

iOS Human Interface Guidelines

Platform Characteristics

the Display is Paramount, Regardless of its Size

> 44 x 44 points is the comfortable minimum size of a tappable UI element.

> People are very aware of the quality of app artwork.

> The display encourage people to forget about the device and to focus on their content or task.

People Interact with One App at a Time

Two Types of Software Run in iOS

> iOS apps

> Web content

1. Web apps.
2. Optimized webpages.
3. Compatible webpages.

Create an App Definition Statement

1. List All the Features You Think Users Might Like
2. Determine Who Your Users Are
3. Filter the Feature List Through the Audience Definition
4. Don't Stop There

Use your app definition statement throughout the development process to determine the suitability of features, controls, and terminology. For example: