Making a Great First Impression
With Strong Onboarding Design

Session 230
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Apple Product Documentation

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User Experience Evangelist
Maps. Explore the world.

Get directions, then easily take them with you.

Find your route, then let iPhone lead the way.

Enter your destination, pick the best route, then click 🗺️ to send your map to iPhone and hear voice directions as you go.

Click 🕒 to get real-time traffic estimates, so you get there on time.

Explore like a local.

Click the pins to get the details on the best places in town—even if you're just passing through.
Maps. Explore the world.
Get directions, then easily take them with you.

Find your route, then let iPhone lead the way.
Enter your destination, pick the best route, then click 🔄 to send your map to iPhone and hear voice directions as you go.
Click ⌘️ to get real-time traffic estimates, so you get there on time.

Explore like a local.
Click the pins to get the details on the best places in town—even if you’re just passing through.

Soar over cities.
See your destination in 3D with Flyover.
Click 🎁 to get a whole new perspective.

What’s New in OS X Mavericks
help.apple.com/osx-mavericks/whats-new/
Get answers
Inform & inspire
Delight users

Inform & inspire
Inform & inspire

Show what’s possible
Inform & inspire
Welcome
Reasons for Onboarding
Reasons for Onboarding

When registration is required
Reasons for Onboarding

When registration is required
To explain the backstory or rules for a game
Reasons for Onboarding

When registration is required
To explain the backstory or rules for a game
To expose gestures
Requiring Registration
When Registration is Required

Delay until absolutely necessary
## iTunes Editors' Notes

Although John Mayer's career has been built on two fundamental pillars—heartfelt rock songs with an gentle lilt ("Your Body Is A Wonderland") and blazing guitar work (John Mayer Trio's Try)—the charm of Breakdown is in its skillful understatement. While tunes like "Paper Doll" and "Who You Love" have glossy, delicately harmonized hooks, the majority of his sixth studio album features understated, country-reflective riffs and lots of impressive musicianship. A perfect example is the gently rambling cover of J.J. Cale's "Call Me The Breeze." Songs like "You're No One," "Til Someone Lets You Down," and "The Heart Is A Muscle..." are just a few of the songs on Paradise Valley that prove Mayer's songwriting is as strong as ever.

### Paradise Valley Table

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Time</th>
<th>Popularity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Wildfire</td>
<td>John Mayer</td>
<td>4:14</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>2. Dear Marie</td>
<td>John Mayer</td>
<td>3:44</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>3. Waitin' On The Day</td>
<td>John Mayer</td>
<td>4:20</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>4. Paper Doll</td>
<td>John Mayer</td>
<td>4:19</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>5. Call Me The Breeze</td>
<td>John Mayer</td>
<td>3:07</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>7. I Won't Be Around (Lost All Sea)</td>
<td>John Mayer</td>
<td>4:02</td>
<td>★★★★★</td>
<td>$1.29</td>
</tr>
<tr>
<td>Tot. 11 Tunes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Listeners Also Bought

- Another Kind Of Green (Live)
- John Mayer Trio: Try...
- Relentless
- The Guy Who Calls Me Mag
- Sweet
- Dave Matthews Band: Live At Red Rocks Amphitheatre
- Broken Things
- Here We Go: All Request Live
Paradise Valley
John Mayer

Sign in to the iTunes Store

If you have an Apple ID and password, enter them here. If you’ve used the iTunes Store or iCloud, for example, you have an Apple ID.

Apple ID: j.appleseed@icloud.com
Password: 

Remember password
Create New Apple ID
Cancel
Buy

Listeners Also Bought

Another Kind of Green (Live)
John Mayer

$1.29

Red Dead
The Goo-Goo Dolls — Mag

$1.29

Sweet
Dave Matthews Band — A...

$1.29

Broken Things
Dave Matthews Band — A...

$1.29

Hurt
Niall Horan

$1.29
JUKELY

Concert matchmaker

We magically match friends with upcoming concerts and help start a conversation.

Log in with Facebook

Sign up

Log in

or skip this for now
Concert matchmaker

We magically match friends with upcoming concerts and help start a conversation.
Jukely

Concert matchmaker
We magically match friends with upcoming concerts and help start a conversation.

Log in with Facebook
Sign up
Log in
or skip this for now
JUKELY

Concert matchmaker
We magically match friends with upcoming concerts and help start a conversation.

