

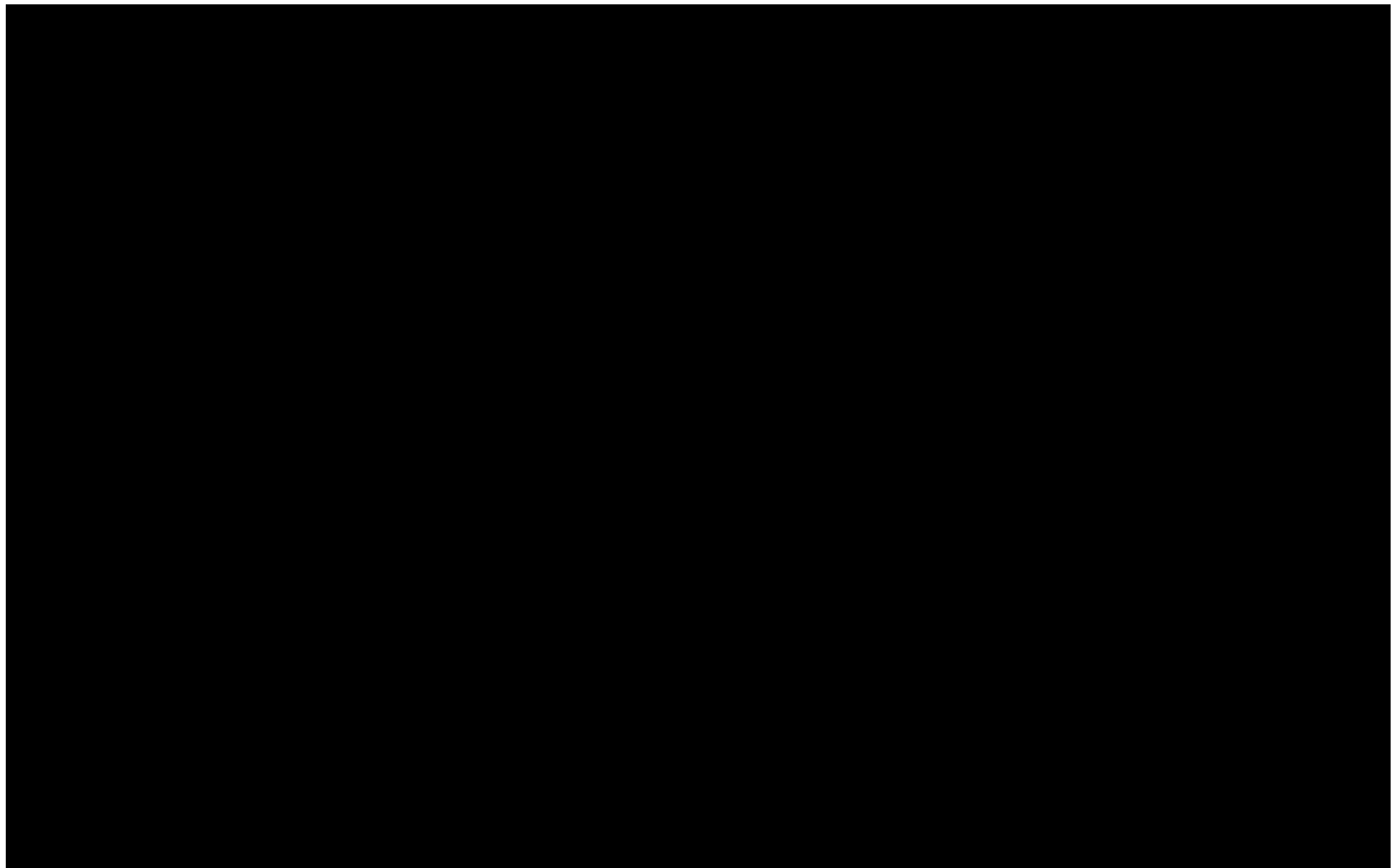
iOS User Interface Design

Session 221

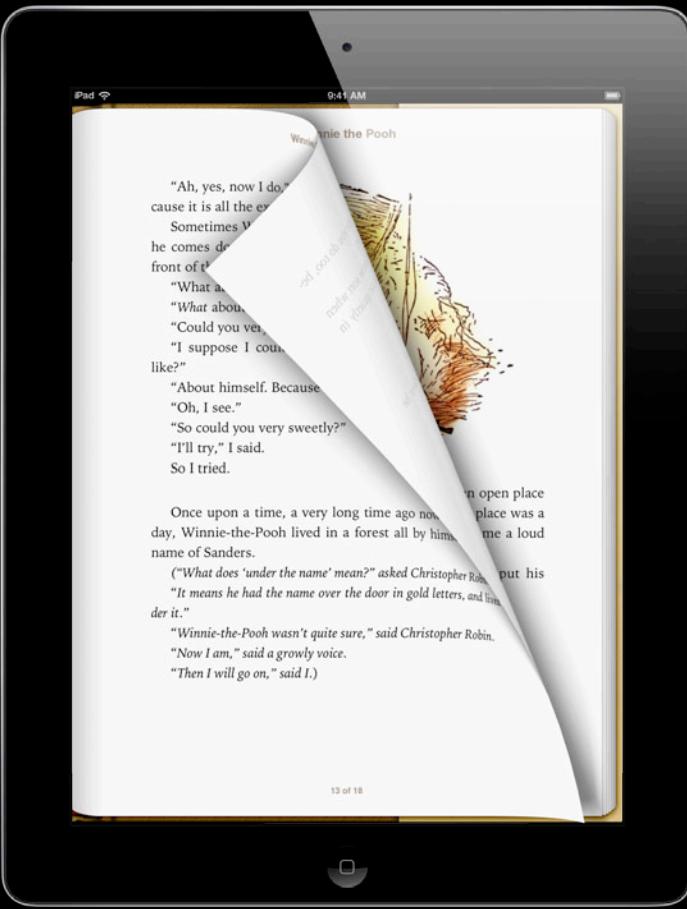
Mark Kawano

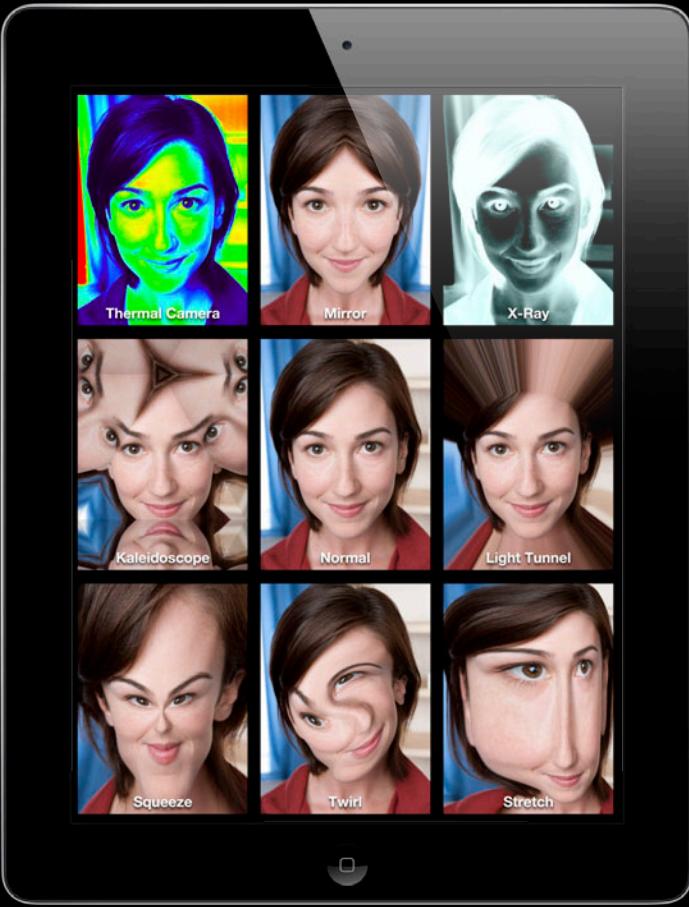
User Experience Evangelist

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



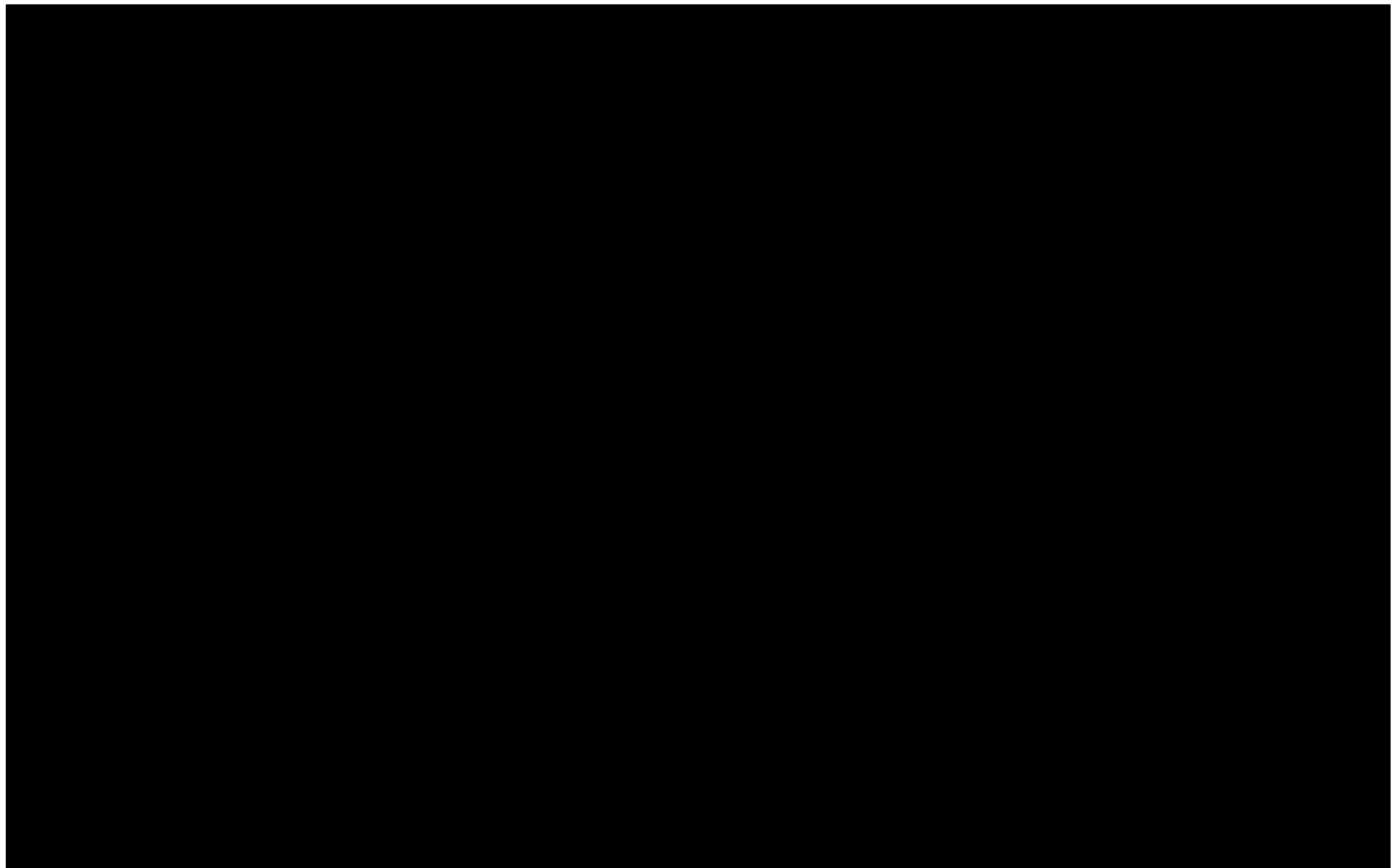








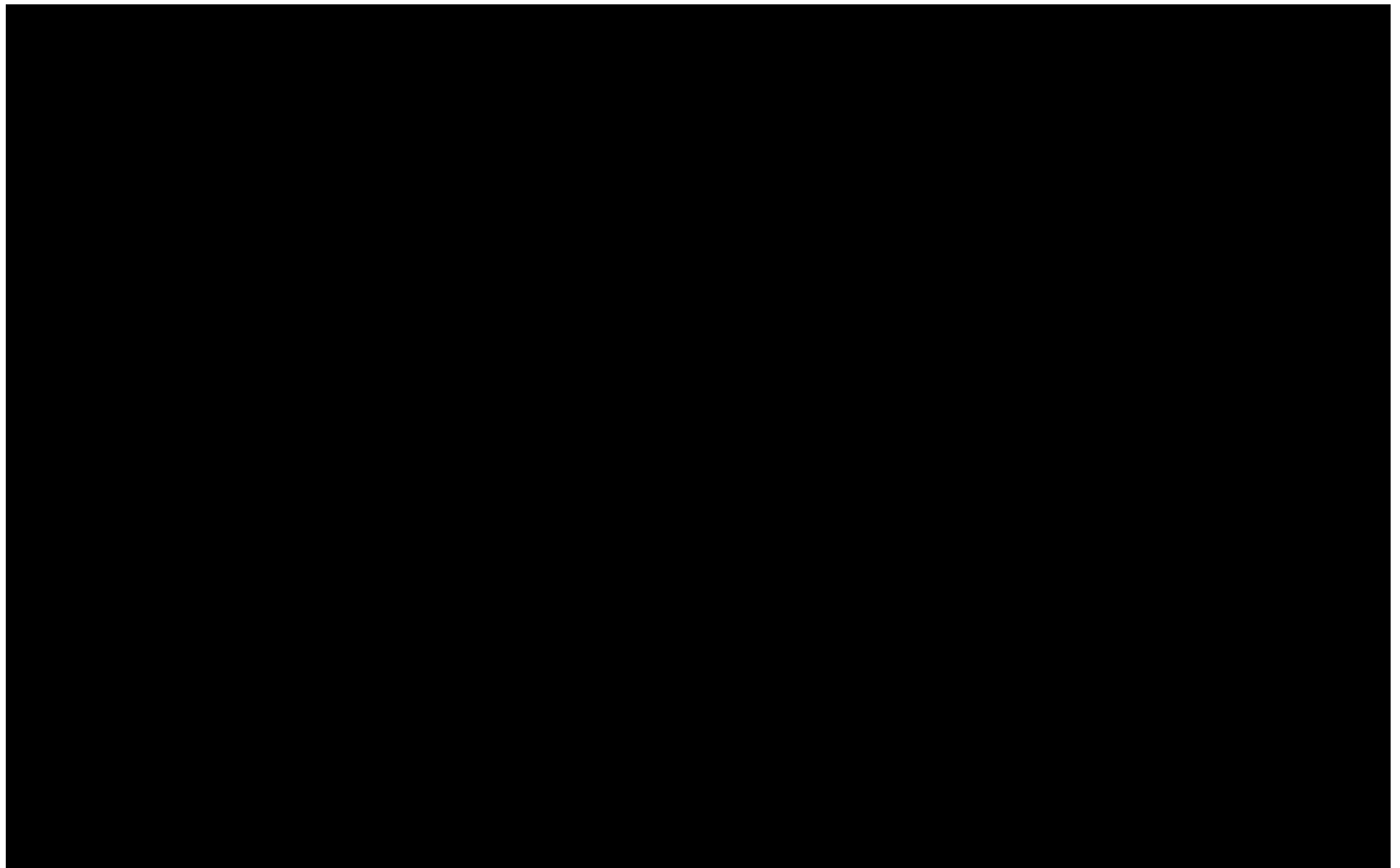










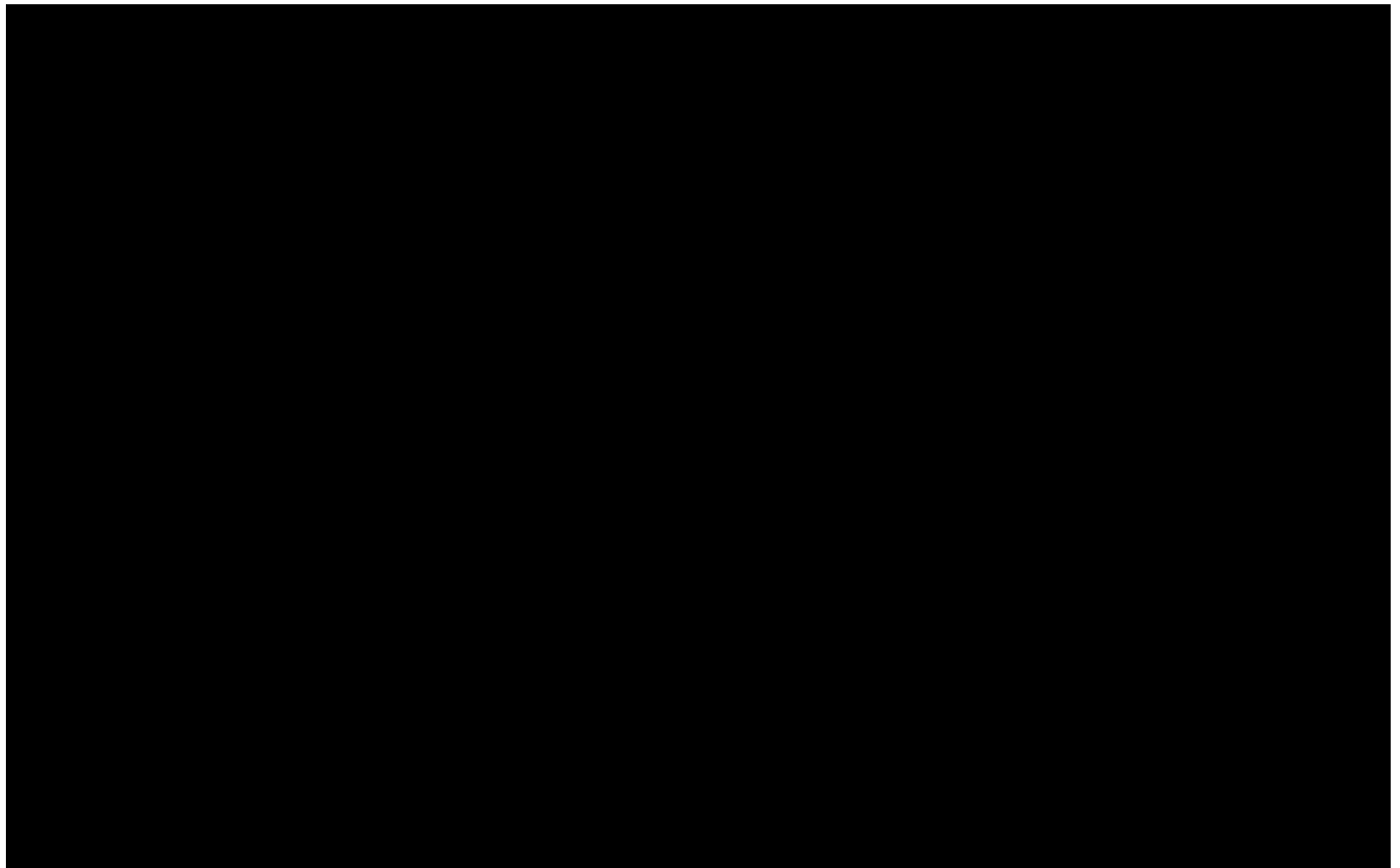


Common Design Pitfalls



Bad App Icons





Beautiful

Beautiful
+
Instantly Recognizable

Instantly Recognizable App Icons

- Focus on a unique shape



Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors



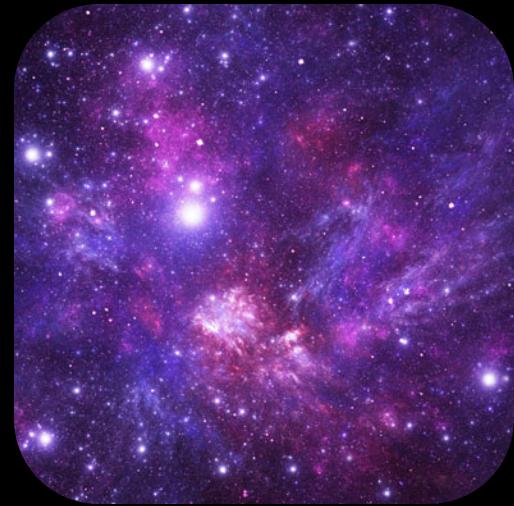
Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors
- Avoid using a photo



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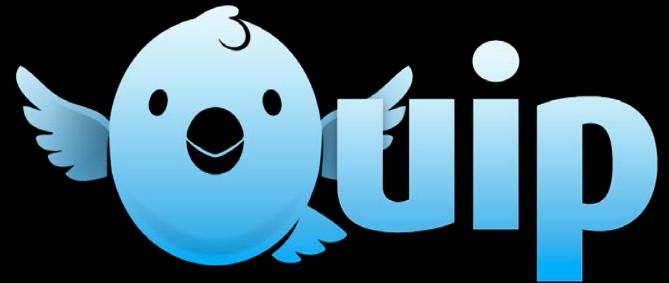
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Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors
- Avoid using a photo
- Avoid a lot of text
- Accurately portray materials



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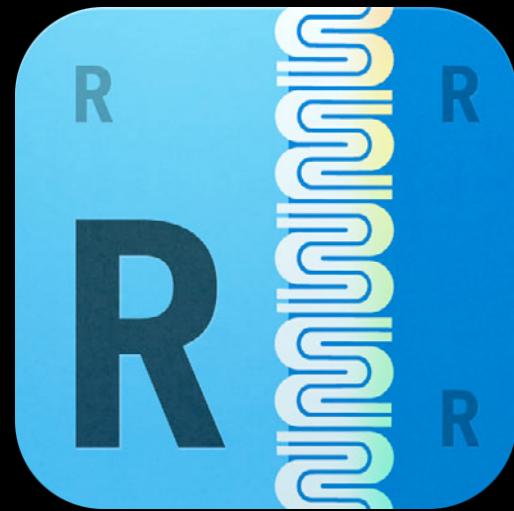


Instantly Recognizable App Icons

- Focus on a unique shape
- Carefully select colors
- Avoid using a photo
- Avoid a lot of text
- Accurately portray materials
- Be creative

