

How giving up control can be a good thing

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iOS @ Deliveroo

On the consumer team

@abdulajet



13:29 ↗



Now

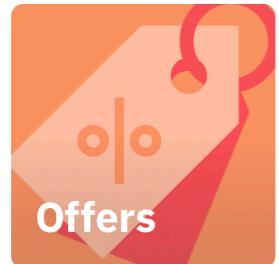
Work ▾

Delivery

Pickup



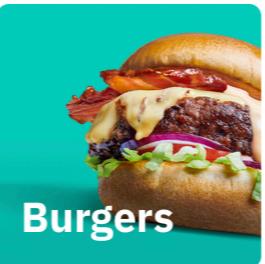
Q Dishes, restaurants or cuisines



Offers



Pizza

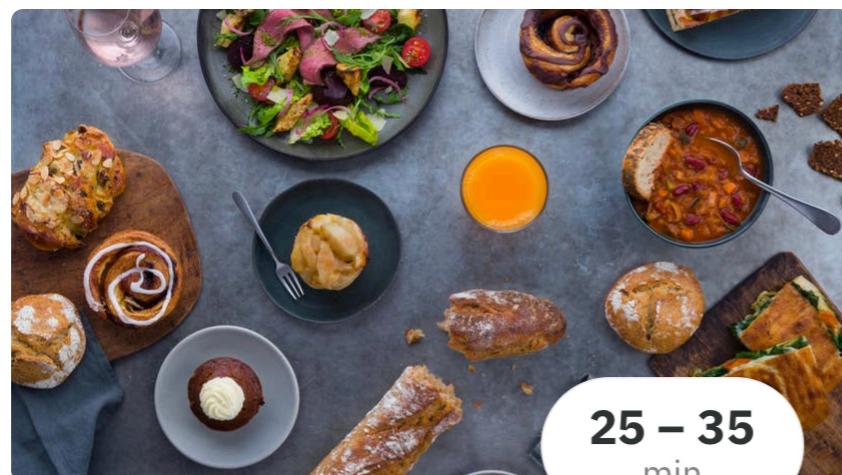


Burgers



Chicken

Order again



25 – 35
min

Ole & Steen

Five Guys



We deliver food

and you'll be able to
pick it up soon too

Carrier ⌘

11:23 AM



deliveroo

Search for restaurants or cuisines



Save £2.50 with Apple Pay

Get £2.50 off when you order Indian using Apple Pay!



The Real Greek - Marylebone

Greek ££



13:29 ↗



Now

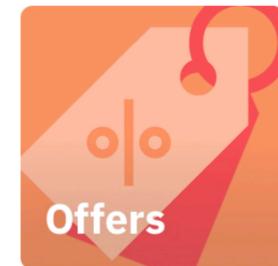
Work ✓



Delivery

Pickup

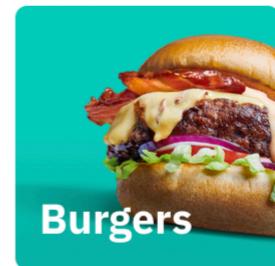
Search for dishes, restaurants or cuisines



