

# Best Practices for Great iOS UI Design

Session 225

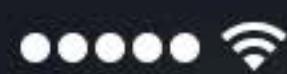
**Mike Stern**  
User Experience Evangelist

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

# Evergreen Principles



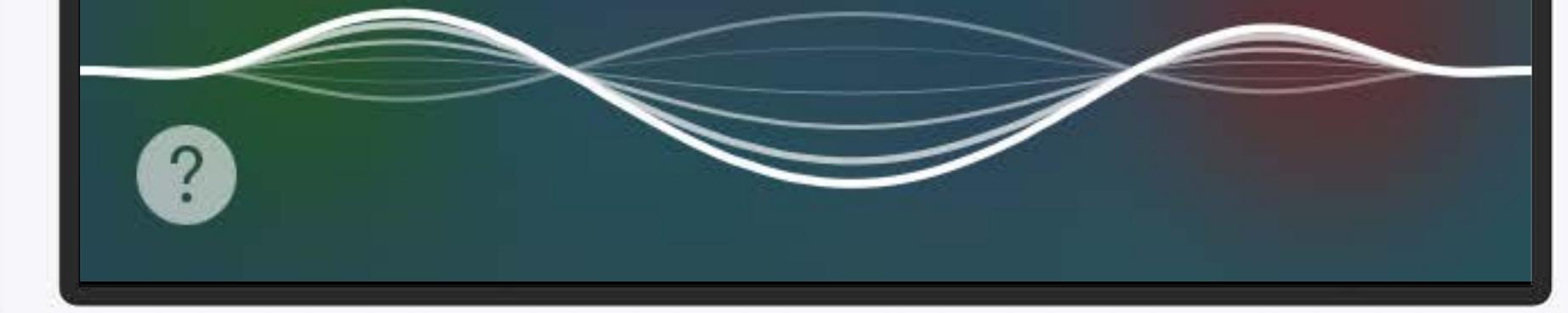




9:41 AM

100% A white battery icon indicating full charge.

What can I help  
you with?













# Common Pitfalls



1

Bad App Icons

## Showing results for “camera”

### iPhone Apps



All

[iPhone Apps](#)

iPad Apps

Songs

Albums

TV Shows

Podcasts

Books

Audiobooks

iTunes U

Music Videos

Movies

### ARTISTS AND MORE

tap tap tap >  
Software Developer

Camera >  
Alternative

Camera Obscura >  
Alternative

Cam'ron >  
Hip-Hop/Rap

Camera LLC(TX) >  
Software Developer

Beautiful  
and  
Instantly Recognizable

# Instantly Recognizable App Icons

Focus on a unique shape

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# Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

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# Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo









# Instantly Recognizable App Icons

Focus on a unique shape

Carefully select colors

Avoid using a photo

Avoid a lot of text

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FUZZ  
Hair &  
Makeup  
Studio



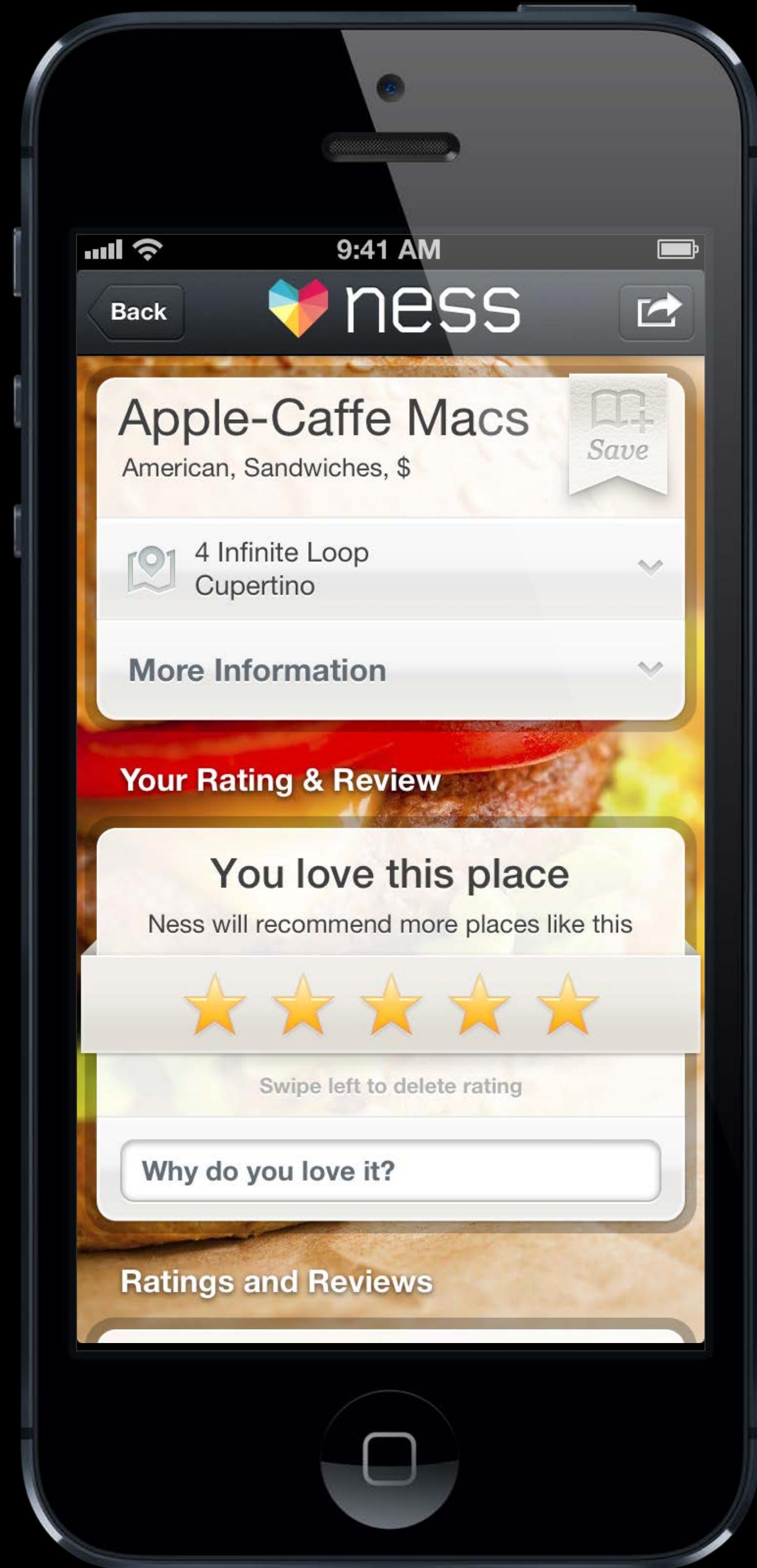
Hair &  
Makeup  
Studio





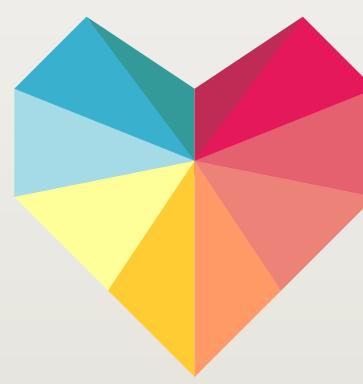


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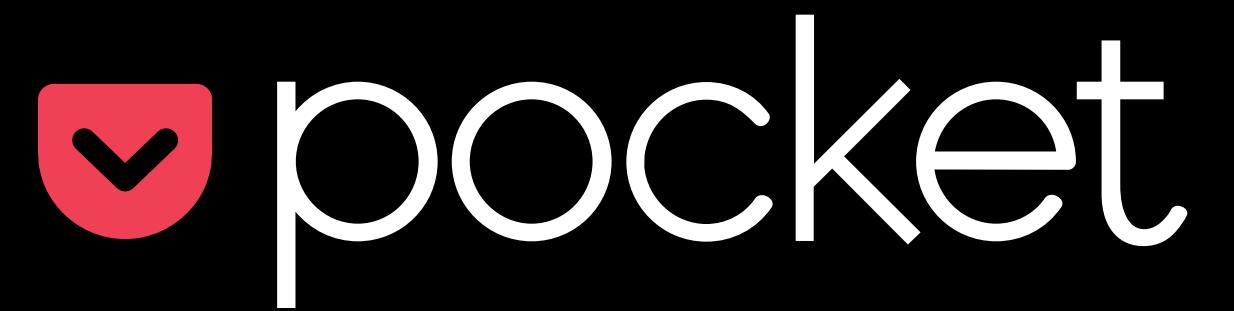


ness









Pinterest

Snapguide

Vine



Pinterest

Snapguide

Vine



*Snapguide* *Vine*



Vine



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Carefully select colors

Avoid using a photo

Avoid a lot of text

Accurately portray materials

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# Test Your App Icon on Different Wallpapers



# Test Your App Icon on Different Wallpapers



# Place It Inside a Folder to Test Legibility



# Place It Inside a Folder to Test Legibility



# Case Study

# Turnplay by Ramotion

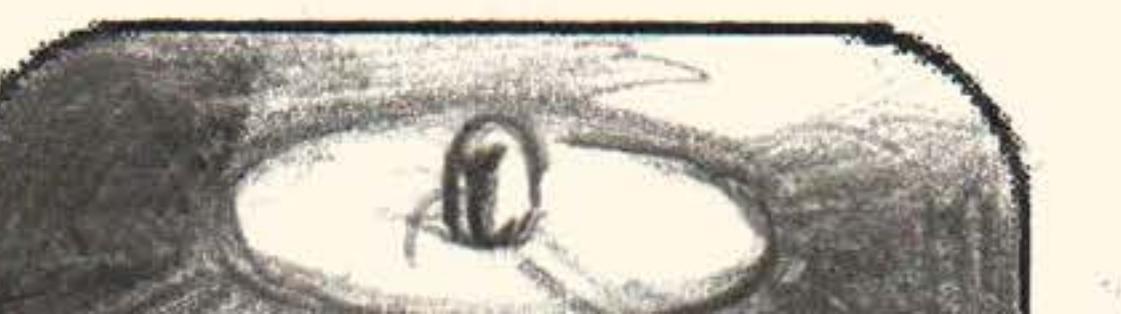
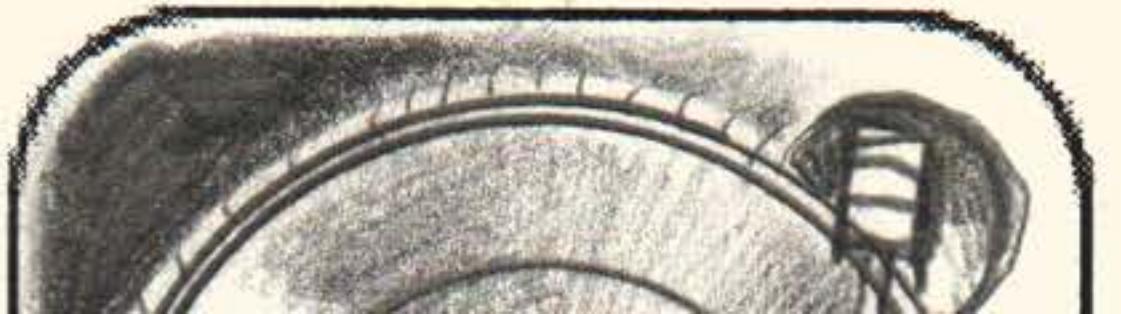
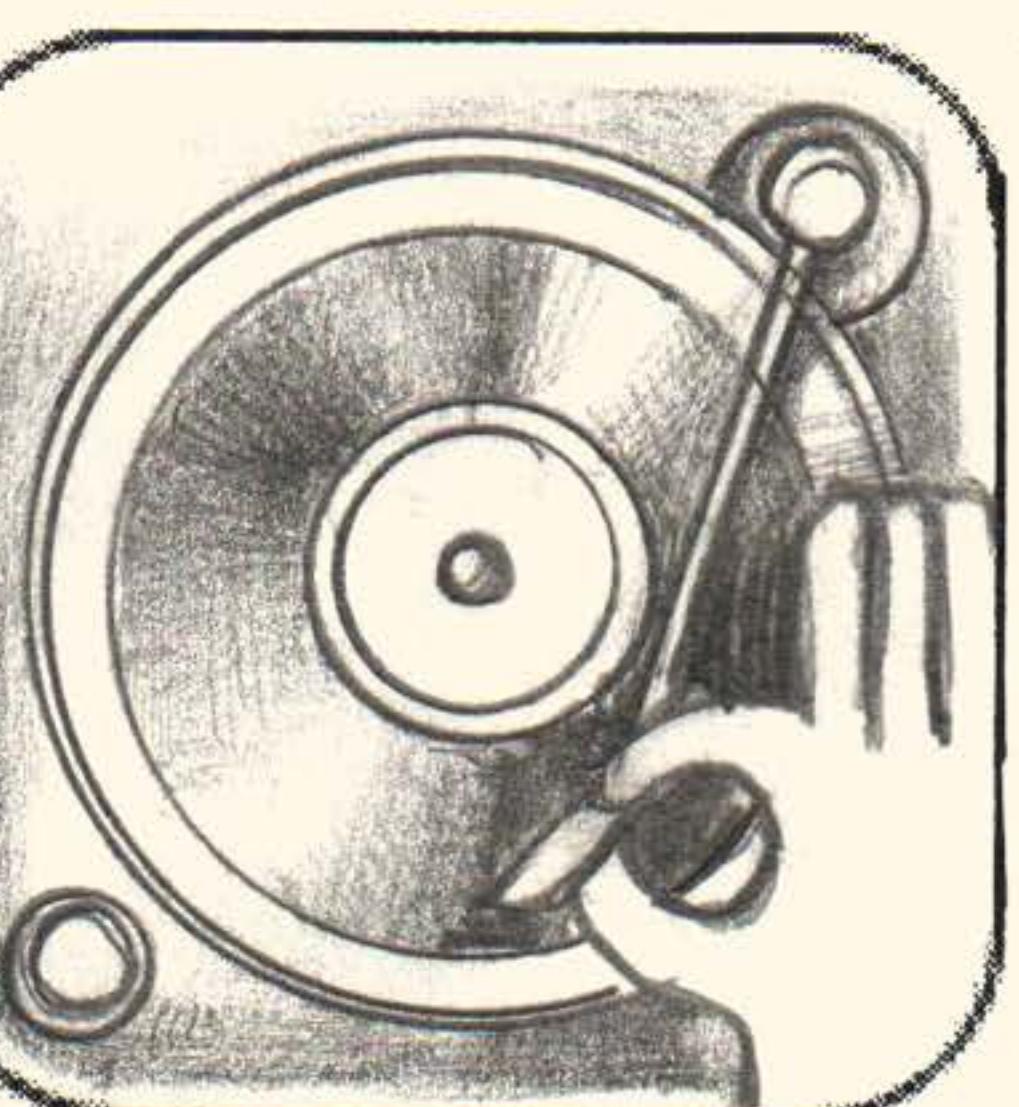
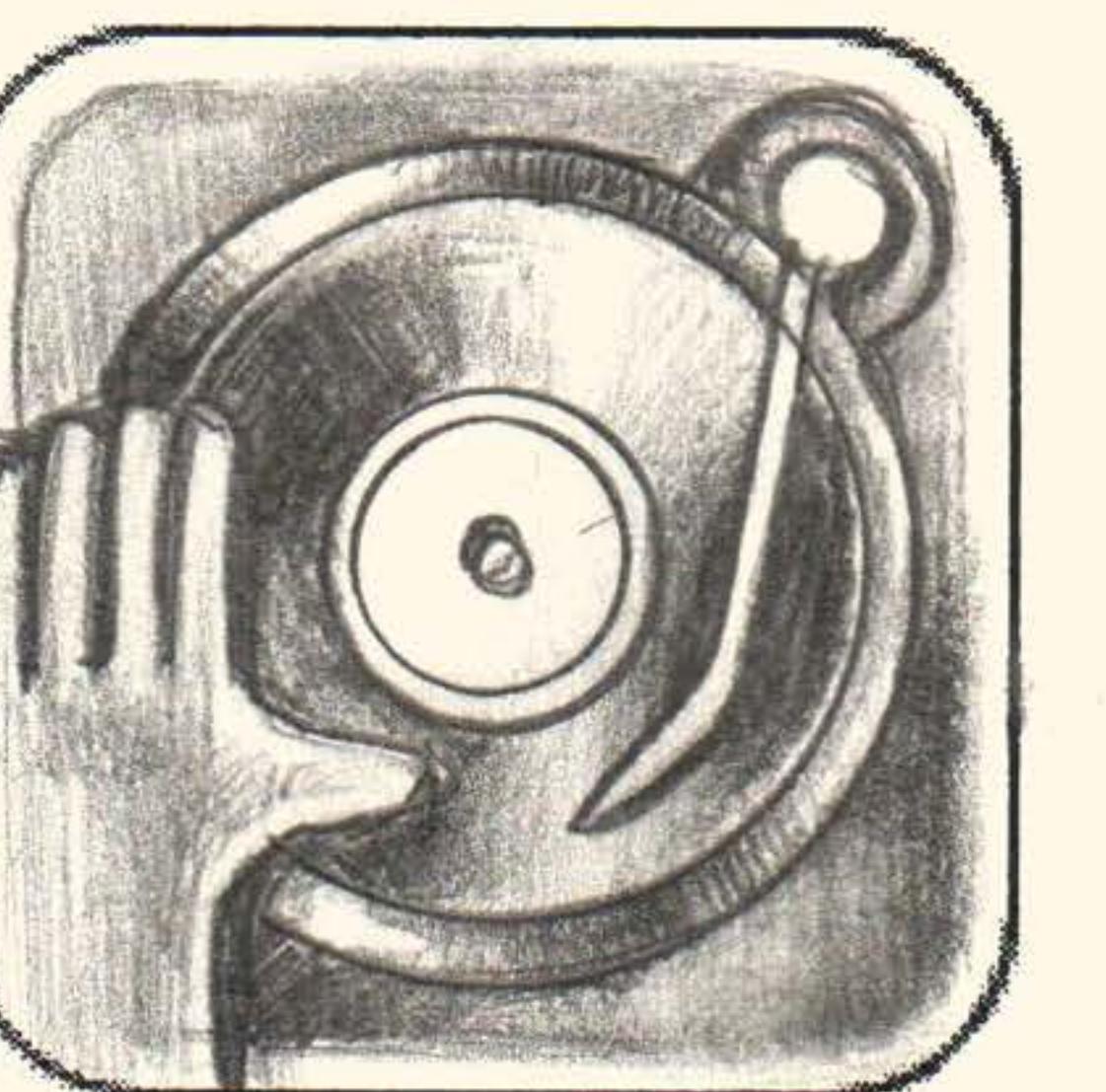
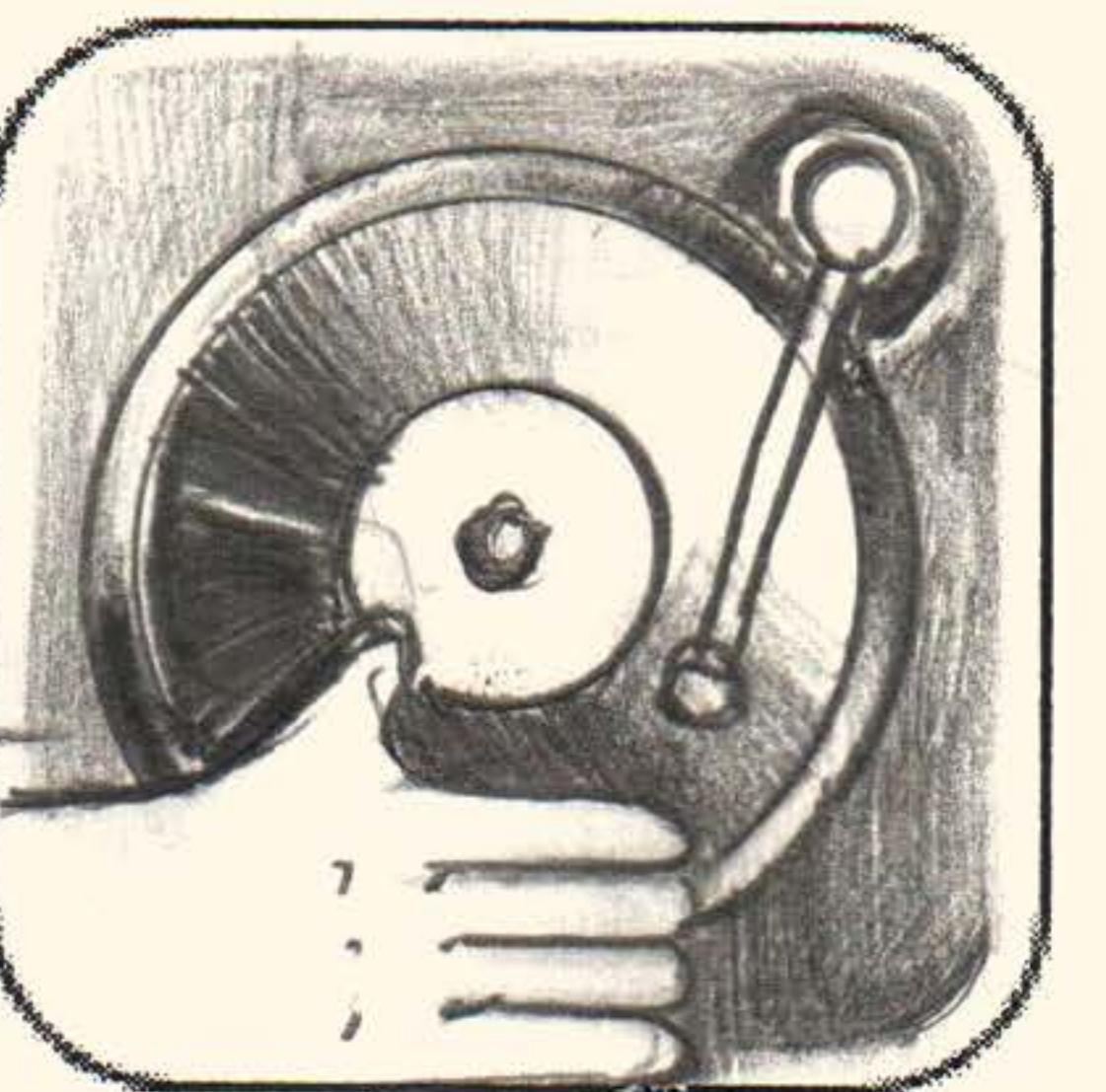
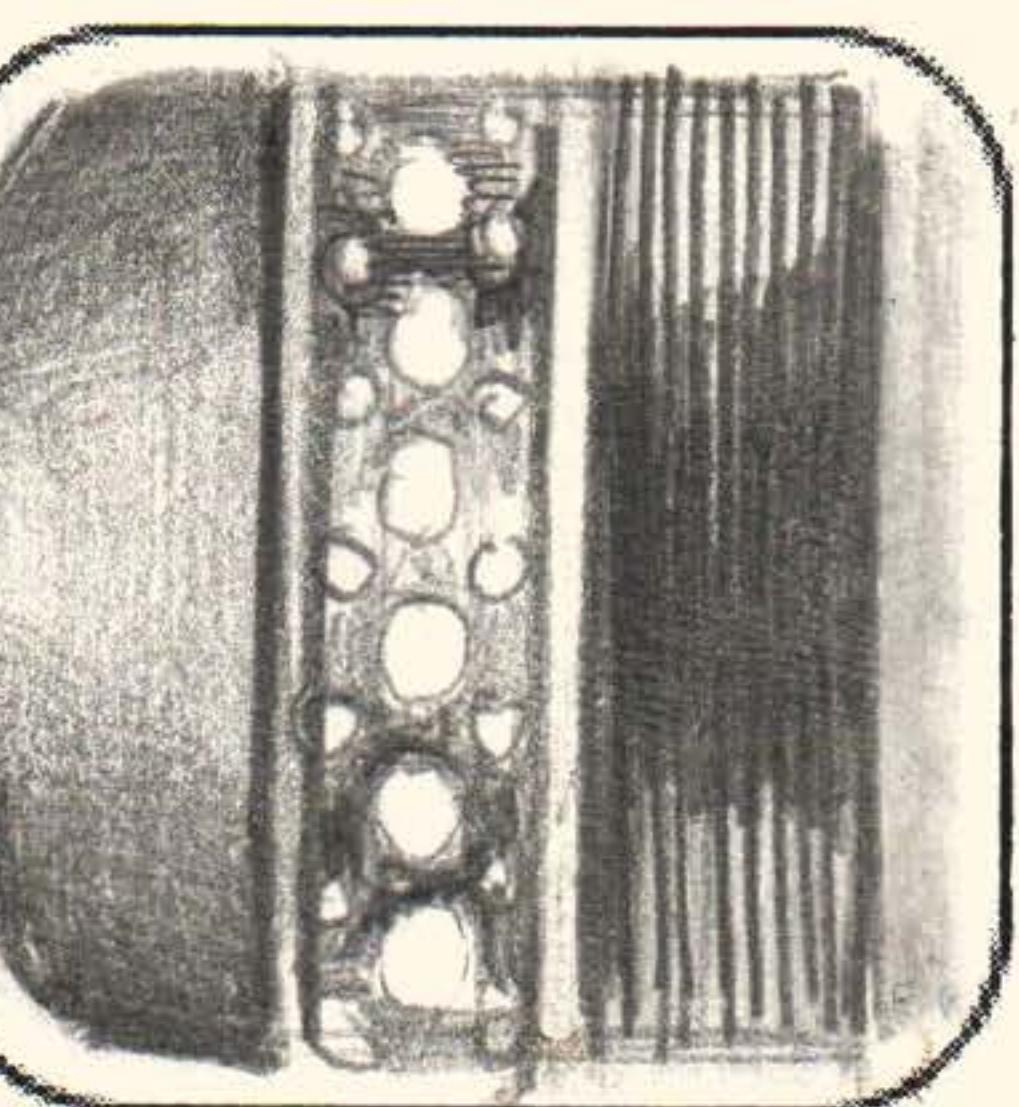
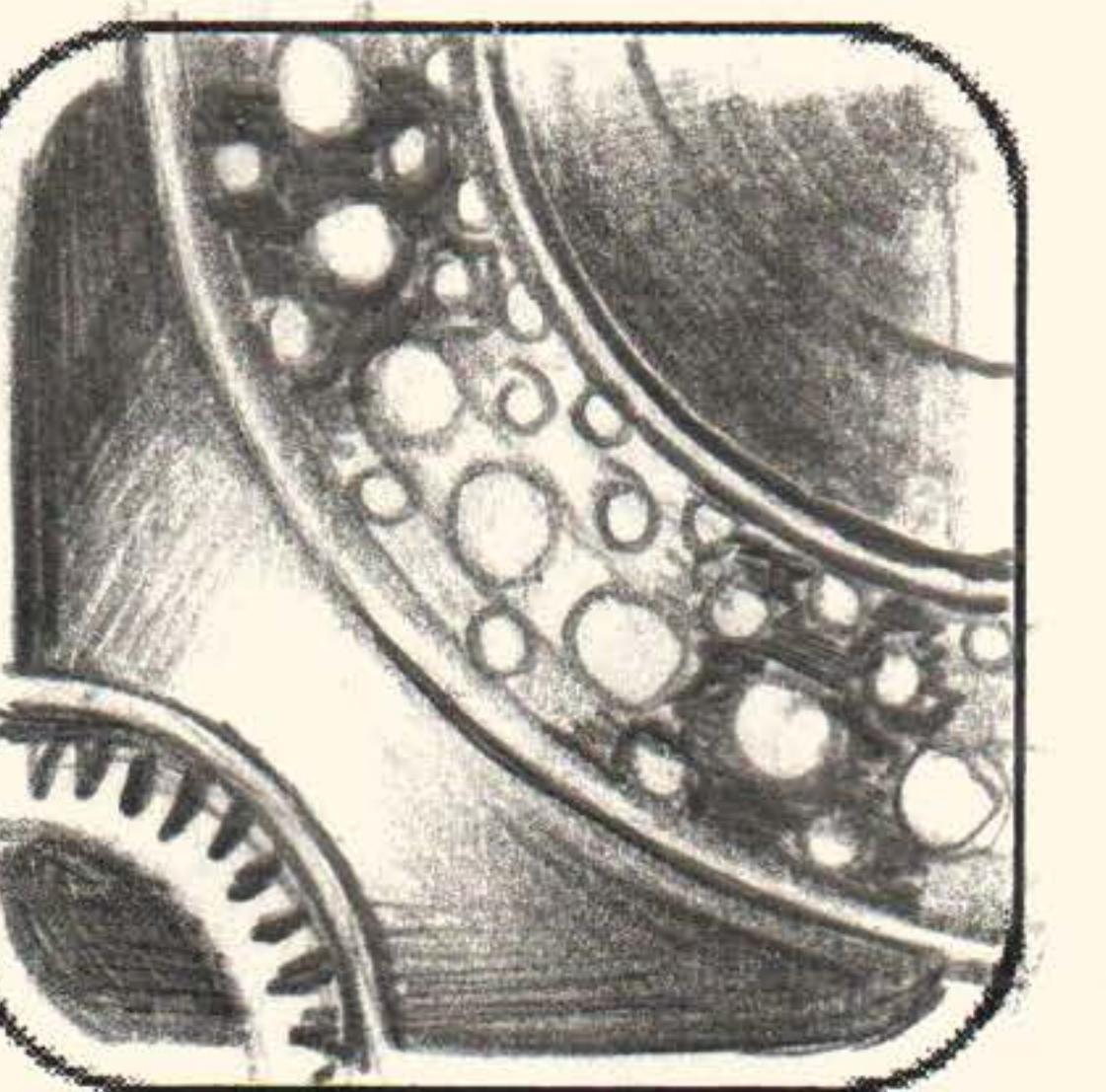
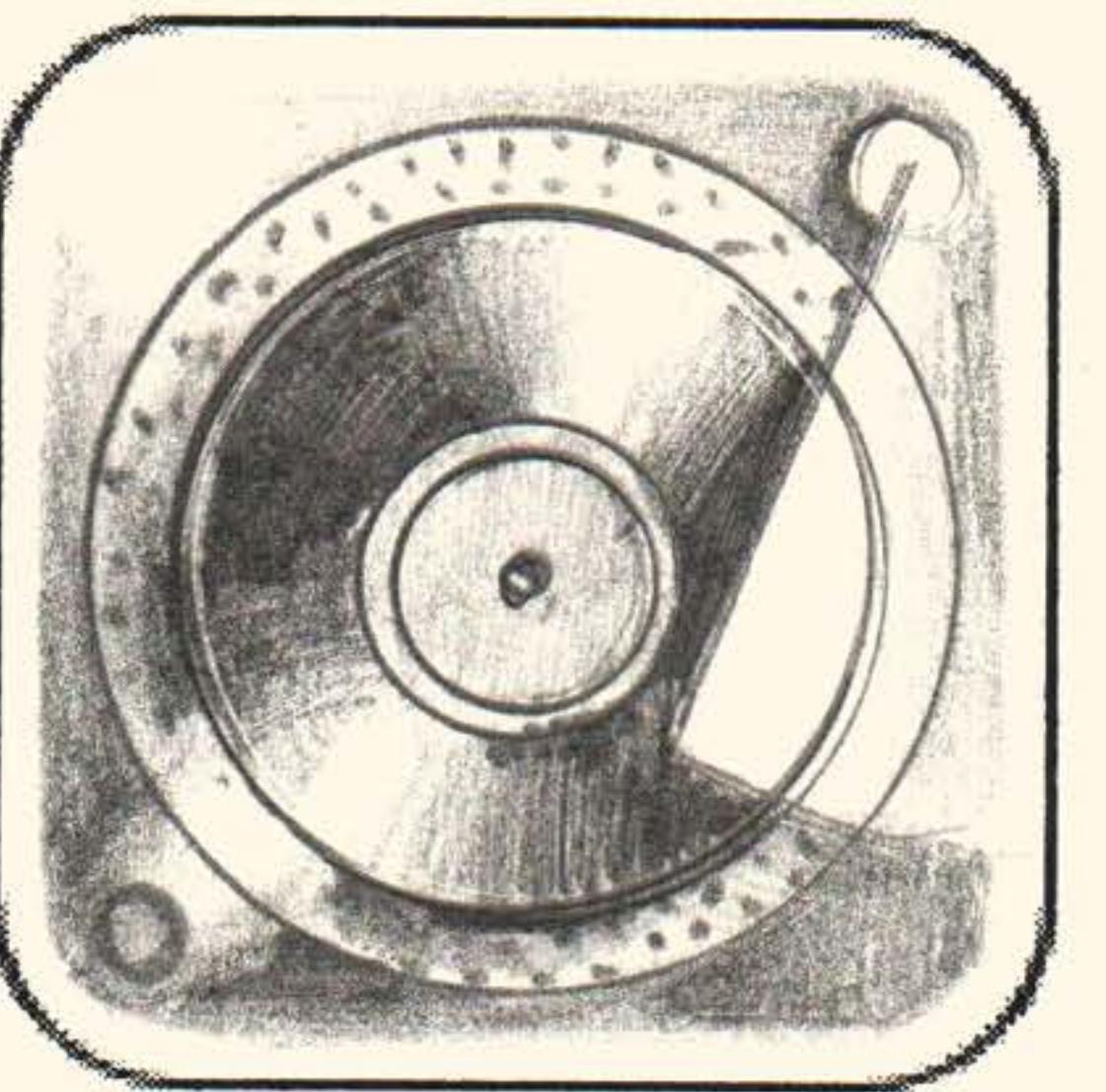
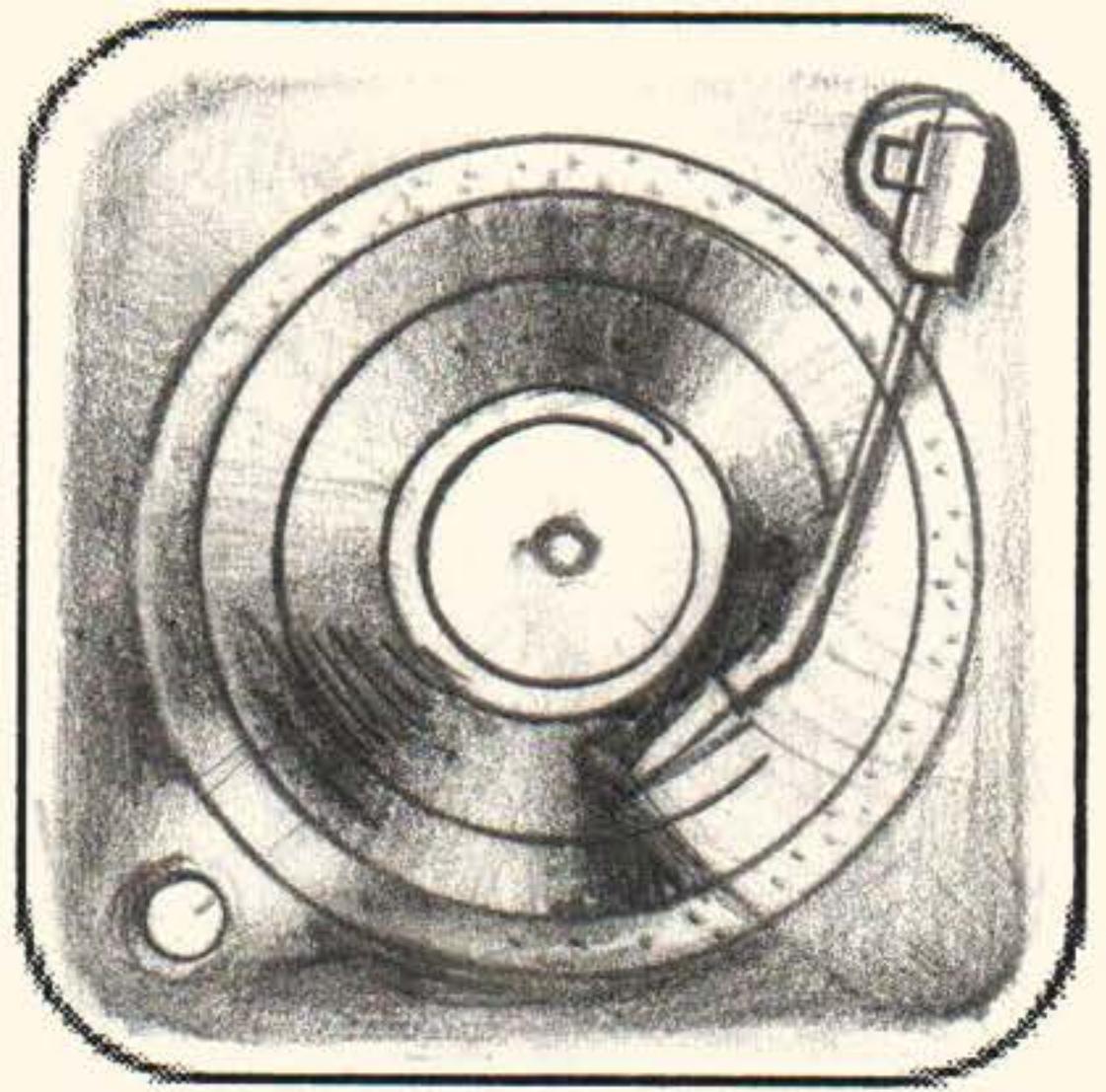


