Designing Intuitive User Interfaces

Mike Stern
User Experience Evangelist
Home
408-555-0147
Hello World
Hello world
Hello World
abc
Hello World
Hello World
Intuitive
What are you up to tonight?

Going to grab a some dinner with Matt and Kristina. Want to join?

Sure - sounds fun! I've been wanting to check out that new spot in the Castro.

Totally! That Chinese spot, yeah?

Yes! What time?

Let's shoot for 8.

Great - see you tonight!
San Francisco
Partly Cloudy
73°

Thursday  Today  79  54
Now     10AM    11AM    12PM    1PM    2PM
73      68      72      75      77      77

Friday  72  54
Saturday 66  52
Sunday  64  52
Monday  64  52
Tuesday  66  52

YAHOO!
Intuitive
Top 5 Characteristics of Intuitive Apps
Top 5 Characteristics of Intuitive Apps
Top 5 Characteristics of Intuitive Apps *

*More or less
The Fundamentals
Being Intuitive is not Intuitive
What do you think? Brilliant!
“What do you think?”

“Uh... Well... Let's see...”
“Huh. What the? Argh!”
Platform Savvy

3 Easy to Navigate

2 Simple

1 Focused

5 Platform Savvy
5 Platform Savvy
Your App
Fritz Ogden
Say "cheese"
Wow, that weekend flew by. Way too short. But I got a lot of great photos!

Paul Brennan
Package has been shipped.
Hi there. Just wanted to let you know that I sent your LPs out this morning....

Michelle Humphrey
Fwd: You will NOT believe this.
I can't stop laughing! To check this out, turn the brightness up all the way, sou...

Party for Kirk
June 15, 4:00 PM.
So here's the deal....

Blair Lockhart
Beanbag
I know I said you could borrow it
Fritz Ogden 2:43 PM
Say "cheese"
Wow, that weekend flew by. Way too short. But I got a lot of great photos!

Paul Brennan 2:43 PM
Package has been shipped.
Hi there. Just wanted to let you know that I sent your LPs out this morning.

Michelle Humphrey 2:42 PM
Fwd: You will NOT believe this.
I can’t stop laughing! To check this out, turn the brightness up all the way, sou...

Eddy Bedrock 2:41 PM
Surprise Birthday Party for Kirk
When: Saturday, June 15, 4:00 PM.
Where: Om Spa. So here’s the deal....

Blair Lockhart 2:41 PM
Beanbag
I know I said you could borrow it
Fritz Ogden 2:43 PM

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I know I said you could borrow it through the weekend but it's been lik...
Accounts

Potential dog names  9:28 AM
Band names          9:28 AM
Dog sitters          9:27 AM
Directions to Big Lick 9:27 AM
Running routes       9:27 AM
Salsa recipes         9:26 AM
To-do list for work  9:50 AM
San Francisco bookst... 9:37 AM
Movies               12/19/13
Fritz Ogden 5/14/14
Say "cheese"
Wow, that weekend flew by. Way too short. But I got a lot of great photos!

Paul Brennan 5/14/14
Package has been shipped.
Hi there. Just wanted to let you know that I sent your LPs out this morning.

Michelle Humphrey 5/14/14
Fwd: You will NOT believe this.
I can’t stop laughing! To check this out, turn the brightness up all the way, sou...

Eddy Bedrock 5/14/14
Surprise Birthday Party for Kirk
When: Saturday, June 15, 4:00 PM.
Where: Om Spa. So here’s the deal....

Blair Lockhart 5/14/14
Beanbag
I know I said you could borrow it

Potential dog names 9:28 AM
Band names 9:28 AM
Dog sitters 9:27 AM
Directions to Big Lick 9:27 AM
Running routes 9:27 AM
Salsa recipes 9:26 AM
To-do list for work 9:50 AM
San Francisco bookst... 9:37 AM
Movies 12/19/13
Swipe to delete should work
<table>
<thead>
<tr>
<th>Account Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential dog names</td>
<td>9:28 AM</td>
</tr>
<tr>
<td>Band names</td>
<td>9:28 AM</td>
</tr>
<tr>
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<tr>
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<td>9:27 AM</td>
</tr>
<tr>
<td>Salsa recipes</td>
<td>9:26 AM</td>
</tr>
<tr>
<td>To-do list for work</td>
<td>4/14/14</td>
</tr>
<tr>
<td>San Francisco bookstores</td>
<td>4/14/14</td>
</tr>
<tr>
<td>Movies</td>
<td>12/19/13</td>
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San Francisco bookst... 4/14/14
Movies 12/19/13
Platform Conventions
Swipe to Delete
<table>
<thead>
<tr>
<th>Label</th>
<th>Time</th>
</tr>
</thead>
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<td>9:26 AM</td>
</tr>
<tr>
<td>Instant for work</td>
<td>9:57 AM</td>
</tr>
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<td>9:37 AM</td>
</tr>
<tr>
<td>Movies</td>
<td>12/19/13</td>
</tr>
</tbody>
</table>
This app is weird
Arbitrary
Groceries
Dry Cleaning
Dog Food
Post Office
Groceries
Dry Cleaning
Dog Food
Post Office
## iOS Conventions

<table>
<thead>
<tr>
<th>Alignment</th>
<th>Icon Perspective</th>
<th>Pinch to Zoom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Button location</td>
<td>Icon Size</td>
<td>Red for Destructive</td>
</tr>
<tr>
<td>Button Borders</td>
<td>Icon Symbology</td>
<td>Save State</td>
</tr>
<tr>
<td>Button Order</td>
<td>Icon Weight</td>
<td>Search Result Formatting</td>
</tr>
<tr>
<td>Button Size</td>
<td>Immediate Feedback</td>
<td>Tab Bar for Navigation</td>
</tr>
<tr>
<td>Downplay Filesystem</td>
<td>Long Press for Actions</td>
<td>Text Case</td>
</tr>
<tr>
<td>Filtering</td>
<td>Modal States</td>
<td>Toolbar for Actions</td>
</tr>
<tr>
<td>Grammar</td>
<td>Nomenclature</td>
<td>Use of Color</td>
</tr>
<tr>
<td>Hit Area</td>
<td>Page Dot Color</td>
<td>And so much more…</td>
</tr>
</tbody>
</table>
Breaking Conventions
Tell People
RIGHT THUMB
SWIPE UP TO INFLATE
Go to this Session!

- Making a Great First Impression With Strong Onboarding Design
  
  Mission  Thursday 2:00PM
5 Platform Savvy
5  Platform Savvy
5  Platform Savvy
4  Easy to Navigate
5  Platform Savvy

4  Easy to Navigate
Tells You Where You Are
<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cupertino</td>
<td>9:41 AM</td>
<td>Today</td>
</tr>
<tr>
<td>New York</td>
<td>12:41 AM</td>
<td>Today, 3 hours ahead</td>
</tr>
<tr>
<td>Tokyo</td>
<td>1:41 AM</td>
<td>Tomorrow, 16 hours ahead</td>
</tr>
<tr>
<td>Shanghai</td>
<td>12:41 AM</td>
<td>Tomorrow, 15 hours ahead</td>
</tr>
<tr>
<td>London</td>
<td>5:42 PM</td>
<td>Tomorrow, 8 hours ahead</td>
</tr>
</tbody>
</table>
YOU ARE HERE
YOU ARE HERE
Shows You Where Else You Can Go
All my choices are here
Explains What’s There
Category 1

Category 2

Category 3
List of people in your contact list
List of recent calls
Keypad for dialing
List of favorite contacts
List of voicemails
Where am I?
Where am I?
Where else can I go?
Where am I?
Where else can I go?
What will I find when I get there?
Navigation

Progressive Disclosure

Be predictable
Make selection obvious
Maximize continuity
Provide hints
Less is more
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
Provide hints
Less is more
Navigation

Progressive Disclosure
- Be predictable
- Make selection obvious
- Maximize continuity
- Provide hints
- Less is more
Pick a mode of transportation

- Airplane
- Bike
- Car
- Dirigible
- Helicopter
- Motorcycle
- Skateboard
- Rail
- Unicycle
By Air