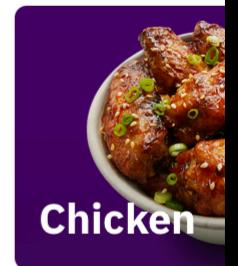
Offers



Pizza

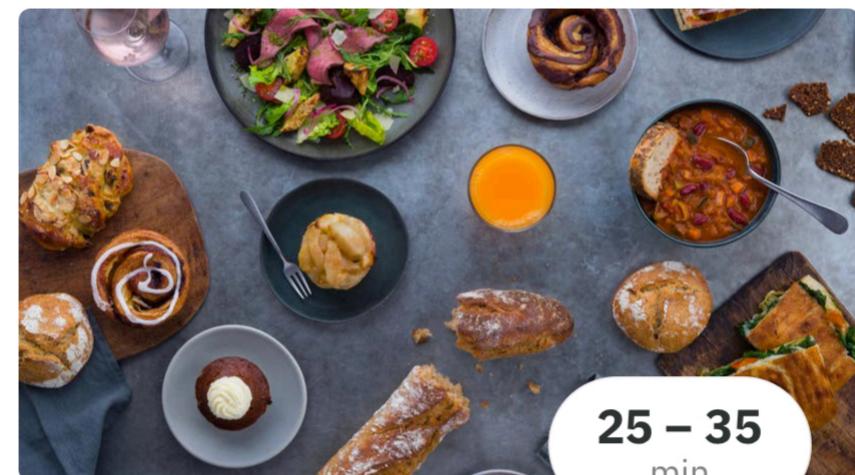


Burgers



Chicken

Order again



25 – 35
min

Ole & Steen



Five Guys

How would we run an experiment

A screenshot of a food delivery app interface. At the top is a photograph of a meal spread on a dark surface, including a salad, bread rolls, and a sandwich. Below the photo is a white oval containing the text "25 - 35 min". Underneath the photo, the restaurant name "Ole & Steen" is displayed in bold black letters. To its right is a green circular icon with a smiley face and the text "94% Excellent (50+) · Dessert · Salads · Sandwiches". A blue oval highlights the "94% Excellent" rating.

A screenshot of a food delivery app interface, identical to the one above it, showing the same meal spread and delivery time. However, the rating section is different. It shows a green circular icon with a star and the text "★ 4.8 Excellent (50+) · Dessert · Salads · Sandwiches". A blue oval highlights the "4.8 Excellent" rating. Below the meal spread is a photograph of a Five Guys burger and fries in front of a red and white checkered background.



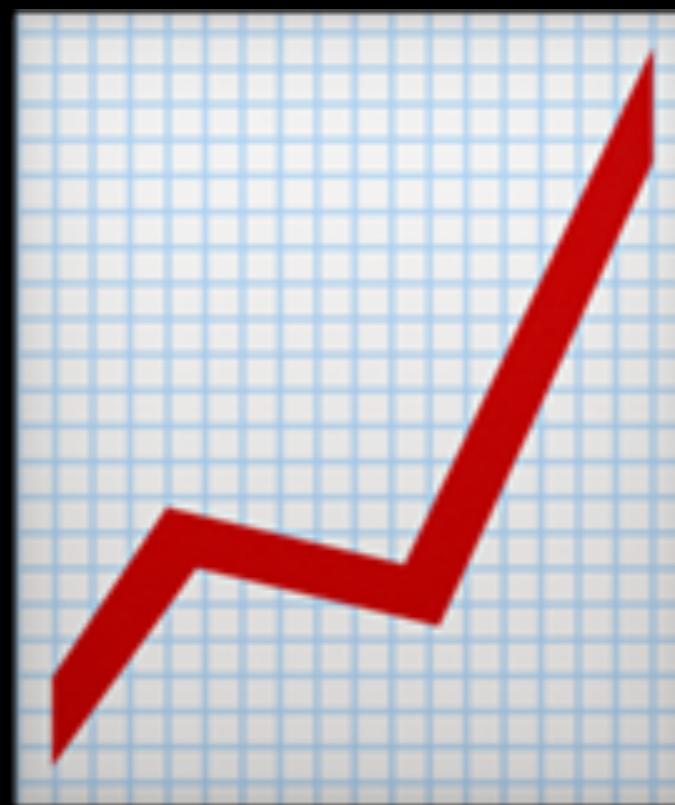
















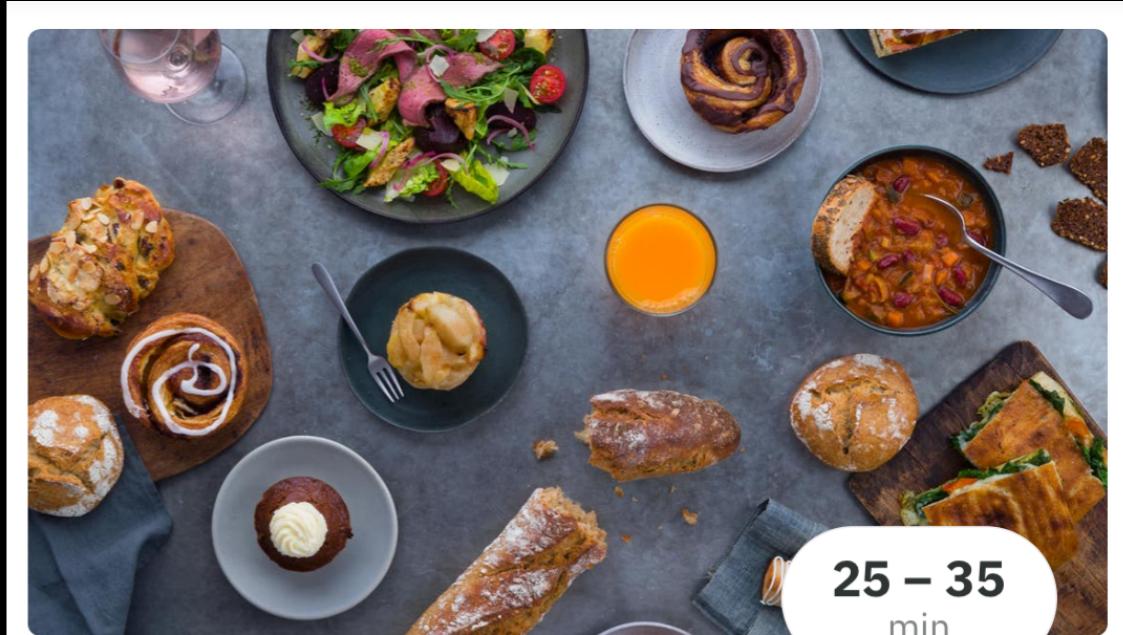
“Could we try this instead?”





