

Design

#WWDC16

Iterative UI Design

Session 805

Ryan Olshavsky Designer, iWork

Jonathan Cho Designer, iWork

Good design is not easy.

?

Design matters.

PUSH

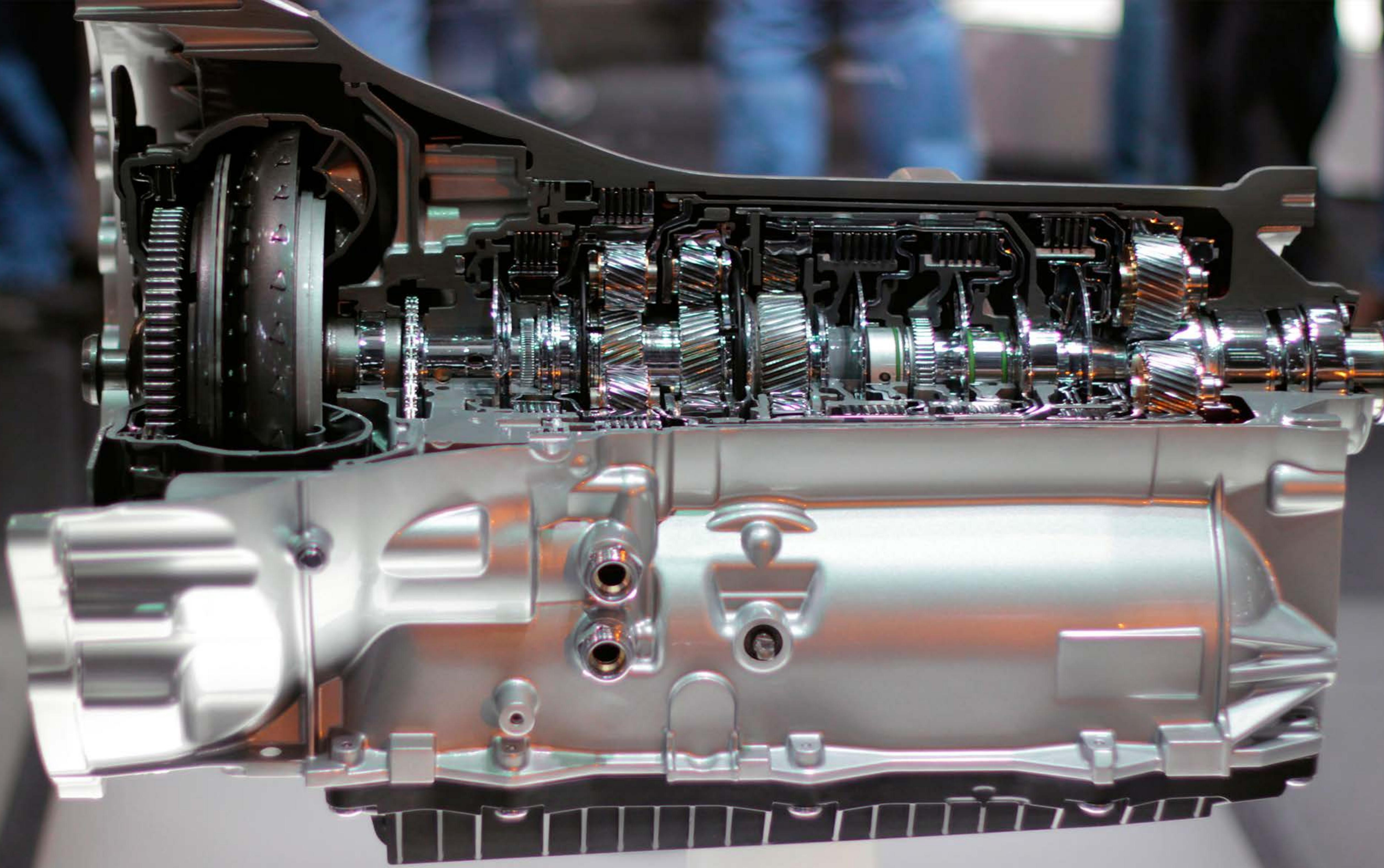
PUSH

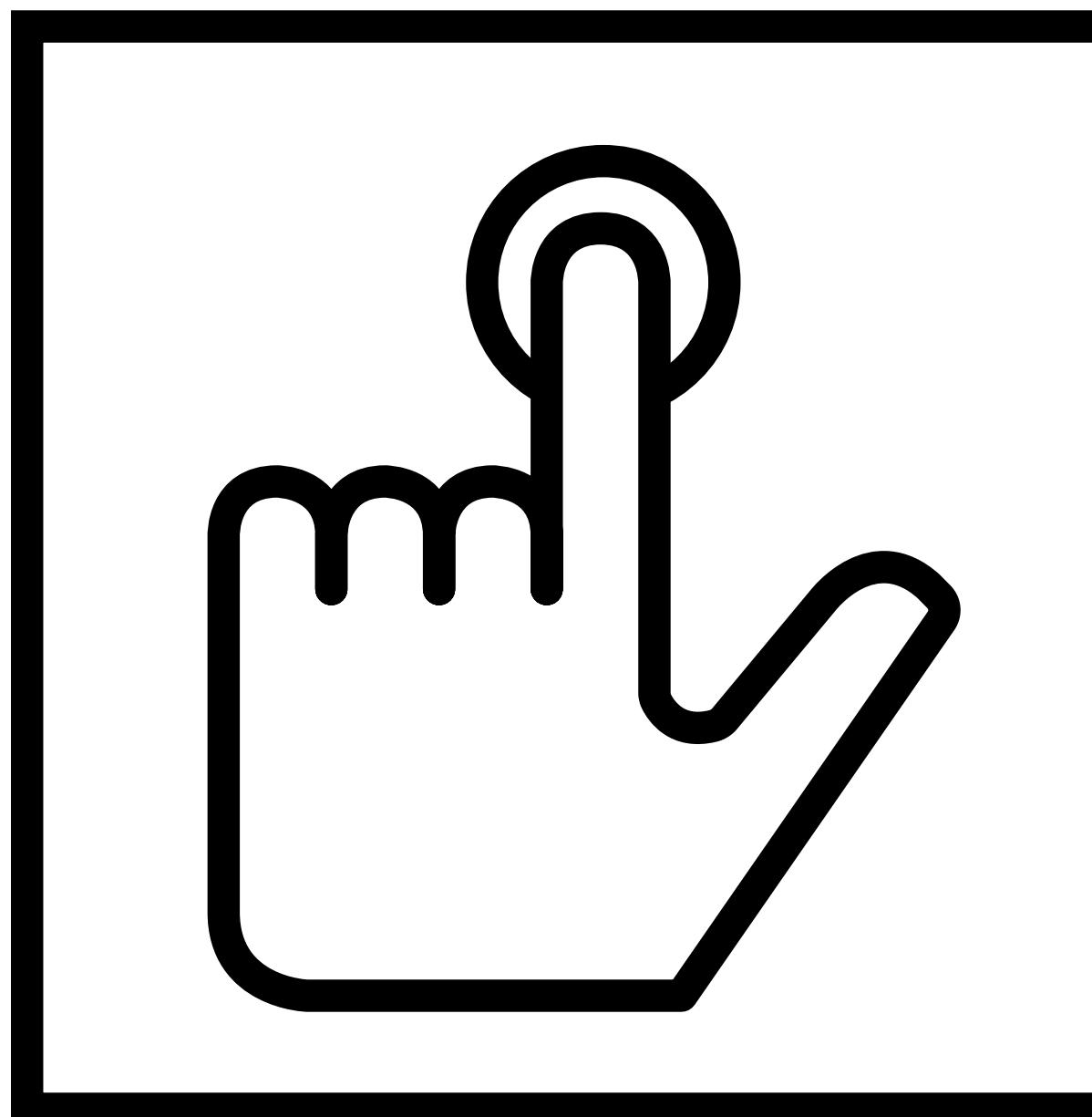
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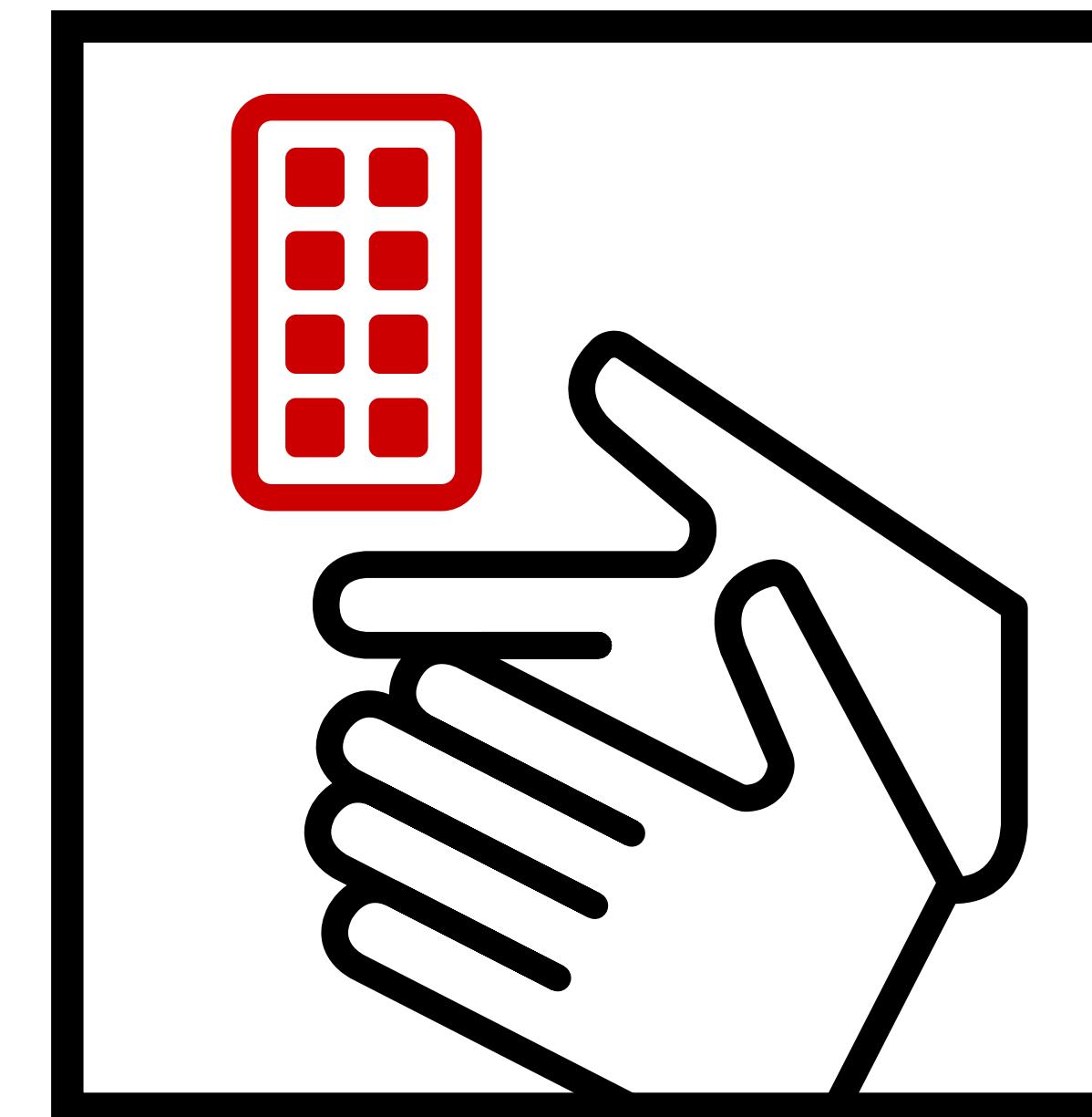
N -

D -





Push Button



Receive Design



What Are We Making?

What Are We Making?

Where Do We Start?

What Are We Making?

Where Do We Start?

What's the Right Design?

What Are We Making?

Where Do We Start?

What's the Right Design?

Which features are most important?

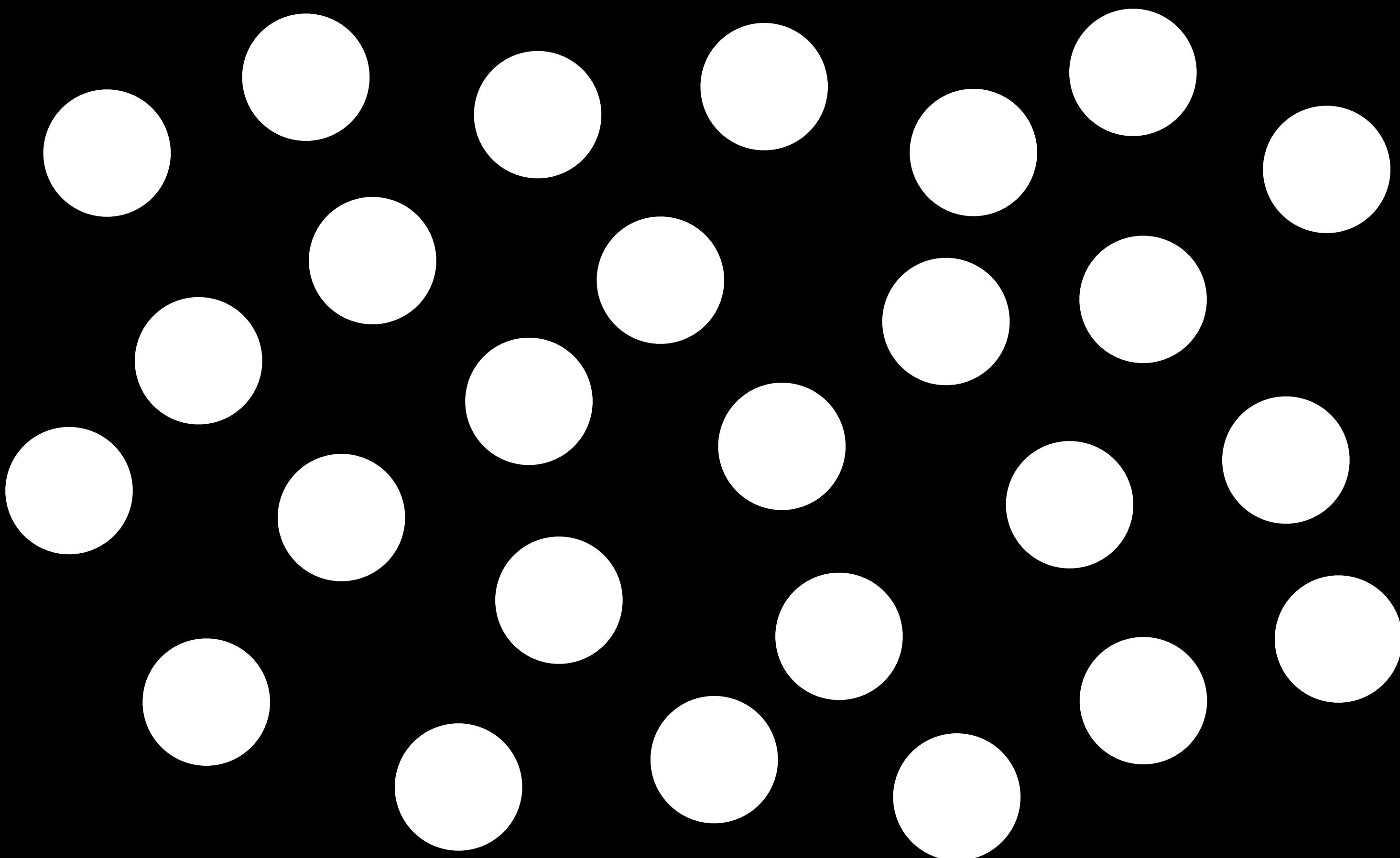
What do our users want?

Our app is awesome...but for whom?

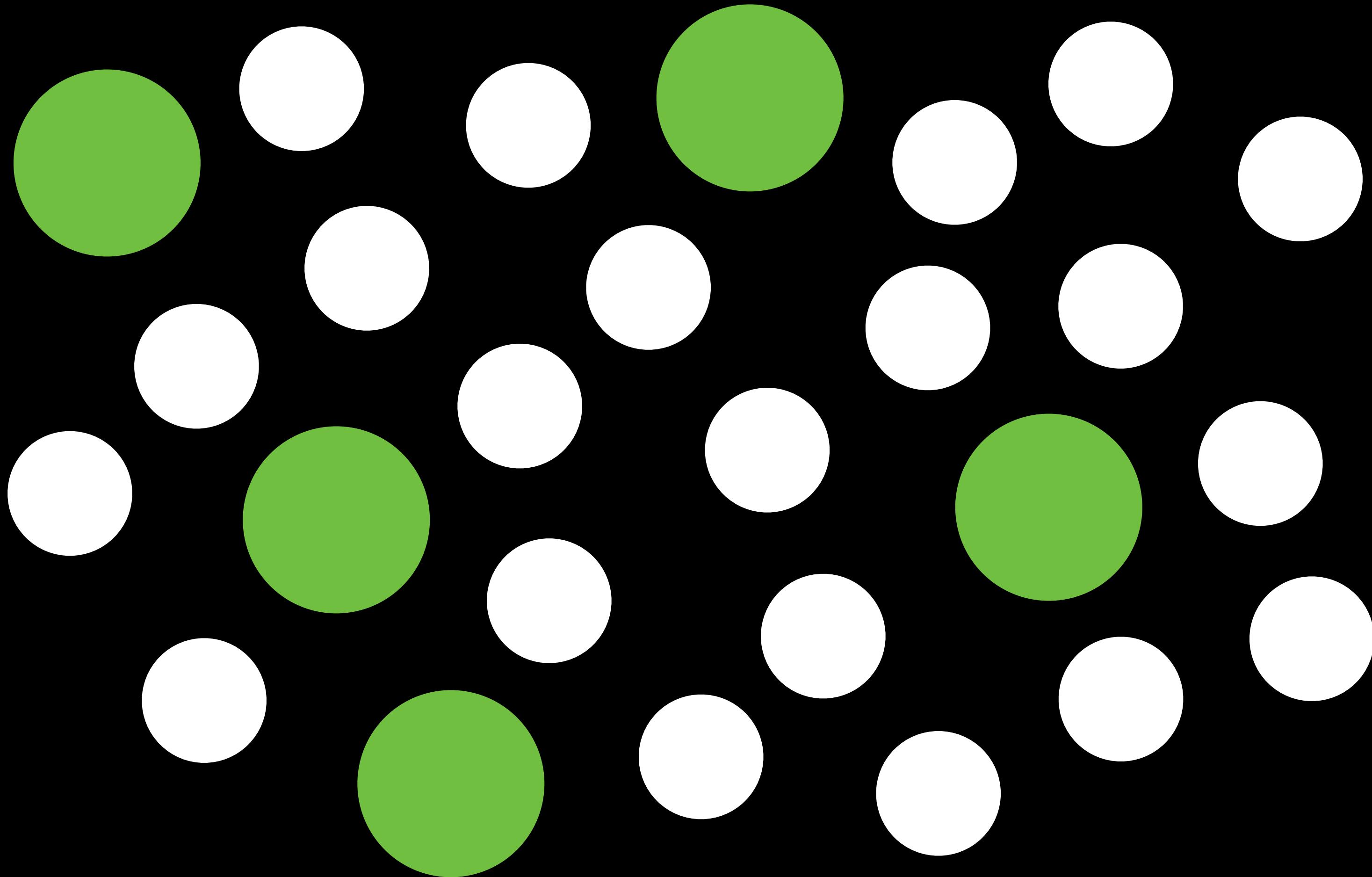
Define your app.

What It Could Do

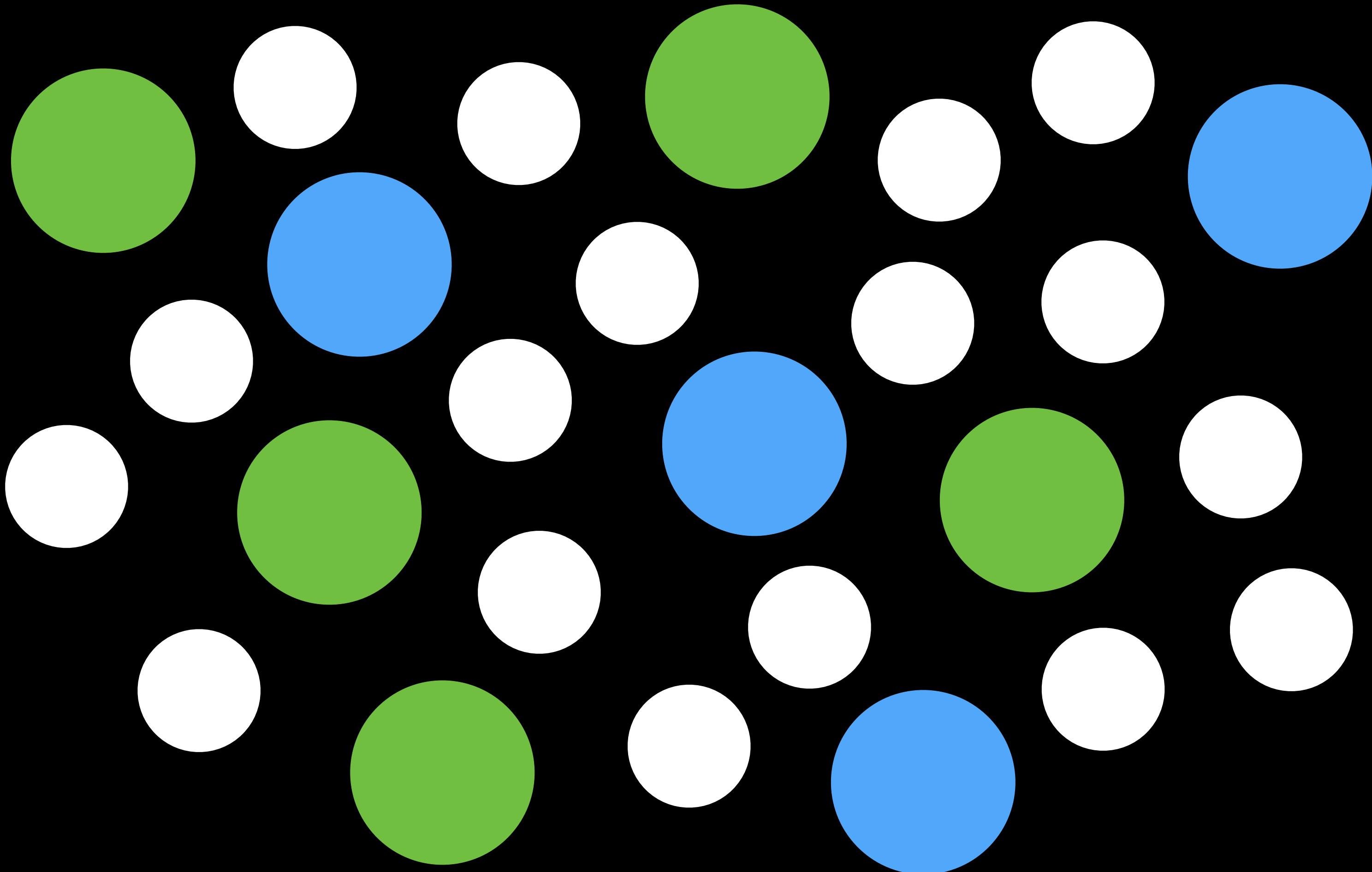
What It Could Do



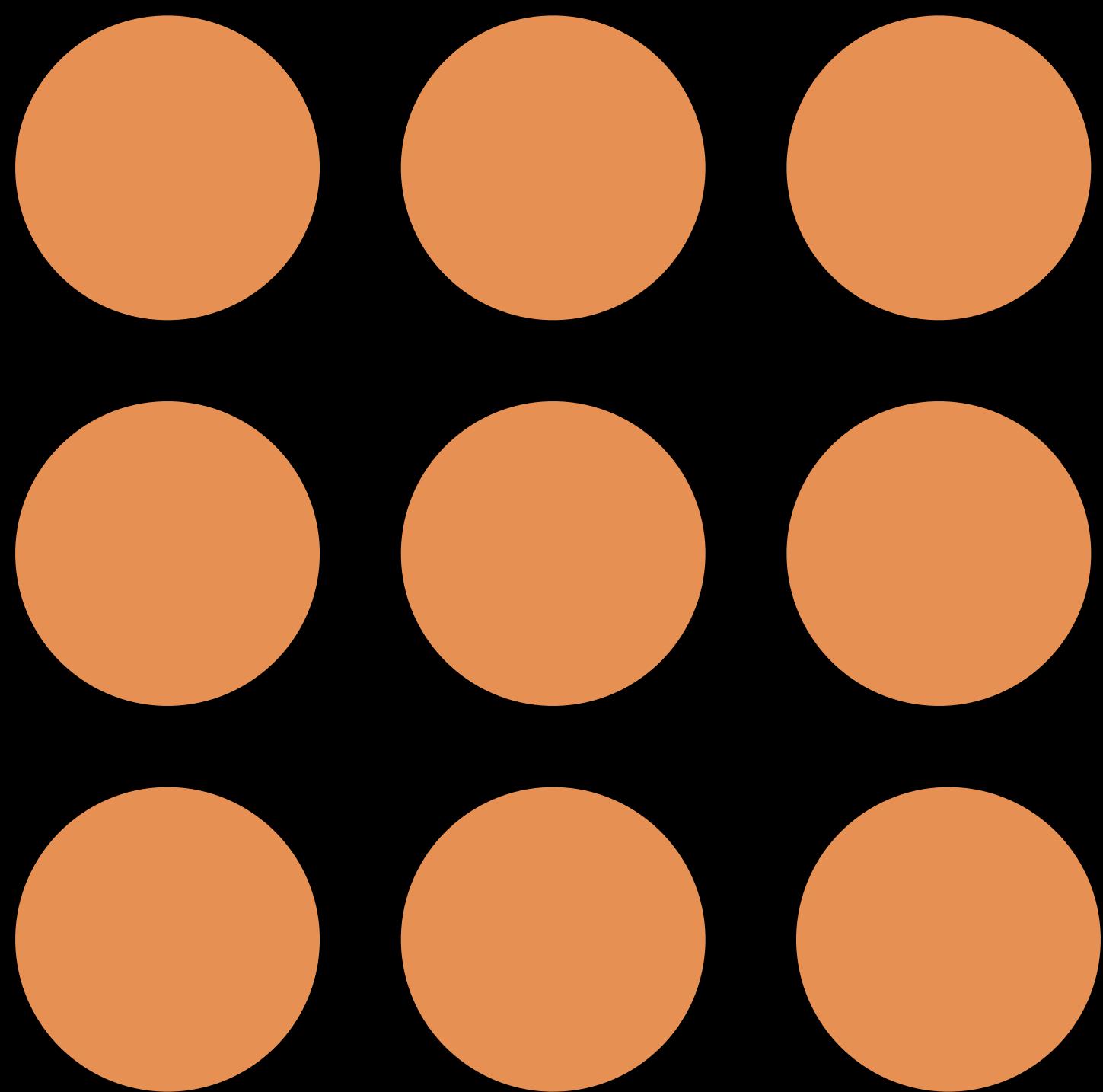
What Matters to Your Users



What's Important for the App



What It Should Do



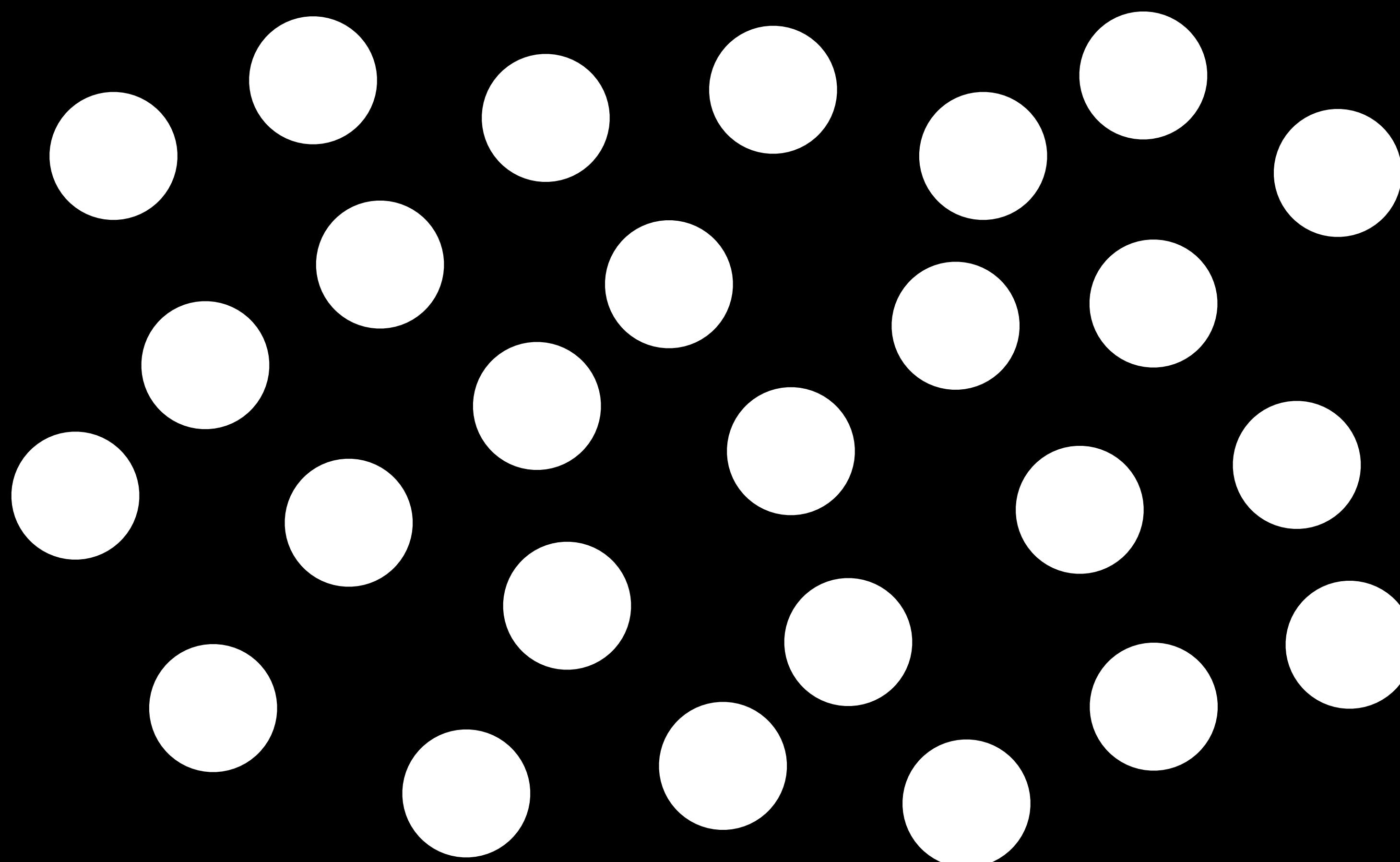
Our Example App





Step 1

What could it do?



