



# Macworld







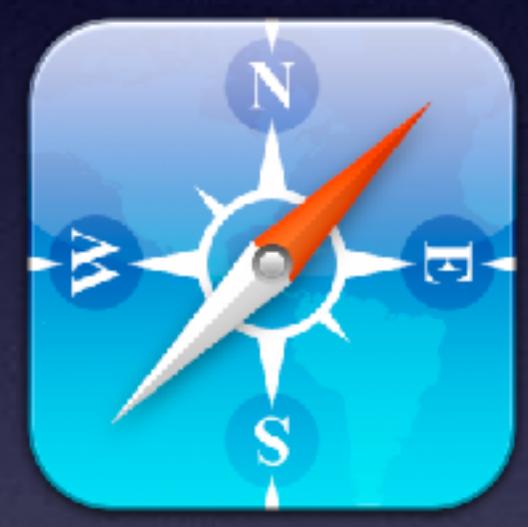














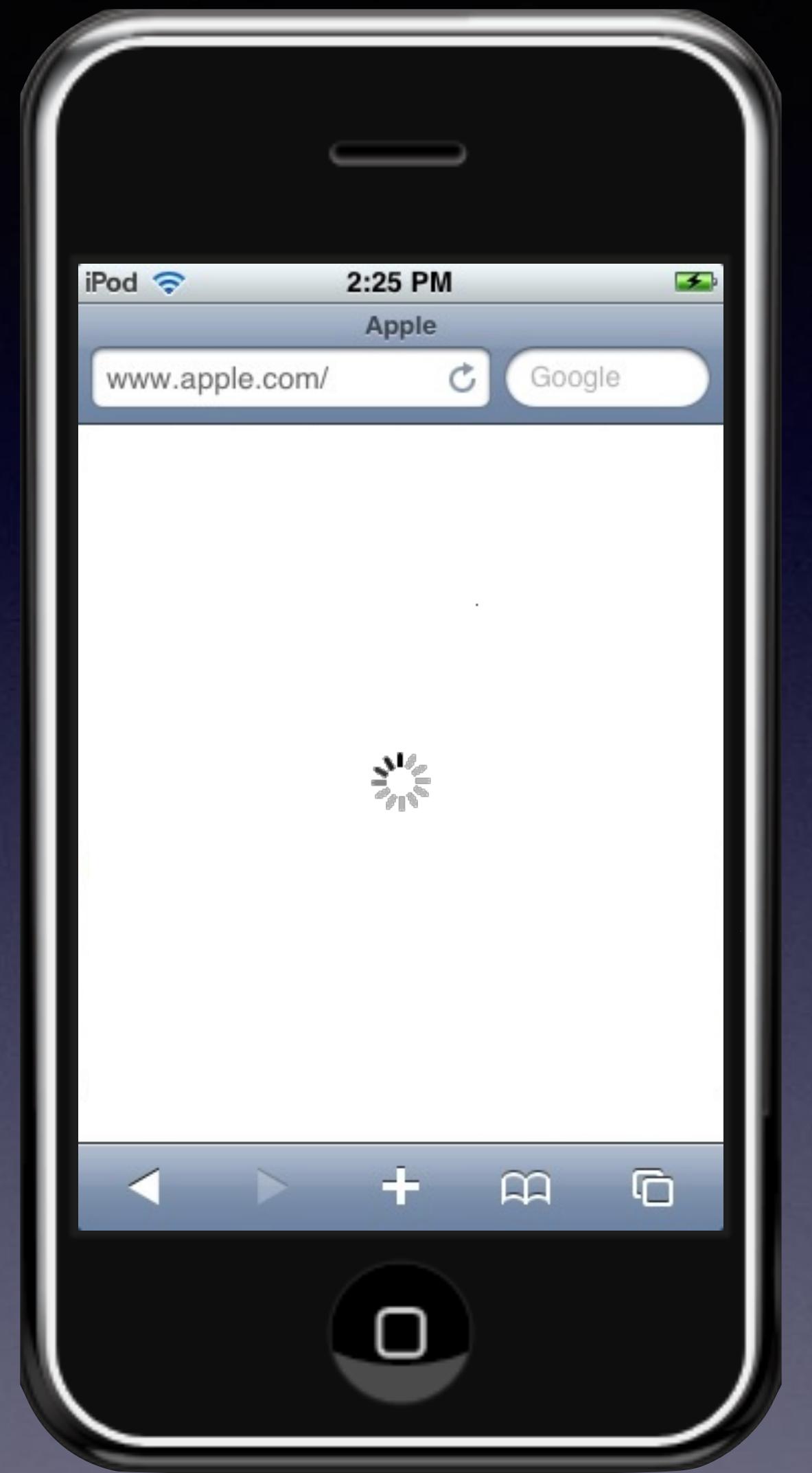




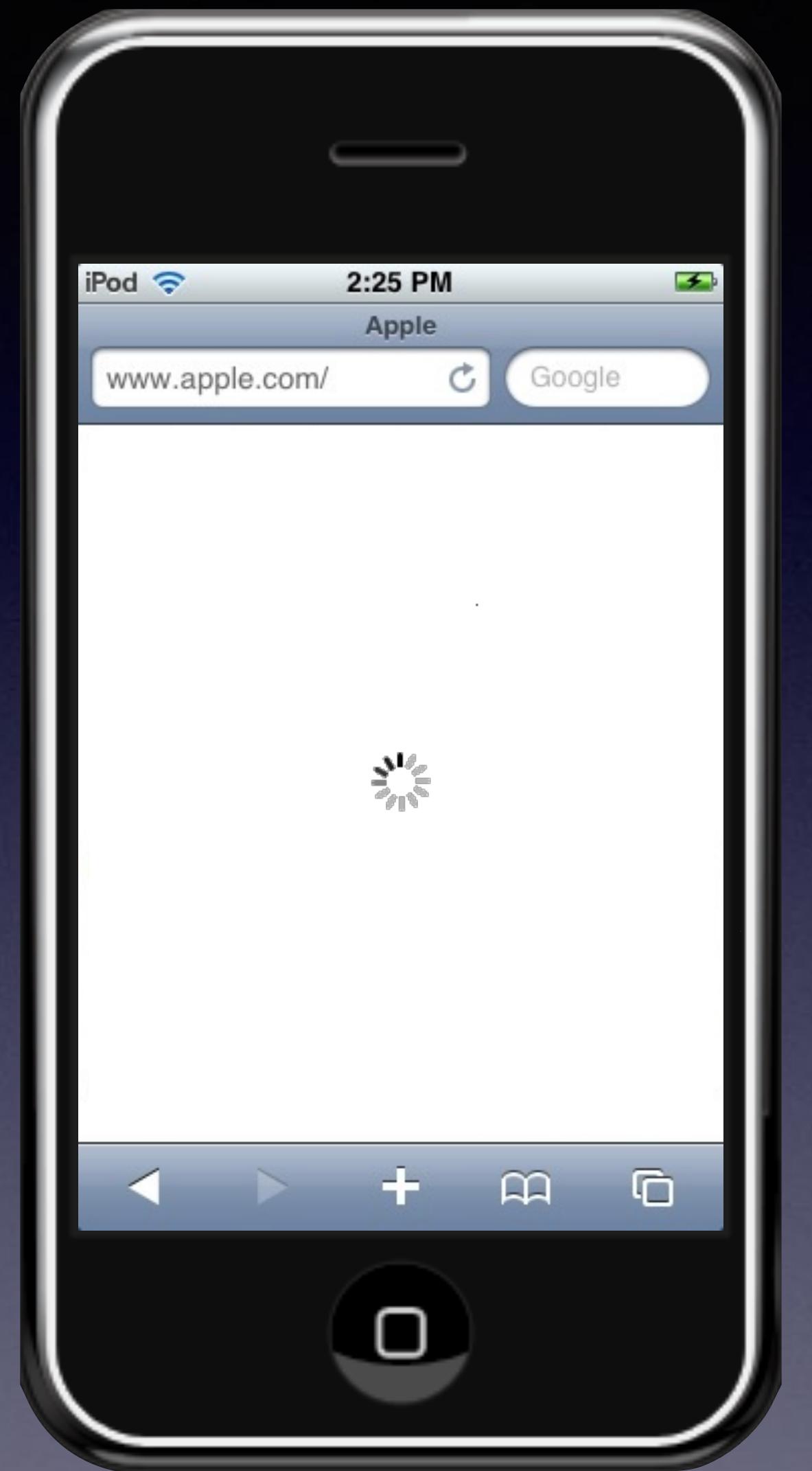
iPhone

Demo















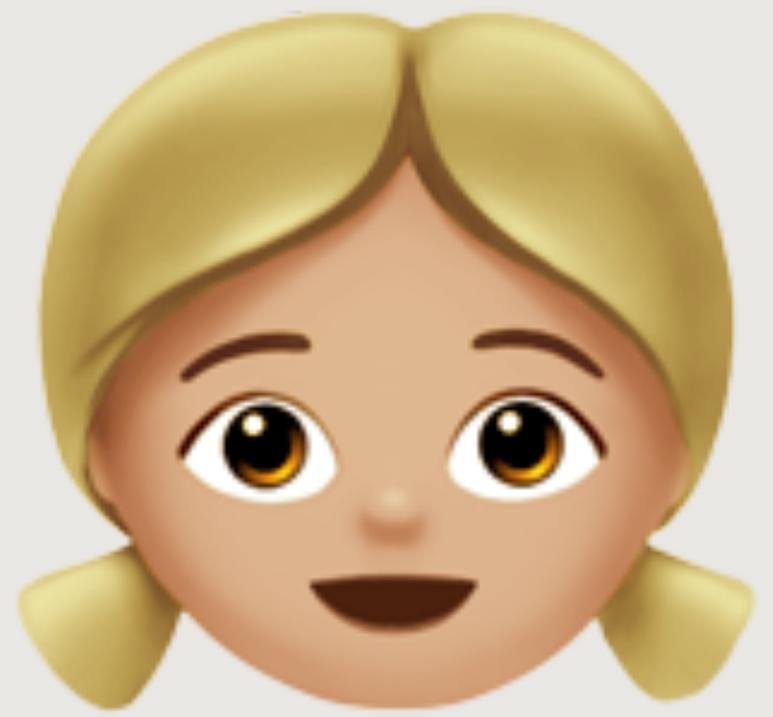




@phillfarrugia

- Real World Usage Patterns





```
struct Foo {  
    let title: String  
    let description: String  
}
```

