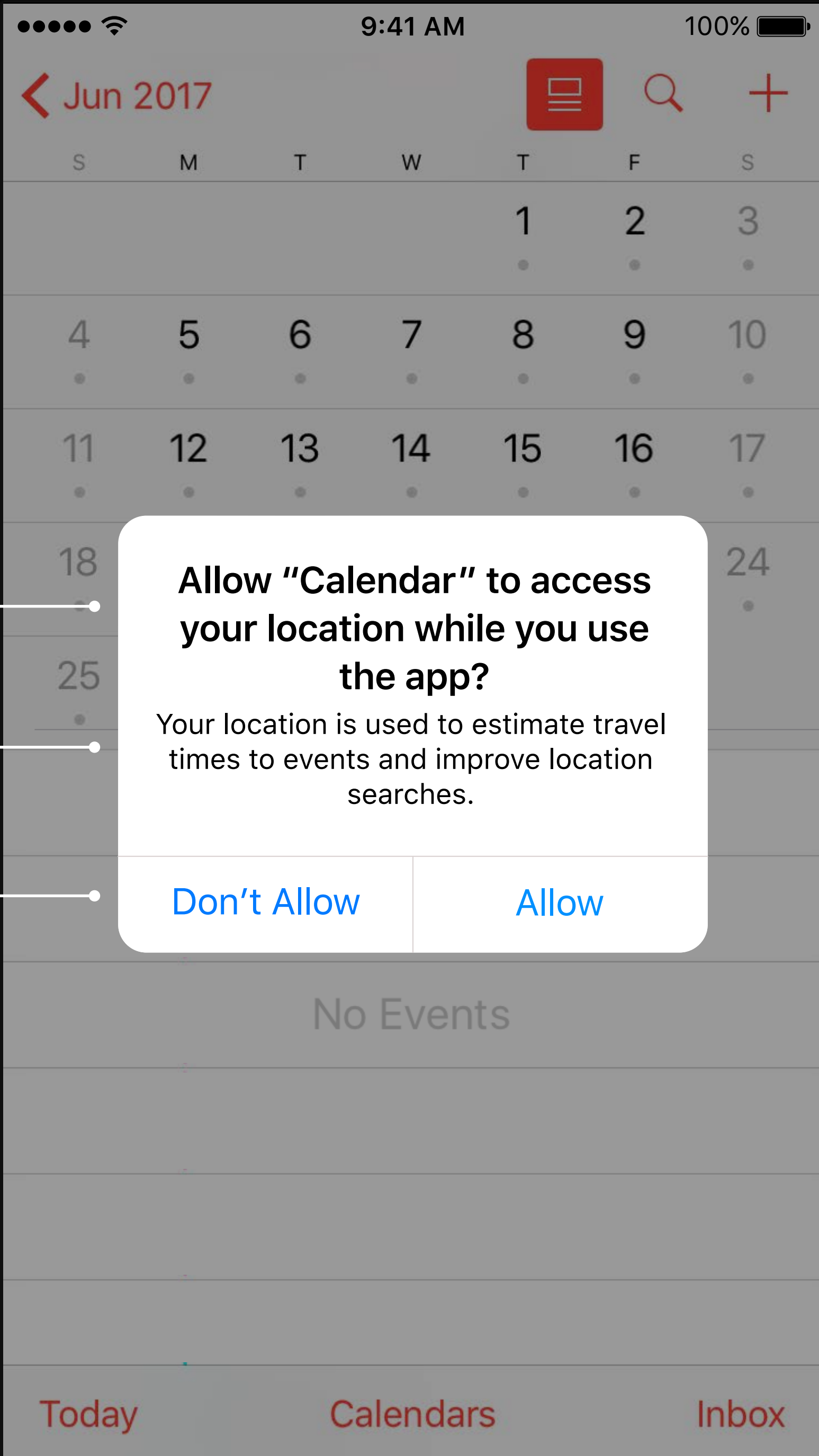
Message





Actions





Title

Message

Actions

**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

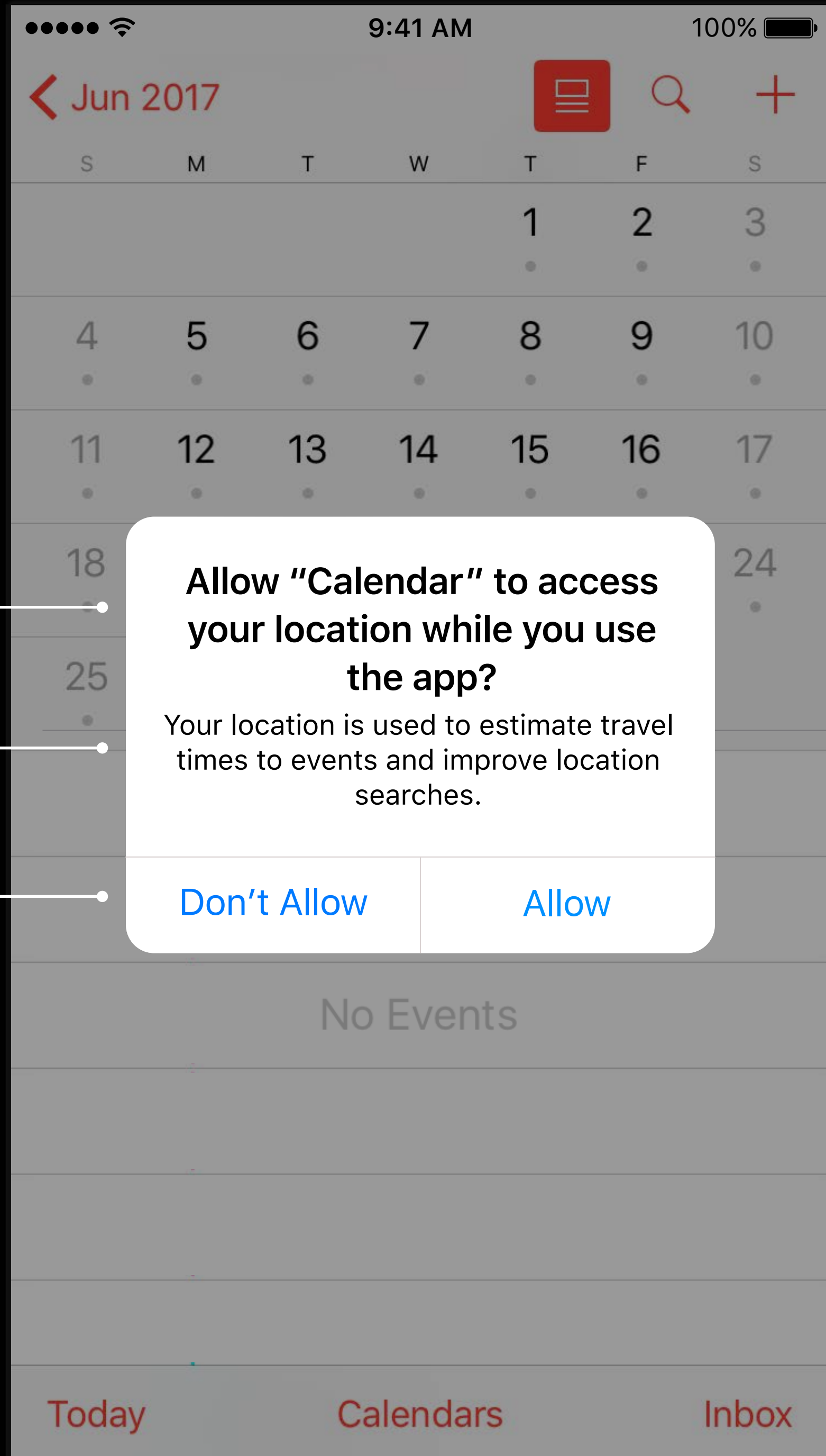
Allow

No Events

Today

Calendars

Inbox



What?

Why?

How?

Common Problems

Too much/vague information

**"App Name" cannot open
this file.**

You may need to download the latest available updates for the app. Do you want to visit the "App Name" website for more information and troubleshooting tips?

