

#WWDC18

Designing Notifications

Session 806

Jon Dascola, Human Interface Designer

Heena Ko, Human Interface Designer

#WWDC18

Designing Notifications

Session 806

Jon Dascola, Human Interface Designer

Heena Ko, Human Interface Designer



AT&T 3G

9:42 AM



Text



Calendar



Photos



Camera



YouTube Stocks Maps Weather

Heena Ko

Good luck Jon! Let's do this!!

Close

Reply



iTunes



App Store



Phone



Mail



Safari



iPod



3G

9:41

Monday, June 6



Heena Ko

9:29 AM

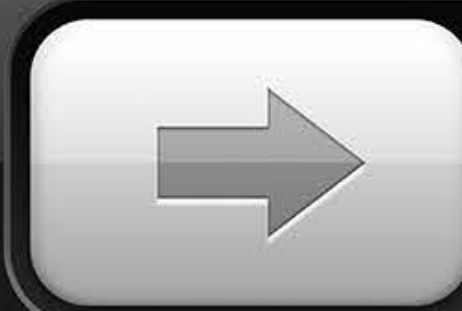
Do you think people are reading the slides?



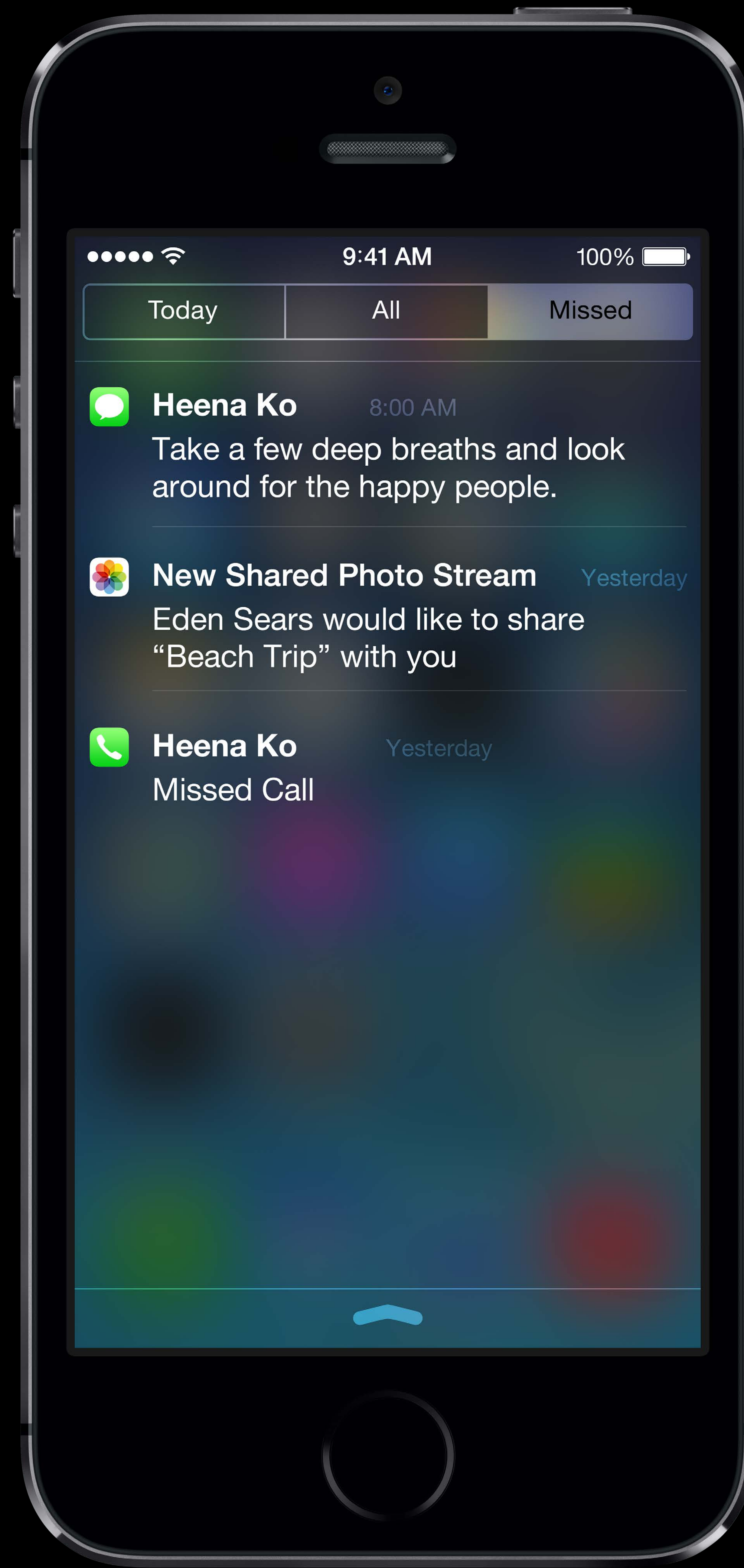
Heena Ko

9:29 AM

Just take a few deep breaths. You'll be fine.



slide to unlock



9:41 AM

100%

Today

All

Missed



Heena Ko

8:00 AM

Take a few deep breaths and look around for the happy people.



New Shared Photo Stream

Yesterday

Eden Sears would like to share "Beach Trip" with you

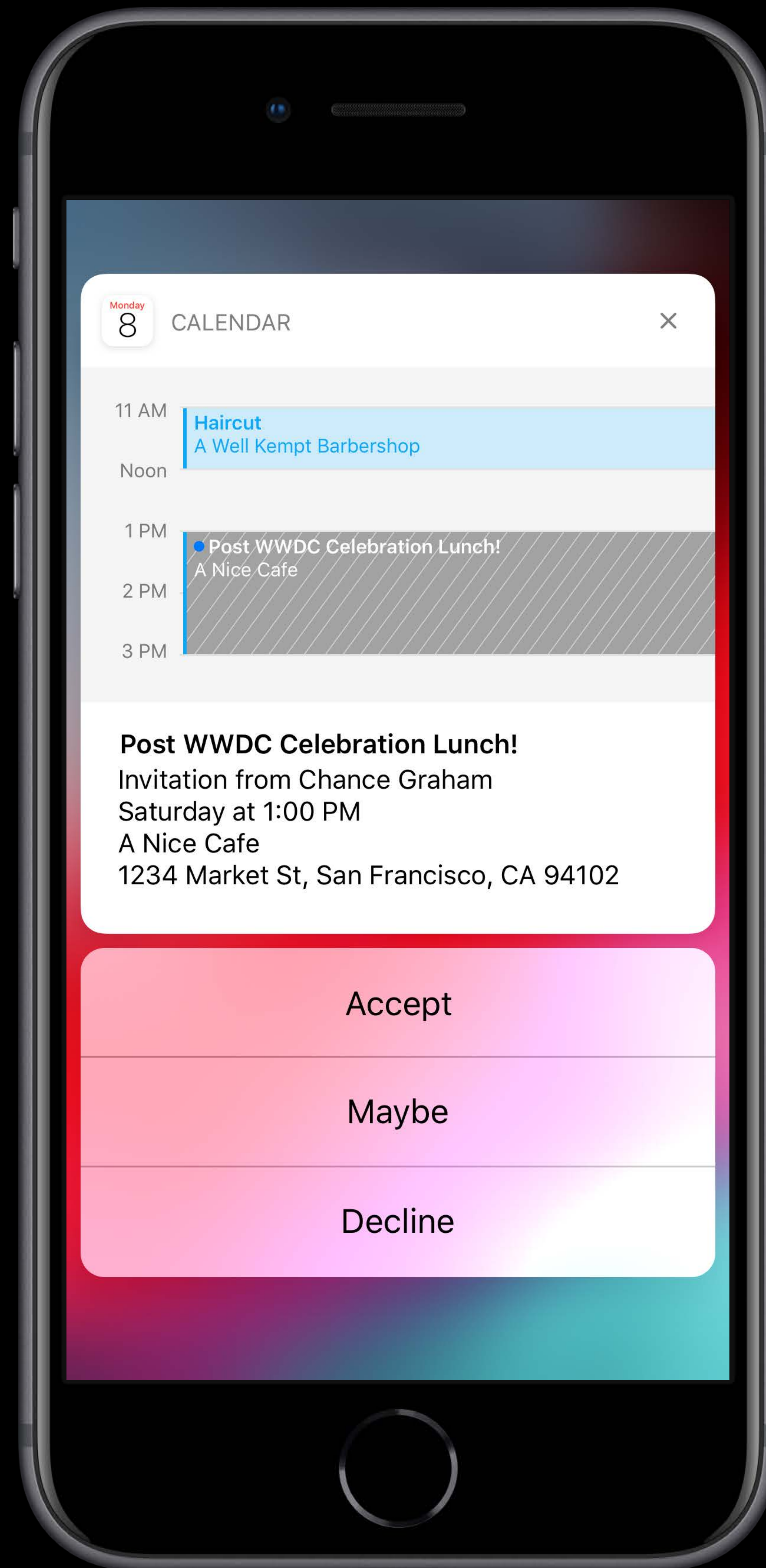


Heena Ko

Yesterday

Missed Call





Monday
8

CALENDAR

X

11 AM

Haircut

A Well Kempt Barbershop

Noon

1 PM

Post WWDC Celebration Lunch!

A Nice Cafe

2 PM

3 PM

Post WWDC Celebration Lunch!

Invitation from Chance Graham

Saturday at 1:00 PM

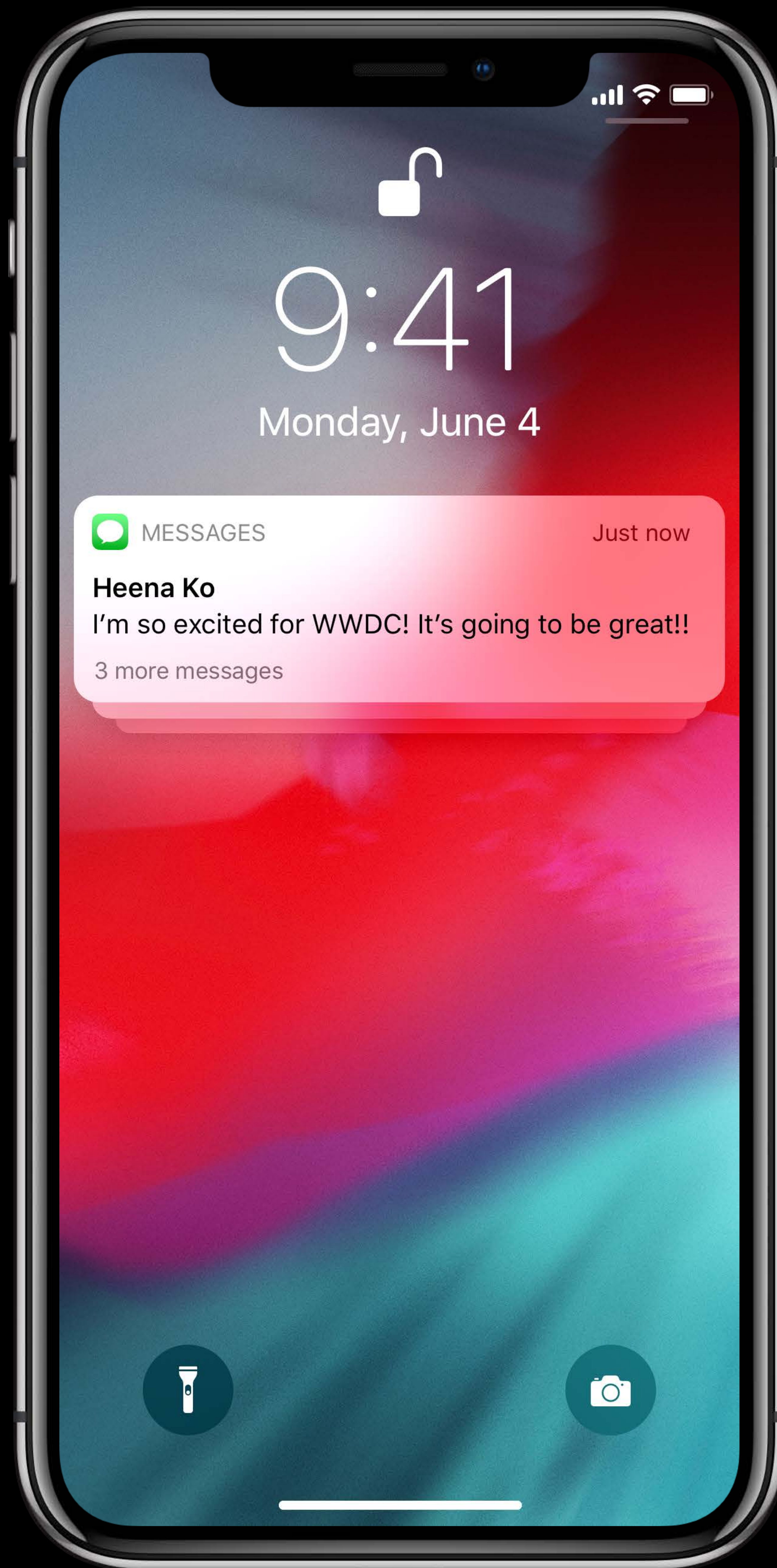
A Nice Cafe

1234 Market St, San Francisco, CA 94102

Accept

Maybe

Decline



9:41

Monday, June 4



MESSAGES

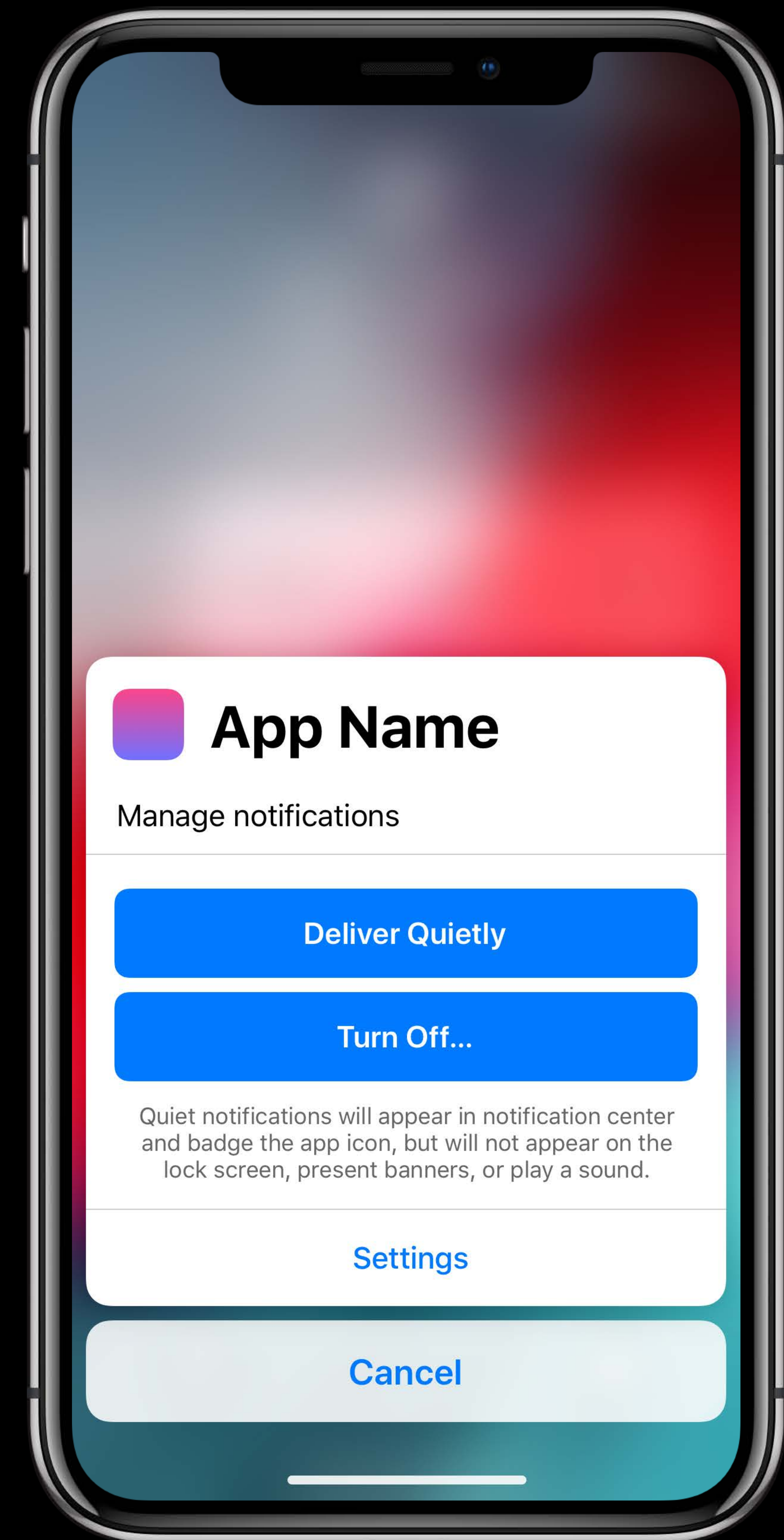
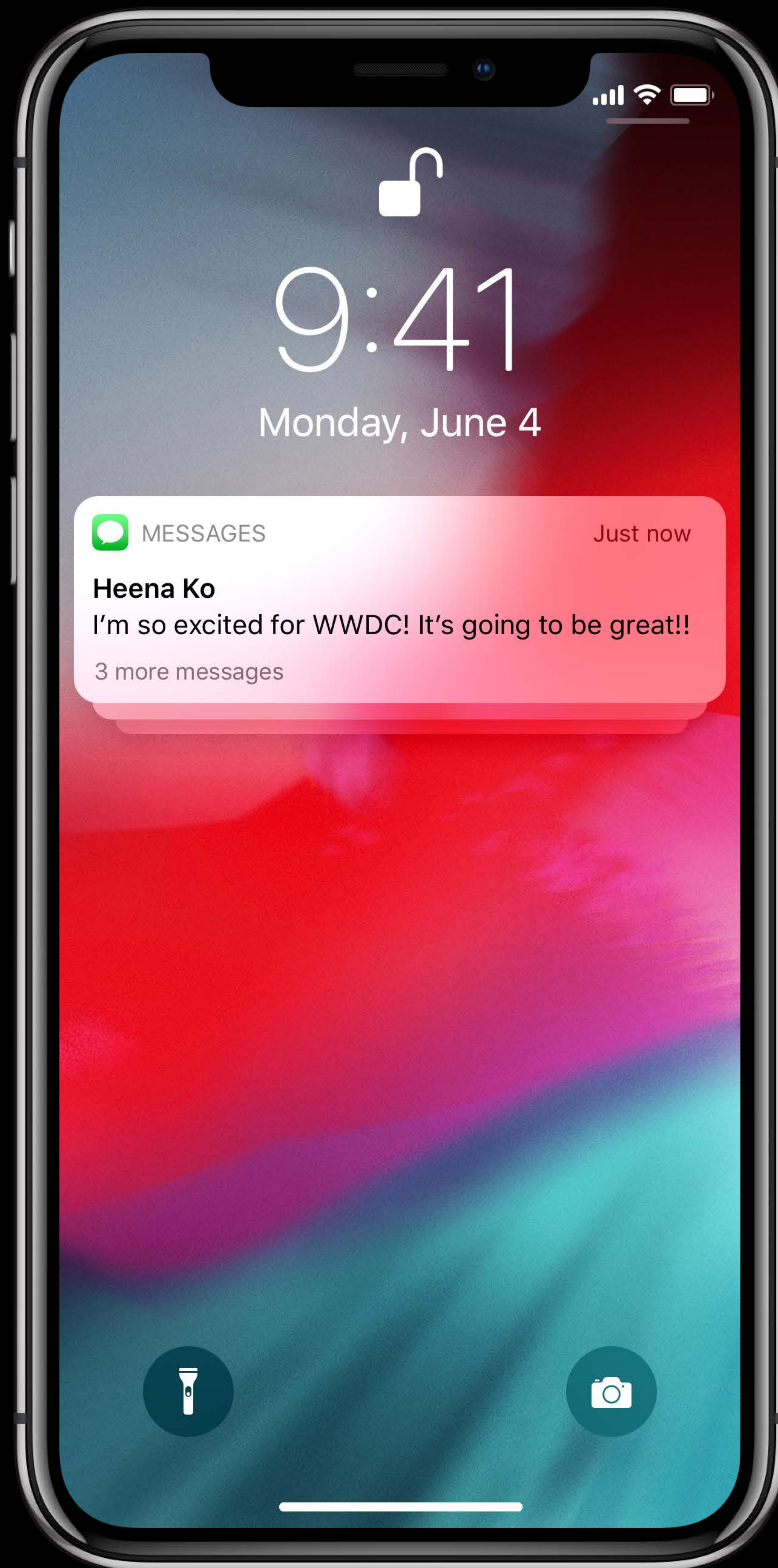
Just now

Heena Ko

I'm so excited for WWDC! It's going to be great!!

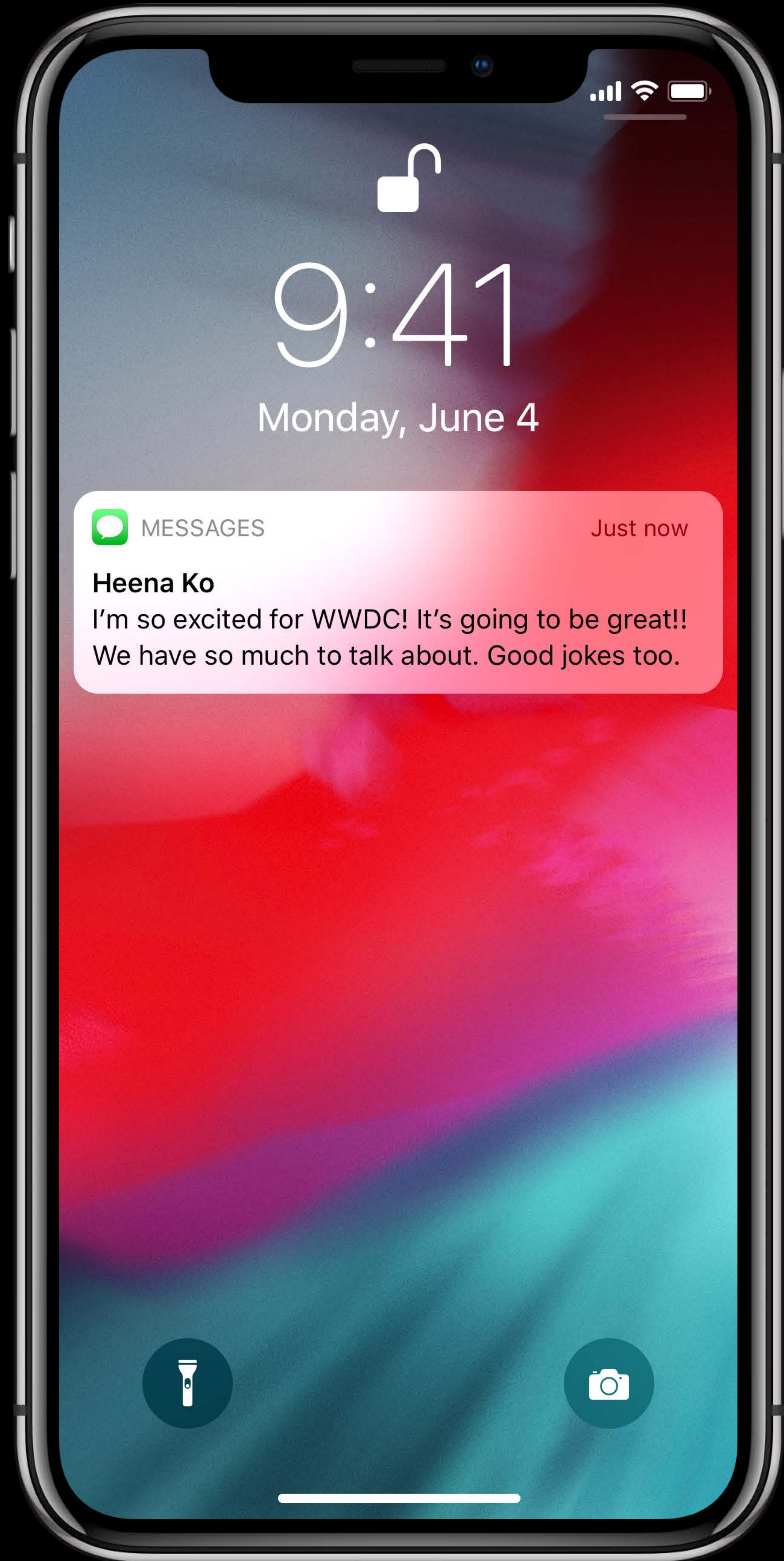
3 more messages





We're all friends here.

Notifications need to
be great for everyone.



9:41

Monday, June 4



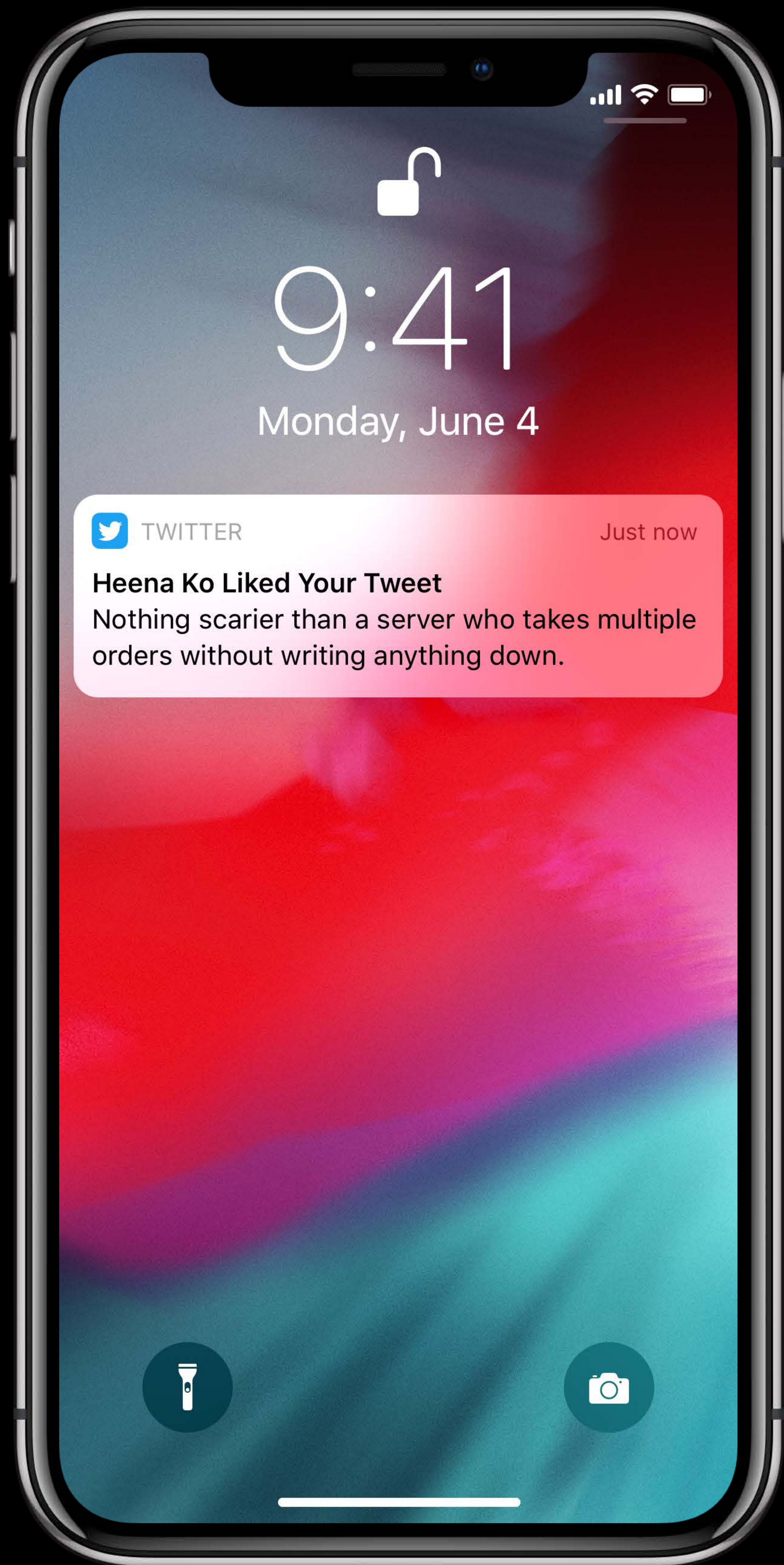
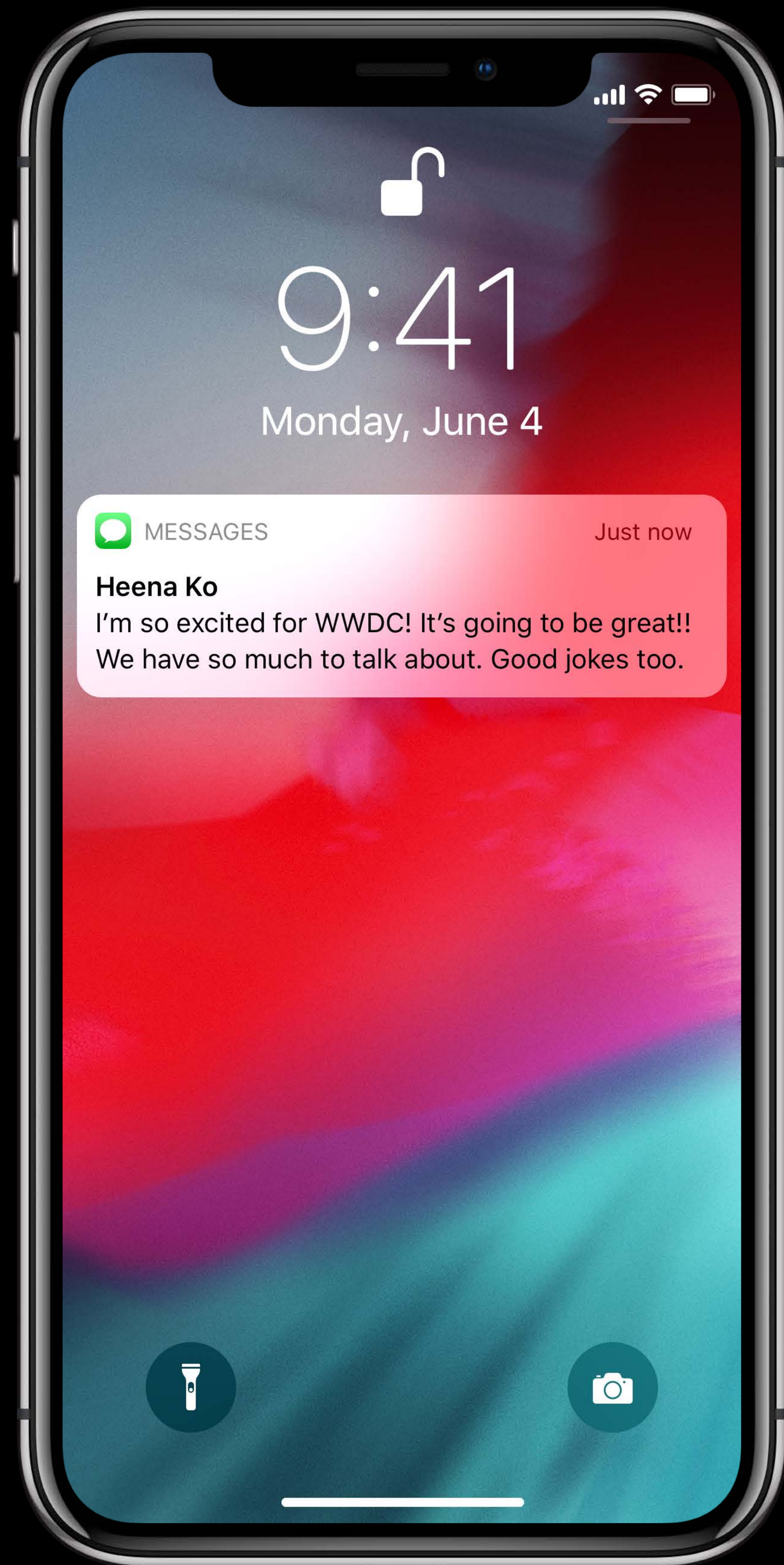
MESSAGES

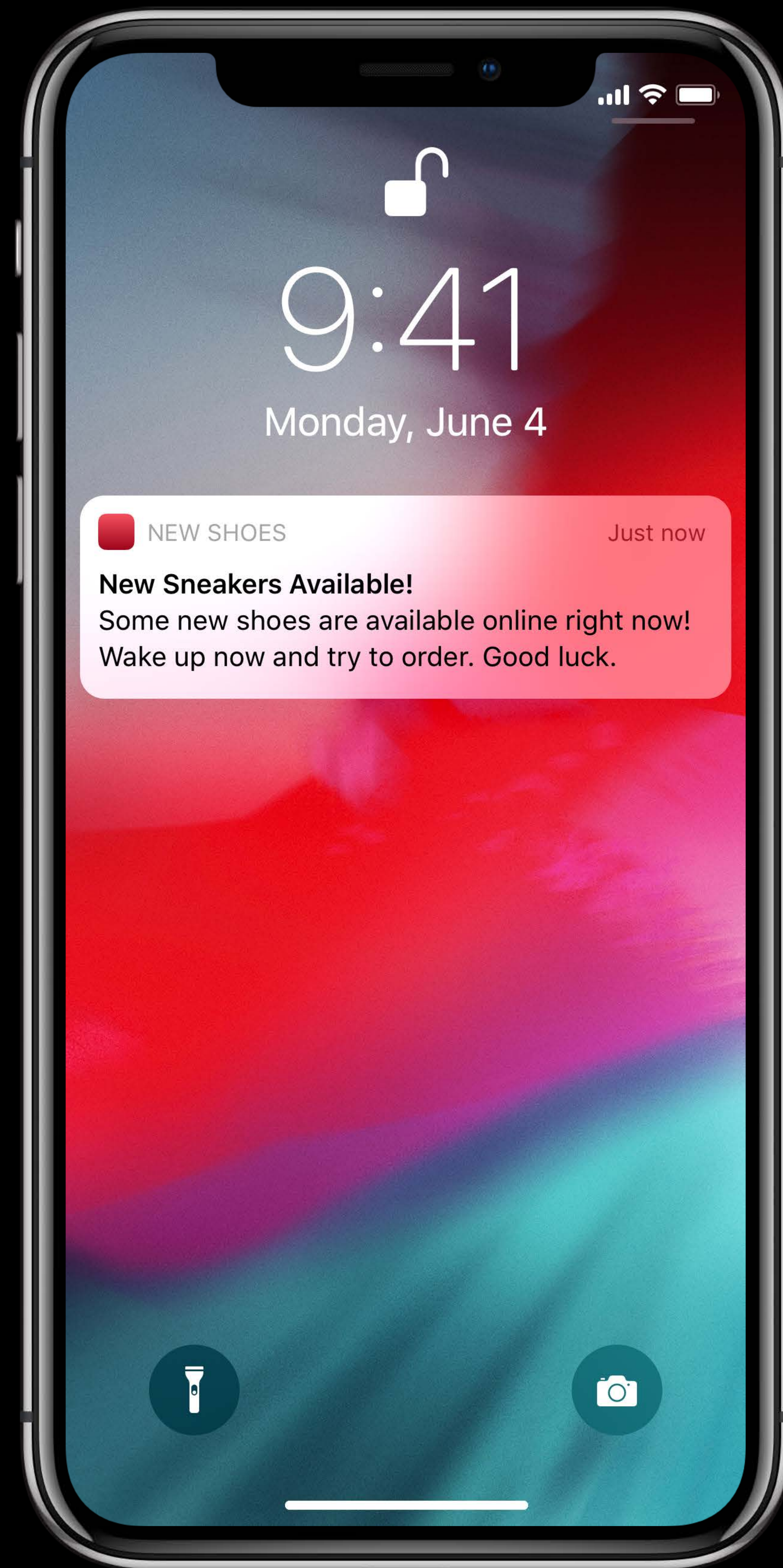
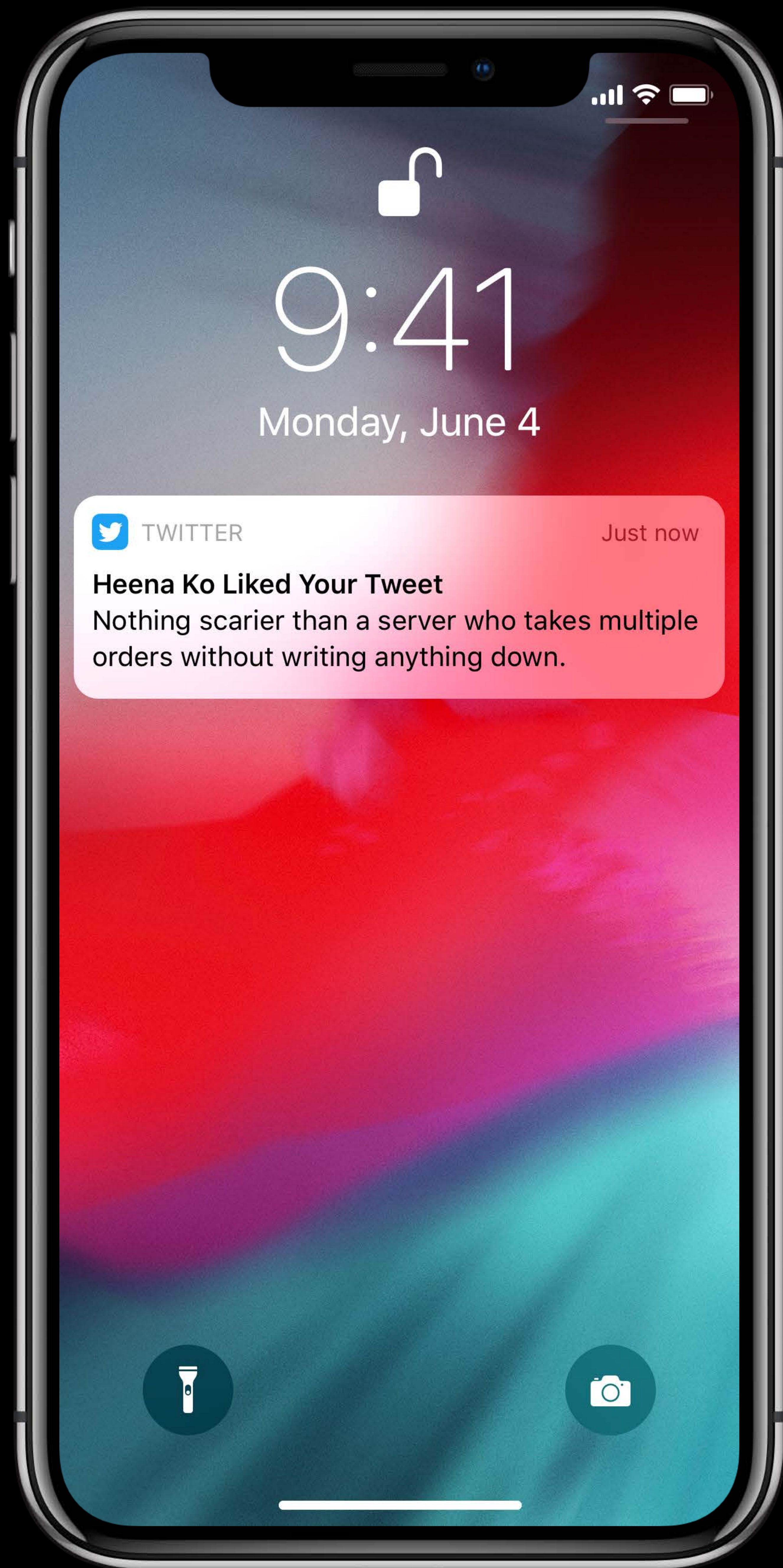
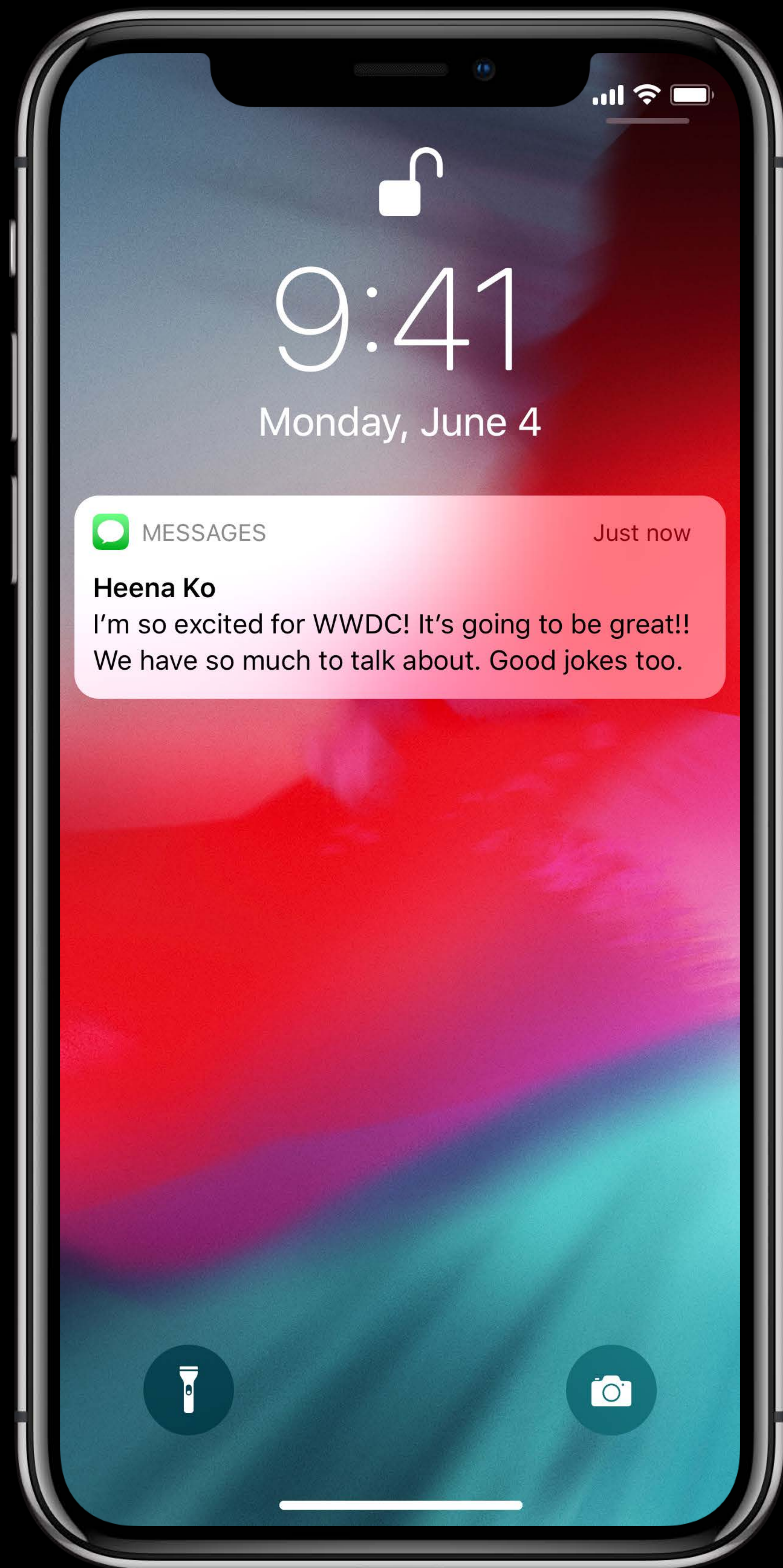
Just now

