Apple Watch

Human Interface
Guidelines

& User Experience

Design Fundamentals

Target a single
feature or task

Enable quick
interactions

Design and build
for independence

watchOS Apps

Provide more detailed information

Make highly glanceable interface

Respond to the Always-On State

Customize without complexity

Highly glanceable interface

One button at a
time

Form that fits
watch face

Real-time meter and
text description

Responding to Always-On State

🔒 Hide highly sensitive information

✏️ Highlight important information by dimming non-essential information

✓ Keep the layout of interactive elements consistent

Customize without complexity

DO NOT	AVOID	BRAND	PREFER
Do not include a launch screen	Avoid displaying a logo	Express brand identity through font, global tint colour and image choices	Prefer a plain background

Interaction

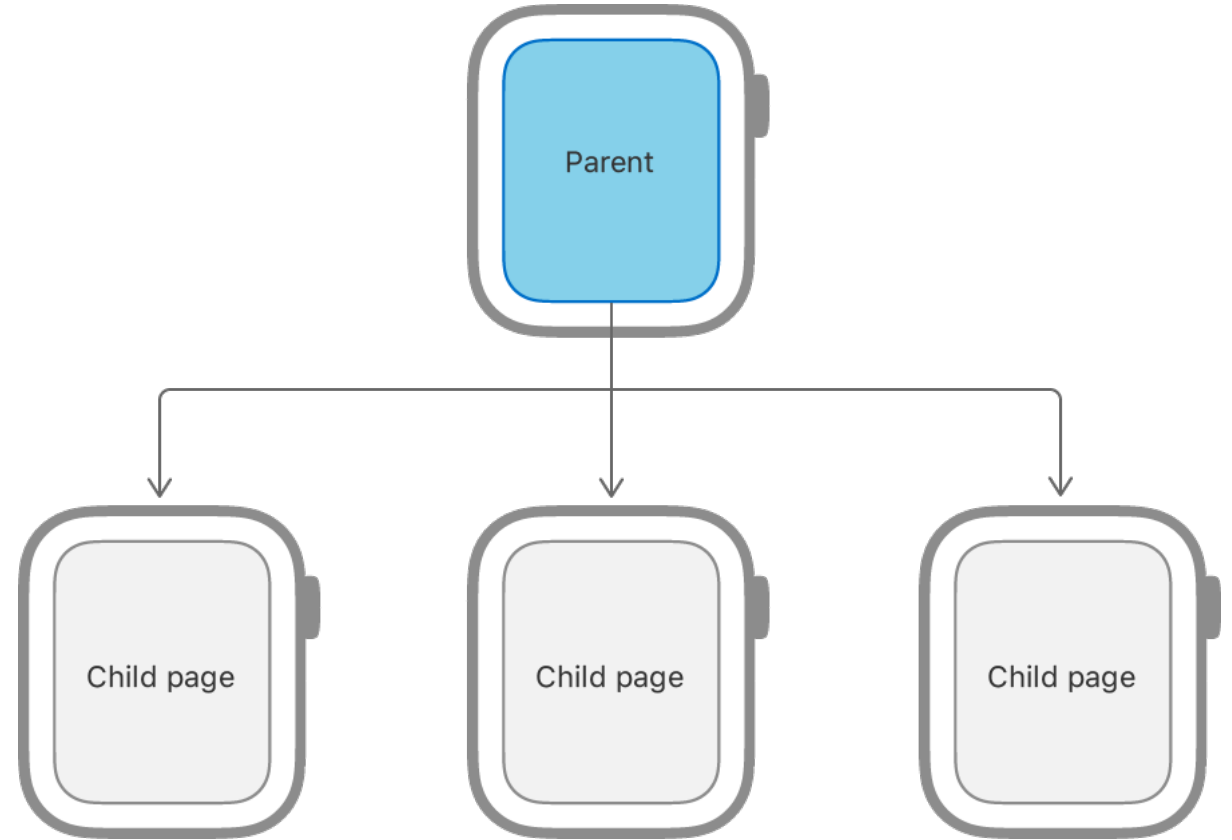Accelerometer and Gyroscope

Digital Crown

Gestures

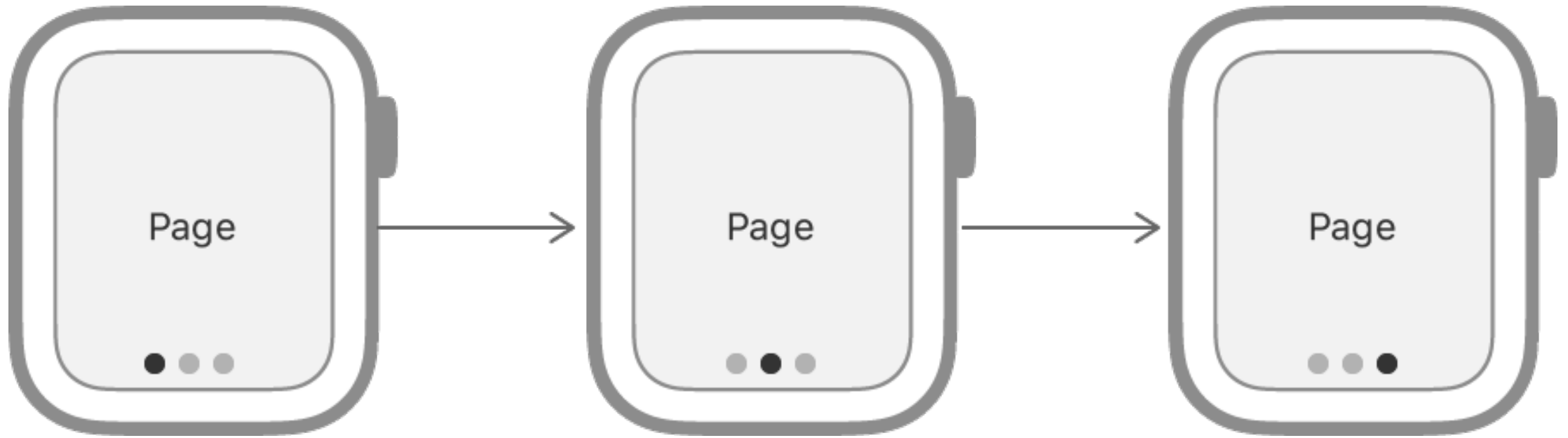Haptics

Modality

Navigation

Hierarchal Navigation

Parent-child relationships

When people tap an item in a hierarchy, a new page appears that displays the item's information and may list additional child pages.

Page-based Navigation

Flat collection of information where all items are peers

Each item is displayed on a single page that may scroll vertically. People swipe horizontally to navigate from page to page, and dots indicate their place in the set of pages
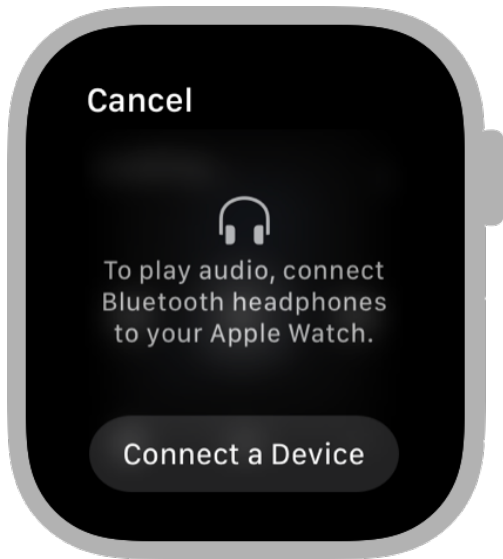
Digital Crown

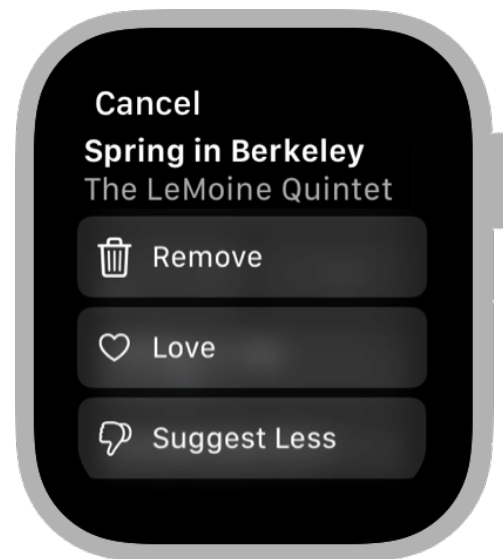Primary hardware input for Apple Watch.