No

Yes

Common Problems

Too much/vague information



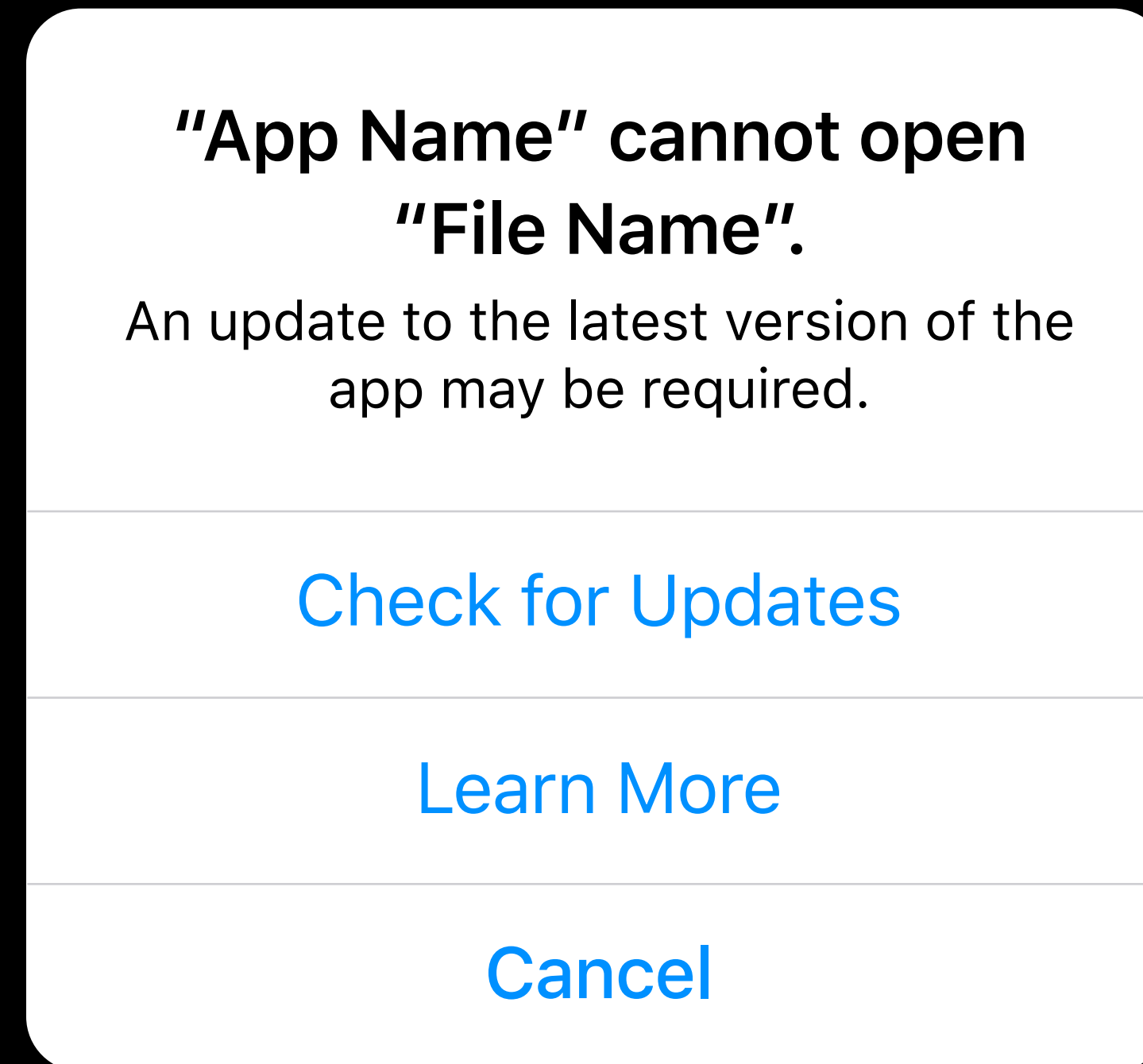
Common Problems

Too much/vague information



Common Problems

Too much/vague information



Before and After

**"App Name" cannot open
this file.**

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No

Yes

**"App Name" cannot open
"File Name".**

An update to the latest version of the app may be required.