Heena Ko

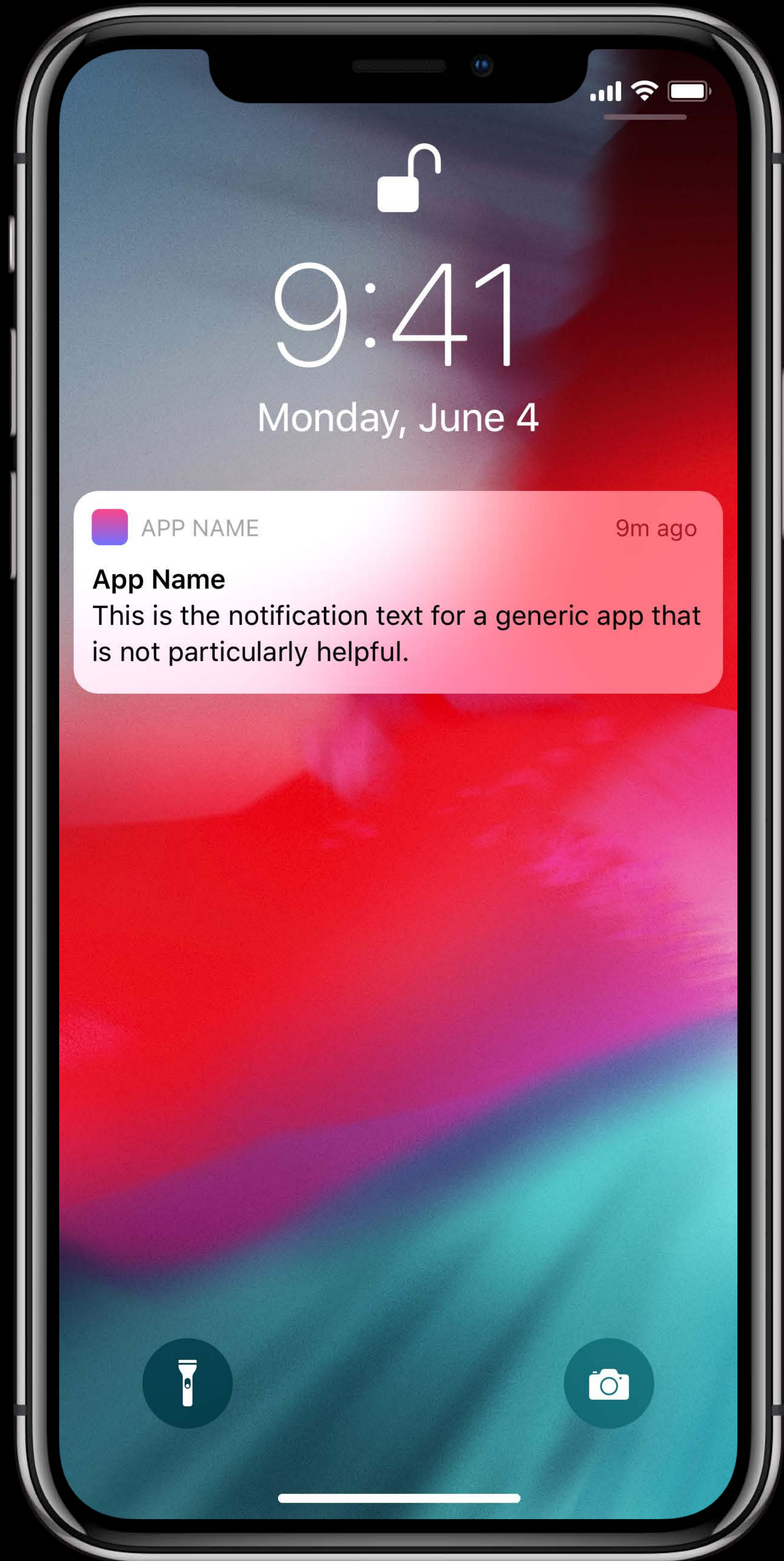
I'm so excited for WWDC! It's going to be great!!
We have so much to talk about. Good jokes too.







Connecting People.
Delivering Information.



9:41

Monday, June 4



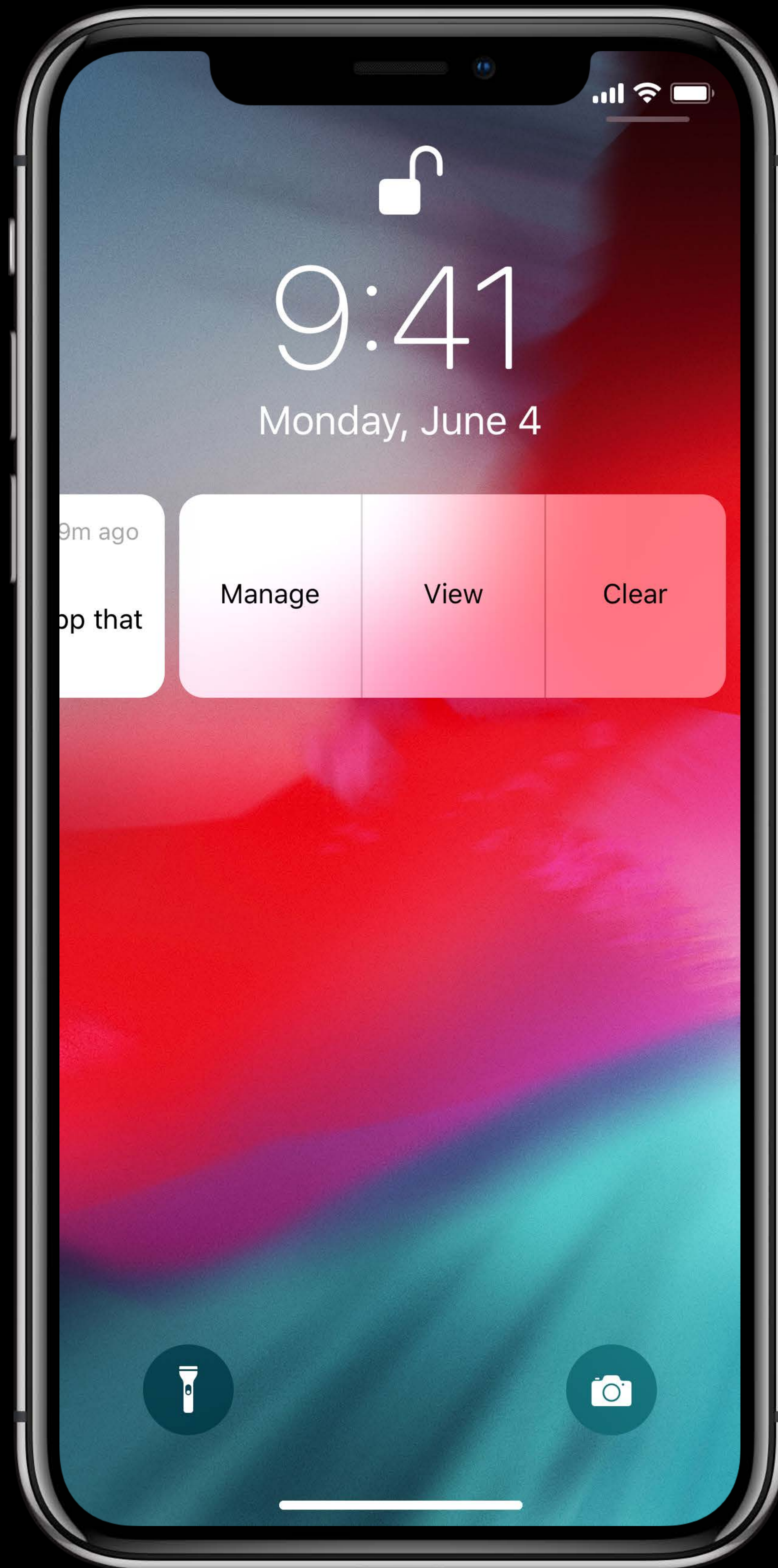
APP NAME

9m ago

App Name

This is the notification text for a generic app that is not particularly helpful.





9:41

Monday, June 4

9m ago

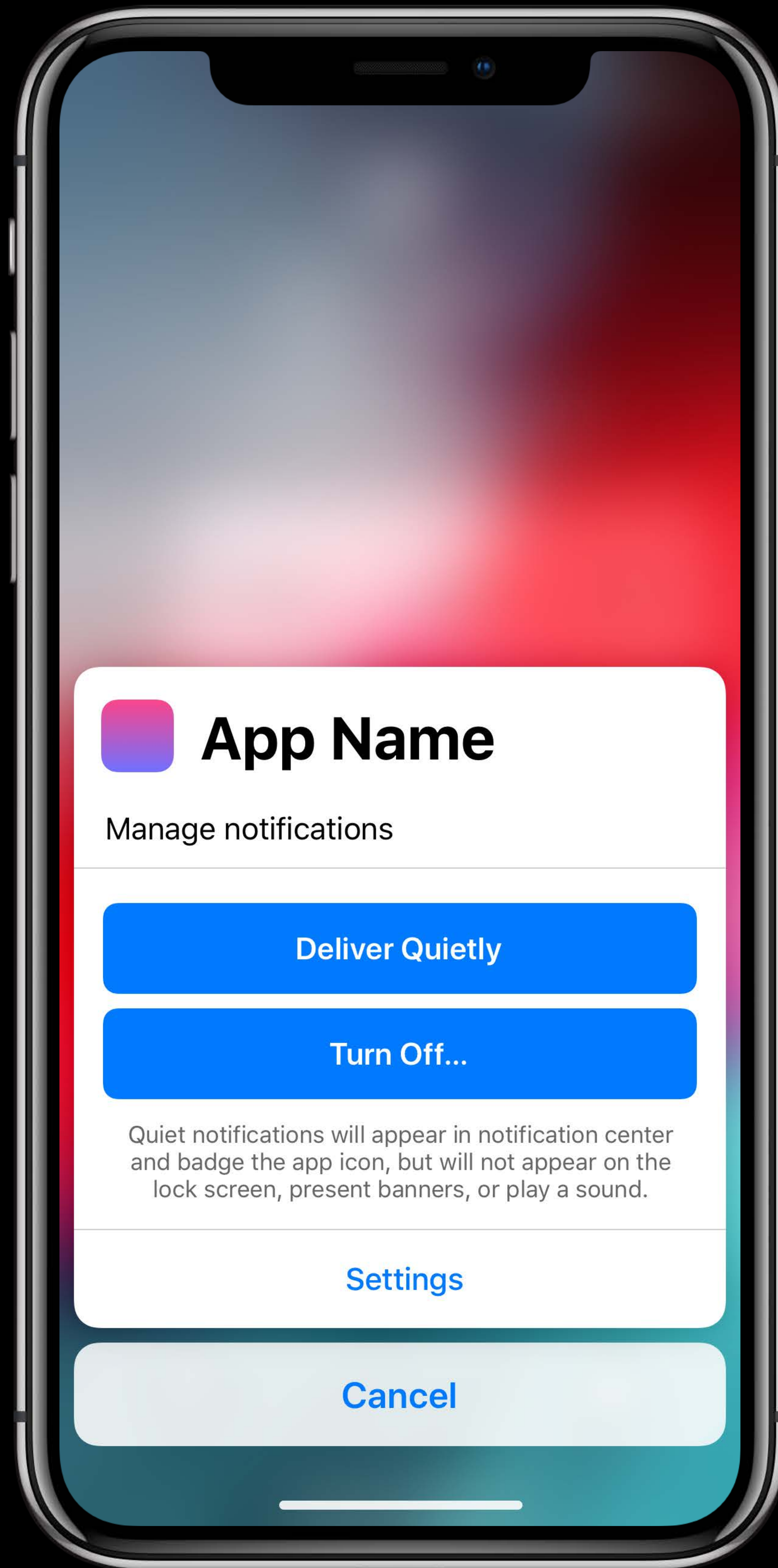
pp that

Manage

View

Clear





 **App Name**

Manage notifications

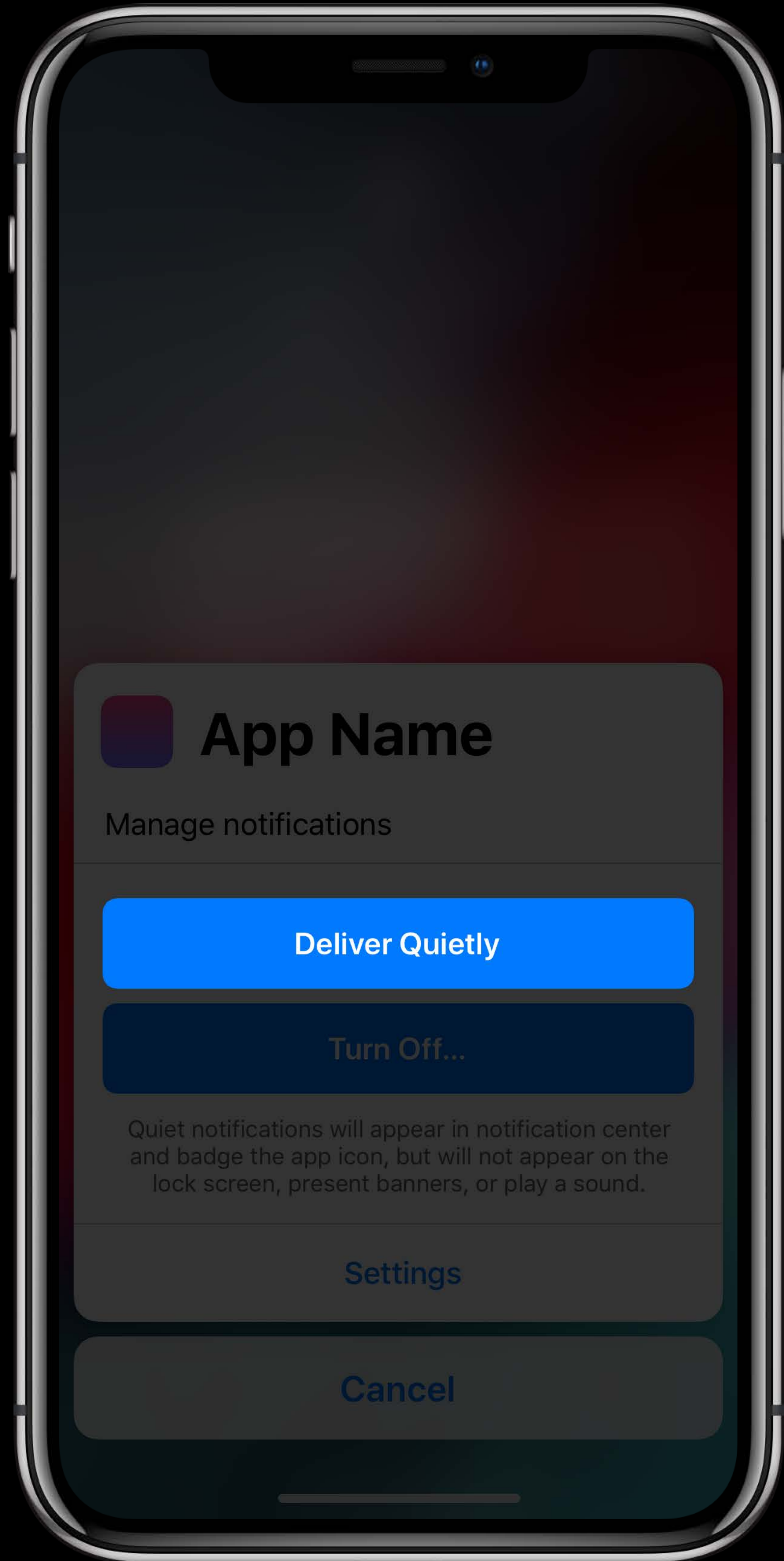
Deliver Quietly

Turn Off...

Quiet notifications will appear in notification center and badge the app icon, but will not appear on the lock screen, present banners, or play a sound.

Settings

Cancel



 **App Name**

Manage notifications

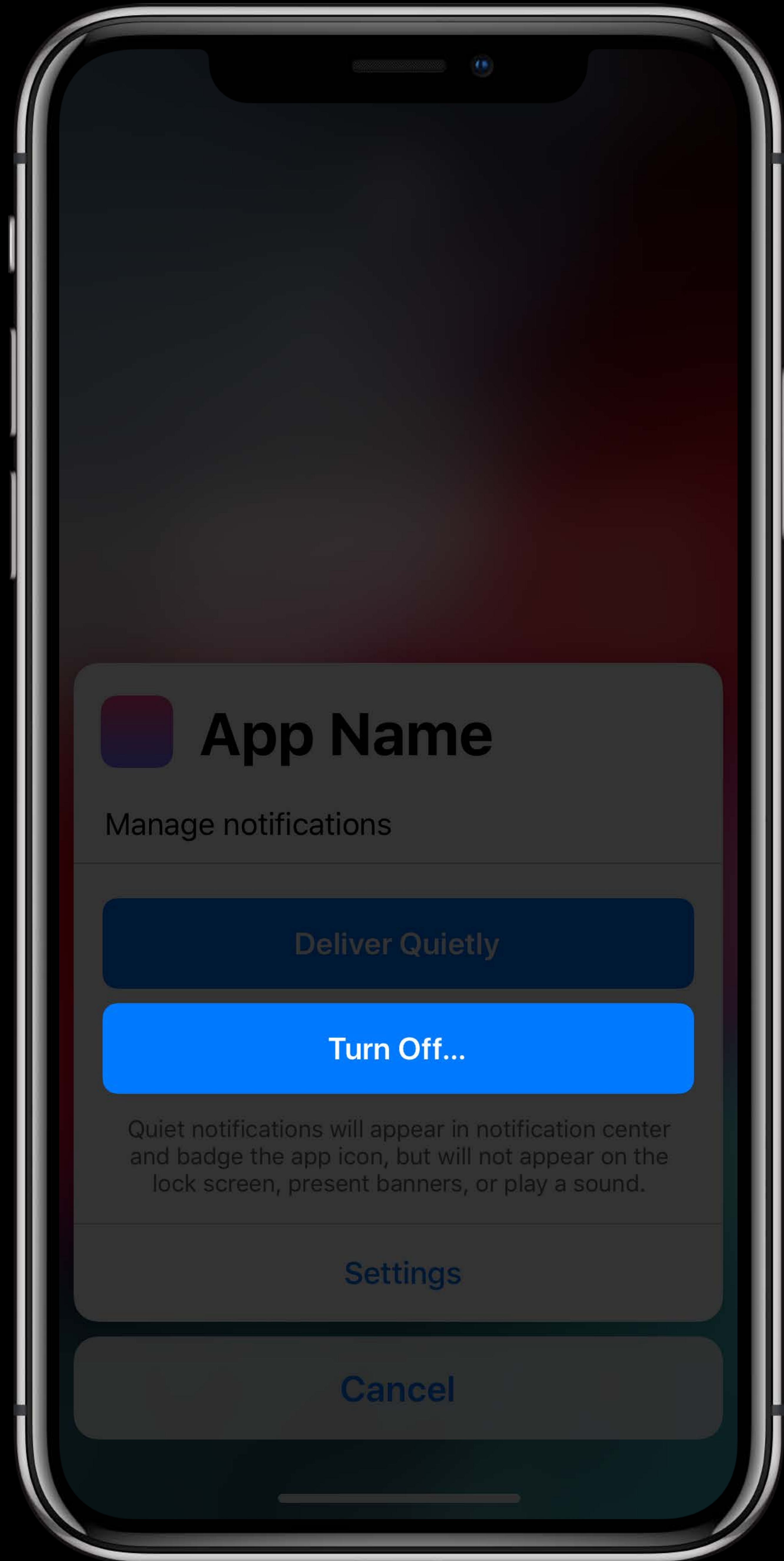
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Settings

Cancel



 **App Name**

Manage notifications

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Settings

Cancel







5





First run

Provide value

Notification Grouping

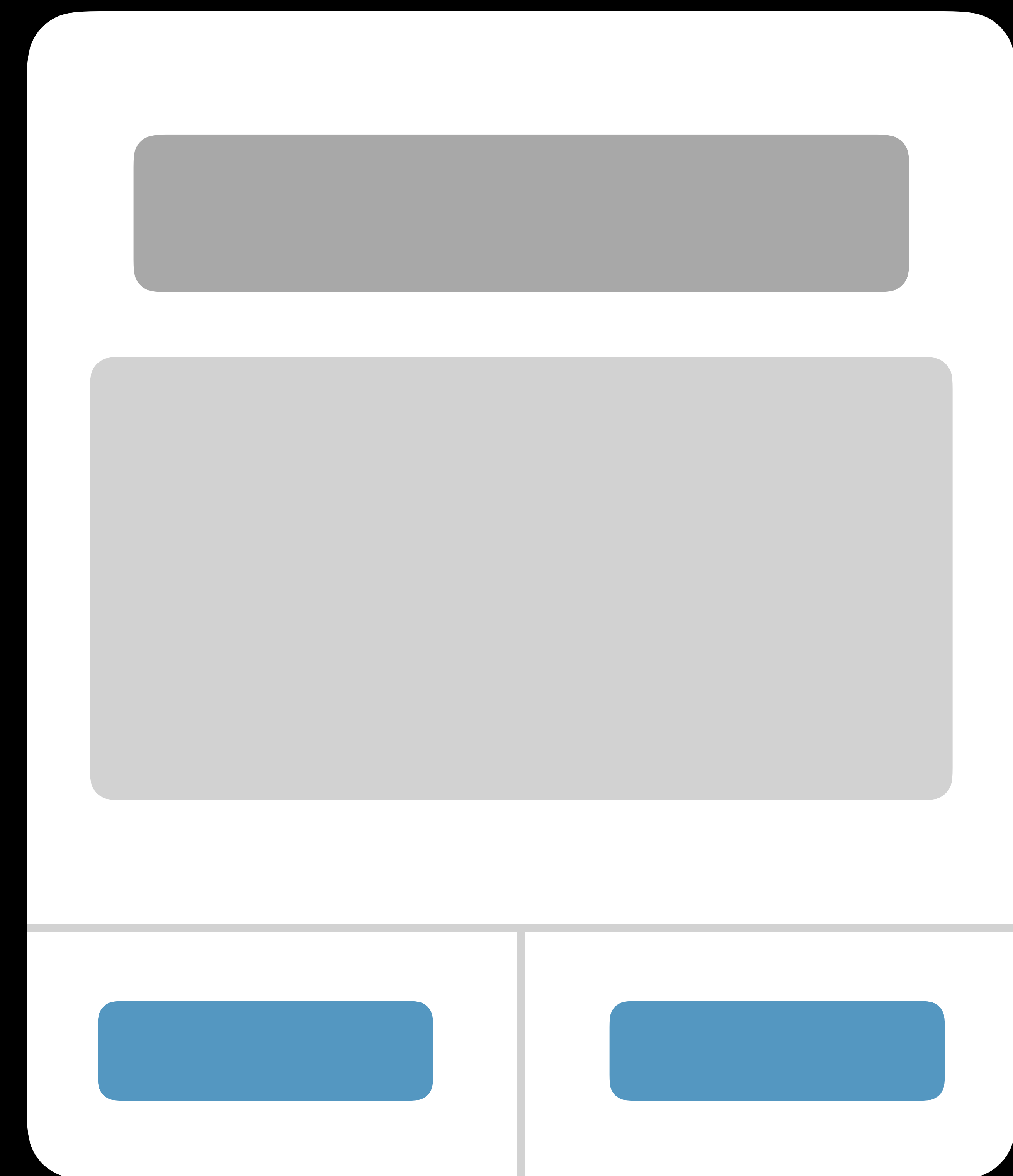
Richer Rich Notifications

First run

Provide value

Notification Grouping

Richer Rich Notifications



First run

Provide value

Notification Grouping

Richer Rich Notifications



First run

Provide value

Notification Grouping

Richer Rich Notifications

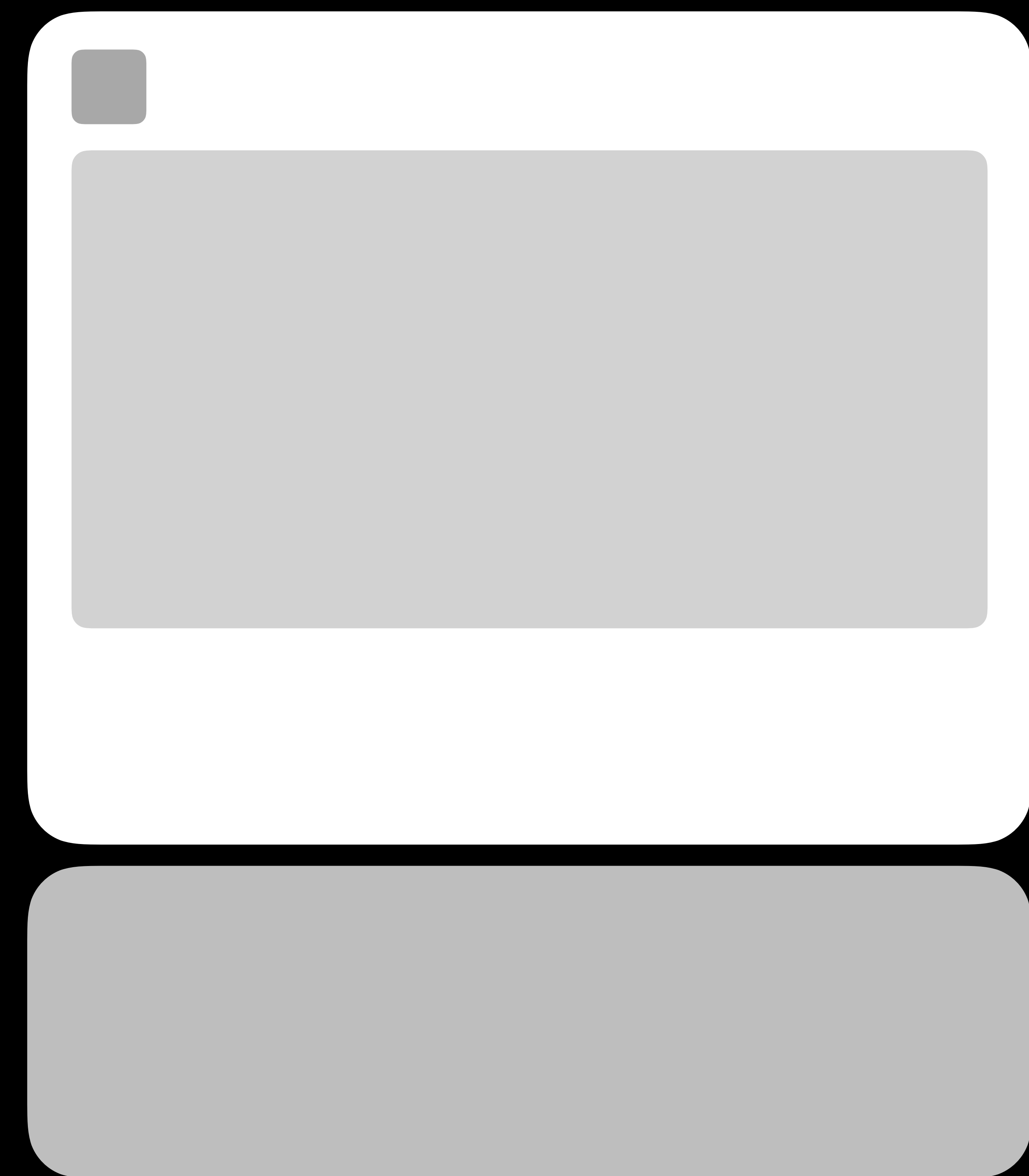


First run

Provide value

Notification Grouping

Richer Rich Notifications

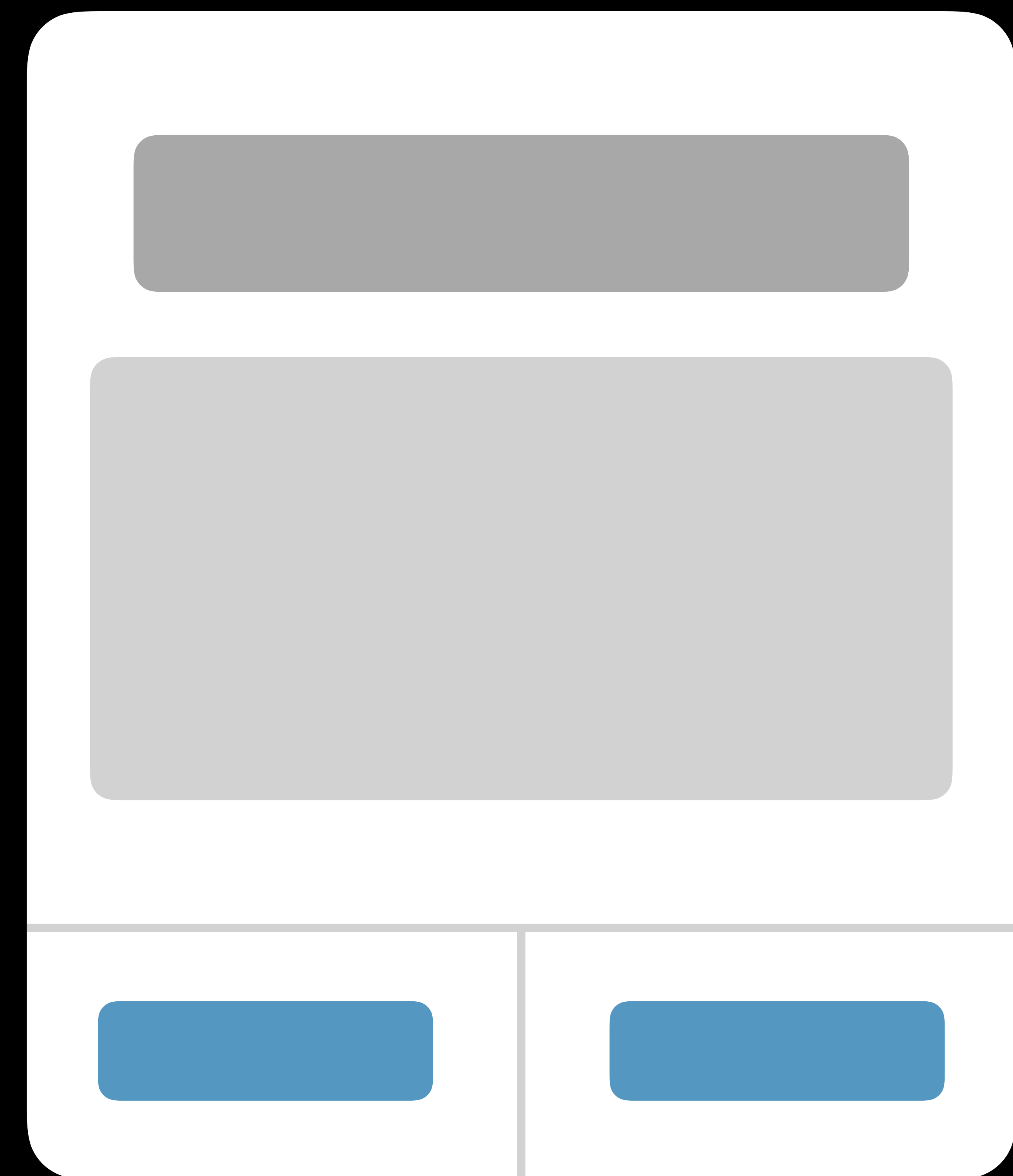


First run

Provide value

Notification Grouping

Richer Rich Notifications



A New App Would Like to Send You Notifications

A New App would like to send you notifications such as friend requests, event updates, and mentions.

These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow

Don't Allow

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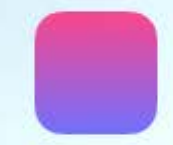


Direct to Notification Center

9:41



Notification Center



APP NAME

5m ago

A New App

This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..

Turn Off...



MESSAGES

9m ago

Lauren Tappana

Design Team

Y'all trying to get some lunch? I need some 🍷?

6 messages from Chance G., Heena Ko., & more



TWITTER

9m ago

Heena Ko Liked Your Tweet

Nothing scarier than a server who takes multiple orders without writing anything down.



CALENDAR

15m ago

Haley Carrol

Haley invited you to "Team Breakfast" at 9am tomorrow.

12 more invitations from Corey Wang, Molly Wiebe, and 2 others



NEWS

20m ago

Washington Post

9:41

Notification Center

APP NAME 5m ago

A New App

This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep.. Turn Off...