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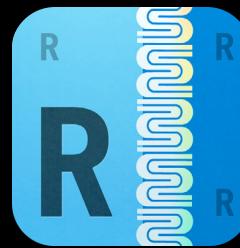
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Test Your App Icon on Different Wallpapers



Test Your App Icon on Different Wallpapers



Place It Inside a Folder to Test Legibility



Place It Inside a Folder to Test Legibility

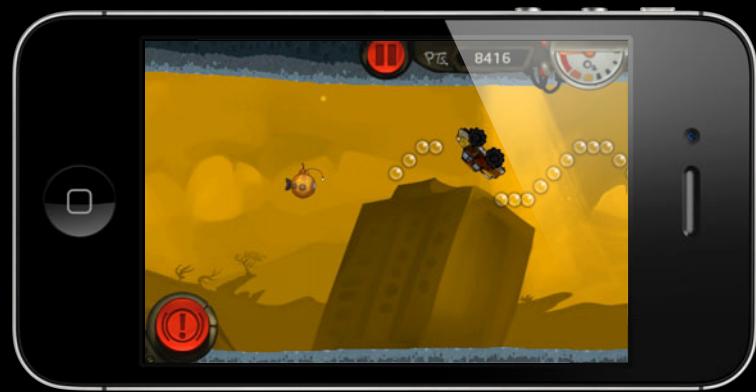


Place It Inside a Folder to Test Legibility



Case Study

Nautilus - Nemo's Submarine Adventure













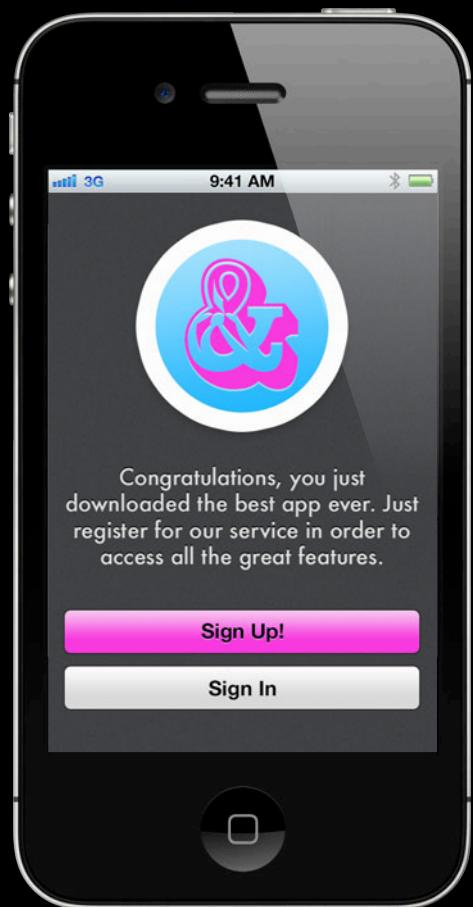




- 1 Bad App Icons
- 2 Forced Registration
- 3 Tiny Controls
- 4 Hard-to-Read Text
- 5 Ambiguous Alerts
- 6 Out-of-Place Terminology
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- 8 Uninformative Back Buttons
- 9 Confusing Animations
- 10 Inappropriate Styling



Forced
Registration





Fondu: Dining Journal



Fondu: Dining Journal

First launch user experience



Fondu: Dining Journal

First launch user experience



Join your friends
and create an account



Connect with Facebook >

or USE YOUR EMAIL



Get a taste >



Join your friends
and create an account



Connect with Facebook >

or USE YOUR EMAIL



Get a taste >



Fondu: Dining Journal

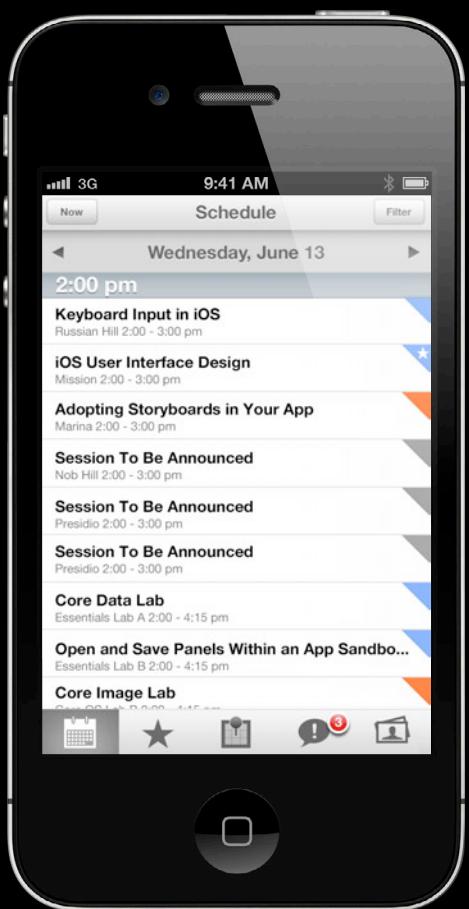
“Get a taste”