Feature Ideas

Menu of entrées

Entrée details

Place an order

Feature Ideas

Menu of entrées

Entrée details

Place an order

Catering

Notifications

Request entrées

Schedule delivery

Favorites

Entrée ratings

Quick reordering

Loyalty rewards

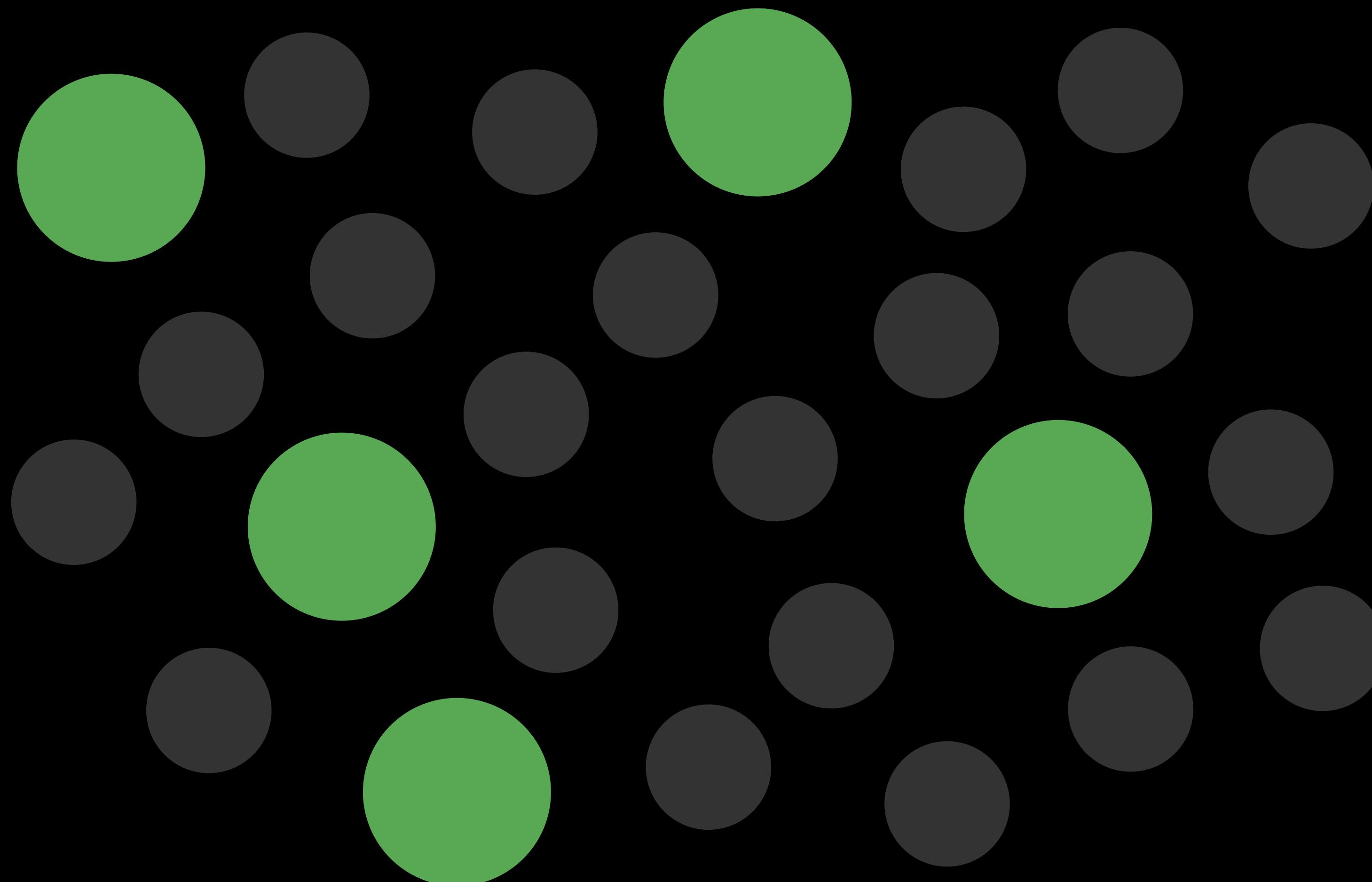
Feedback link

Ingredient search

Dietary preferences

Step 2

What are your user's goals?



You ≠ the User



You ≠ the User

The User \neq Everyone

Does Our Customer...

Prefer a fresh meal or pre-made items?

Take a long lunch or eat quickly?

Get the same thing every day or try something new?

Eat healthy or get whatever looks good?

Does Our Customer...

Prefer a fresh meal or pre-made items?

Take a long lunch or eat quickly?

Get the same thing every day or try something new?

Eat healthy or get whatever looks good?

Our Customer's Goals

Enjoy a fresh meal

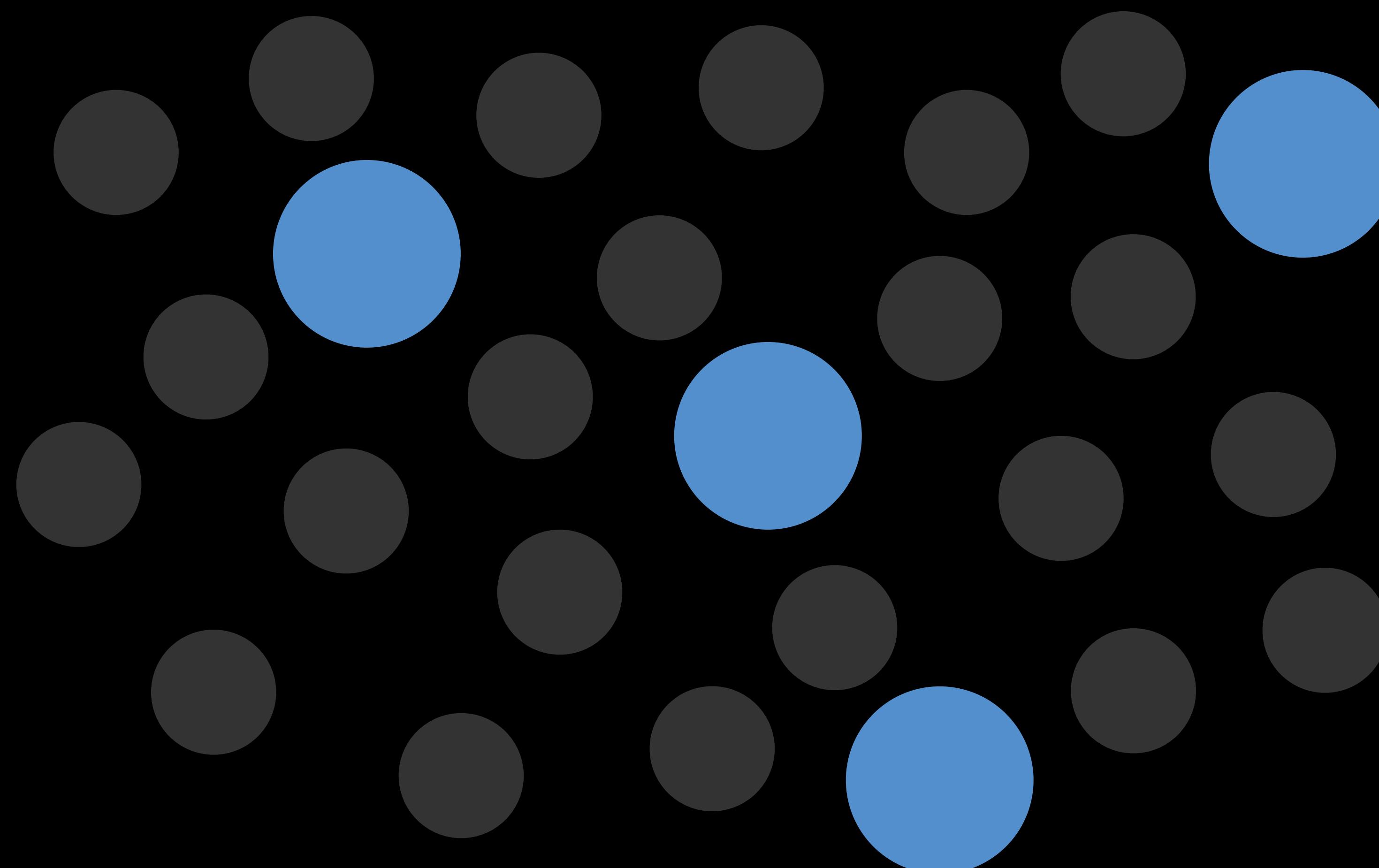
Eat quickly

Try something new

Make healthy choices

Step 3

What are your app goals?



Our App Goals

Offer a convenient, simple delivery service

Highlight entrées

Make diners happy

Our App Goals

Offer a convenient, simple delivery service

Highlight entrées

Make diners happy

Be profitable

Earn a great ROI

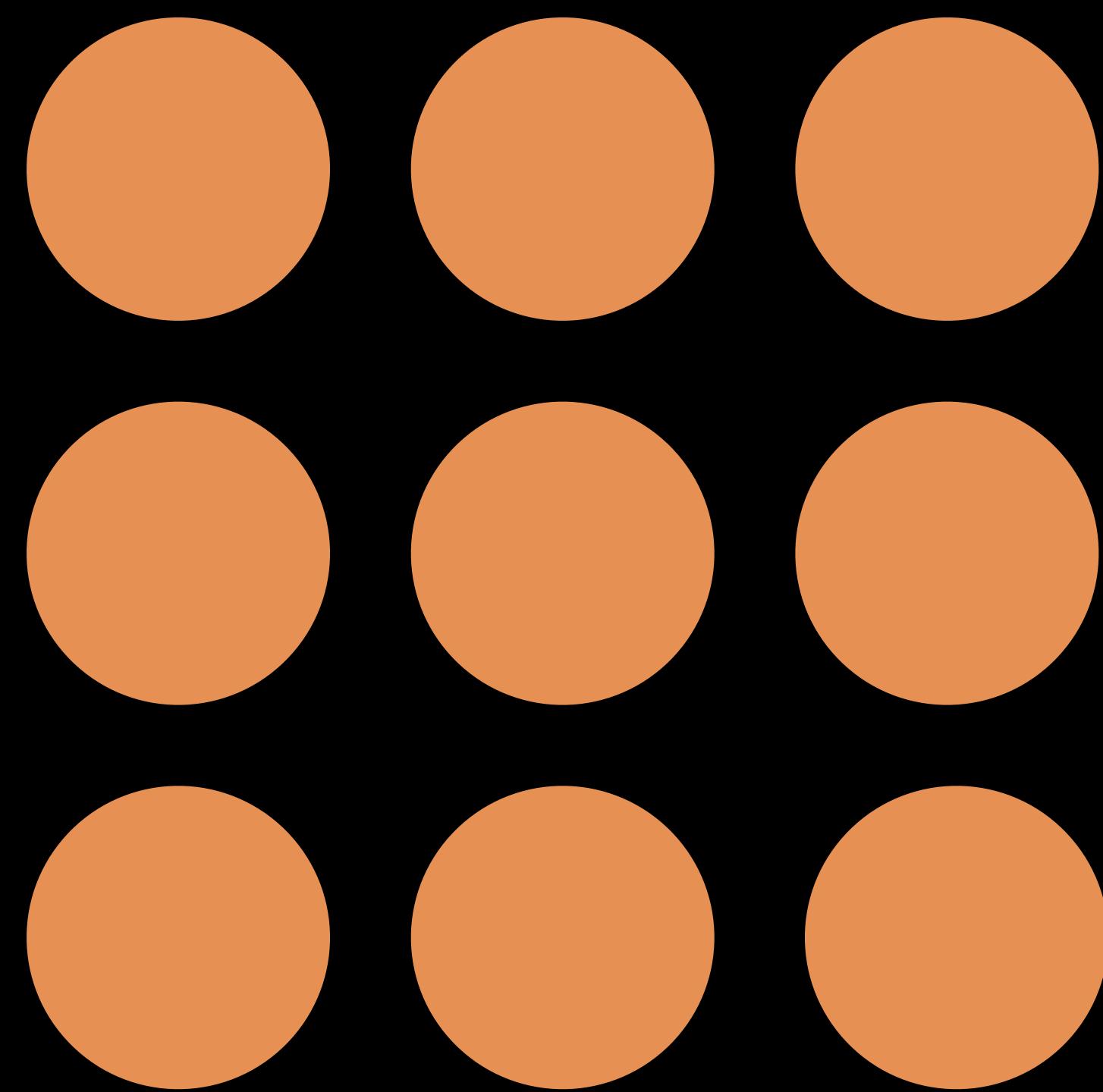
Optimize food costs

Business goals describe results.

App goals describe qualities.

Step 4

What should it do?



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What Are We Making?

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What Are We Making?

Where Do We Start?

What's the Right Design?

Start with what you know.

Start with what you know.

Messaging app? Conversation.

Start with what you know.

Dating app? Profile screen.

Start with what you know.

Food delivery app? **Menu!**



Demo

Jonathan Cho
Drawing UI in Keynote

How to Draw UI

Use screenshots as references

Draw some squares and lines

Zoom in and out a lot

Use believable content

demo template.key

View Zoom Add Slide Play Table Chart Text Shape Media Comment Share Tips Format Animate Document

Slide Layout

Blank Change Master

Appearance

Title
 Body
 Slide Number

Background

Color Fill

Edit Master Slide

9:41 AM 100%

Caffé Macs

- Grilled Mahi Mahi**
With mango pico de gallo, paprika oil, and steamed jasmine rice.
- Sweet & Sour Pulled Pork**
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
- Salmon Fillet**
Fresh salmon fillet with garlic and cherry tomatoes. Served with ...
- Seafood Linguine**
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ...
- Pizza Con Salametti**
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ...
- Grilled Chicken Breast**
With zesty corn, tomato, and pepper salad, served on a bed of steamed ...
- Manhattan Seafood Chowder**
With cod, baby clams, shrimp, red potatoes, carrots, and bacon.
- Baja Fish Tacos**
Roasted snapper in warm corn tortillas and topped with mango salsa and ...

What Are We Making?

Where Do We Start?

What's the Right Design?

One idea is not enough.

What could we do differently?

Caffè Macs



Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice. >



Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun. >



Salmon Fillet

Fresh salmon fillet with garlic and cherry tomatoes. Served with ... >



Seafood Linguine

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ... >



Pizza Con Salametti

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ... >



Grilled Chicken Breast

With zesty corn, tomato, and pepper salad, served on a bed of steamed ... >



Manhattan Seafood Chowder

With cod, baby clams, shrimp, red potatoes, carrots, and bacon. >



Baja Fish Tacos

Roasted snapper in warm corn tortillas and topped with mango salsa and ... >

Caffè Macs



Grilled Mahi Mahi \$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork \$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



Salmon Fillet \$10

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.



Seafood Linguine \$9

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.



Pizza Con Salametti \$9

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.



Grilled Chicken Breast \$9

With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.



Manhattan Seafood Chowder \$4

With cod, baby clams, shrimp, red potatoes,

Caffè Macs

Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$9



Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$9



Salmon Fillet

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

\$10



Seafood Linguine

Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.

\$9



Pizza Con Salametti

Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.

\$9



Grilled Chicken Breast

With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

\$9



Caffè Macs

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Manhattan Seafood Chowder \$9

With cod, baby clams, shrimp, red potatoes, carrots,

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9:41 AM

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Caffè Macs



Grilled Mahi Mahi



**Sweet & Sour
Pulled Pork**



Salmon Fillet



Seafood Linguine



Pizza Con Salametti



**Grilled Chicken
Breast**



**Manhattan Seafood
Chowder**



Baja Fish Tacos



**Crispy Orange
Chicken**



Caffè Macs

**GRILLED MAHI MAHI**

\$9

**SWEET & SOUR PULLED P...**

\$9

**SALMON FILLET**

\$10

**SEAFOOD LINGUINE**

\$9

**PIZZA CON SALAMETTI**

\$9

**GRILLED CHICKEN BREAST**

\$9

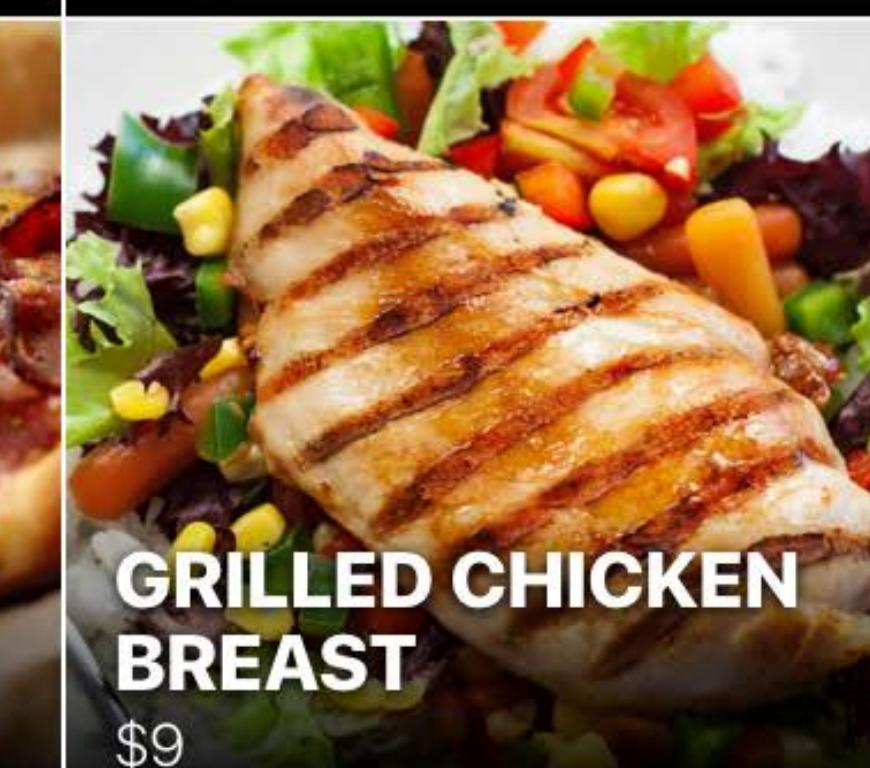
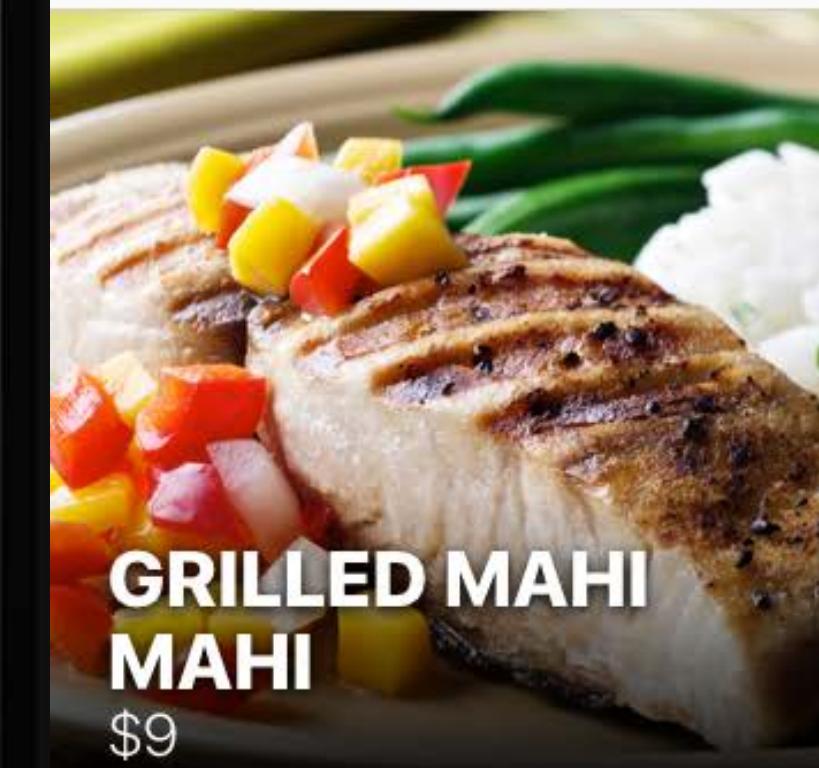


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9:41 AM

100% 

Caffè Macs



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9:41 AM

100% 

Caffè Macs



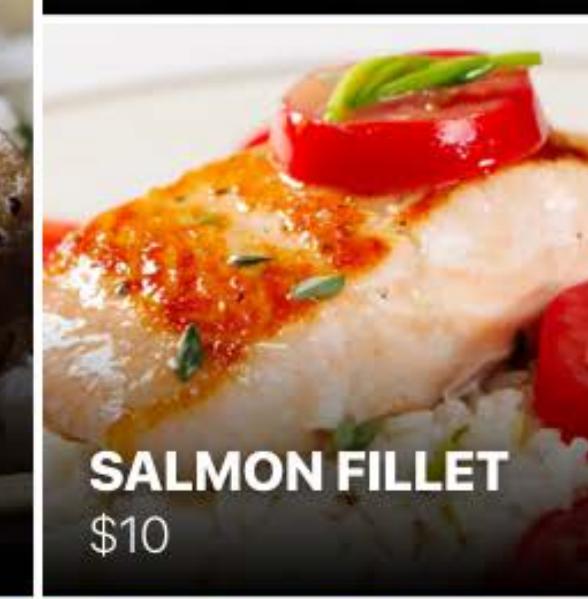
GRILLED MAHI MAHI

\$9



**SWEET & SOUR
PULLED PORK**

\$9



SALMON FILLET

\$10



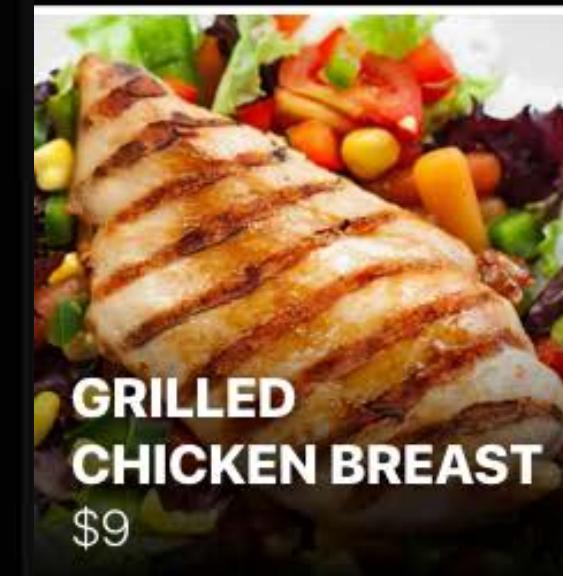
SEAFOOD LINGUINE

\$10



PIZZA CON SALAMETTI

\$9



**GRILLED
CHICKEN BREAST**

\$9



**MANHATTAN
SEAFOOD
CHOWDER**

\$4



BAJA FISH TACOS

\$9



CRISPY ORANGE CHICKEN



**PANEER
MAKHANI**

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9:41 AM

100% 

Caffè Macs



Grilled Mahi Mahi

\$9



Sweet & Sour Pulled Pork

\$9



Salmon Fillet

\$10



Seafood linguine

\$9



Pizza Con Salametti

\$9



Grilled Chicken Breast

\$9



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9:41 AM

100% 

Caffè Macs



Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$9



Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$9



Salmon Fillet

Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

\$10

Caffè Macs



Grilled Mahi Mahi

\$9

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Sweet & Sour Pulled Pork

\$9

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9:41 AM 100%

Caffè Macs



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9:41 AM 100% Caffè Macs

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Seafood Linguine \$9
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.

Pizza Con Salametti \$9
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.

Grilled Chicken Breast \$9
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

Manhattan Seafood Chowder \$4
With cod, baby clams, shrimp, red potatoes, carrots, and basil.

Baja Fish Tacos \$9
Roasted snapper in warm corn tortillas and tomatillo salsa.

Crispy Orange Chicken \$9
Served over steamed jasmine rice, sautéed vegetables, and a citrus glaze.