CALENDAR 15m ago

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12 more invitations from Corey Wang, Molly Wiebe, and 2 others

NEWS 20m ago

Washington Post

9:41

Notification Center

APP NAME 5m ago

A New App
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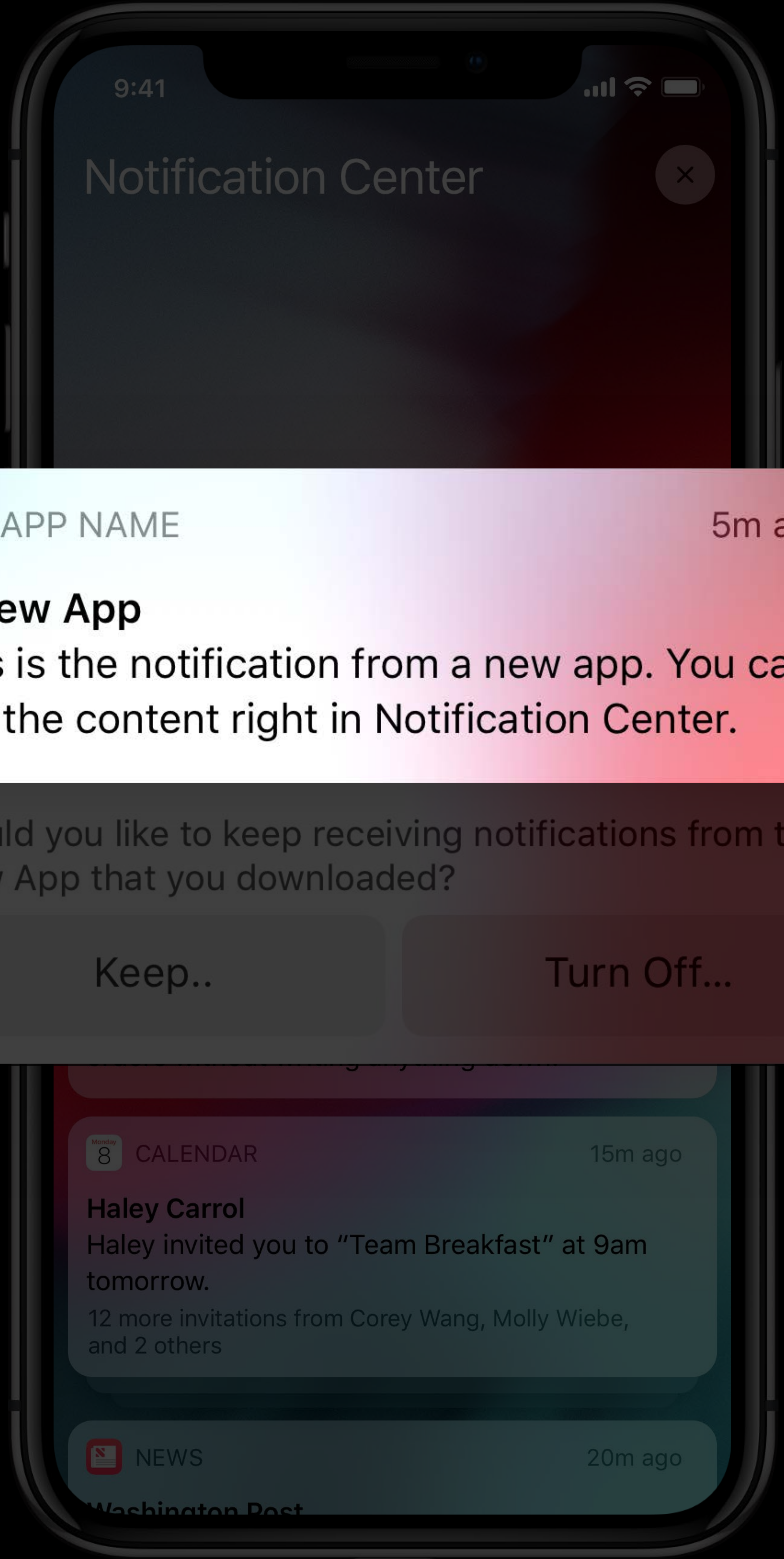
Keep.. Turn Off...

CALENDAR 15m ago

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NEWS 20m ago

Washington Post



9:41

Notification Center

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CALENDAR 15m ago

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NEWS 20m ago

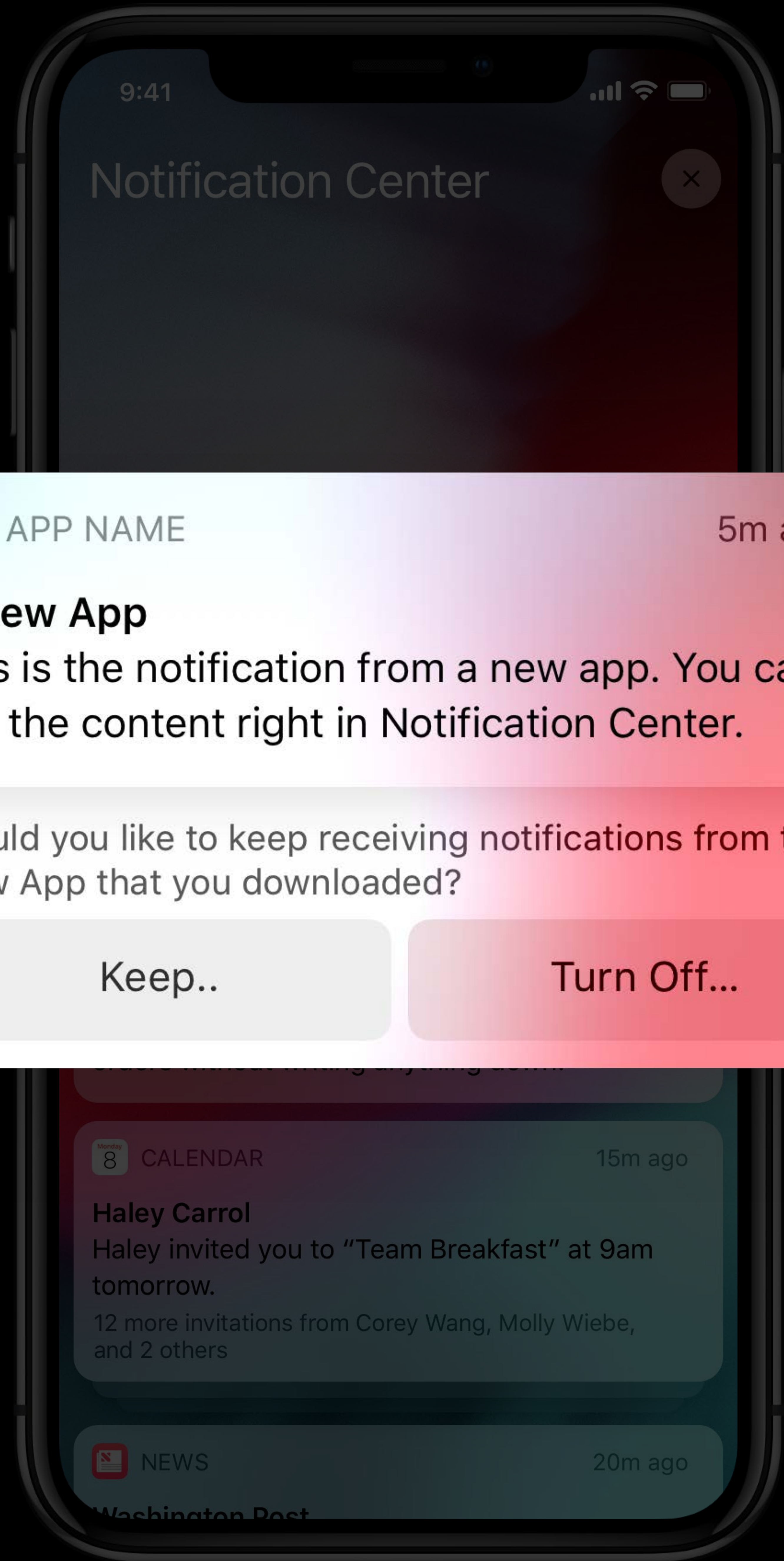
Washington Post

APP NAME 5m ago

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Keep.. Turn Off...

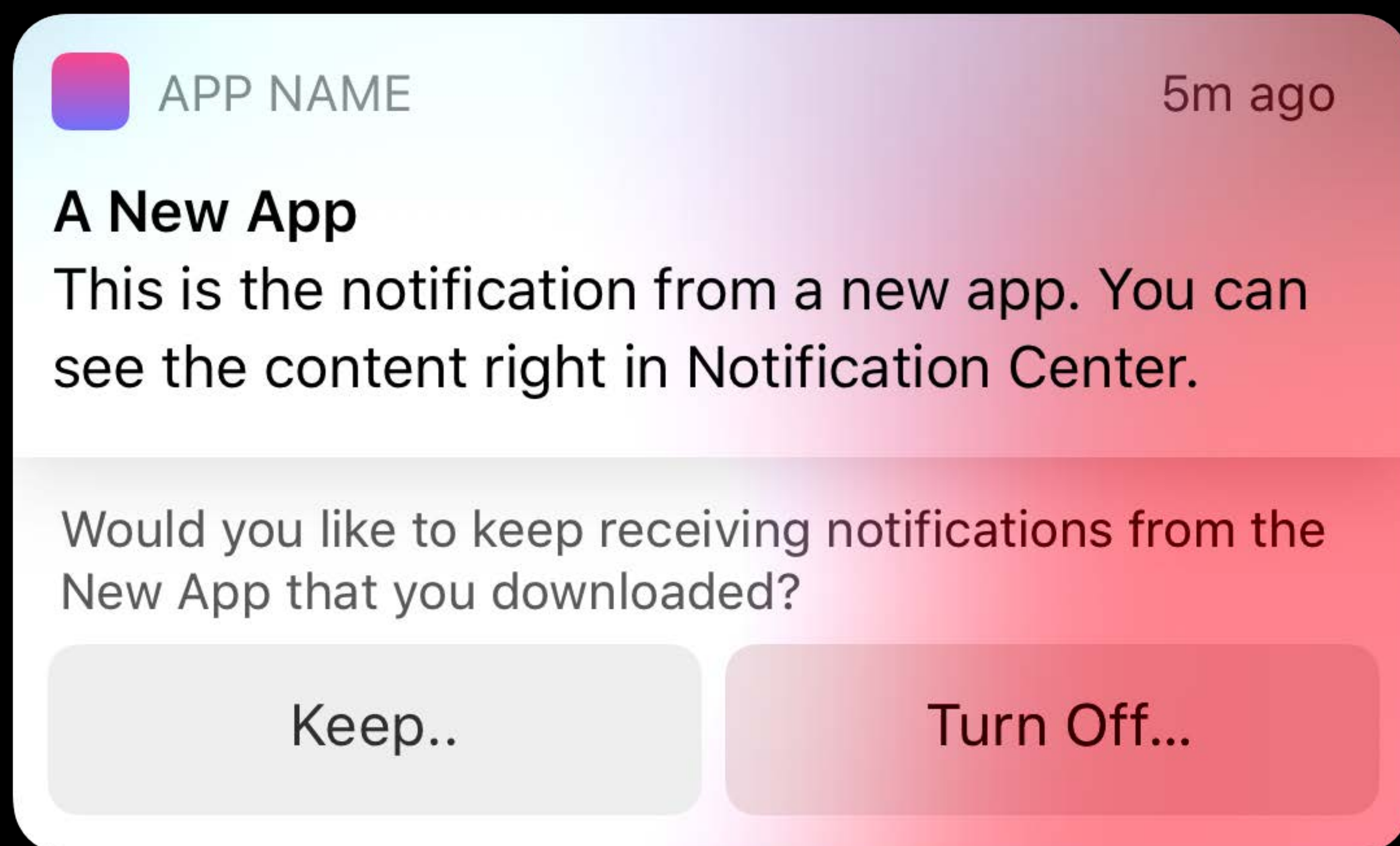


Social

News

Game

News



News

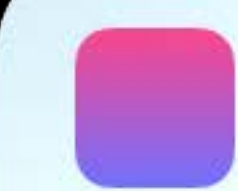
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Don't Allow



APP NAME

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Keep..

Turn Off...

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Allow

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5m ago


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Would you like to keep receiving notifications from the New App that you downloaded?

Keep..

Turn Off...

 APP NAME 5m ago

A New App
This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Passive consumption.
Noncritical response.

A New App Would Like to Send You Notifications

A New App would like to send you notifications such as friend requests, event updates, and mentions.

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Allow

Don't Allow

Timely delivery.
Urgent response.

Asking for Permission

Asking for Permission

Do not prompt on first launch

Asking for Permission

Do not prompt on first launch

Explain why notifications are valuable

Asking for Permission

Do not prompt on first launch

Explain why notifications are valuable

Present at a relevant moment

A New App Would Like to Send You Notifications

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These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow

Don't Allow

 APP NAME

5m ago

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Keep..

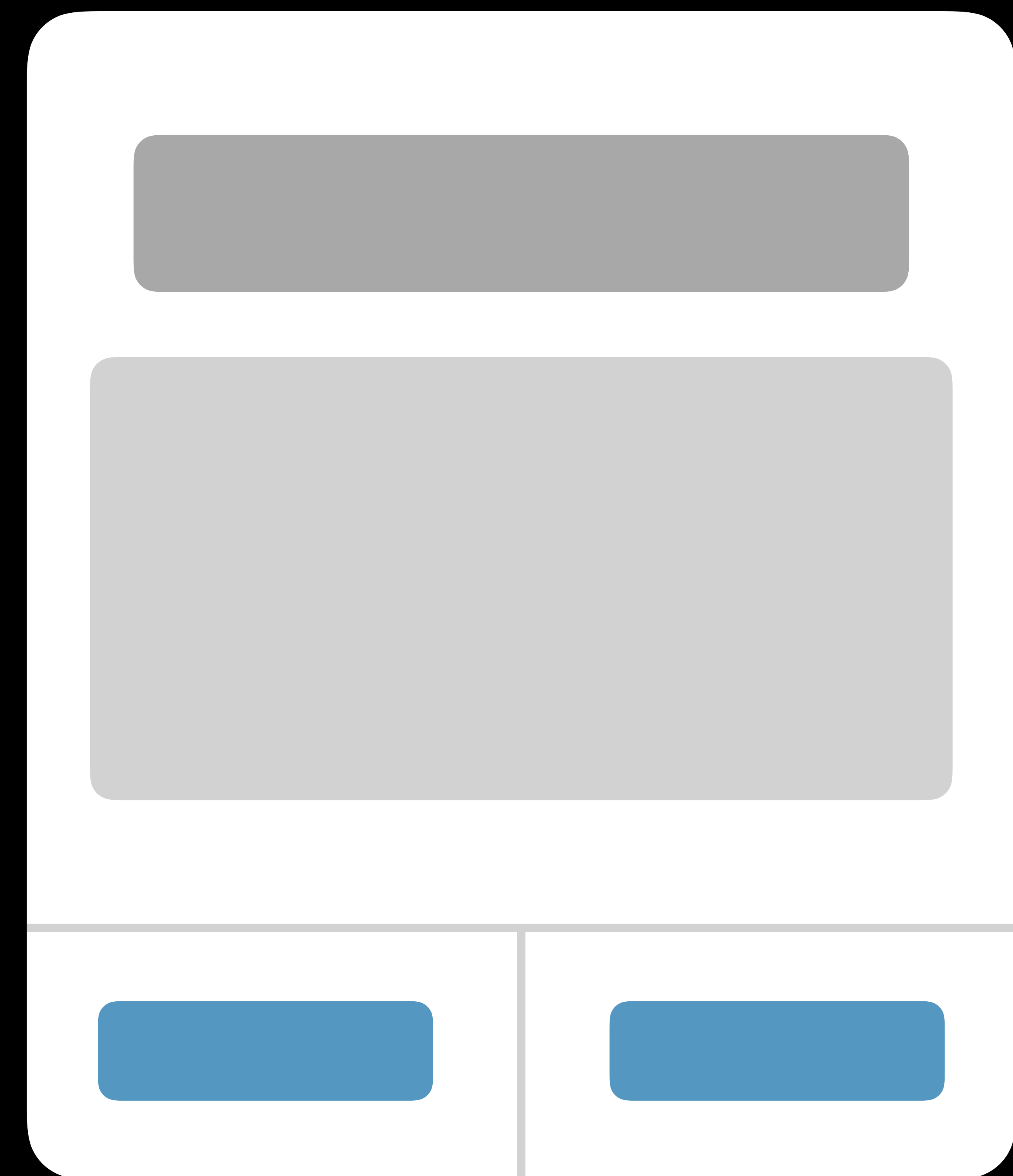
Turn Off...

First run

Provide value

Notification Grouping

Richer Rich Notifications



First run

Provide value

Notification Grouping

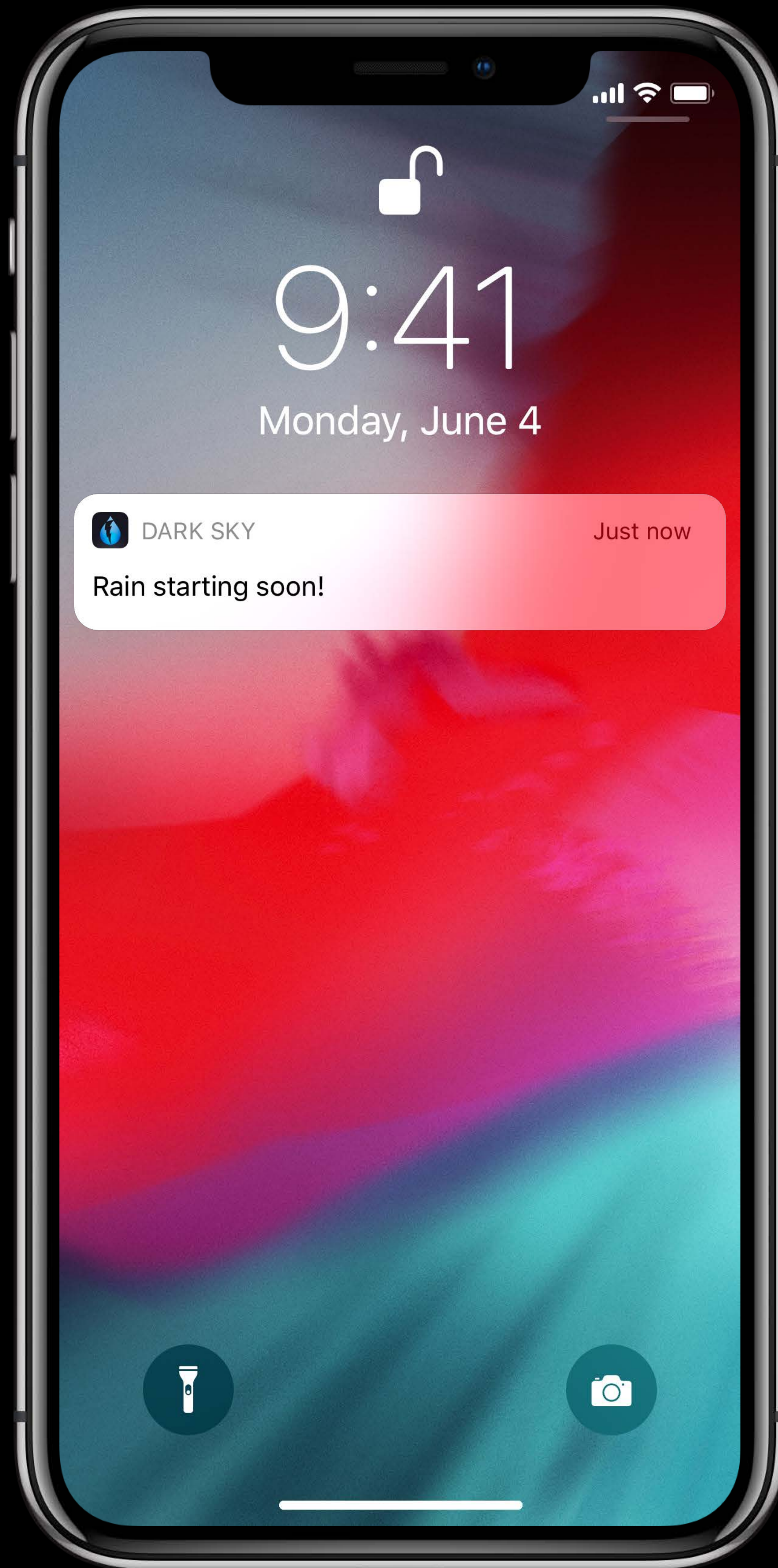
Richer Rich Notifications



Attention is valuable.

Attention is valuable.

Send great content.



9:41

Monday, June 4

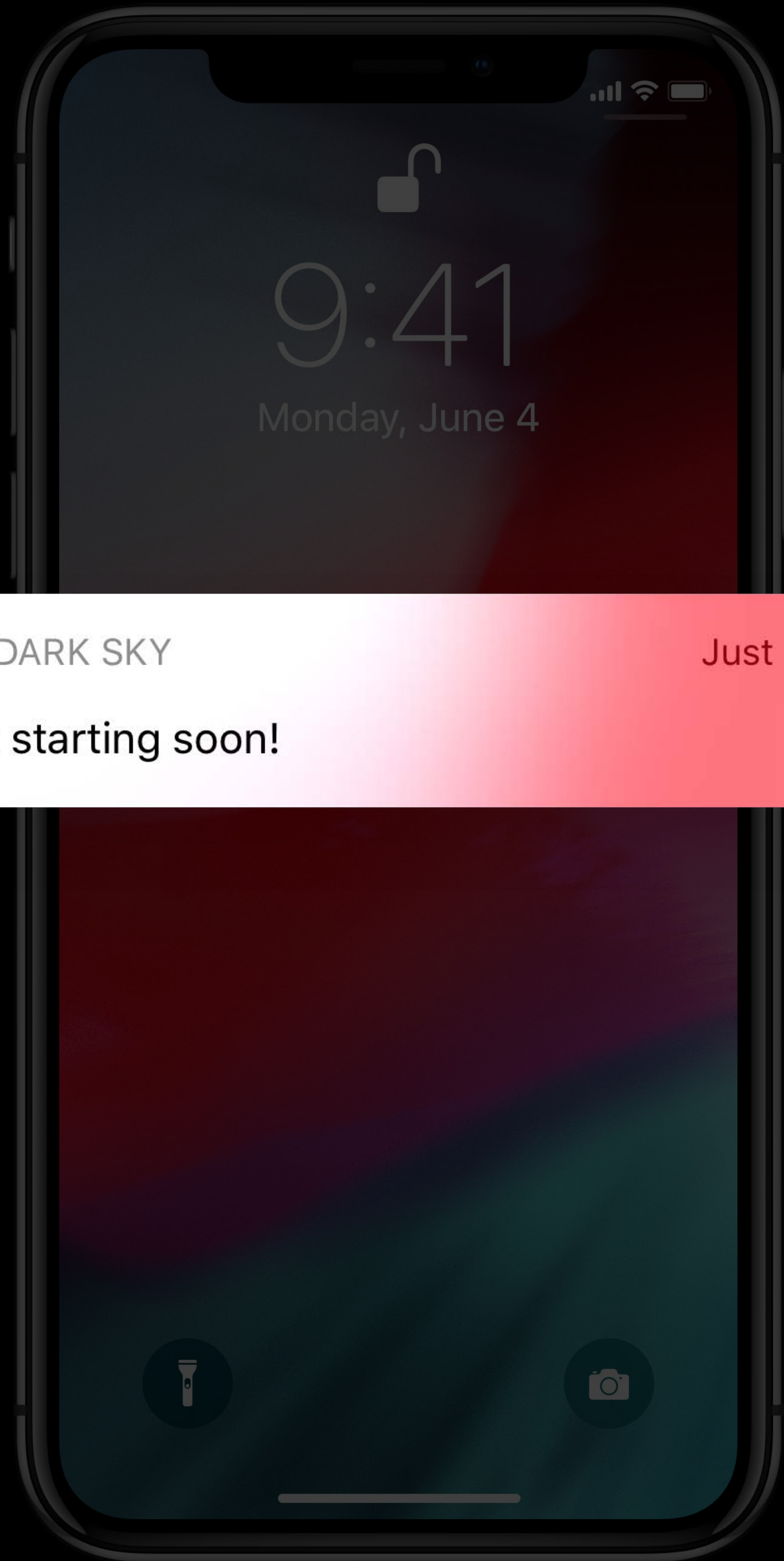


DARK SKY

Just now

Rain starting soon!

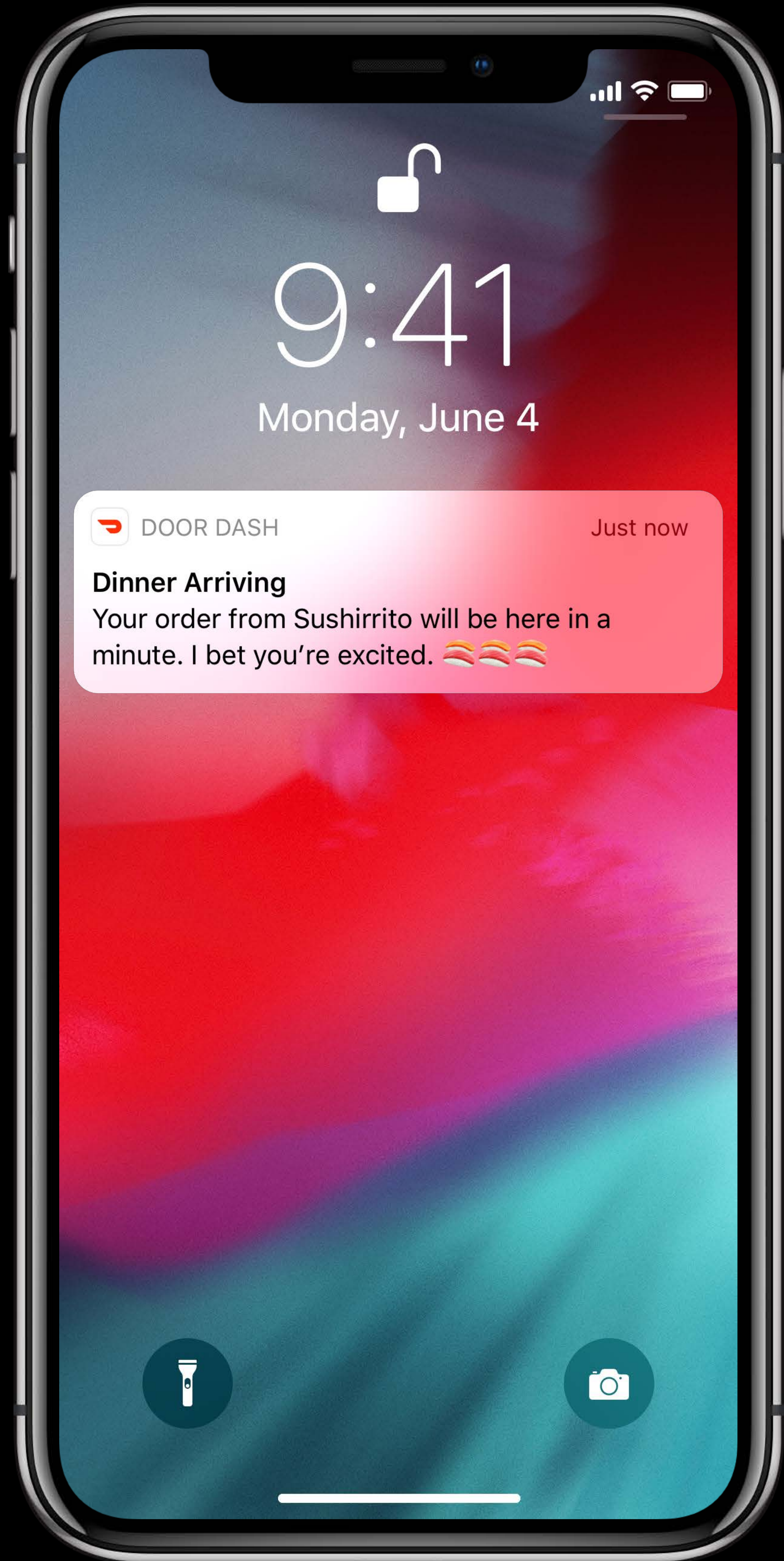




DARK SKY

Just now

Rain starting soon!



9:41

Monday, June 4



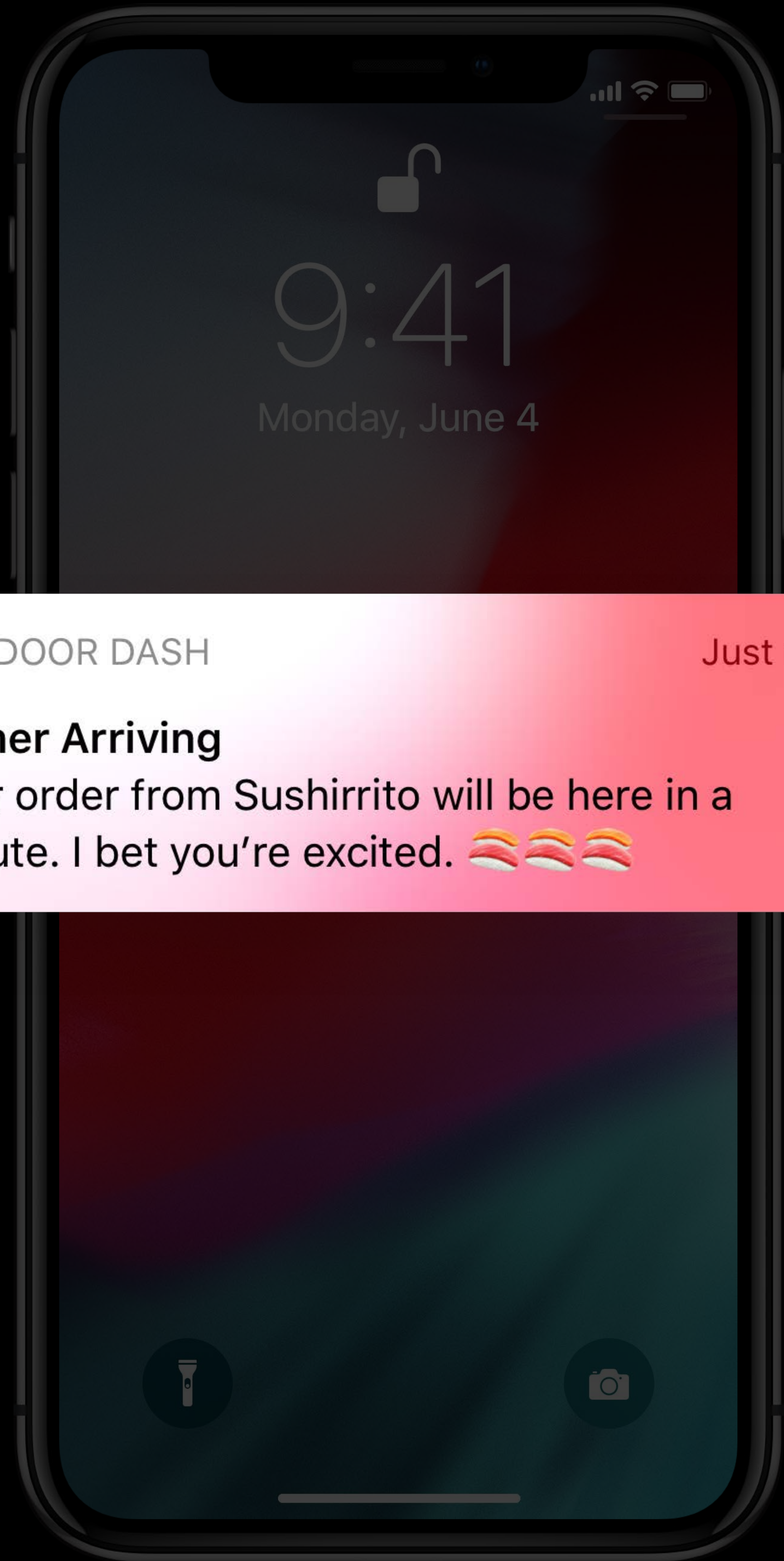
DOOR DASH

Just now

Dinner Arriving

Your order from Sushirrito will be here in a minute. I bet you're excited. 🍽️🍽️🍽️



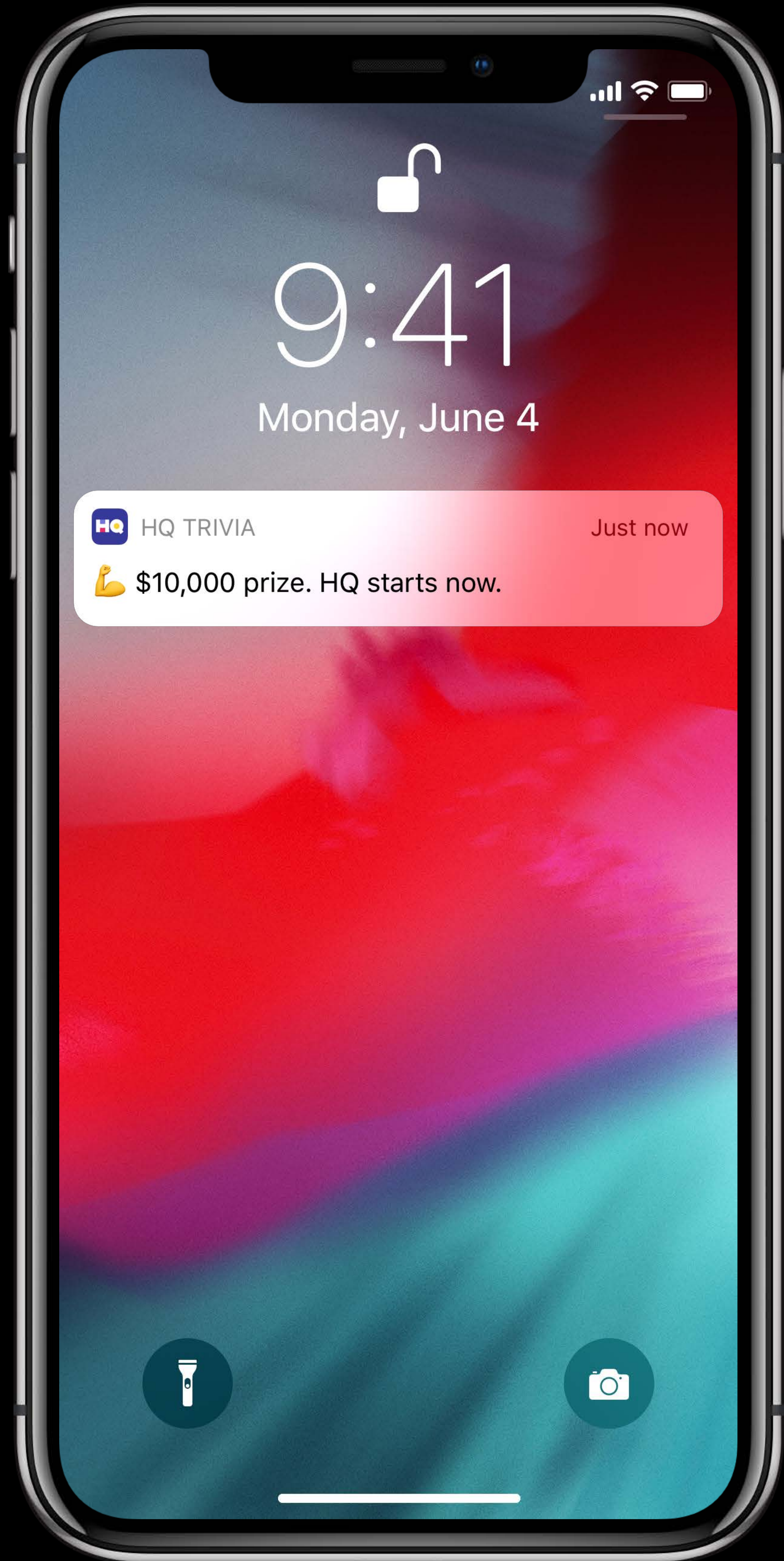


DOOR DASH

Just now

Dinner Arriving

Your order from Sushirrito will be here in a minute. I bet you're excited. 🍣🍣🍣



9:41

Monday, June 4



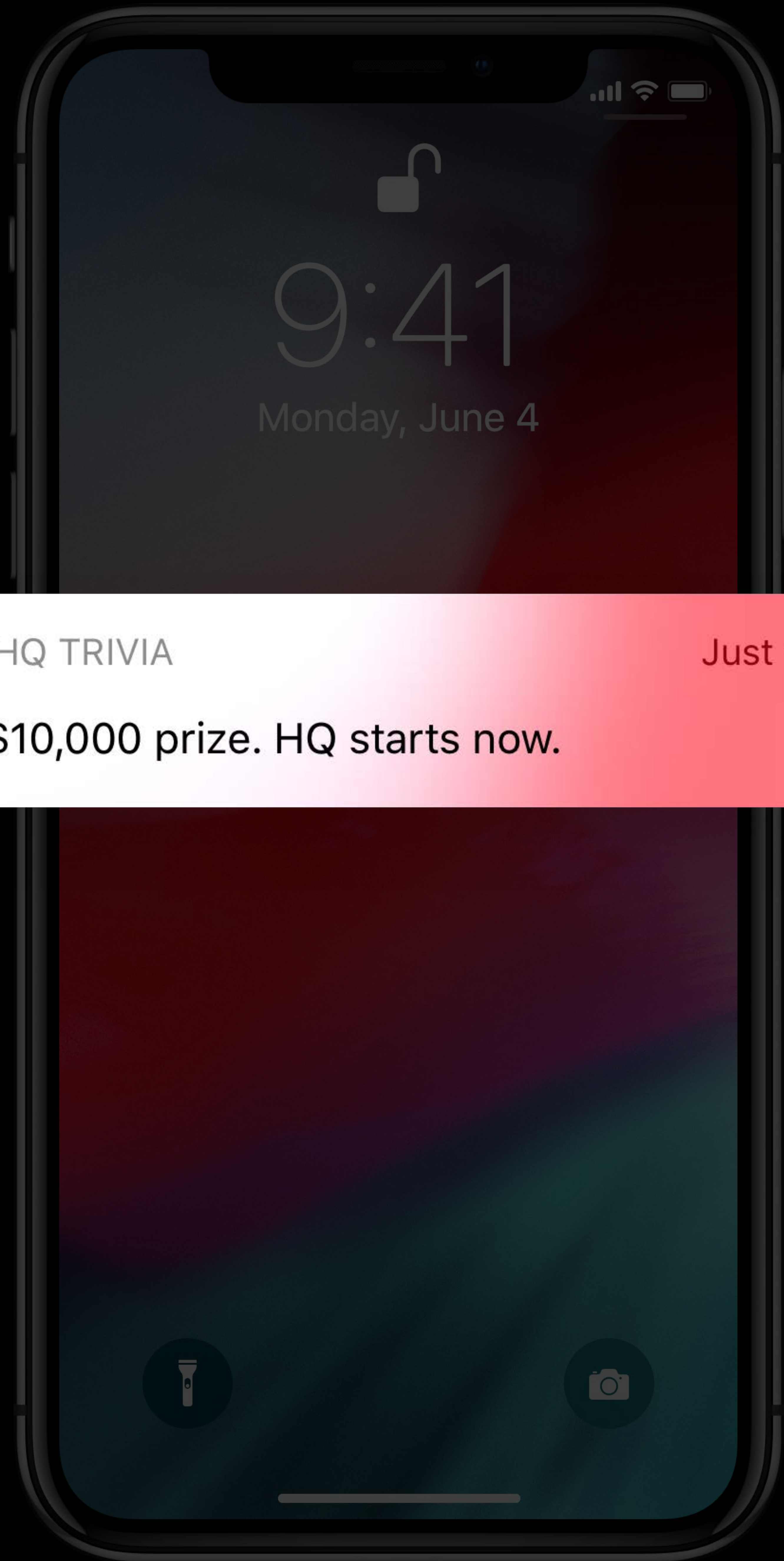
HQ TRIVIA

Just now



\$10,000 prize. HQ starts now.





HQ TRIVIA

Just now



\$10,000 prize. HQ starts now.

Notifications aren't reasons
to launch into an app.

Considered delivery.

9:41



Details

Done

Finish WWDC Presentation!   

Remind me on a day

Alarm Tue, 5/1/18, 4:00 PM

Repeat Never >

Remind me at a location

Location
Arriving: Jonathan Dascola's Work >

Priority None ! !! !!!