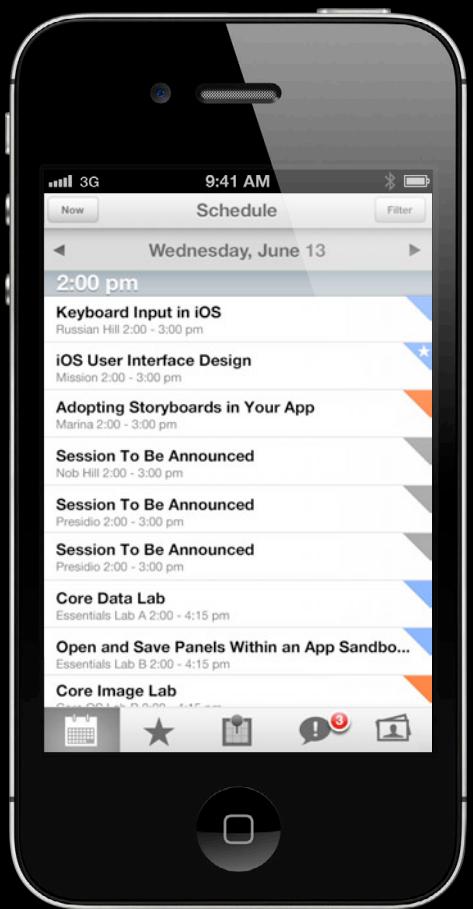


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3

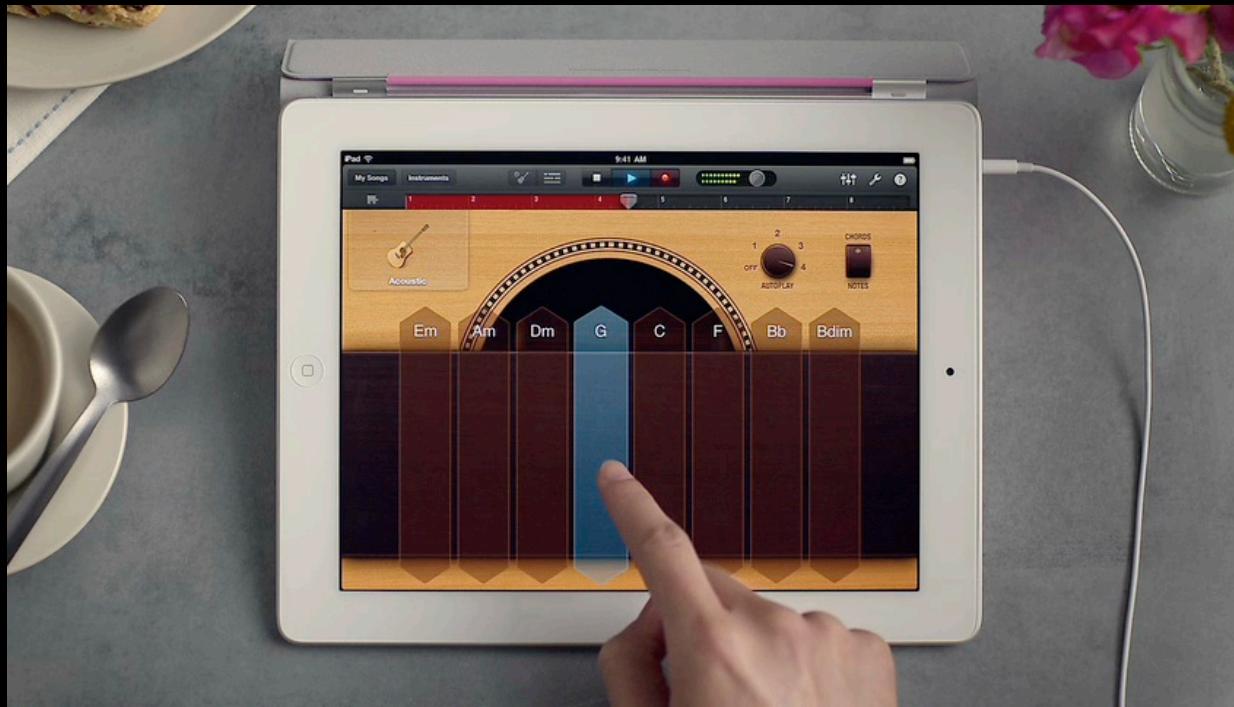
Tiny Controls







Design for a Fingertip



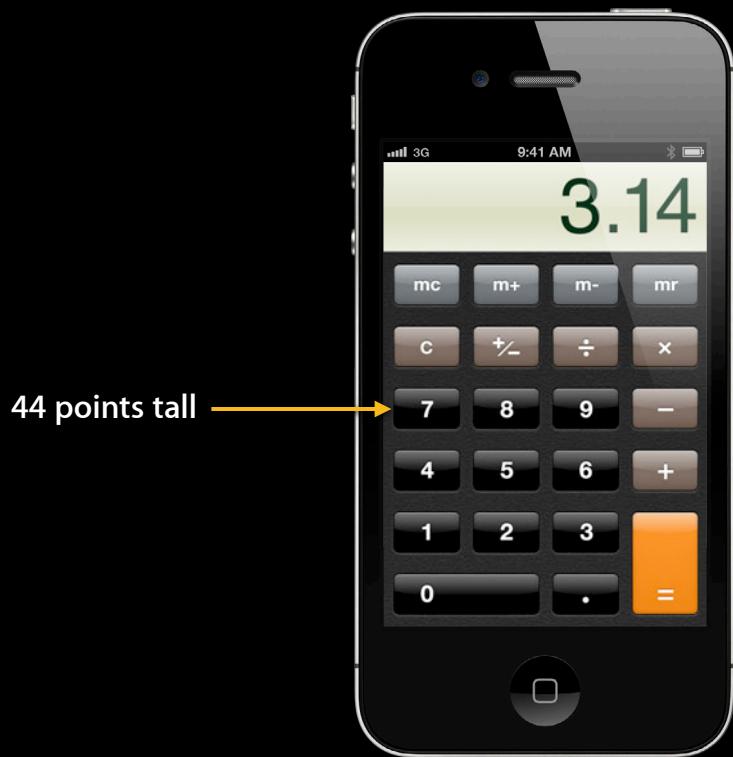
Make Controls Fingertip Sized

Comfortable minimum size: 44 x 44 points



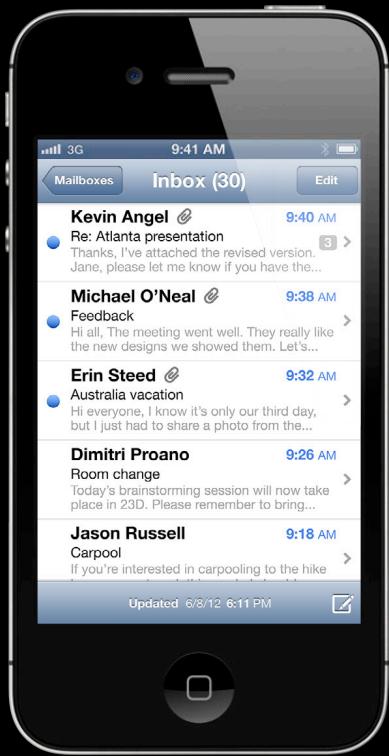
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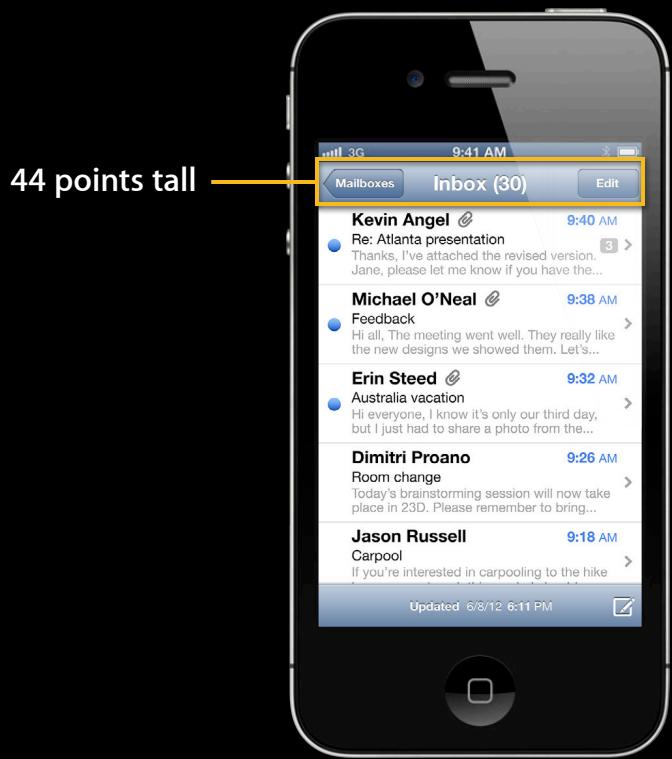
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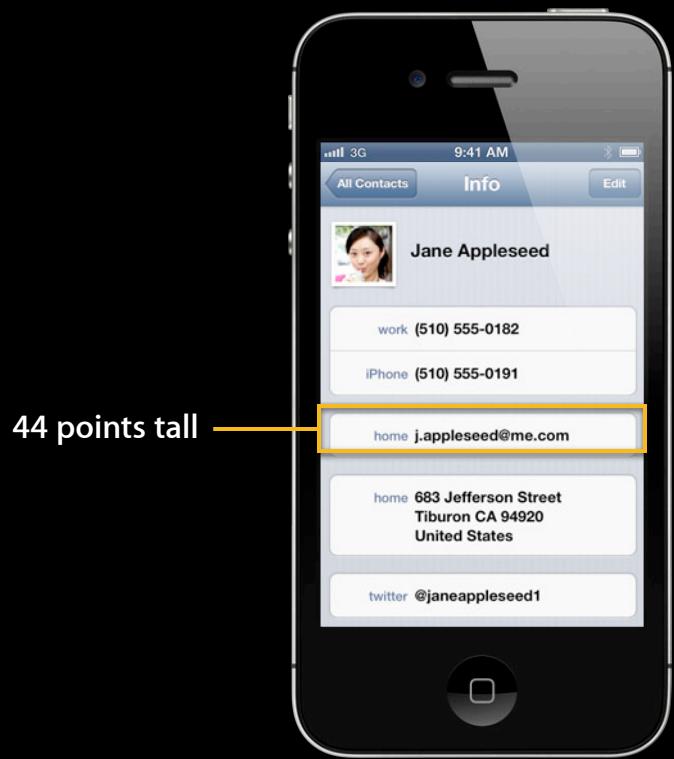
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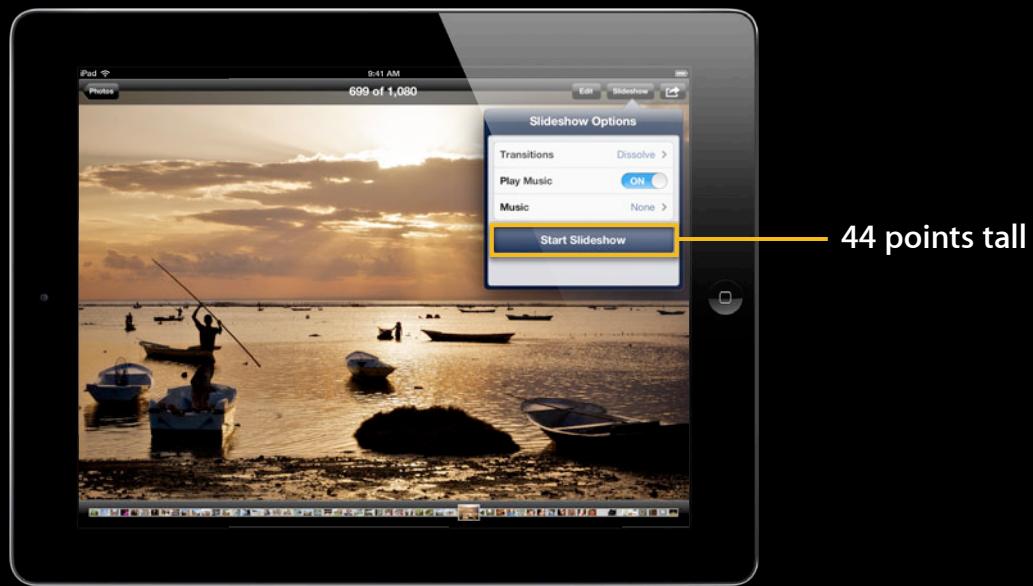
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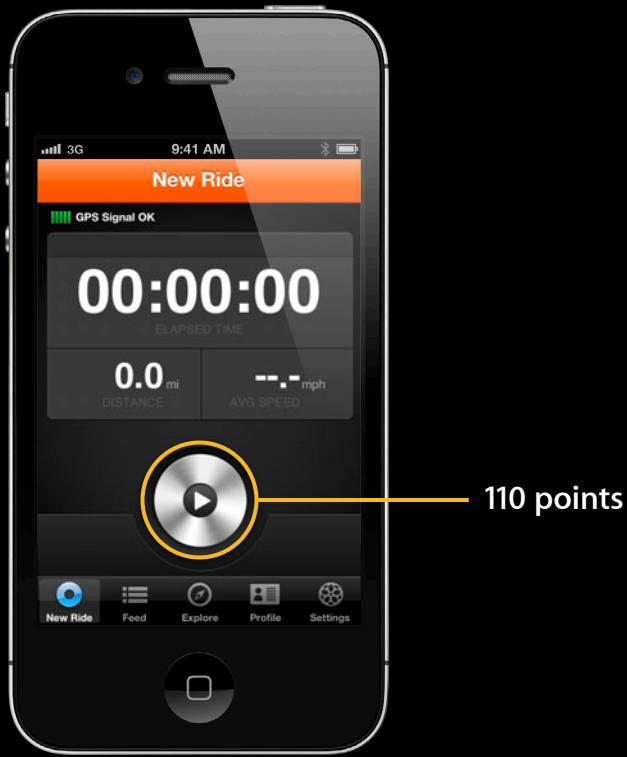
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Vary Control Size Based on Usage



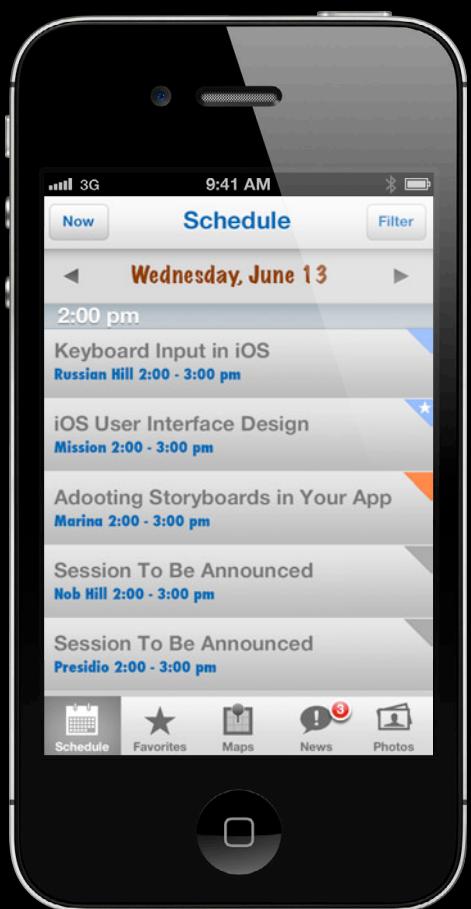
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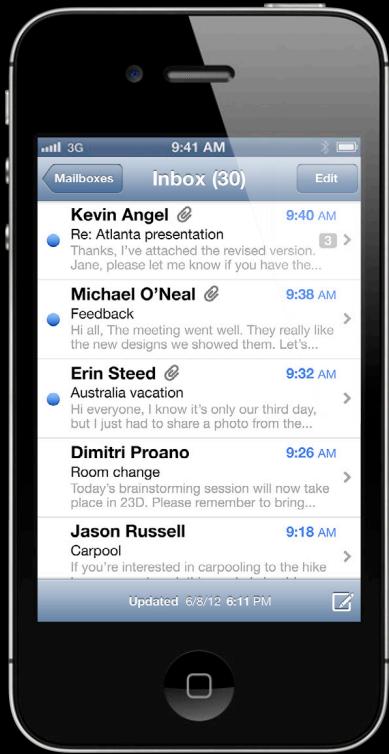