Meet UICard

A more generic way to add cards to our “feed”



25 – 35
min

Ole & Steen

★ 4.8 Excellent (50+) · Dessert · Salads ·
Sandwiches

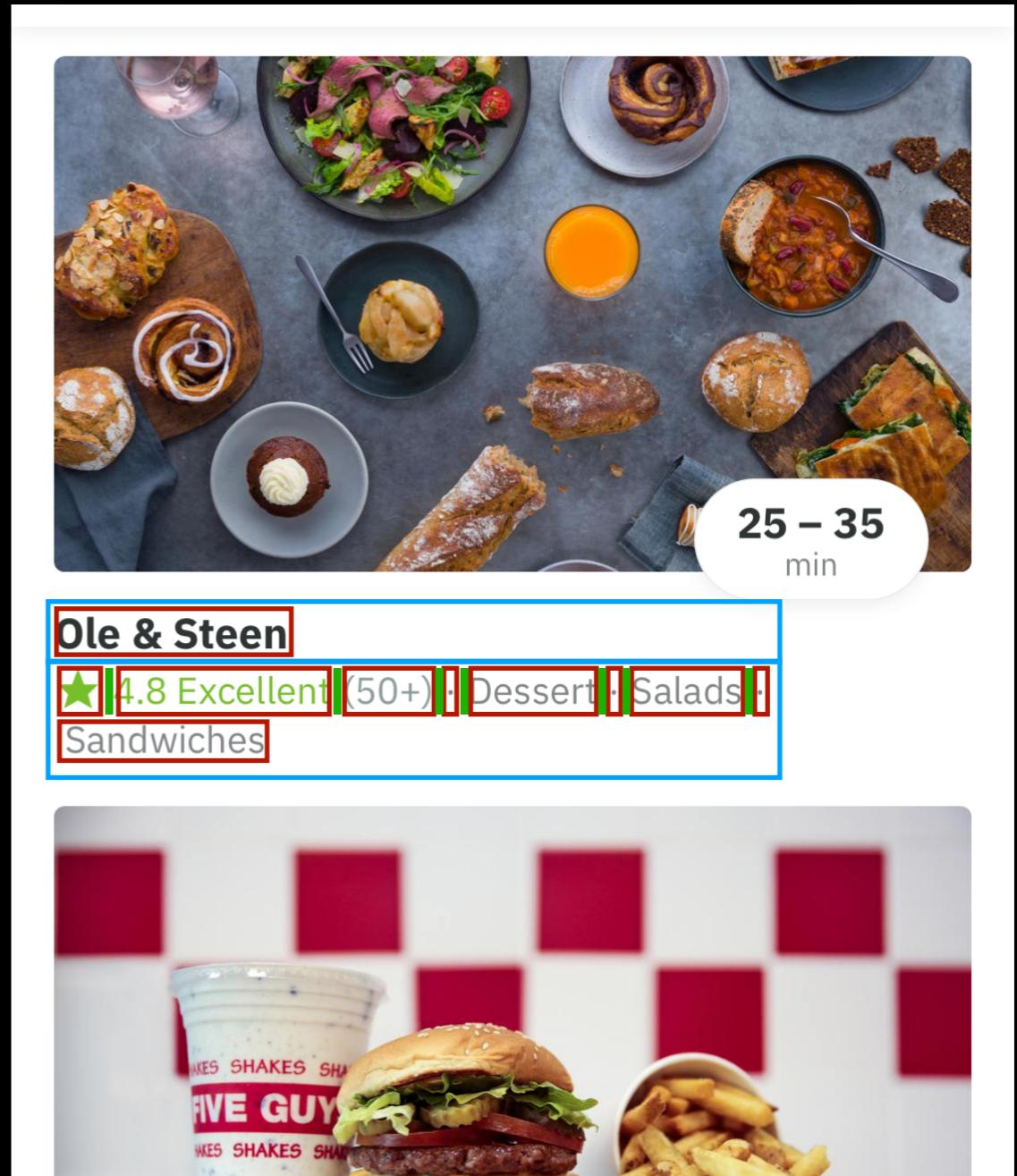
