App ideas
What are some motivations behind building apps?
- New cutting-edge, creative idea
- Solve a problem better than current solutions
- Hired by a client

Common app types
- Productivity apps
  - Use and manipulate information
  - iWork
- Utility apps
  - Perform a specific task
  - Youtube, netflix
- Immersive apps
  - Focused on delivering visually rich content
  - games

Apps should have a well defined goal
Apps should have a well defined user

App Design
Iterative UI Design 41(34 with skip) mins https://developer.apple.com/videos/play/wwdc2016/805/
What are we making?
- Define your app
- Features - all ideas
- User goals
- You are not the user, don't design for yourself
- The user is not everyone
- Create a few questions to ask potential users
- User characteristics = user goals
- Developer goals = app goals
- App goals describe qualities
- Feature list based on ideas and goals

Where do we start?
- Start by designing what you know (skip 14:00-21:50 designing in keynote)

What's the right design?
- Develop multiple designs or layouts
- Critique/debate the different designs
- Create a workflow – a set of steps that completes a task
- Iterate

So that's a good look at the design process, now let's look at some fundamental design principles.

Essential Design Principles, Mike Stern, Apple Design Evangelism Manager, WWDC 2017 (59:55)
https://developer.apple.com/videos/play/wwdc2017/802/
Intro: what apps should provide
Core Design Principles

- Wayfinding
- Feedback
- Visibility
- Consistency
- Mental model
- Proximity
- Grouping
- Mapping
- Affordances
- Progressive Disclosure
- Symmetry

Much more detail provided in Apple's iOS Human Interface Guidelines
https://developer.apple.com/ios/human-interface-guidelines/

iOS design guidelines http://iosdesign.ivomynttinen.com