By Land

Fuel

No Fuel

Airplane
Dirigible
Helicopter

Car
Motorcycle
Rail

Bike
Skateboard
Unicycle
By Land

- Car
- Rail
By Land

- Fuel
- No Fuel
By Land
  - Fuel
  - No Fuel
  - Rail
By Land
  - Fuel
  - No Fuel
    - Rail
Navigation

Progressive Disclosure
Navigation

Progressive Disclosure

Be predictable
Change is Good, Sometimes
Navigation

Progressive Disclosure
Be predictable
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Active
<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Cupertino</td>
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</tr>
<tr>
<td>London</td>
<td>5:42 PM</td>
</tr>
</tbody>
</table>

Today

Tomorrow, 3 hours ahead

Tomorrow, 16 hours ahead

Tomorrow, 15 hours ahead

Tomorrow, 8 hours ahead
World Clock
<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
<th>Offset</th>
</tr>
</thead>
<tbody>
<tr>
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Cupertino  
Today  

New York  
Today, 3 hours ahead

Tokyo  
Tomorrow, 16 hours ahead

Shanghai  
Tomorrow, 15 hours ahead

London  
Tomorrow, 8 hours ahead
Cupertino
Today
9:41 AM

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Today, 3 hours ahead
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Tokyo
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1:41 AM

Shanghai
Tomorrow, 15 hours ahead
12:41 AM

London
Tomorrow, 8 hours ahead
5:42 PM
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
You were here
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
Provide hints
**Betelgeuse**

*Star in Orion*

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right Ascension</td>
<td>05h 55m 12s J2000</td>
</tr>
<tr>
<td>Declination</td>
<td>+07° 24' 25&quot; J2000</td>
</tr>
<tr>
<td>Visual Magnitude</td>
<td>1.1–0.3</td>
</tr>
<tr>
<td>Luminosity</td>
<td>85,000 Suns</td>
</tr>
<tr>
<td>Distance</td>
<td>570 LY</td>
</tr>
<tr>
<td>Spectral Type</td>
<td>M1.5Iab</td>
</tr>
<tr>
<td>Other Names</td>
<td>α Orionis, 58</td>
</tr>
<tr>
<td></td>
<td>Orionis, HIP 27989,</td>
</tr>
<tr>
<td></td>
<td>HD 39801, HR 2061</td>
</tr>
</tbody>
</table>

The great star Betelgeuse is one of the two that dominate mighty **Orion** of northern winter, the other **Rigel**, the pair respectively also called Alpha and Beta Orionis. The name Betelgeuse is a corruption of the Arabic *yod al jauza*, which means the “hand of al-jauza,” al-jauza the ancient Arabs’ “Central One,” a mysterious woman. For westerners,
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
Provide hints
Navigation

Progressive Disclosure
Be predictable
Make selection obvious
Maximize continuity
Provide hints
Less is more
Easy

<table>
<thead>
<tr>
<th></th>
<th>Apple</th>
<th>Pear</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pear</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avocado</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banana</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blackberry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blueberry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bok Choy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broccoli</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brussels sprouts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cabbage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cantaloupe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carrots</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Skimming

