

ATLS 4320/5320: Advanced Mobile Application Development Week 2: Designing Intuitive User Experiences and Navigation

Designing Intuitive User Experiences, WWDC 2014

<https://developer.apple.com/videos/play/wwdc2014/211> (55 mins)

- Intro to 5:15
- Top 5 Characteristics of Intuitive Apps 5:15-9:10 (start here)
 - #5 Platform Savvy 9:10 – 16:35
 - #4 Easy to Navigate 16:35-38:10
 - #3 Clear 38:15-51:20
 - #2 Simple 51:25-55:00
 - #1 Focused 55:05-1:00:20

Navigation

<https://developer.apple.com/ios/human-interface-guidelines/app-architecture/navigation/>

App navigation should feel natural and familiar. It should complement the content and purpose of the app. In iOS there are 3 main navigation types:

Flat navigation

Tab bars switch between content views

<https://developer.apple.com/ios/human-interface-guidelines/bars/tab-bars/>

- provide a flattened hierarchy for your app
- provide access to several peer information categories or modes at once
- content is not passed between tabs
- Strictly for navigation
 - Don't confuse with toolbars to perform actions
- Clock, Music, App store

Hierarchical navigation

Navigation controllers w/table make one choice per screen until the desired destination is reached. To go to another destination, you must retrace your steps or start over from the beginning and make different choices.

- Use table views to present hierarchical content <https://developer.apple.com/ios/human-interface-guidelines/views/tables/>
- Navigation bars enable navigation through hierarchical content <https://developer.apple.com/ios/human-interface-guidelines/bars/navigation-bars/>
- Settings, mail, contacts

Content Driven/experience driven navigation

Move freely through content, or the content itself defines the navigation.

- The content itself defines the navigation
- Games, books, other immersive apps