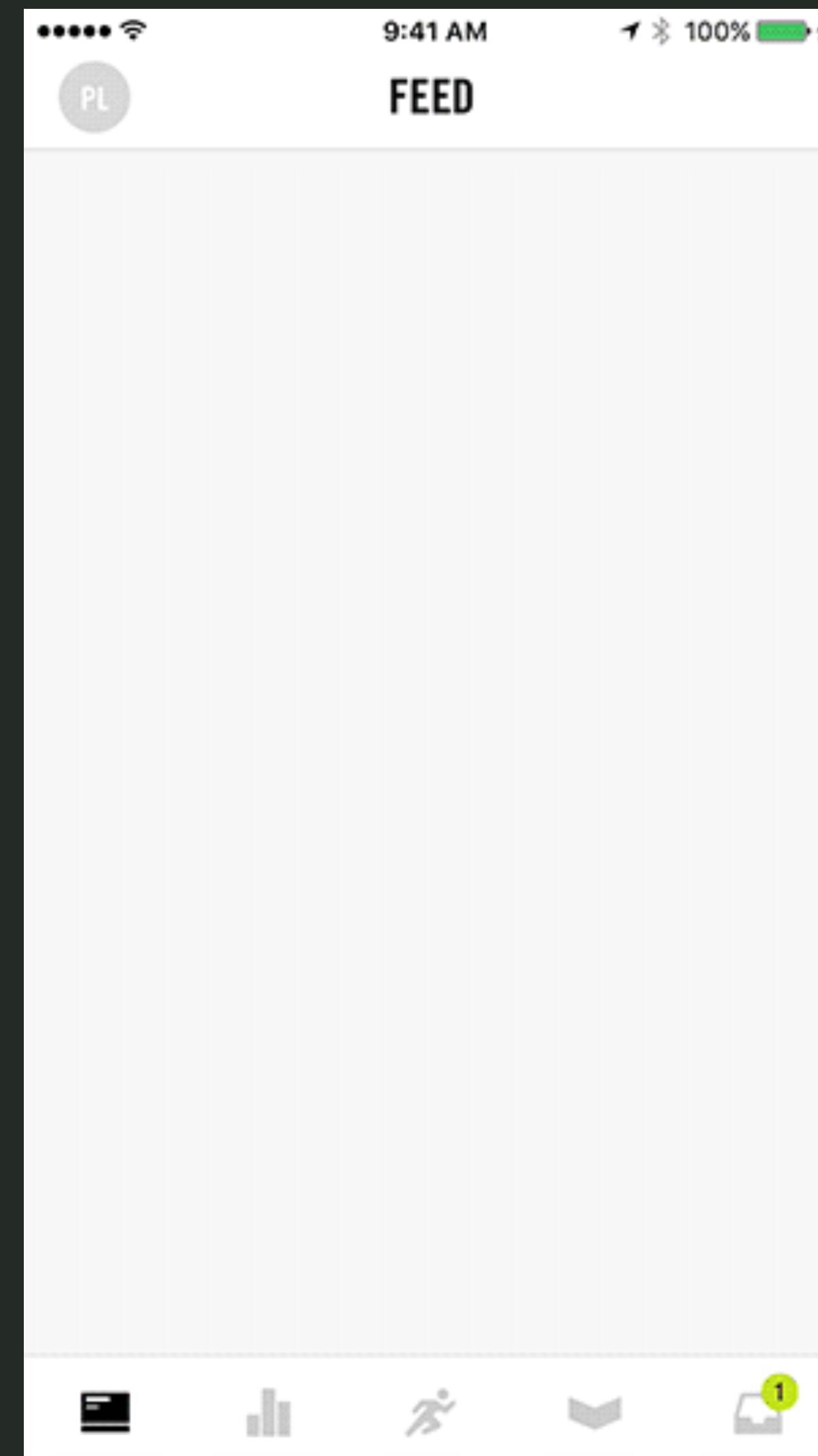


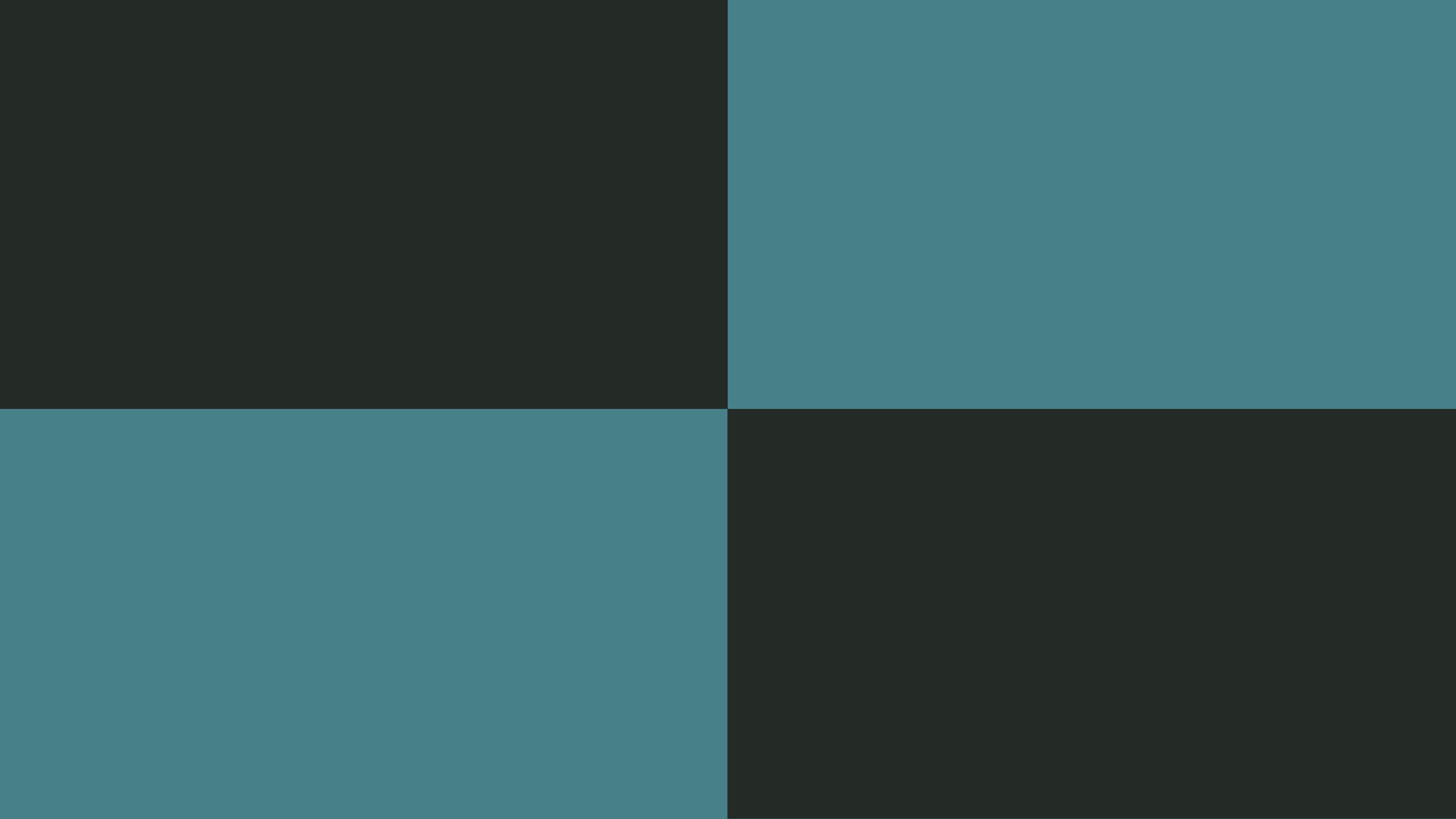






# **Awkward UI**





- Empty

- Empty

- Loading

- Empty

- Failure

- Loading

- Empty

- Failure

- Loading

- Success

- Empty



••••• T-Mobile 10:18 PM

https://www.google.com/search

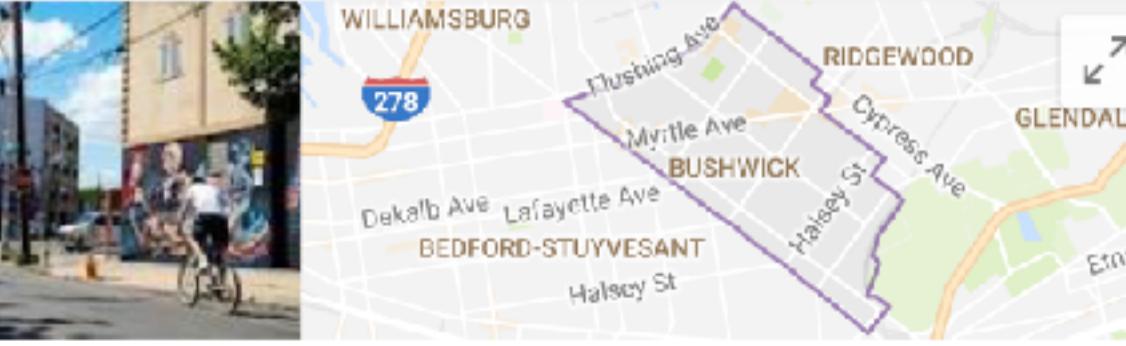
# Google

bishwixk

ALL MAPS NEWS IMAGES VIDEOS SHOPP

Showing results for **bushwick**

No results found for **bishwixk**



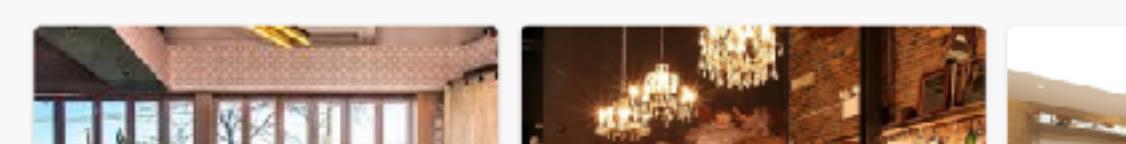
**Bushwick**  
Neighborhood in New York City, New York

