

Design

#WWDC17

Design for Everyone

Session 806

Caroline Cranfill, Designer

Alexander James O'Connell, Designer

Design for Everyone

Design for Everyone

Design for Others

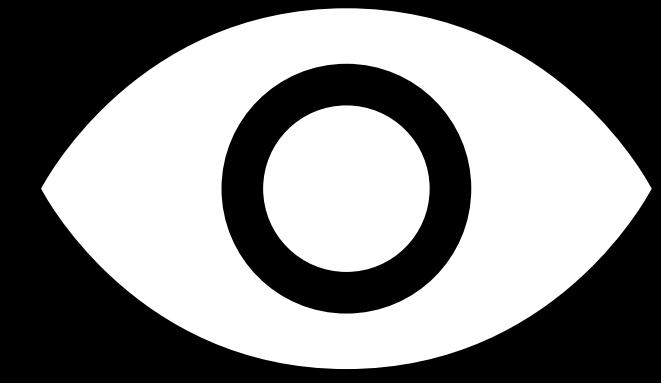
...who are you excluding?

1 Billion

Active Apple devices

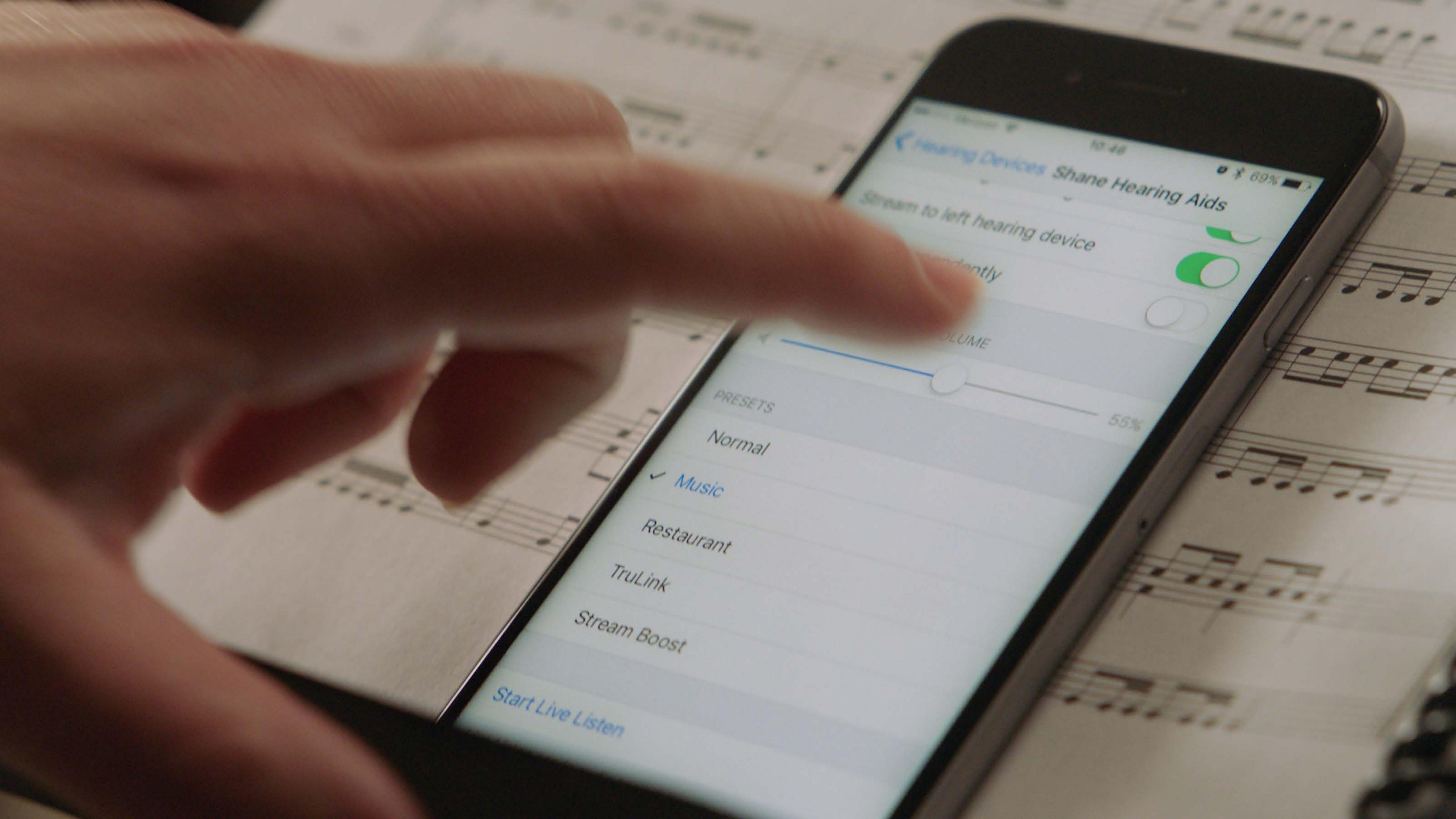
1 in 7

People have a disability worldwide









Start Live Listen

PRESETS

Normal

✓ Music

Restaurant

TruLink

Stream Boost

VOLUME

55%

Stream to left hearing device
Instantly

Hearing Devices

Shane Hearing Aids

10:46

69%



They are awe

awesome

Shift

Find a
Word

Accessible

|ək'sesəb(ə)|

adjective, Easily obtained

Easily obtained

Easily used

Easily understood

Design for Everyone



Simplicity



Simplicity



Perceivability



Simplicity



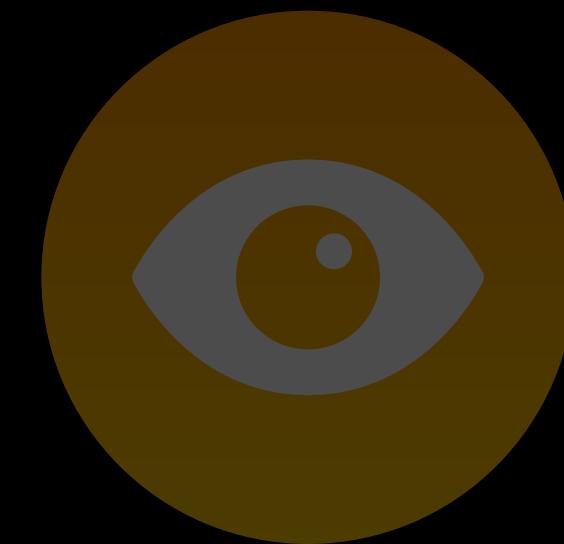
Perceivability



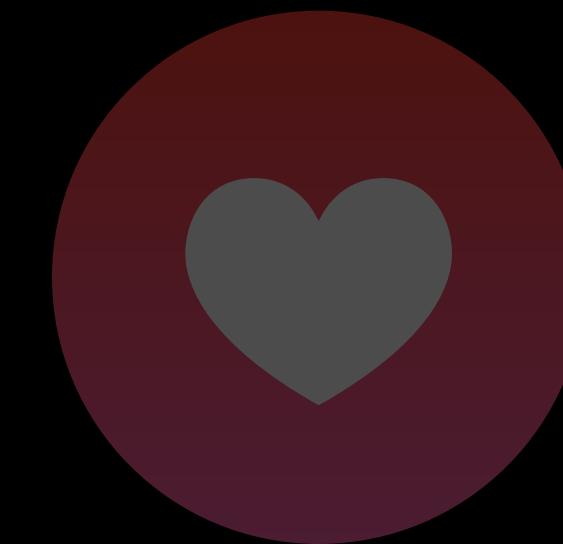
Integrity



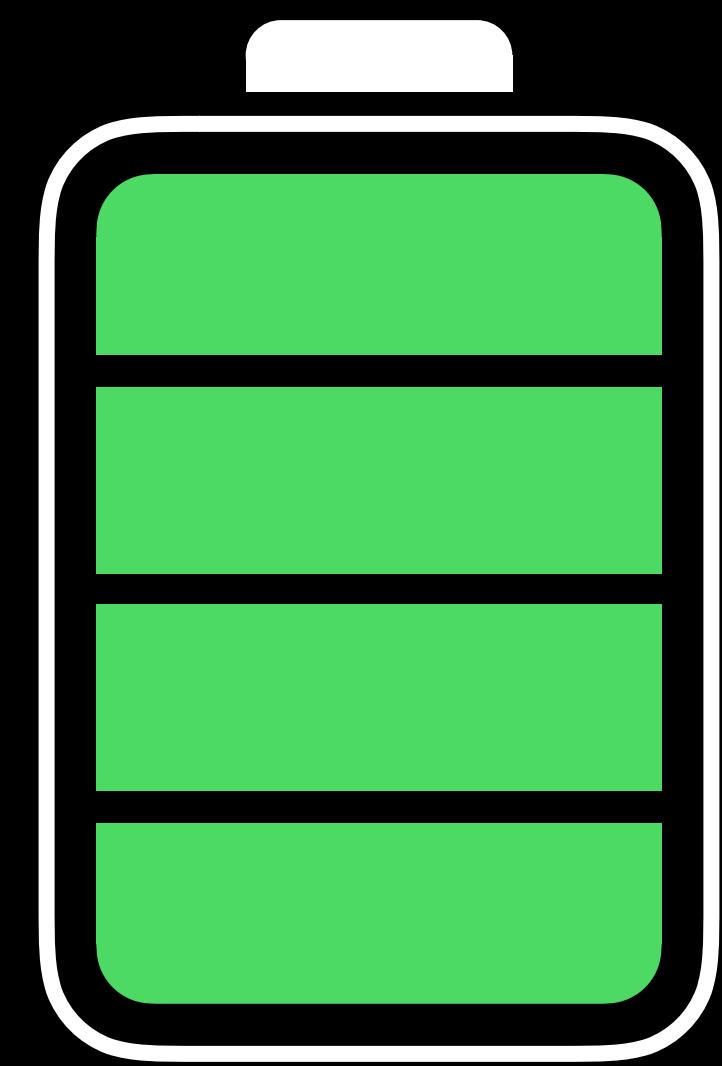
Simplicity

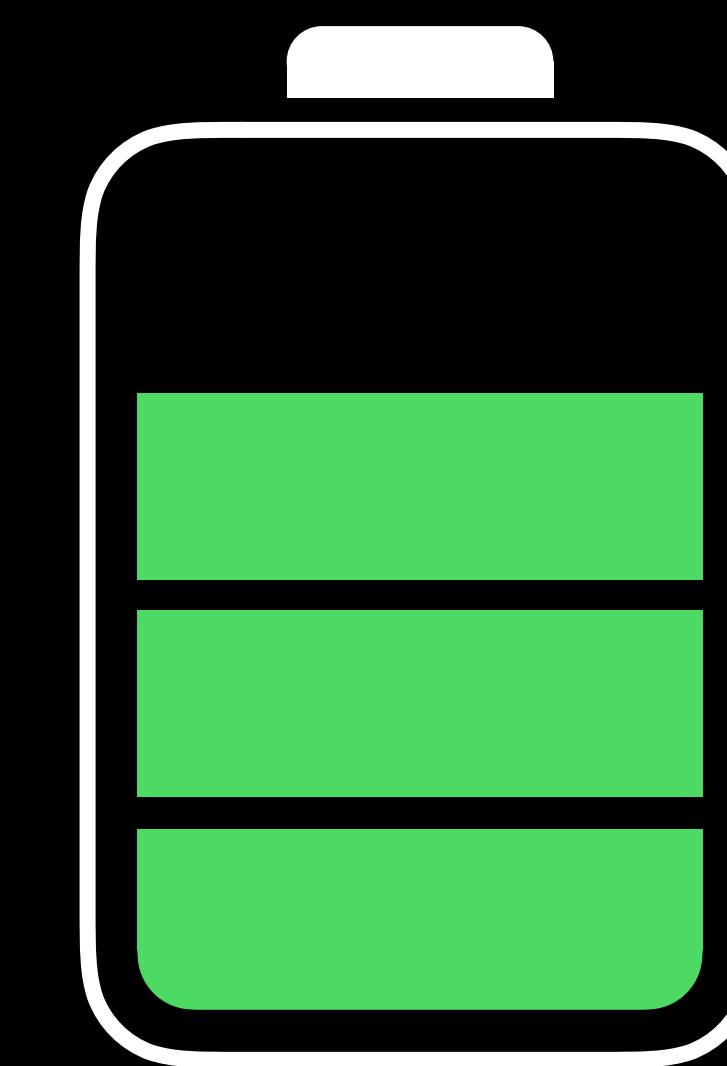


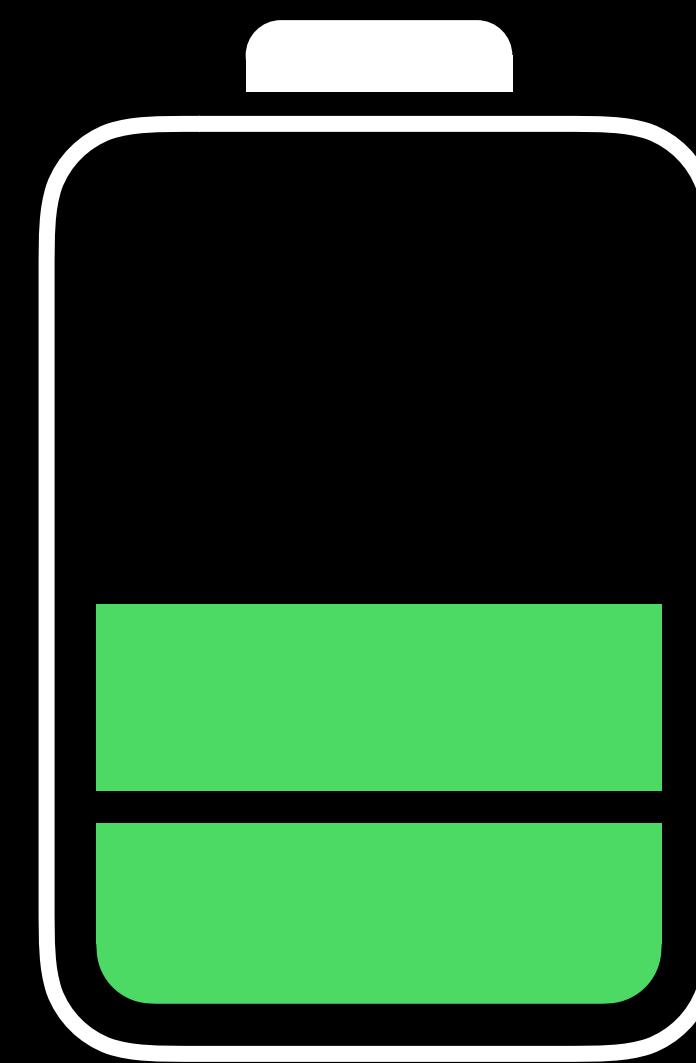
Perceivability



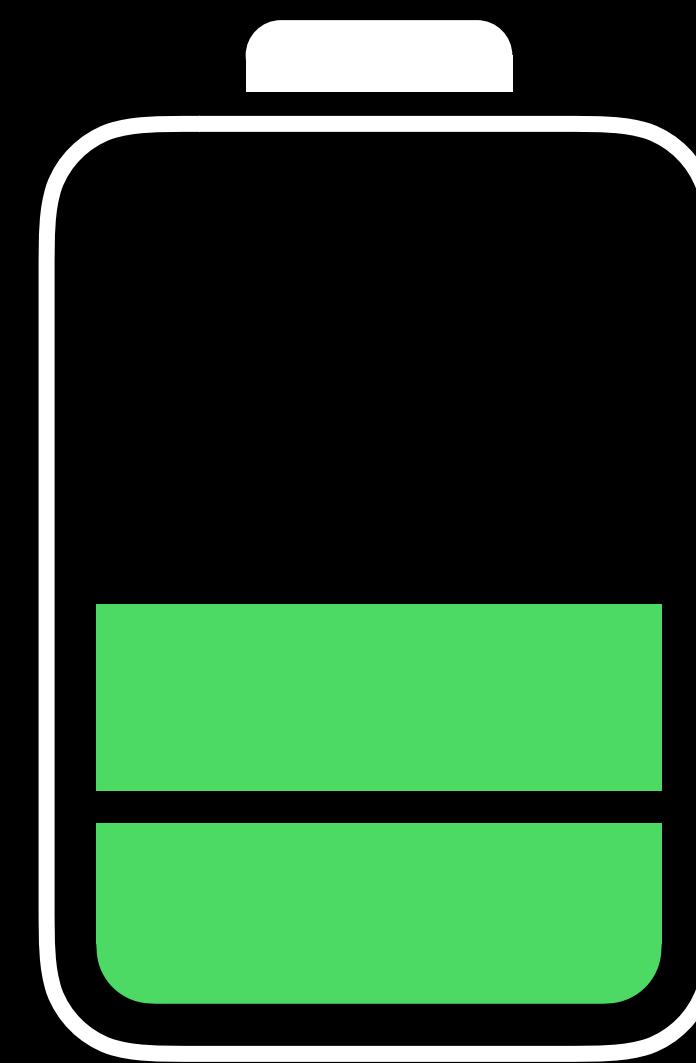
Integrity

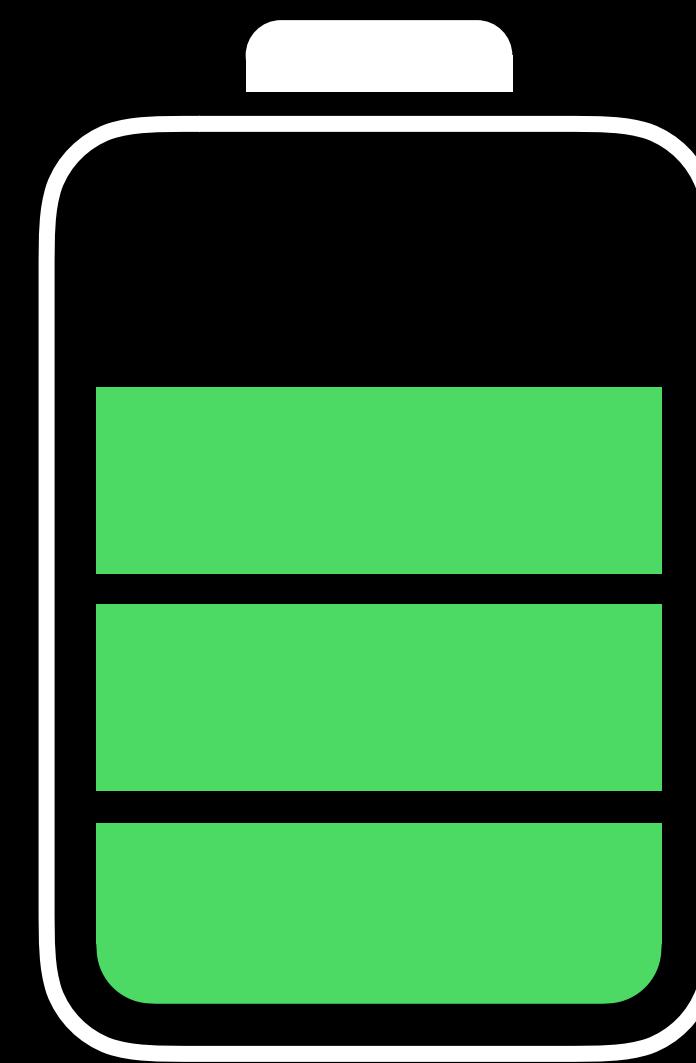


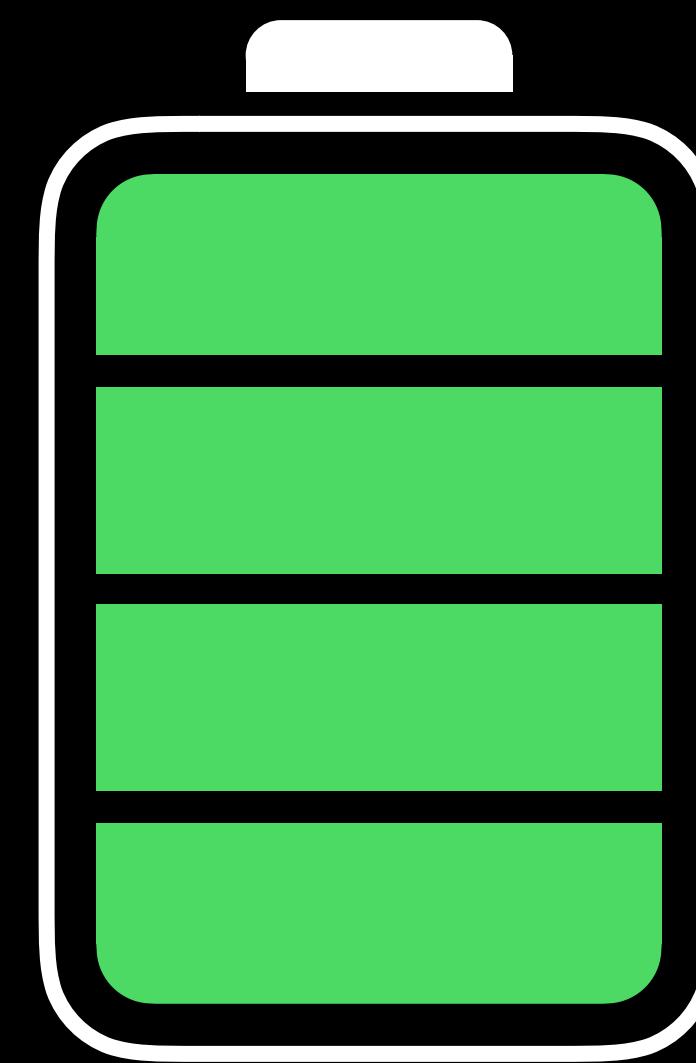








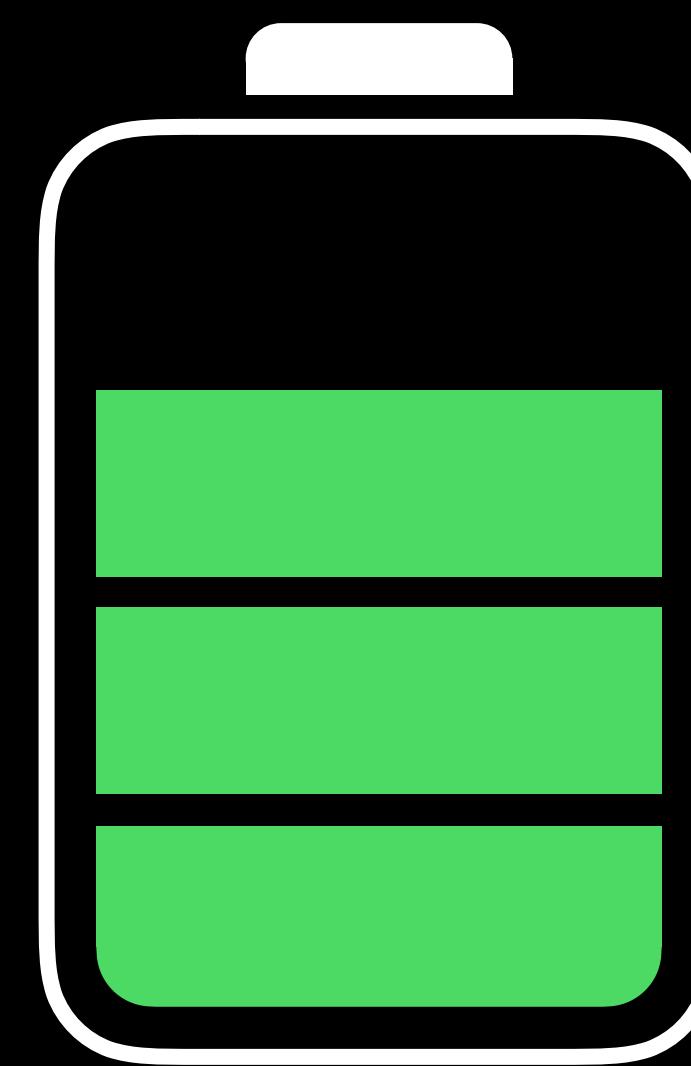


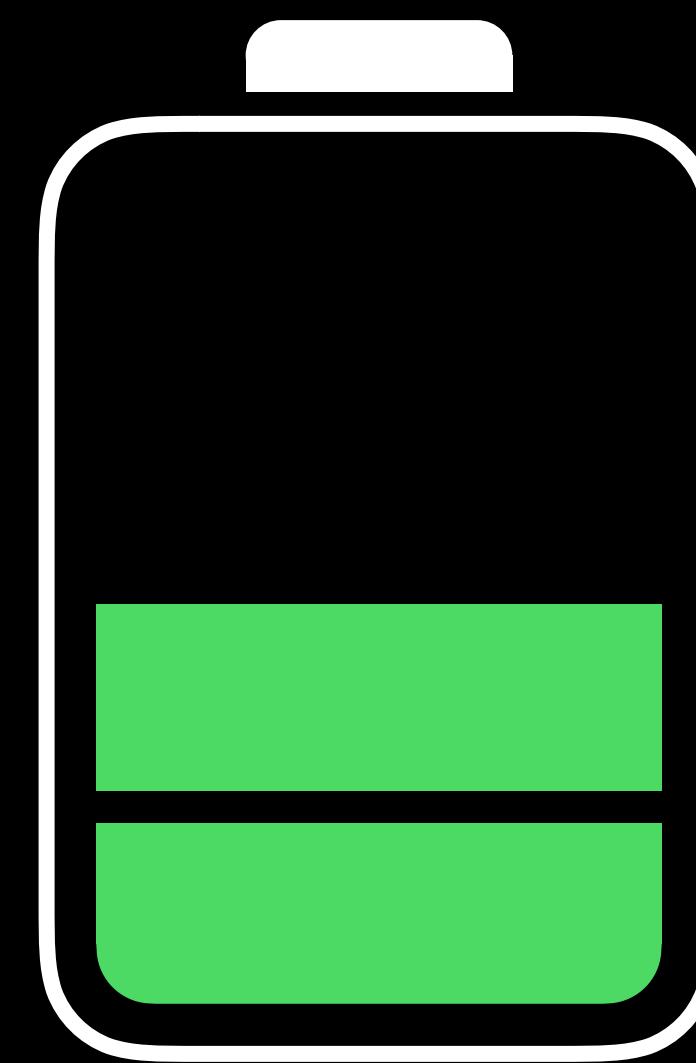


1 in 6

Children has a developmental disability in the US

<http://www.cdc.gov/ncbdd/autism/data.html>





9:41 AM

Whole Foods Market
Shopping in 94112

Within 1 hour
View pricing policy

Search Whole Foods Market...

Coupon savings
Up to 40% off everyday essentials >

Buy It Again View 100+ more >

 \$3.99 Western Bagel Plain	 \$2.99 365 Organic Yellow	 \$4.49 Organic Clo
--	---	--

Home Search Browse Coupons Lists

X 

Which of these is "the boy"?

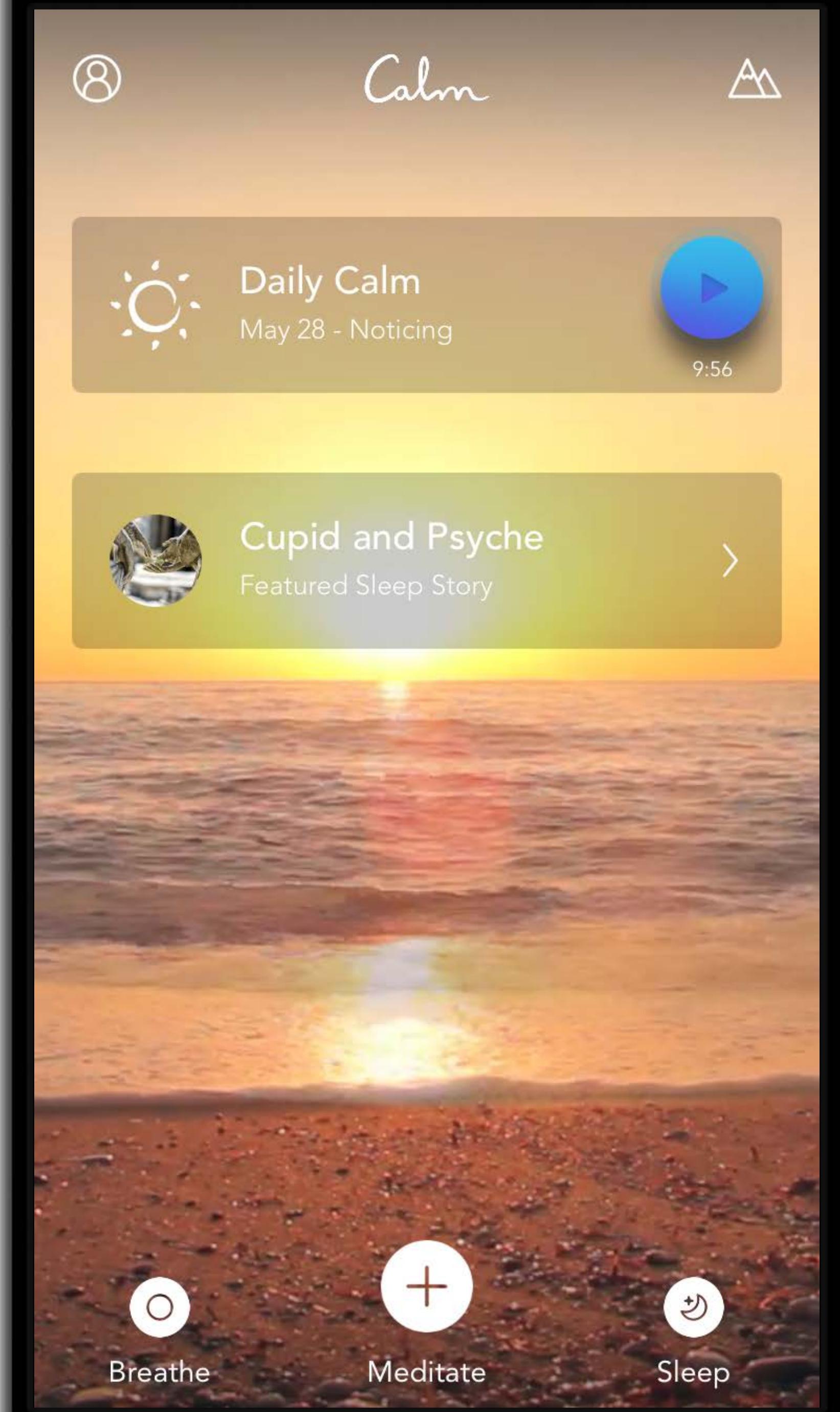
 el pan

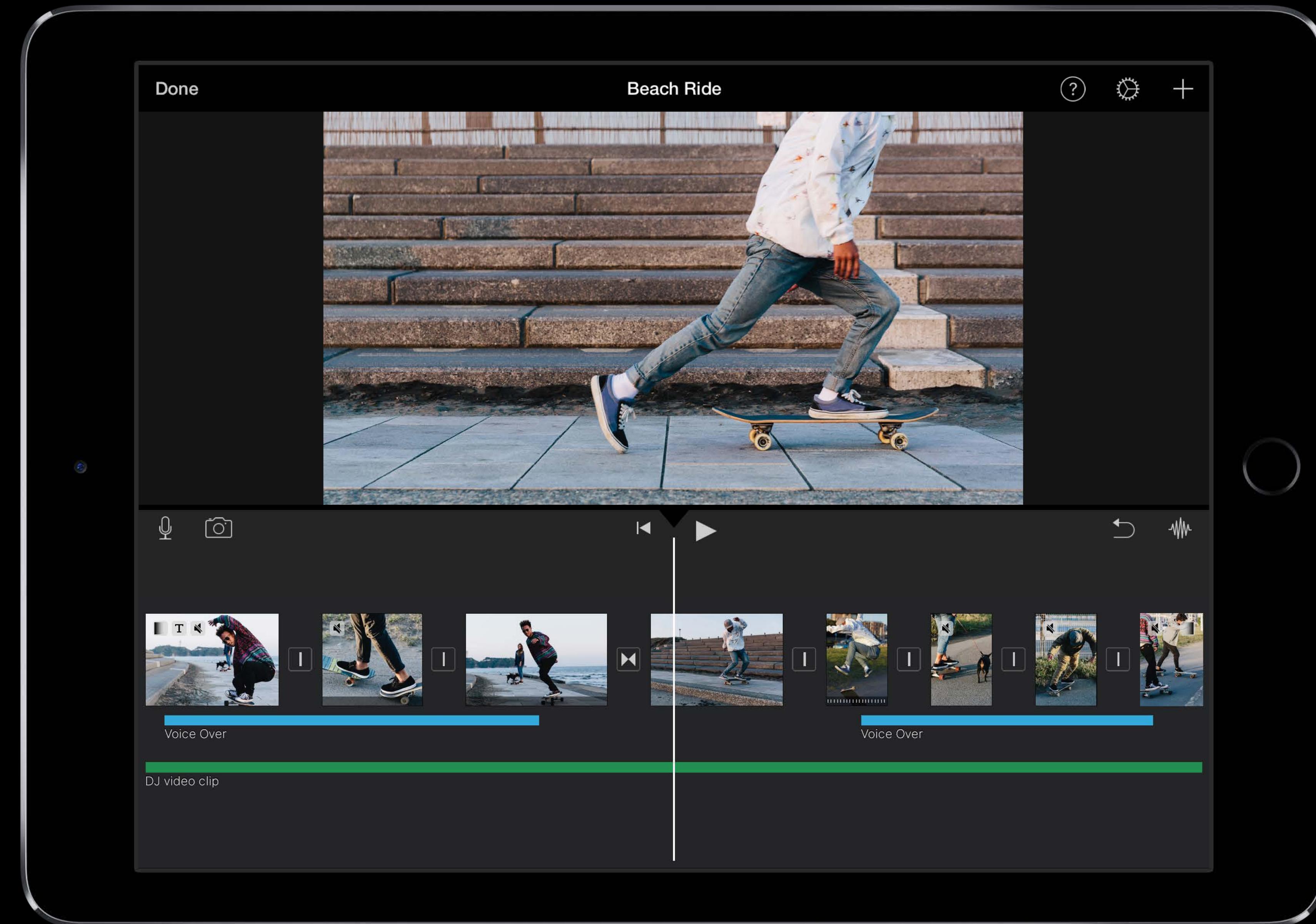
 el niño

 el agua

 la manzana

Check





Easy to navigate

Quick to get started

Consistent behavior

Human Interface Guidelines

Resources

Apple UI Design Resources

The Apple UI Design Resources include Photoshop and Sketch templates, macOS and plug-ins, and other UI materials for quickly designing iOS apps.

iOS Apps

The Apple UI Design Resources include Photoshop and Sketch templates, and other UI materials for quickly designing iOS apps. The included resources are comprehensive and accurately depict the full range of UIKit controls, views and glyphs available to developers using the iOS SDK. They make it easier to understand how iOS apps are constructed and how to design apps that match the iOS design language. Included icon and glyph production files have been preconfigured to automate asset production using Sketch slices or Adobe Generator for Photoshop CC.

[Download for Photoshop](#)

File size: 136.2 MB

[Download for Sketch](#)

File size: 2.1 MB

Video Tutorials

Learn more about what's included in the Apple UI Design Resources and how to use them.

Cut Copy Paste Selection

UIElements+AppTemplates+Guides.sketch — Edited

Pages +

Guide - Colors
Guide - Fonts
UI Elements
Template - Tabbed App
Template - Parent and...
Template - Modal Sheet
Template - Sticker Pac...
Symbols

UI Elements

UI Elements - Bars
UI Elements - Con...
UI Elements - Vie...
UI Elements - Sys...
Rectangle 2

25% - +

Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward Mirror Cloud View Export

Position -902 -473
Size 6416 **3762**
Transform 0° Rotate Flip
Radius 0
No Shared Style
Opacity 100% Blending Normal
Fills Fill Blending Opacity
Borders Color Position Thickness
Shadows Color X Y Blur Spread
Inner Shadows Color X Y Blur Spread
Gaussian Blur

Make Exportable +

UIElements+AppTemplates+Guides.sketch

If you learn one app, you have a serious
head start on learning another.

Outside UIKit?



