





Why?



What does a customer see?



Algorithms?



~~Algorithms?~~



Databases?



~~Databases?~~



They see a user interface.



What is the most important
part of a user interface?



The User



Can they use it?
Do they like using it?



Let's start...



Guidelines

Apple Design guidelines

Dribbble

Awwwards

Google Material Design



Tutorials

Why do you need to **tell**
someone how to use your app?



Tutorials

It should be understood



Tutorials

Overview \neq Tutorial



Tutorials

Welcome to Pages

The most beautiful word processor ever designed for a mobile device.



Continue

iCloud for Pages

iCloud keeps your documents up to date on all your devices. And you can edit them at iCloud.com from a Mac or PC browser.



Later

Use iCloud

Get Started



Apple-Designed Templates

Quickly create beautiful reports, resumes, and more.



Easy Formatting

Make text and images look great with preset styles.



Powerful Reviewing Tools

Use change tracking, highlights, and comments.



Sharing

Quickly and easily share a link to your work via Mail or Messages.

Use Pages

Create New

Tells you **about** the app; not **how** to use it.



Menus

User can choose between many
views



Menus

Modal?

Tab Bar?

Toolbar?

NavBar?

Hamburger?

Action Menu?



Corners

Do real things have sharp corners?



Corners

```
<view>.layer.cornerRadius =  
    <someNumber>;
```

or

```
[[<view> layer] setCornerRadius:  
    <someNumber>];
```




The Screen

iPhone screens are small.
So use them.

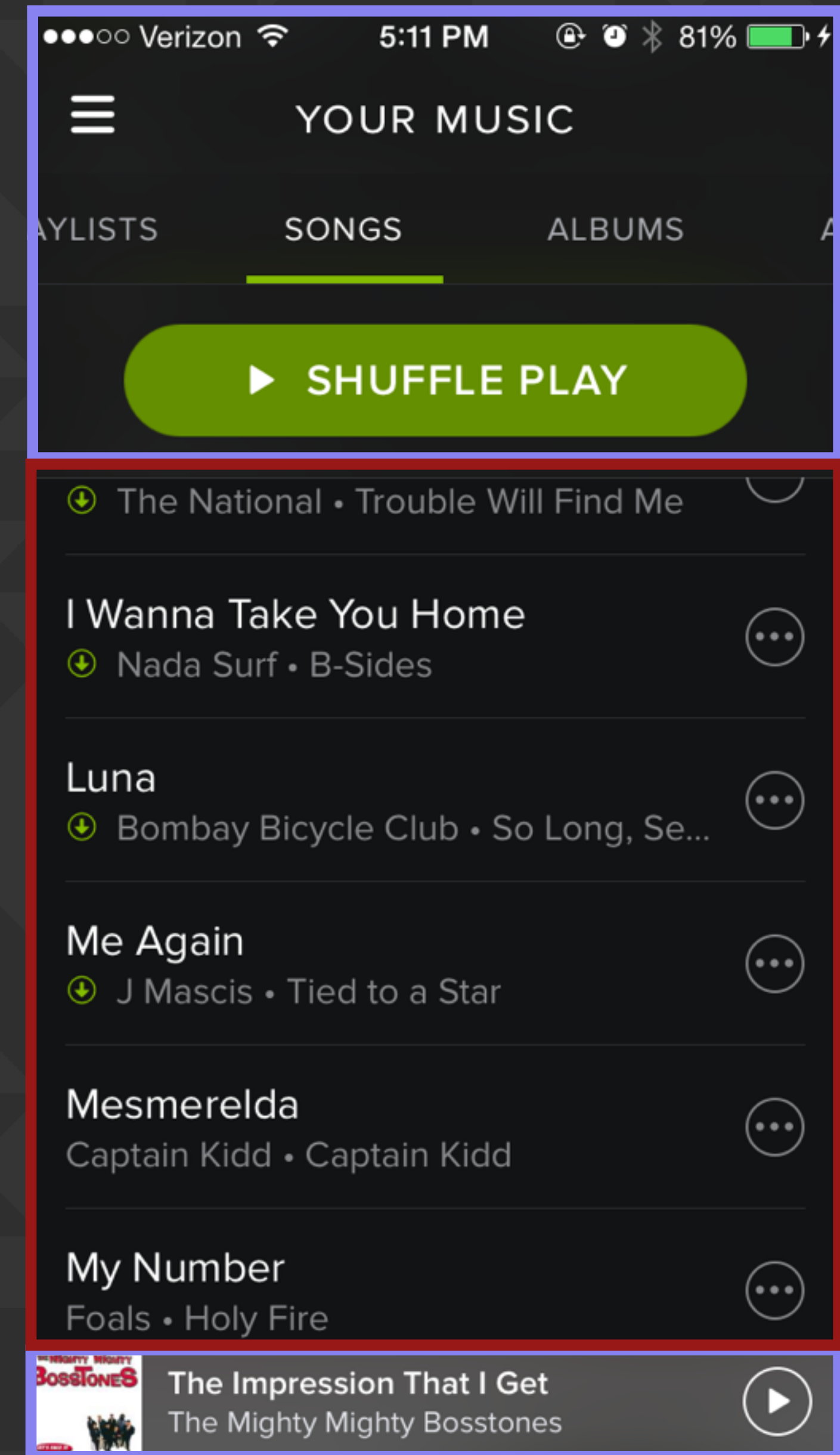


The Screen

WTF is this?

Look how much screen is lost
to **static** information?

Information I **care about**
should take priority





Splash screen

Turn off Data.
Open Facebook.



Splash screen

It still has stories!



Splash screen

Never put your app in a useless state.