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Iterate

Layout

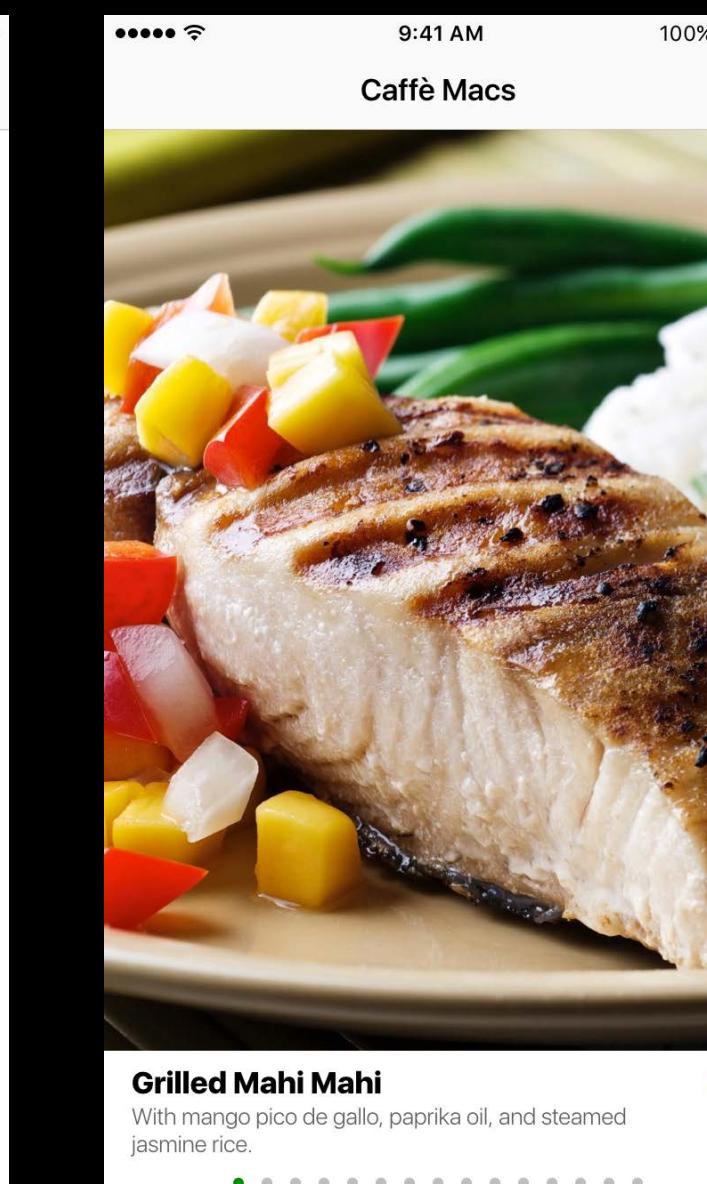
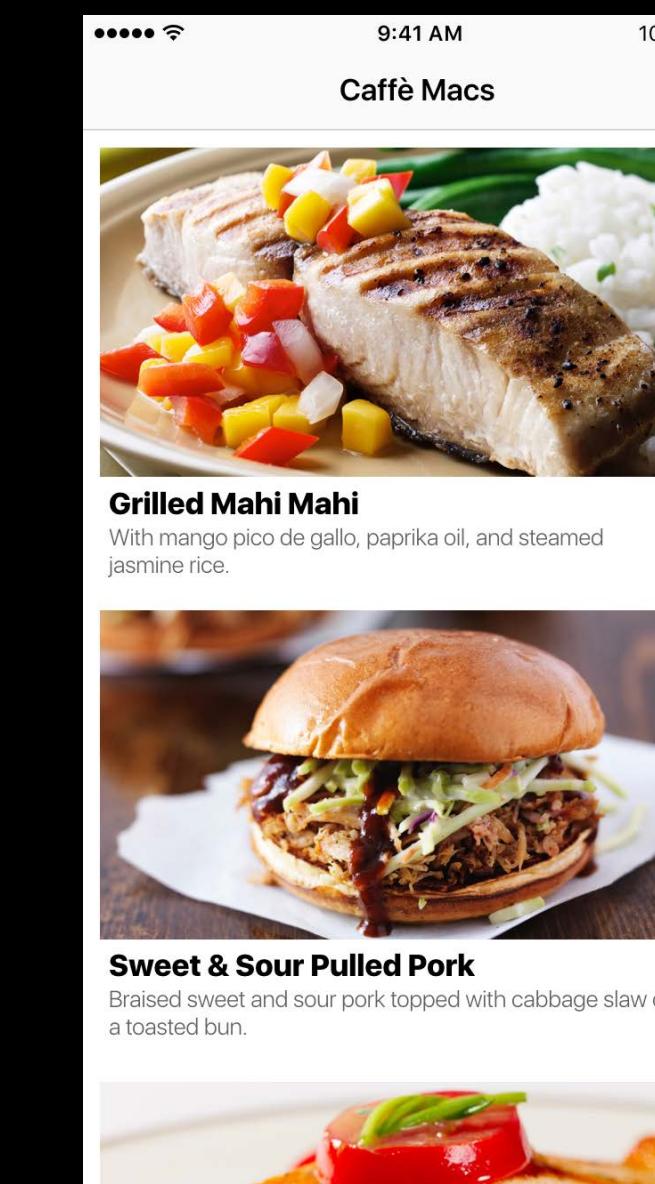
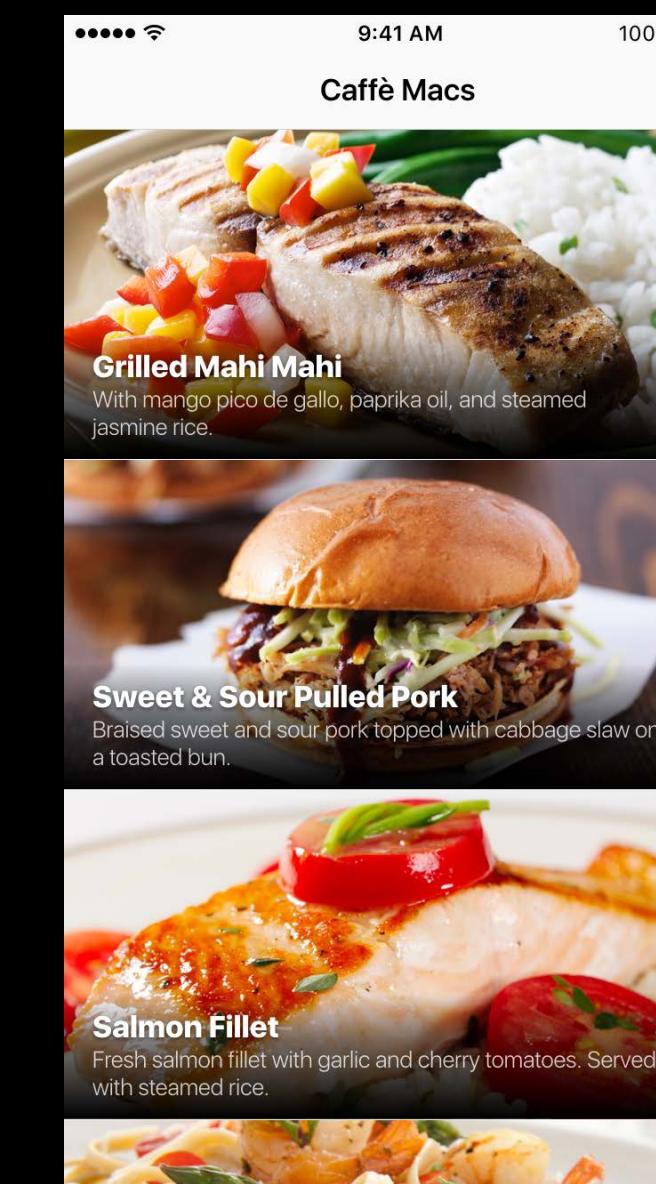
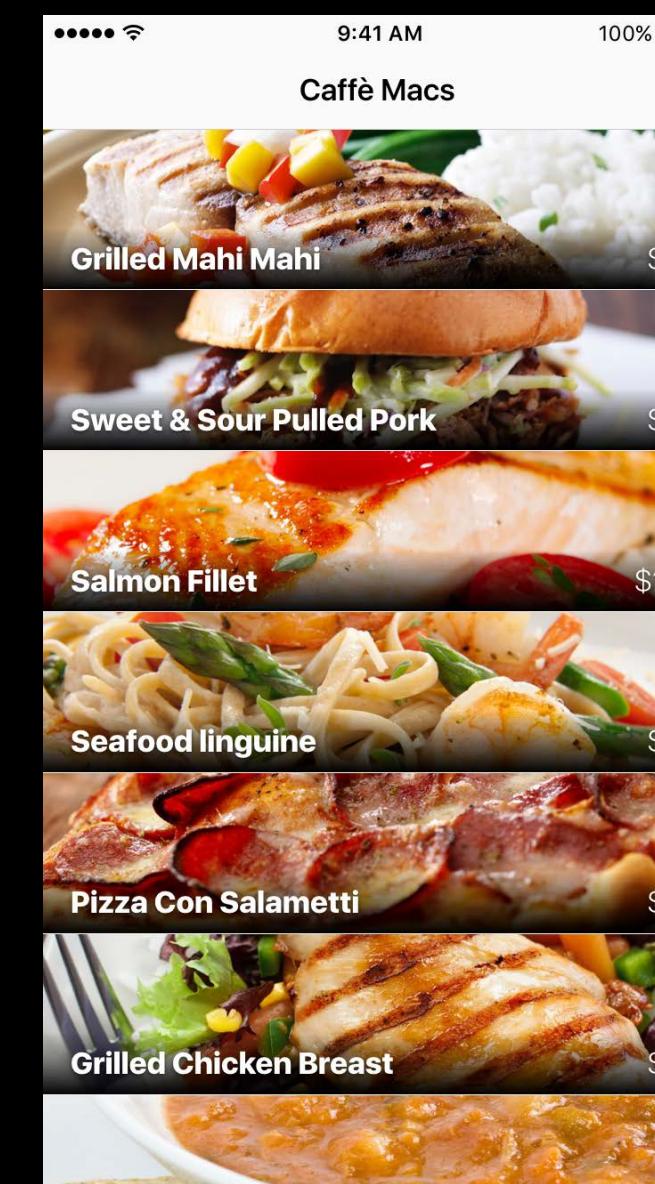
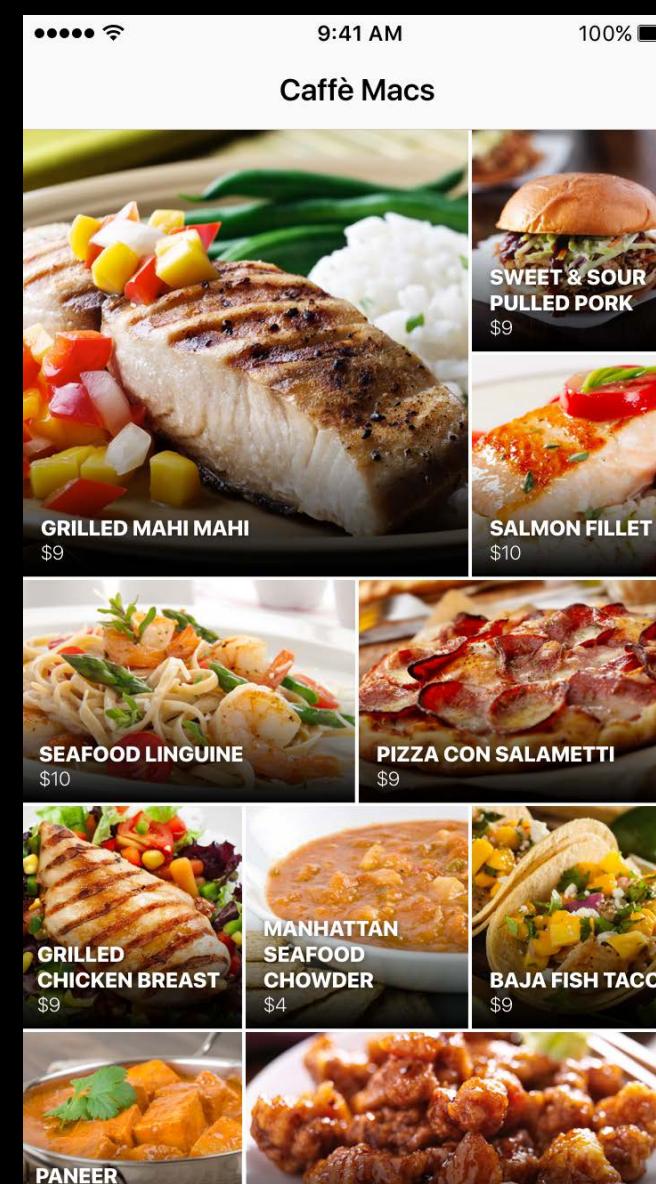
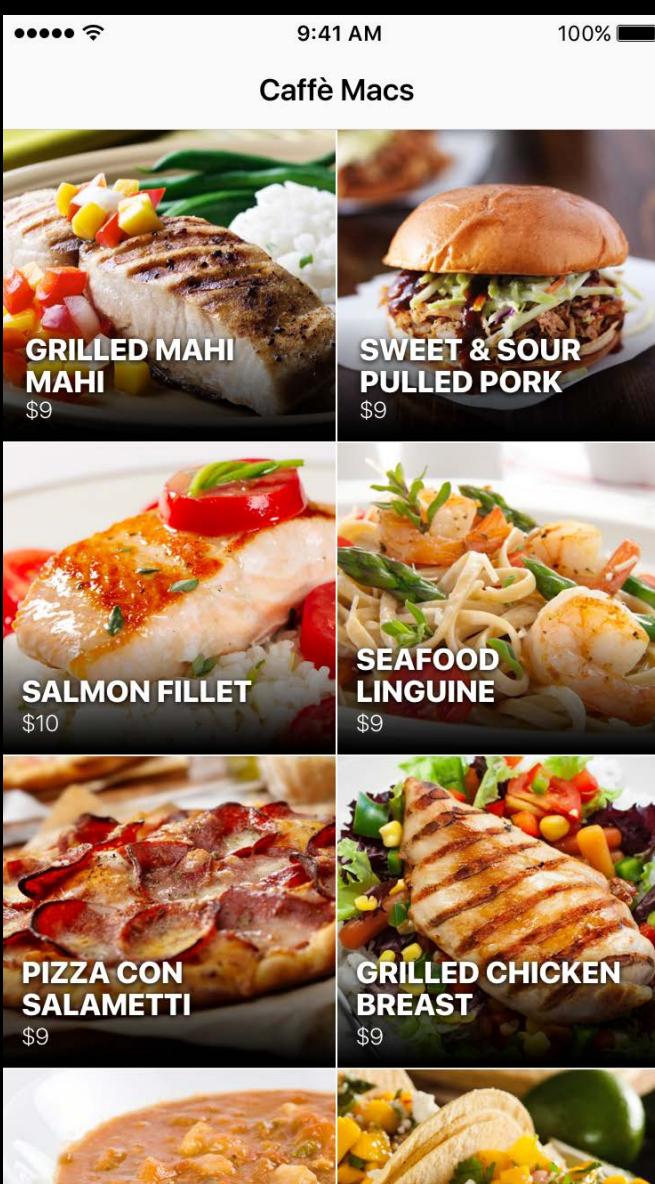
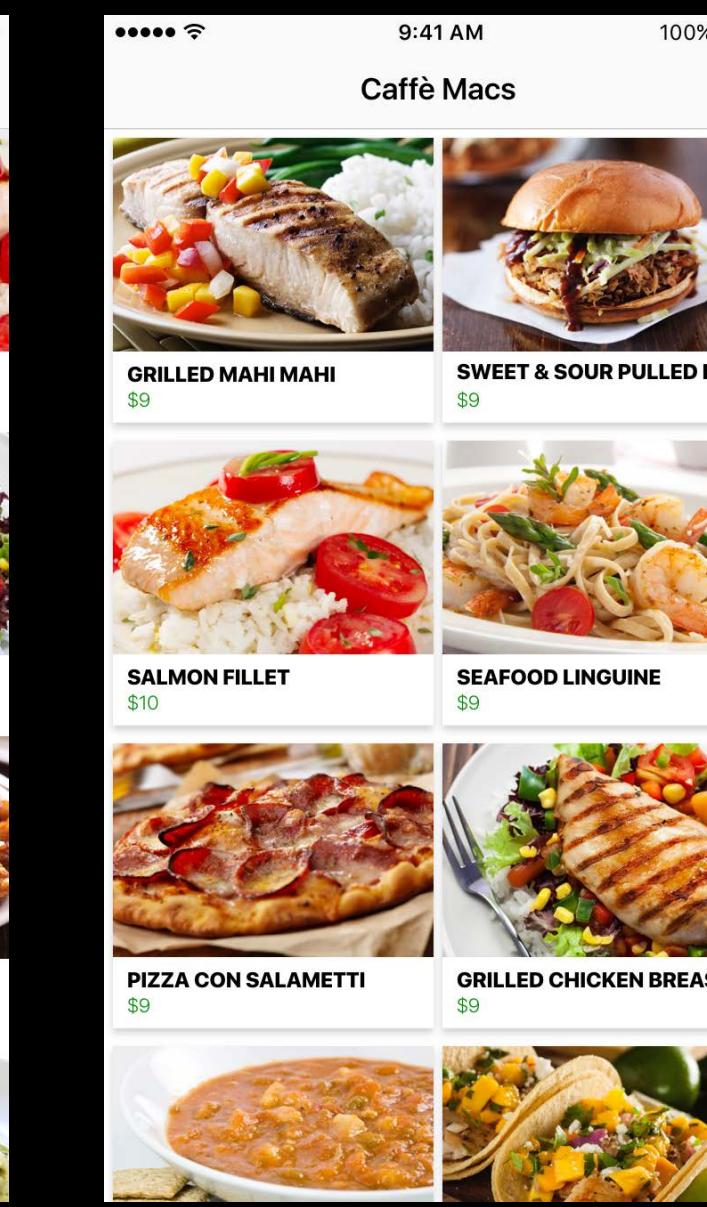
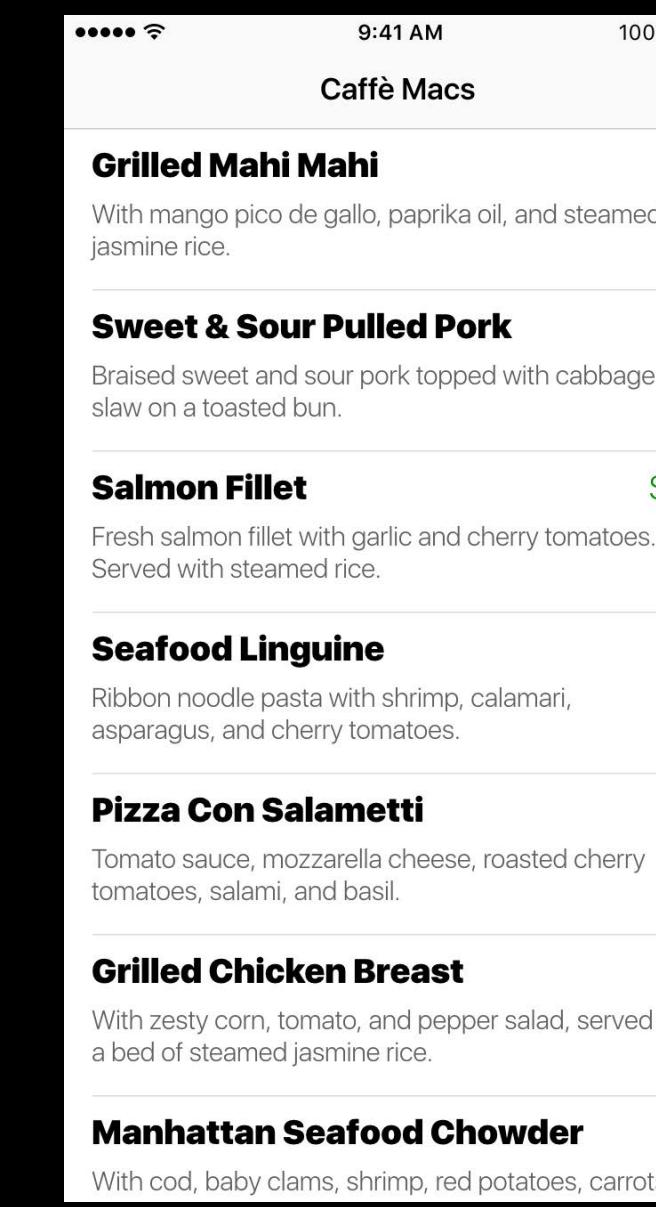
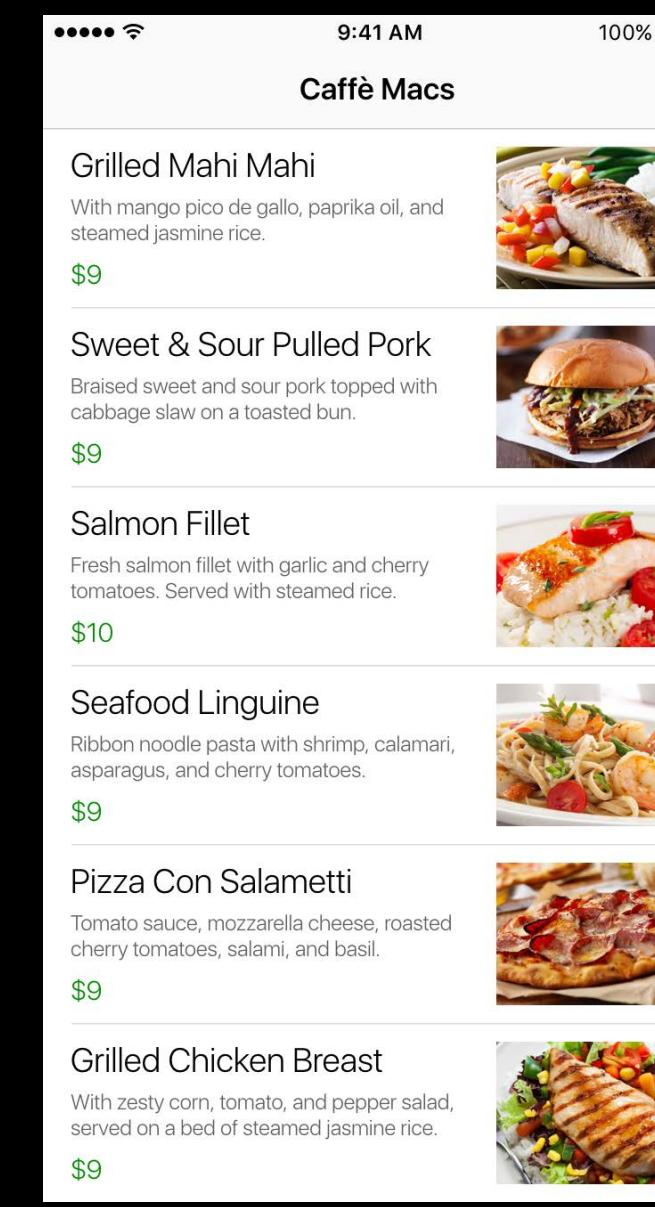
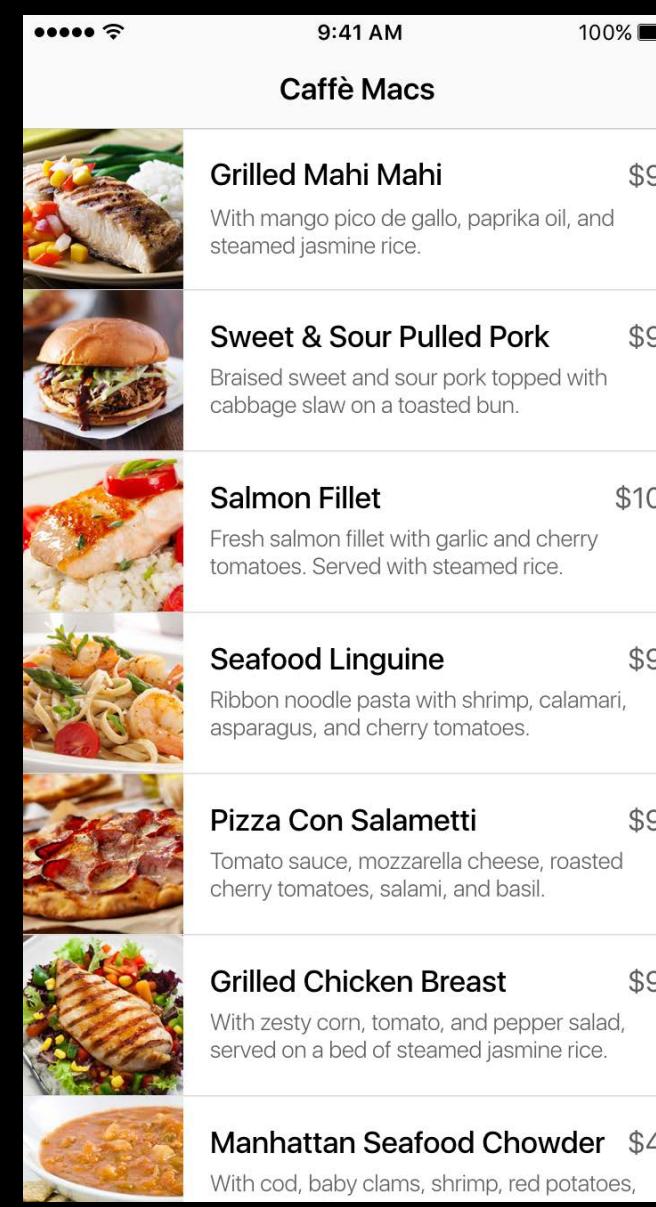
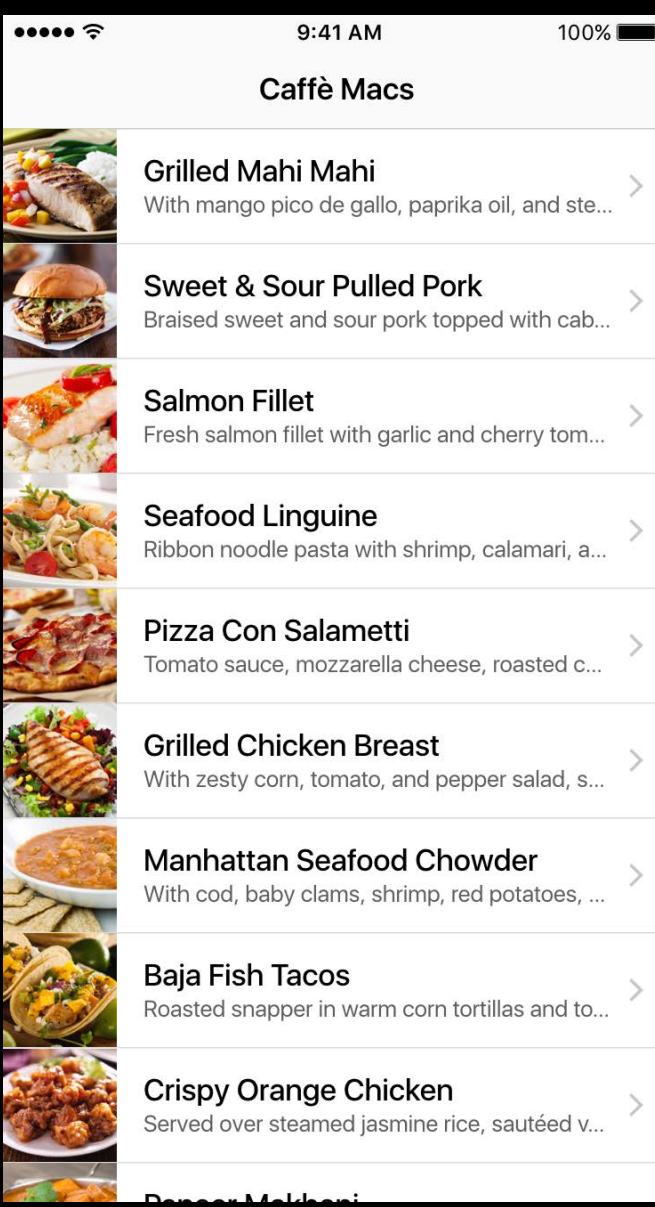
Typography

Proportions

Information density

Opposites and extremes

Navigation





How well does it serve the goals?

How well does it serve the goals?

Does it include the right information?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

Does it feel right?

How well does it serve the goals?

Does it include the right information?

Is it intuitive?

Does it feel right?

A

| Caffè Macs | |
|------------|--|
| | Grilled Mahi Mahi With mango pico de gallo, paprika oil, and steamed jasmine rice. |
| | Sweet & Sour Pulled Pork Braised sweet and sour pork topped with cabbage slaw on a toasted bun. |
| | Salmon Fillet Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice. |
| | Seafood Linguine Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes. Served with steamed rice. |
| | Pizza Con Salametti Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. |
| | Grilled Chicken Breast With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. |
| | Manhattan Seafood Chowder With cod, baby clams, shrimp, red potatoes, carrots, and basil. |
| | Baja Fish Tacos Roasted snapper in warm corn tortillas and tomatillo salsa. |
| | Crispy Orange Chicken Served over steamed jasmine rice, sautéed vegetables, and a citrus glaze. |

B

| Caffè Macs | |
|------------|--|
| | Grilled Mahi Mahi \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice. |
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| | Pizza Con Salametti \$9 Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. |
| | Grilled Chicken Breast \$9 With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. |
| | Manhattan Seafood Chowder \$4 With cod, baby clams, shrimp, red potatoes, carrots, and basil. |
| | Baja Fish Tacos Roasted snapper in warm corn tortillas and tomatillo salsa. |
| | Crispy Orange Chicken Served over steamed jasmine rice, sautéed vegetables, and a citrus glaze. |

C

| Caffè Macs | |
|------------|--|
| | Grilled Mahi Mahi With mango pico de gallo, paprika oil, and steamed jasmine rice. |
| \$9 | |
| | Sweet & Sour Pulled Pork Braised sweet and sour pork topped with cabbage slaw on a toasted bun. |
| \$9 | |
| | Salmon Fillet Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice. |
| \$10 | |
| | Seafood Linguine Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes. Served with steamed rice. |
| \$9 | |
| | Pizza Con Salametti Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. |
| \$9 | |
| | Grilled Chicken Breast With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. |
| \$9 | |
| | Manhattan Seafood Chowder With cod, baby clams, shrimp, red potatoes, carrots, and basil. |
| \$4 | |

D

| Caffè Macs | |
|------------|---|
| | Grilled Mahi Mahi \$9 With mango pico de gallo, paprika oil, and steamed jasmine rice. |
| | Sweet & Sour Pulled Pork \$9 Braised sweet and sour pork topped with cabbage slaw on a toasted bun. |
| | Salmon Fillet \$10 Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice. |
| | Seafood Linguine \$9 Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes. Served with steamed rice. |
| | Pizza Con Salametti \$9 Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. |
| | Grilled Chicken Breast \$9 With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. |
| | Manhattan Seafood Chowder \$4 With cod, baby clams, shrimp, red potatoes, carrots, and basil. |

E

| Caffè Macs | |
|------------|-----------------------------|
| | Grilled Mahi Mahi |
| | Sweet & Sour Pulled Pork |
| | Salmon Fillet |
| | GRILLED MAHI MAHI \$9 |
| | SWEET & SOUR PULLED P.. \$9 |
| | Seafood Linguine |
| | Pizza Con Salametti |
| | Grilled Chicken Breast |
| | Salmon Fillet |
| | Seafood Linguine |
| | PIZZA CON SALAMETTI \$9 |
| | GRILLED CHICKEN BREAST \$9 |

F

| Caffè Macs | |
|------------|-----------------------------|
| | Grilled Mahi Mahi |
| | Sweet & Sour Pulled Pork |
| | Salmon Fillet |
| | GRILLED MAHI MAHI \$9 |
| | SWEET & SOUR PULLED P.. \$9 |
| | Seafood Linguine |
| | Pizza Con Salametti |
| | Grilled Chicken Breast |
| | Salmon Fillet |
| | Seafood Linguine |
| | PIZZA CON SALAMETTI \$9 |
| | GRILLED CHICKEN BREAST \$9 |

G

| Caffè Macs | |
|------------|-------------------------------|
| | GRILLED MAHI MAHI \$9 |
| | SWEET & SOUR PULLED PORK \$9 |
| | Salmon Fillet \$10 |
| | SEAFOOD LINGUINE \$9 |
| | PIZZA CON SALAMETTI \$9 |
| | GRILLED CHICKEN BREAST \$9 |
| | MANHATTAN SEAFOOD CHOWDER \$4 |
| | BAJA FISH TACOS \$9 |
| | PANEER MAKHLABI |
| | CRISPY ORANGE CHICKEN |
| | GRILLED CHICKEN BREAST \$9 |

H

| Caffè Macs | |
|------------|-------------------------------|
| | GRILLED MAHI MAHI \$9 |
| | SWEET & SOUR PULLED PORK \$9 |
| | Salmon Fillet \$10 |
| | SEAFOOD LINGUINE \$10 |
| | PIZZA CON SALAMETTI \$9 |
| | GRILLED CHICKEN BREAST \$9 |
| | MANHATTAN SEAFOOD CHOWDER \$4 |
| | BAJA FISH TACOS \$9 |
| | PANEER MAKHLABI |
| | CRISPY ORANGE CHICKEN |
| | GRILLED CHICKEN BREAST \$9 |

I

| Caffè Macs | |
|------------|------------------------------|
| | Grilled Mahi Mahi \$9 |
| | Sweet & Sour Pulled Pork \$9 |
| | Salmon Fillet \$10 |
| | Seafood Linguine \$9 |
| | Pizza Con Salametti \$9 |
| | Grilled Chicken Breast \$9 |

J

| Caffè Macs | |
|------------|------------------------------|
| | Grilled Mahi Mahi \$9 |
| | Sweet & Sour Pulled Pork \$9 |
| | Salmon Fillet \$10 |
| | Seafood Linguine \$9 |
| | Pizza Con Salametti \$9 |
| | Grilled Chicken Breast \$9 |

K

| Caffè Macs | |
|------------|------------------------------|
| | Grilled Mahi Mahi \$9 |
| | Sweet & Sour Pulled Pork \$9 |
| | Salmon Fillet \$10 |
| | Seafood Linguine \$9 |
| | Pizza Con Salametti \$9 |
| | Grilled Chicken Breast \$9 |

L

| Caffè Macs | |
|------------|-----------------------|
| | Grilled Mahi Mahi \$9 |