Simplicity

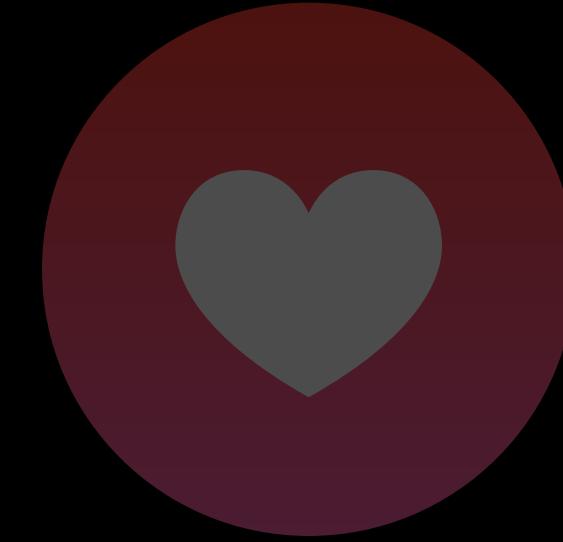
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Consistent behavior



Perceivability



Integrity



Simplicity

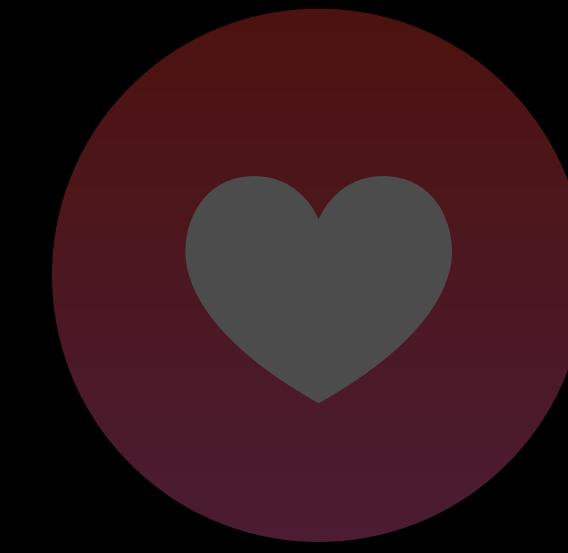
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Perceivability



Integrity



Scene courtesy of *Calm*



Scene courtesy of *Calm*

285 Million

People are low vision worldwide

http://www.who.int/features/factfiles/blindness/blindness_facts/en/index.html

1 in 12

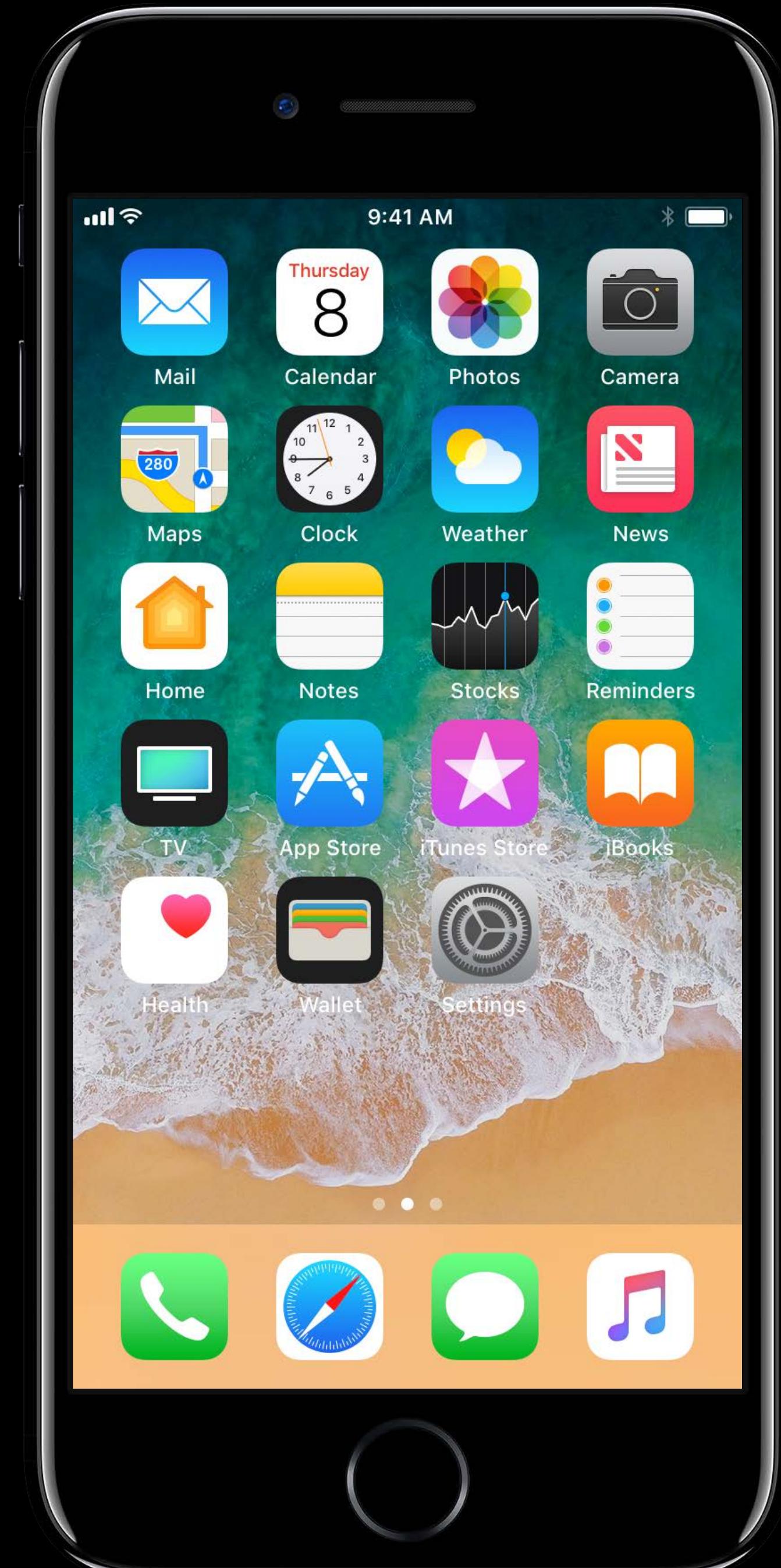
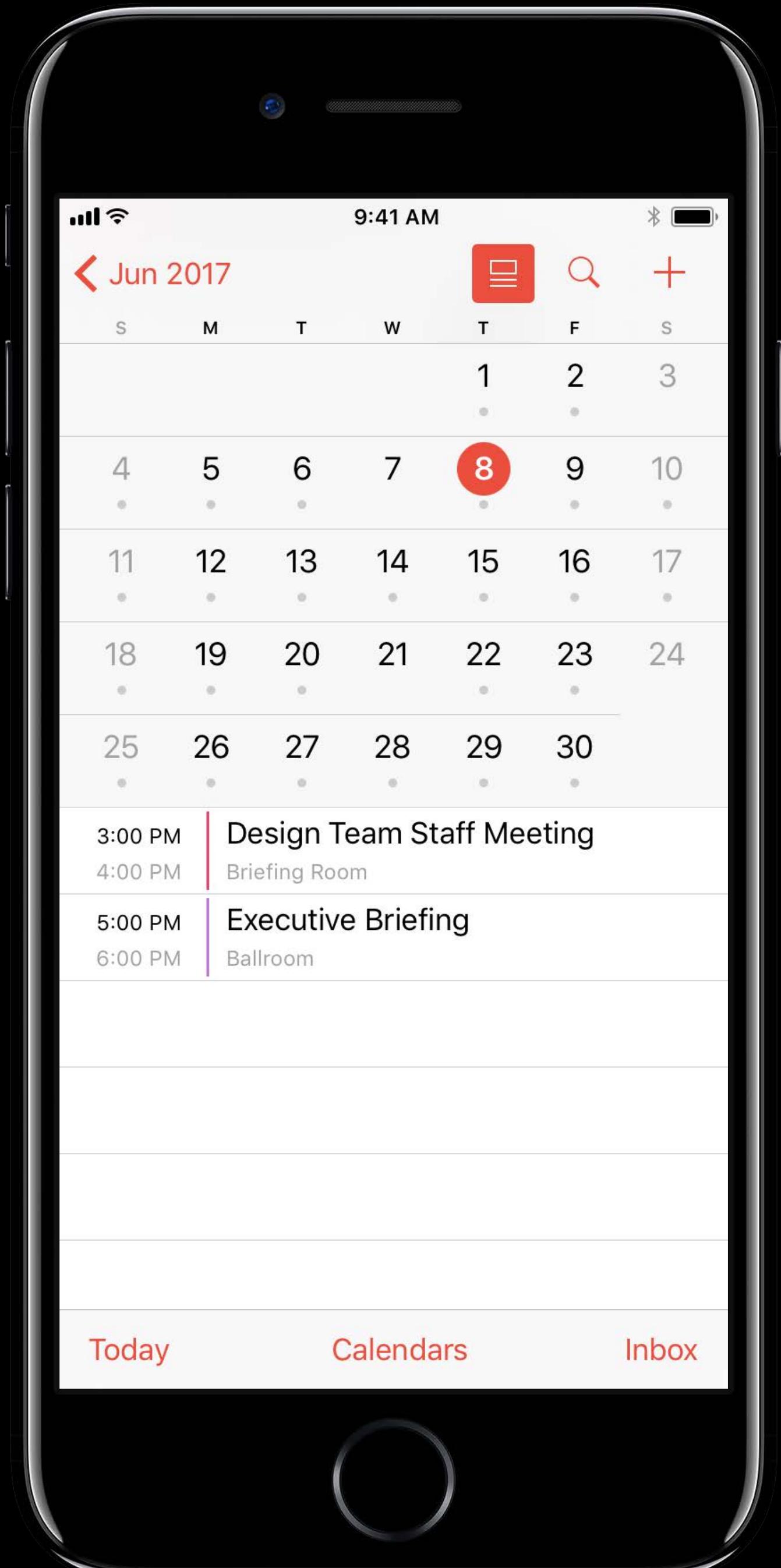
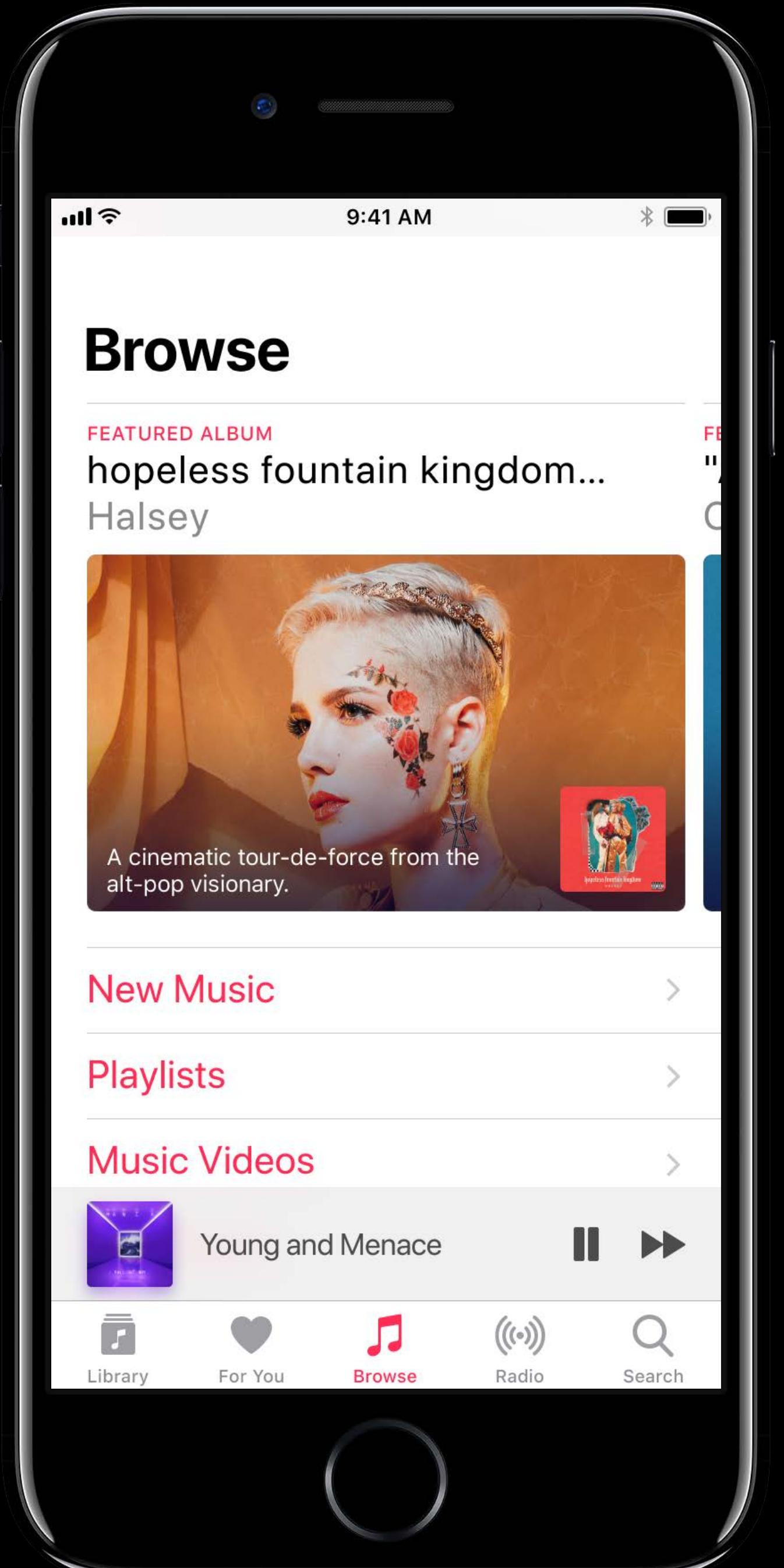
Men have a form of colorblindness

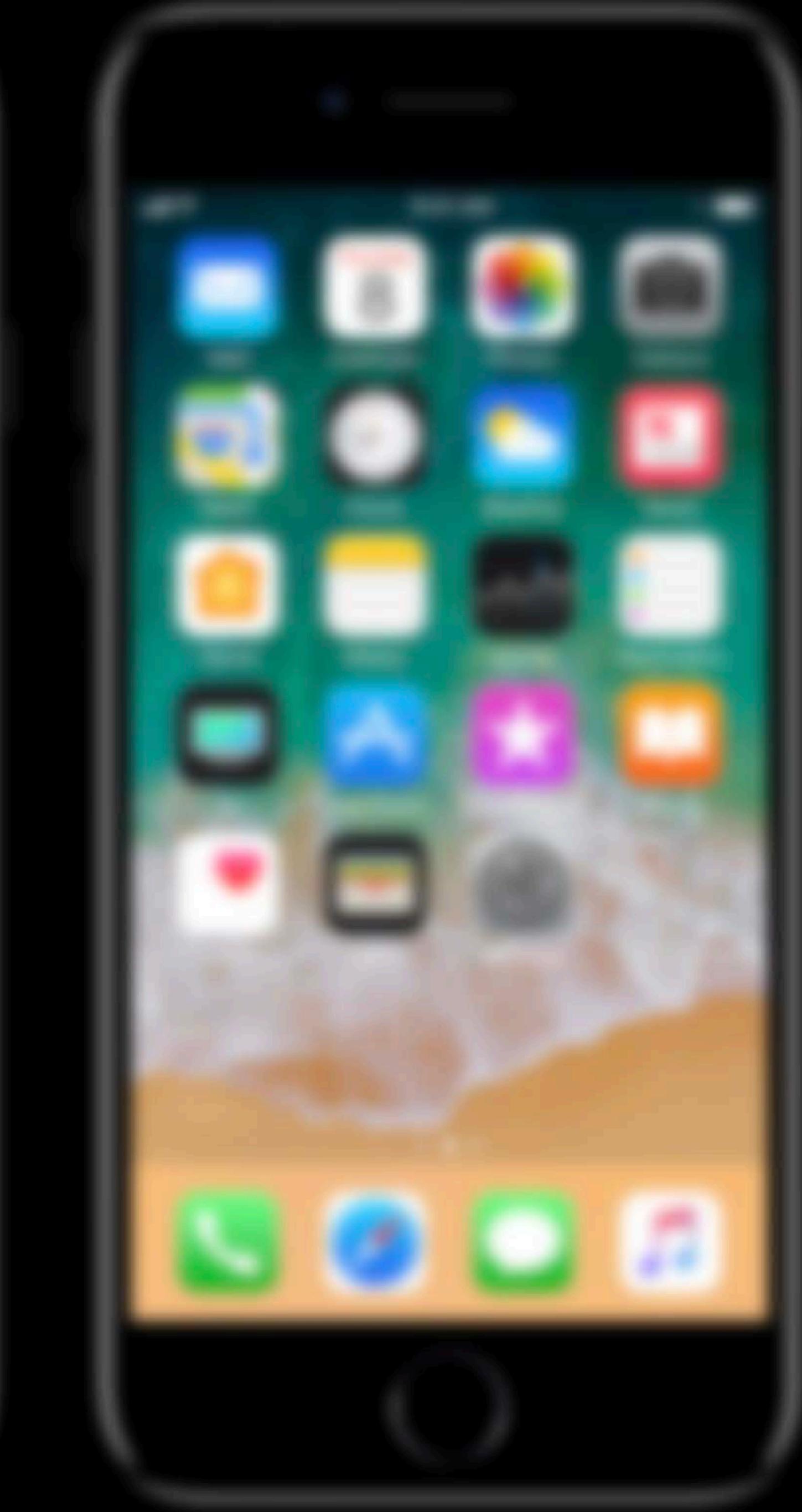
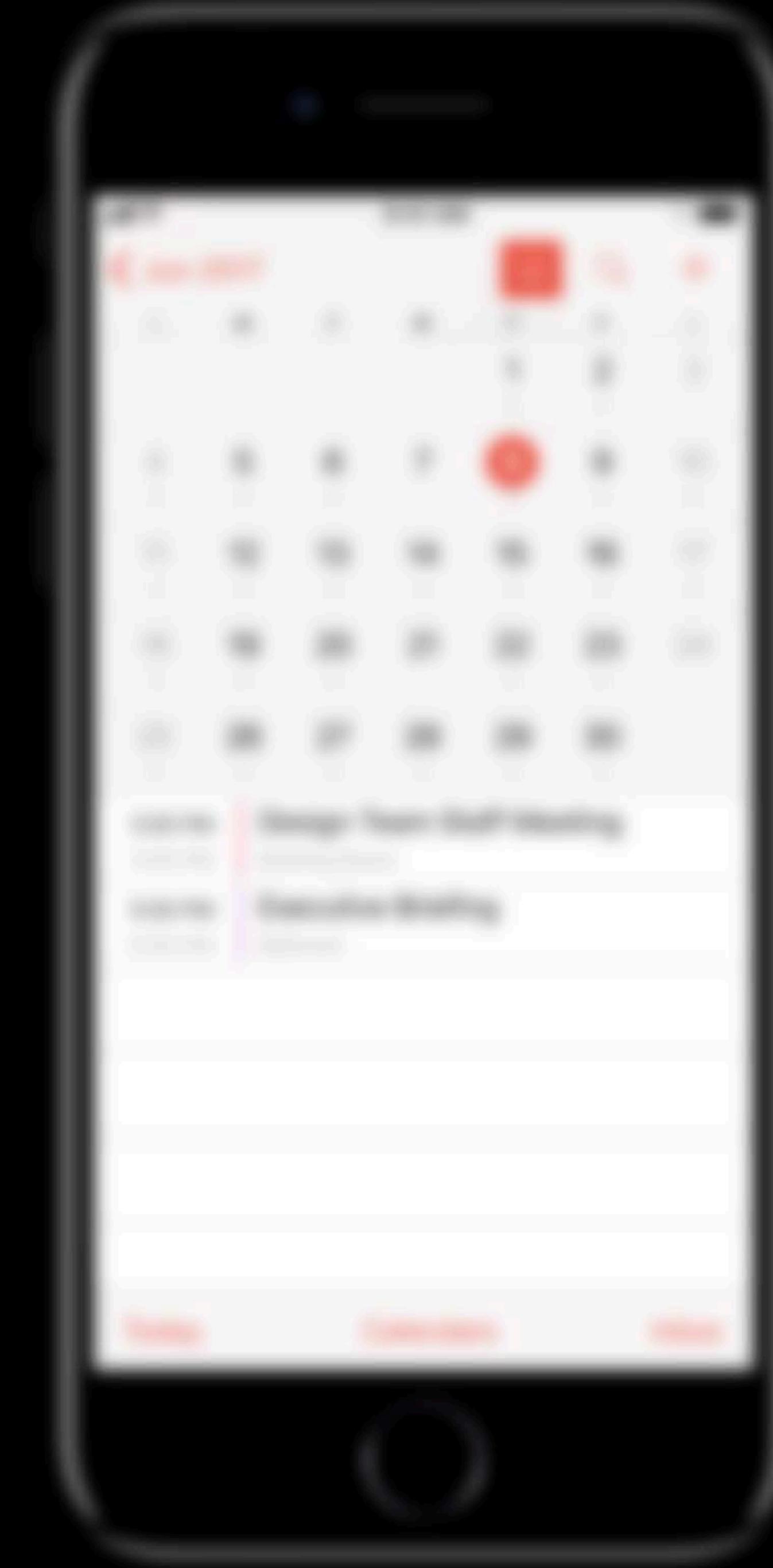
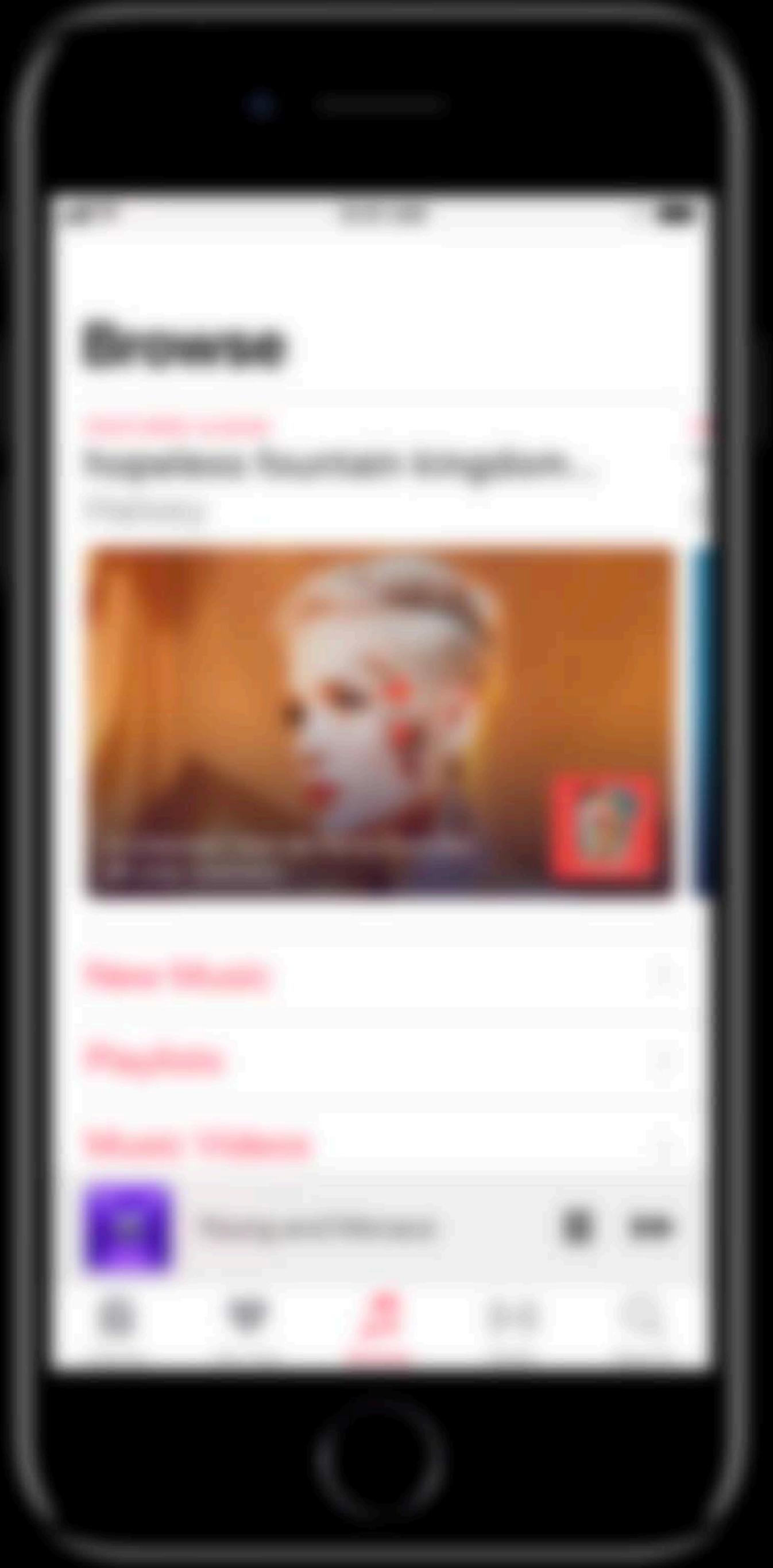
http://www.who.int/features/factfiles/blindness/blindness_facts/en/index.html

360 Million

People in the world with disabling hearing loss

<http://www.who.int/features/factfiles/deafness/en/>





Maximize legibility

9:41 AM

Bread Sourdough No-Knead... 



Sourdough
No-Knead Bread
TIME 24 hours
[Save Recipe](#)

Did someone gift you a bread starter? Look no further, this is the best recipe for the non-baker. A little bit of process here and there but most of the time is waiting in between steps. Grab a bowl and a spoon and let's get started! Be sure to feed your starter afterwards [more...](#)

Ingredients

12 oz bread flour
4 oz whole wheat flour
1 1/2 tsp salt
1/4 cup sourdough starter
1 1/2 cups purified water

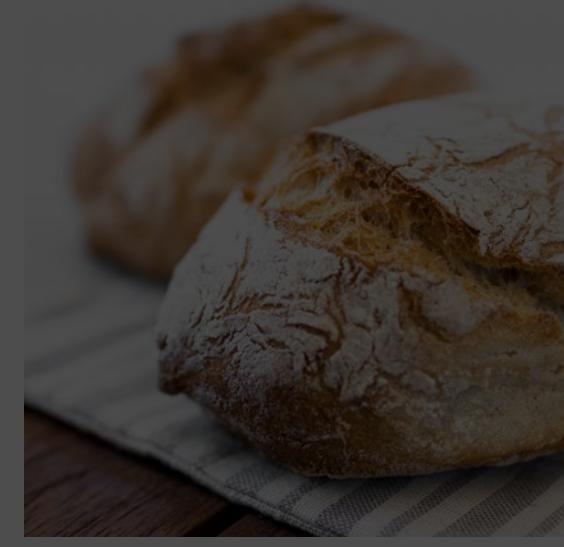
Preparation

In a large mixing bowl, combine the flour and salt. In a small mixing bowl, stir together the purified water with the sourdough starter, then pour the mixture into the bowl with the flour mixture. Mix until just combined. Cover the bowl with plastic wrap and a towel and leave it to rise overnight, about 10 to 24 hours.

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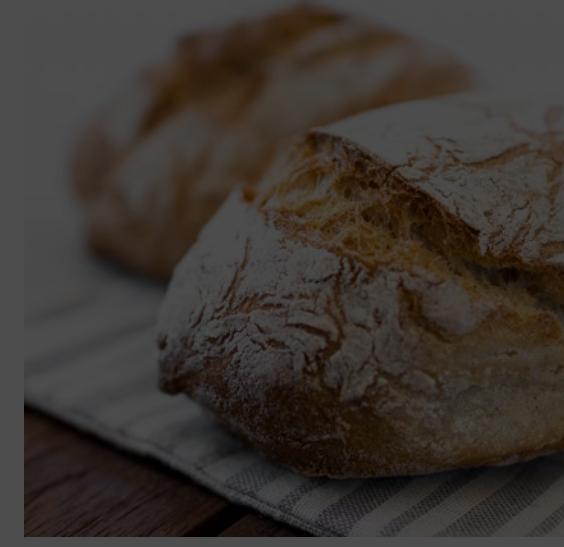
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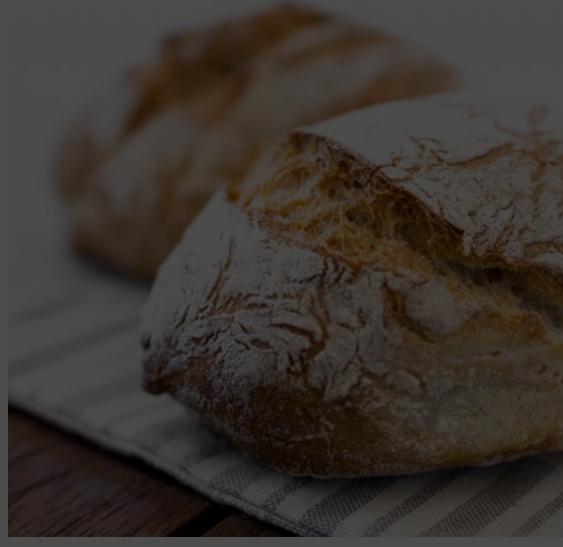
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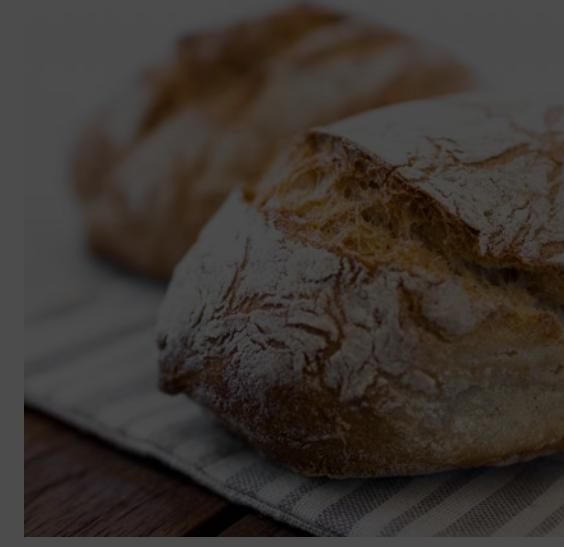
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9:41 AM

< Games



Alto's Adventure

A serene snowboarding odyssey

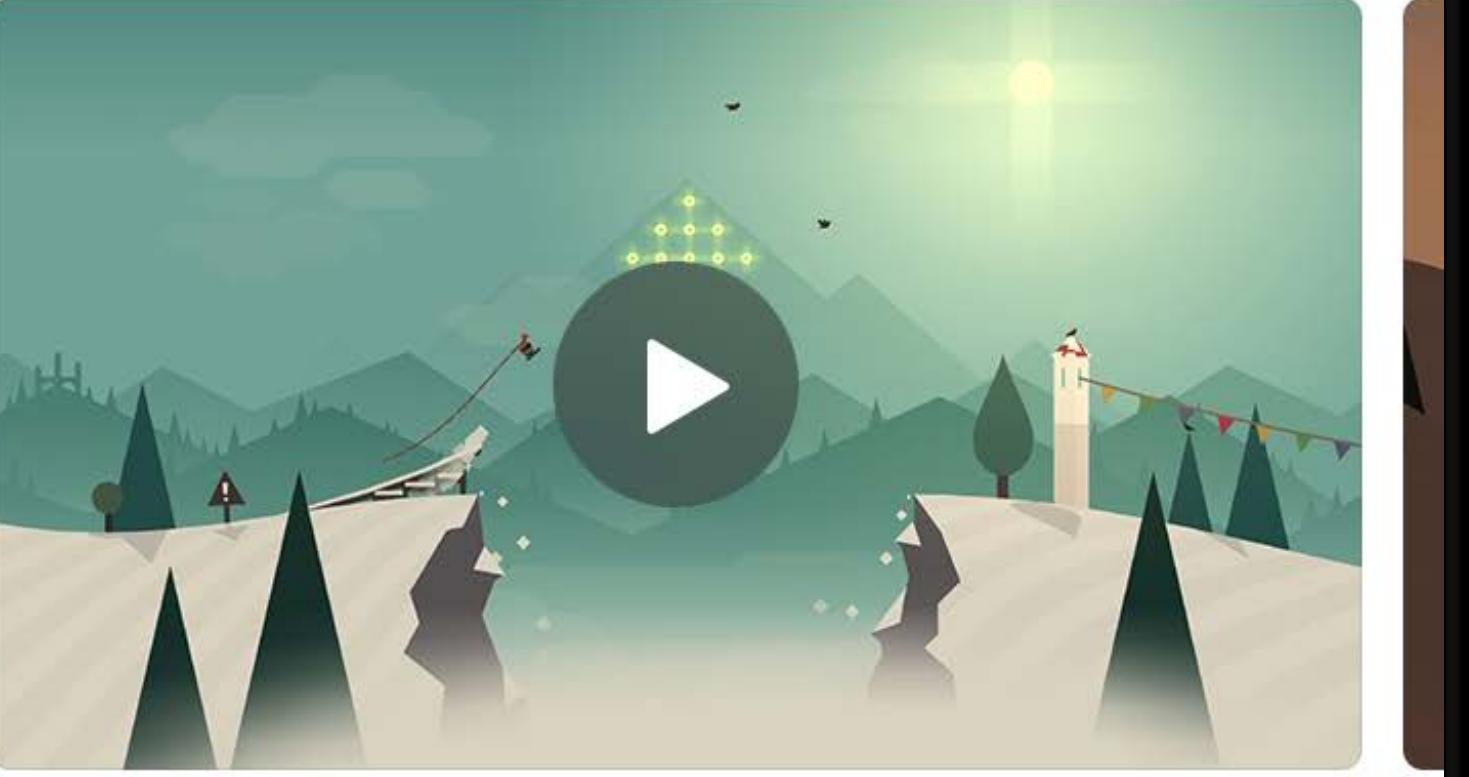
\$4.99

...

★★★★★ 4.7, 7.8K Ratings

Editors' Choice

#44 Game Action 9+ Age Rating



Offers iPad and Apple TV Apps

Above the placid ivory snow lies a sleepy mountain village, brimming with the promise of adventure. Join Alto and his friends as they [more](#)

Developer

Today Games Apps Updates Search

9:41 AM

Games GET

Ratings & Reviews

4.7 out of 5 7,867 Ratings

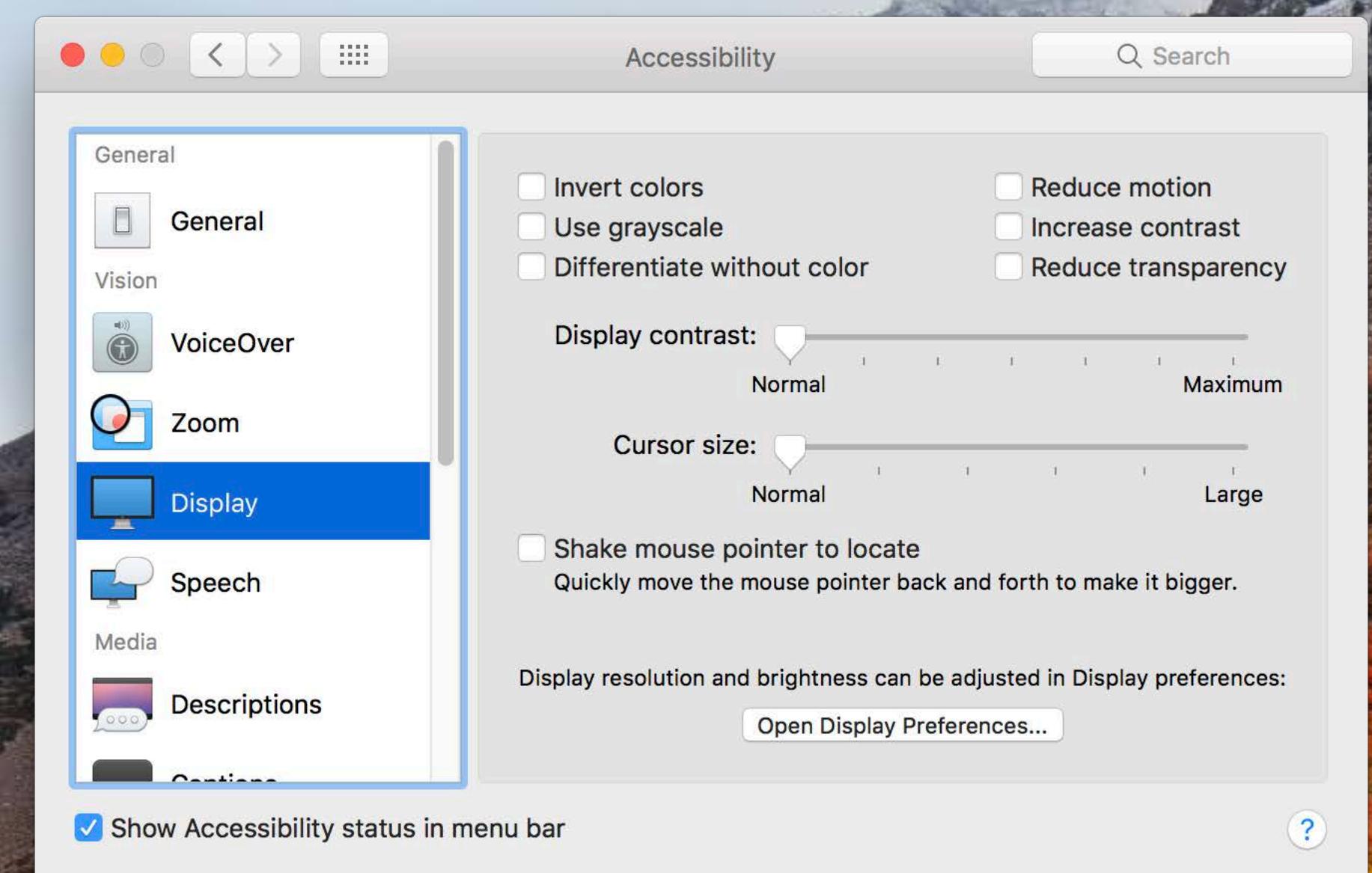
Truly Amazing Game 1d ago
★★★★★ CuriousFox25

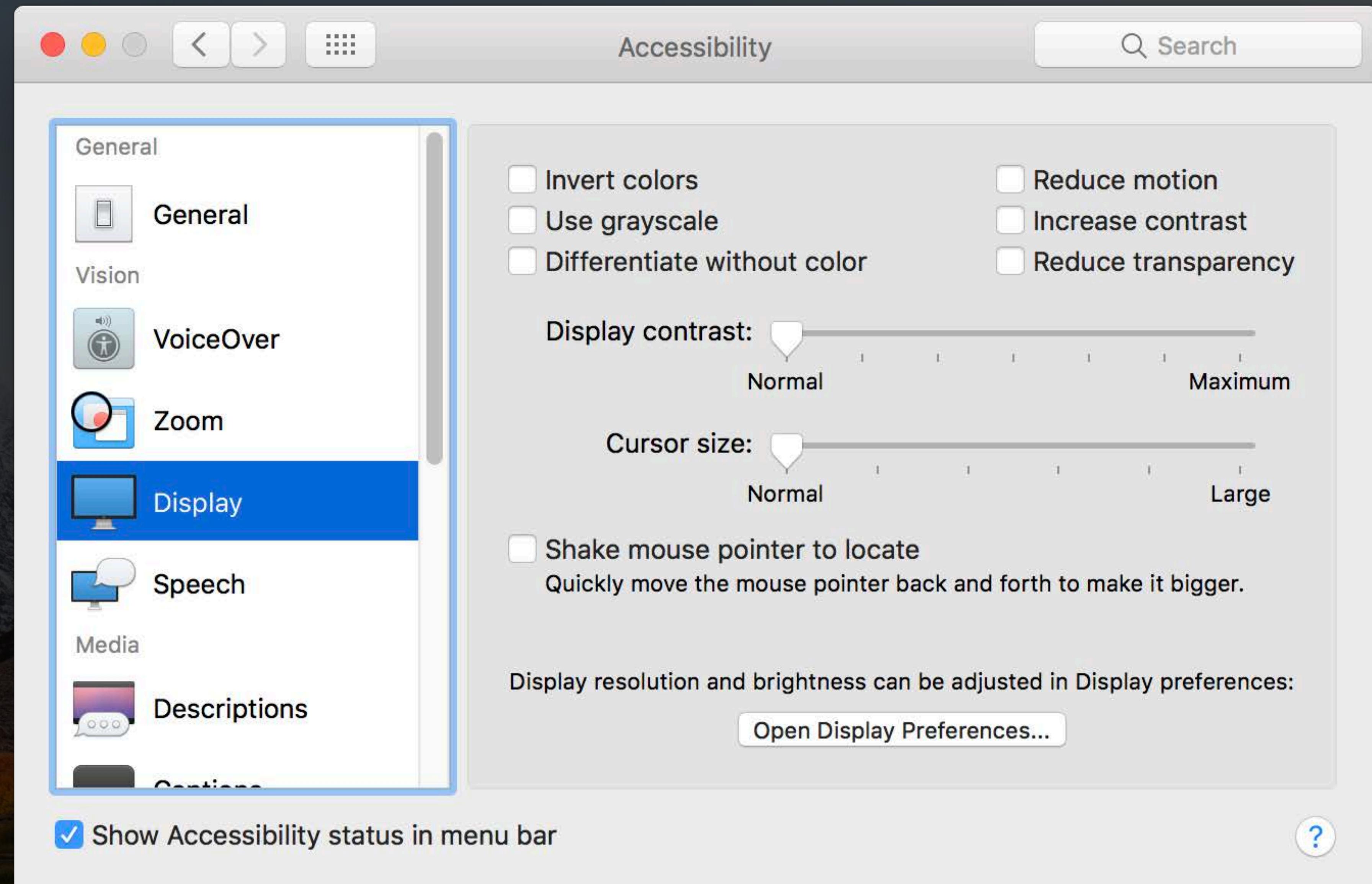
This game is wonderful and highly enjoyable for the entire family! I love how easy it is to pick up and play wherever you are. If you need an infinite runner to play with the kids, this is the one to get. After a long day, the colorful visuals and cheery music always put me in a good mood [more](#)