Bushwick is a working-class neighborhood in the northern part of the New York City borough of Brooklyn. [Wikipedia](#)

ZIP codes: 11206, 11207, 11221, 11237

Did you know: It is served by ZIP codes 11206, 11207, 11221, and 11237. [wikipedia.org](#)

Restaurants [VIEW ALL](#)



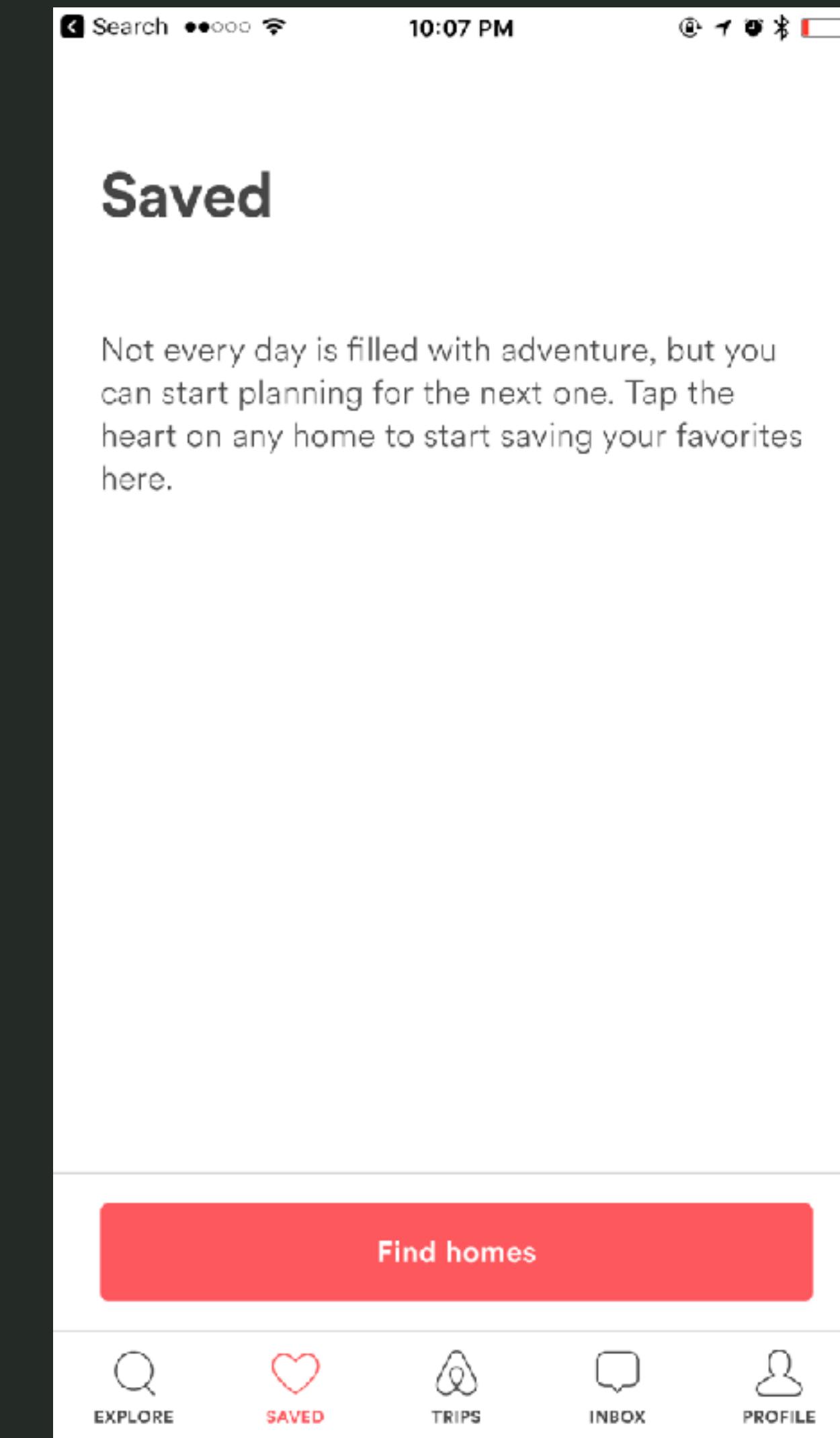
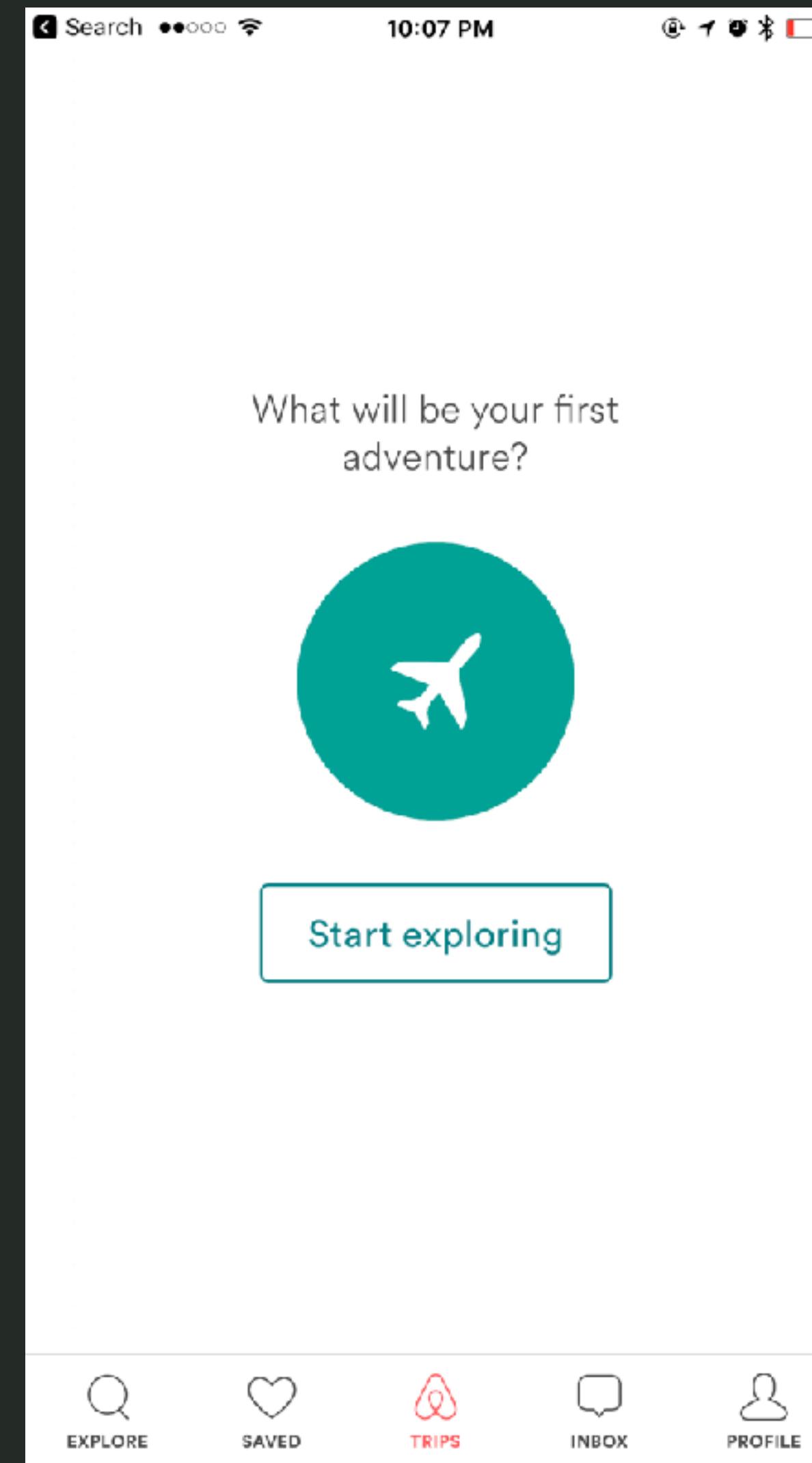
••••• T-Mobile 10:18 PM