Hard-to-Read Text



Avoid Mixing Typefaces

Use subtle shading and font sizes to distinguish content



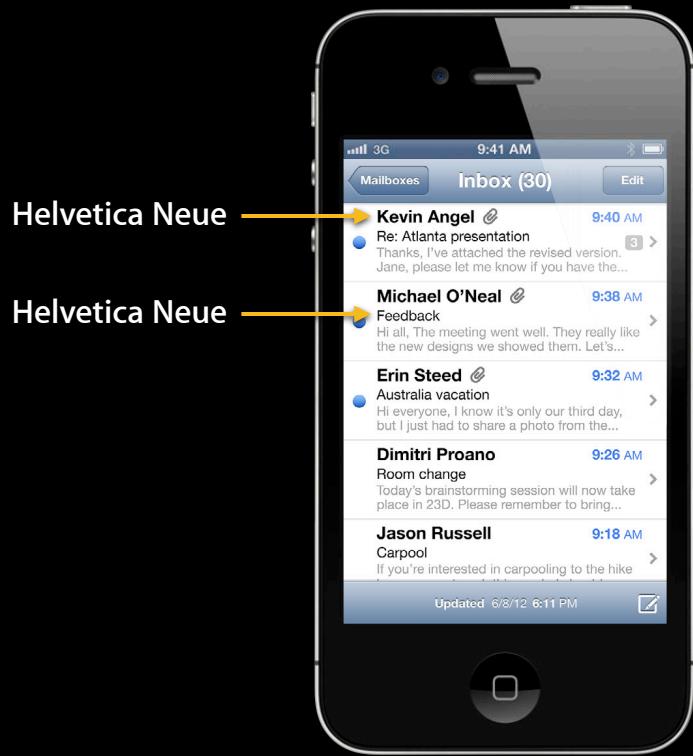
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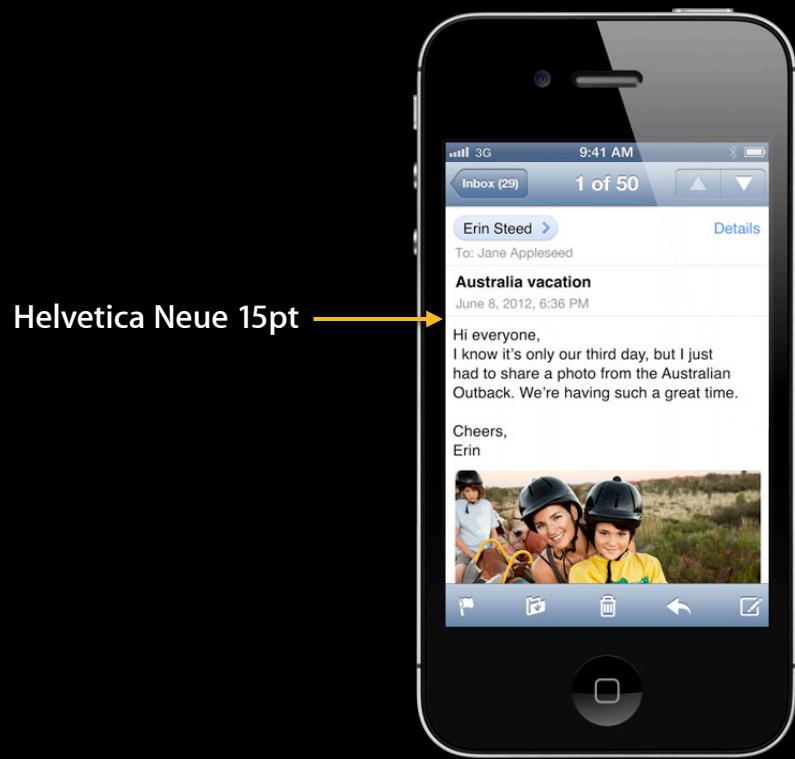
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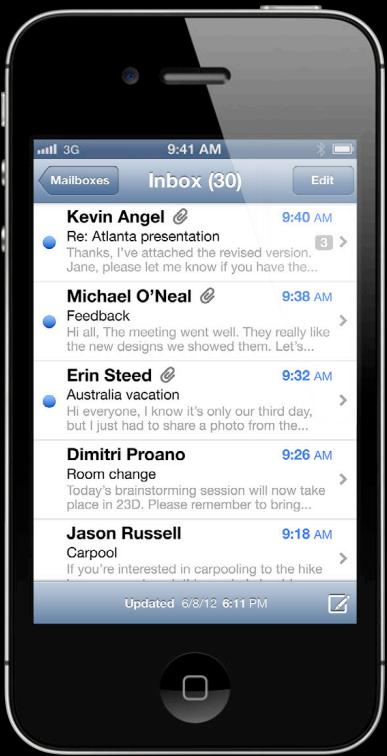
Ensure Body Text Is Very Legible



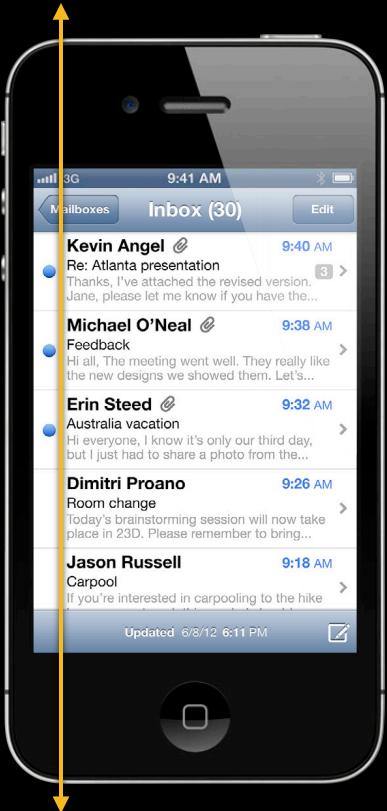
Ensure Body Text Is Very Legible



Align Text to Let Users Quickly Skim



Align Text to Let Users Quickly Skim



Right Align Labels, Left Align Values



Right Align Labels, Left Align Values



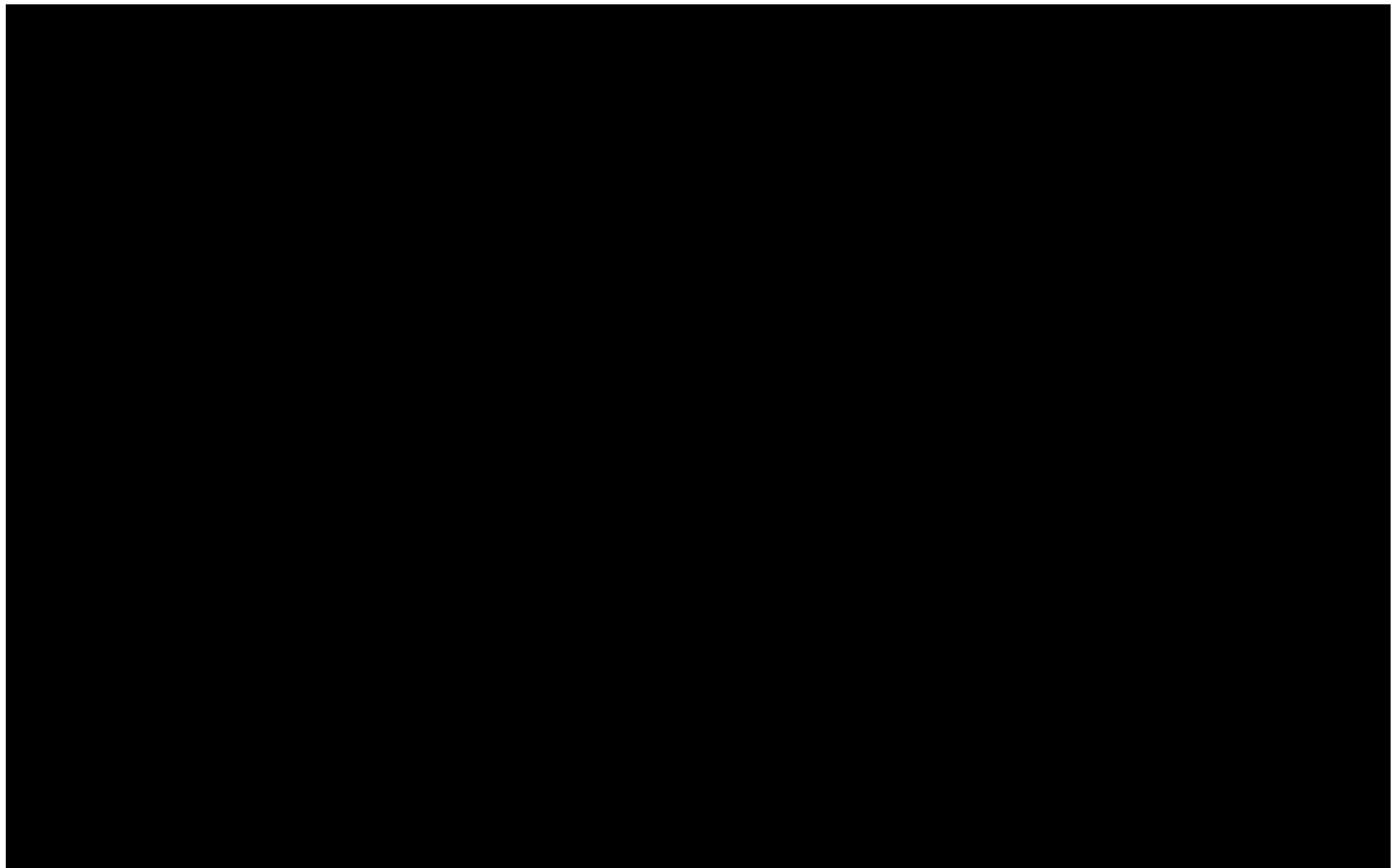
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Test Your UI on iPhone and iPad