List To Dos >

Notes

9:41



SET A REMINDER

Remind me to
meditate at **8:10AM** ∨
every day ∨

Remind me



Put it on my calendar



9:41



Choose your alert frequency

(0-2)

Just the big stuff

(3-6)

The day's top news

((7+))

Can't miss a thing

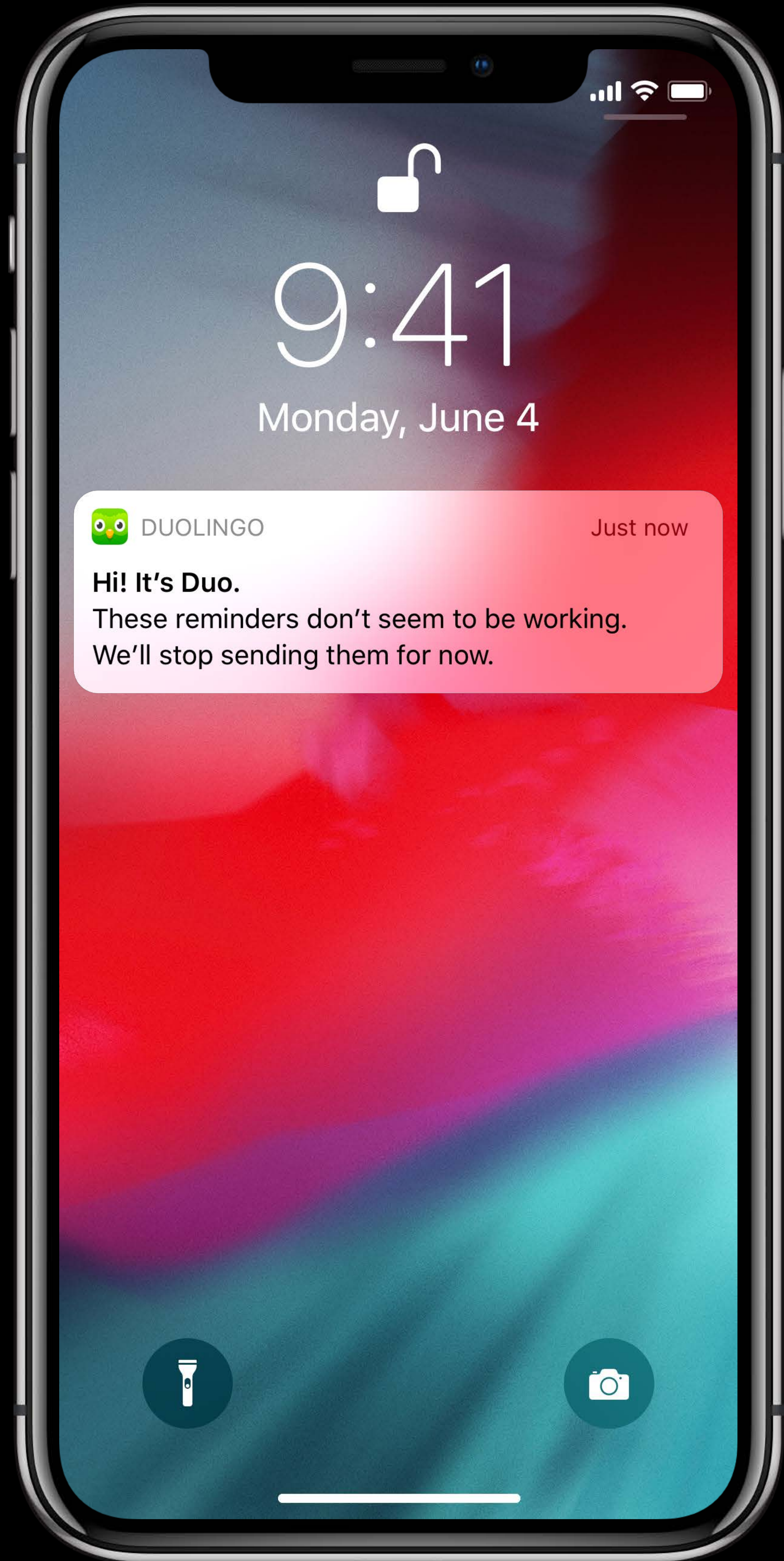
Upgrade to CNN FYI



CNN FYI – An occasional update on new features and programs from CNN.

Save settings





9:41

Monday, June 4



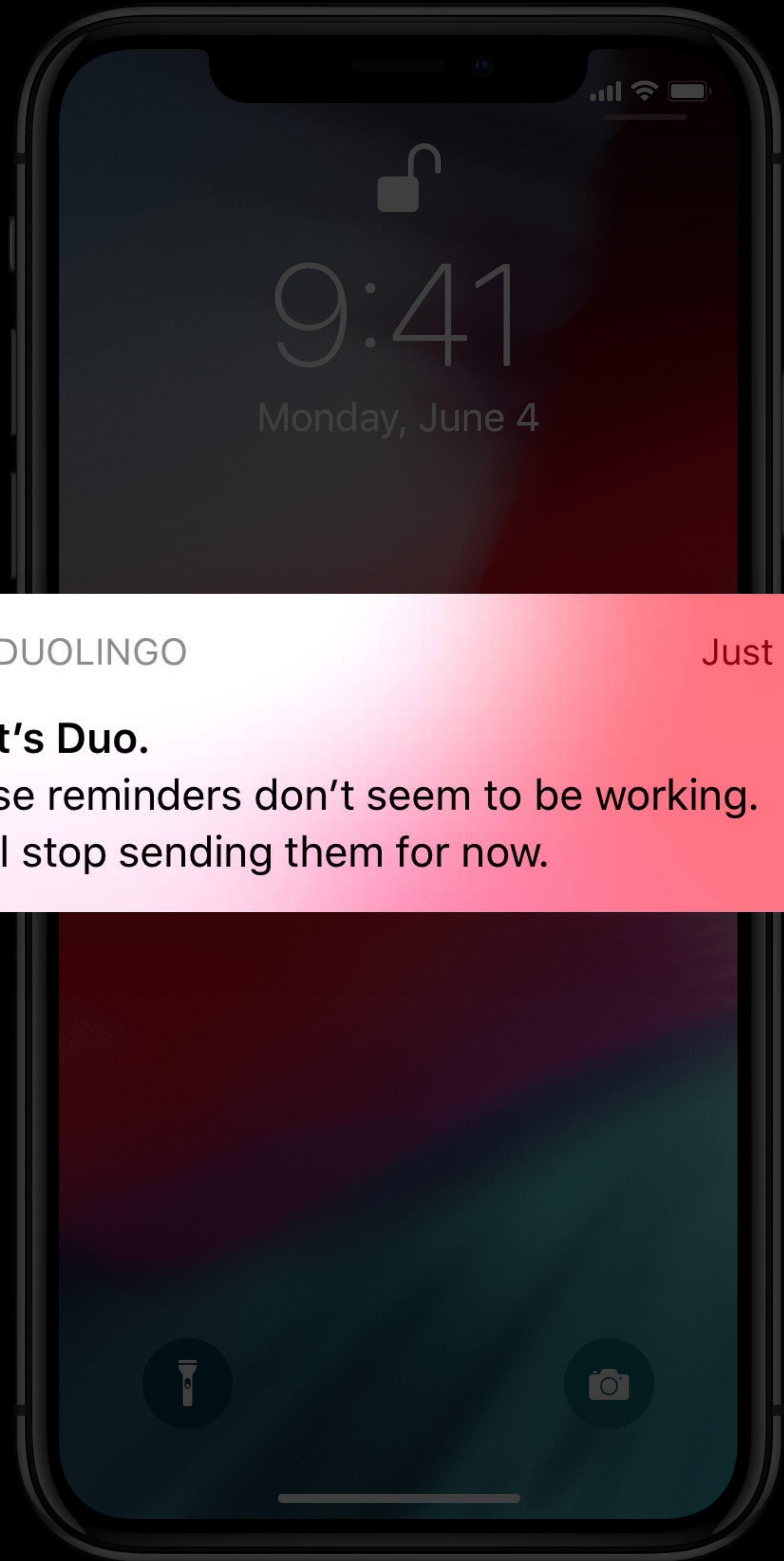
DUOLINGO

Just now

Hi! It's Duo.

These reminders don't seem to be working.
We'll stop sending them for now.





DUOLINGO

Just now

Hi! It's Duo.

These reminders don't seem to be working.
We'll stop sending them for now.

Smart customization.

9:41



< Notifications App Name

Allow Notifications

ALERTS



Lock Screen



History



Banners



Banner Style Temporary >

Sounds

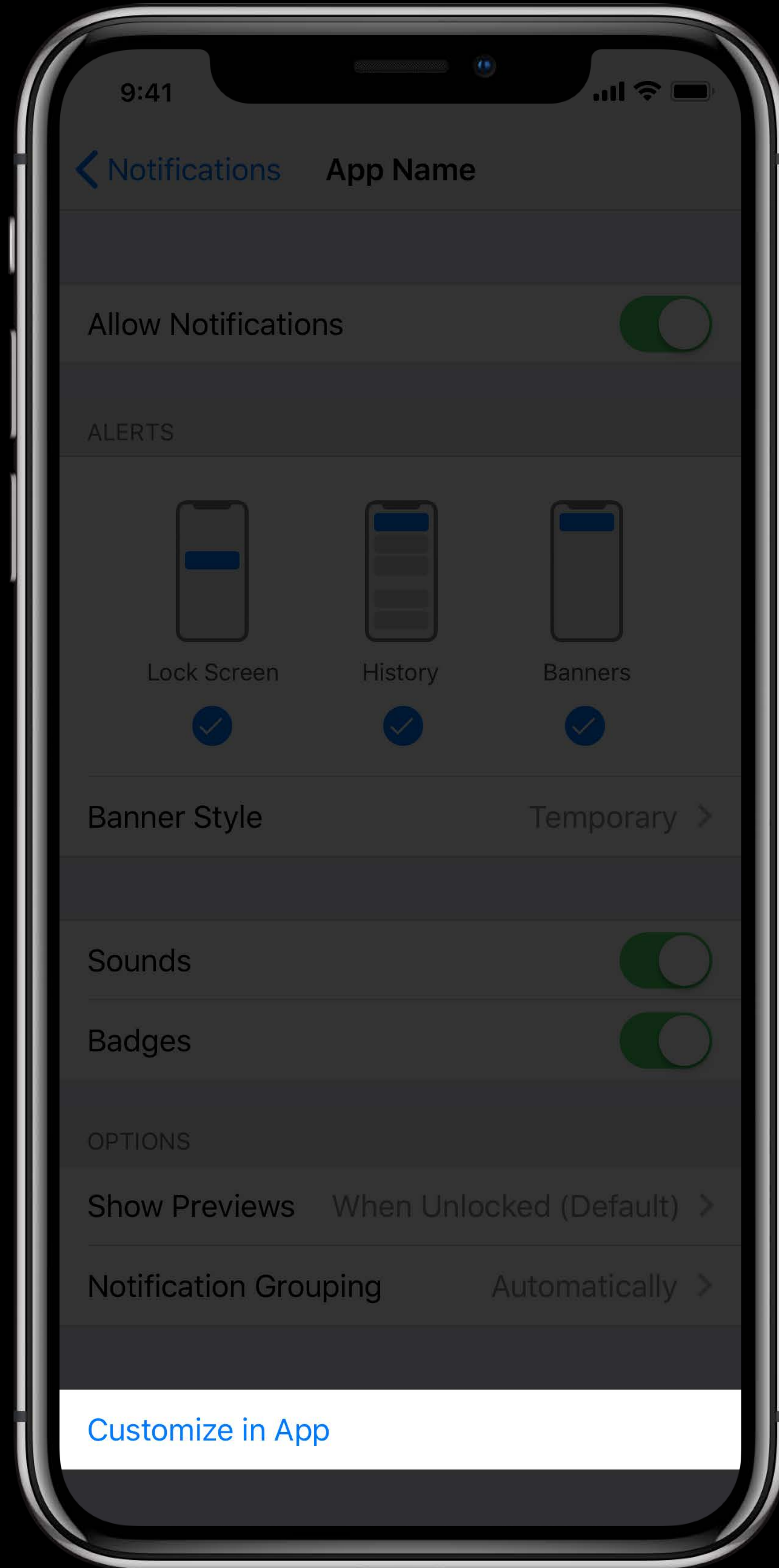
Badges

OPTIONS

Show Previews When Unlocked (Default) >

Notification Grouping Automatically >

[Customize in App](#)



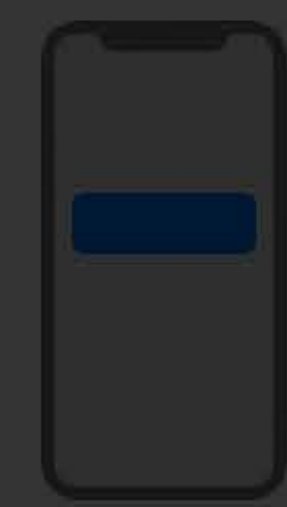
9:41



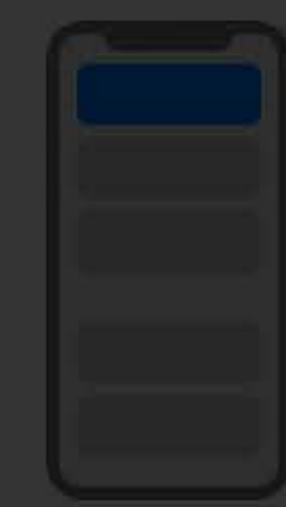
< Notifications App Name

Allow Notifications

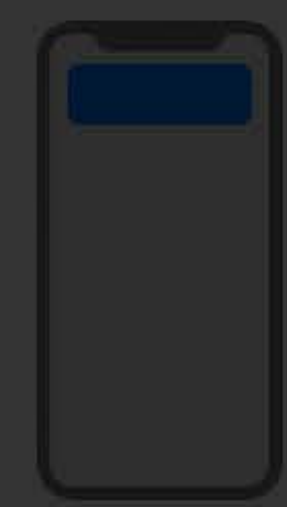
ALERTS



Lock Screen



History



Banners



Banner Style Temporary >

Sounds

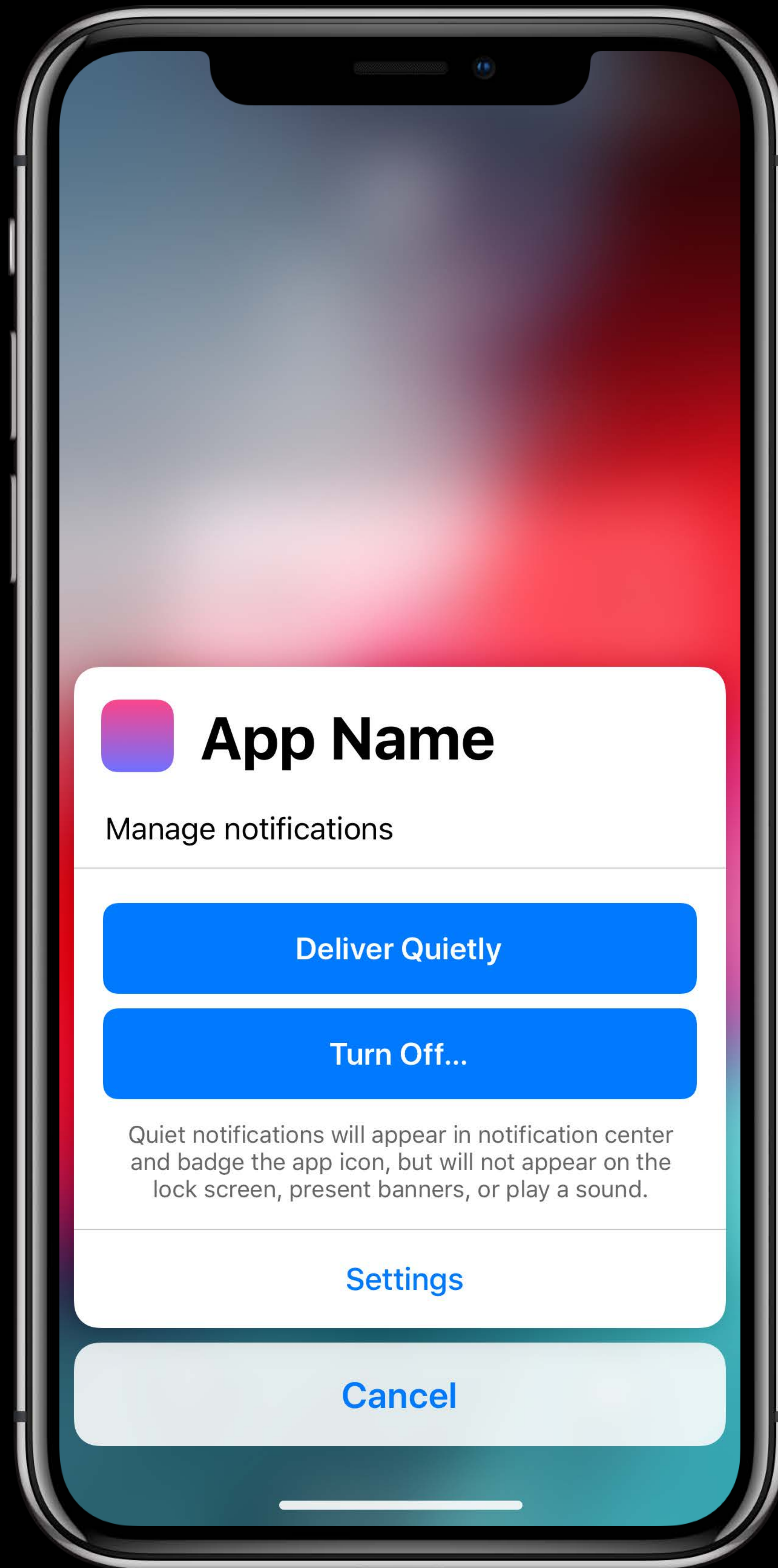
Badges

OPTIONS

Show Previews When Unlocked (Default) >

Notification Grouping Automatically >

Customize in App



 **App Name**

Manage notifications

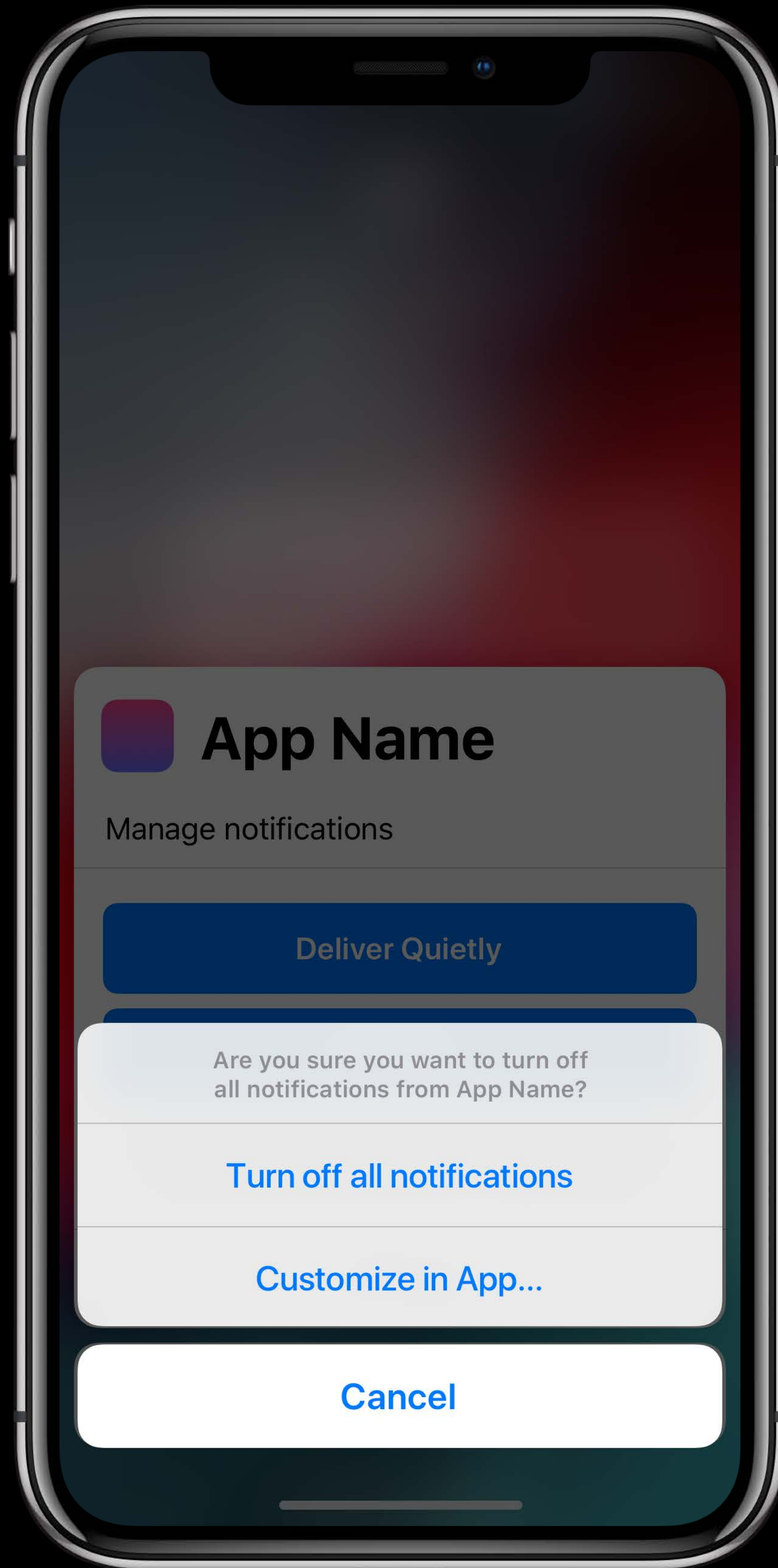
Deliver Quietly

Turn Off...

Quiet notifications will appear in notification center and badge the app icon, but will not appear on the lock screen, present banners, or play a sound.

Settings

Cancel



 **App Name**

Manage notifications

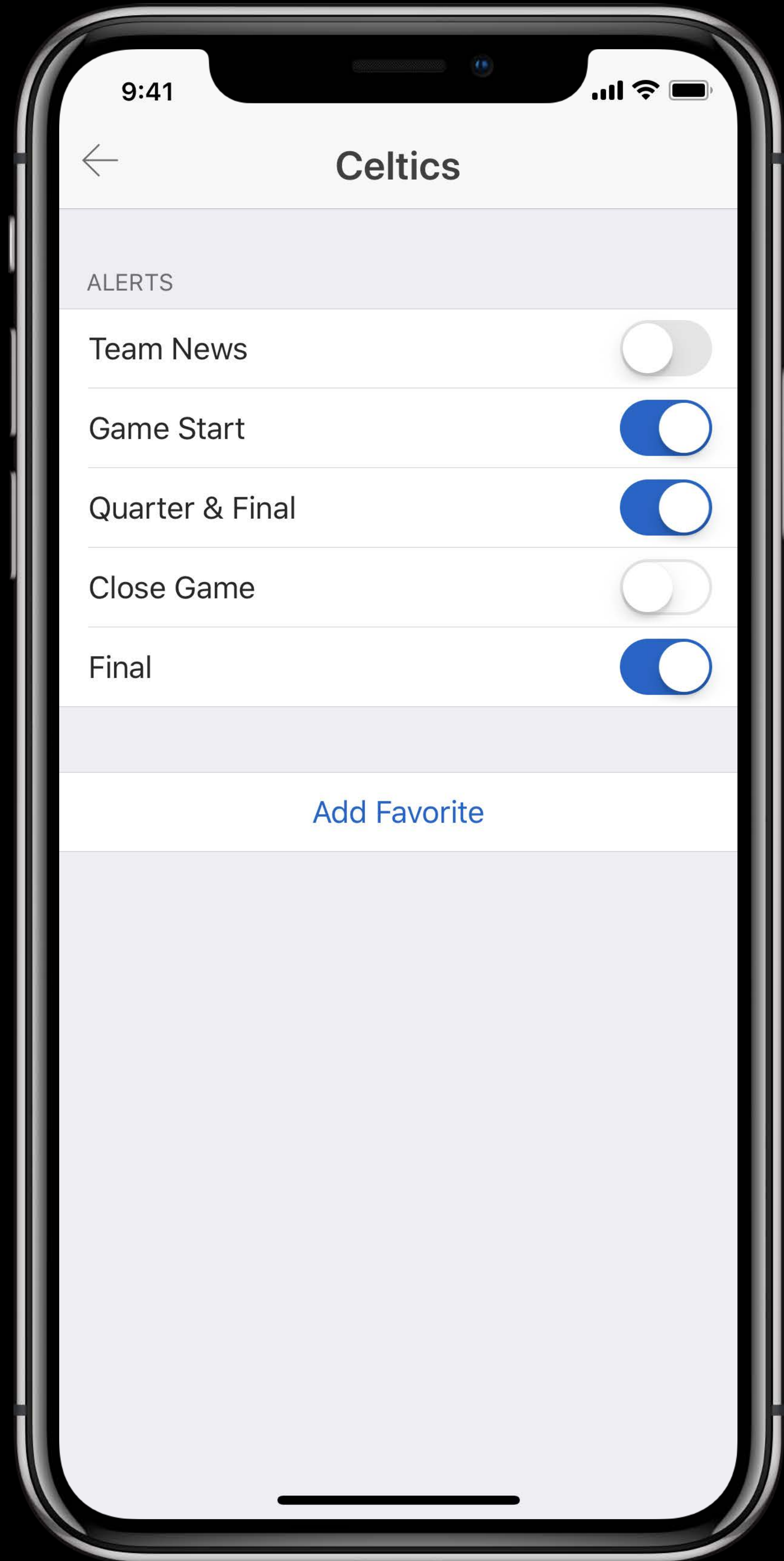
Deliver Quietly

Are you sure you want to turn off all notifications from App Name?

Turn off all notifications

Customize in App...

Cancel



9:41



Celtics

ALERTS

Team News



Game Start



Quarter & Final



Close Game



Final



[Add Favorite](#)


9:41




Notifications


Done

Be the first to know about big news, must-read stories and special offers from The Times.


 **Breaking News**
Urgent and important stories.


 **Top Stories**
Special reports and editors' picks.

 **Morning Briefing**
What you need to know to start your day.

 **Business & Tech**
Market-moving news and features.

 **New York**
Stories from the city, state and region.

 **Politics**
Fearless coverage of Washington and beyond.

 **Sports**
Scores, live updates and great reads.

First run

Provide value

Notification Grouping

Richer Rich Notifications



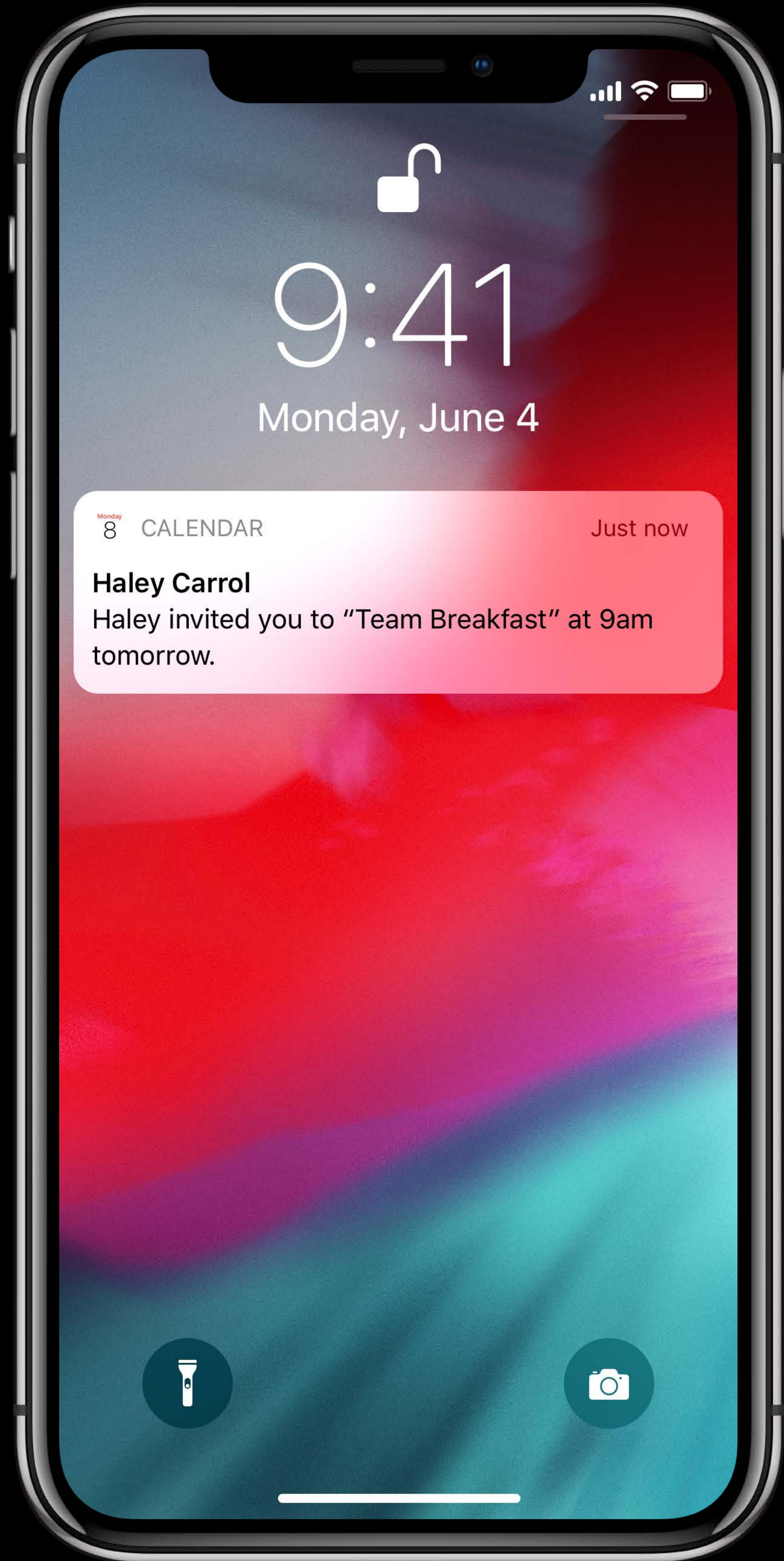
First run

Provide value

Notification Grouping

Richer Rich Notifications



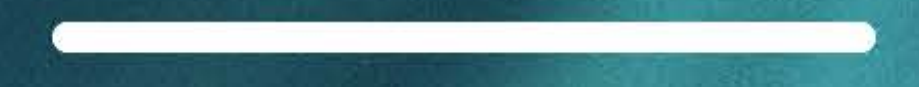


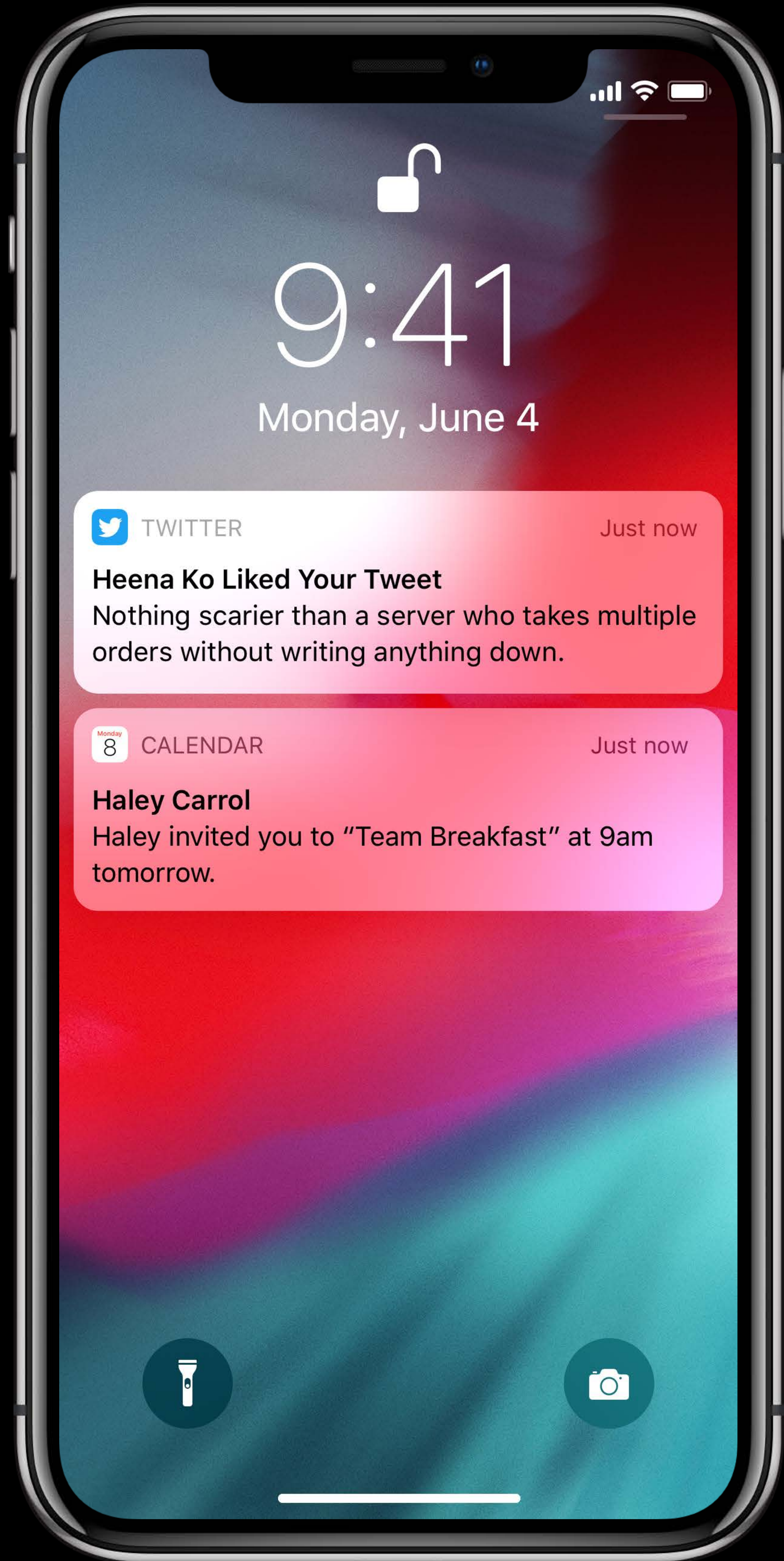
9:41

Monday, June 4

Monday 8 CALENDAR Just now

Haley Carrol
 Haley invited you to "Team Breakfast" at 9am tomorrow.





9:41

Monday, June 4



TWITTER

Just now

Heena Ko Liked Your Tweet

Nothing scarier than a server who takes multiple orders without writing anything down.



CALENDAR

Just now

Haley Carrol

Haley invited you to "Team Breakfast" at 9am tomorrow.





9:41

Monday, June 4



MESSAGES

Just now

Lauren Tappana

Hi Jon.



TWITTER

Just now

Heena Ko Liked Your Tweet

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CALENDAR

Just now

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9:41

Monday, June 4



MESSAGES

Just now

Lauren Tappana

I need to ask you a serious question.



MESSAGES

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Monday 8 CALENDAR

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9:41

Monday, June 4

 MESSAGES Just now


Lauren Tappana
Lunch? 🍽️?

 MESSAGES Just now


Lauren Tappana
I need to ask you a serious question.



 MESSAGES Just now

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Hi Jon.

 TWITTER Just now

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 CALENDAR Just now

Haley  **pol** 
Haley invited you to "Team Breakfast" tomorrow.



9:41

Monday, June 4



MESSAGES

Just now

Lauren Tappana

Lunch? 🍽️?

And 3 other messages



TWITTER

Just now

Heena Ko Liked Your Tweet

Nothing scarier than a server who takes multiple orders without writing anything down.



CALENDAR

Just now

Haley Carrol

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9:41

Monday, June 4


Messages



Show less ^

 MESSAGES Just now

Lauren Tappana
Lunch? 🍴?

 MESSAGES Just now

Lauren Tappana
I need to ask you a serious question.

 MESSAGES Just now

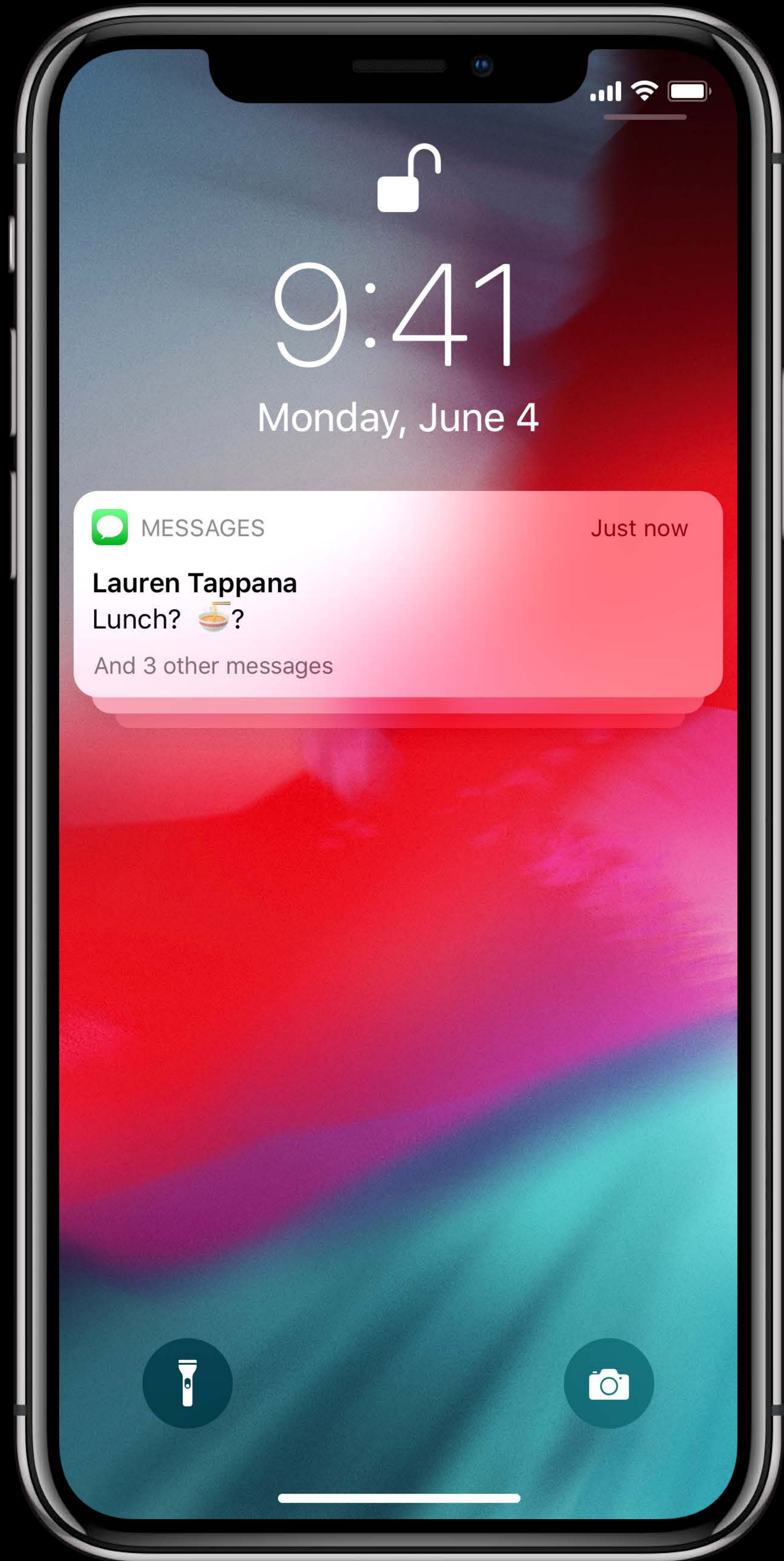
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 TWITTER Just now

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

 CALENDAR Just now

Haley Carrol



9:41

Monday, June 4



MESSAGES

Just now

Lauren Tappana

Lunch? 🍷?