https://www.google.com/search

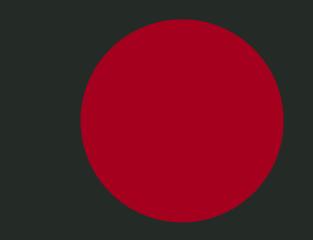
# Google

bishwixk

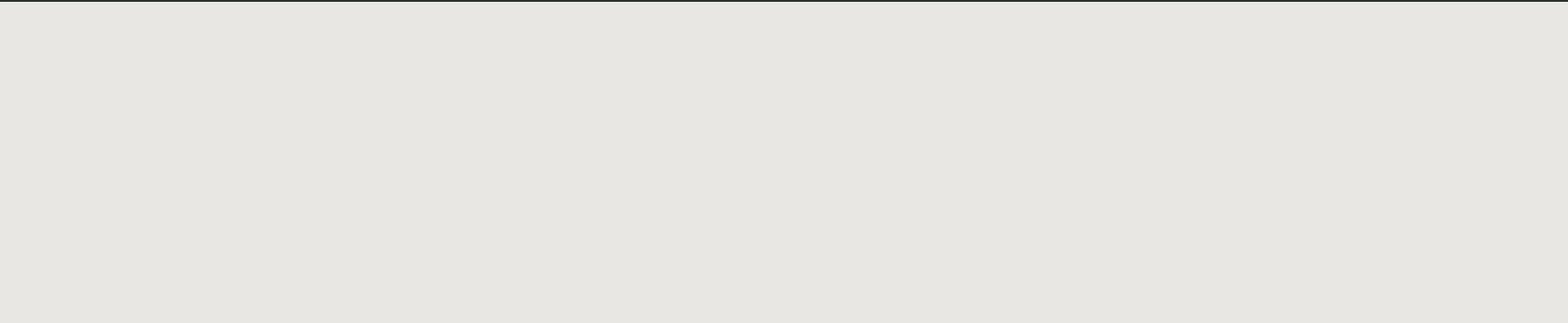
ALL MAPS NEWS IMAGES VIDEOS SHOPP







# Loading

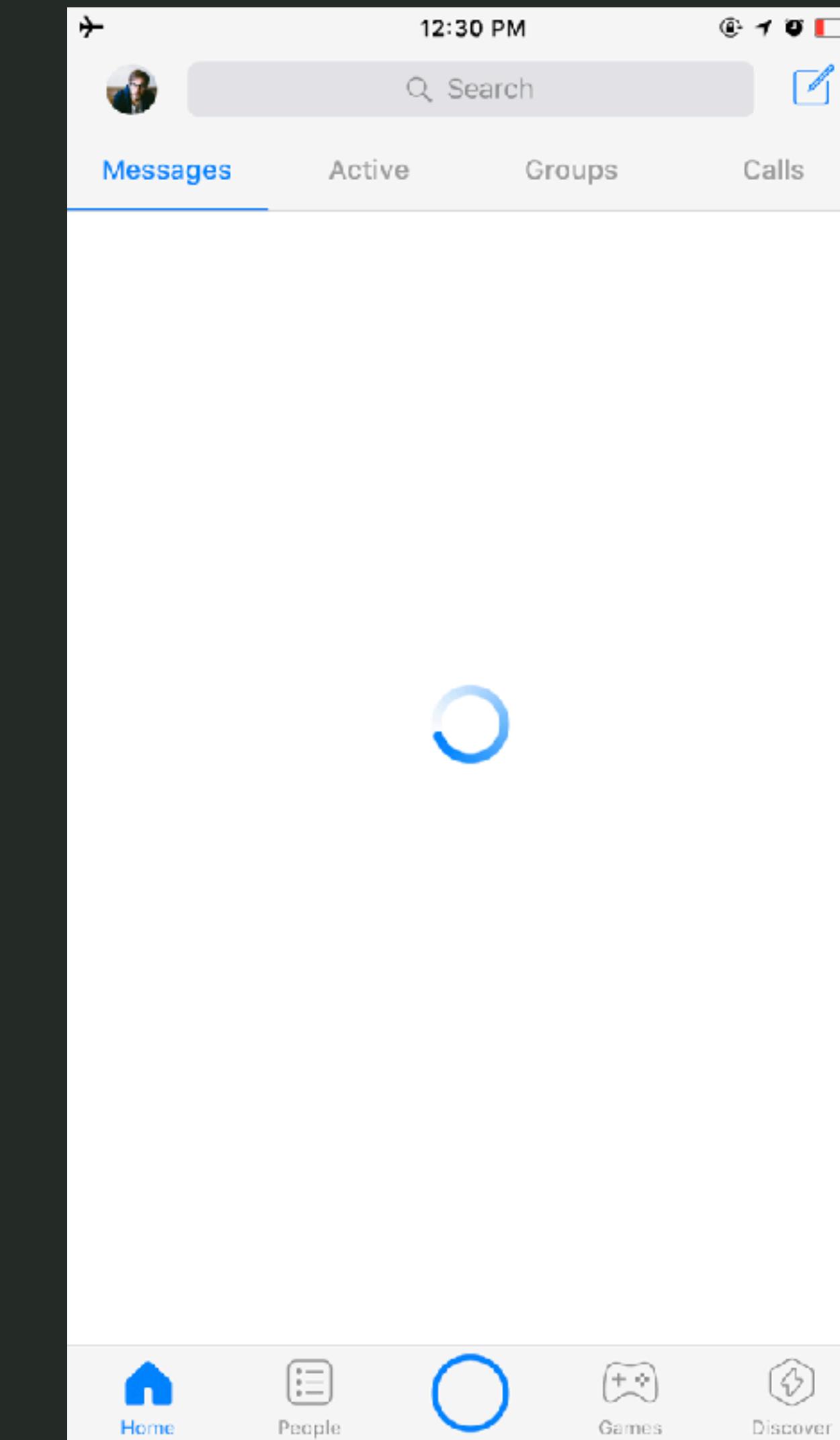
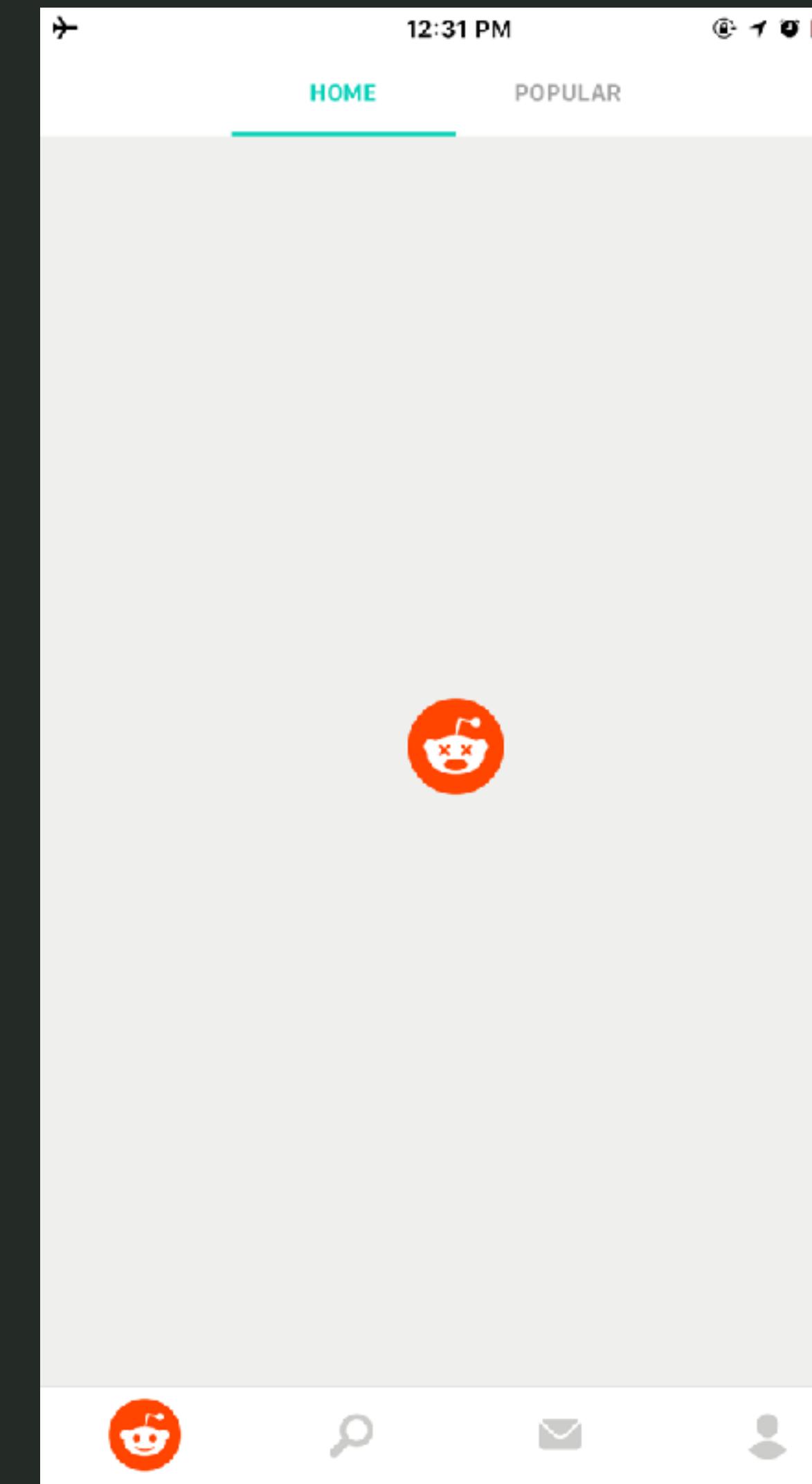
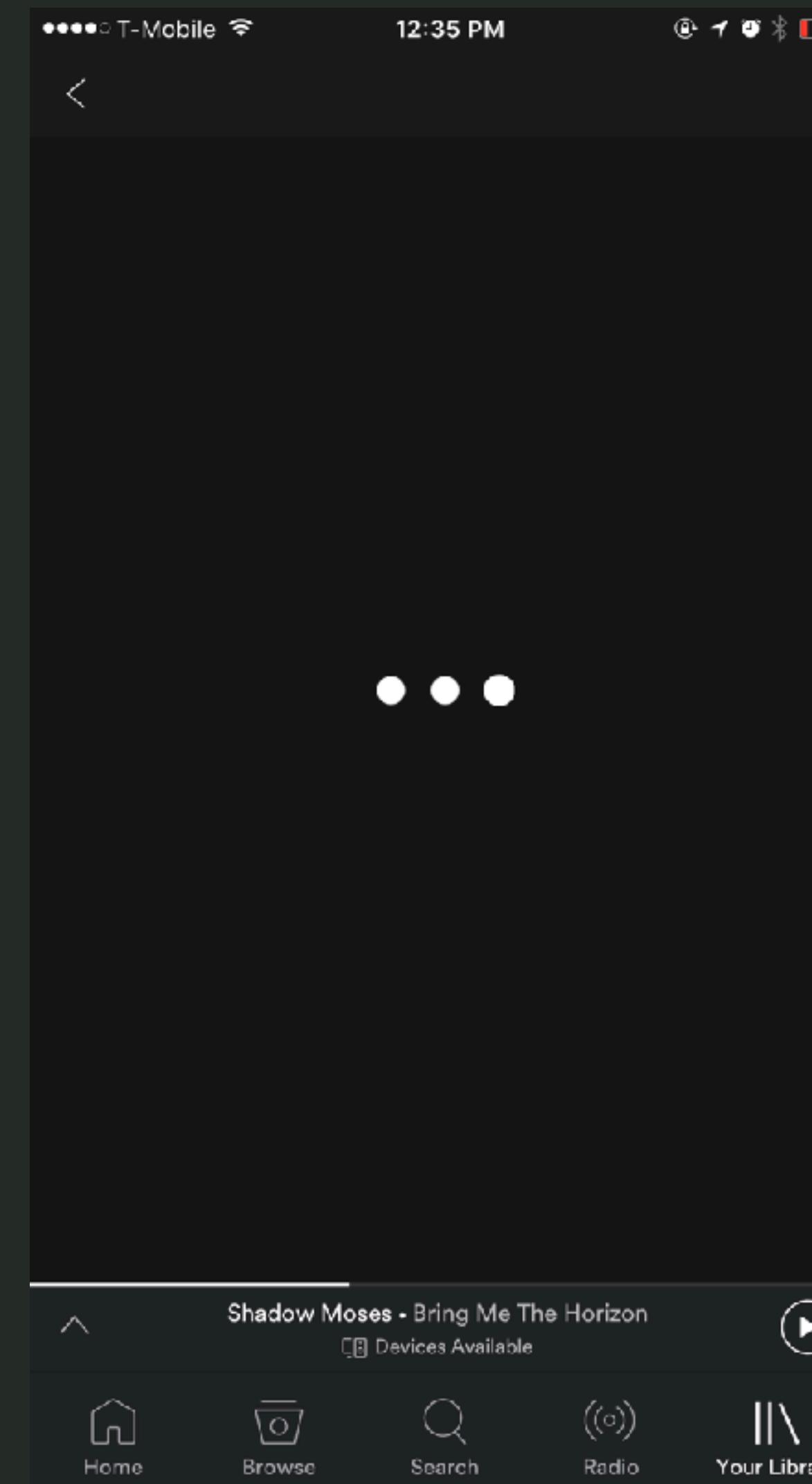