As you rotate the crown, it generates information to enhance or facilitate interactions (scroll).
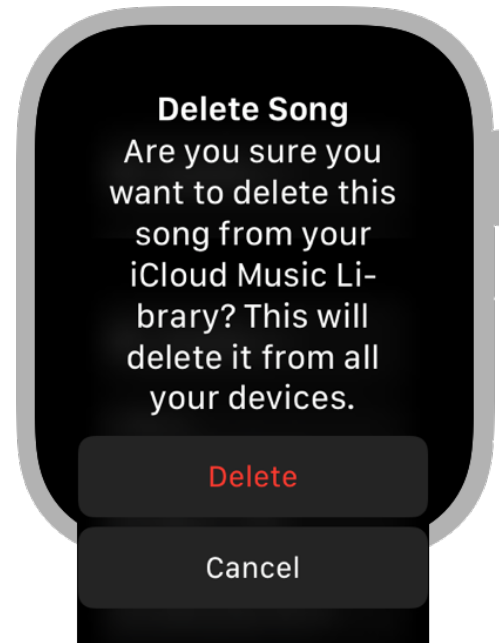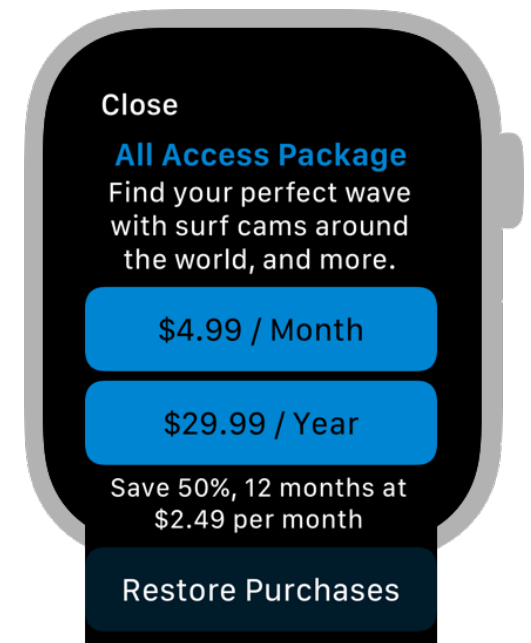
Modality

Bring attention to key information

Streamline interactions

Confirm intent

Present purchase options

Other ways your user experiences your app

Complications

1 Display timely high value information on watch face

2 View every time you raise your wrist

3 Single tap access to app

What is important to your user?

Graphic Image

Guage text

Simple image

Open guage image

Stack text

Stack text

Column text

Ring text

Simple image

Simple text

Stack text

Stack image

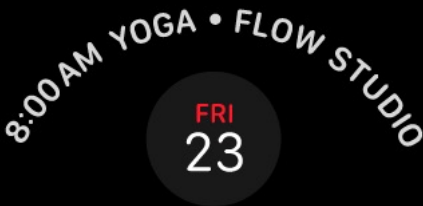# How will your user experience their data?