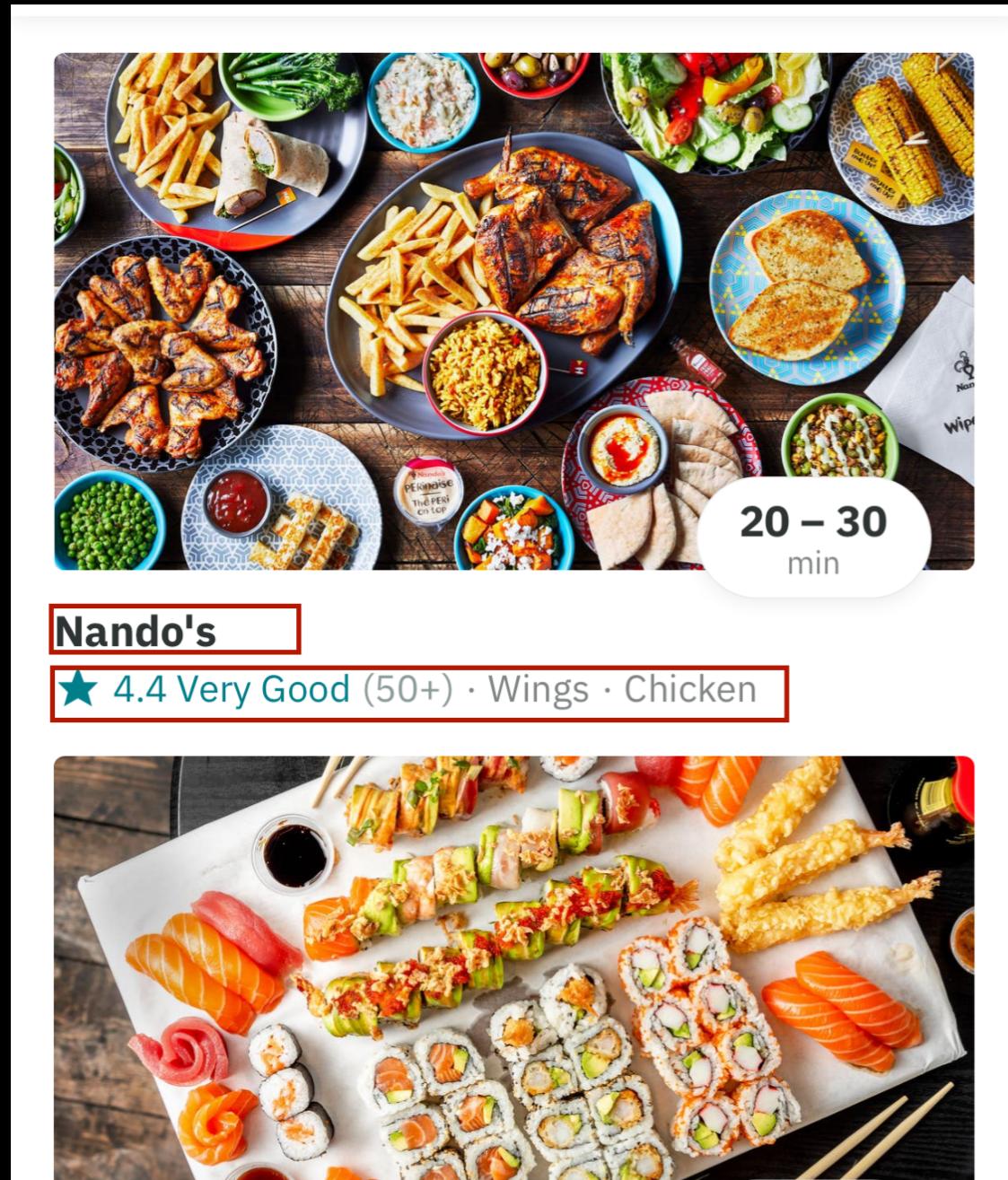


30 – 40
min

Five Guys - Burger and Fries

★ 4.7 Excellent (50+) · American · Burgers · Alcohol

How does it differ?



Restaurant Card

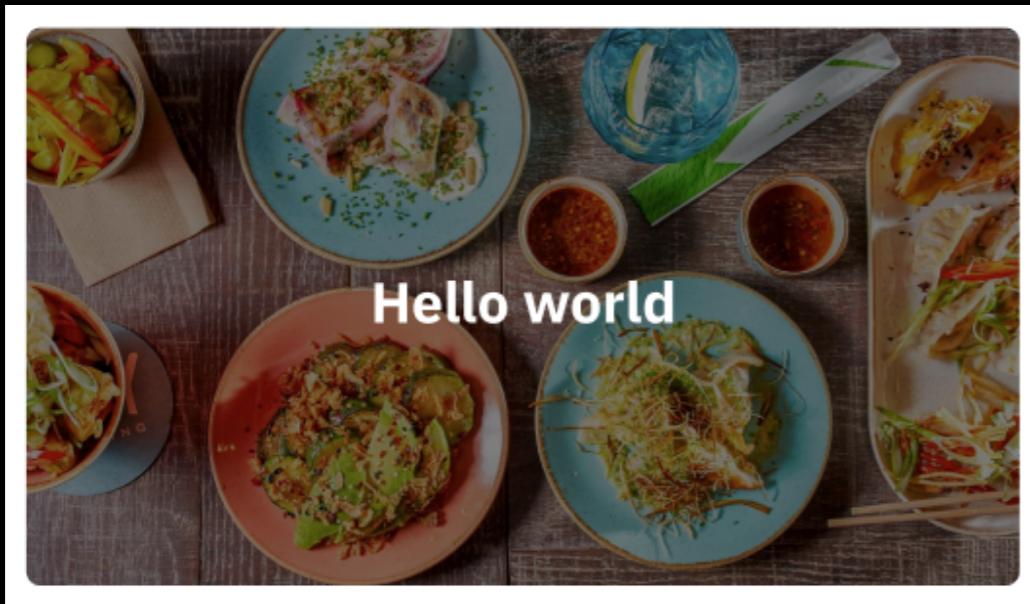
UICard

UICard

Ole & Steen

 4.8 Excellent (50+) Dessert Salads

Sandwiches





Meetings

- Loads of them
- Define what UICard would support
- Technical approach

Proposal

Vertical block
A block that includes an image, title, optional customisable subtitle and optional buttons.

Different sizes
Large, medium and small.

NOTH BLOCK + LARGE AND MEDIUM ONLY
Only large and medium blocks support a hollow container.

INCLUDES TEXT AND IMAGES
Text has a maximum 2-line limit. It can't wrap, line height, or spacing between each element is always uniform.

WITH TEXT OVERLAY
Body text must be white compared to a dark image.

WITH IMAGE OVERLAY
A badge with corner radius and text in any font, corner.

Bubble
An optional container that is on a card and includes a title and subtitle.

INVERTED LAYOUT
Title and subtitle can be flipped.

Icons
An optional icon that is 16x16.

DIFFERENT COLOURS

Text
Optional text that is always body small and left aligned.