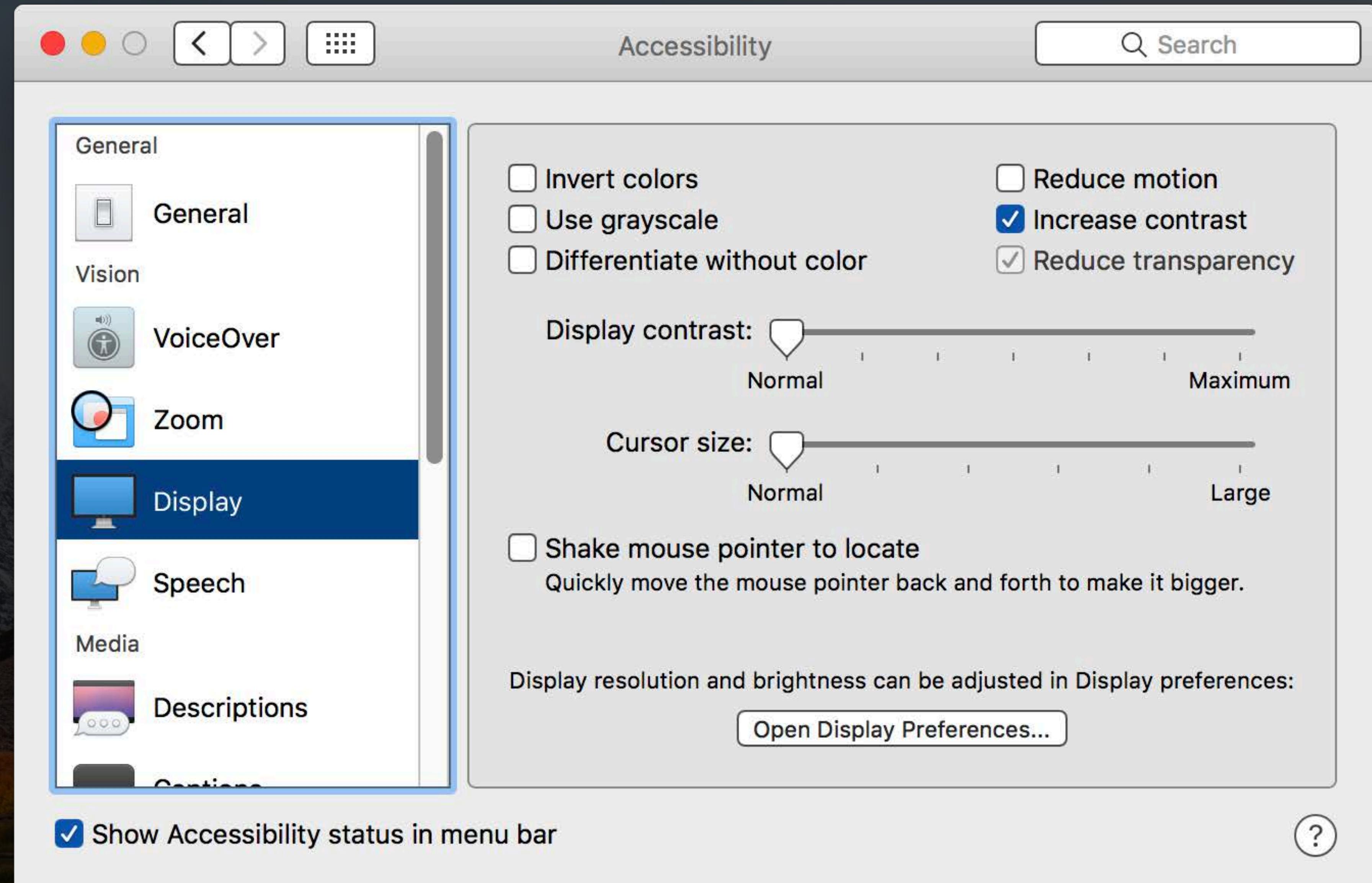
Editors' Choice

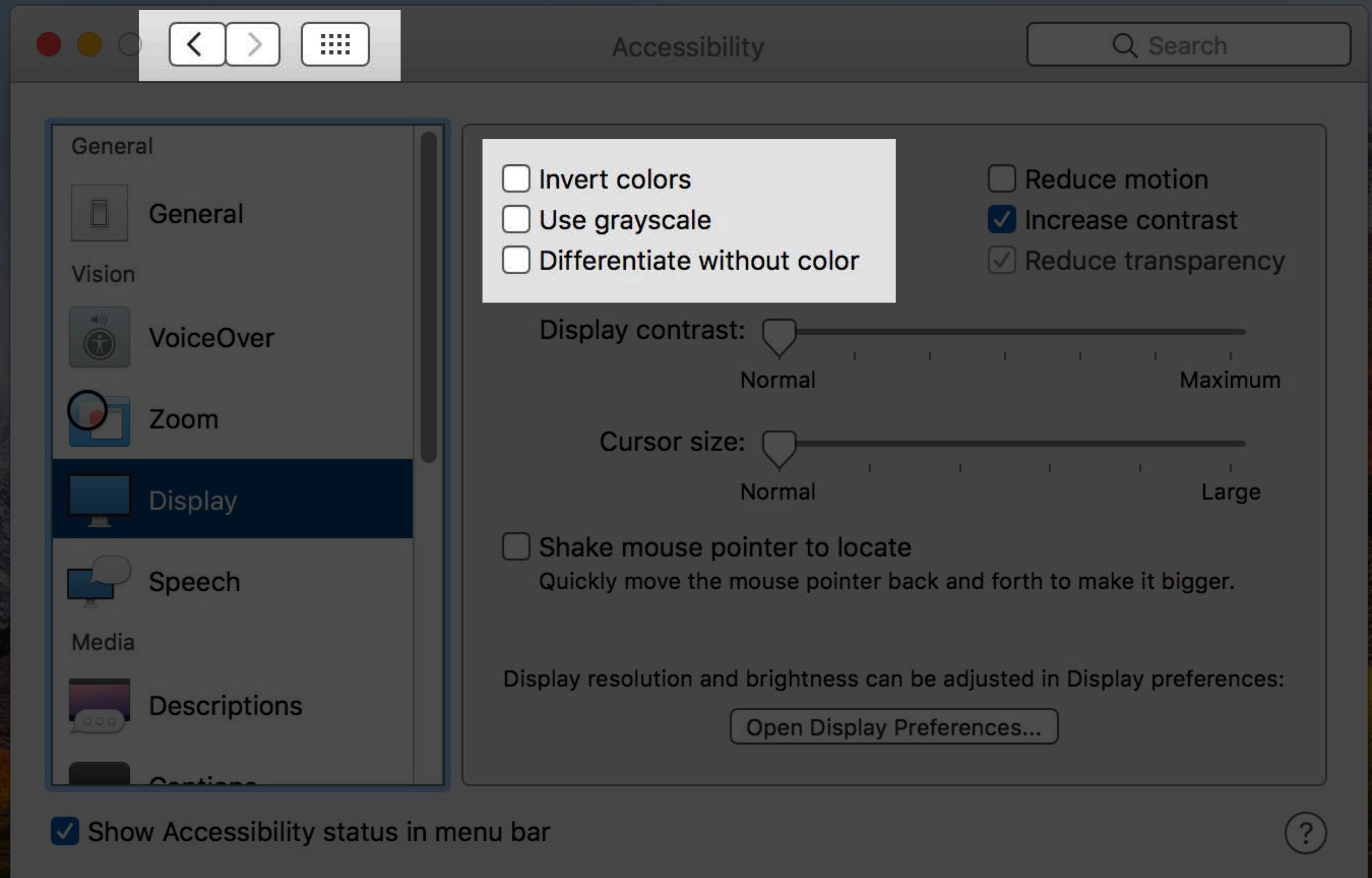
In this gorgeous twist on the infinite runner, you guide an agile snowboarder down a never ending mountain, pullin [more](#)

Today Games Apps Updates Search









Accessibility

Search

General

General

Vision

VoiceOver

Zoom

Display

Speech

Media

Descriptions

Captions

Show Accessibility status in menu bar

Invert colors

Use grayscale

Differentiate without color

Reduce motion

Increase contrast

Reduce transparency

Display contrast: 

Normal Maximum

Cursor size: 

Normal Large

Shake mouse pointer to locate
Quickly move the mouse pointer back and forth to make it bigger.

Display resolution and brightness can be adjusted in Display preferences:

[Open Display Preferences...](#)

?

Accessibility

Search

General

- General
- Vision
- VoiceOver
- Zoom
- Display
- Speech
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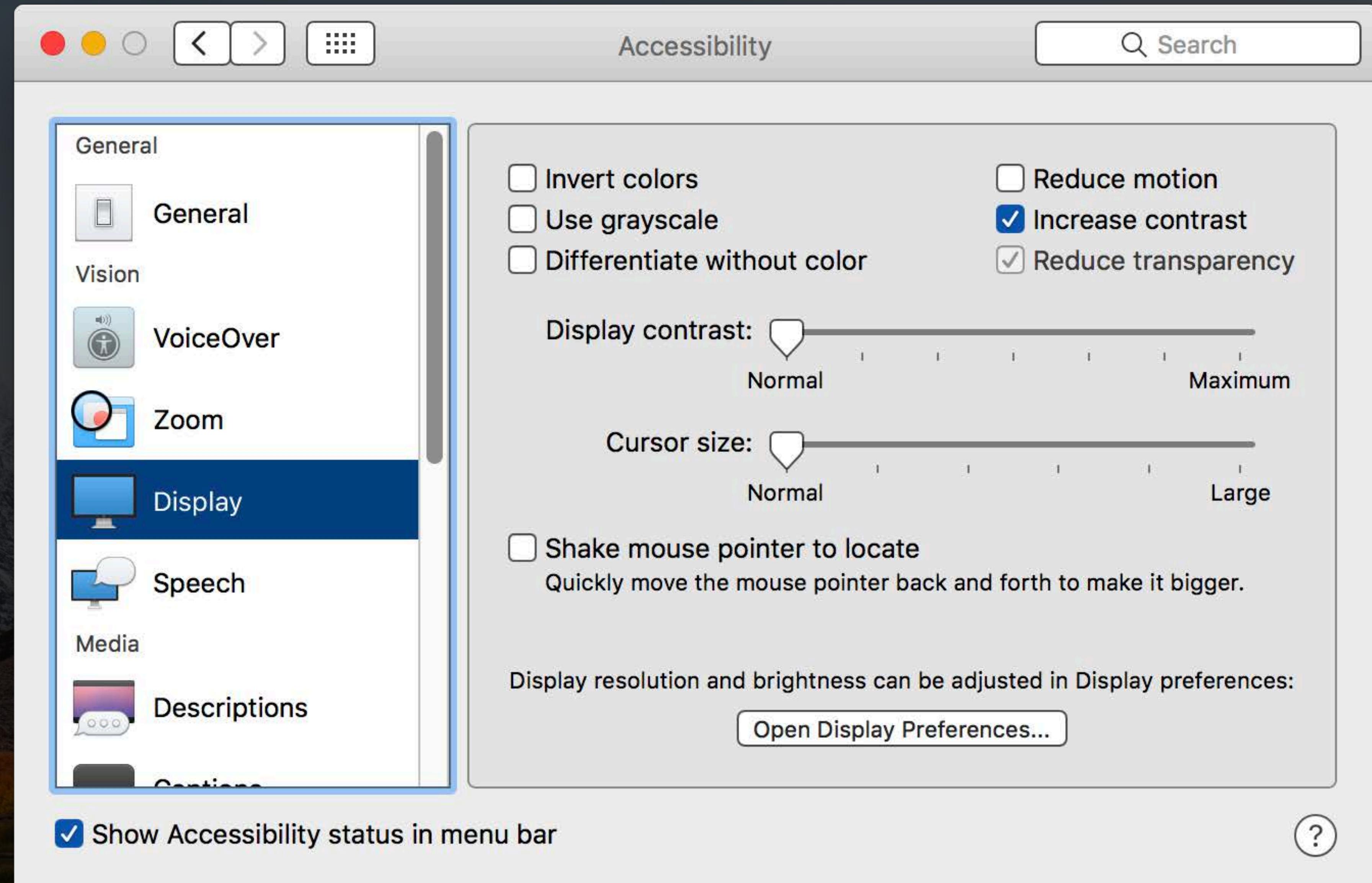
Cursor size:

Normal Large

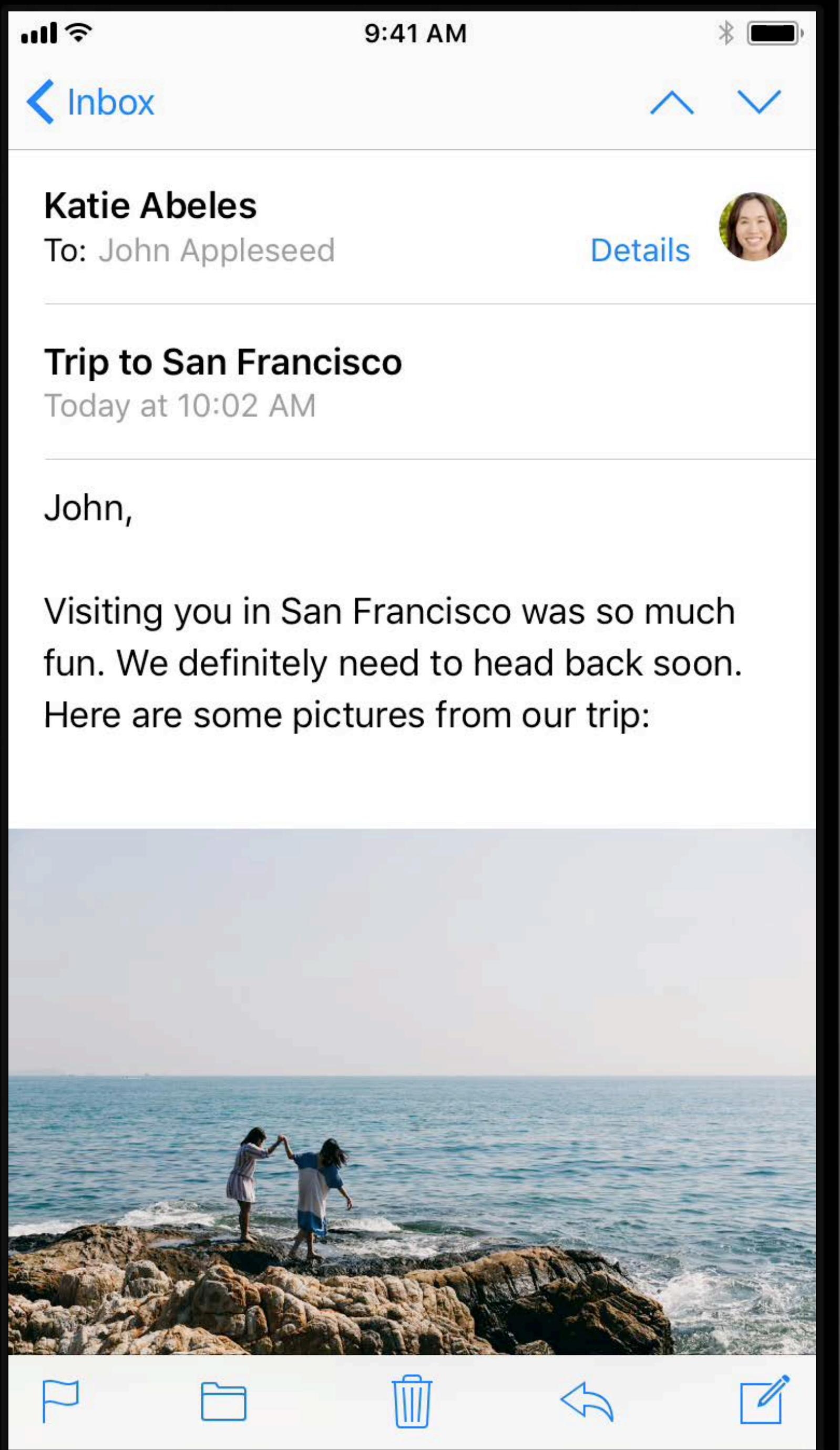
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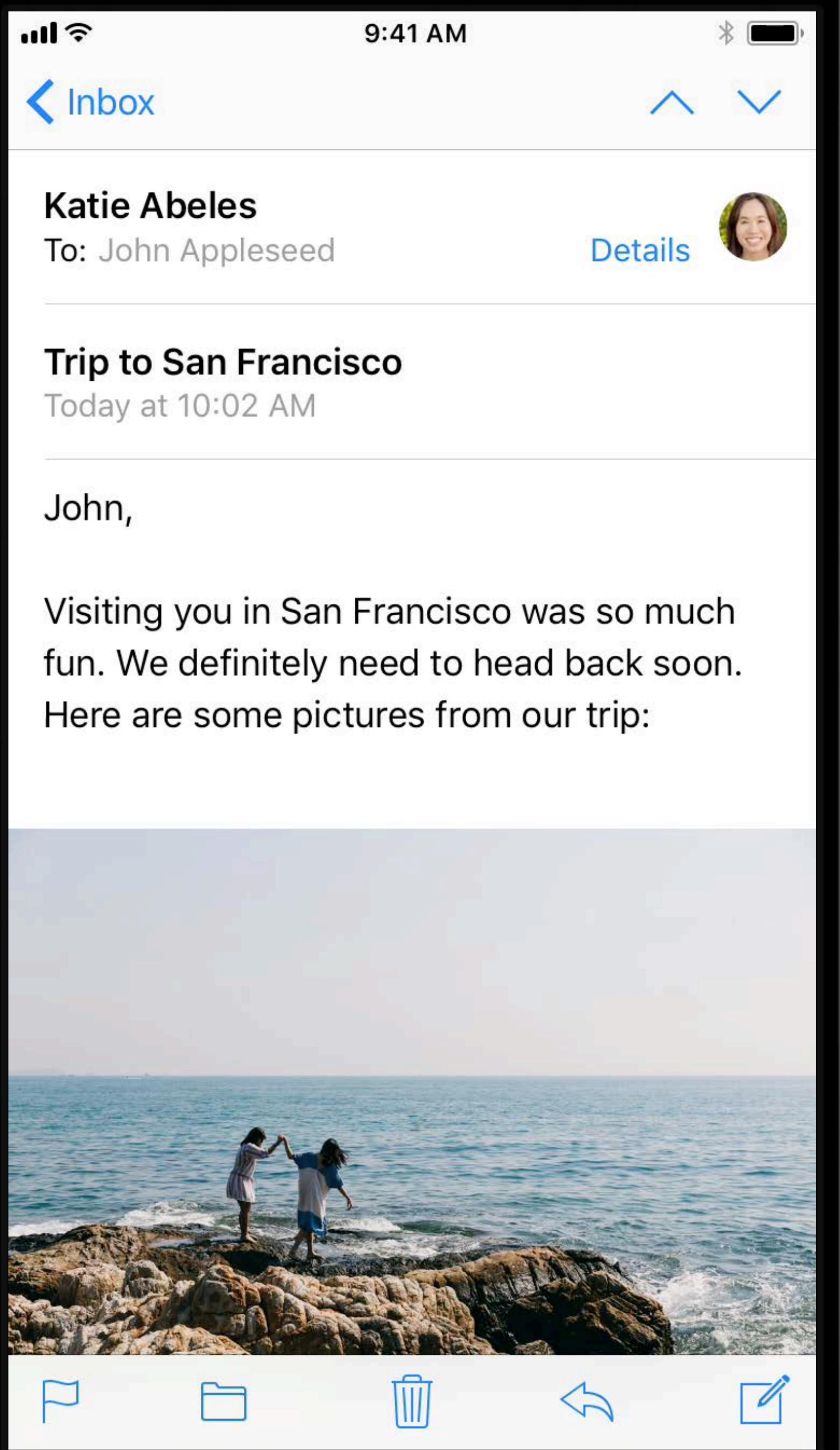
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?



Dynamic Type





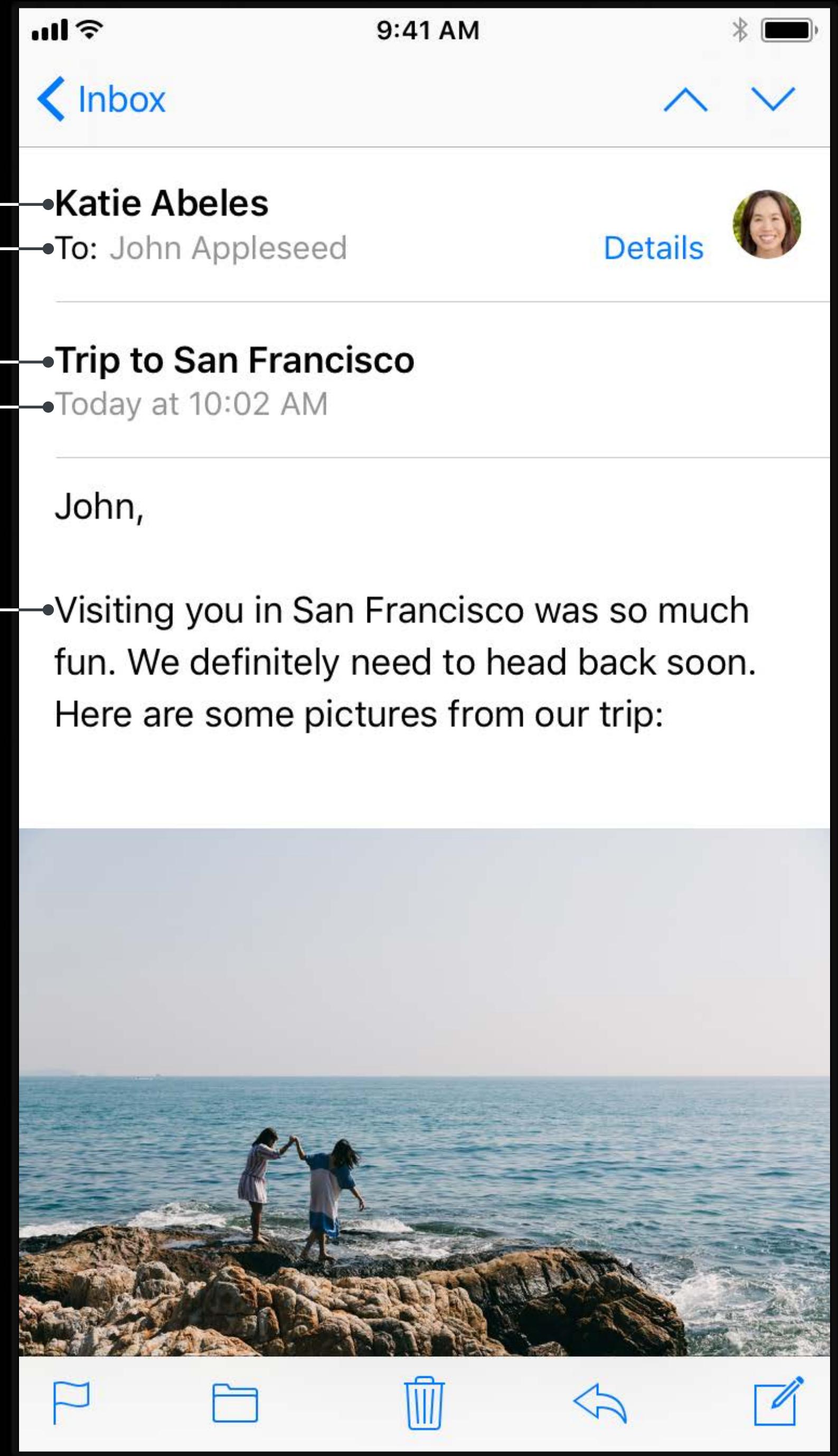
Headline

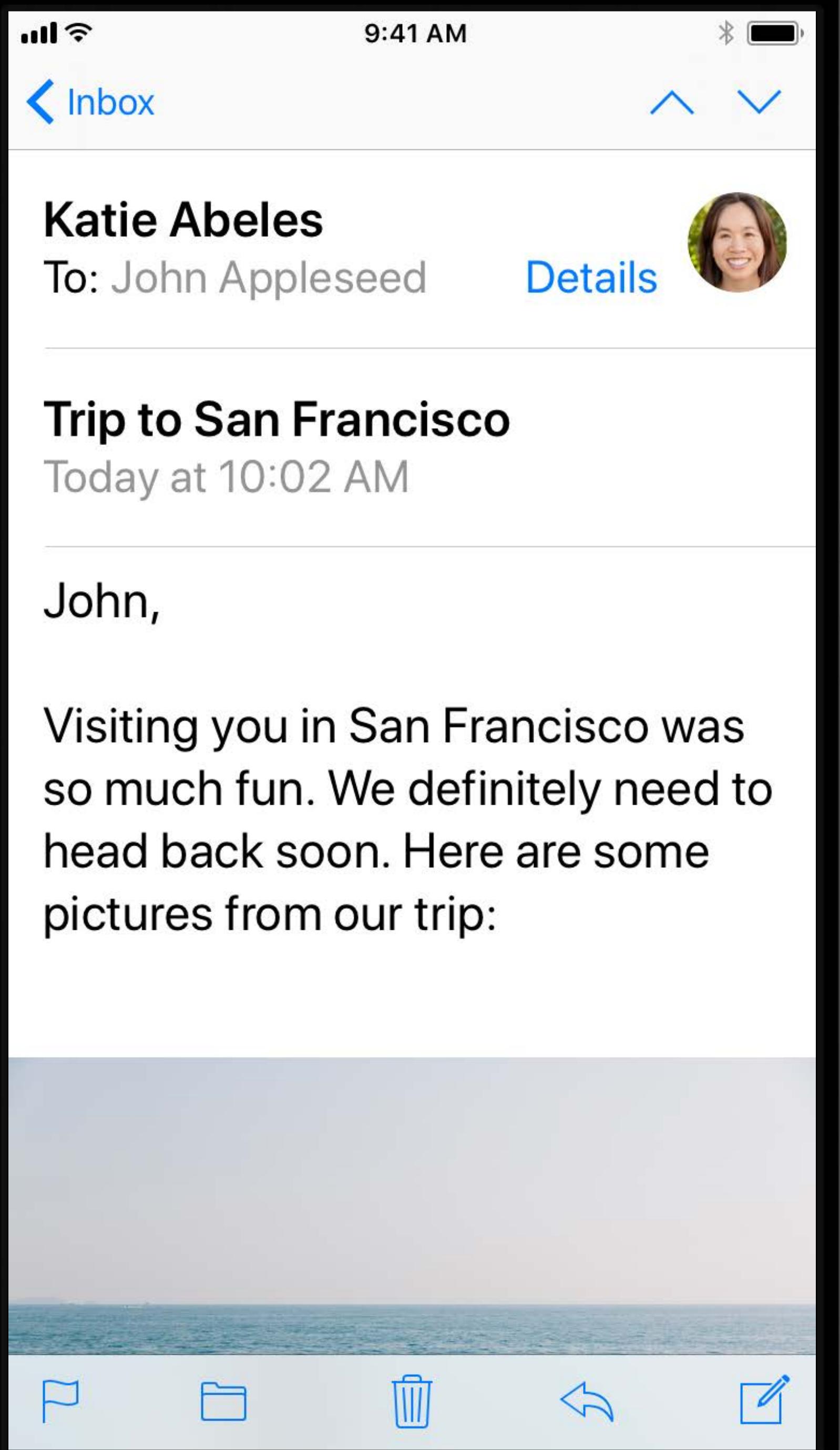
Subhead

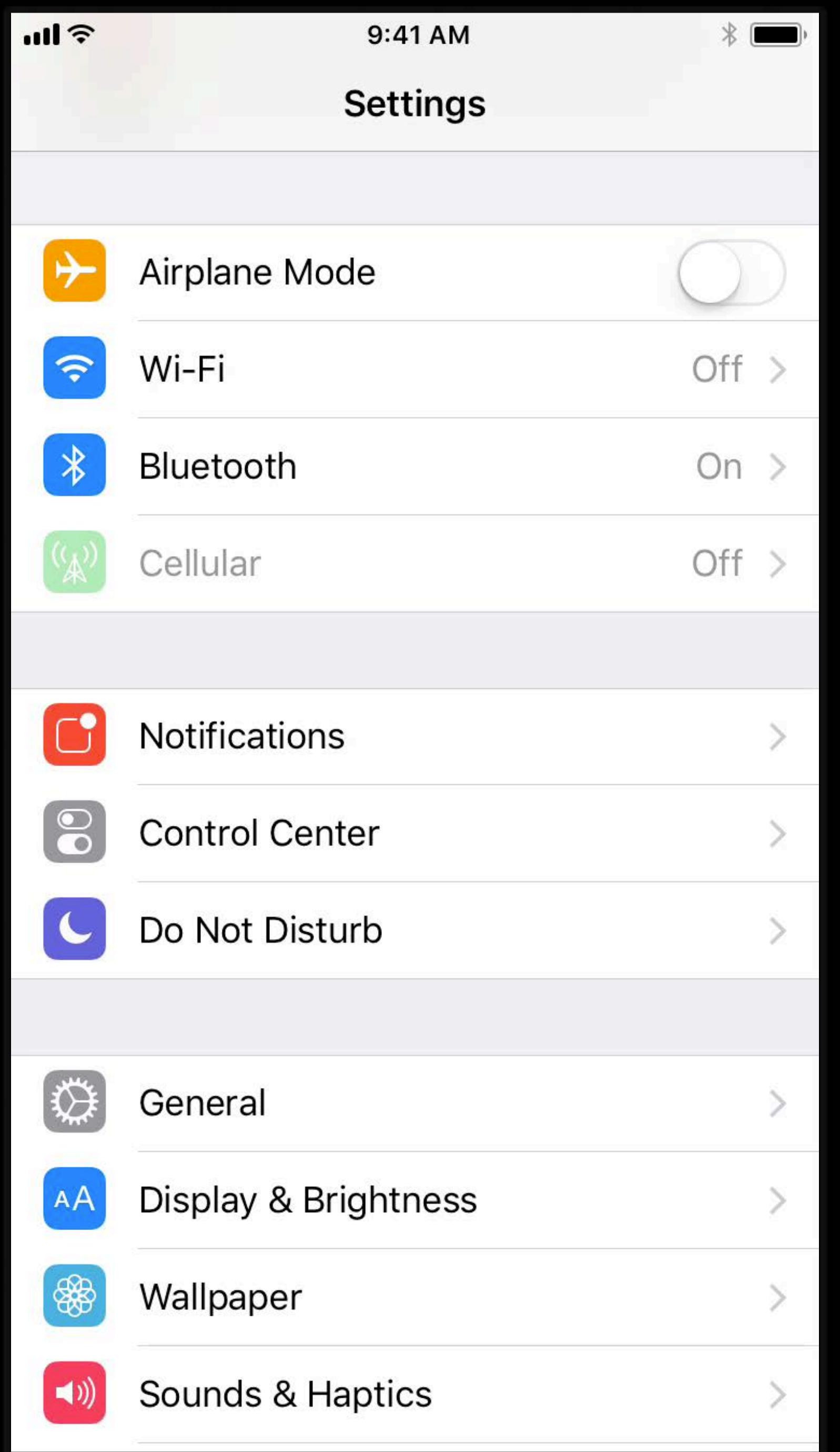
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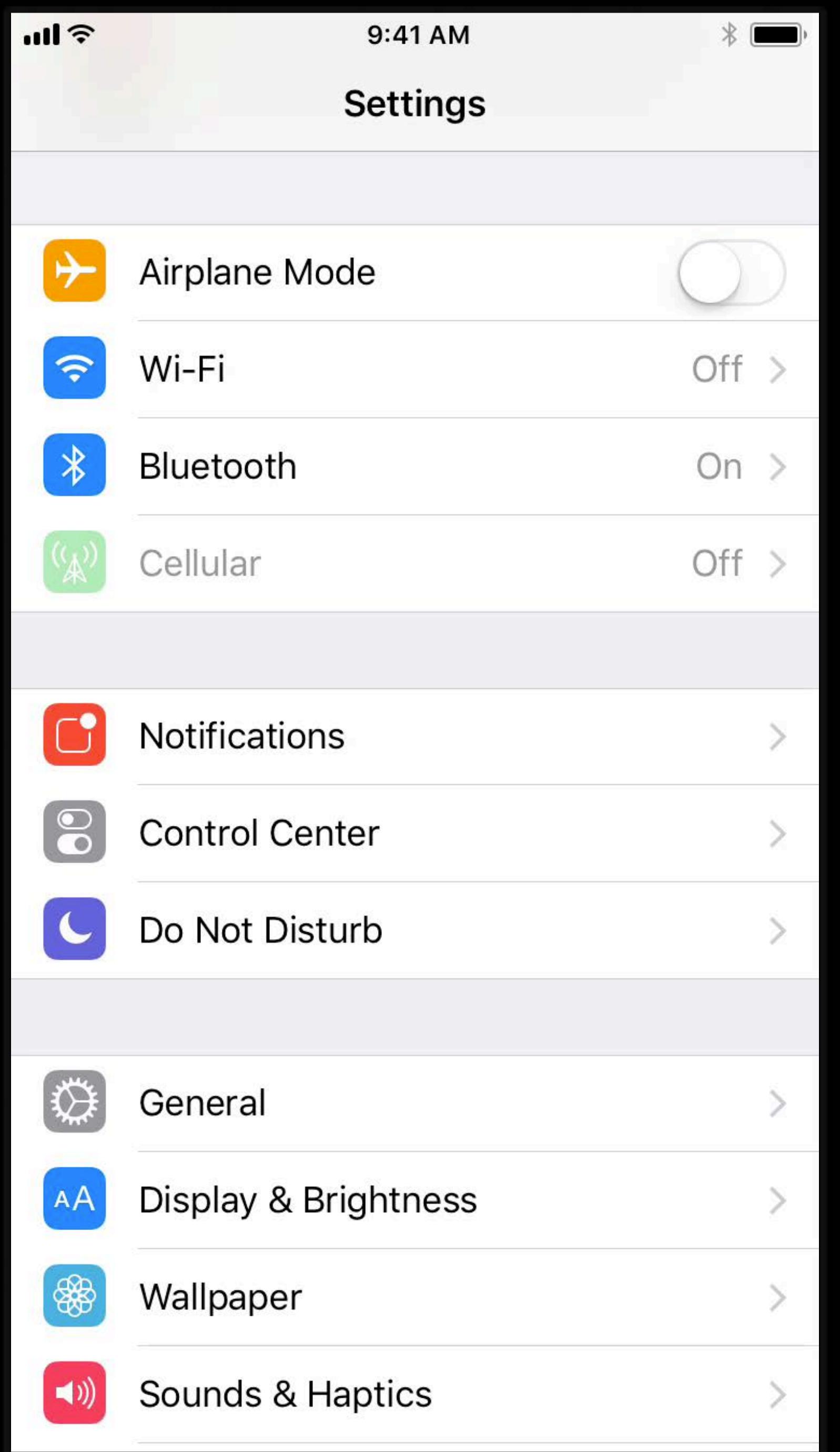
Subhead

Body









Larger Text Principles

Make as much text dynamic as possible

Larger Text Principles

Make as much text dynamic as possible

Use as much of the screen width for text

Larger Text Principles

Make as much text dynamic as possible

Use as much of the screen width for text

Display the same amount of text as the default UI

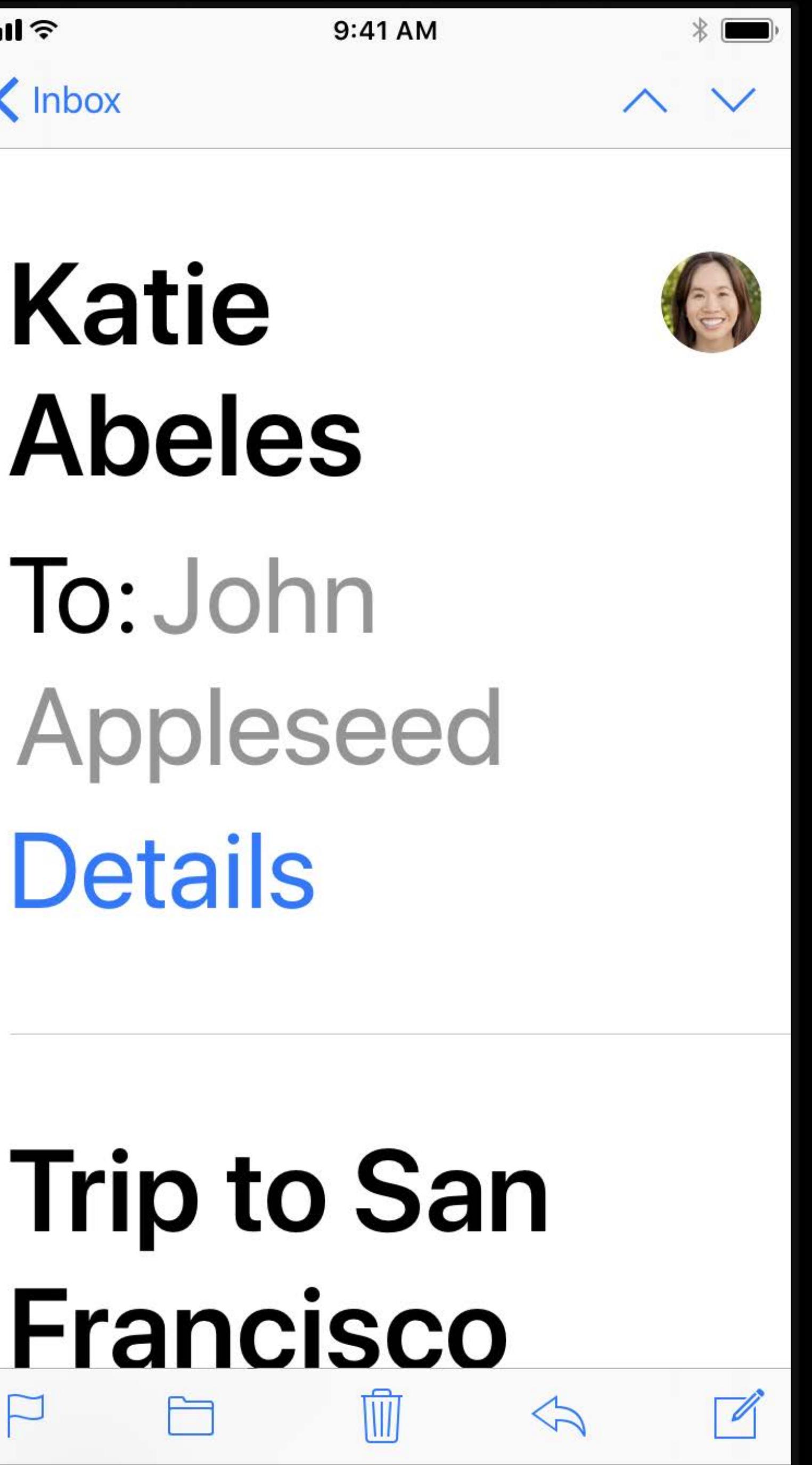
Larger Text Principles

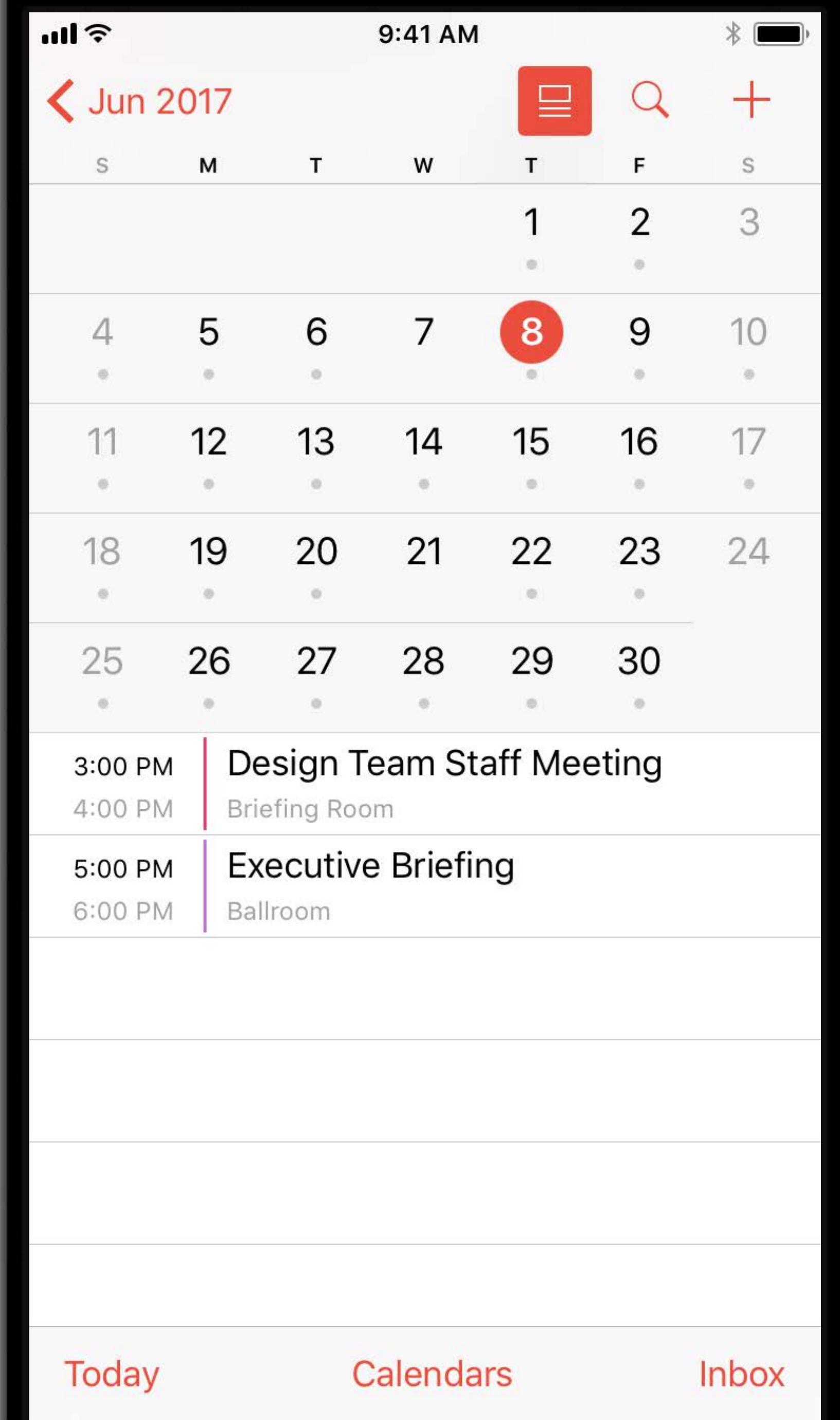
Make as much text dynamic as possible

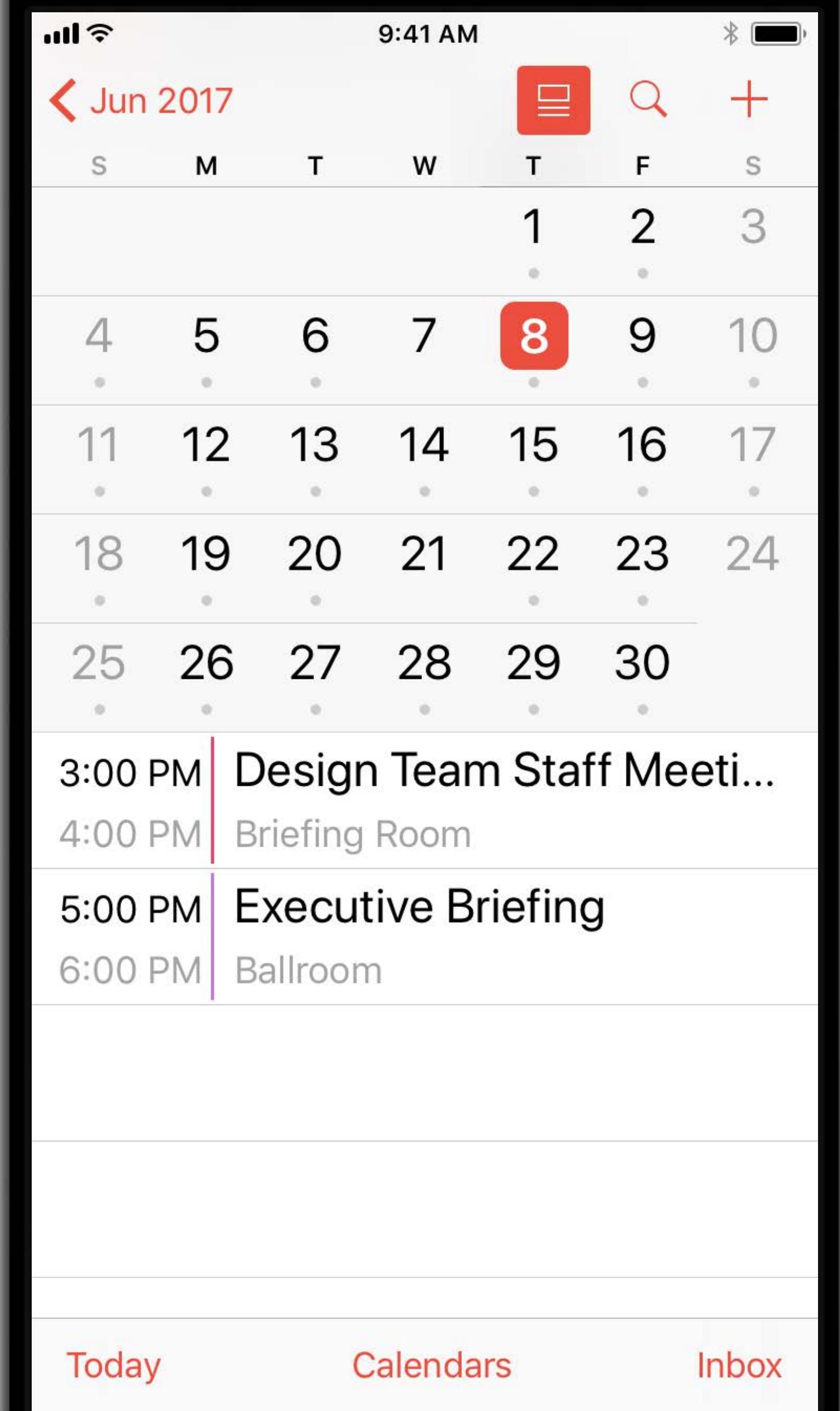
Use as much of the screen width for text

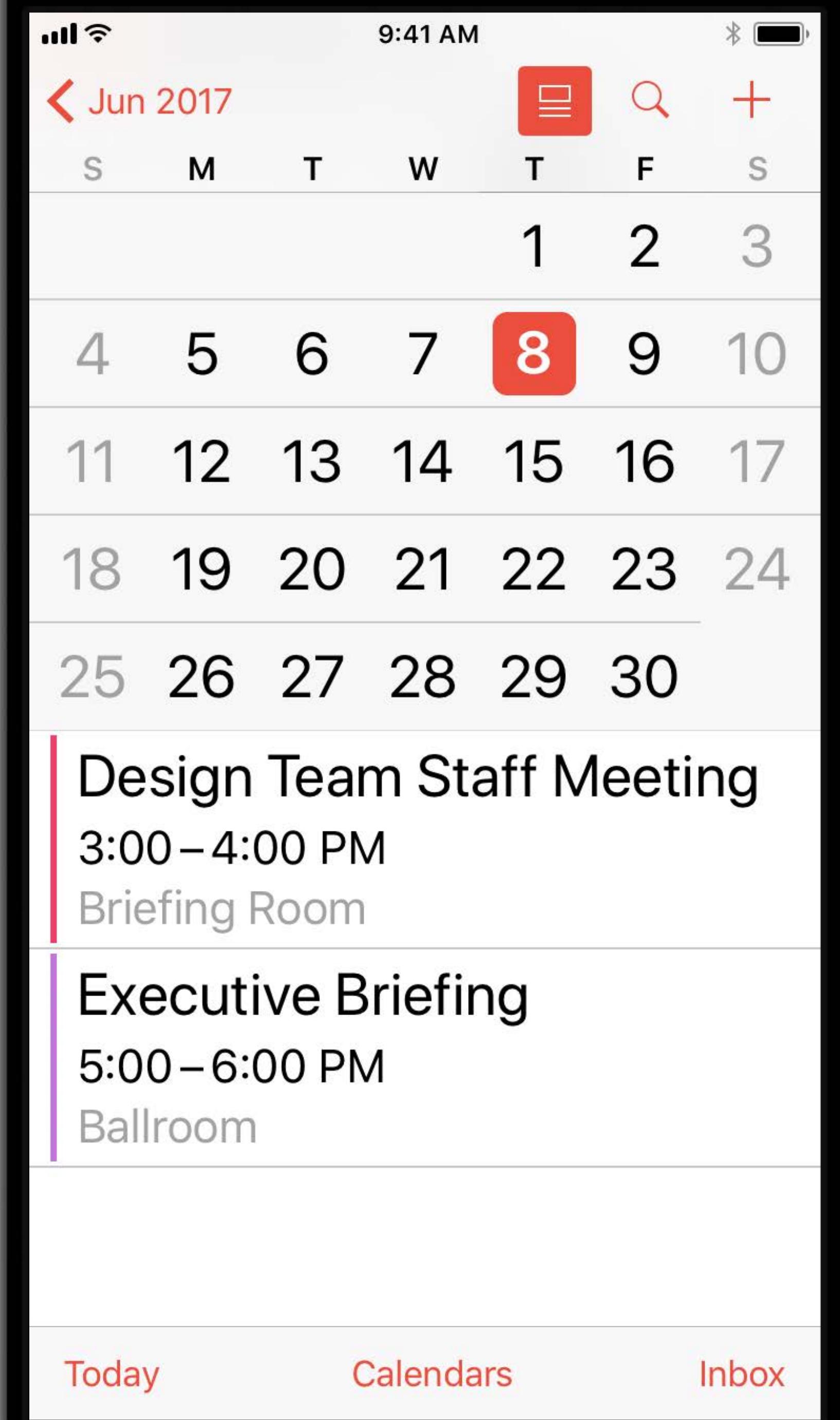
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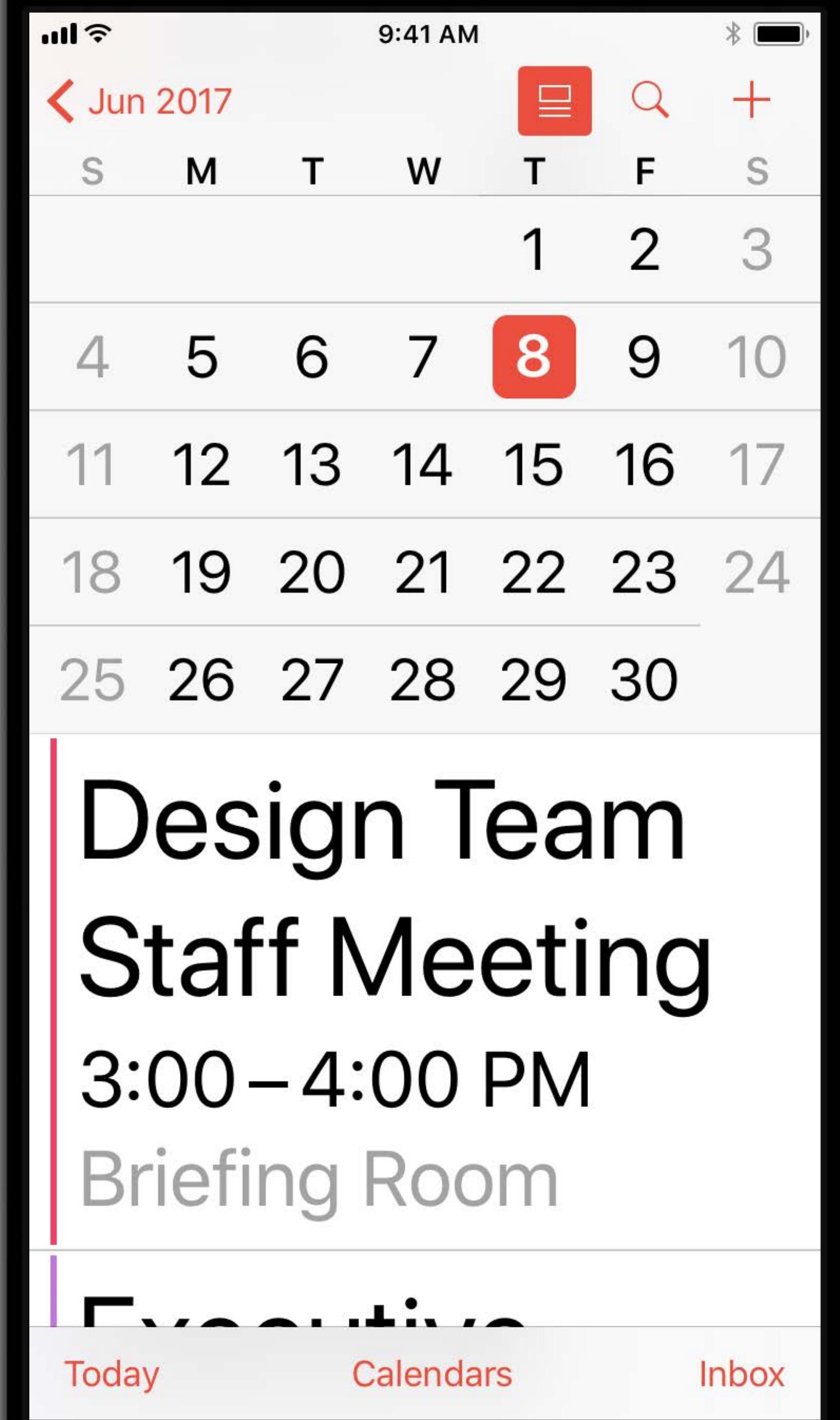
Scale necessary content glyphs

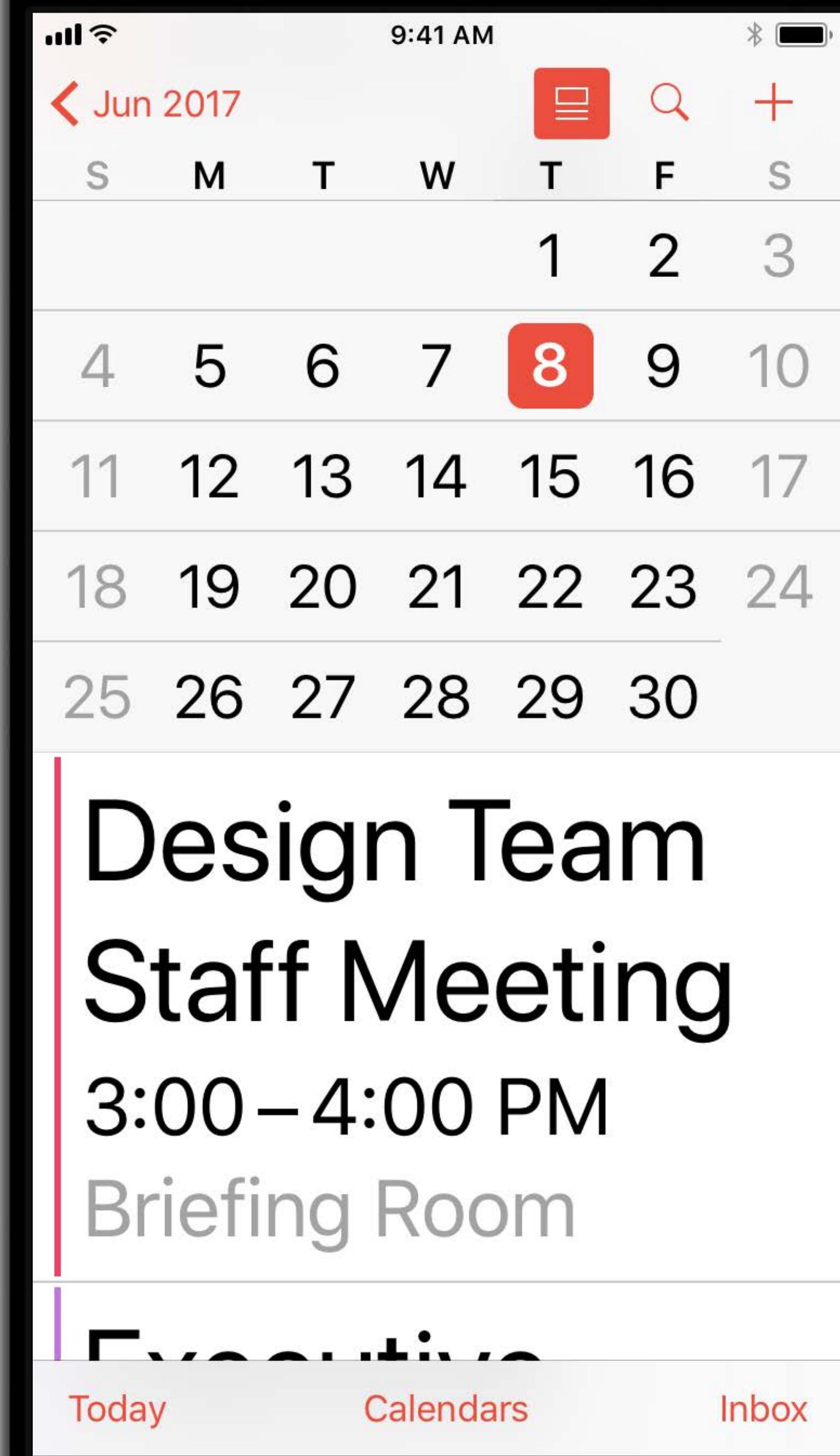


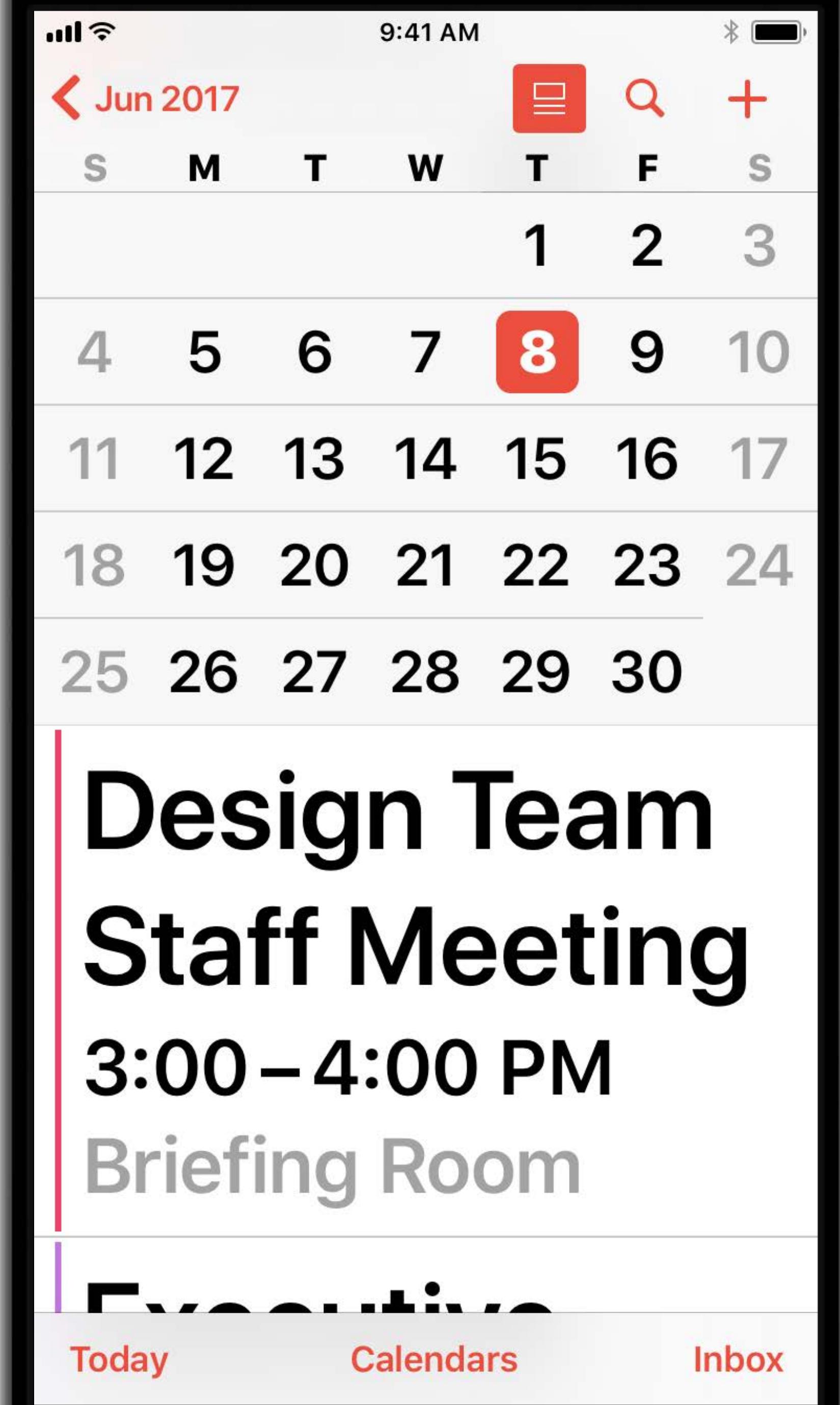


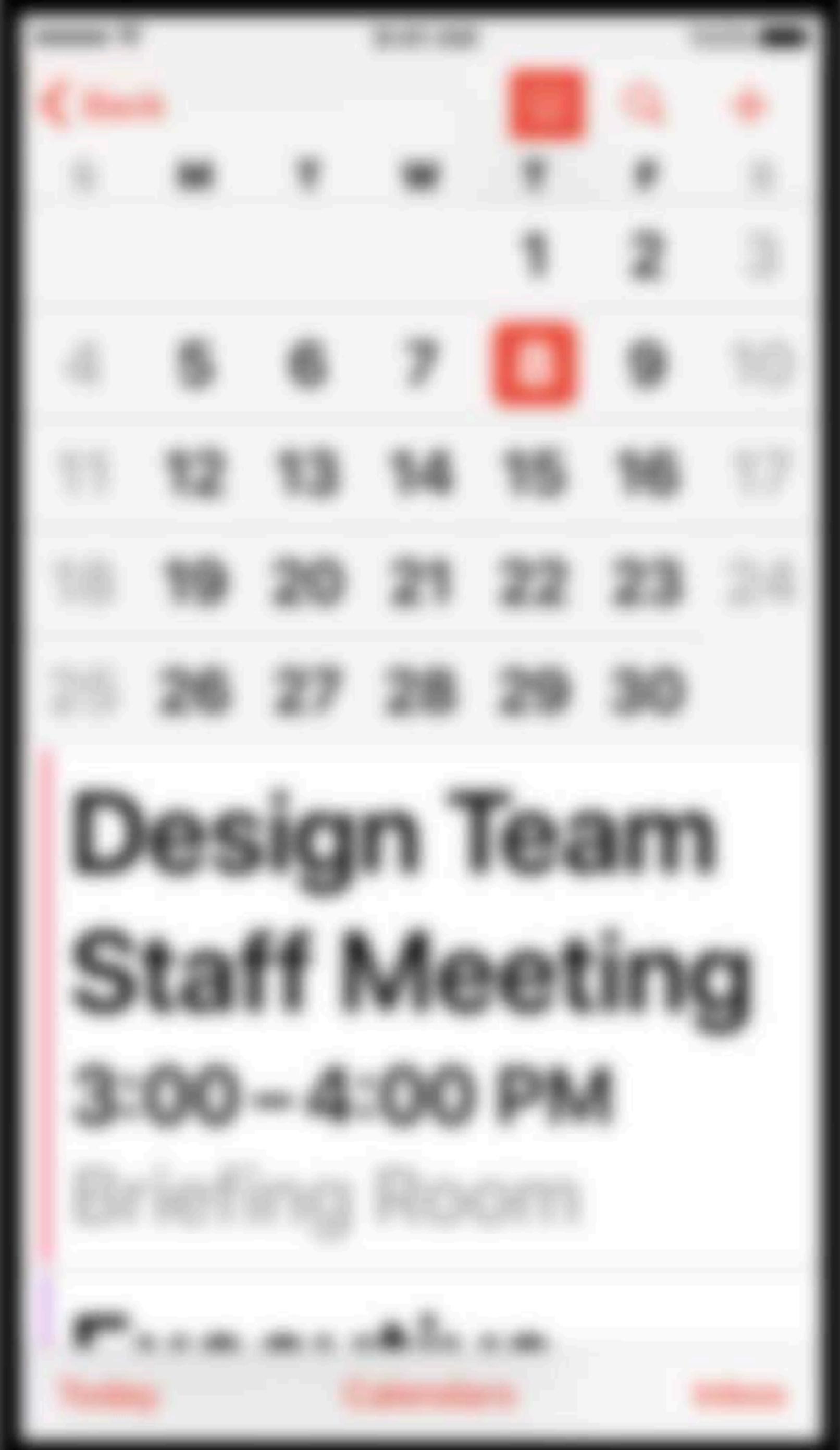












**Design Team
Staff Meeting**
3:00 - 4:00 PM
Briefing Room

Please call me

9:41 AM

< Inbox



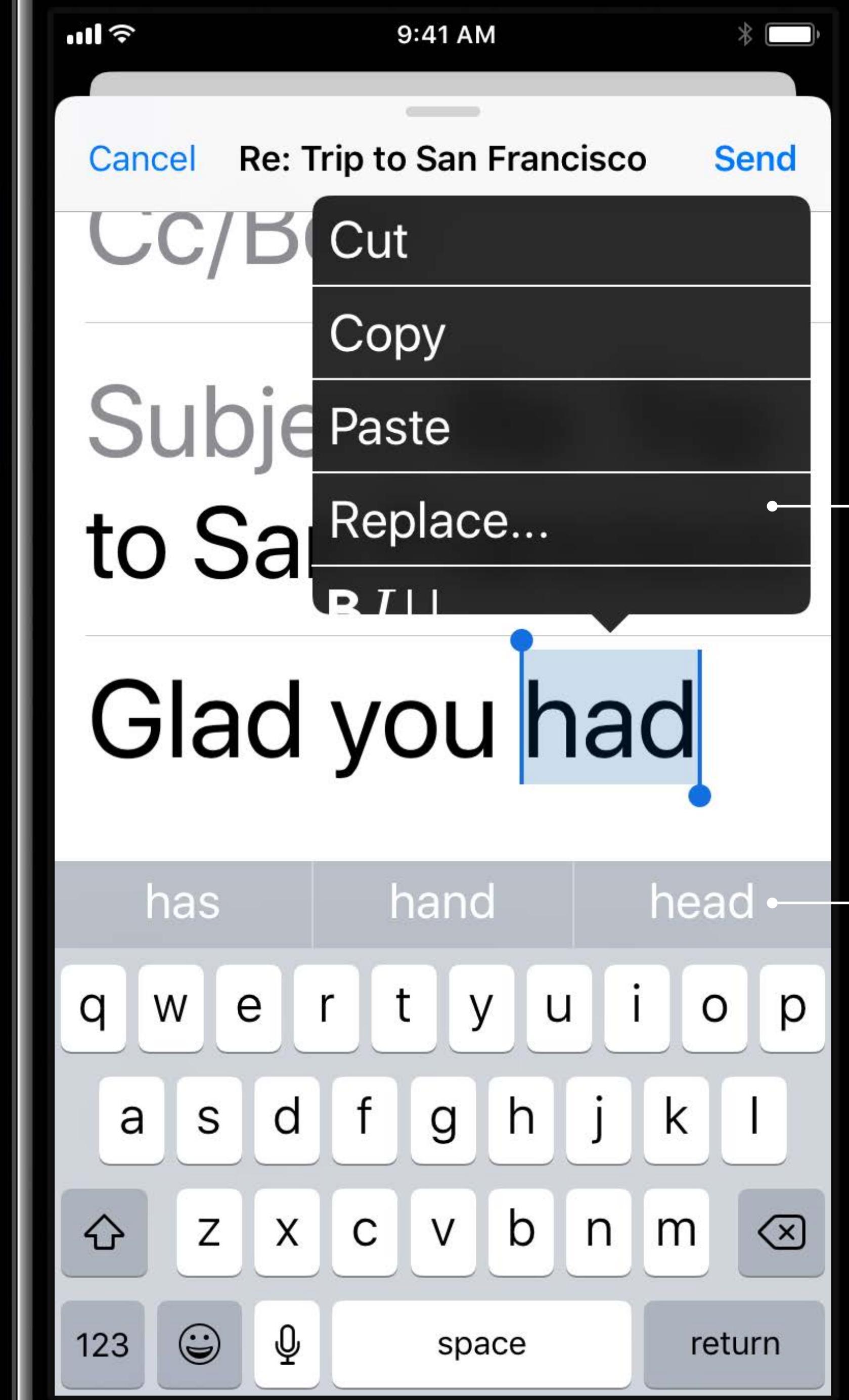
Reply

Reply All

Forward

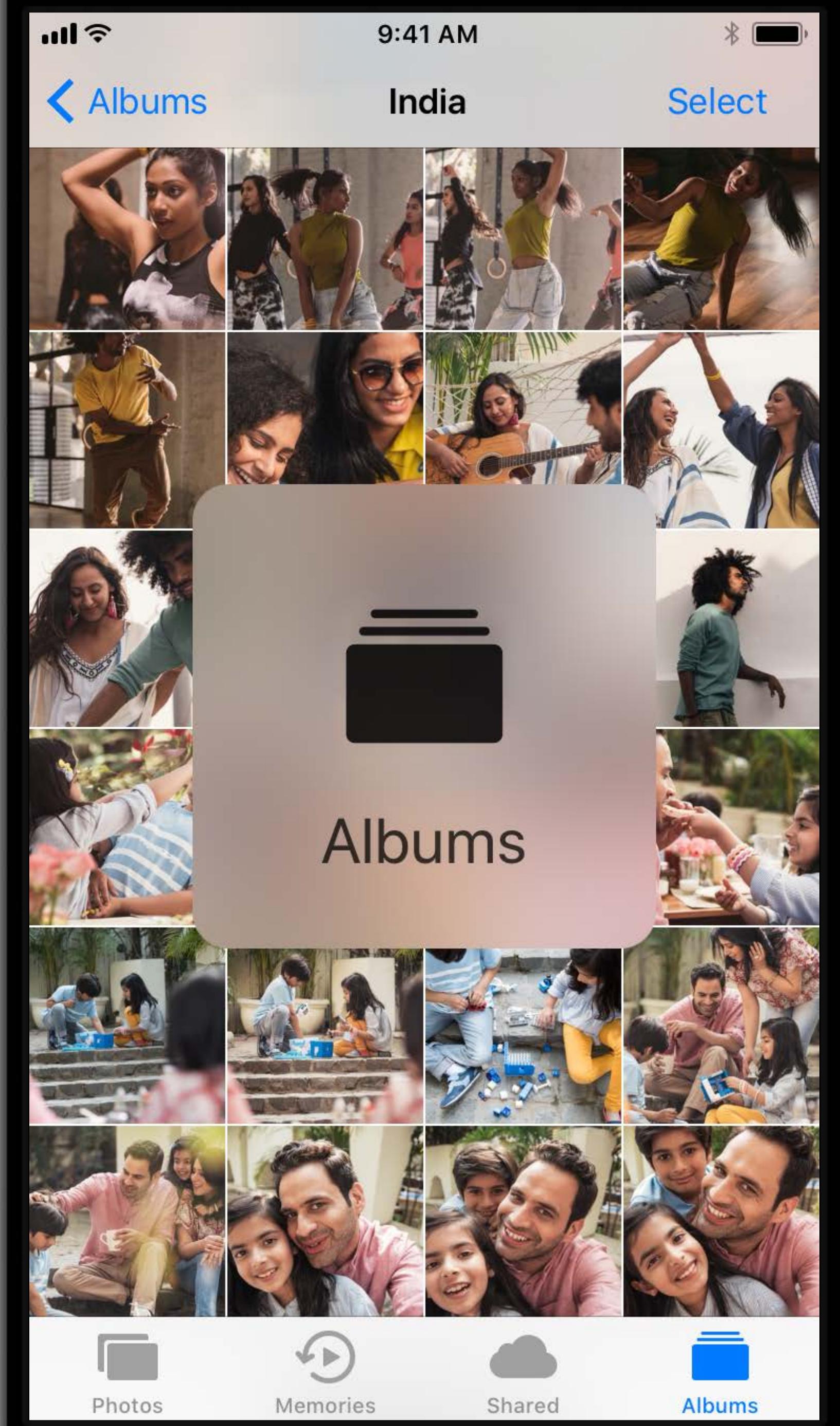
Print

Cancel



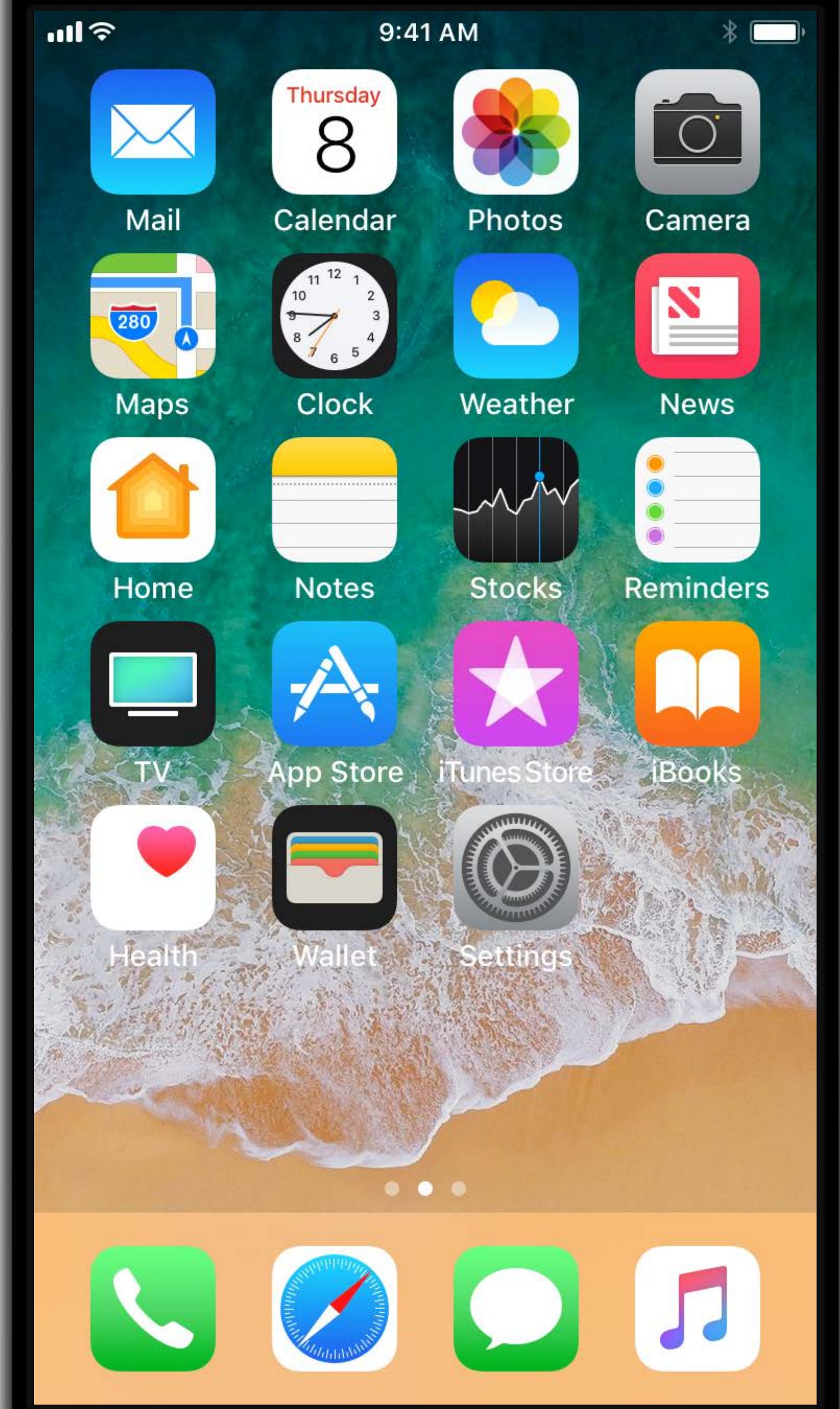
Edit menu

Autocorrection bar









9:41

Thu, Jun 8

Thursday
8 CALENDAR
in 4m

Presentation
Prep

Today at 9:45
AM

Captions



mix flour,
baking powder
and salt

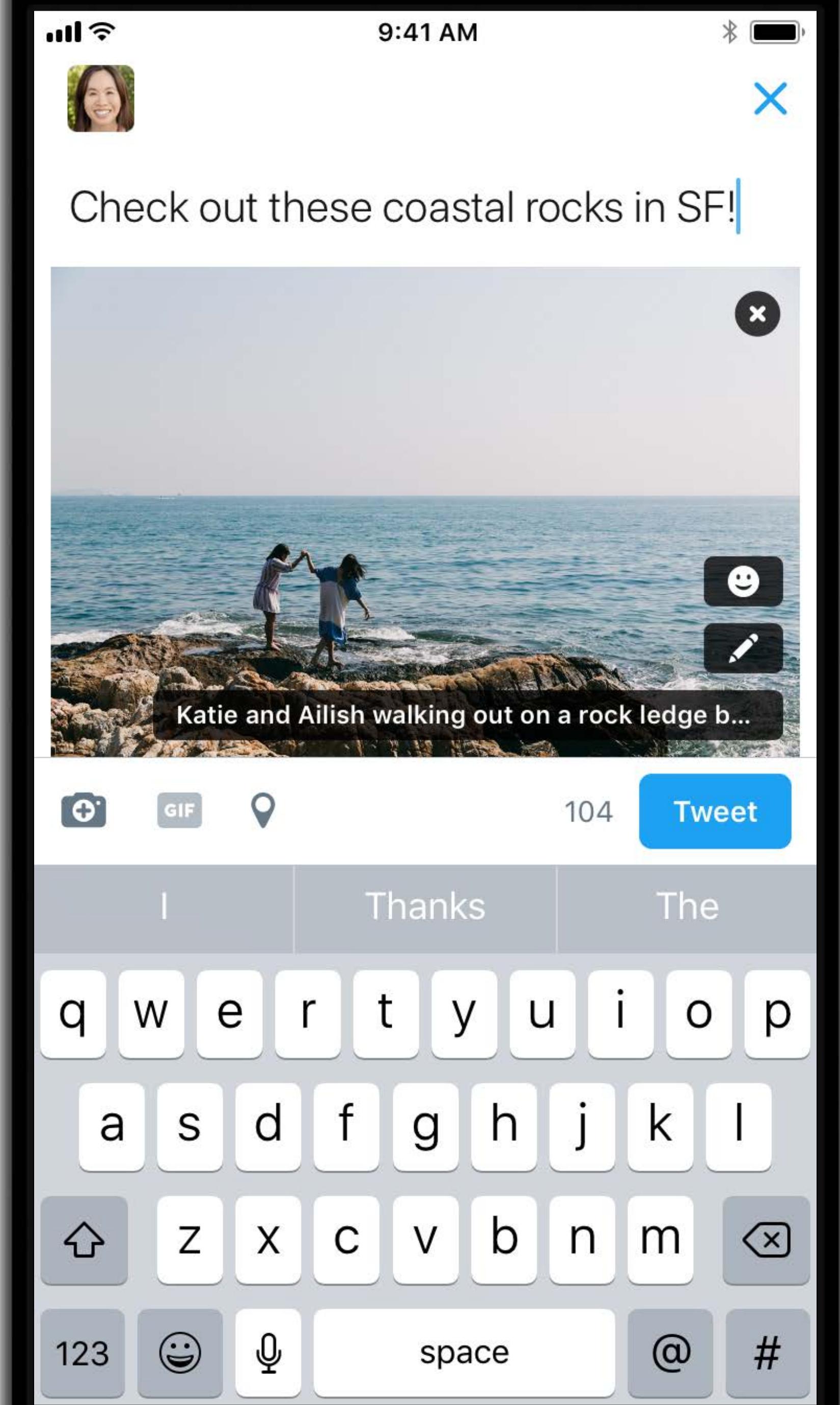
Audible and speech input













9:41 AM



Start a workout with Zova

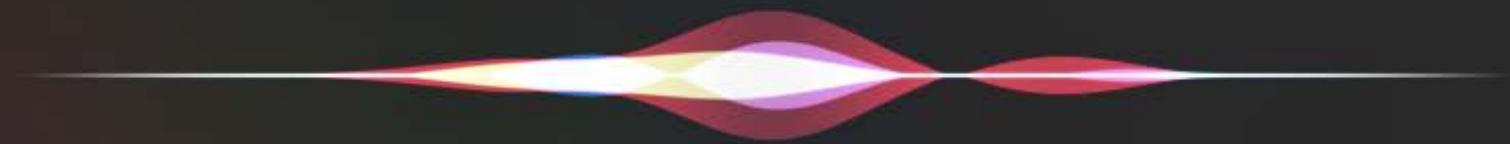
Tap to Edit >

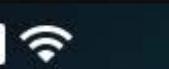
Which do you want?

