



# iPad and iPhone User Interface Design

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Director, Technology Evangelism

User Experience Evangelist

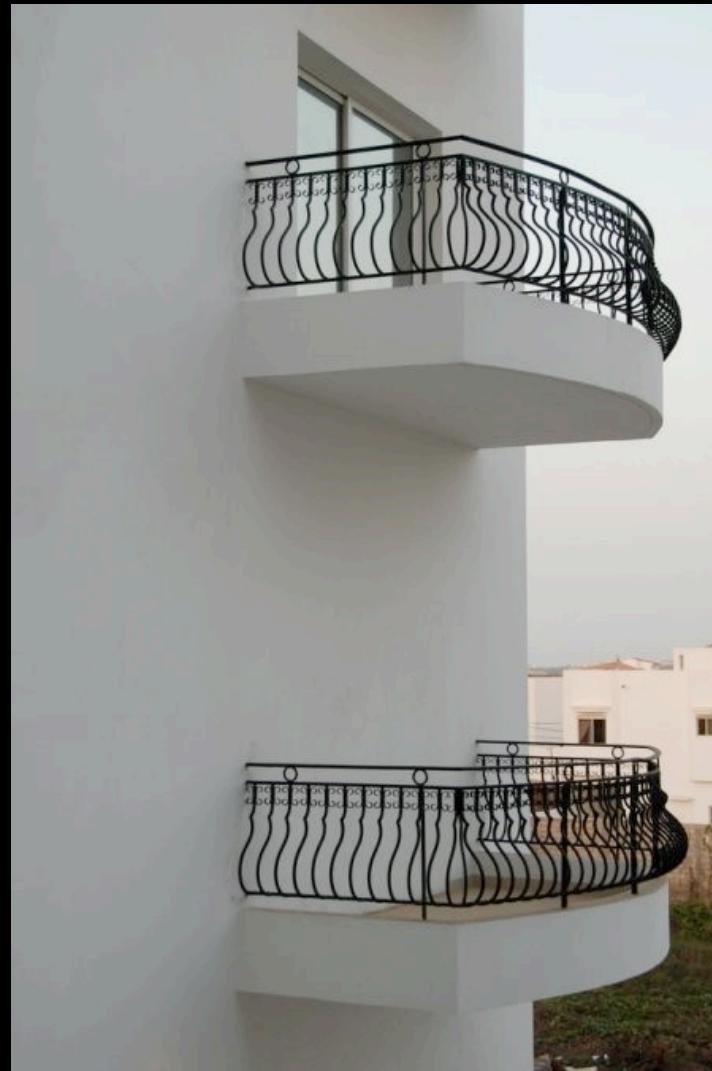
# Design Matters



# Without Design...









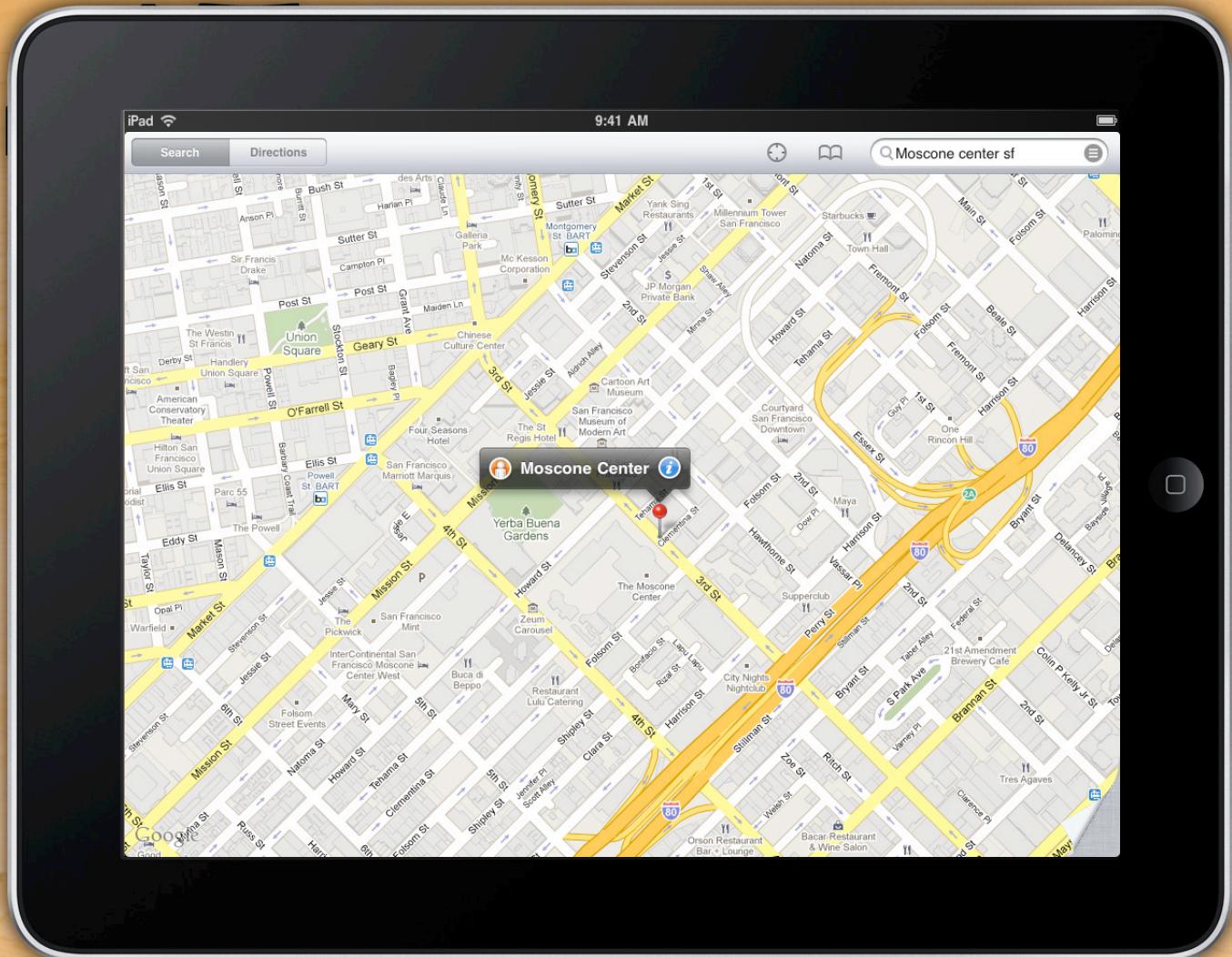


# Design Takes Planning

# Design Matters for Apps

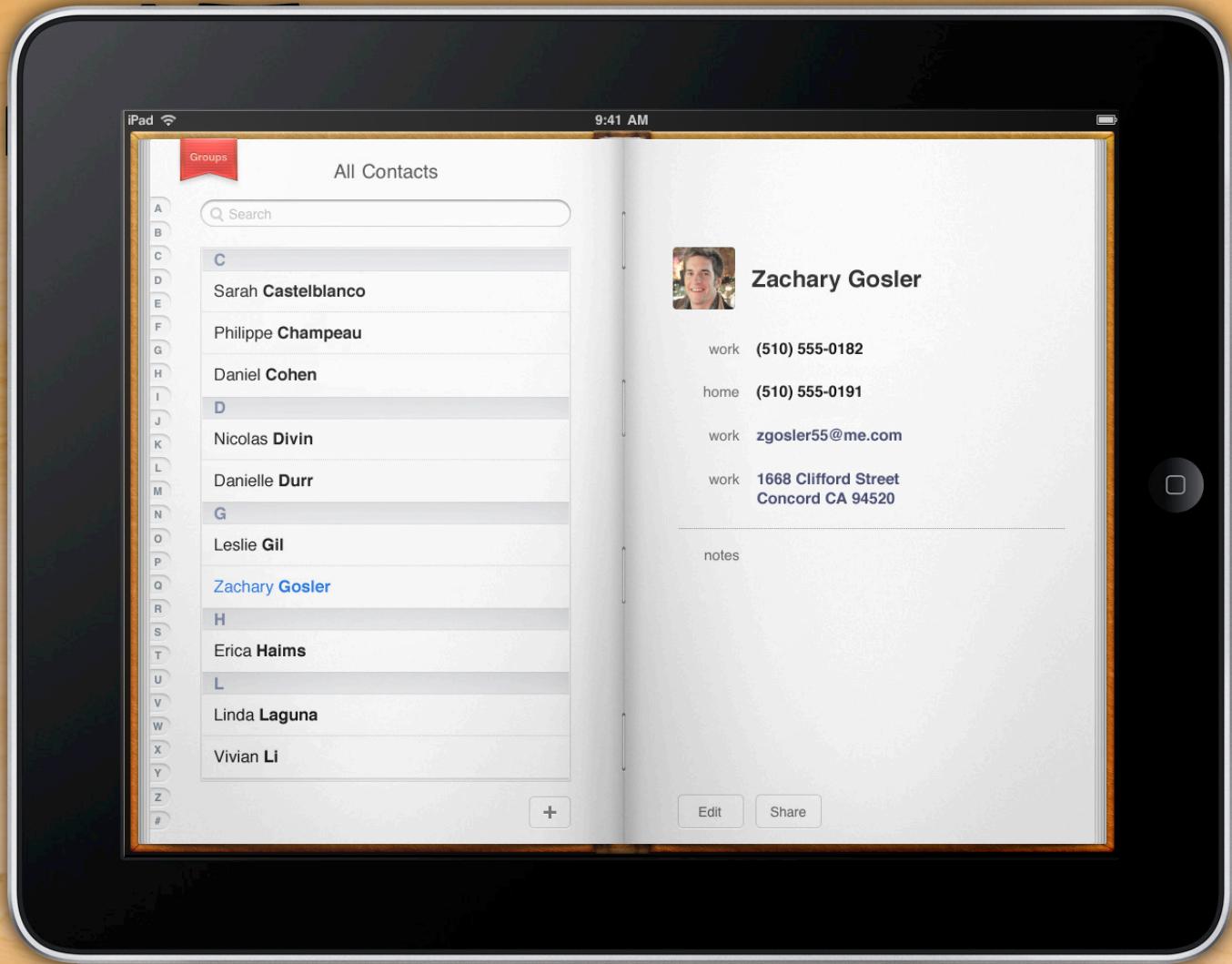
**“...the iPad becomes the app you're using... Switch to another app and the iPad becomes that app. If that's not magic, I don't know what is...”**

Adam C. Engst, Tidbits













6

- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

**1** Structure

**2** Navigation

**3** Reduction

**4** Appearance

**5** Feedback

**6** Optimization



# User Mental Model

# The Way a Task is User Mental Model Perceived by People





# User Mental Model

Objects

Tasks

Concepts

# User Mental Model

Objects

Tasks

Concepts

- ✓ Identify relationships
- ✓ Identify dependencies
- ✓ Identify frequencies

# Things Users Think About

Objects

Calendars

Days

Weeks

Months

Appointments

Reminders

Tasks

Filter

Create

Edit

Search

Manage

Change date

Concepts

Scheduling

Searching

Managing

# Relationships

Objects

Calendars

Days

Weeks

Months

Appointments

Reminders

Tasks

Scheduling

Create

Edit

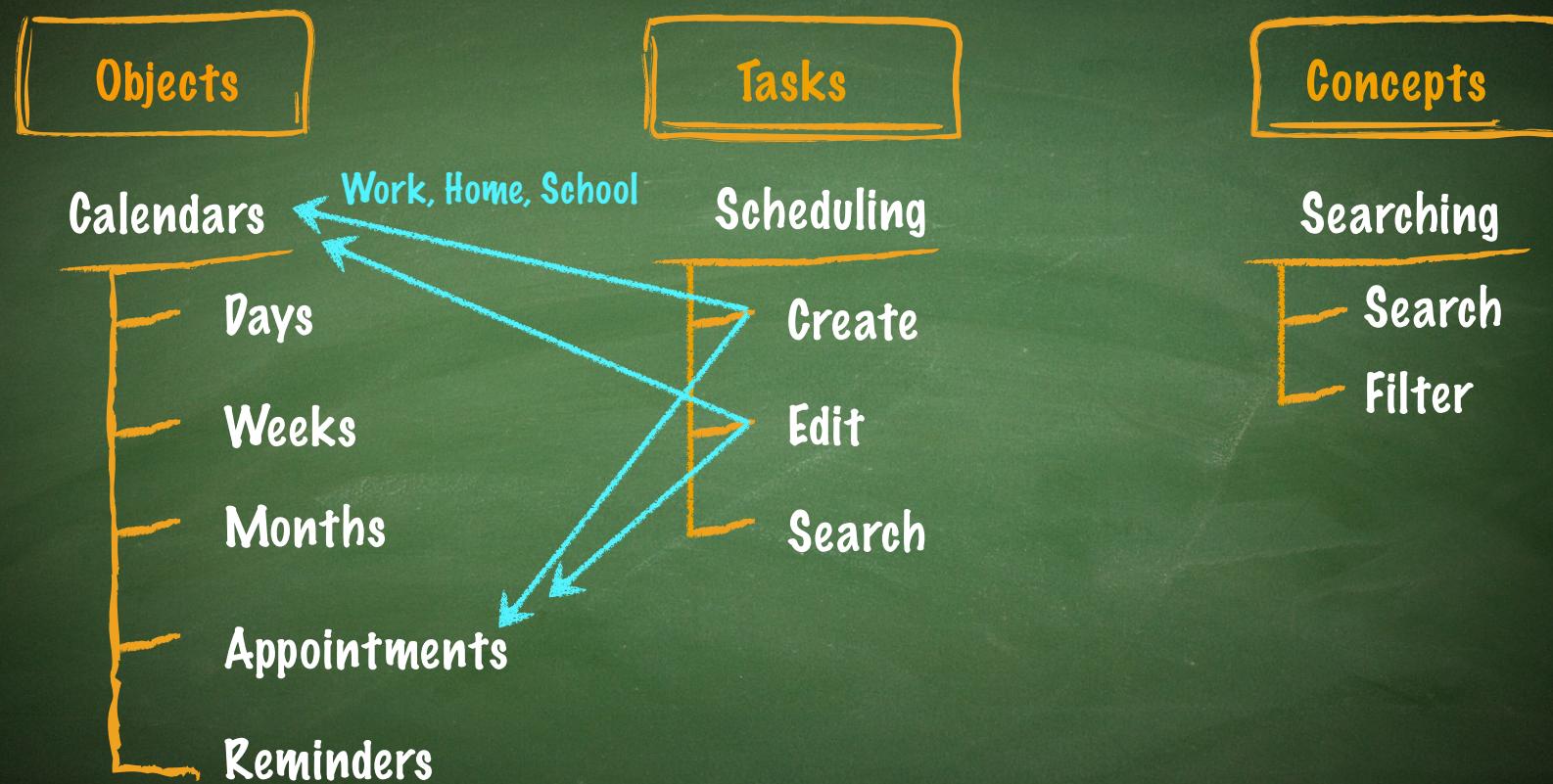
Search

Concepts

Searching

Filter

# Dependencies



# Prioritization

Objects

Calendars

1.