“

**When things are going to take a while, we should let people know. In most mobile apps that translates to adding progress bars and spinners. While the intentions are good, the end result can actually turn out bad**

”

*Luke Wroblewski, September 2013*



••••• T-Mobile LTE 5% 10:36 PM ⚡ 🔋

Q 3

T SELLERS GIFTS SKIN CARE MAKEUP BATH & BODY

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B No. 1 Brightening Facial Oil \$68 +

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B No. 2 Plumping Facial Mask \$48 -

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B No. 2 Plumping Facial Mist \$35 -

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B No. 2 Plumping Facial Oil \$68 -

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B No. 3 Balancing Facial Mask \$48 -

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B No. 3 Balancing Facial Mist \$35 +

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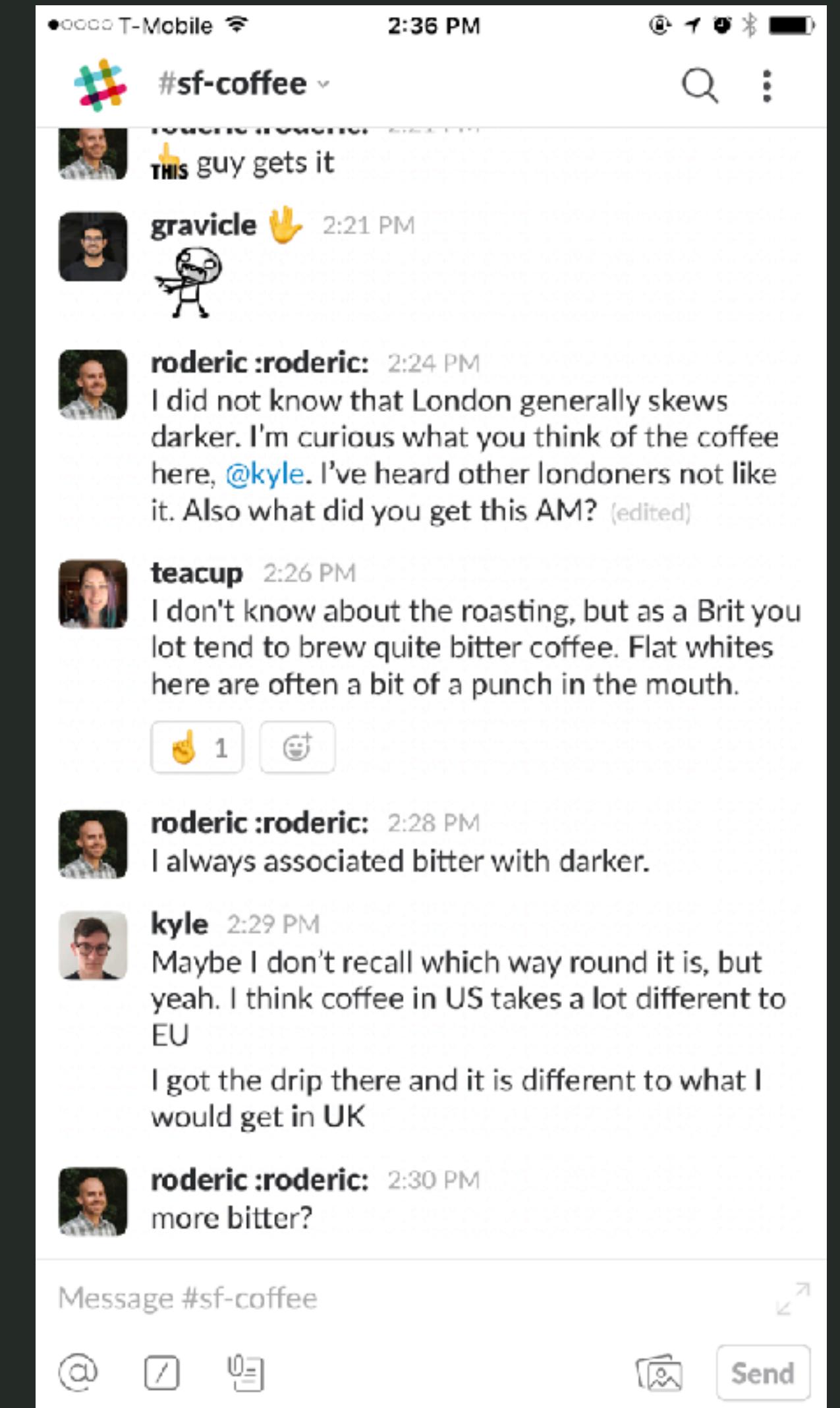
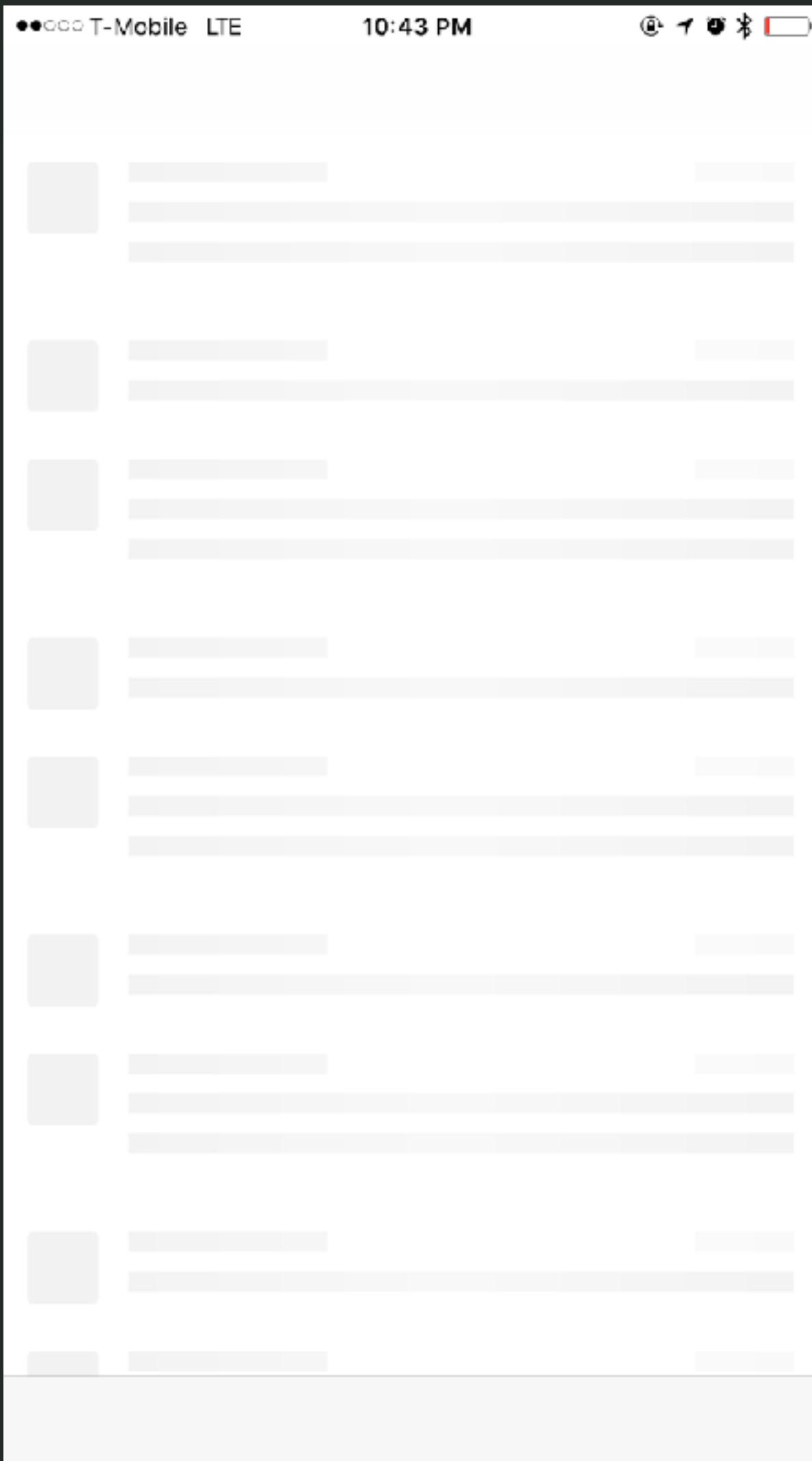
B No. 3 Balancing Facial Oil \$68 +