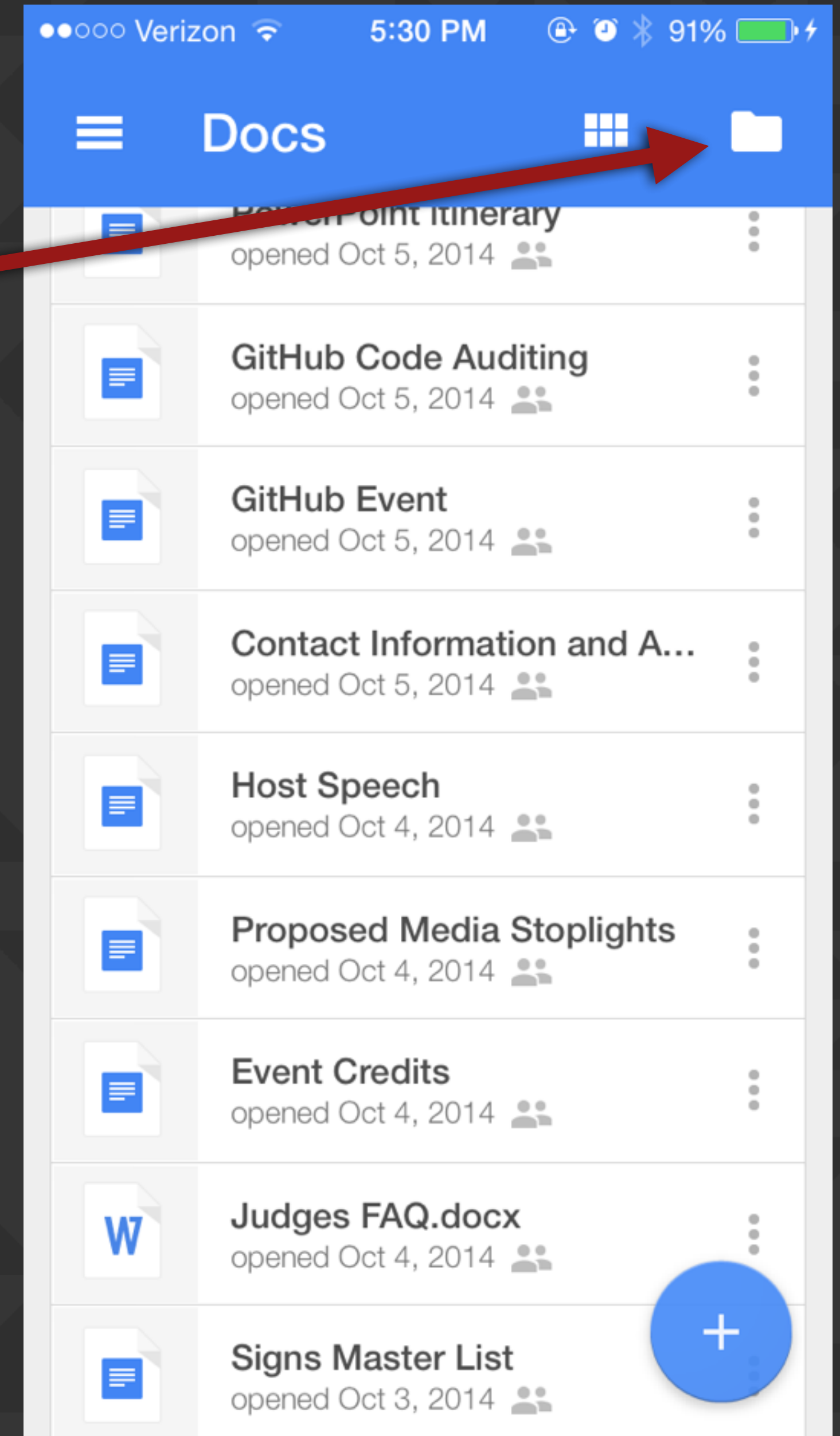
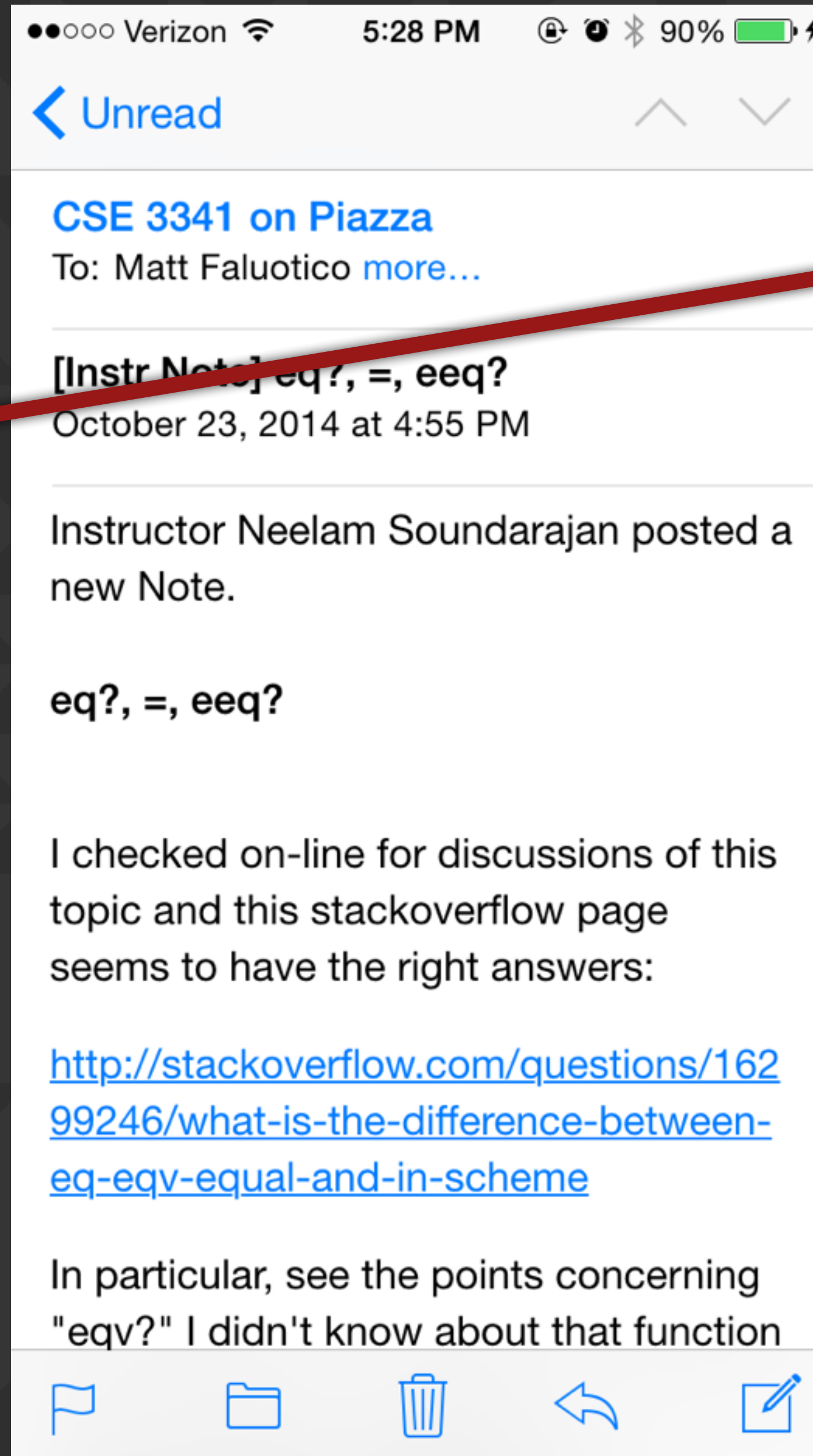
Buttons

What does this button do?
What will I do the most of?