Check for Updates

Learn More

Cancel

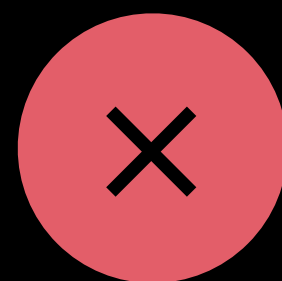
Before and After

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No

Yes



**"App Name" cannot open
"File Name".**

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Check for Updates

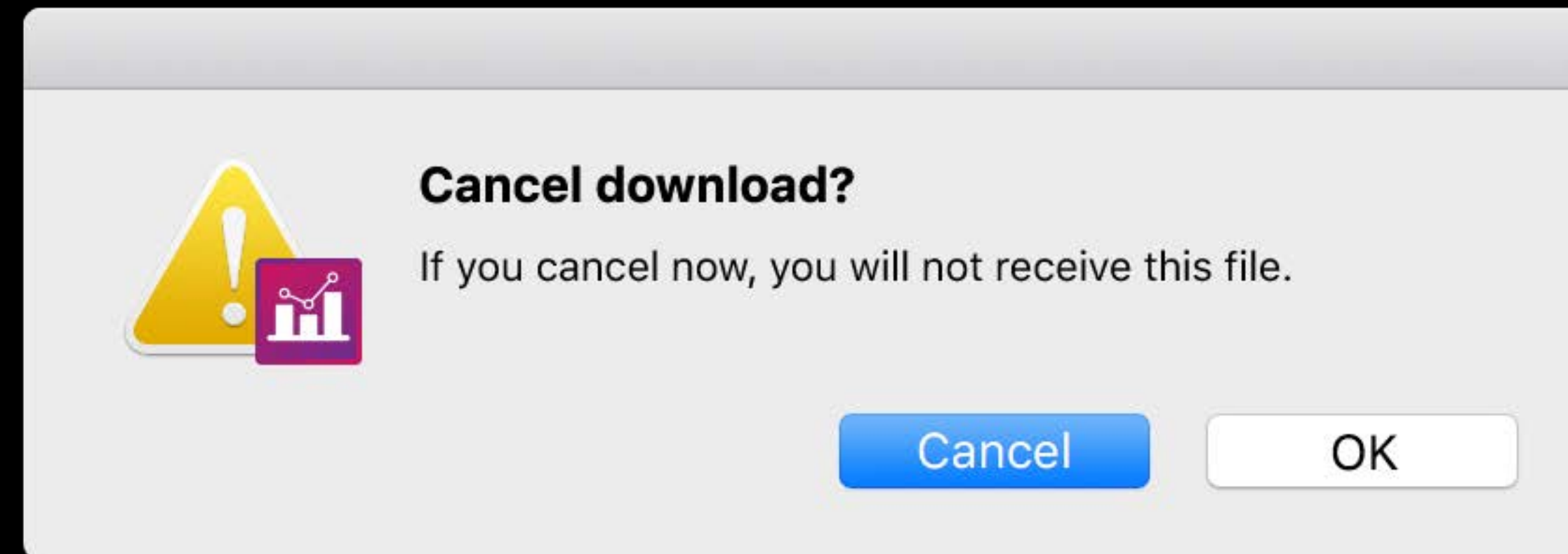
Learn More

Cancel