A

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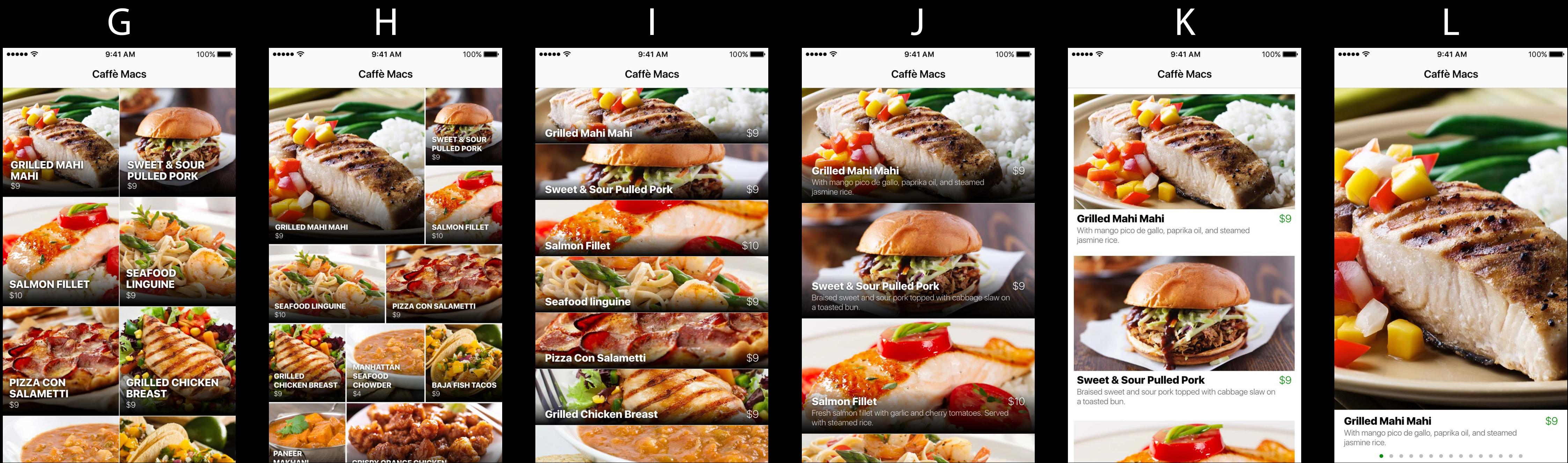
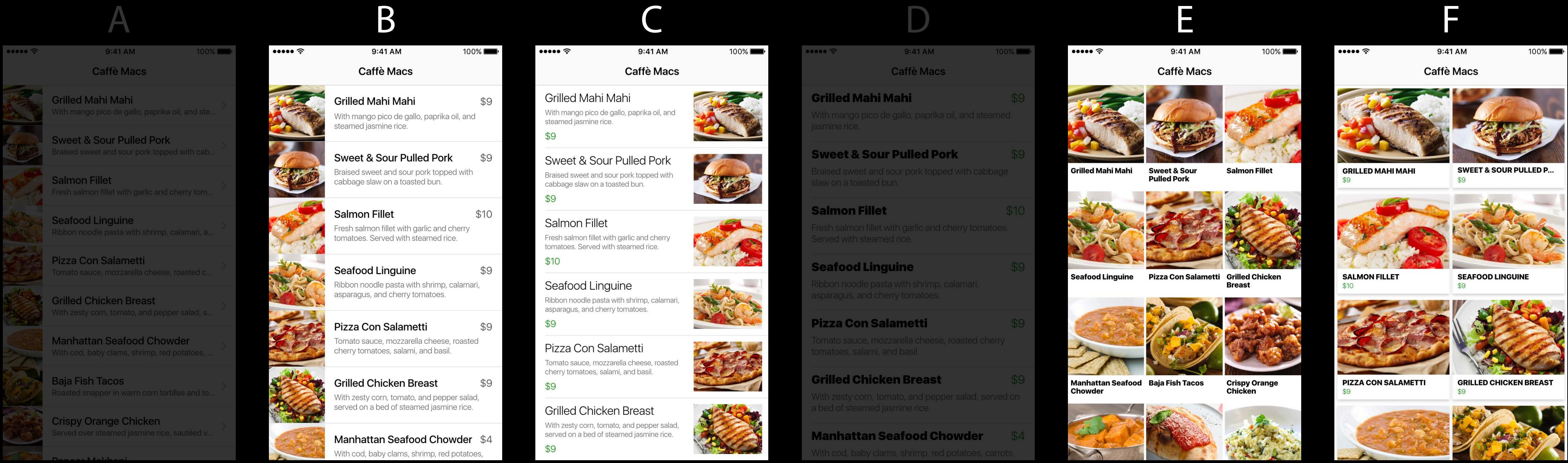
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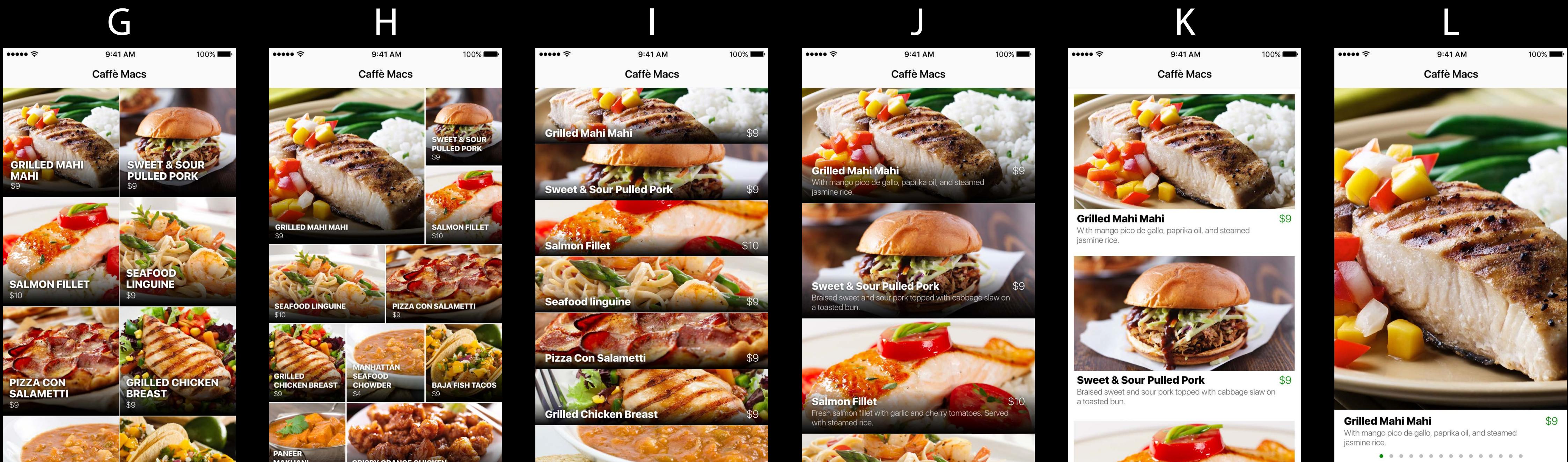
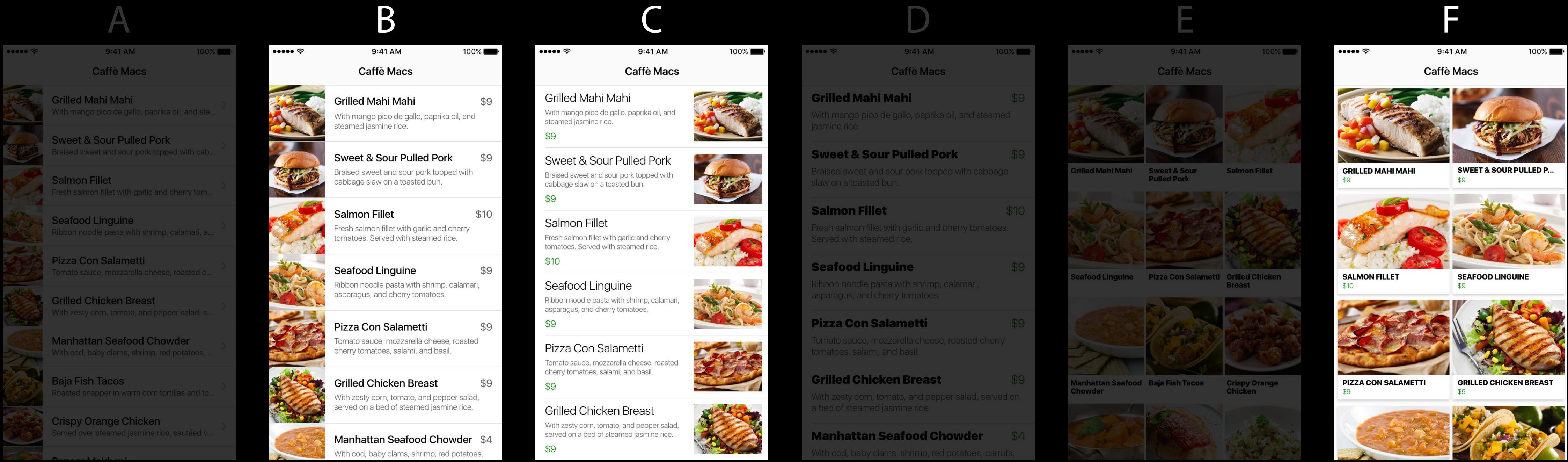
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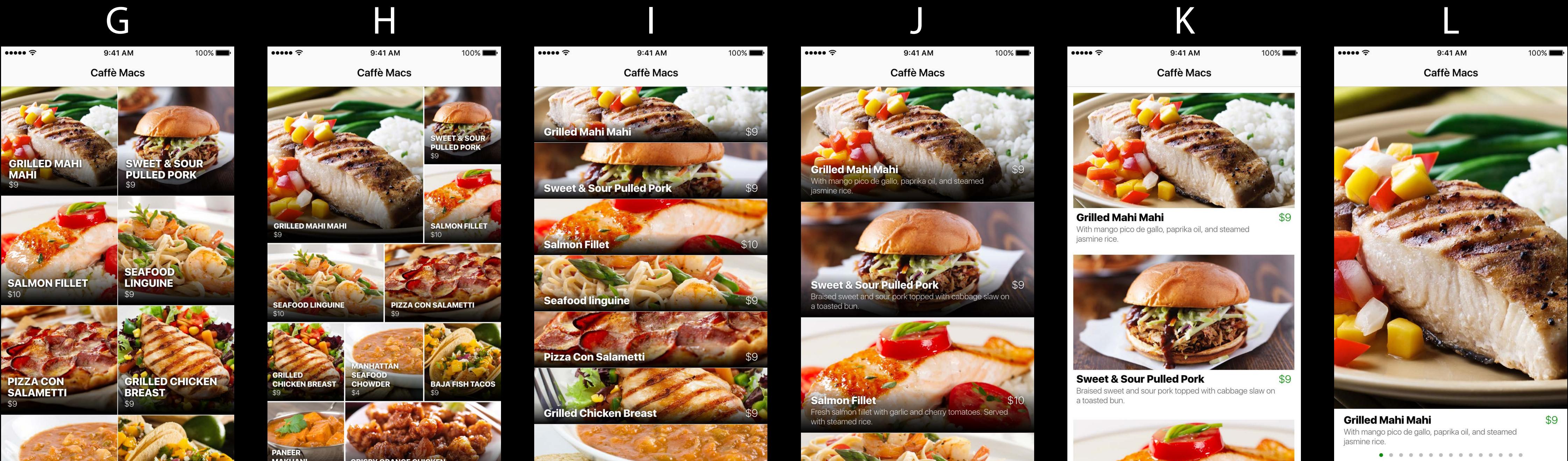
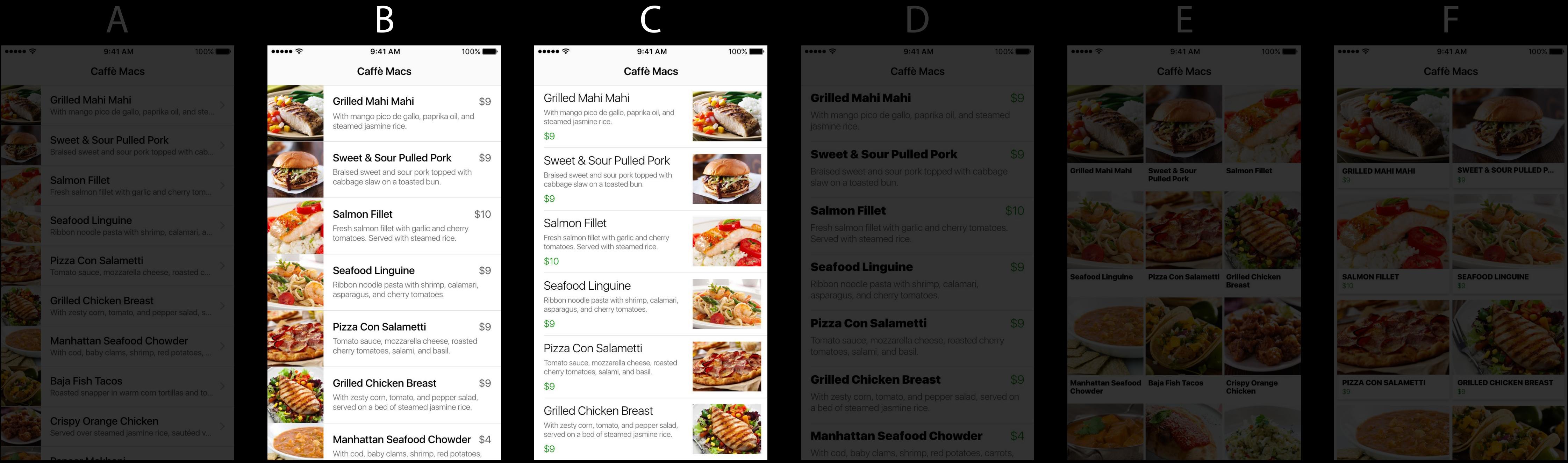
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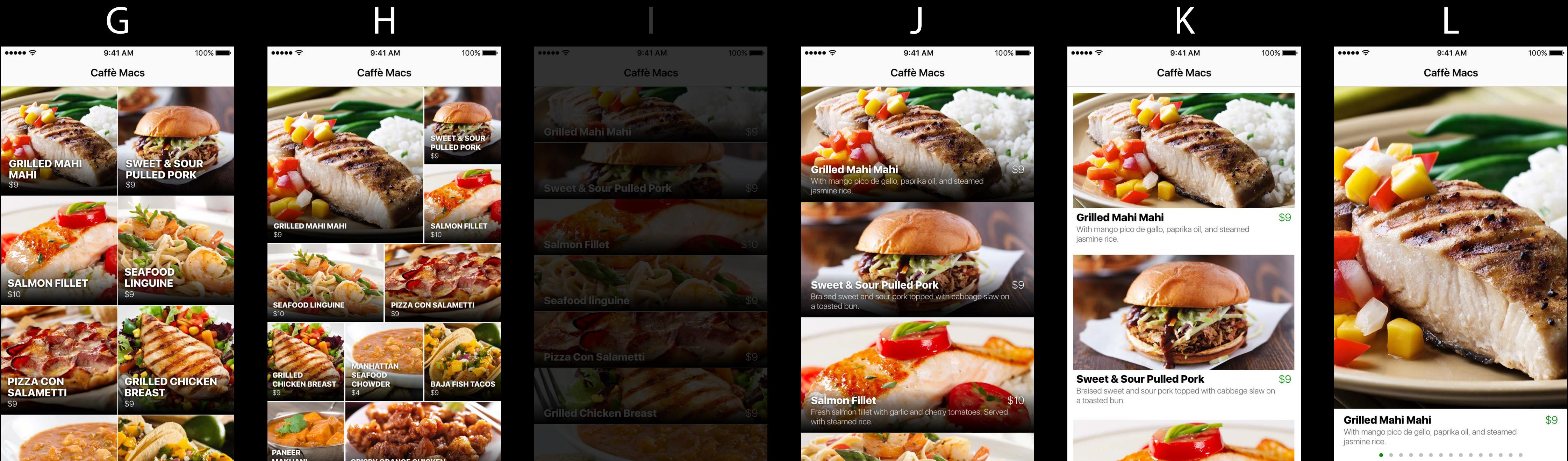
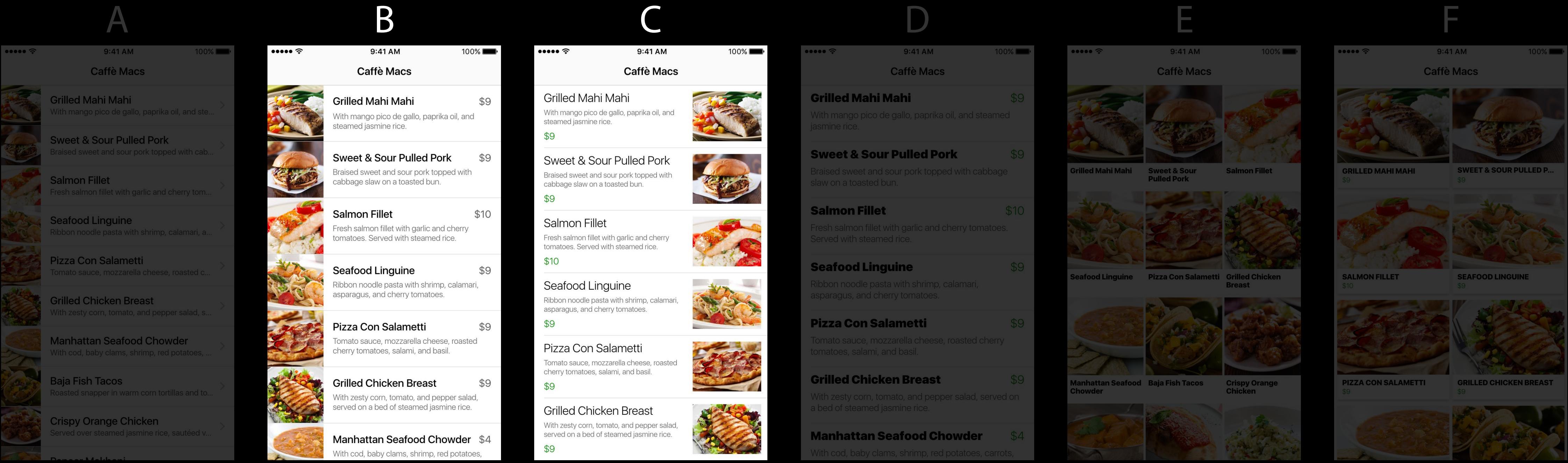
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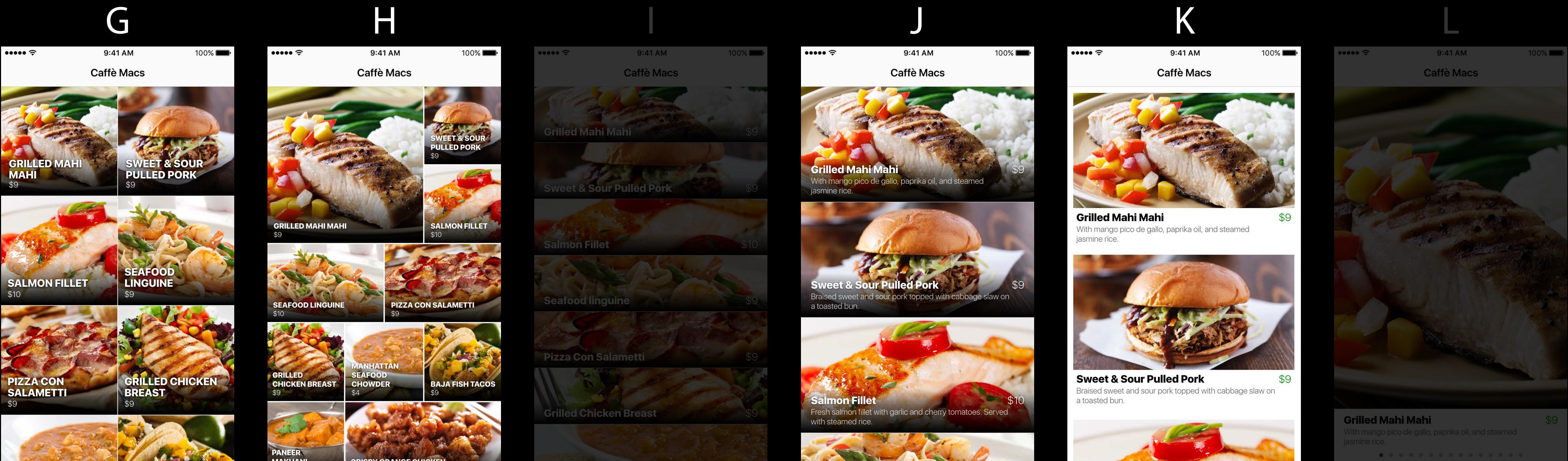
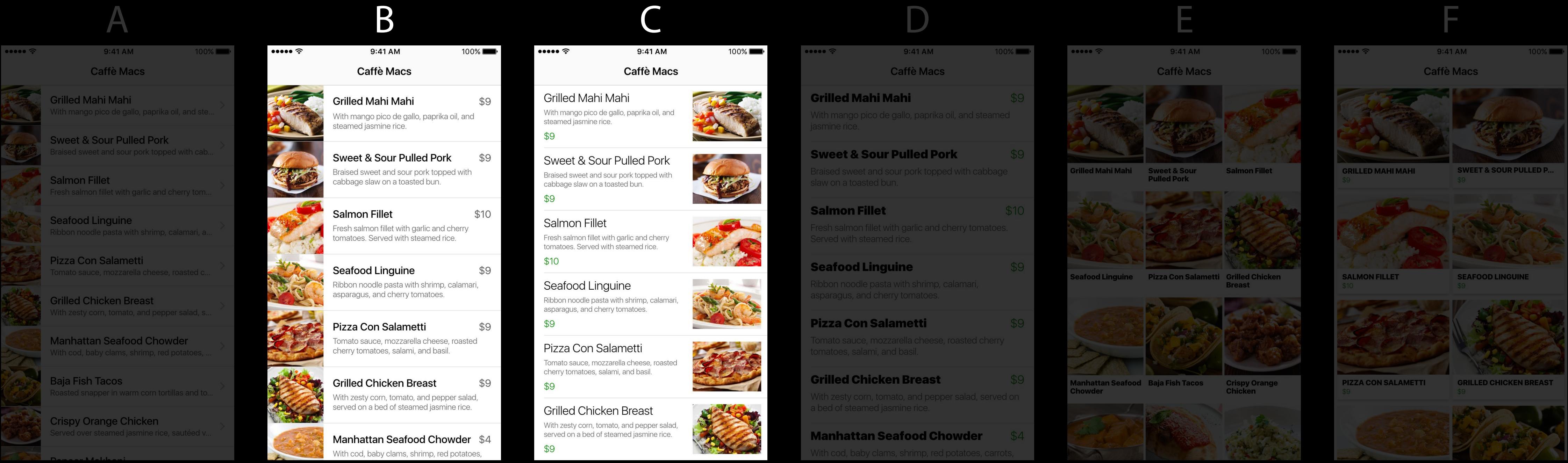
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B C G H J K

B

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi** \$9
With mango pico de gallo, paprika oil, and steamed jasmine rice.
- Sweet & Sour Pulled Pork** \$9
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
- Salmon Fillet** \$10
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
- Seafood Linguine** \$9
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
- Pizza Con Salametti** \$9
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
- Grilled Chicken Breast** \$9
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
- Manhattan Seafood Chowder** \$4
With cod, baby clams, shrimp, red potatoes.

C

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi** \$9
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With cod, baby clams, shrimp, red potatoes.

G

9:41 AM 100%

Caffè Macs

- GRILLED MAHI MAHI** \$9
- SWEET & SOUR PULLED PORK** \$9
- SEAFOOD LINGUINE** \$9
- PIZZA CON SALAMETTI** \$9
- GRILLED CHICKEN BREAST** \$9
- PANEER** \$4

H

9:41 AM 100%

Caffè Macs

- GRILLED MAHI MAHI** \$9
- SALMON FILLET** \$10
- SEAFOOD LINGUINE** \$10
- PIZZA CON SALAMETTI** \$9
- GRILLED CHICKEN BREAST** \$9
- MANHATTAN SEAFOOD CHOWDER** \$4
- PANEER** \$4
- BAJA FISH TACOS** \$9

J

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi** \$9
With mango pico de gallo, paprika oil, and steamed jasmine rice.
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- Salmon Fillet** \$10
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

K

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi** \$9
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- Sweet & Sour Pulled Pork** \$9
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

B

9:41 AM 100%

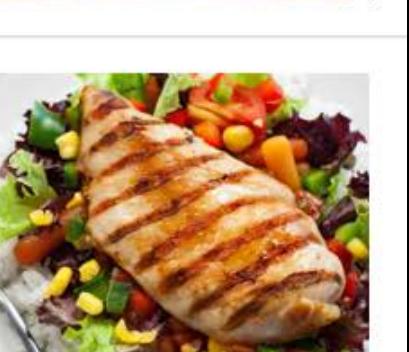
Caffè Macs

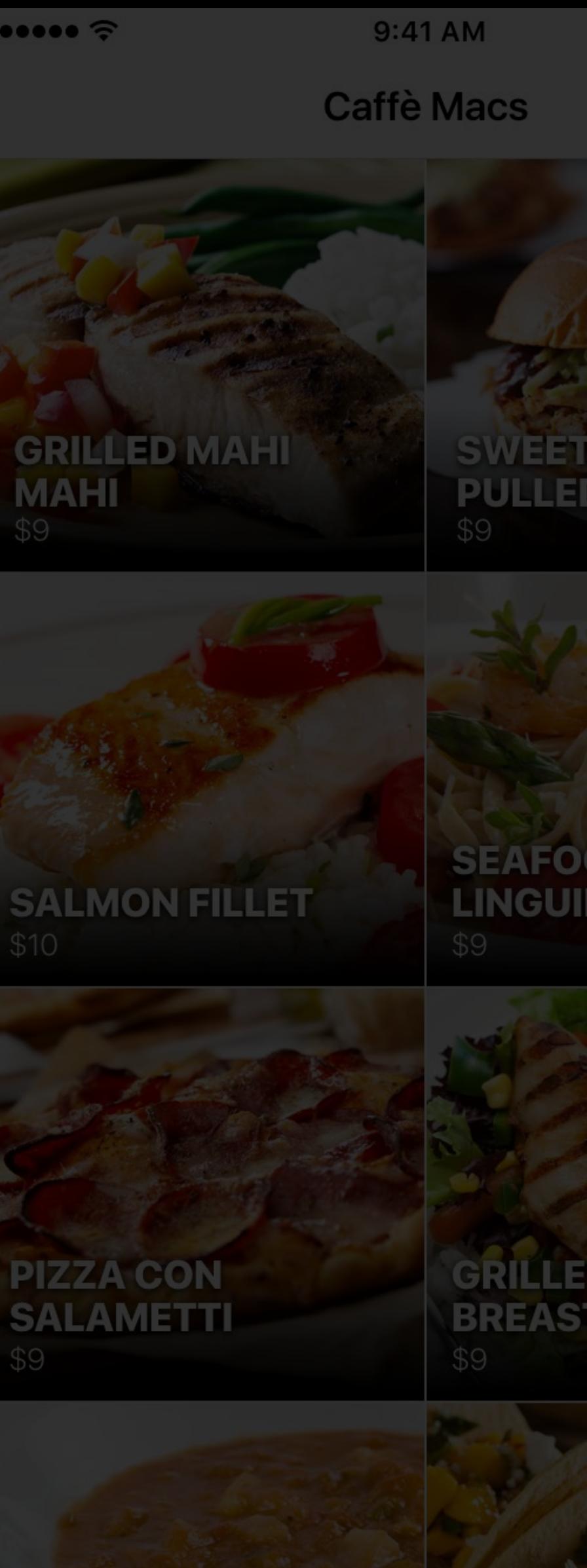
| | | |
|---|---|------|
|  | Grilled Mahi Mahi | \$9 |
| | With mango pico de gallo, paprika oil, and steamed jasmine rice. | |
|  | Sweet & Sour Pulled Pork | \$9 |
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|  | Salmon Fillet | \$10 |
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|  | Seafood Linguine | \$9 |
| | Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes. | |
|  | Pizza Con Salametti | \$9 |
| | Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. | |
|  | Grilled Chicken Breast | \$9 |
| | With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. | |
|  | Manhattan Seafood Chowder | \$4 |
| | With cod, baby clams, shrimp, red potatoes, | |

C

9:41 AM 100%

Caffè Macs

| | | |
|---|---|------|
|  | Grilled Mahi Mahi | \$9 |
| | With mango pico de gallo, paprika oil, and steamed jasmine rice. | |
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|  | Grilled Chicken Breast | \$9 |
| | With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. | |



B

9:41 AM 100%

Caffè Macs

| | | |
|--|---|------|
| | Grilled Mahi Mahi | \$9 |
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| | Manhattan Seafood Chowder | \$4 |
| | With cod, baby clams, shrimp, red potatoes, | |