Strength

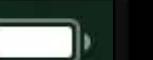
Cardio

Stretching





9:41 AM



Remind me to pick up my
prescription when I get in
the car

Tap to Edit >

**Here's your reminder for the
next time you get in the car
and connect to your iPhone:**



REMINDERS



Pick up my prescription
Getting in the car

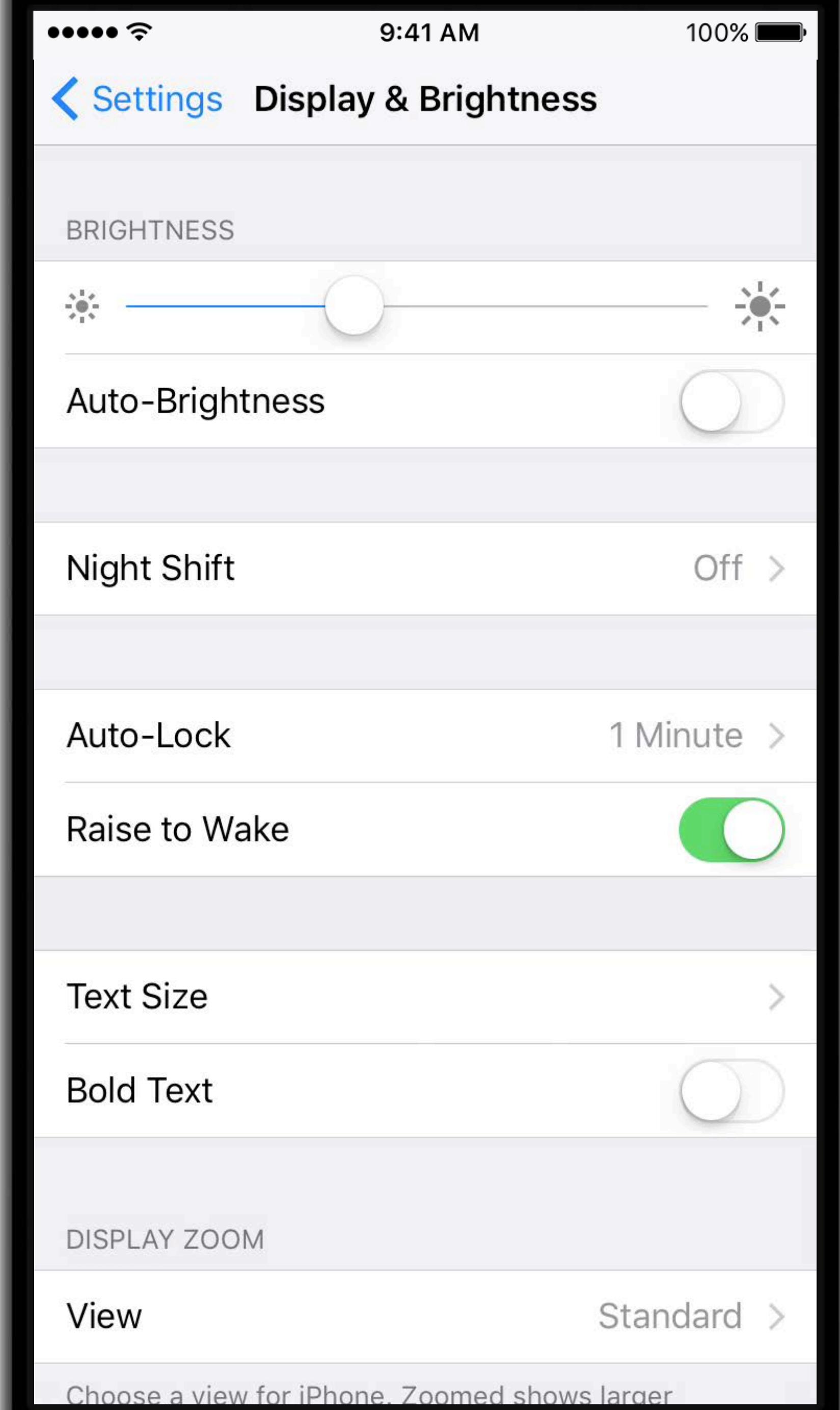
Remove

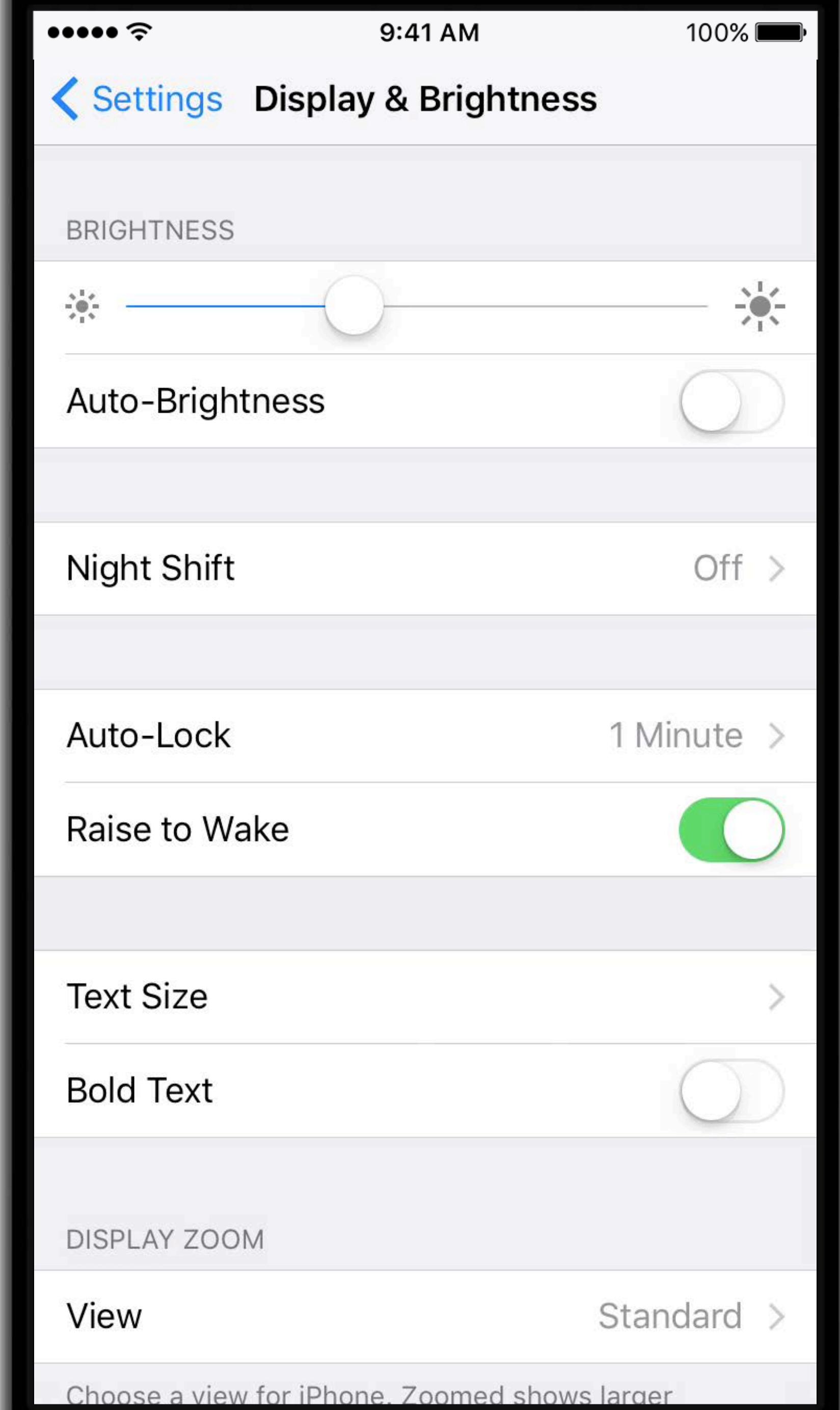


Type to Siri



Haptic feedback





9:41 AM

< Mailboxes Edit

Inbox

Search

John Baily 9/21/15 >
Yosemite Trip
Hey John, We're getting excited for our trip to Yosemite this summer. The kids are going to h...

Katie Abeles 9/21/15 >
Trip to San Francisco
John, Visiting you in San Francisco was so much fun. We definitely need to head back soon. He...

Allen Buchinski 9/20/15 >
Pick up from airport?
Hi John! Hope all is well with you. I am coming home from London and was wondering if you...

Jane Daniels 9/20/15 >
Dinner
Hi Everyone, I'm so excited to see everyone at dinner tonight. Parking can be tough around th...

Mary Ellen Mason 9/19/15 >
Troy's Birthday
Hey Everyone. Thanks for joining us for Troy's...

Updated Just Now

9:41 AM

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Mary Ellen Mason 9/19/15 >
Troy's Birthday
Hey Everyone, Thanks for joining us for Troy's birthday. We all had an amazing time celebrati...

Natalie Mason 9/17/15 >

Updated Just Now

9:41 AM

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Inbox

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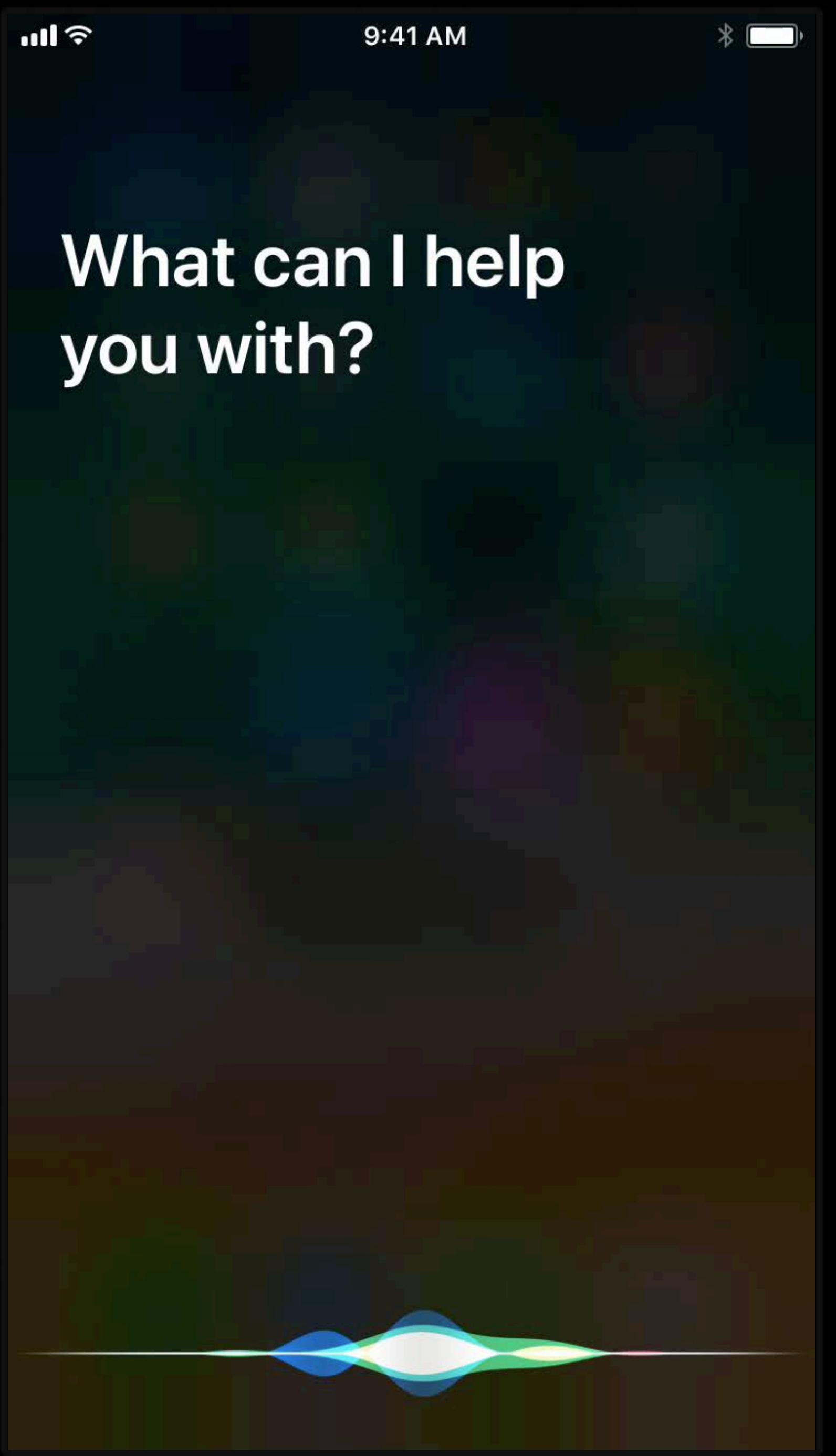
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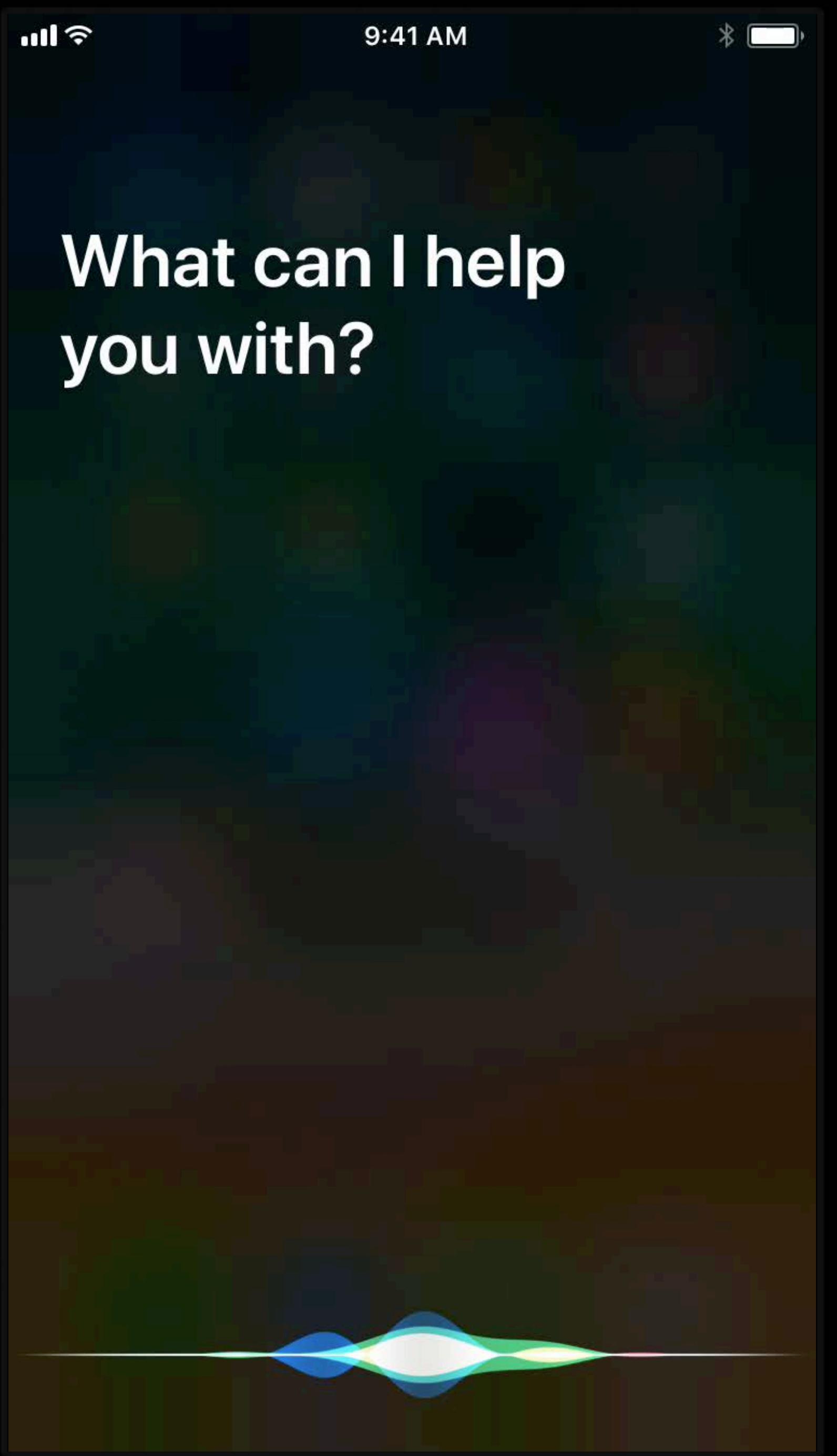
Jane Daniels 9/20/15 >
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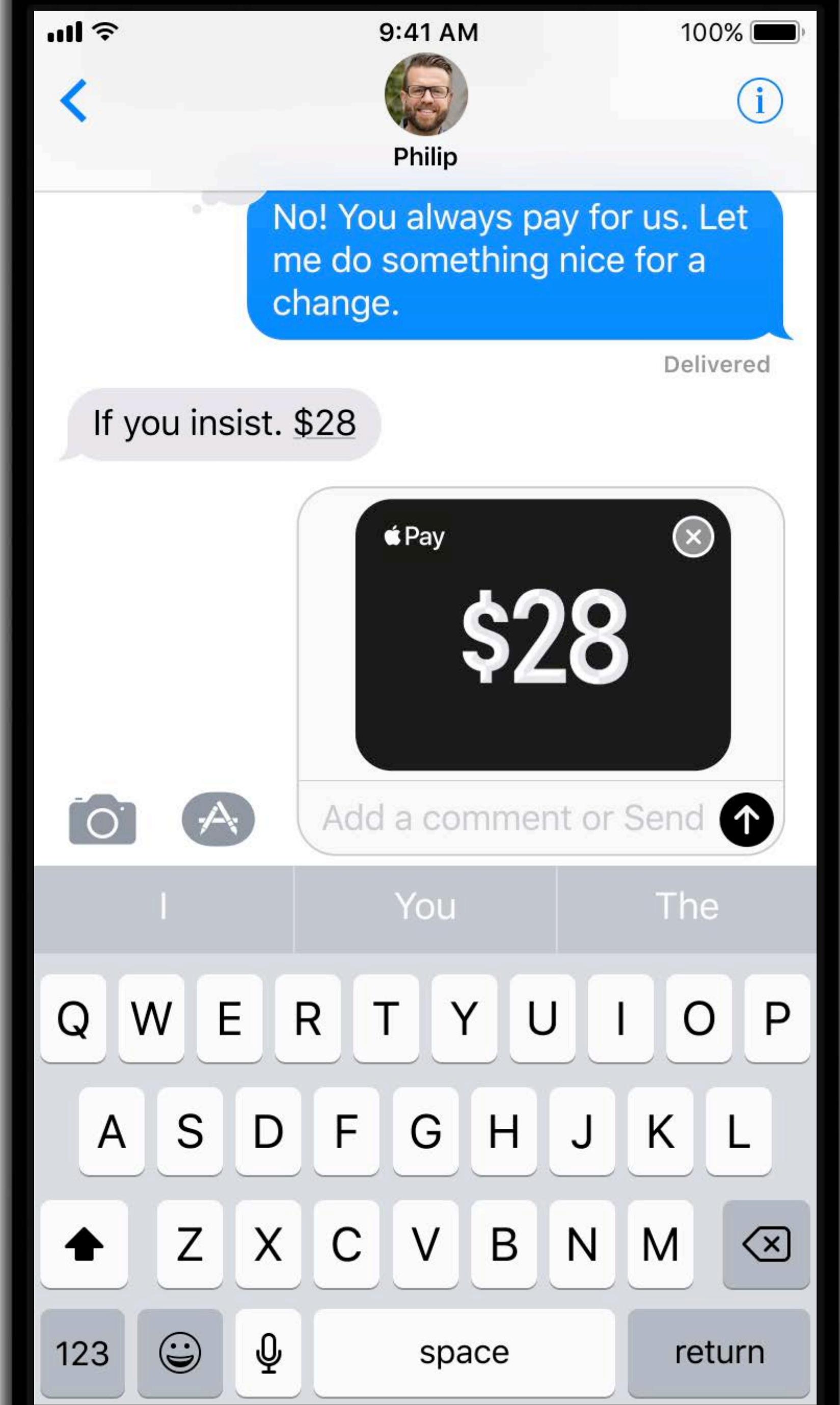
Mary Ellen Mason 9/19/15 >
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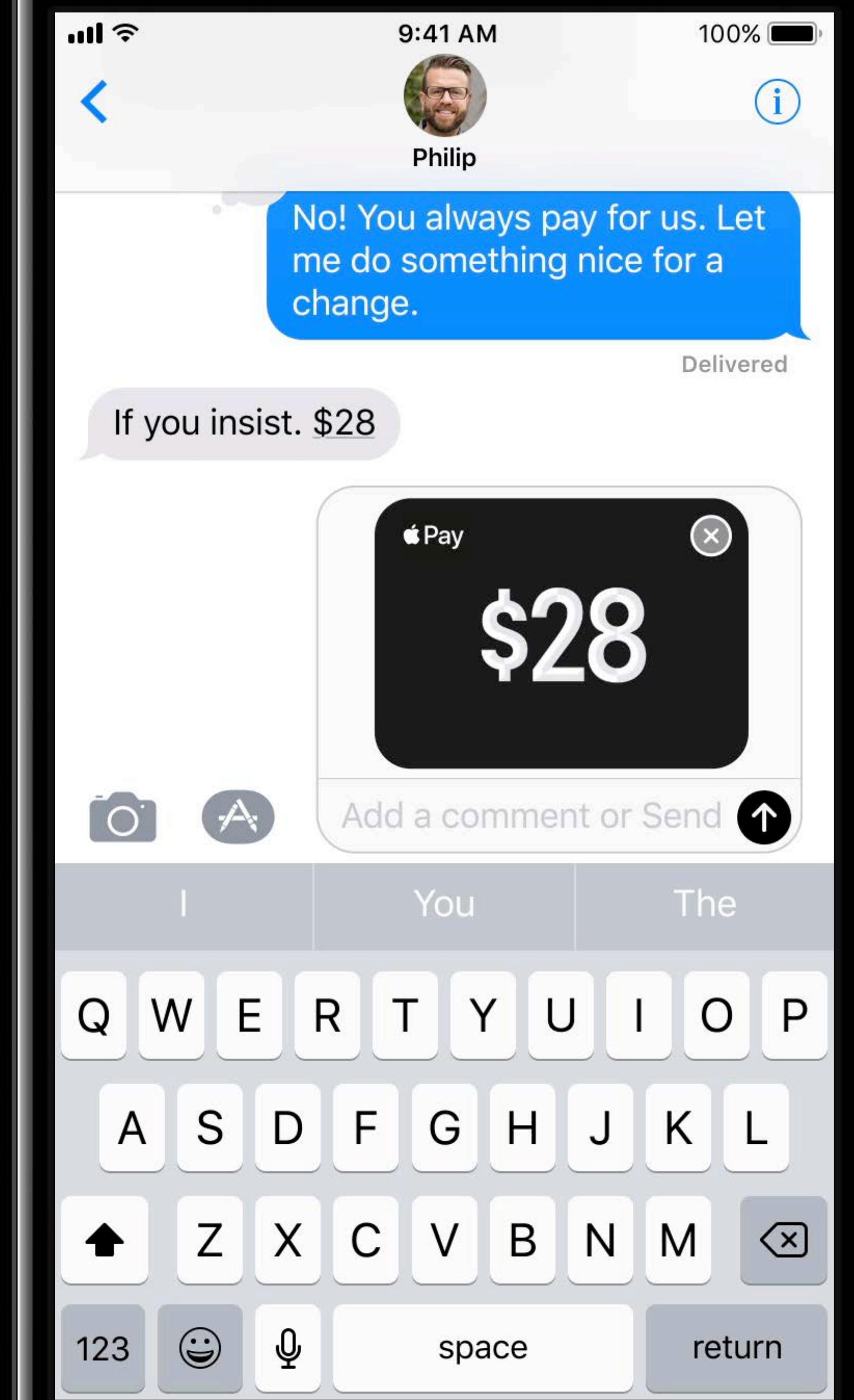
Not Read 9/17/15 >

Updated Just Now











Simplicity

Easy to navigate

Quick to get started

Consistent behavior

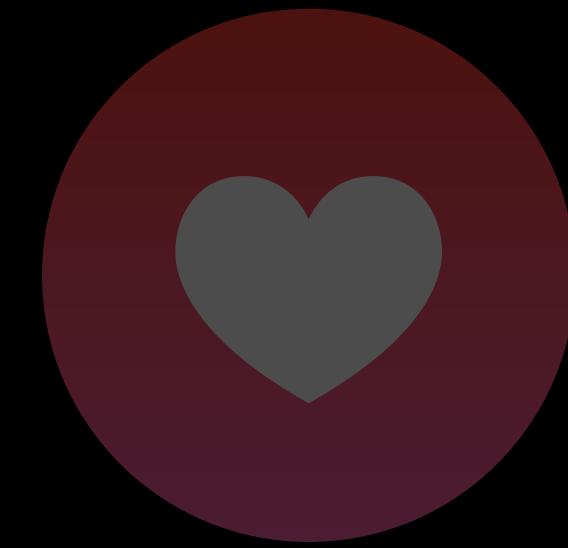


Perceivability

Maximize legibility

Audible cues

Haptic feedback



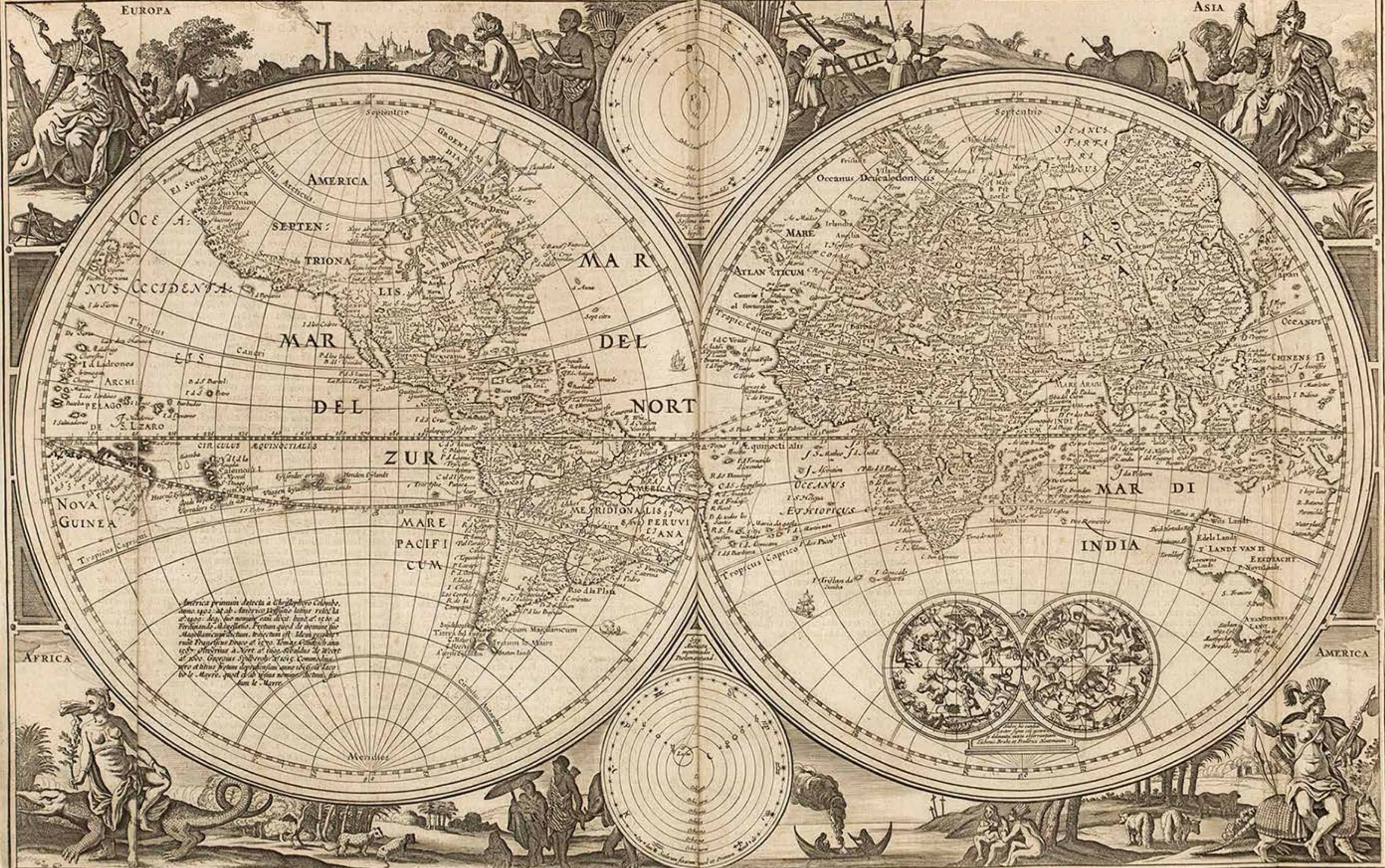
Integrity

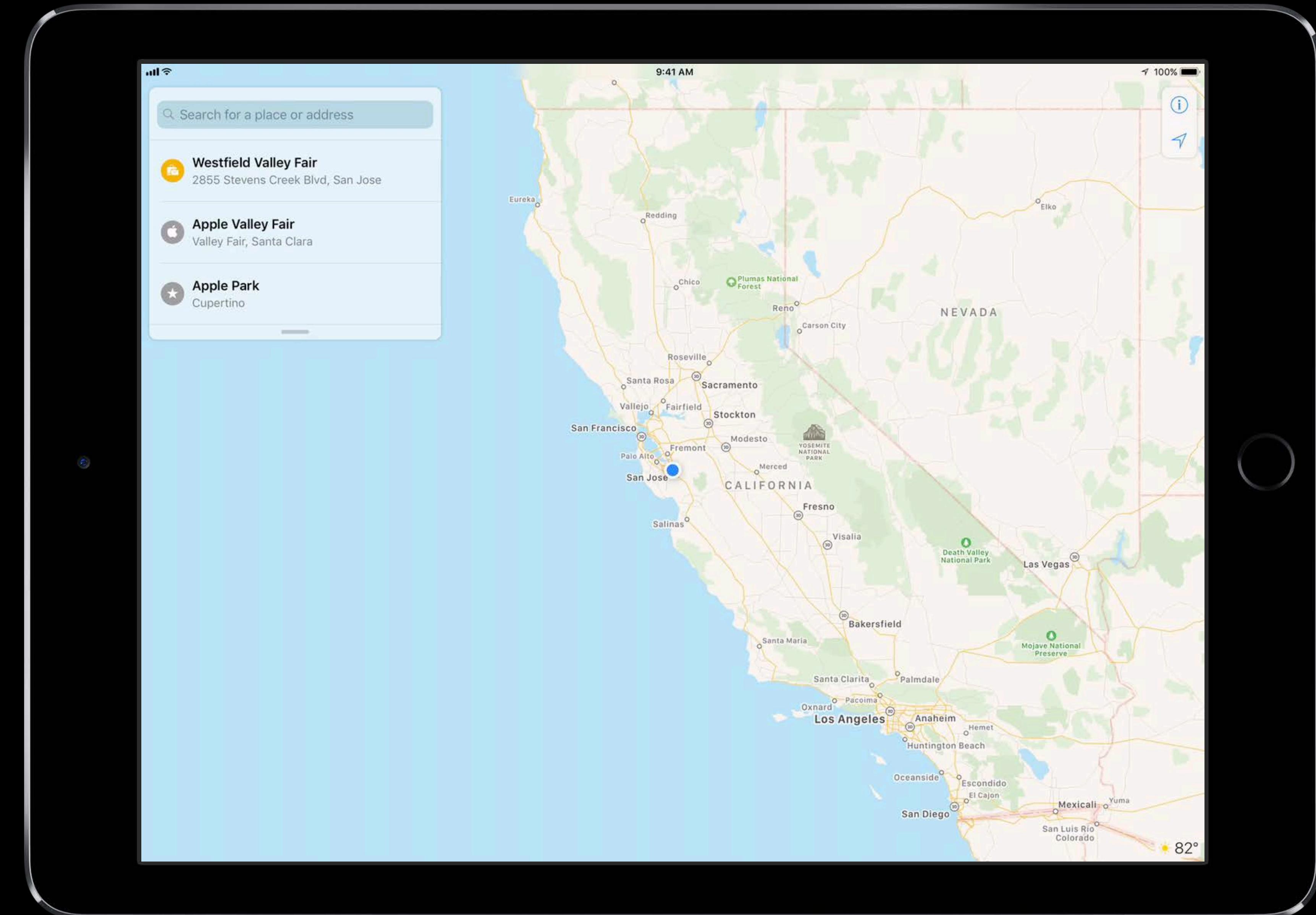
Alexander James O'Connell
Designer, Maps

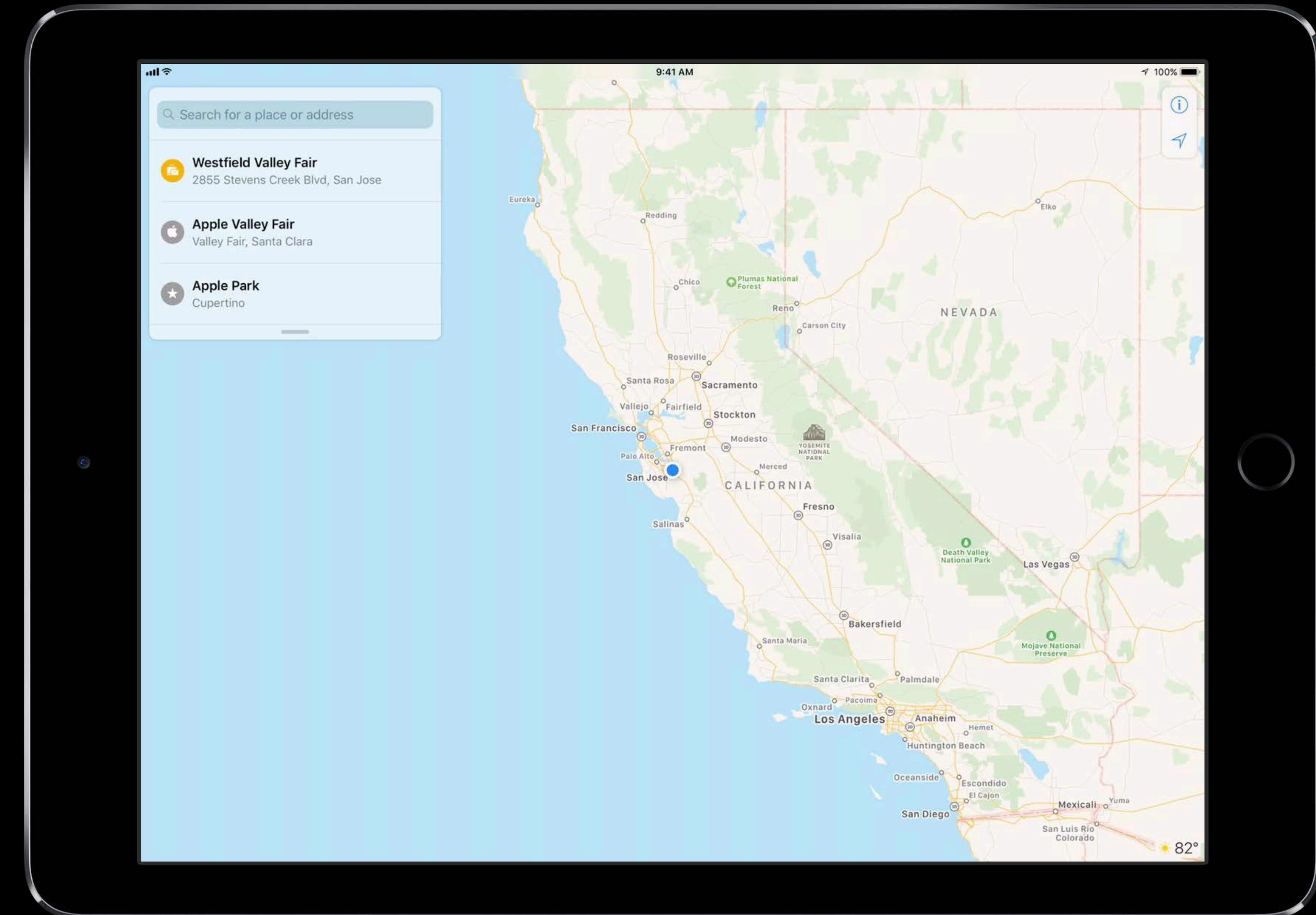
ORBIS TERRARUM TYPUS DE INTEGRO IN PLURIMIS VENDATUS, AUCTUS, ET ICUNCULIS ILLUSTRATUS

Auct: Nicolaus

Ian: Visscher: o





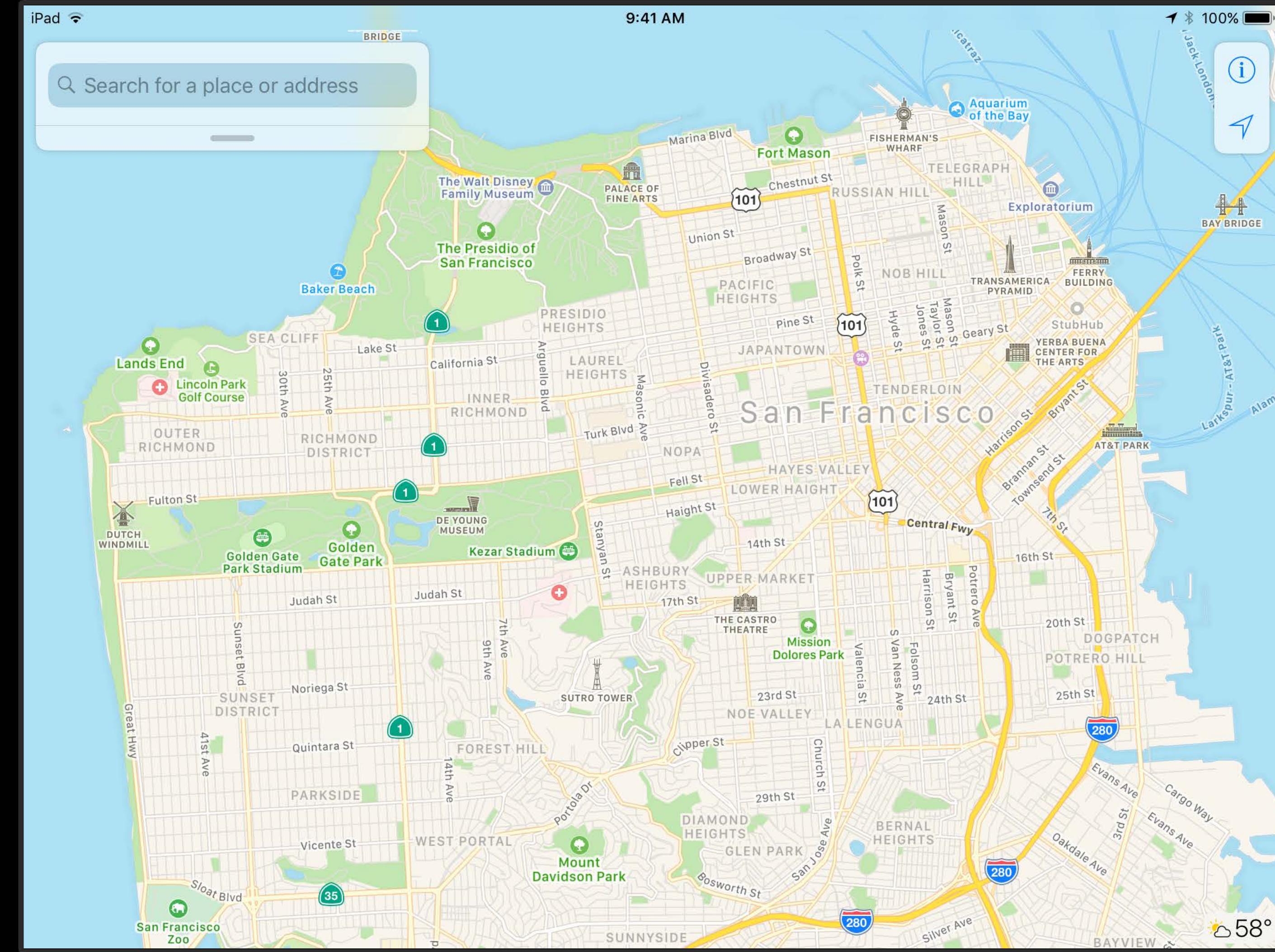


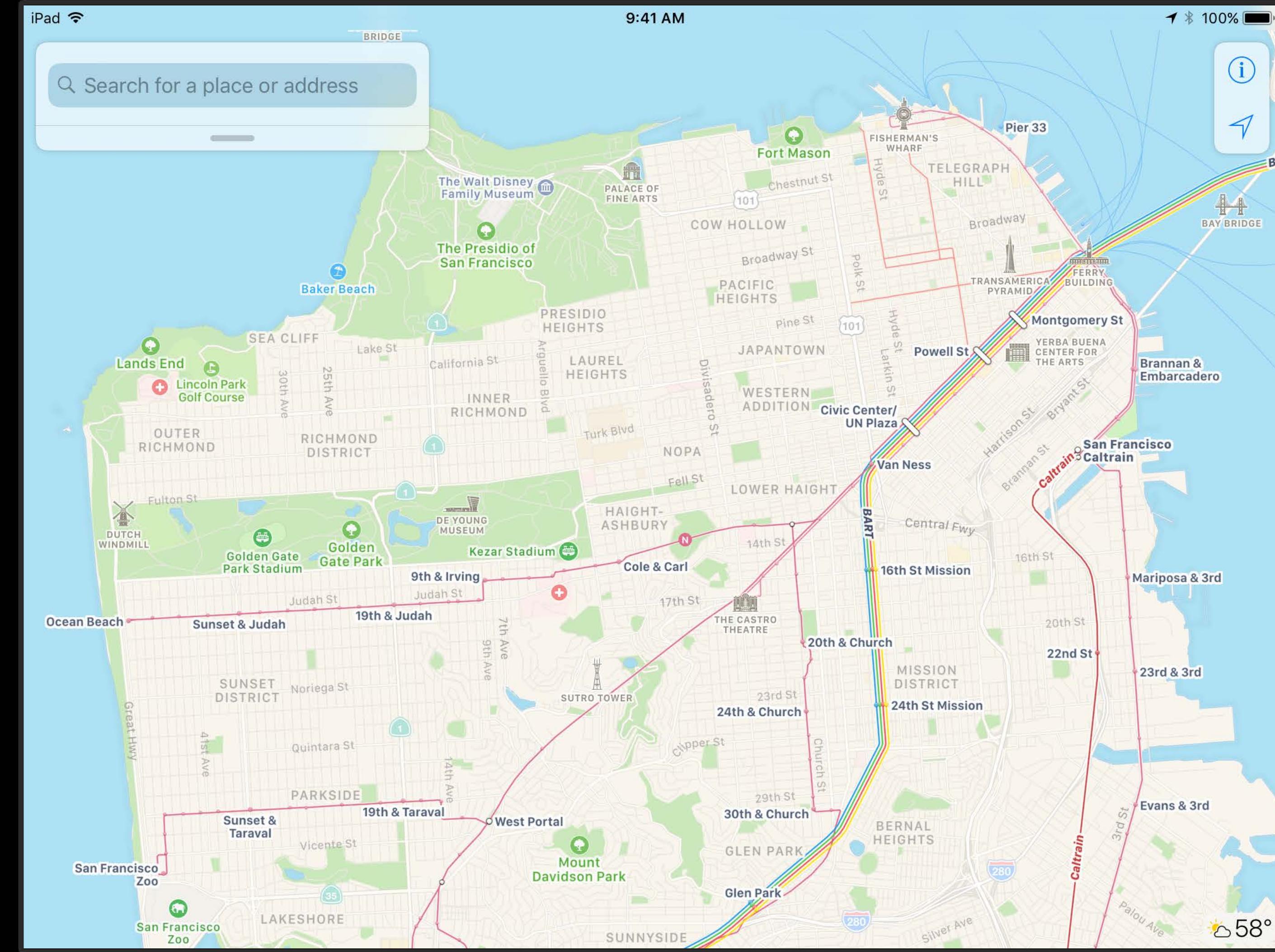


Does it work for **me**?