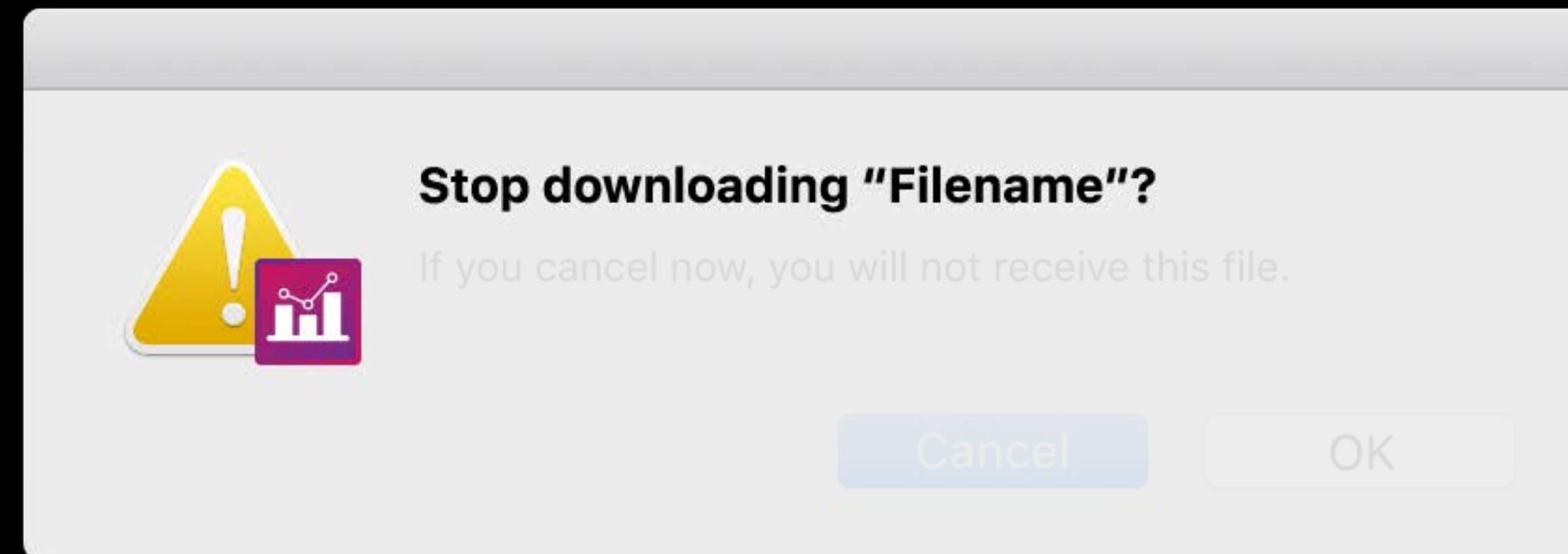
Common Problems

Too little/confusing information



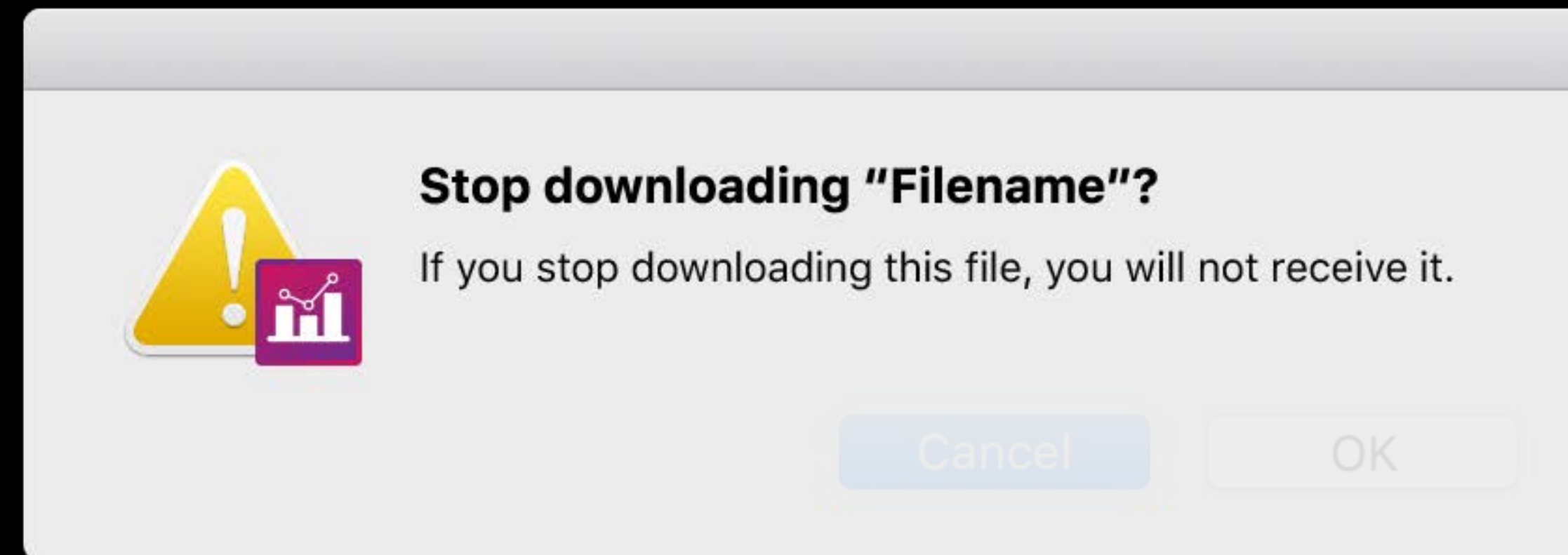
Common Problems

Too little/confusing information



