

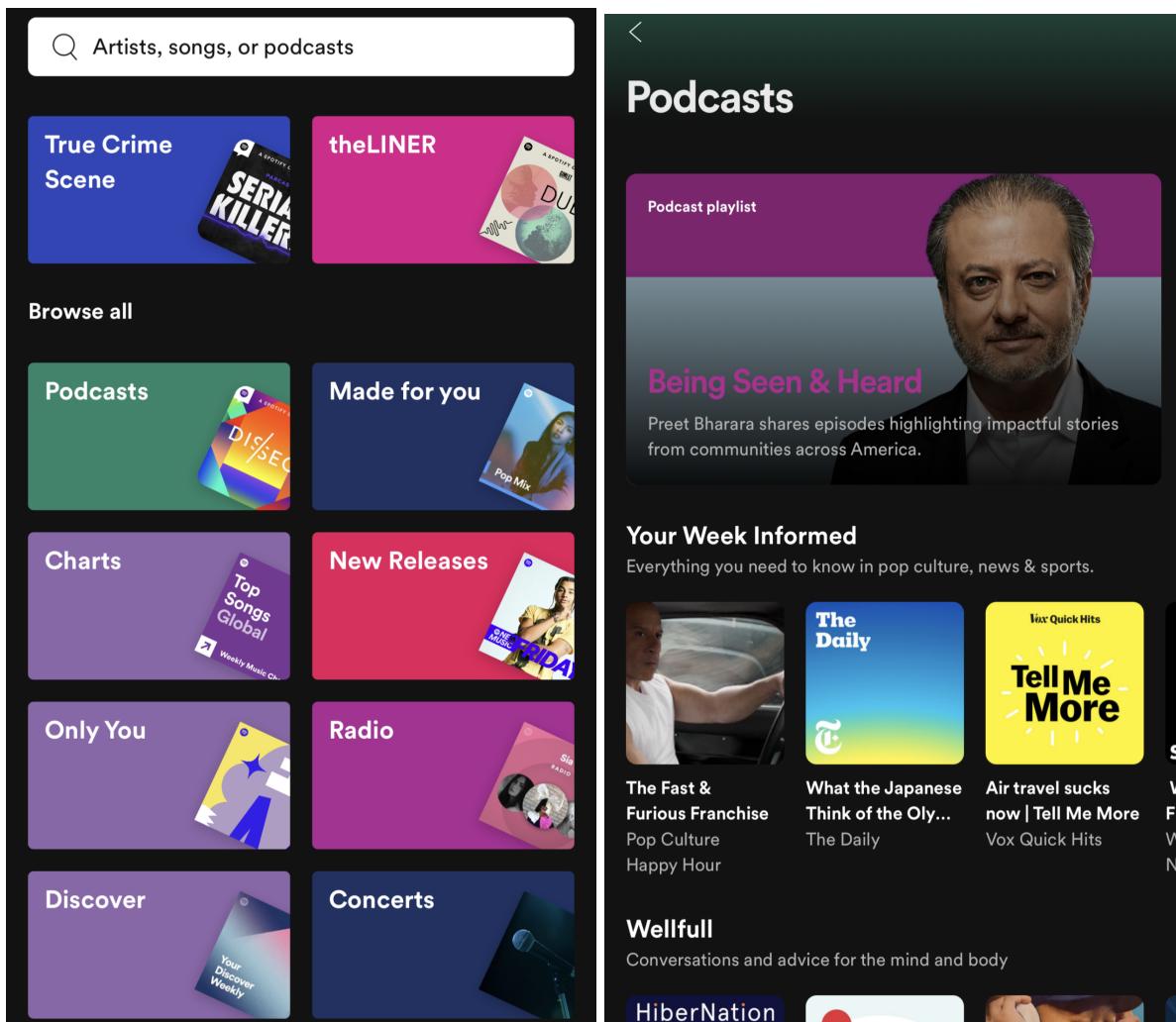
Assignment 4: Designing by Guidelines
Mike Short

Task 1: iOS Design Themes

Example: Spotify (Follows Guideline)

Guideline from the documentation: Depth.

Distinct visual layers and realistic motion convey hierarchy, impart vitality, and facilitate understanding. Touch and discoverability heighten delight and enable access to functionality and additional content without losing context. Transitions provide a sense of depth as you navigate through content.