<table>
<thead>
<tr>
<th>Fruit/Vegetable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple</td>
</tr>
<tr>
<td>Atemoya</td>
</tr>
<tr>
<td>Avocado</td>
</tr>
<tr>
<td>Bambara groundnut</td>
</tr>
<tr>
<td>Banana</td>
</tr>
<tr>
<td>Beet</td>
</tr>
<tr>
<td>Blackberry</td>
</tr>
<tr>
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</tr>
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<tr>
<td>Bok Choy</td>
</tr>
<tr>
<td>Broccoli</td>
</tr>
<tr>
<td>Brussels sprouts</td>
</tr>
<tr>
<td>Cabbage</td>
</tr>
</tbody>
</table>
Skimming  =  Skipping
<table>
<thead>
<tr>
<th>Account</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking</td>
<td>$4,501.88</td>
</tr>
<tr>
<td>Savings</td>
<td>$18,276.50</td>
</tr>
<tr>
<td>Auto Loan</td>
<td>$768.02</td>
</tr>
<tr>
<td>Mortgage</td>
<td>$576,890.00</td>
</tr>
<tr>
<td>Account</td>
<td>Balance</td>
</tr>
<tr>
<td>--------------</td>
<td>----------</td>
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<td>$576,890.00</td>
</tr>
</tbody>
</table>
This Space Available
<table>
<thead>
<tr>
<th>Controller Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View Controller</td>
<td>A controller that supports the fundamental view-management model in iPhone OS.</td>
</tr>
<tr>
<td>Table View Controller</td>
<td>A controller that manages a table view.</td>
</tr>
<tr>
<td>Collection View Controller</td>
<td>A controller that manages a collection view.</td>
</tr>
<tr>
<td>Navigation Controller</td>
<td>A controller that manages navigation through a hierarchy of views.</td>
</tr>
<tr>
<td>Hamberger Menu Controller</td>
<td>A controller that manages a set of view controllers that represent hamburger menu items.</td>
</tr>
<tr>
<td>Tab Bar Controller</td>
<td>A controller that manages a set of view controllers that represent tab bar items.</td>
</tr>
<tr>
<td>Page View Controller</td>
<td>Presents a sequence of view controllers as pages.</td>
</tr>
<tr>
<td>GLKit View Controller</td>
<td>A controller that manages a GLKit view.</td>
</tr>
<tr>
<td>Object</td>
<td>Provides a template for objects and controllers not directly available in Interface Builder.</td>
</tr>
</tbody>
</table>
Hamburger Menu Controller – A controller that manages a set of view controllers that represent hamburger menu items.

Tab Bar Controller – A controller that manages a set of view controllers that represent tab bar items.

Page View Controller – Presents a sequence of view controllers as pages.

GLKit View Controller – A controller that manages a GLKit view.

Object – Provides a template for objects and controllers not directly available in Interface Builder.
Where am I?
Where else can I go?
What will I find when I get there?
Where am I?
Where else can I go?
What will I find when I get there?
<table>
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<td>Mortgage</td>
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</tbody>
</table>
Let’s Play ‘Count the Taps’
<table>
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<tr>
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<td>$576,890.00</td>
</tr>
</tbody>
</table>

Account Ending Numbers:
- Checking: 1234
- Savings: 6677
- Auto Loan: 0321
- Mortgage: 0558
<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/18/14</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>4/17/14</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>3/15/14</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>2/20/14</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>1/15/14</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>12/12/13</td>
<td>$1,500.00</td>
</tr>
<tr>
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Account Ending 1234
$4,501.88

Savings
Account Ending 6677
$18,276.50

Auto Loan
Account Ending 0321
$768.02

Mortgage
Account Ending 0558
$576,890.00
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<tr>
<td>Mortgage</td>
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## Transfers

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<tr>
<th>Description</th>
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<th>Date</th>
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<tbody>
<tr>
<td>Transfer to Other Bank</td>
<td>$1,000.00</td>
<td>5/18/14</td>
</tr>
<tr>
<td>Transfer to Other Bank</td>
<td>$2,000.00</td>
<td>4/17/14</td>
</tr>
<tr>
<td>Transfer to Other Bank</td>
<td>$2,000.00</td>
<td>3/15/14</td>
</tr>
<tr>
<td>Transfer to Other Bank</td>
<td>$1,400.00</td>
<td>2/20/14</td>
</tr>
<tr>
<td>Transfer to Other Bank</td>
<td>$1,800.00</td>
<td>1/15/14</td>
</tr>
<tr>
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<td>12/21/13</td>
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<tr>
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<td>Transfer to Other Bank</td>
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<td>Filz Coffee</td>
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</tr>
<tr>
<td>Mike’s Love and Sandwiches</td>
<td>$10.25</td>
<td></td>
</tr>
<tr>
<td>Pet Foo Express</td>
<td>$81.22</td>
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<tr>
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</tr>
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<td>Mike's Love and Sandwich Bar</td>
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</tr>
<tr>
<td>The Residency</td>
<td>$40.00</td>
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</tr>
</tbody>
</table>
5  Platform Savvy
4  Easy to Navigate
5 Platform Savvy
4 Easy to Navigate
5  Platform Savvy
4  Easy to Navigate
3  Clear
5  Platform Savvy
4  Easy to Navigate
3  Clear
List of people in your contact list