And 3 other messages





9:41

Monday, June 4



MESSAGES

Just now

Lauren Tappana

Lunch? 🍽️?

And 3 other messages



MESSAGES

Just now

Heena Ko

Sounds like you got over your nerves! Rock on.

3 more messages



MESSAGES

Just now

Chance Graham

Hey buddy! Give me a shout out! 🤙

3 more messages



Create notification threads.

```
// Creating groups with thread identifiers

let content = UNMutableNotificationContent()
content.title = "Notifications Team"
content.body = "WWDC After Party!"
content.threadIdentifier = "notifications-team-chat"

// Yes, this is a code slide in a design presentation.
// 😎
```



9:41

Monday, June 4



NEWS

Just now

The New York Times

A yacht race is helping St. Barts heal after Hurricane Irma.

3 more stories



NEWS

Just now

Quartz

The resume of the future will tell employers who you are, and not just what you've done.

3 more stories



NEWS

Just now

Washington Post

Where you live has a bigger impact on happiness and health than you might imagine.

7 more stories





NEWS

Just now

The New York Times

A yacht race is helping St. Barts heal after Hurricane Irma.

3 more stories

Quartz

The resume of the future will tell employers who you are, and not just what you've done.

3 more stories

NEWS

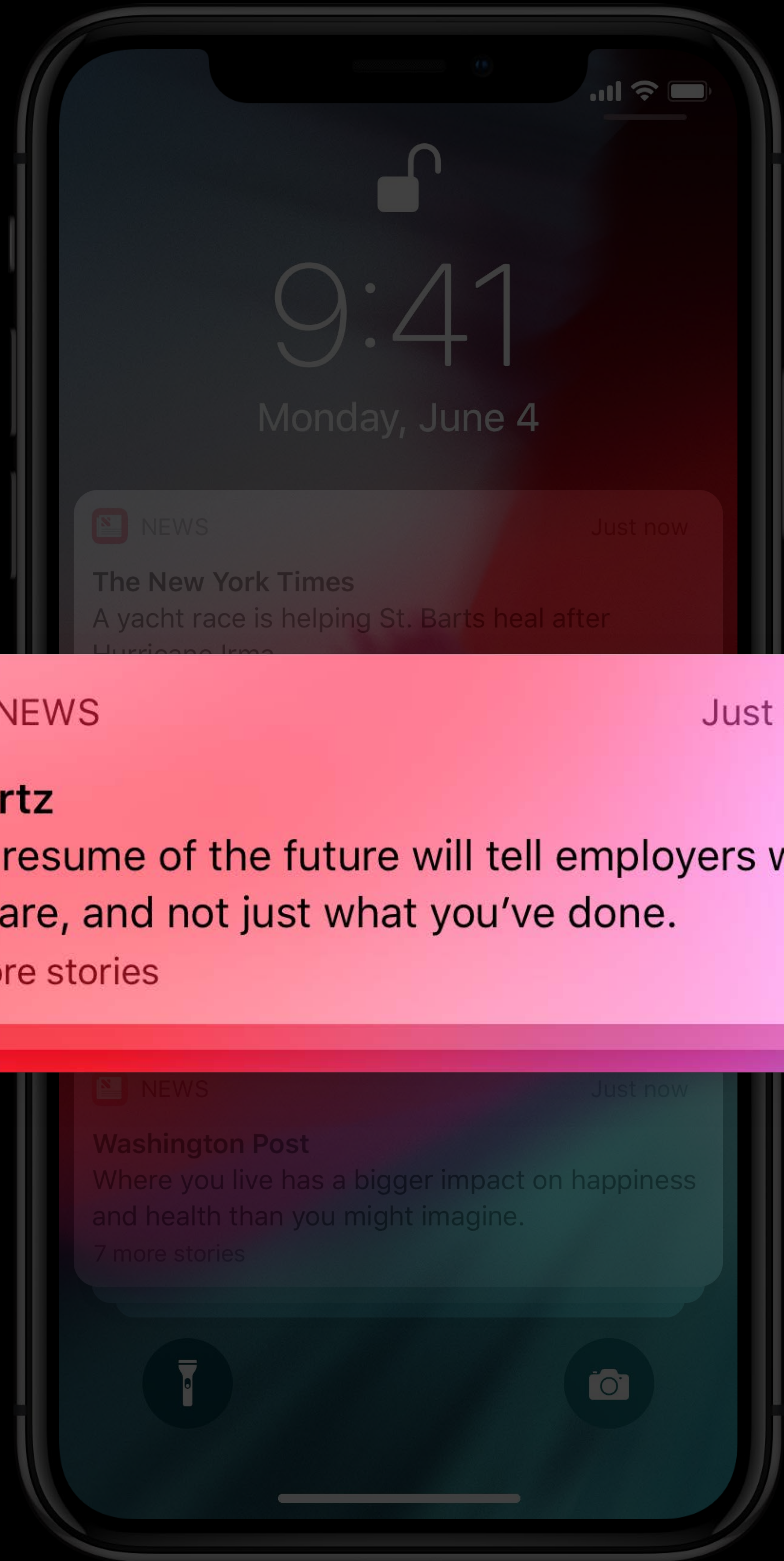
Just now

Washington Post

Where you live has a bigger impact on happiness and health than you might imagine.

7 more stories





NEWS

Just now

Quartz

The resume of the future will tell employers who you are, and not just what you've done.

3 more stories



NEWS

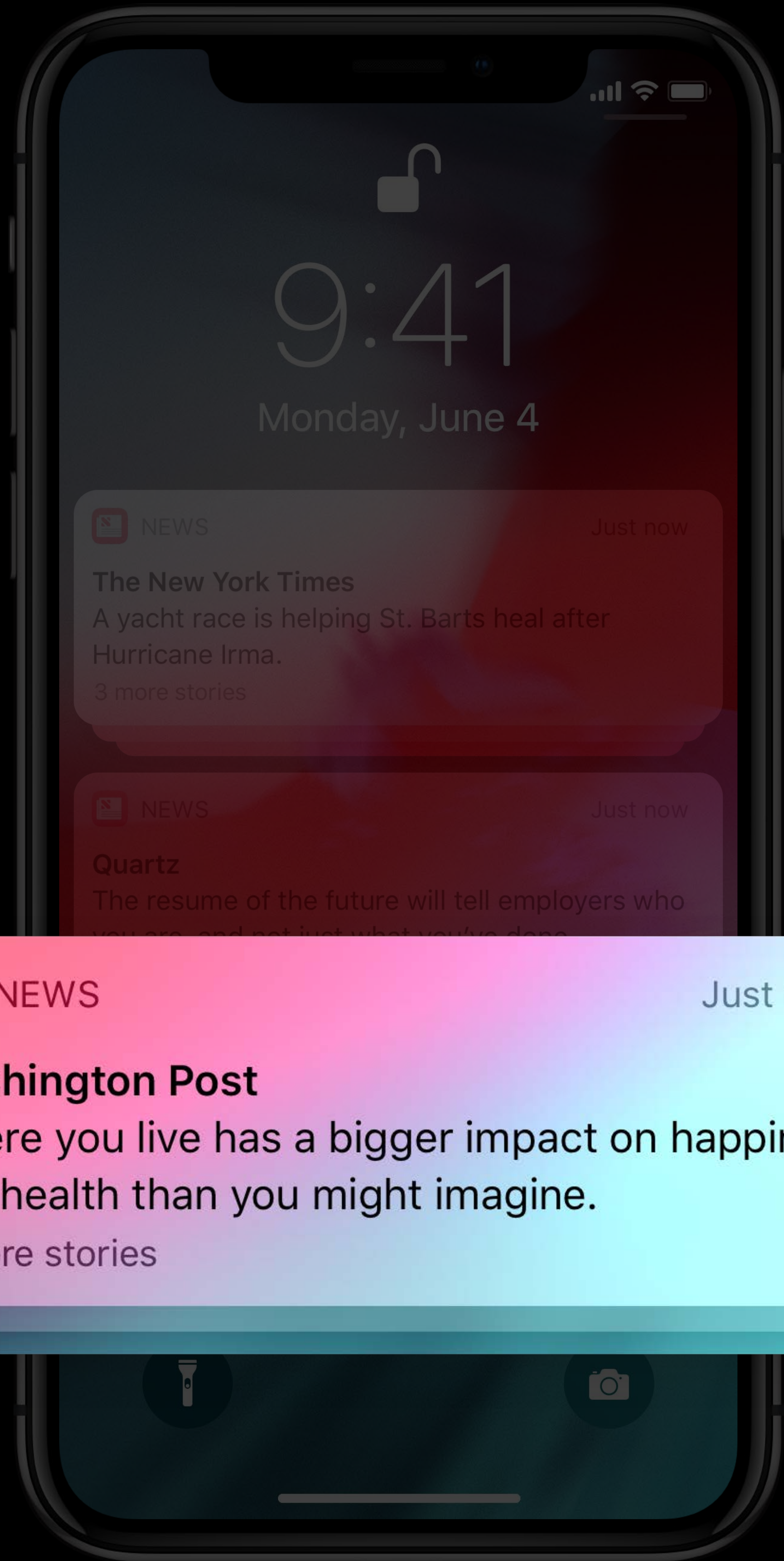
Just now

Washington Post

Where you live has a bigger impact on happiness and health than you might imagine.

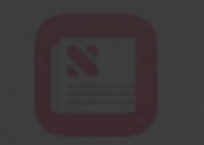
7 more stories





9:41

Monday, June 4



NEWS

Just now

The New York Times

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3 more stories



NEWS

Just now

Quartz

The resume of the future will tell employers who you are and not just what you've done.



NEWS

Just now

Washington Post

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7 more stories





9:41

Monday, June 4



NEWS

Just now

The New York Times

A yacht race is helping St. Barts heal after Hurricane Irma.

3 more stories



NEWS

Just now

Quartz

The resume of the future will tell employers who you are, and not just what you've done.

3 more stories



NEWS

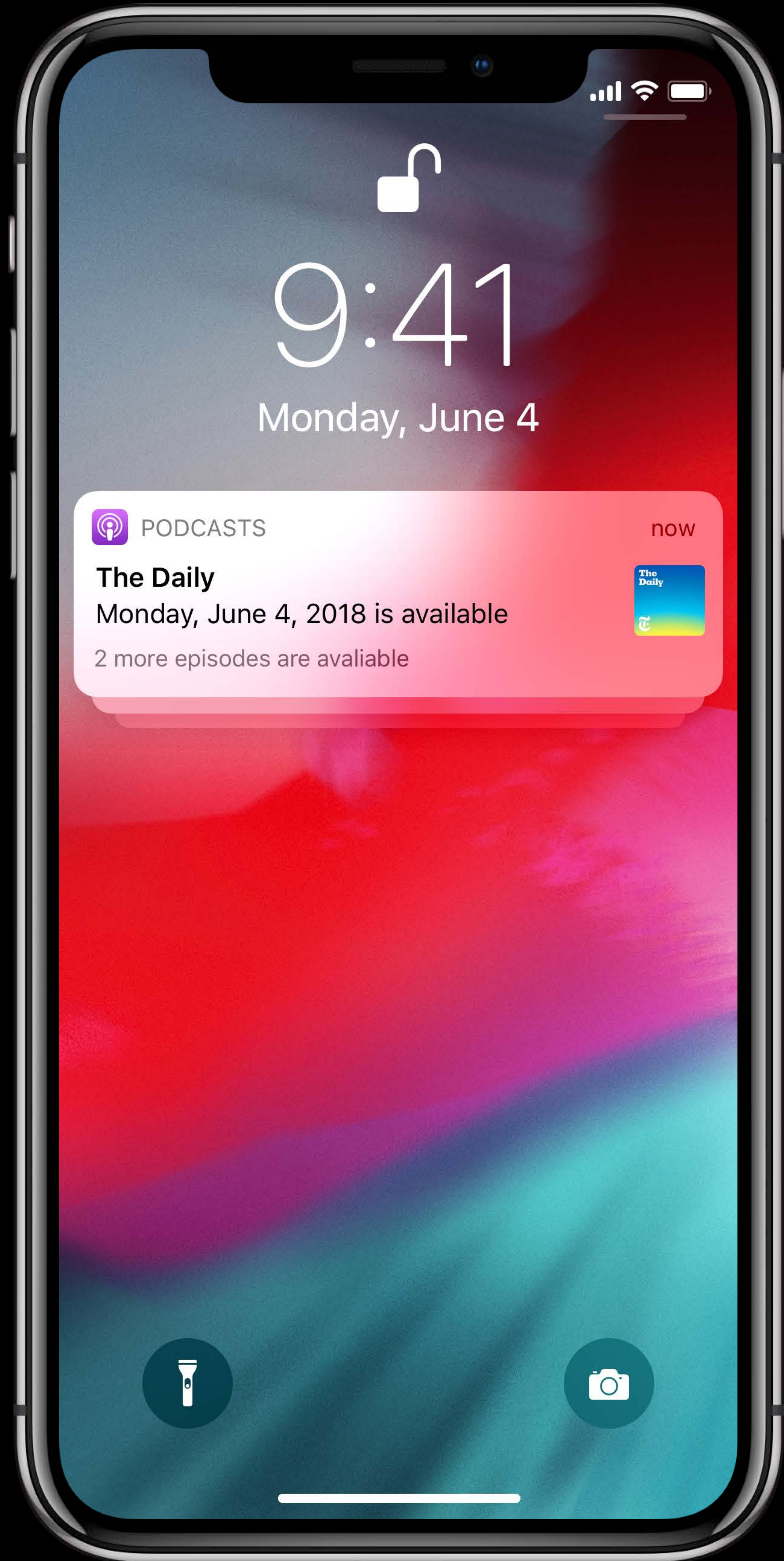
Just now

Washington Post

Where you live has a bigger impact on happiness and health than you might imagine.

7 more stories





9:41

Monday, June 4



PODCASTS

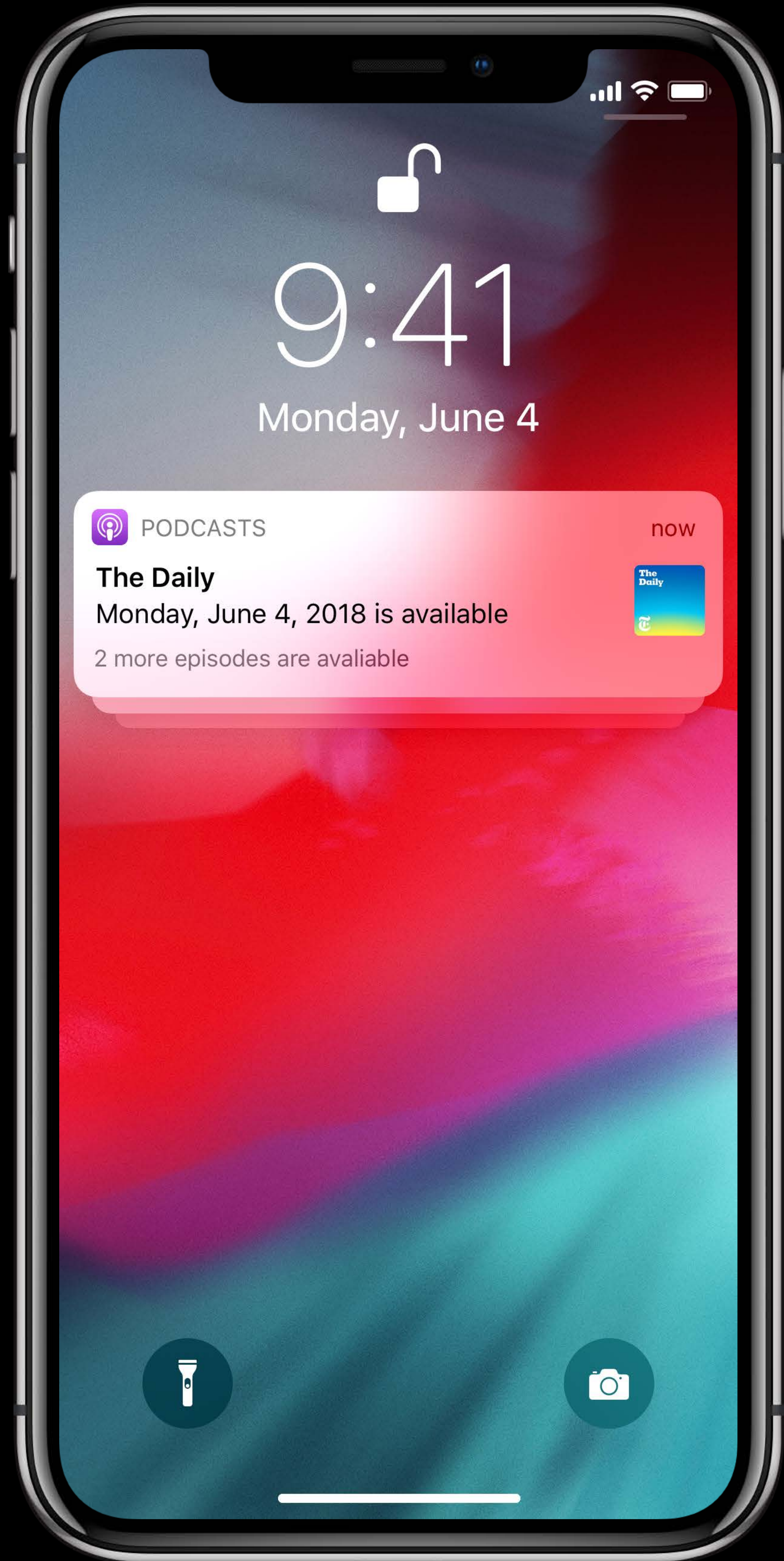
now

The Daily

Monday, June 4, 2018 is available

2 more episodes are available





9:41

Monday, June 4



PODCASTS

now

The Daily

Monday, June 4, 2018 is available

2 more episodes are available



It's ok to group by app.

First run

Provide value

Notification Grouping

Richer Rich Notifications

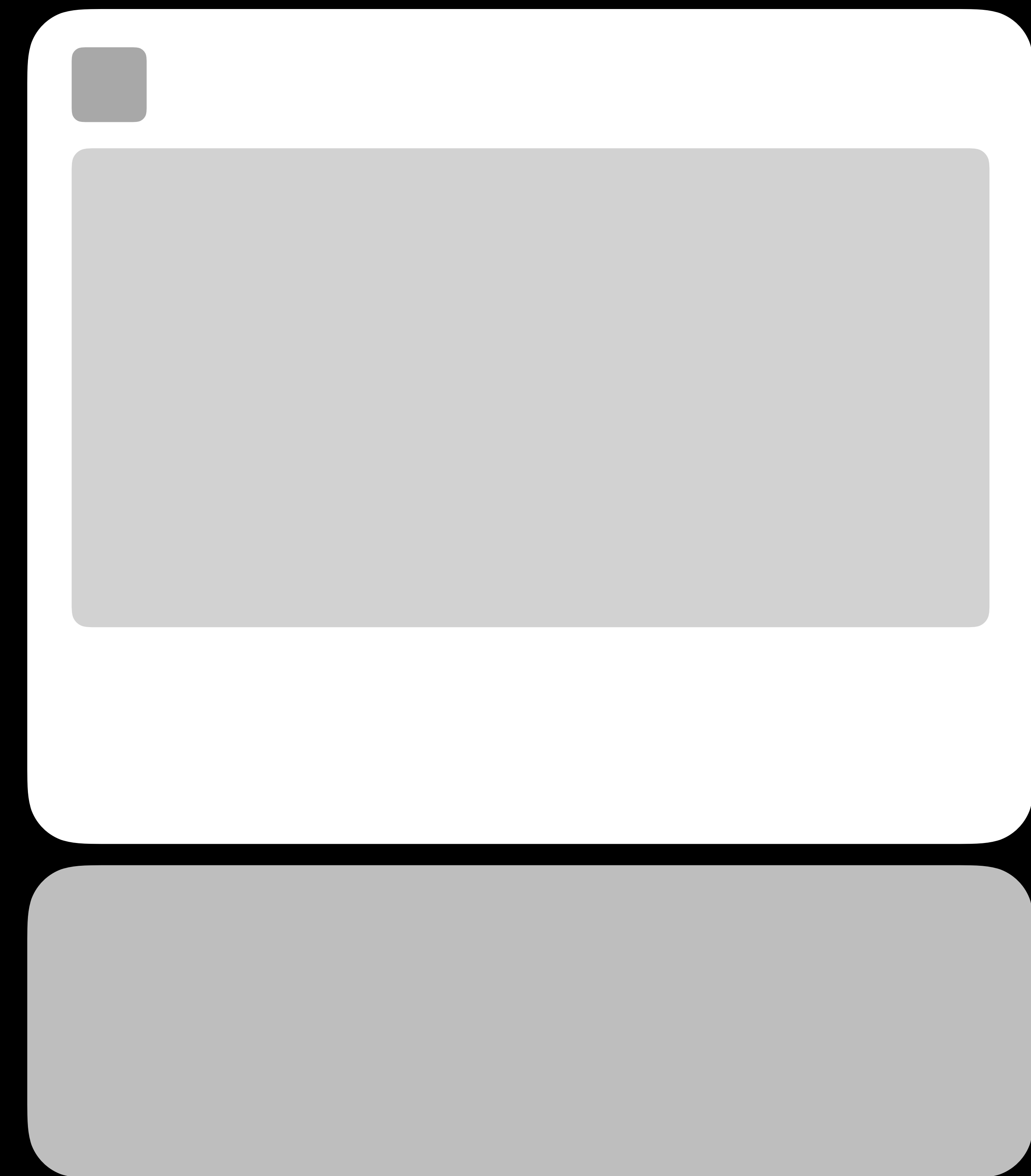


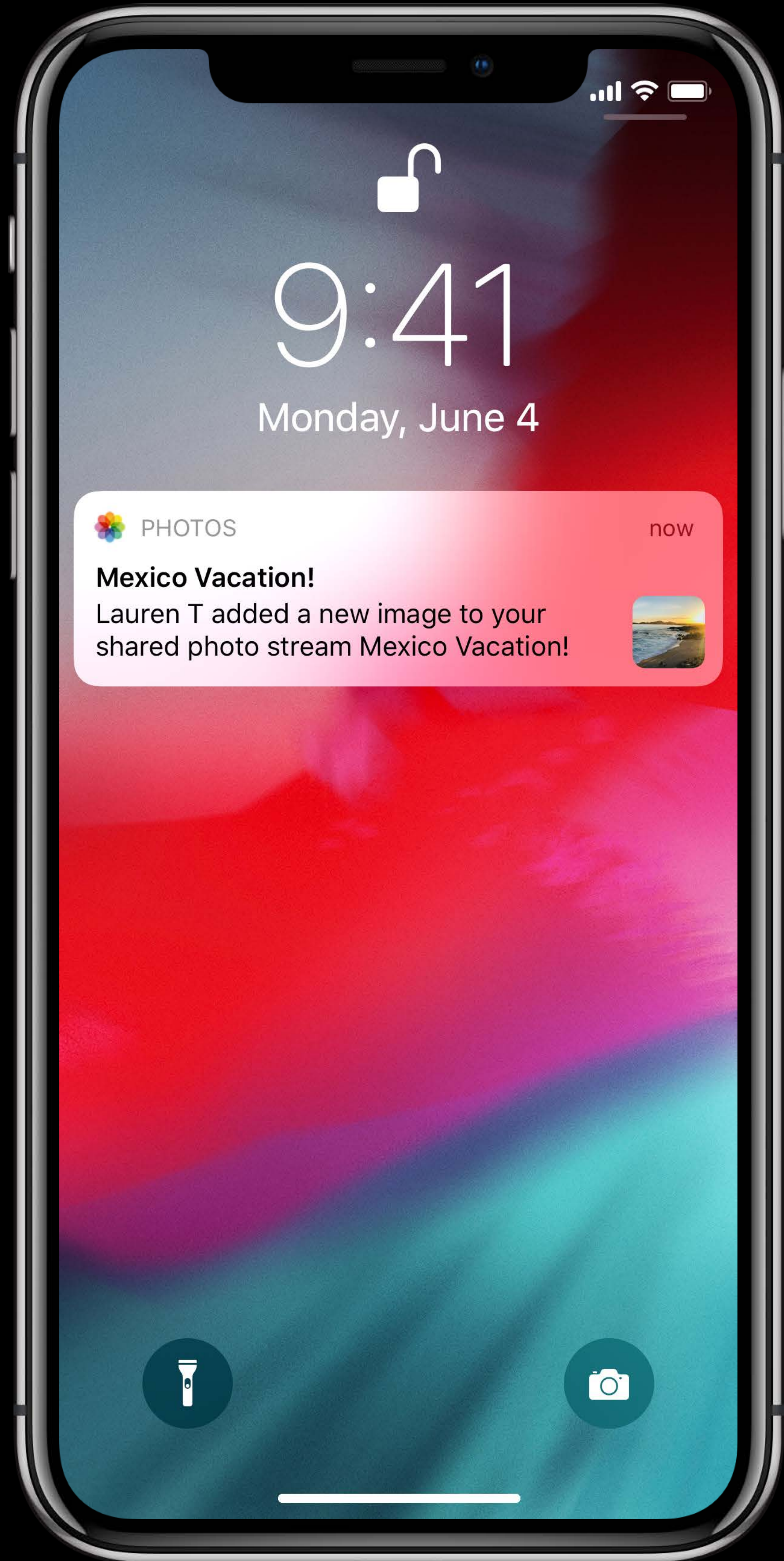
First run

Provide value

Notification Grouping

Richer Rich Notifications





9:41

Monday, June 4



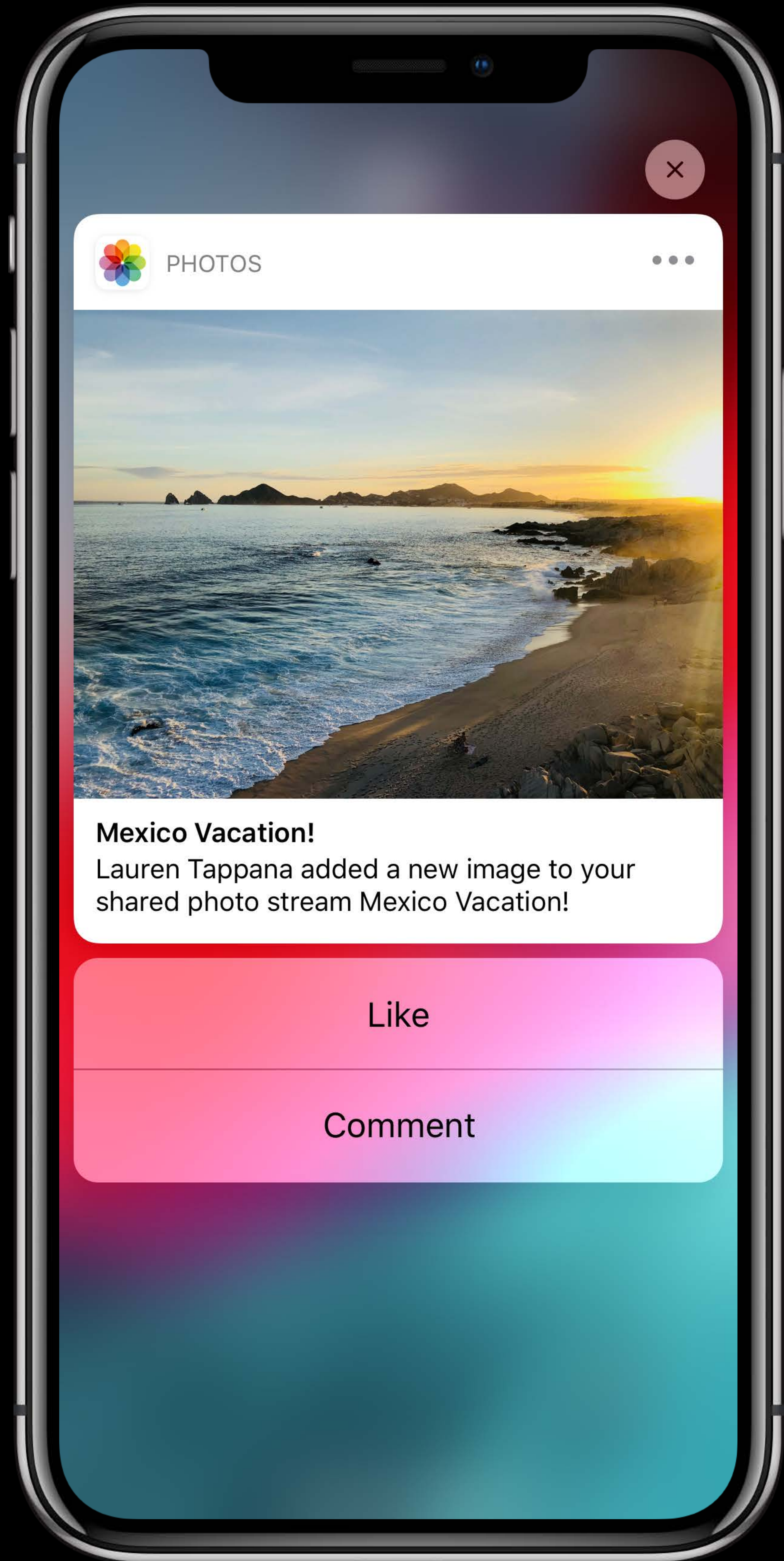
PHOTOS

now

Mexico Vacation!

Lauren T added a new image to your shared photo stream Mexico Vacation!





PHOTOS

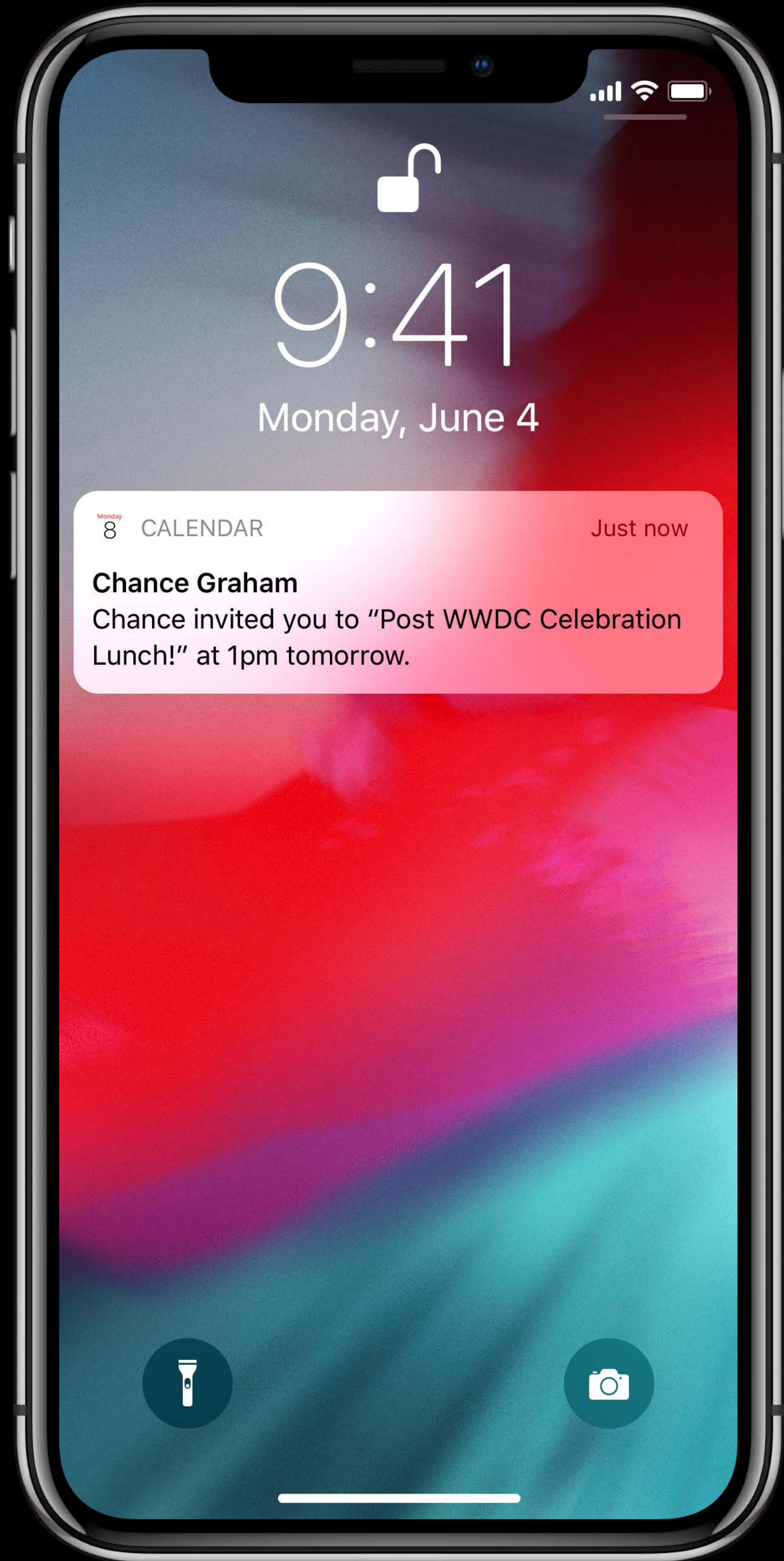


Mexico Vacation!

Lauren Tappana added a new image to your shared photo stream Mexico Vacation!

Like

Comment



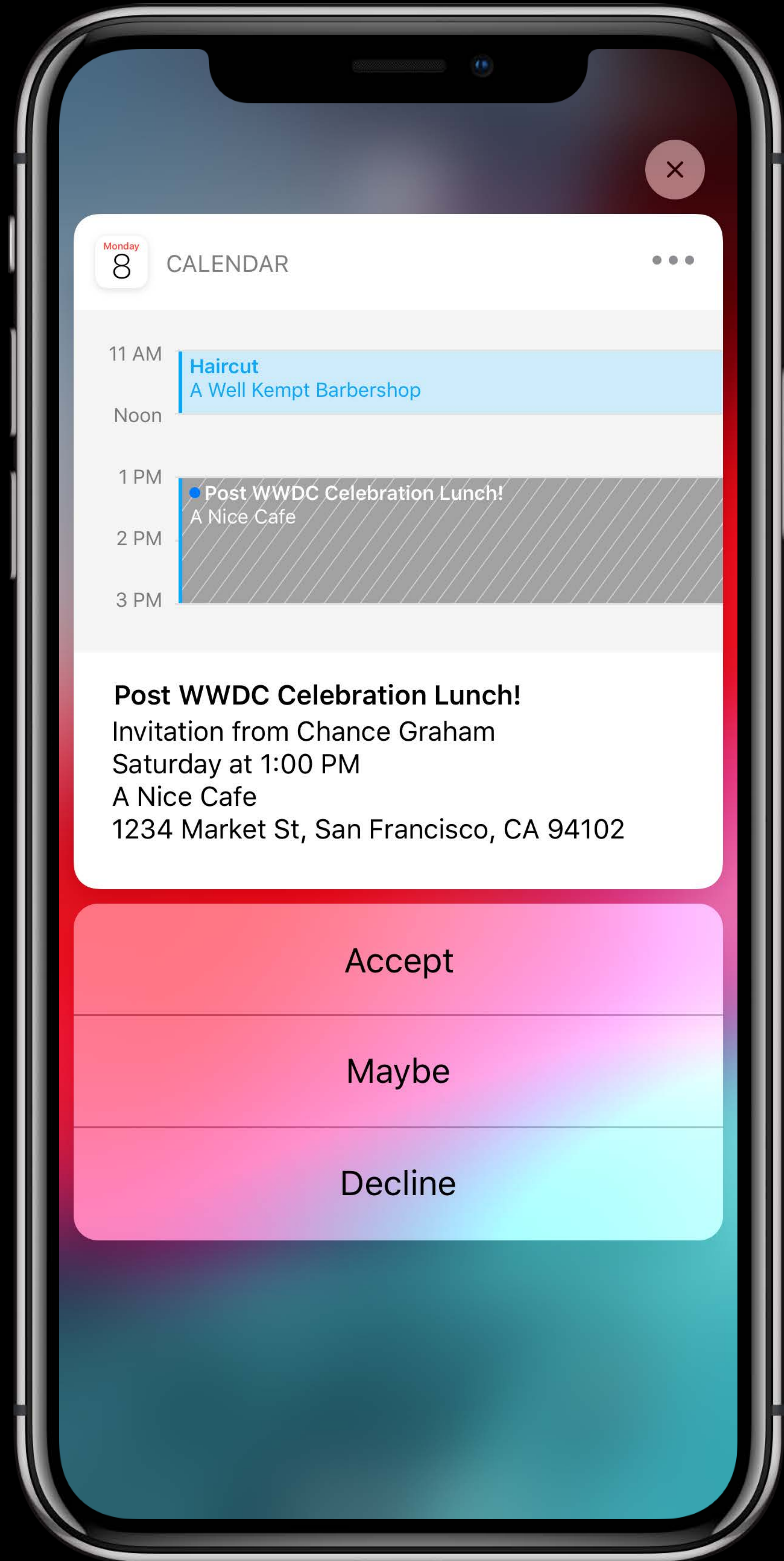
9:41

Monday, June 4

Monday 8 CALENDAR Just now

Chance Graham
 Chance invited you to "Post WWDC Celebration Lunch!" at 1pm tomorrow.

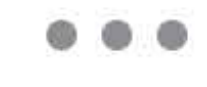




Monday

8

CALENDAR



11 AM

Haircut

A Well Kempt Barbershop

Noon

1 PM

Post WWDC Celebration Lunch!

A Nice Cafe

2 PM

3 PM

Post WWDC Celebration Lunch!

Invitation from Chance Graham

Saturday at 1:00 PM

A Nice Cafe

1234 Market St, San Francisco, CA 94102

Accept

Maybe

Decline



9:41

Monday, June 4



MESSAGES

Just now

Heena Ko

Your presentation is going great. Such a good job! I'm ready to share my story too!!!

And 3 other messages



TWITTER

Just now

Heena Ko Liked Your Tweet

Nothing scarier than a server who takes multiple orders without writing anything down.



Monday 8 CALENDAR

Just now

Haley Carrol

Haley invited you to "Team Breakfast" at 9am tomorrow.