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Caffè Macs

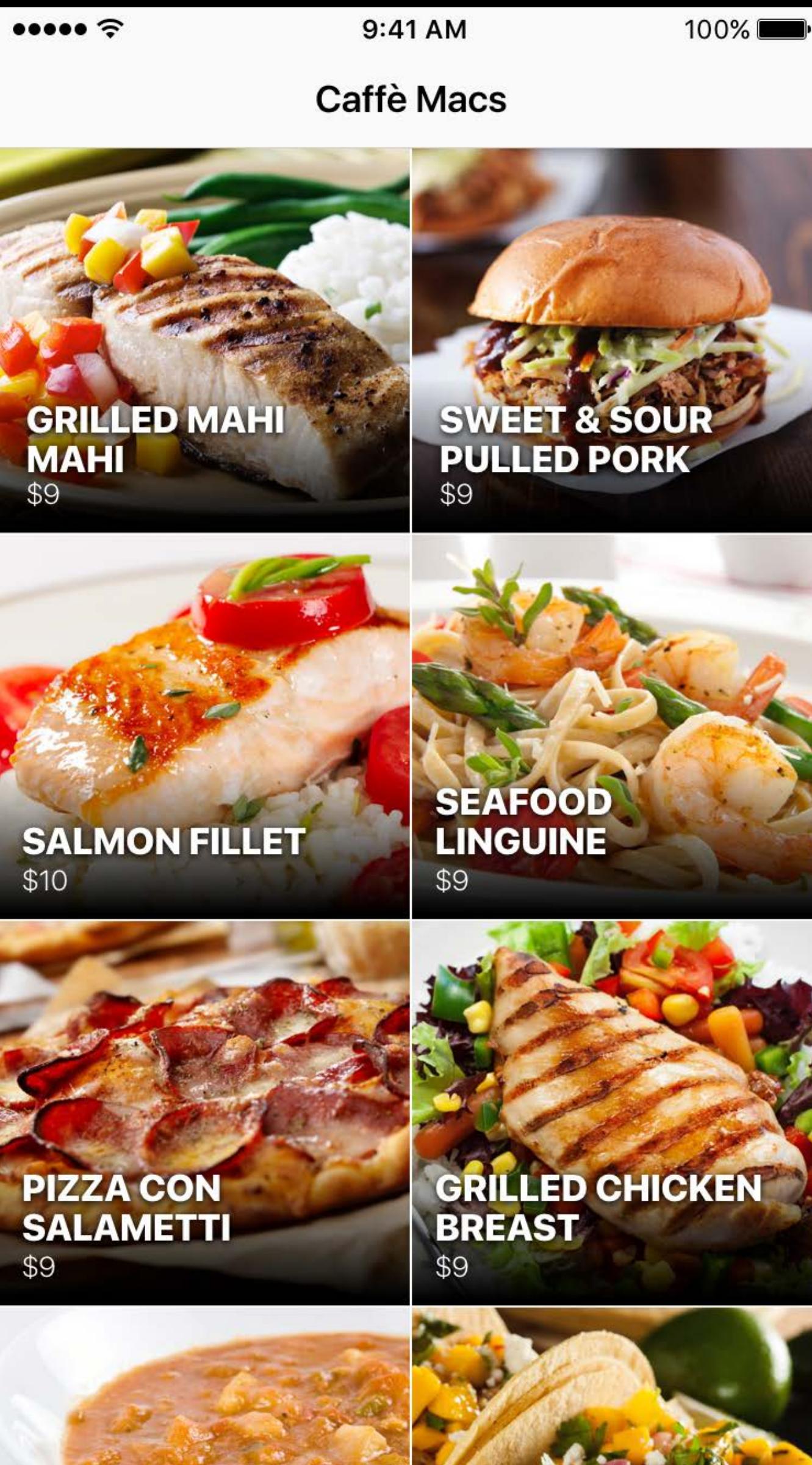
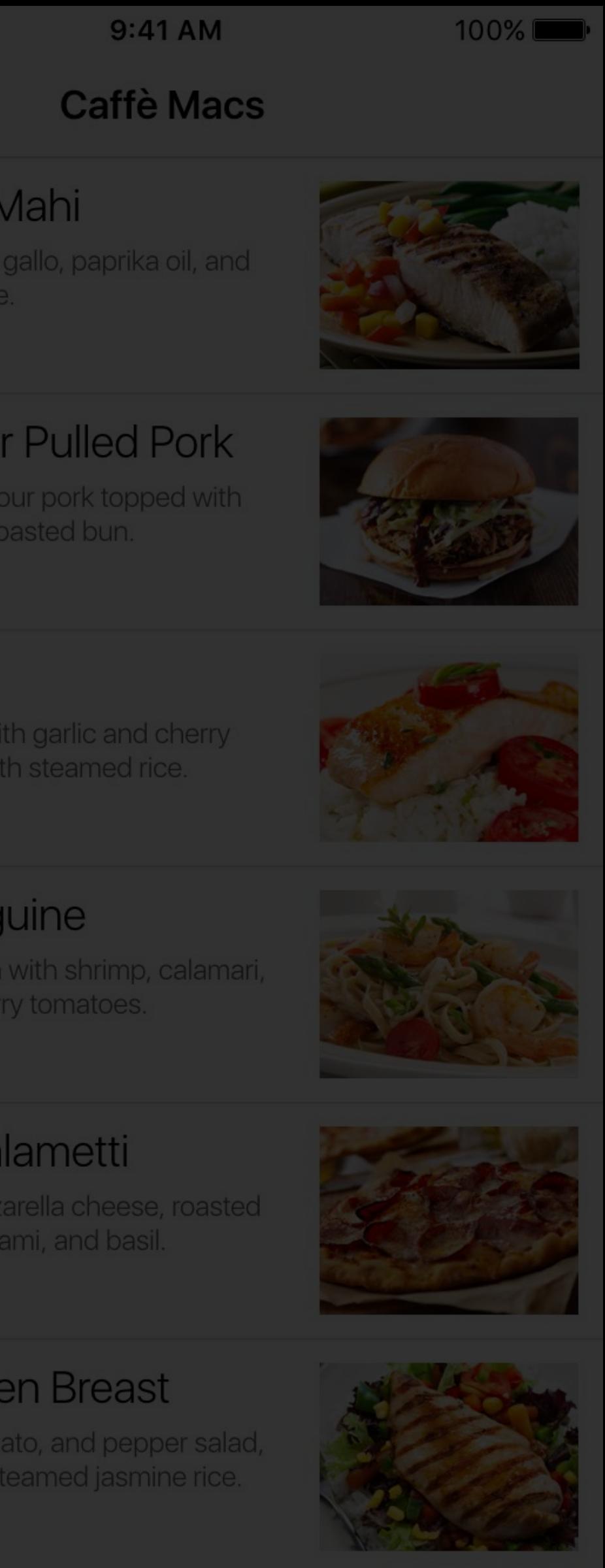
| | | |
|--|---|------|
| | Grilled Mahi Mahi | \$9 |
| | With mango pico de gallo, paprika oil, and steamed jasmine rice. | |
| | Sweet & Sour Pulled Pork | \$9 |
| | Braised sweet and sour pork topped with cabbage slaw on a toasted bun. | |
| | Salmon Fillet | \$10 |
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| | Seafood Linguine | \$9 |
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| | Pizza Con Salametti | \$9 |
| | Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. | |
| | Grilled Chicken Breast | \$9 |
| | With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. | |

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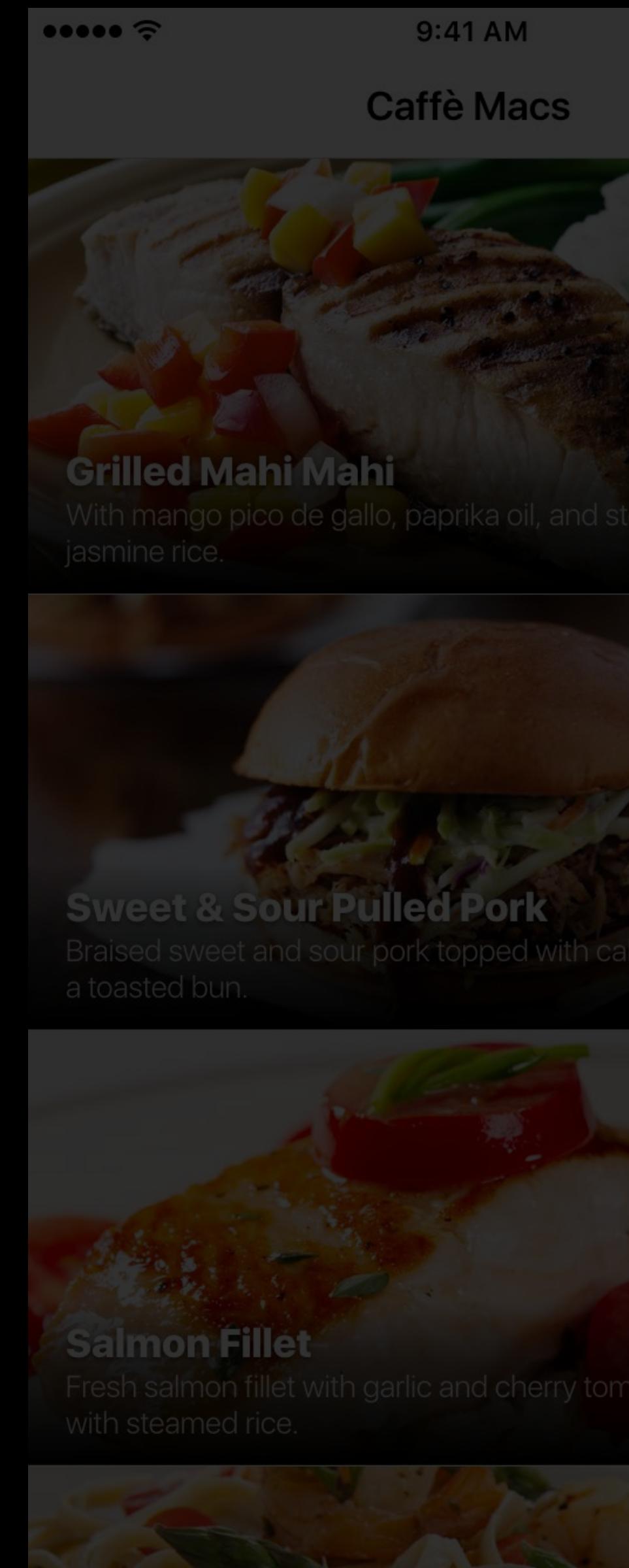
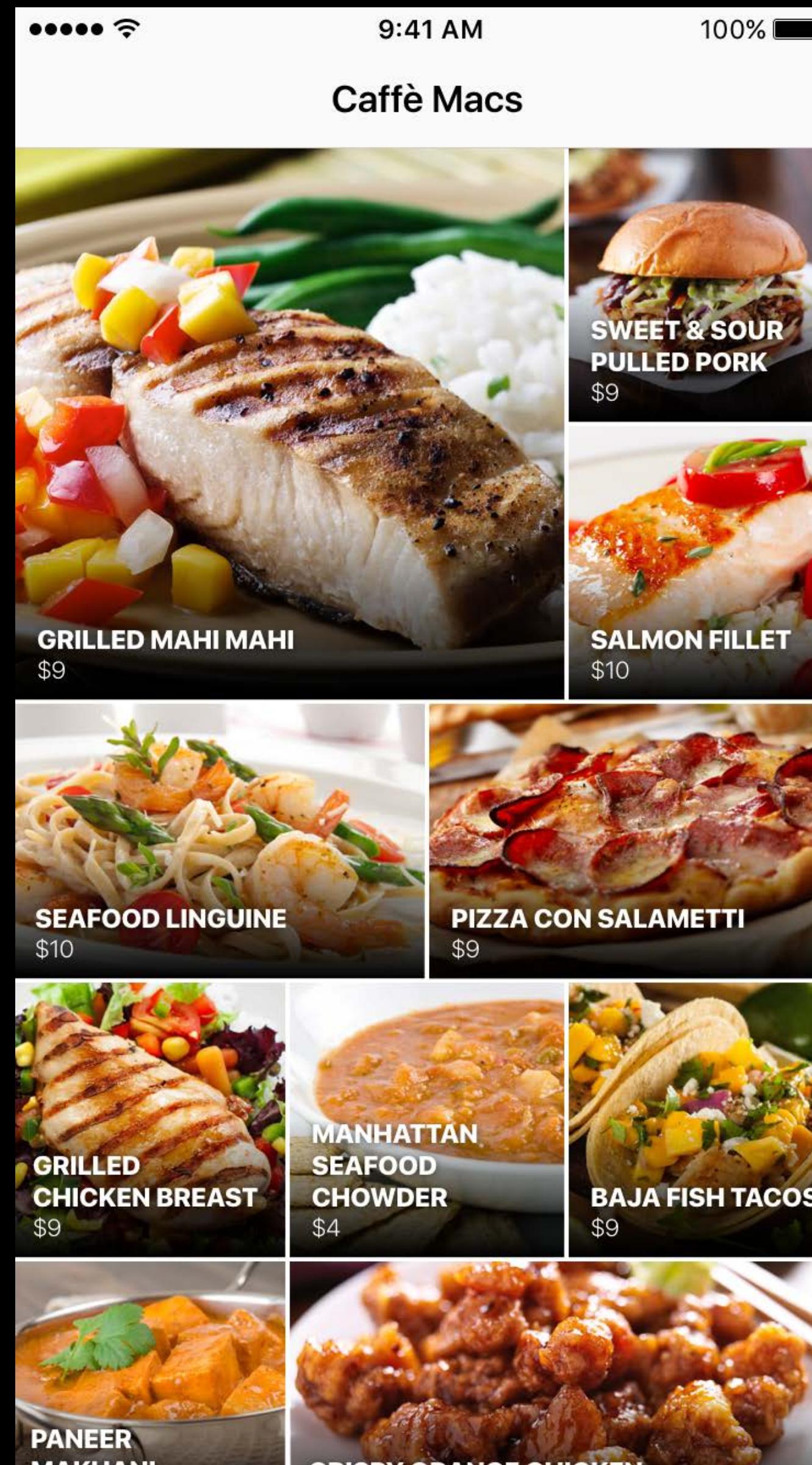
Caffè Macs

| | | |
|--|----------------------------------|-----|
| | GRILLED MAHI MAHI | \$9 |
| | SWEET PULLED PORK | \$9 |
| | SEAFOOD LINGUINE | \$9 |
| | PIZZA CON SALAMETTI | \$9 |
| | GRILLED CHICKEN BREAST | \$9 |
| | MANHATTAN SEAFOOD CHOWDER | \$4 |

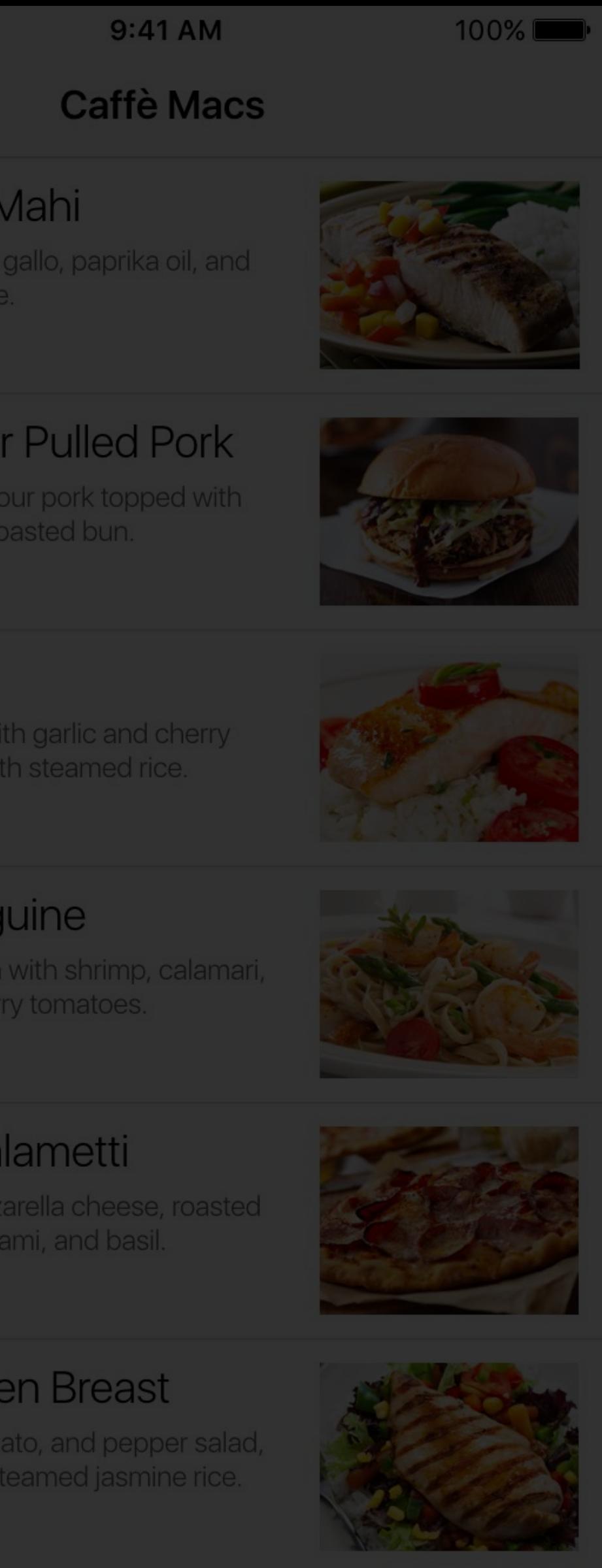
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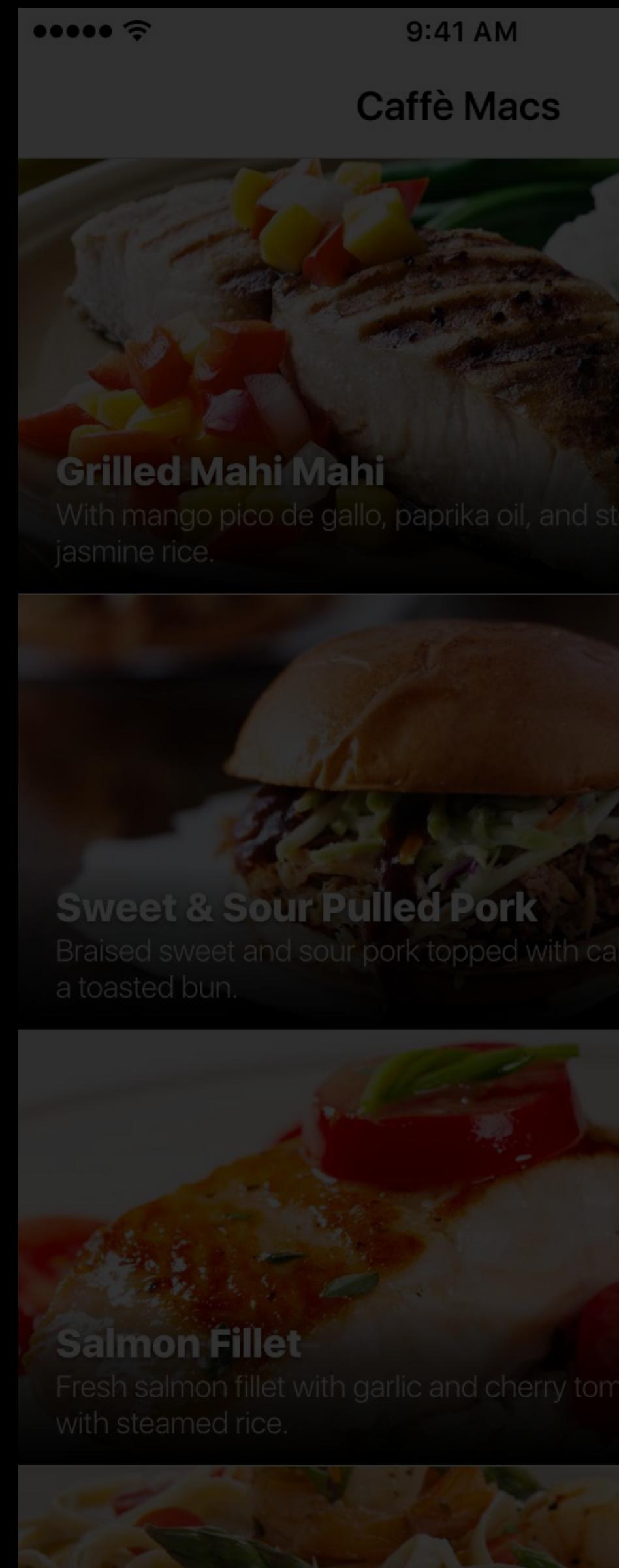
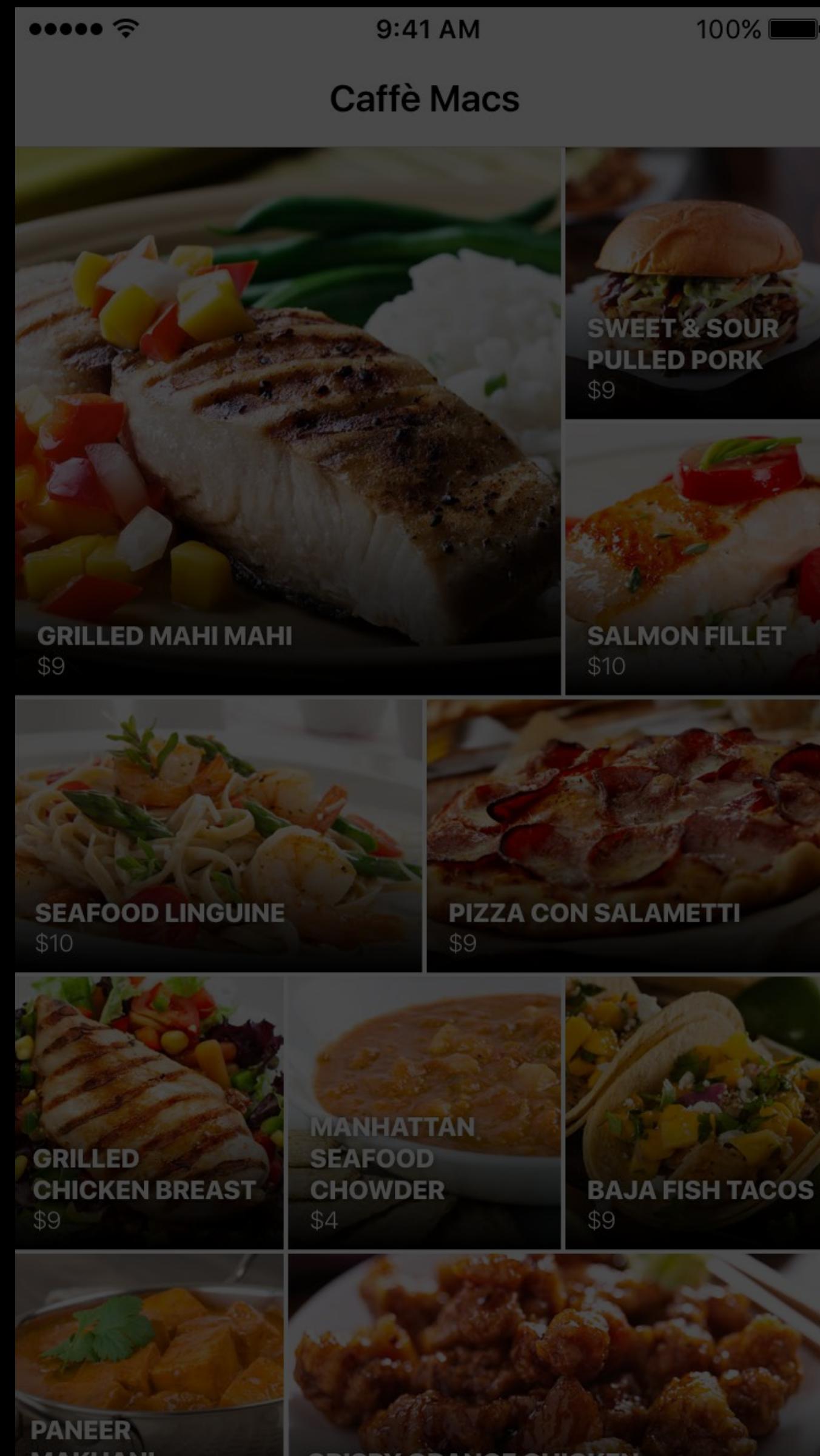
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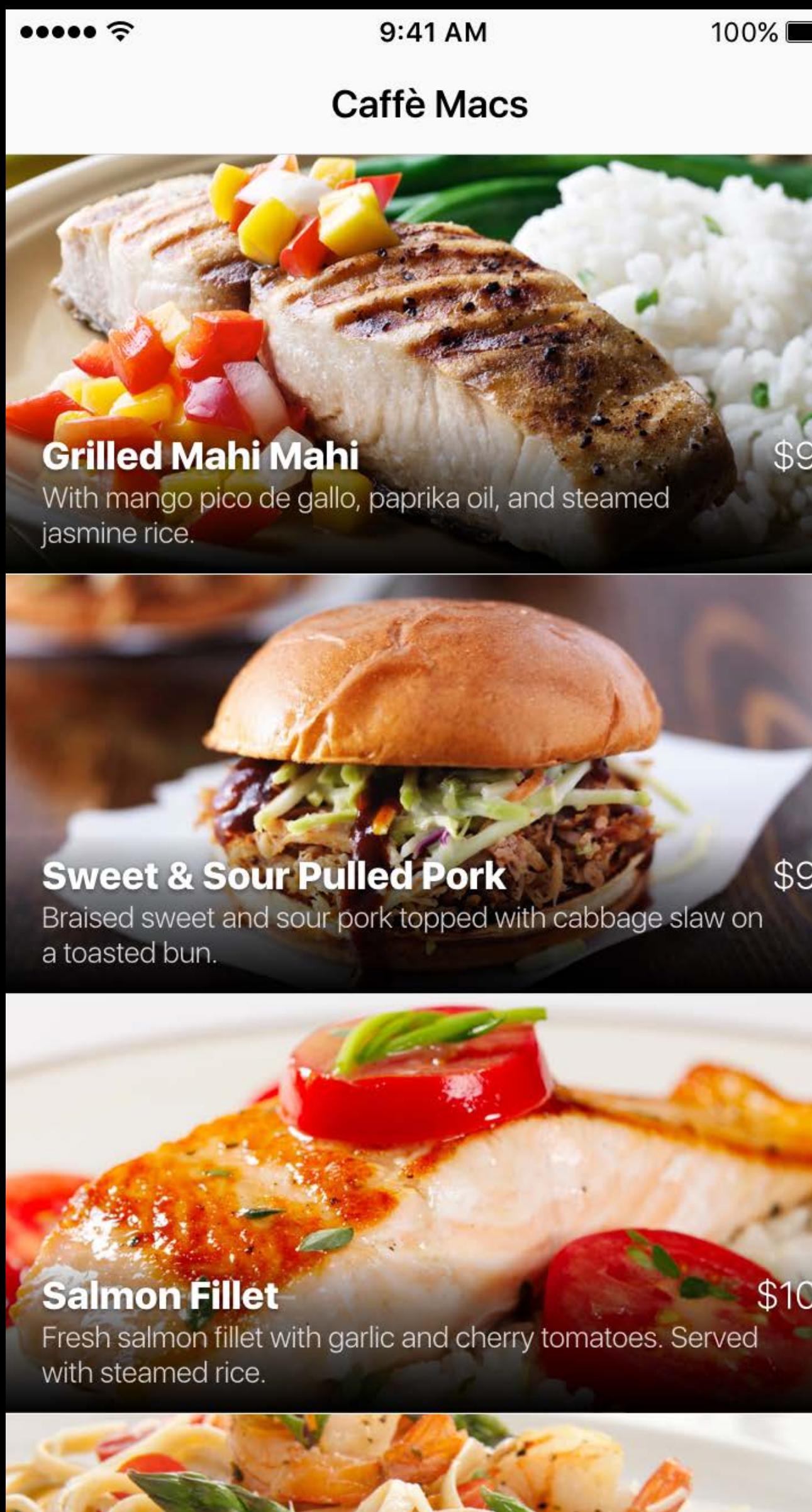
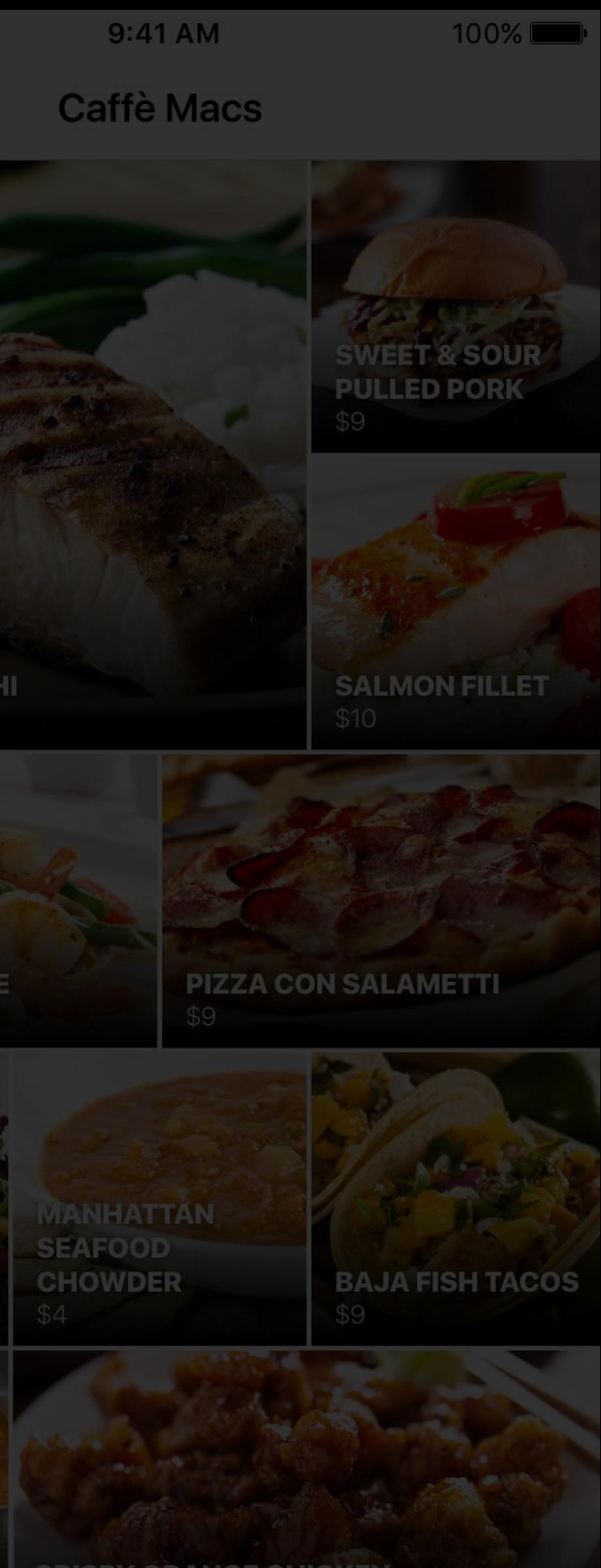
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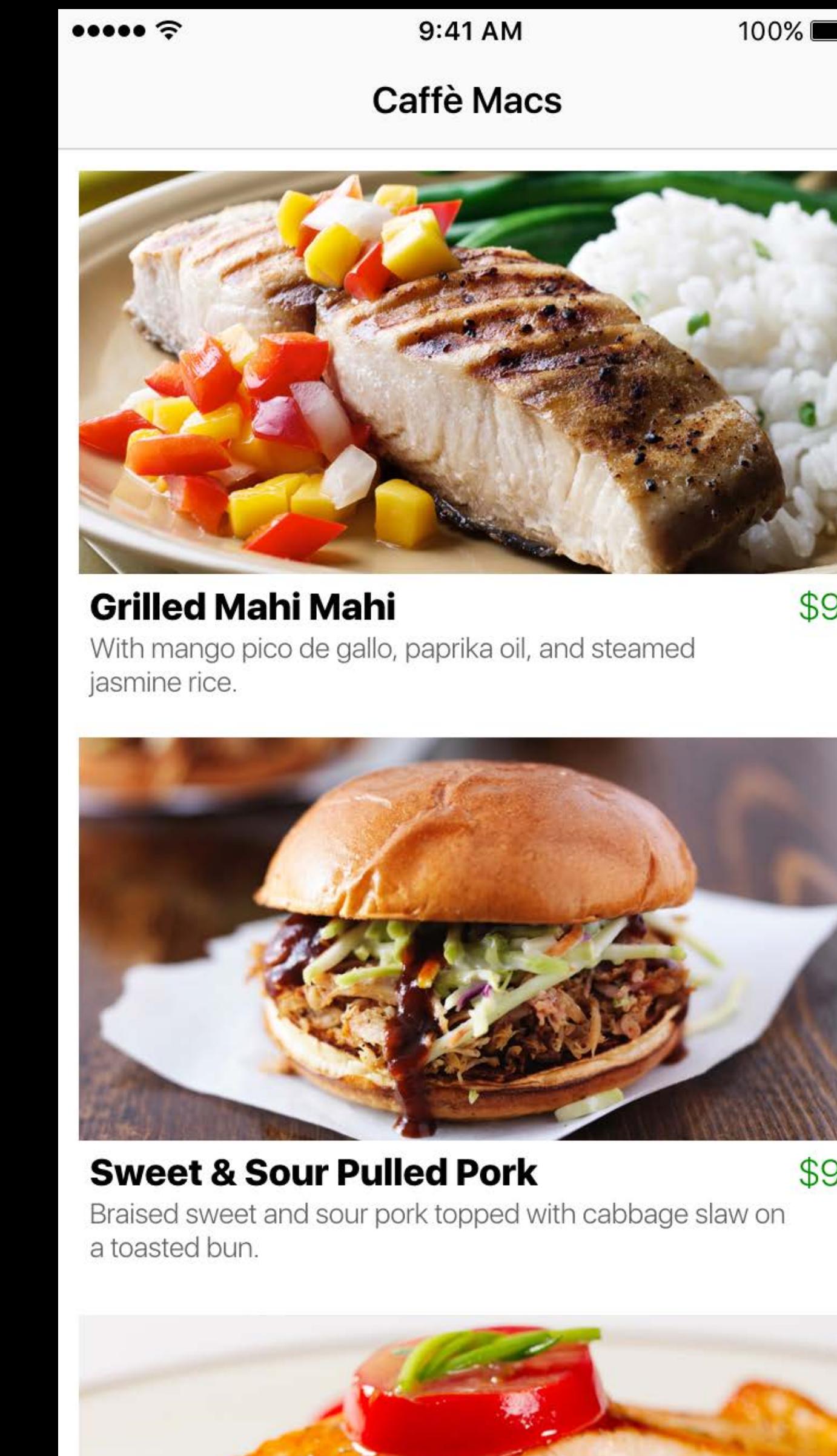
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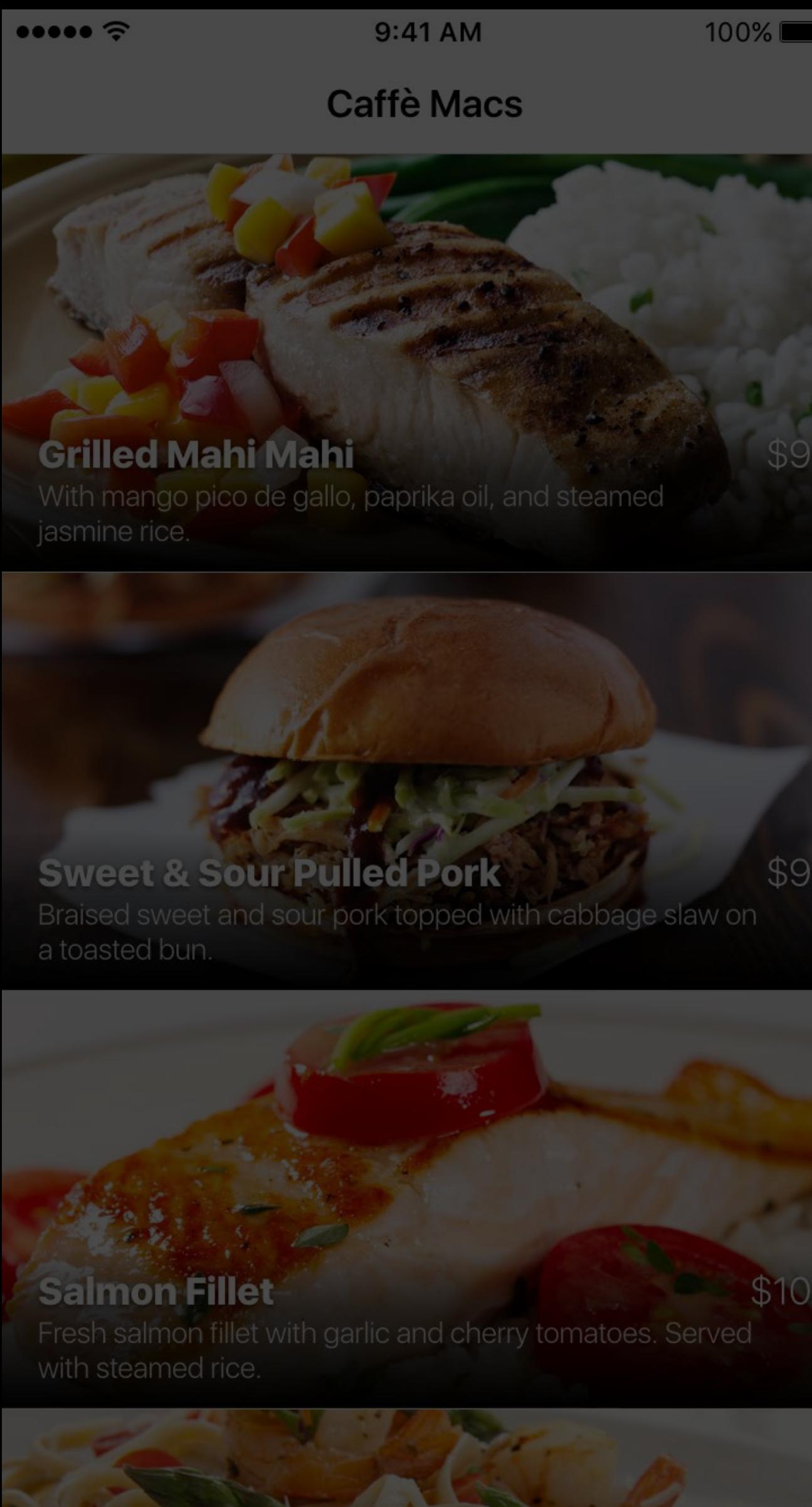
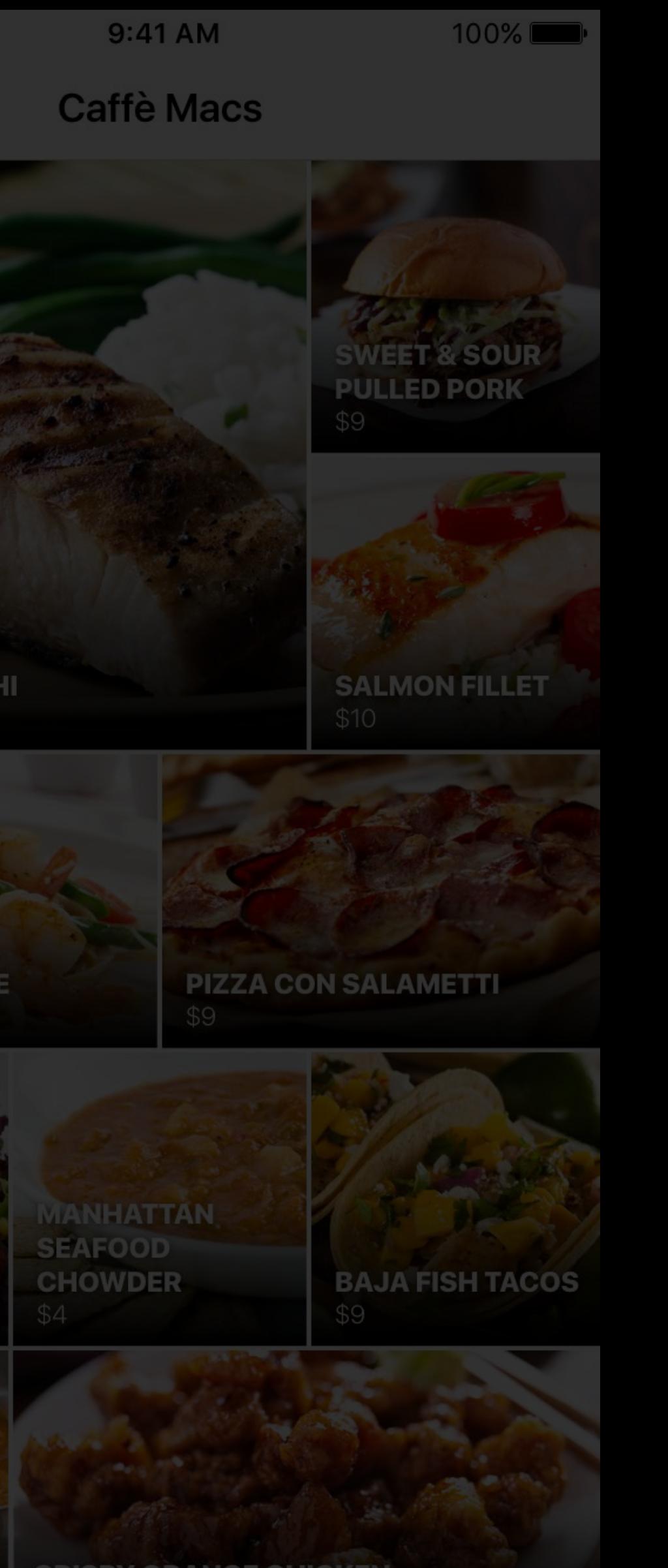
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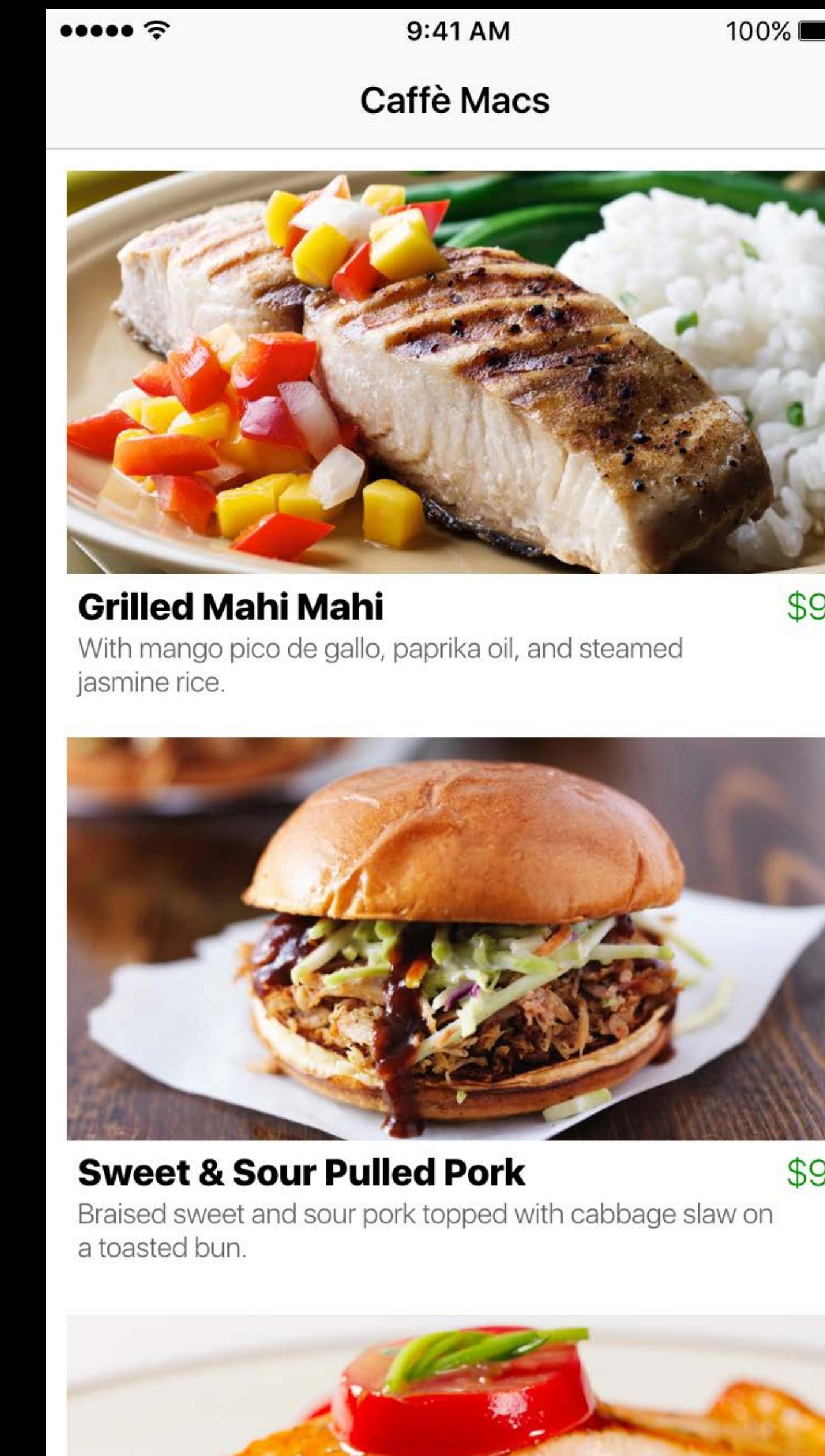
K