Does it work for **everyone**?





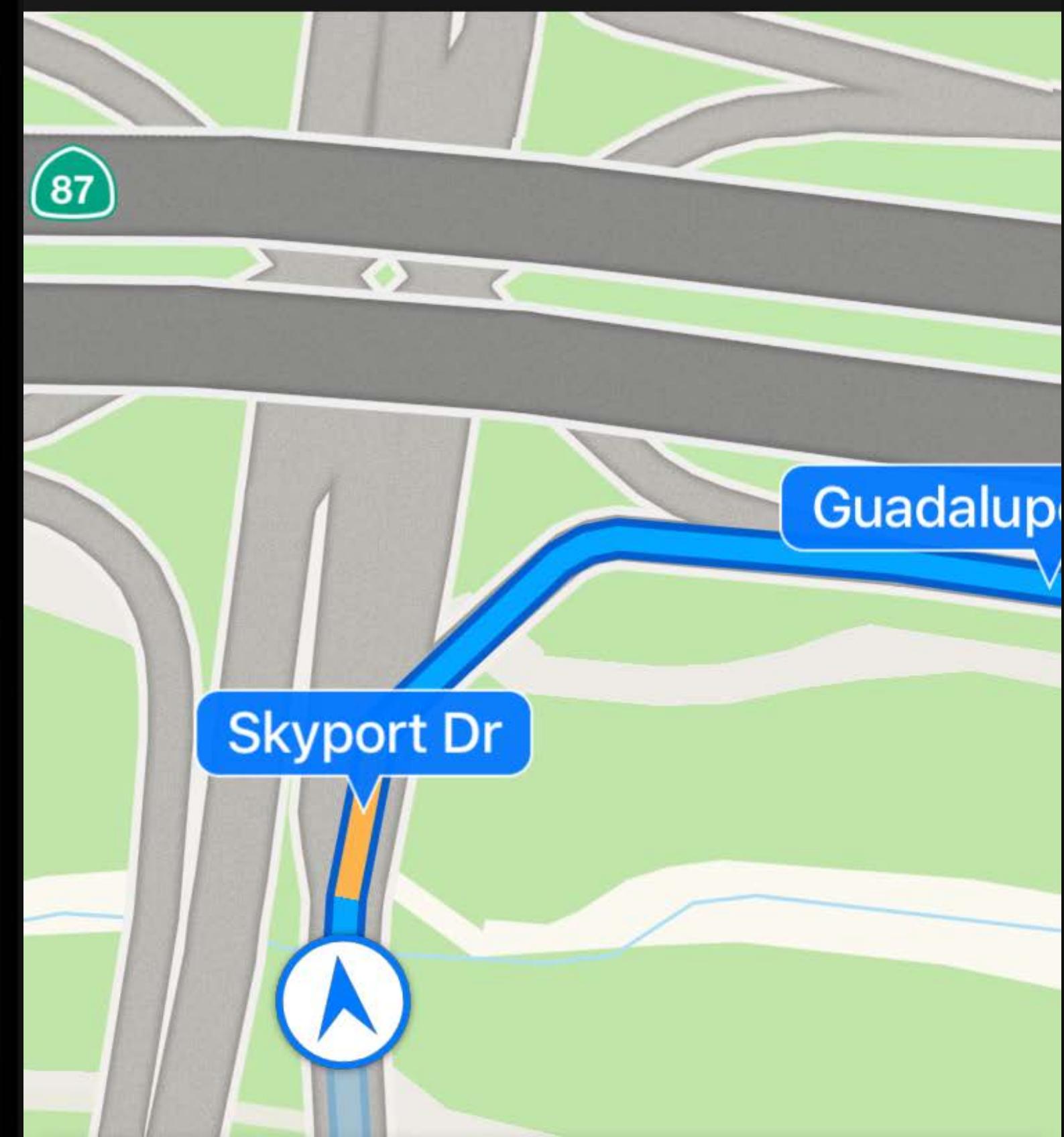




150 ft



Guadalupe Pkwy



10:01
arrival

20
min

18.2
mi

End











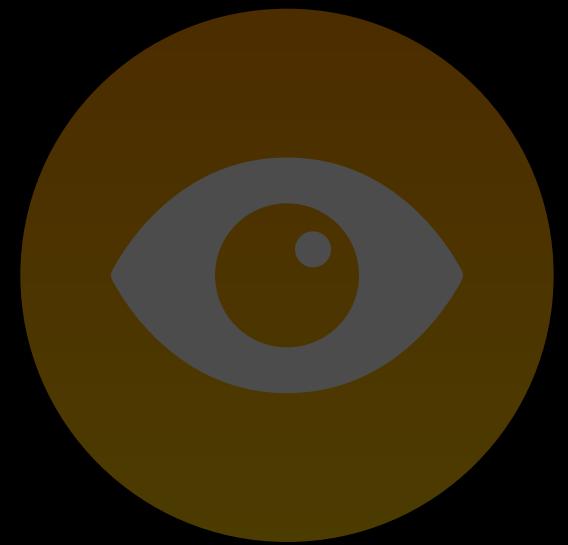


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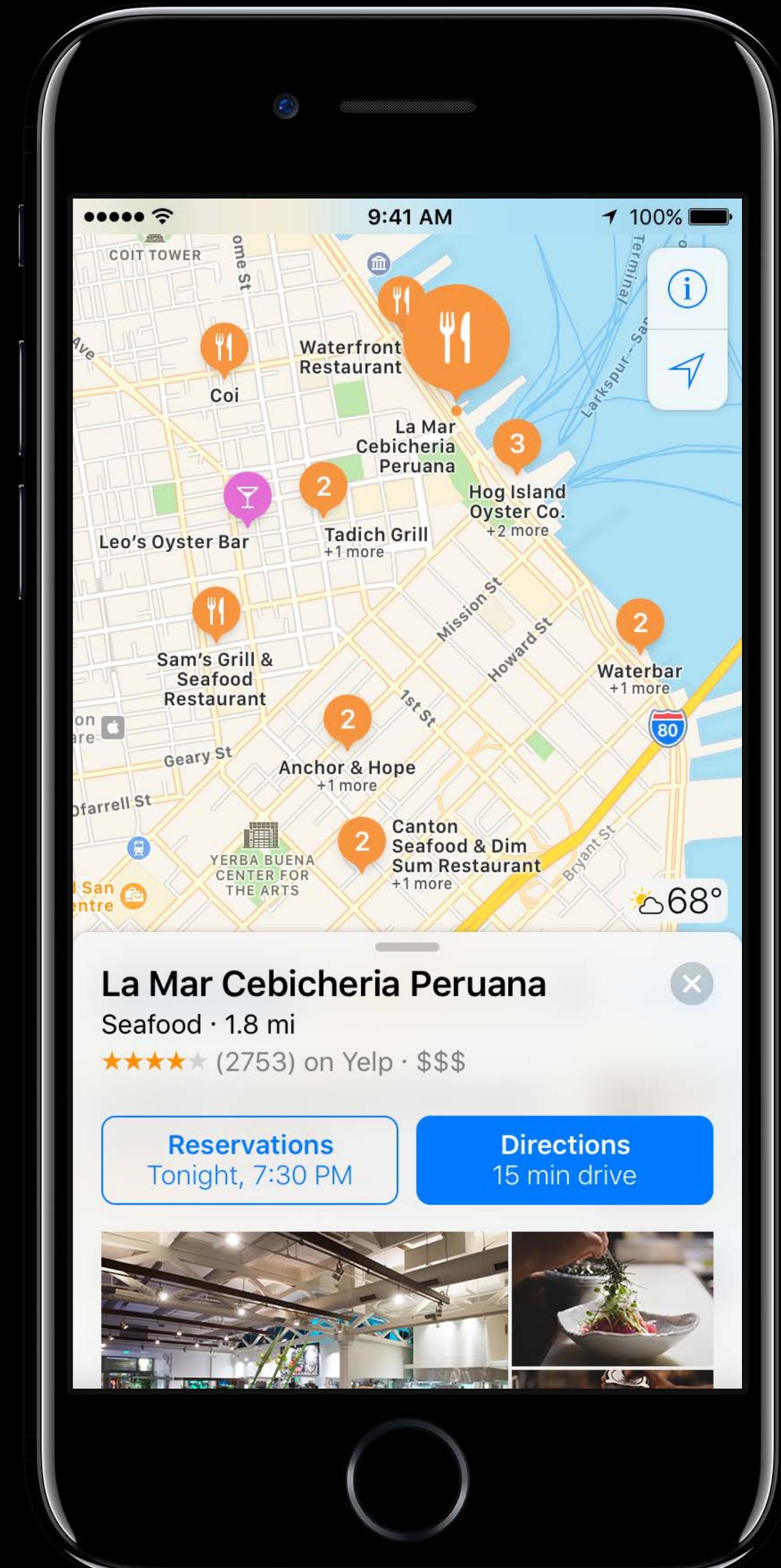
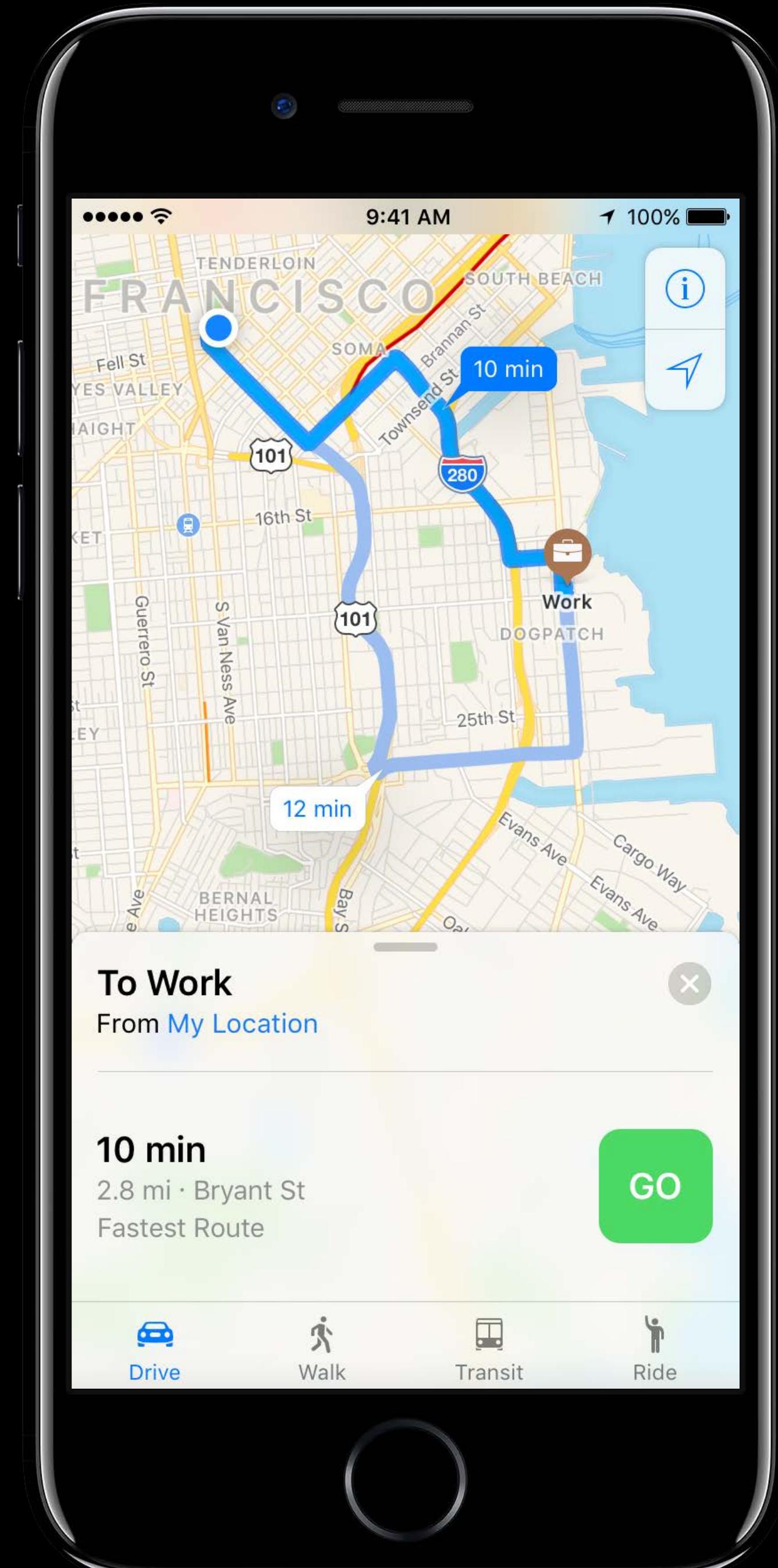
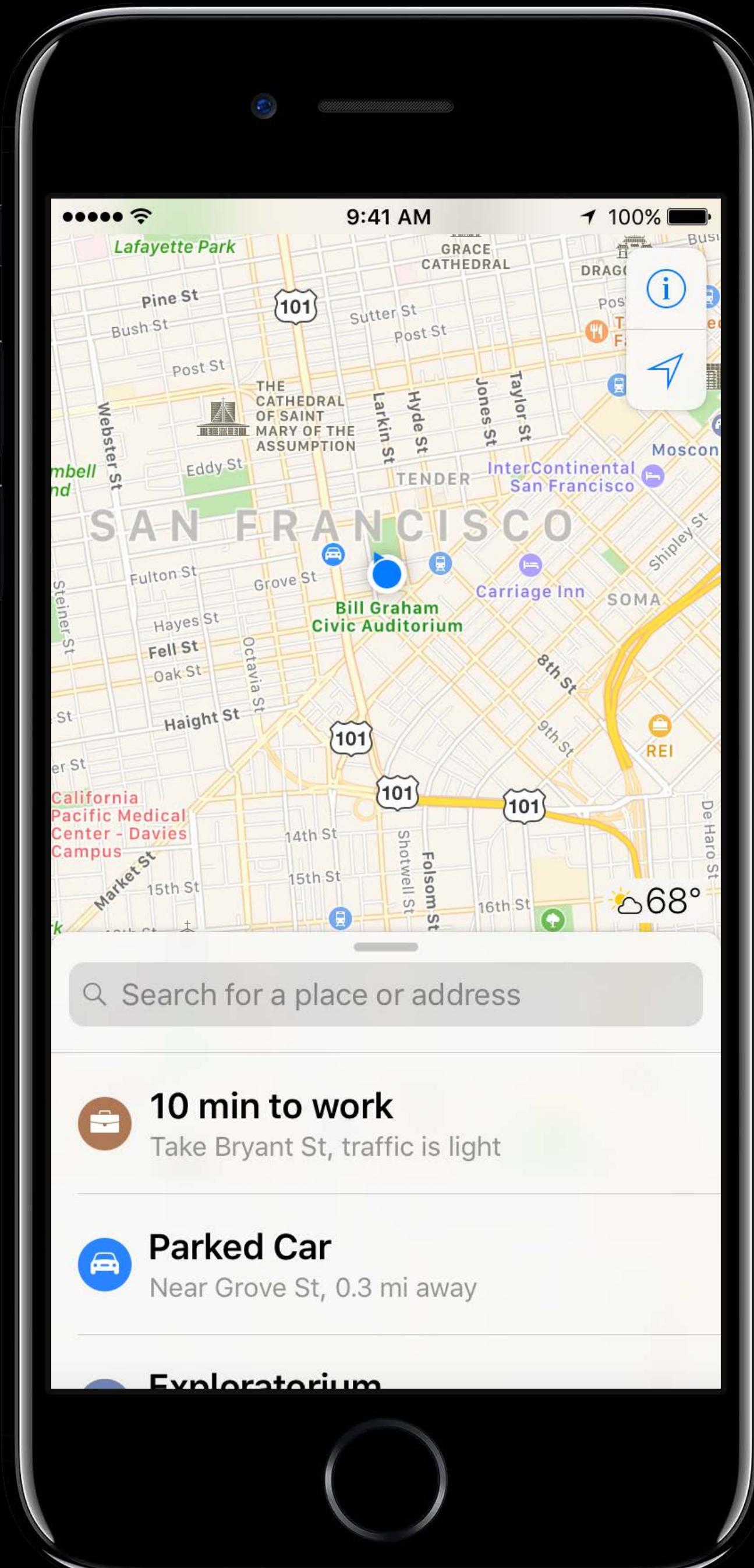
Haptic feedback



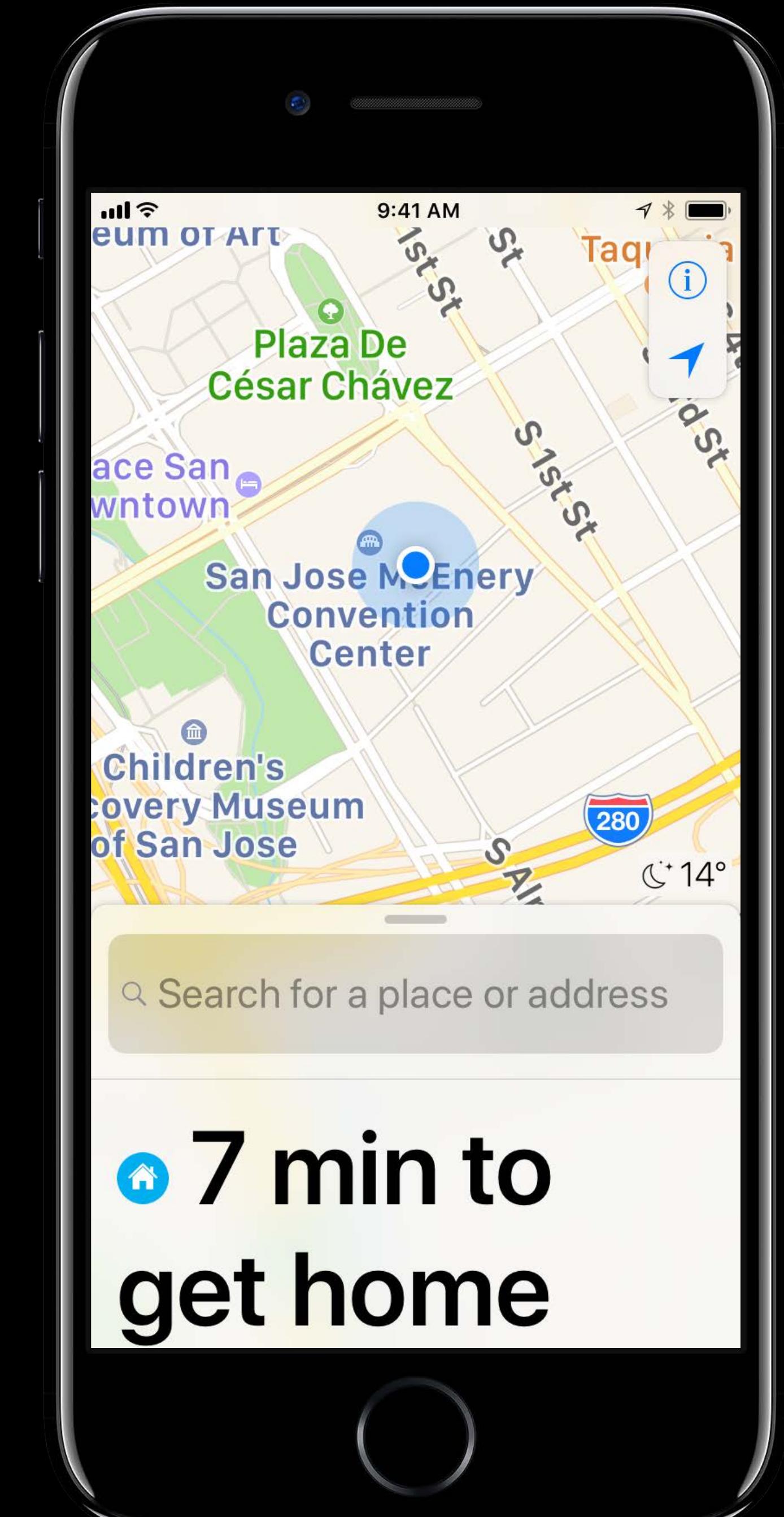
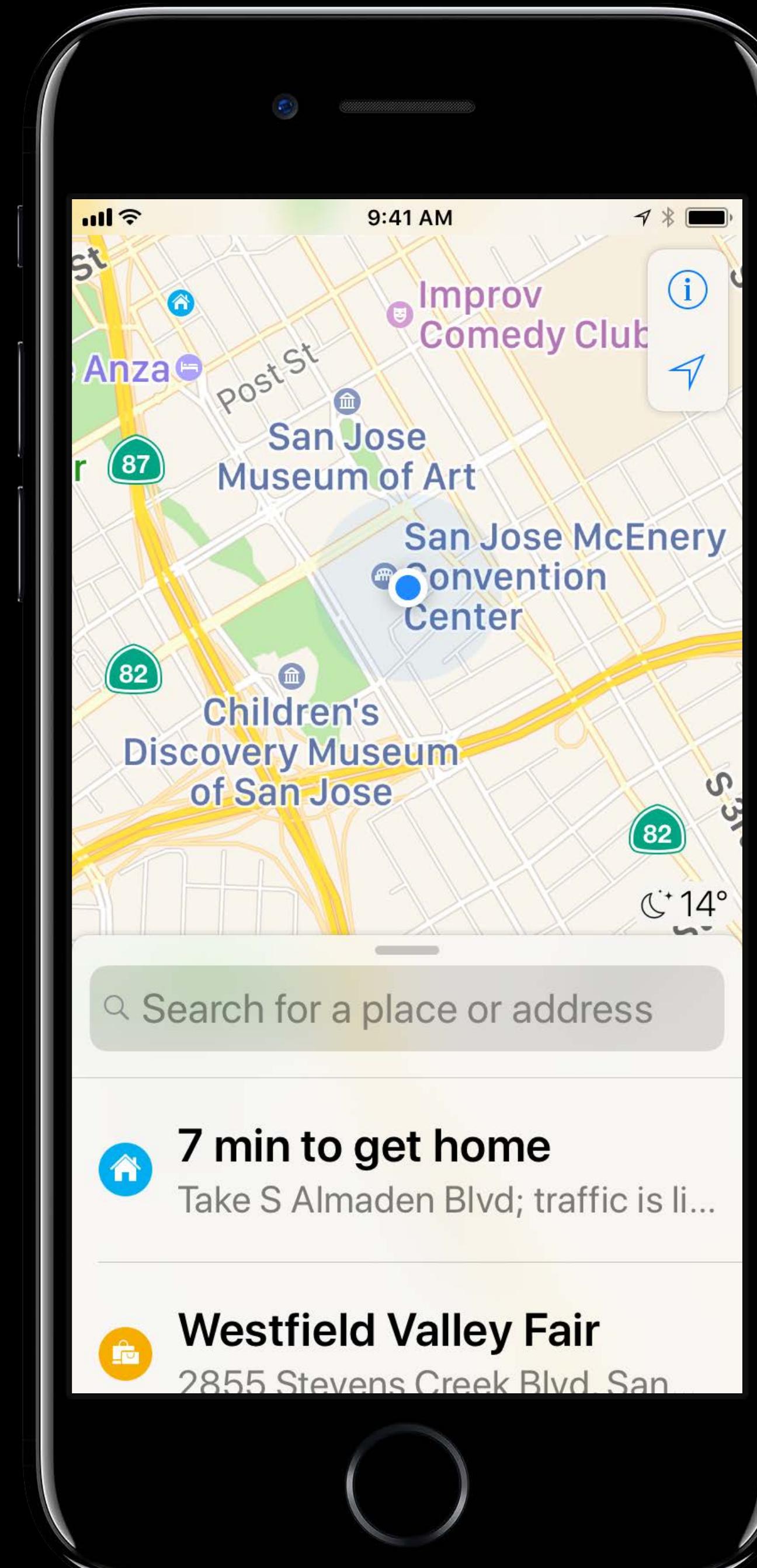
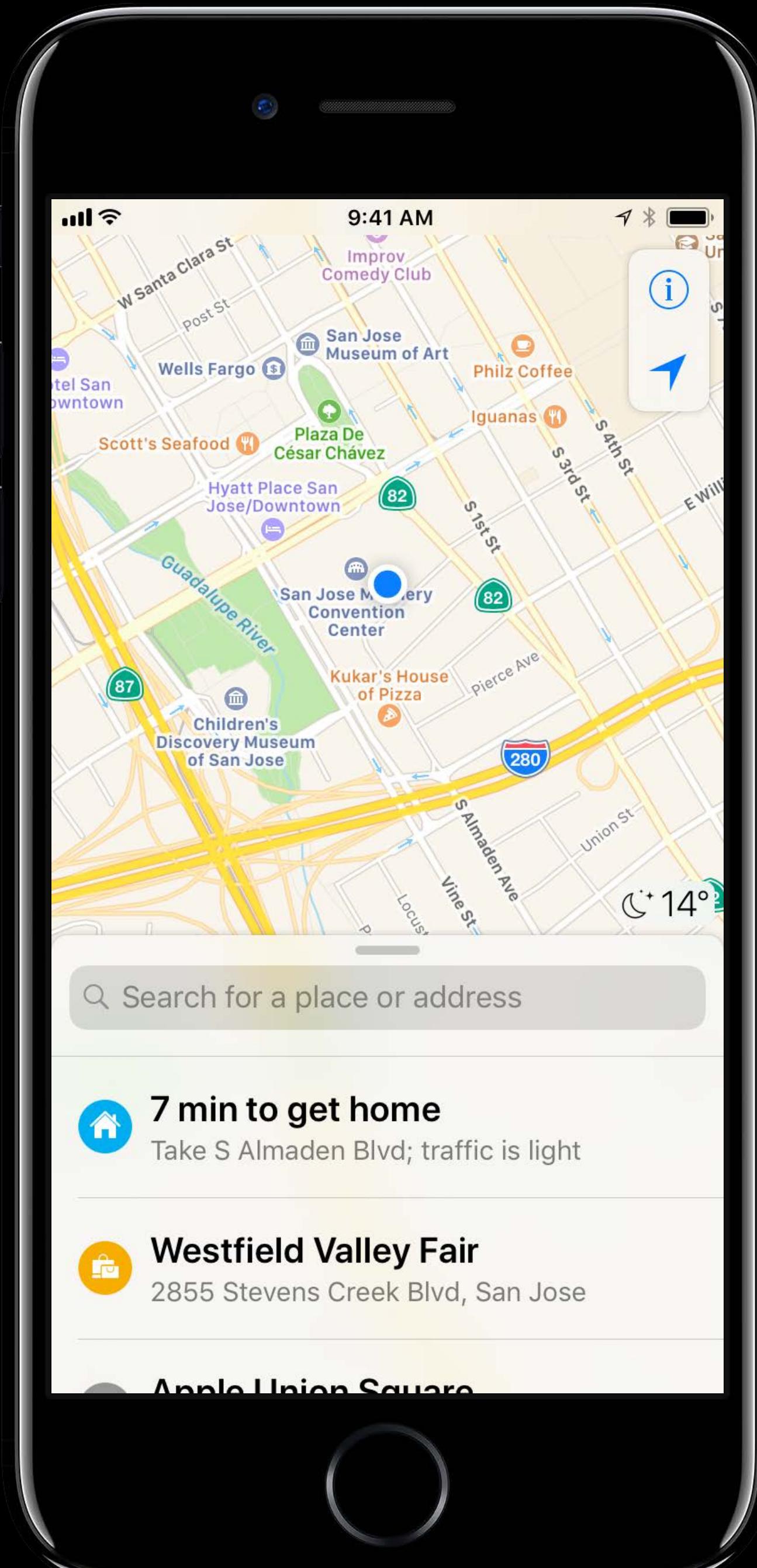
Integrity

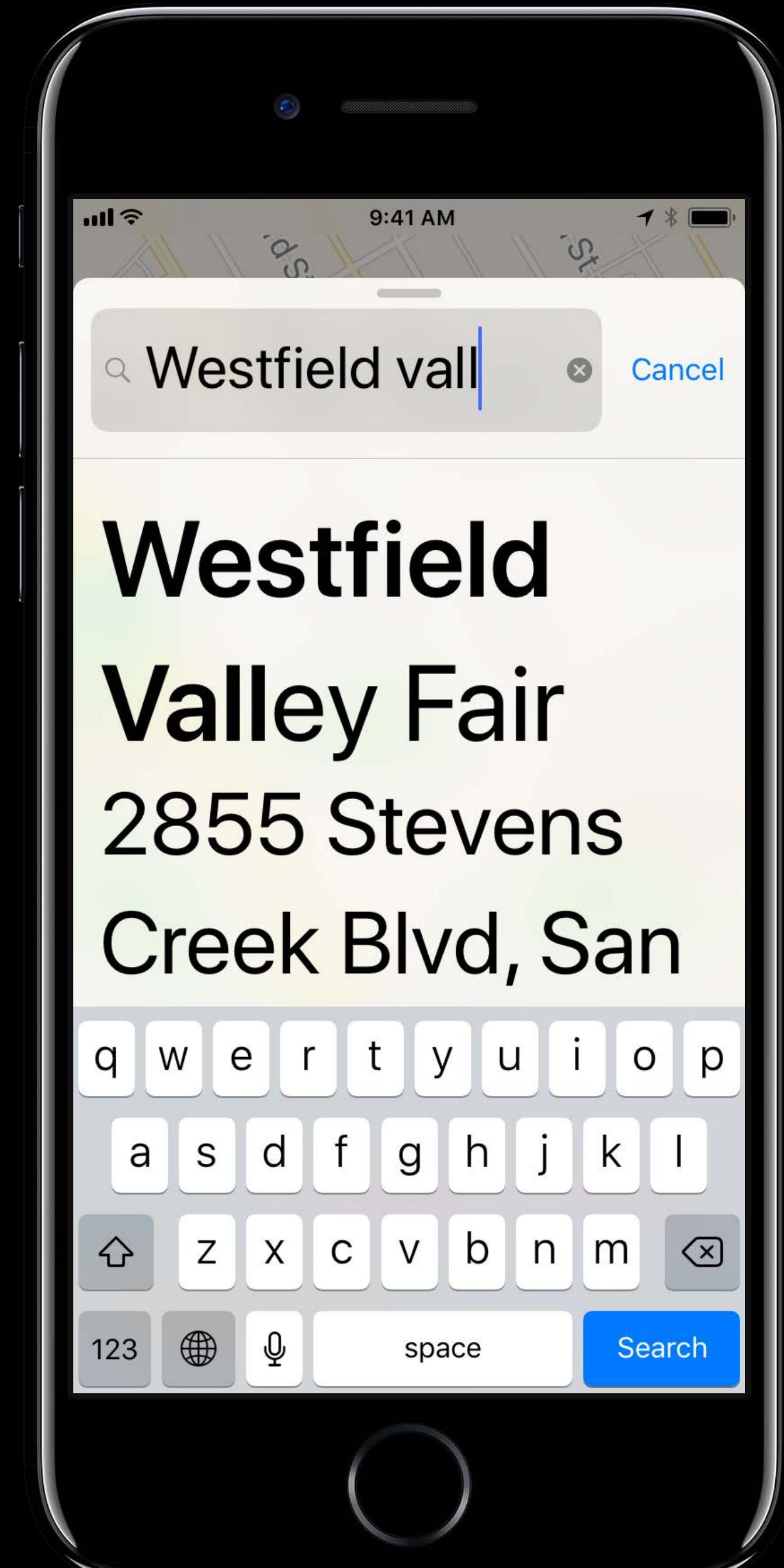
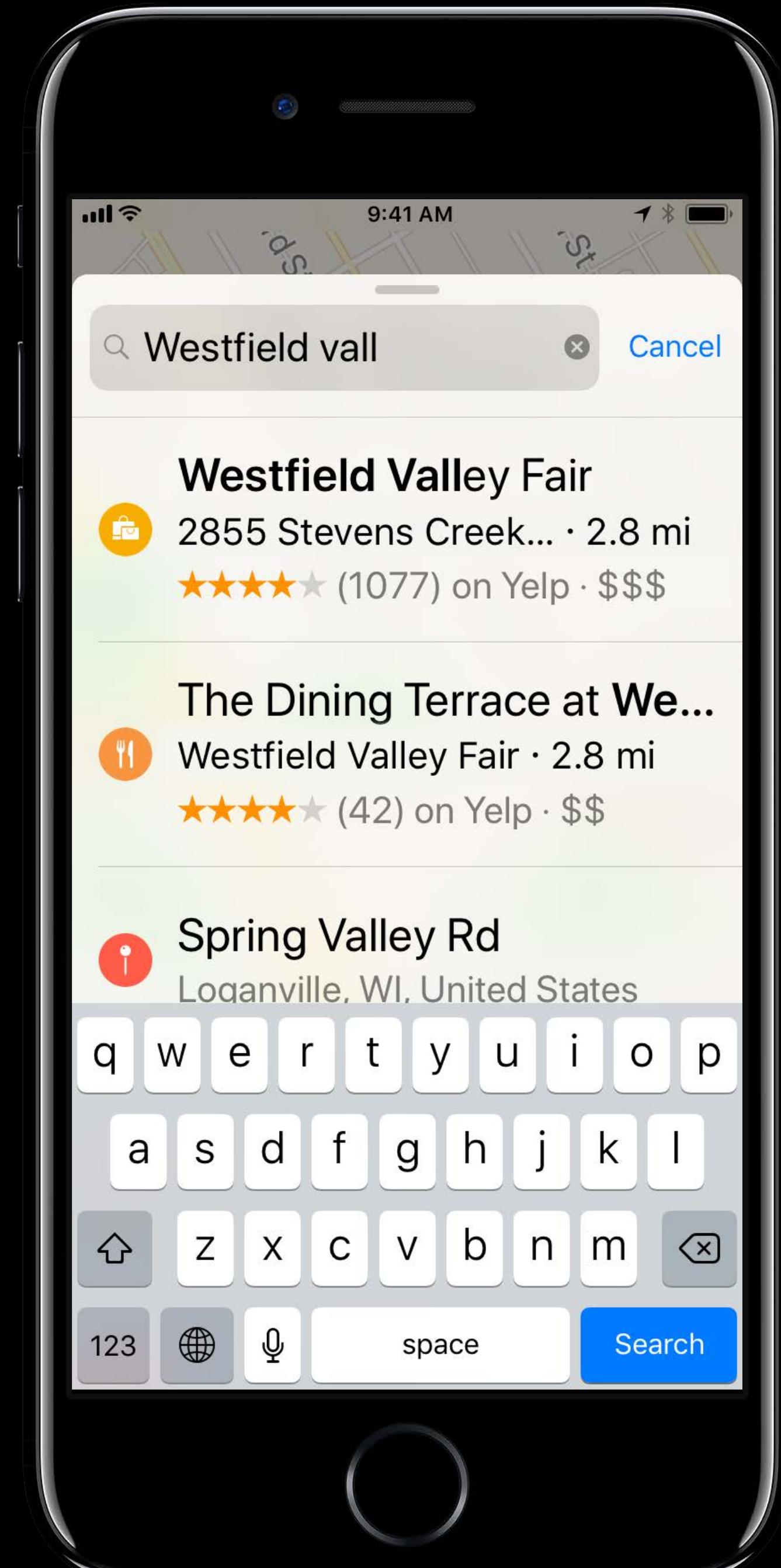
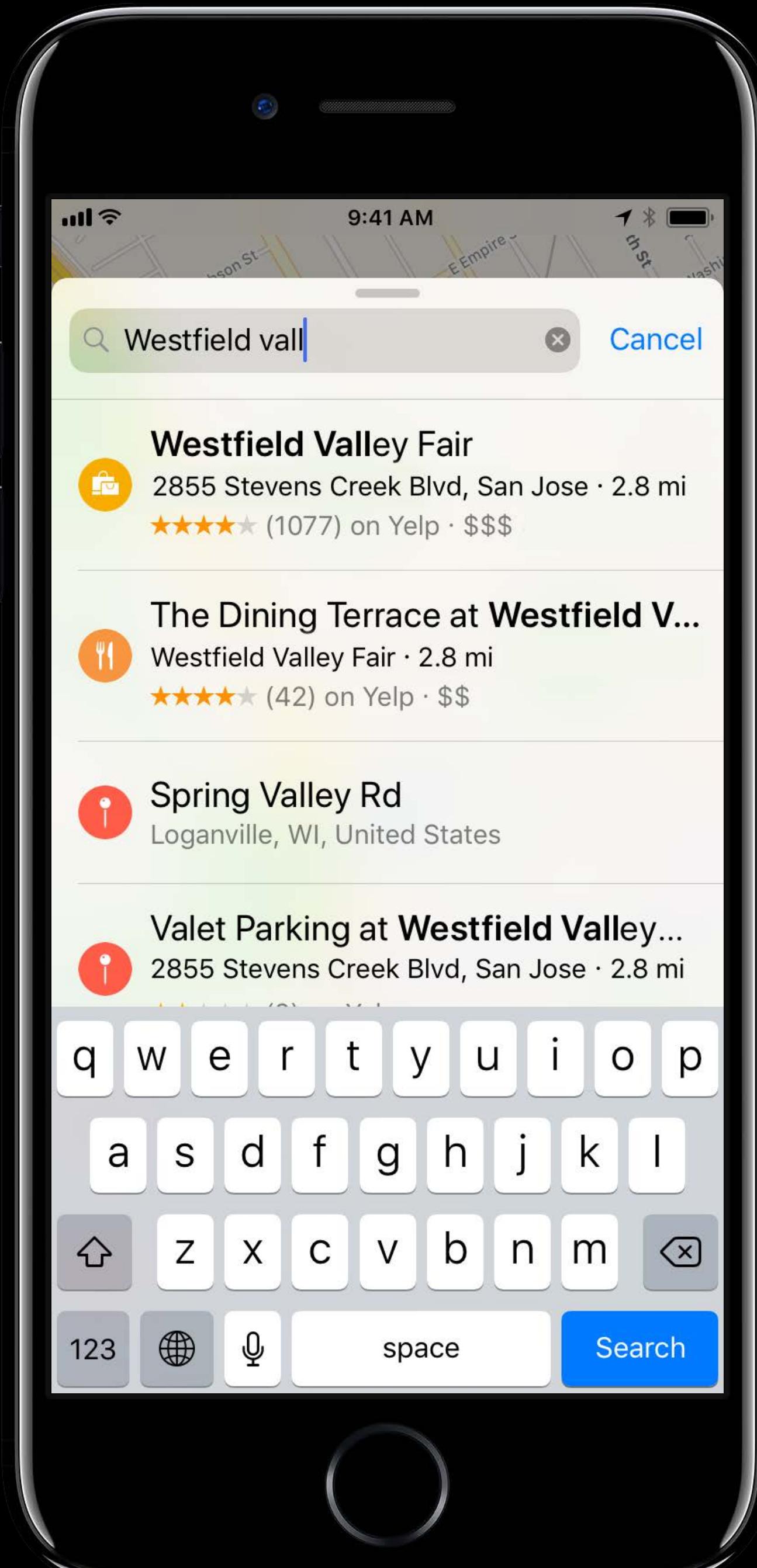
Take responsibility