HEENA KO



o pat. i'm making a cheesecake



waiting for butter to come to room temp

Nice! Send some photos of the process

Delivered



Your presentation is going great. Such a good job! I'm ready to share my story too!!!



Message



Yea

No

Tomorrow

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





HEENA KO



b pat. i'm making a cheesecake



waiting for butter to come to room temp

Nice! Send some photos of the process

Delivered



Your presentation is going great. Such a good job! I'm ready to share my story too!!!



Message



Yea

No

Tomorrow

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





HEENA KO



o pat. i'm making a cheesecake



waiting for butter to come to room temp

Nice! Send some photos of the process

Delivered



Your presentation is going great. Such a good job! I'm ready to share my story too!!!



Message



Yea

No

Tomorrow

Q W E R T Y U I O P

A S D F G H J K L

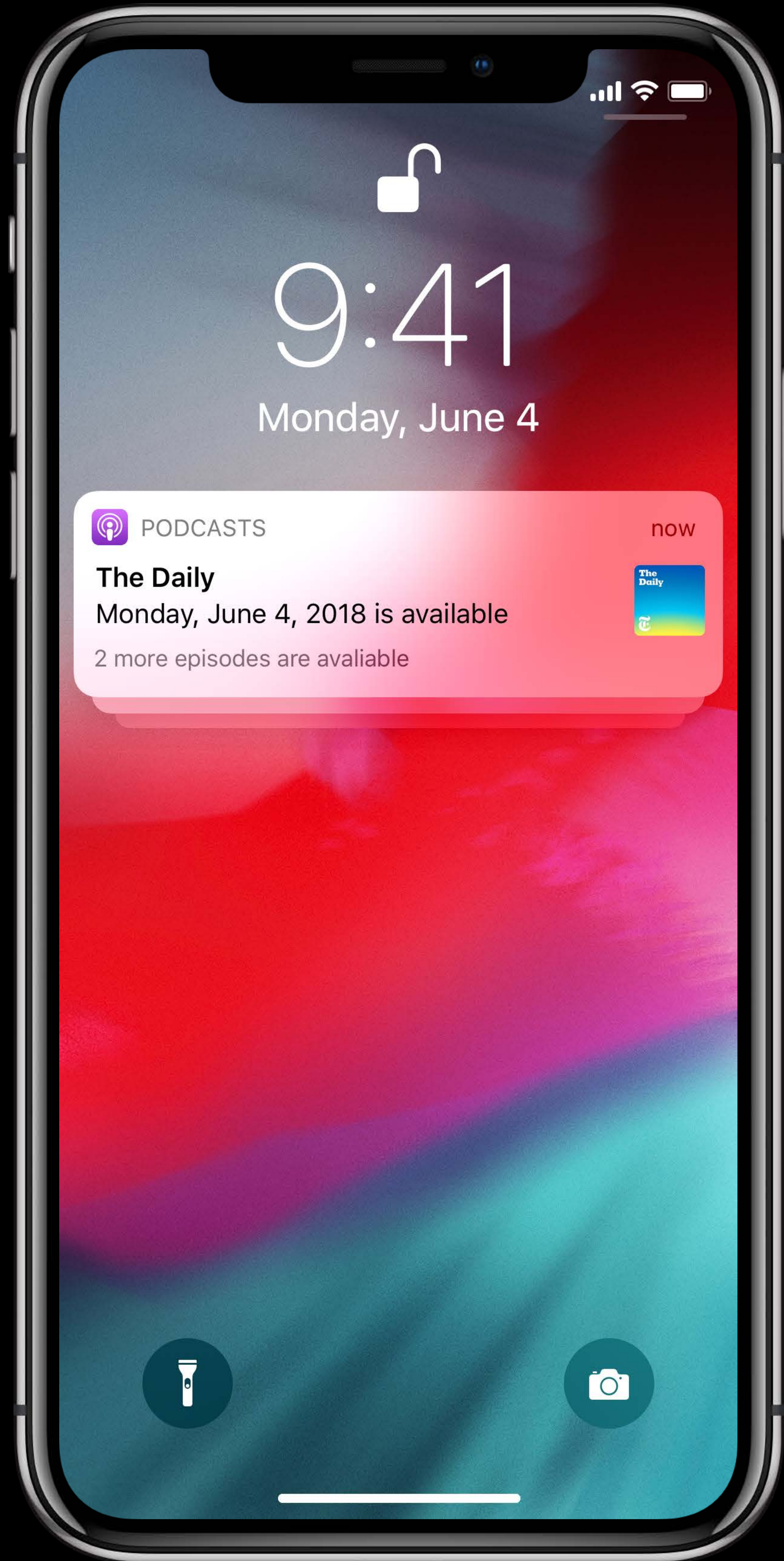
↑ Z X C V B N M ↵

123

space

return





9:41

Monday, June 4



PODCASTS

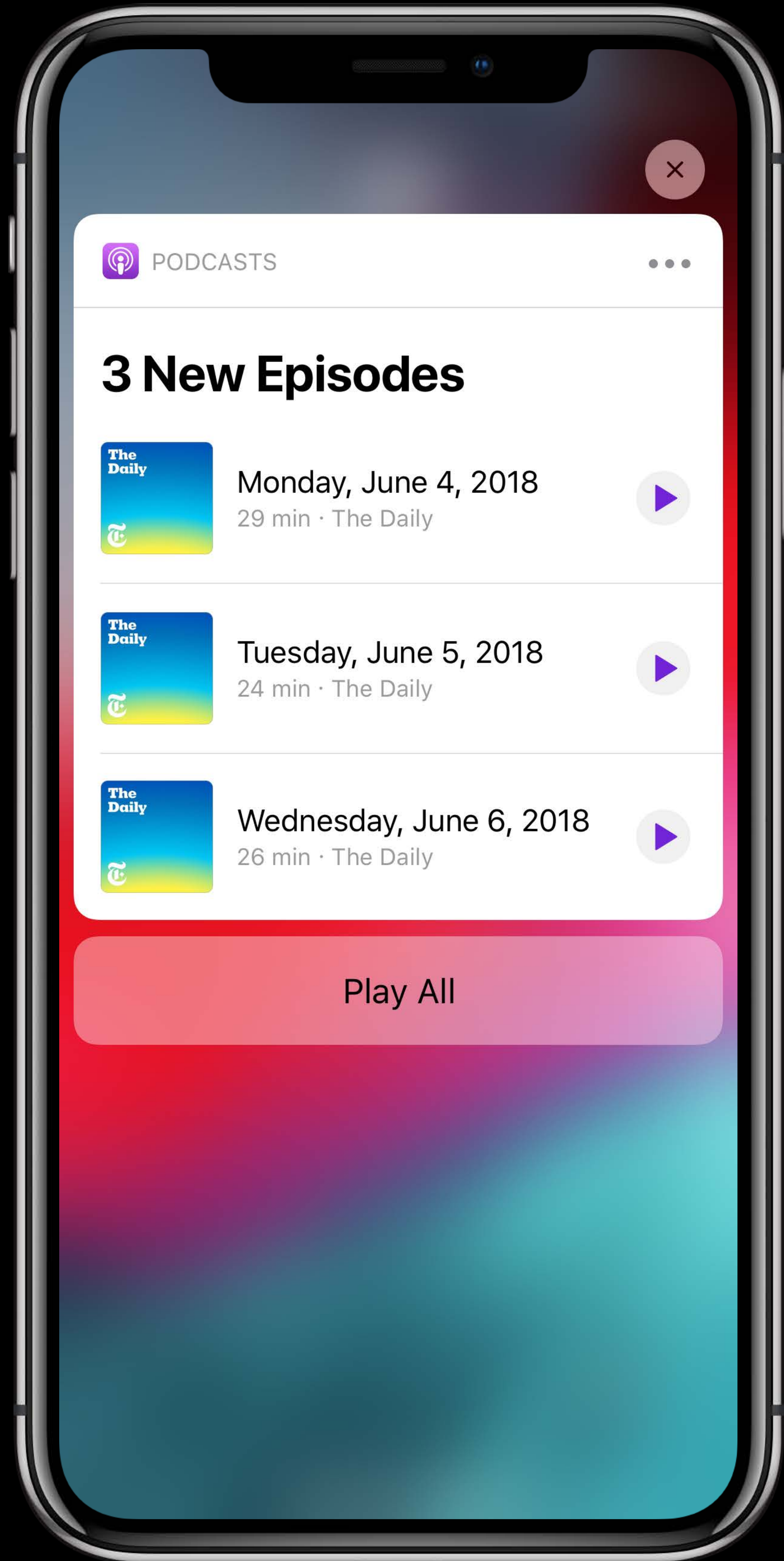
now

The Daily

Monday, June 4, 2018 is available

2 more episodes are available





PODCASTS



3 New Episodes



Monday, June 4, 2018
29 min · The Daily



Tuesday, June 5, 2018
24 min · The Daily



Wednesday, June 6, 2018
26 min · The Daily



Play All

First Run

First Run

Timely delivery and urgent response

First Run

Timely delivery and urgent response

Passive content and noncritical response

First Run

Timely delivery and urgent response

Passive content and noncritical response

Make decision based on your app's needs

Provide Value

Provide Value

Meaningful content with specific information

Provide Value

Meaningful content with specific information

Not a reason to launch the app

Provide Value

Meaningful content with specific information

Not a reason to launch the app

Well designed Settings and configuration UI

Notification Grouping

Notification Grouping

By default notifications will group by app

Notification Grouping

By default notifications will group by app

Threads can be used to create more nuanced grouping

Notification Grouping

By default notifications will group by app

Threads can be used to create more nuanced grouping

Use threads only when necessary

Rich Notifications

Rich Notifications

Each notification should complete a specific task

Rich Notifications

Each notification should complete a specific task

Add images, video, audio, and custom content

Rich Notifications

Each notification should complete a specific task

Add images, video, audio, and custom content

Add interactivity to create a holistic notification experience

But that's not everything...



Heena Ko

MESSAGES



10:09



MESSAGES

Heena Ko

You done
tho.







Keynote in 5!

WWDC



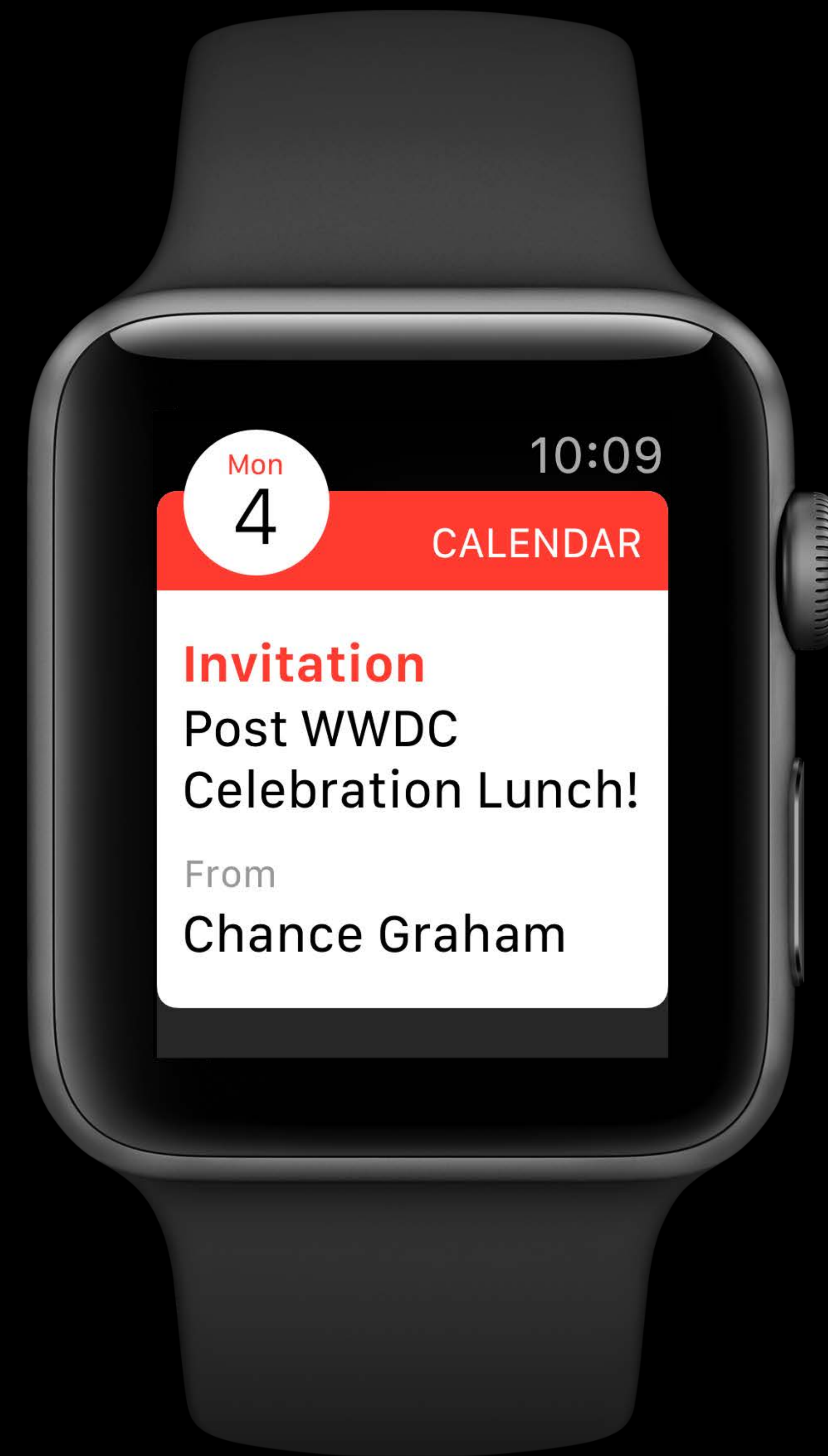
Breaking News

NYTIMES





Notifications are the primary way people interact with apps on Apple Watch.

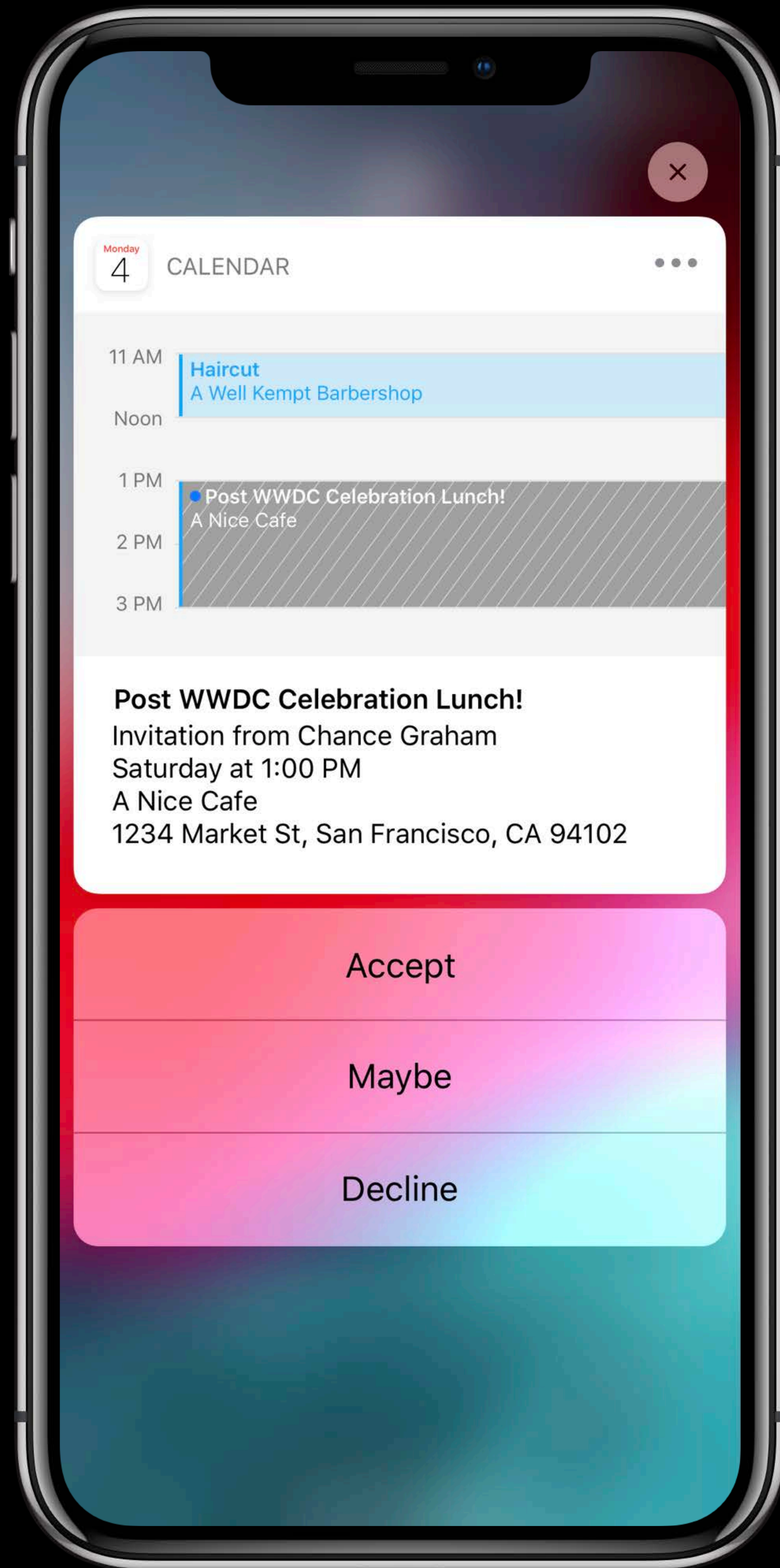


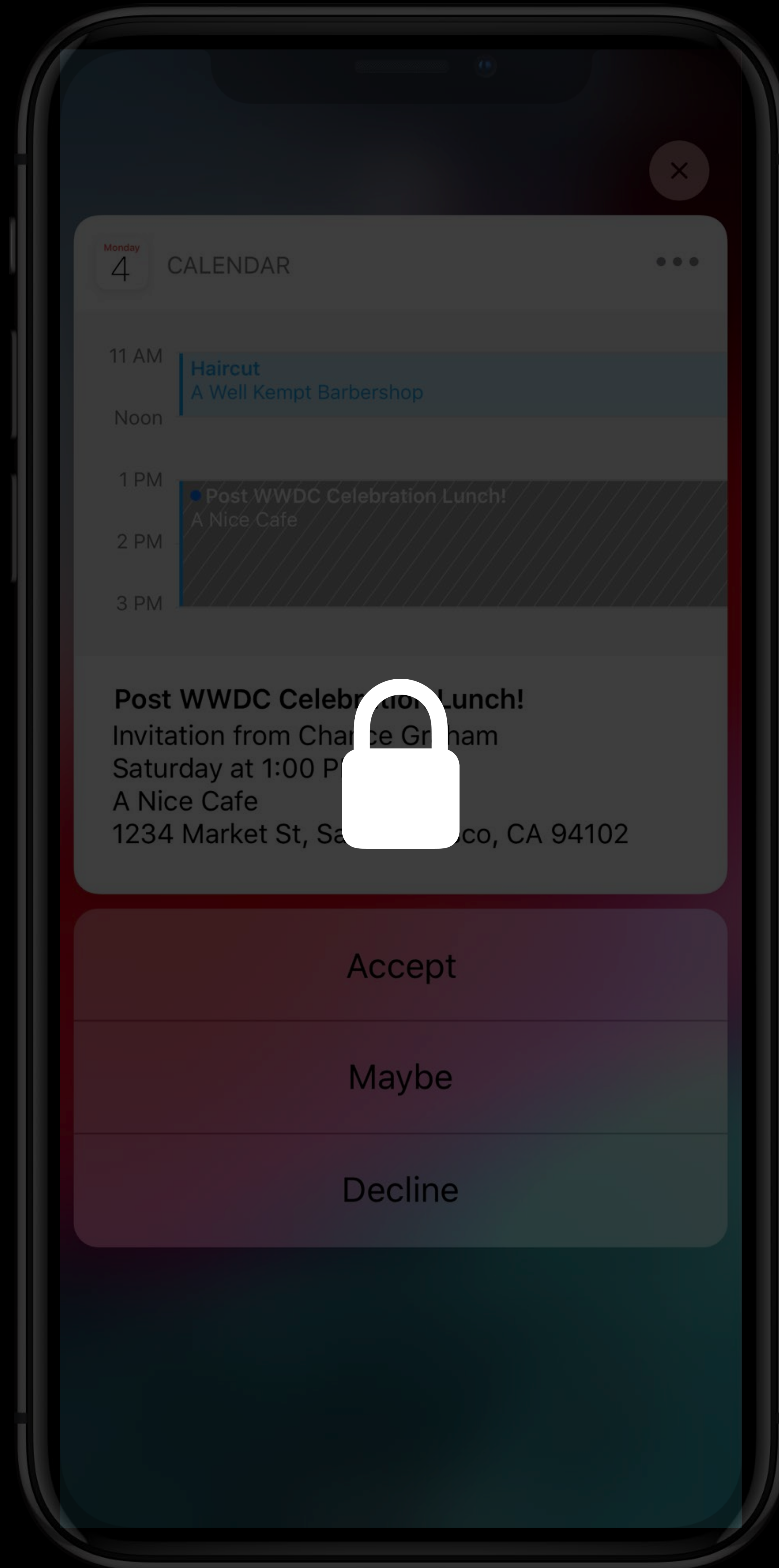
Mon
4

10:09

CALENDAR

Invitation
Post WWDC
Celebration Lunch!
From
Chance Graham







Mon
4

10:09

CALENDAR

Invitation
Post WWDC
Celebration Lunch!
From
Chance Graham



When

Monday,
June 4, 1:00 PM

Where

A Nice Cafe
1234 Market Street
San Francisco, CA

Accept

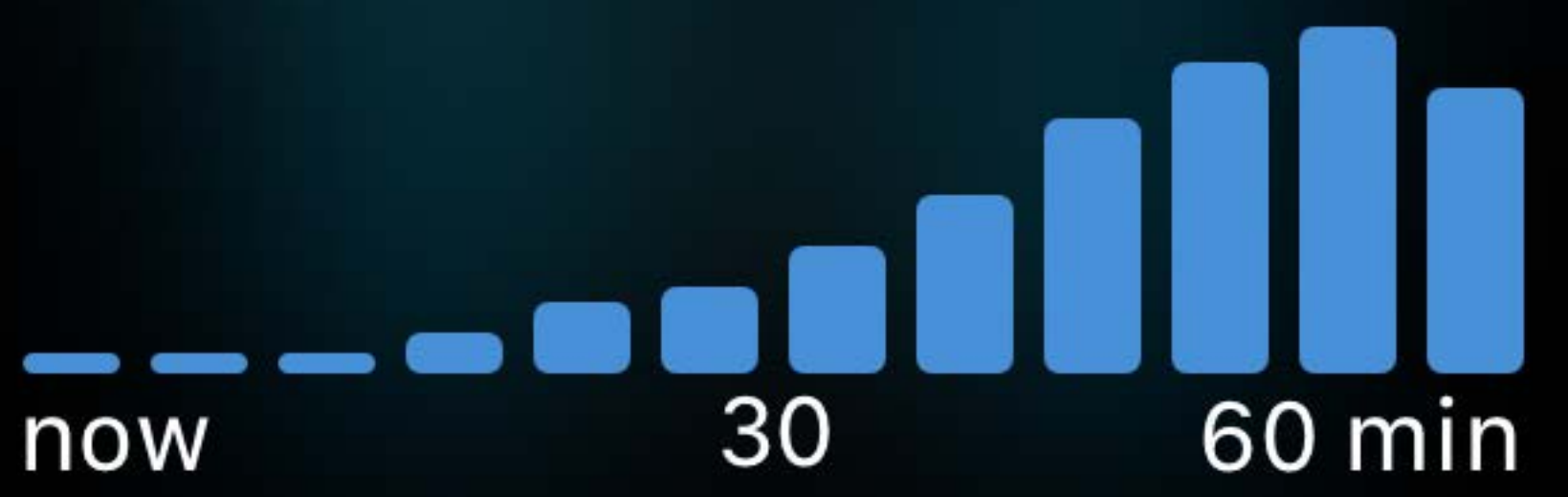




10:09

DARK SKY

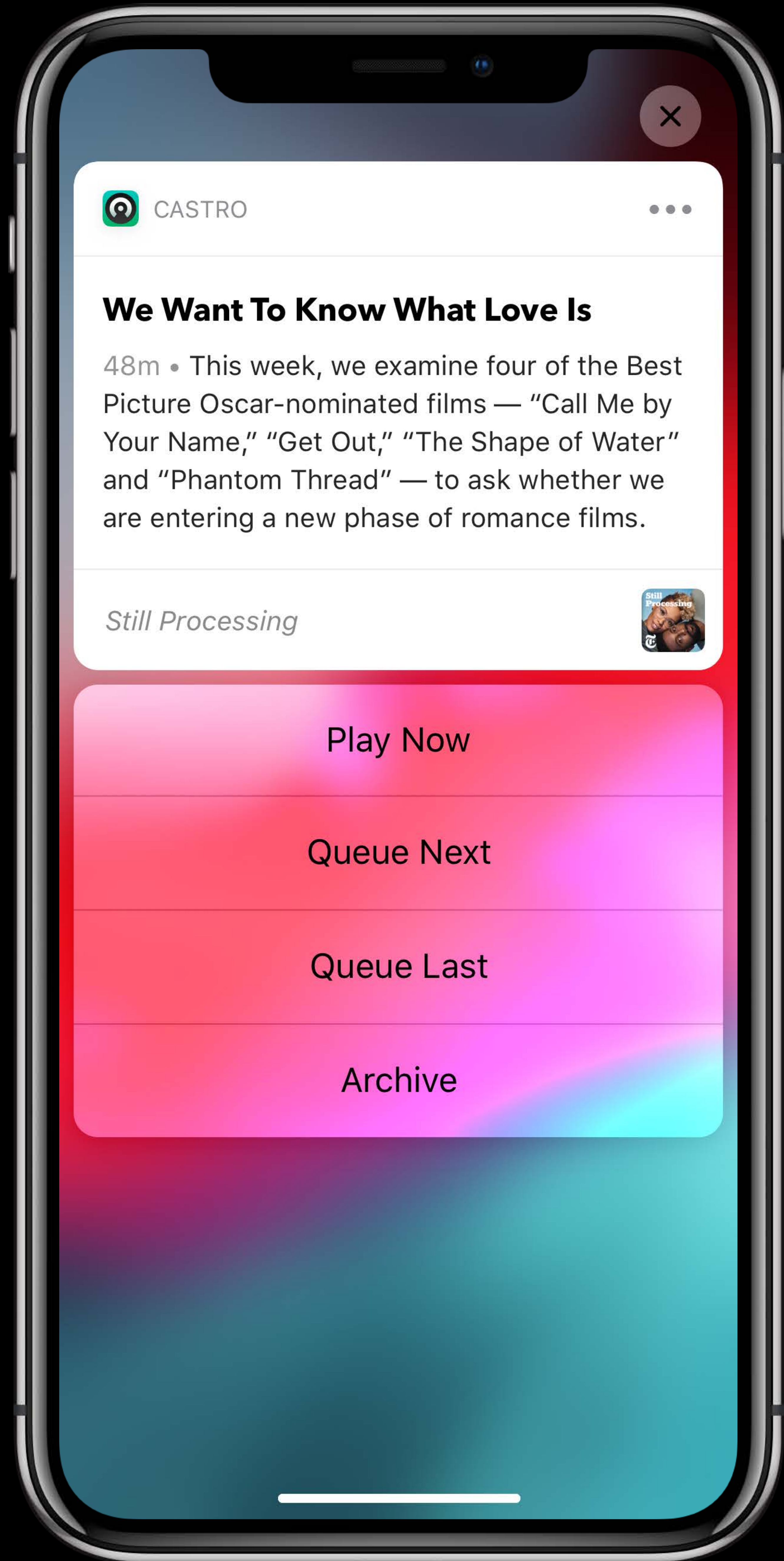
Thunderstorm
starting in 22 min.



now 30 60 min

Dismiss

How do I make them look
great on both devices?



 CASTRO



We Want To Know What Love Is

48m • This week, we examine four of the Best Picture Oscar-nominated films — “Call Me by Your Name,” “Get Out,” “The Shape of Water” and “Phantom Thread” — to ask whether we are entering a new phase of romance films.

