

iOS Principles of Design:

<https://developer.apple.com/ios/>

Clarity

Deference - UI should not compete with content

Depth

Consistency

- system-provided interface elements
- well known icons
- standard text styles
- uniform terminology

iOS Interface:

Bars - navigation

Views - primary content

Controls - buttons, switches, text fields

iOS Sound:

Short sounds/vibrations - use system's sound services

Volume adjustments - use system-provided volume view

iOS Authentication:

Delay sign-in as long as possible

Explain benefits/how to sign up

Minimize data entry -> show appropriate keyboard

iOS Data entry:

When possible, present choices (not text fields)

Get info from system whenever possible

Provide reasonable default values

iOS Feedback:

Avoid unnecessary alerts

Use haptics judiciously, in response to user-initiated actions

Don't redefine feedback types

Use haptics when visual feedback may be occluded
Synchronize haptics with sound (iOS doesn't do this for you)

iOS Launch Experience:

Provide a launch screen - impression app is fast, should closely resemble the opening screen
Get to action quickly
Stick to essentials in tutorials
Avoid asking for setup information up front
Make learning fun and discoverable
Restore the previous state when app restarts
Don't ask people to rate app too quickly/too often

iOS Gestures:

Tap, Drag, Flick, Swipe, Double Tap, Pinch, Touch and Hold, Shake
Use standard gestures (see above)
Avoid using standard gestures to perform nonstandard actions

iOS Loading:

Make it clear when loading is occurring
Show content as soon as possible

iOS Modality:

"Modality creates focus by preventing people from doing other things until they complete a task or dismiss a message or view."
ex. Action sheets, alerts, activity views
Minimize use of modality
Keep modal tasks simple, short and focused
Reserve alerts for delivering essential - and ideally actionable - information

iOS Navigation:

Hierarchical navigation vs. Flat Navigation vs. Experience-Driven Navigation

Always provide a clear path
Make it fast and easy to get to content
Use touch gestures to create fluidity (ex. wipe to return to previous screen)
Use nav bar to traverse hierarchy of data

iOS Requesting Permission:

Request personal data only when the app clearly needs it

Explain why your app needs the info if it's not obvious

Request permission at launch only when necessary for your app to function

iOS Terminology:

Use familiar, understandable words and phrases

Interface text = clear/concise

Avoid language that might sound patronizing

- avoid we, our, me, and my
- use contractions occasionally, and you and your to address the user directly

Strive for an informal, friendly tone

Be careful when using humor (they will read the interface multiple times, humor is not consistent across culture)

People should tell at a glance what an element does (connect, send, add)

iOS Multitasking:

Be prepared for interruptions, be ready to resume (https://developer.apple.com/library/content/documentation/iPhone/Conceptual/iPhoneOSProgrammingGuide/StrategiesforImplementingYourApp/StrategiesforImplementingYourApp.html#//apple_ref/doc/uid/TP40007072-CH5-SW2)

Make sure interface works with double-high status bar

See more...

iOS Notifications:

Useful, informative notifications

Don't include app name or icon

Avoid providing destructive actions

iOS Branding:

Incorporate refined, unobtrusive branding

Don't let branding get in the way of great app design

Defer to content over branding

Resist temptation to display logo throughout the app

Apple Trademarks should not appear in your app name or imagery

iOS Color:

Use complementary colors throughout your app
Choose a limited color palette that coordinates with your app logo
Consider choosing a key color to indicate interactivity throughout your app
Avoid using same color for interactive and non-interactive elements
*Apply color profiles to your images (sRGB)
Be aware of colorblindness
Use sufficient color contrast ratios (min: 4.5:1 although 7:1 is preferred)

iOS Layout:

See more...
Provide ample spacing for interactive elements (min. tap area of 44pt x 44pt)
Be prepared for text size changes

iOS Typography:

Emphasize important info via font weight, size, color
If possible, use a single font
Use built-in text styles whenever possible

iOS App Icon:

Embrace simplicity
Provide single focus point
Recognizable
Keep Background simple and avoid transparency
Use words ONLY when they're essential or part of a logo
Don't use replicas of Apple Hardware products
Test icon against wallpapers
Don't place icon throughout interface
Provide different sized small icons for different devices

iOS Image Resolution:

iPhone 6s Plus needs @3x scale factor
All other devices need @2x scale factor

iOS Launch Screen:

Because device screen sizes vary, launch screen sizes vary too -> provided a launch screen as an Xcode storyboard or a set of static images (storyboard is recommended)
Downplay launch

Don't advertise

iOS System Icons:

<https://developer.apple.com/ios/human-interface-guidelines/graphics/system-icons/>