DIFFERENT COLOURS

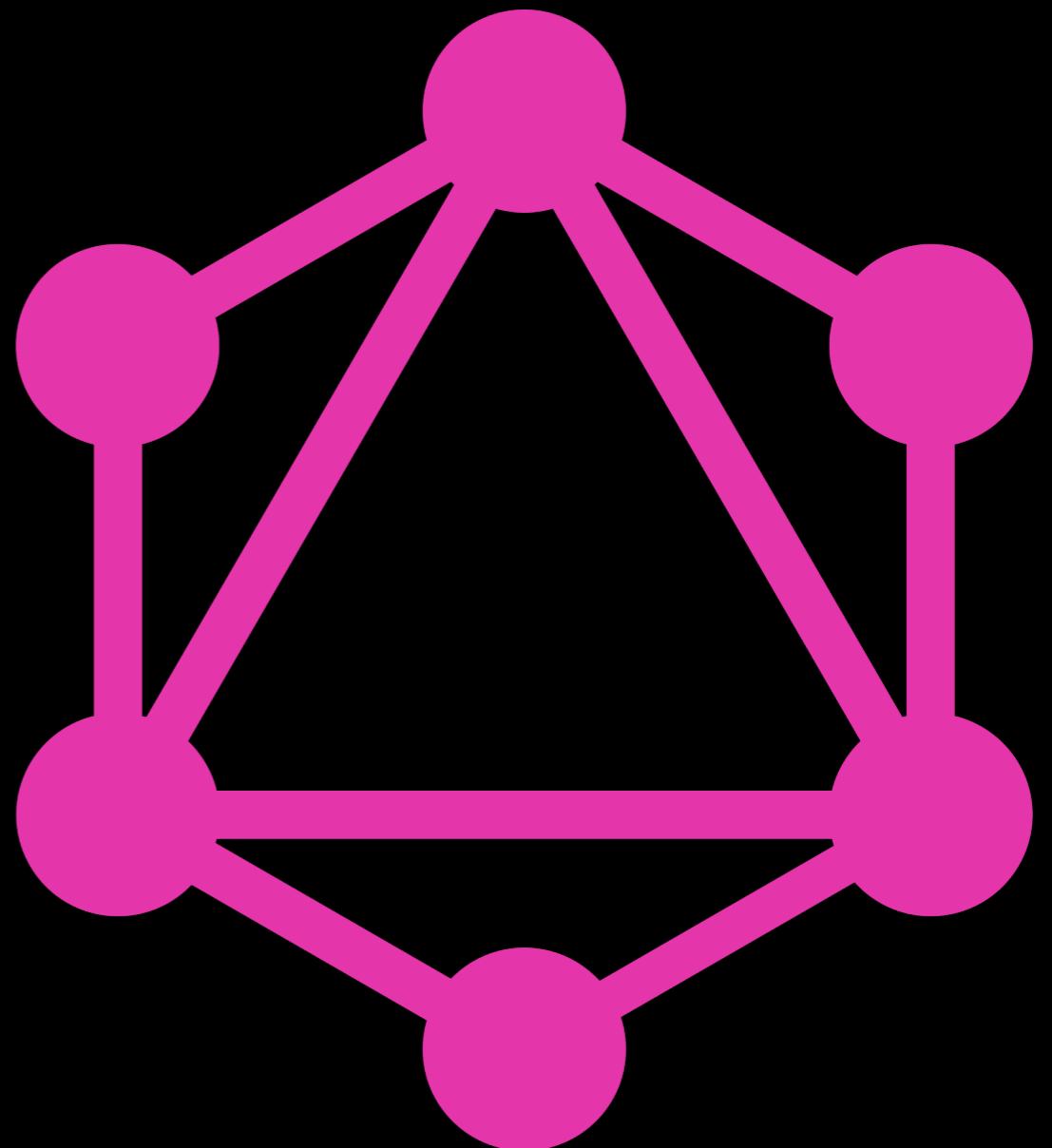
Adjacent spacer
A fixed spacer that is always horizontal to an element.

DIFFERENT SIZES
Any of the sizes below can be used.

- ★ x-small, 4
- ★ small, 8
- ★ medium, 16
- ★ large, 24
- ★ x-large, 32

Powers our new server
driven UI.

Can do personalise the
feed.



GraphQL Schema

- Many more meetings
- What types did we want to use
- Named colours / spaces vs raw values

```
ui_lines {  
    ...on UITextLine {  
        ...UITextLineFields  
    }  
    ...on UITitleLine {  
        text  
    }  
}
```

```
"ui_lines": [
    {
        "__typename": "UITitleLine",
        "text": "Pizza Union"
    },
    {
        "__typename": "UITextLine",
        "ui_spans": [
            {
                "__typename": "UISpanIcon",
                "color": {
                    "__typename": "Color",
                    "blue": 42,
                    "green": 191,
                    "red": 119,
                    "alpha": 1
                },
                "icon": {
                    "__typename": "DeliverooIcon",
                    "name": "star-fill",
                    ...
                }
            }
        ]
    }
]
```



BBC

Performance

- A. Individual UIViews per span
- B. UILabel per UILine with NSAttributedString
- C. 1 UITextView with NSAttributedString and “\n”



Time Profiler

Performance

- A. Individual UIViews per span
- B. UILabel per UILine with NSAttributedString
- C. 1 UITextView with NSAttributedString and “\n”