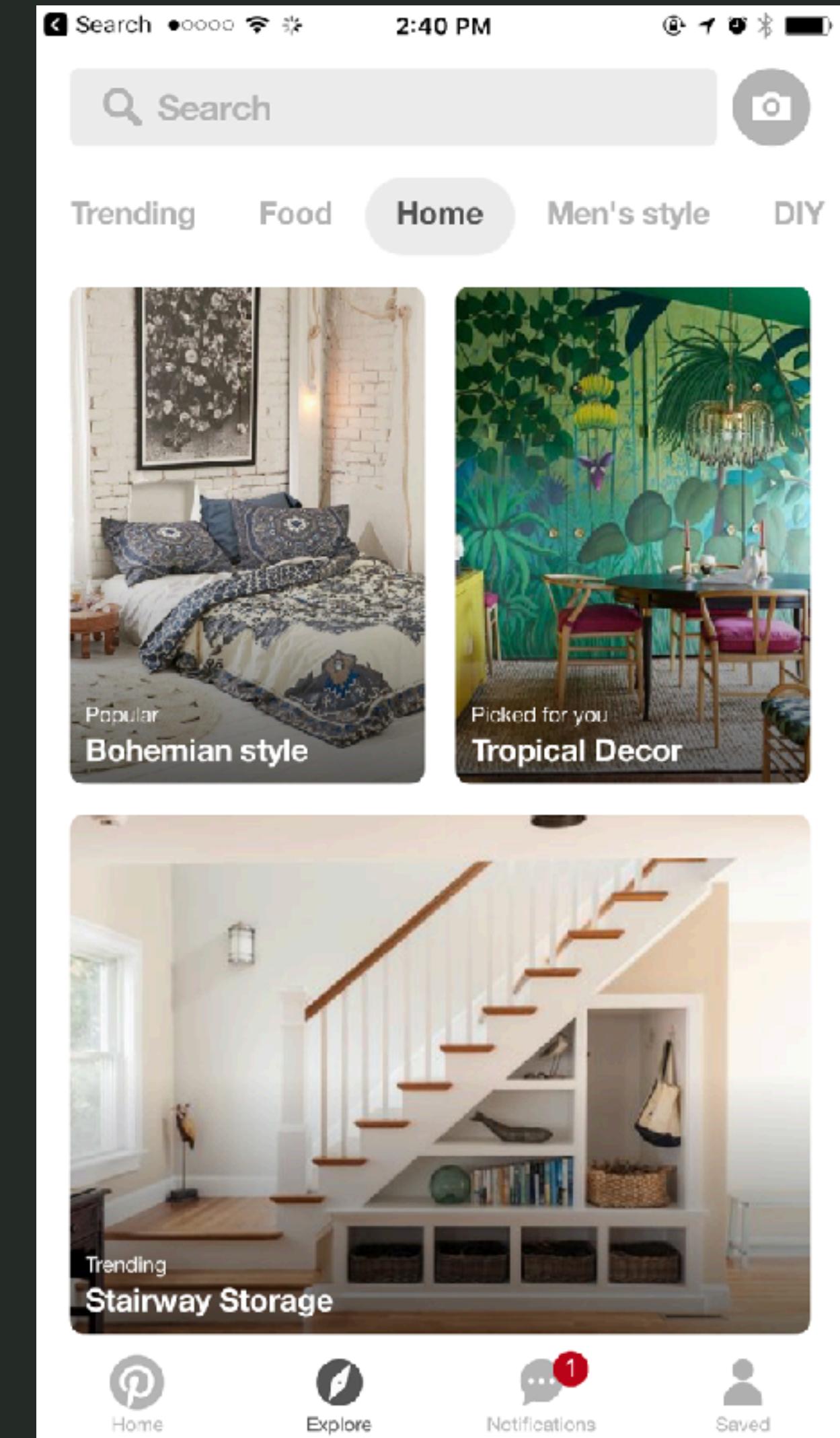
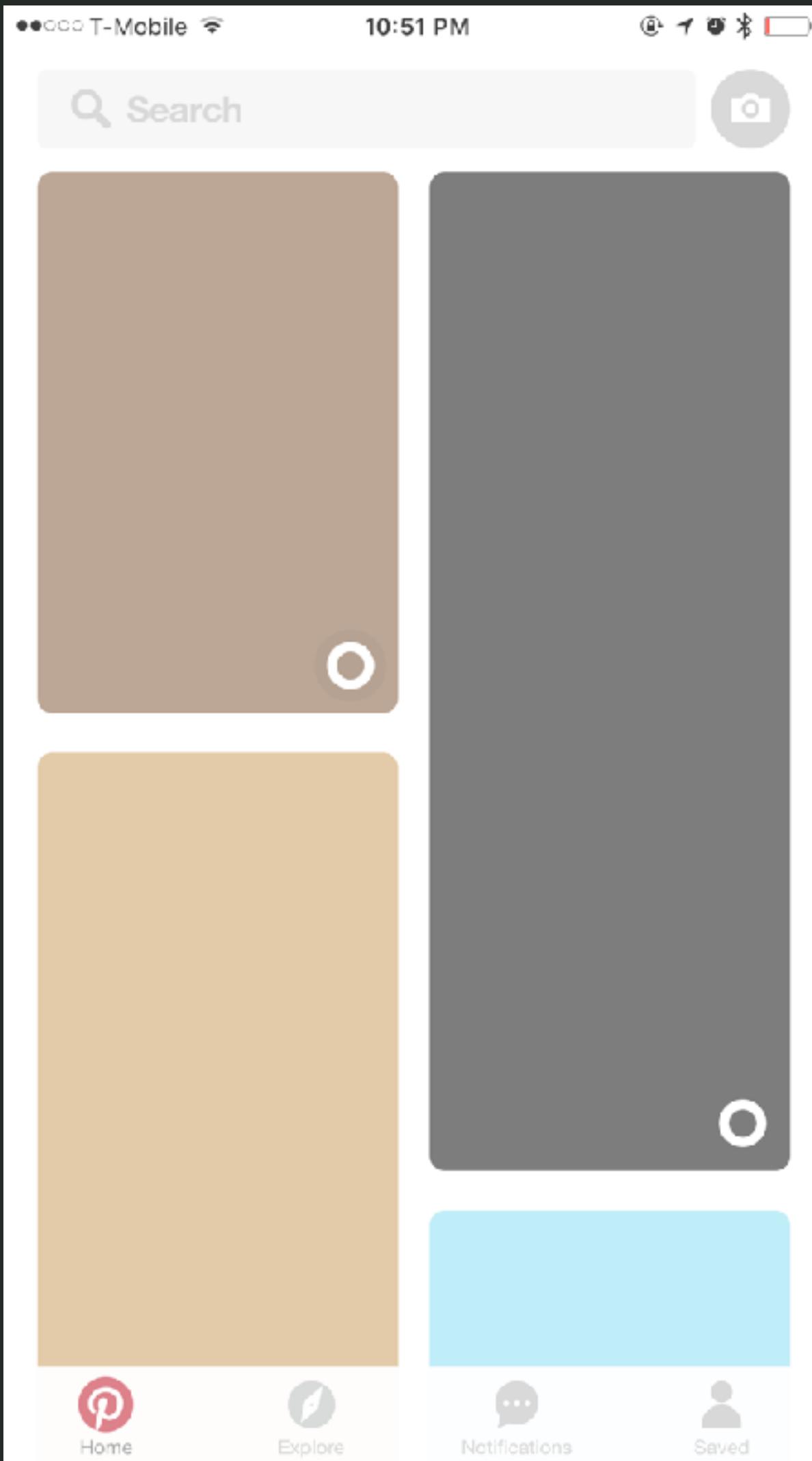
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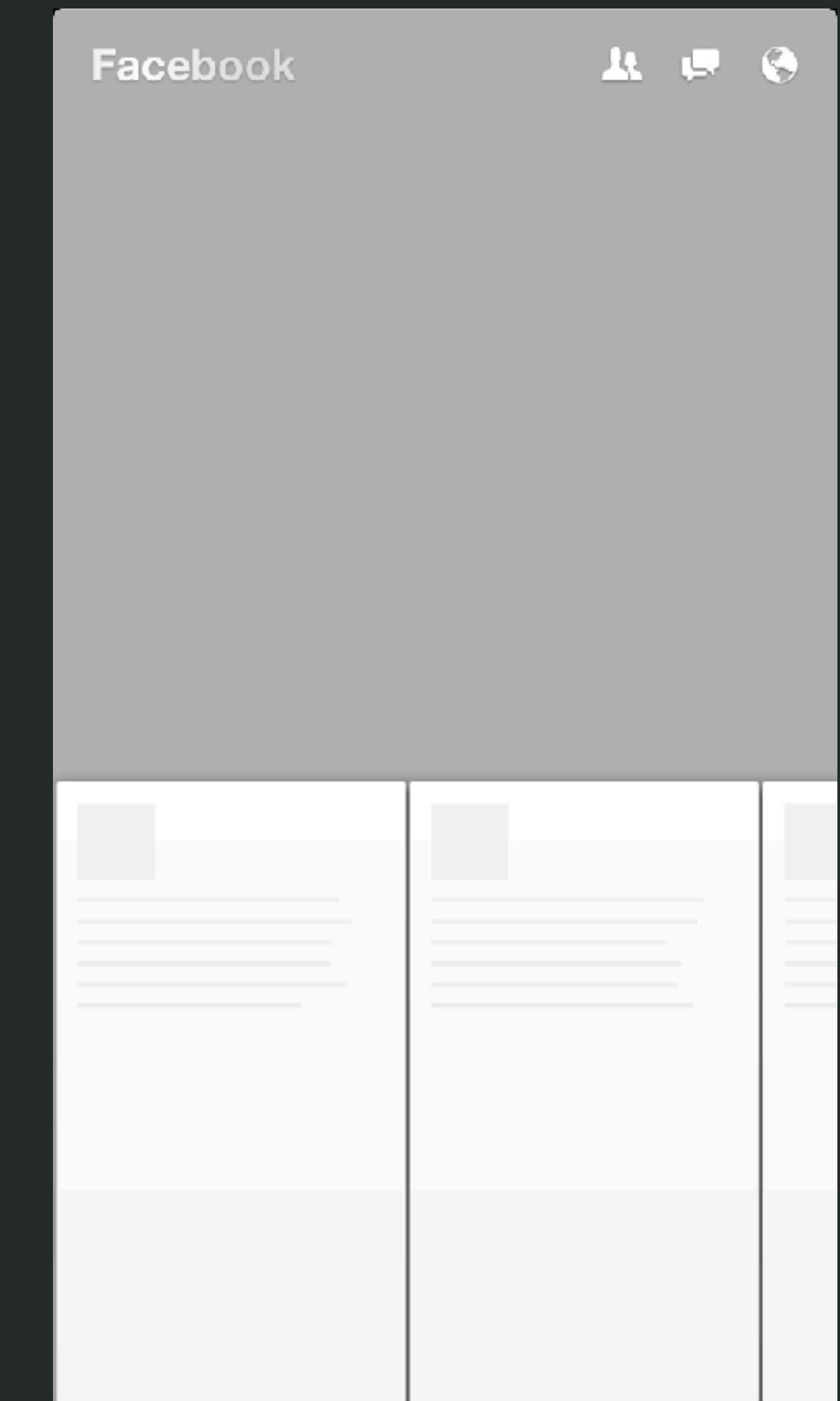
B No. 1 Brightening Spa Set \$88 +