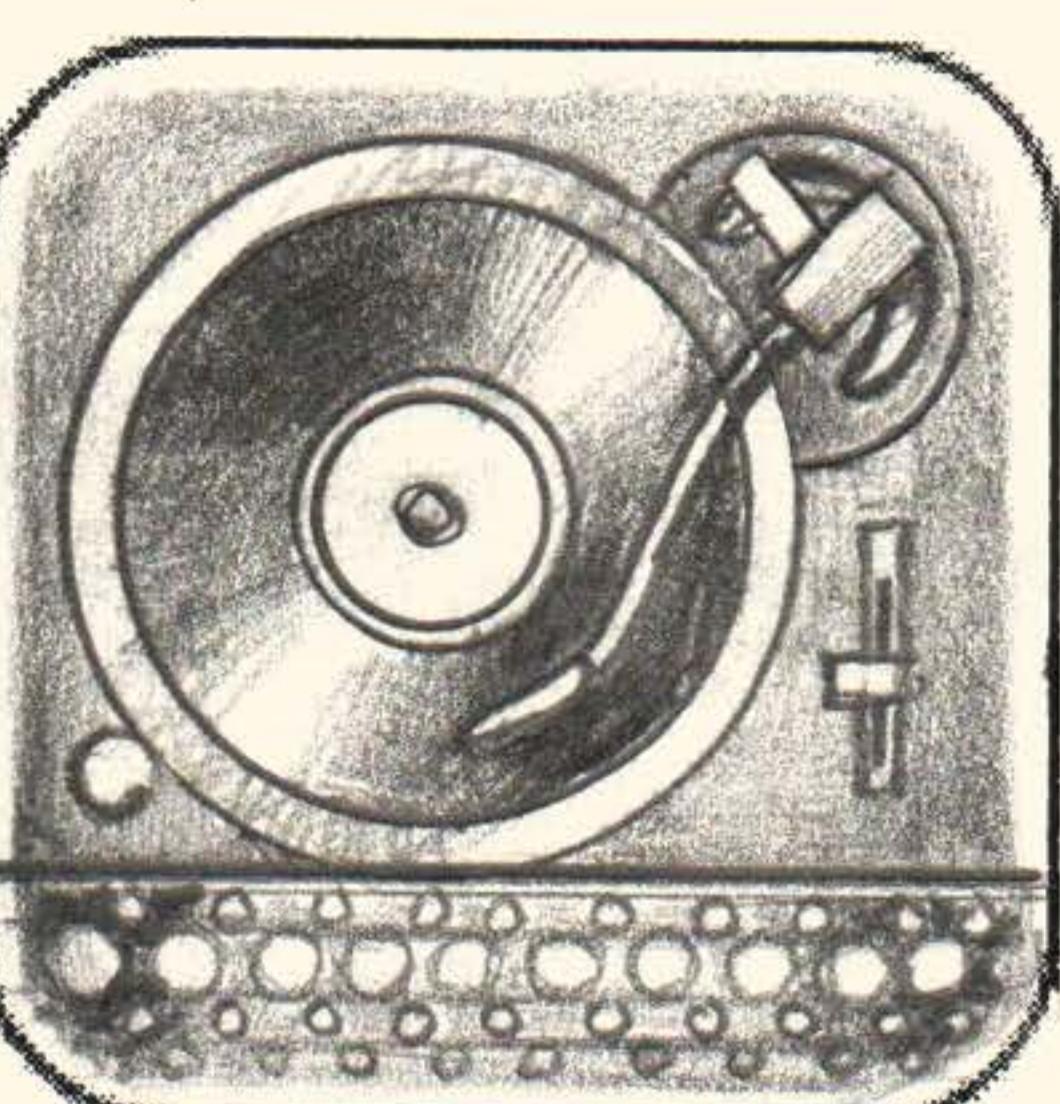
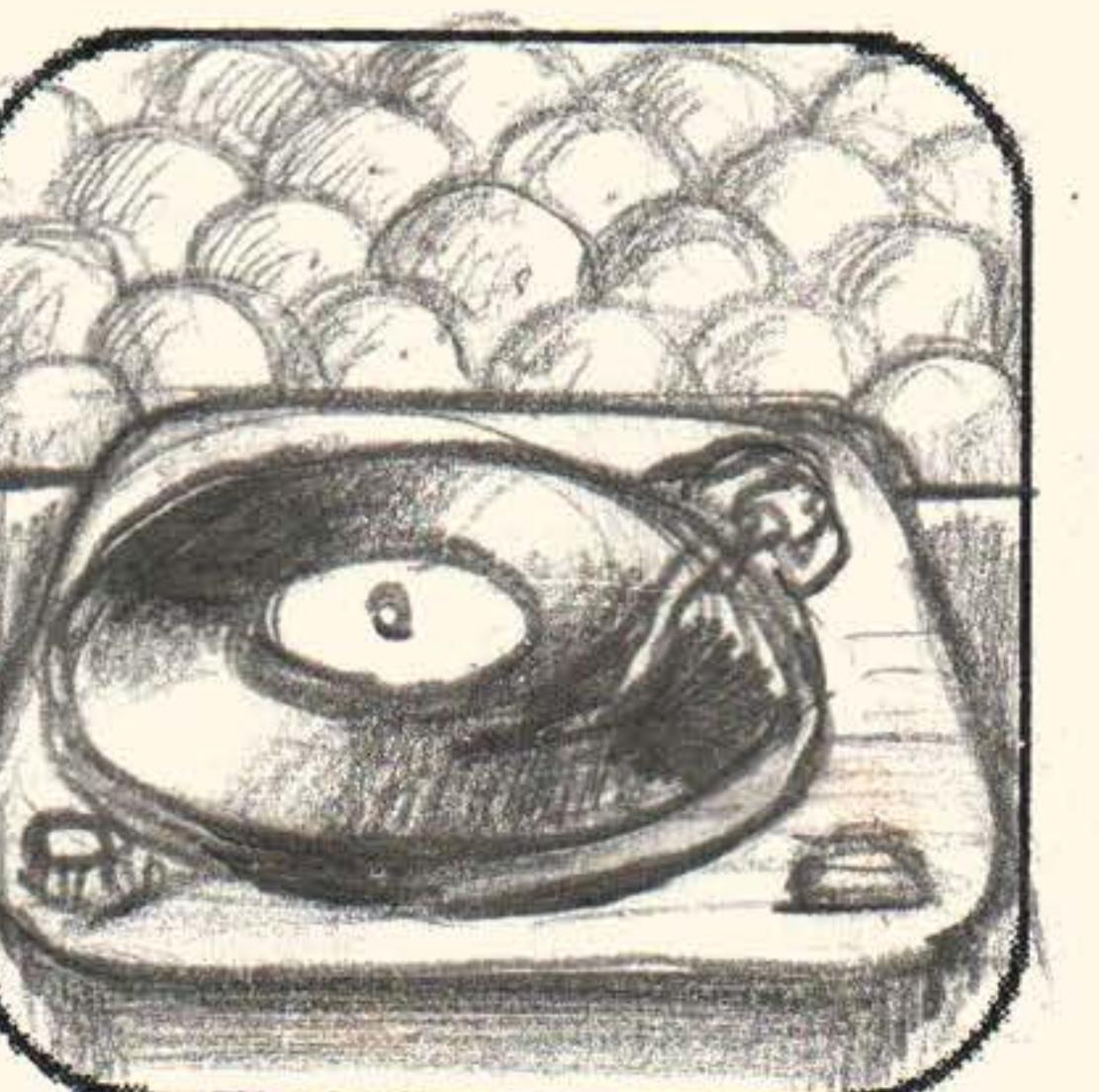
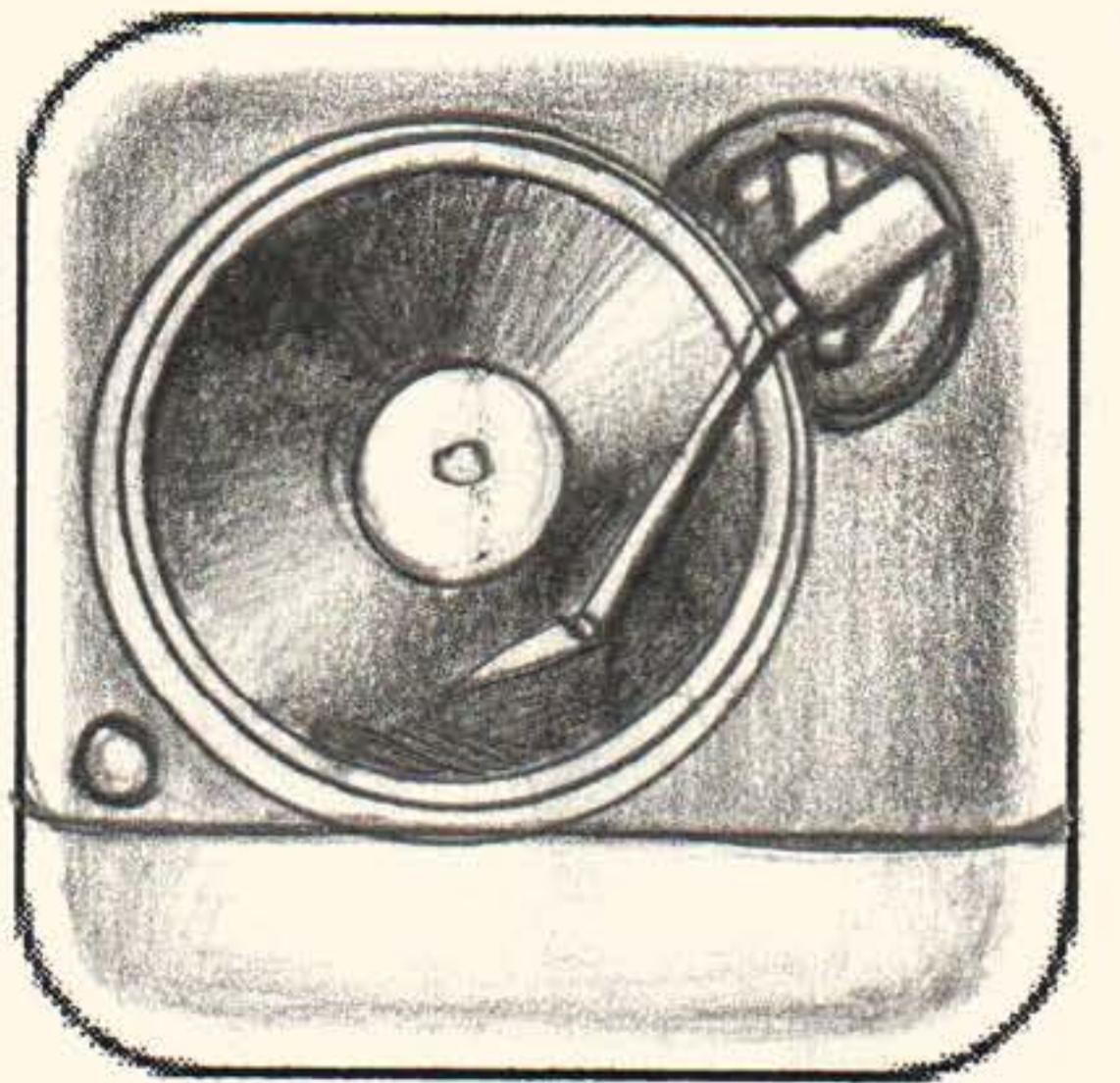
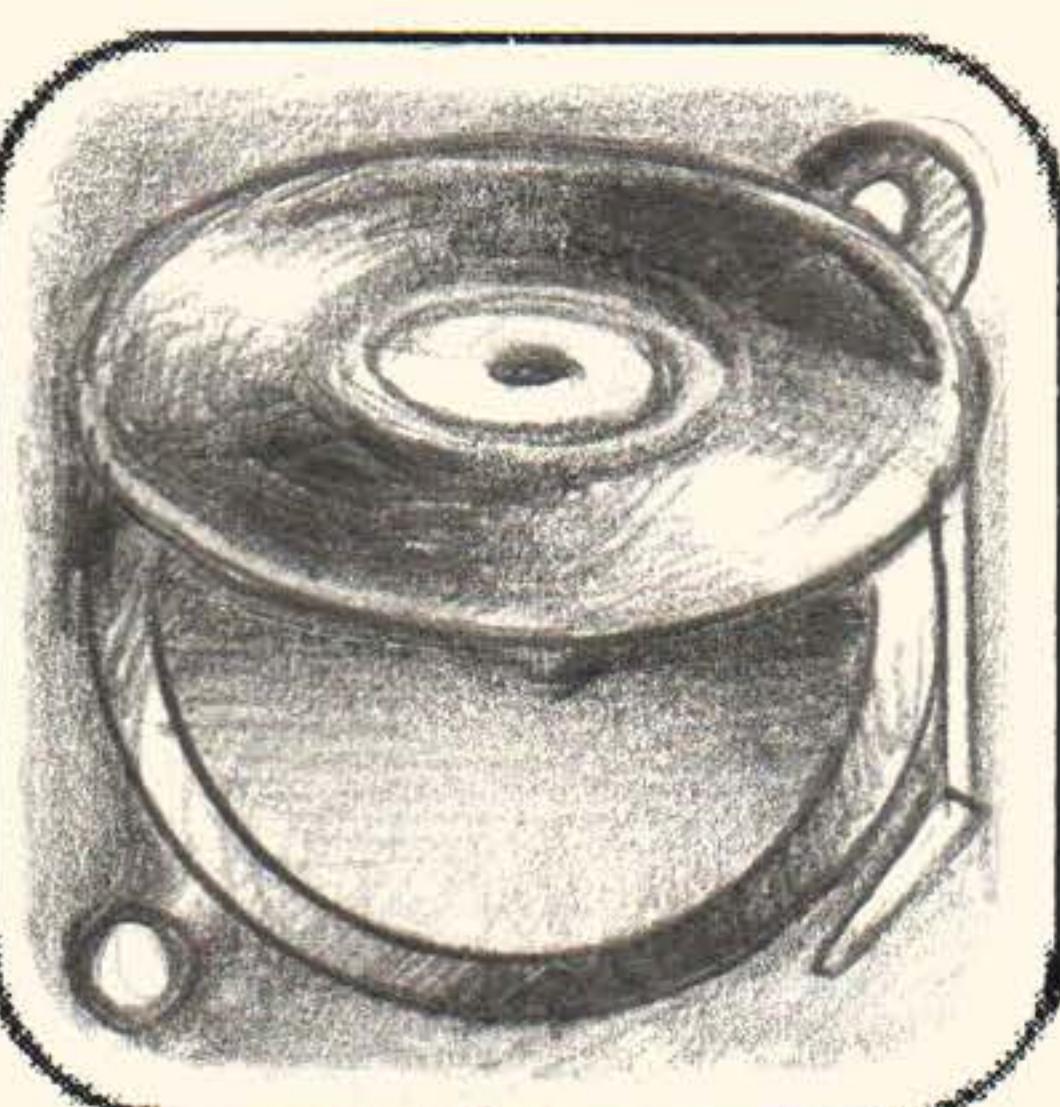
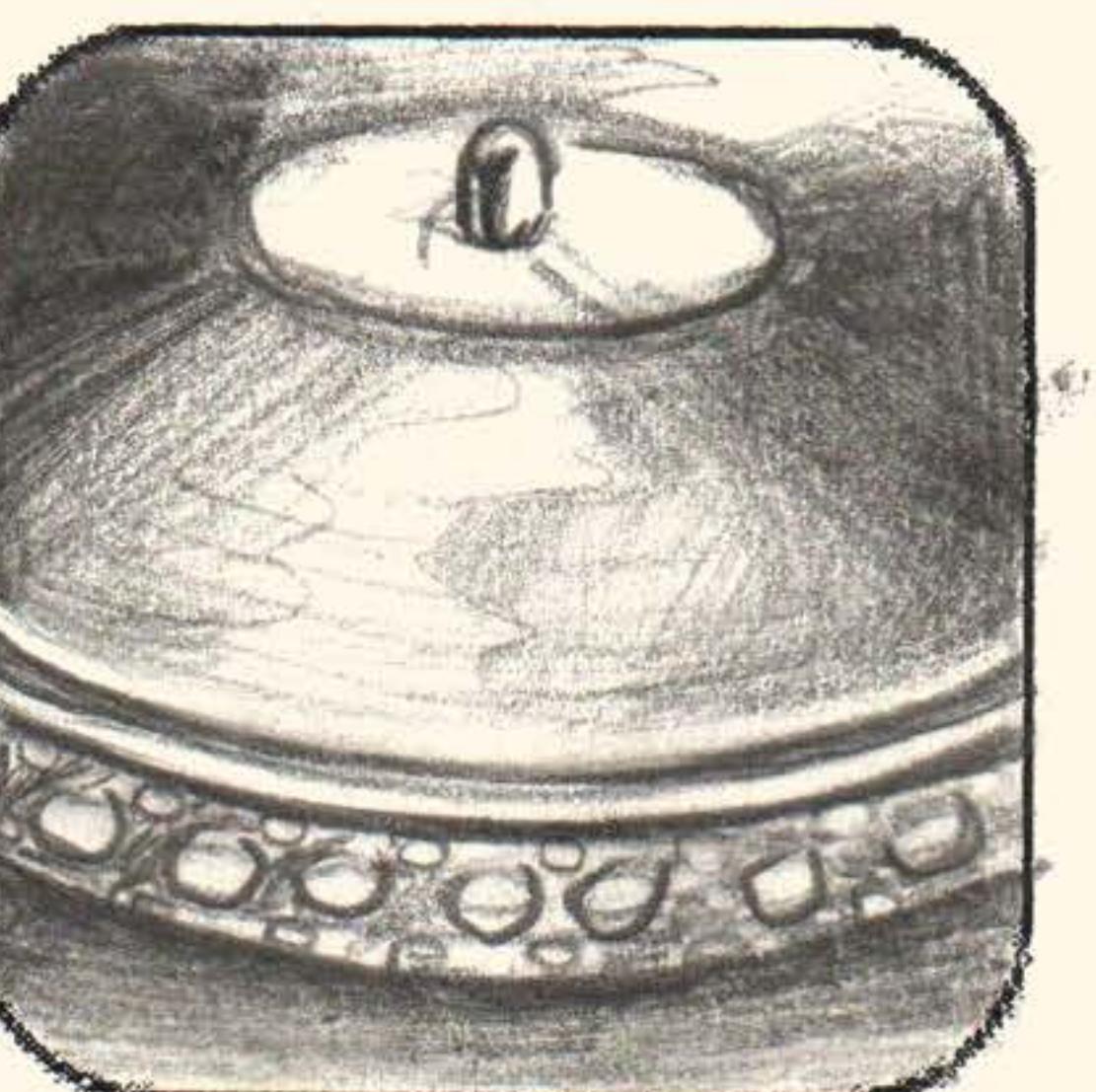
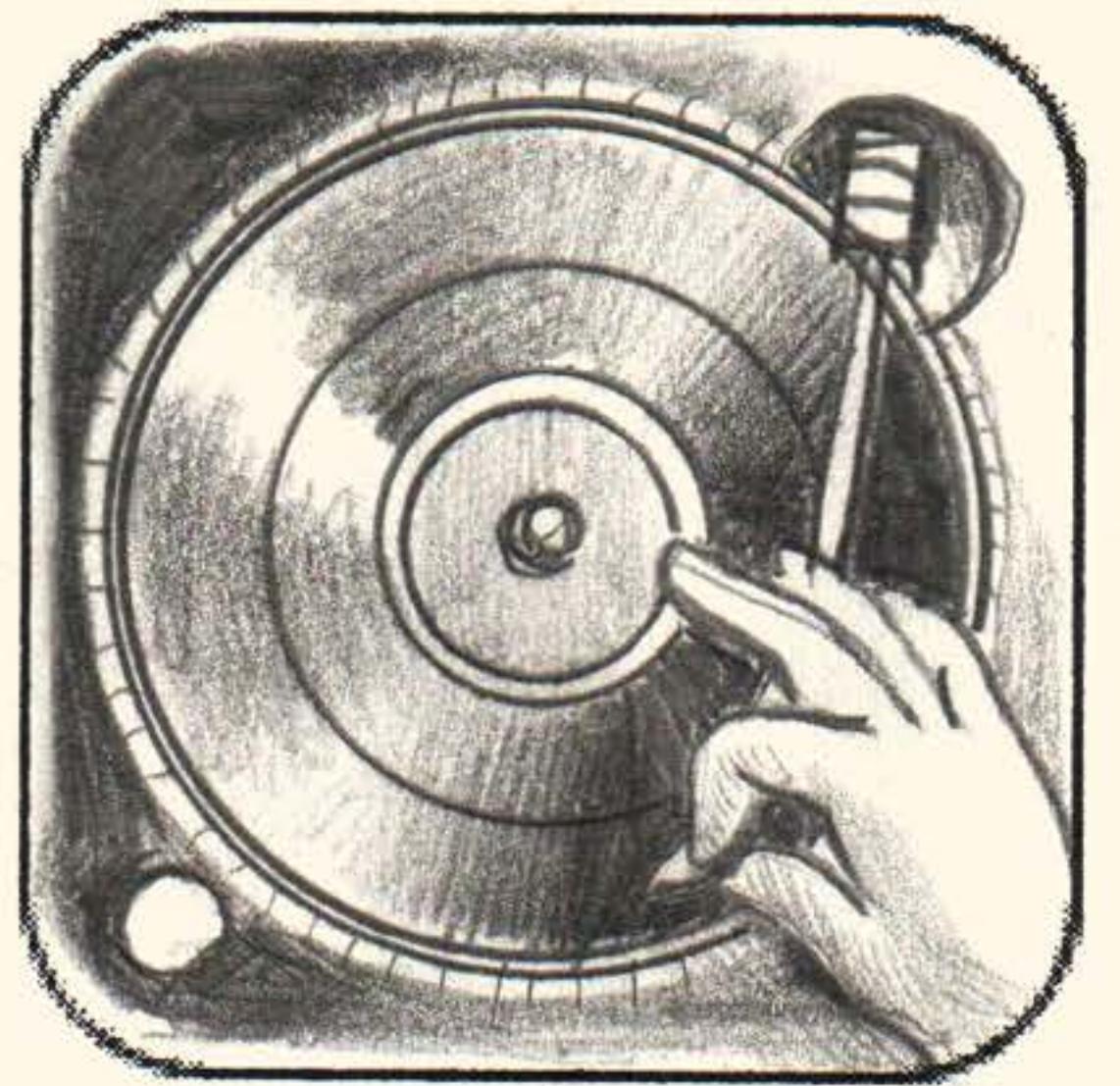
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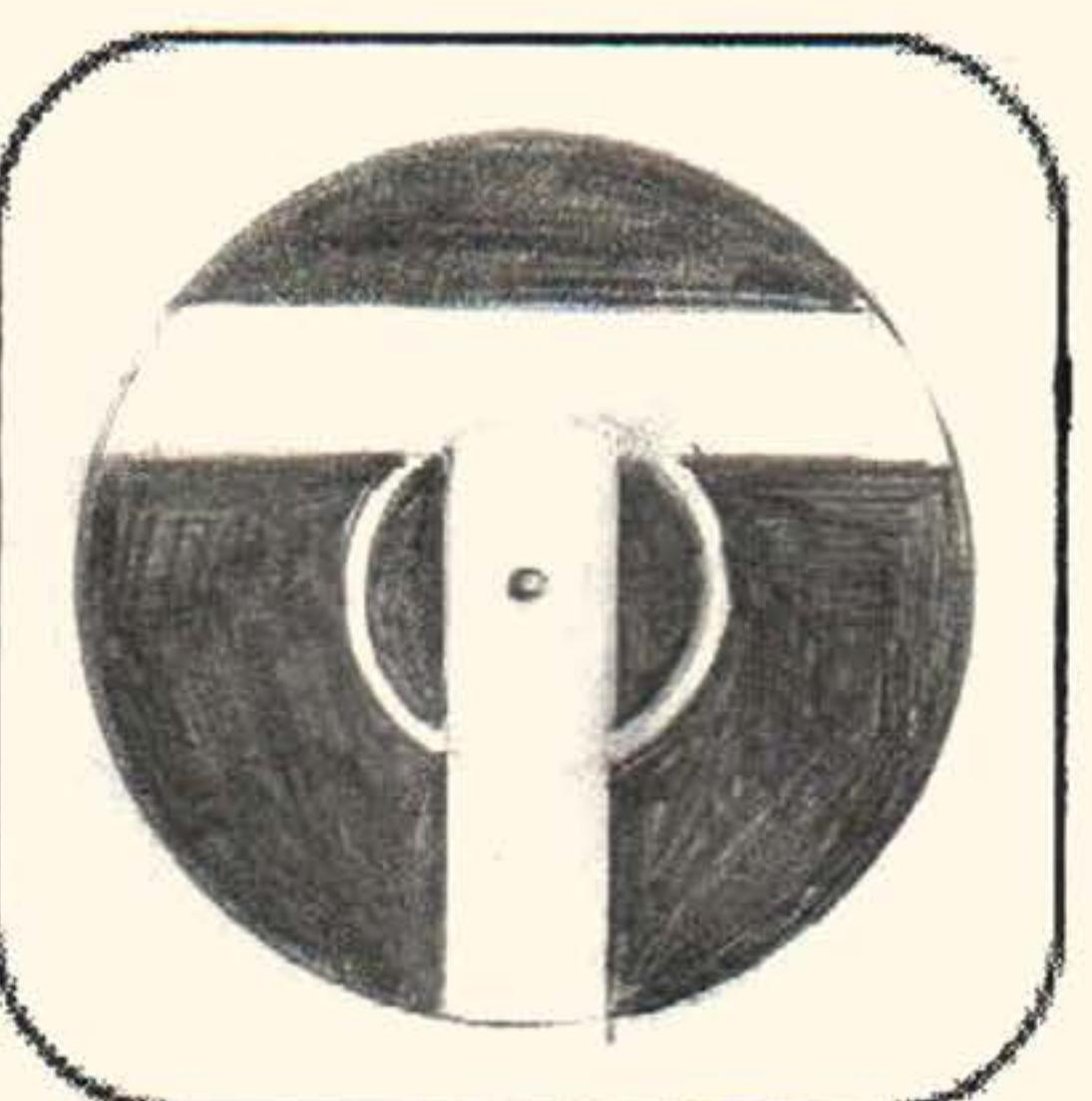
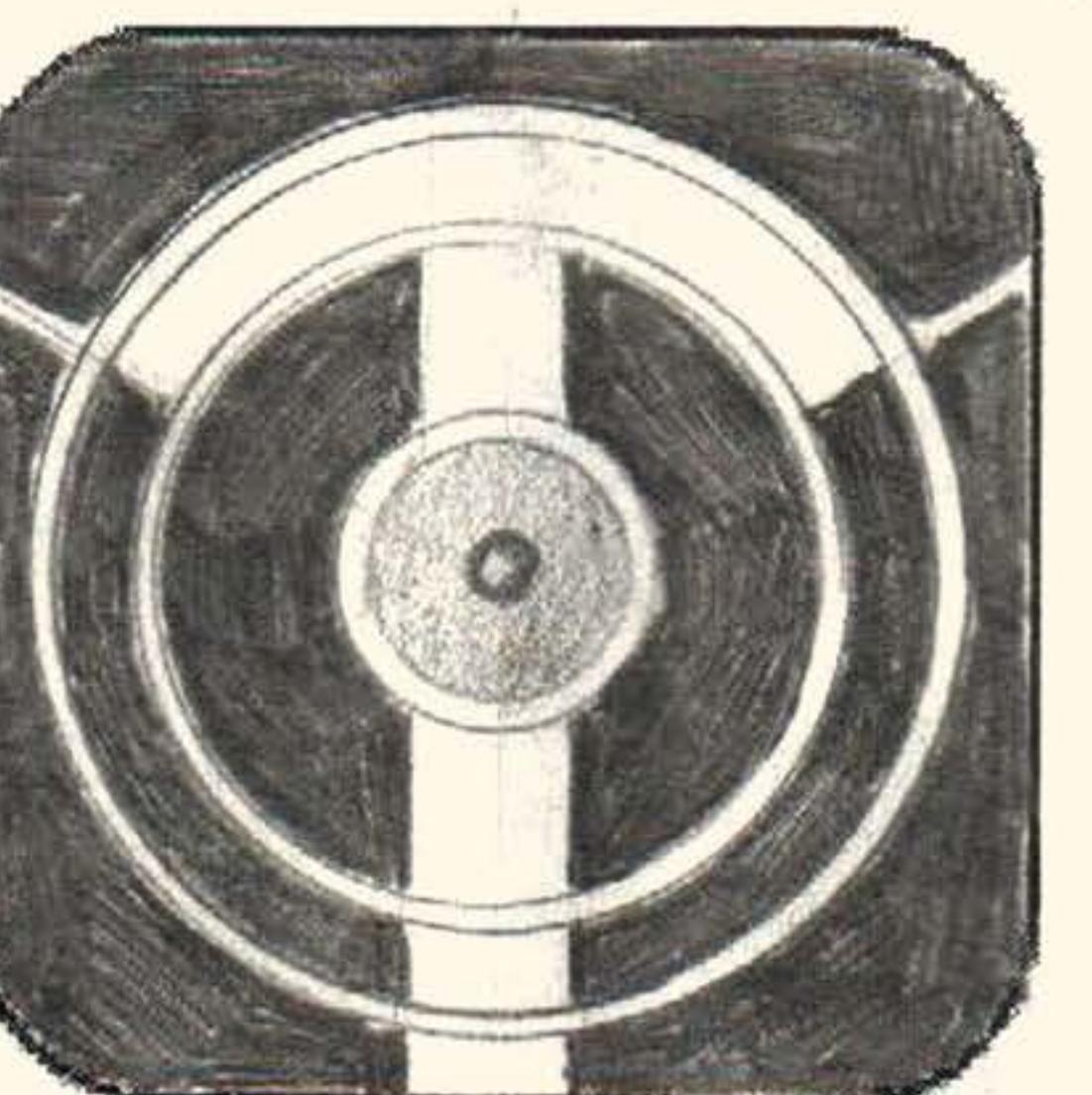
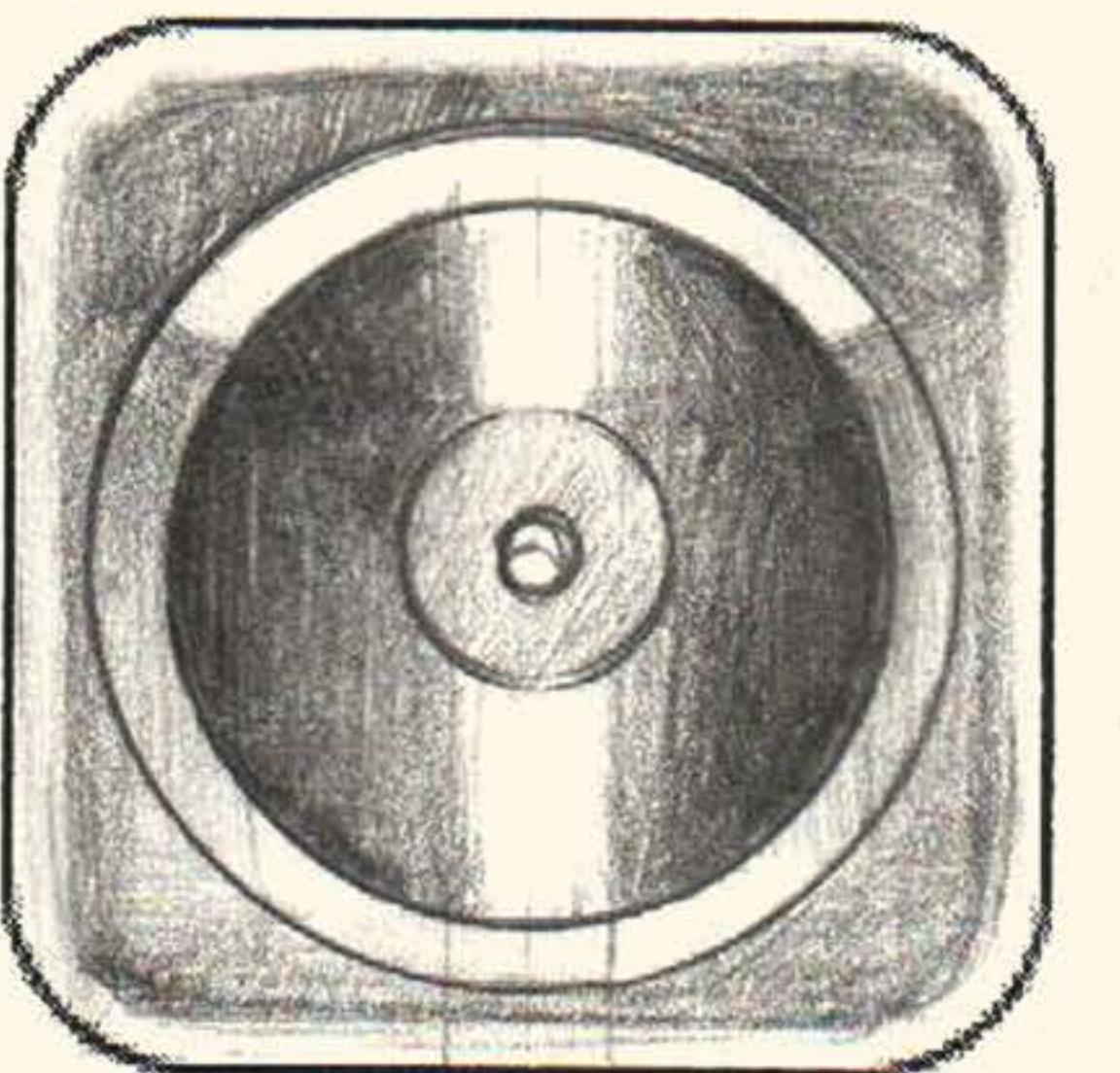
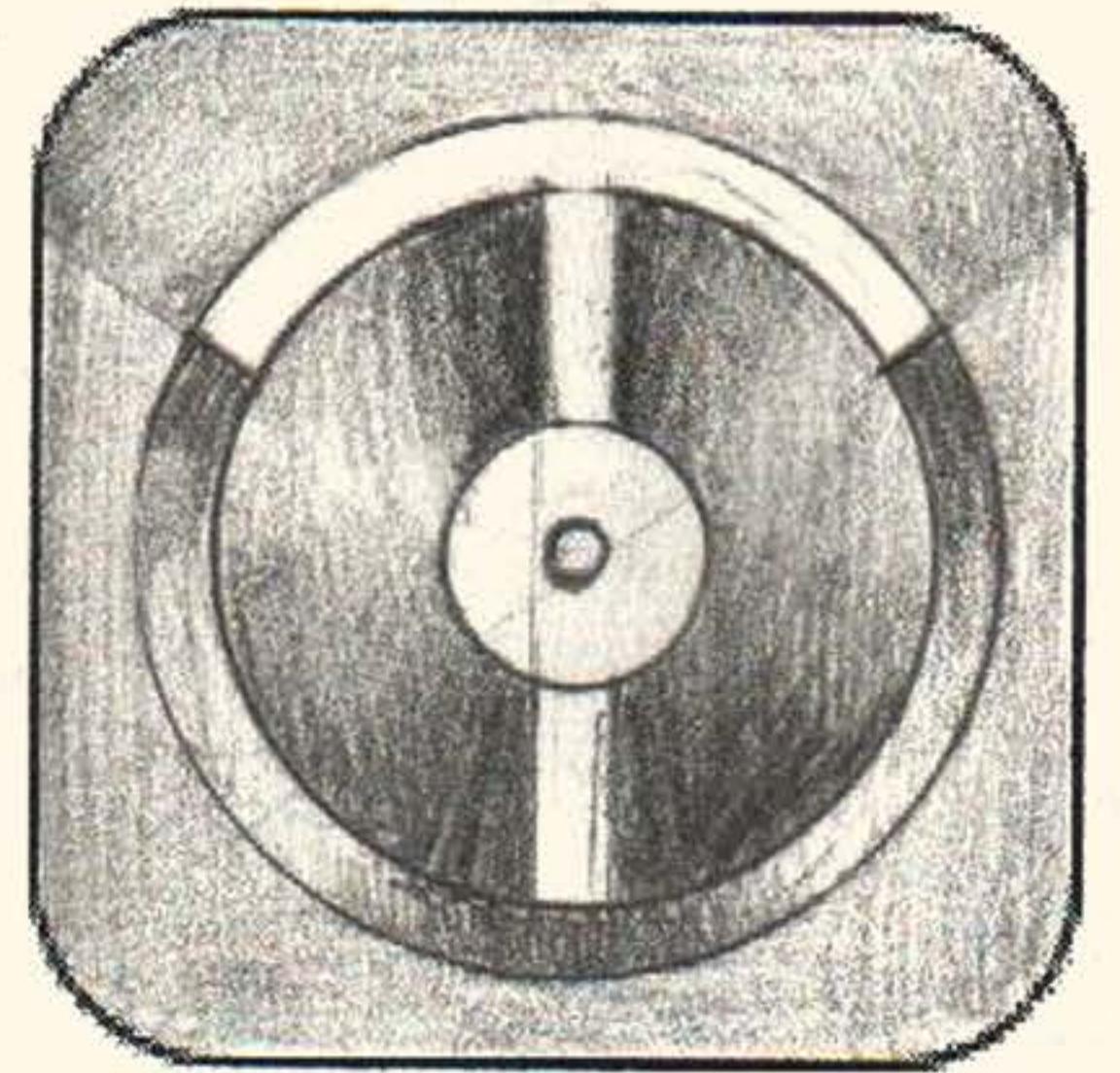
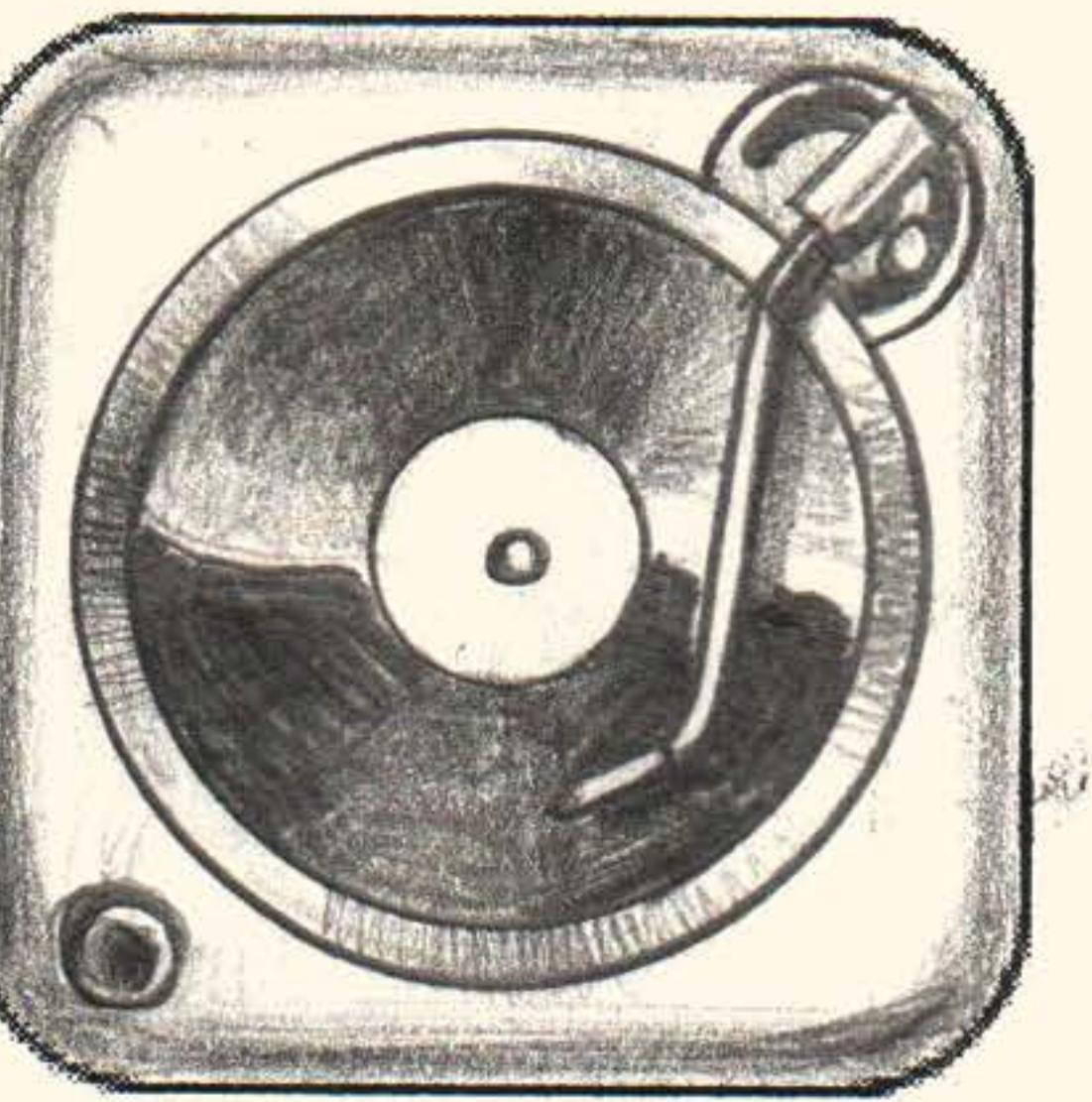
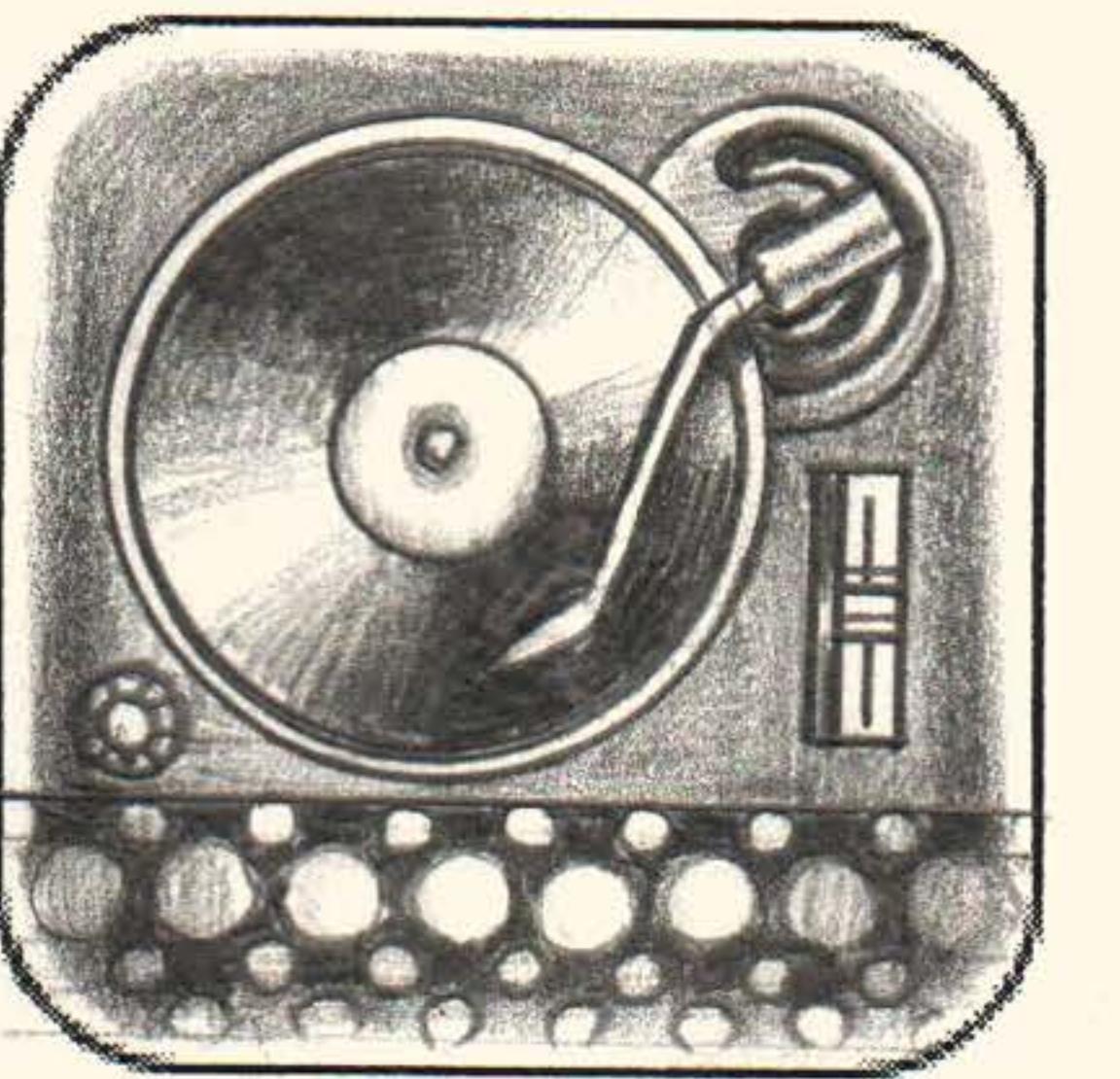
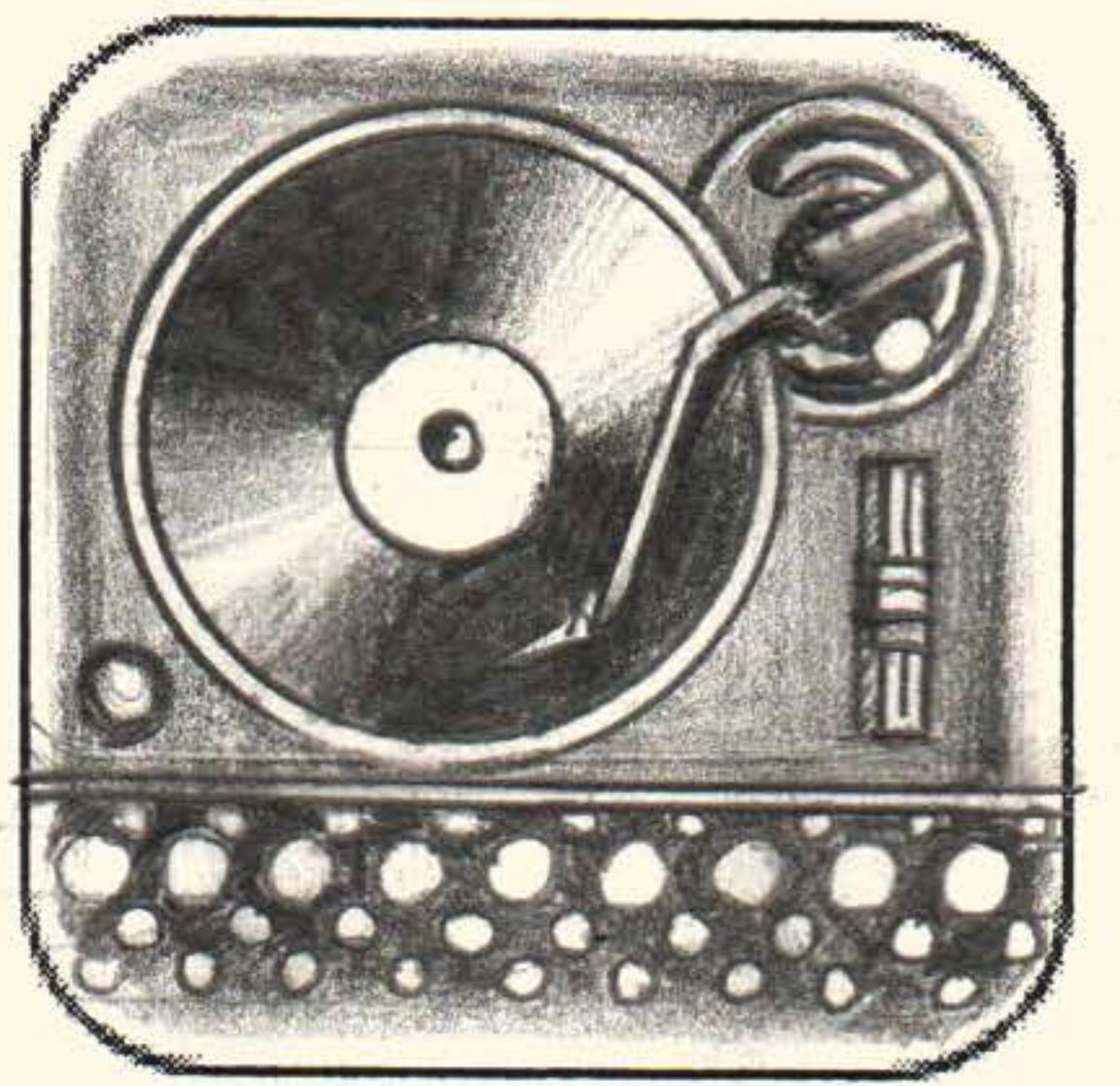