Time Profiler

Small UICard

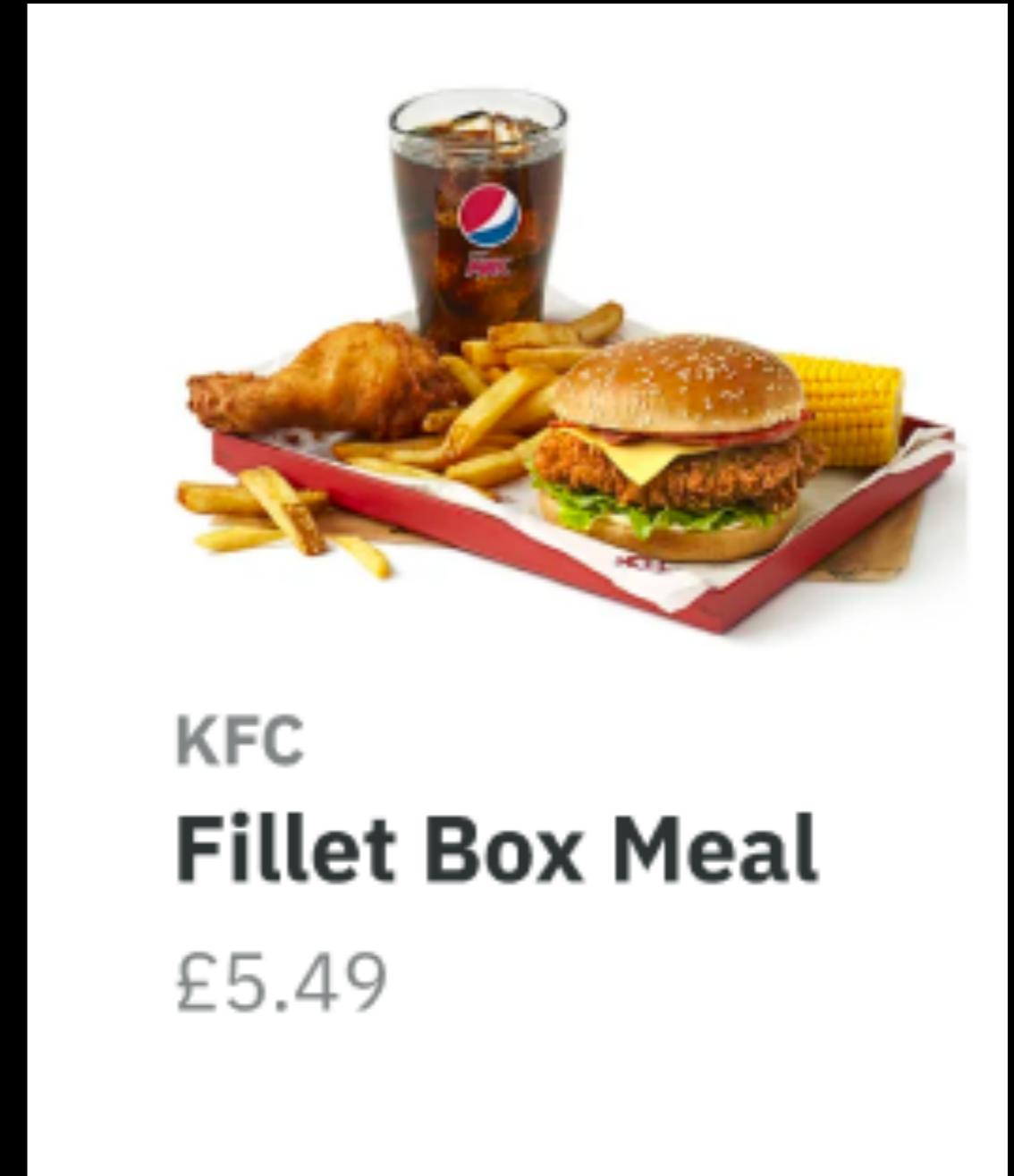


KFC
Fillet Box Meal

£5.49

Small UI Card

- Built a small component,
MultiRowTextView
- NSTextStorage,
NSTextContainers,
NSLayoutManagers
- Override the draw func 😱



“So, how’s it going?”