J



K



C

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi**
With mango pico de gallo, paprika oil, and steamed jasmine rice.
\$9
- Sweet & Sour Pulled Pork**
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
\$9
- Salmon Fillet**
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
\$10
- Seafood Linguine**
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
\$9
- Pizza Con Salametti**
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
\$9
- Grilled Chicken Breast**
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
\$9

G

9:41 AM 100%

Caffè Macs

| | |
|-----------------------------------|--|
| GRILLED MAHI MAHI \$9 | SWEET & SOUR PULLED PORK \$9 |
| SALMON FILLET \$10 | SEAFOOD LINGUINE \$9 |
| PIZZA CON SALAMETTI \$9 | GRILLED CHICKEN BREAST \$9 |

K

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi**
With mango pico de gallo, paprika oil, and steamed jasmine rice.
\$9
- Sweet & Sour Pulled Pork**
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
\$9

C

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi**
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Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
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- Seafood Linguine**
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
\$9
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Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
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- Grilled Chicken Breast**
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
\$9

K

9:41 AM 100%

Caffè Macs

- Grilled Mahi Mahi**
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\$9
- Sweet & Sour Pulled Pork**
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
\$9

C

9:41 AM 100%

Caffè Macs

| | |
|---|---|
| Grilled Mahi Mahi With mango pico de gallo, paprika oil, and steamed jasmine rice. \$9 |  |
| Sweet & Sour Pulled Pork Braised sweet and sour pork topped with cabbage slaw on a toasted bun. \$9 |  |
| Salmon Fillet Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice. \$10 |  |
| Seafood Linguine Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes. \$9 |  |
| Pizza Con Salametti Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil. \$9 |  |
| Grilled Chicken Breast With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice. \$9 |  |

Criteria

- How well does it serve the goals?
- Does it include the right information?
- Is it intuitive?
- Does it feel right?

K

9:41 AM 100%

Caffè Macs

| |
|--|
|  Grilled Mahi Mahi With mango pico de gallo, paprika oil, and steamed jasmine rice. \$9 |
|  Sweet & Sour Pulled Pork Braised sweet and sour pork topped with cabbage slaw on a toasted bun. \$9 |
|  |

Caffè Macs



Grilled Mahi Mahi

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



Caffè Macs



Grilled Mahi Mahi

With mango pico de gallo, steamed jasmine rice.

\$9



Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

\$9



A workflow is the set of steps it takes
to complete a task.

Caffè Macs



Grilled Mahi Mahi

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.



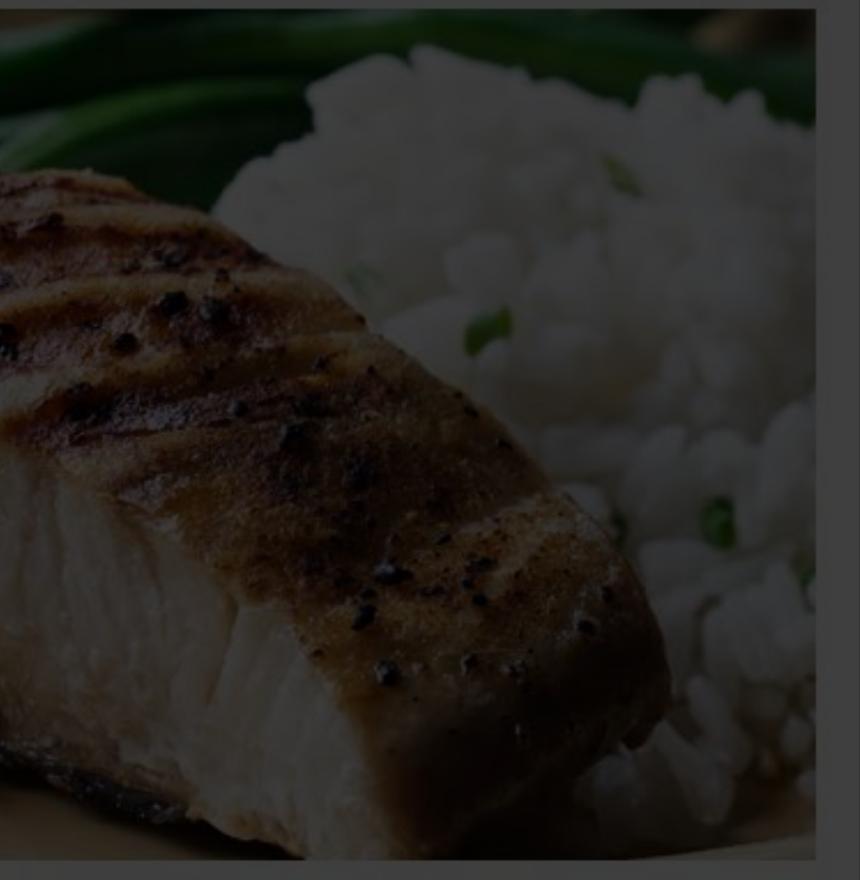
Sweet & Sour Pulled Pork

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

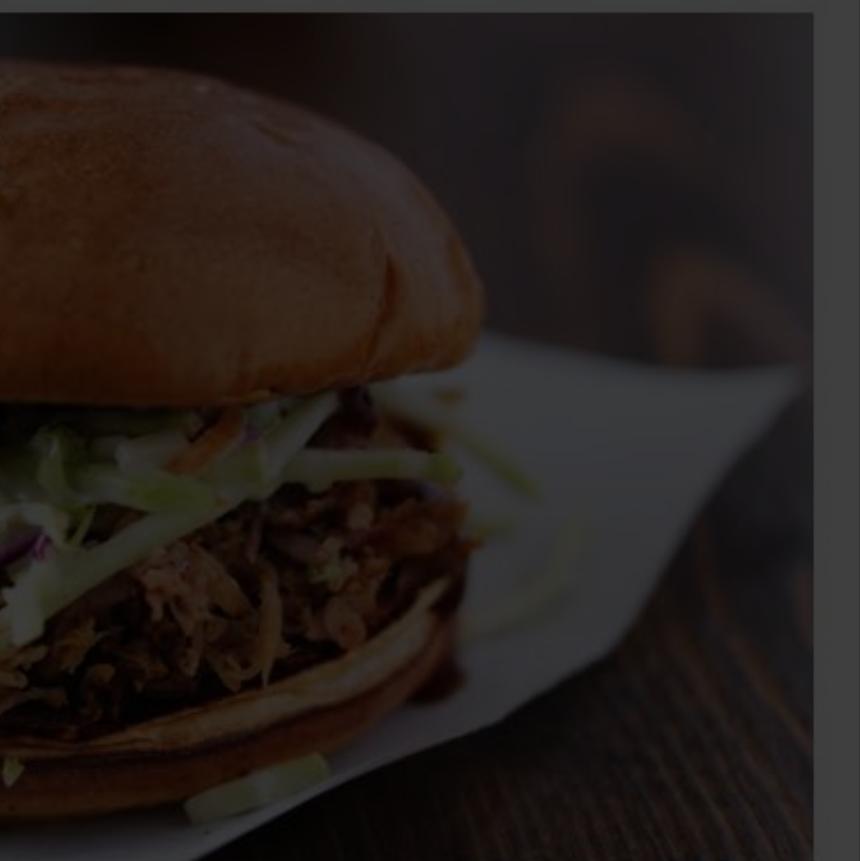


Macs



\$9

ka oil, and steamed

**Pork** \$9

opped with cabbage slaw on



< Caffé Macs

Details

**Sweet & Sour Pulled Pork** \$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich

Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

Barbeque sauce

Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

Coleslaw

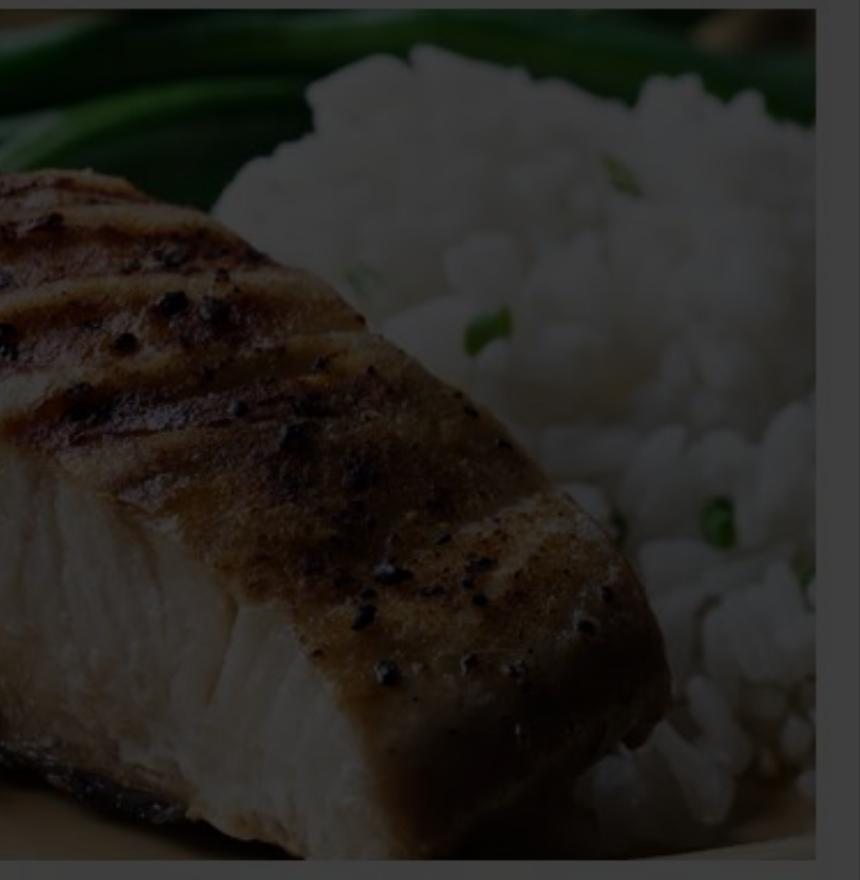
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

Total nutrition facts

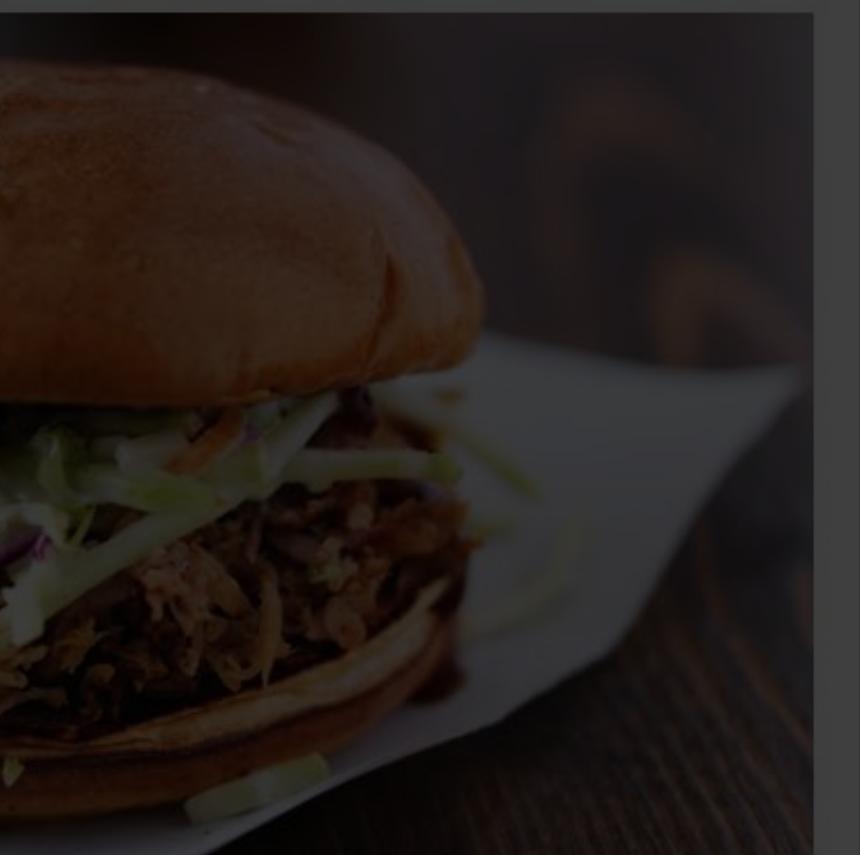
Cal 831, Fat 26g, Carbs 80g, Sugar 24g, Protein 66g, Fiber 6g

Macs



\$9

ka oil, and steamed



Pork

\$9

opped with cabbage slaw on



< Caffé Macs

Details

**Sweet & Sour Pulled Pork \$9**

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich

Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

Barbeque sauce

Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

Coleslaw

Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

Order

I AM

100% 

ails



Pork \$9
topped with cabbage slaw

et, dill pickle chips, onions,
e bun (gluten), bay leaves,
rika, vegetables stock, garlic,

gar 7g, Protein 65g, Fiber 3g

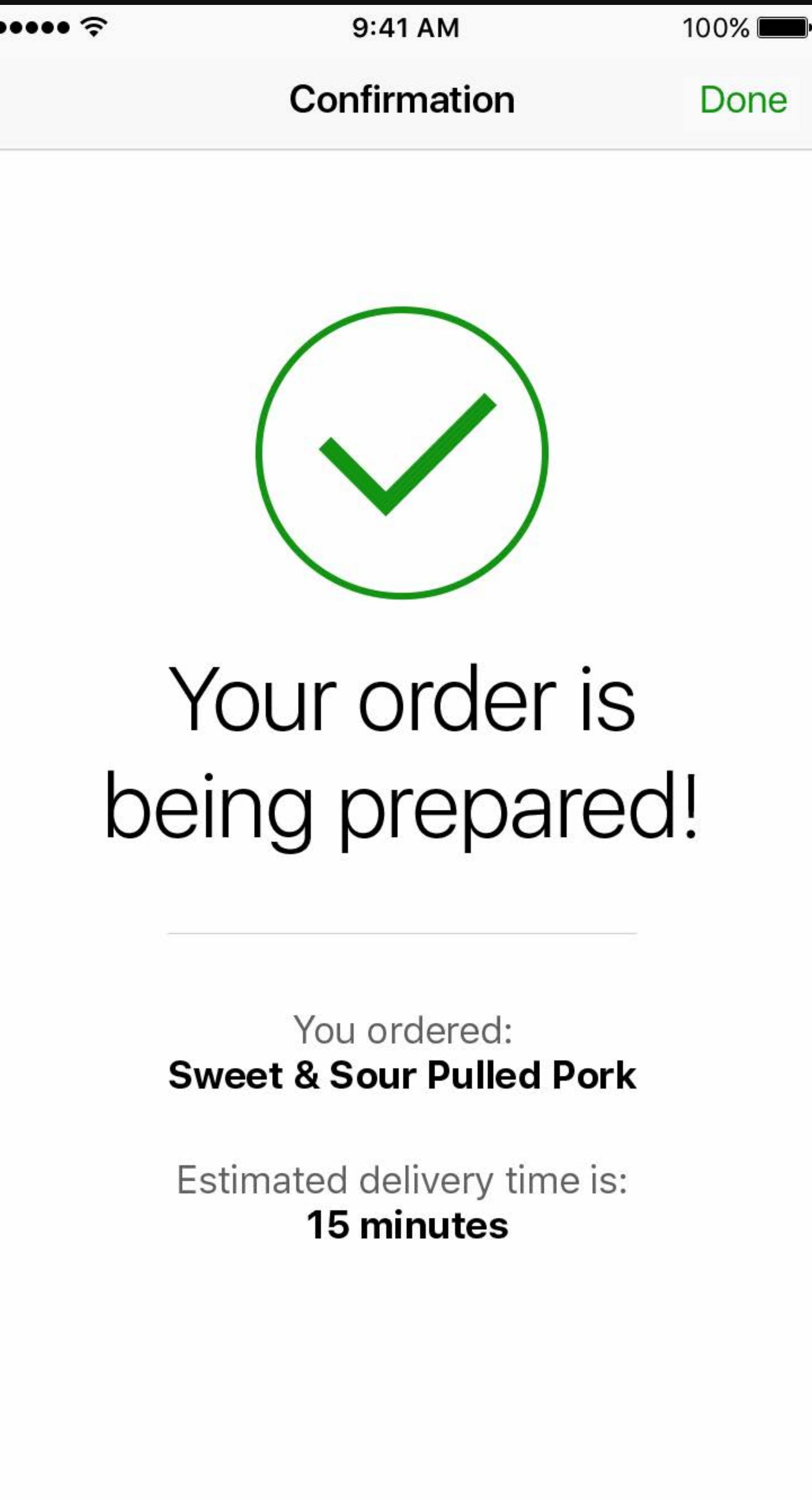
ire sauce (fish), Bragg's liquid
r, molasses, brown sugar, onion
arlic, smoked paprika, salt, and