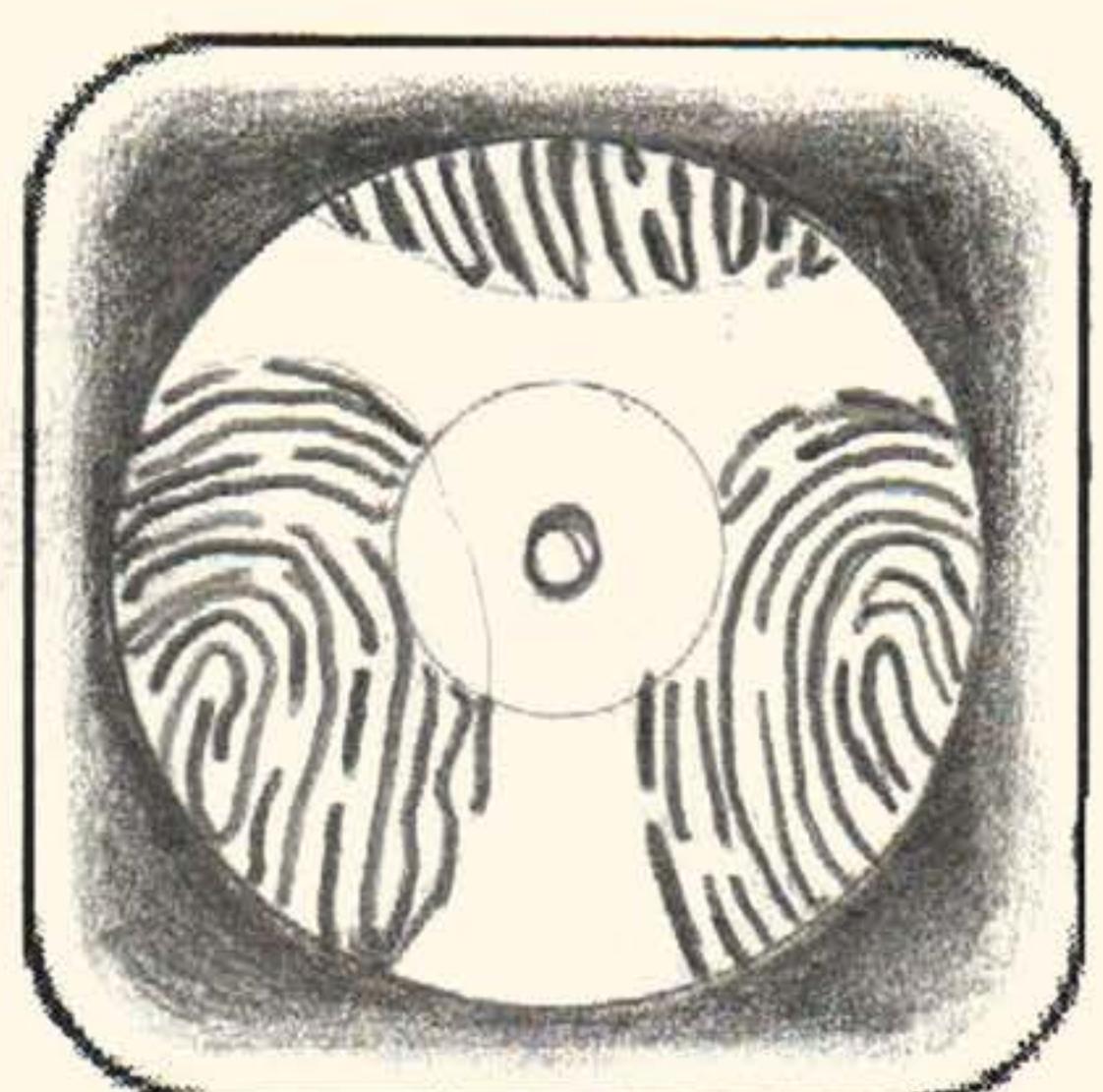
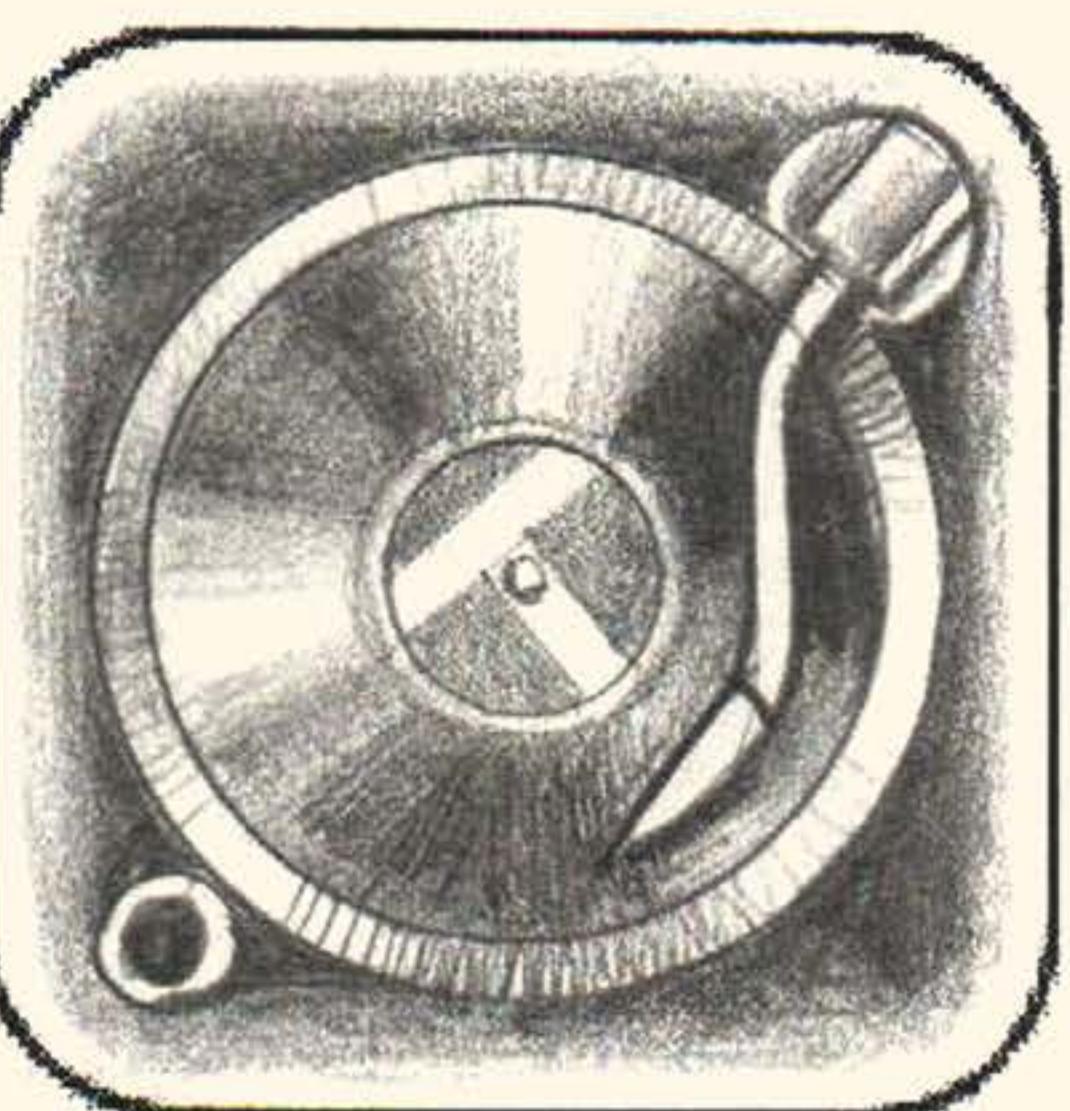
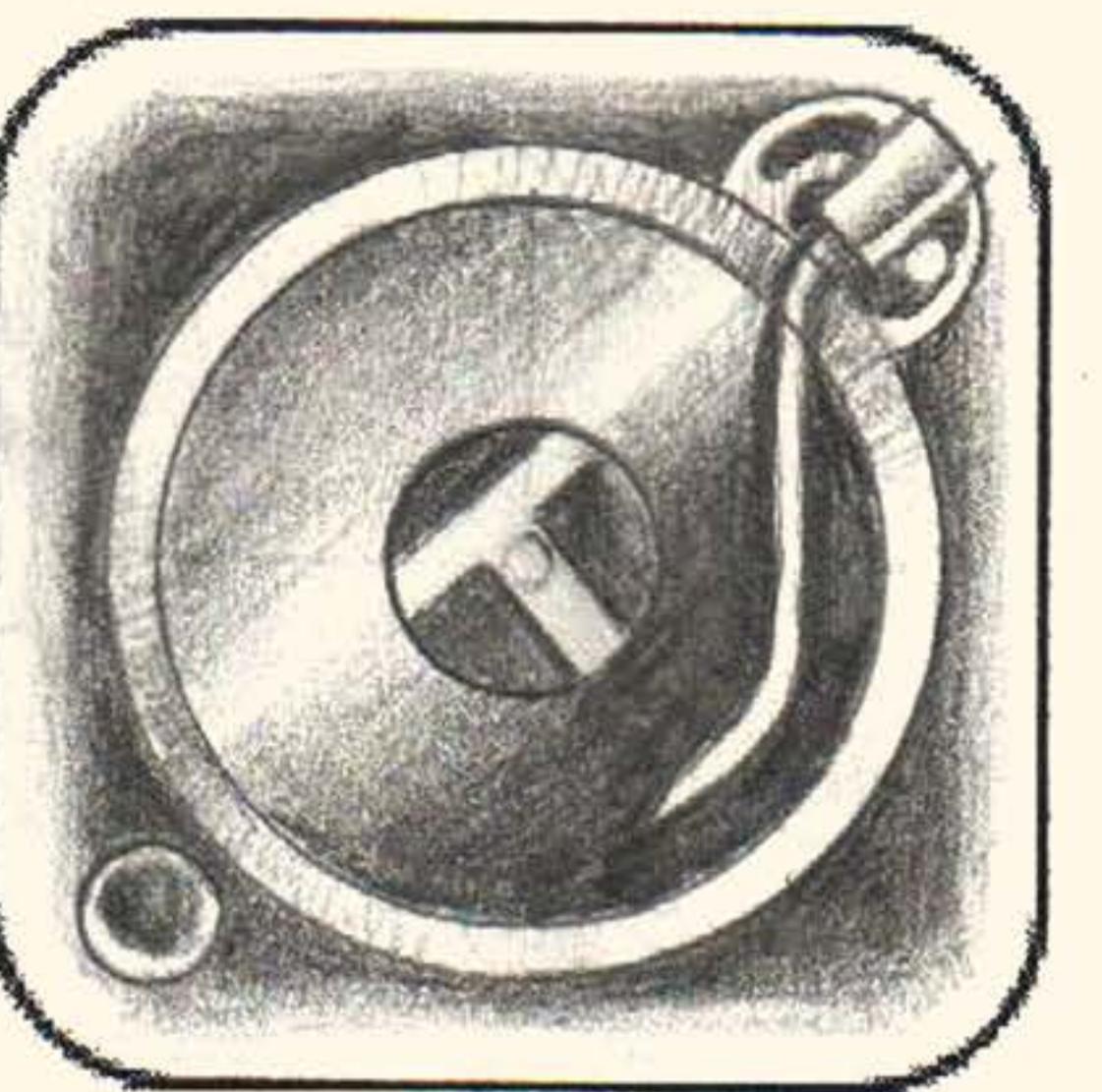
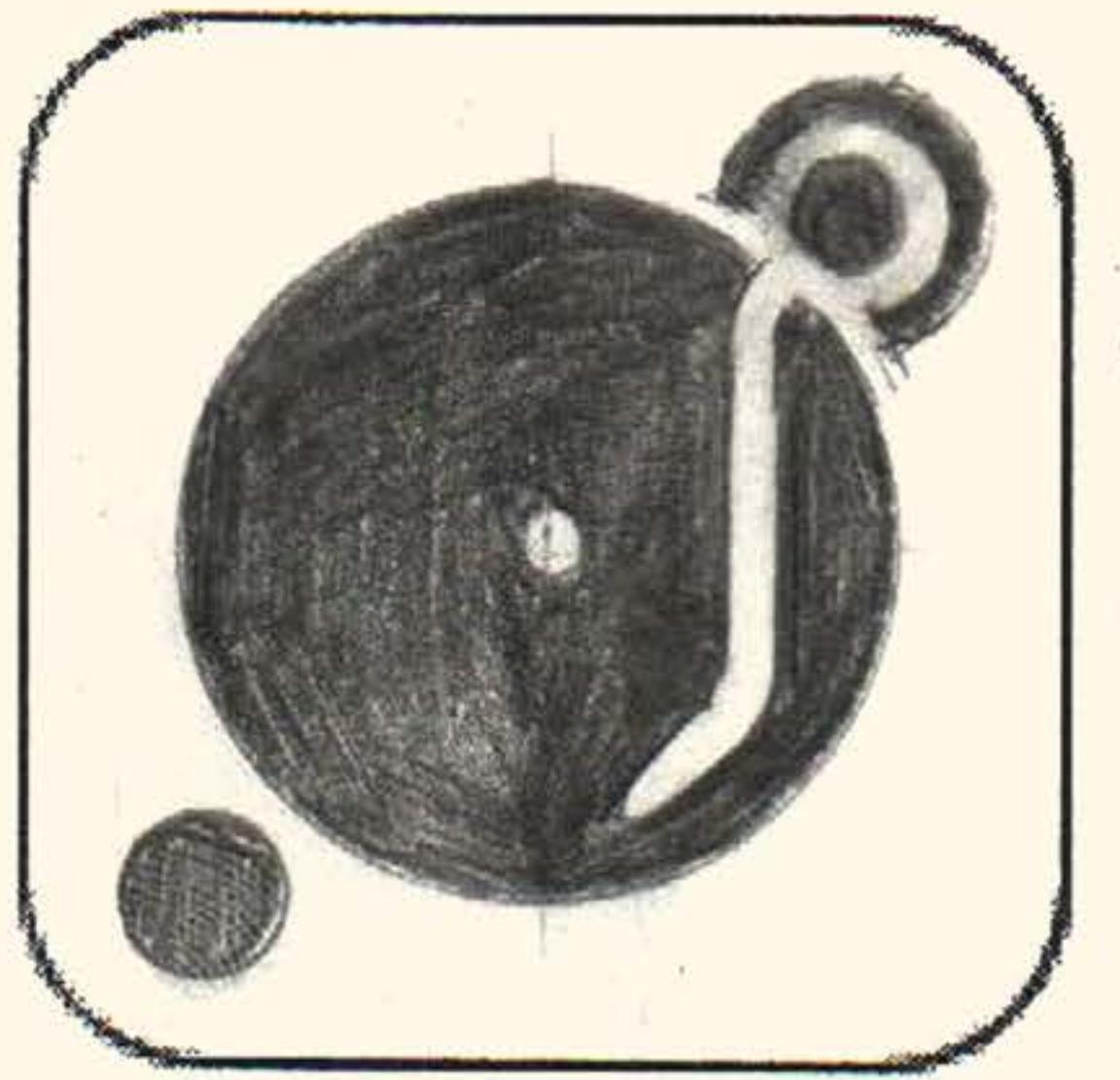
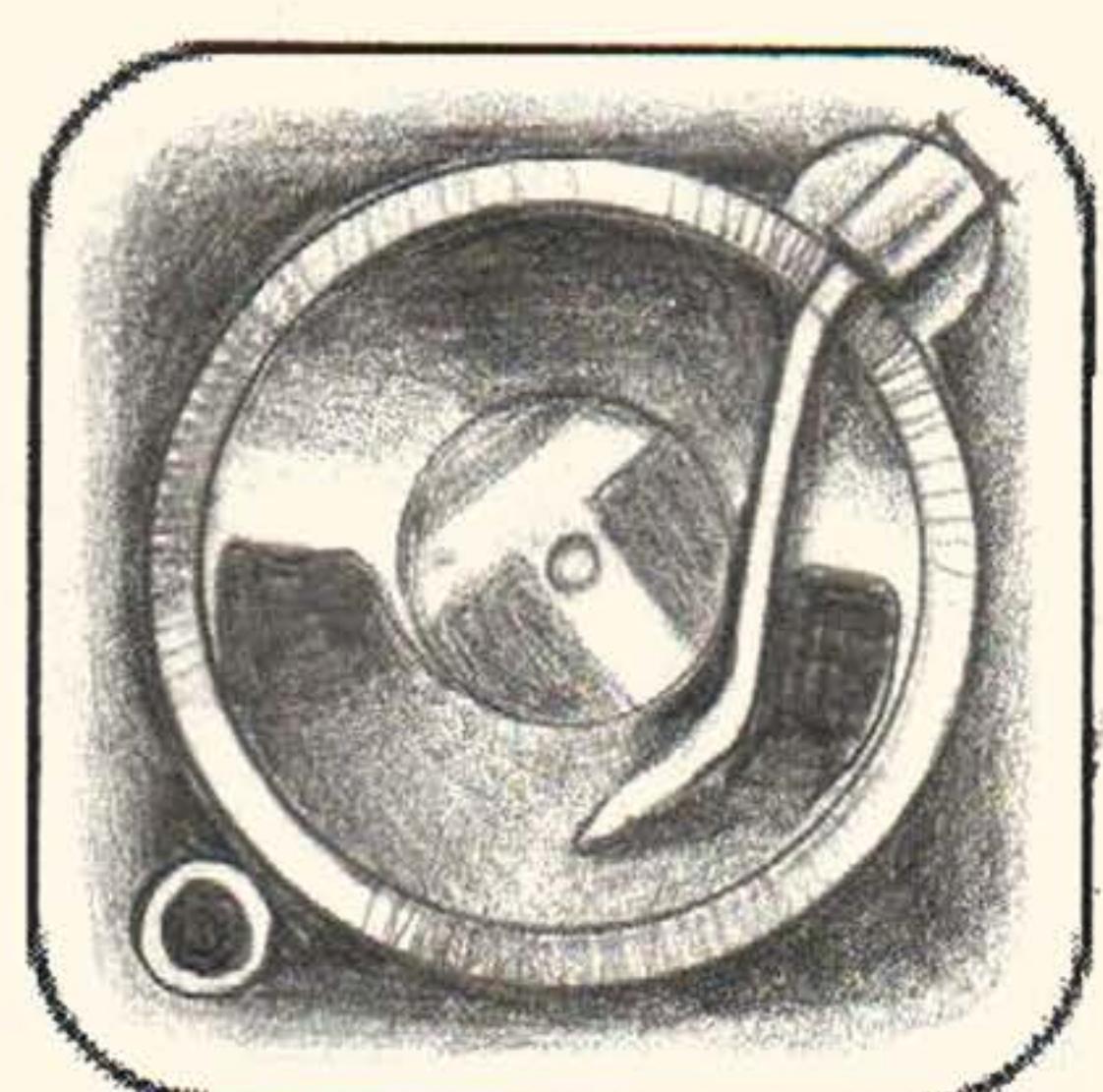
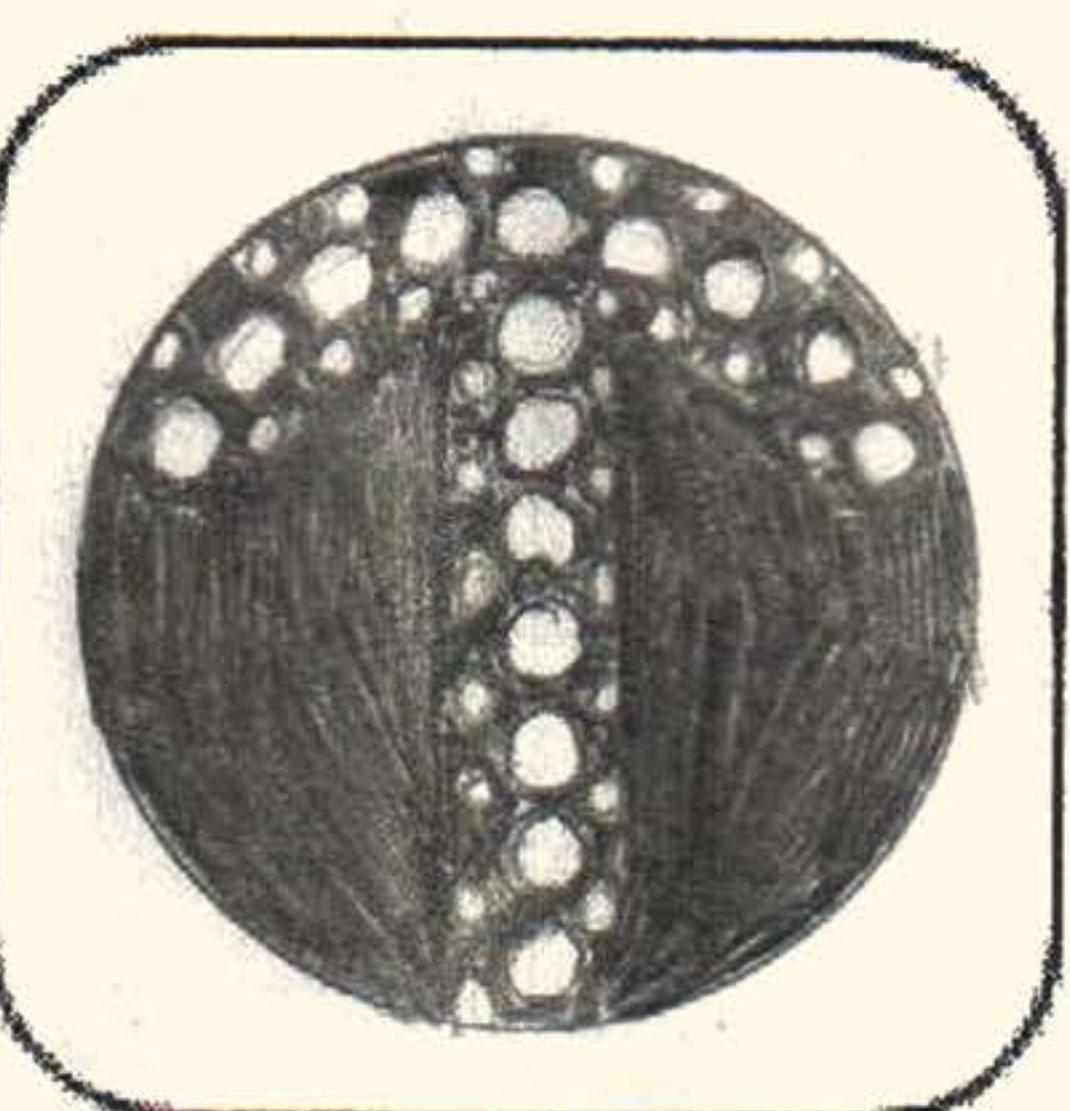
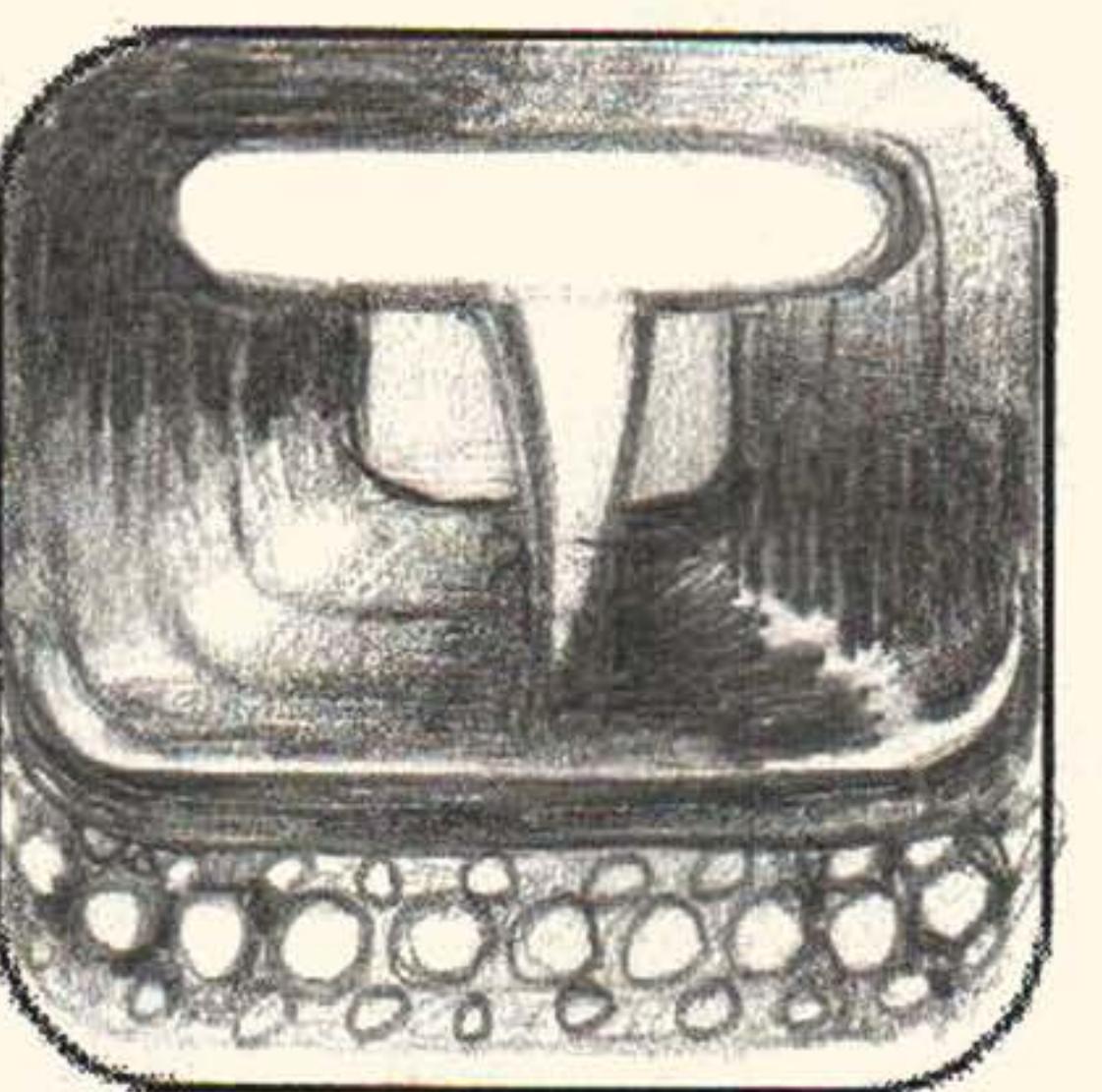
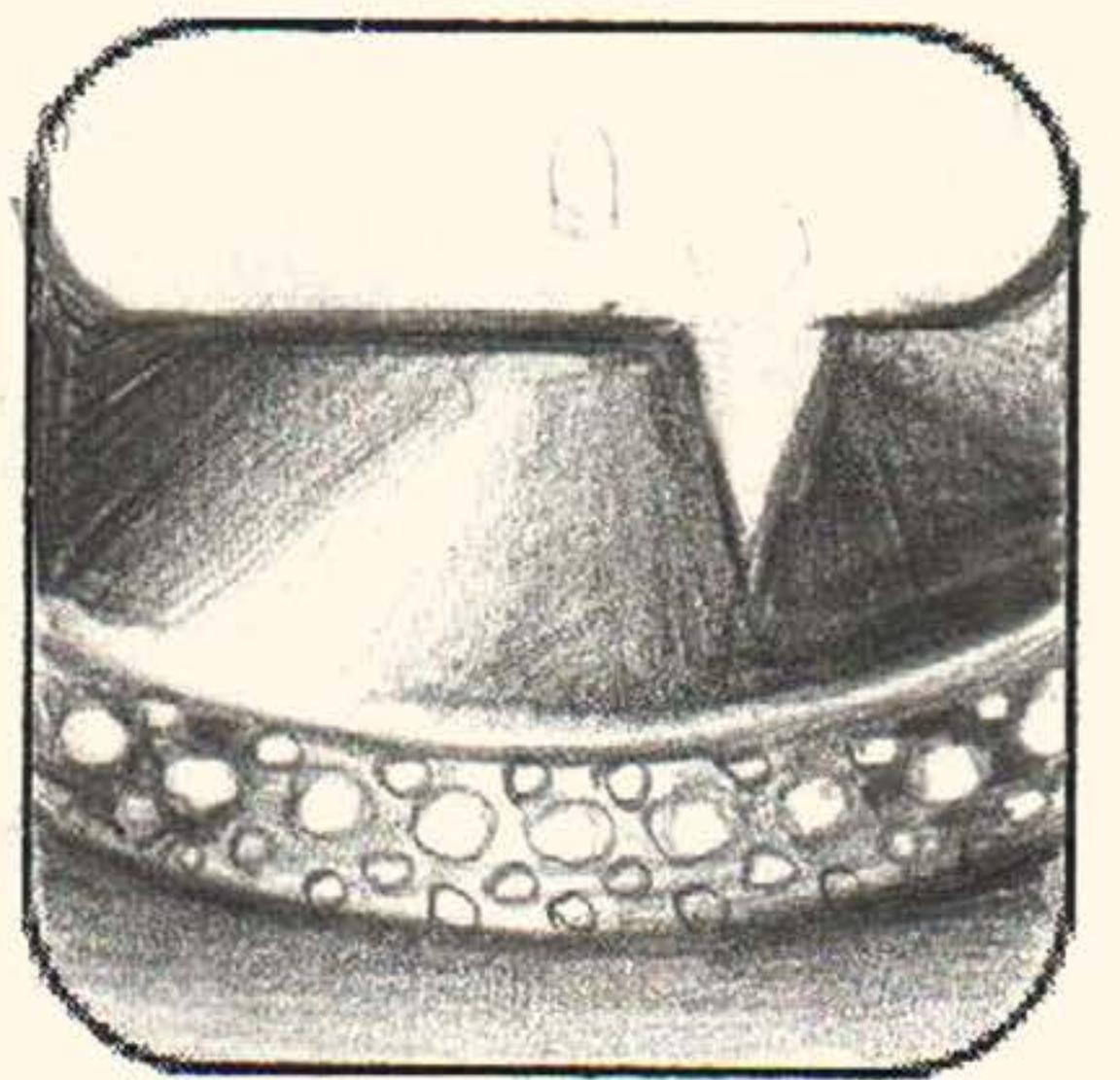
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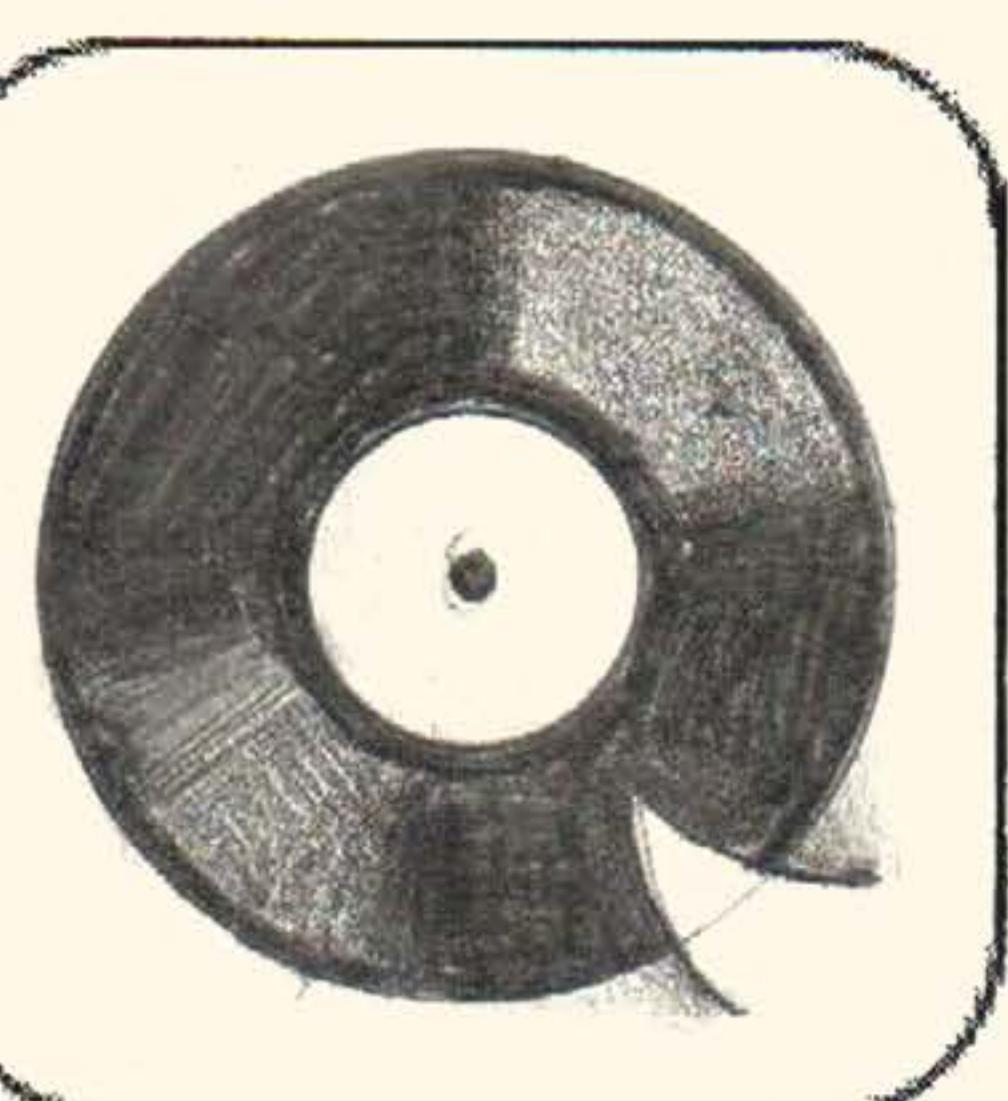
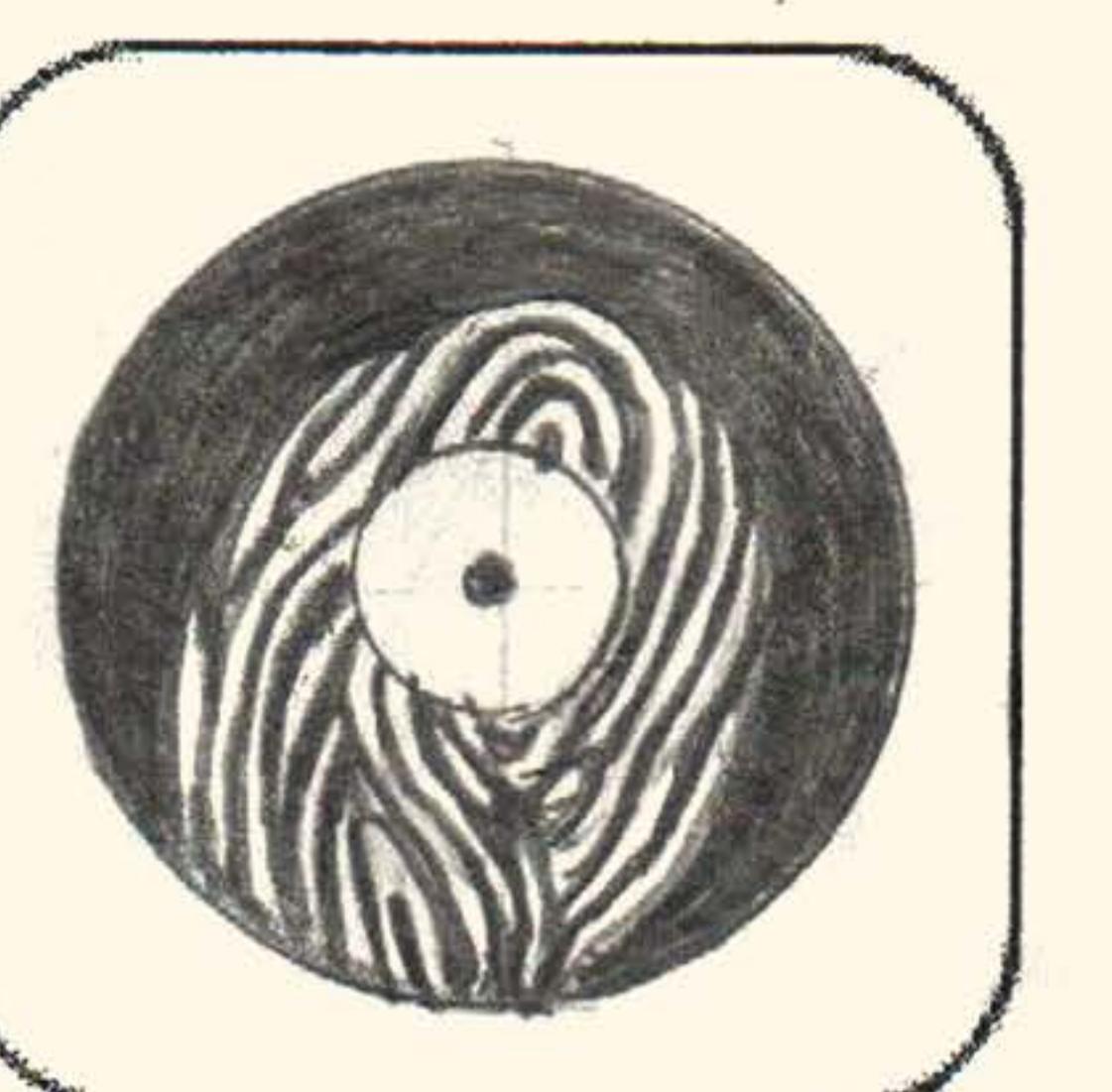
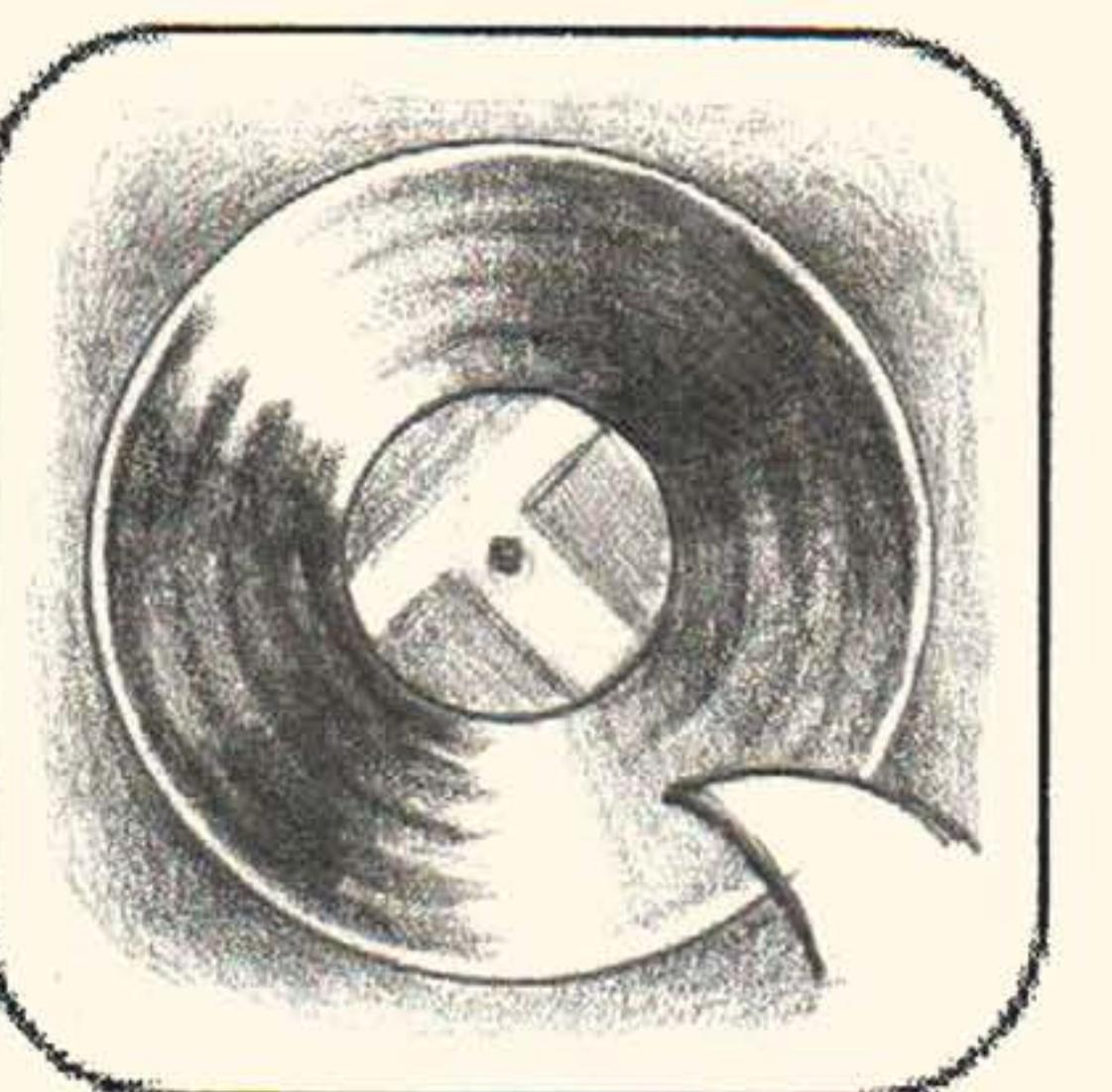
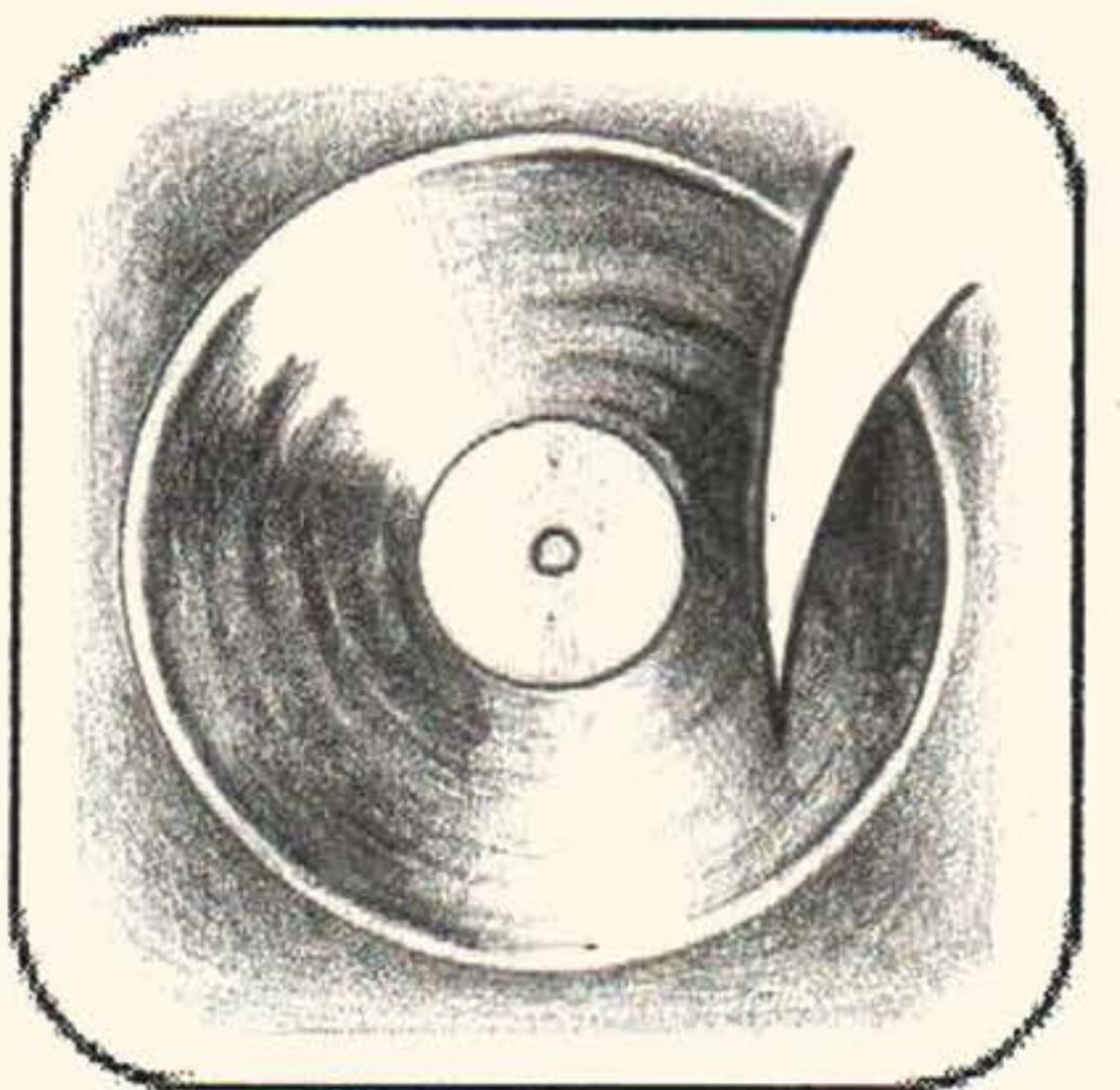
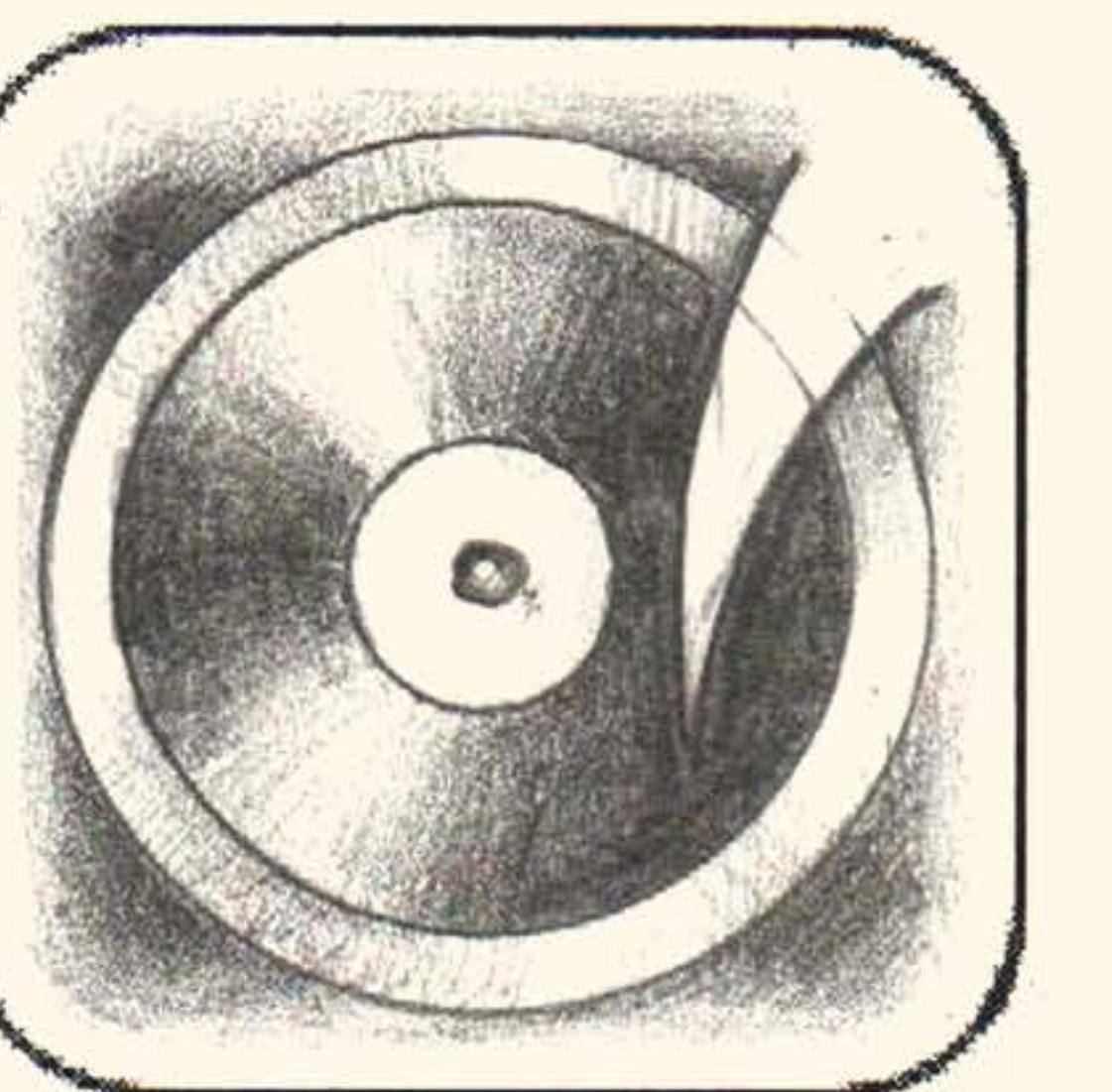
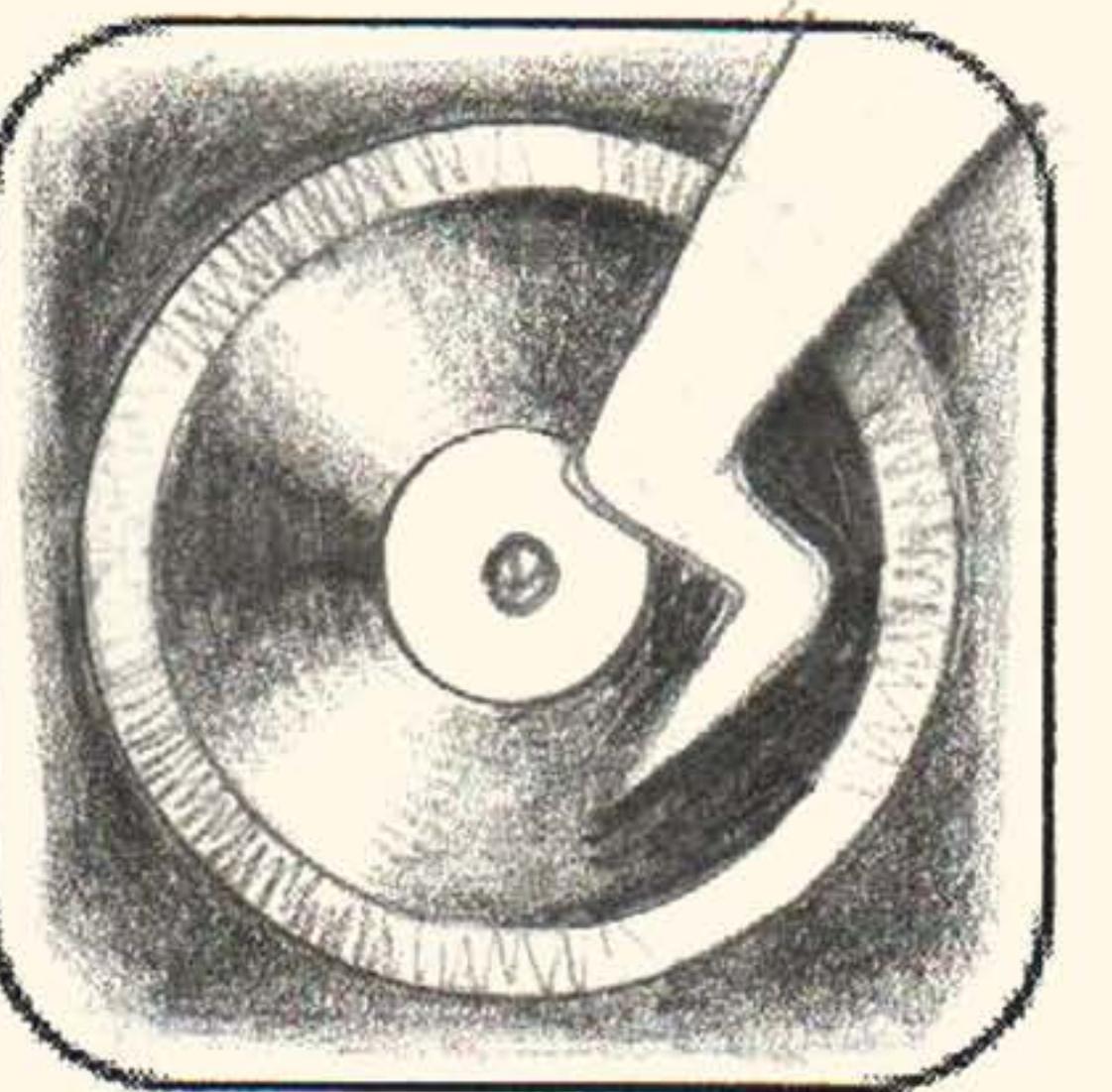


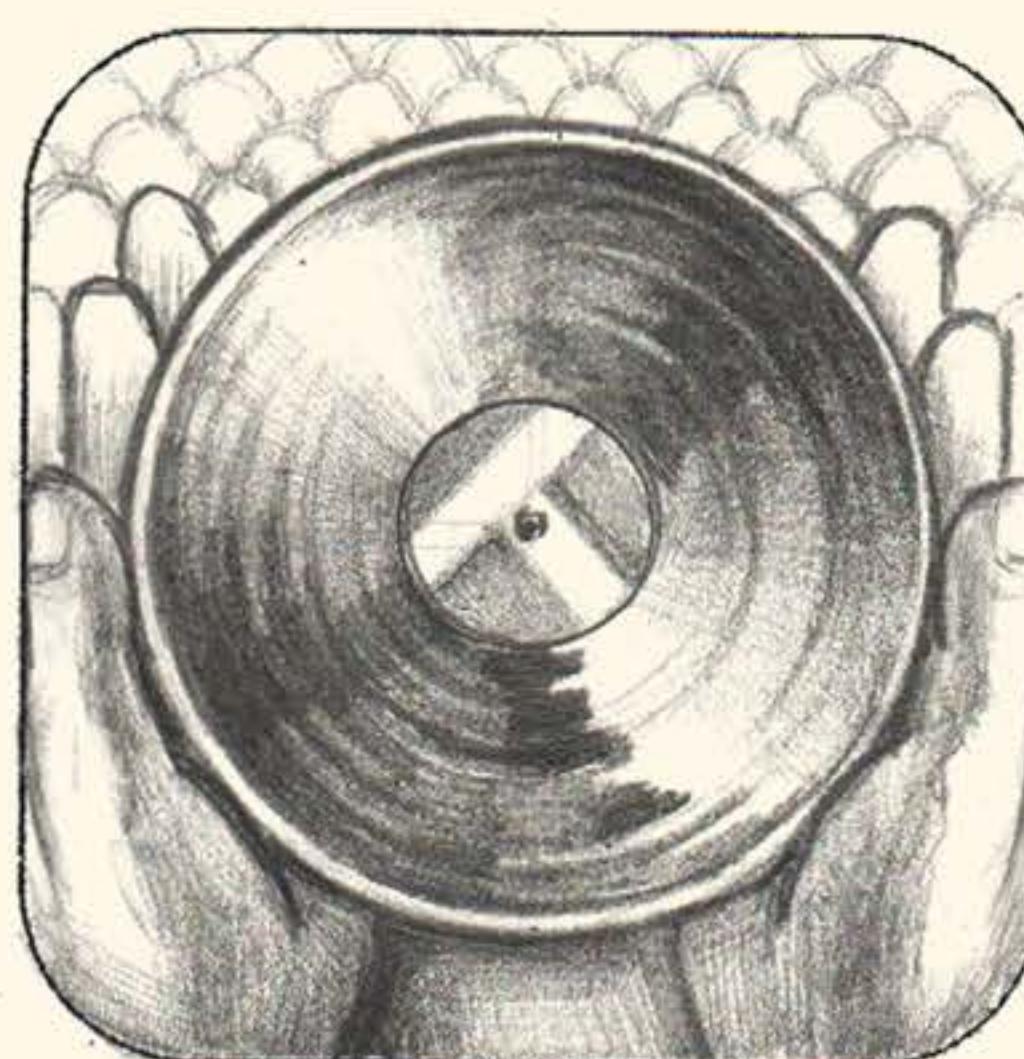
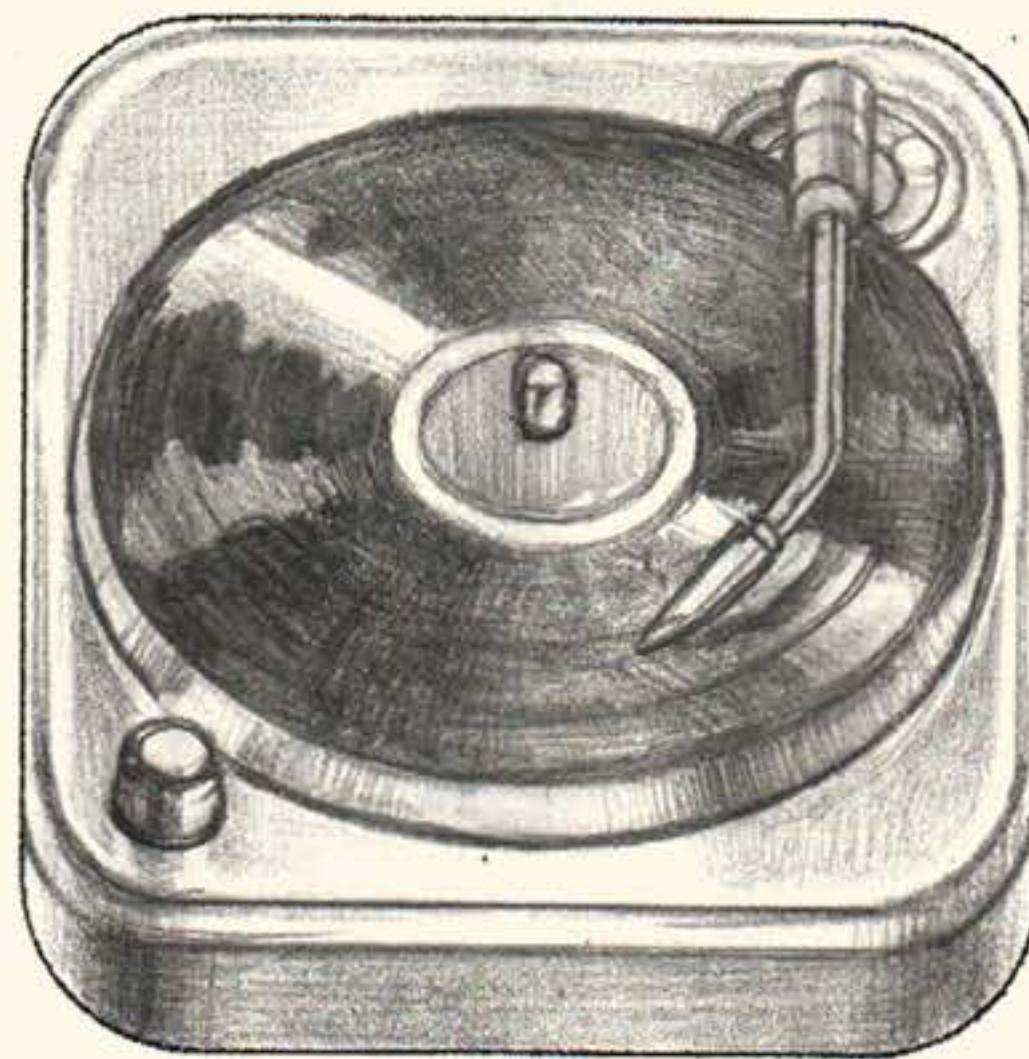
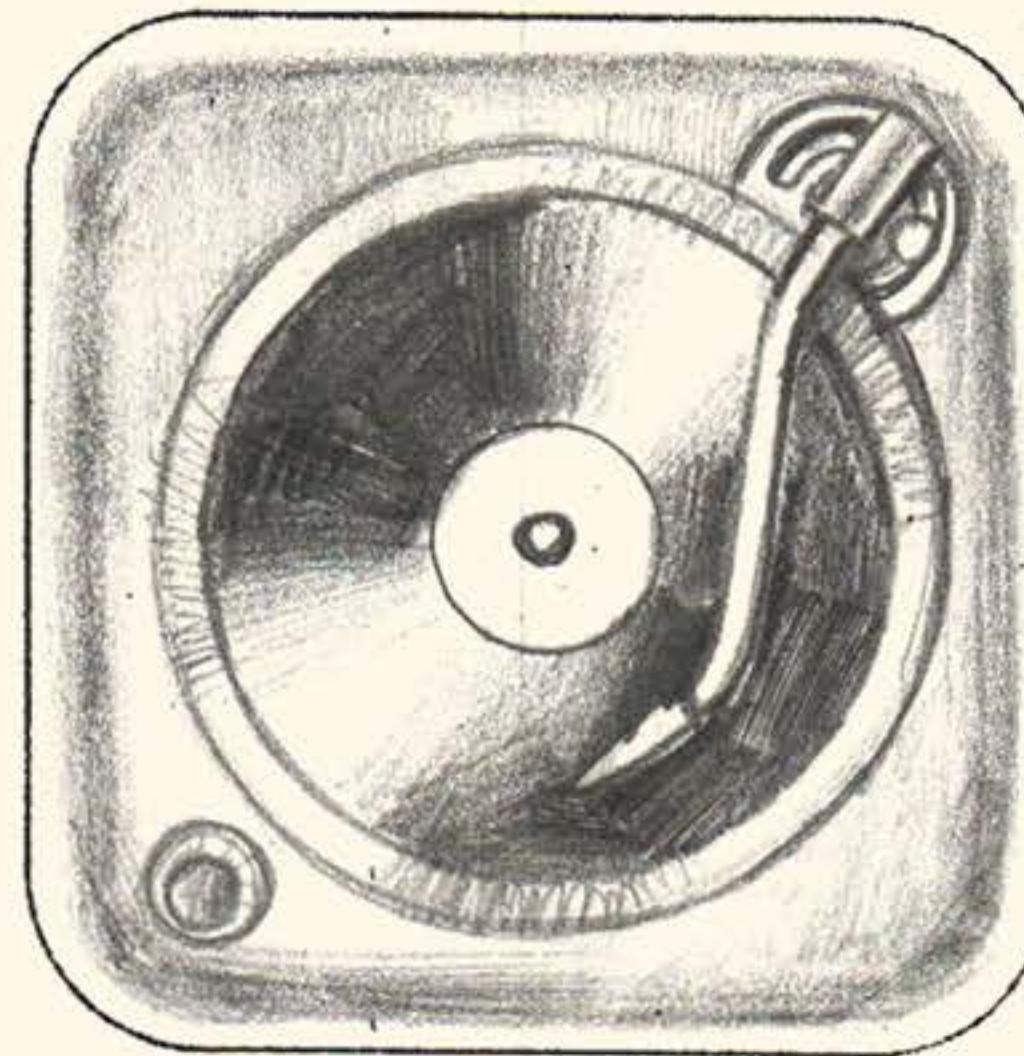
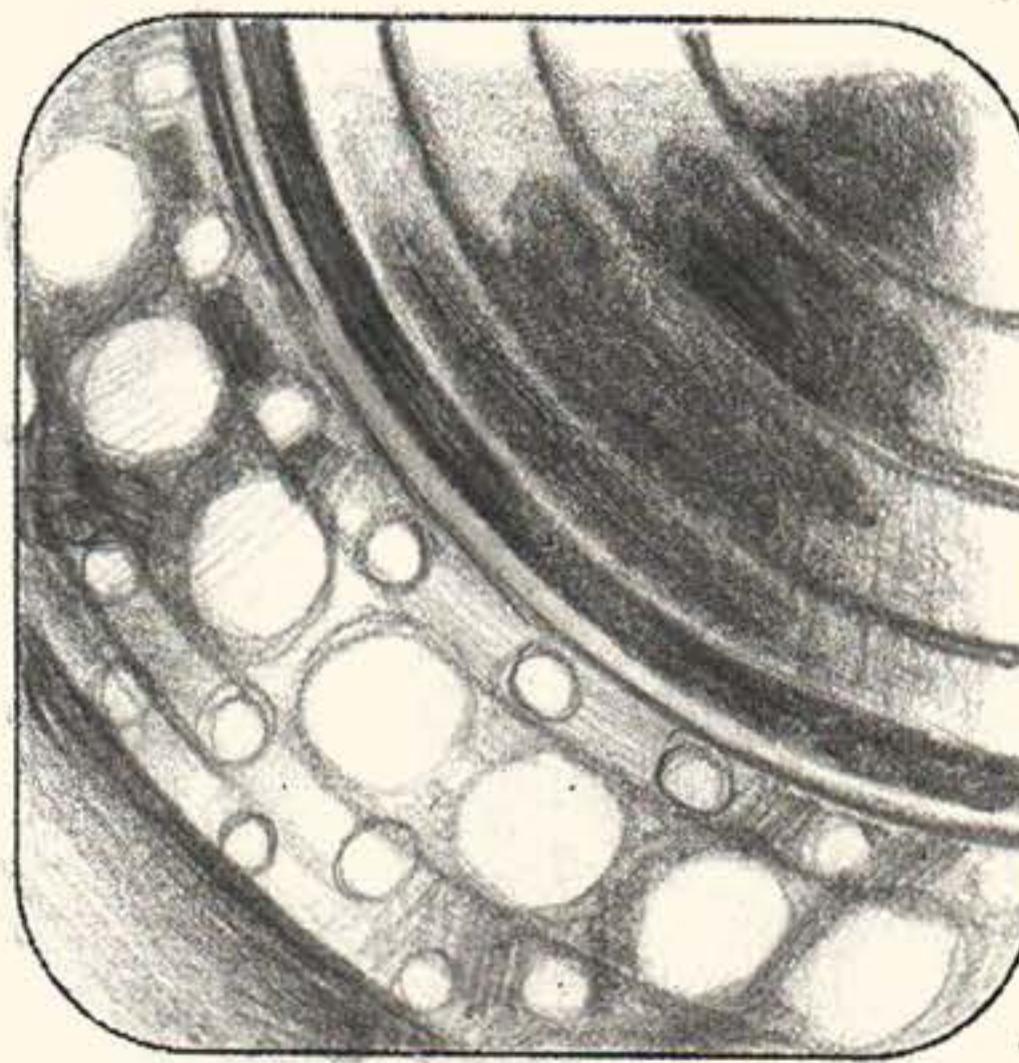


























# Turnplay by Ramotion



# Turnplay by Ramotion





1

Bad App Icons

2

Forced Registration

3

Tiny Controls

4

Hard-to-Read Text

5

Ambiguous Alerts

6

Out-of-Place Terminology

7

Excessive Branding

8

Uninformative Back Buttons

9

Confusing Animations

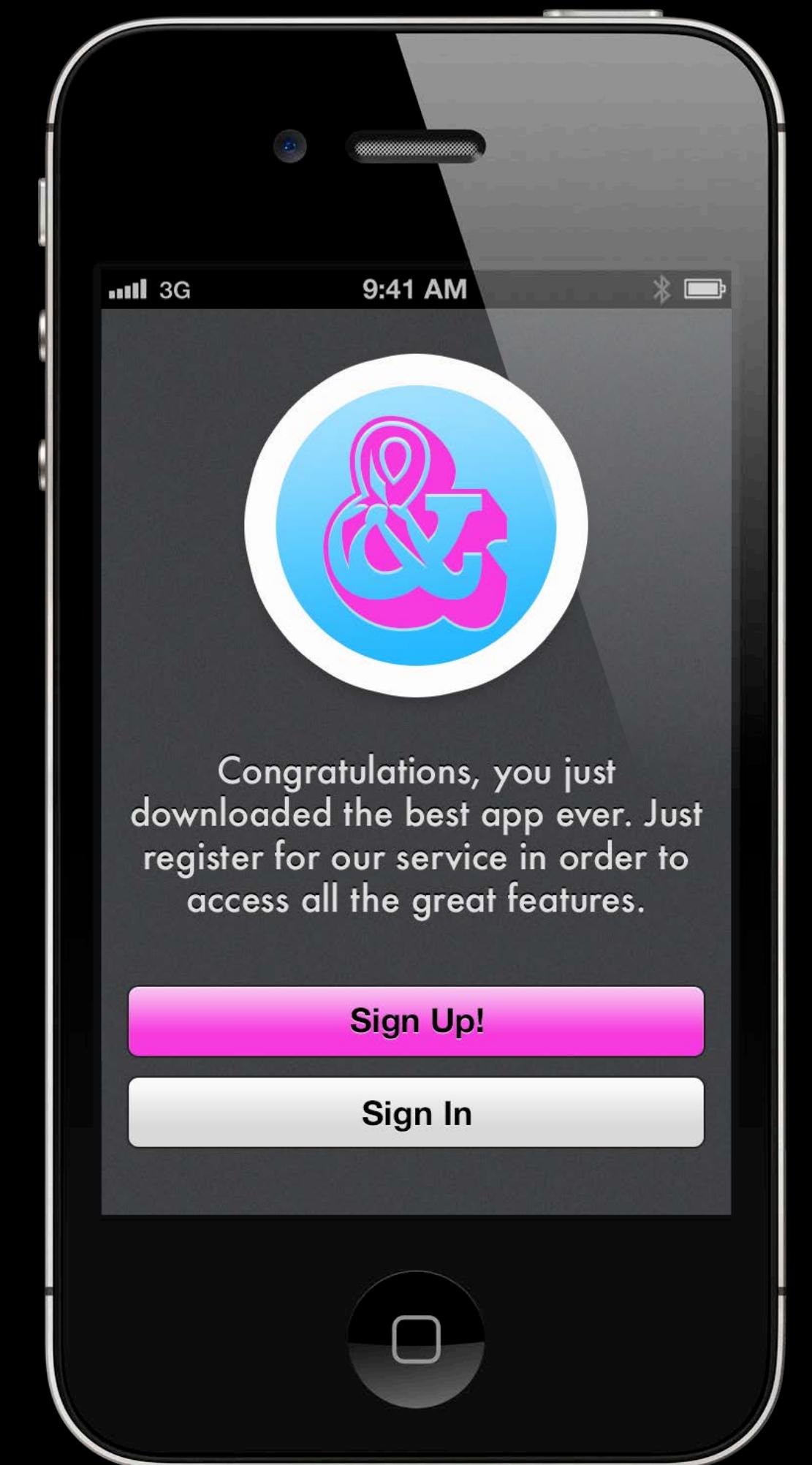
10

Inappropriate Styling



2

Forced Registration





# Fondu: Dining Journal



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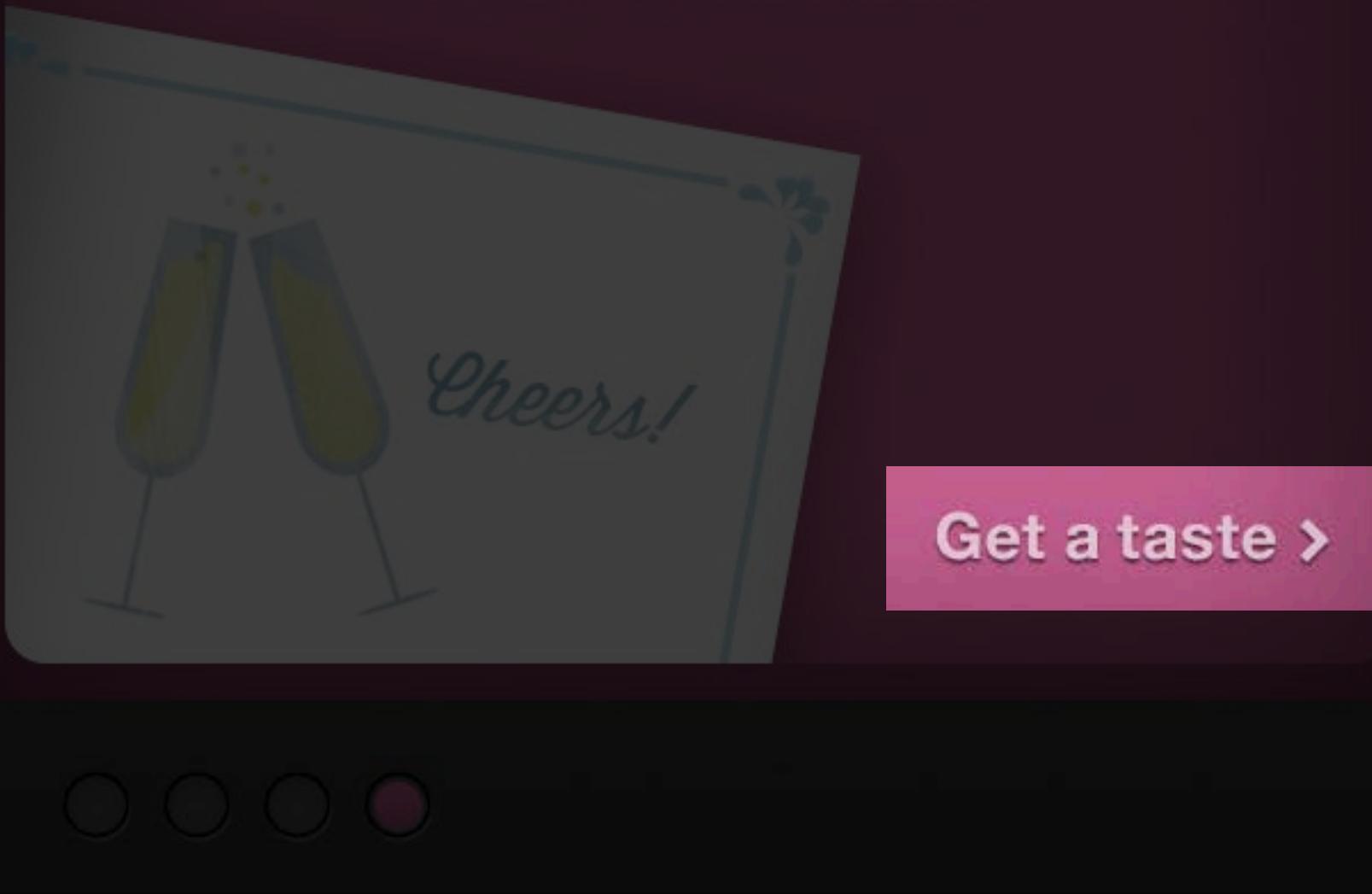


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# Fondu: Dining Journal



- 1 Bad App Icons
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3

Tiny Controls

9:41 AM

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2:00 - 3:00 PM

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**Staying on Track with Location...**  
Nob Hill

