

# Architecting feature walkthroughs, pre- and post-TipKit

Alaina Kafkes

Hei I'm Alaina!

# Feature walkthroughs are like guidebooks.

Introduce users to a feature.

Teach them how to use it.

Reveal its potential value.



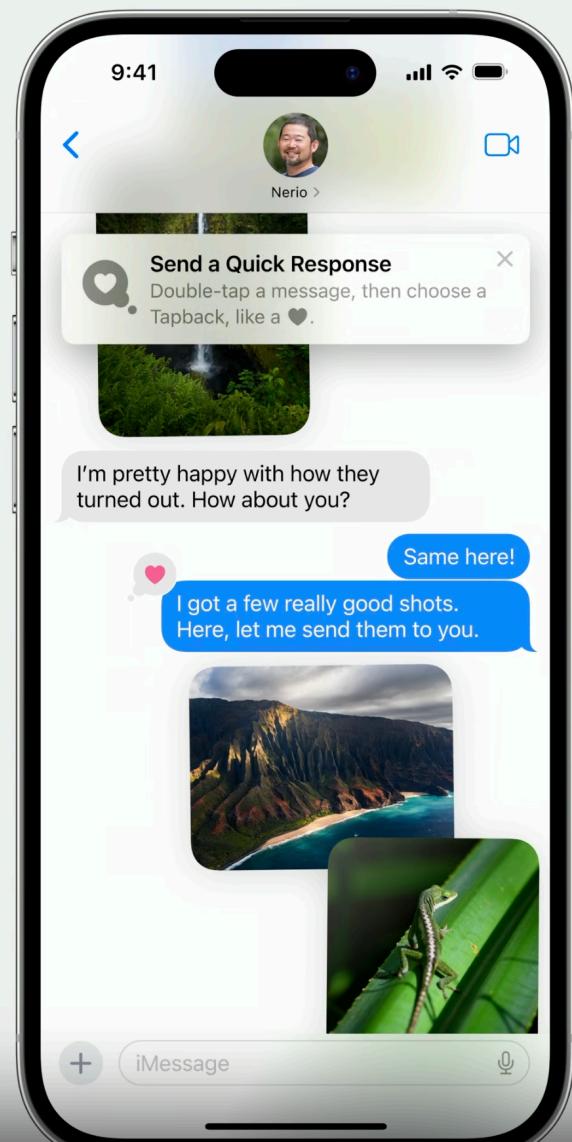
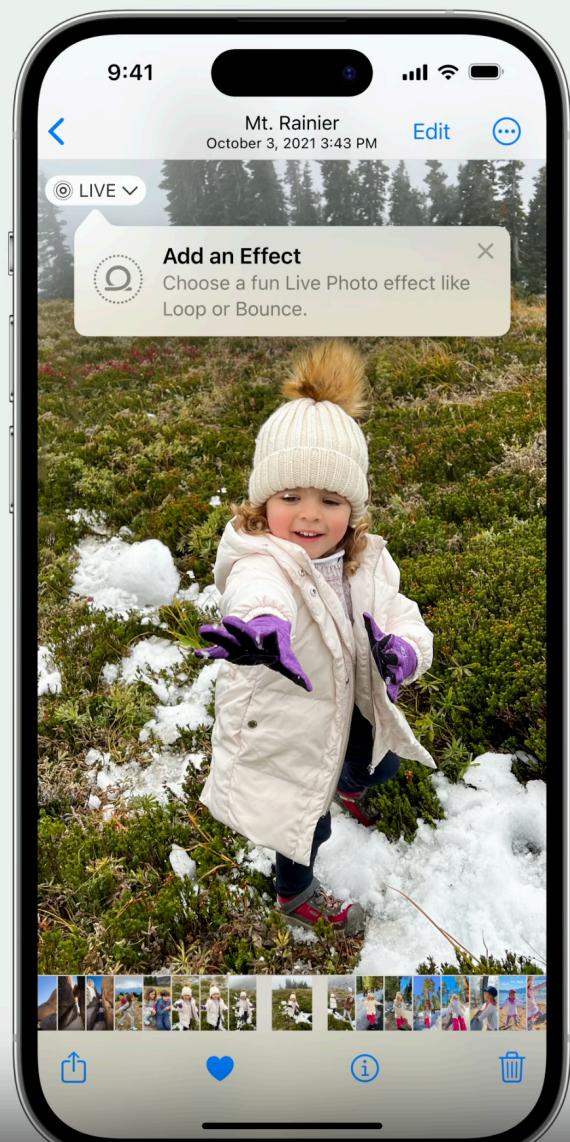
The more complicated an app gets, the more it needs\* tips.

\*more on this later :)