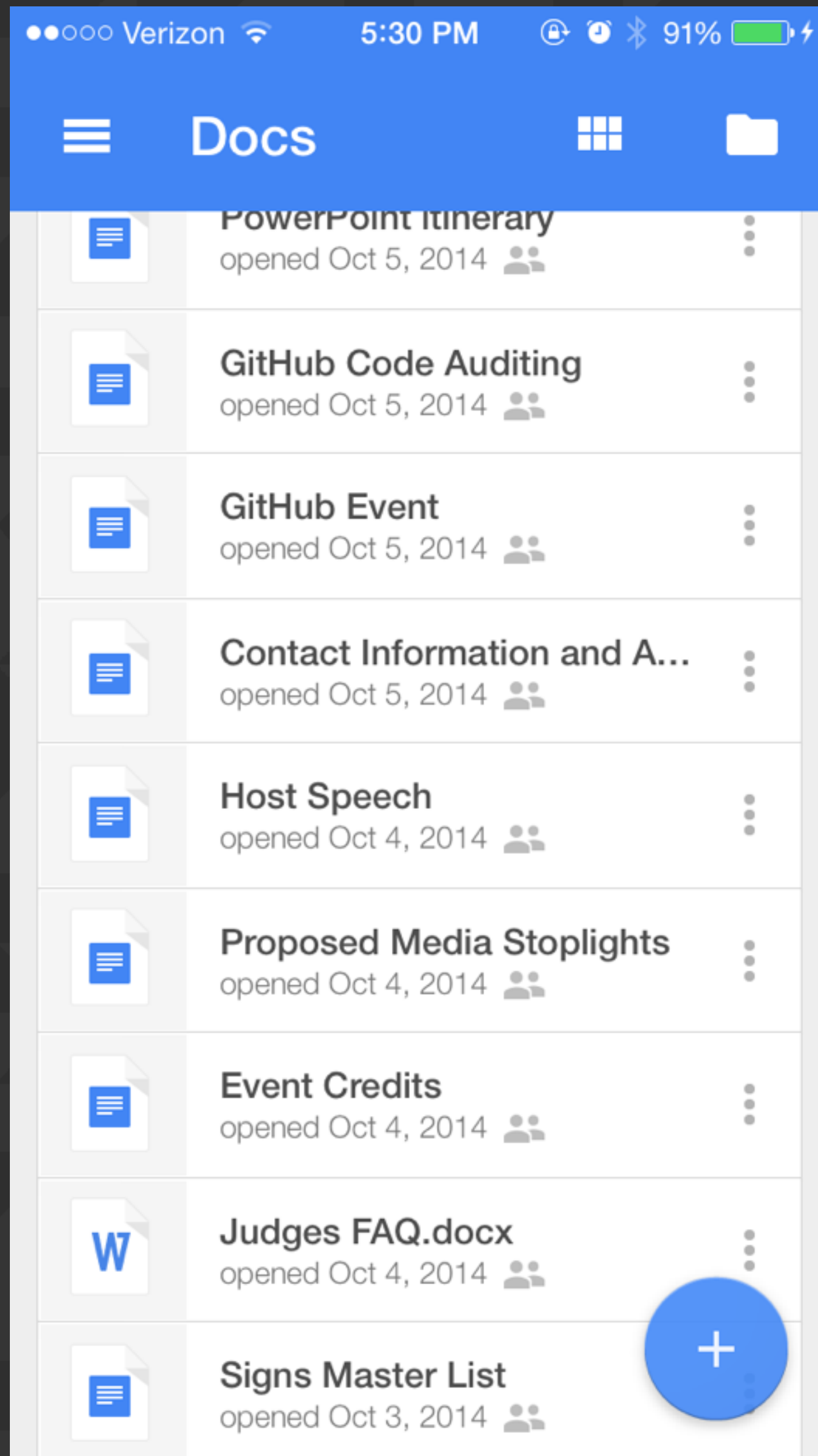


Buttons

No idea...



What do the buttons do?



How often will you really be
creating new document?

Enough to justify the
button this prominent?



Placement

Going with buttons...
Should I have to scan the screen?

5:41 PM

31

December 2014

Tasks Day Week **Month** Year

+

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

30	1	2	3	4	5	6
7 Verification 9:00	8	9	10	11	12	13
14	15	16	17 Exams end	18	19	20
21	22	23	24 Christmas Eve	25 Christmas Day	26	27
28	29	30	31 New Year's Eve	1 New Year's Day	2	3

⚙

Jul Aug Sep **Oct** Nov **Dec** Jan Feb Mar Apr May

Today



Placement

Important actions should be easy
to perform!



Placement

You have the power.
Bury what you don't want a user to
do.



Ambiguity

You designed it.
Therefore you are biased.

iPad

5:41 PM

71%

31

December 2014

Tasks

Day

Week

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+

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Today



Ambiguity

Developers know where the
buttons are and what they do.

Users do not.

Make it sexy.
Be proud of it.
It will get noticed.