**Keyboard Input in iOS**  
Russian Hill

**Core Data Lab**  
Frameworks Lab A

**Cocoa & Layer-Backed Views on OS X Lab**  
Frameworks Lab B

**Core Image Lab**  
Graphics and Games Lab A

**HTTP Live Streaming**  
Graphics and Games Lab B

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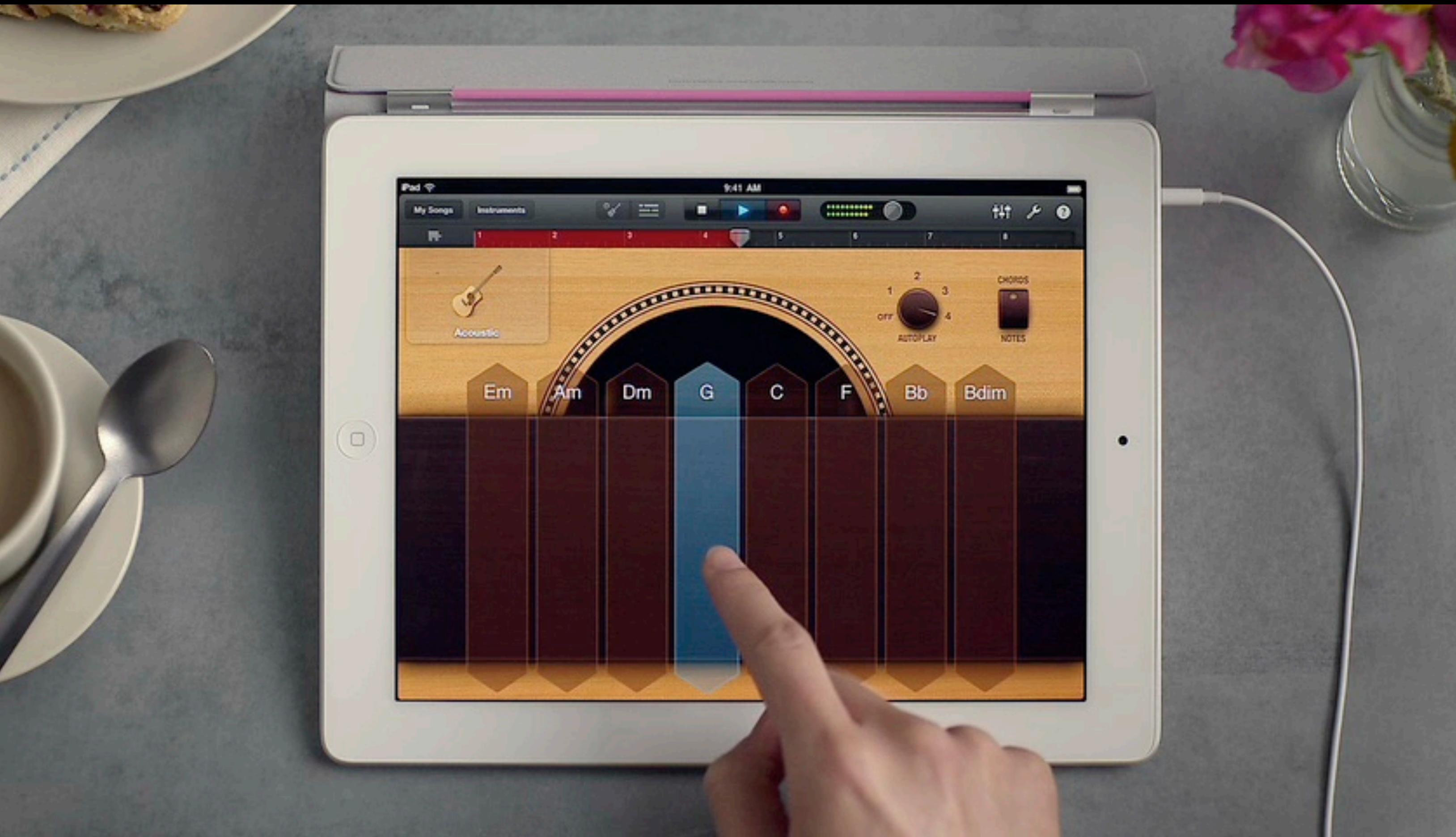
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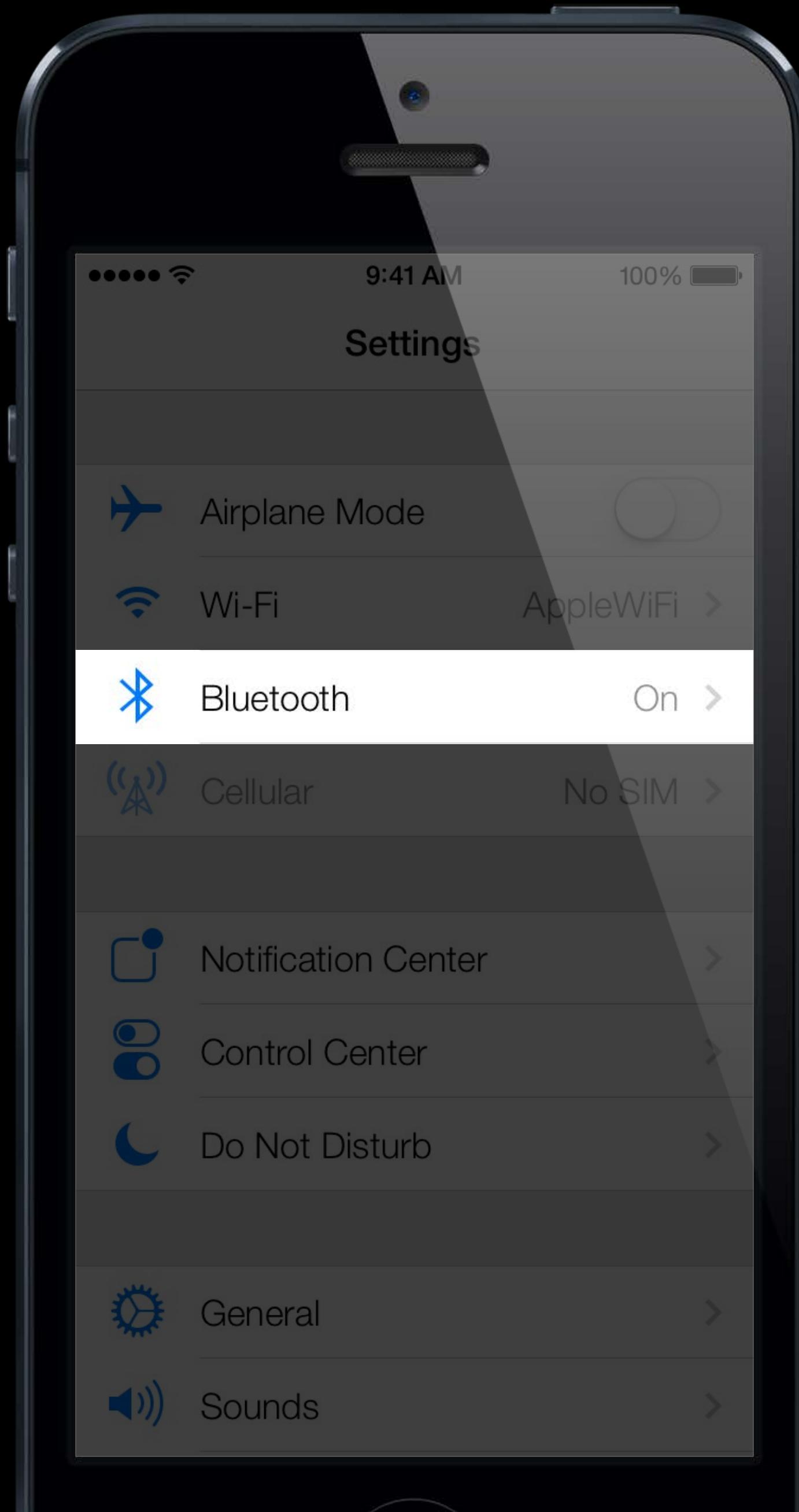
**Core Data Lab**

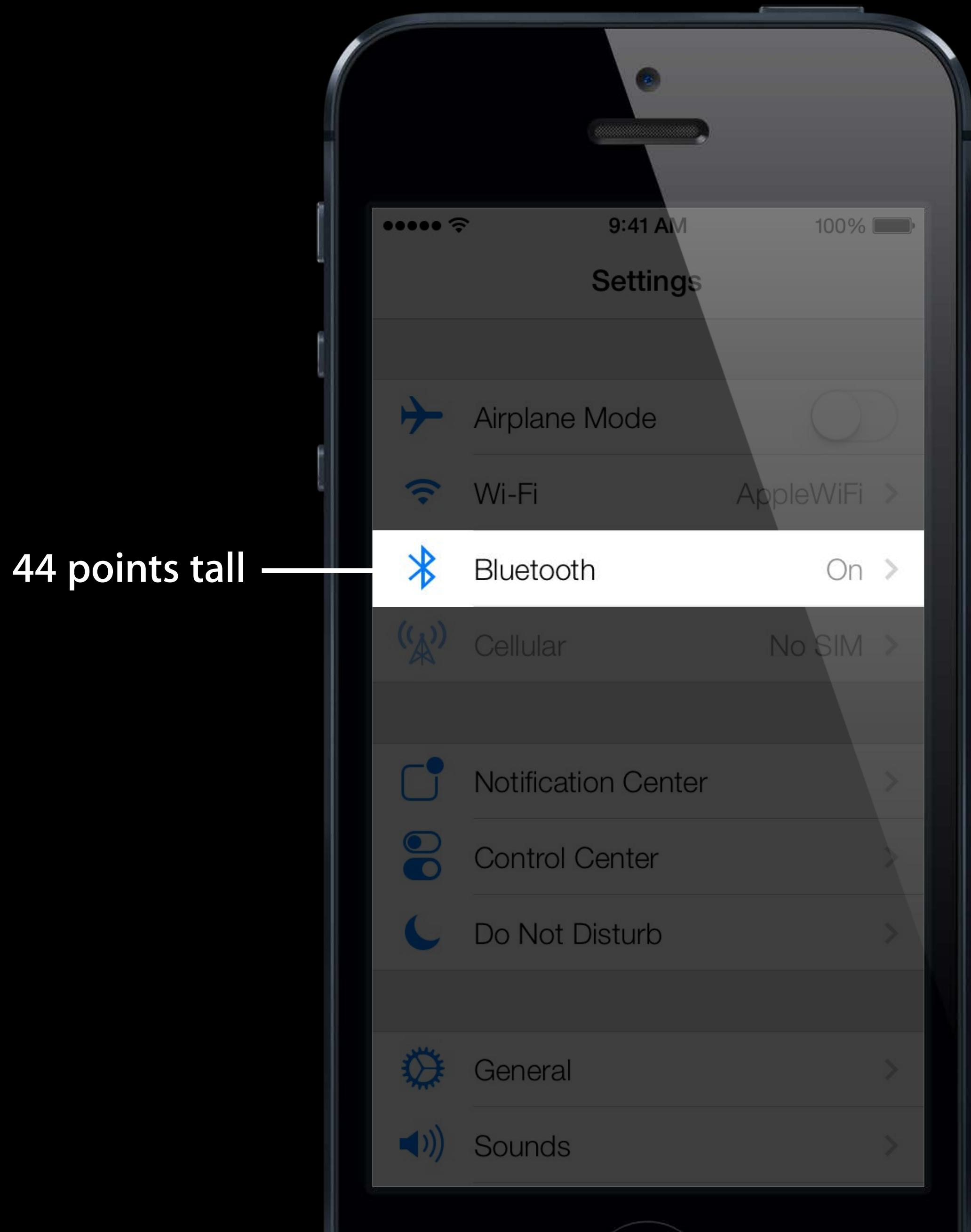
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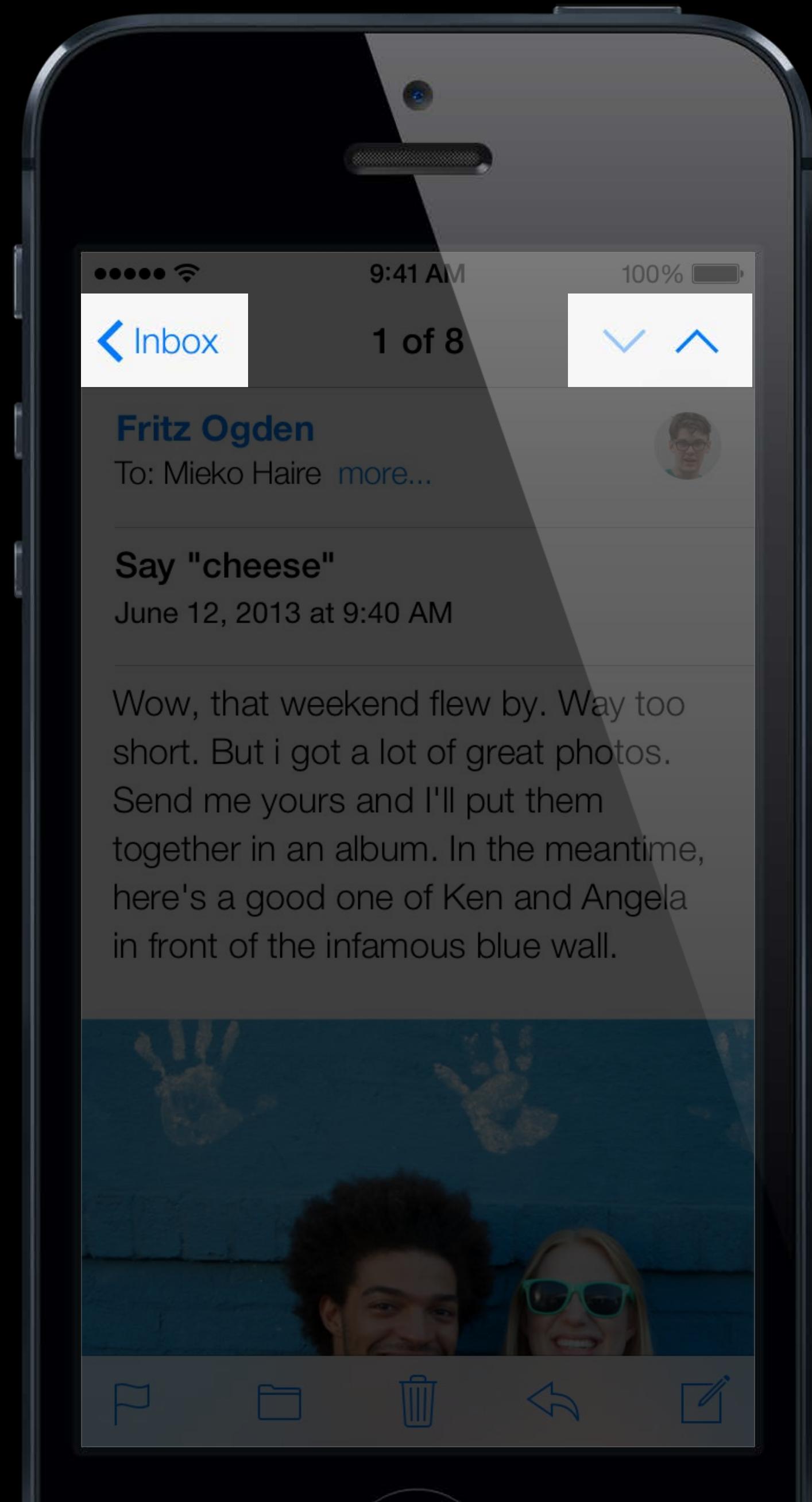
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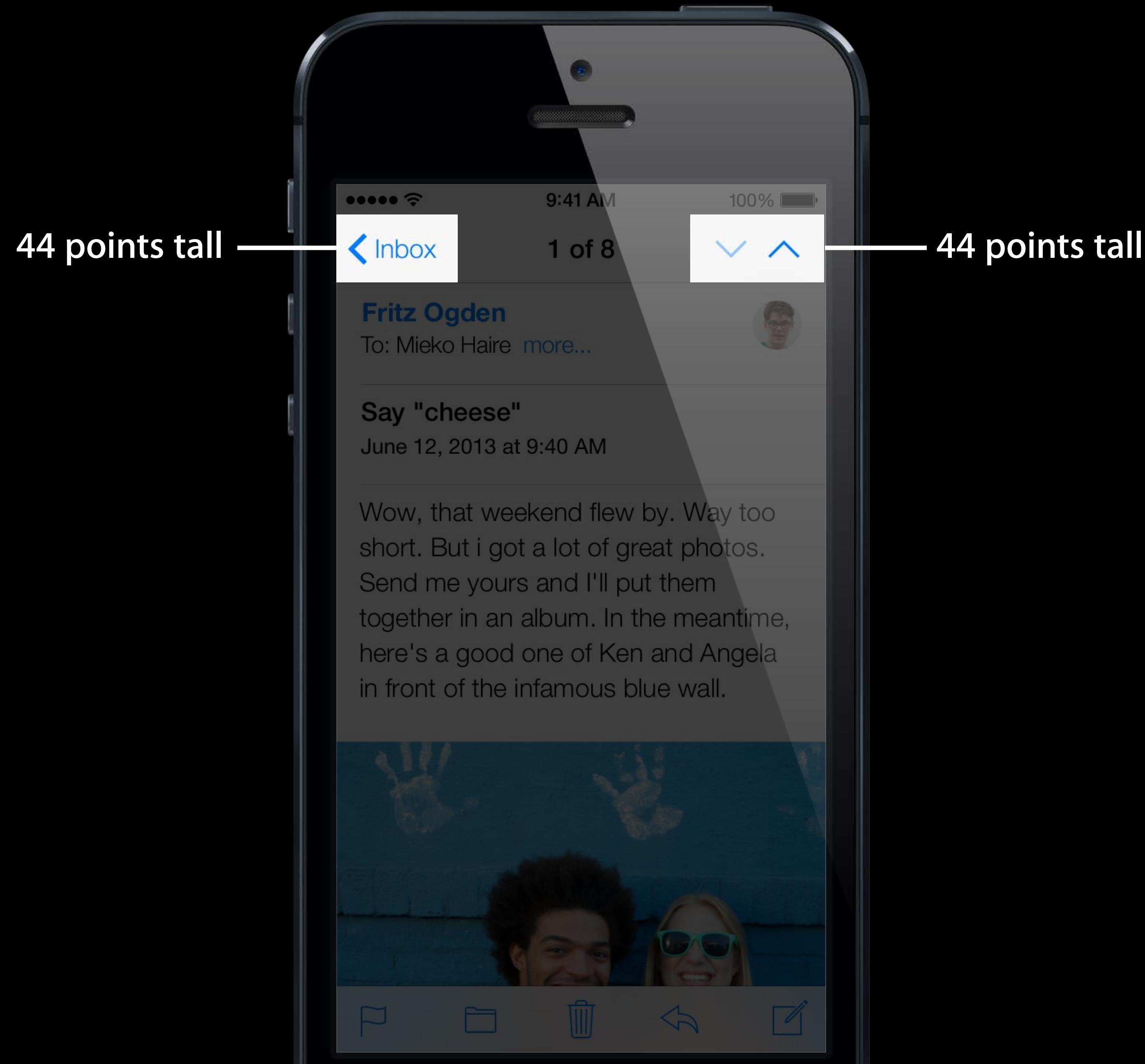
# Make Controls Fingertip Sized



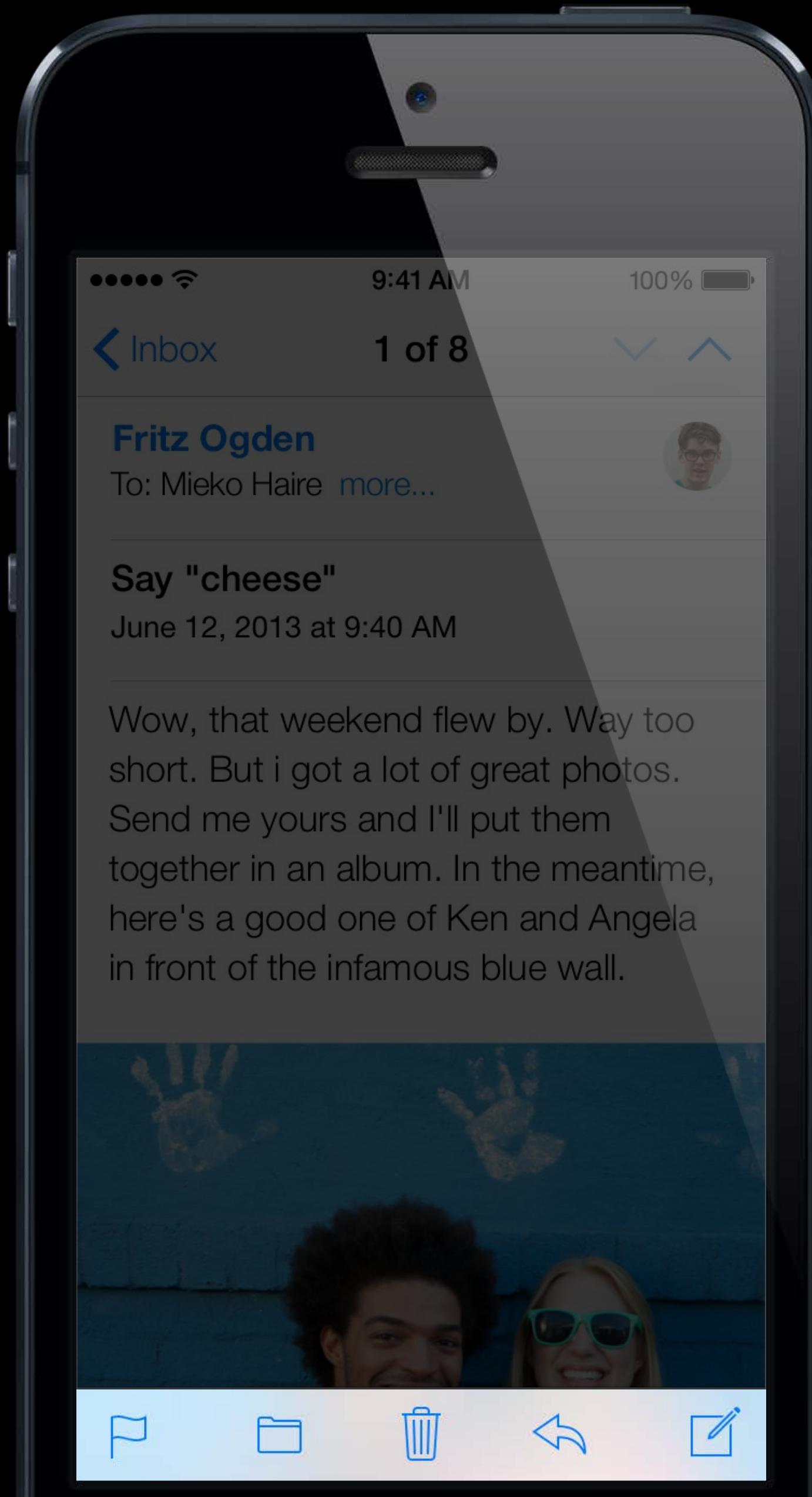
# Make Controls Fingertip Sized



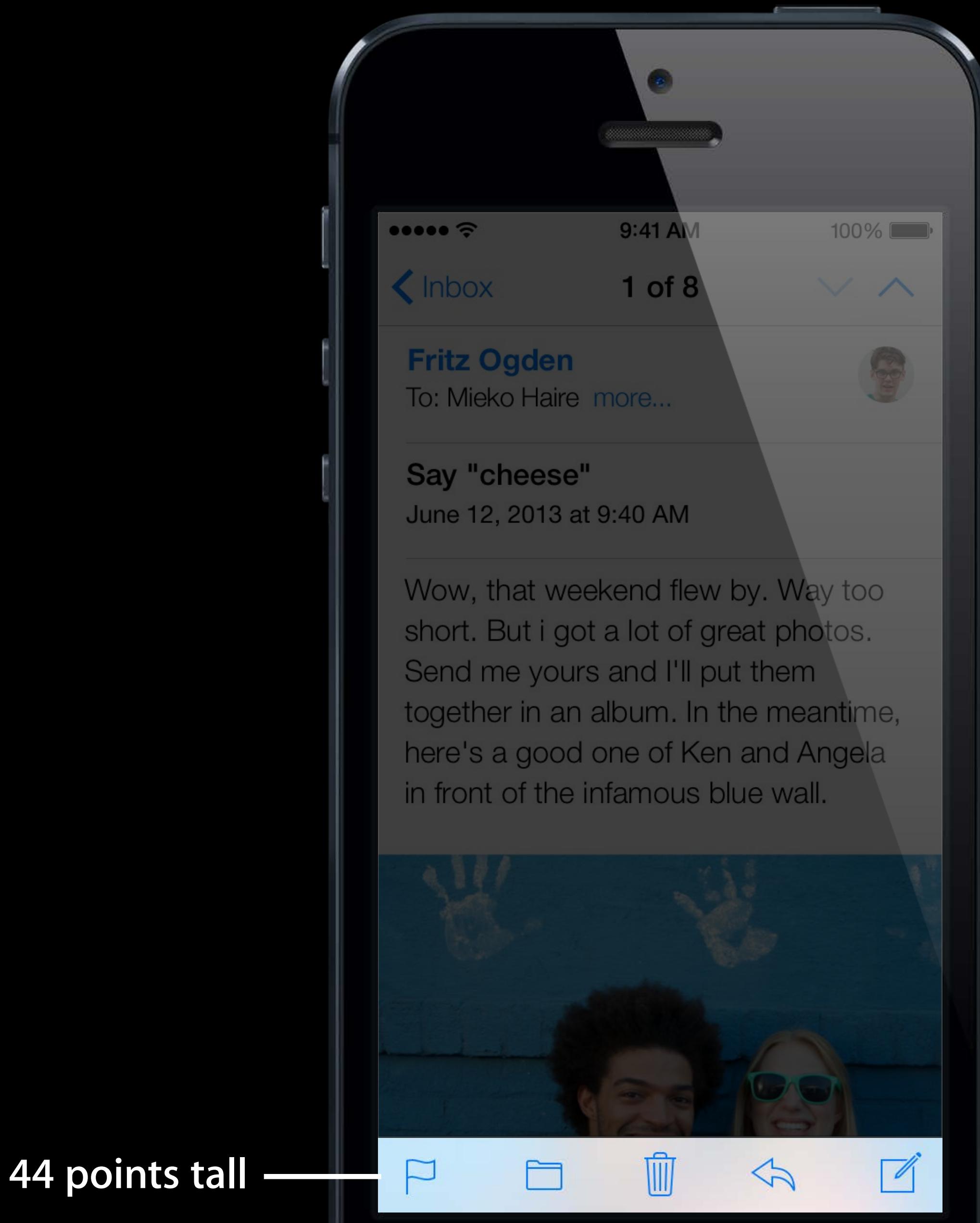
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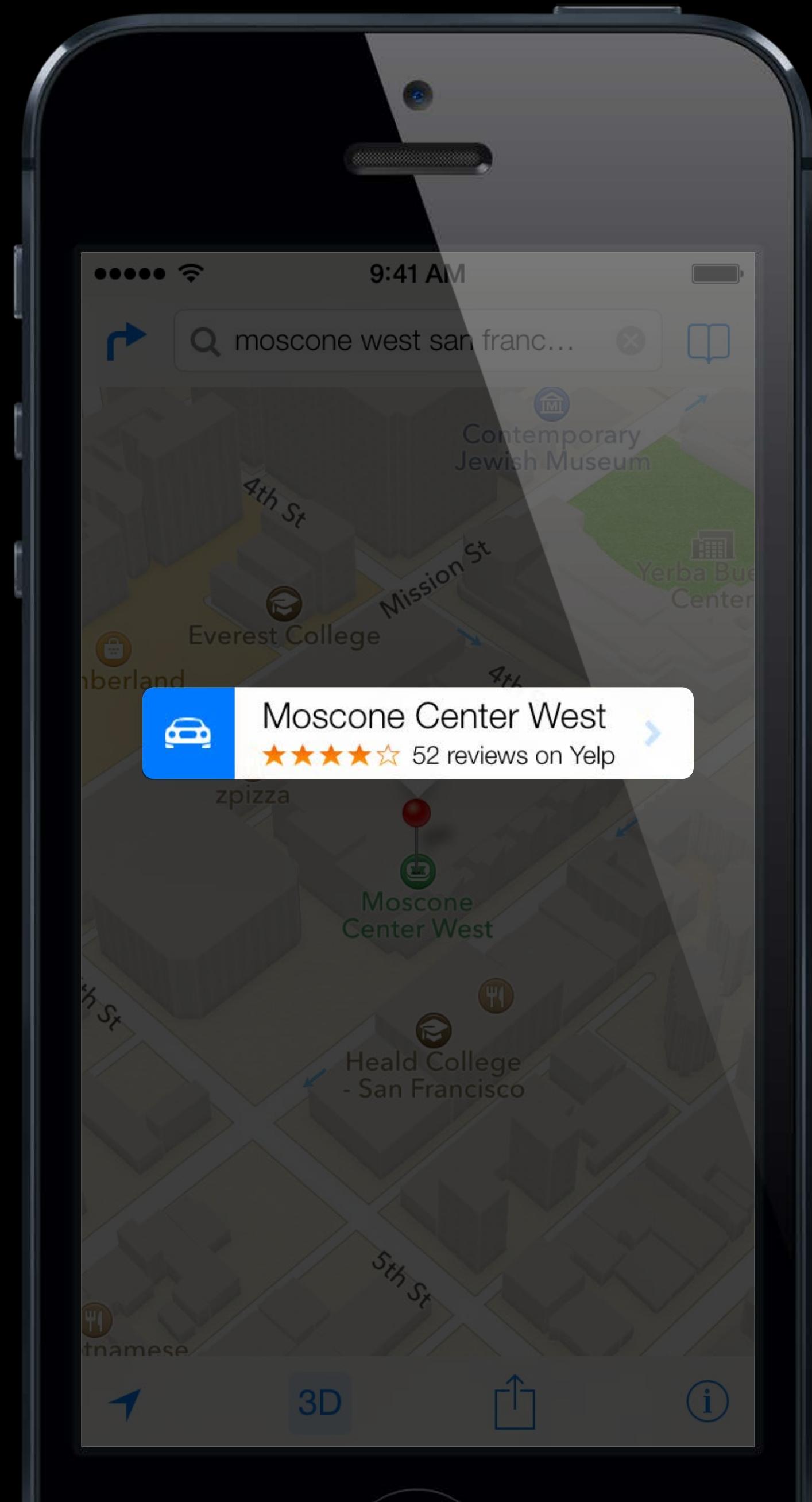
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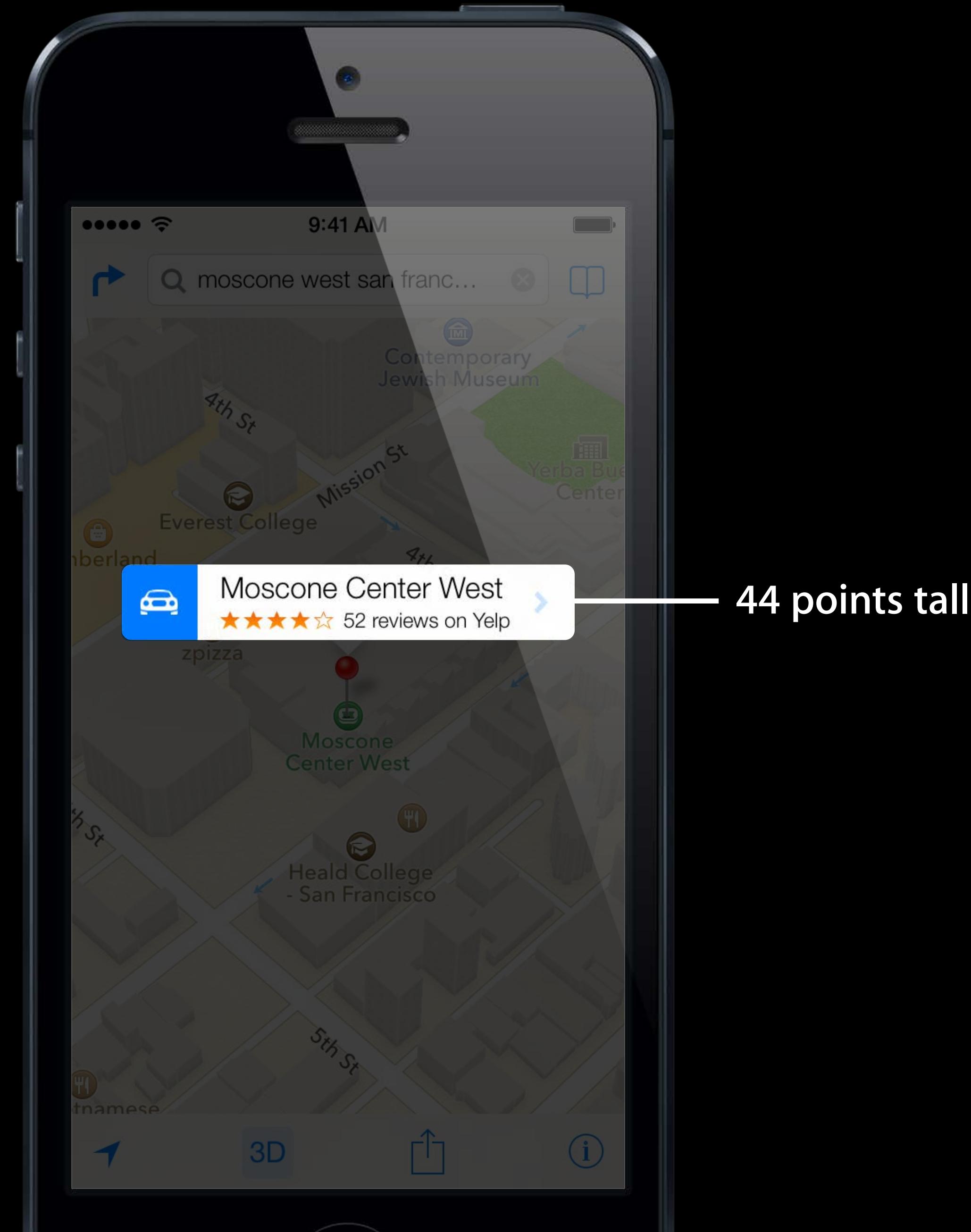
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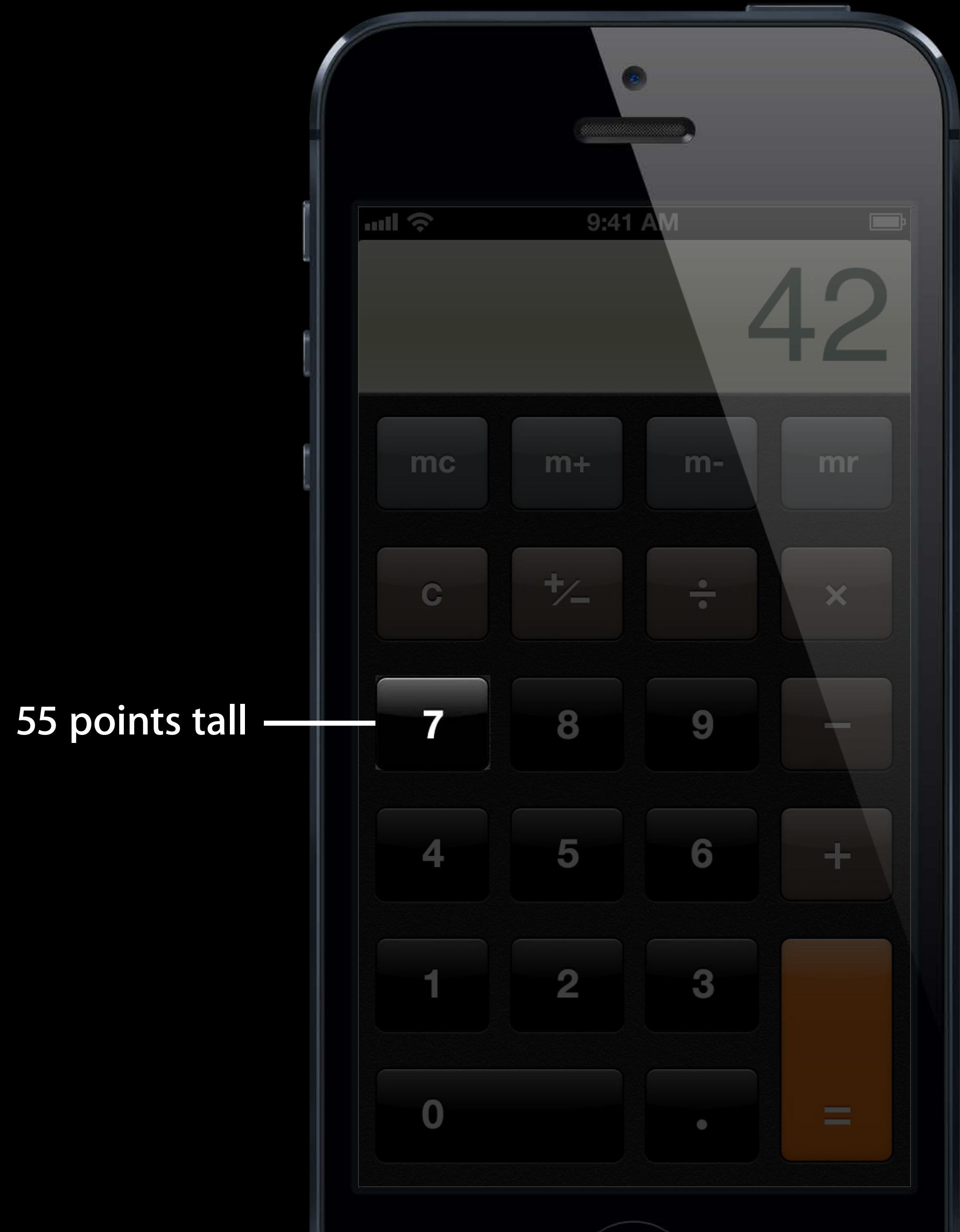
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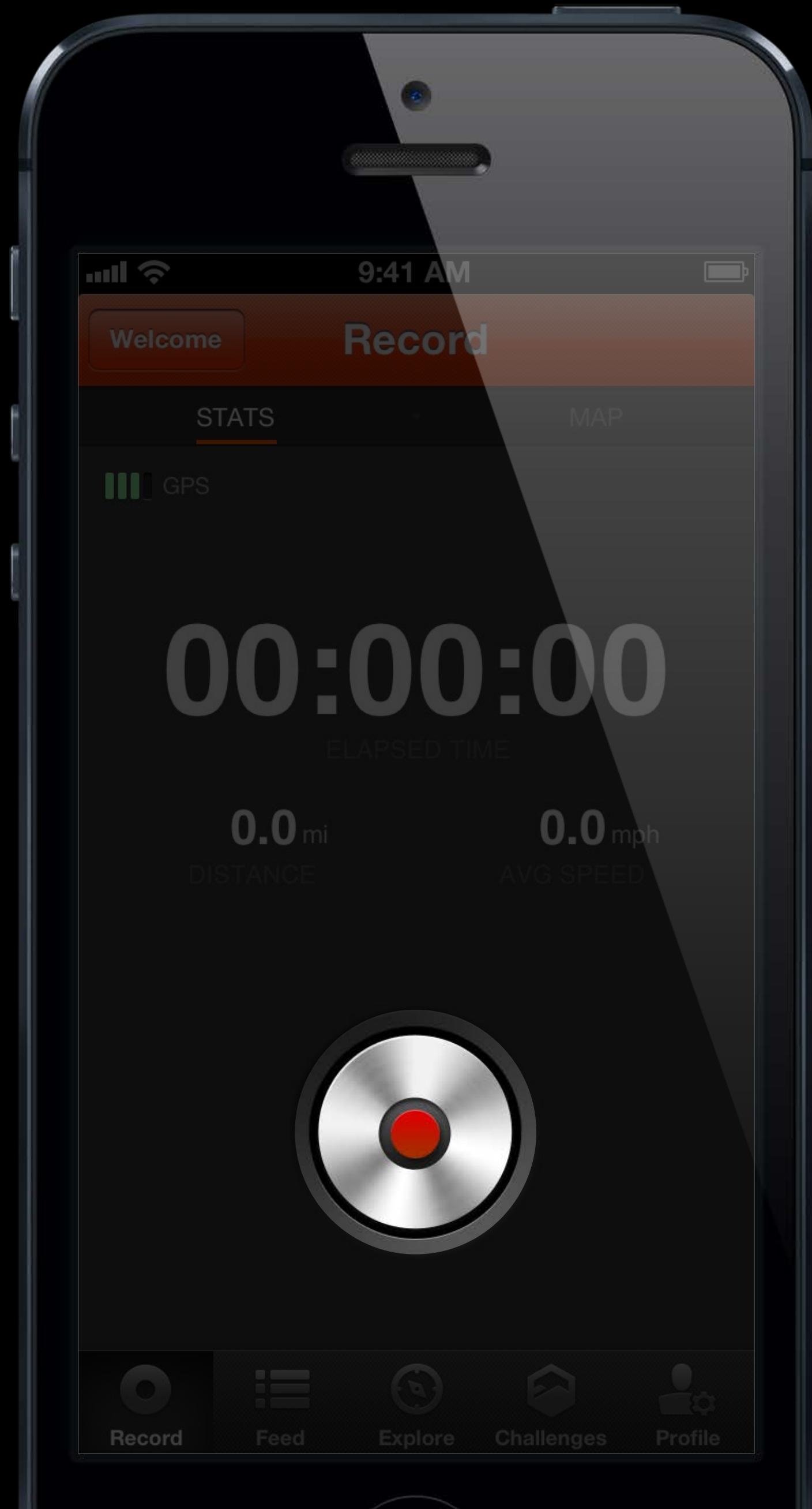
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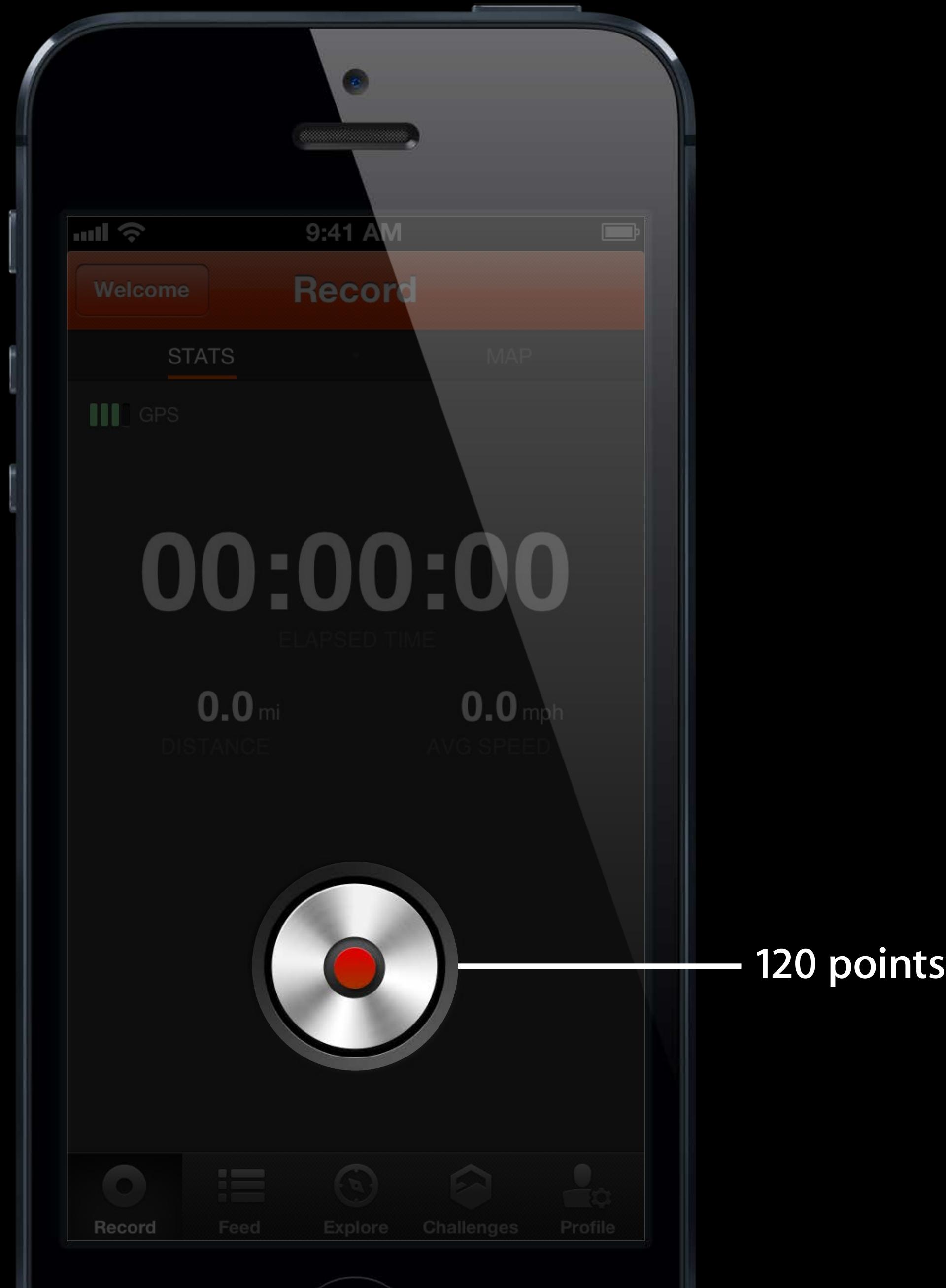
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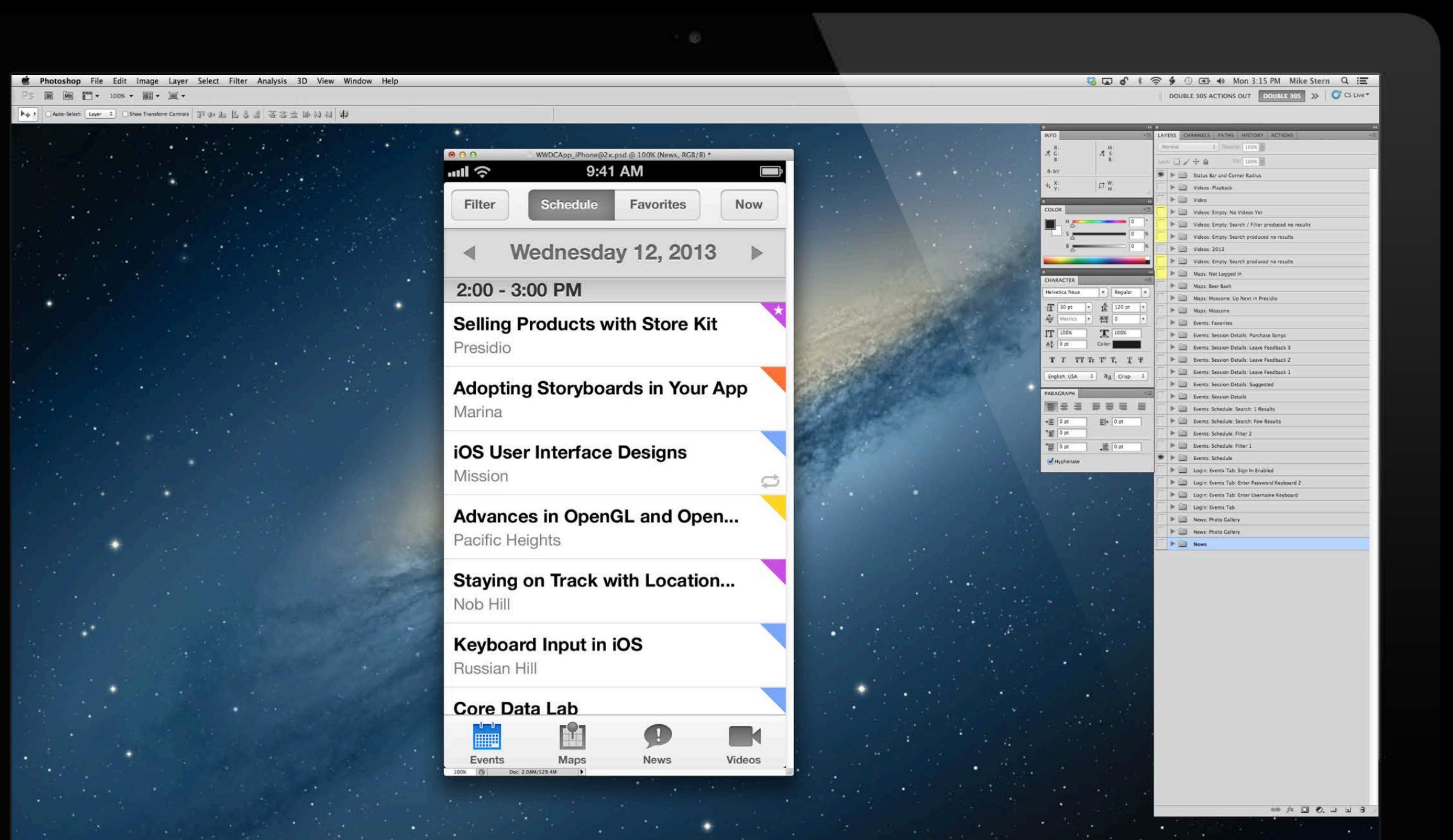
# Vary Control Size Based on Usage



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# Test Your UI on iPhone and iPad



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4

Hard-to-Read Text

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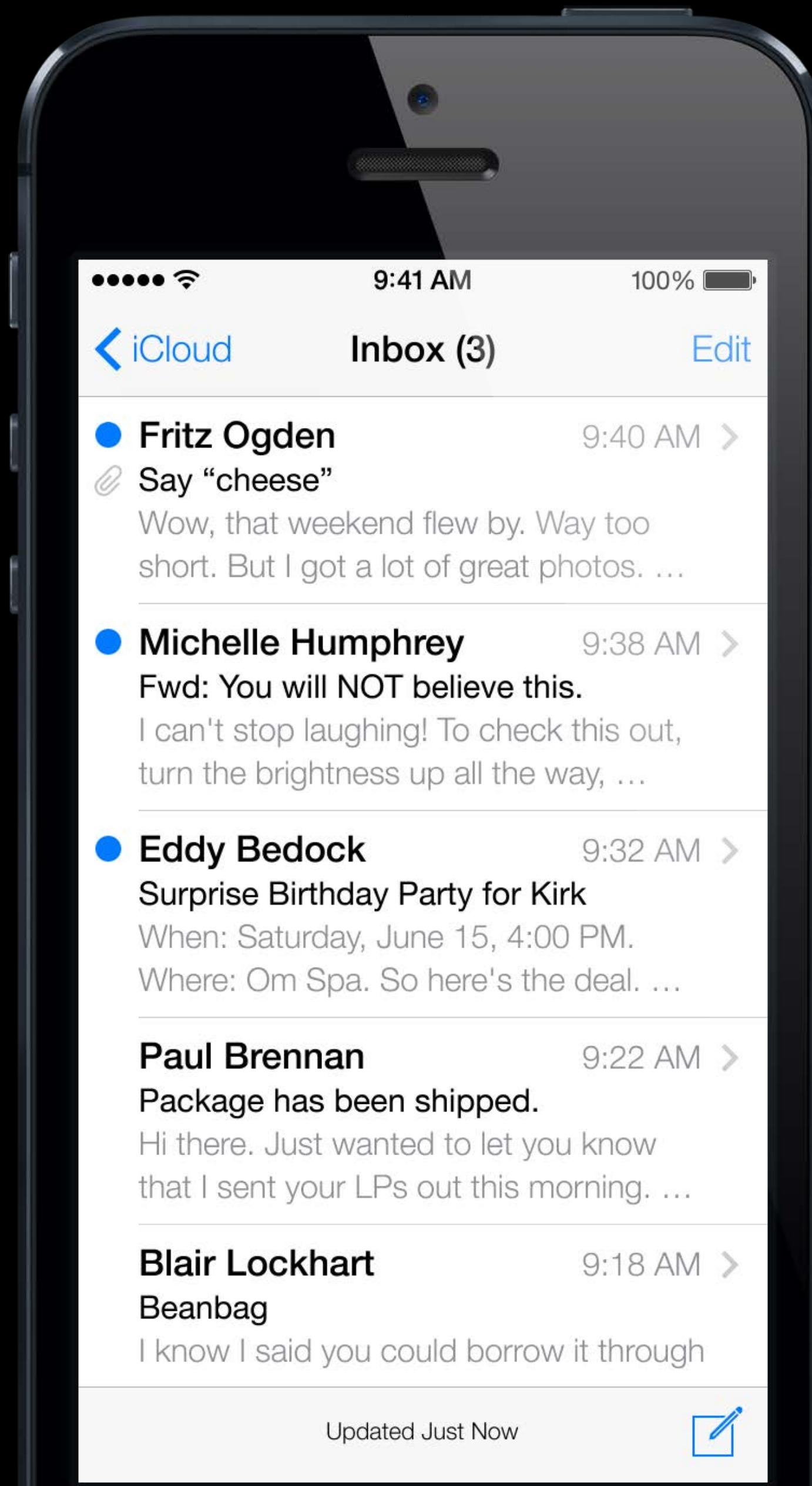
**Staying on Track with Location...**  
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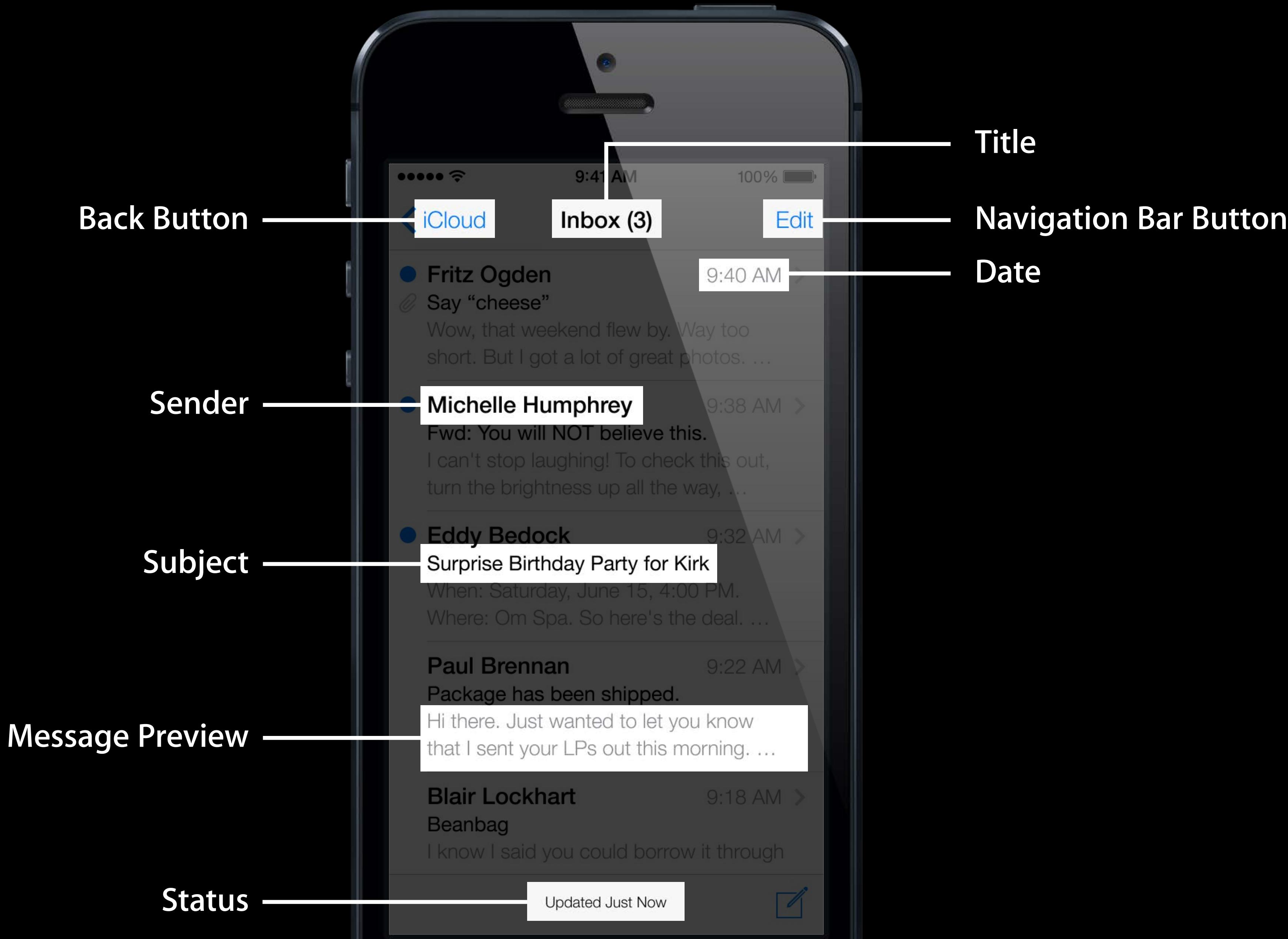
**Core Data Lab**