Test Your UI on iPhone and iPad







LiveView



Skala View



xScope Mirror

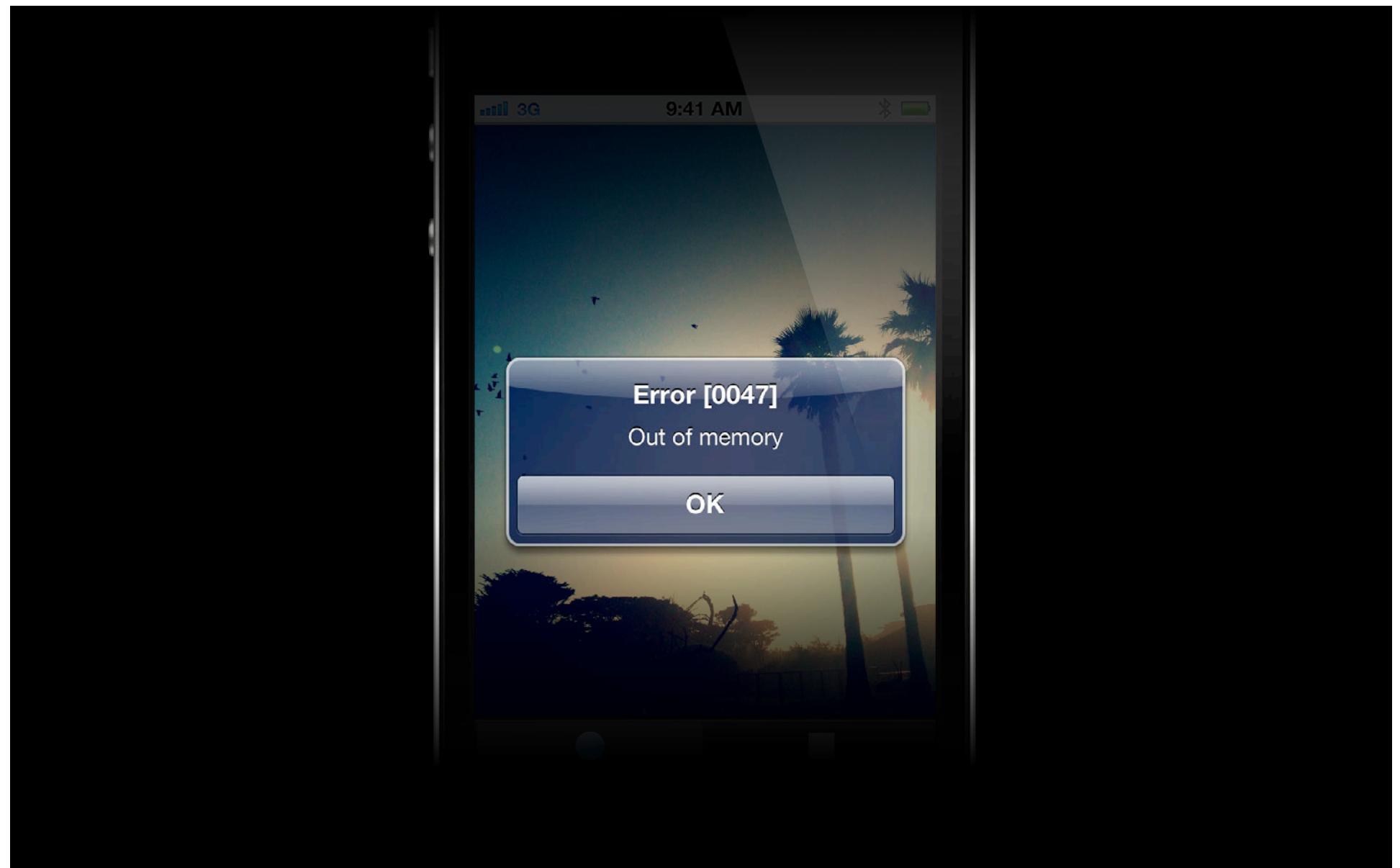


Screenshots



Ambiguous Alerts





Cancel Transaction

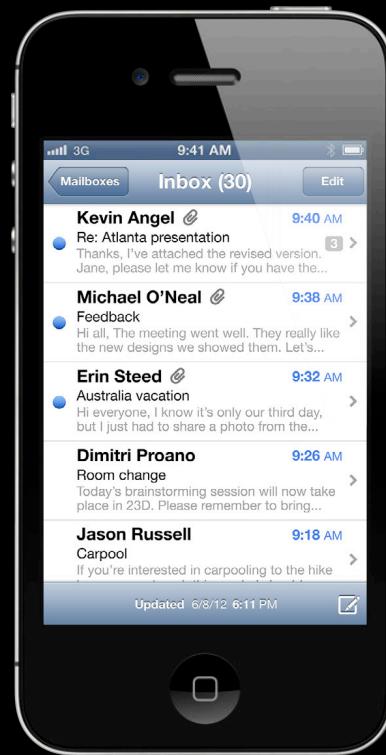
Are you sure you want to cancel this
transaction?

OK

Cancel

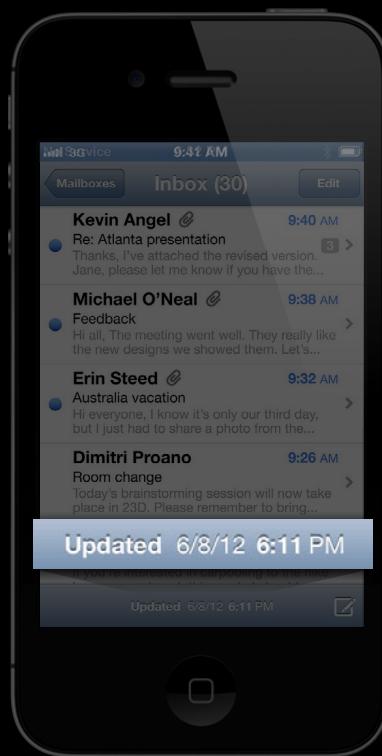
Alerts

- Avoid unnecessary alerts



Alerts

- Avoid unnecessary alerts



Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action



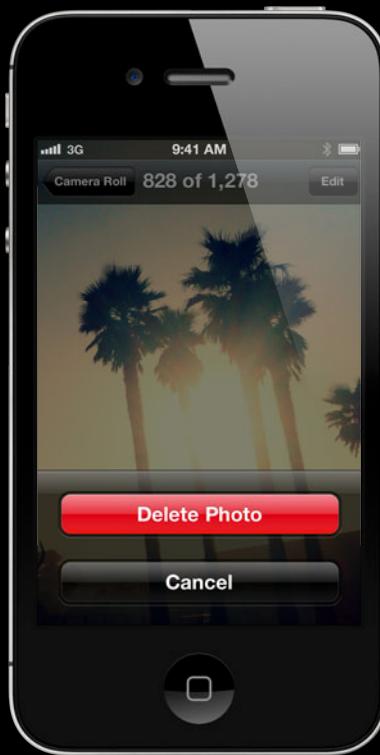
Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action
- Place the affirmative button to the right



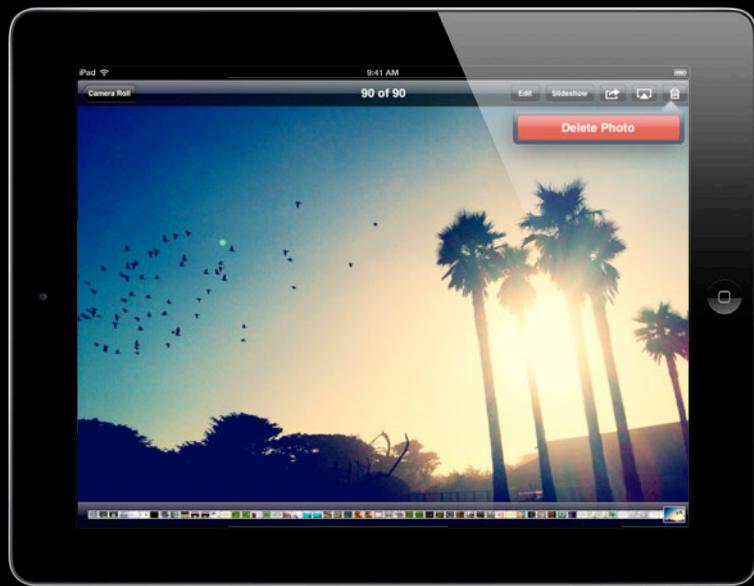
Alerts

- 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



Alerts

- Avoid unnecessary alerts
- Label buttons by their resulting action
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Out-of-Place Terminology

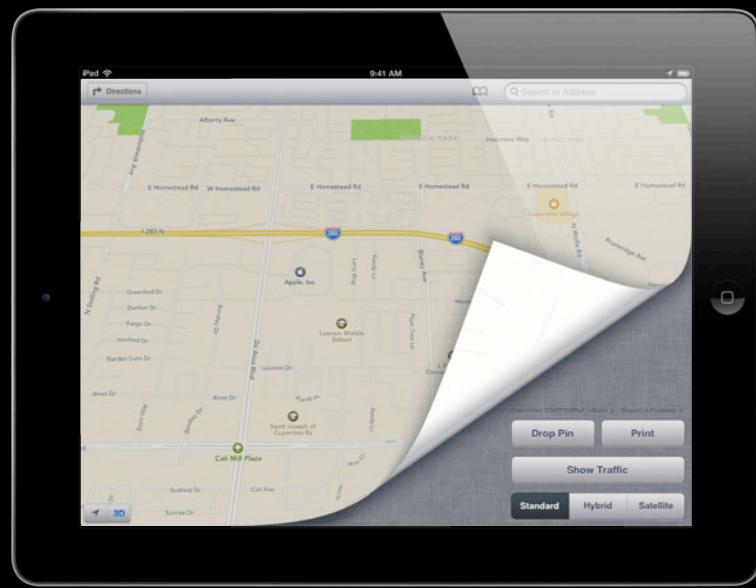
Make Your Language User Centric



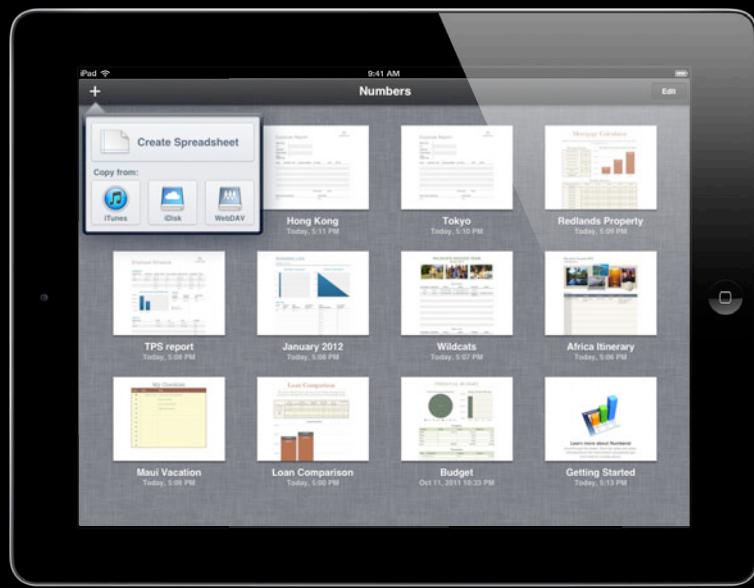
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Make Your Language User Centric



Make Your Language User Centric



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Excessive Branding

Excessive Branding



Excessive Branding



Label Navigation Bars

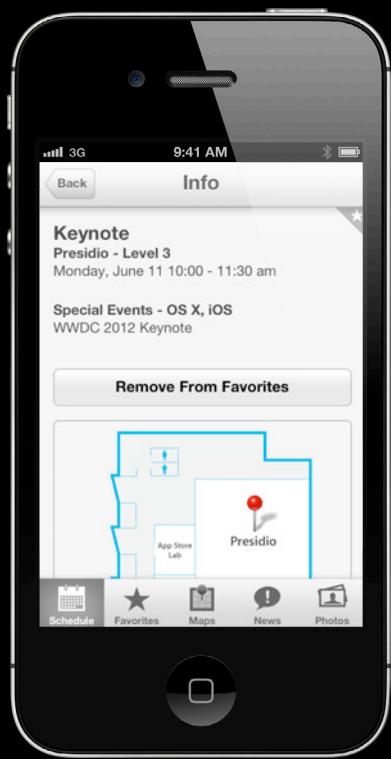


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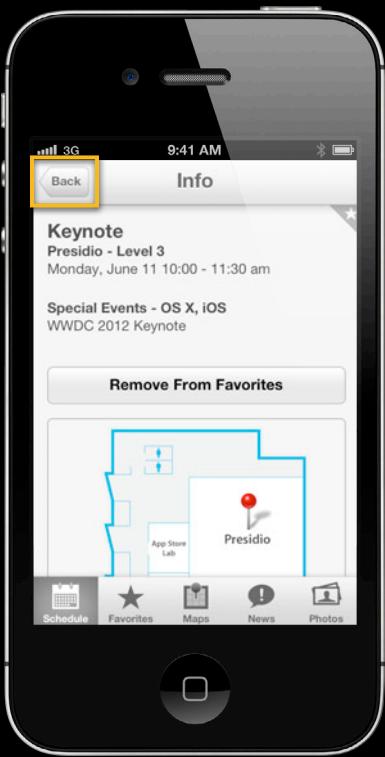


Uninformative
Back Buttons

Uninformative Back Buttons



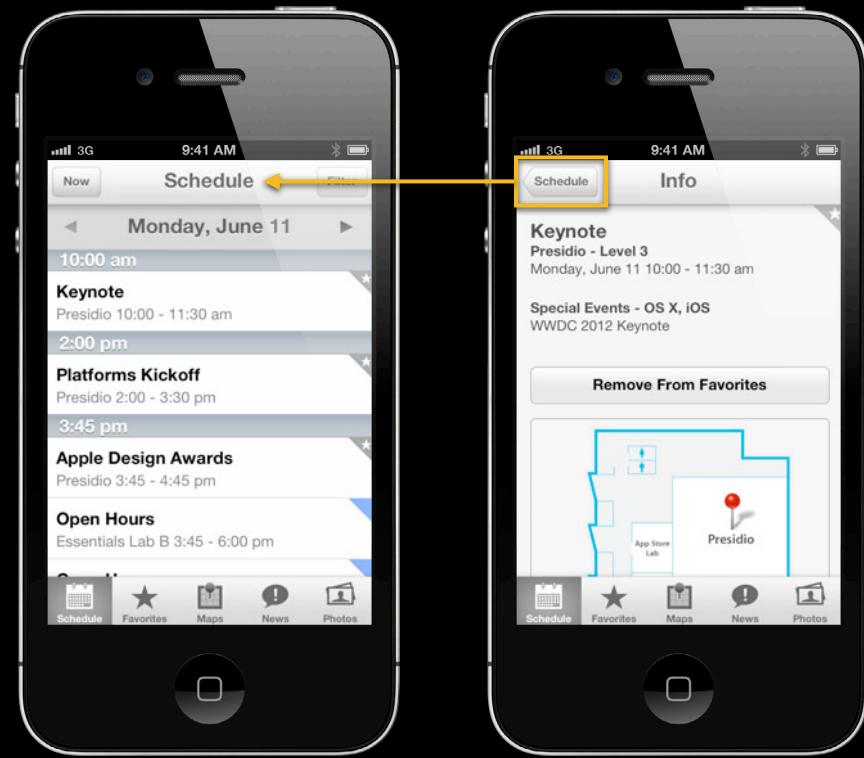
Uninformative Back Buttons



Label Back Buttons Appropriately



Label Back Buttons Appropriately



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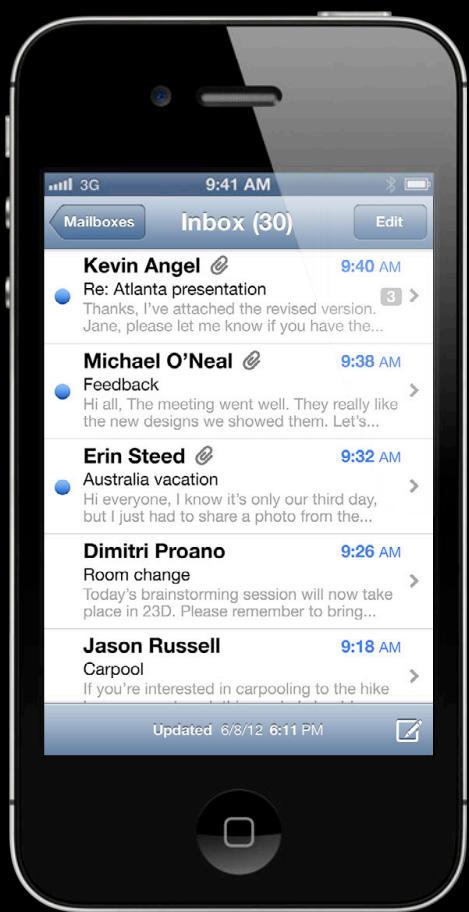
Confusing Animations

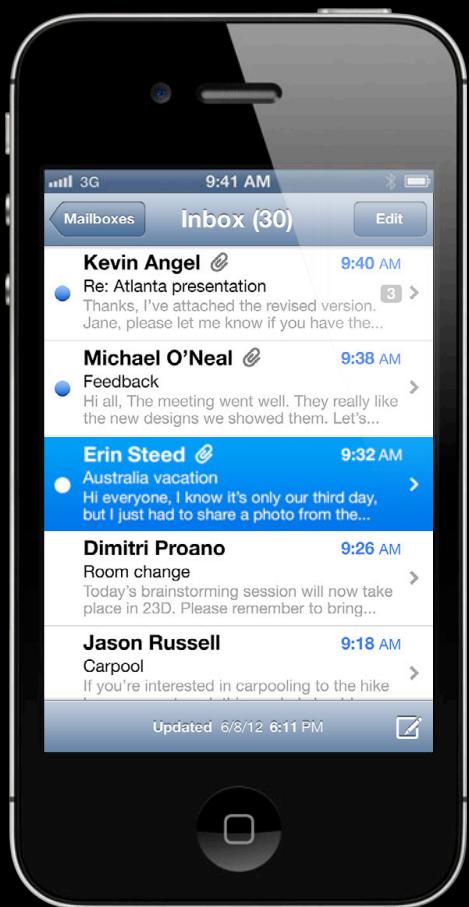














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Inappropriate
Styling





What Type of App Are You Building?

Entertainment



Utility



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Entertainment

Utility

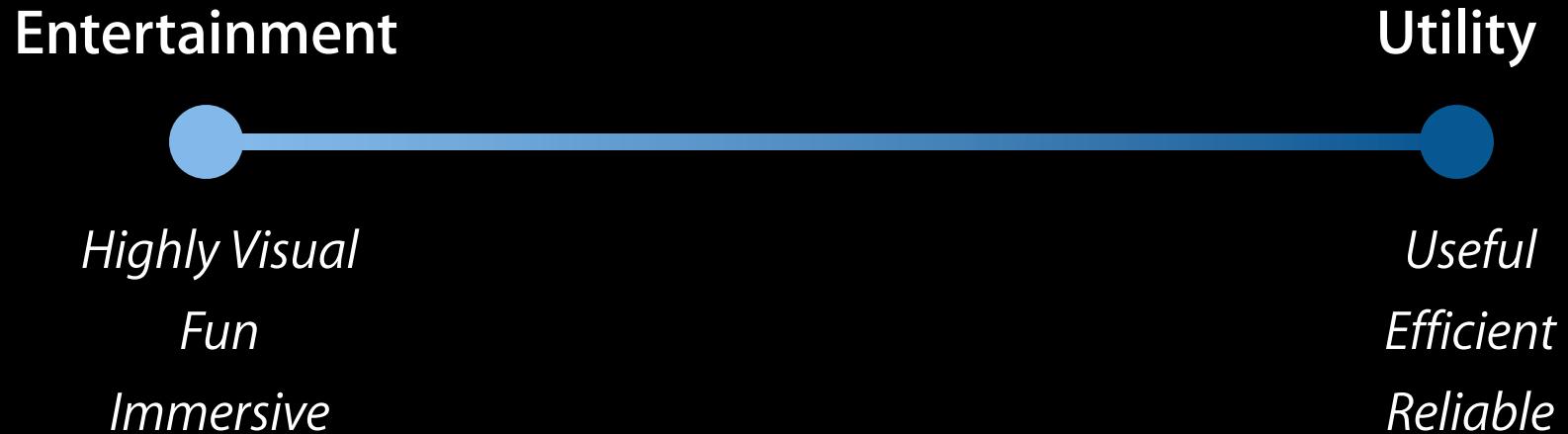


Highly Visual

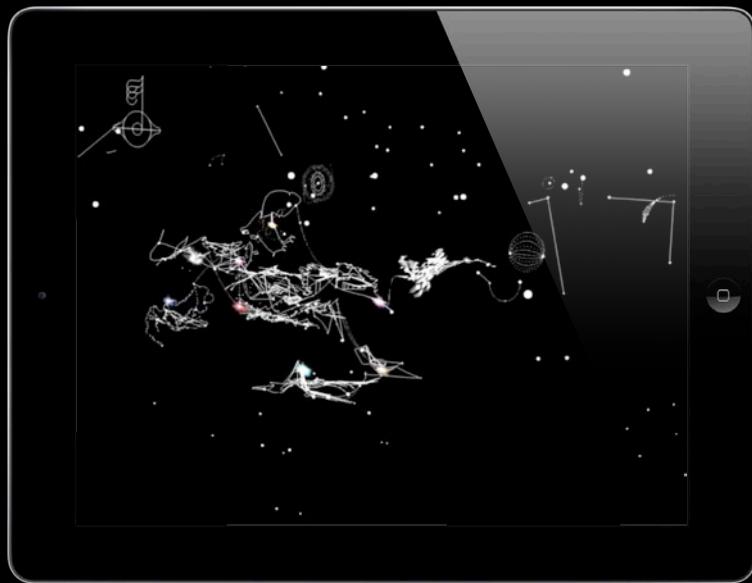
Fun

Immersive

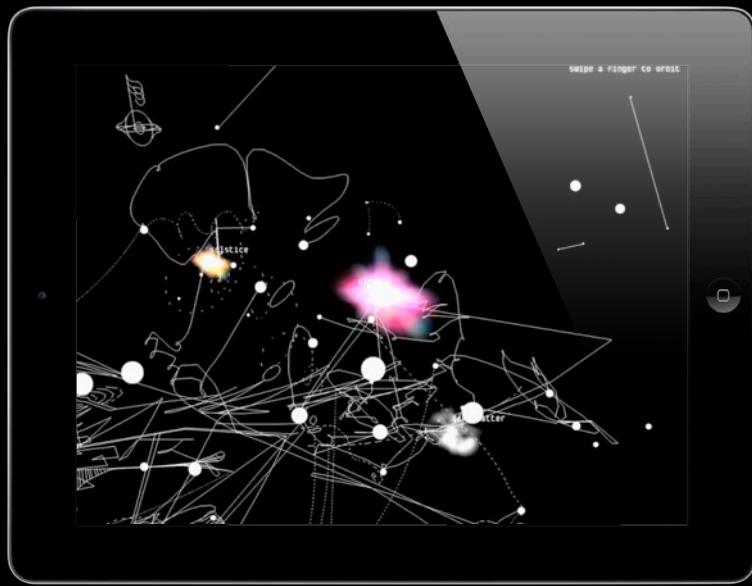
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Entertainment