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SHOP CONTACTS ENROLL ACCOUNT

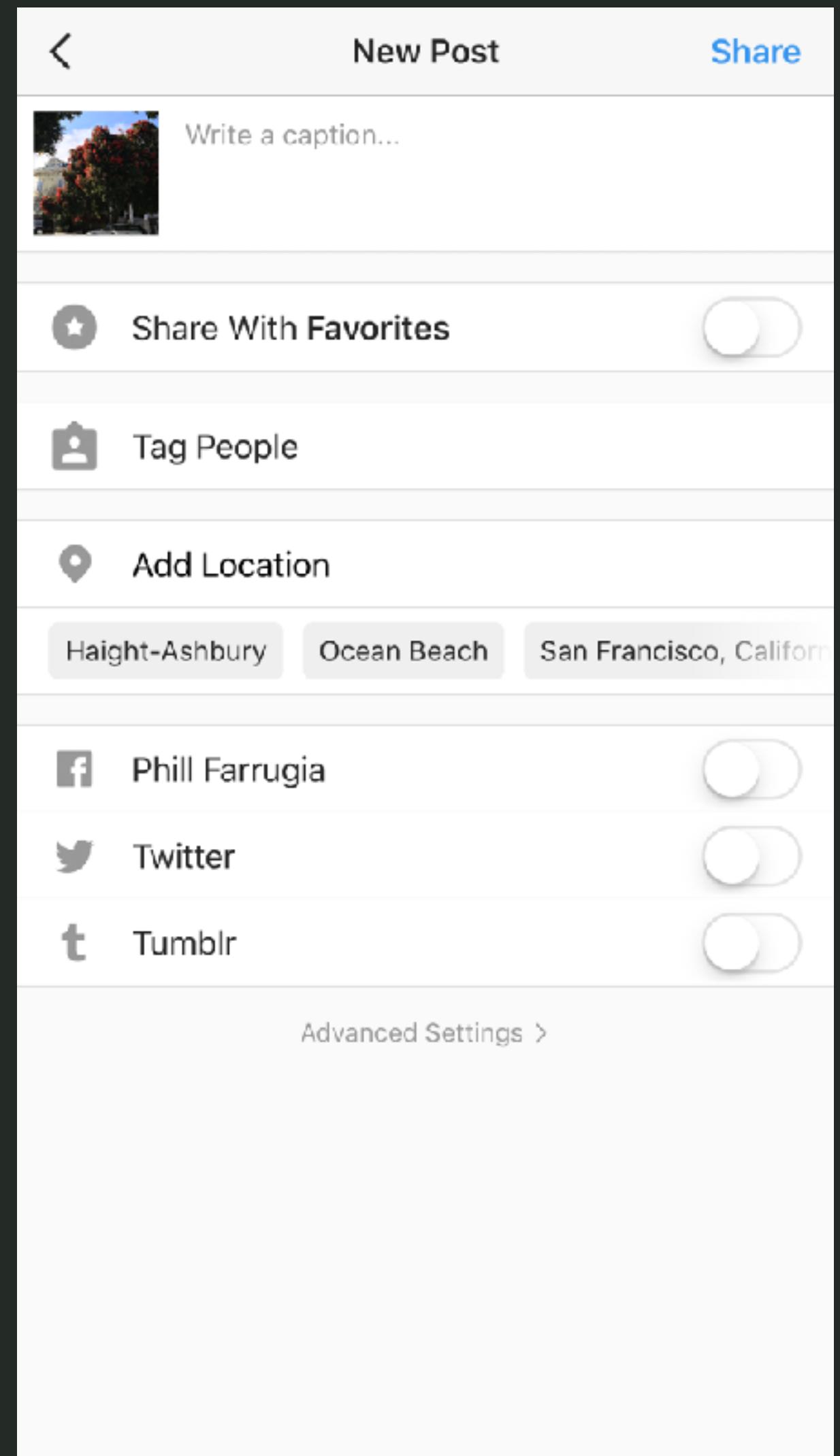


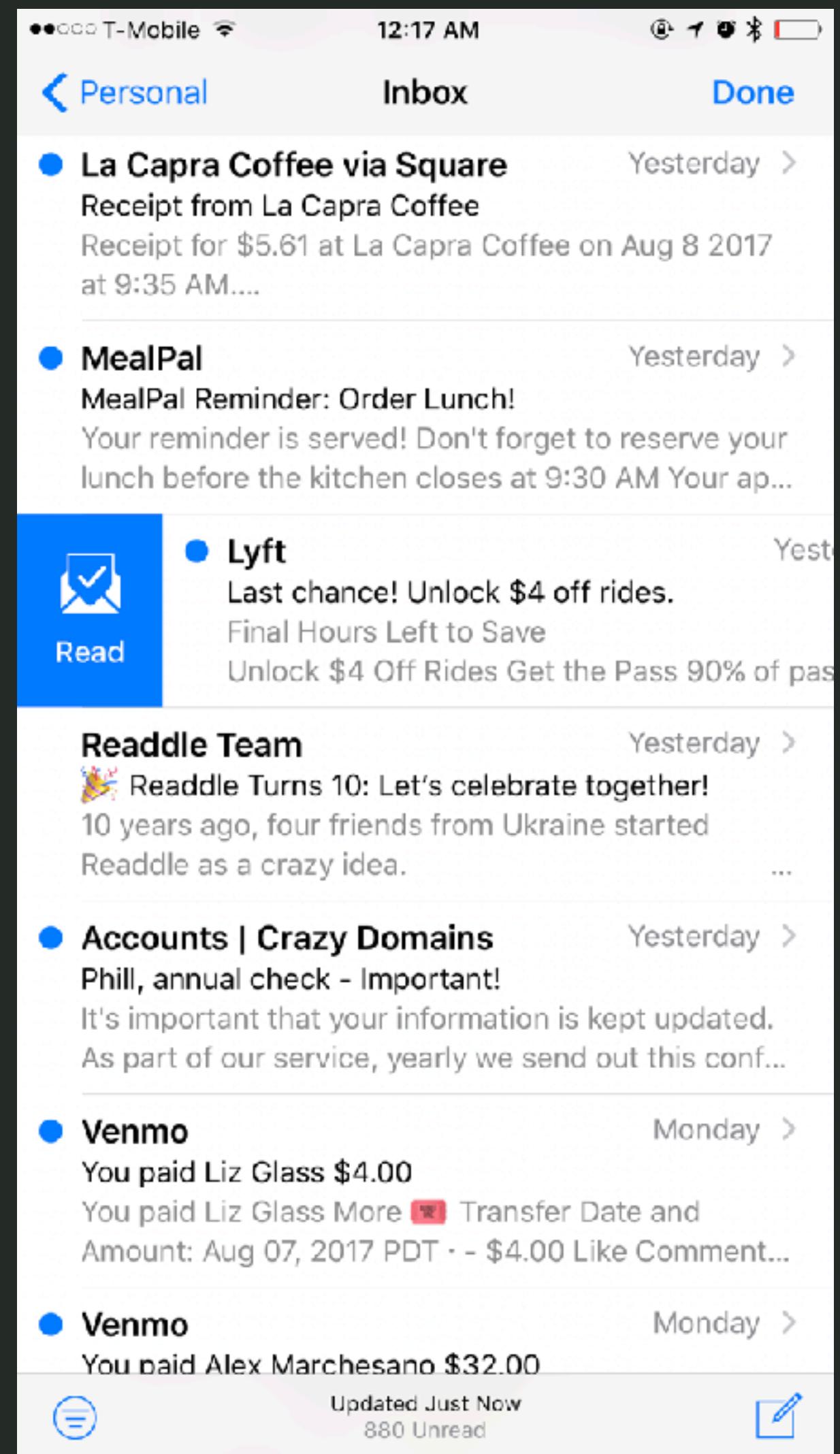












# ● Failure



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**Don't destroy or delete user  
data**