List of recent calls

Keypad for dialing

List of favorite contacts

List of voicemails
Language
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Avoid truncation
Make text legible
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Avoid truncation
Make text legible
Words You Know
You
Language

No big words
Language

No big words

Avoid jargon
Photovoltaic Modules

Photovoltaic modules are packaged, connected assemblies of solar cells. The photovoltaic modules can be used as a component of a larger photovoltaic system to generate and supply electricity in commercial and residential applications. Each module is rated by its DC output power under standard test conditions (STC), and typically ranges from 100 to 320 watts. The efficiency of a module determines the area of a module.
“Photovoltaic Modules”
“Photovoltaic what now?”
Photovoltaic Modules

Photovoltaic modules are packaged, connected assemblies of solar cells. The photovoltaic modules can be used as a component of a larger photovoltaic system to generate and supply electricity in commercial and residential applications. Each module is rated by its DC output power under standard test conditions (STC), and typically ranges from 100 to 320 watts. The efficiency of a module determines the area of a module.

Solar Panels

Solar Panels (or “Photovoltaic Modules” if you want to be fancy) are packaged, connected assemblies of solar cells. Solar panels can be used as a component of a larger photovoltaic system to generate and supply electricity in commercial and residential applications. Each module is rated by its DC output power under standard test conditions (STC), and typically ranges from 100 to 320 watts. The efficiency of a module determines the area of a module.
Avoid Jargon
Avoid Jargon*
Consumer
Professional
Consumer ↔ Professional
Language

No big words
Avoid jargon
Language

No big words
Avoid jargon
Be descriptive
Discover, Top Stories, Accounts, Featured, Latest, etc.
Language

No big words
Avoid jargon
Be descriptive
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Avoid truncation
It’s really hard to read text when it’s...
Being succinct and using shorter...
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Avoid truncation
Language

No big words
Avoid jargon
Be descriptive
Be succinct
Avoid truncation
Make text legible
Text Text Text Text Text Text
Dynamic Type
Apps that support Dynamic Type will adjust to your preferred reading size below.

Drag the slider below
Icons
Steller
Mombo Labs LLC
No Ratings

Tell your story with photos, videos and text
“Icons can be learned”
Clarity
Animation
Focus and Exposure Lock
Shoot!
Go!
5 Platform Savvy
4 Easy to Navigate
3 Clear
5  Platform Savvy
4  Easy to Navigate
3  Clear
5  Platform Savvy
4  Easy to Navigate
3  Clear
2  Simple
5  Platform Savvy
4  Easy to Navigate
3  Clear
2  Simple
Be Simple
Simplify
Fritz Ogden
May 14, 2014 at 2:43 PM

@ Mike Stern
Say "cheese"

Wow, that weekend flew by. Way too short. But I got a lot of great photos! Can't believe how adorable your new Pickle is!
Fritz Ogden
May 14, 2014 at 2:43 PM +1
To: Mike Stem
Say "cheese"

Wow, that weekend flew by. Way too short. But got a lot of great photos! Can't believe how adorable your new Pickle is!
5  Platform Savvy
4  Easy to Navigate
3  Clear
2  Simple
5  Platform Savvy
4  Easy to Navigate
3  Clear
2  Simple
5  Platform Savvy
4  Easy to Navigate
3  Clear
2  Simple
1  Focused
1 Focused
2 Simple
3 Clear
4 Easy to Navigate
5 Platform Savvy
Focus
Focus
Think Big, Start Small
Mike Stern
User Experience Evangelist
stern@apple.com

Design Resources
developer.apple.com/design
## Related Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Location</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Designing a Great In-App Purchase Experience</td>
<td>Nob Hill</td>
<td>Wednesday 1:30AM</td>
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<tr>
<td>Prototyping: Fake It Till You Make It</td>
<td>Presidio</td>
<td>Thursday 9:00AM</td>
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<tr>
<td>Making a Great First Impression With Strong Onboarding Design</td>
<td>Mission</td>
<td>Thursday 2:00PM</td>
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<tr>
<td>Labs</td>
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<tr>
<td><strong>User Interface Design Lab</strong></td>
<td><strong>UI Design Lab</strong></td>
<td><strong>All Week</strong></td>
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