Events Maps News Videos

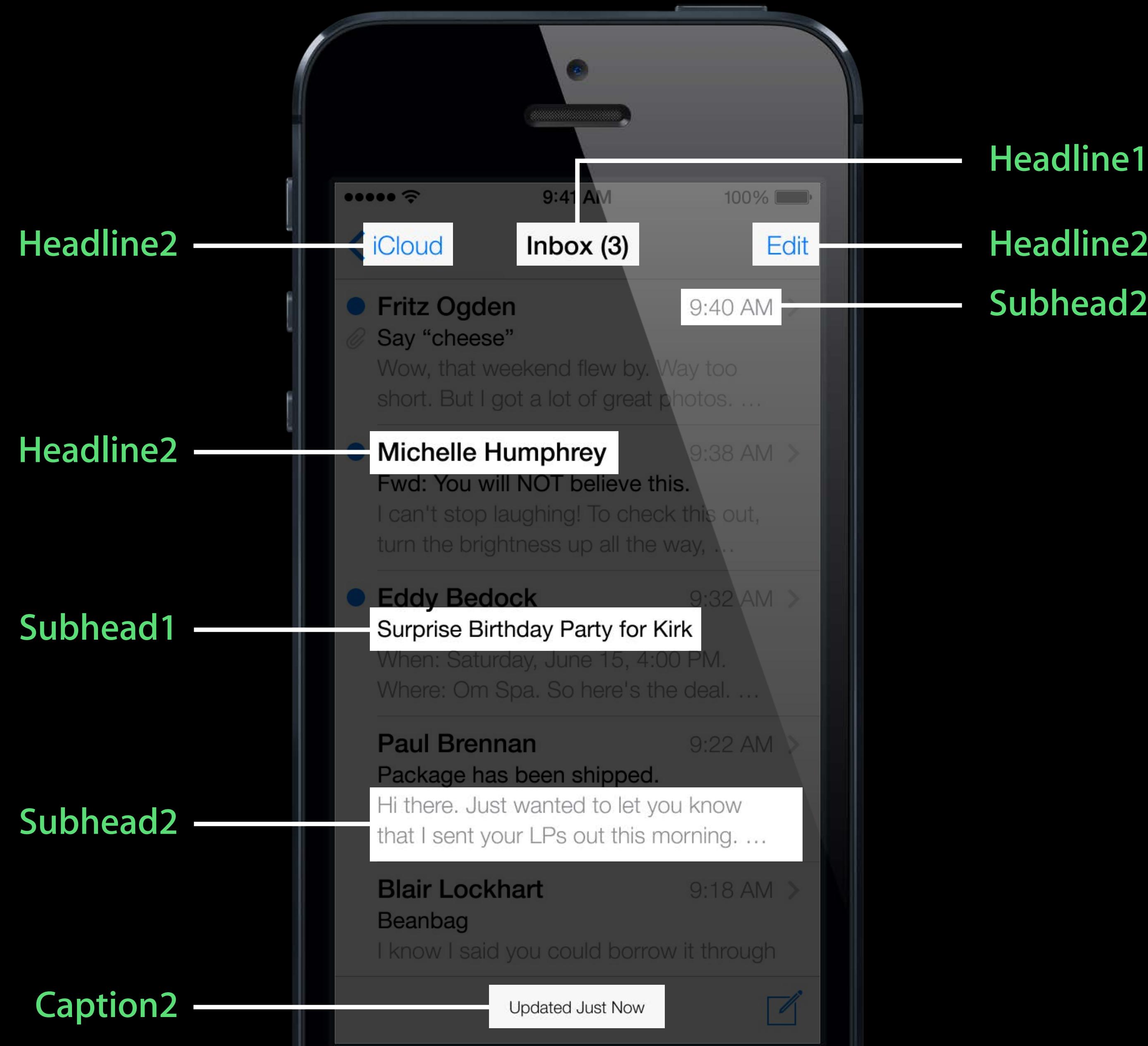
# Avoid Mixing Typefaces



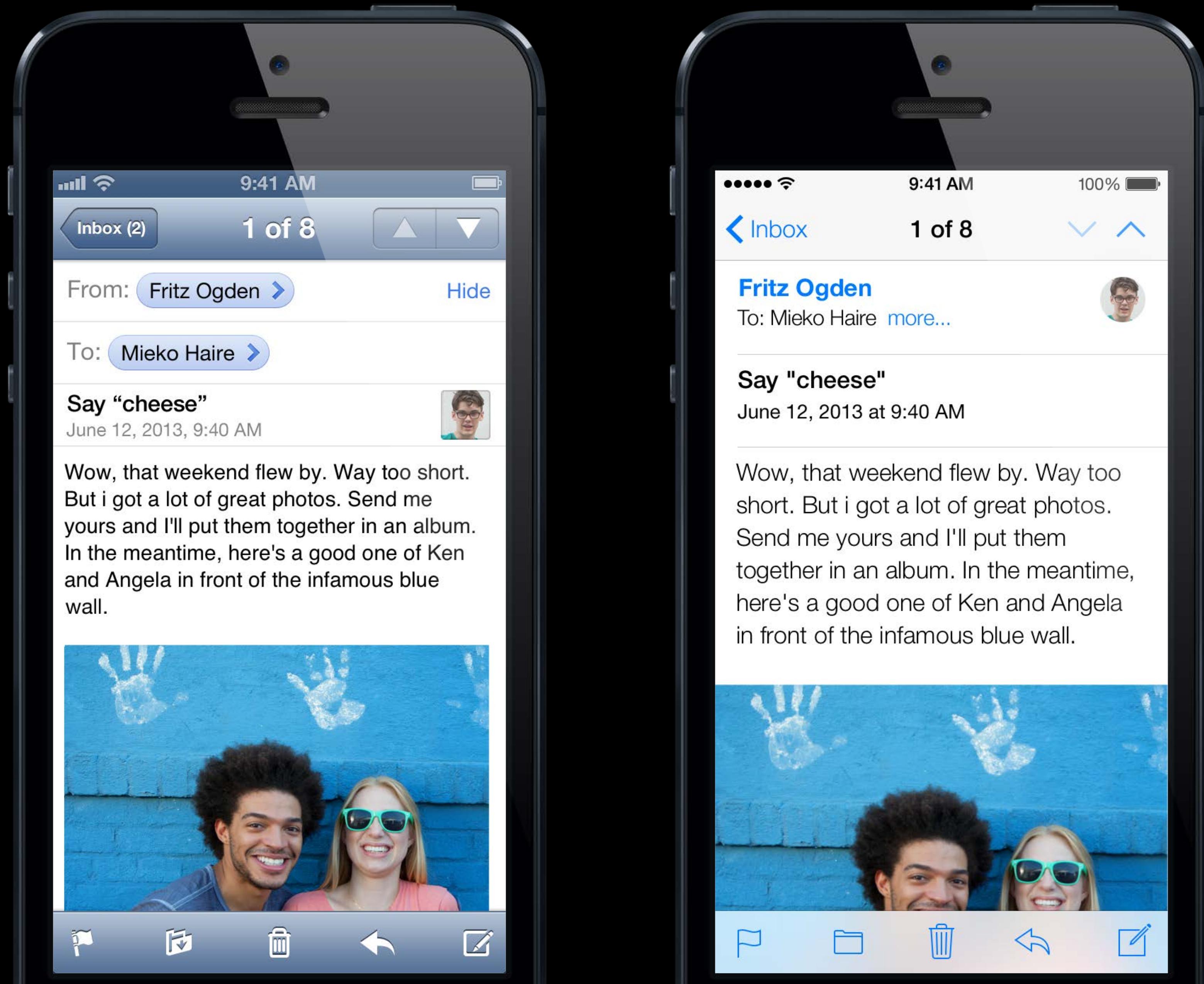
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# Avoid Mixing Typefaces

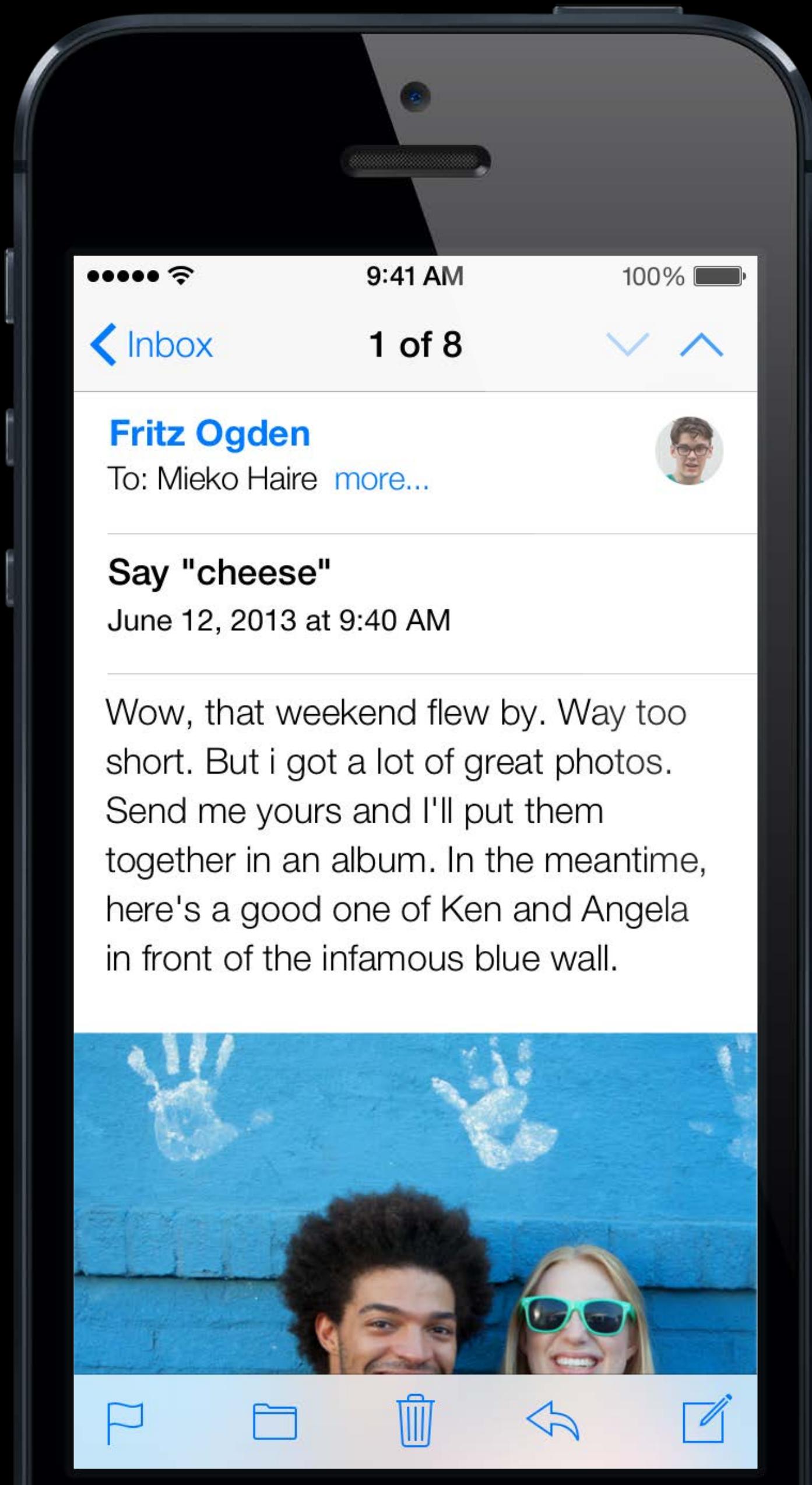
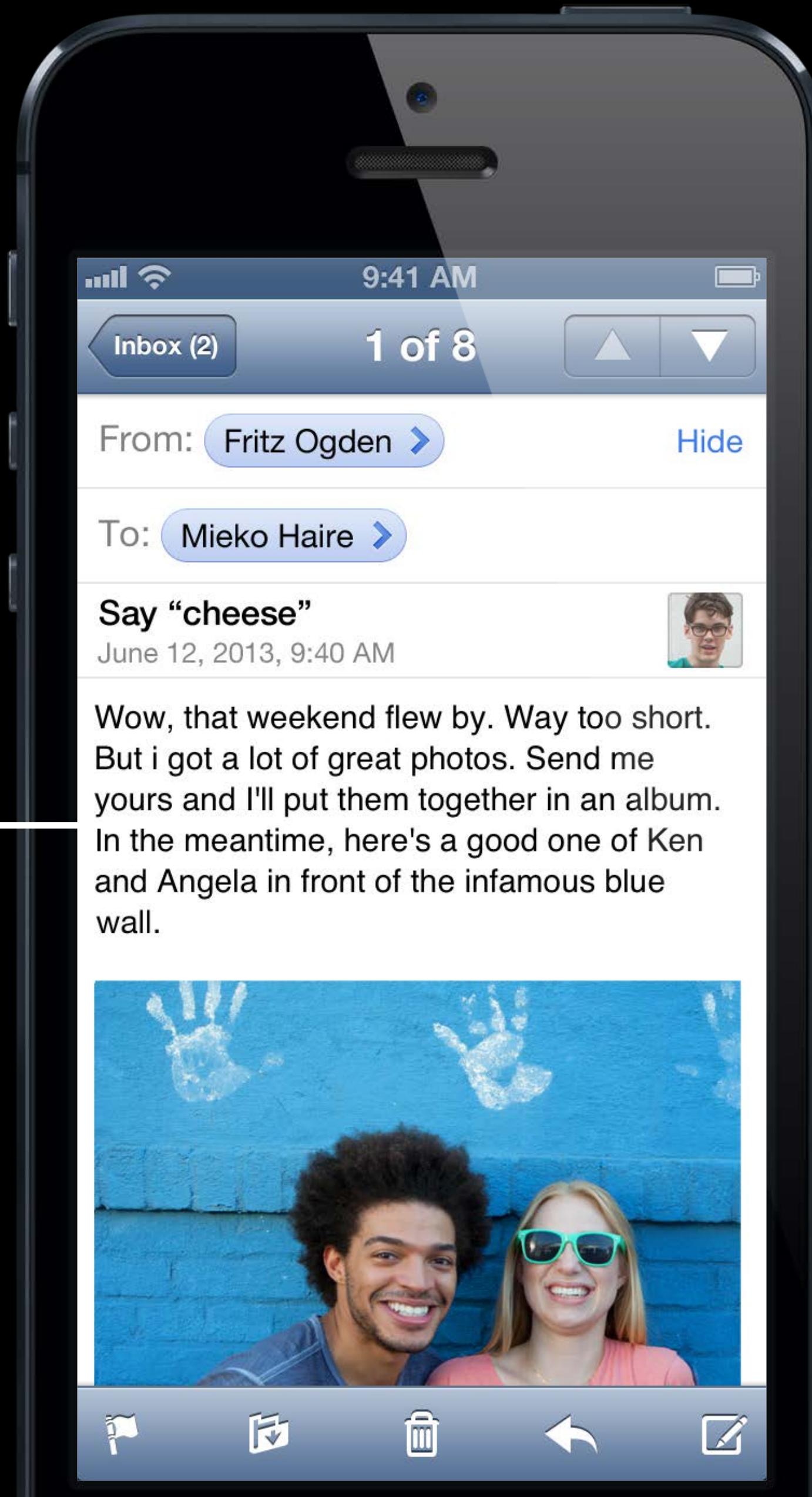


# Ensure Body Text Is Very Legible



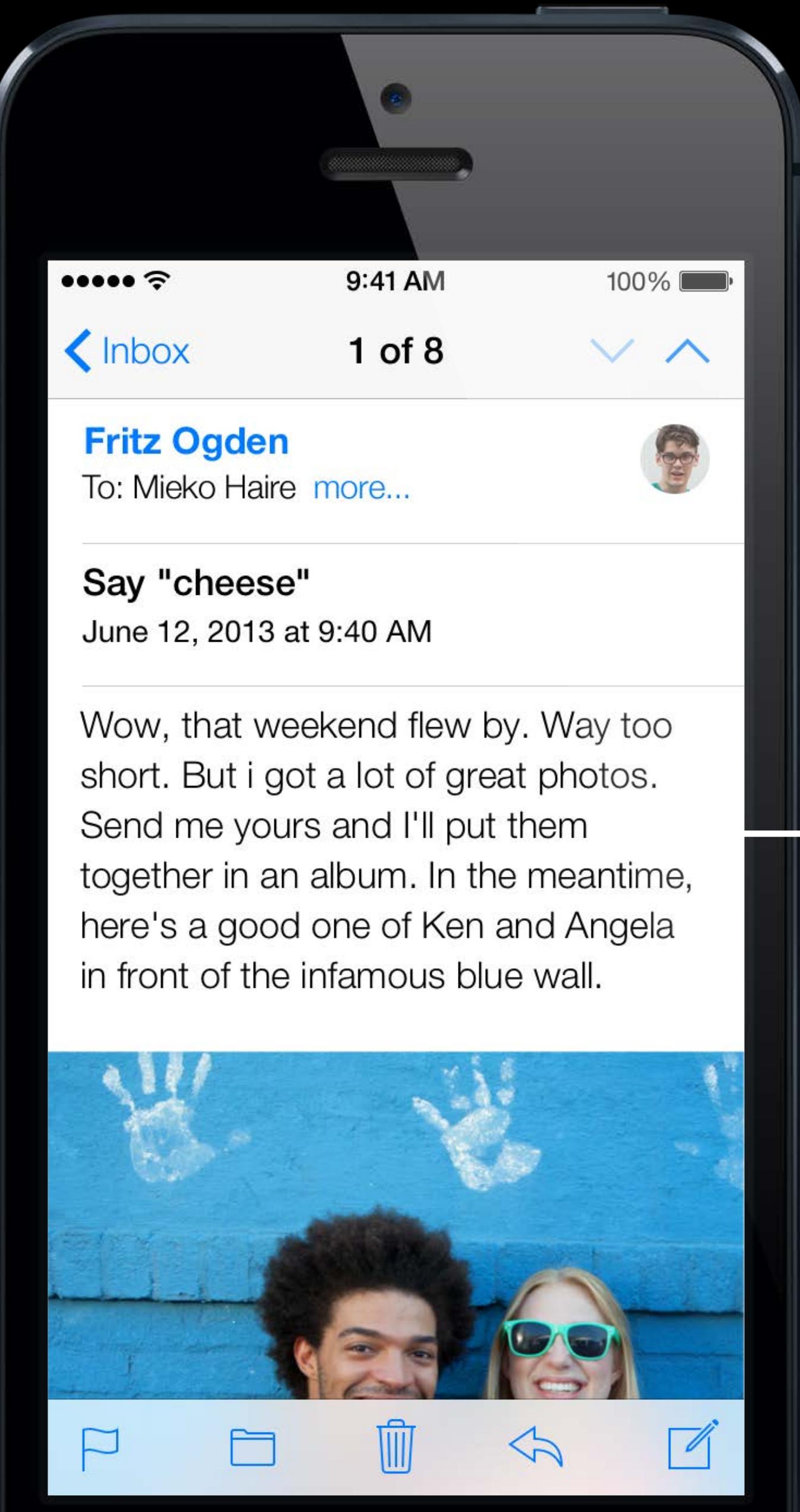
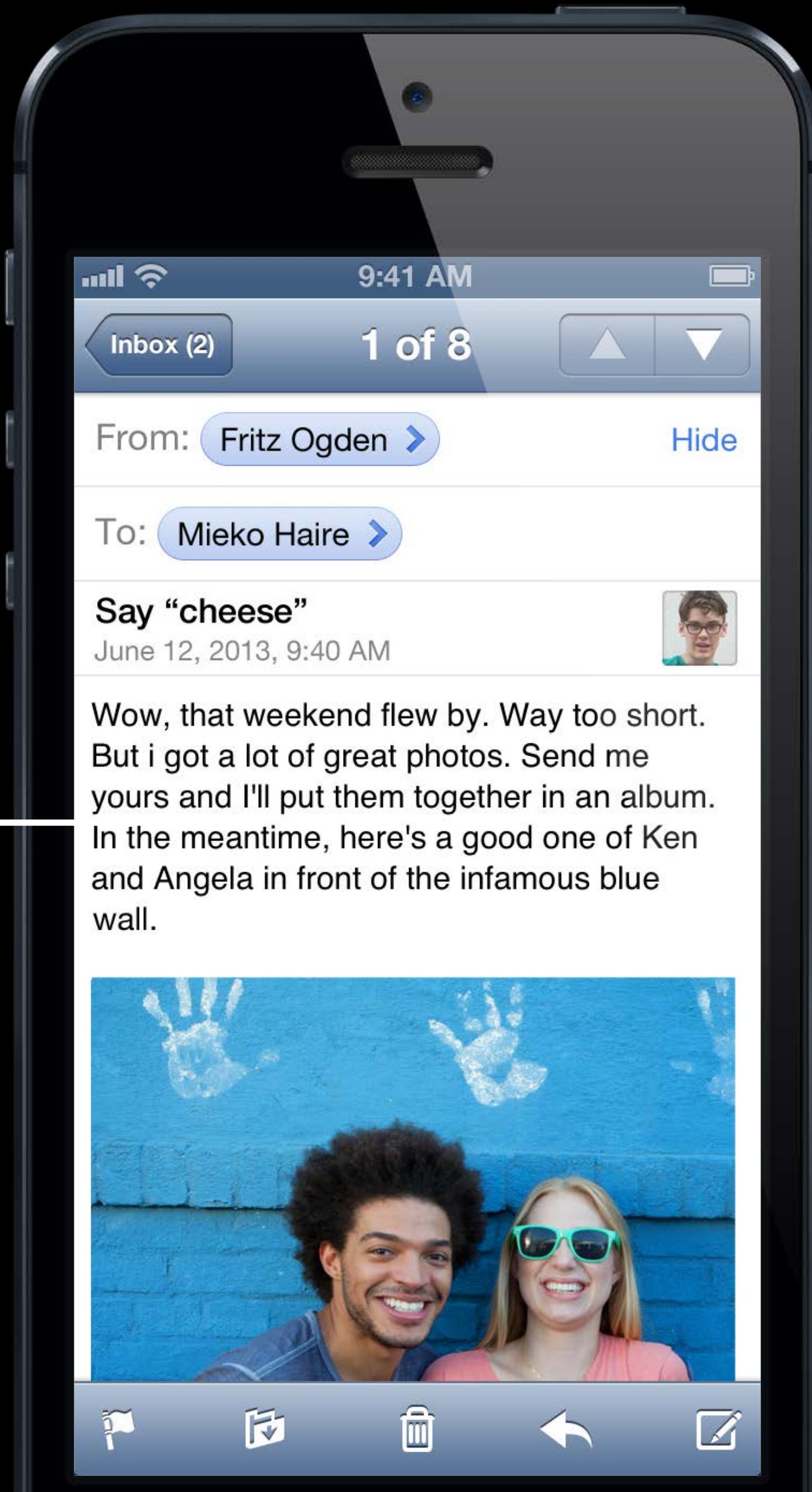
# Ensure Body Text Is Very Legible

Helvetica Neue  
15 points



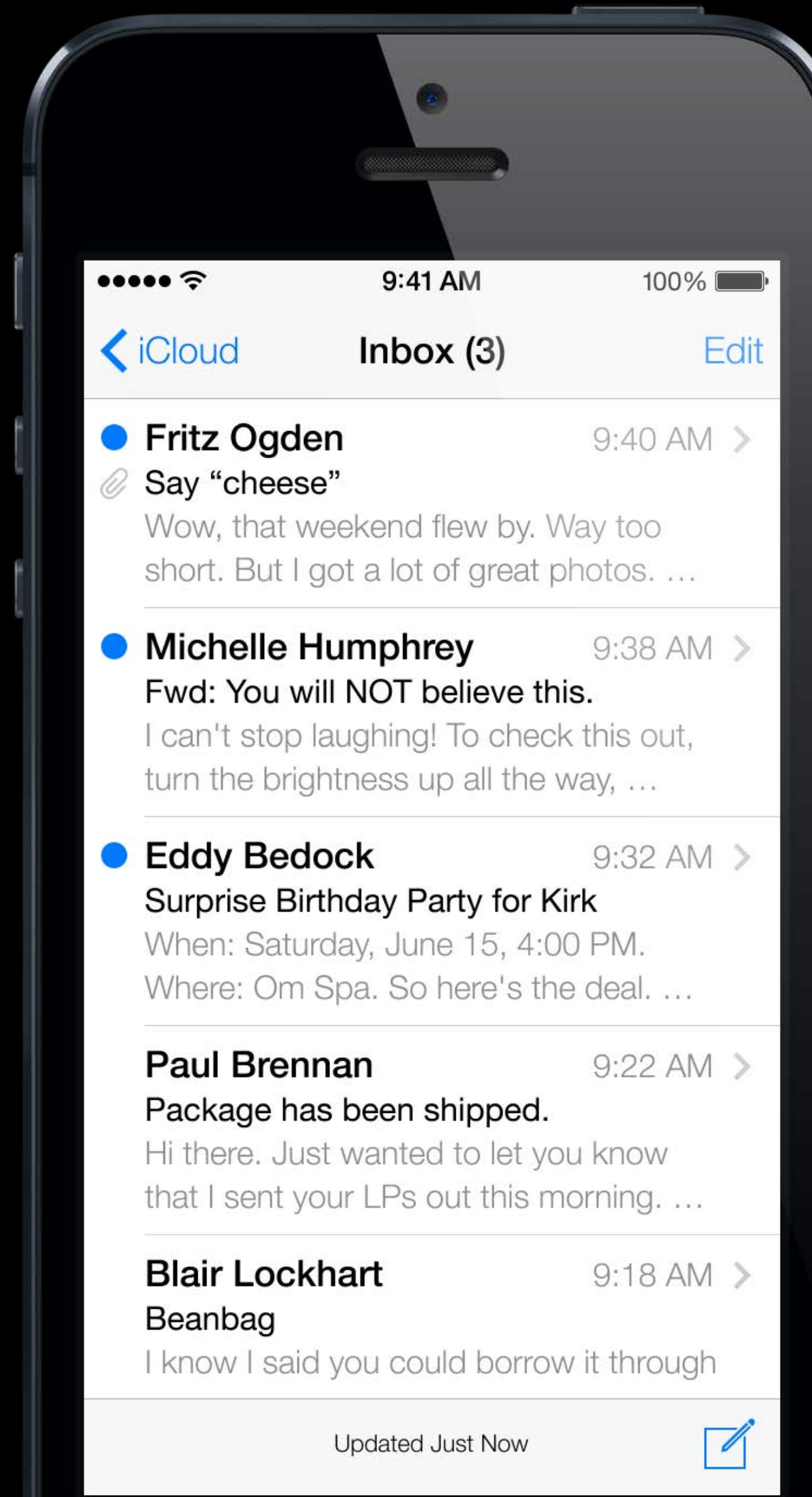
# Ensure Body Text Is Very Legible

Helvetica Neue  
15 points

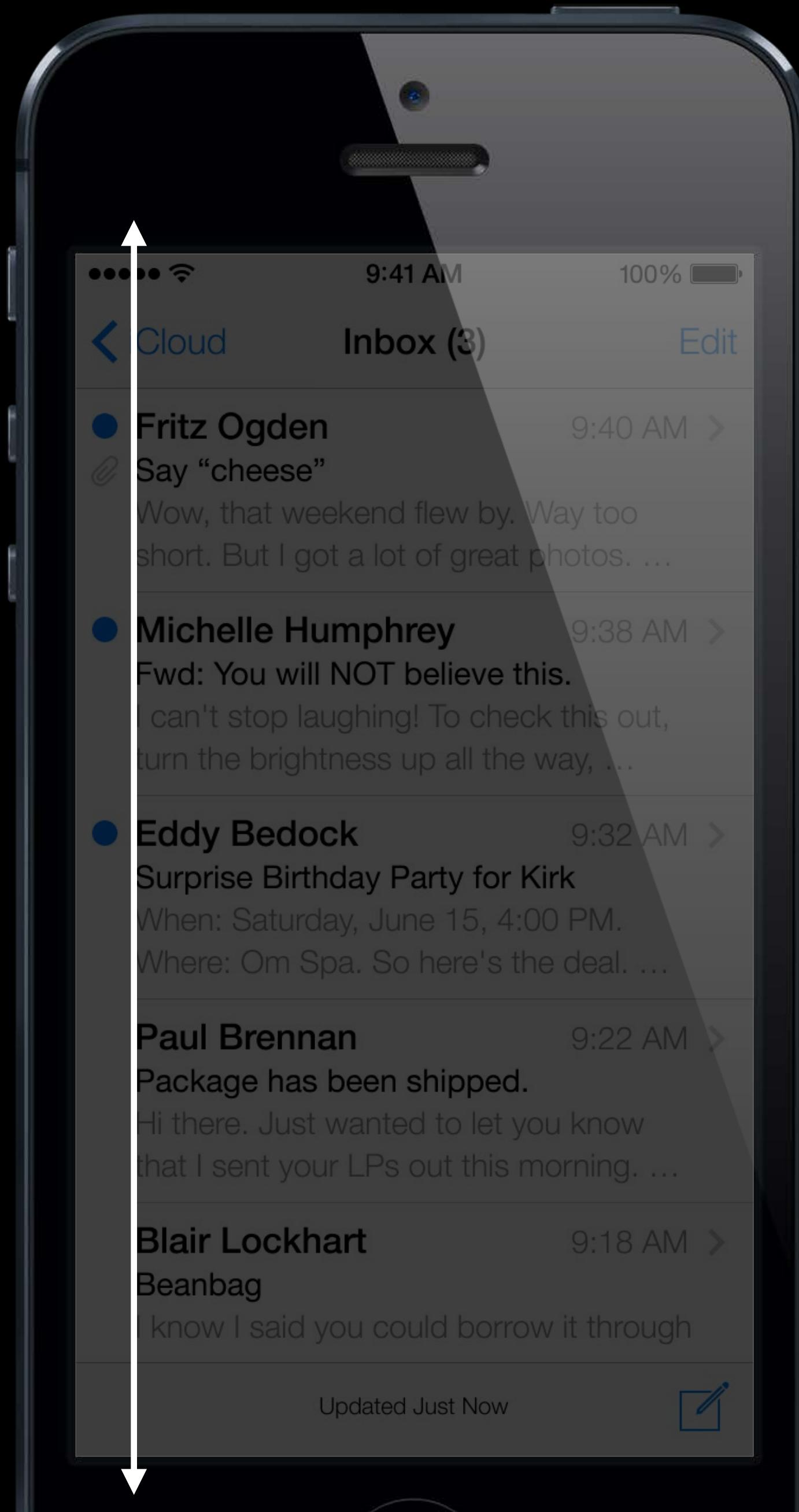


System Font  
"Body" Style  
Variable Sizes

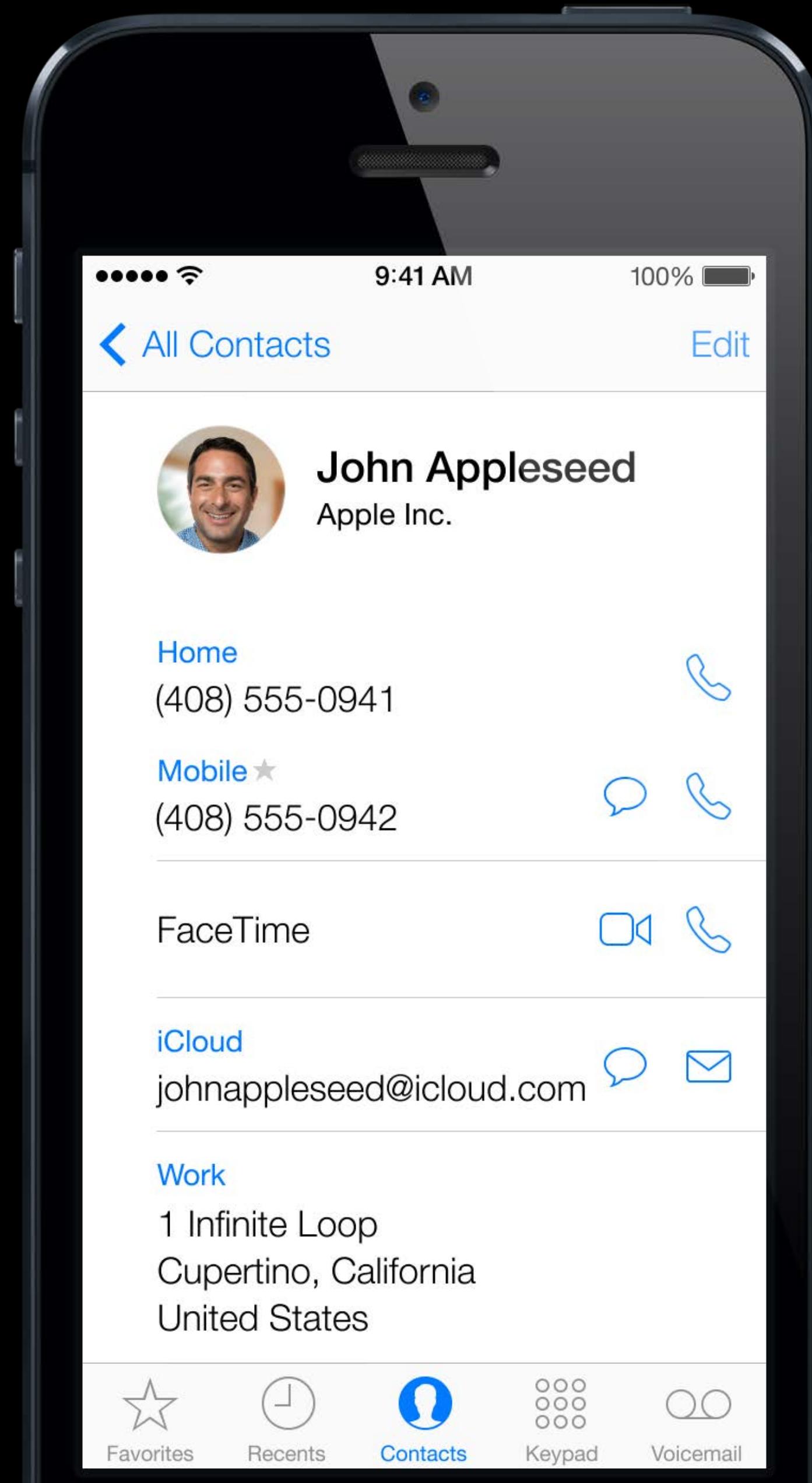
# Align Text to Let Users Quickly Skim



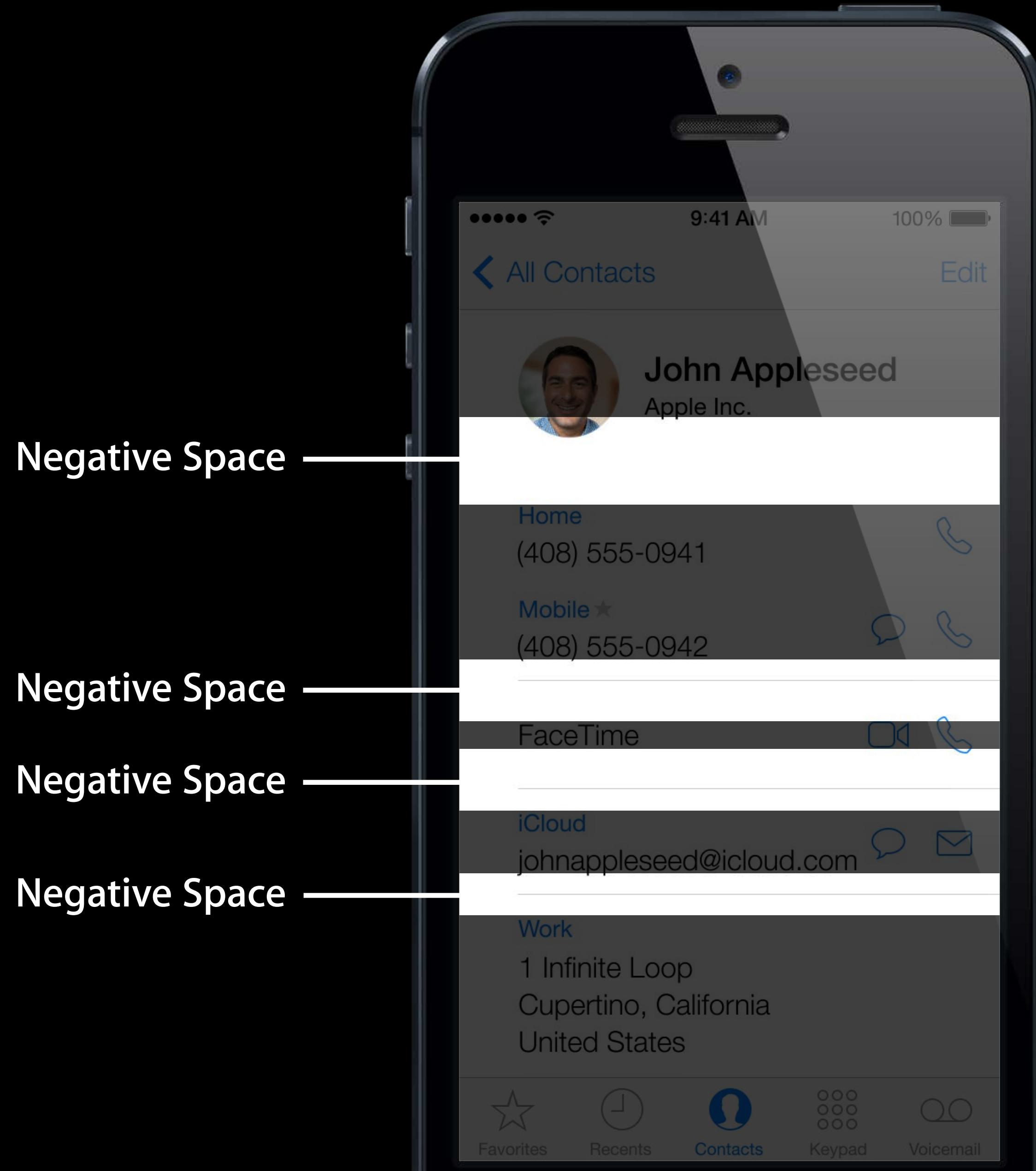
# Align Text to Let Users Quickly Skim



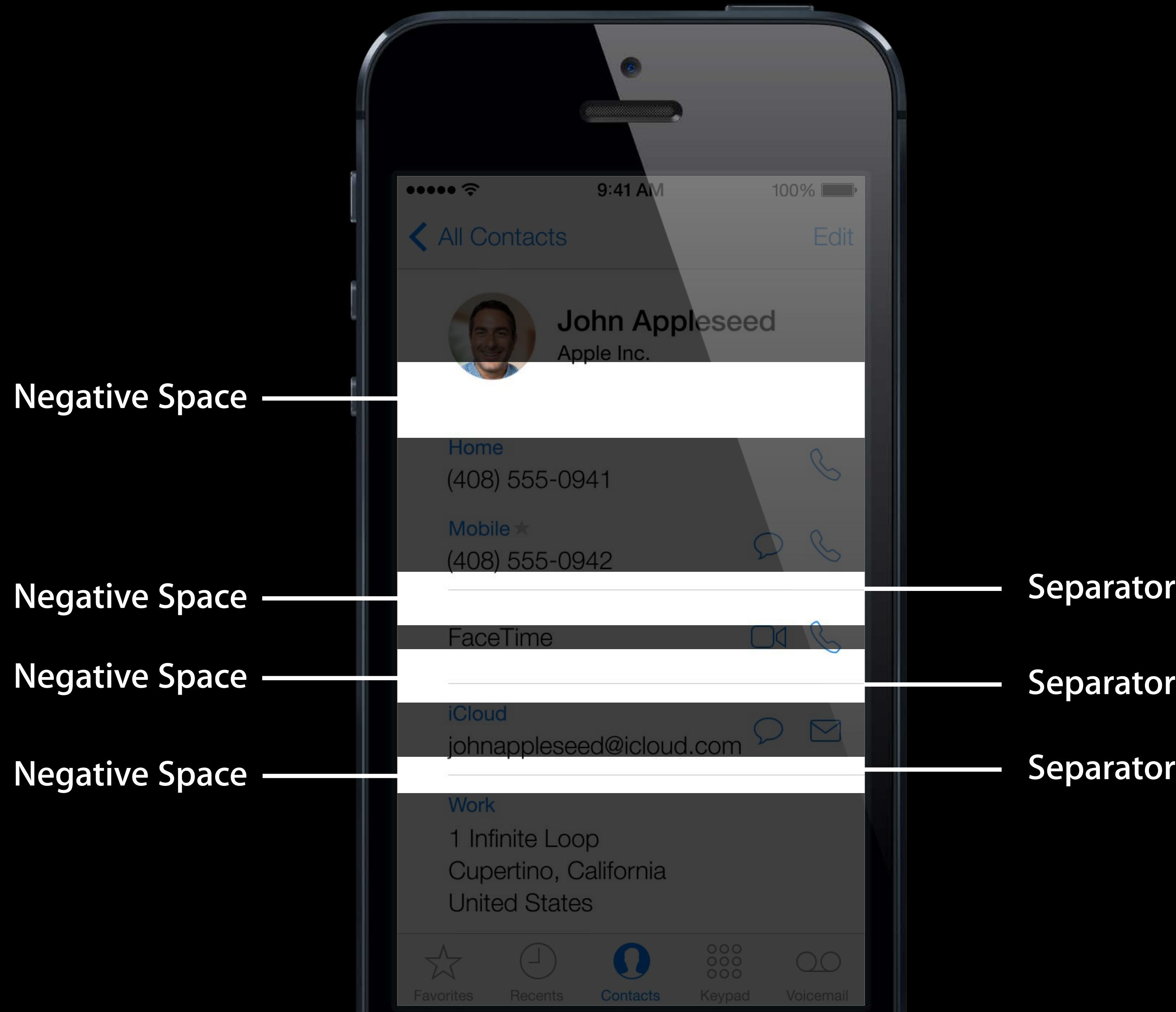
# Use Negative Space and Separators



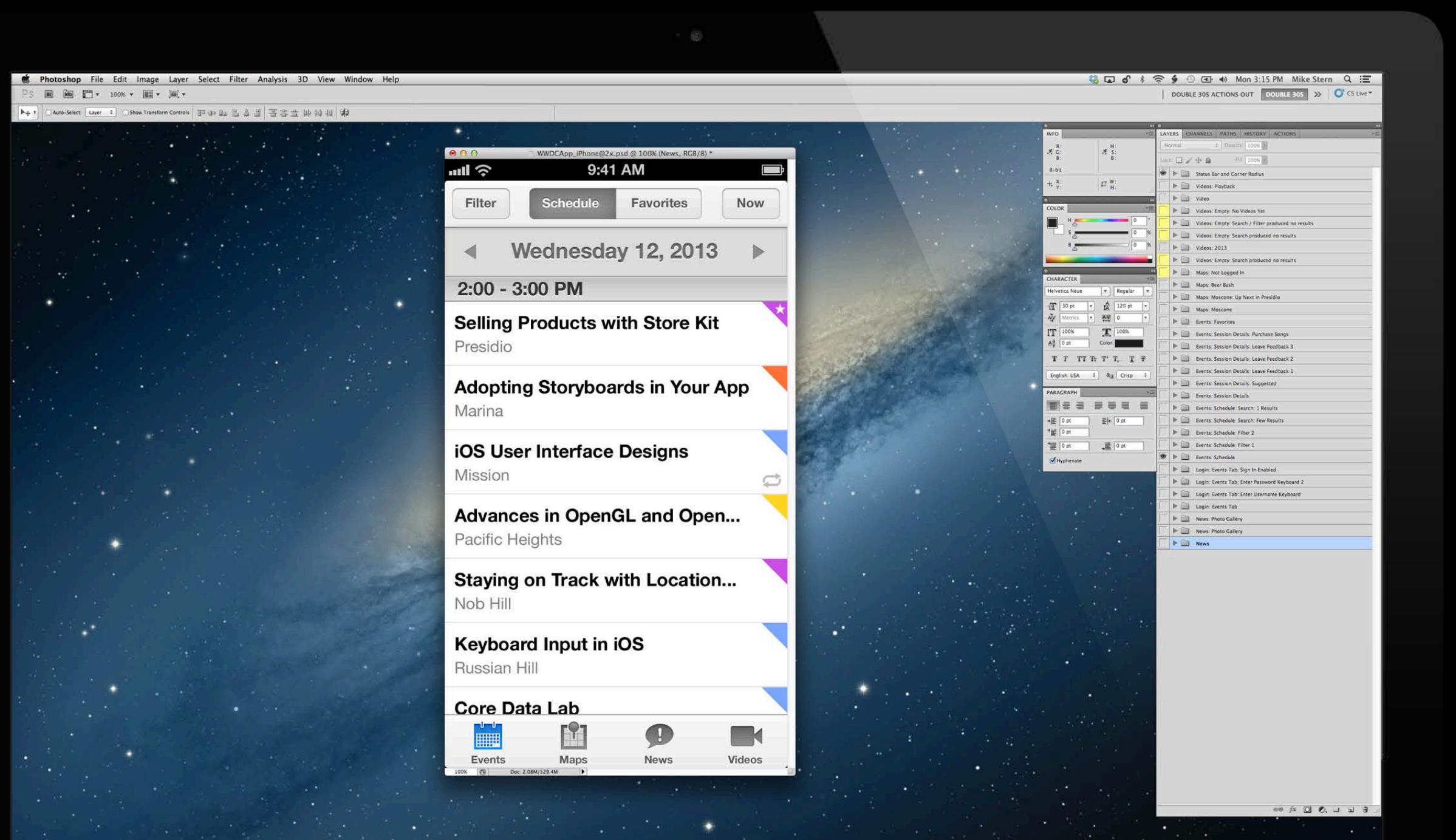
# Use Negative Space and Separators



# Use Negative Space and Separators



# Test Your UI on iPhone and iPad



# Test Your UI on iPhone and iPad





LiveView



Skala View



xScope Mirror



Screenshots Journal

- 1 Bad App Icons
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- 4 Hard-to-Read Text**
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A large red circle containing the white number 5, centered on a black background.

5

Ambiguous Alerts

Error [0047]

Today at 9:41 AM

OK

### Cancel Transaction

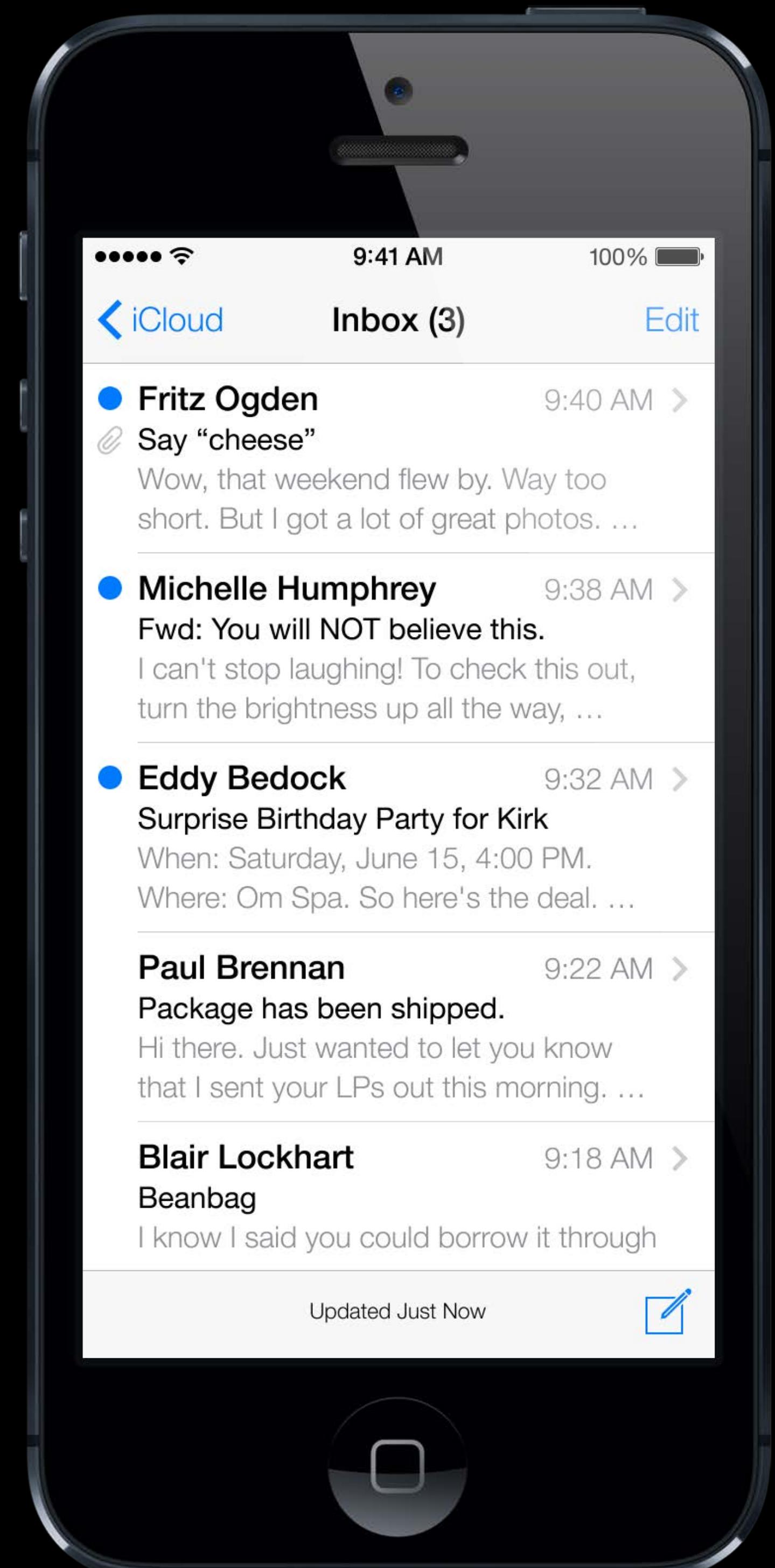
Are you sure you want to cancel this  
transaction?