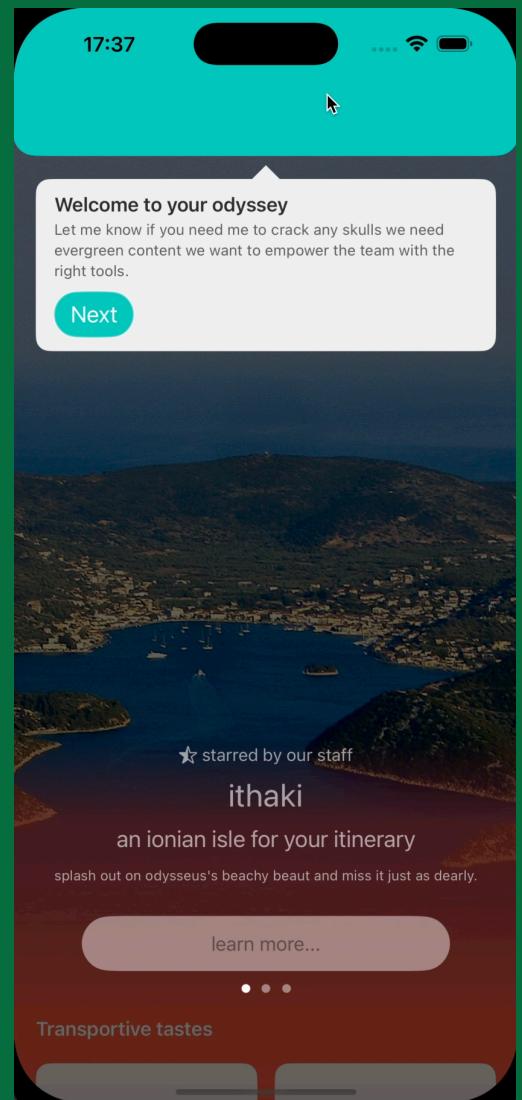
WWDC 2023:  
Apple unveils TipKit





Not compatible with Calm's  
minimum OS version :(

# A custom way

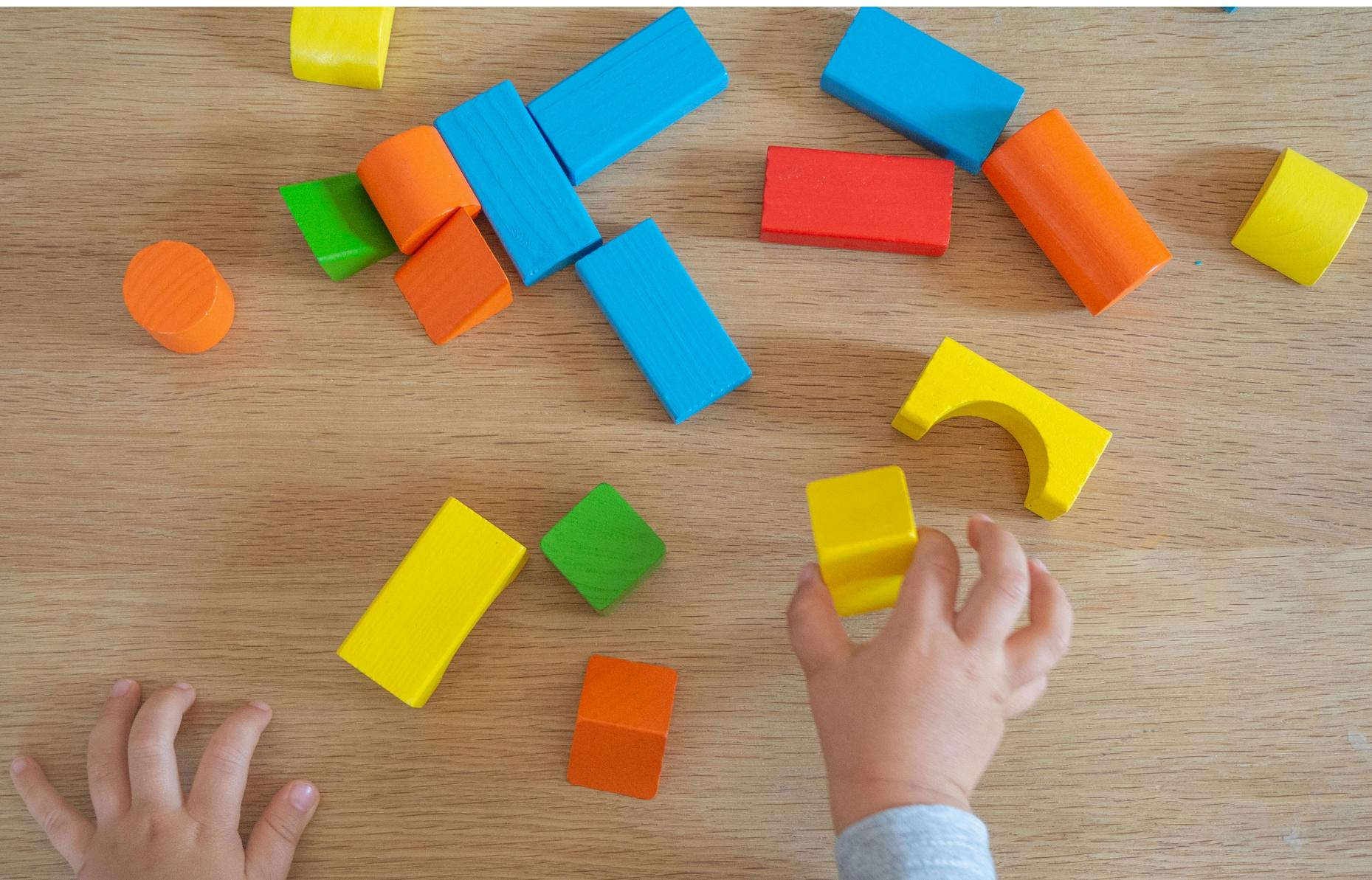


# Remaining Agenda

## To TipKit or not to TipKit????

- **TipKit:** creating, styling, displaying, and grouping Apple's own Tips
- **Not TipKit:** extending upon a custom solution, juxtaposing it against The Apple Way™
- **Either/both, in production:** crafting tips that respect users' time and attention





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“We believe that in-app education should be **focused on those who would benefit...**  
and we aim to **avoid getting in the way** of individuals while they are trying to accomplish something...”

Excerpted from “**Make features discoverable with TipKit**”  
(WWDC 2023 video)

Tip on tips #1:  
**Write succinct & actionable copy.**

Tip on tips #2:  
**Display tips infrequently.**

Tip on tips #3:  
**Keep important views visible.**

Tip on tips #4:  
**Avoid tips when possible.**

The more complicated an app gets, the more it needs\* tips.

\*more on this NOW!!!





kiitos :)

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