---

**Inline errors provide more context than catch all errors**



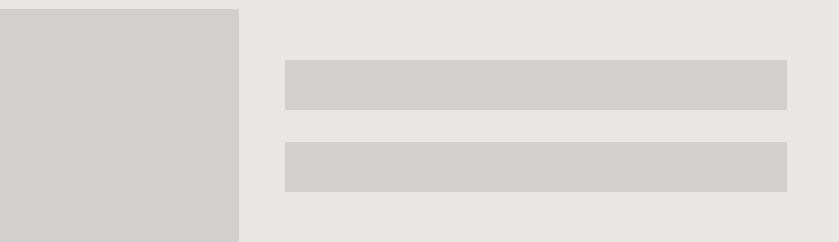


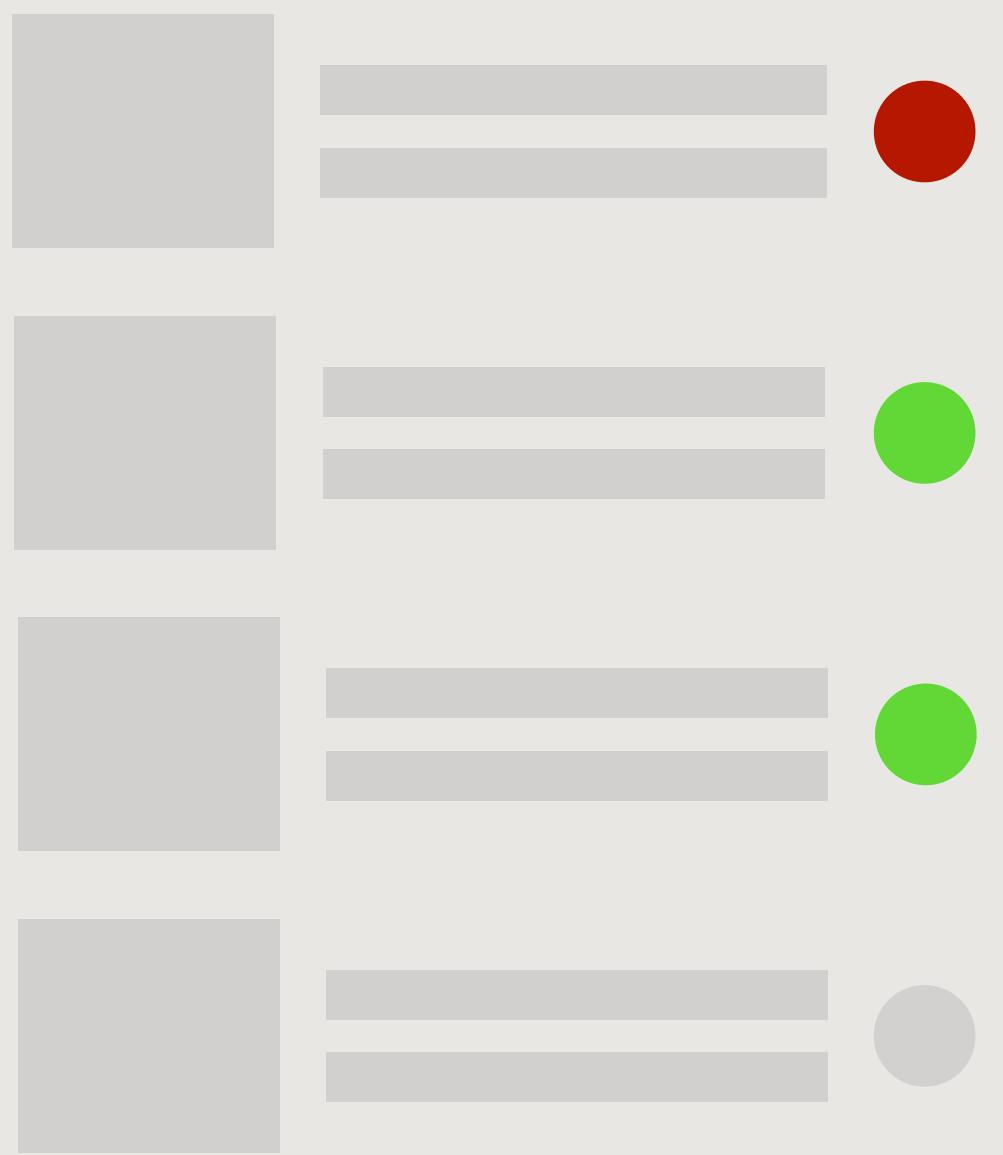
### Default Style

A standard alert.

Cancel

OK

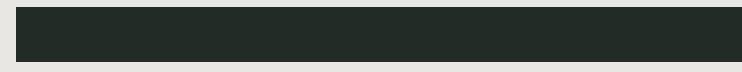








**Stack traces and error codes  
are not useful**



# Errors should not be dramatic

**Windows**

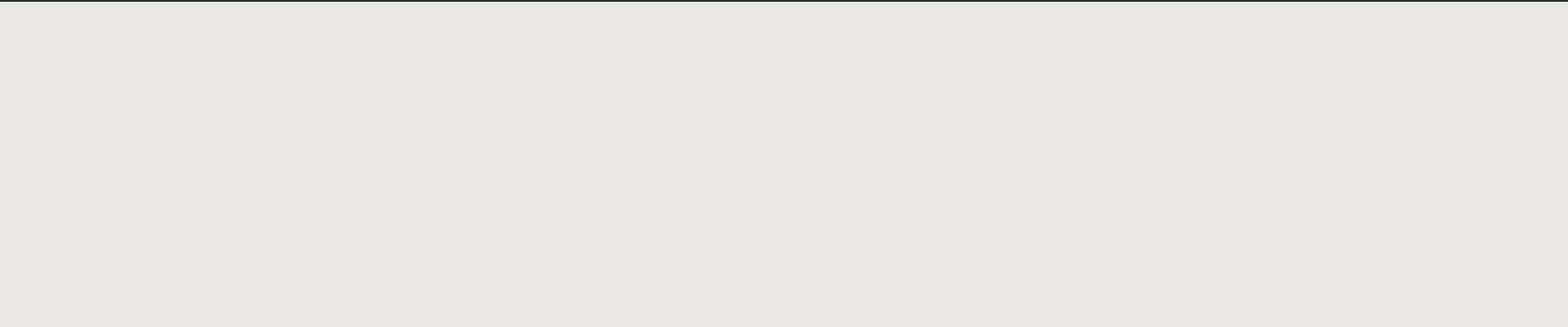
A fatal exception 0E has occurred at 0028:C562F1B7 in UXD\_ctpci9x(05)

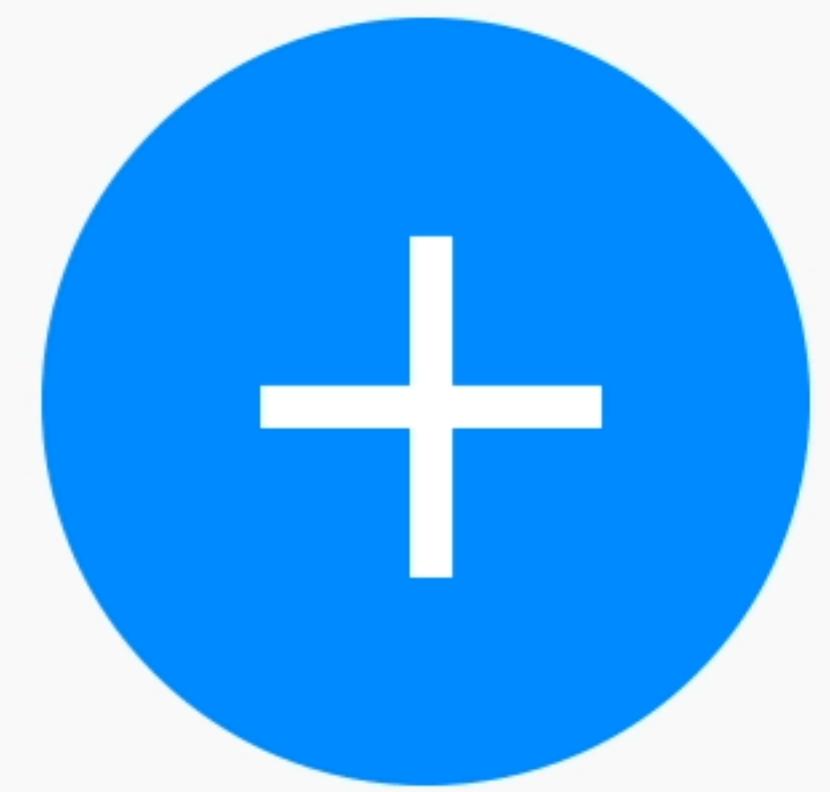
- \* 00001853. The current application will be terminated.
- \* Press any key to terminate the current application.
- \* Press CTRL+ALT+DEL again to restart your computer. You will lose any unsaved information in all applications.

Press any key to continue \_



# Success





- Empty

- Failure

- Loading

- Success



Don't get caught up designing  
and developing for an ideal world

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Build for Real World  
Usage Patterns

# Thank you