Log in with Facebook
Sign up
Log in

or skip this for now
Jason Isbell
Tonight at The Fillmore

0.7 hour drive
#alt-country #americana #singer-songwrite...

Sarah Jarosz
Tonight at Great American Music Hall
Jason Isbell
Tonight at The Fillmore

Interested

Sarah Jarosz
Tonight at Great American Music Hall
When Registration is Required

Delay until absolutely necessary
When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering
Let's Get Started

You need to connect a social network so we can route your questions to the right people.

Don't worry, we won't post anything automatically.

By tapping “Get Started” you are indicating that you have read & agree to the Privacy Policy & Terms of Service.
When Registration is Required

Delay until absolutely necessary

Explain the benefits of registering
When Registration is Required

- Delay until absolutely necessary
- Explain the benefits of registering
- Protect people’s privacy
Anonymously “Like” or “Pass” on people Tinder Suggests.

Log In with Facebook

We’ll never post anything to Facebook.
Anonymously "Like" or "Pass" on people Tinder Suggests.

Log In with Facebook

We'll never post anything to Facebook.
Anonymously “Like” or “Pass” on people Tinder Suggests.
Anonymously “Like” or “Pass” on people Tinder Suggests.

Log In with Facebook

🌿 We’ll never post anything to Facebook.
We take your privacy seriously

- We will never post anything to Facebook
- Other users will never know if you’ve liked them unless they like you back
- Other users cannot contact you unless you’ve already been matched
- Your location will never be shown to other users
When Registration is Required

Delay until absolutely necessary
Explain the benefits of registering
Protect people’s privacy
When Registration is Required

Delay until absolutely necessary
Explain the benefits of registering
Protect people’s privacy
Be succinct
CREATE AN ACCOUNT

Email: name@example.com

Mobile

Password: Min 5 characters

We use your email and mobile number to send you ride confirmations and receipts.
Email: name@example.com
Mobile
Password: Min 5 characters

We use your email and mobile number to send you ride confirmations and receipts.
We use your email and mobile number to send you ride confirmations and receipts.
When Registration is Required

Delay until absolutely necessary
Explain the benefits of registering
Protect people’s privacy
Be succinct
When Registration is Required

Delay until absolutely necessary
Explain the benefits of registering
Protect people’s privacy
Be succinct
Only collect what is needed now
When Registration is Required

Delay until absolutely necessary
Explain the benefits of registering
Protect people’s privacy
Be succinct
Only collect what is needed now
Onboarding Best Practices
Onboarding Best Practices

Get out of the way
Tackle advanced mathematical calculations or simple arithmetic in one place.
Calculate percentages using positive or negative integers.
Results calculated up to 9 decimal places.
Onboarding Best Practices

Get out of the way
Onboarding Best Practices

Get out of the way

Start with the basics
A smart man once said,
“Eventually, everything connects.”
A smart man once said, "Eventually, everything connects."
Comprehensive

We collect the best pieces from around the web and combine them into a story.
Twice a day
Top stories delivered to you at 8 a.m. and 6 p.m. local time.
Definitive

We surface the most important need-to-know news.

Let's go!
Onboarding Best Practices

Get out of the way
Start with the basics
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
- I used to be Leopold the Golden, Leopold the Fortunate.
LEFT THUMB
SLIDE TO MOVE
LEFT THUMB SLIDE TO MOVE
RIGHT THUMB SWIPE UP TO INFLATE
Optimal Hand Position

Objective
Optimal Hand Position
Objective
Basic Obstacles

Basic Movement

Optimal Hand Position

Objective
Introducing Guided Search

Find what you’re looking for and make a few discoveries along the way. Pick a sample search below to see how it works.

- Nail Art
- Wedding
- Hair Styles
- Healthy Recipes
- Spring Fashion
Explore your options

Scroll through the guides and tap any that look interesting to steer your search in the right direction.
Have something else in mind?

Type in your own search terms to find just the thing you’re after.

Got it
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Push your hitman the direction you want to move.

Get to the large, dark circle to complete a level.

Assassinate enemies by occupying the same space when their back is turned.
“Tell me and I forget. Teach me and I remember. Involve me and I learn”

Benjamin Franklin
Tap here to select numbers.

Tap here to select type of calculation.
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Choose your ice cream:

- **Angry Ice Cream**
  - 1/3
  - 6
  - Get extreme energy for a very short period of time.
  - Choose

- **Happy Ice Cream**
  - 2/5
  - 3
  - Gives you a burst of energy, followed by a sluggish period.
  - Choose

- **Magic Ice Cream**
  - 1/10
  - 8
  - Surprising effects from this magical treat.
  - Choose
Choose your ice cream:

- **Angry Ice Cream**: Get extreme energy for a very short period of time.
- **Happy Ice Cream**: Gives you a burst of energy, followed by a sluggish period.
- **Magic Ice Cream**: Surprising effects from this magical treat.
Choose a helper ice cream:

1. Green Ice Cream: Eat too much of this ice cream and you might get sick.
2. Angry Ice Cream: Get extreme energy for a very short period of time.
3. Happy Ice Cream: Gives you a burst of energy, followed by a sluggish period.
4. Magic Ice Cream: Surprising effects from this magical treat.
5. Vanilla Ice Cream: This ice cream has more bite than you might expect.
Choose a helper ice cream:

1. Green Ice Cream
   - Eat too much of this ice cream and you might get sick.

2. Angry Ice Cream
   - Get extreme energy for a very short period of time.

3. Happy Ice Cream
   - Gives you a burst of energy, followed by a sluggish period.

4. Vanilla Ice Cream
   - This ice cream has more bite than you might expect.

5. Magic Ice Cream
   - Surprising effects from this magical treat.

Choose a helper ice cream:
Choose a helper ice cream:

- **Green Ice Cream**: Eat too much of this ice cream and you might get sick.
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- **Magic Ice Cream**: Surprising effects from this magical treat.
- **Vanilla Ice Cream**: This ice cream has more bite than you might expect.
Choose a helper ice cream:

1
Green Ice Cream
Eat too much of this ice cream and you might get sick.

2
Angry Ice Cream
Get extreme energy for a very short period of time.

3
Happy Ice Cream
Gives you a burst of energy, followed by a sluggish period.

4
Vanilla Ice Cream
This ice cream has more bite than you might expect.

5
Magic Ice Cream
Surprising effects from this magical treat.
Pick a flavor for your ice cream. You should pick chocolate because your energy will last longest!

Chocolate
Vanilla
Strawberry
Bubble Gum
Caramel
Pick a flavor for your ice cream. You should pick chocolate because your energy will last longest!
Let’s set up shop on Miami Beach because they have the most customers!
Let’s set up shop on Miami Beach because they have the most customers!

Shop Location

San Francisco

Milan

London

Miami Beach
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Onboarding Best Practices

- Get out of the way
- Start with the basics
- Teach one thing at a time
- Let people learn by doing
- Use animation thoughtfully
- Only point out the unconventional
- Make secondary actions optional
- Keep text brief and clear
The best notifications. Period.

Each selection is made just for you, like a mixtape from a stalker.
The best notifications. Period.

Each selection is made just for you, like a mixtape from a stalker.
Keeping Text Brief and Clear
Keeping Text Brief and Clear

Could the text be shorter or clearer?
Keeping Text Brief and Clear

Could the text be shorter or clearer?
Will the text make sense to someone who is new to the app?
Keeping Text Brief and Clear

Could the text be shorter or clearer?
Will the text make sense to someone who is new to the app?
Is the message too complicated?
Keeping Text Brief and Clear

Could the text be shorter or clearer?
Will the text make sense to someone who is new to the app?
Is the message too complicated?
Would images work better than text?
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Keep text brief and clear
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Keep text brief and clear
Provide an option to skip
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Keep text brief and clear
Provide an option to skip
Make it enjoyable
WELCOME ABOARD

Please turn your attention to the flight tutorial
WELCOME ABOARD

Please turn your attention to the flight tutorial
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Keep text brief and clear
Provide an option to skip
Make it enjoyable
Onboarding Best Practices

Get out of the way
Start with the basics
Teach one thing at a time
Let people learn by doing
Use animation thoughtfully
Only point out the unconventional
Make secondary actions optional
Keep text brief and clear
Provide an option to skip
Make it enjoyable
Make the Invisible Visible
Make the Invisible Visible

Use animation cues
Weight
Set a goal.
Weigh yourself.
Log food.
Follow trends.

Join Withings
Log In
Weight
Set a goal.
Weigh yourself.
Log food.
Follow trends.