Tasks

Scheduling

Create

1.

Edit

Search

Concepts

Searching

Search  
Filter

2.



**1** Structure

**2** Navigation

**3** Reduction

**4** Appearance

**5** Feedback

**6** Optimization

**1** Structure

**2** Navigation

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**4** Appearance

**5** Feedback

**6** Optimization

# Structure Impacts Navigation





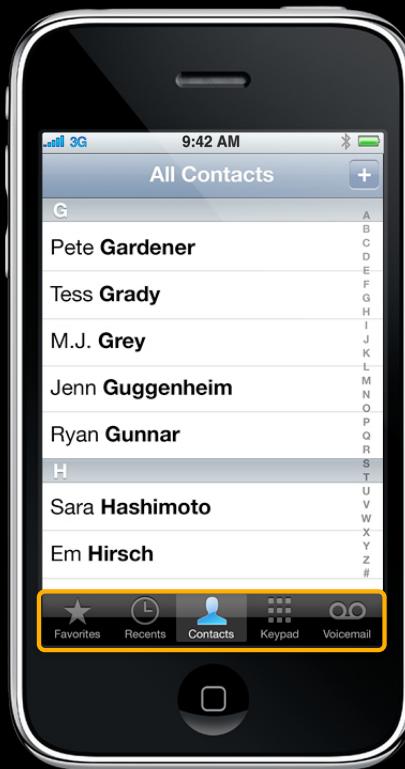
THURSDAY		87°	67°
FRIDAY		87°	68°
SATURDAY		89°	68°
SUNDAY		88°	68°
MONDAY		88°	68°
TUESDAY		88°	69°

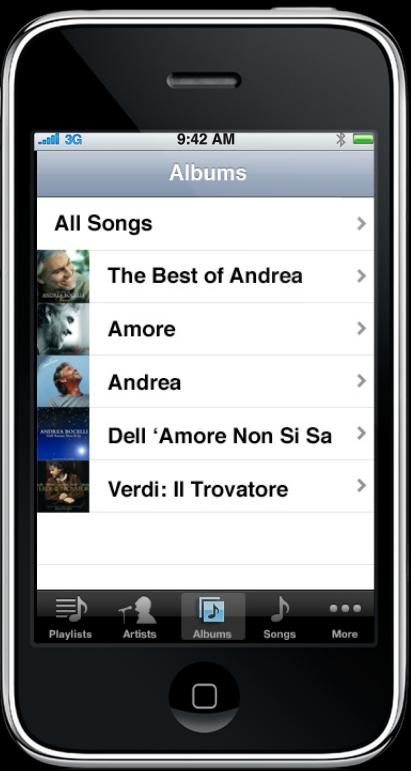
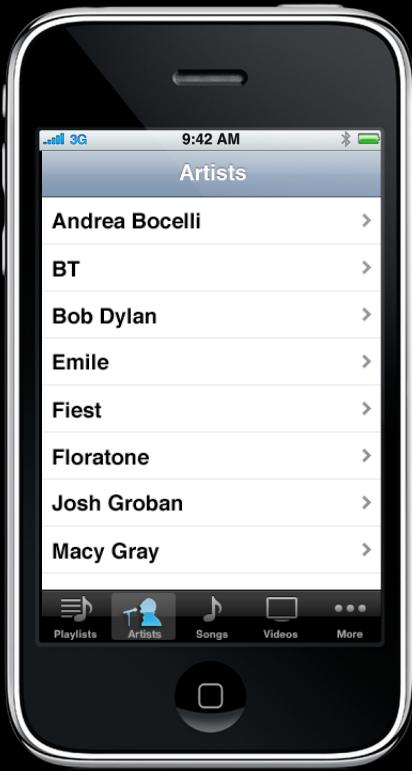
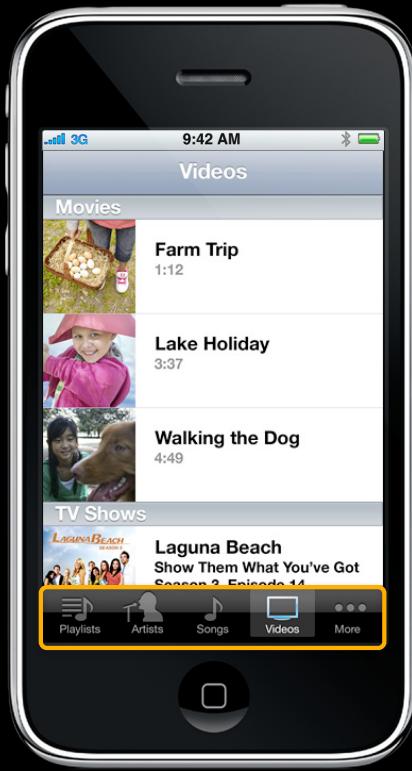
Yahoo! Updated 6/3/10 3:33 PM

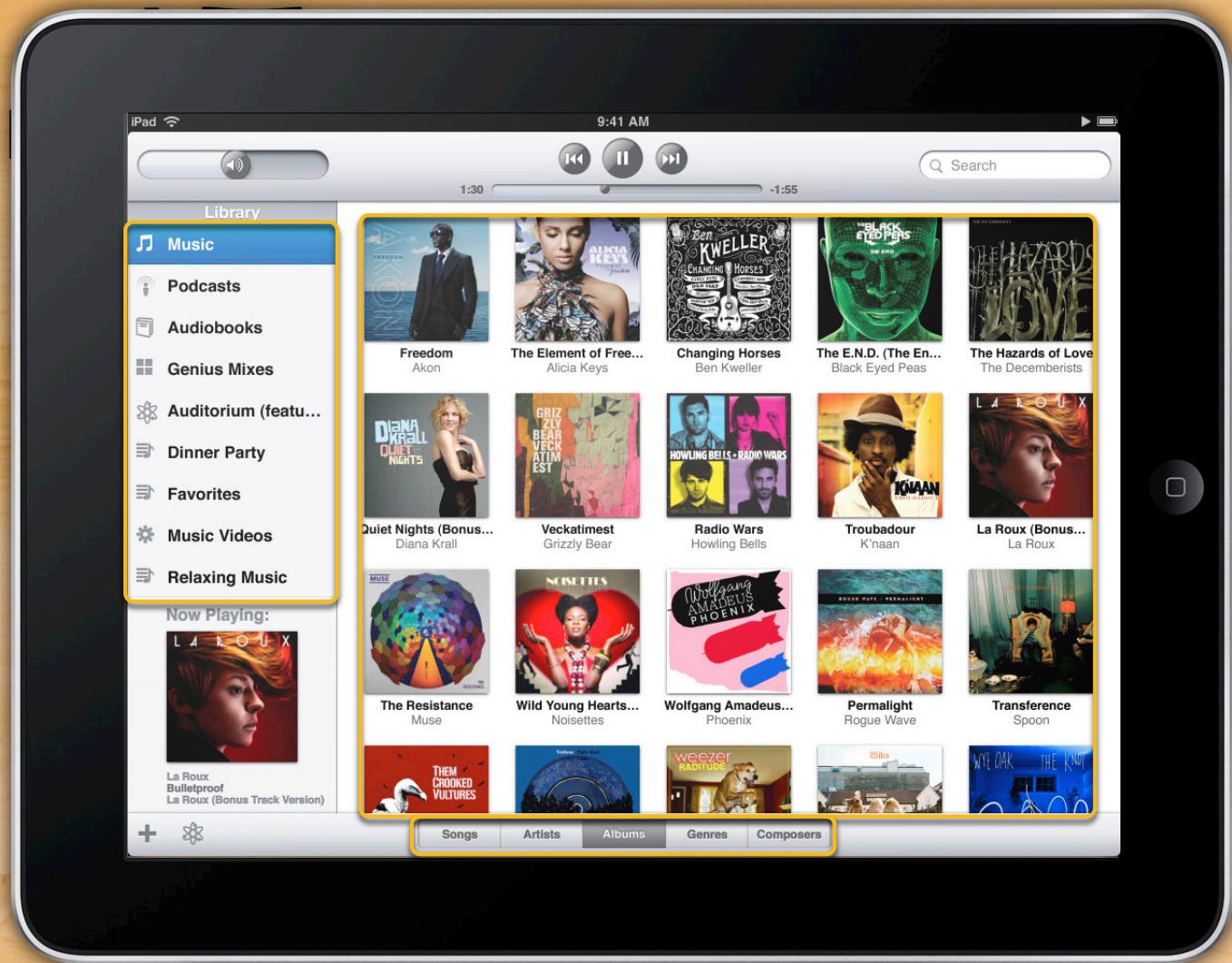


# Tabs

- Manage complexity
- Increase efficiency
- Switch between modes and collections
- Mostly permanent
- Customizable







Navigation is about  
Movement and Placement

# Visual Design

- Each part of your app should be fine tuned for it's purpose
- Placement is a function of
  - Frequency of use
  - Importance to the user
  - Use visual emphasis and position
- Focus on purpose of each screen
  - Is **this** important now?
  - How does **this** add to or take away?

More frequently used or read items



Less frequently used or read items



# iWork



The image shows three iPads side-by-side, each displaying a different application:

- Left iPad:** Shows a word processing document titled "Serengeti Report". The content discusses the history of the Serengeti, mentioning the Masai people and their impact on the ecosystem. It includes a pie chart titled "Language Groups" showing the distribution of languages: Bantu (41%), Nilotic (34%), Cushitic (13%), and Khoisan (12%).
- Middle iPad:** Displays a presentation slide titled "Seven Wonders" with a subtitle "Jason Russell — Midterm Report". The slide features a large image of Machu Picchu and the text "Seven Wonders of the World".
- Right iPad:** Shows a spreadsheet titled "Wildcats Soccer STATISTICS 2010". The spreadsheet tracks player statistics like Goals, Assists, Scoring, Saves, and Goals Allowed. It also includes a pie chart for saves and a bar chart for goals.

**iPad 1: Serengeti Report - Pages**

## Life in the Serengeti

The wilderness of the Serengeti Plains was uninhabited for centuries until the 1900s, when the Masai, a nomadic tribe of fierce warriors, came down from the north with their cattle. Later explorer and naturalist Dr. Oscar Baumann, a member of the German Anti-Slavery Committee's Massai Expedition, became the first European in the area. His companions followed him and built Fort Koma, used as an administrative center until 1917, when it was taken over by the British.

**Language Groups**

Group	Percentage
Bantu	41%
Nilotic	34%
Cushitic	13%
Khoisan	12%

In 1913, professional hunters came to the Serengeti, where there was plenty of

**ALLISON RITTER THE SERENGETI**

**iPad 2: Seven Wonders - Keynote**

## Seven Wonders

Seven Wonders of the World  
Jason Russell — Midterm Report

**iPad 3: Wildcats Soccer - Numbers**

## WILDCATS SOCCER TEAM STATISTICS 2010

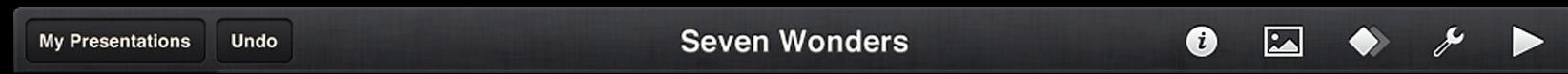
Player	Goals	Assists	Scoring	Saves	Goals Allowed	Playing Time
John	10	2	25%			3h 12m
Tim	9	4	23%			3h 54m
Andrew	1	6	3%			1h 54m
Matthew	8	6	20%			3h 18m
Jill	4	5	10%			3h 12m
Paul	2	3	5%	23	10	4h 21m
Hanna	3	5	8%	8	11	2h 34m
Chris	3	2	8%	16	12	2h 54m
<b>Team Totals</b>	<b>40</b>	<b>33</b>	<b>100%</b>	<b>47</b>	<b>33</b>	<b>30h 17m</b>

**Goals**    **Assists**

**Saves**

The image shows three iPads side-by-side, each displaying a different application:

- Left iPad:** Shows a document titled "Serengeti Report" with a title slide "Life in the Serengeti". The slide includes a large giraffe image, a pie chart of language groups (Bantu 41%, Nilotic 34%, Cushitic 13%, Khoisan 12%), and a paragraph about the park's history.
- Middle iPad:** Shows a presentation slide titled "Seven Wonders" with a large image of Machu Picchu and the text "Seven Wonders" and "Jason Russell — Midterm Report".
- Right iPad:** Shows a spreadsheet titled "Wildcats Soccer" with a header "WILDCATS SOCCER TEAM STATISTICS 2010". It includes a table of player statistics and two charts: a bar chart for goals and assists, and a pie chart for saves.





















**iPad 1: Serengeti Report**

**Life in the Serengeti**

The wilderness of the Serengeti Plains was uninhabited for centuries until the 1900s, when the Masai, a nomadic tribe of fierce warriors, came down from the north with their cattle. Later explorer and naturalist Dr. Oscar Baumann, a member of the German Anti-Slavery Committee's Massai Expedition, became the first European in the area. His companions followed him and built Fort Koma, used as an administrative center until 1917, when it was taken over by the British.

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**ALLISON RITTER THE SERENGETI**

**iPad 2: Seven Wonders**

**Seven Wonders**

The park was added to the UNESCO United Nations Educational, Scientific, and Cultural Organization World Heritage List in 1981.

The Masai were moved to the Ngorongoro highlands when the park was created. To this day, controversy surrounds this move, with speculation of coercion and deceit by the colonial authorities. Some think the relocation was completely ill-advised, since the Masai were never a threat to the wildlife

**Jason Russell — Midterm Report**

**iPad 3: Wildcats Soccer**

**Wildcats Soccer**

**WILDCATS SOCCER TEAM STATISTICS 2010**

Player	Goals	Assists	Scoring	Saves	Goals Allowed	Playing Time
John	10	2	25%			3h 12m
Tim	9	4	23%			3h 54m
Andrew	1	6	3%			1h 54m
Matthew	8	6	20%			3h 18m
Jill	4	5	10%			3h 12m
Paul	2	3	5%	23	10	4h 21m
Hanna	3	5	8%	8	11	2h 34m
Chris	3	2	8%	16	12	2h 54m

**Team Totals**

Category	Value
Goals	40
Assists	33
Scoring	100%
Saves	47
Goals Allowed	33
Playing Time	30h 17m

**Goals vs Assists**

Player	Goals	Assists
John	10	2
Tim	9	4
Andrew	1	6
Matthew	8	6
Jill	4	5
Paul	2	3
Hanna	3	5
Chris	3	2

**Saves**

Player	Percentage
Chris	34%
Paul	49%
Hanna	17%

iPad 9:41 AM

My Presentations Undo

Seven Wonders

1 Seven Wonders of the World

2 History of the Wonders

3 Great Pyramid of Giza

4 Great Pyramid

5 Great Wall of China

6 Total Length of the Wall

7 The Seven Wonders

8 Arthur McNair — Midterm Report.

+

The slide features a large image of the ancient Incan city of Machu Picchu, built into the side of a mountain. Below the image, the title 'Seven Wonders' is displayed in a large serif font, followed by the subtitle 'Arthur McNair — Midterm Report.' in a smaller italicized font. To the left of the slide, a sidebar lists nine items numbered 1 through 9, each with a thumbnail image and a brief description. Item 1 is 'Seven Wonders of the World'. Items 2 through 8 are specific wonders: 'History of the Wonders', 'Great Pyramid of Giza', 'Great Pyramid', 'Great Wall of China', 'Total Length of the Wall', 'The Seven Wonders', and 'Arthur McNair — Midterm Report.'. Item 9 is a plus sign. The entire presentation is displayed on a tablet device.



## Park History

For centuries, the vast Plains remained virtually uninhabited, but in the early 1900s the nomadic Masai came down from the north with their cattle. The first Europeans to set foot in the area included naturalist Dr. Oscar Baumann, the German Anti-Slavery Expedition, which passed through way to Burundi. He was followed by his compatriots who built Fort Ikoma in which was used as an administrative center until it fell to the British in 1917.

The first professional hunters came in 1913. They found the wildlife plentiful, especially the lions, but saw no elephants. Because the hunting of lions made them so scarce (they were considered vermin), a partial game reserve of 800 acres was set up in 1921. The partial reserve became a full reserve in 1929, and this became the basis of a national park of 3.6 million acres, established in 1951. The park was added to the UNESCO (United Nations Educational, Scientific and Cultural Organization) World Heritage List in 1981.

As part of the park's creation, the resident Masai were relocated to the Ngorongoro highlands. There is still considerable controversy surrounding this move, with claims made of coercion and deceit on the part of the colonial authorities. Some assert that this relocation was ill-advised from an environmental standpoint, as the Masai are not traditionally hunters and were therefore not a threat to the wildlife.

iPad 9:41 AM

My Documents Undo

Serengeti Report

Body Small B I U

1 2 3 4 5 6 7 8

## Park History

For centuries, the vast Plains remained the same. In the early 1900s the British began to explore the area from the north with their colonial ambitions. They set foot in the area included in what is now the Serengeti National Park. One of the first explorers was naturalist Dr. Oscar Baumann, a member of the German Anti-Slavery Expedition, which passed through the area on its way to Burundi. He was followed by other compatriots who built Fort Ikoma in 1898, which was used as an administrative center until it fell to the British in 1917.

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JASON RUSSELL THE SERENGETI 6



3

Chart: The Top Rated National Parks

Rank	Park	Score
1	Yellowstone National Park	9.2
2	Grand Canyon National Park	9.1
3	Glacier National Park	8.9
4	Rocky Mountain National Park	8.8
5	Denali National Park	8.7
6	Great Smoky Mountains National Park	8.6
7	Yosemite National Park	8.5
8	Redwood National Park	8.4
9	Everglades National Park	8.3
10	Arches National Park	8.2

iPad 9:41 AM

My Spreadsheets Undo Wildcats Soccer i

Players Statistics Budget +

## WILDCATS SOCCER TEAM STATISTICS 2010

Player	Goals	Assists	Scoring	Saves	Goals Allowed	Playing Time
John	10	2	25%			3h 12m
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Chris	3	2	8%	16	12	2h 54m
Team Totals	40	33	100%	47	33	30h 17m

Goals Assists

John Tim Andrew Matthew Jill Paul Hanna Chris

0 2 4 6 8 10 12 14

Chris 34%  
Paul 49%  
Hanna 17%

**iPad 1: Serengeti Report**

## Life in the Serengeti

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**iPad 2: Seven Wonders**

## Seven Wonders

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**Jason Russell — Midterm Report**

**iPad 3: Wildcats Soccer**

## Wildcats Soccer

### WILDCATS SOCCER TEAM STATISTICS 2010

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John	10	2	25%			3h 12m
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Paul	2	3
Hanna	3	5
Chris	3	2

**Saves**

Player	Percentage
Chris	34%
Paul	49%
Hanna	17%

**1** Structure

**2** Navigation

**3** Reduction

**4** Appearance

**5** Feedback

**6** Optimization

- ✓ Support the User Mental Model
- ✓ Presents the Main workflows
- ✓ Efficient and Uncluttered
- ✓ Easy to Read and Understand

1 Structure

2 Navigation

3 Reduction

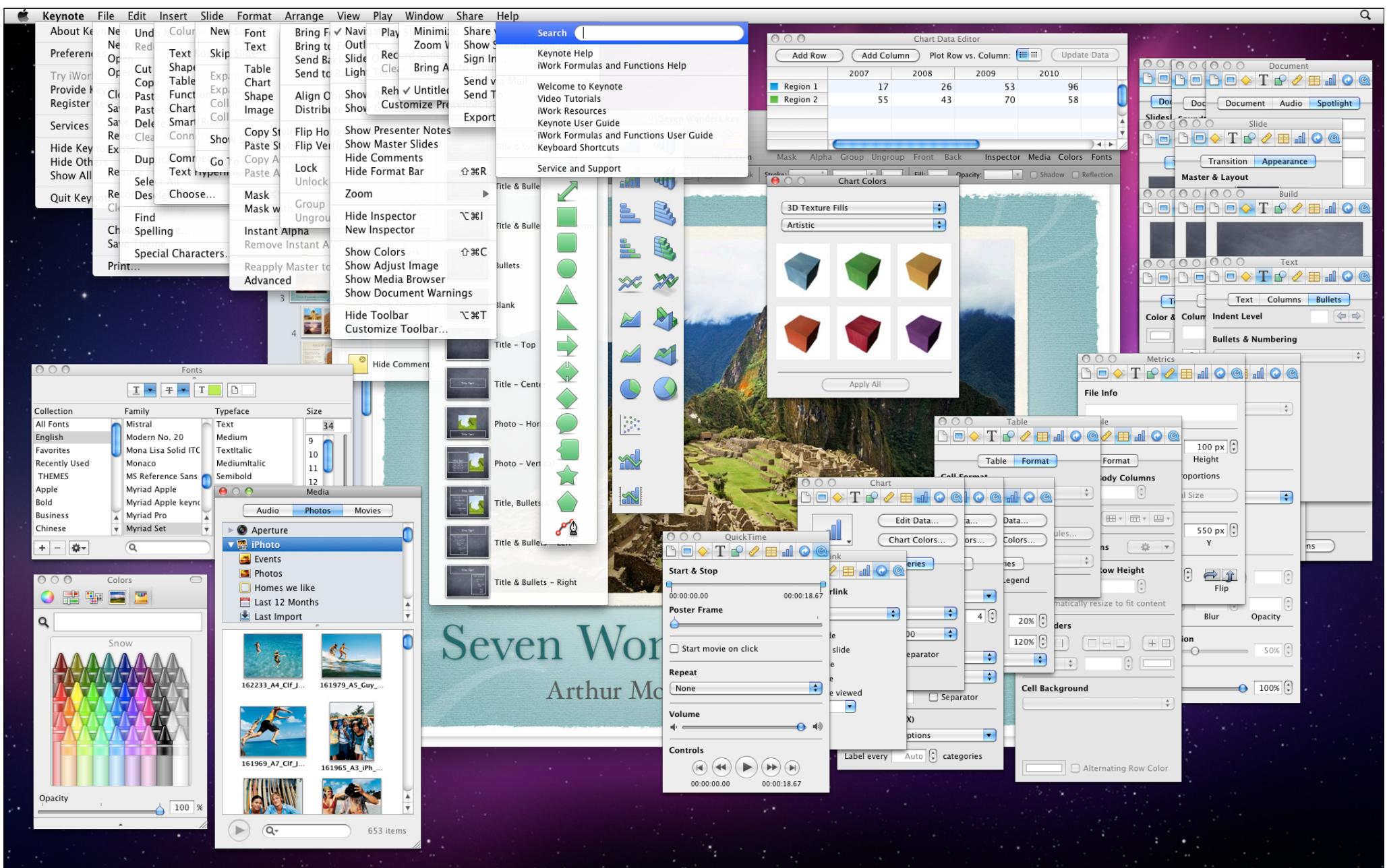
4 Appearance

5 Feedback

6 Optimization

Simplify  
Prioritize  
Innovate

# Simplify



335+  
Menu Items

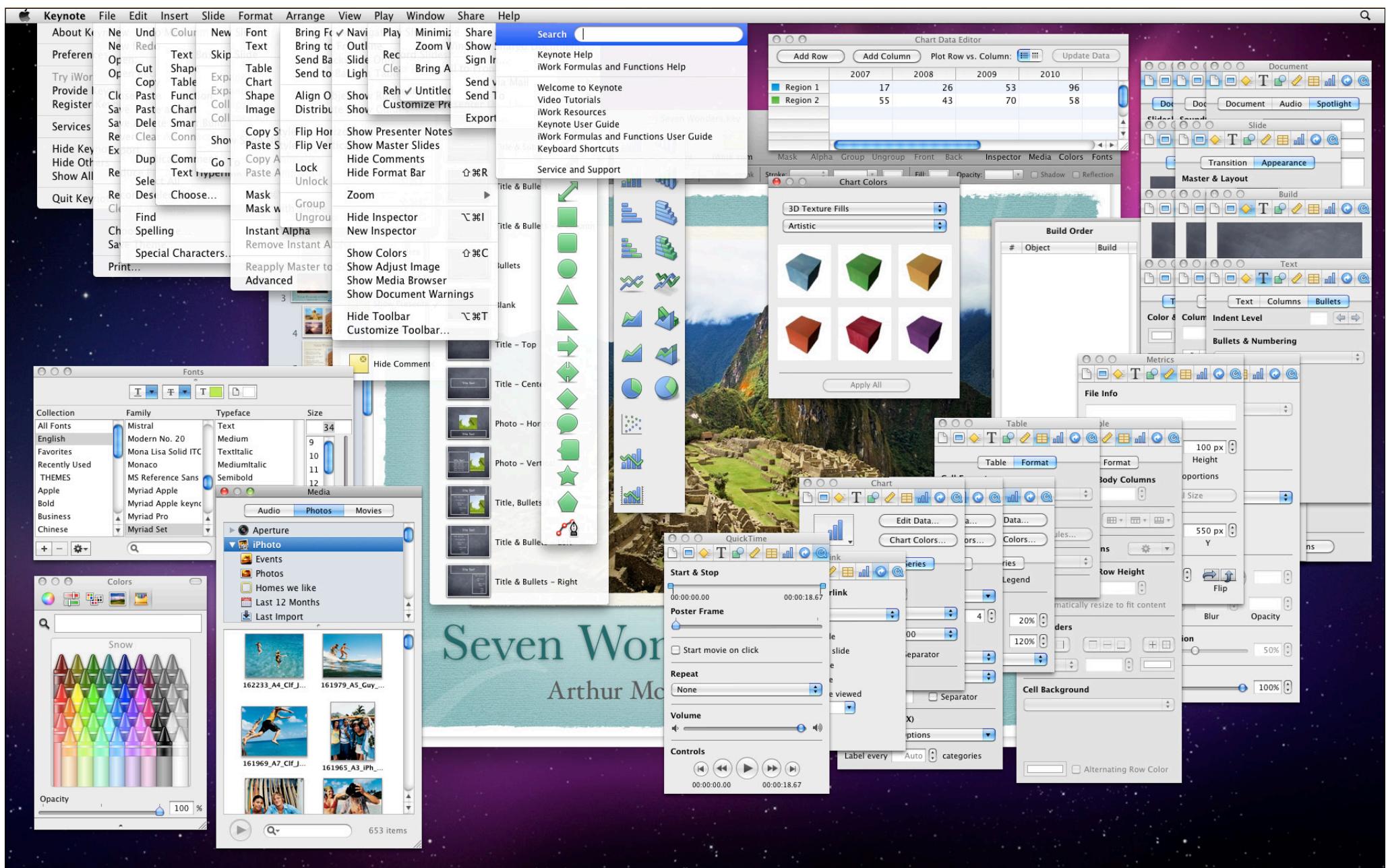
150+

Format Bar Items

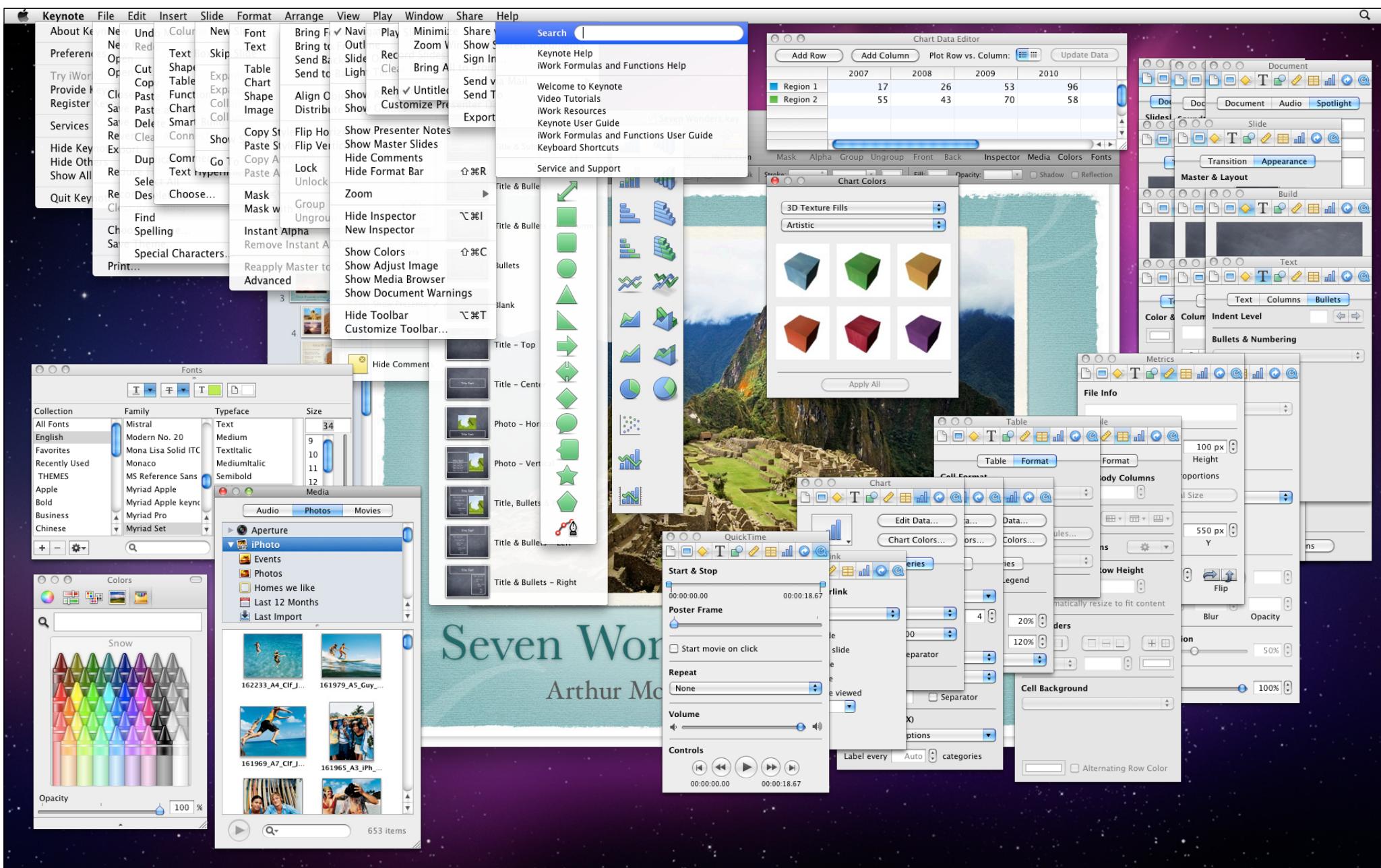
64+

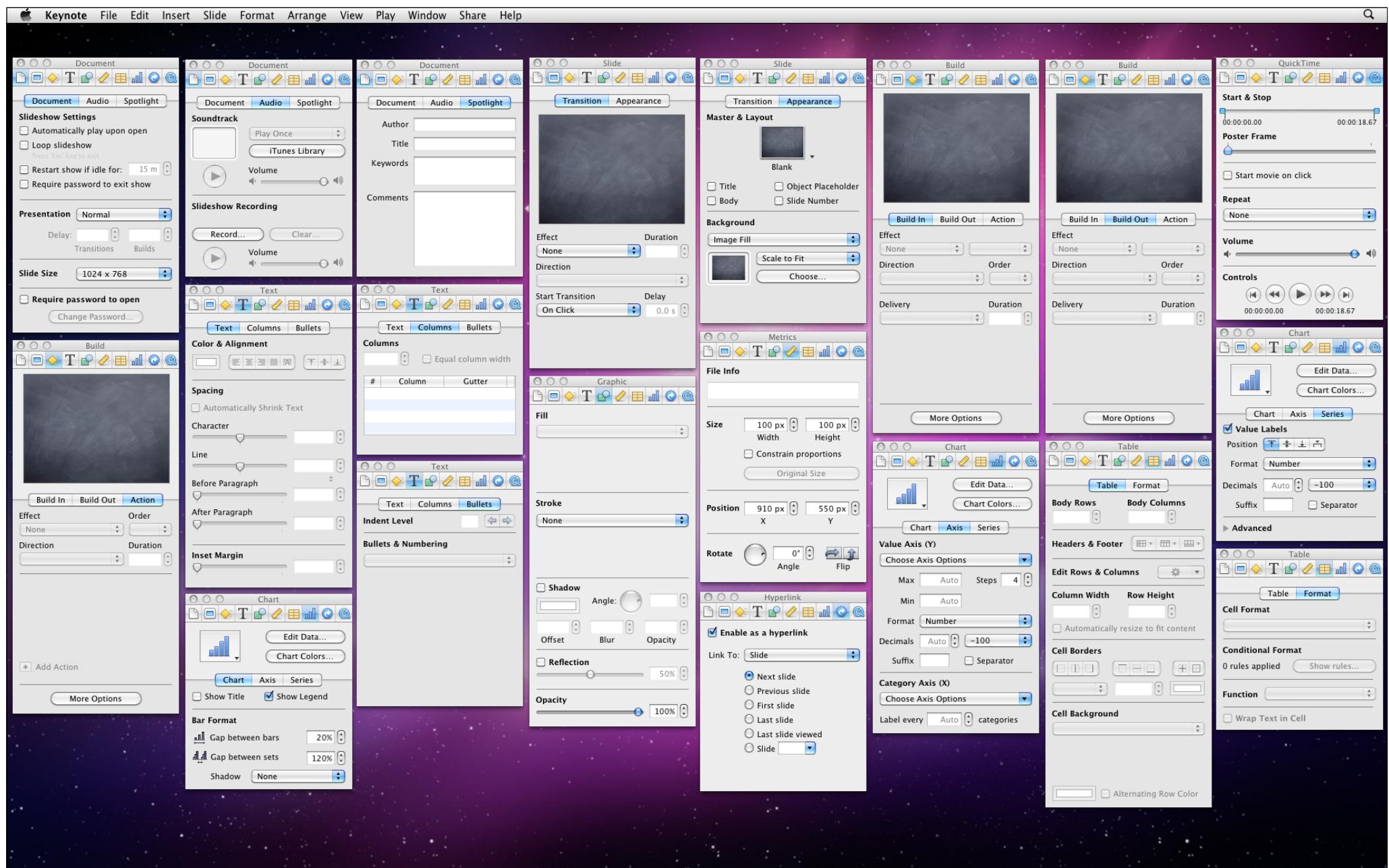
Shortcuts

1,100+  
Places to Click













The screenshot shows an iPad displaying a presentation slide titled "The Seven Wonders". The slide features a large orange title "The Seven" and a subtitle "Wonders of the World". Below the title is a table with the following data:

Site	Location
Great Pyramid	Egypt
Great Wall of China	China
Petra	Jordan
Roman Colosseum	Italy
Chichen Itza	Mexico
Machu Picchu	Peru
Taj Mahal	India

A context menu is open over the table, showing options: "Table", "Headers", "Arrange", and "Table Options". The "Table Options" option is highlighted.

The iPad's status bar shows "iPad" and "9:41 AM". The navigation bar includes "My Presentations" and "Undo". The slide number is 1 of 9.



# Prioritize









iPad 9:41 AM

My Presentations Undo

Seven Wonders

Chichen Itza

23

24 Chichen Itza

25 Chichen Itza

26 Chichen Itza

27 Chichen Itza

28 Chichen Itza

29 Machu Picchu

30 Machu Picchu

31 Machu Picchu

32

+

Chart Options

Chart Title OFF

Legend ON

Border OFF

Text Size Medium >

Chart Font Default >

Value Labels Off >

Chart Type Column >

2008 Rainfall (mm)

Month	Rainfall (mm)
Jan	~65
Feb	~100
Mar	~60
Apr	~60
May	~65
Jun	~10
Jul	~30
Aug	~35
Sep	~35
Oct	~65
Nov	~65
Dec	~65





# Innovate













iPad 9:41 AM

My Presentations Undo

Seven Wonders

Chichen Itza

2008 Rainfall (mm) 2009 Rainfall (mm)

A bar chart titled "Chichen Itza" comparing monthly rainfall in 2008 (blue bars) and 2009 (green bars). The Y-axis represents rainfall in mm, ranging from 0 to 150. The X-axis lists the months from January to December. Both years show a peak in rainfall during the winter months (December, January, February) and a minimum during the summer months (June, July, August).

Month	2008 Rainfall (mm)	2009 Rainfall (mm)
Jan	~65	~60
Feb	~100	~85
Mar	~45	~60
Apr	~45	~40
May	~45	~60
Jun	~10	~15
Jul	~35	~40
Aug	~35	~40
Sep	~65	~65
Oct	~65	~55
Nov	~130	~110
Dec	~75	~70

1 Structure

2 Navigation

3 Reduction

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5 Feedback

6 Optimization

 Simplify Prioritize Innovate

- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

# It's your Apps Identity

Structure  
Influences  
Appearance

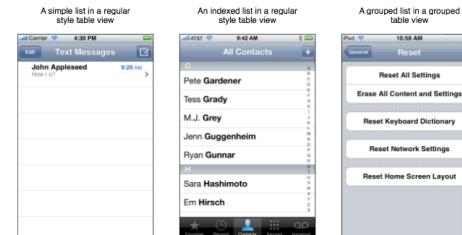
## Table Views, Text Views, and Web Views

Table views, text views, and web views are versatile elements that lend themselves to different uses in your iPhone application. For example, table views can be configured to display short lists of choices, grouped lists of detailed information, or long, indexed lists of items. Text views and web views are relatively unconstrained containers you can use to accept and display content. This chapter provides guidance for using these elements in your iPhone application.

### Table Views

A **table view** presents data in a single-column list of multiple rows. Each row can contain some combination of text, images, and controls, and rows can be divided into sections or groups. Users flick or drag to scroll through large numbers of rows or groups of rows. Figure 8-1 shows how different styles of table views can display lists in different ways.

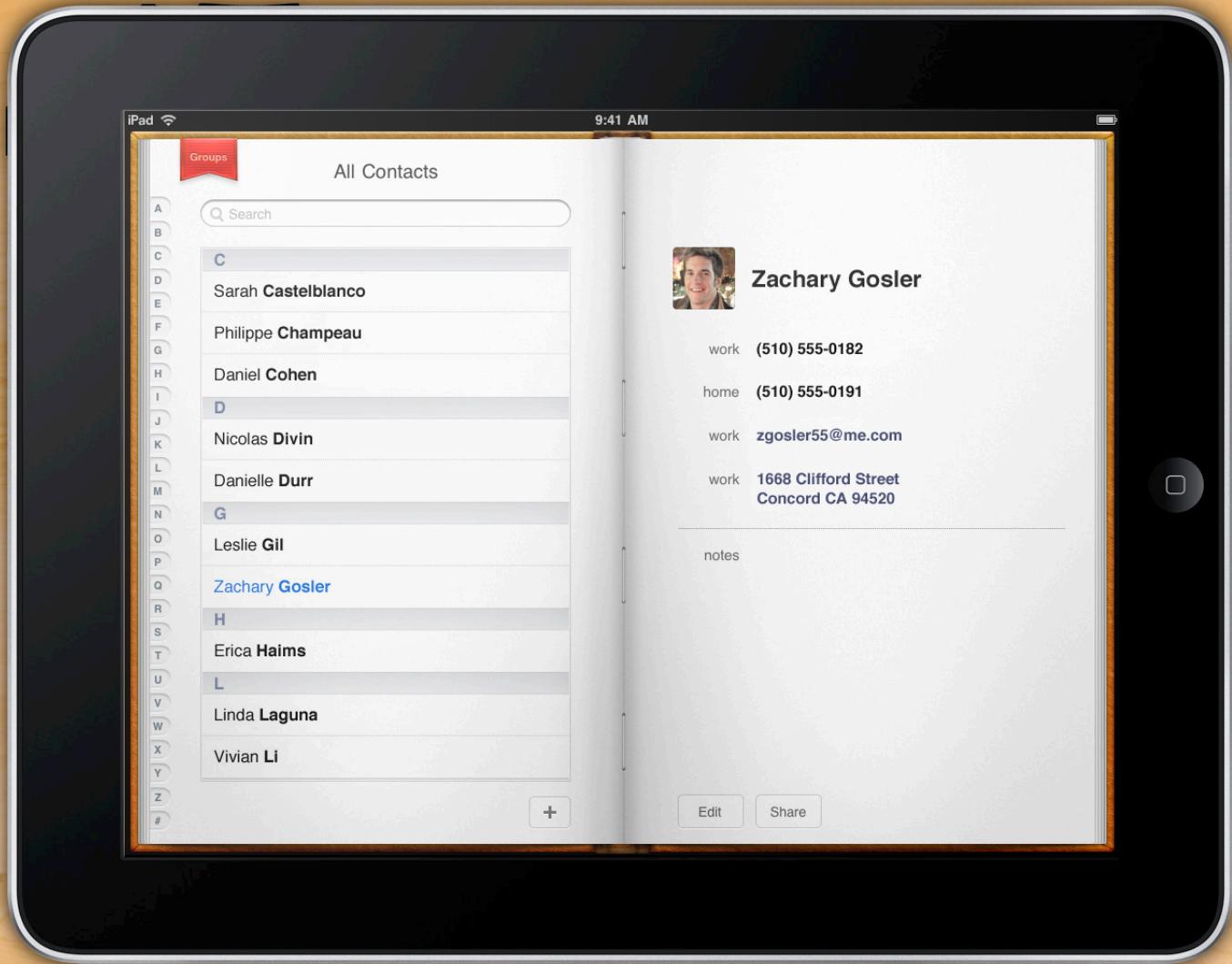
Figure 8-1 Three ways to display lists using table views



This section covers what table views support and how to use them in your application. Then, it describes two styles of table view: the regular style (two variations of which are shown in the left and middle in Figure 8-1) and the grouped style (shown on the right in Figure 8-1).