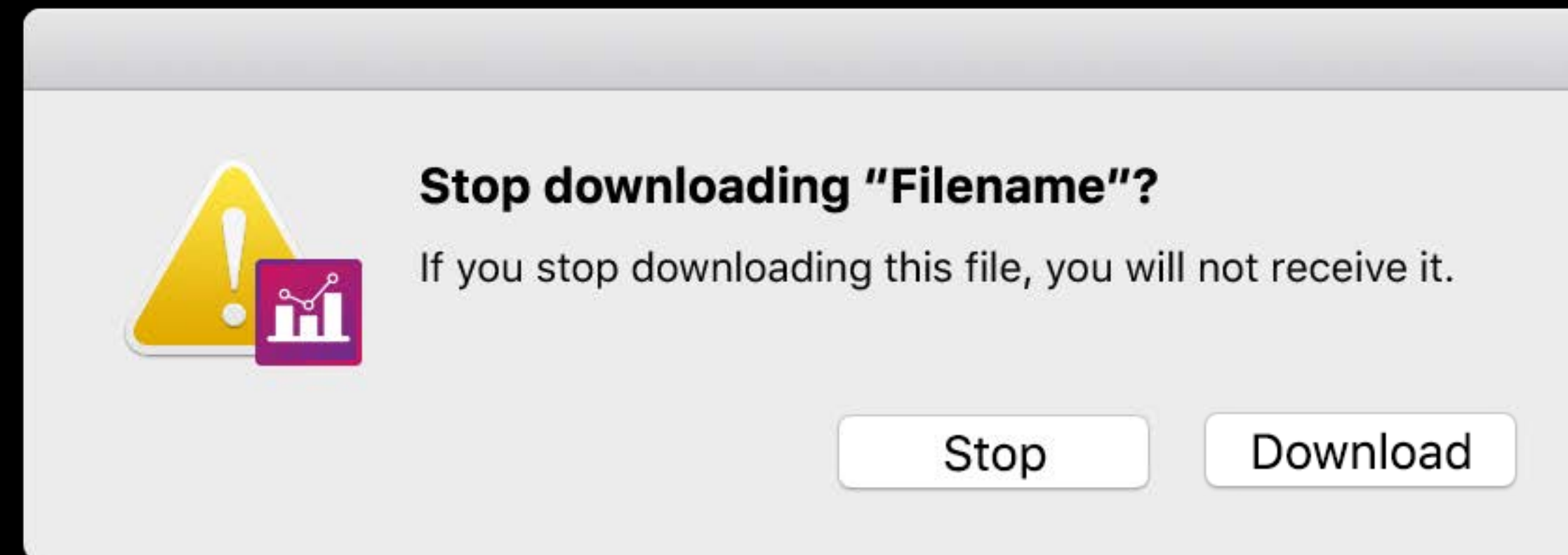
Common Problems

Too little/confusing information

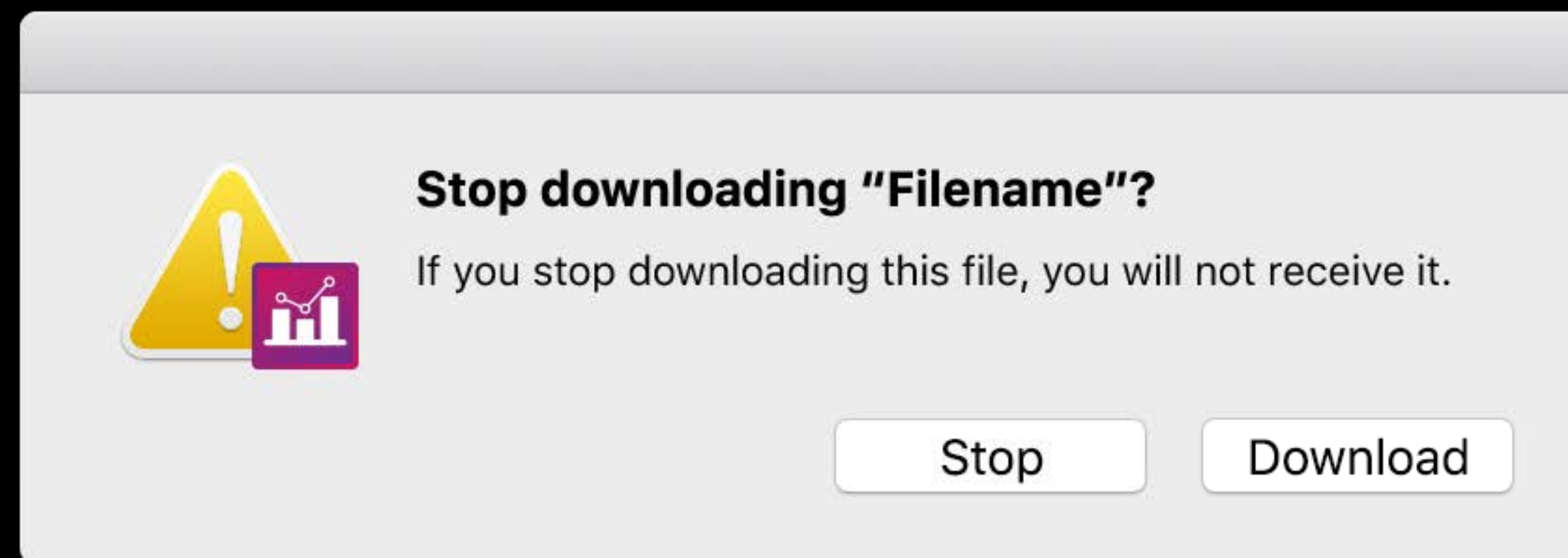
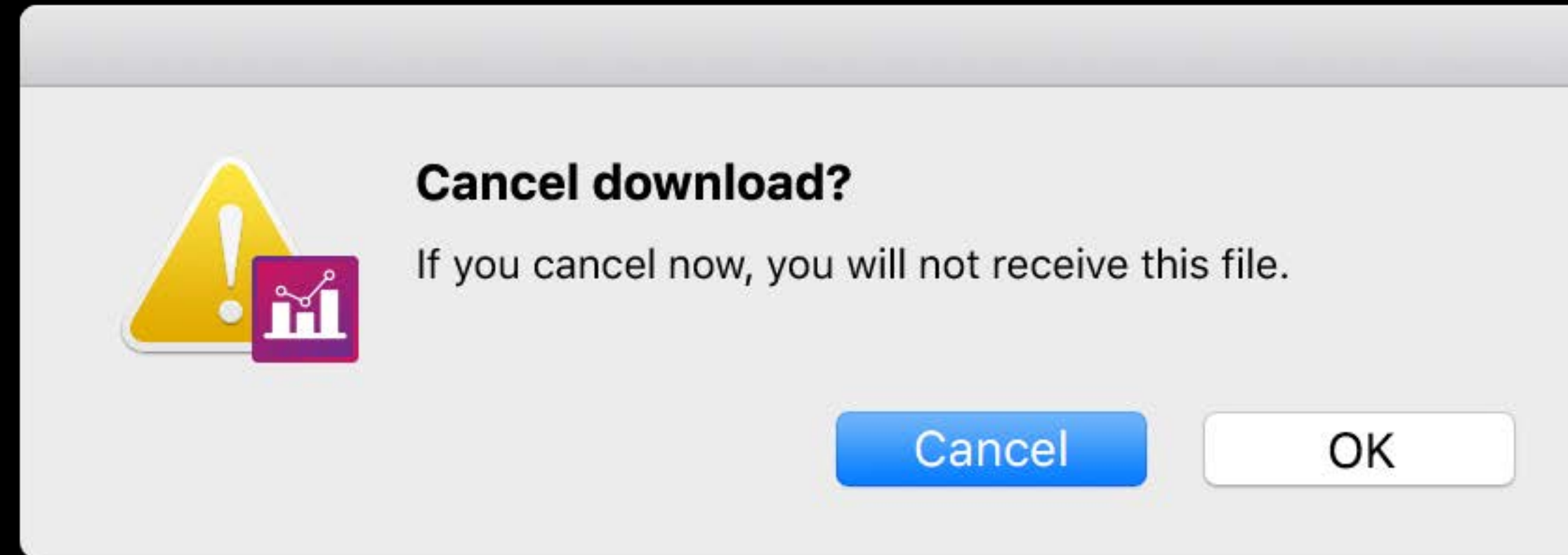


