

Гайдлайны (Guidelines) — набор рекомендаций, правил, принципов от создателей платформы, операционной системы, благодаря которым приложения под эти платформы и ОС от разных разработчиков выглядят единообразно. Гайдлайны мобильных приложений описывают принципы навигации и взаимодействия, элементы интерфейса и их стиль, используемую типографику и иконографию, цветовые палитры и многое другое. https://medium.com/@momotov_sasha/что-такое-гайдлайны-мобильных-приложений-и-зачем-они-нужны-5a634a665b1a

Основной идеей Human Interface Guidelines является простота и «воздушность» интерфейса. Во главу угла возводится контент, а интерфейс уходит на второй план. Приветствуется интерактивность (отзывчивость) и анимация изменения состояния элементов интерфейса. Размытие окон на нижнем уровне, градиентные заливки, болдовая типографика в лучших традициях швейцарского стиля.

В отличие от Material Design System в Human Interface Guidelines **нет четких правил и конкретных спецификаций**. Например, **нельзя** в гайдах от Apple **посмотреть** размер кнопок. Некоторые элементы интерфейса просто в гайде **отсутствуют**, хотя используются в официальных приложениях от Apple. Здесь в отличие от Google, Apple как бы разрешает дизайнеру «поиграть со шрифтами» и дает больше свободы для кастомизации в рамках платформы. Использовать их при дизайне мобильного приложения просто **необходимо по четырем причинам**: - Ускоряется процесс дизайна; - Ускоряется разработка; - Удешевляется разработка; - Пользователь получает быстрый и понятный интерфейс. https://medium.com/@momotov_sasha/что-такое-гайдлайны-мобильных-приложений-и-зачем-они-нужны-5a634a665b1a

Checklist iOS Guidelines

№	Тип	Комментарий
1. iOS		
1.1.1. Design Themes. Three primary themes differentiate iOS from other platforms:		
1	Clarity	As an app designer, you have the opportunity to deliver an extraordinary product that rises to the top of the App Store charts. To do so, you'll need to meet high expectations for quality and functionality.
	Deference	
	Depth	
1.1.2. Design Principles		
2	Aesthetic Integrity	To maximize impact and reach, keep the following principles in mind as you imagine your app's identity.
	Consistency	
	Direct Manipulation	
	Feedback	
	Metaphors	
	User Control	
1.2. Interface Essentials. The interface elements provided by UIKit fit into three main categories:		
3	Bars	Most iOS apps are built using components from UIKit, a programming framework that defines common interface elements. This framework lets apps achieve a consistent appearance across the system, while at the same time offering a high level of customization. In addition to defining the interface of iOS, UIKit defines functionality your app can adopt. Through this framework, for example, your app can respond to gestures.
	Views	
	Controls	
2. App Architecture		
2.1. Launching		
4	Provide a launch screen.	The launch experience has a significant impact on the way people feel about your app. Regardless of the device people are using or how long it's been since they last opened your app, the launch experience should be fast and seamless.
	Launch in the appropriate orientation.	
	Avoid asking for setup information up front.	
	Avoid showing in-app licensing agreements and disclaimers.	
	Restore the previous state when your app restarts.	
	Don't encourage rebooting.	
Avoid asking people to rate your app too quickly or too often.		
2.2. Onboarding		
5	Provide onboarding that helps people enjoy your app, not just set it up.	Onboarding lets you welcome new users and reconnect with returning ones. An optional onboarding experience that's fast, fun, and educational can help people get the most from your app without getting in their way.
	Get to the action quickly.	
	Anticipate the need for help.	
	Stick to the essentials in tutorials	
	Make learning fun and discoverable	
2.3. Loading		
6	Make it clear when loading is occurring	When content is loading, a blank or static screen can make it seem like your app is frozen, resulting in confusion and frustration, and potentially causing people to leave your app.
	Show content as soon as possible	
	Educate or entertain people to mask loading time	
	Customize loading screens	
2.4. Modality		
7	Sheet, Fullscreen	Modality is a design technique that presents content in a temporary mode that's separate

	Use modality when it makes sense Reserve alerts for delivering essential — and ideally actionable — information Keep modal tasks simple, short, and narrowly focused Always include a button that dismisses the modal view When necessary, help people avoid data loss by getting confirmation before closing a modal view Don't display a card that appears on top of a popover In general, display a title that identifies the modal task Coordinate the modal view appearance with your app Choose a modal transition style that makes sense in your app	from the user's previous current context and requires an explicit action to exit. Presenting content modally can: - Help people focus on a self-contained task or set of closely related options - Ensure that people receive and, if necessary, act on critical information
2.5. Navigation		
8	Hierarchical Navigation Flat Navigation Content-Driven or Experience-Driven Navigation	People tend to be unaware of an app's navigation until it doesn't meet their expectations. Your job is to implement navigation in a way that supports the structure and purpose of your app without calling attention to itself. Navigation should feel natural and familiar, and shouldn't dominate the interface or draw focus away from content. In iOS, there are three
2.6. Accessing User Data		
9	Requesting Access Permission Using the Location Button Using the Microphone in a ShazamKit App Displaying Custom Messaging Before the Alert Clarifying Tracking Requests	User privacy is paramount. To help people trust your app, it's crucial to be transparent about the privacy-related data and resources you require and how you use them. For example, you must request permission to access: Personal data, including location, health, financial, contact, and other personally identifying information User-generated content like emails, messages, calendar data, contacts, gameplay
2.7. Settings		
10	Infer what you can from the system Thoughtfully prioritize configuration options within your app Expose infrequently changed configuration options in Settings Provide shortcuts to Settings when appropriate	Some apps may need to provide a way to make setup or configuration choices, but most apps can avoid or delay doing so. Successful apps work well for most people right away, while also offering some convenient ways to adjust the experience. When you design your app to function the way most people expect, you decrease the need for settings.
3. User Interaction		
11	3D Touch	On devices running iOS 13 and later, people can use the touch and hold gesture to open a context menu, regardless of whether the device supports 3D Touch. On 3D Touch devices, the gesture can reveal the context menu more quickly.
	Apple Pencil and Scribble (Support expected behaviors,	Apple Pencil is a versatile, intuitive tool for iPad apps that offers pixel-level precision when jotting notes, sketching, painting, marking up documents, and more. In iPadOS 14 and later, Scribble lets people use Apple Pencil to enter text in any text field through fast, private, on-device handwriting recognition.