# The HIG





iPad 3:02 PM

Alla Turca (Piano Sonata No. 11)  
Mozart

TAB

7 5 4 5 8 10 8 7 8 12 13 12 11 12

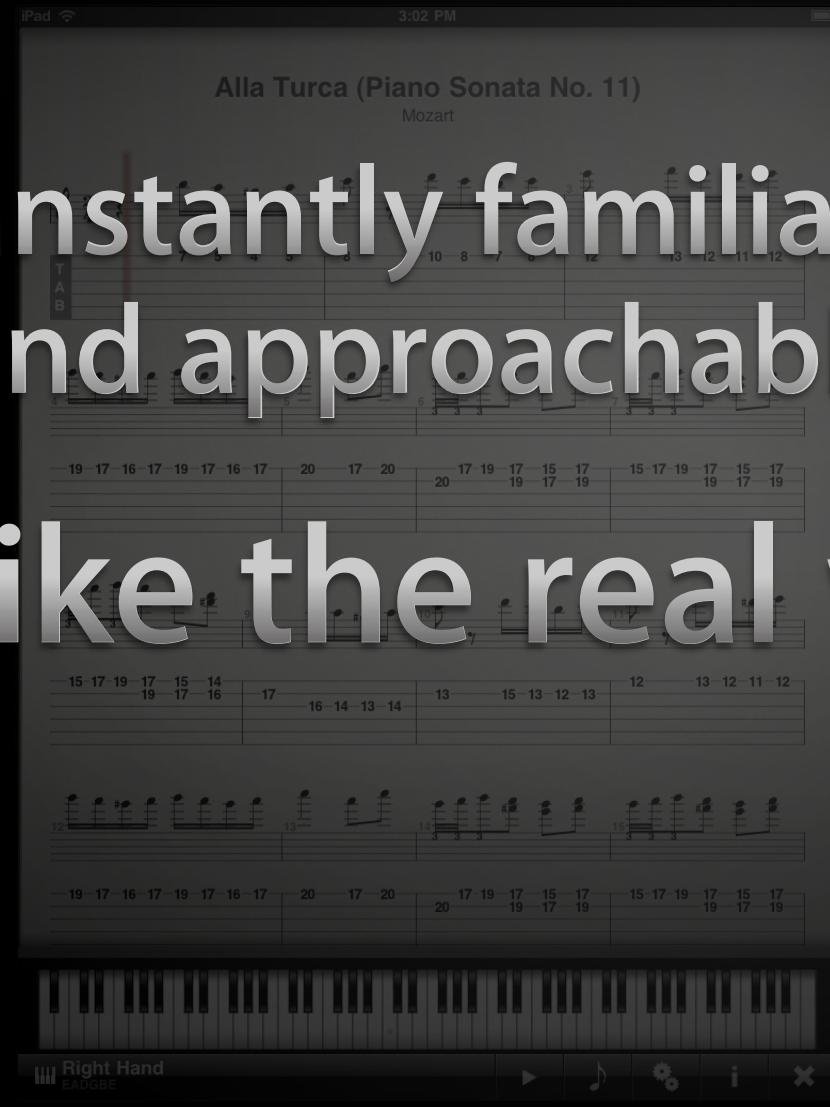
4 5 6 7 19 17 16 17 19 17 16 17 20 17 20 20 17 19 17 15 17 15 17 19 15 17 19 17 19 15 17 19

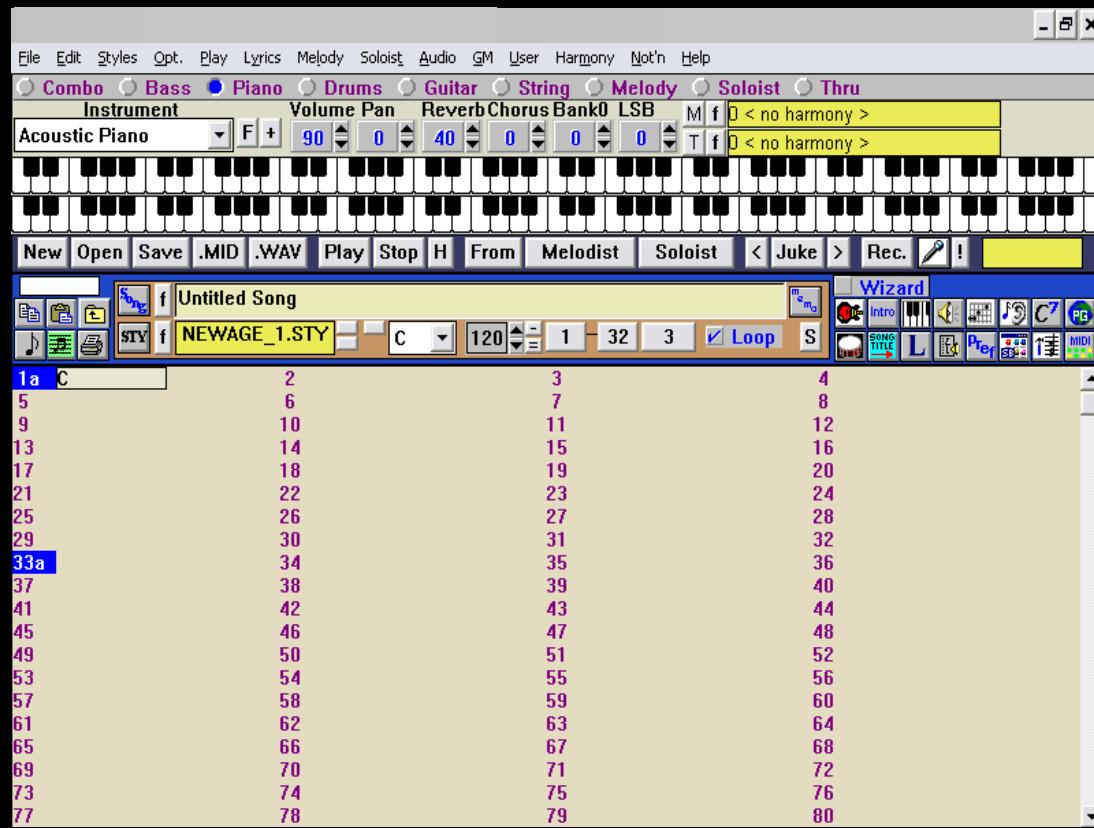
8 9 10 11 15 17 19 17 19 15 17 14 16 17 16 14 13 14 13 15 13 12 13 12 13 12 11 12

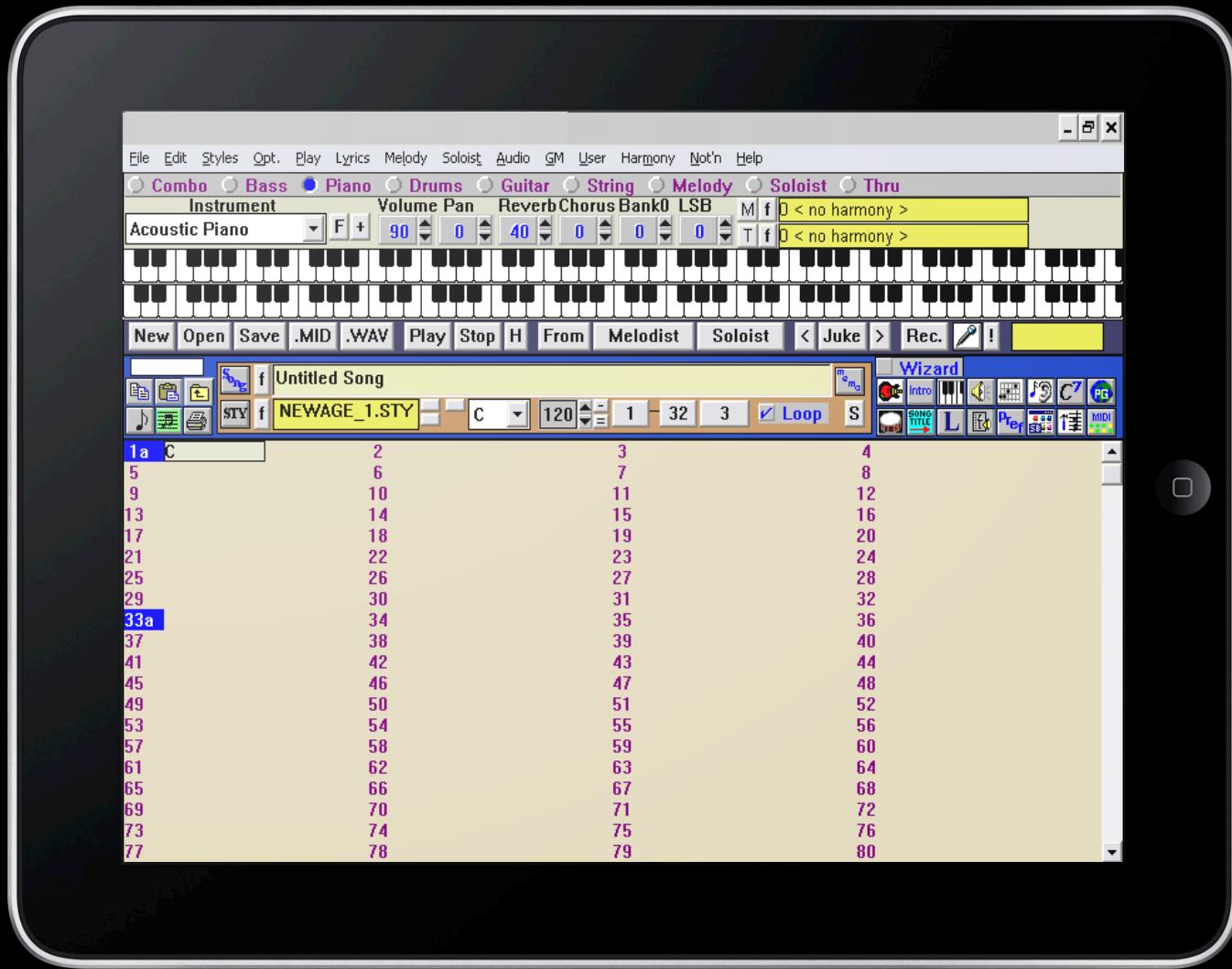
12 13 14 15 19 17 16 17 19 17 16 17 20 17 20 20 17 19 17 15 17 15 17 19 17 19 15 17 19

Right Hand  
EADGBE

Instantly familiar  
and approachable  
Just like the real world

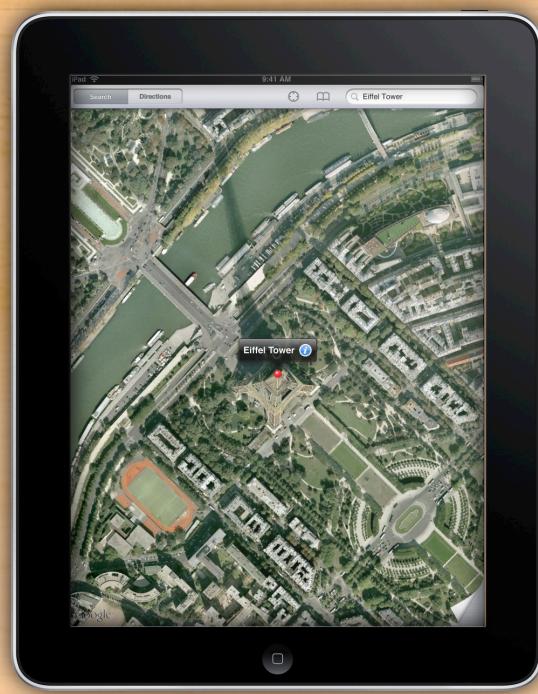
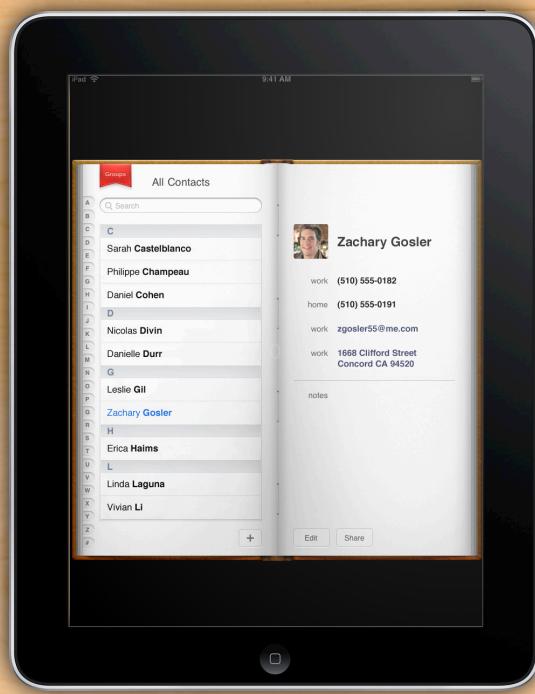








2	4
6	8
10	12
14	16
18	20
22	24
26	28
30	32
34	36
38	40
42	44
46	48
49	52
53	56
57	60
61	64
65	68
69	72
73	76
77	80



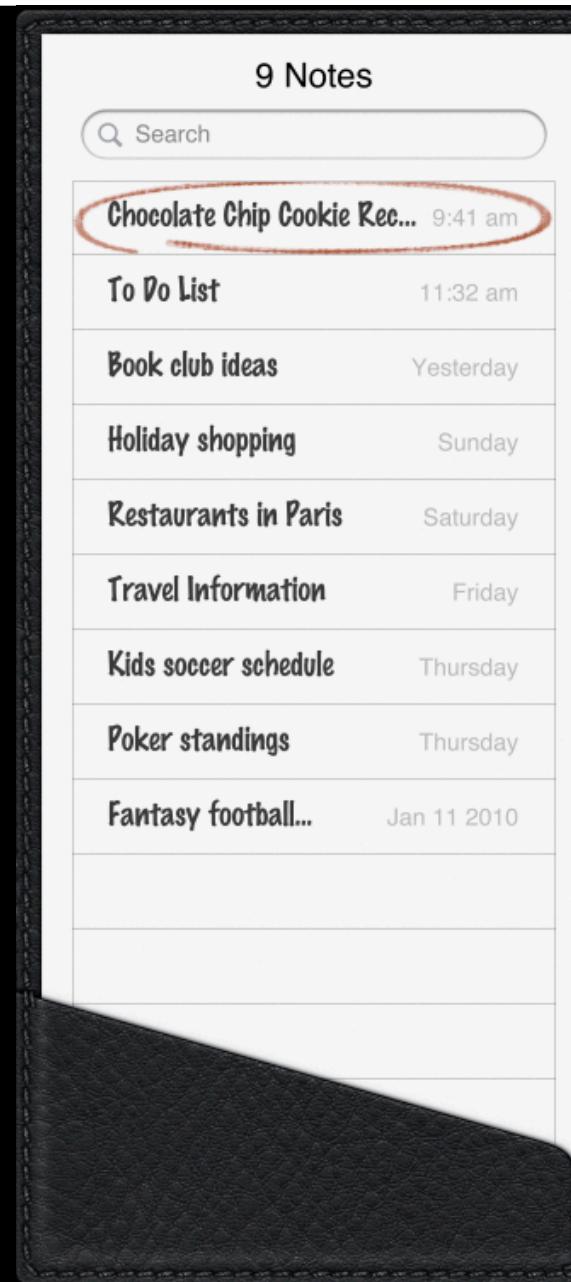
# Metaphors

- Be careful to not force them
- Enhance the understanding of your app
- Real world is limited sometimes
- It's a frame of reference
- Doesn't need to be a literal interpretation



# Real Visual Scenes

# Non-straight Lines



Chocolate Chip Cookie...