-You

Sushi · Salads

0.1 miles away



Pick up in
10 min

Tossed

4.8 Excellent (31) · Salads · Wraps

0.3 miles away

Trending dishes



KFC
Zinger® Box Meal

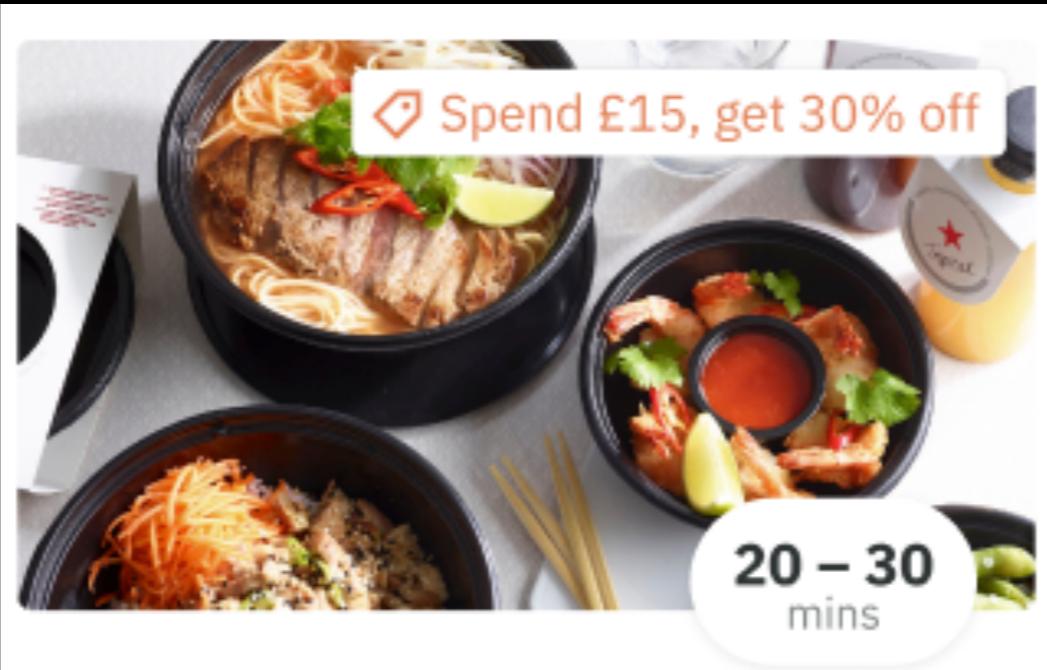
Featured



Thunderbir
Box

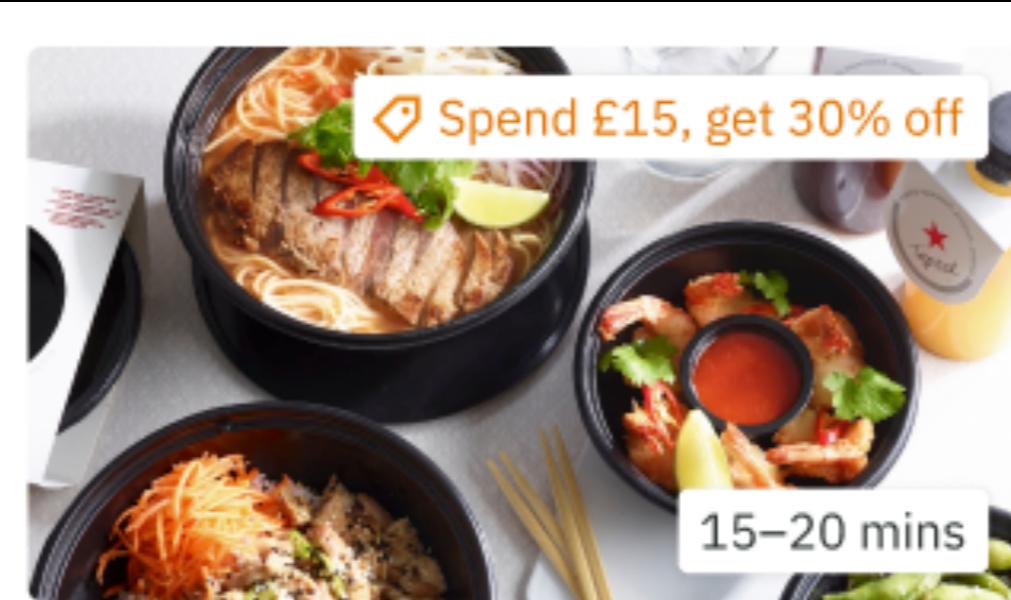


Image from developer.apple.com/accessibility



Wagamama

★ 4.6 Excellent (50+) · Vegan · Ramen



Wagamama

★ 4.6 Excellent (50+) · Vegan · Ramen



Best Dim Sum in The City

Curated and hand picked options for you

By Deliveroo





Should you do it too?

- Tad bit complicated
- Lose control unless you write backend code
- Some experiments are quicker to do on the client
- We have a mature product



“It depends”

-Me

Thanks!

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