Join Withings
Log In
Make the Invisible Visible

Use animation cues
Make the Invisible Visible

Use animation cues
Display temporary hints
West Antarctic ice sheet collapse, rising seas 'unstoppable,' NASA says
May 12
monday evening | US

Science
West Antarctic ice sheet collapse, rising seas 'unstoppable,' NASA says
LiveScience.com, National Geographic + 5 more
West Antarctic ice sheet collapse, rising seas 'unstoppable,' NASA says

The catastrophic collapse of the massive West Antarctic Ice Sheet is underway. The biggest glaciers in West Antarctica are hemorrhaging ice without any way to stem the loss, according to two independent studies. The unstoppable retreat is the latest indication of sea level rise in an era of rapidly warming temperatures.
Make the Invisible Visible

Use animation cues
Display temporary hints
Make the Invisible Visible

Use animation cues
Display temporary hints
Provide controls
Make the Invisible Visible

Use animation cues
Display temporary hints
Provide controls
Help
Help
Put instructions in empty containers
Tap + to start a new movie or trailer

Shared projects will appear here and on other devices with iCloud.

Tap ? for help
Tap + to start a new movie or trailer

Shared projects will appear here and on other devices with iCloud.

Tap ? for help
Tap + to start a new movie or trailer

Shared projects will appear here and on other devices with iCloud.

Tap ? for help
Tap + to start a new movie or trailer

Shared projects will appear here and on other devices with iCloud.

Tap ? for help
Help

Put instructions in empty containers
Help

Put instructions in empty containers
Show supporting information inline
Settings

Phone

Call Waiting

Show My Caller ID

Blocked

TTY

Change Voicemail Password

Dial Assist

Dial assist automatically determines the correct international or local prefix when dialing.

SIM PIN
Dial Assist

Dial assist automatically determines the correct international or local prefix when dialing.
Help

Put instructions in empty containers

Show supporting information inline
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
RIGHT THUMB SWIPE UP TO INFLATE
If you would like to try on-screen buttons instead, you can change this in the pause menu at any time.
CLUE 1/3

The lamp appears to be lit, but I can't see any light coming out.
## 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>
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<tr>
<td>Distance</td>
<td>570 Ly</td>
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<tr>
<td>Spectral Type</td>
<td>M1.5lab</td>
</tr>
<tr>
<td>Other Names</td>
<td>α Orionis, 58 Orionis, HIP 27989, 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,
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
Anticipate people’s needs
Sometimes it takes me weeks to mourn the fictional character on my favorite shows.

Speak freely.

Swipe to learn more.
When someone projects their laptop, first thing I look at is other open tabs

Sometimes I like to pretend I’m a secret agent on public transport and I’m actually following and eavesdropping on everyone’s conversation.
When someone projects their laptop, first thing I look at is other open tabs

Sometimes I like to pretend I'm a secret agent on public transport and I'm actually following and detecting somewhere confidential.
It always sounds indulgent at the time, but I've never taken a vacation I regretted.
It always sounds indulgent at the time, but I've never taken a vacation I regretted.
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
Anticipate people’s needs
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
Anticipate people’s needs
Take the opportunity to inspire
What can I help you with?
“Who's the fairest of them all”
You, my friend, are the fairest of all.
"Who's the fairest of them all"

You, my friend, are the fairest of all.
Some things you can ask me:

- **Phone**
  - “Call Brian”

- **FaceTime**
  - “FaceTime Lisa”

- **App Launching**
  - “Launch Photos”

- **Messages**
  - “Tell Susan I’ll be right there”

- **Calendar**
  - “Set up a meeting at 9”

- **Sports**
Path

Share Life
Capture and share everyday moments – photos, thoughts, and more.

Register
Log In
This is the start of his rooftop oasis. And this is the Pin that inspired him to get his hands dirty.
Help

Put instructions in empty containers
Show supporting information inline
Watch for indications people are stuck
Anticipate people’s needs
Take the opportunity to inspire
Summary

Delay registration until absolutely necessary
Get out of the way
Teach people through actions
Anticipate people’s needs
Take the opportunity to inspire
More Information

Rachel Roth
User Experience Evangelist
rroth@apple.com

Designing Great Apps
https://developer.apple.com/design/
## Related Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Venue</th>
<th>Time</th>
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<tbody>
<tr>
<td>Ingredients of Great Games</td>
<td>Presidio</td>
<td>Tuesday 3:15PM</td>
</tr>
<tr>
<td>Designing Intuitive User Experiences</td>
<td>Presidio</td>
<td>Tuesday 4:30PM</td>
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<tr>
<td>Labs</td>
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<tr>
<td>User Interface Design Labs</td>
<td>User Interface Design Lab  Daily 9:00AM</td>
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