+ Today Jan 27 9:41 AM

## Chocolate Chip Cookie Recipe

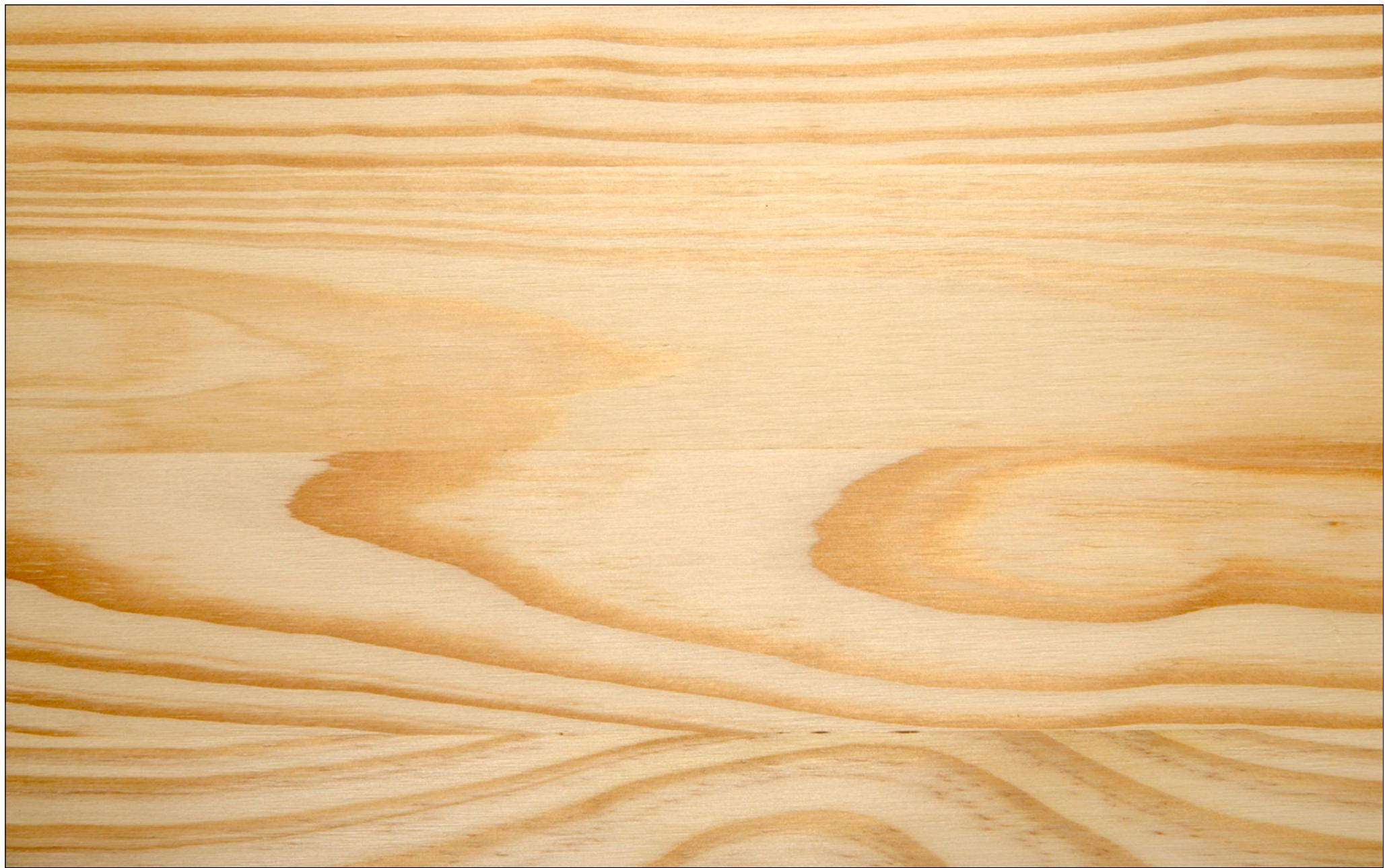
**2 1/4 cups all-purpose flour  
1 teaspoon baking soda  
1 teaspoon salt  
1 cup butter (softened)  
1/4 cup granulated sugar  
1 cup packed brown sugar  
2 teaspoons vanilla extract  
2 eggs  
1 cup oatmeal  
2 cups chocolate chips**

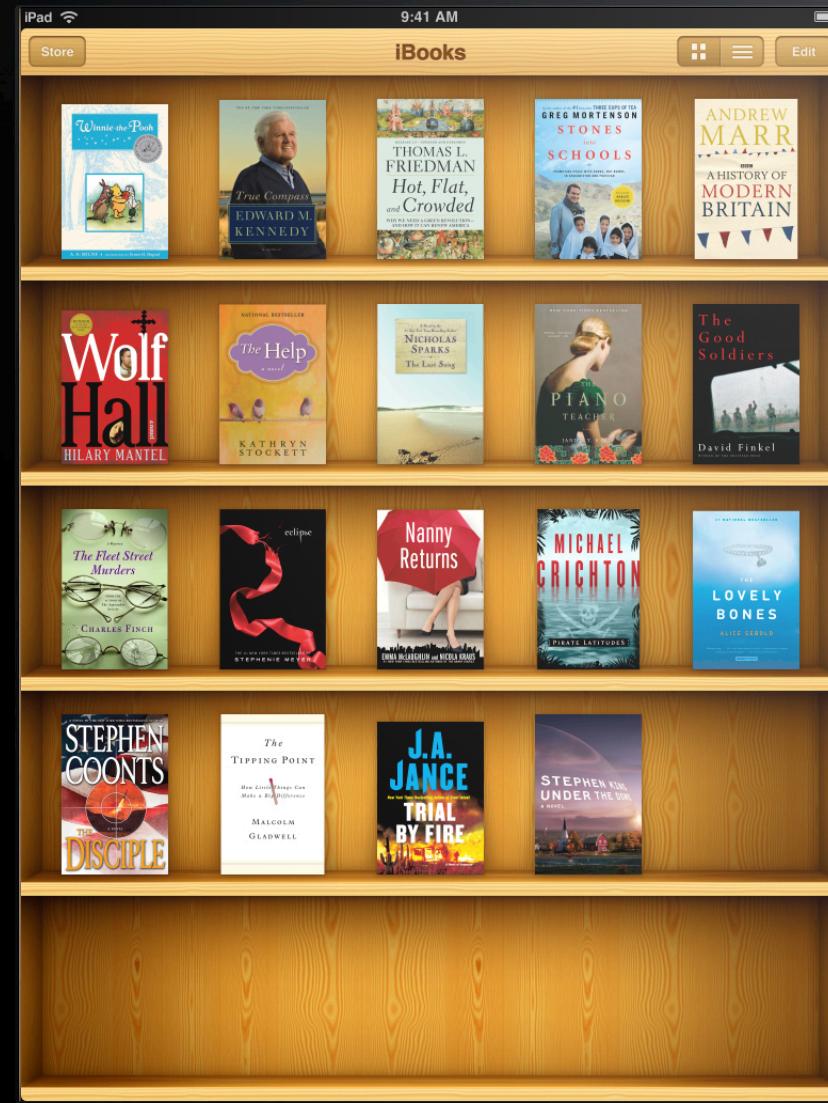
**Optional: 1 cup chopped nuts**

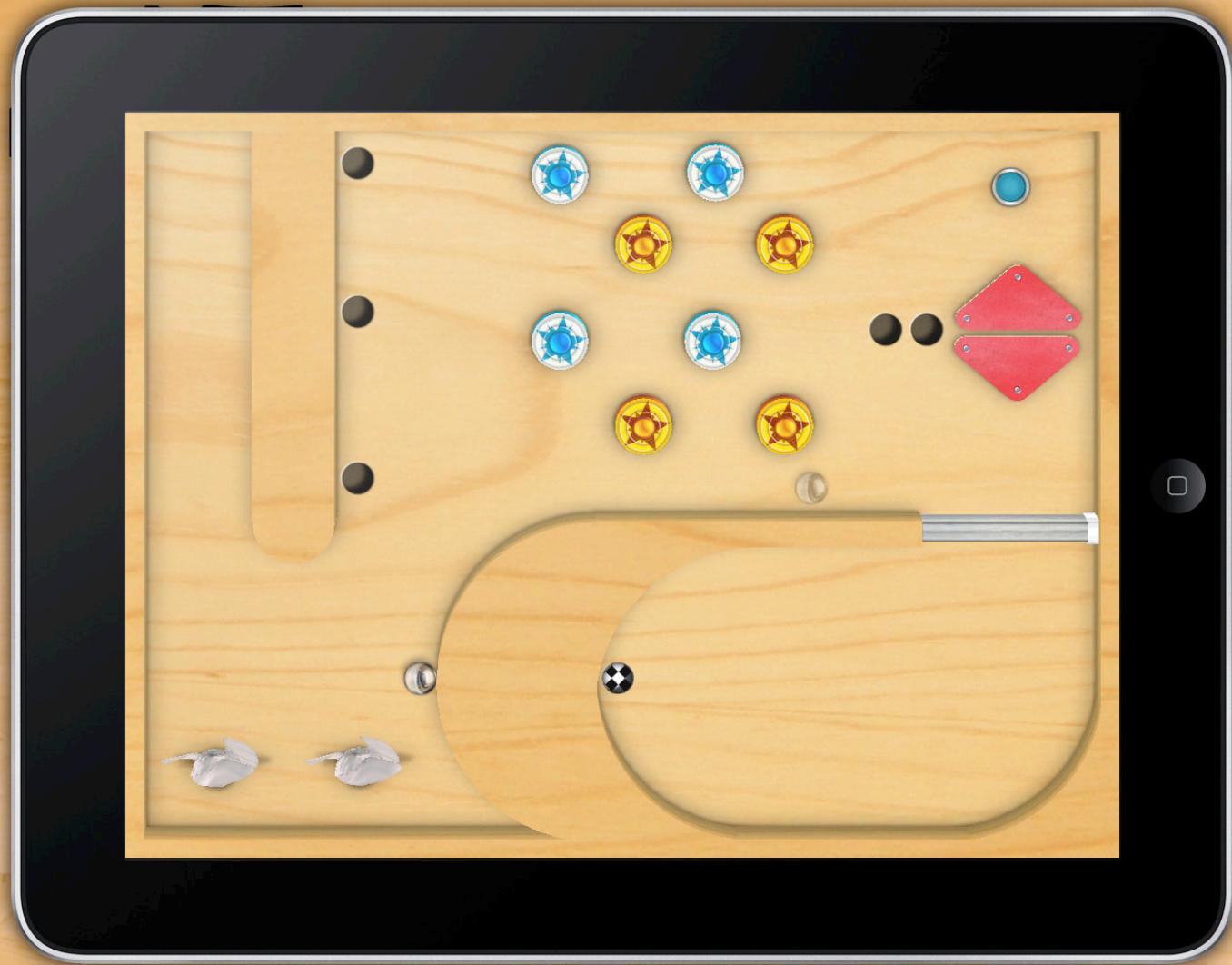
Combine flour, baking soda and salt in a small bowl. Beat butter, sugar and vanilla in a large mixing bowl. Add eggs, mix well. Add flour gradually. Stir in oatmeal, chips and nuts. Drop by rounded tablespoon onto baking sheet. Bake at 375 degrees for 9 to 11 minutes. Let stand for 2 minutes.  
Enjoy!