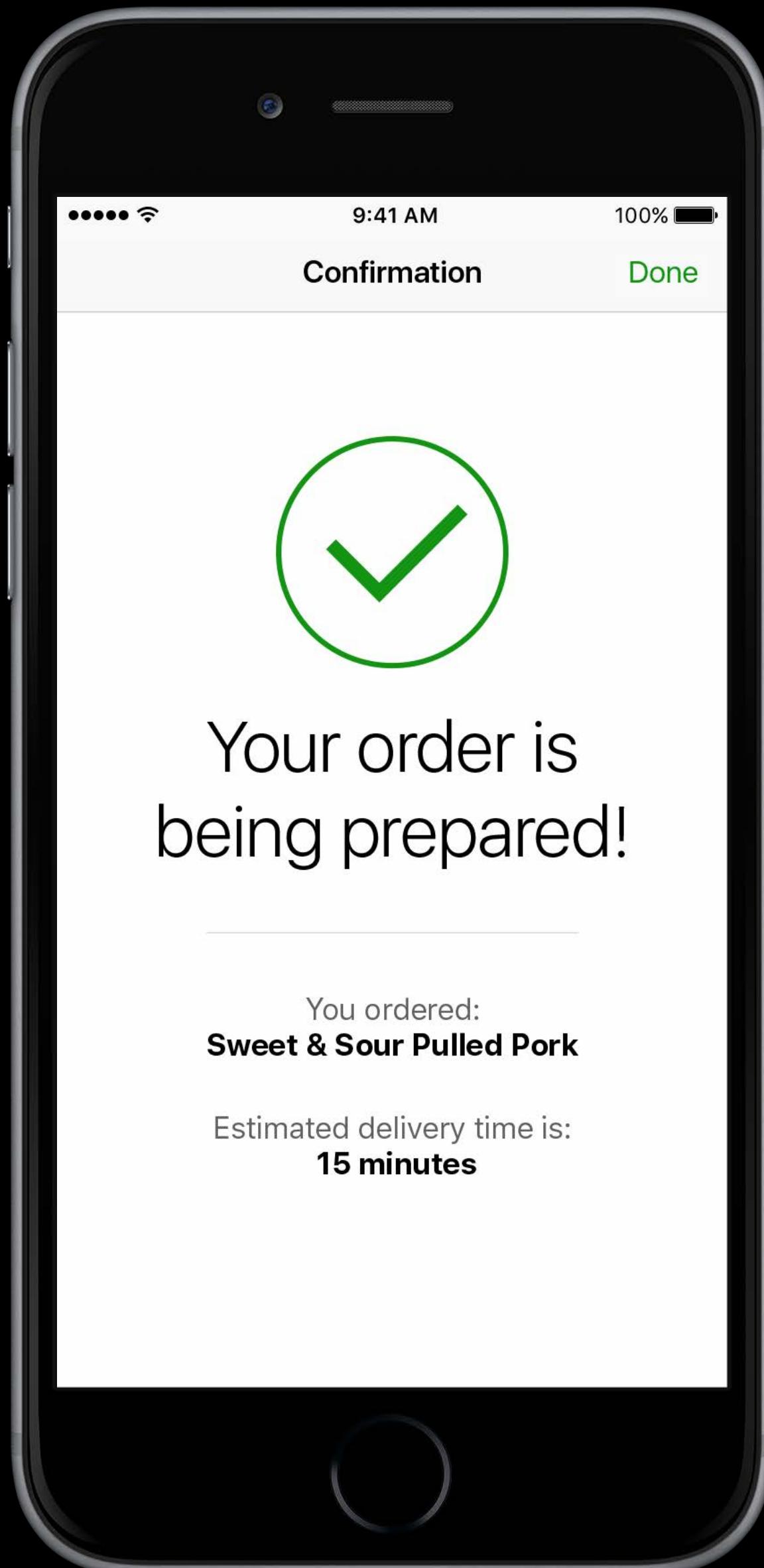
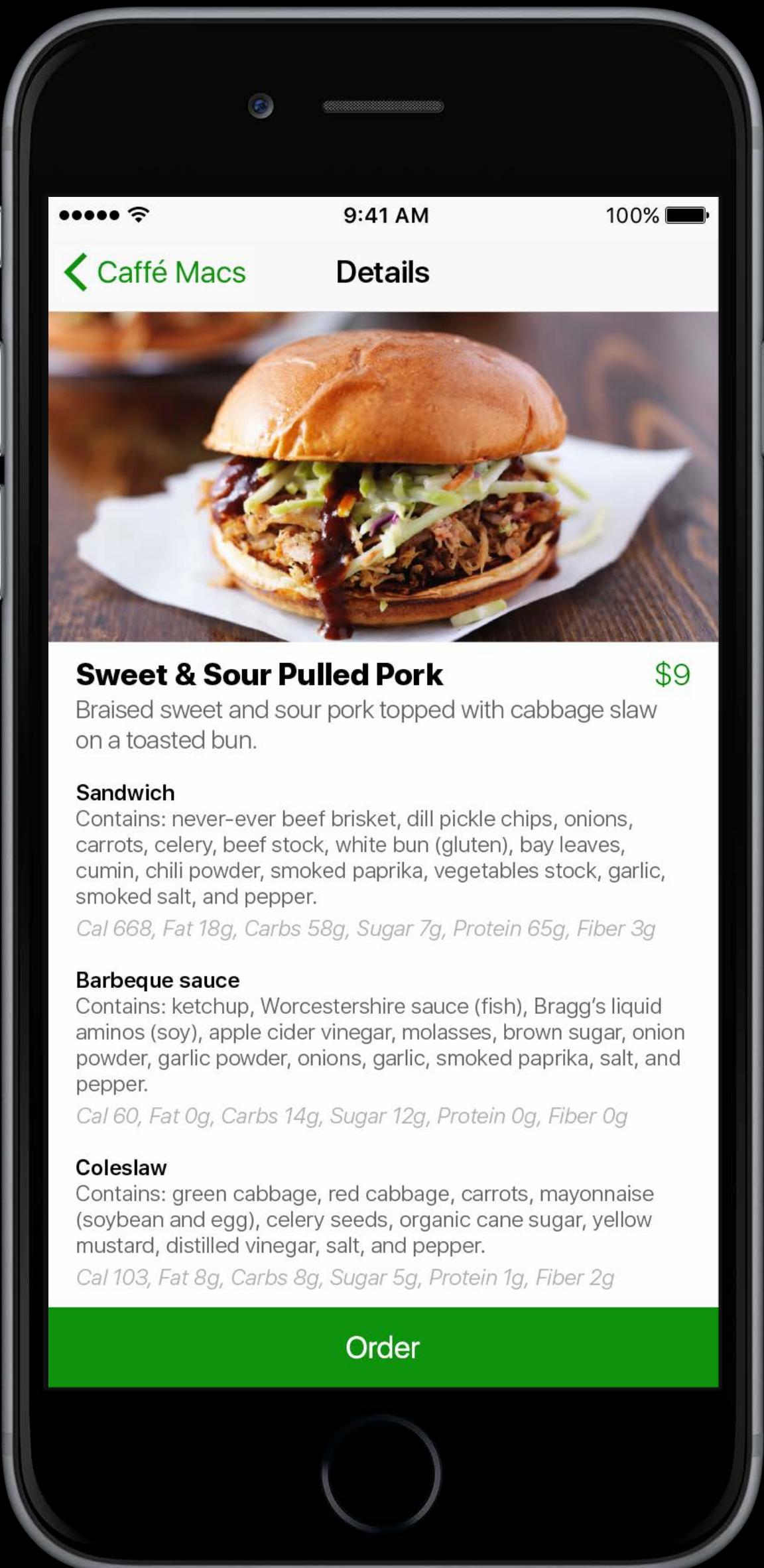
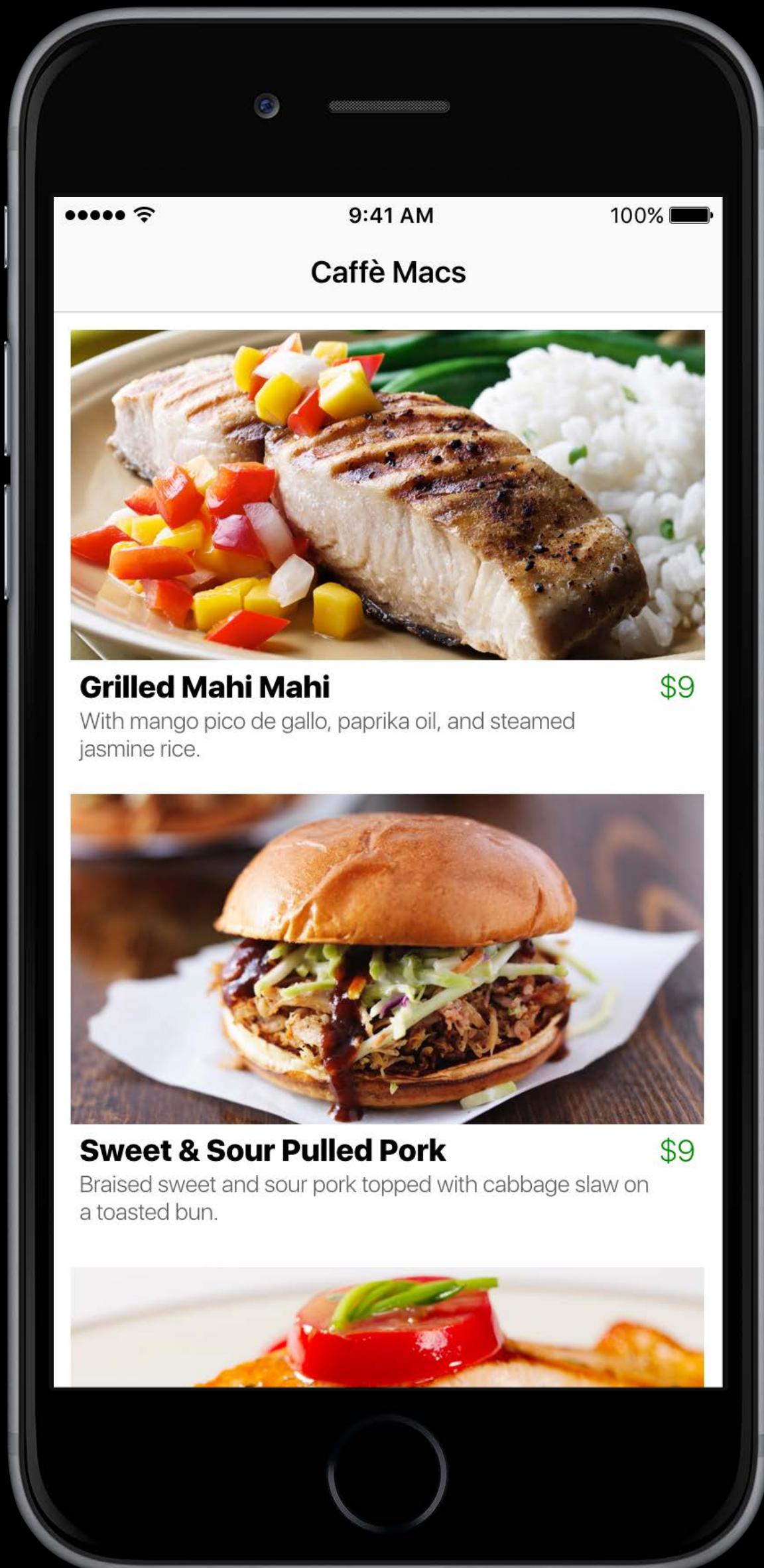
- 12g, Protein 0g, Fiber 0g

cabbage, carrots, mayonnaise
s, organic cane sugar, yellow
nd pepper.

- 5g, Protein 1g, Fiber 2g

der





Menu

Entree Details

Order Confirmation

Caffè Macs**Grilled Mahi Mahi**

\$9

With mango pico de gallo, paprika oil, and steamed jasmine rice.

**Sweet & Sour Pulled Pork**

\$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

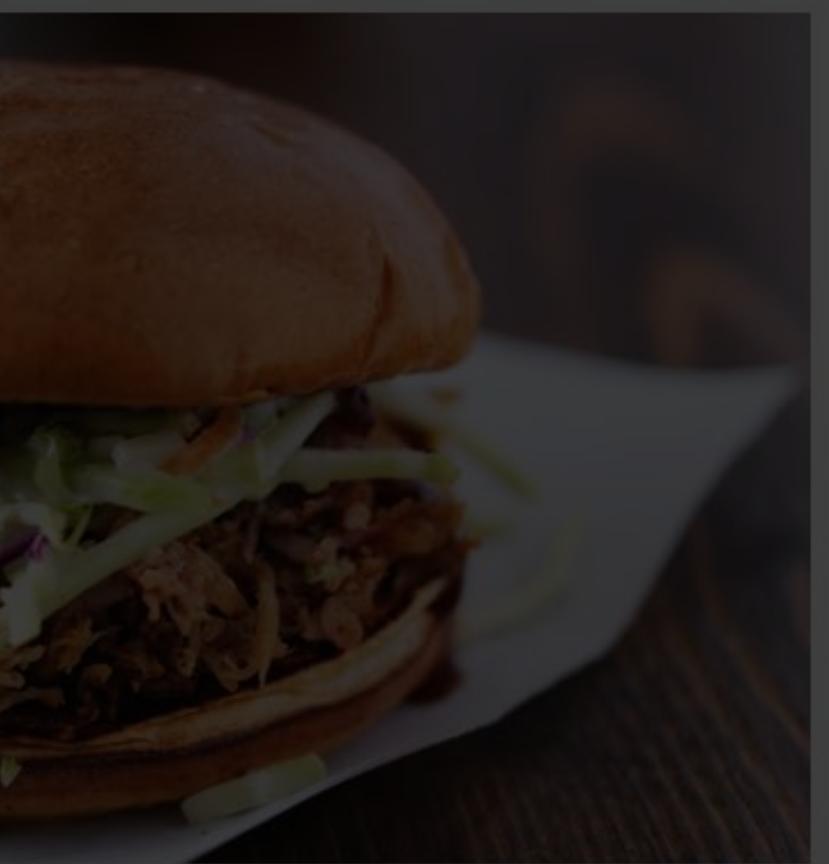


Macs



\$9

ka oil, and steamed



Pork

\$9

opped with cabbage slaw on



< Caffé Macs

Details

**Sweet & Sour Pulled Pork \$9**

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich

Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

Barbeque sauce

Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

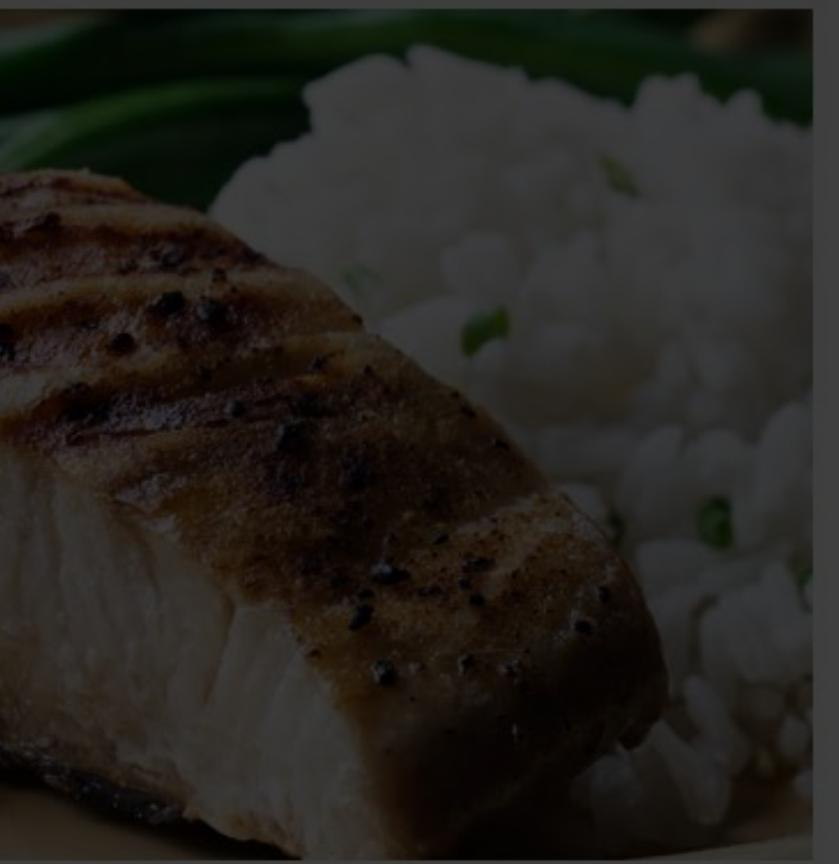
Coleslaw

Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

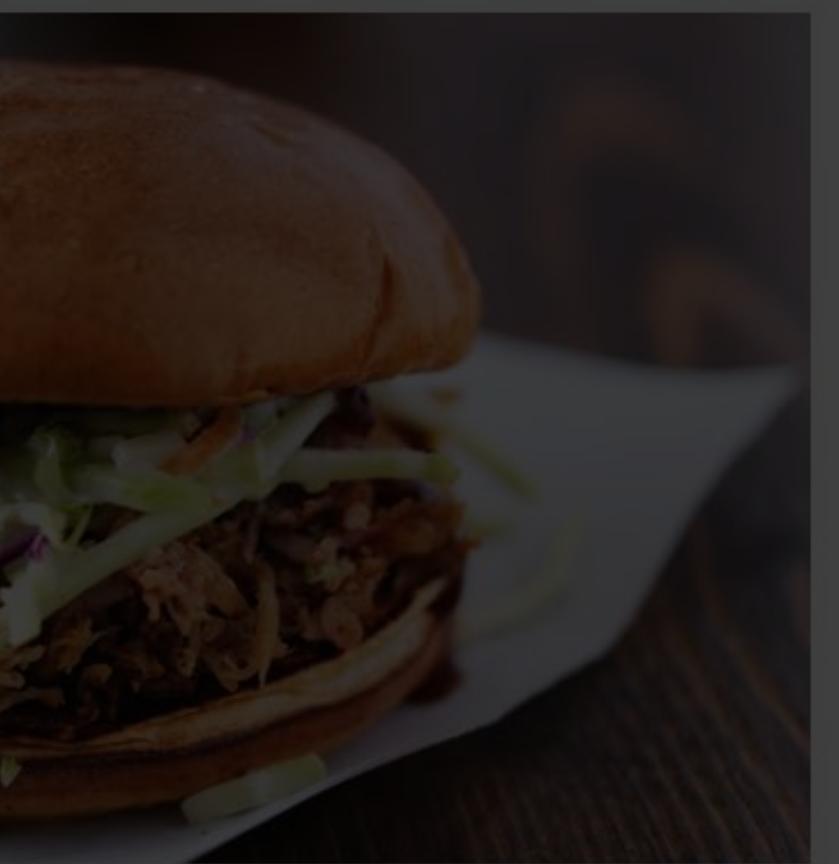
Add to Cart

Macs



\$9

ka oil, and steamed



Pork

\$9

opped with cabbage slaw on



< Caffé Macs

Details

1

**Sweet & Sour Pulled Pork \$9**

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich

Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

Barbeque sauce

Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

Coleslaw

Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

Added to Cart

I AM
ails

100% 





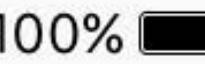
Pork \$9
pork topped with
ed bun.

et, dill pickle chips, onions,
e bun (gluten), bay leaves,
rika, vegetables stock, garlic,
gar 7g, Protein 65g, Fiber 3g

ire sauce (fish), Bragg's liquid
r, molasses, brown sugar, onion
arlic, smoked paprika, salt, and
- 12g, Protein 0g, Fiber 0g

abbage, carrots, mayonnaise
s, organic cane sugar, yellow
nd pepper.
- 5g, Protein 1g, Fiber 2g

to Cart

00000  9:41 AM 100% 

< Details Summary

ORDER INFORMATION

Sweet & Sour Pulled Pork \$9.00

Sales Tax: \$0.68

Delivery Fee: \$2.00

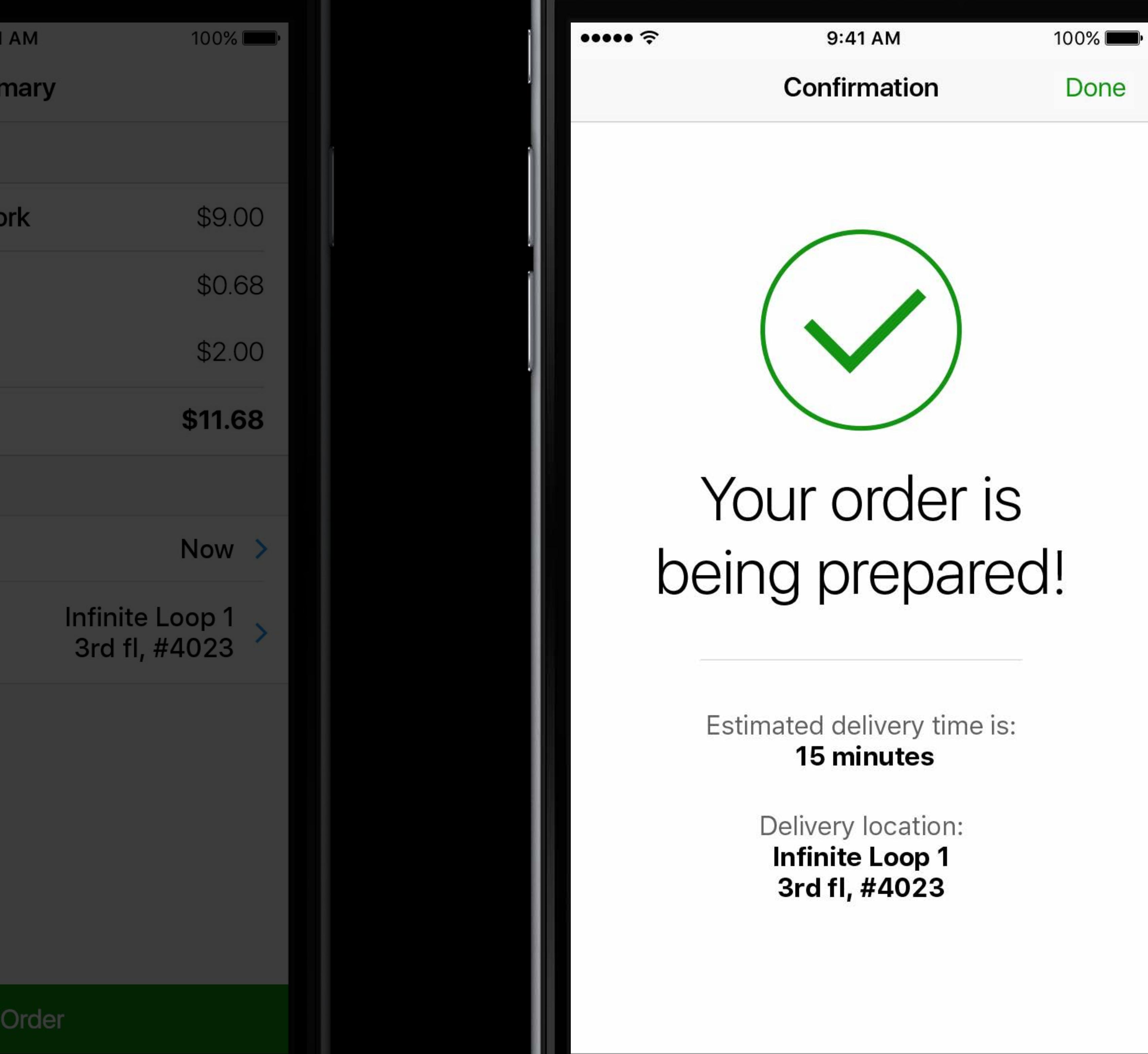
Total: **\$11.68**

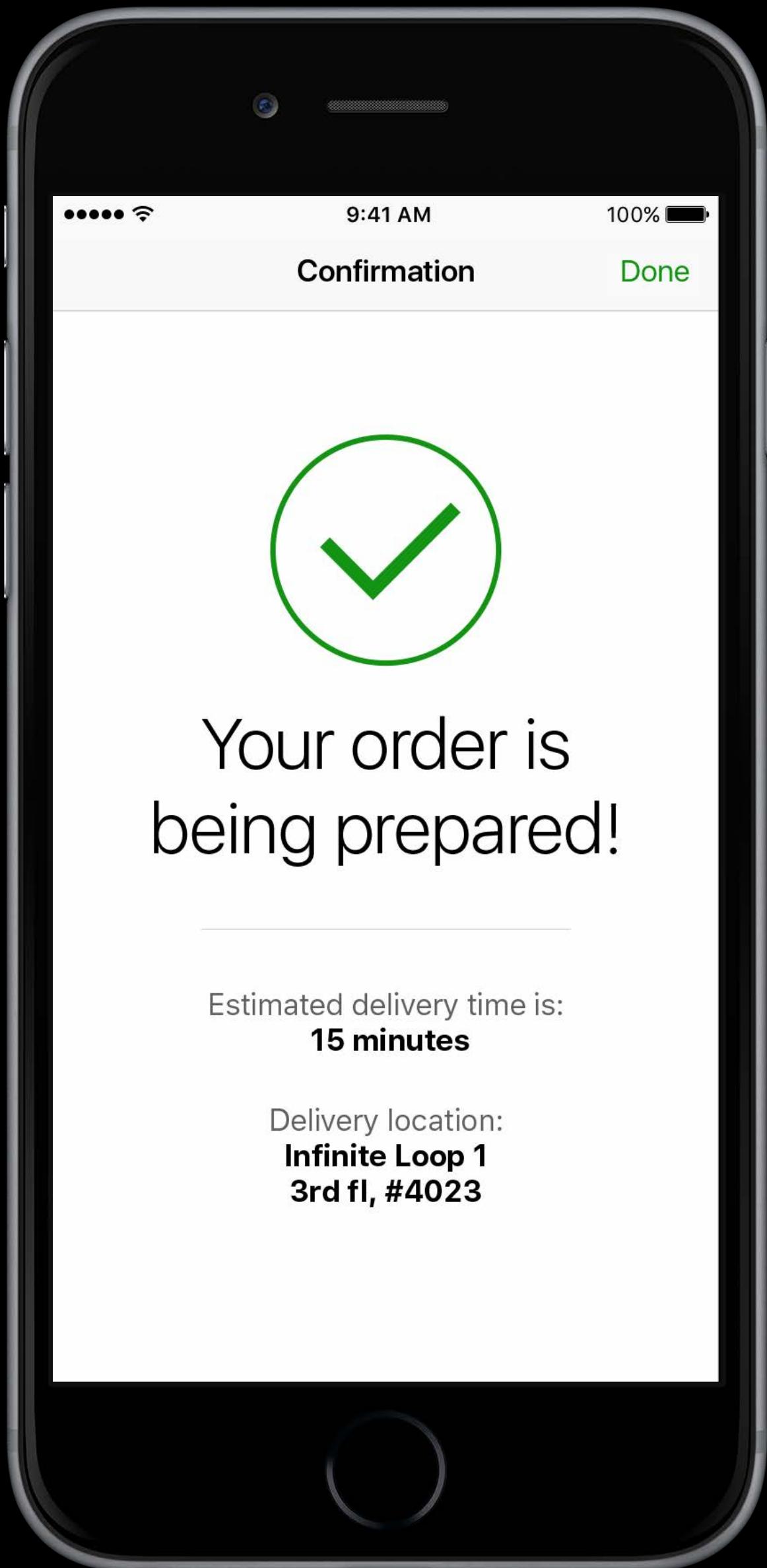
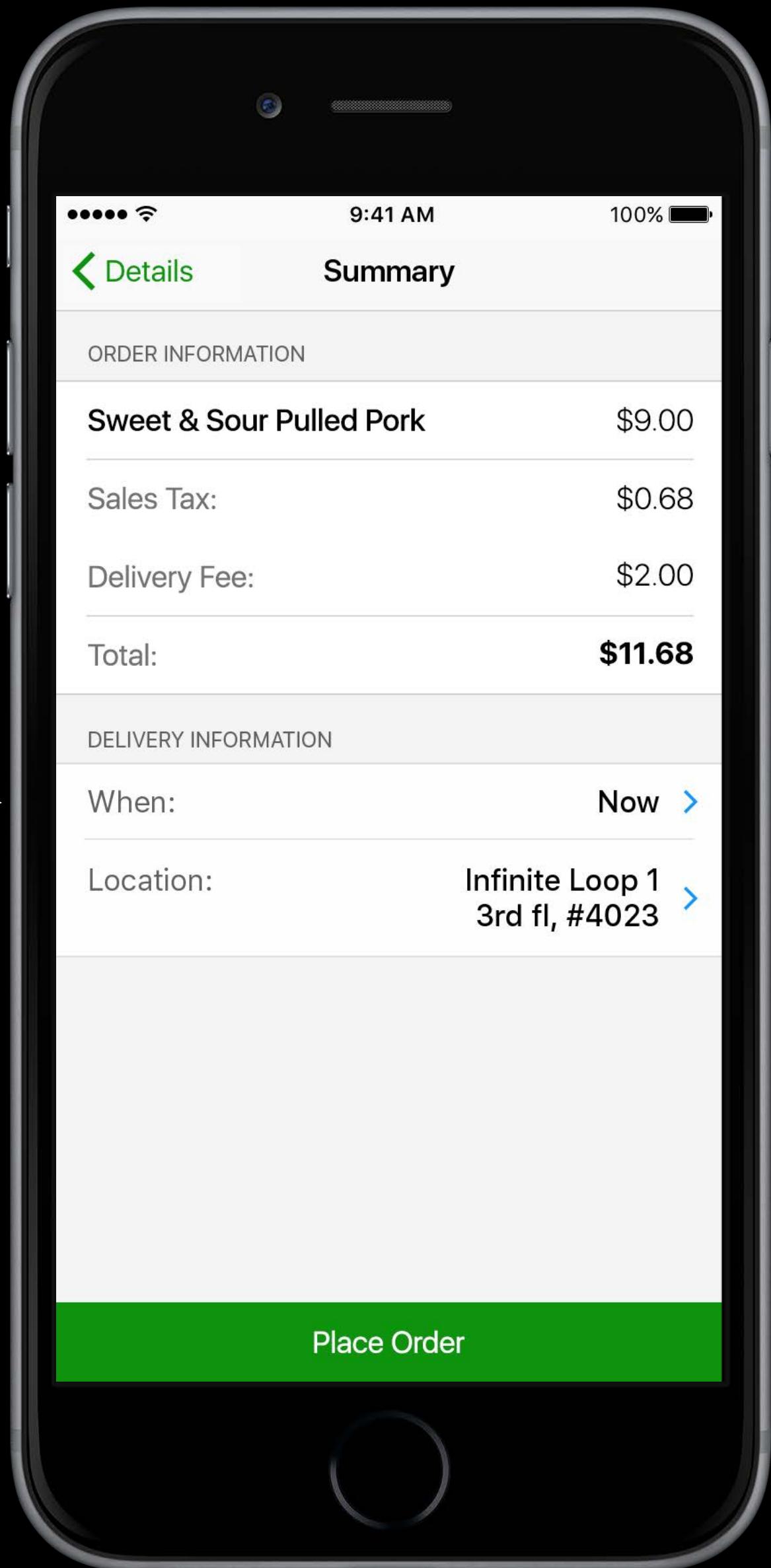
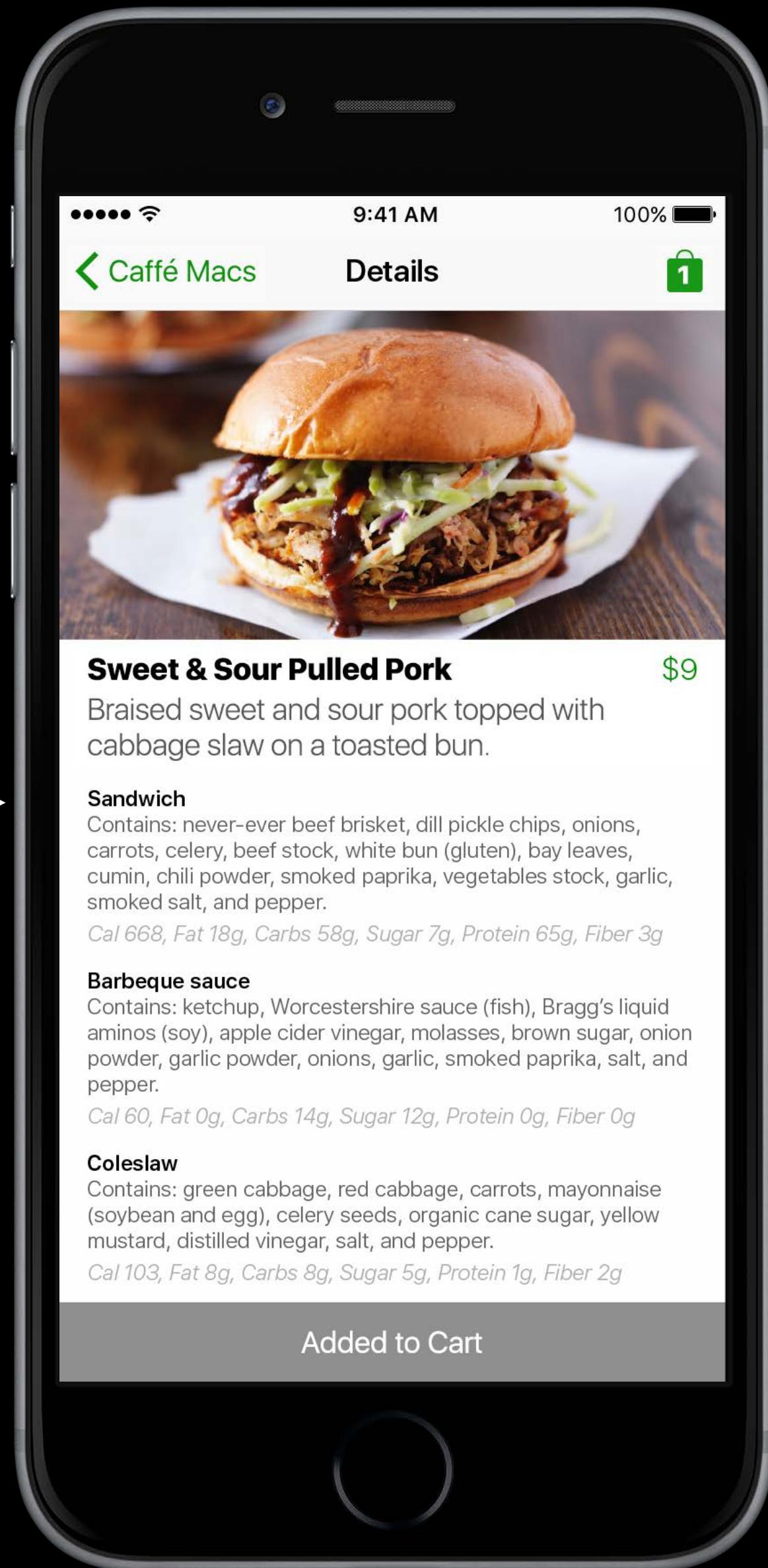
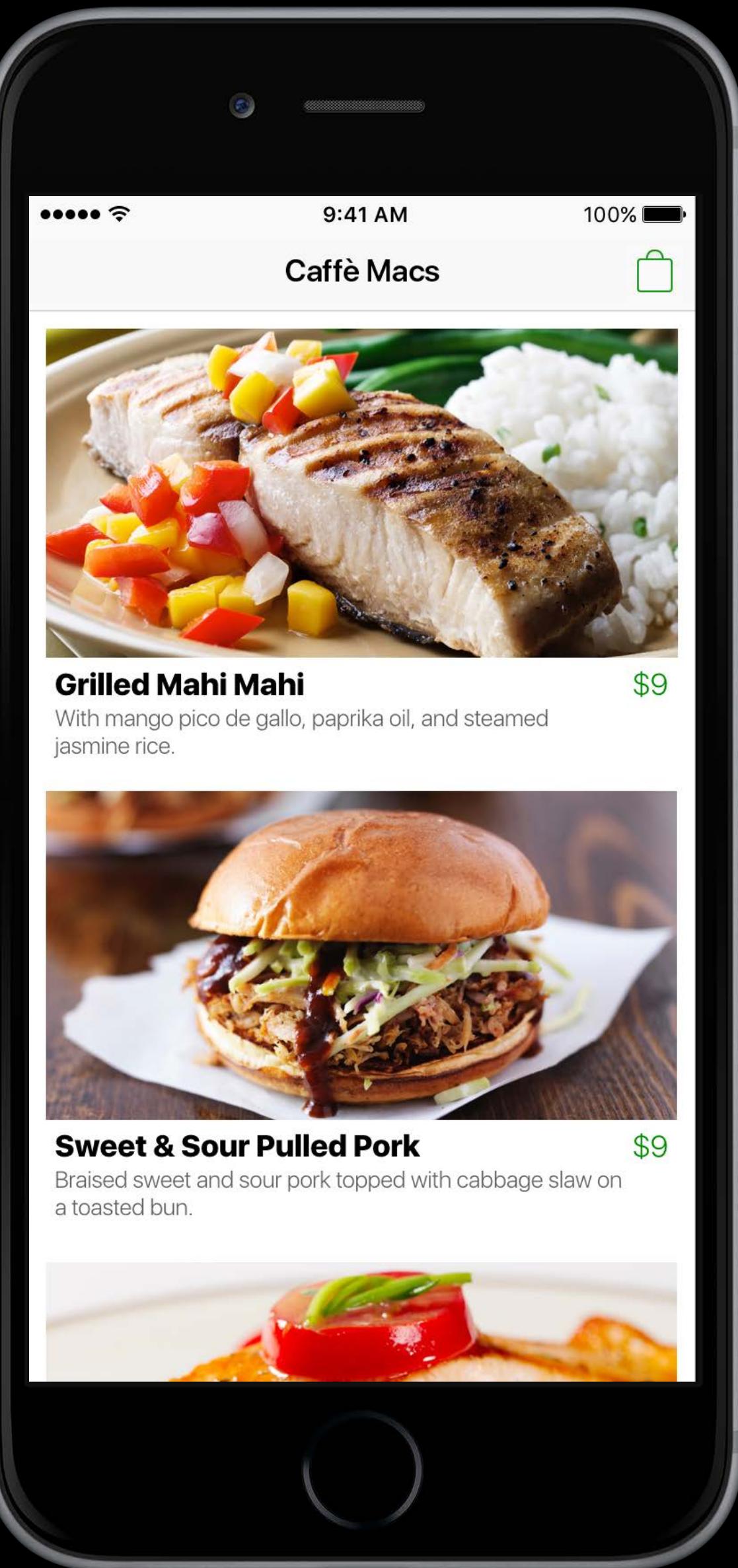
DELIVERY INFORMATION

When: Now >

Location: Infinite Loop 1
3rd fl, #4023 >

Place Order





Menu

Entree Details

Order Summary

Order Confirmation

Caffè Macs



Grilled Mahi Mahi

\$7.99

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork

\$8.99

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.



Caffè Macs



Grilled Mahi Mahi

\$7.99

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork

ADDED

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

A partial view of another dish, showing some green vegetables and a red component, likely a salad or side dish.

Sweet & Sour Pulled Pork

\$11.68

ORDER

Caffè Macs



Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

\$7.99

Sweet & Sour Pulled Pork

\$11.68

ORDER

ORDER DETAILS

Sweet & Sour Pulled Pork \$8.99

Sales Tax: \$0.68

Delivery Fee: \$2.00

Total: \$11.68

DELIVERY INFORMATION

Caffè Macs



Grilled Mahi Mahi

\$7.99

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork

ADDED

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

A partial view of another dish, showing some green vegetables and a red component, likely a salad or side dish.

Sweet & Sour Pulled Pork

\$11.68

ORDER

•••••

9:41 AM

100% 

Caffè Macs



Grilled Mahi Mahi

\$7.99

With mango pico de gallo, paprika oil, and steamed jasmine rice.



Sweet & Sour Pulled Pork

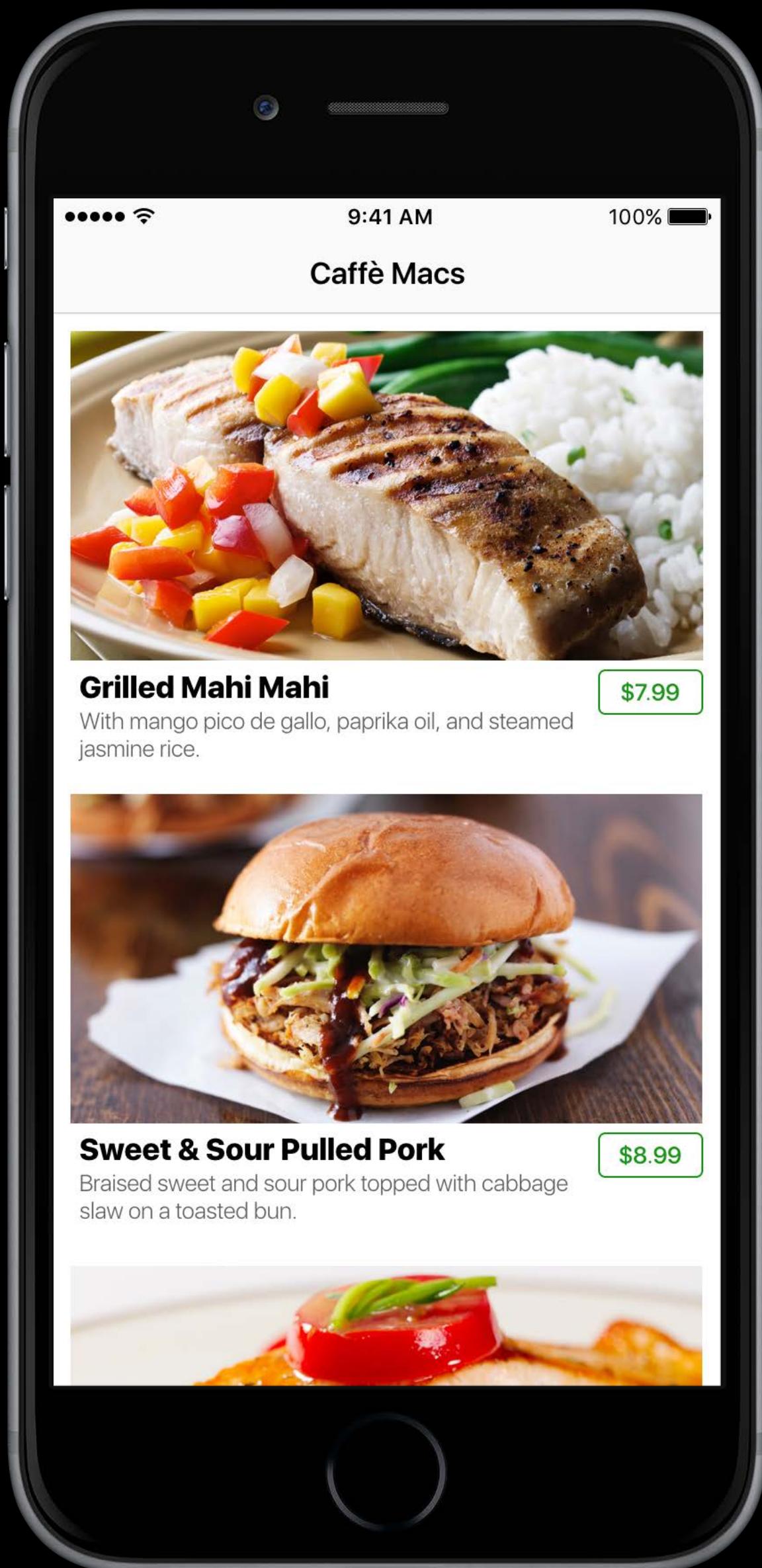
ADDED

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

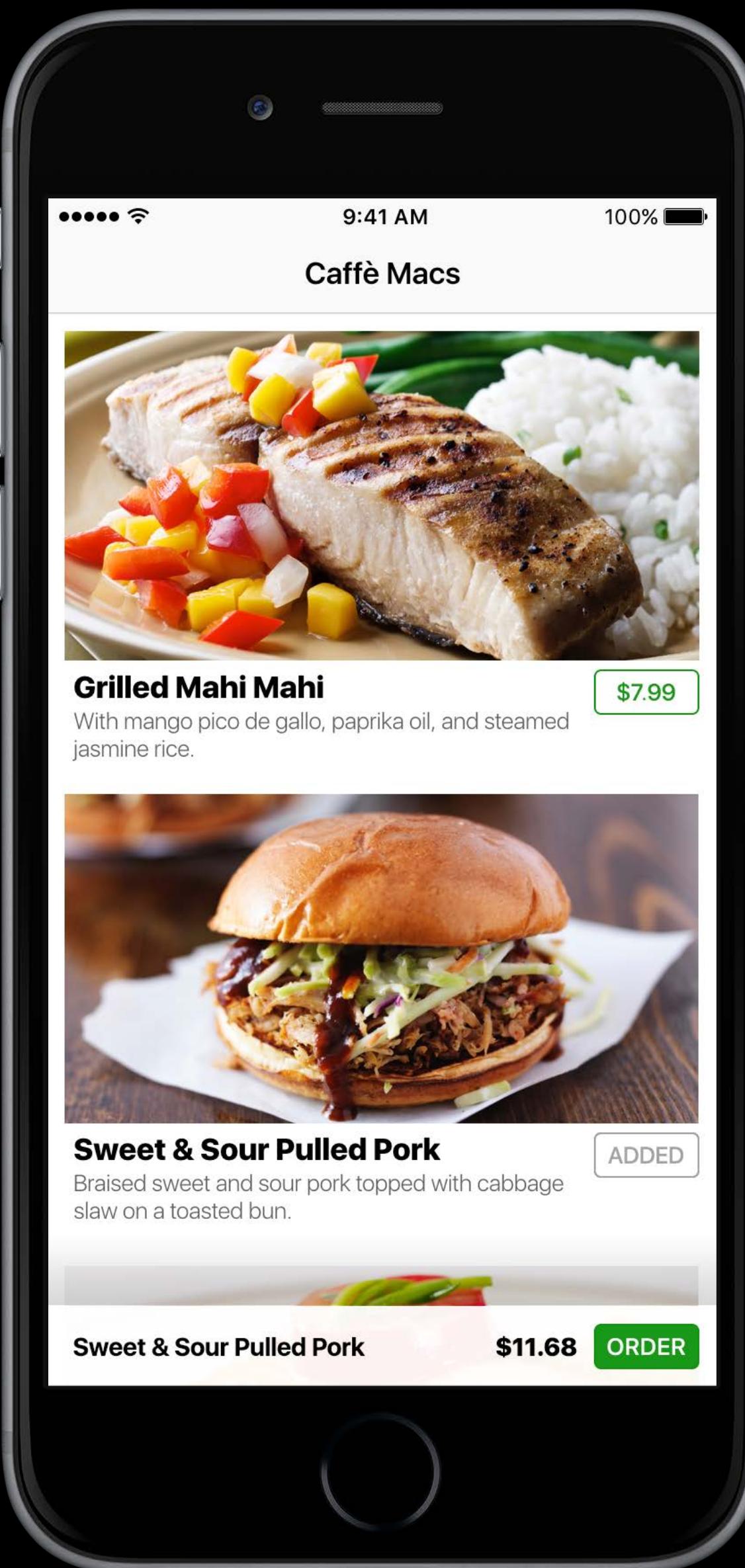


Your order is being prepared!

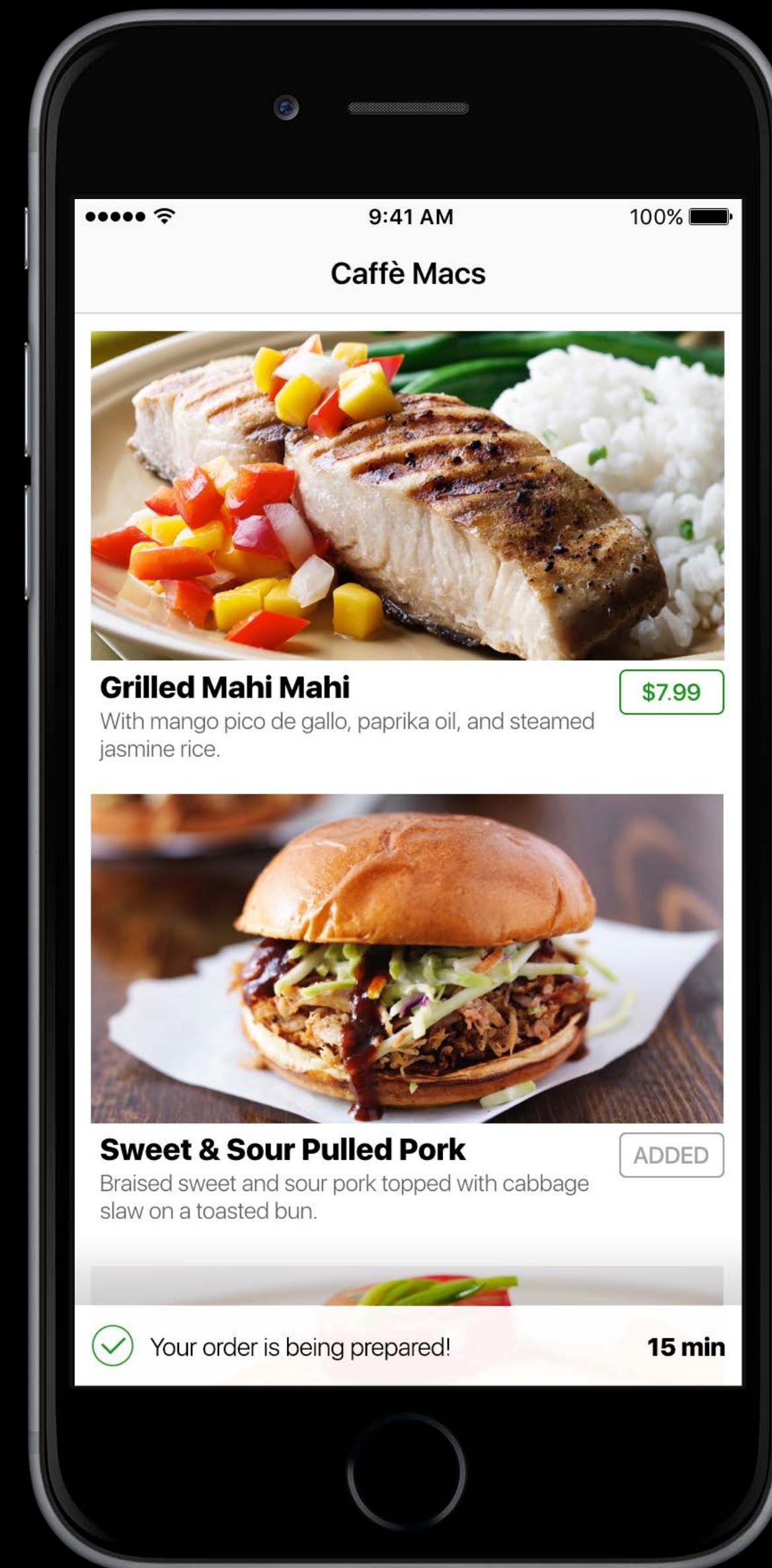
15 min



Menu



Order Summary



Order Confirmation

Summary

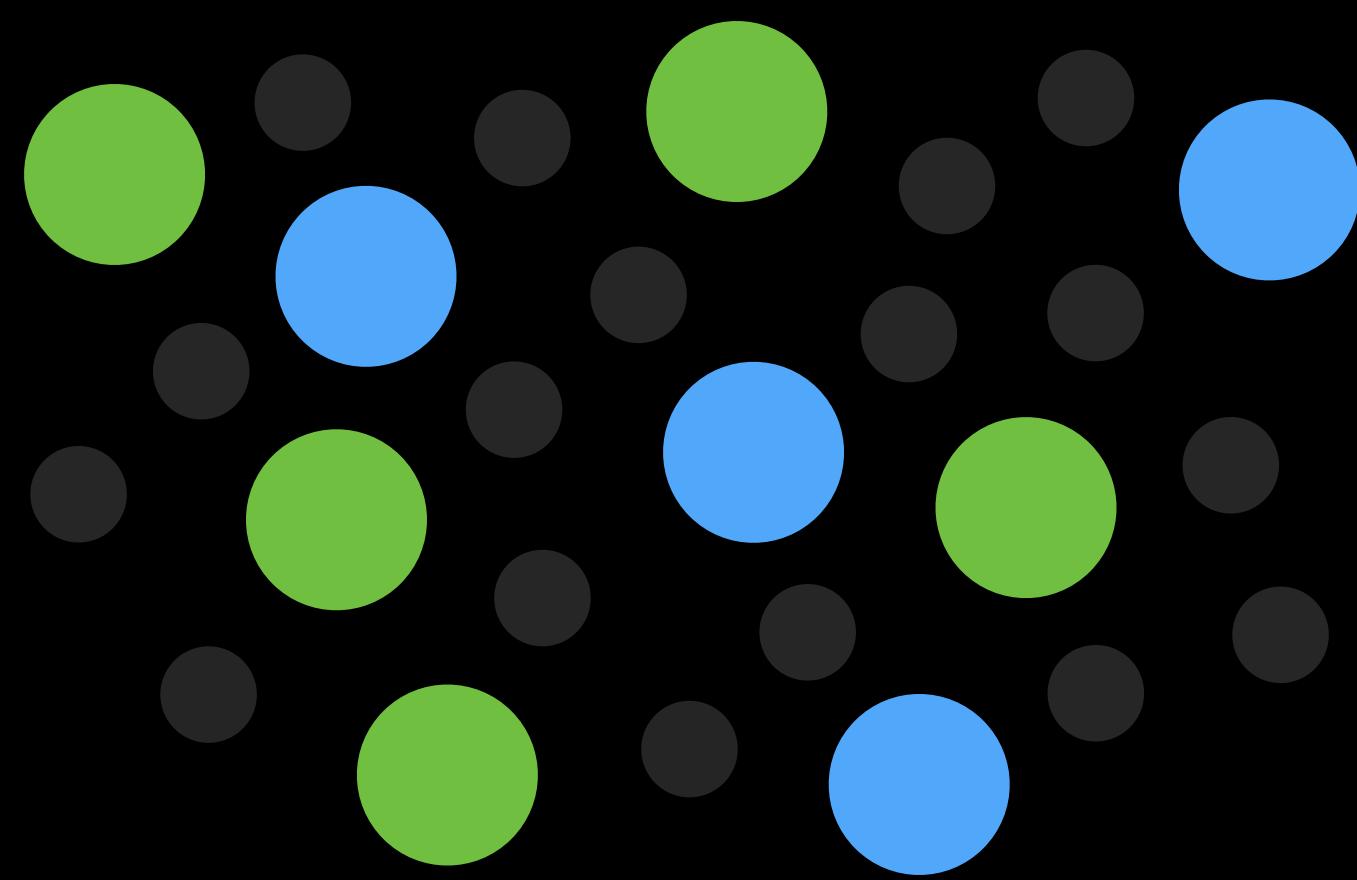
Good design is not easy.

What Are We Making?

Define your audience and their goals

Define your app goals

Focus on features that best serve the goals



Where Do We Start?

Just start drawing

Design what you know

Try Keynote!

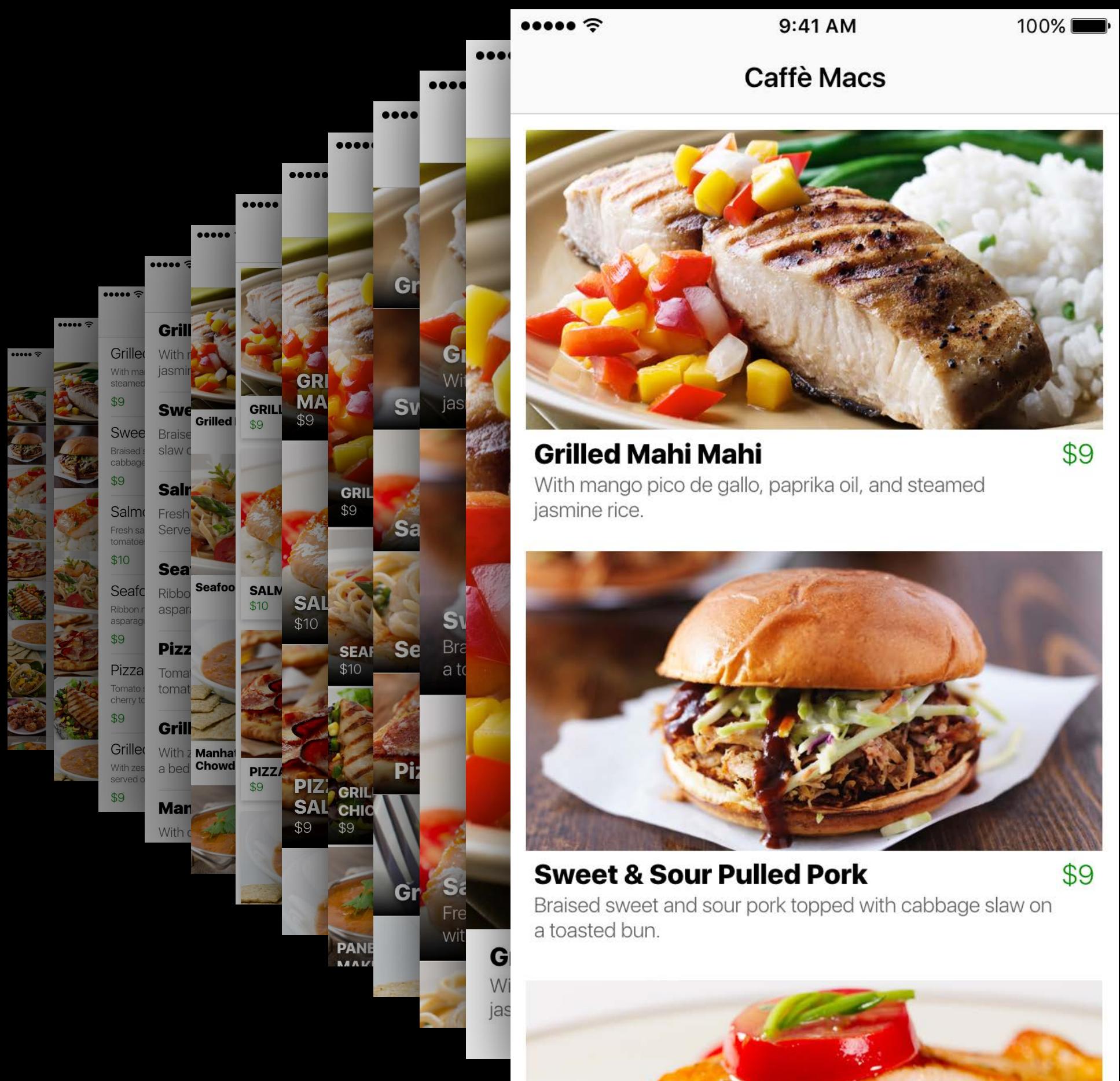


What's The Right Design?

Iterate, iterate, iterate

Critique your ideas to find the best one

Does it feel right?



Good design is not easy.

Good design is not easy.
But it's worth it.

More Information

<https://developer.apple.com/wwdc16/805>

Related Sessions

Inclusive App Design

Pacific Heights

Tuesday 10:00AM

Designing for tvOS

Presidio

Tuesday 4:00PM

Typography and Fonts

Presidio

Wednesday 9:00AM

Labs

Prototyping Lab

Fort Mason

Friday 2:00PM



W W D C 16