Common Problems

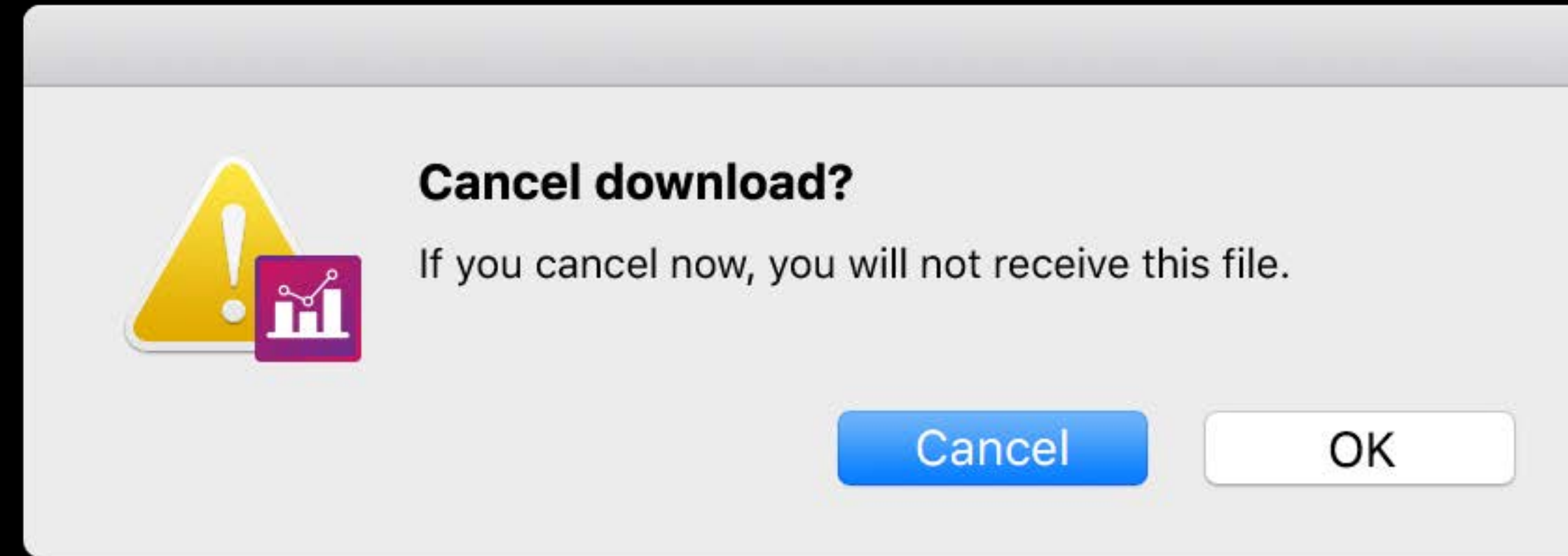
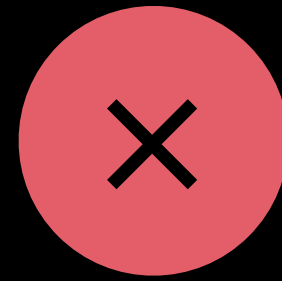
Too little/confusing information



Before and After



Before and After



Style and Quality

Style and Quality

Avoid platitudes, jargon, or fillers

Style and Quality

Avoid platitudes, jargon, or fillers

Use correct formatting, spelling, and punctuation

Style and Quality

Avoid platitudes, jargon, or fillers

Use correct formatting, spelling, and punctuation

Consider your audience

Summary

Summary

Keep it simple and helpful

Summary

Keep it simple and helpful

Practice: revise your alerts to incorporate these guidelines

Summary

Keep it simple and helpful

Practice: revise your alerts to incorporate these guidelines

Read the HIG

iOS Human Interface Guidelines

- Overview
- Interaction
- Features
- Visual Design
- Graphics
- UI Bars
- UI Views**
 - Action Sheets
 - Activity Views
 - Alerts**
 - Collections
 - Image Views
 - Maps
 - Pages
 - Popovers
 - Scroll Views
 - Split Views
 - Tables
 - Text Views
 - Web Views
- UI Controls
- Extensions
- Technologies

Alerts

Alerts convey important information related to the state of your app or the device, and often request feedback. An alert consists of a title, an optional message, one or more buttons, and optional text fields for gathering input. Aside from these configurable elements, the visual appearance of an alert is static and can't be customized.

Minimize alerts. Alerts disrupt the user experience and should only be used in important situations like confirming purchases and destructive actions (such as deletions), or notifying people about problems. The infrequency of alerts helps ensure that people take them seriously. Ensure that each alert offers critical information and useful choices.

Test the appearance of alerts in both orientations. An alert may appear differently in landscape mode and portrait mode. Optimize alert text so it reads well in any orientation without scrolling.

For developer guidance, see [UIAlertController](#).