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# Gradients and Textures



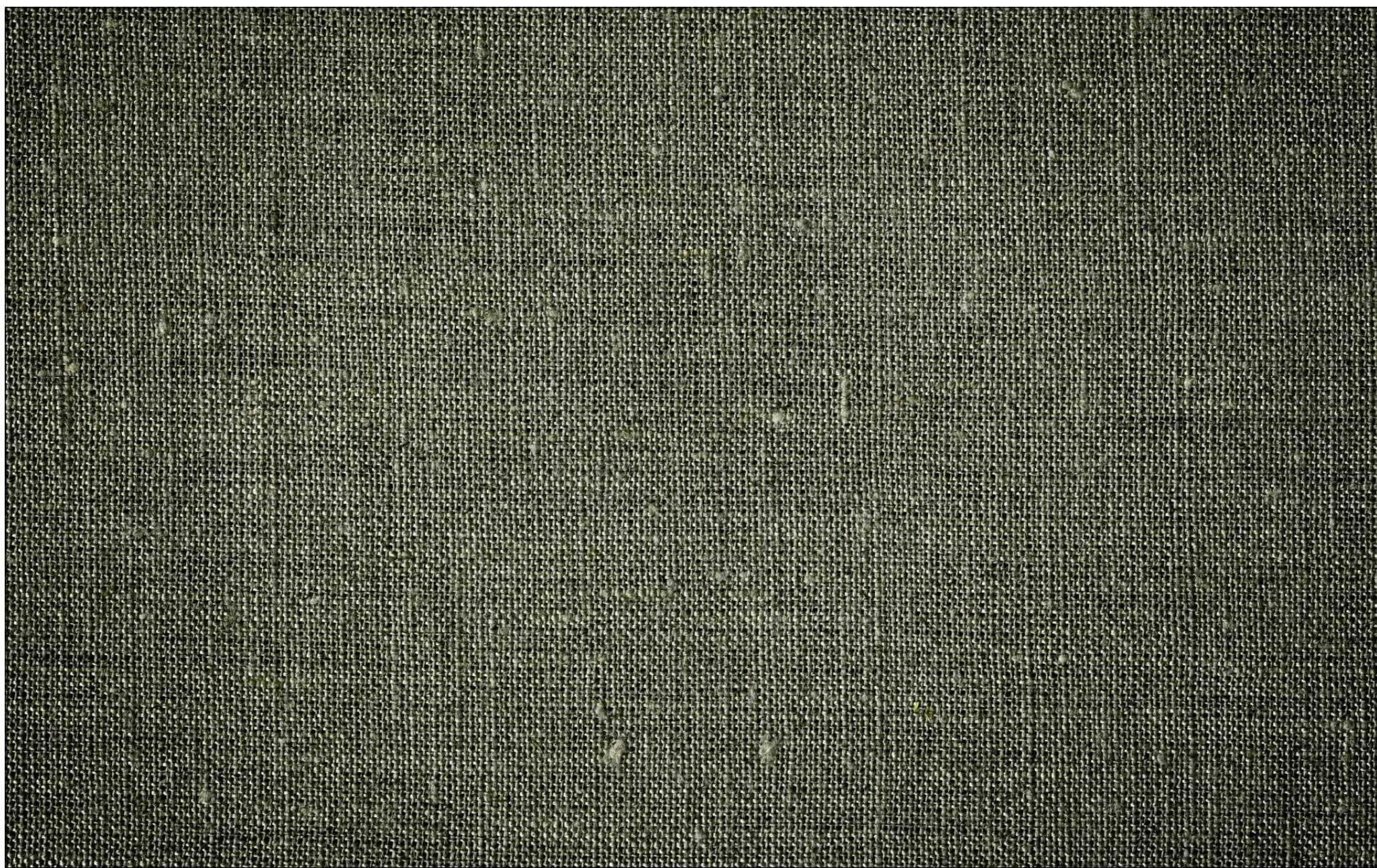


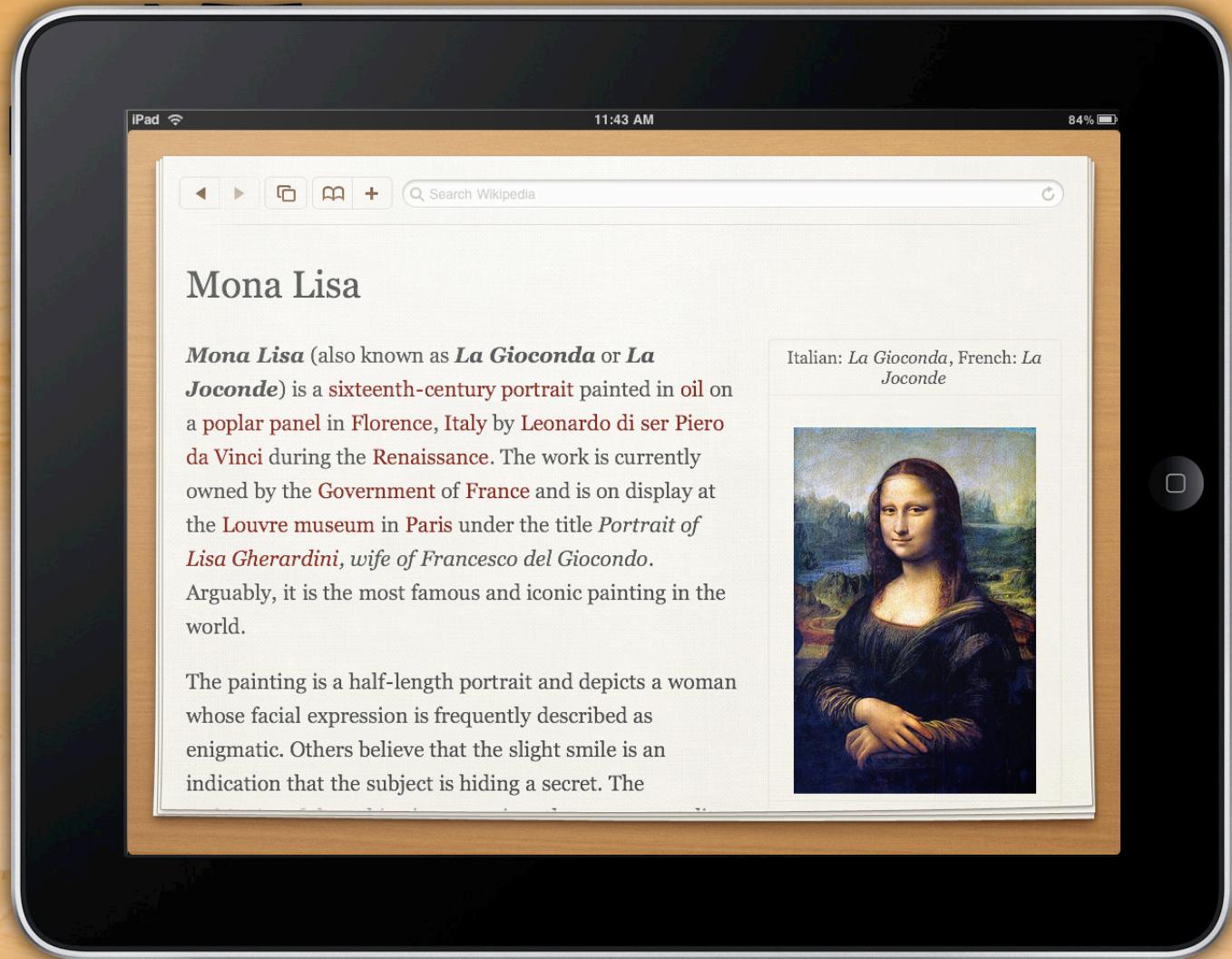




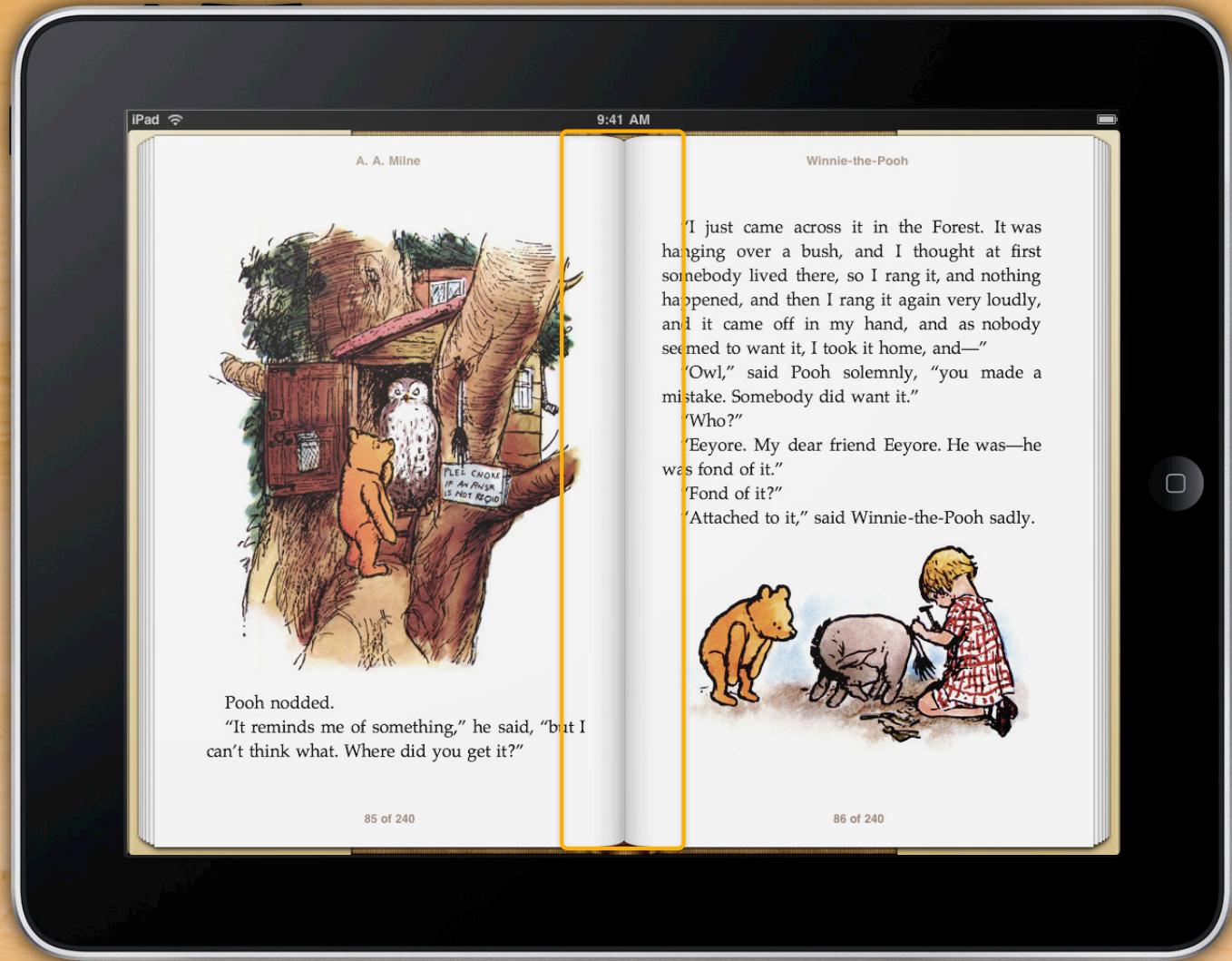


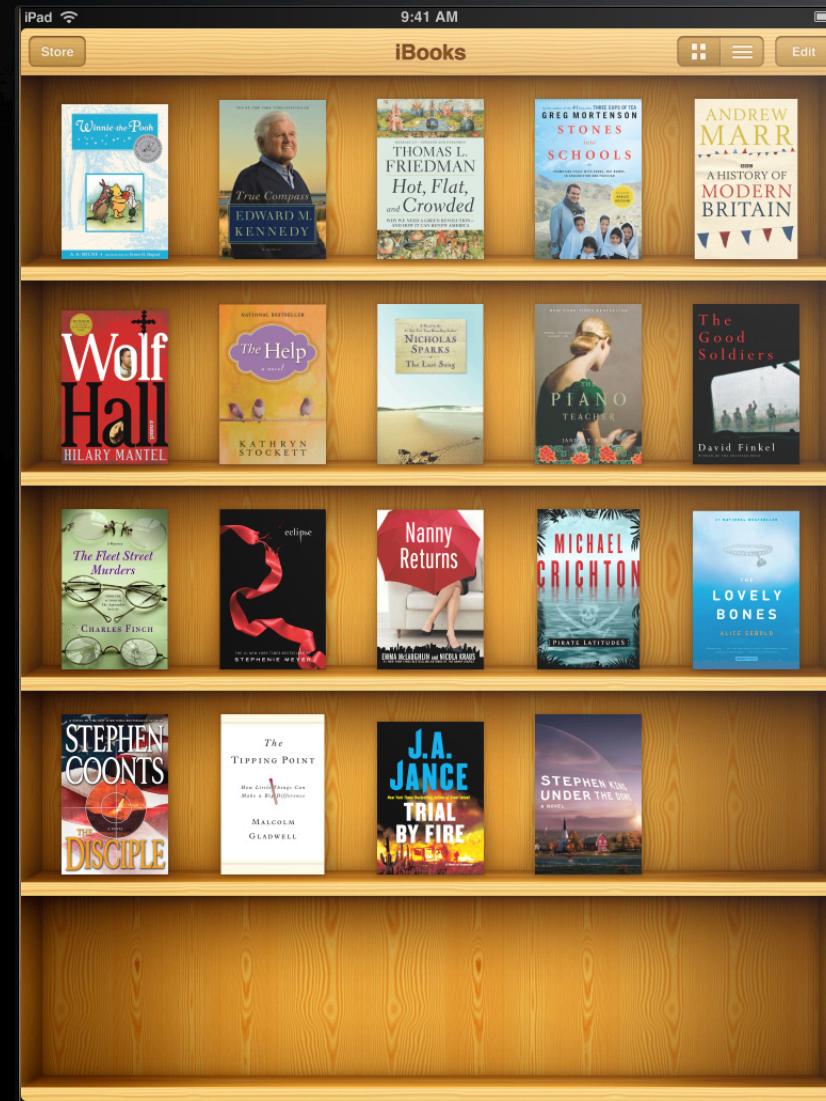






# Shadows





# Perspective



- ✓ Use metaphors when appropriate
- ✓ Mimic the real world
- ✓ Deliver high fidelity art

- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

Immediate  
Cinematic  
Appropriate



# Immediate



# Cinematic





Listen

# Appropriate





Jay...tie in with the audience

The iPad screen shows a presentation slide titled "History of the Wonders". The slide has a light beige background with a torn paper effect at the top. The title is centered in large, orange, serif font. Below the title is a bulleted list of three items, all in gray text. To the left of the slide is a vertical navigation pane titled "My Presentations" showing a list of slides numbered 1 through 9. Each slide has a thumbnail image and a title. A plus sign (+) is at the bottom of the list. The iPad's status bar at the top shows the time as 11:20 AM, battery level at 100%, and signal strength.