Still Processing

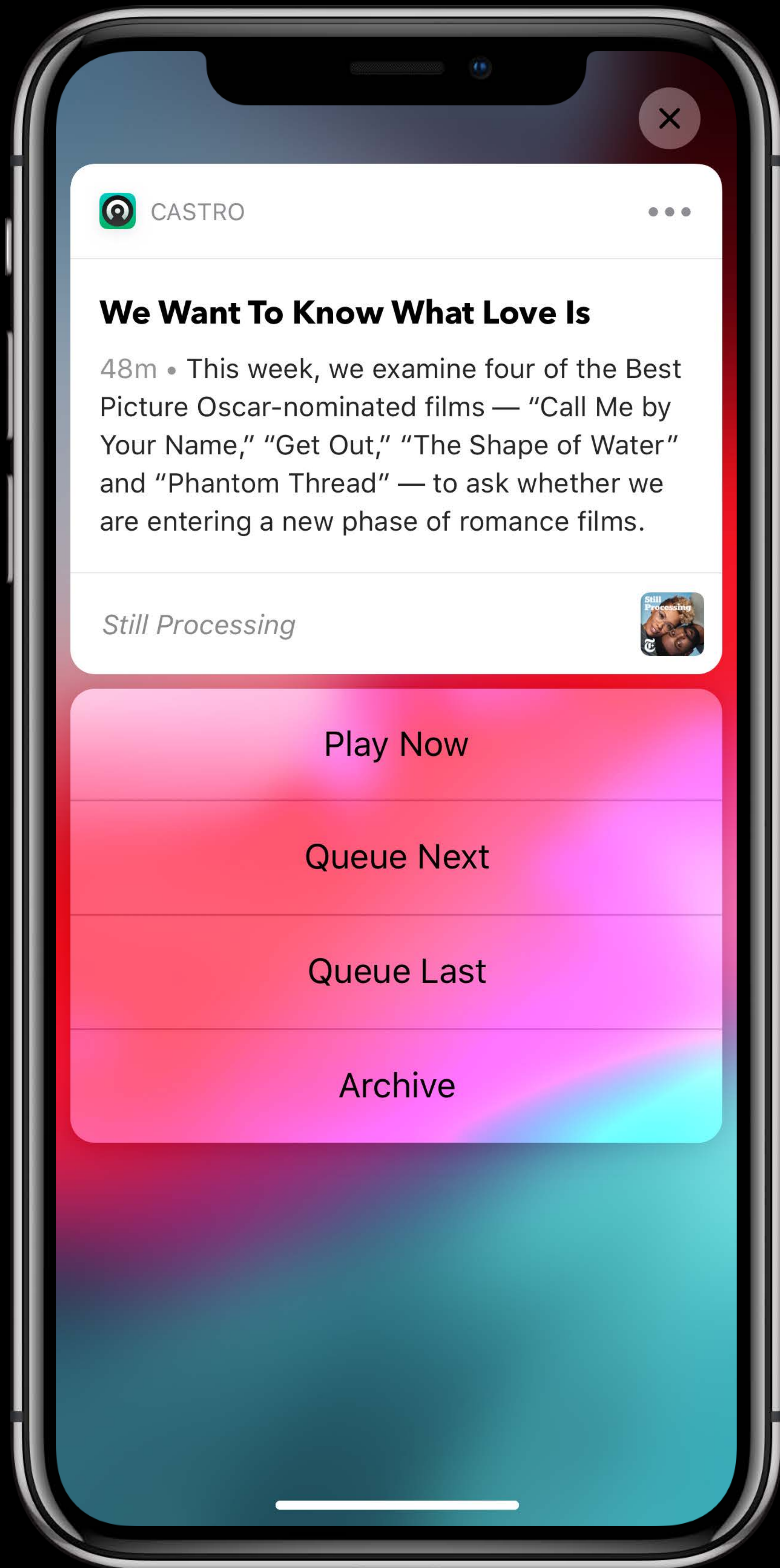


Play Now

Queue Next

Queue Last

Archive



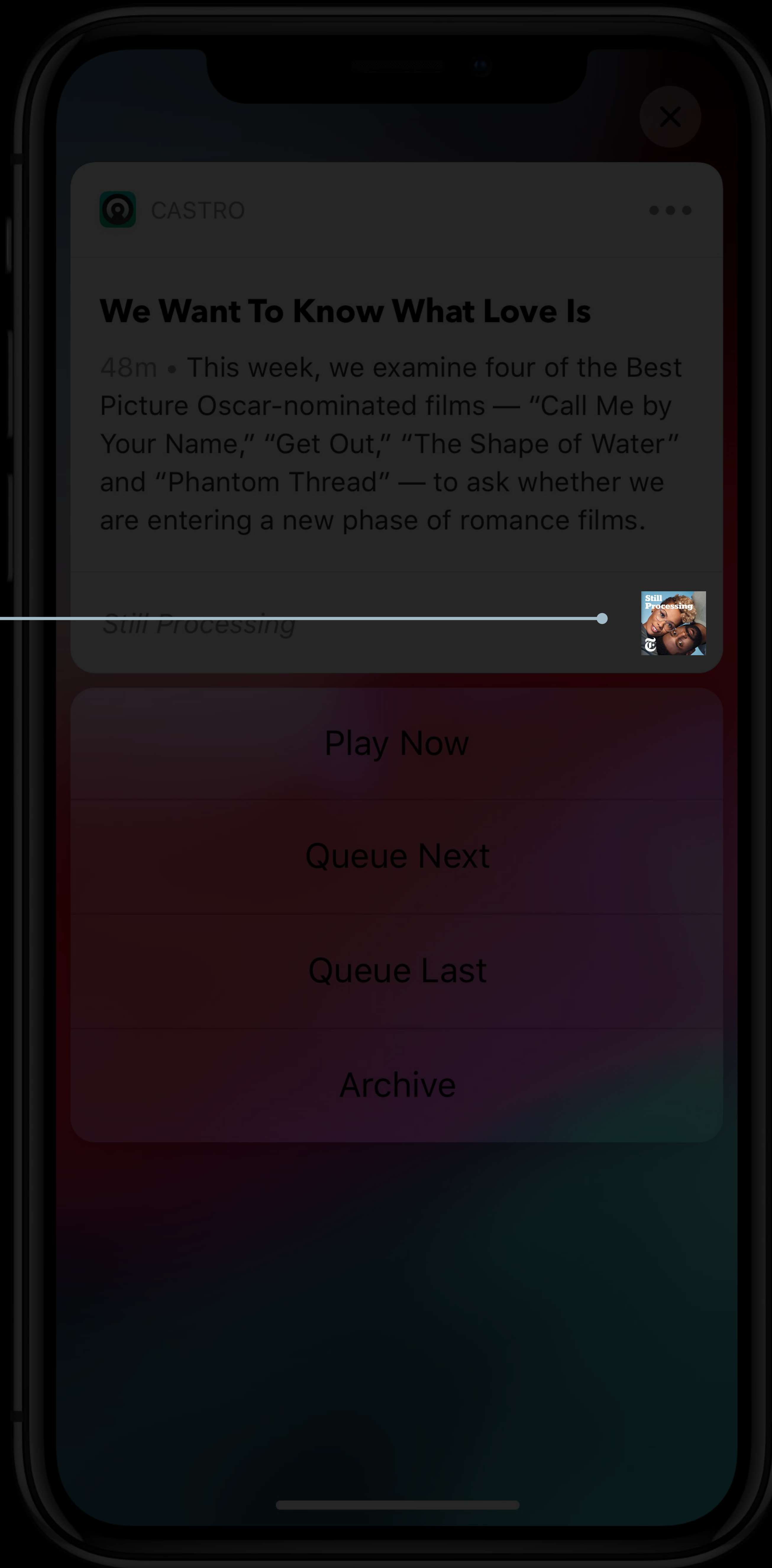


Image Attachment

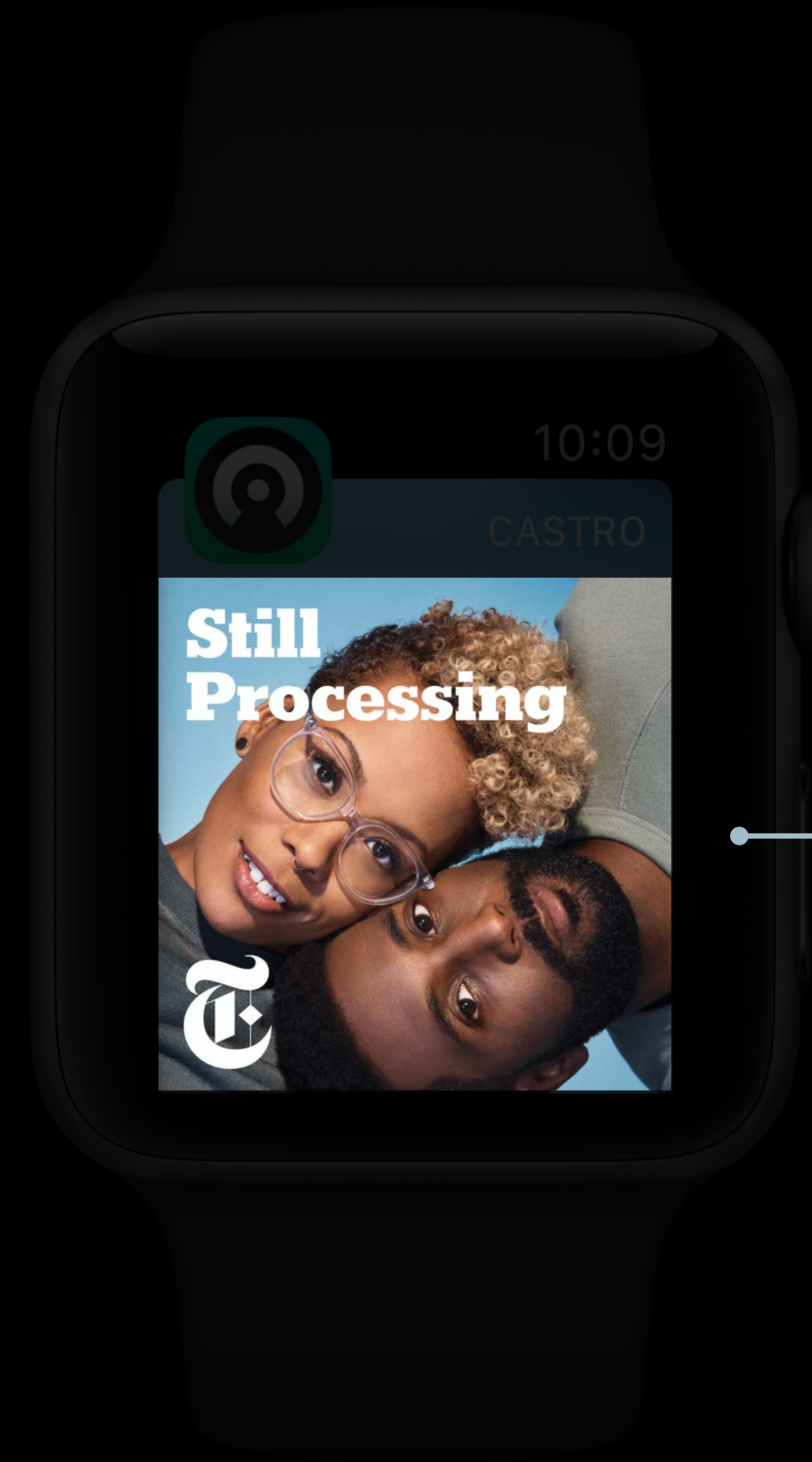
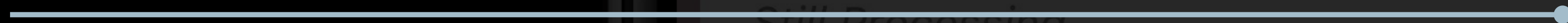
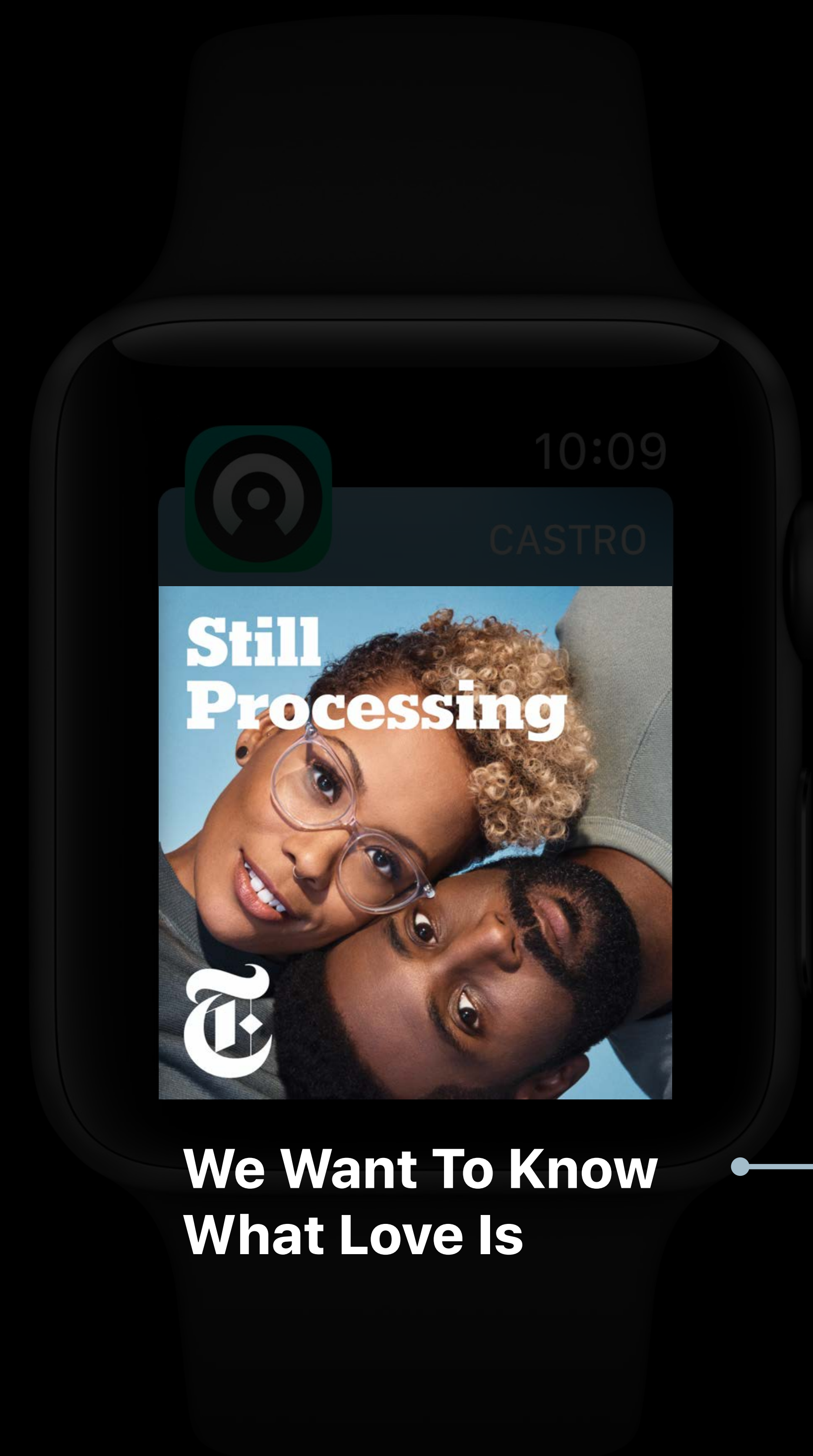
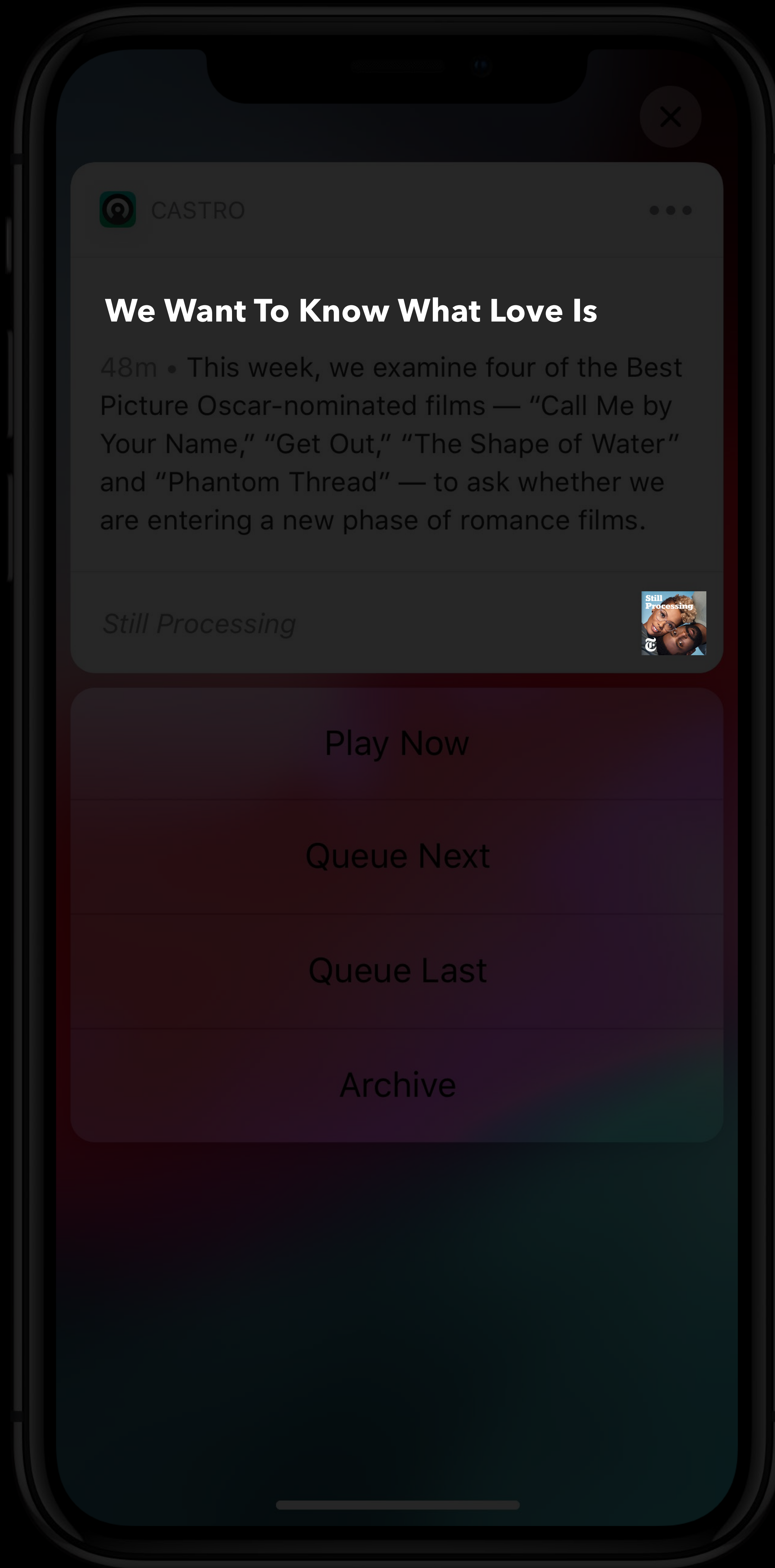


Image Attachment

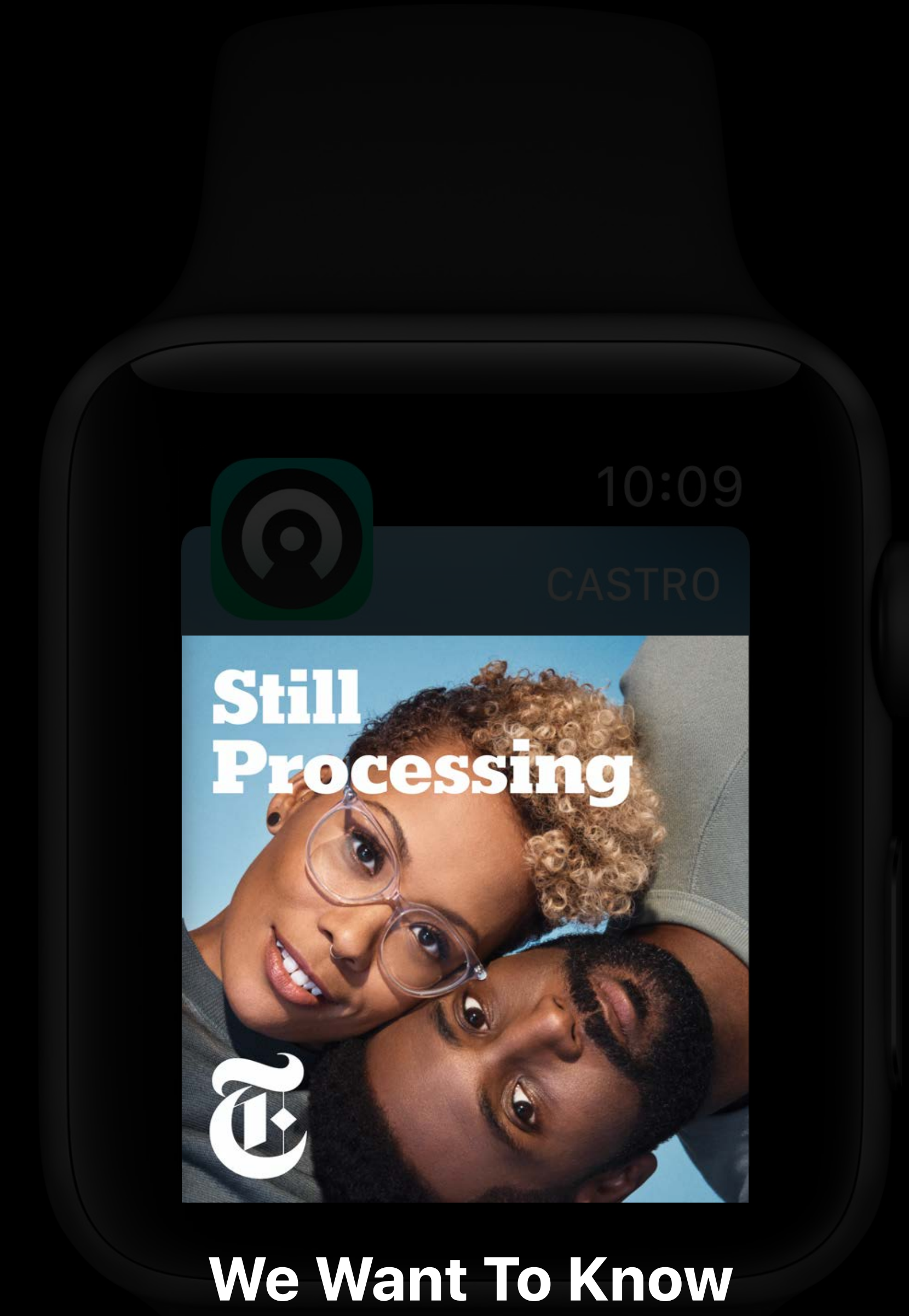
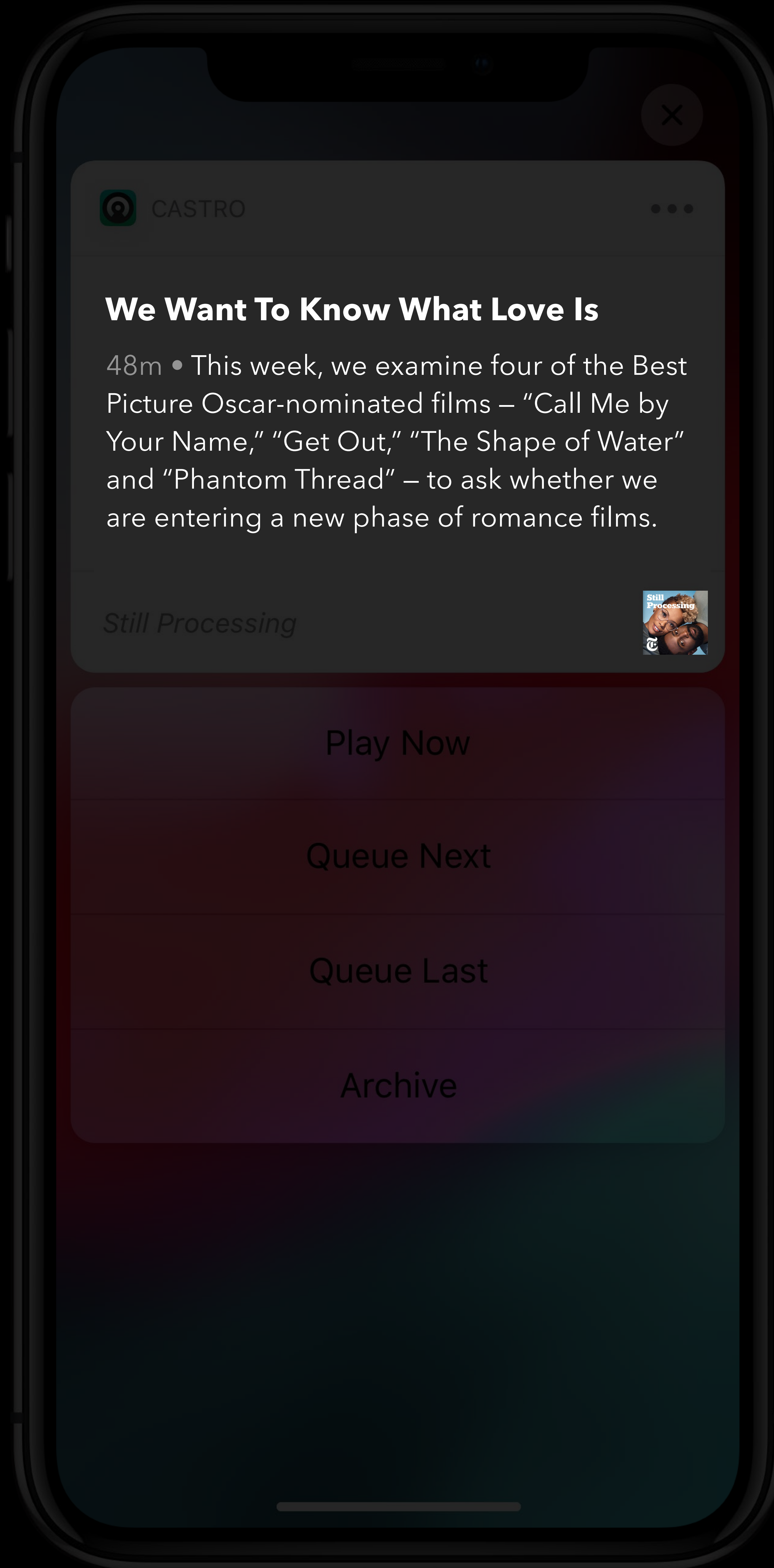


Title

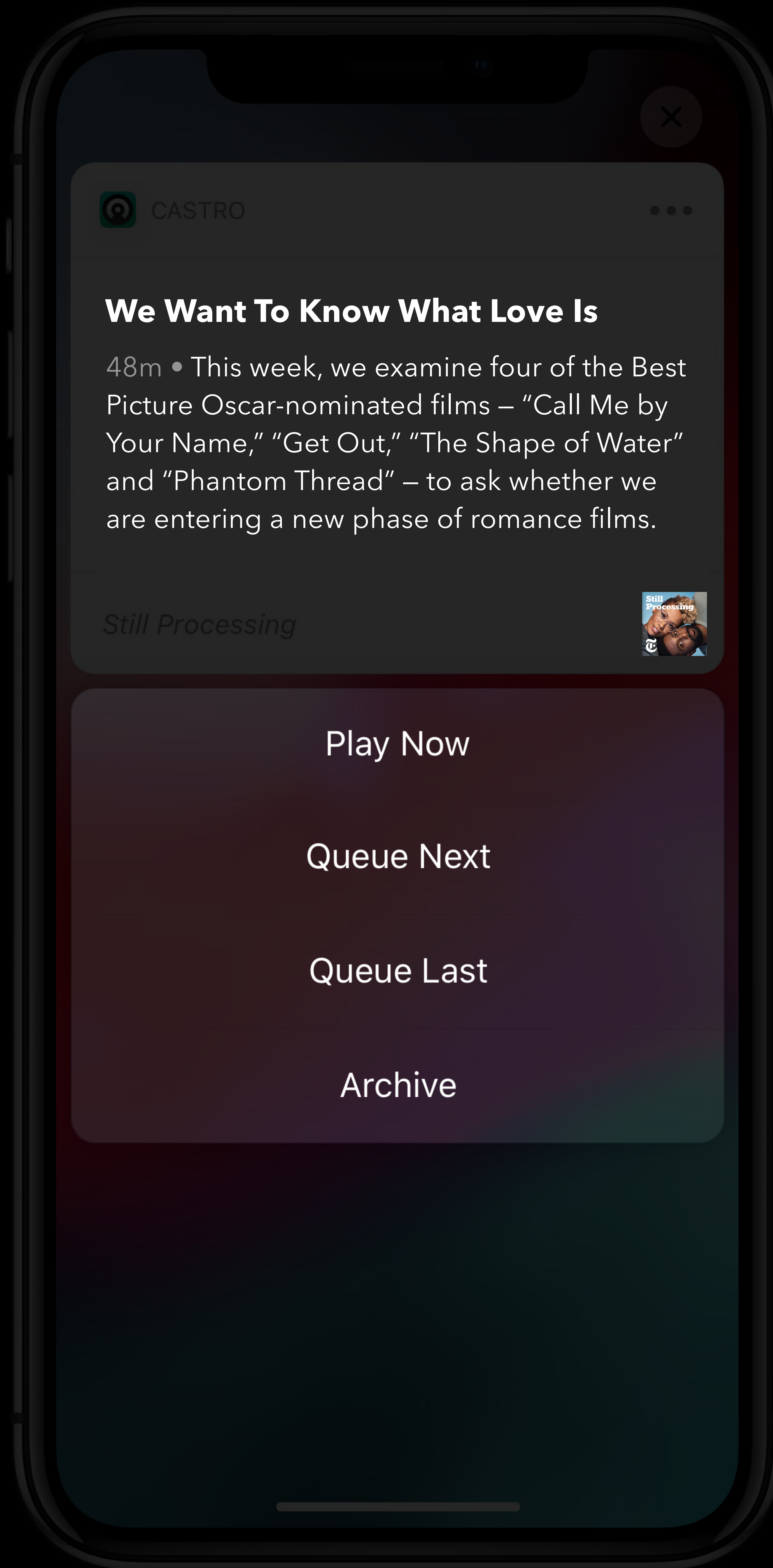


Title

Body



Body



Quick Actions



We Want To Know What Love Is

48m • This week, we examine four of the Best Picture Oscar-nominated films to ask whether we are entering a new phase of romance films.

Play Now

Queue Next

Queue Last

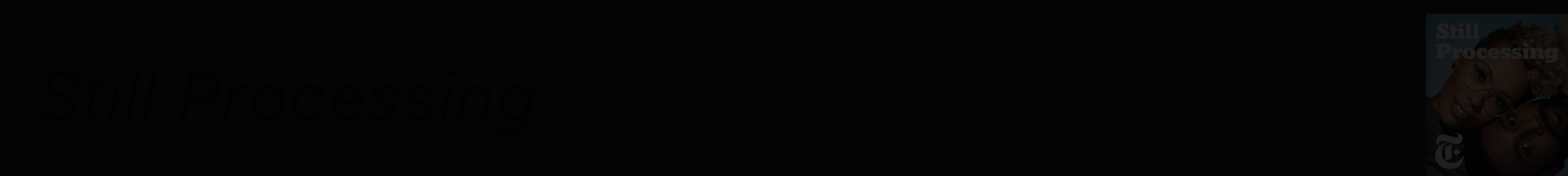
Archive

Quick Actions

© 2019

We Want To Know What Love Is

48m • This week, we examine four of the Best Picture Oscar-nominated films – “Call Me by Your Name,” “Get Out,” “The Shape of Water” and “Phantom Thread” – to ask whether we are entering a new phase of romance films.



Play Now

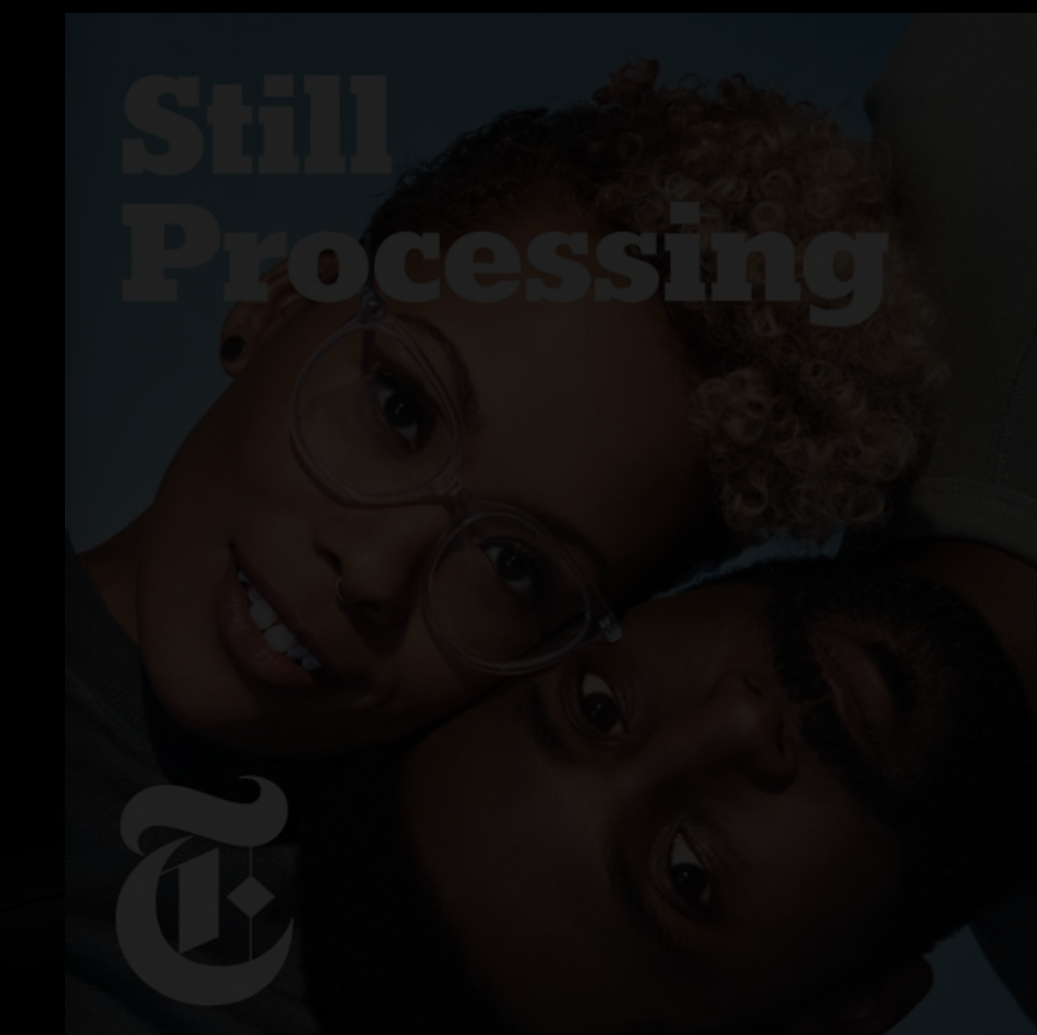
Queue Next

Queue Last

Archive

Quick Actions

Quick Action



We Want To Know What Love Is

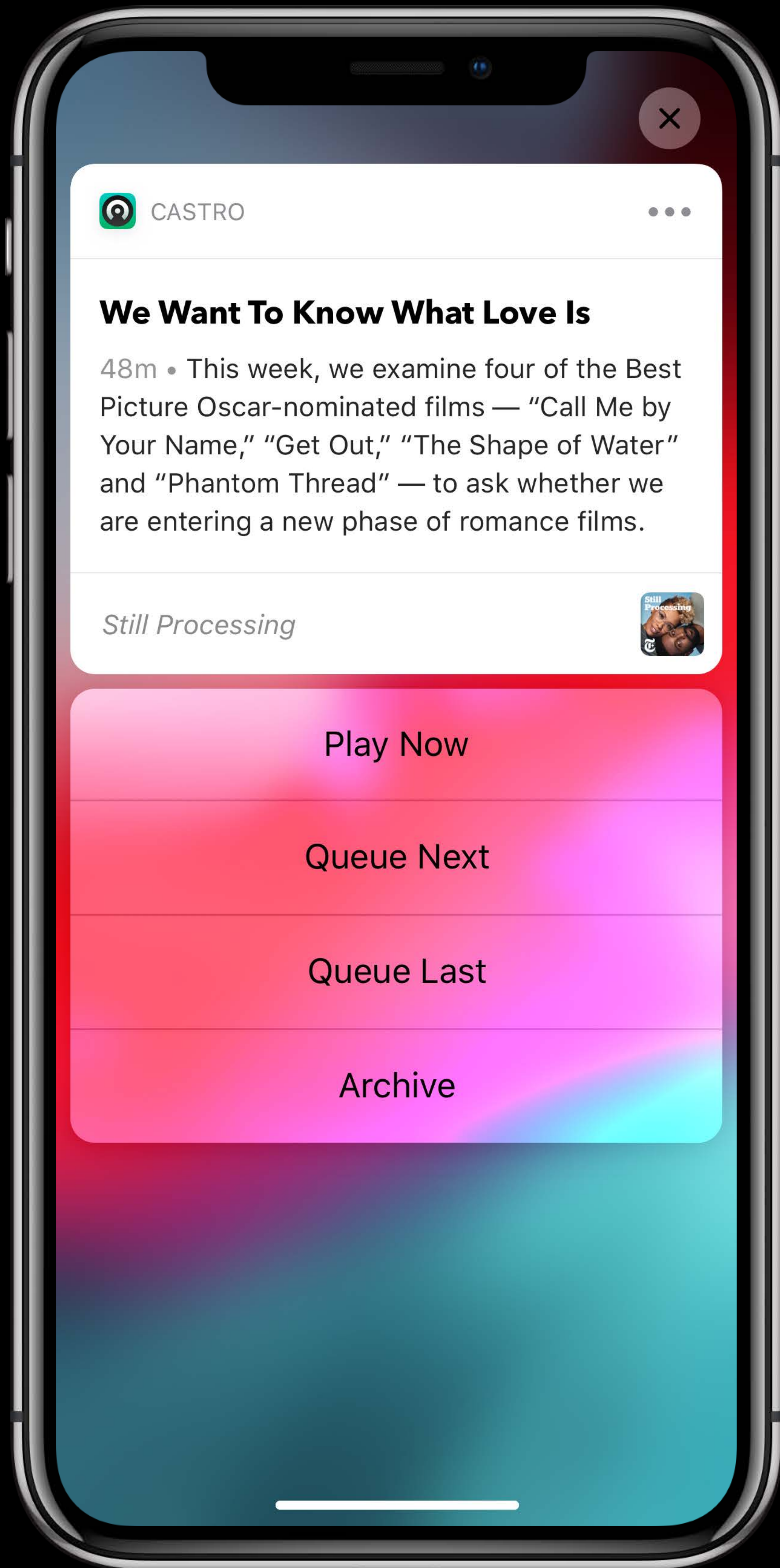
48m • This week, we examine four of the Best Picture Oscar-nominated films to ask whether we are entering a new phase of romance films.

Play Now

Queue Next

Archive

Quick Actions





10:09



TRAVELBUDDY

**Your trip to Lisbon
is coming up!**
Remember to get
your travel docs in
order for the trip.



TRAVELBUDDY

**Your trip to Lisbon
is coming up!**

Remember to get
your travel docs in
order for the trip.



TRAVELBUDDY

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TRAVELBUDDY



**Your trip to Lisbon
is coming up!**

Remember to get
your travel docs in
order for the trip.

Interactive notifications!



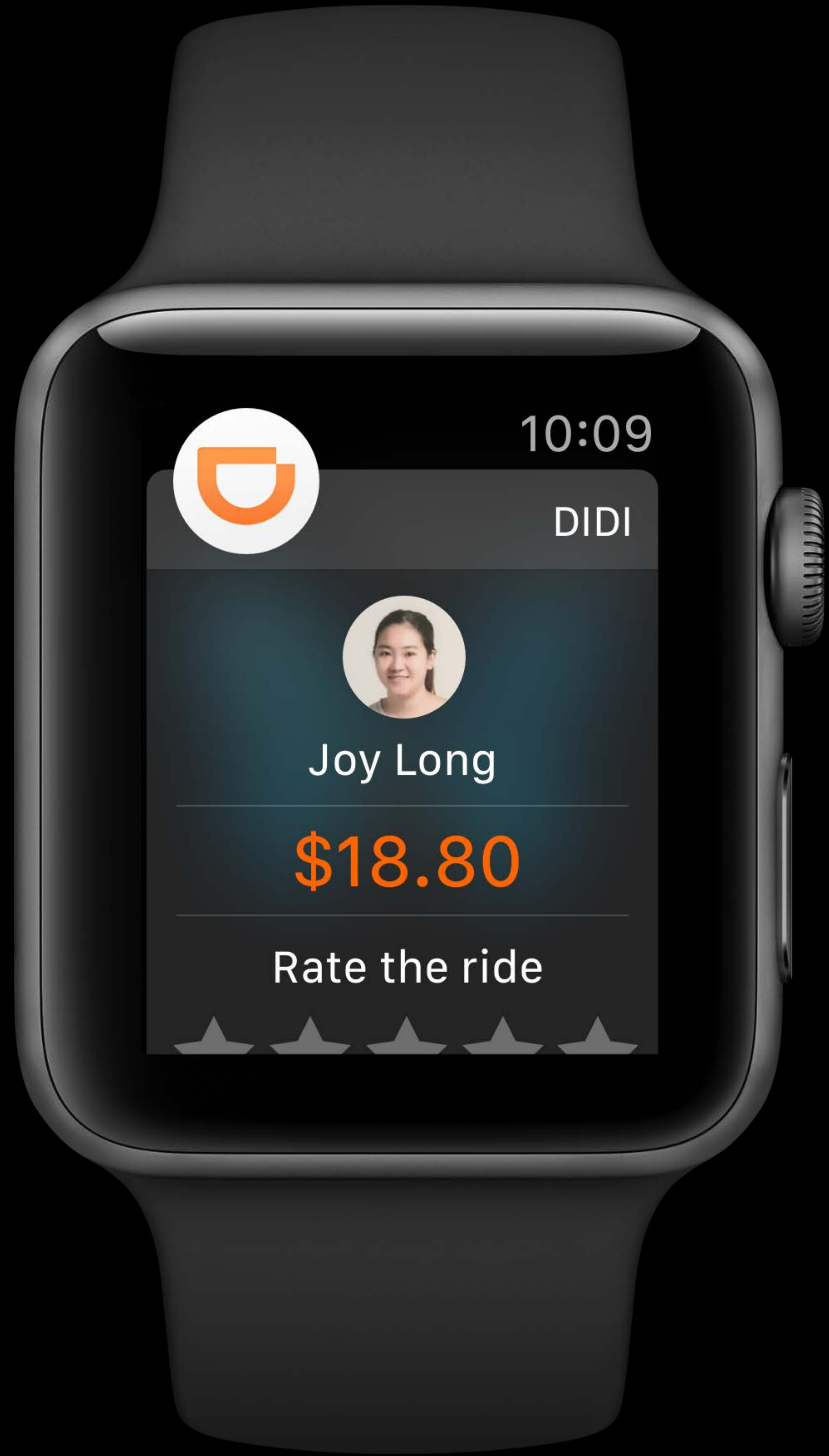
10:09



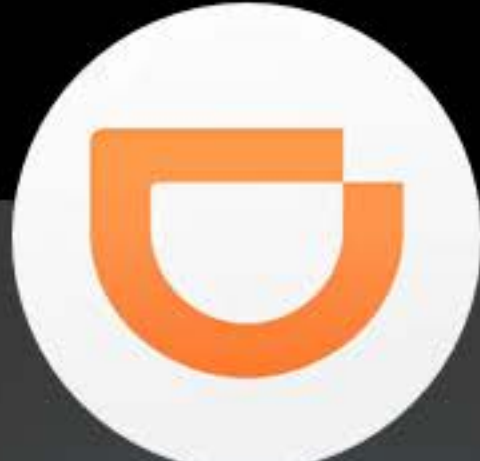
FASTRIDE

**Thanks for riding
with Fastride!**
Please rate your
ride with Mark.

Open Fastride



10:09



DIDI

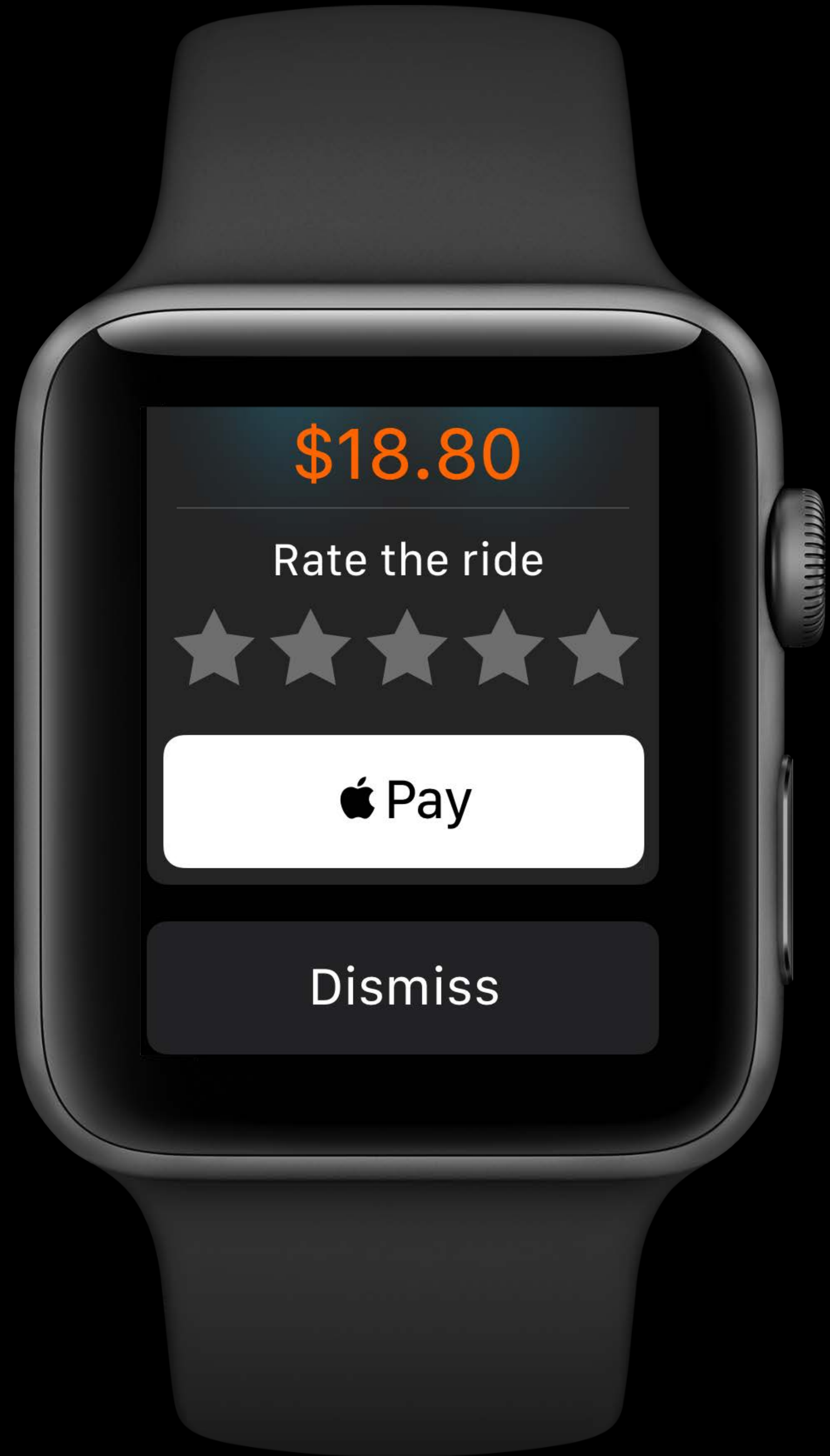


Joy Long

\$18.80

Rate the ride





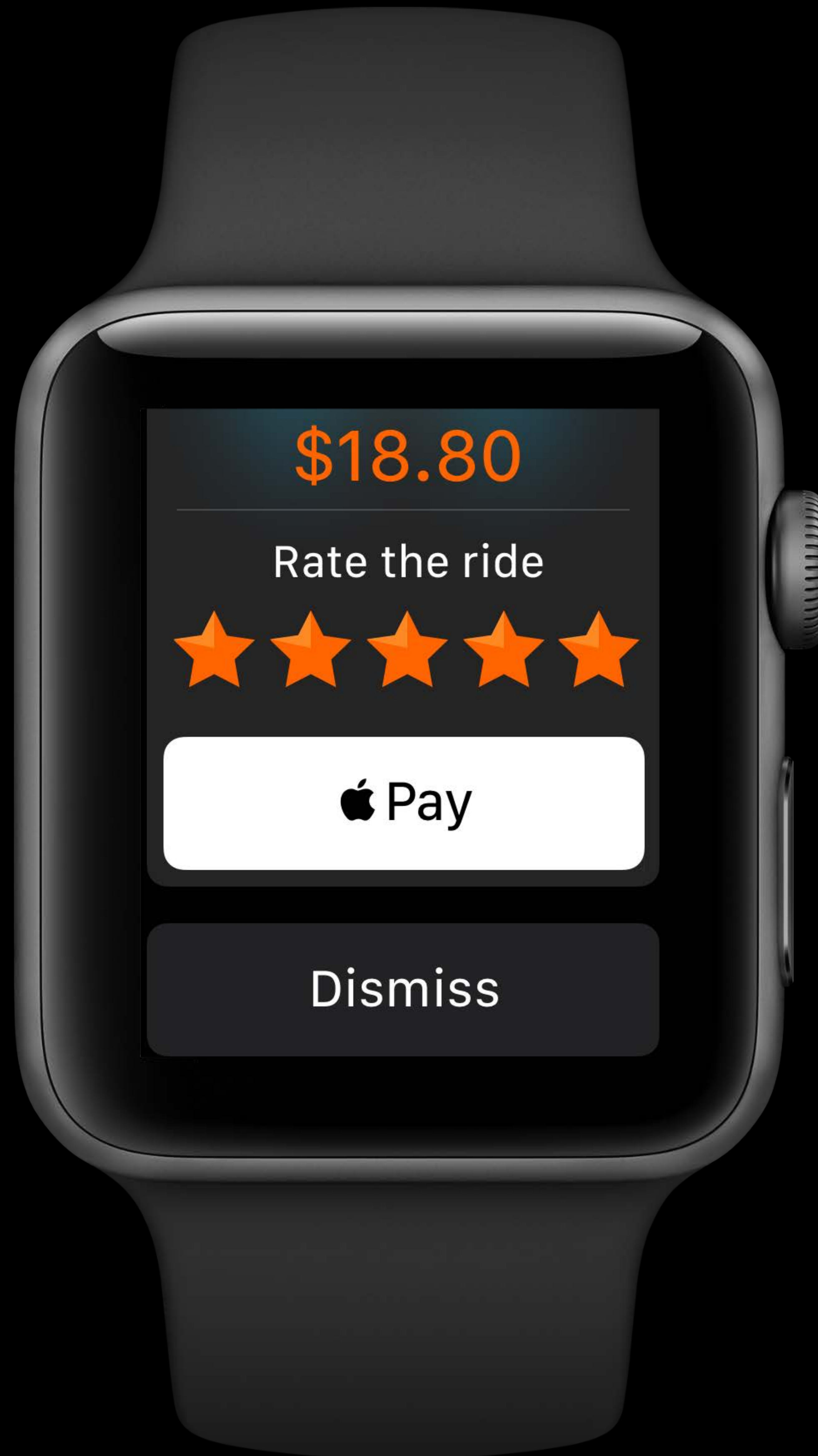
\$18.80

Rate the ride



Apple Pay

Dismiss



\$18.80

Rate the ride



Apple Pay

Dismiss



10:09



PAYBYPHONE

10 minutes
until your parking
session expires

Extend parking for
5 min



PAYBYPHONE

10 minutes
until your parking
session expires

Extend parking for
5 min

-

+



PAYBYPHONE

10 minutes

until your parking
session expires

Extend parking for

10 min

-

+



PAYBYPHONE

10 minutes

until your parking
session expires

Extend parking for

15 min

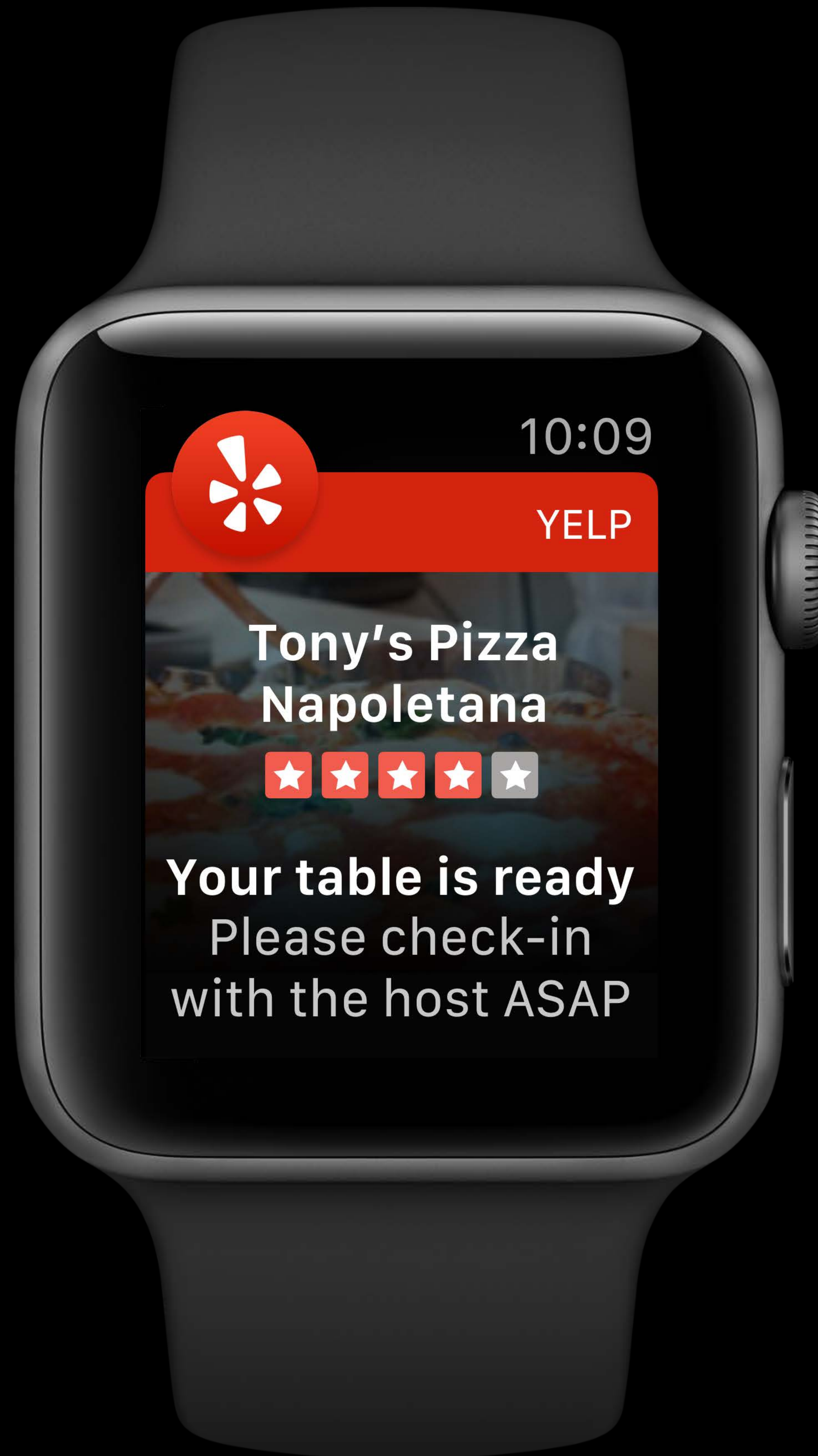
-

+



Your Reservation

YELP



10:09



YELP

Tony's Pizza
Napoletana



Your table is ready
Please check-in
with the host ASAP



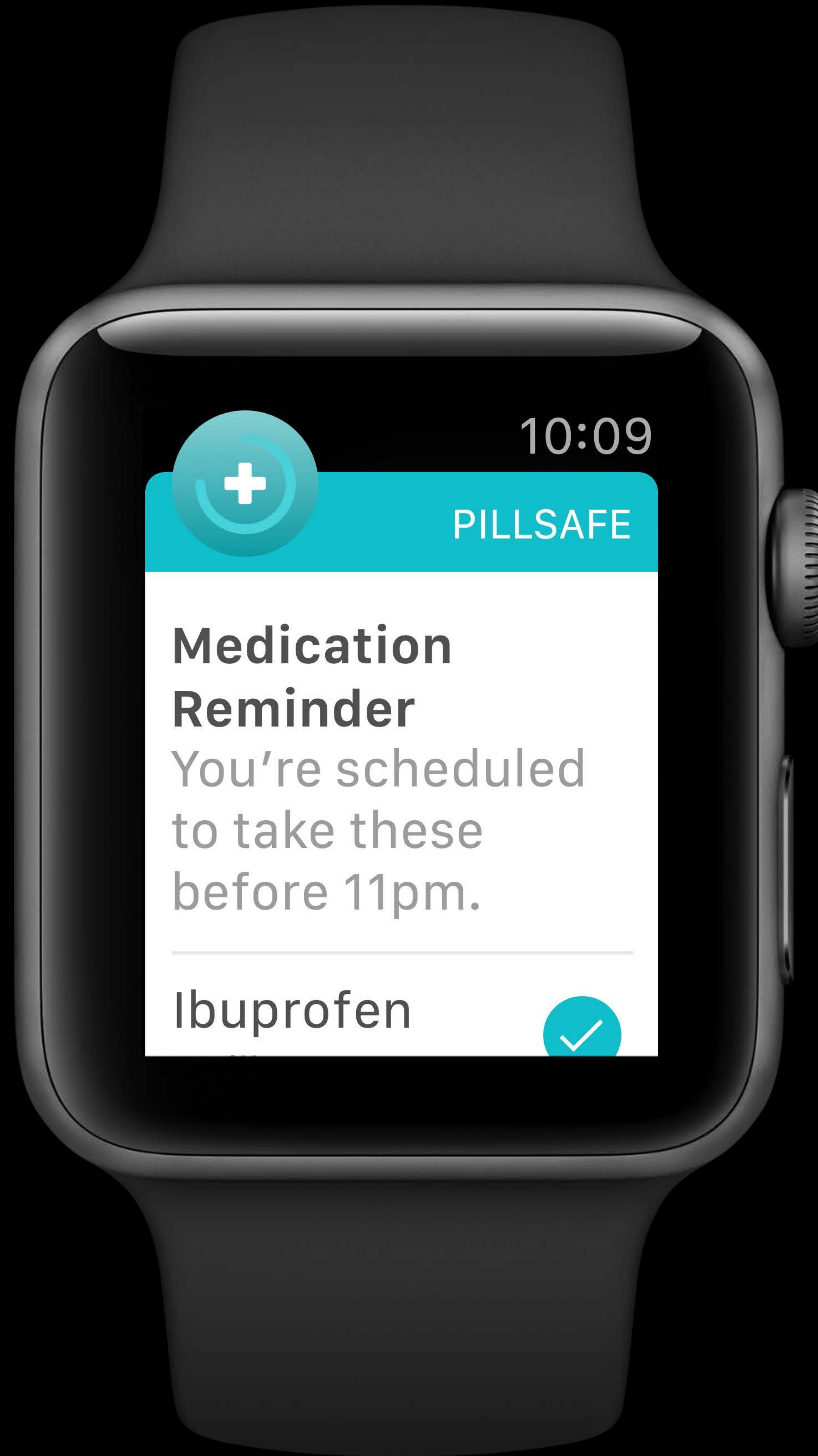
Extend up to 45 min



15

minutes





10:09



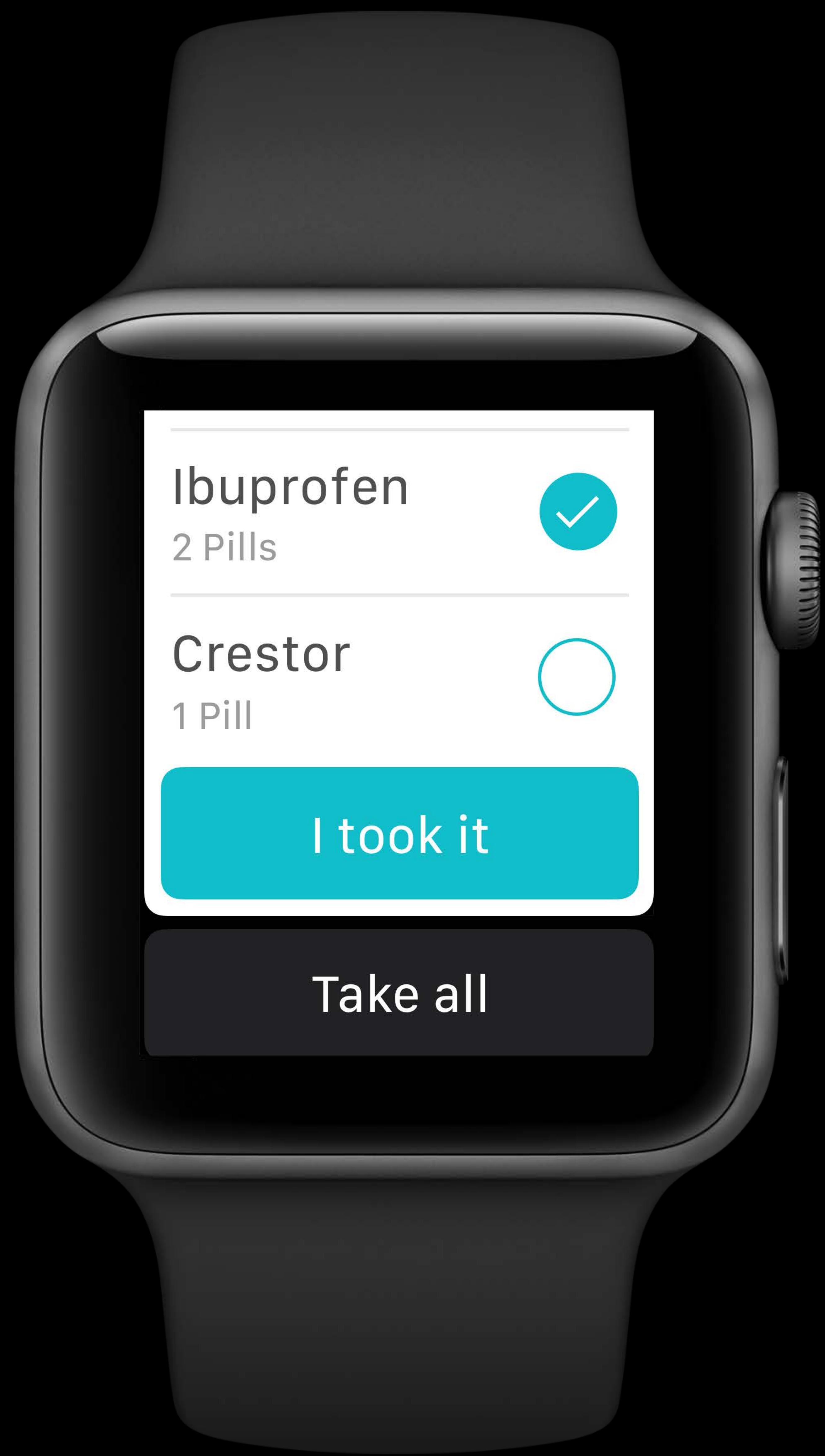
PILLSAFE

**Medication
Reminder**

You're scheduled
to take these
before 11pm.

Ibuprofen





Ibuprofen
2 Pills



Crestor
1 Pill



I took it

Take all

Informative

Visually rich

Actionable

Quick interactions

Informative

Visually rich

Actionable

Quick interactions

Informative

Visually rich

Actionable

Quick interactions

Informative

Visually rich

Actionable

Quick interactions

Get to know your audience



10:09



MYWEATHER

Today
June 4 Monday
Cupertino



58°F ~ 73°F
Partly Cloudy

View



7:30



WALLET

TICKETFLY

Apr 5, 2018 8:00 PM

EVENT

Nils Frahm

VENUE



TICKET TYPE

General Admission







10:09



QANTAS

Gabriel is now
en-route to Los
Angeles



JFK

LAX



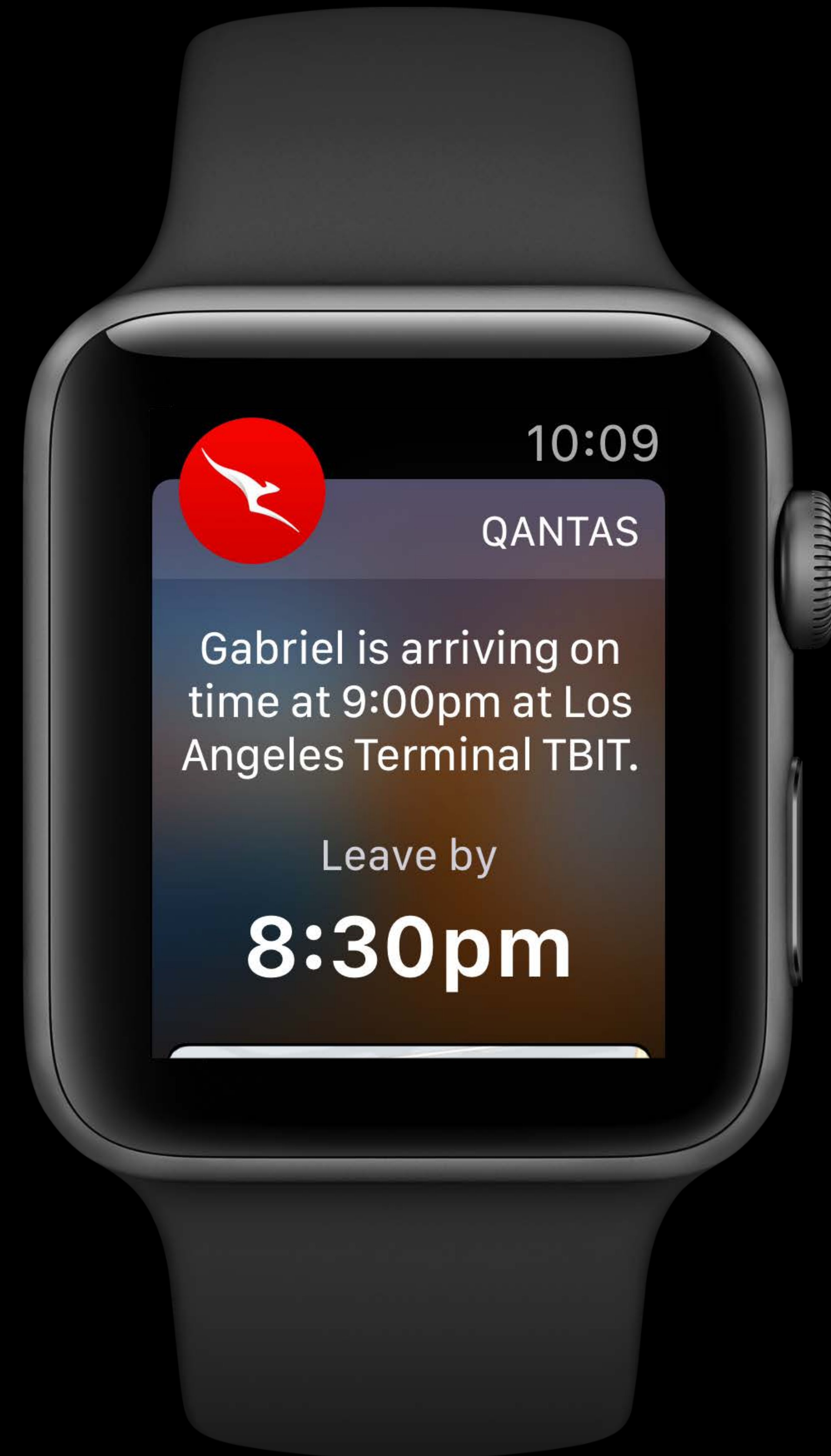
JFK

LAX

Estimated arrival

9:00pm

Set pick-up
reminder









5



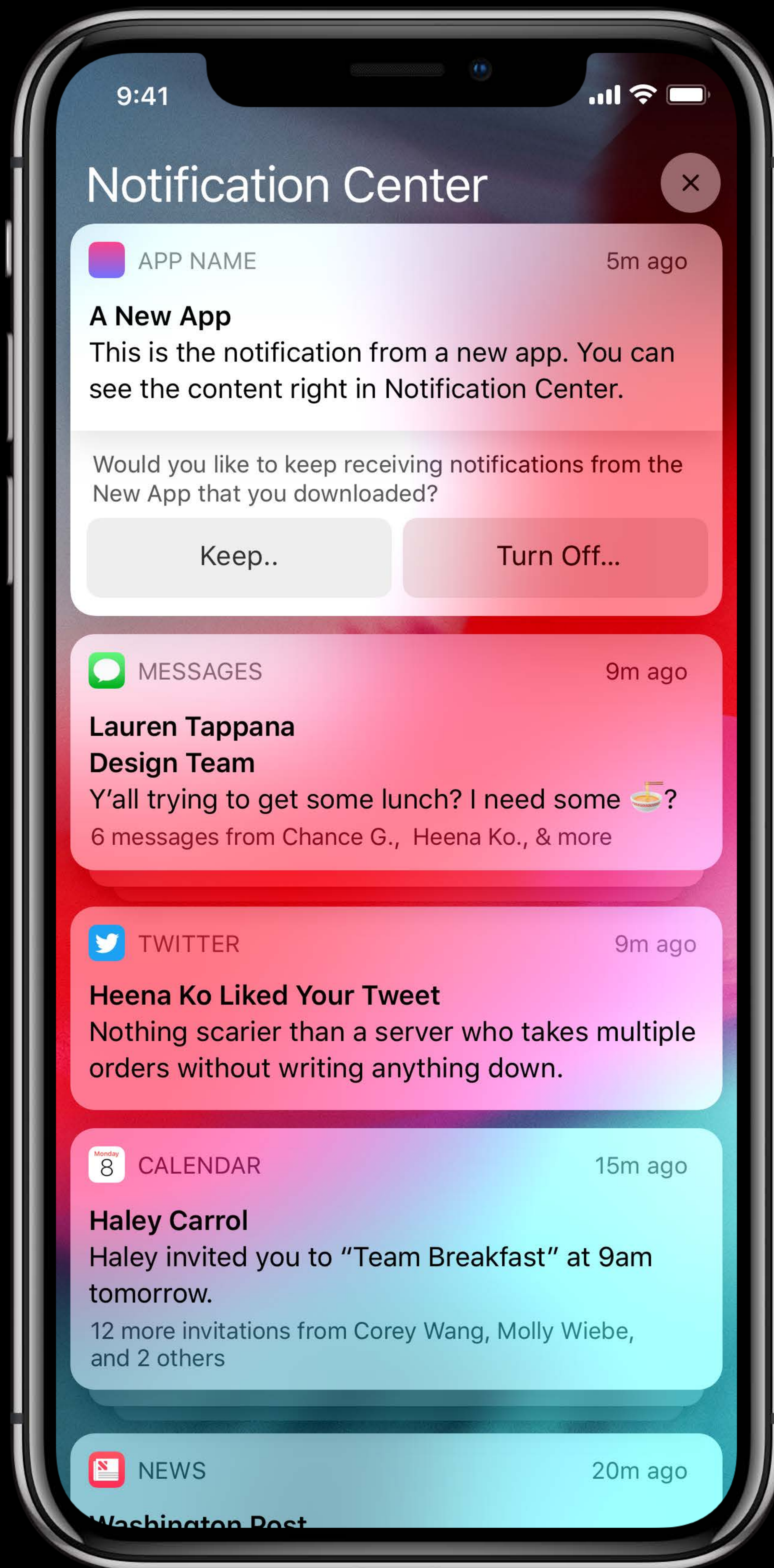
First run

Provide value

Considered delivery

Notification Grouping

Rich Notifications



First run

Provide value

Considered delivery

Notification Grouping

Rich Notifications





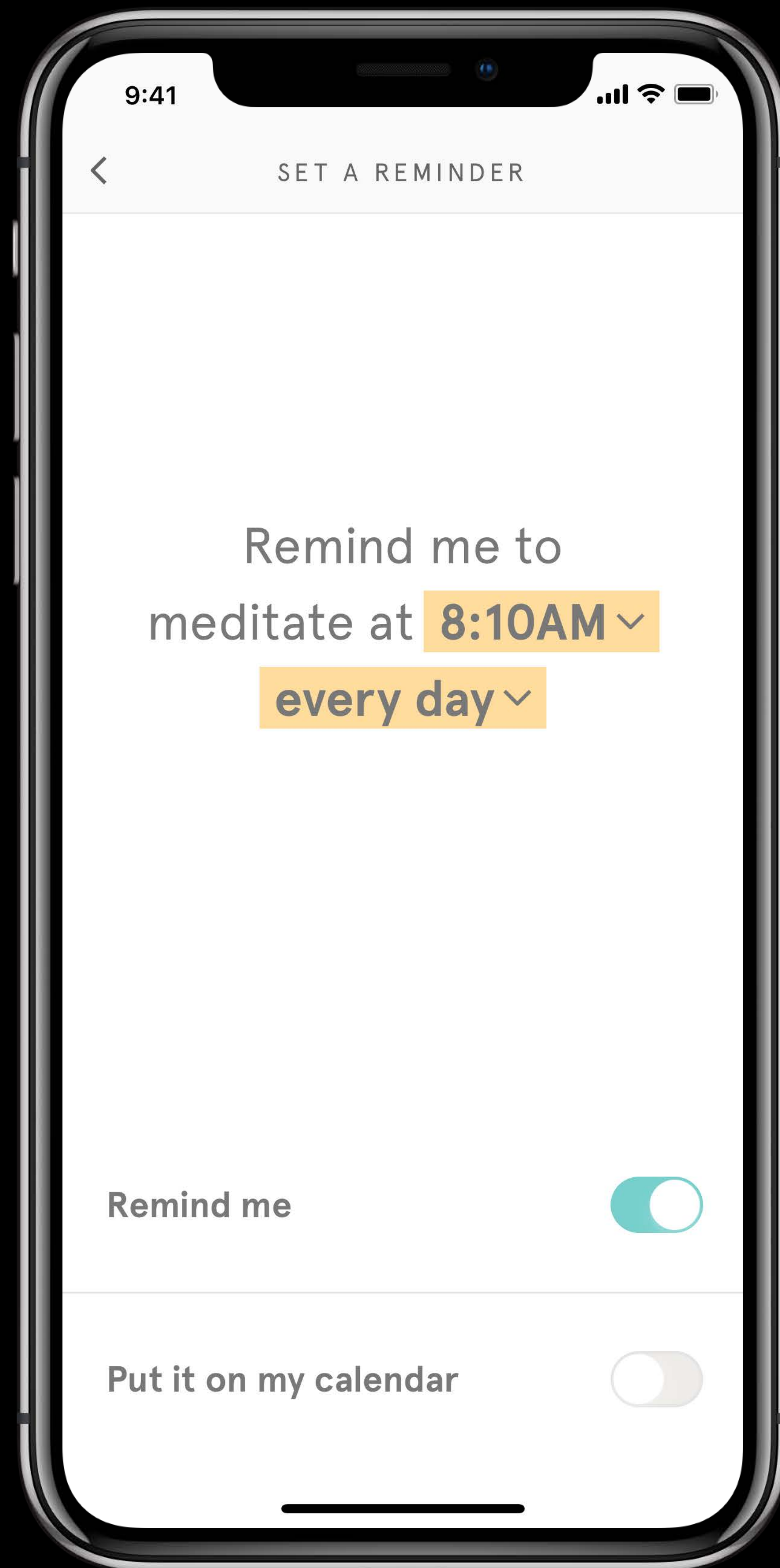
First run

Provide value

Considered delivery

Notification Grouping

Rich Notifications



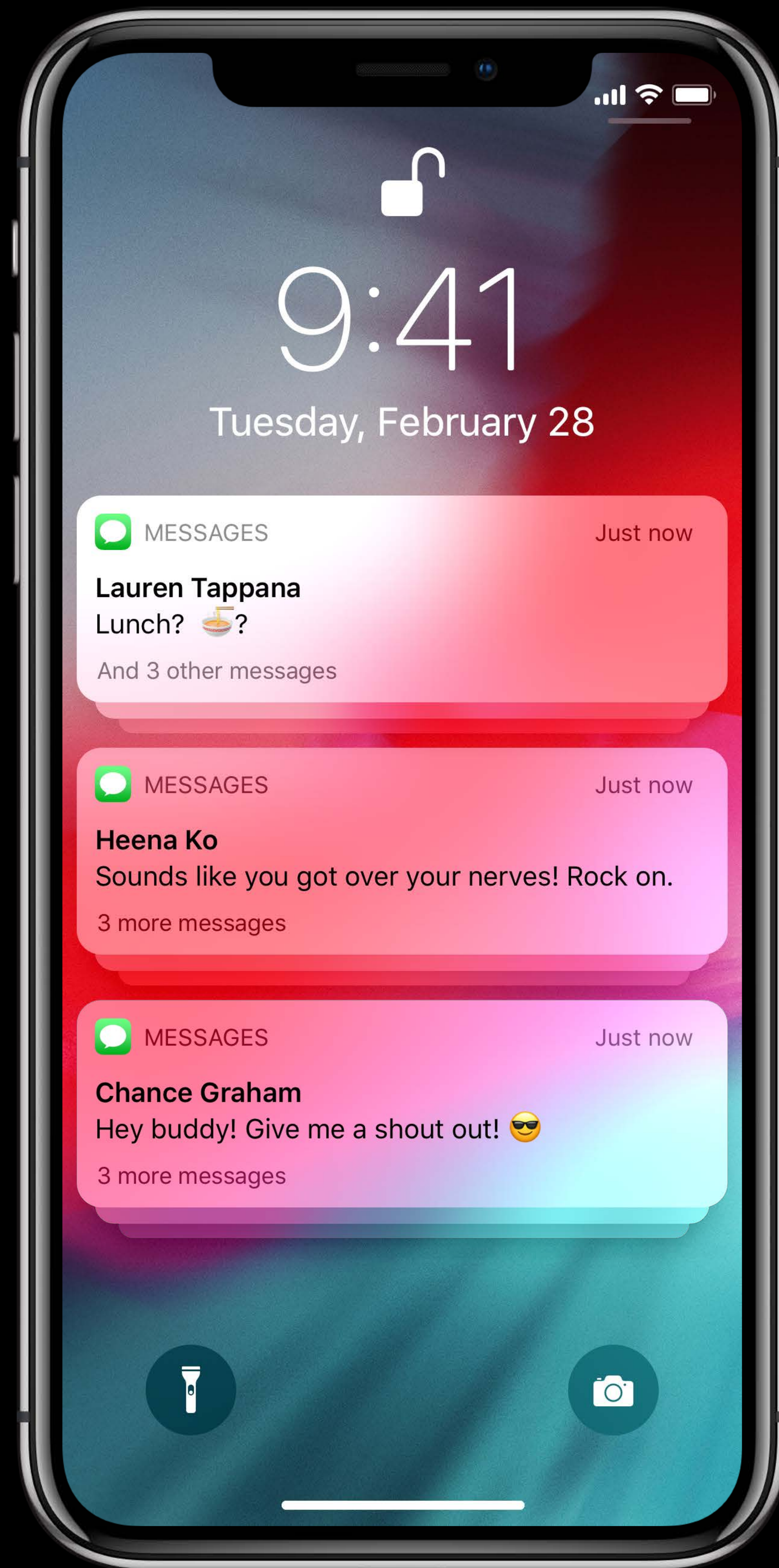
First run

Provide value

Considered delivery

Notification Grouping

Rich Notifications



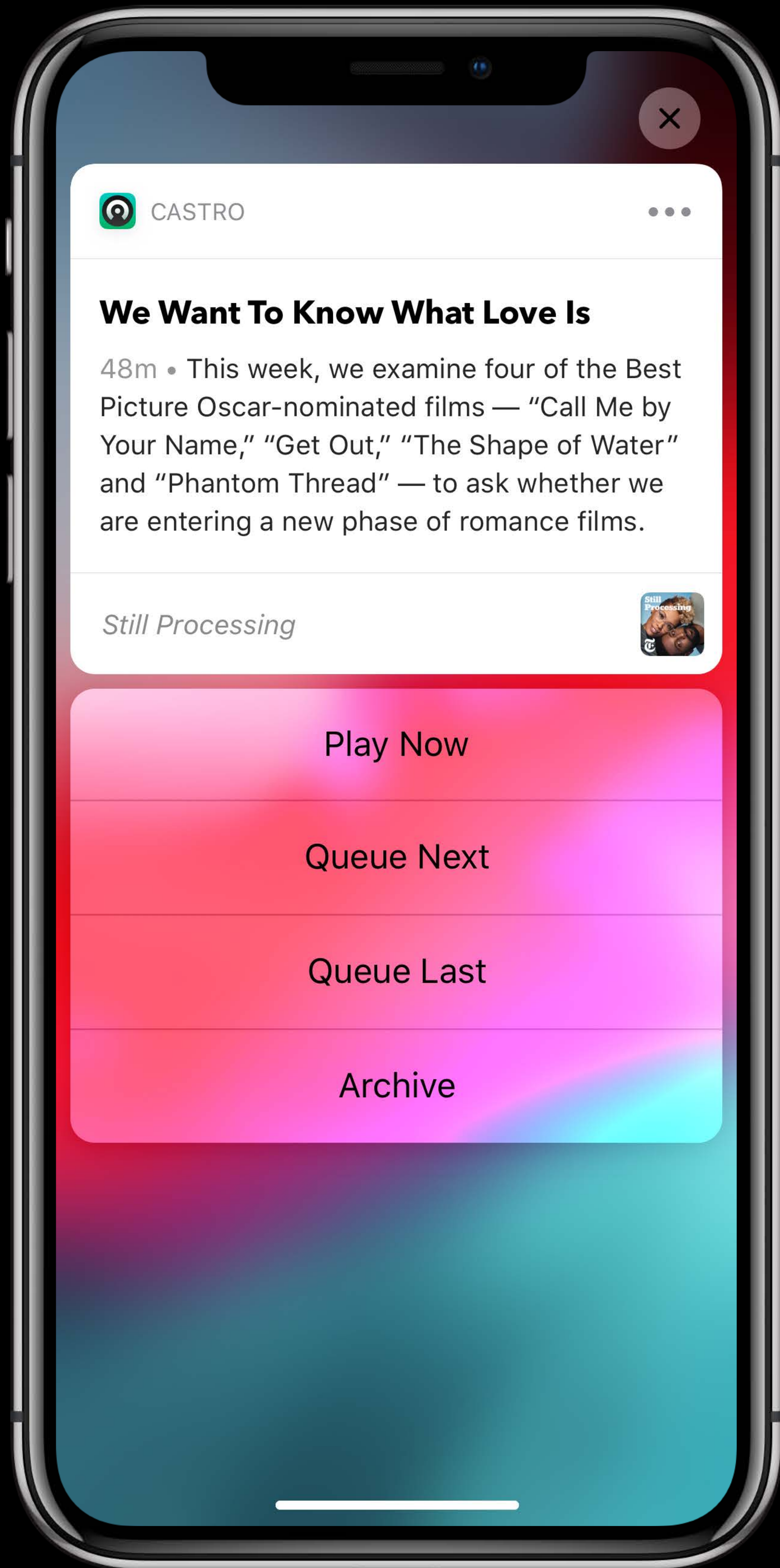
First run

Provide value

Considered delivery

Notification Grouping

Rich Notifications





Jon Dascola



iMessage
Today 10:09 AM

hey you done yet?



iMessage



q w e r t y u i o p

a s d f g h j k l

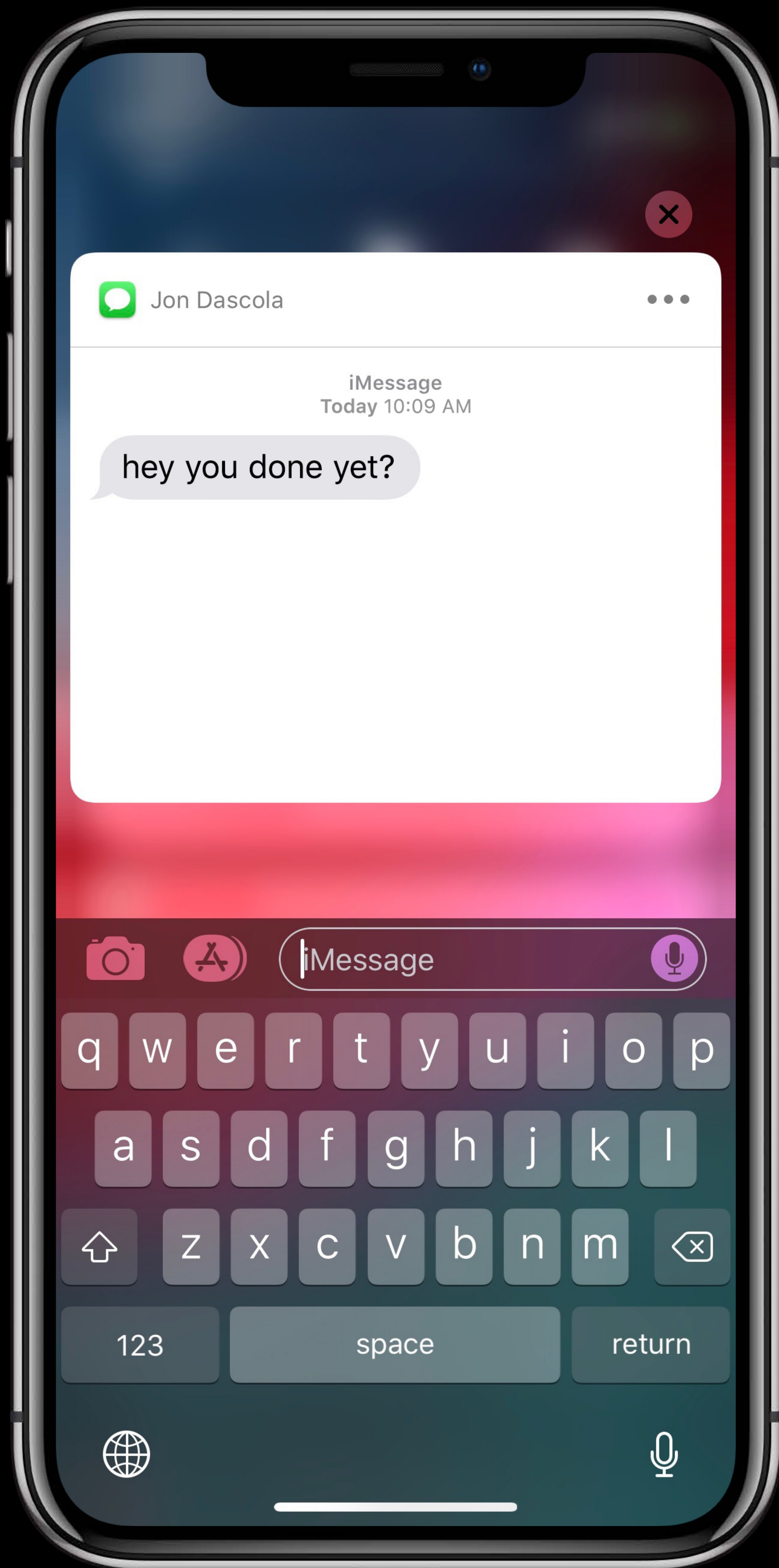
⏏ z x c v b n m ⏏

123

space

return





More Information

<https://developer.apple.com/wwdc18/806>

What's New in User Notifications

WWDC 2018

Using Grouped Notifications

WWDC 2018

What's New in watchOS

WWDC 2018

 **WWDC18**