Circular small

Modular small

LON
6:09

Modular large

CAL 396/660
MIN 13/30
HOUR 3/12

Utilitarian small

63   63

Graphic bezel

8:00 AM YOGA • FLOW STUDIO
FRI
23

Utilitarian large

11:00 AM PHOTO SHOOT

Graphic corner

55   72°
76

Graphic circular

42
AQI

Graphic rectangular

💧 Water Reminder
32 oz. consumed

Notify your user

Short Looks

✓ Make titles short and easy to understand
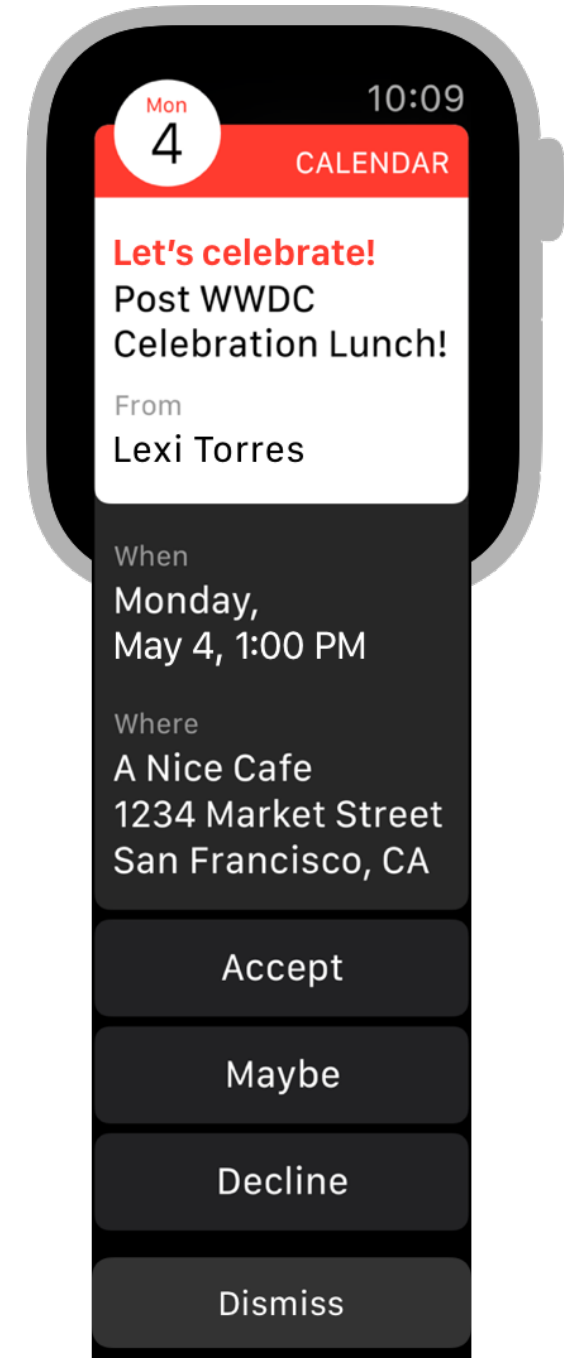
🔒 Keep privacy in mind
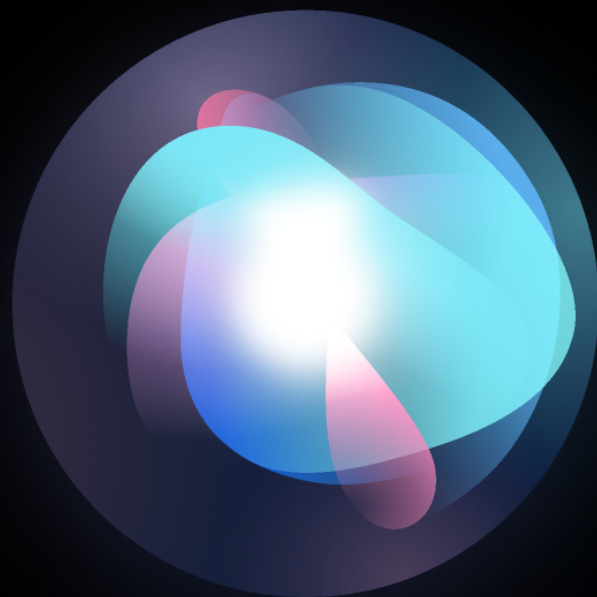
Long Looks

Rich notification content

Up to 4 actions

Static or dynamic

Hey Siri

Siri

✓ Keep Siri interactions simple

🕐 Make sure people can complete an action without leaving their context

Questions?