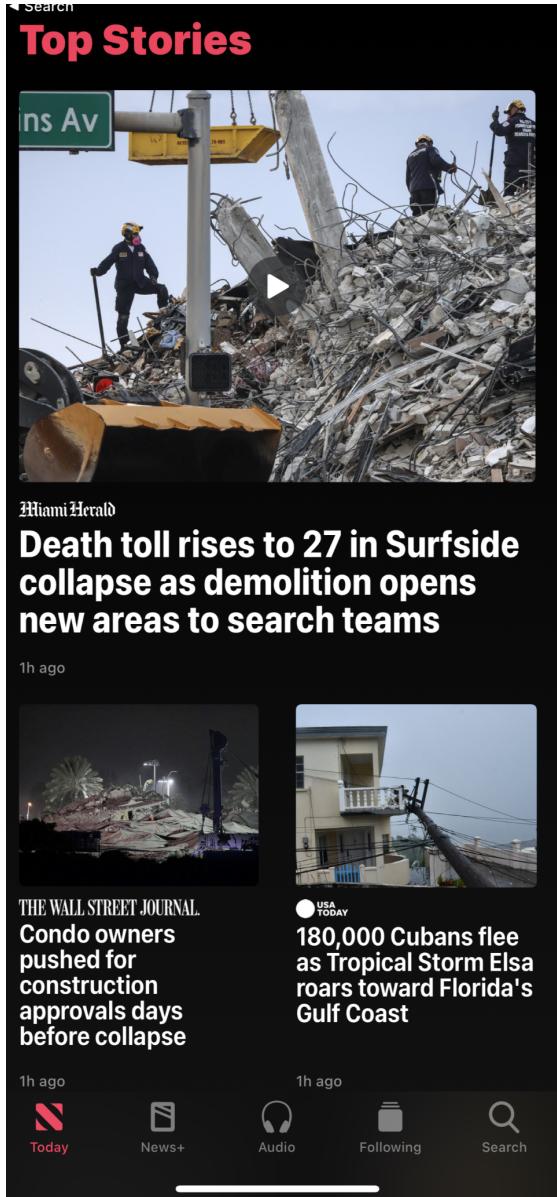
Spotify does an excellent job of following the iOS guideline of depth by having an interface that clearly segments content into easily readable and visually stimulating submenus. Users can easily find the content they are searching for by navigating the large menu boxes with clearly display information or by accessing the search bar.

Task 2: iOS Design Themes

Example: Apple News (Follows Guideline)

Guideline from the documentation: Aesthetic Integrity

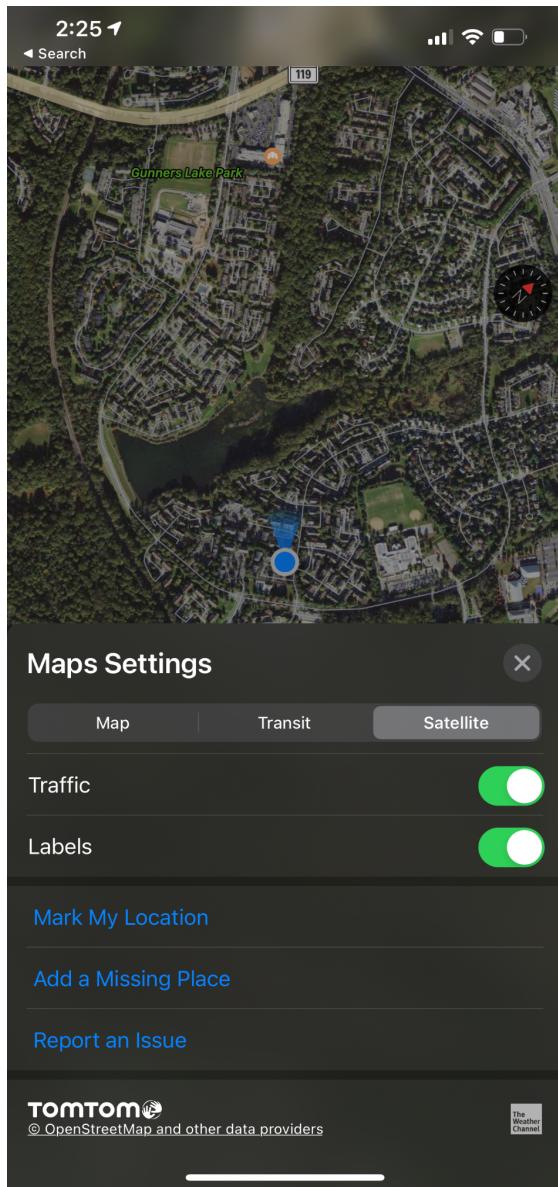
Aesthetic integrity represents how well an app's appearance and behavior integrate with its function. For example, an app that helps people perform a serious task can keep them focused by using subtle, unobtrusive graphics, standard controls, and predictable behaviors. On the other hand, an immersive app, such as a game, can deliver a captivating appearance that promises fun and excitement, while encouraging discovery.



Apple's own news app does a great job of following the fundamentals of aesthetic integrity. In particular, I bolded to portion from the guideline that focuses on the Aztecs of the task based on the function being performed. With the news application, users want quick and simple access to important information regarding the world around them. A clean uncluttered interface makes it easy to navigate the page and find information easily. Notice the design is very minimalist with a thumbnail image and blurb of text to preview the story. The interface reacts predictably to standard touch features and the ability to swipe back and forth between stories.

Task 3: iOS Design Themes

Example: Apple Maps (Follows Guideline)



Guideline from the documentation: Direct Manipulation

The direct manipulation of onscreen content engages people and facilitates understanding. Users experience direct manipulation when they rotate the device or use gestures to affect onscreen content. Through direct manipulation, they can see the immediate, visible results of their actions.

Maps is a very intuitive GPS interface that allows users to directly manipulate the map by being able to pinch and or spread out the screen to interact with the size and orientation of the map. This app also allows users to track their real-world location and orientation along with utilizing overlays for the type of view they want to have for their map. The application changes based on the orientation of the device to ebb and flow with the needs of the user