OK

Cancel

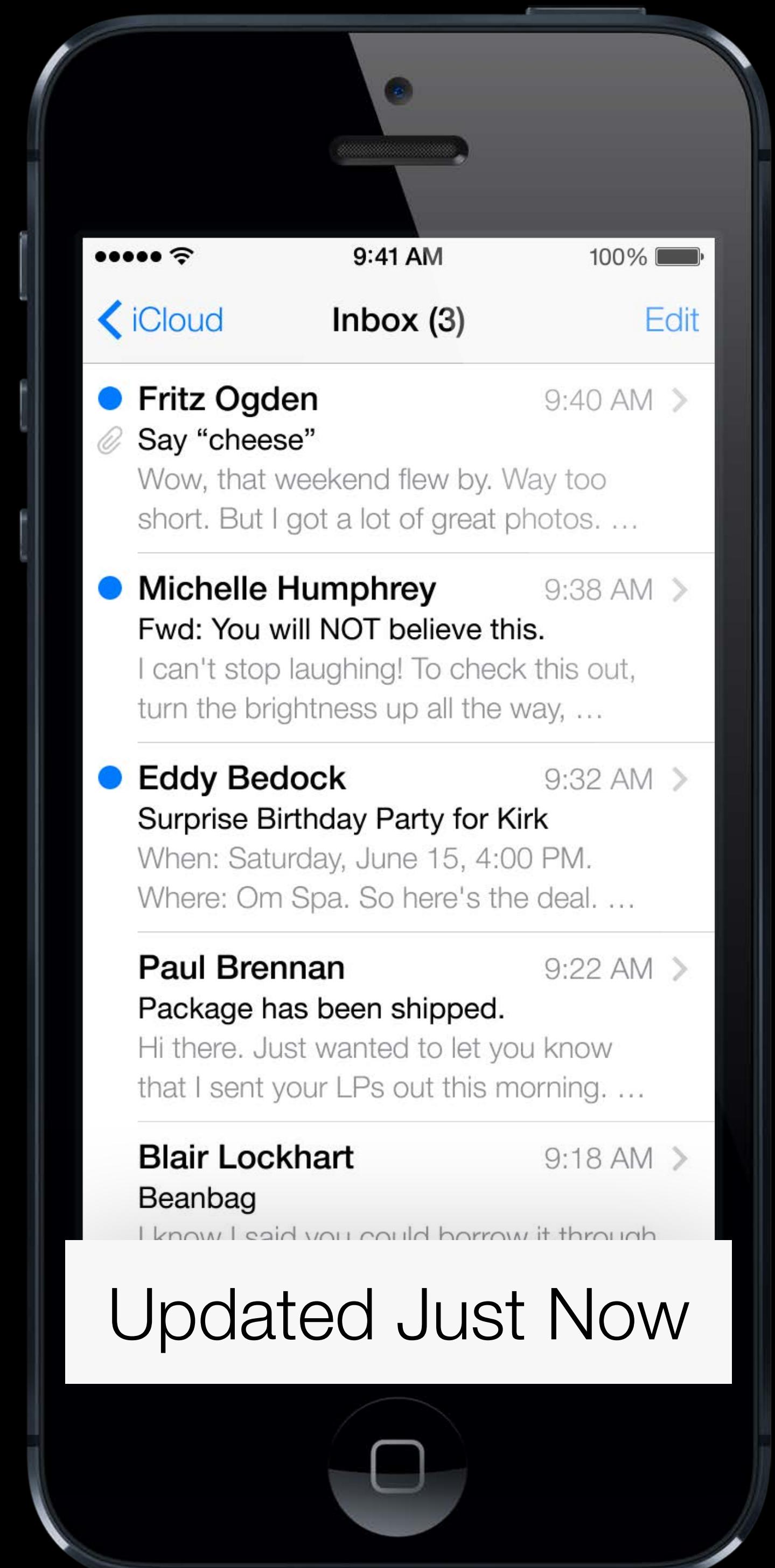
# Alerts

## Avoid unnecessary alerts



# Alerts

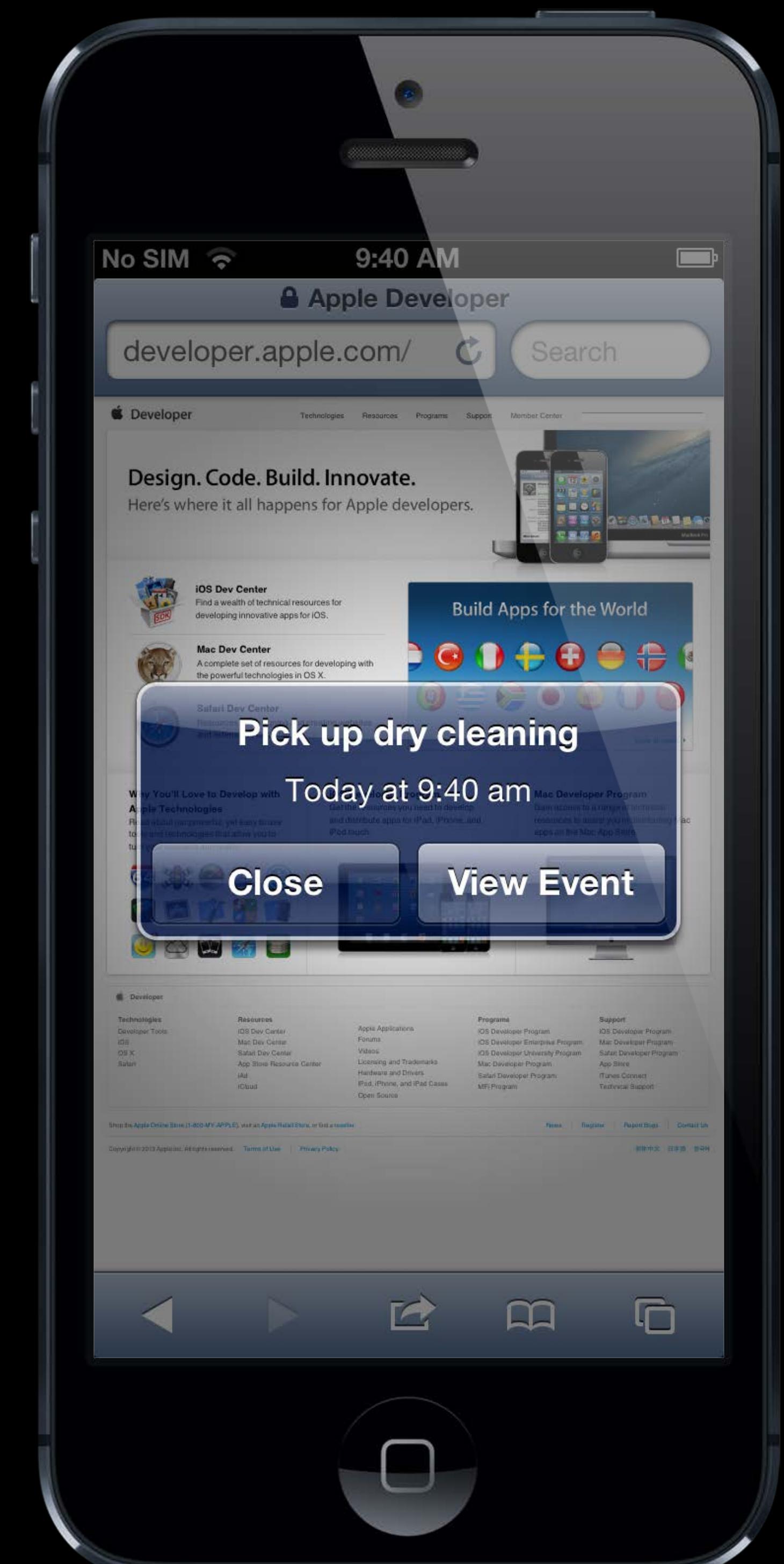
## Avoid unnecessary alerts



# Alerts

Avoid unnecessary alerts

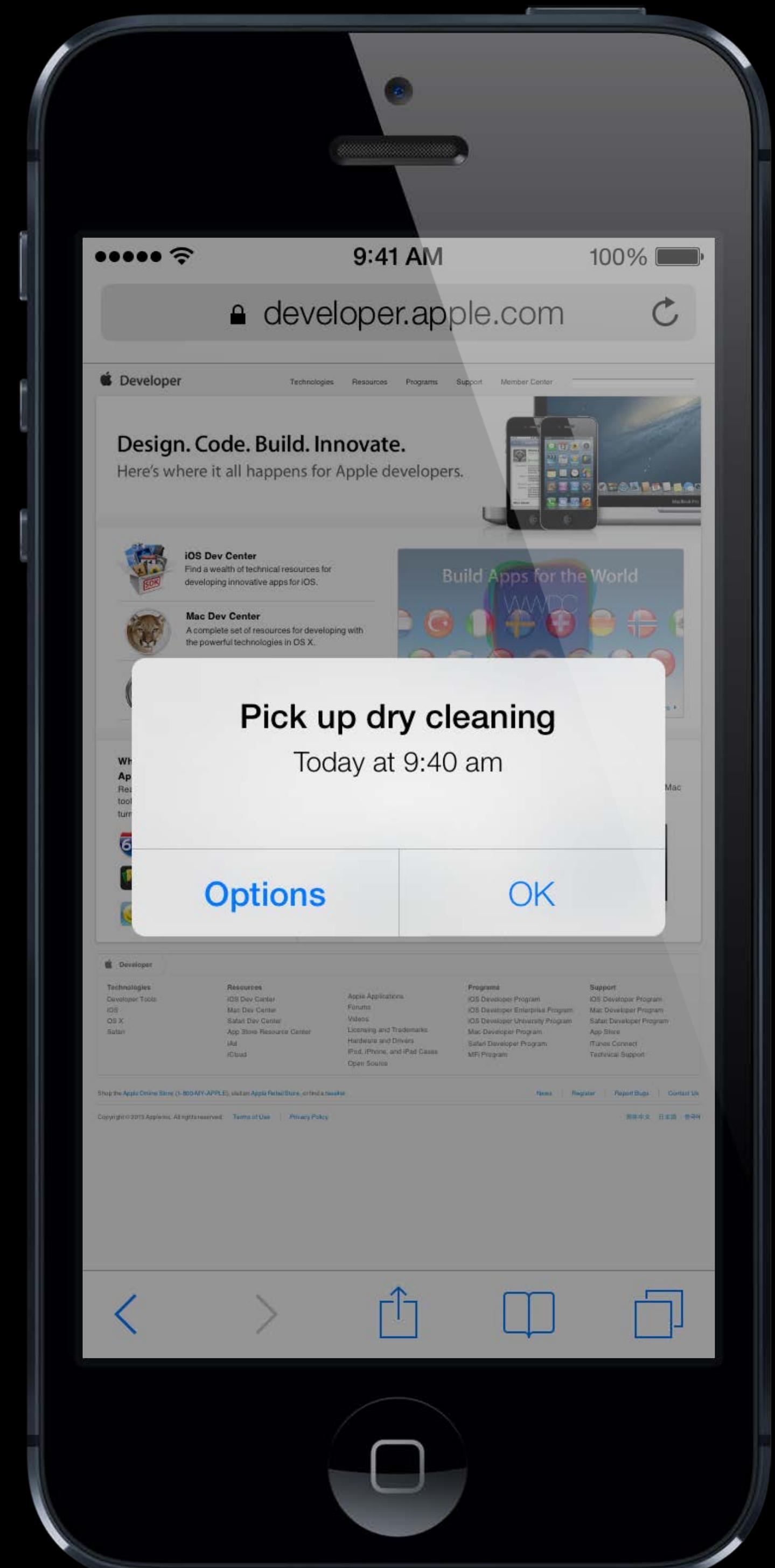
Label buttons by their resulting action



# Alerts

Avoid unnecessary alerts

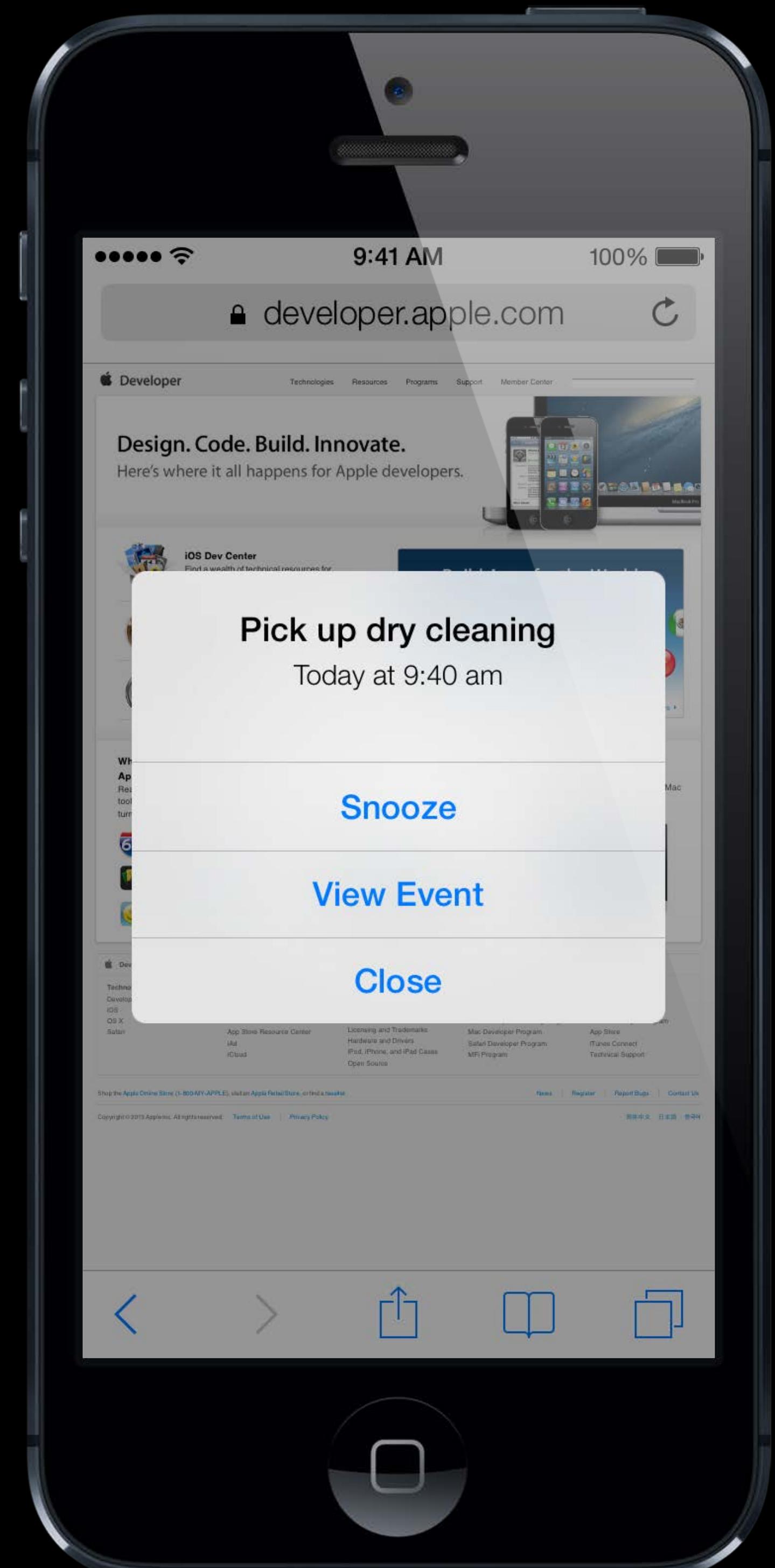
Label buttons by their resulting action



# Alerts

Avoid unnecessary alerts

Label buttons by their resulting action

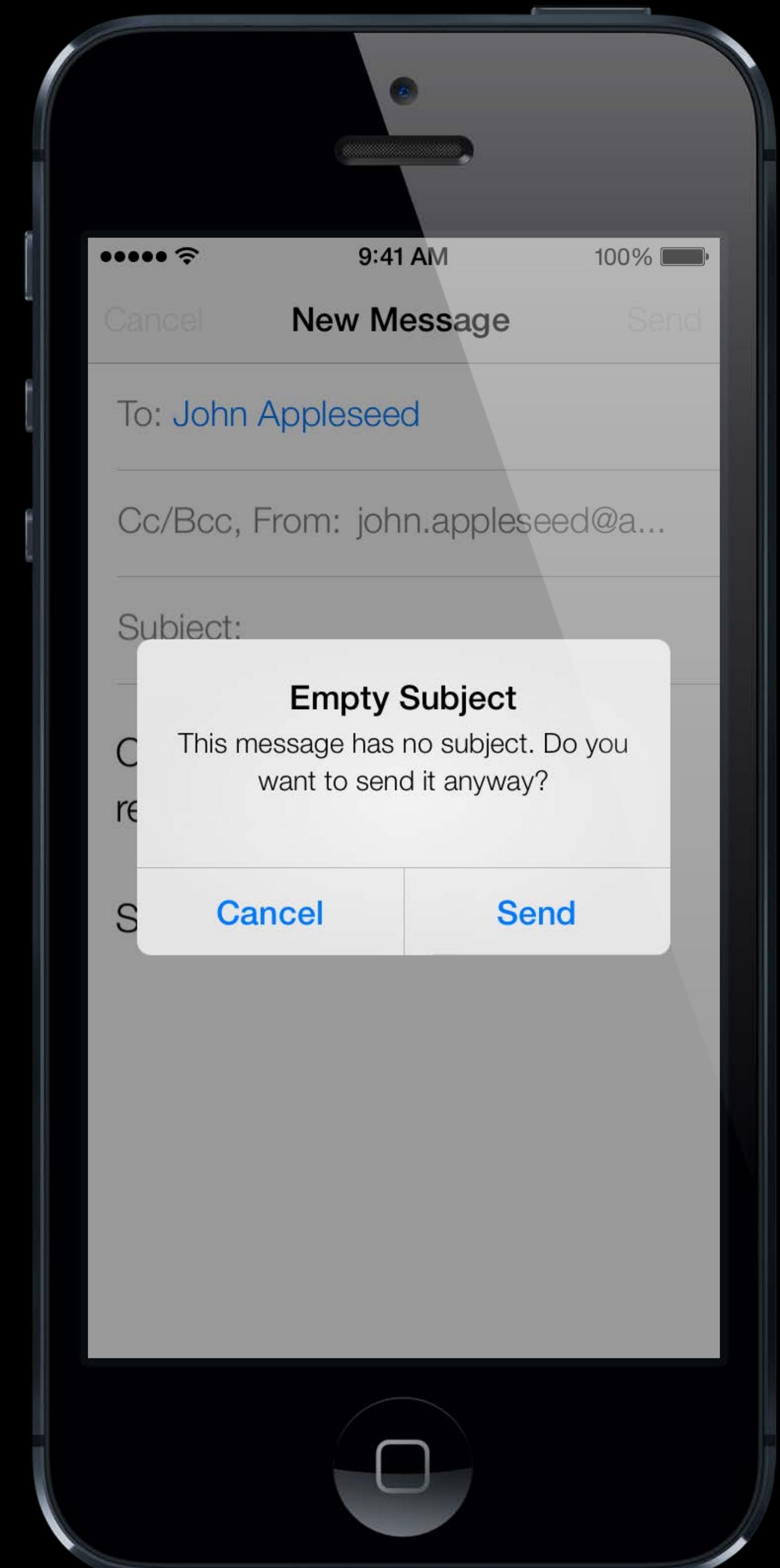


# Alerts

Avoid unnecessary alerts

Label buttons by their resulting action

Place the affirmative button to the right



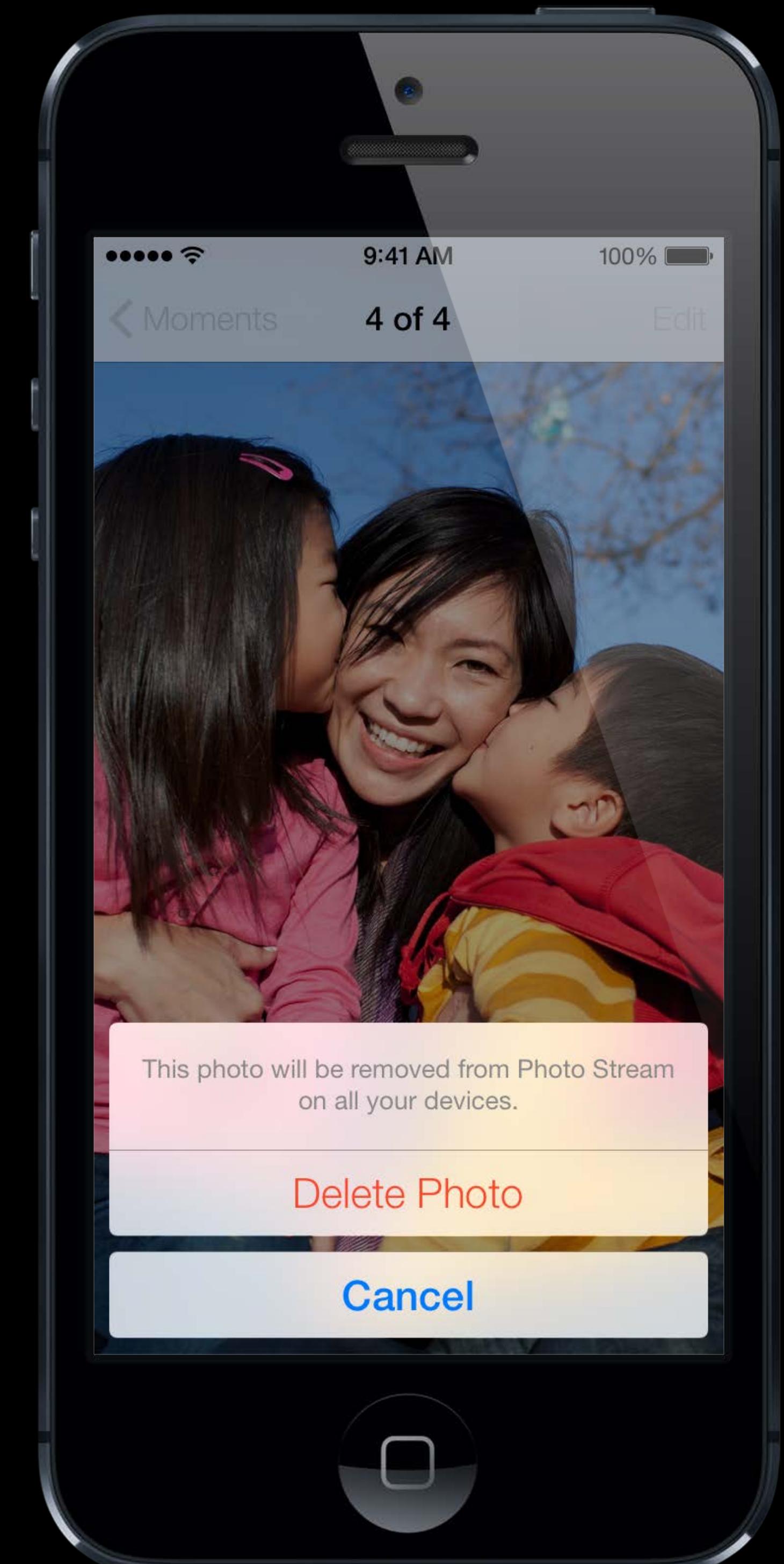
# Alerts

Avoid unnecessary alerts

Label buttons by their resulting action

Place the affirmative button to the right

Use Action Sheets or Popovers to confirm dangerous actions



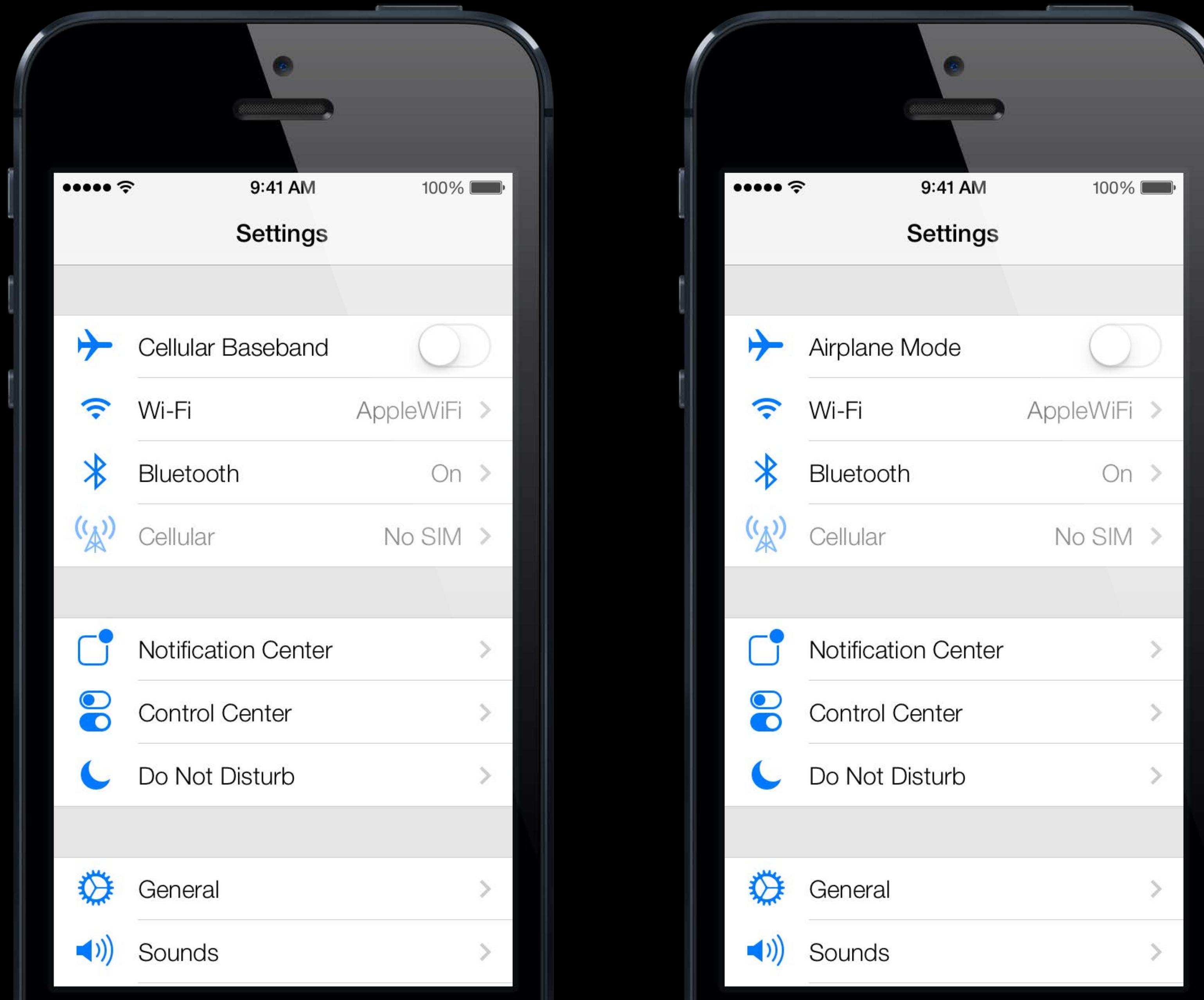
- 1 Bad App Icons
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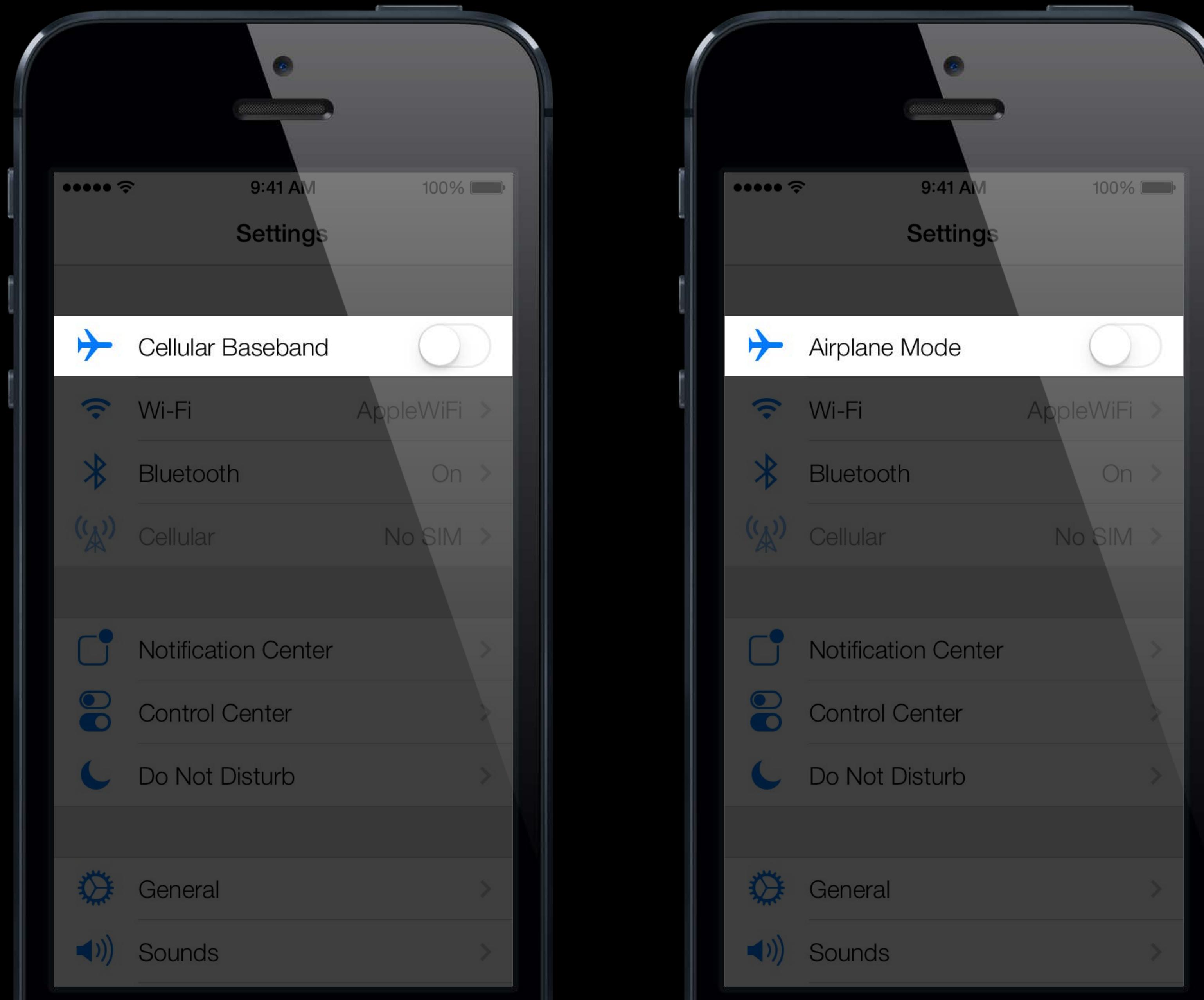
6

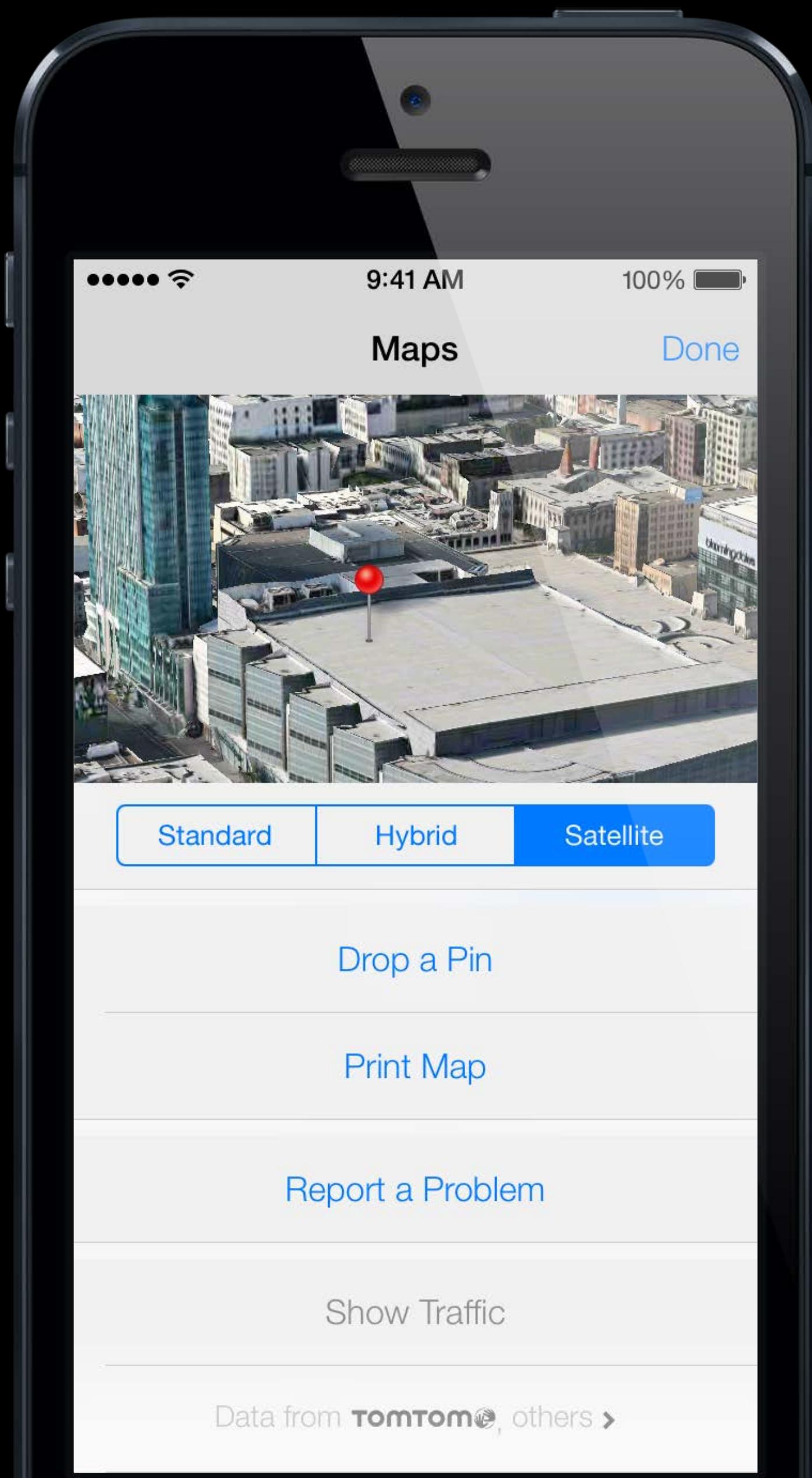
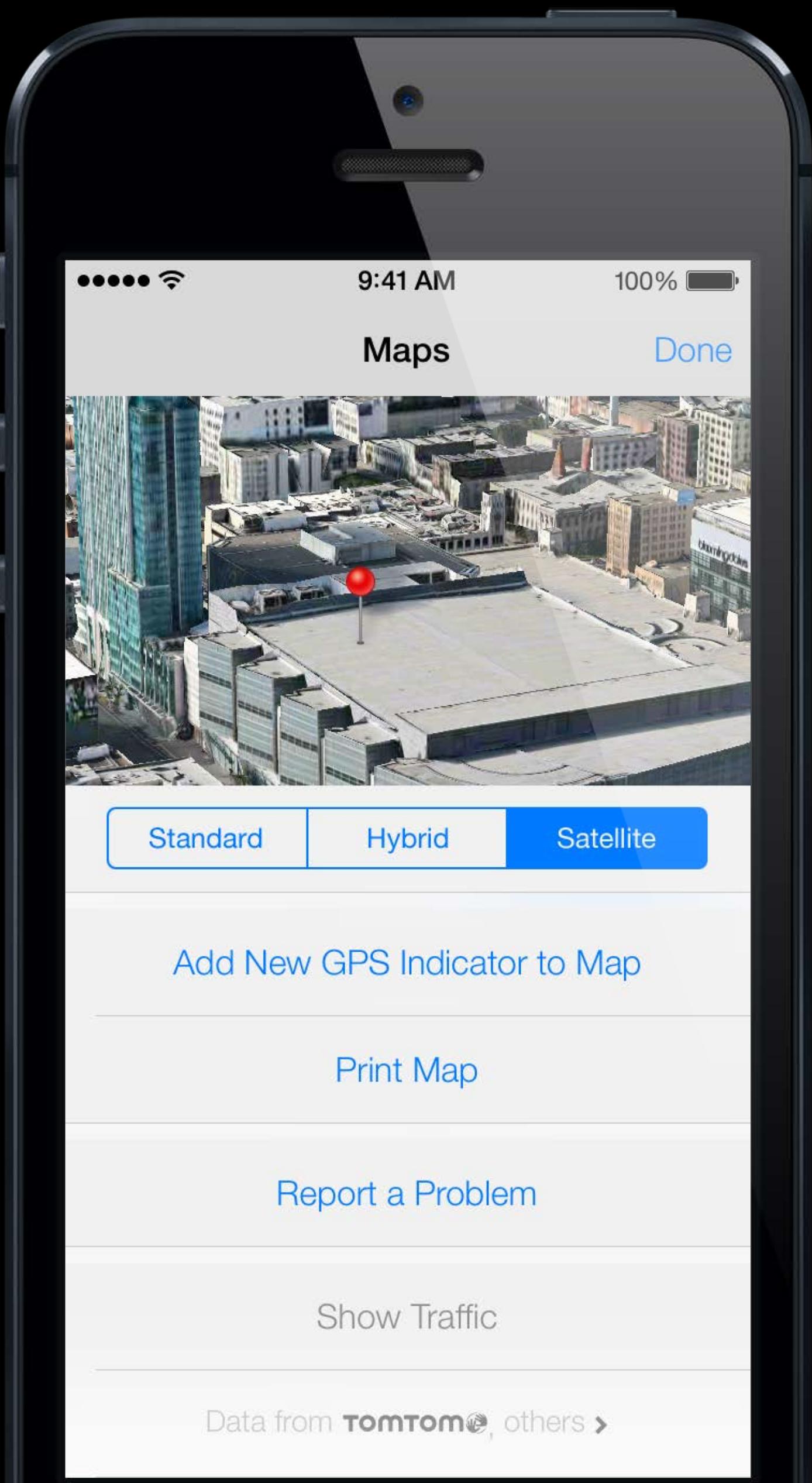
Out-of-Place Terminology

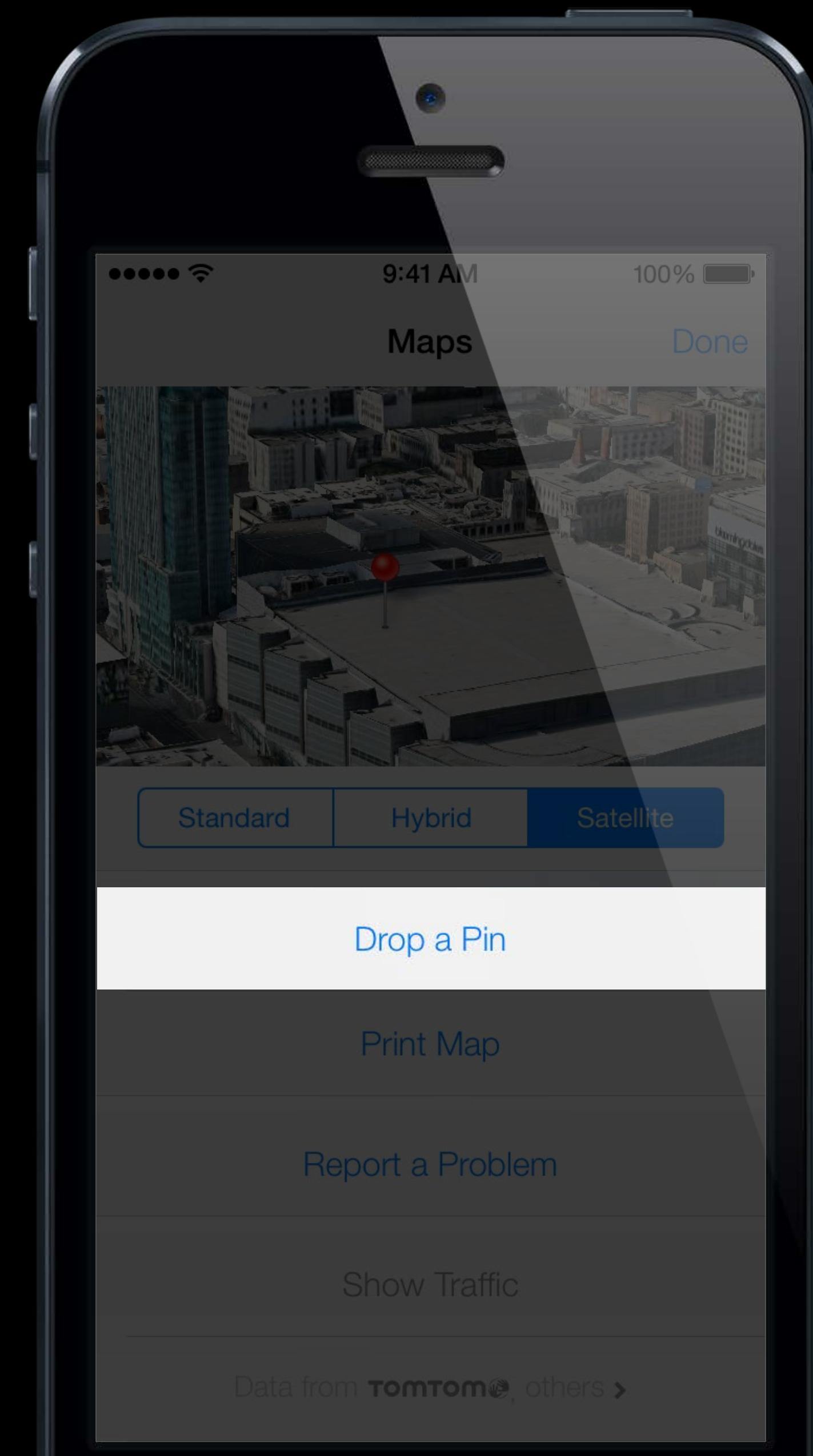
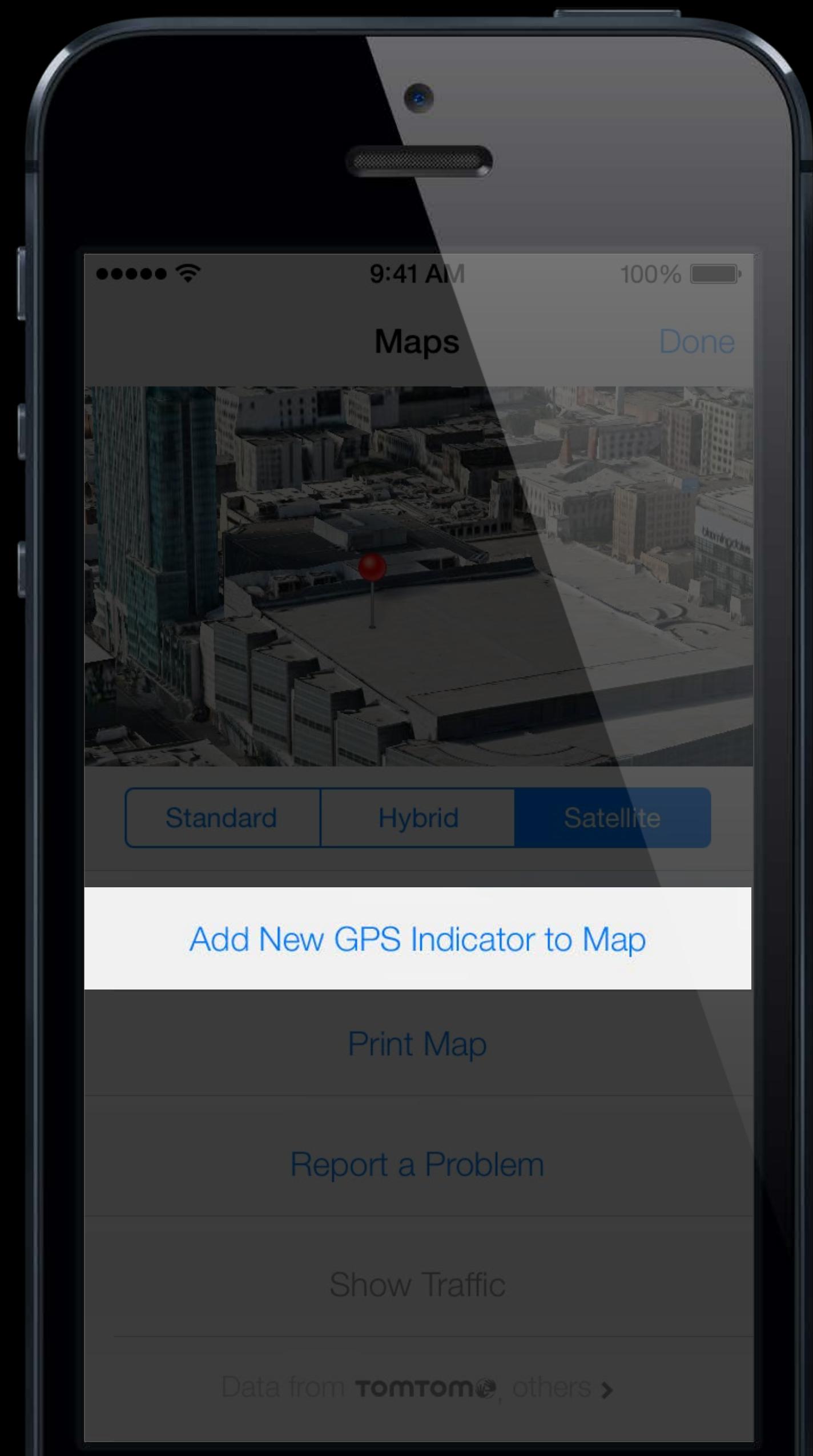
# Make Your Language User Centric



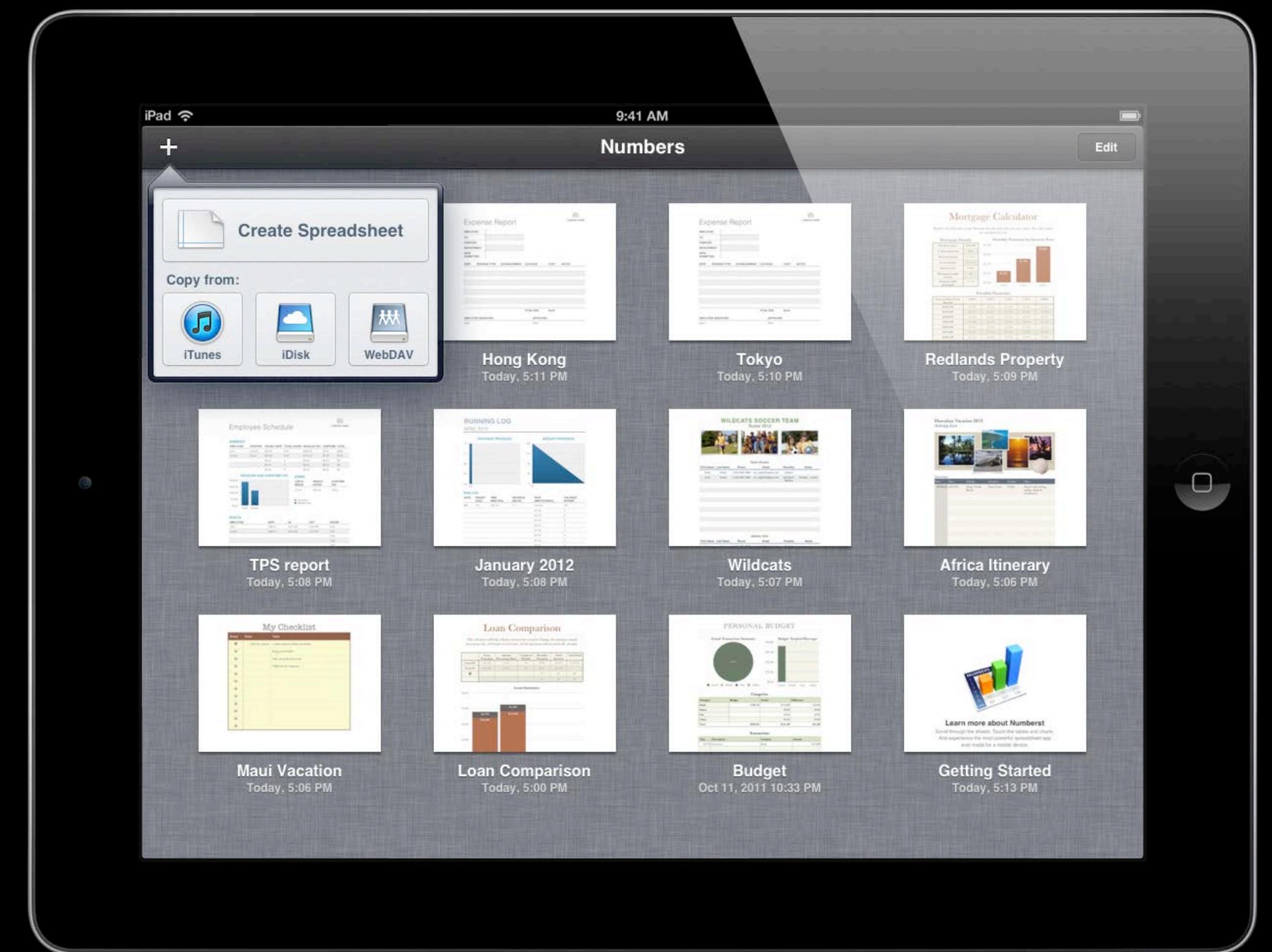
# Make Your Language User Centric







# Make Your Language User Centric



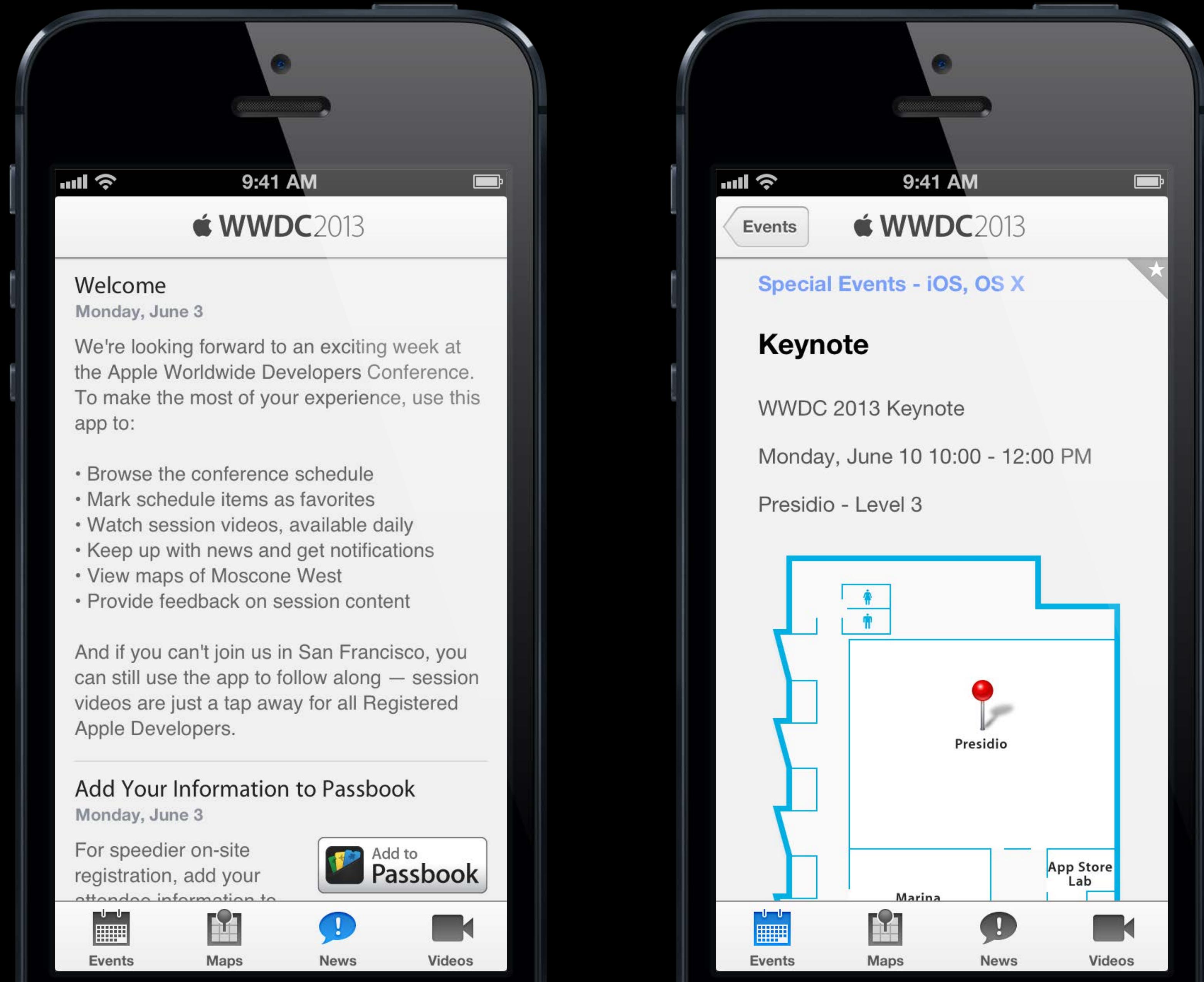
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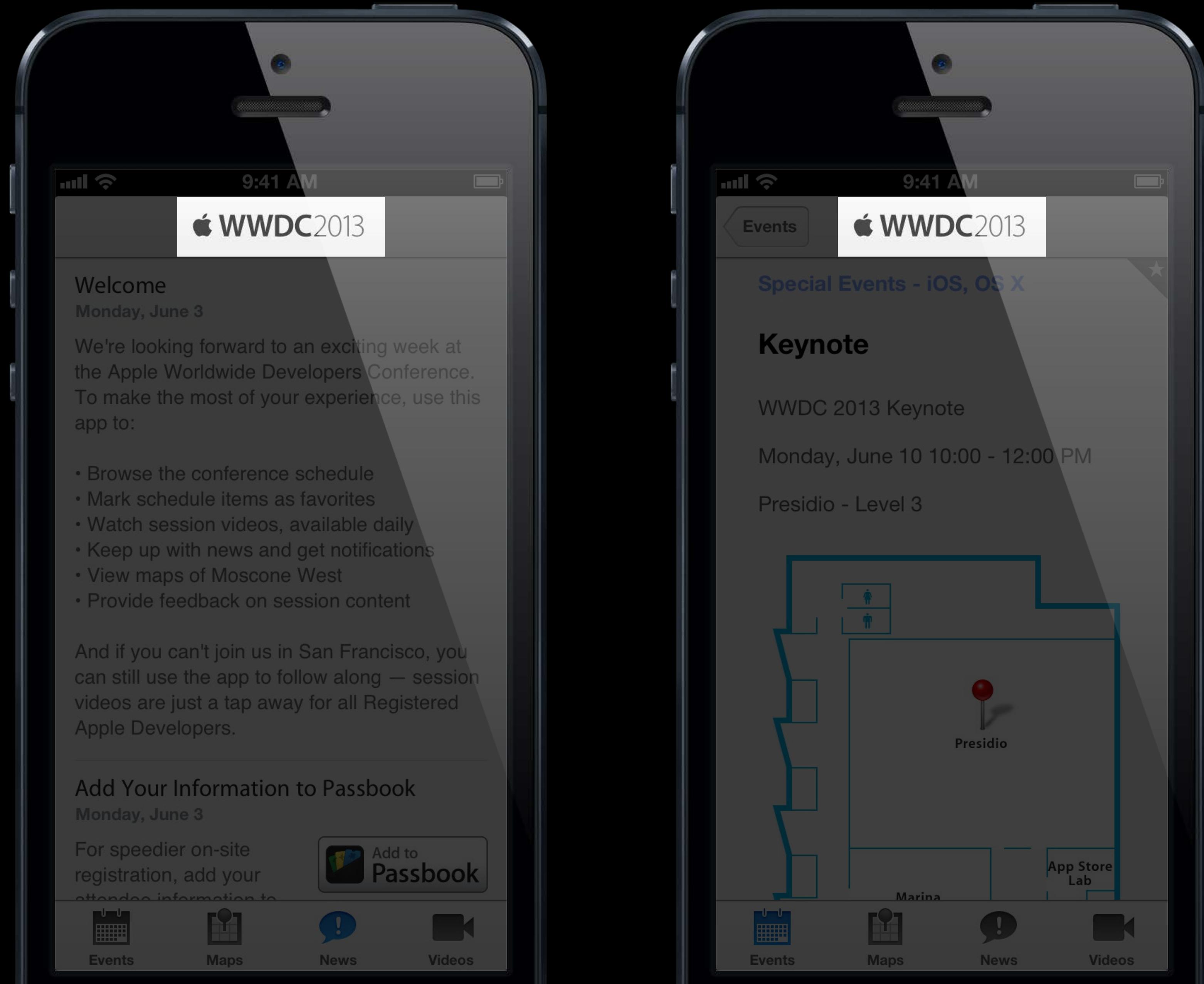
7

Excessive Branding

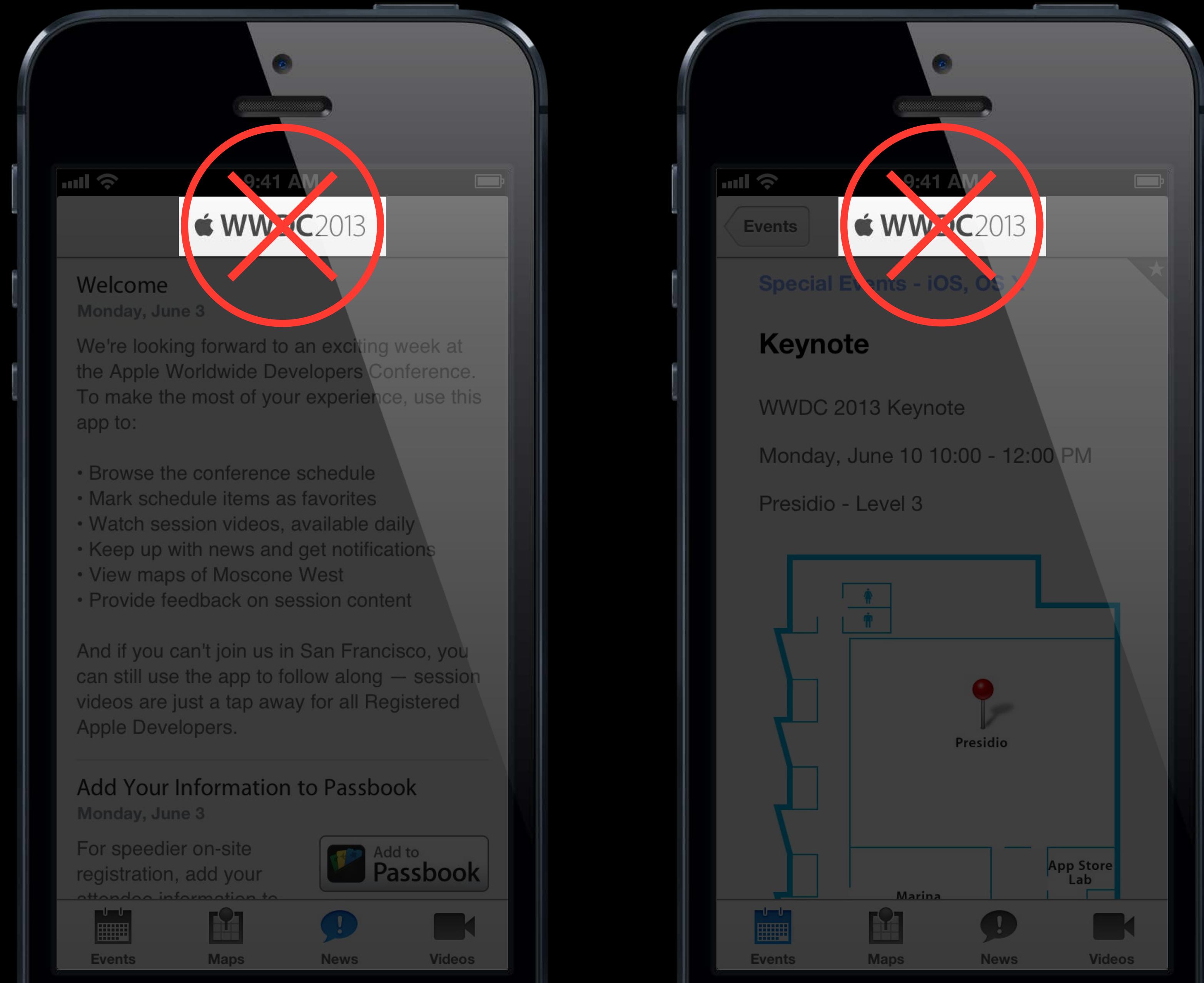
# Excessive Branding



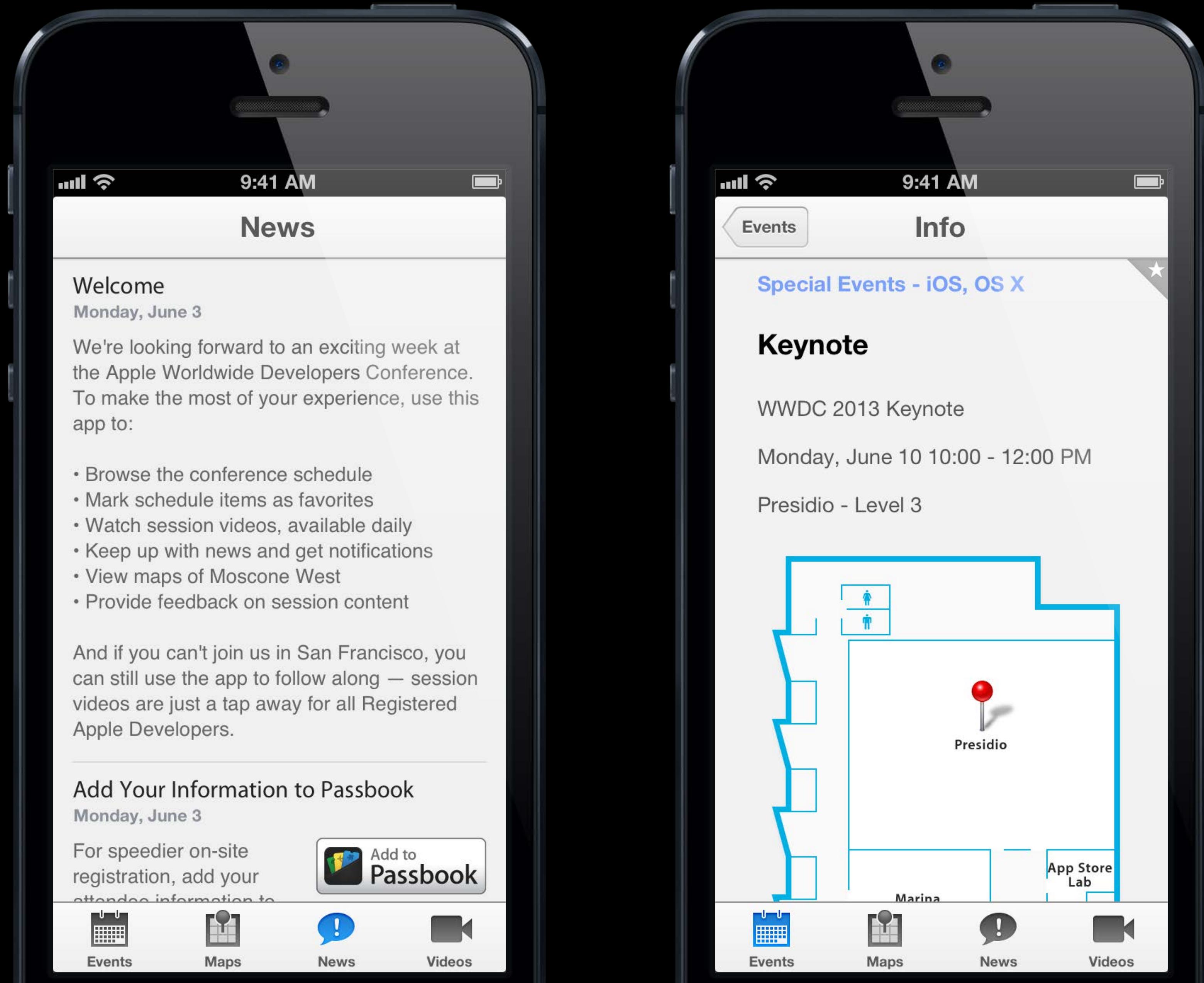
# Excessive Branding



# Excessive Branding



# Label Navigation Bars



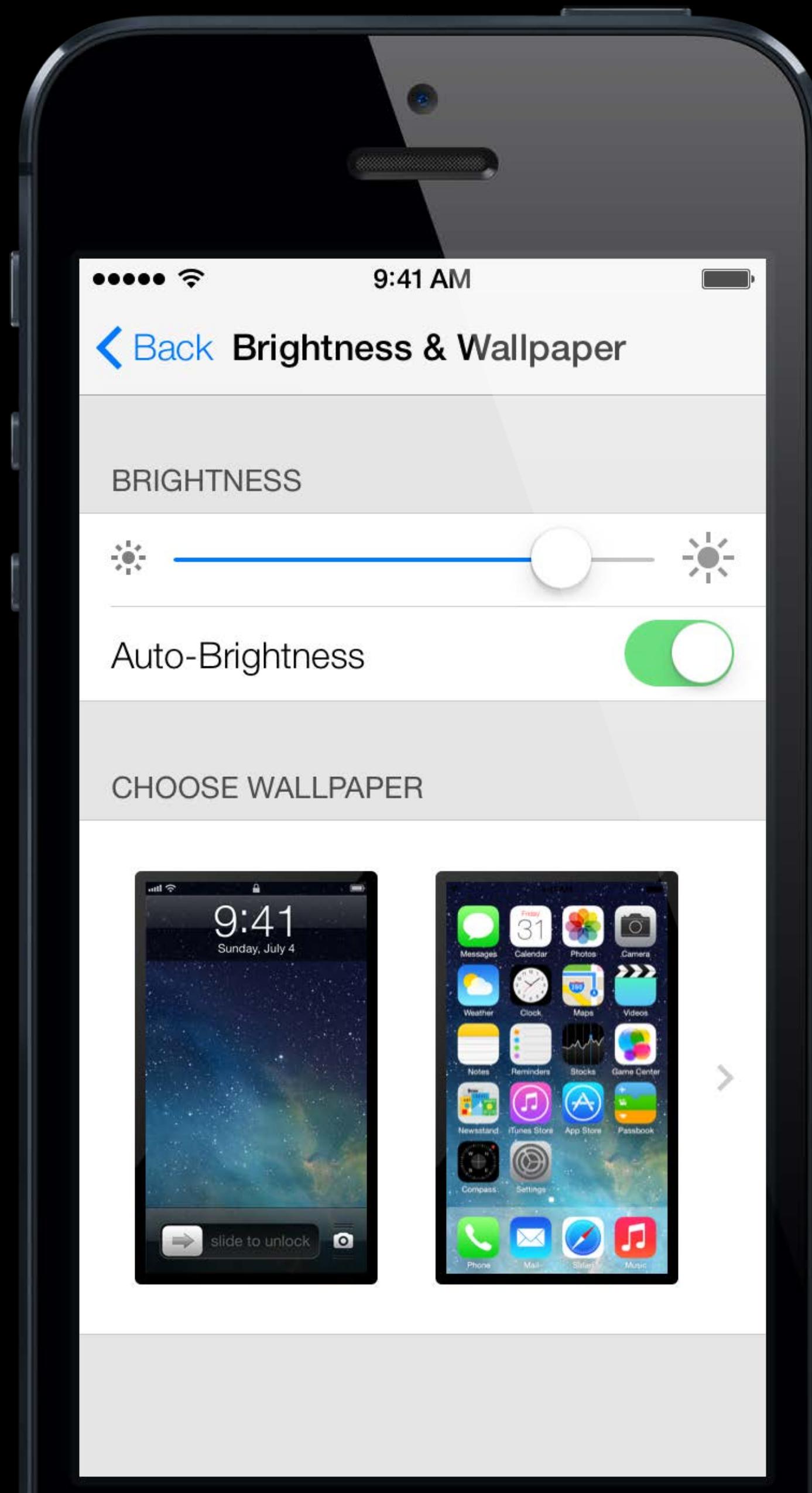
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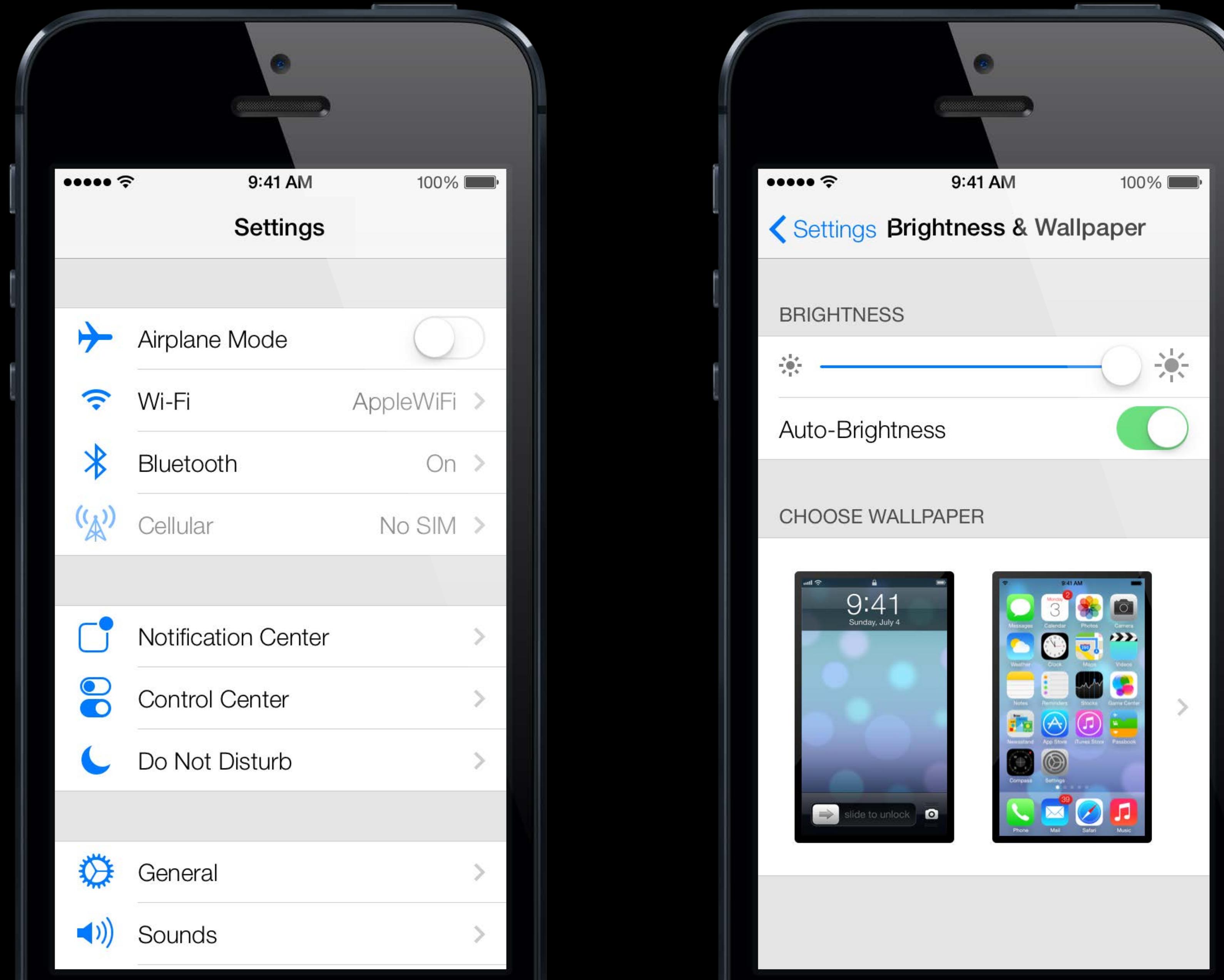
8

Uninformative Back Buttons

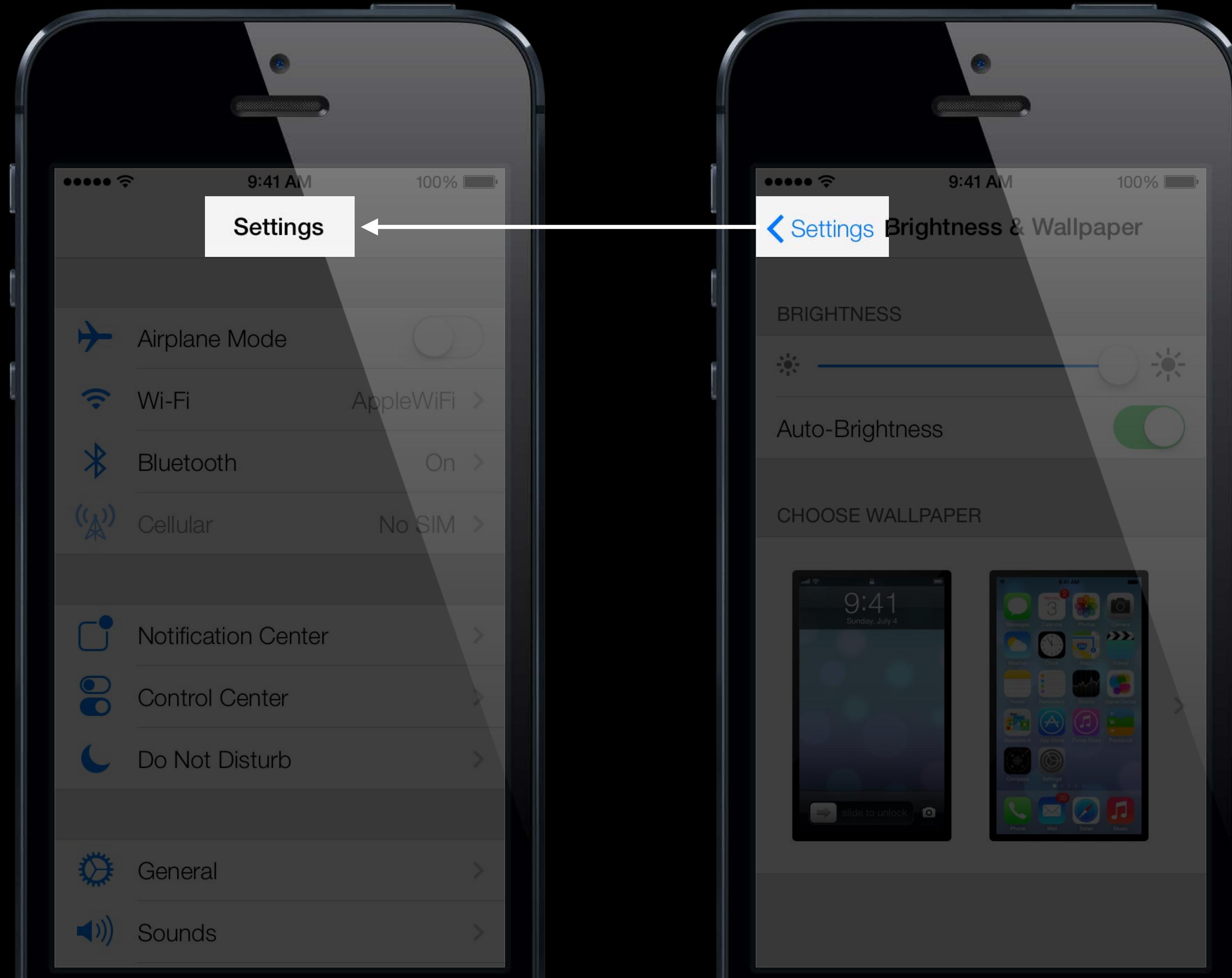
# Uninformative Back Buttons



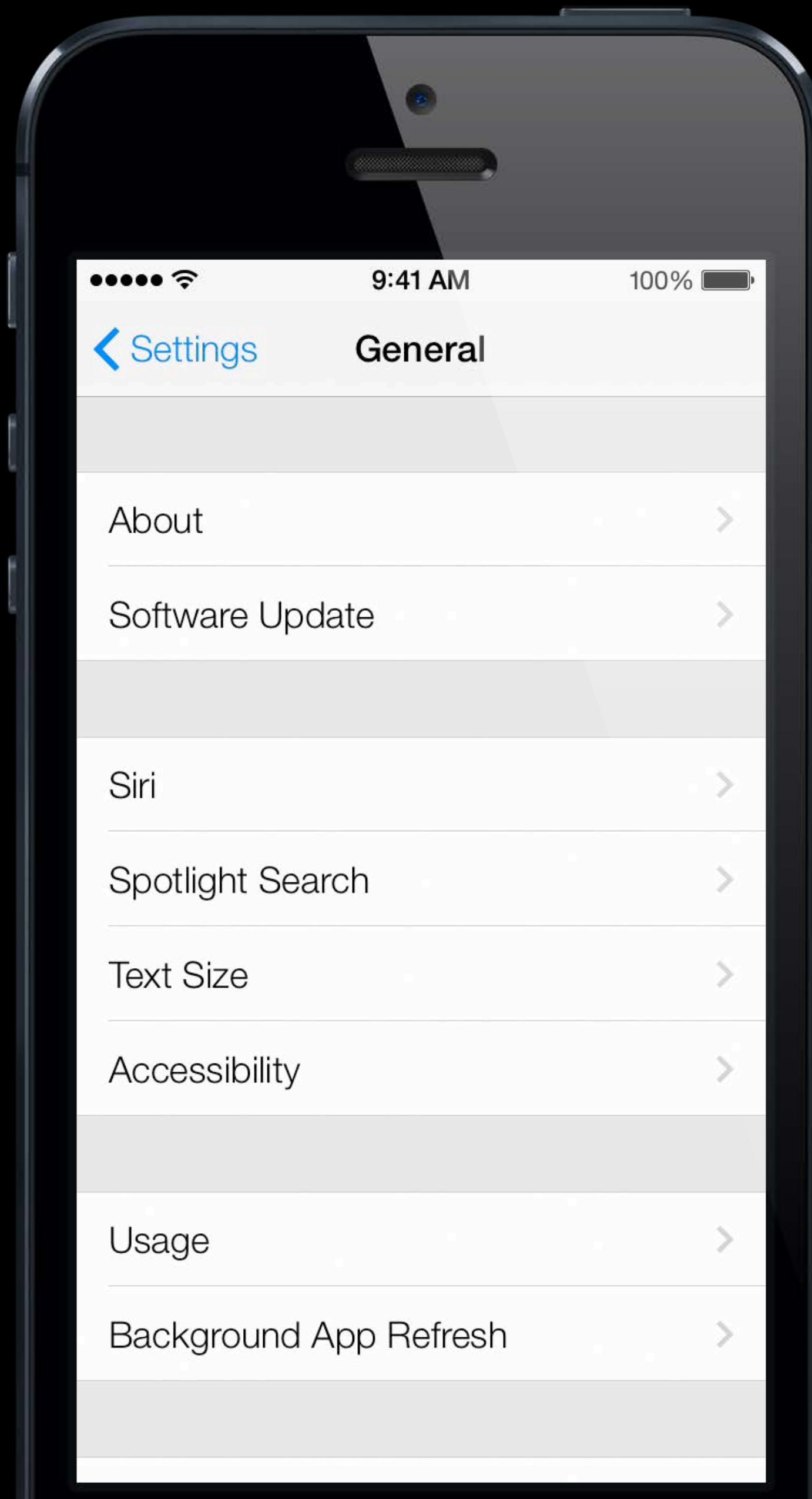
# Label Back Buttons Appropriately



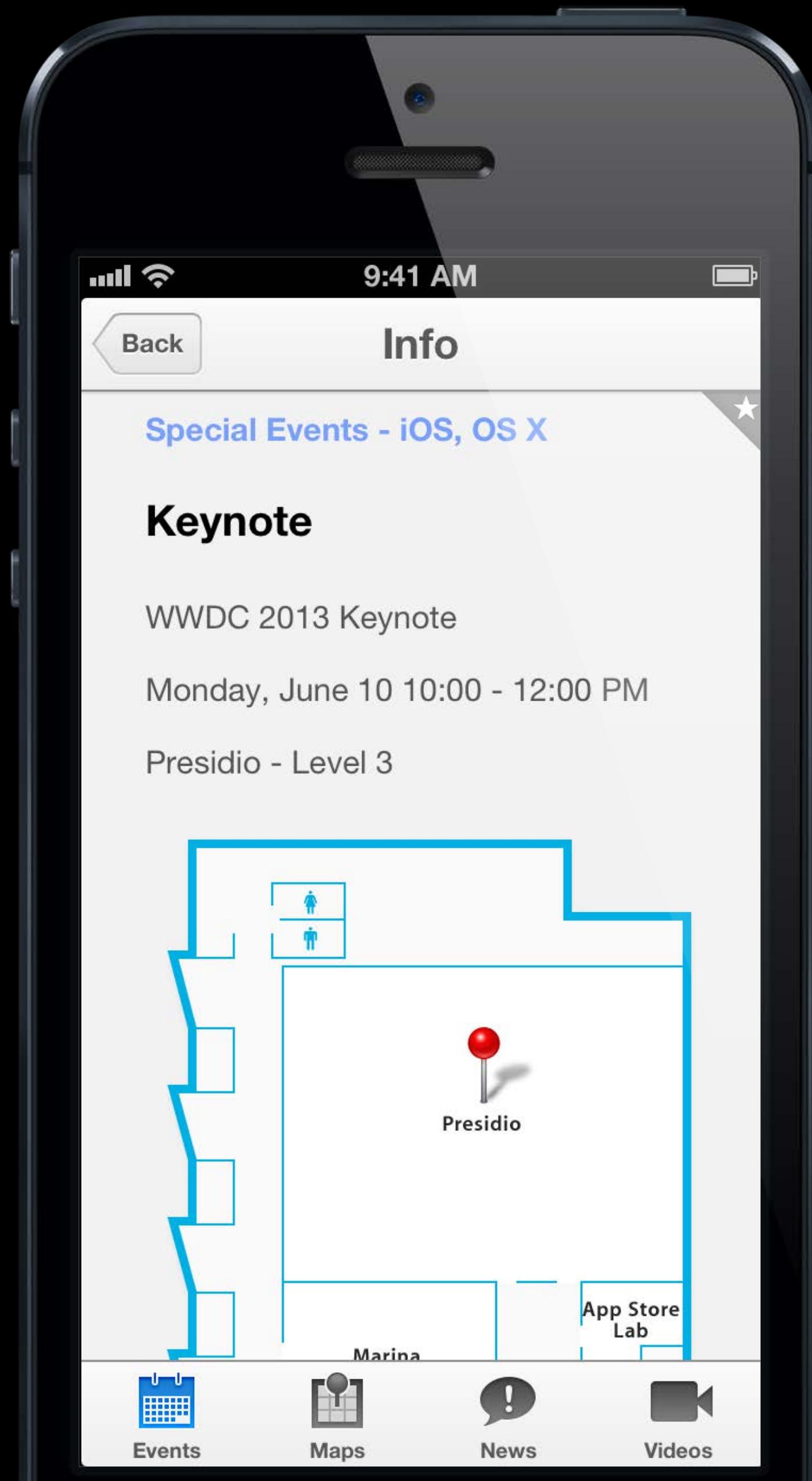
# Label Back Buttons Appropriately



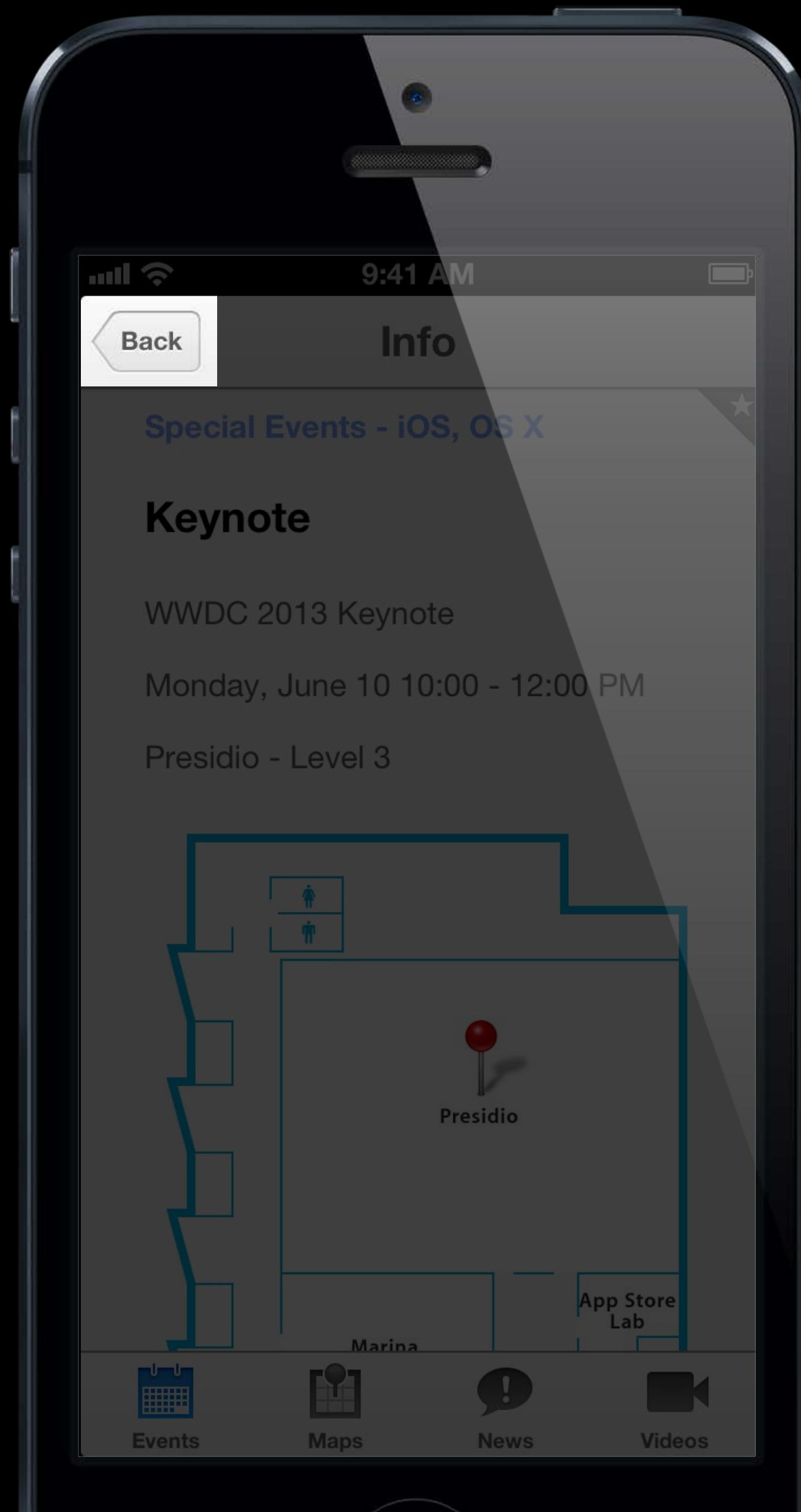




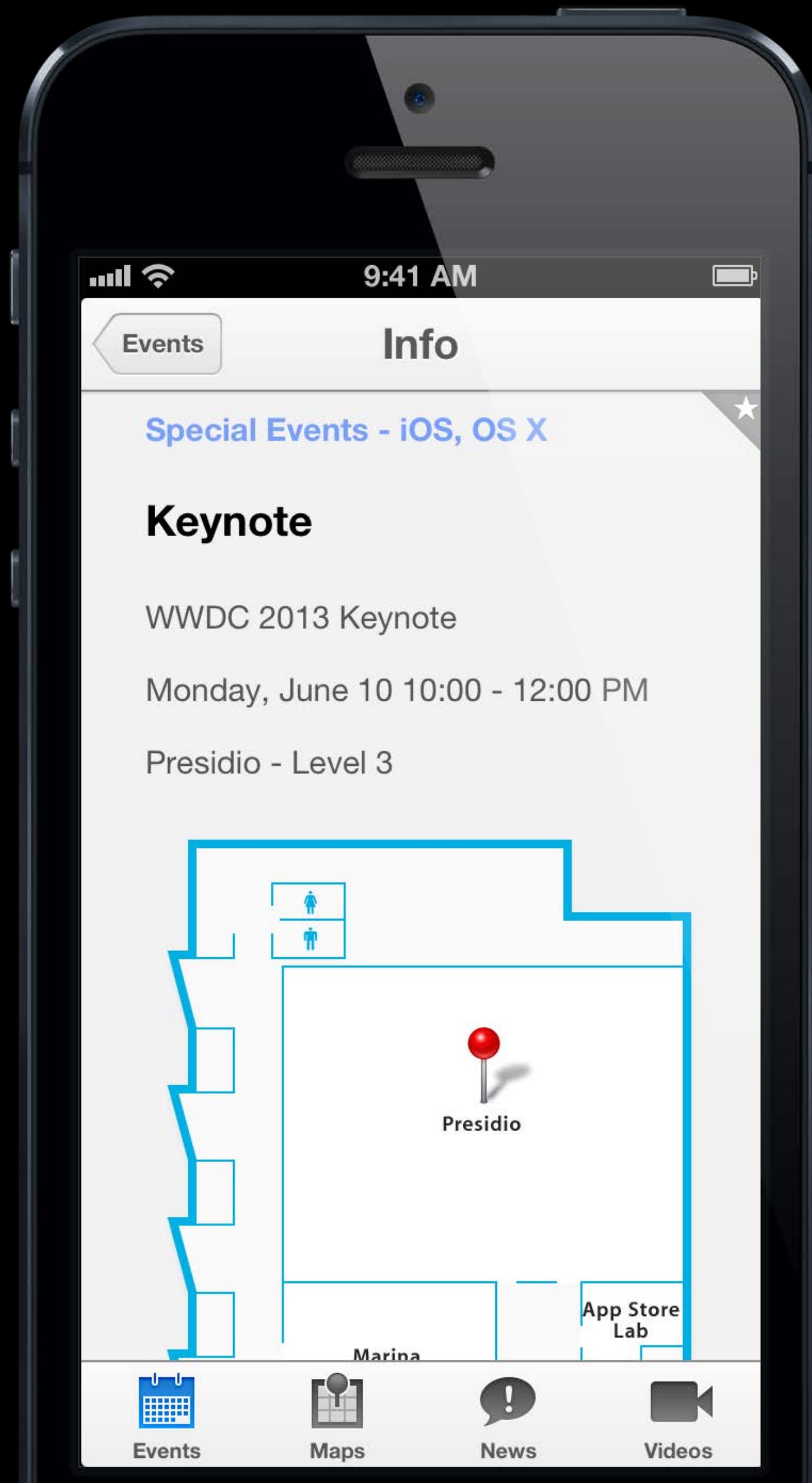
# Uninformative Back Buttons



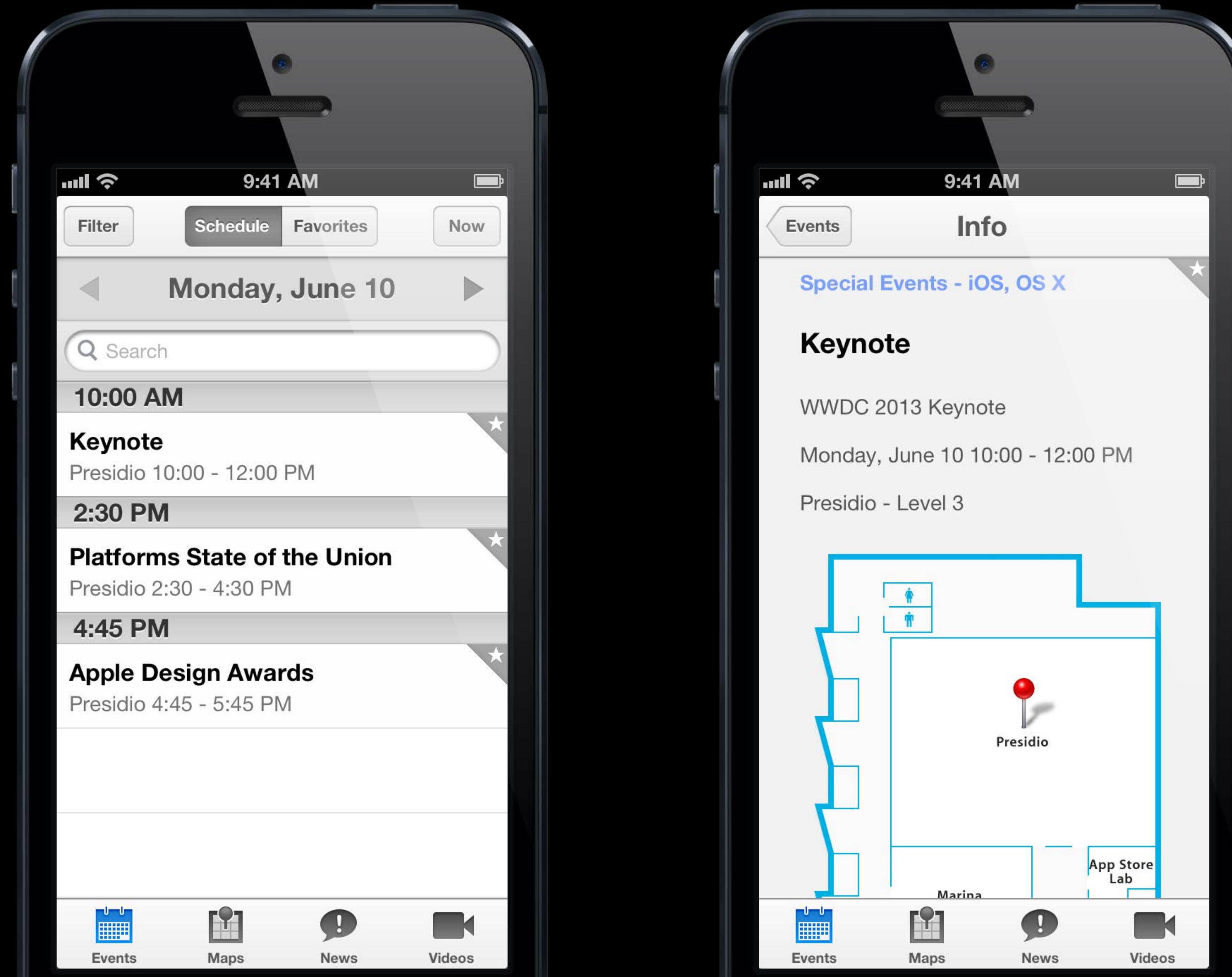
# Uninformative Back Buttons



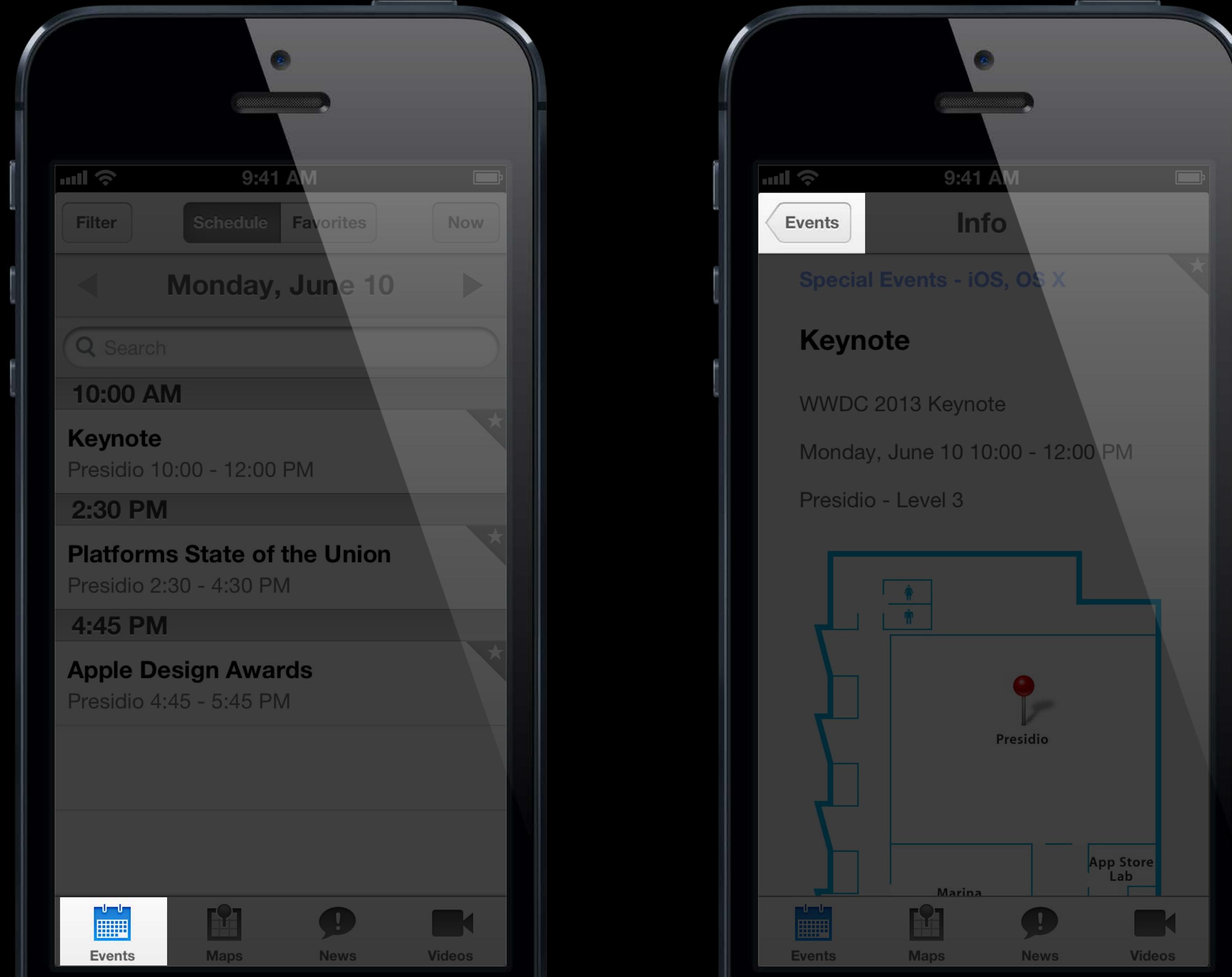
# Uninformative Back Buttons



# Label Back Buttons Appropriately



# Label Back Buttons Appropriately

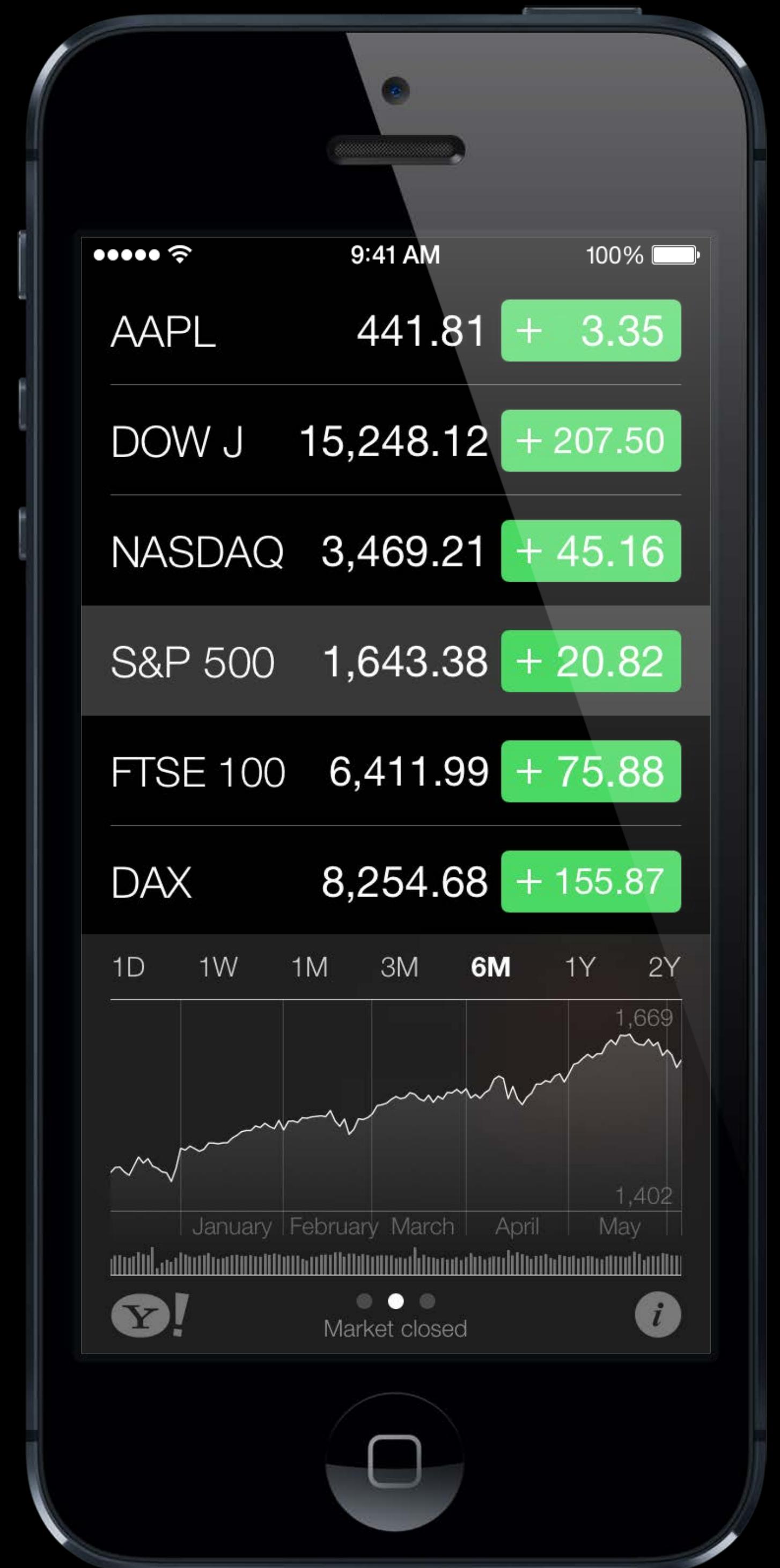


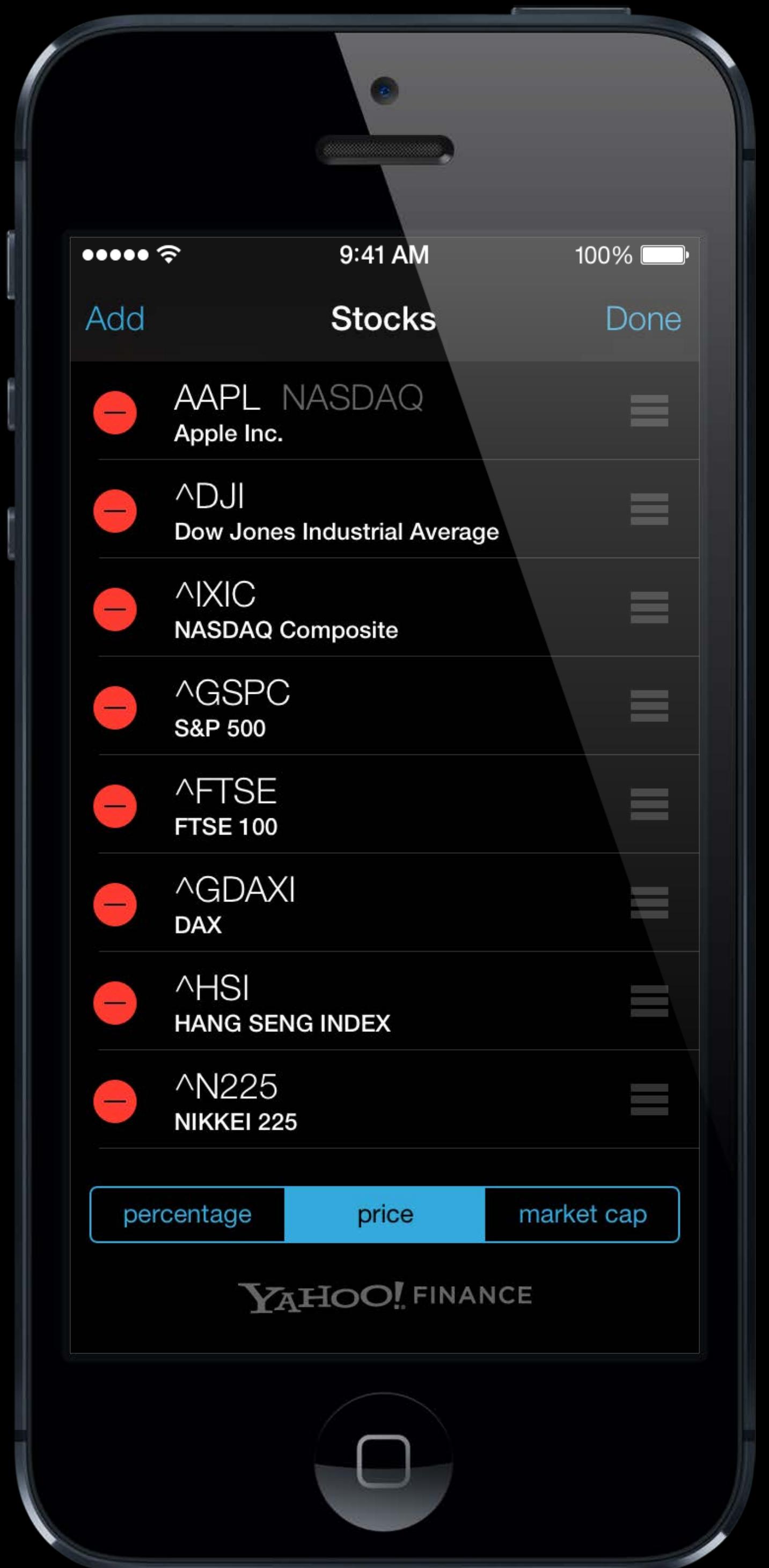
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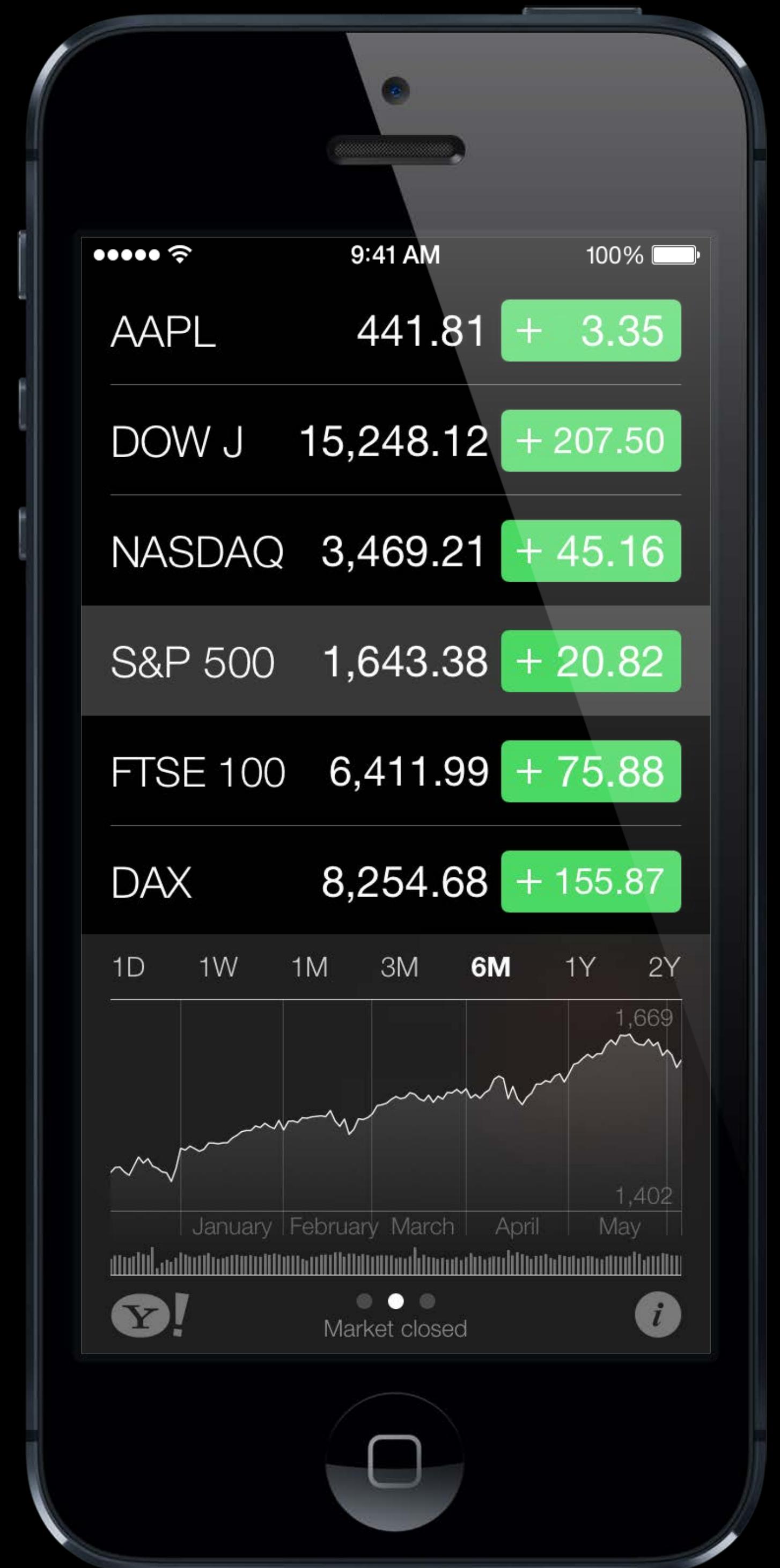