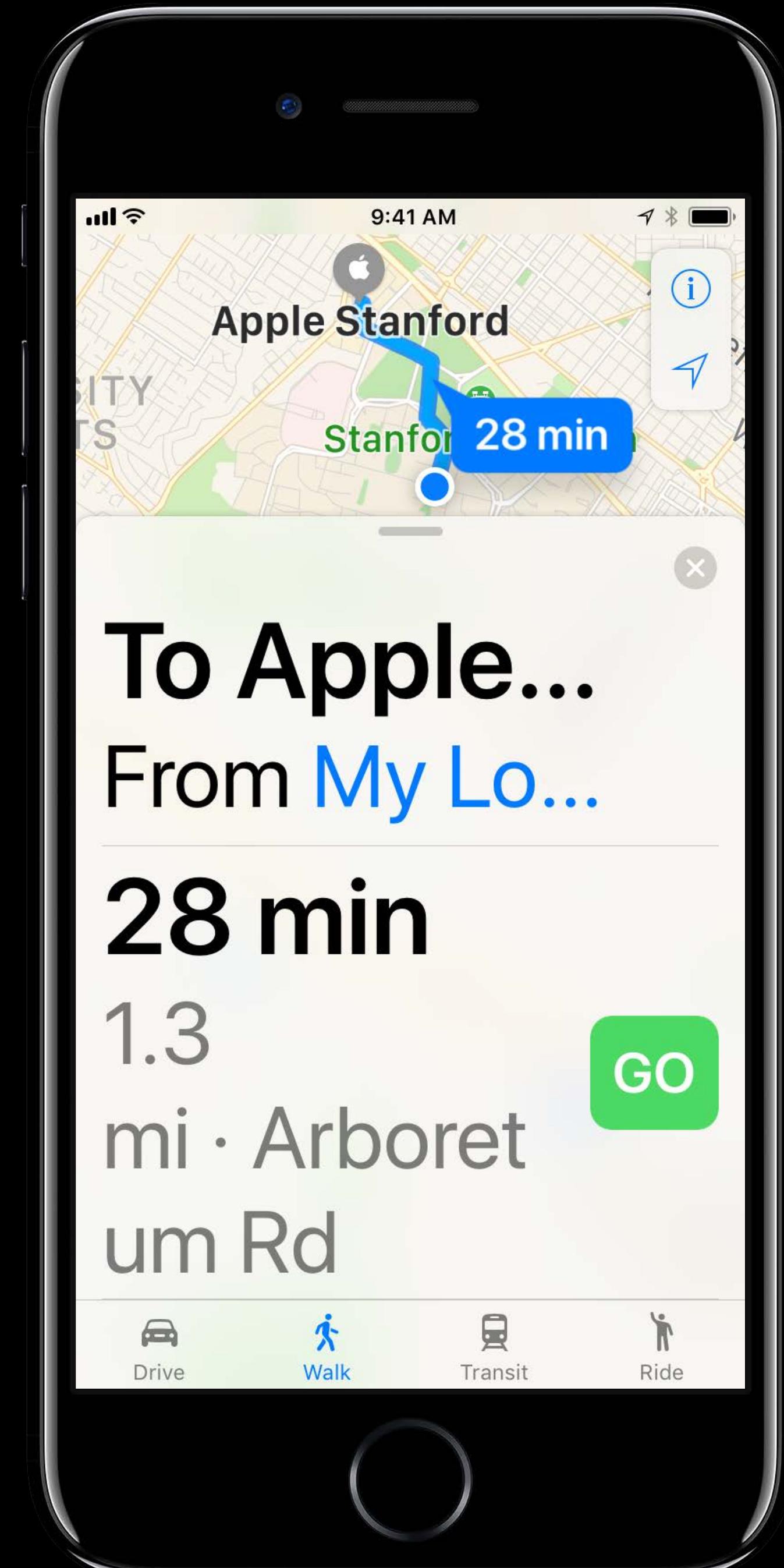
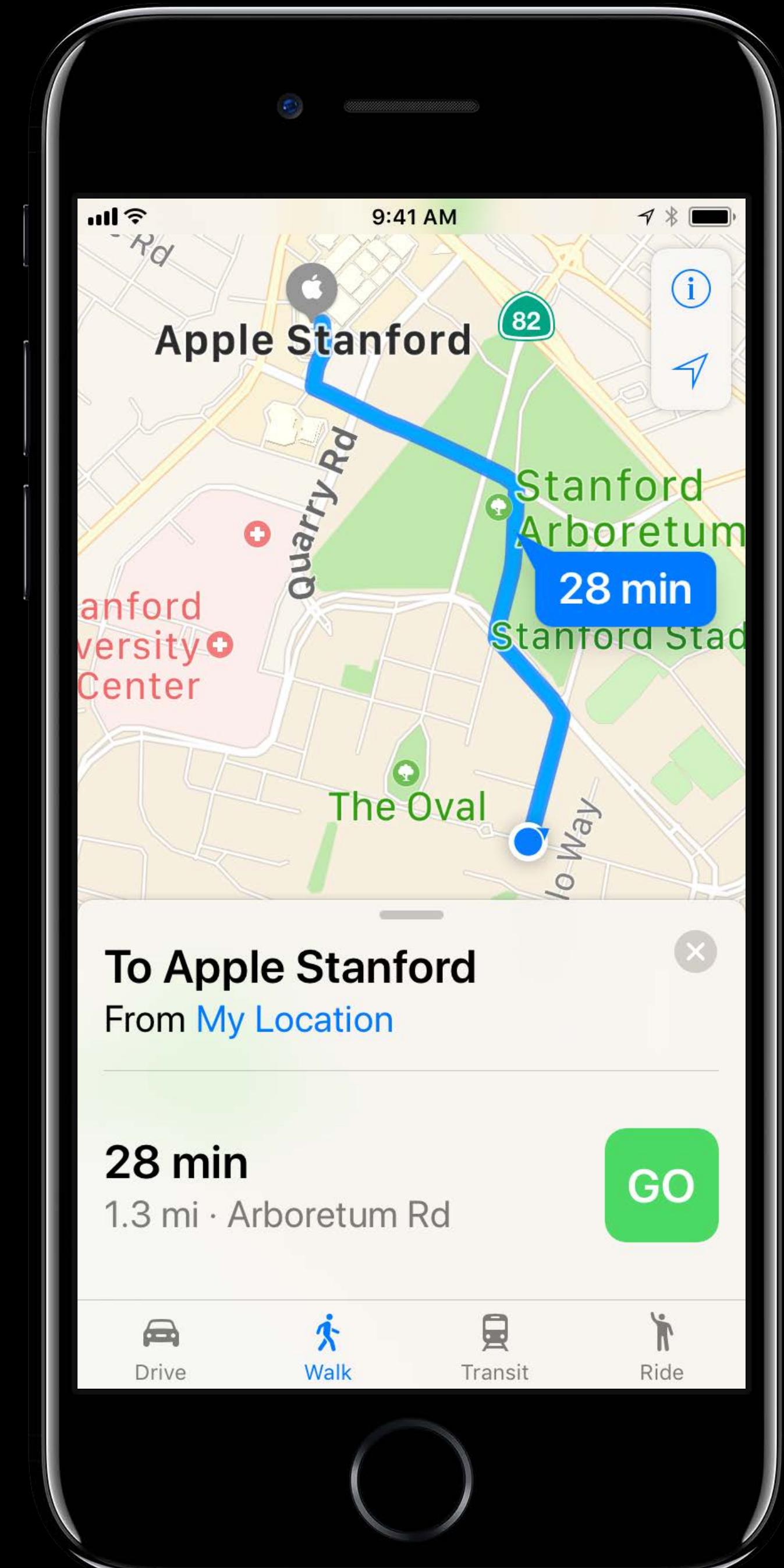
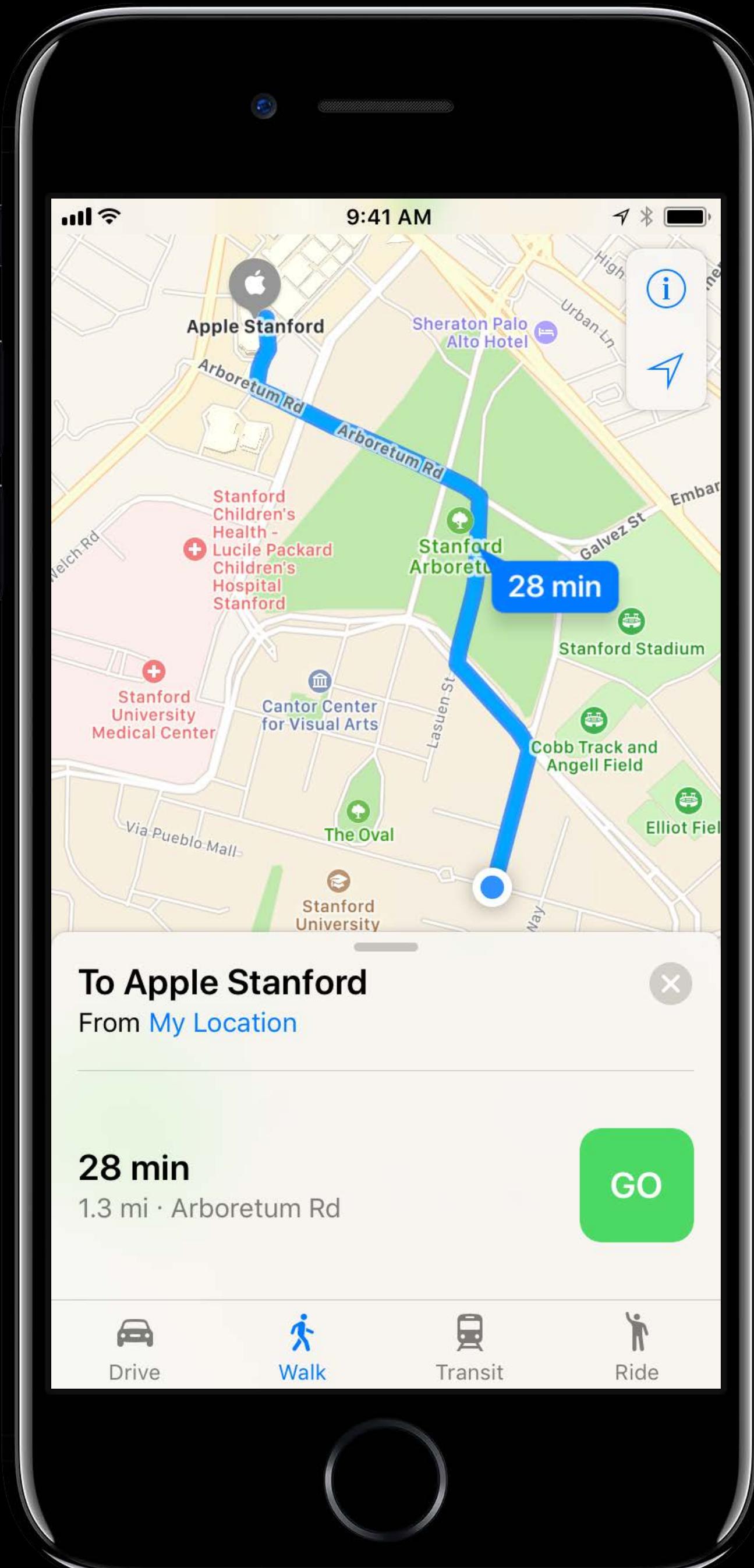
iOS 10

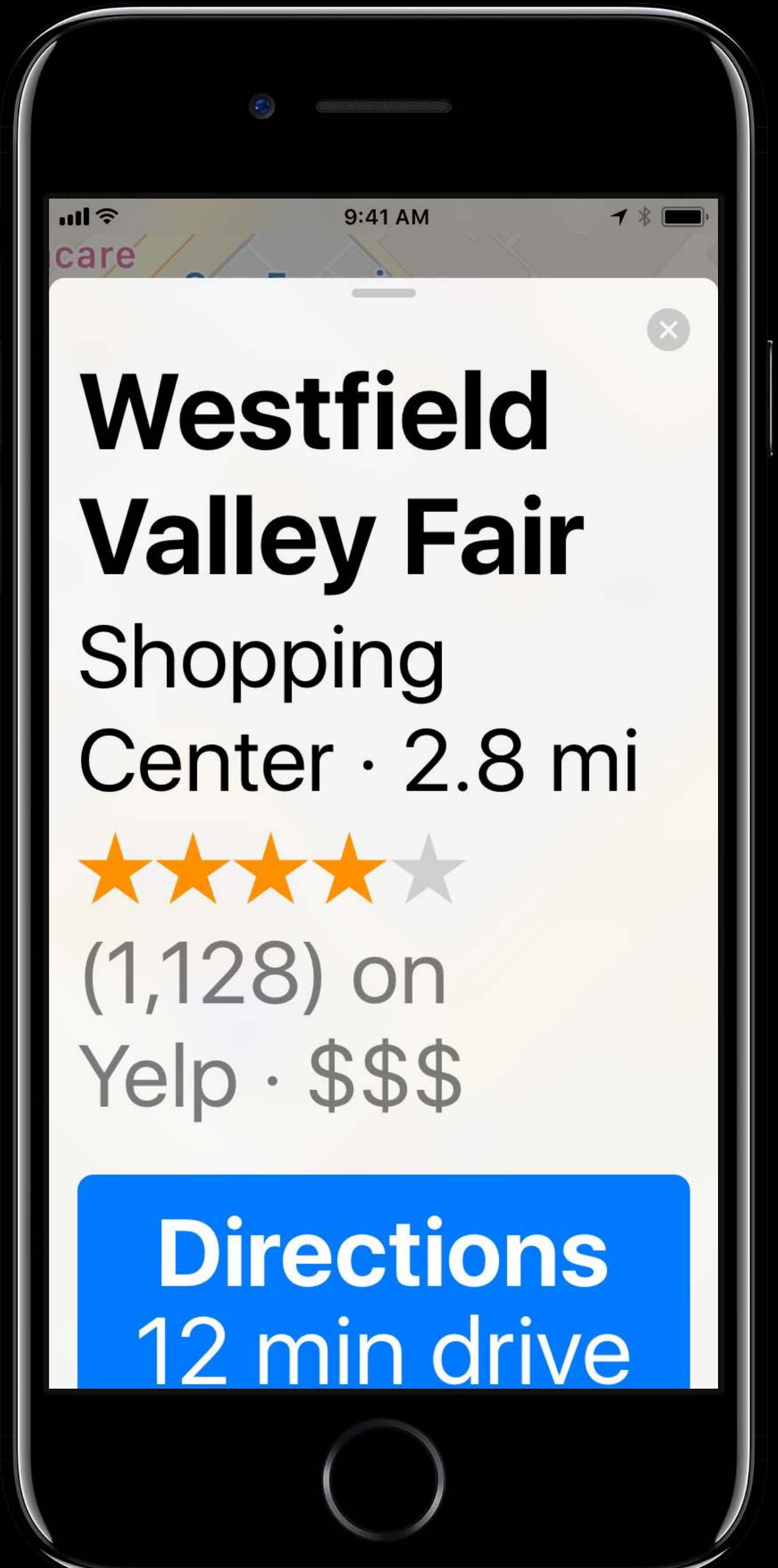
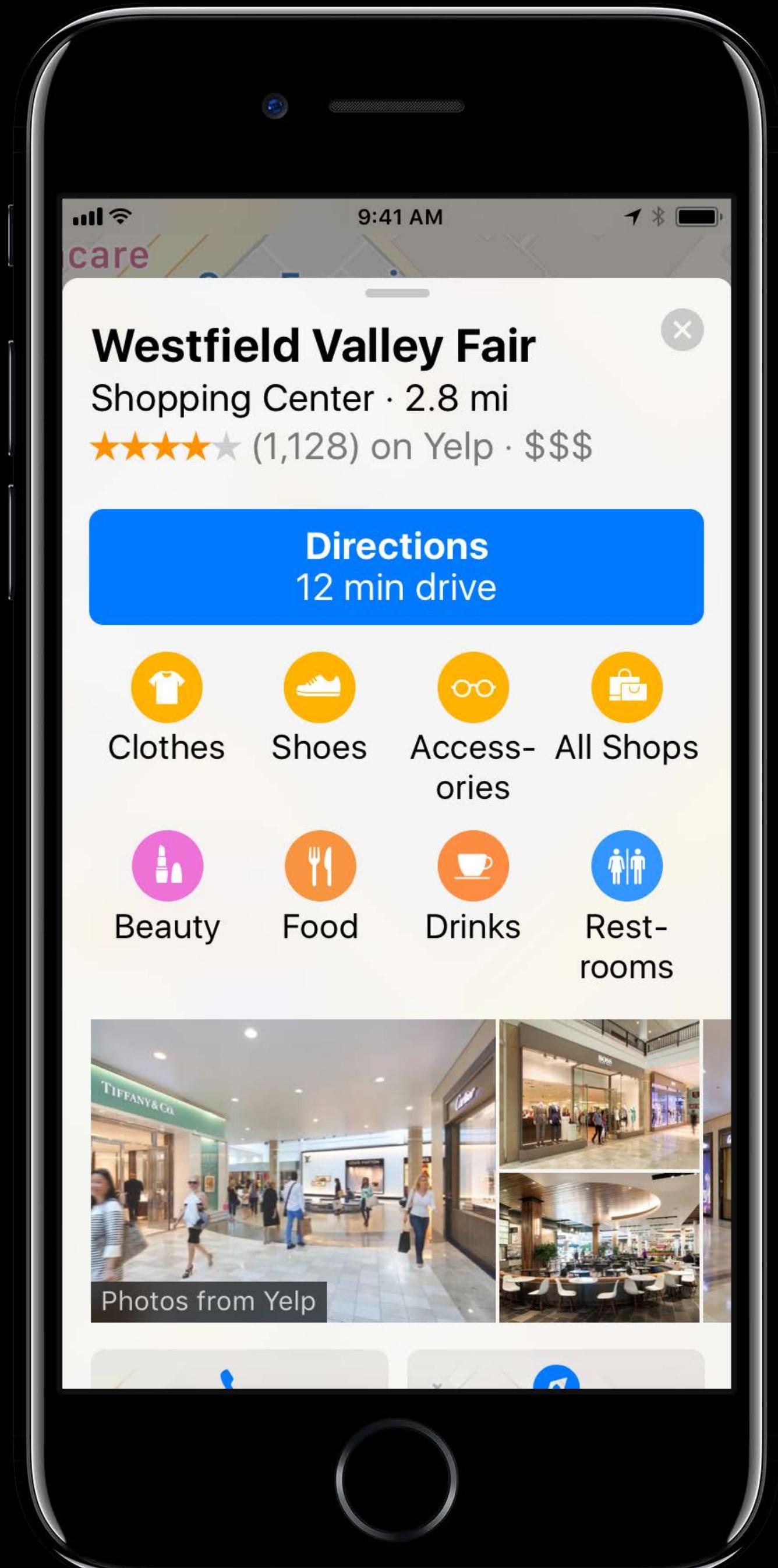
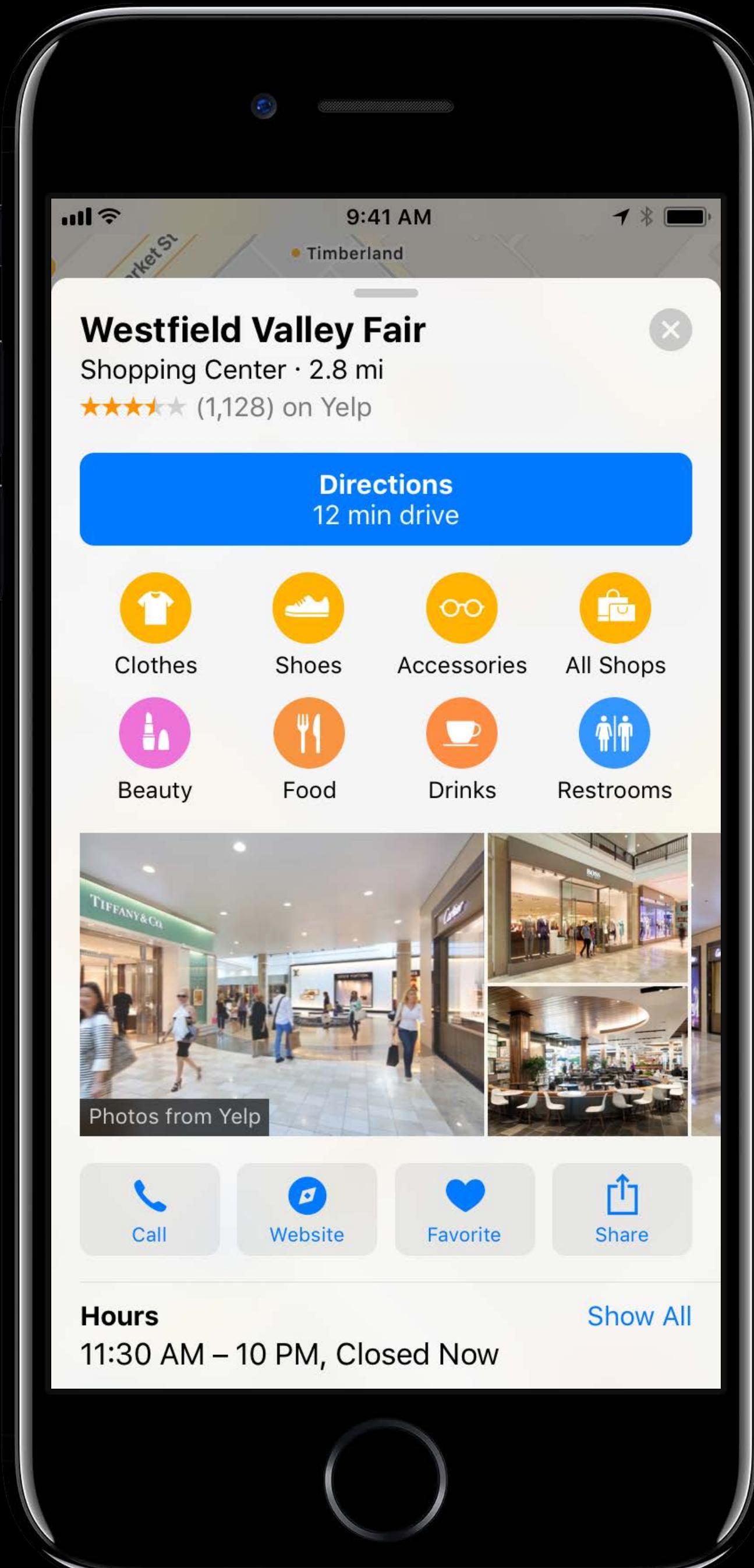


iOS 11









9:41 AM
Timberland

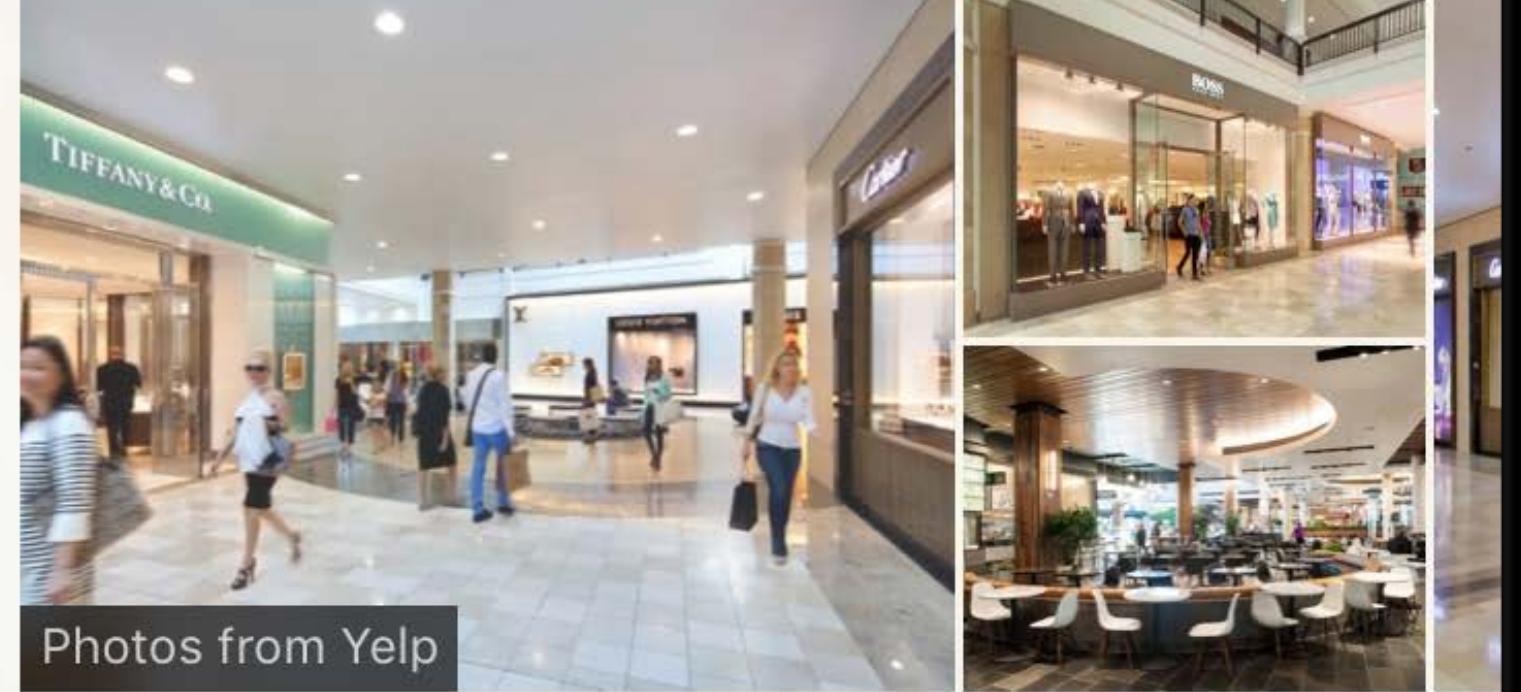
Westfield Valley Fair

Shopping Center · 2.8 mi
★★★★★ (1,128) on Yelp · \$\$\$

Directions
12 min drive

Clothes Shoes Accessories All Shops

Beauty Food Drinks Restrooms


Photos from Yelp

Call **Website** **Favorite** **Share**

Hours **Show All**

11:30 AM – 10 PM, Closed Now

9:41 AM
Timberland

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Shopping Center · 2.8 mi
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Wrap Content

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 (1,128) on Yelp · \$\$\$

Wrap Content

**Westfield
Valley Fair**
Shopping
Center • 2.8 mi



(1,128) on
Yelp • \$\$\$

9:41 AM

Executive Hotel
Vintage Court

HOTEL ITRON

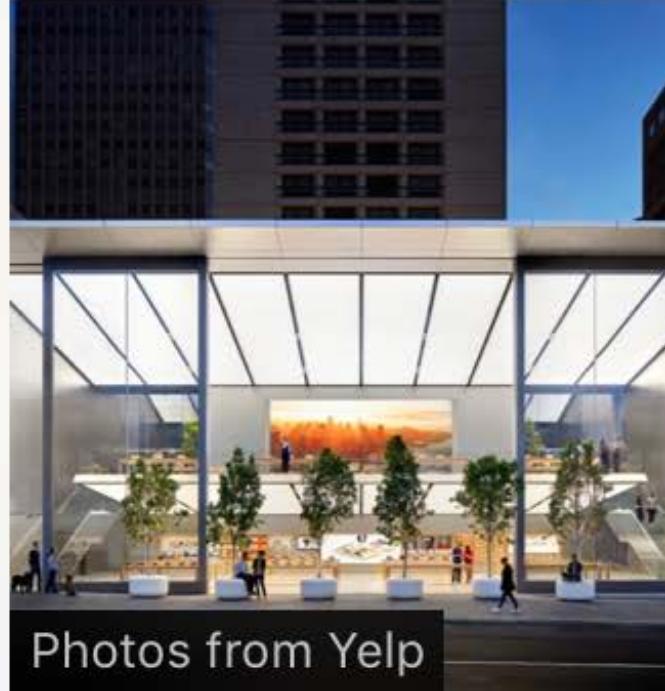
Apple Union Square

Computers · 1.2 mi

★★★★★ (657) on Yelp · \$\$\$

Directions
22 min walk

Photos from Yelp

Message **Call** **Website** **Favorite** **Share**

Hours Show All
9 AM – 9 PM, Open Now

Messages
Usually responds within a minute

Address
300 Post St
San Francisco, CA 94110

9:41 AM

Executive Hotel
Vintage Court

HOTEL ITRION

Apple Union Square

Computers · 1.2 mi

★★★★★ (657) on Yelp · \$\$\$

Directions
22 min walk

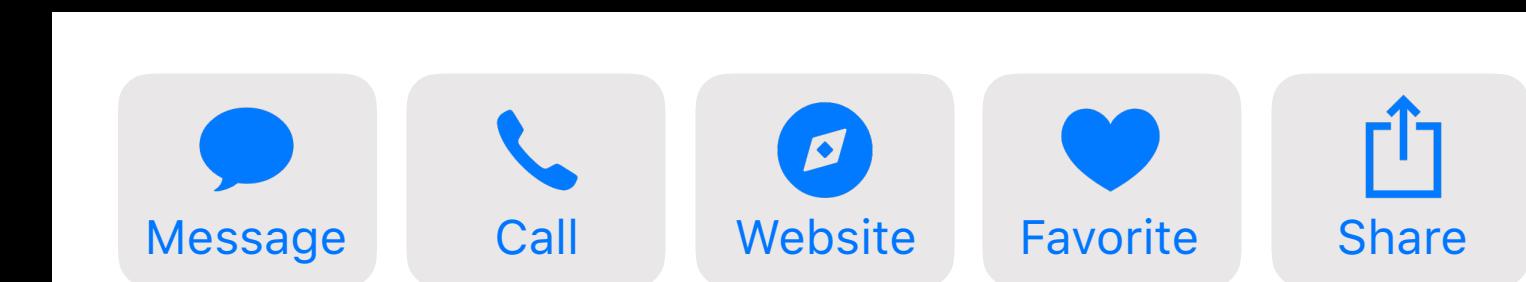
Photos from Yelp

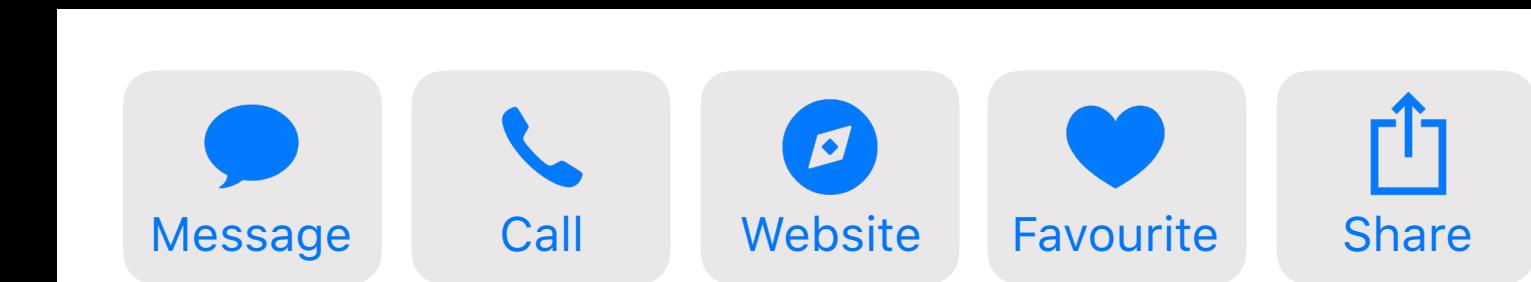
Message **Call** **Website** **Favorite** **Share**

Hours Show All
9 AM – 9 PM, Open Now

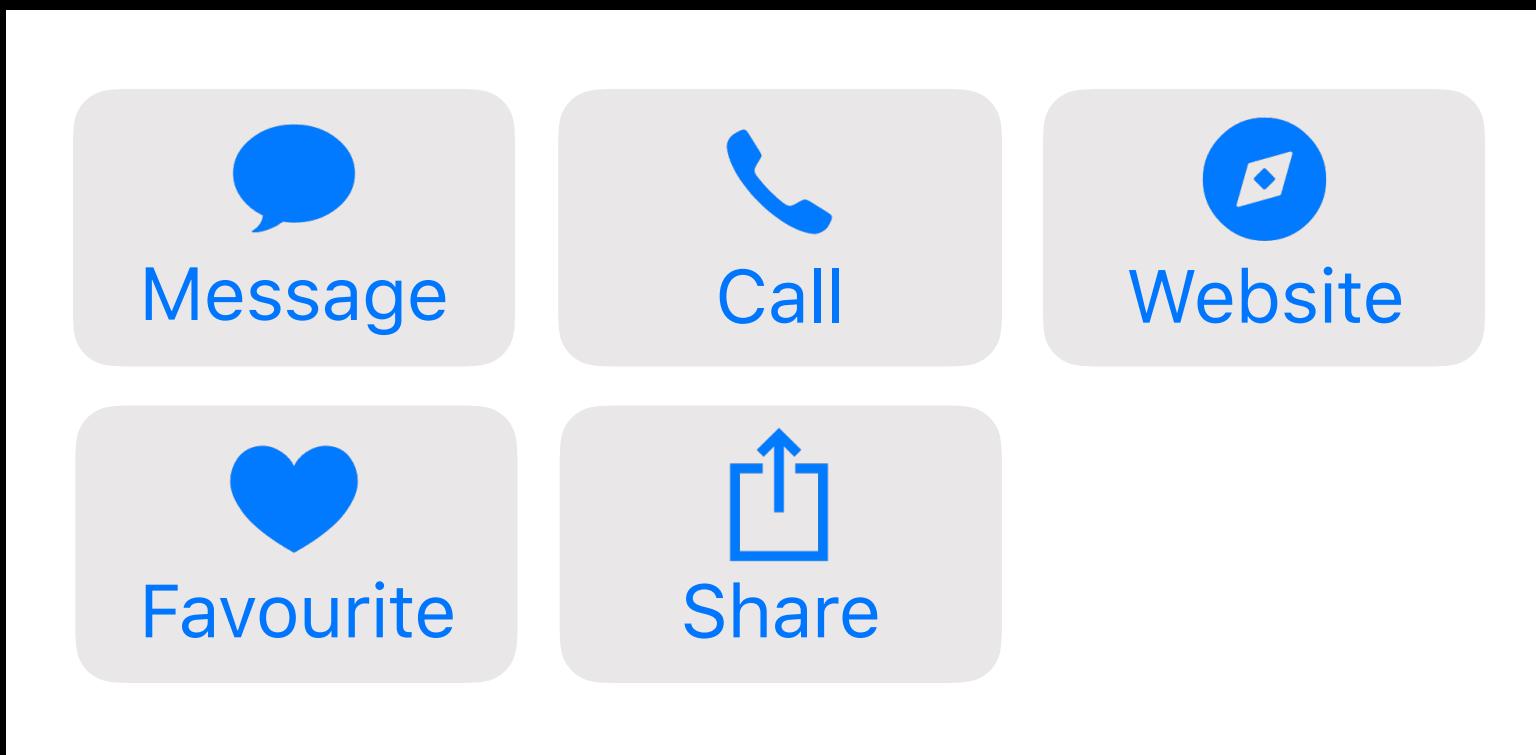
Messages
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300 Post St
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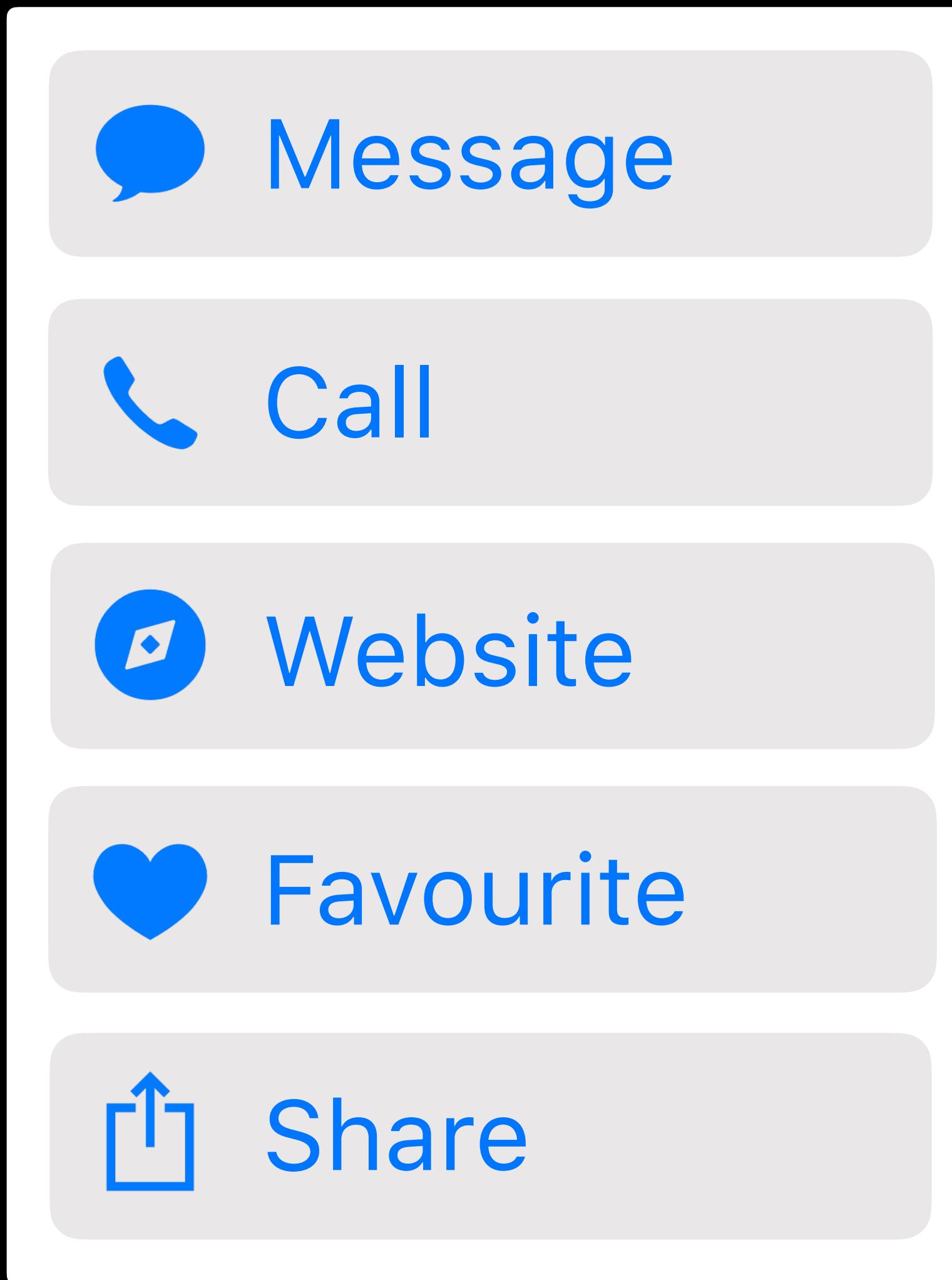