11:20 AM  
100%  
My Presentations Undo Seven Wonders i

1 Seven Wonders of the World

2 History of the Wonders

3 Great Pyramid of Giza

4 Great Pyramid

5 Great Wall of China

6 Total Length of the Wall

7 The Seven Wonders

8

9

+

# History of the Wonders

- \* The first list of wonders was created by the Greeks before 400 BC.
- \* Seven wonders are listed because the Greeks believed the number seven represented perfection and plenty.
- \* Since the list's creation, people across the globe have enjoyed debating which are the most remarkable of Earth's many spectacular sites.

- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization



Immediate



Cinematic



Appropriate

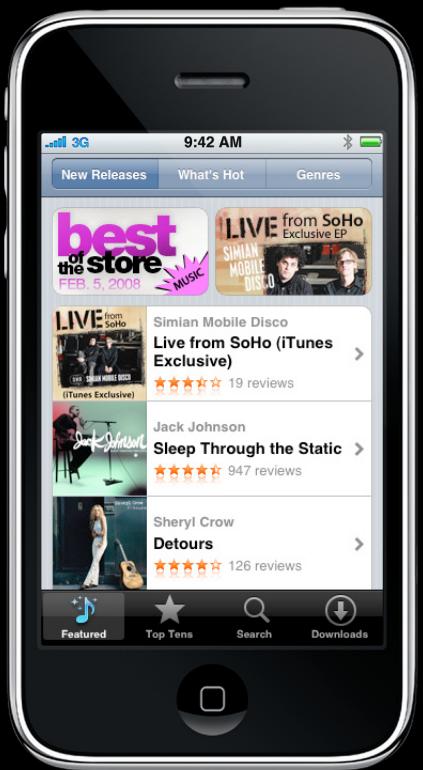
- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

Respond  
Obsess  
Facilitate  
Invent

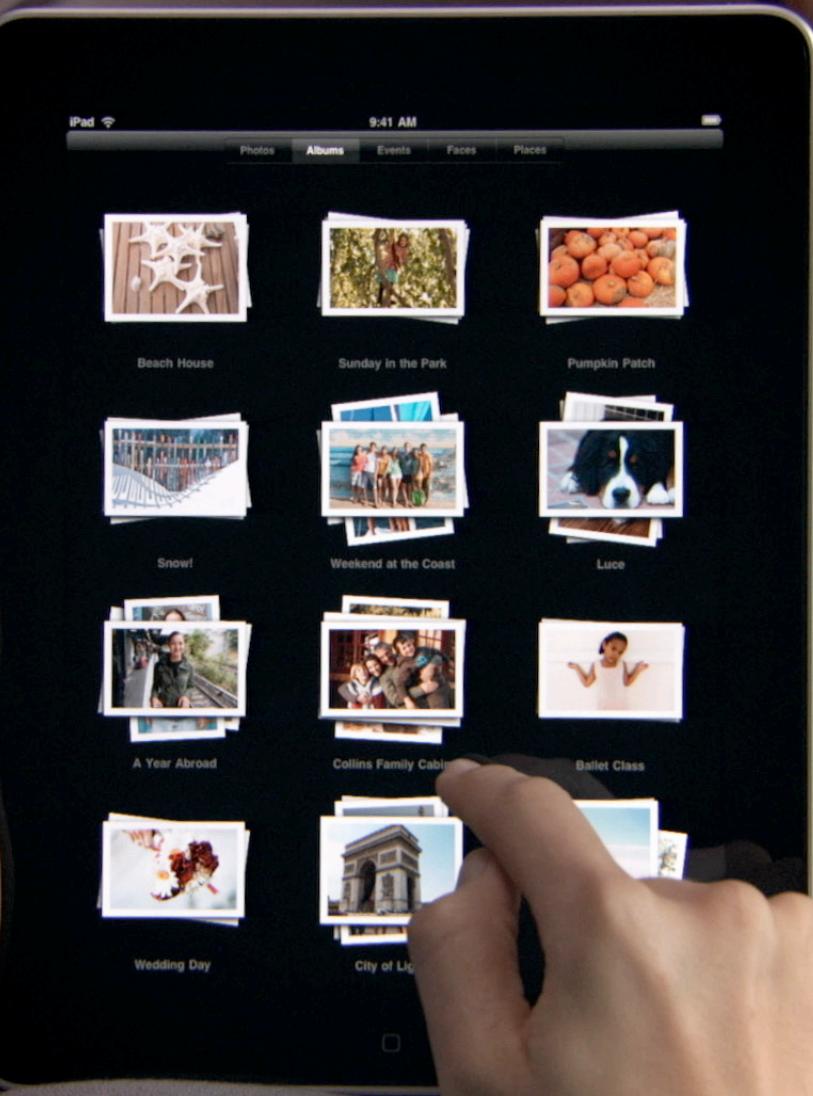


# Respond





# Obsess



# Facilitate



Jay



# Invent

iPad 2:21 PM 26% 

My Spreadsheets Undo

Expense Report

Expense Report +

COMPANY NAME 

## Expense Report

EMPLOYEE: \_\_\_\_\_

TO: \_\_\_\_\_

PURPOSE: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_

DATE SUBMITTED: \_\_\_\_\_

DATE	EXPENSE TYPE	ESTABLISHMENT	LOCATION	COST	NOTES
6/7/10	Travel	Hotel	SF	\$250.00	Business
6/8/10	Travel	Hotel	SF	\$250.00	Business
6/9/10	Travel	Hotel	SF	\$250.00	Business
6/10/10	Travel	Hotel	SF	\$250.00	Business
6/11/10	Travel	Hotel	SF	\$250.00	Business
6/12/10	Travel	Hotel	SF	\$250.00	Business
6/13/10	Travel	Hotel	SF	\$250.00	Business
6/14/10	Travel	Hotel	SF	\$250.00	Business
6/15/10	Travel	Hotel	SF	\$250.00	Business
TOTAL DUE:					\$2,250.00

EMPLOYEE SIGNATURE: \_\_\_\_\_  
Date: \_\_\_\_\_

APPROVED: \_\_\_\_\_  
Date: \_\_\_\_\_

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My Spreadsheets Undo Expense Report

Expense Report +

COMPANY NAME 

## Expense Report

EMPLOYEE: \_\_\_\_\_  
TO: \_\_\_\_\_  
PURPOSE: \_\_\_\_\_  
DEPARTMENT: \_\_\_\_\_  
DATE SUBMITTED: \_\_\_\_\_

DATE	EXPENSE TYPE	ESTABLISHMENT	LOCATION	COST	NOTES
6/7/10	Travel	Hotel	SF	\$250.00	Business
6/8/10	Travel	Hotel	SF	\$250.00	Business
6/9/10	Travel	Hotel	SF	\$250.00	Business
6/10/10	Travel	Hotel	SF	\$250.00	Business
6/11/10	Travel	Hotel	SF	\$250.00	Business
6/12/10	Travel	Hotel	SF	\$250.00	Business
6/13/10	Travel	Hotel	SF	\$250.00	Business
6/14/10	Travel	Hotel	SF	\$250.00	Business
6/15/10	Travel	Hotel	SF	\$250.00	Business

TOTAL DUE: \$2,250.00

EMPLOYEE SIGNATURE: \_\_\_\_\_ APPROVED: \_\_\_\_\_  
Date: \_\_\_\_\_ Date: \_\_\_\_\_

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My Spreadsheets Undo Expense Report

Expense Report +

COMPANY NAME 

## Expense Report

EMPLOYEE: \_\_\_\_\_  
TO: \_\_\_\_\_  
PURPOSE: \_\_\_\_\_  
DEPARTMENT: \_\_\_\_\_  
DATE SUBMITTED: \_\_\_\_\_

DATE	EXPENSE TYPE	ESTABLISHMENT	LOCATION	COST	NOTES
6/7/10	Travel	Hotel	SF	\$250.00	Business
6/8/10	Travel	Hotel	SF	\$250.00	Business
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6/10/10	Travel	Hotel	SF	\$250.00	Business
6/11/10	Travel	Hotel	SF	\$250.00	Business
6/12/10	Travel	Hotel	SF	\$250.00	Business
6/13/10	Travel	Hotel	SF	\$250.00	Business
6/14/10	Travel	Hotel	SF	\$250.00	Business
6/15/10	Travel	Hotel	SF	\$250.00	Business

TOTAL DUE: \$2,250.00

Date: Jun 7 2010 12:00 AM Done

Date & Time Duration

Jan 1 Feb 2 Mar 3   
Apr 4 May 5 Jun 6   
Jul 7 Aug 8 Sep 9  
Oct 10 Nov 11 Dec 12 

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My Spreadsheets Undo Expense Report

Expense Report +

COMPANY NAME 

## Expense Report

EMPLOYEE:

TO:

PURPOSE:

DEPARTMENT:

DATE SUBMITTED:

DATE	EXPENSE TYPE	ESTABLISHMENT	LOCATION	COST	NOTES
6/7/10	Travel	Hotel	SF	\$250.00	Business
6/8/10	Travel	Hotel	SF	\$250.00	Business
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6/11/10	Travel	Hotel	SF	\$250.00	Business
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6/13/10	Travel	Hotel	SF	\$250.00	Business
6/14/10	Travel	Hotel	SF	\$250.00	Business
6/15/10	Travel	Hotel	SF	\$250.00	Business

TOTAL DUE: \$2,250.00

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My Spreadsheets Undo

Expense Report

Expense Report

COMPANY NAME

## Expense Report

EMPLOYEE: \_\_\_\_\_

TO: \_\_\_\_\_

PURPOSE: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_

DATE SUBMITTED: \_\_\_\_\_

	A	B	C	D	E	F
1	DATE	EXPENSE TYPE	ESTABLISHMENT	LOCATION	COST	NOTES
2	6/7/10	Travel	Hotel	SF	\$250.00	Business
3	6/8/10	Travel	Hotel	SF	\$250.00	Business
4	6/9/10	Travel	Hotel	SF	\$250.00	Business
5	6/10/10	Travel	Hotel	SF	\$250.00	Business
6	6/11/10	Travel	Hotel	SF	\$250.00	Business
7	6/12/10	Travel	Hotel	SF	\$250.00	Business
8	6/13/10	Travel	Hotel	SF	\$250.00	Business
9	6/14/10	Travel	Hotel	SF	\$250.00	Business
10	6/15/10	Travel	Hotel	SF	\$250.00	Business
11	TOTAL DUE:					\$2,250.00

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- 1 Structure
- 2 Navigation
- 3 Reduction
- 4 Appearance
- 5 Feedback
- 6 Optimization

 Respond

 Obsess

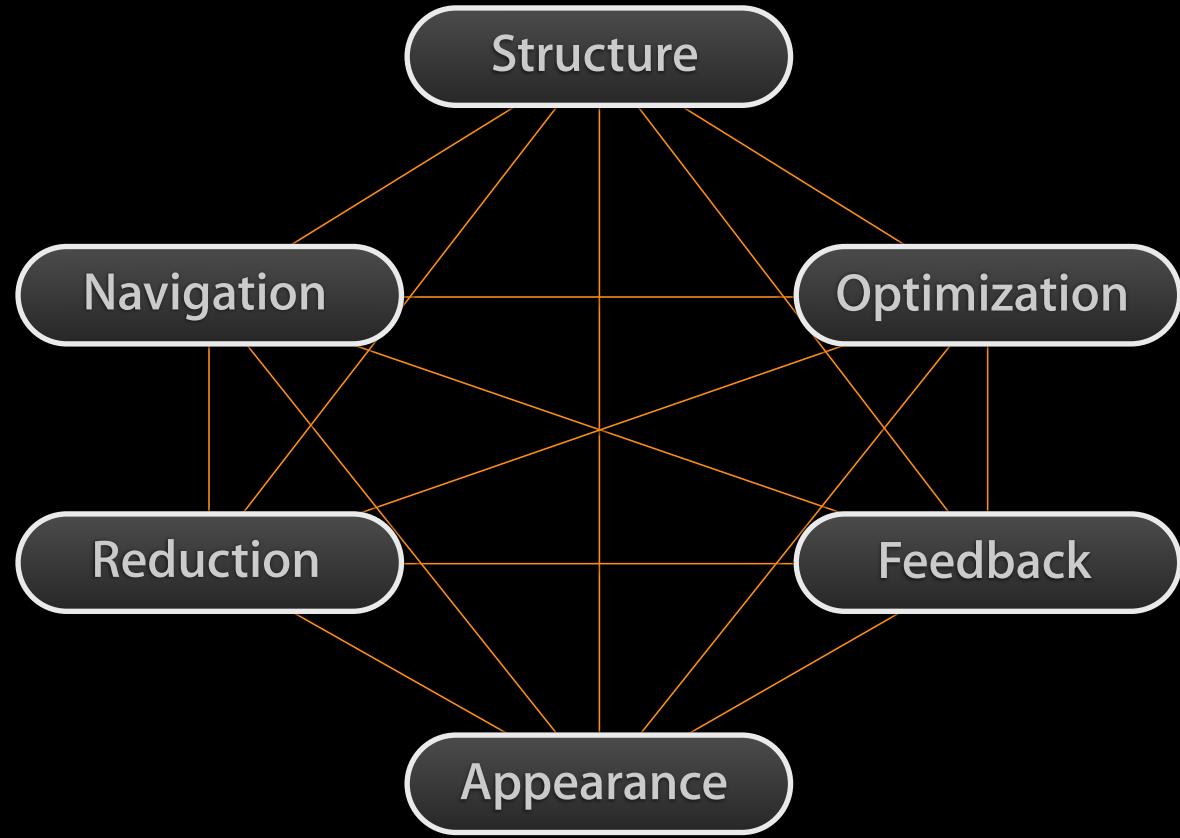
 Facilitate

 Invent

- 1 Structure**
- 2 Navigation**
- 3 Reduction**
- 4 Appearance**
- 5 Feedback**
- 6 Optimization**

Lastly...

- 1 Structure**
- 2 Navigation**
- 3 Reduction**
- 4 Appearance**
- 5 Feedback**
- 6 Optimization**



# Make it Great

# More Information

**John Geleynse**

User Experience Evangelist

[geleynse@apple.com](mailto:geleynse@apple.com)

## Documentation

iPad and iPhone Human Interface Guidelines

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



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after the logo is  
intentionally  
left blank for  
all