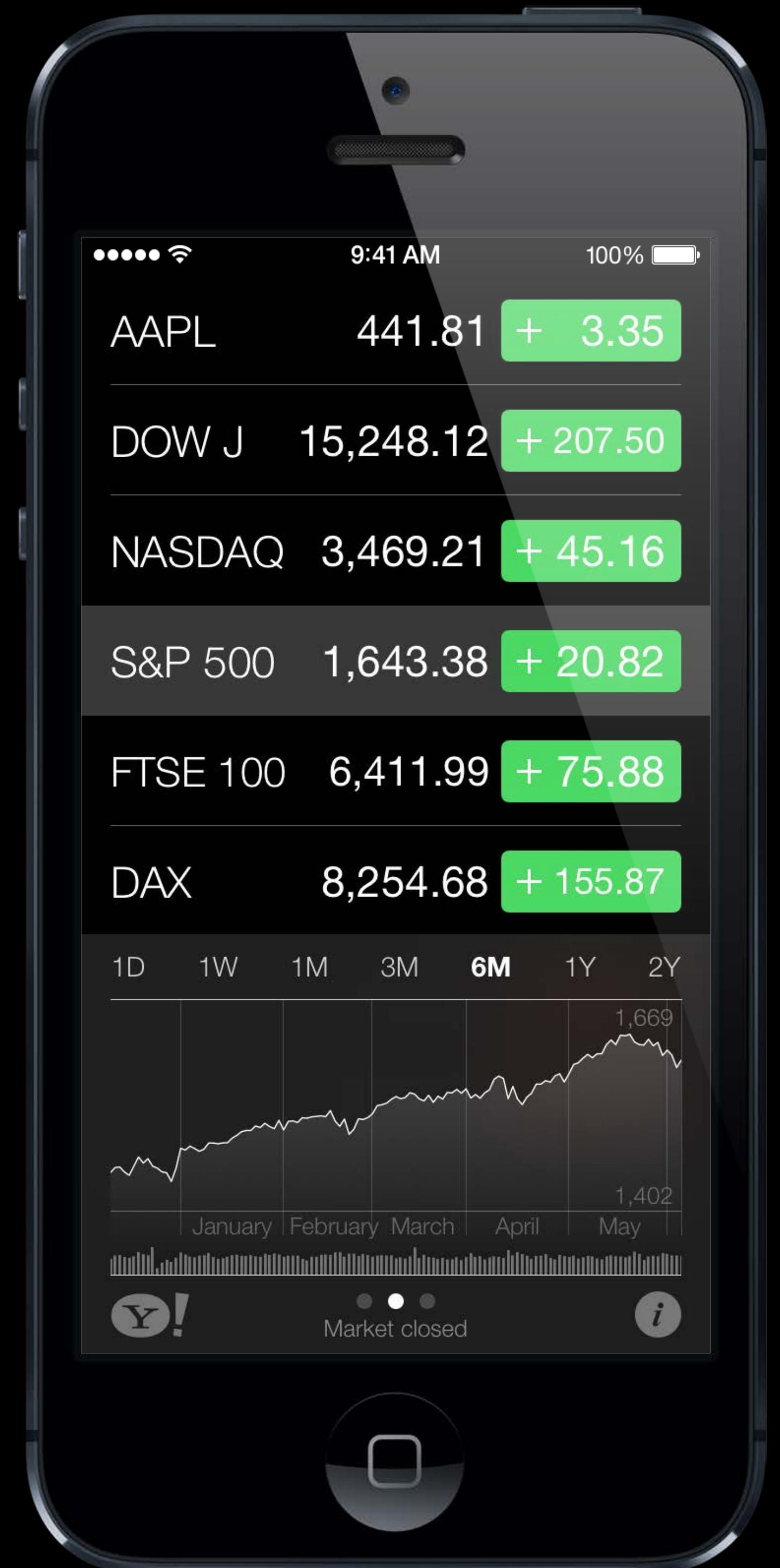
9

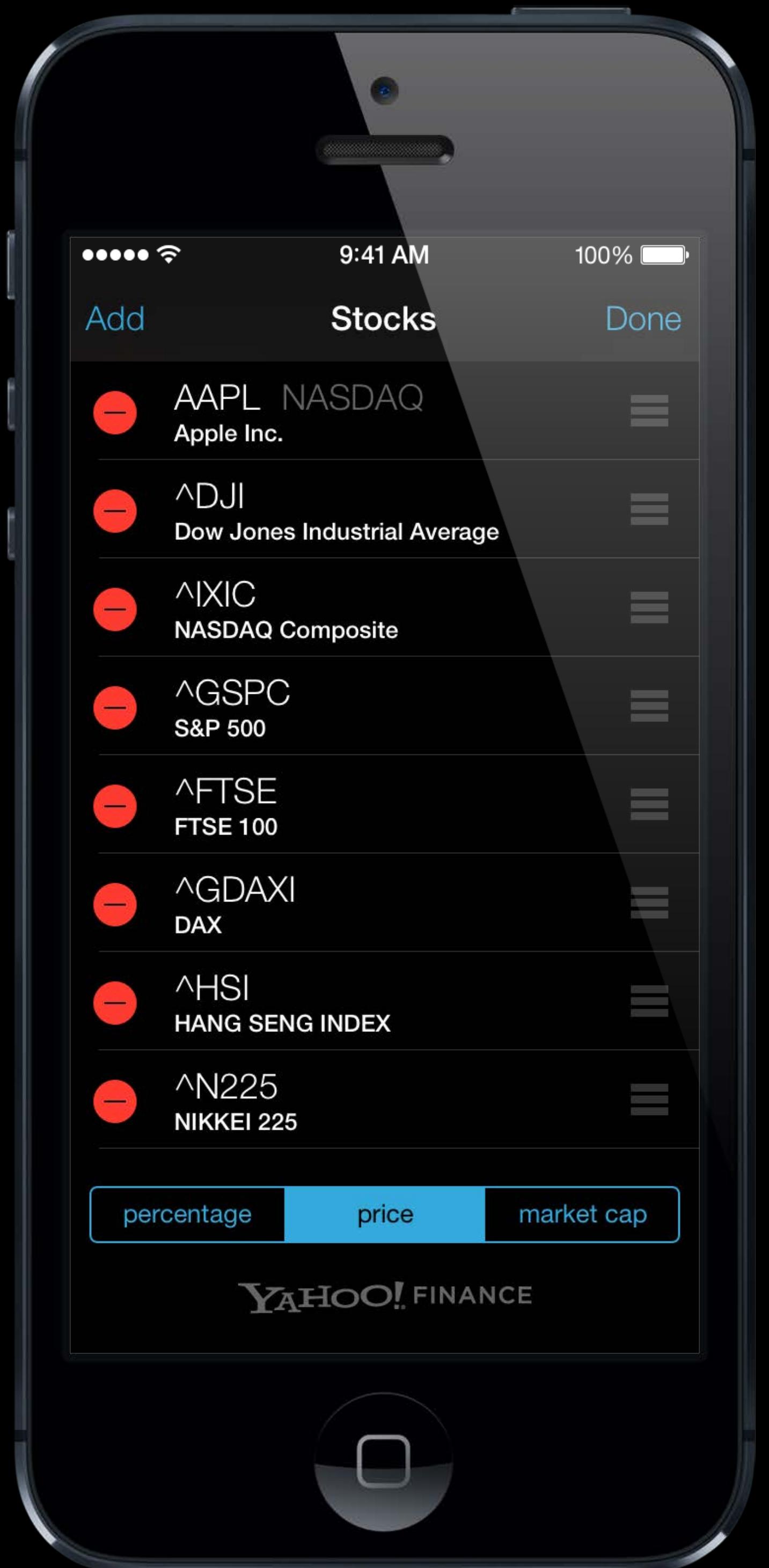
# Confusing Animations

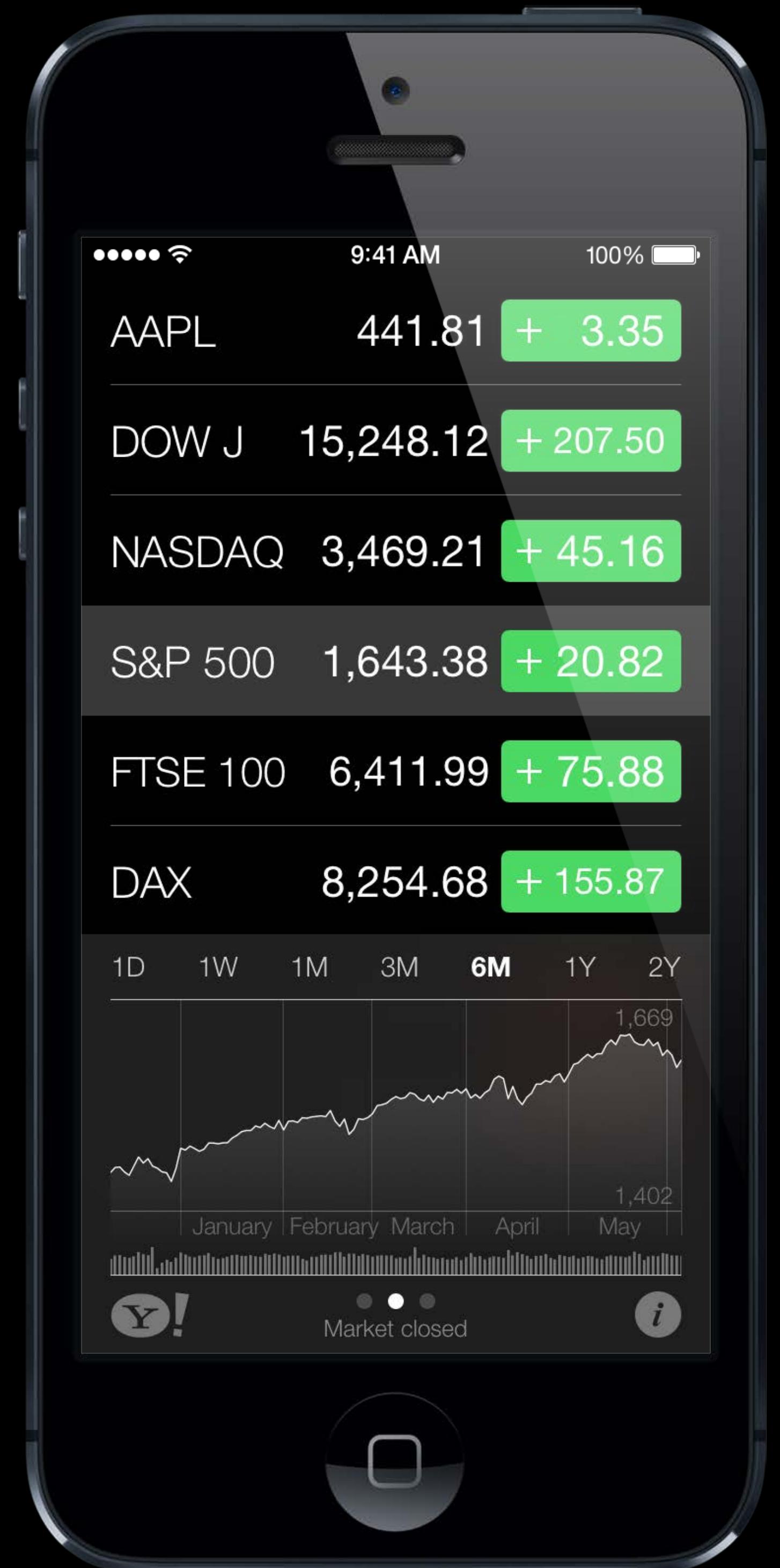


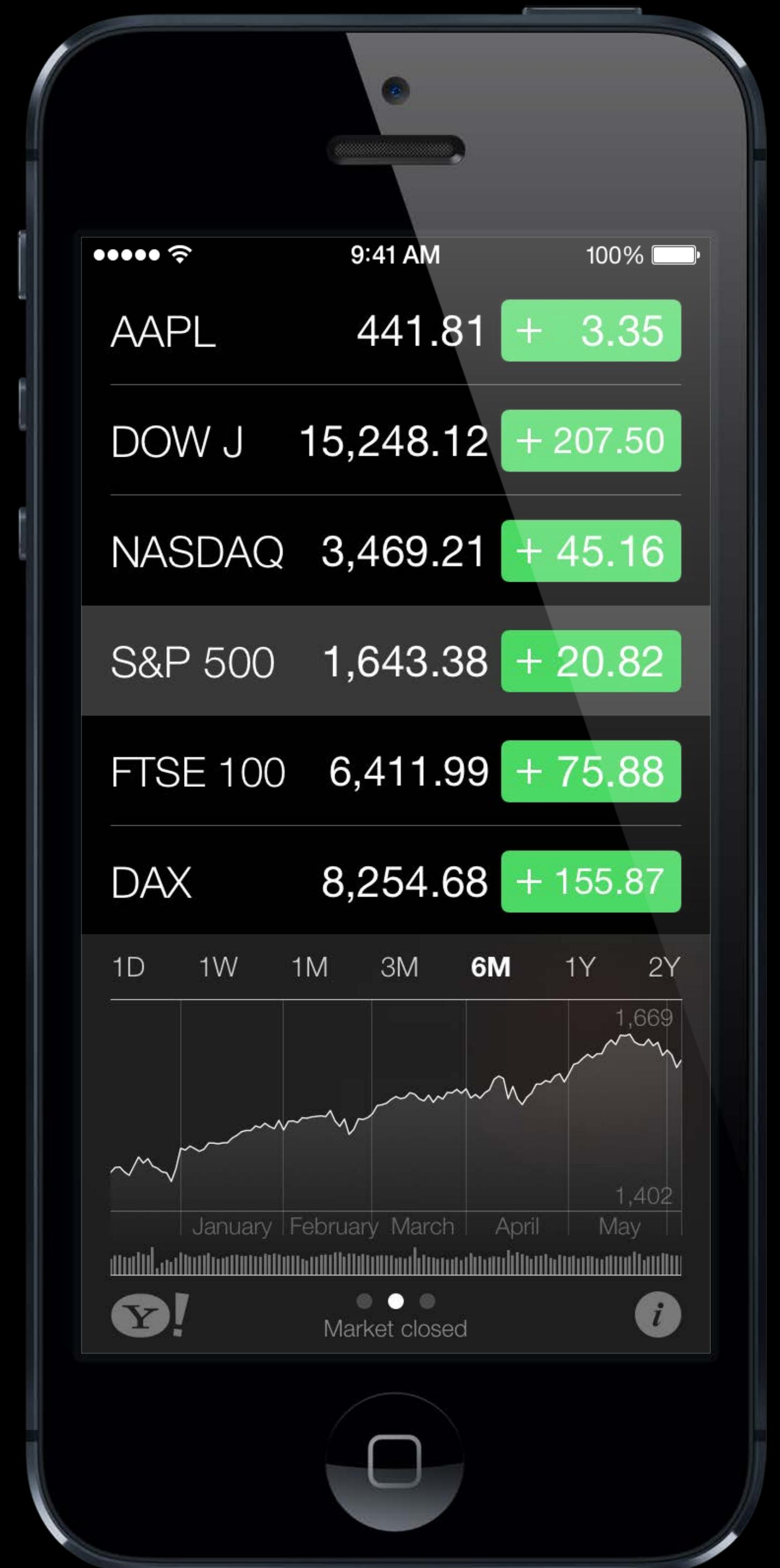


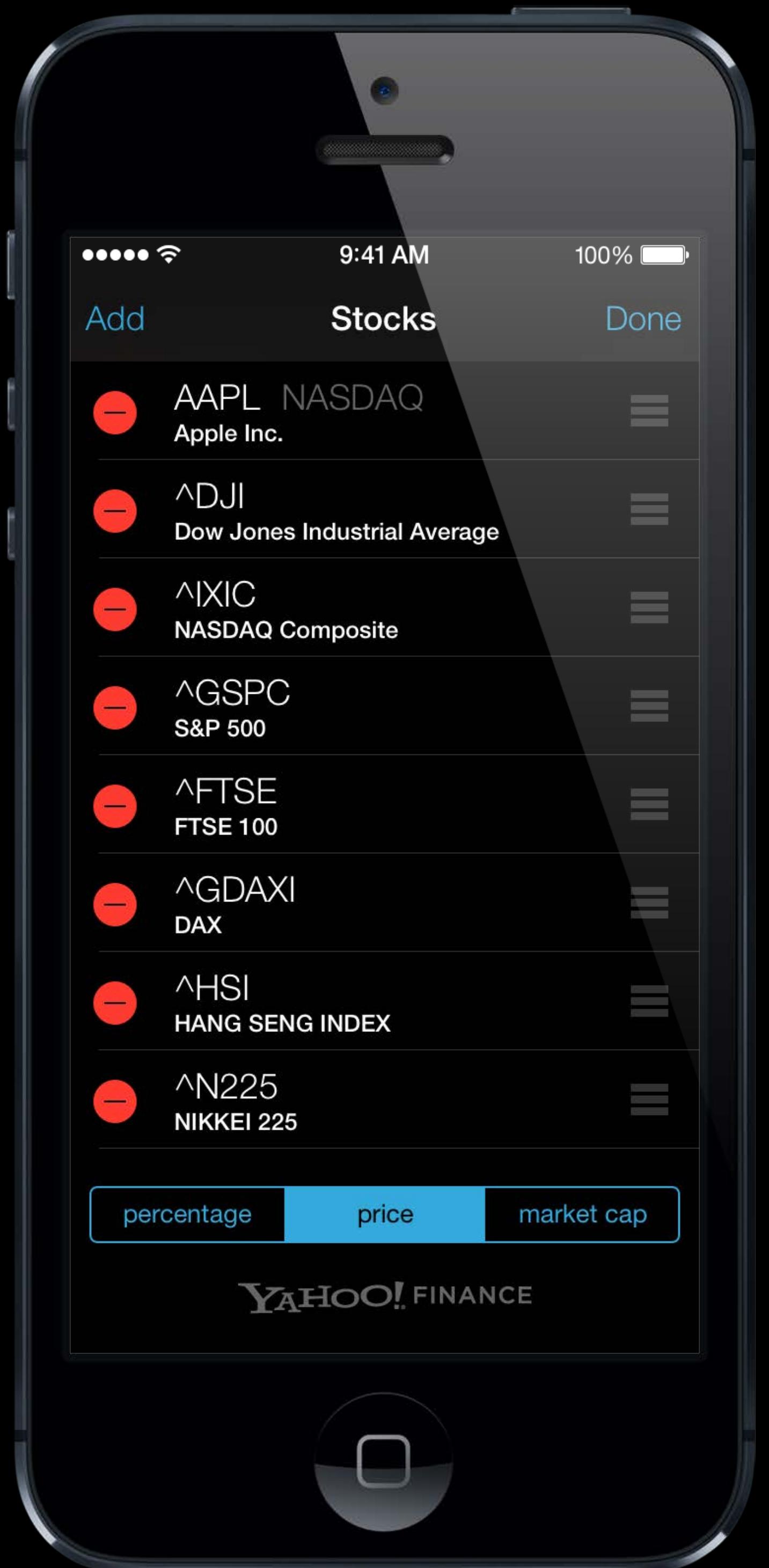


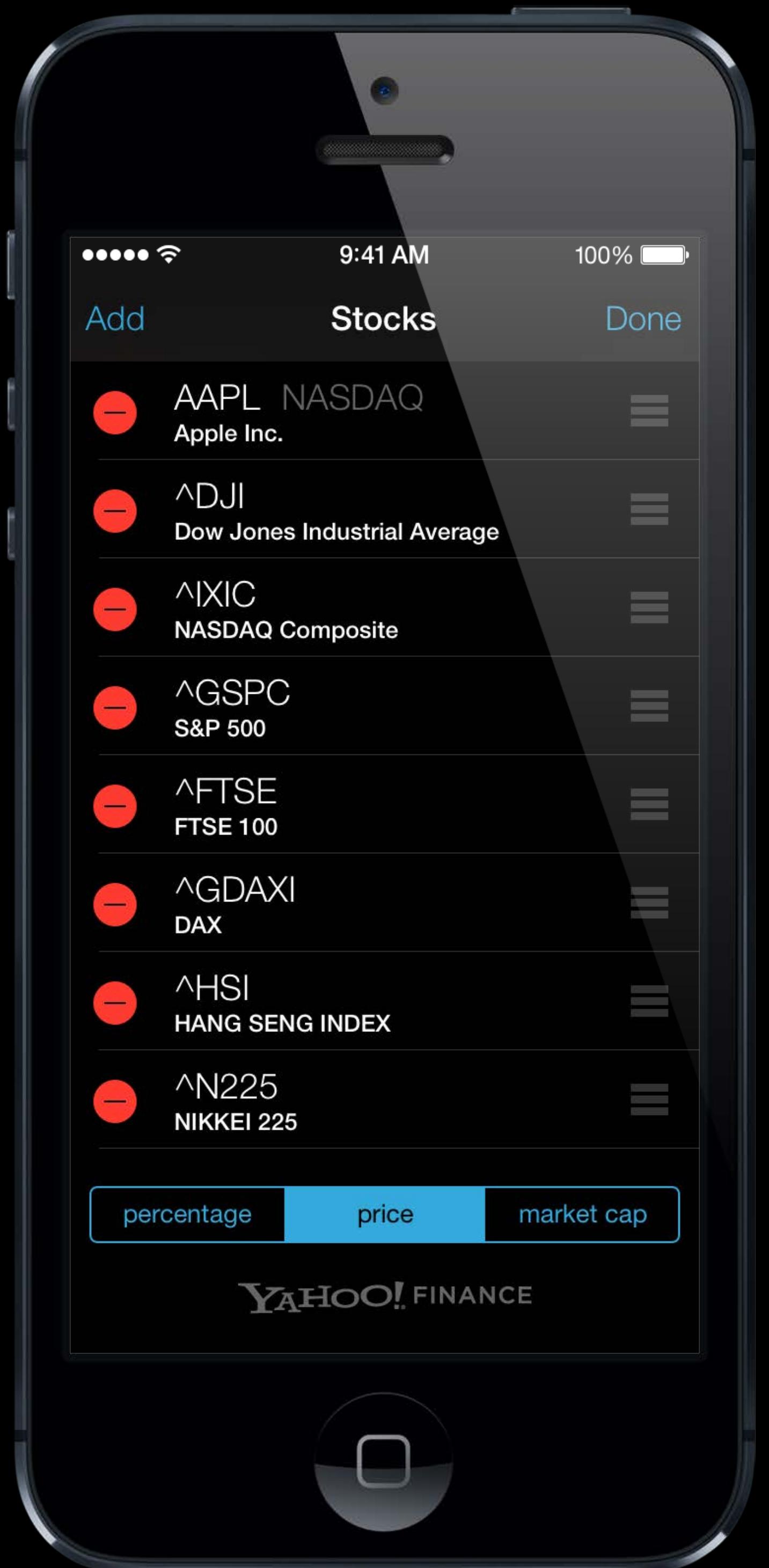


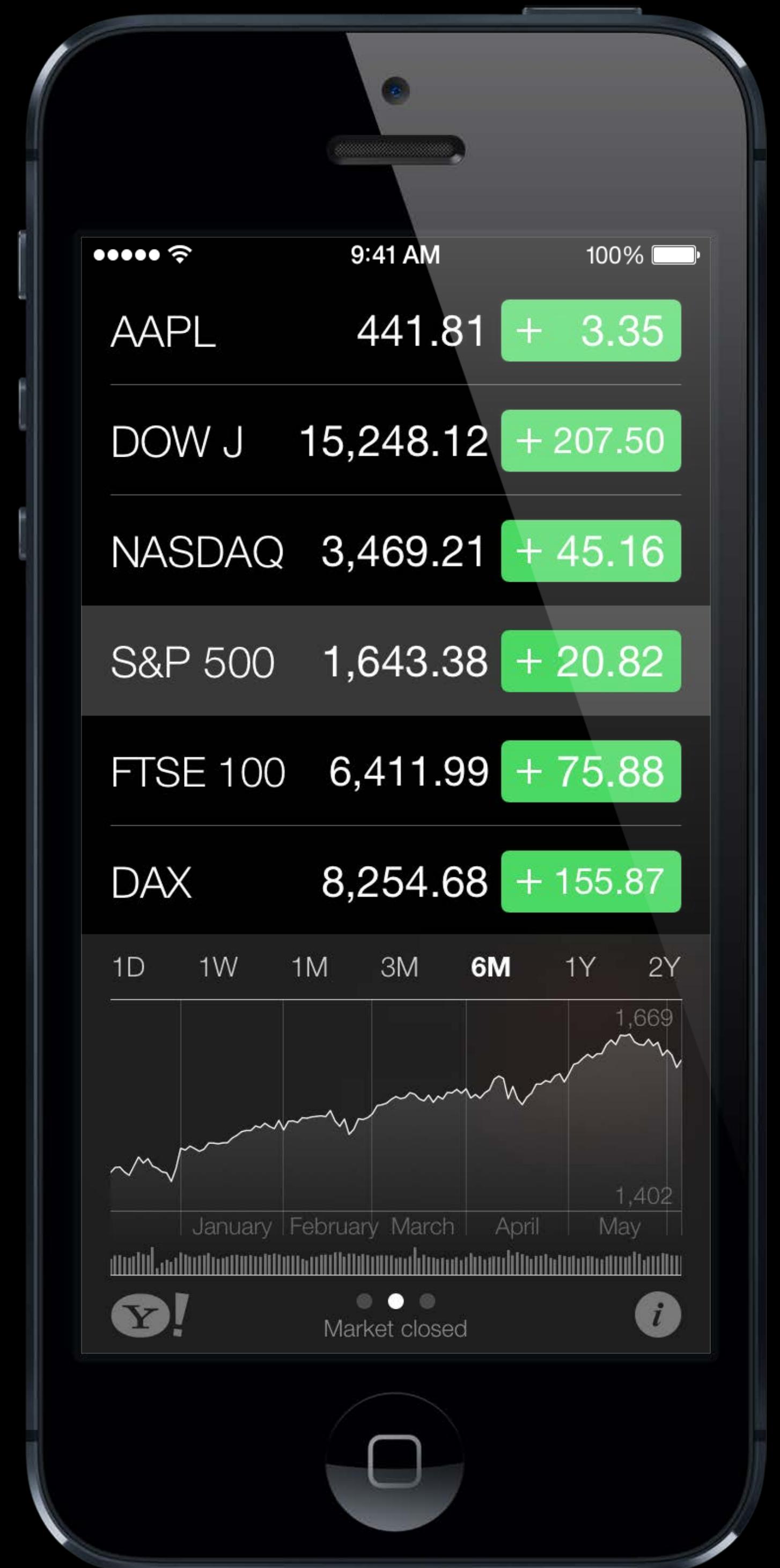


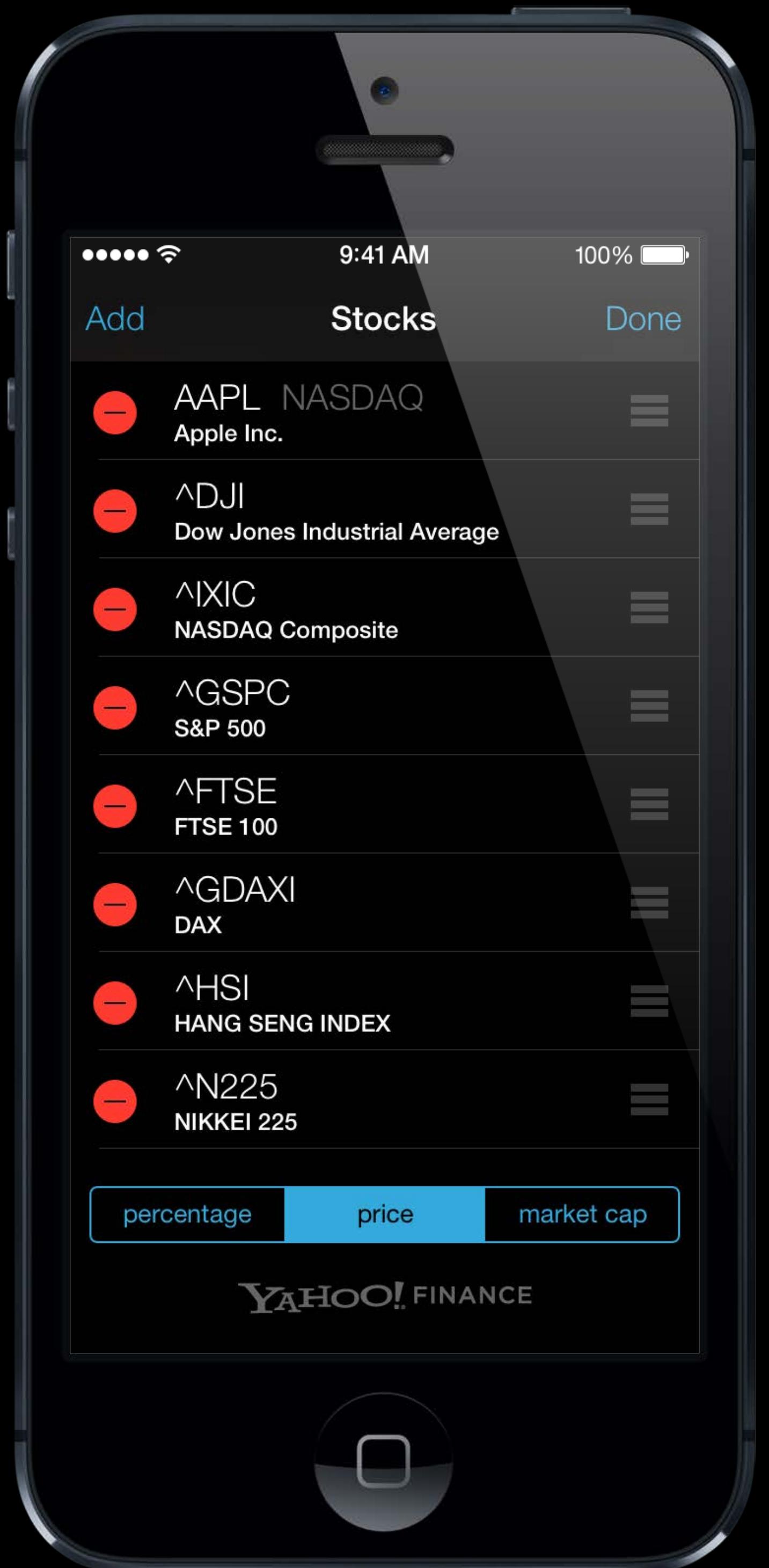


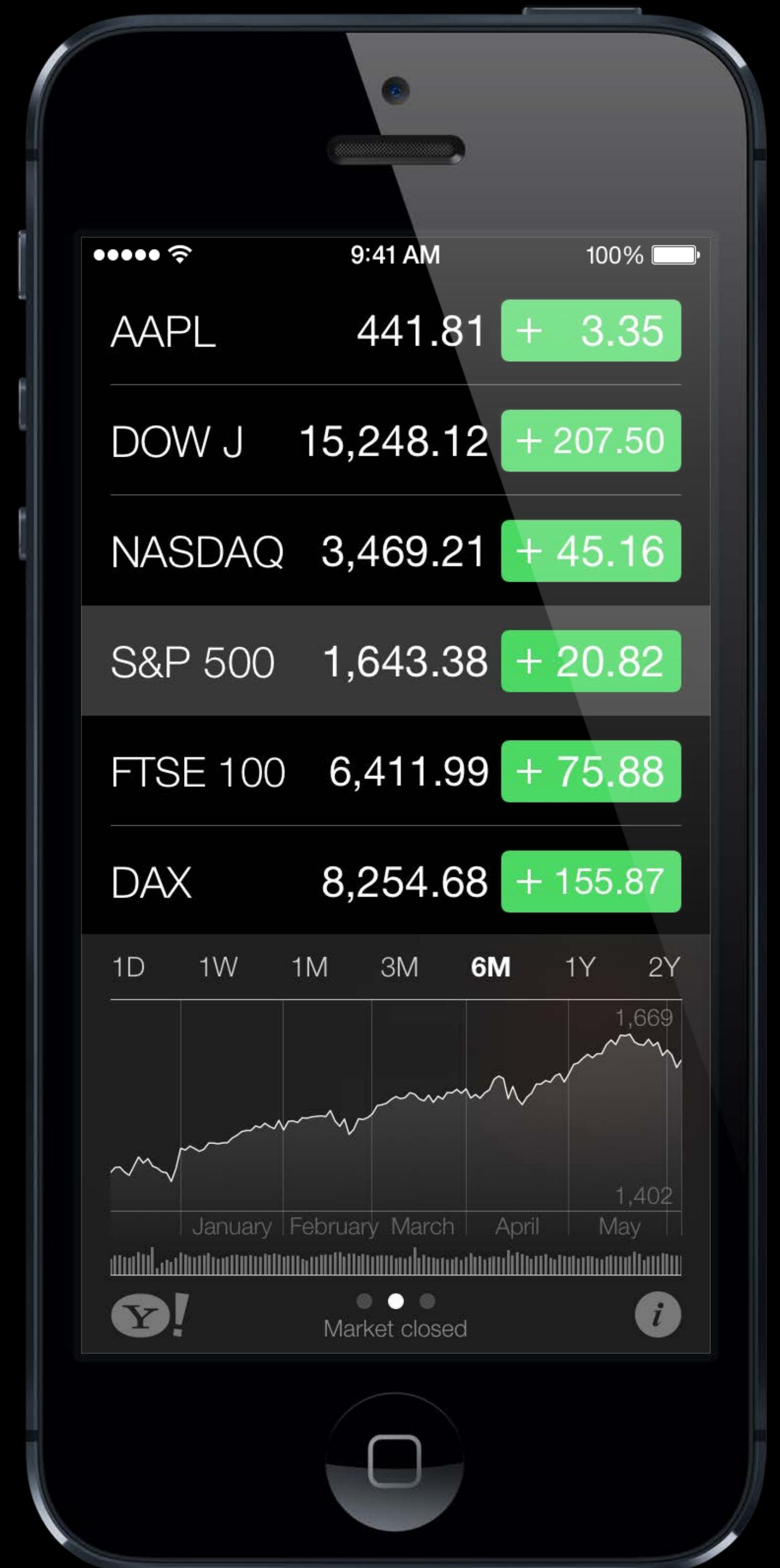


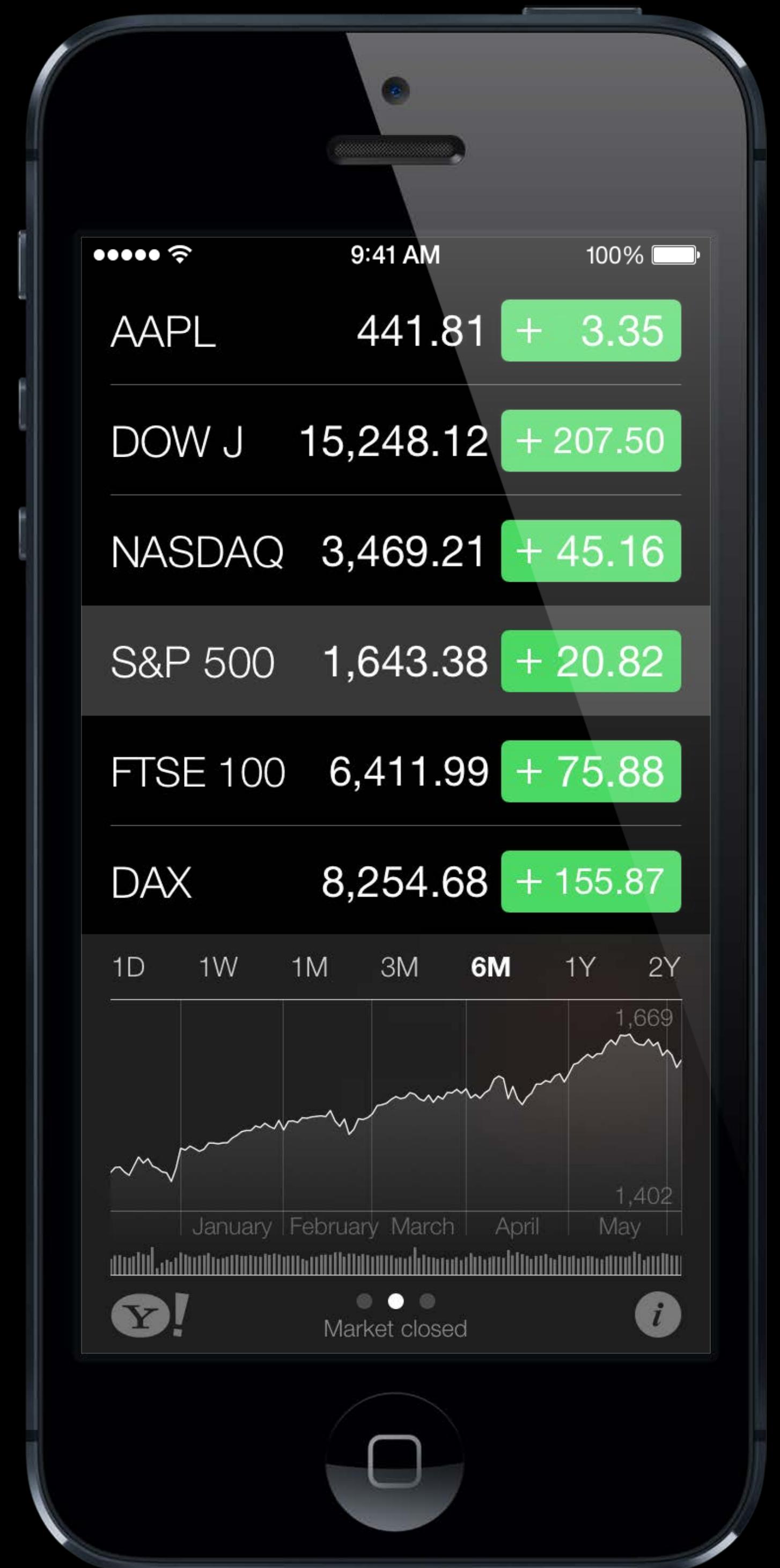


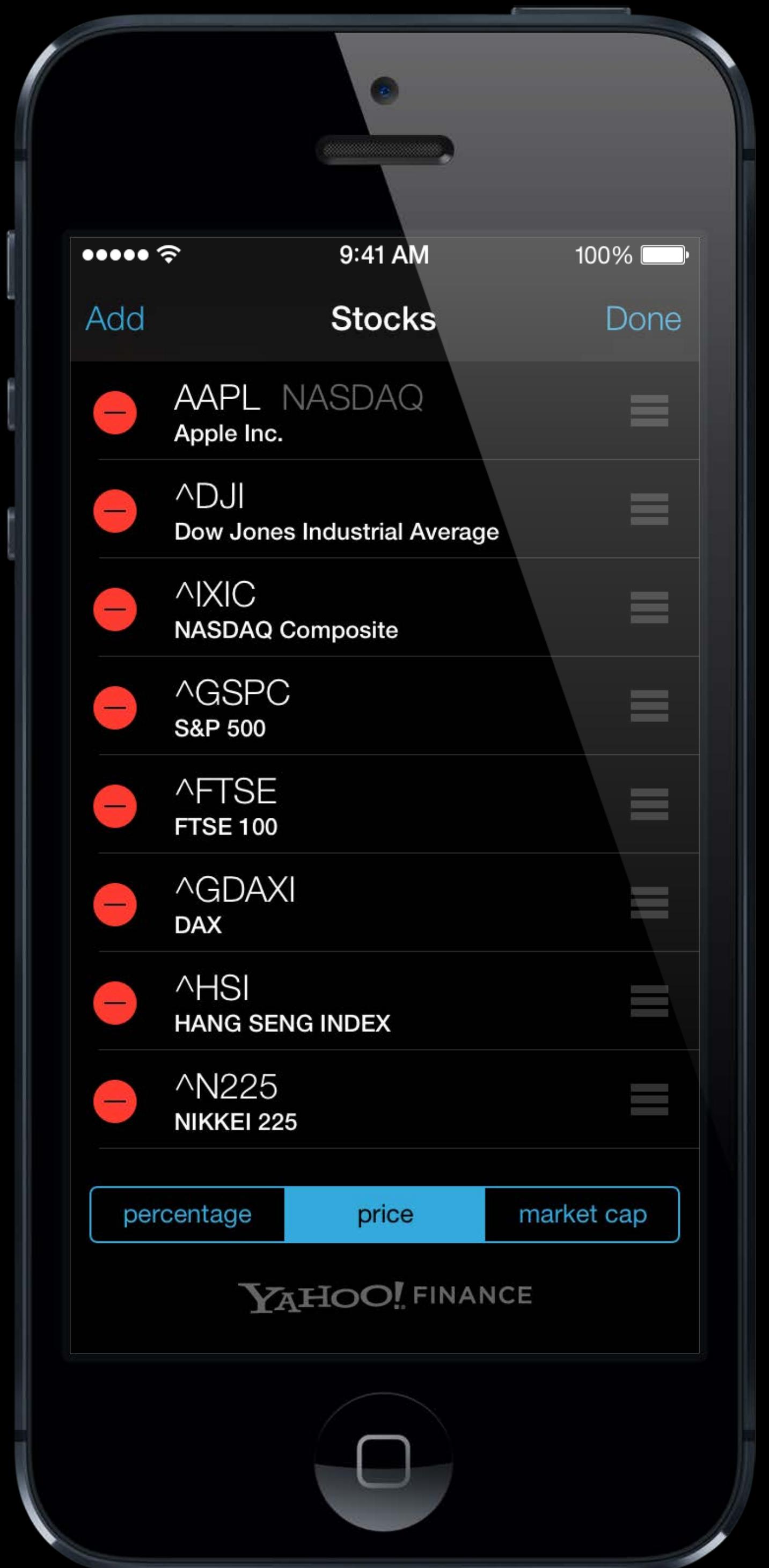


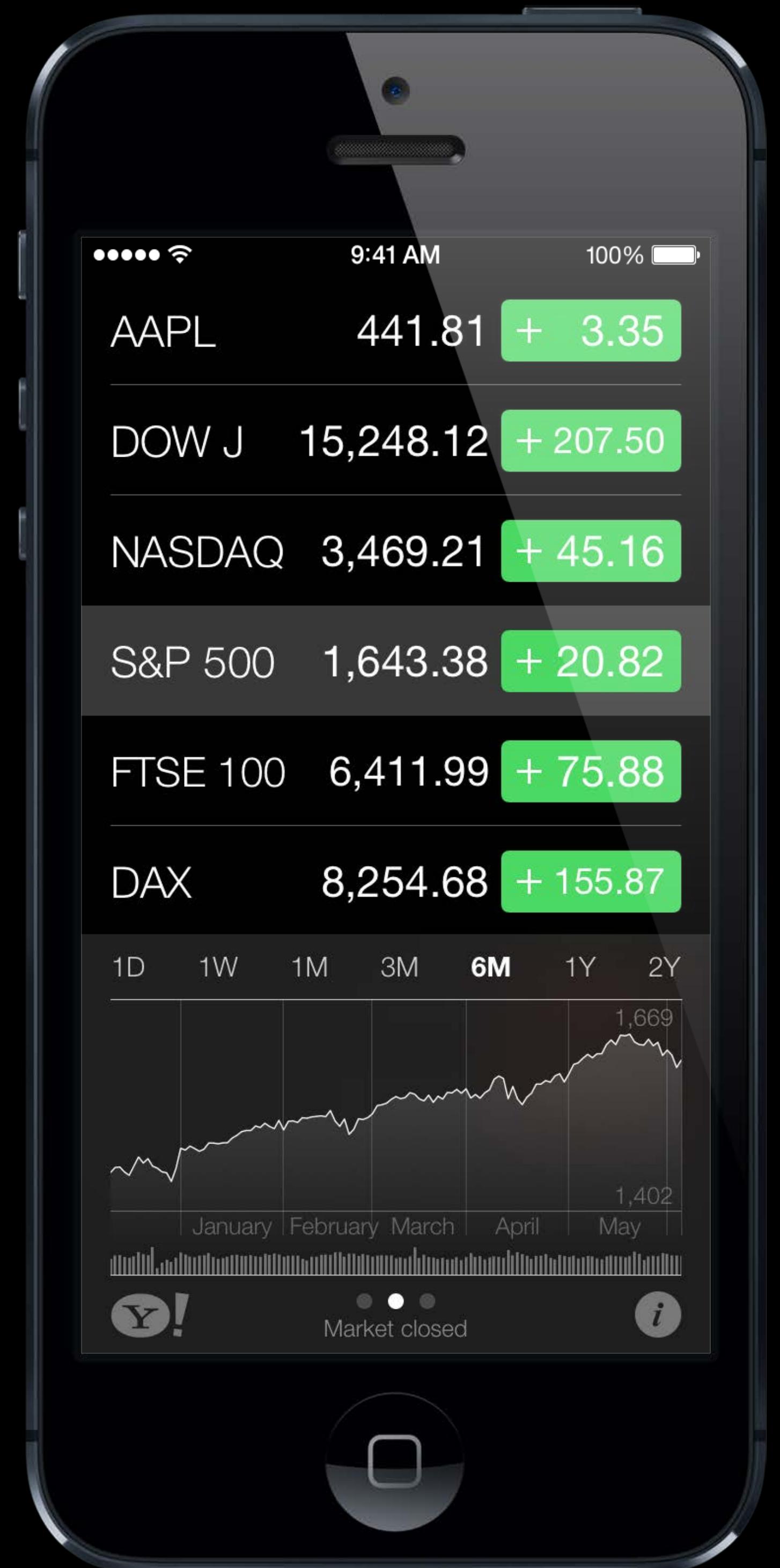












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10

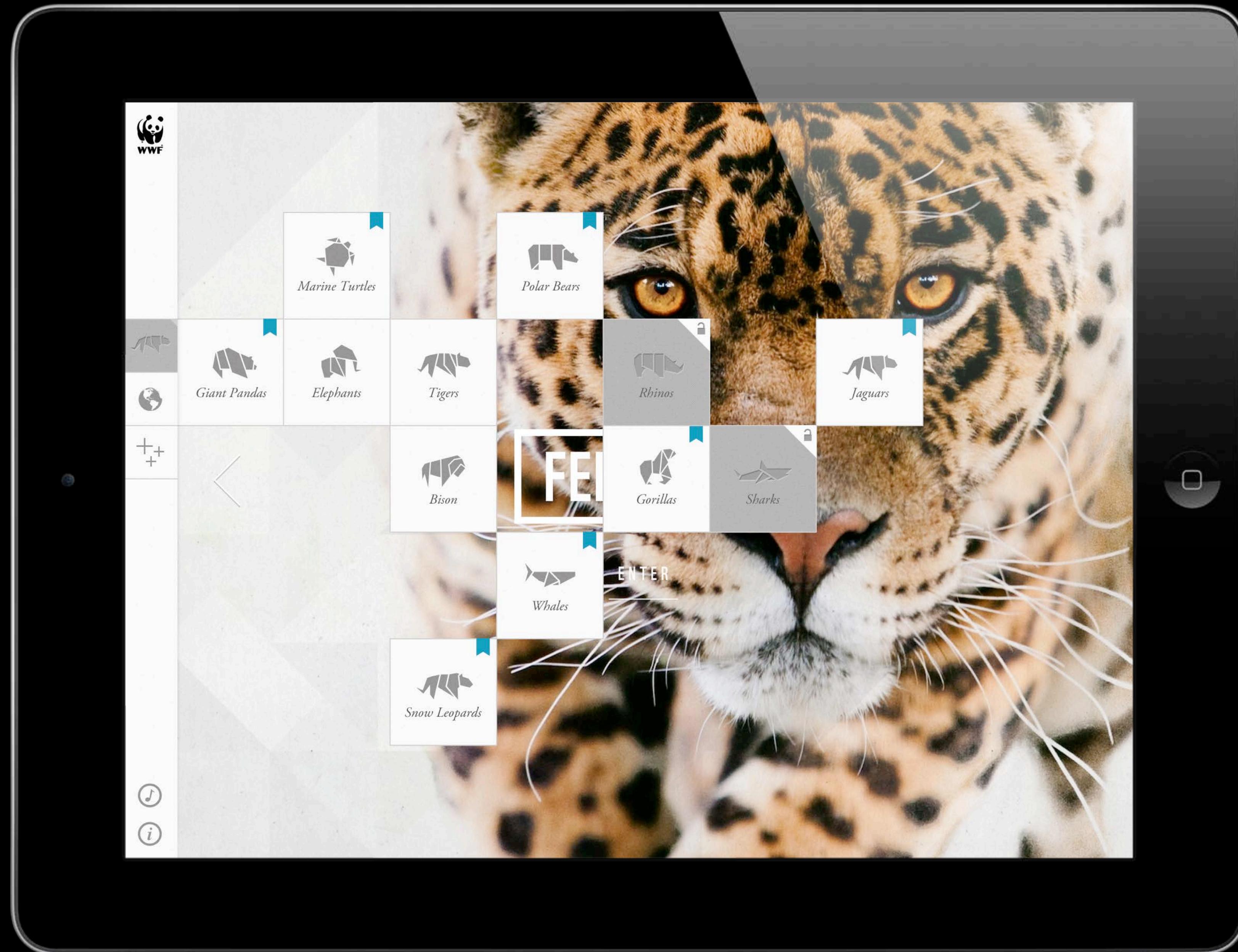
Inappropriate Styling

# Intent

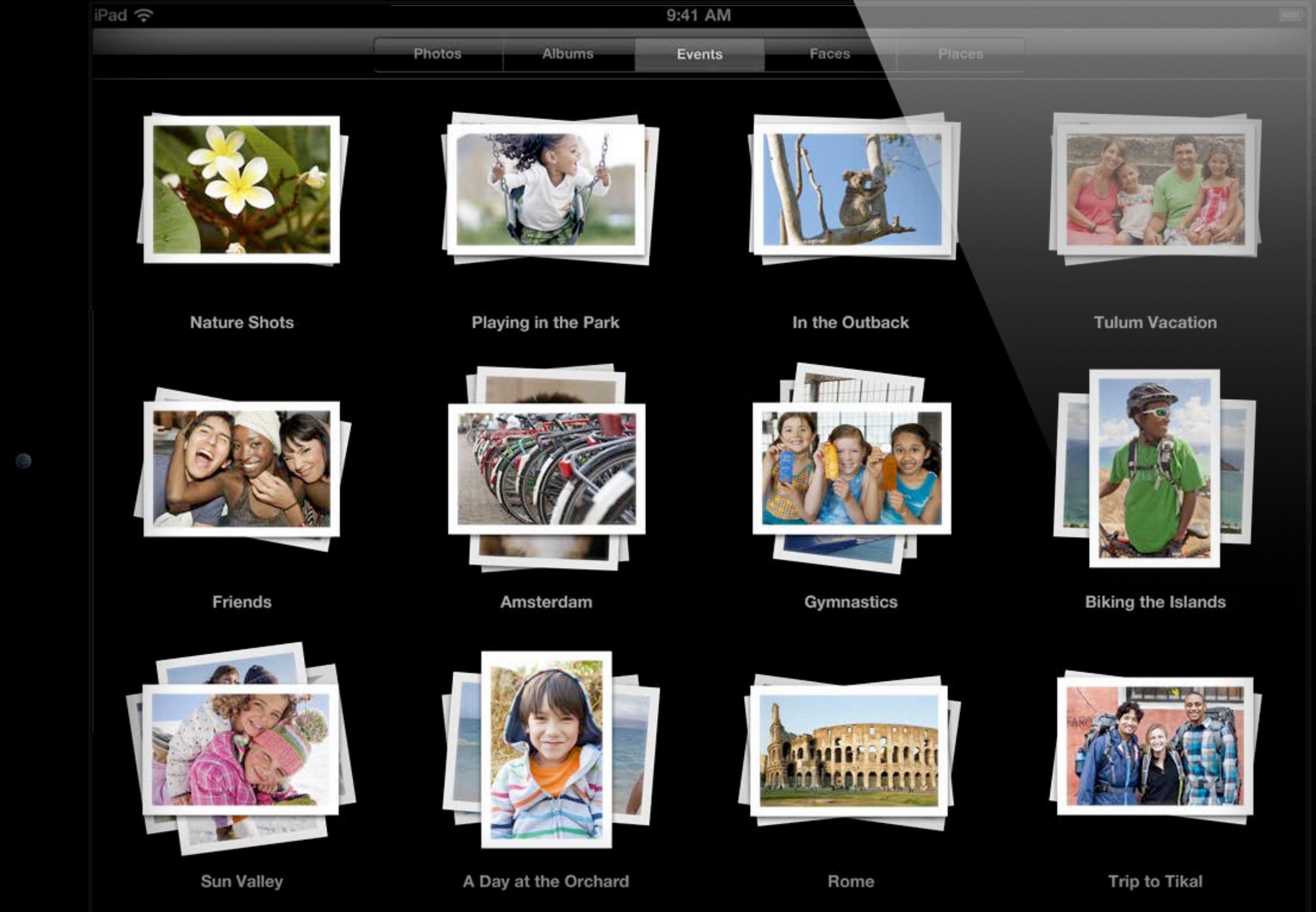
# ProCreate



# WWF Together



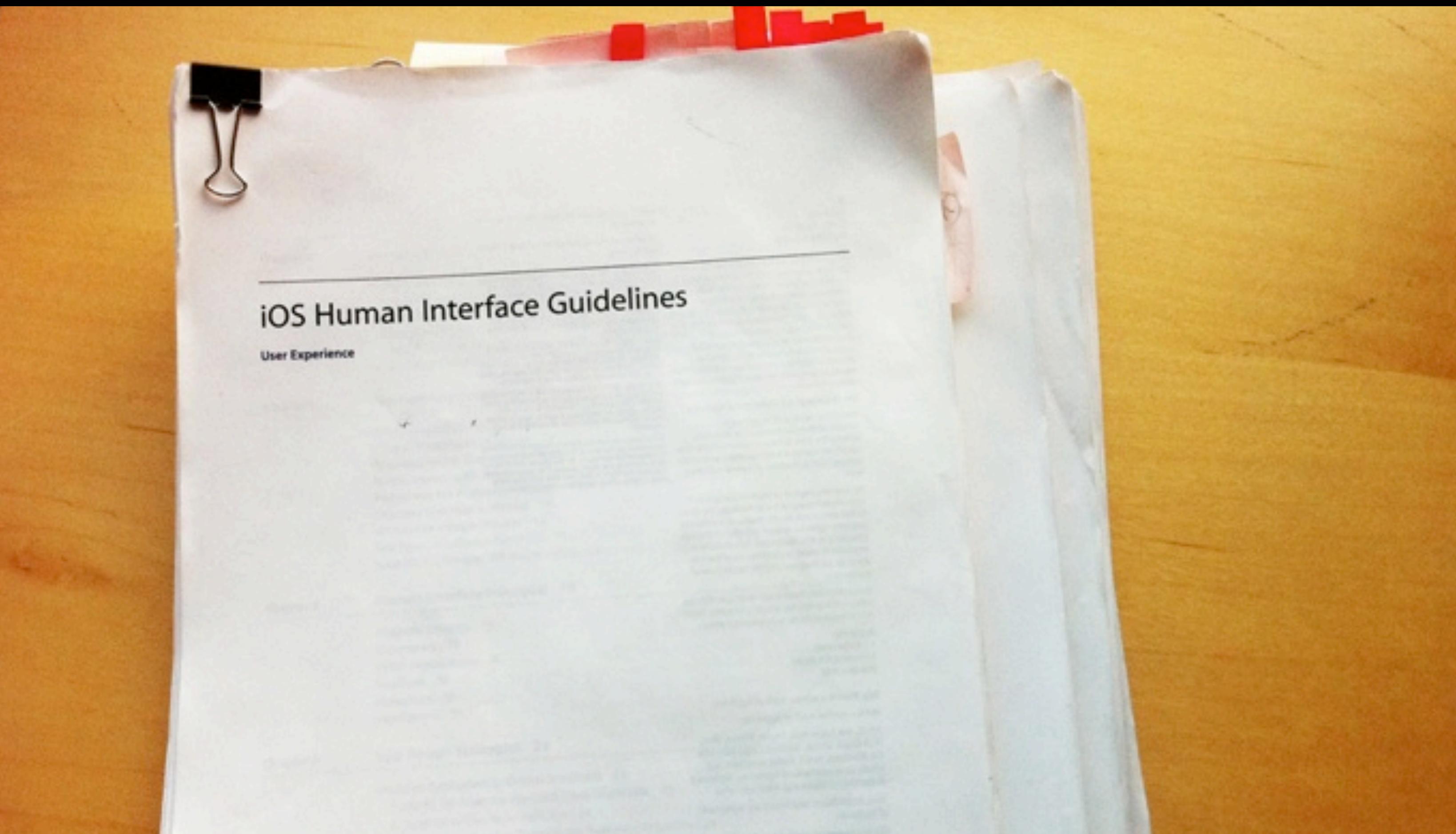




# Intent

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# The Human Interface Guidelines (HIG)



# Final Thoughts

# Focus

# More Information

Mike Stern

User Experience Evangelist

[stern@apple.com](mailto:stern@apple.com)

Documentation

iOS Human Interface Guidelines

<http://developer.apple.com/ue>

Apple Developer Forums

<http://devforums.apple.com>