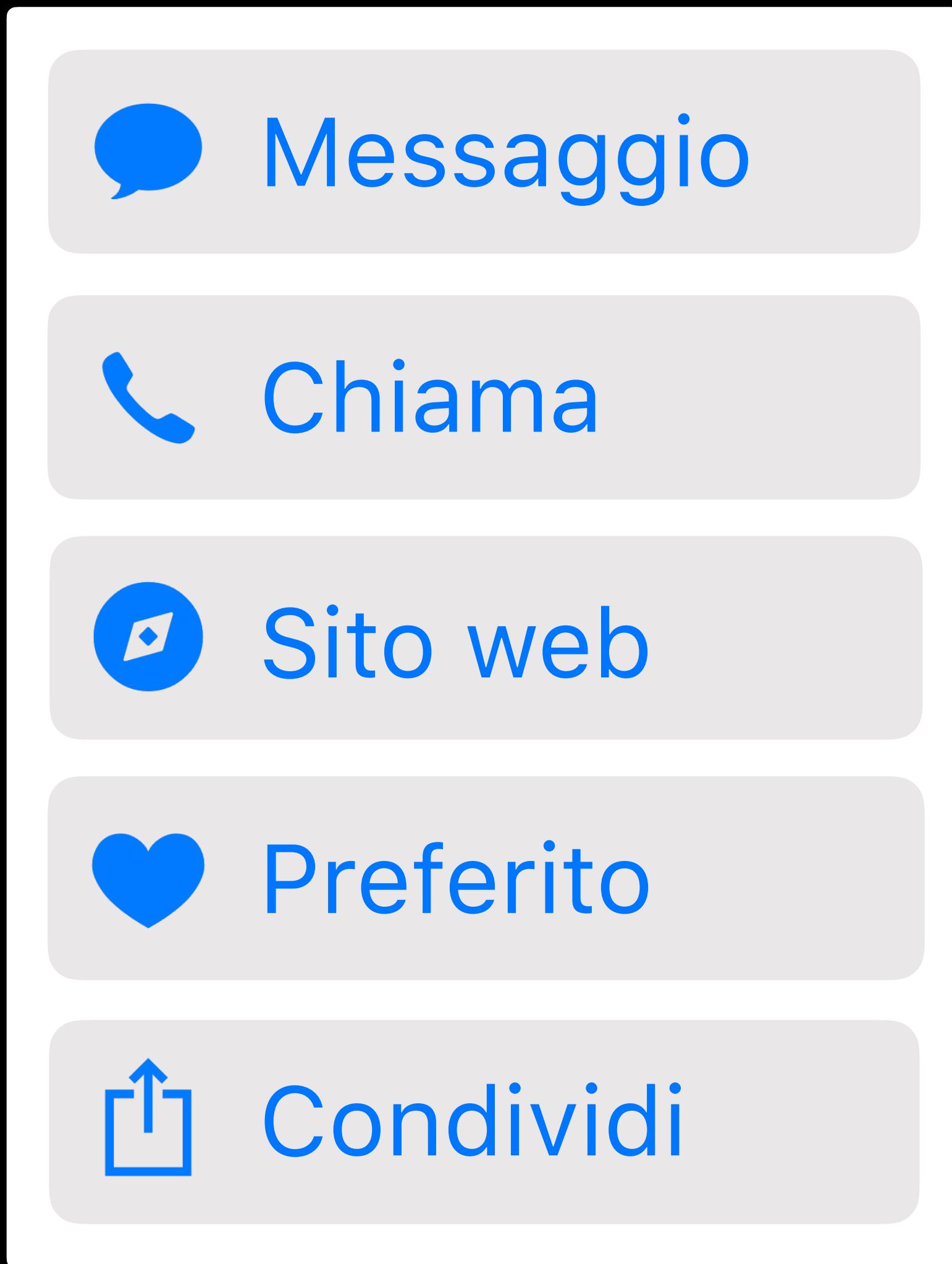
Stack Elements

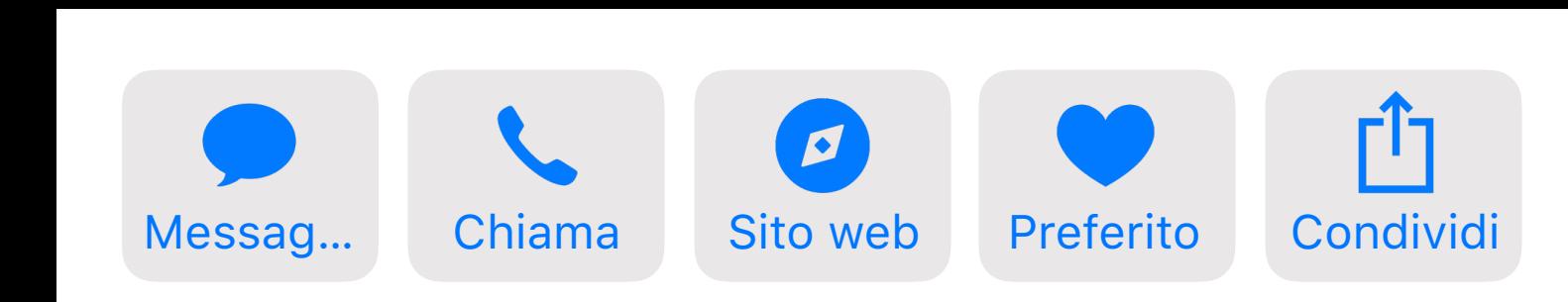


Stack Elements

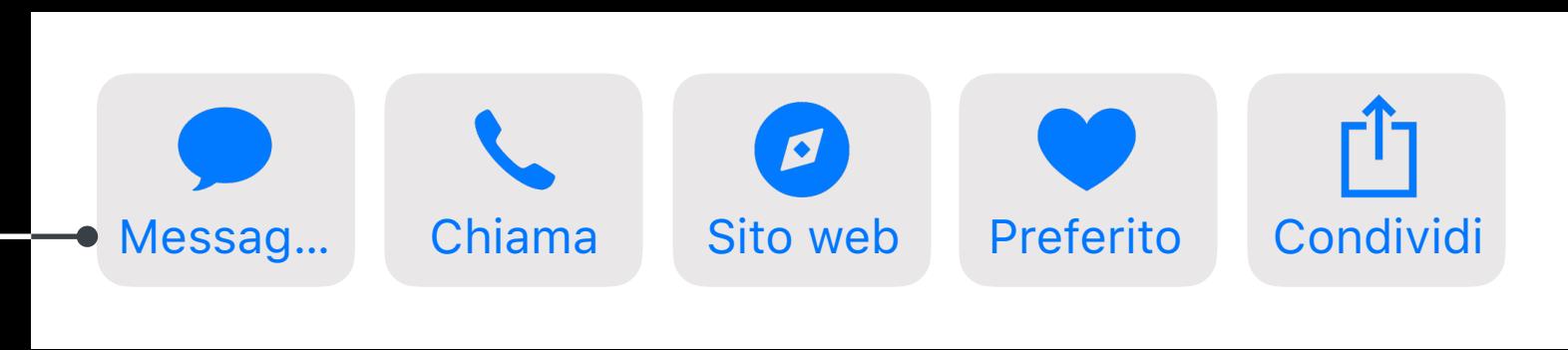


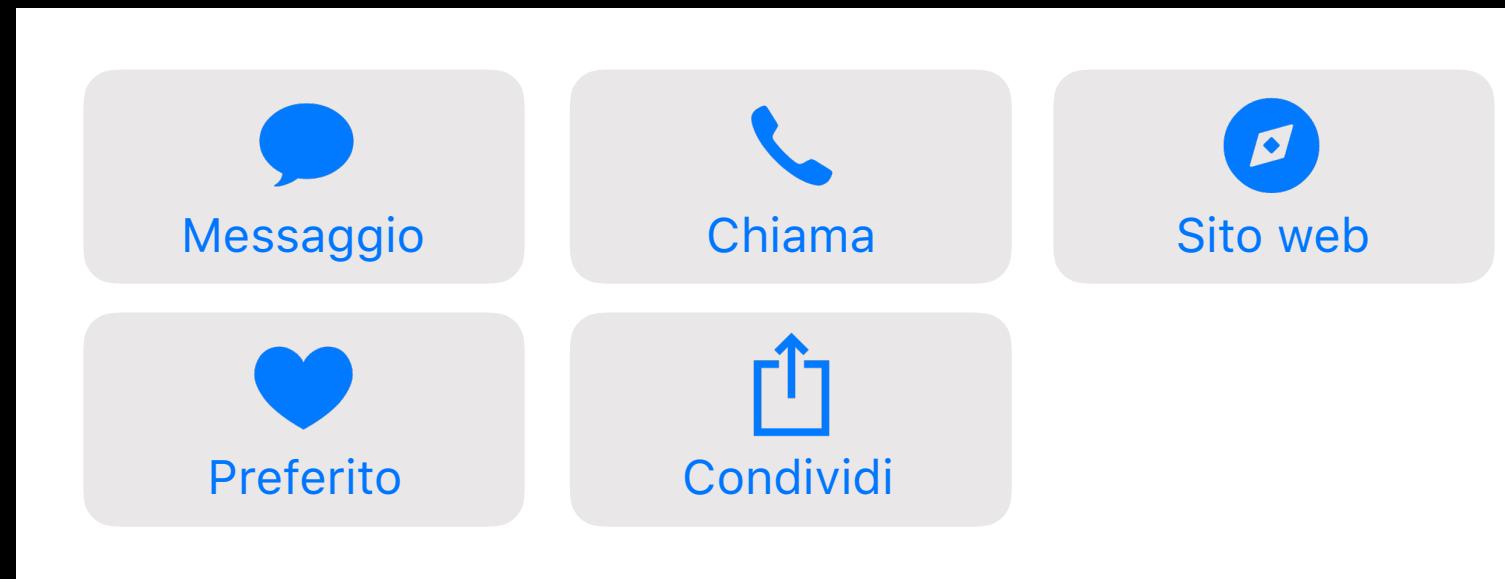
Stack Elements





Truncation





9:41 AM

Roxanne Cafe

Apple Union Square

it was covered under apple care and ...

★★★★★ Tiffany D. · 2 months ago

They are awesome. Very helpful, kind and caring staff. Turned the repair around in a couple of hours, when I thought it would take an entire day.

★★★★★ George D. · 2 months ago

GD

[Find out more on yelp](#)

Get the App

 Apple Store
Apple

GET

Create New Contact +

Add to Existing Contact

Report an Issue

Apple Union Square

it was covered under apple care and ...

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Find out more on [yelp](#) 

Get the App



Apple Store
Apple

GET

Create New Contact



Add to Existing Contact



Report an Issue



Create New Contact



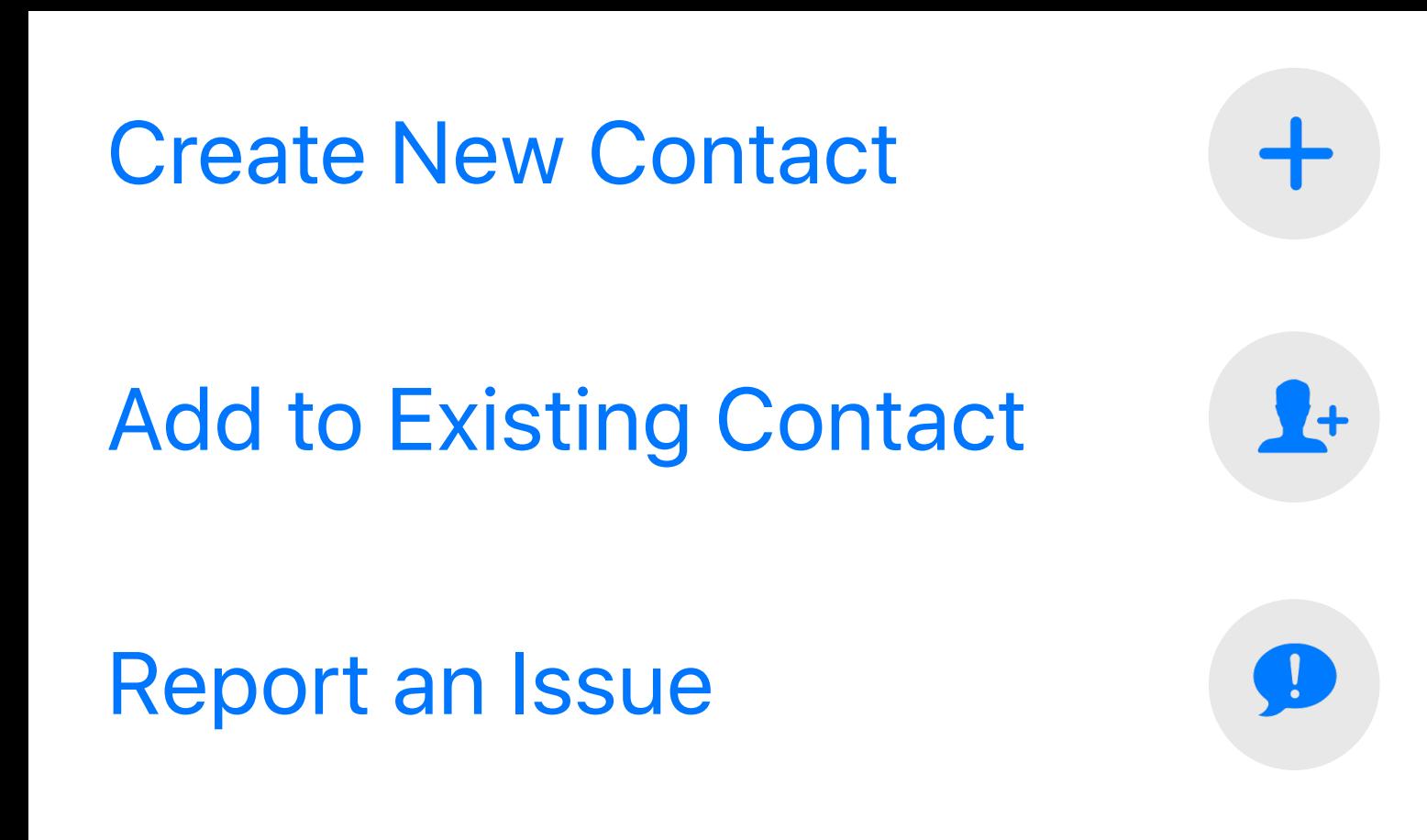
Add to Existing Contact



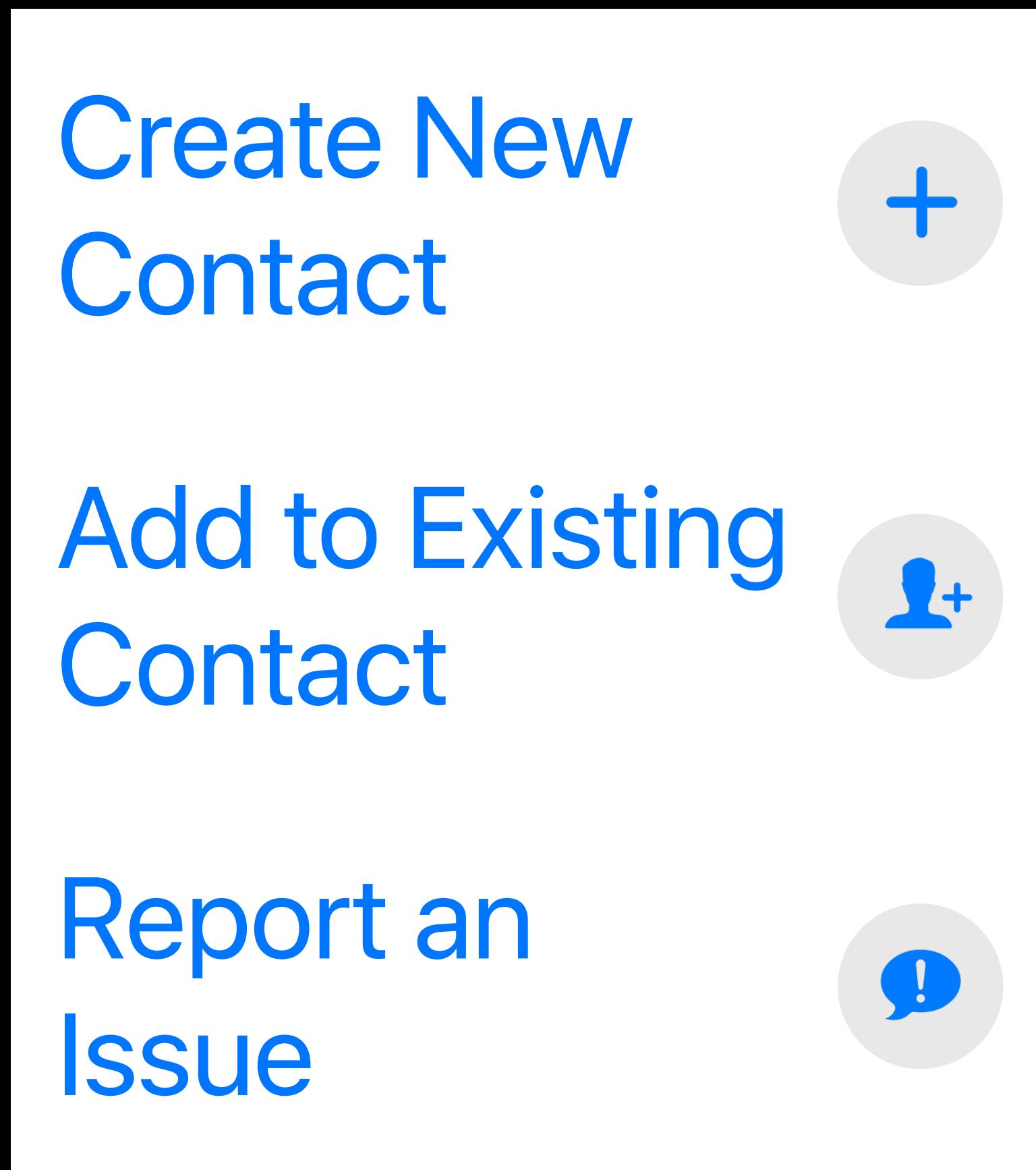
Report an Issue



Scale Icons



Scale Icons



It's challenging.

One of the few effective keys to the design problem:
the ability of the designer to recognize as many of the
constraints as possible, their willingness and
enthusiasm for working within these constraints.

Charles Eames

Be empathetic





9:41 AM



< Back



Lorem ipsum dolor sit amet

JOHNNY APPLESEED JUNE 8TH 2017

Vestibulum non scelerisque augue, sit amet egestas mi. Integer tincidunt malesuada metus sit amet auctor. Aenean ut erat vitae dolor rhoncus ullamcorper.

Integer consequat elementum diam. Sed tincidunt convallis molestie. Sed quis ultrices ex, at ullamcorper magna. Nam euismod dignissim tortor nec rhoncus. Integer mattis massa dolor. Sed quis velit turpis.

Mauris consequat eros ligula, in tincidunt turpis rutrum nec. Curabitur eu diam justo. Donec orci lorem, gravida et est quis, facilisis consequat sapien. Duis a rhoncus elit. Donec lobortis facilisis lacus a porttitor. Phasellus ut justo quis mauris aliquam porttitor. Donec ut sodales dolor. Aenean id





9:41 AM 100%

< Back Popular Filter

Pineapple
\$3.99

Strawberries
\$3.99

Pear
\$0.79

Grapes
\$3.99

Banana

Popular Search Favorites Bag

9:41 AM 100%

< Back Popular Filter



Pineapple
\$3.99



Popular Search Favorites Bag

9:41 AM 100%

< Back



Pineapple \$3.99

Tropical, spiky and sweet with a brilliant hair style.

- 1 +

Add to Cart

Customer Reviews >

★★★★★ (28)

Similar Products

9:41 AM 100%

< Back



Pineapple \$3.99

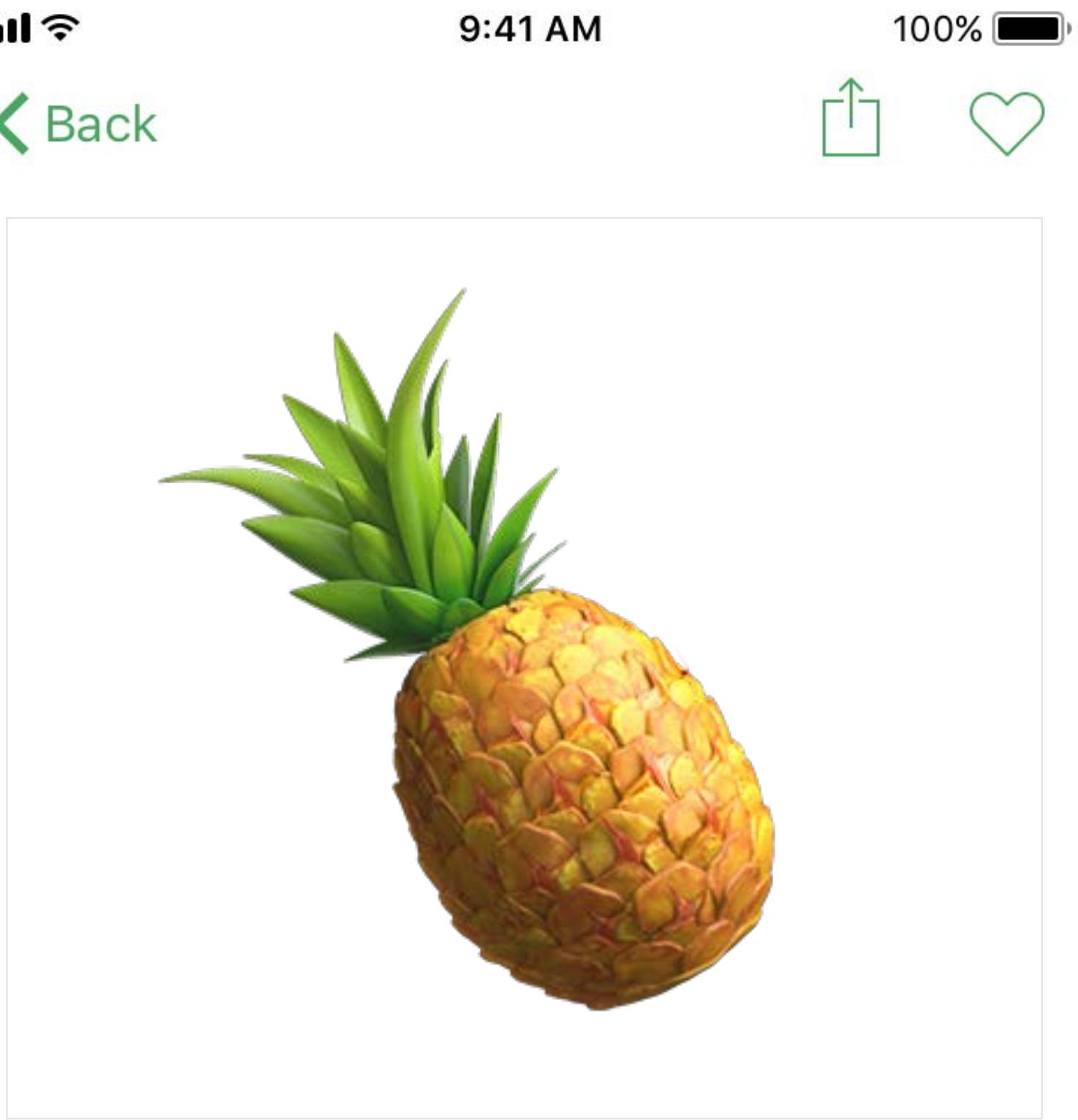
Tropical, spiky and sweet with a brilliant hair style.

- 1 +

Add to Cart

Customer Reviews >

★★★★★ (28)



Pineapple

\$3.99

Tropical,
spiky and



9:41 AM

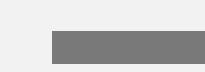
100%

 [Back](#)

Pineapple

\$3.99

Tropical,
spiky and
sweet with a
brilliant hair
style.



1





9:41 AM

100%

< Back



Pineapple

\$3.99



1



Add to Cart

Tropical,
spiky and
sweet with a

9:41 AM 100%

< Back



...

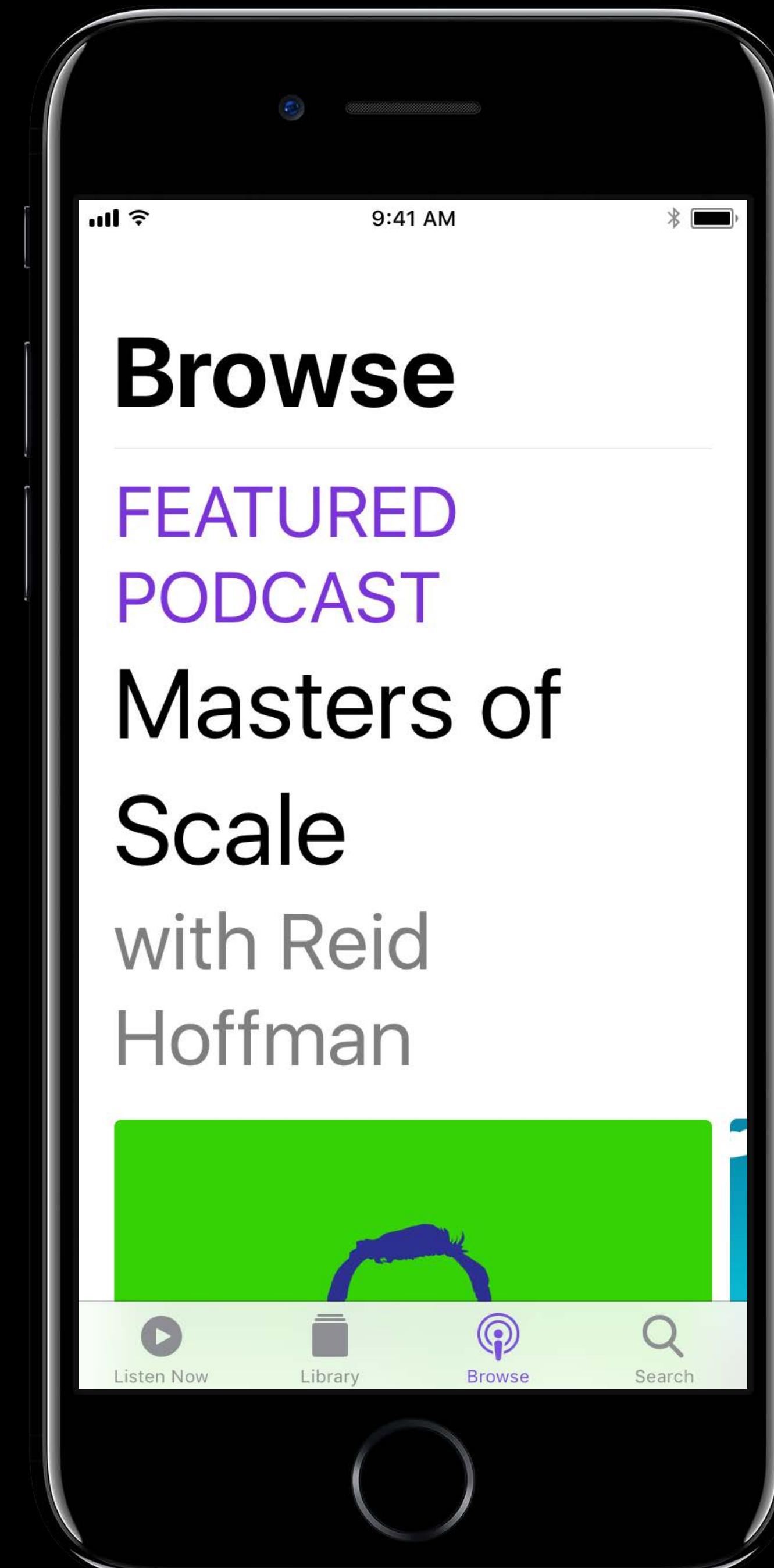
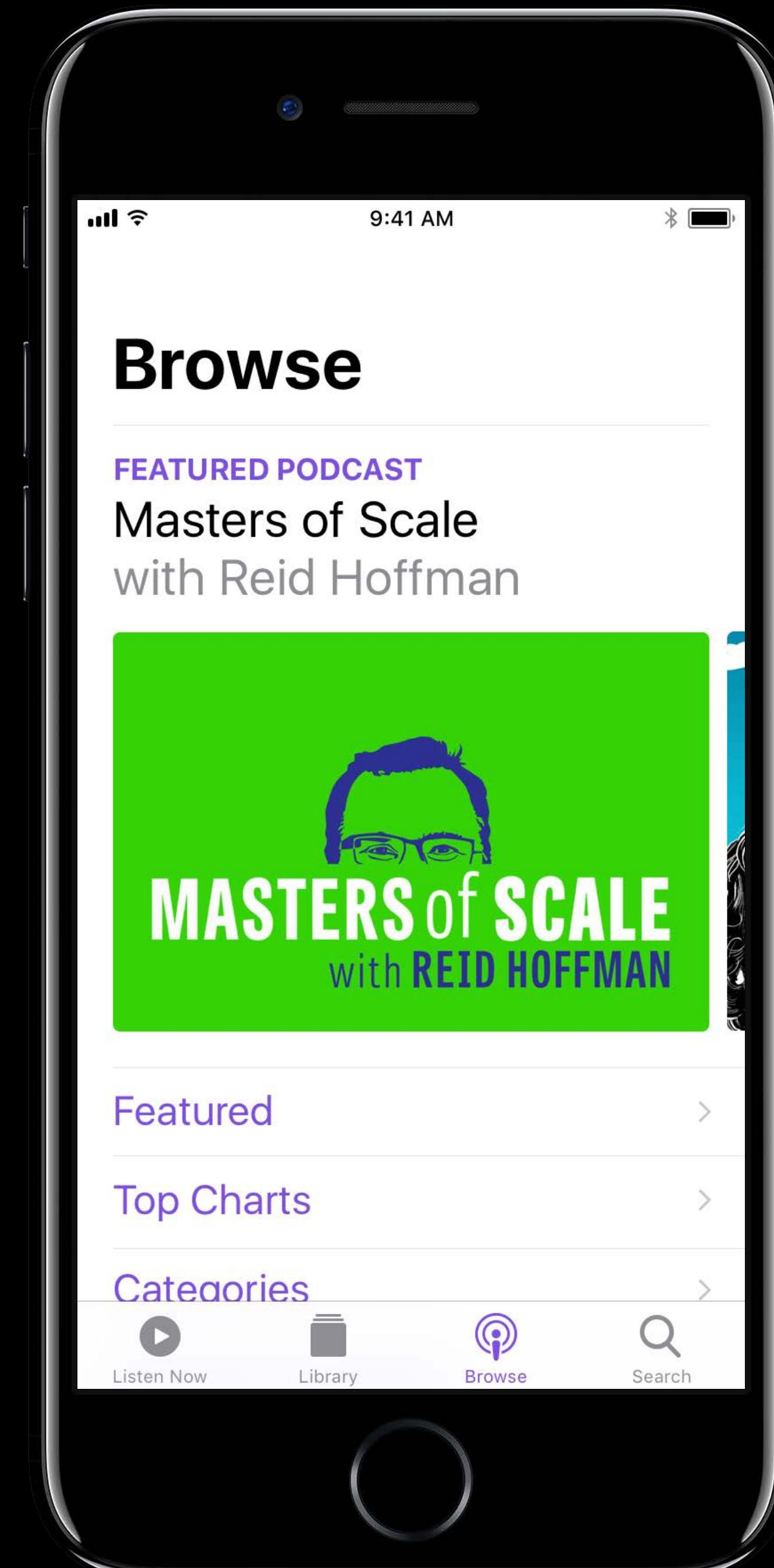
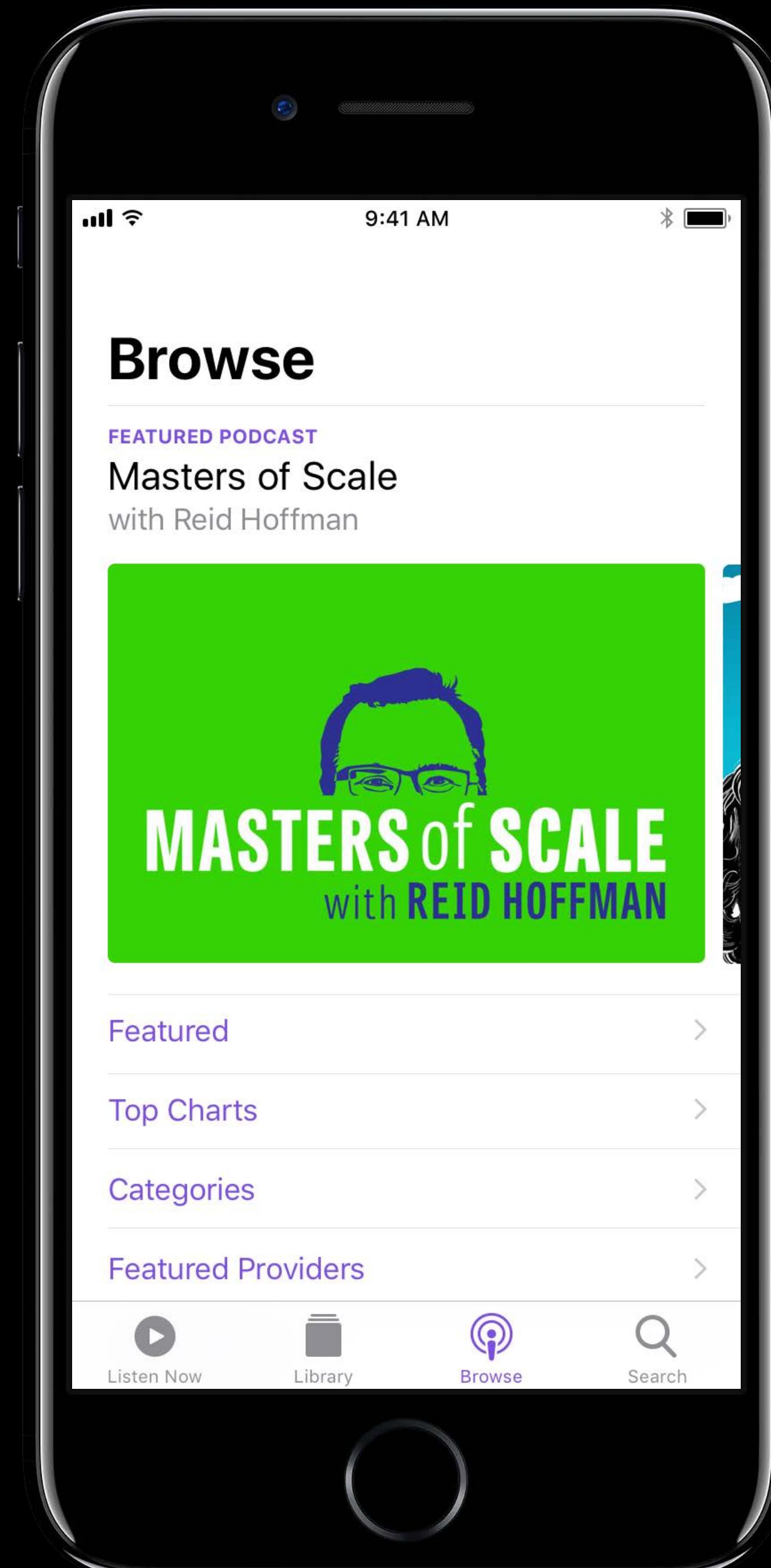
Pineapple

\$3.99

- 1 +

A smartphone screen displaying a product page for a pineapple. The top status bar shows signal strength, time (9:41 AM), battery level (100%), and a green signal icon. Below the status bar is a back arrow labeled "Back" and a green share/handle icon. The main image is a ripe yellow pineapple with green leaves. Below the image is a price section with the word "Pineapple" in large bold letters, the price "\$3.99", and a quantity selector showing "1". The quantity selector includes minus and plus buttons on either side of the number "1". A green button at the bottom is partially visible.





Unlock potential

On October 19, 1962
On October 20, 1962

Ludwig Wittgenstein

Die Grenzen meiner Sprache bedeuten
die Grenzen meiner Welt

Ludwig Wittgenstein

The limits of my language mean the
limits of my world

Ludwig Wittgenstein

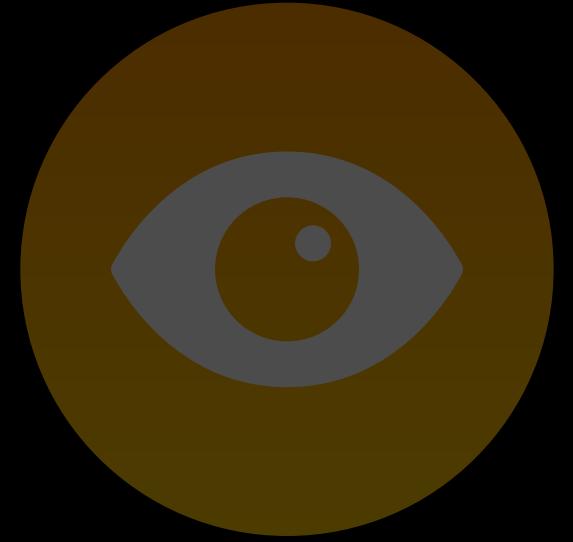


Simplicity

Easy to navigate

Quick to get started

Consistent behavior



Perceivability

Maximize legibility

Audible cues

Haptic feedback



Integrity

Take responsibility

Be empathetic

Unlock potential



Simplicity

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Quick to get started
Consistent behavior



Perceivability

Maximize legibility
Audible cues
Haptic feedback



Integrity

Take responsibility
Be empathetic
Unlock potential



Darken Colors

Siri integration

Reduce Motion

Increase contrast

Haptics

Dynamic Type

Captions



Bold Text

Smart Invert Colors

Start now

Image descriptions

VoiceOver

UI element sounds

Reduce Transparency

Button shapes

High color contrast ratios



Do it proudly



Design for Everyone



Design for Everyone

More Information

<https://www.apple.com/accessibility/>

More Information

<https://developer.apple.com/wwdc17/806>

Related Sessions

What's New in Accessibility

WWDC17

What's New in SiriKit

WWDC17

Media and Gaming Accessibility

WWDC17

Designing Sound

WWDC17

Making Great SiriKit Experiences

WWDC17

Designing Across Platforms

Hall 3

Thursday 4:10PM

Building Apps with Dynamic Type

Executive Ballroom

Friday 1:50PM

Labs

User Interface Design by Appointment Lab	User Interface Design Lab A	Thu 9:00AM-6:00PM
Accessibility Design by Appointment Lab	User Interface Design Lab B	Thu 9:00AM-6:00PM
User Interface Design by Appointment Lab	User Interface Design Lab A	Fri 9:00AM-6:00PM
Accessibility Lab	User Interface Design Lab B	Fri 9:00AM-6:00PM
Accessibility and Dynamic Type Lab	Technology Lab C	Fri 4:00PM-6:00PM

WWDC17