Entertainment



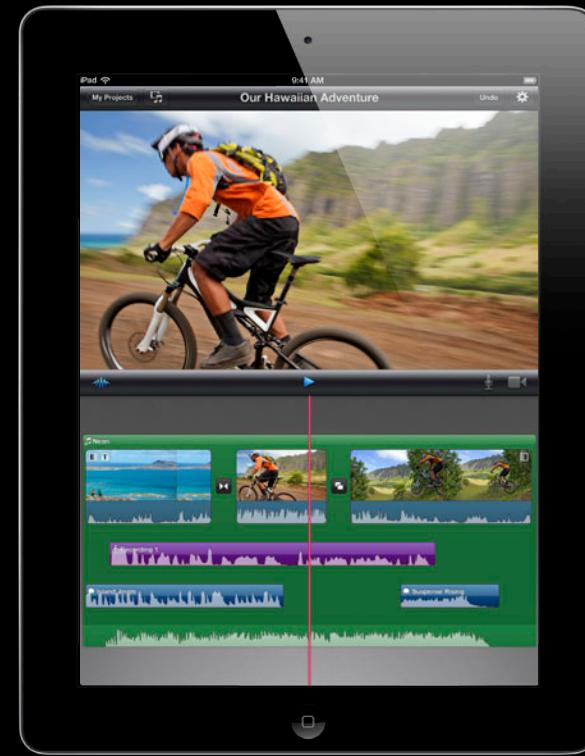
Utility



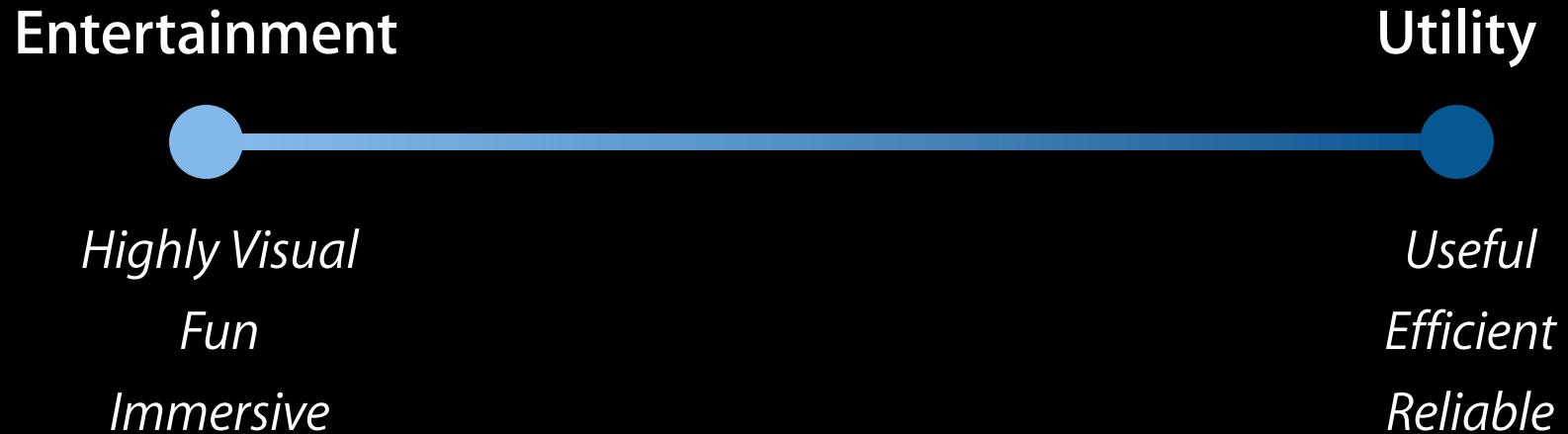
Entertainment and Utility



Entertainment and Utility



What Type of App Are You Building?



Highlight the Content in Your App

Use realism where appropriate



Highlight the Content in Your App

Use realism where appropriate



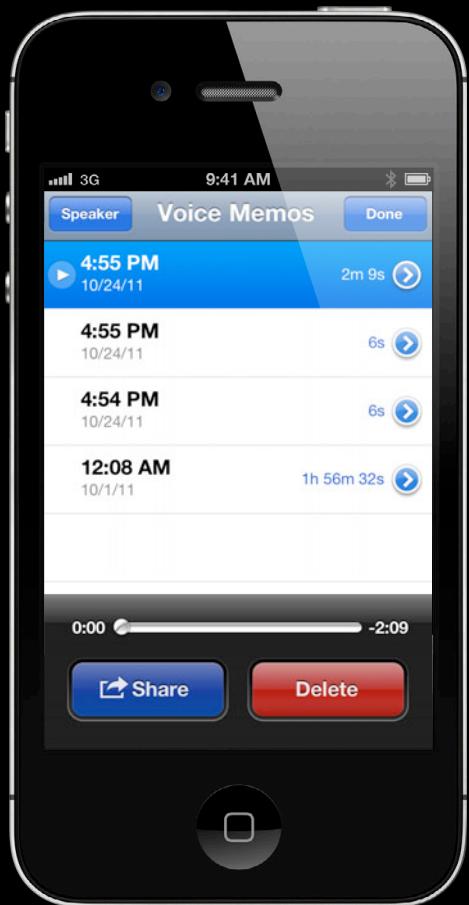
Highlight the Content in Your App

Use realism where appropriate





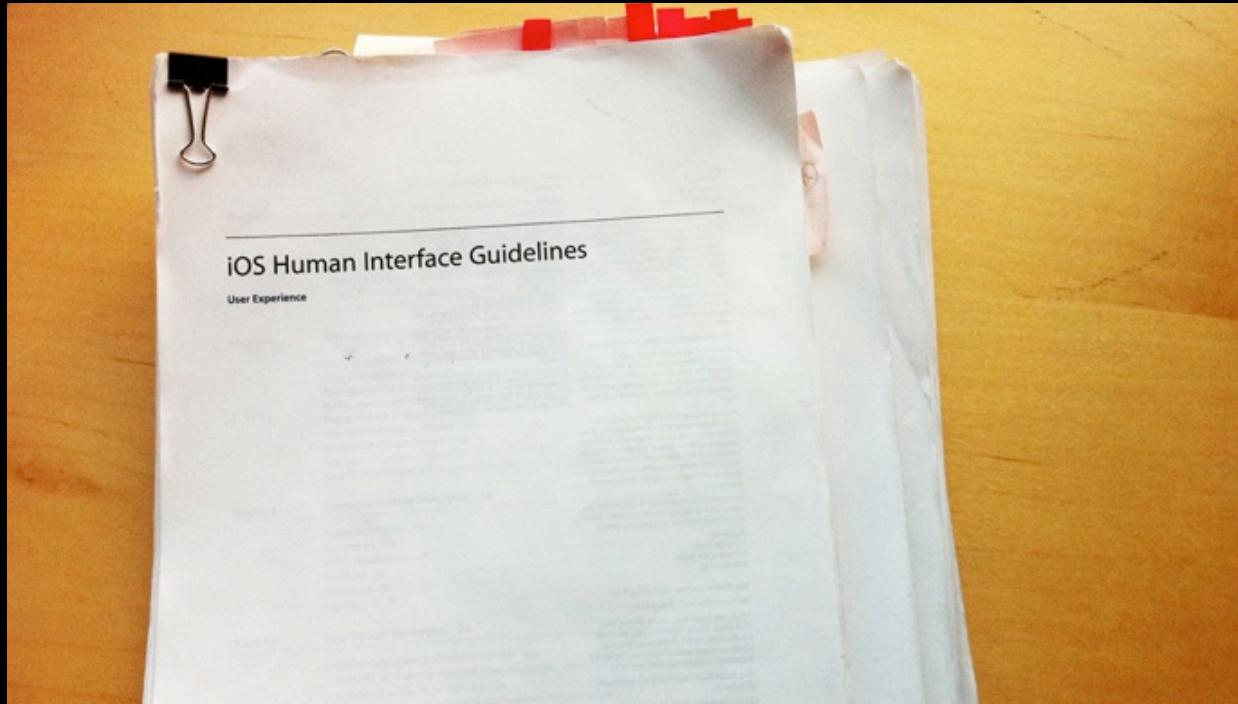




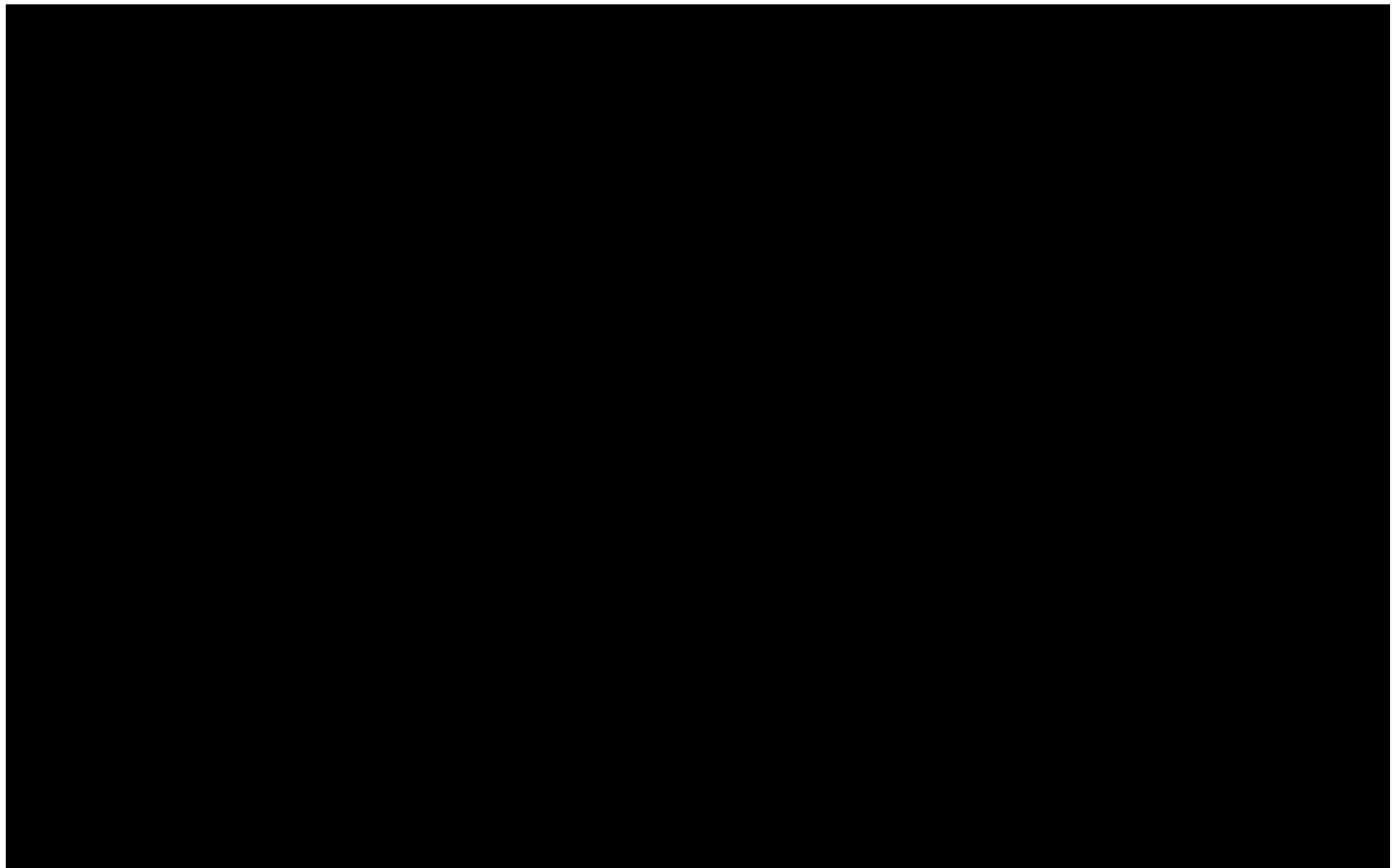


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The Human Interface Guidelines (HIG)



Final Thoughts



Focus

More Information

Mark Kawano

User Experience Evangelist

mkawano@apple.com

Documentation

iOS Human Interface Guidelines

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

Apple Developer Forums

<http://devforums.apple.com>



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blank for all
presentations.

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