Designing for Apple Watch

Session 802

Mike Stern User Experience Evangelist
Danny
10:12

My gallery show runs through next Thursday. Let me know what you think of it. Thanks again for all your support!
Danny 10:12

My gallery show runs through next Thursday. Let me know what you think of it. Thanks again for all your support!
Three Themes
Personal Communication
Personal Communication
Personal Communication
Be considerate
Annoying Alerts App
Dark Sky
Detour
E*TRADE
Game Center
Hailo
Hopper
Invoice2go
iTunes Store
iTunes U
Keynote
Lifesum
Personal Communication

Be considerate
Personal Communication

Be considerate

Keep it relevant
Story of major political, social or cultural importance.
Context Is Important
Location and Time
Location and Time
Location and Time
Location and Time
Location and Time
Departing Soon
AA164 Boards

3 hours

Gate 57

Leave now for your
Personal Communication

Be considerate

Keep it relevant
Personal Communication

Be considerate
Keep it relevant
Pay attention
Explicit User Preferences
Implicit User Preferences
First Time

Second Time

Outdoor Walk
Outdoor Run
Outdoor Cycle
Indoor Walk

Outdoor Run
Last: 3.12 Miles
June 10, 2015
Outdoor Walk
Outdoor Cycle
Personal Communication

Be considerate
Keep it relevant
Pay attention
Personal Communication

Be considerate
Keep it relevant
Pay attention
Get to the point
Holistic Design
Holistic Design

Blurring the boundary
Great, thanks. Are you already there?
Great, thanks. Are you already there?
Holistic Design

Blurring the boundary
Holistic Design

Blurring the boundary

Force Touch
Danny
10:12

My gallery show runs through next Thursday. Let me know what you think of it. Thanks again for all your support!
Danny
10:12
My gallery show runs through next Thursday. Let me know what you think of it. Thanks again for all your support!
Using Menus

Focus on information and content
Using Menus

Focus on information and content

Quick access
Messages

Rachel Roth
How’s it going?
10:05 AM

Kik, Danny & Daya...
Can’t wait to get up...
10:03 AM

Kim Kilgo
Yes!
9:48 AM
<table>
<thead>
<tr>
<th>Message</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rachel Roth</td>
<td>10:09 AM</td>
</tr>
<tr>
<td>Kik, Danny &amp; Daya...</td>
<td>10:03 AM</td>
</tr>
<tr>
<td>Kim Kilgo</td>
<td>9:48 AM</td>
</tr>
<tr>
<td>Mom &amp; Dad</td>
<td>9:20 AM</td>
</tr>
<tr>
<td>Ivy, Kim, Fritz</td>
<td>8:00 AM</td>
</tr>
<tr>
<td>Rachel, John, &amp; Ja...</td>
<td>7:20 AM</td>
</tr>
<tr>
<td>Pickle &amp; Gesso</td>
<td>Yesterday</td>
</tr>
<tr>
<td>Gregg, Aled, Gary</td>
<td>Yesterday</td>
</tr>
<tr>
<td>Steve Lemay</td>
<td>Yesterday</td>
</tr>
<tr>
<td>John Geleyse</td>
<td>Monday</td>
</tr>
<tr>
<td>Chris Wilson</td>
<td>Monday</td>
</tr>
<tr>
<td>Gary Butcher</td>
<td>Monday</td>
</tr>
<tr>
<td>Jon Dascola</td>
<td>Monday</td>
</tr>
<tr>
<td>Gary, Steve</td>
<td>Monday</td>
</tr>
</tbody>
</table>
Action

Viewport
Messages
10:09

New Message

Rachel Roth
How’s it going?
10:05 AM

Kik, Danny & Daya...
Can’t wait to get up...
10:03 AM

Kim Kilgo
Rachel, John
LOL
Monday

Rachel, Steve, Nat...
This is going to be...
Monday

New Message
Change Move Goal
**Activity**

- Active Calories: 392 CAL
- Total Steps: 3,503
- Total Distance: 1.83 MI

**Move**

- 392 calories

**Exercise**

- 19 minutes

**Stand**

- 8 hours
Activity
10:09

Move
10:09
392
OF 500 CALS

Exercise
10:09
19
OF 30 MINS

Stand
10:09
8
OF 12 HRS

ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

TOTAL DISTANCE
1.83 MI
Using Menus

Focus on information and content
Quick access
Avoids redundancy
Active Calories:
392 CAL

Total Steps:
3,503

Total Distance:
1.83 MI

Move:
392 calories

Exercise:
19 minutes

Stand:
8 hours
ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

TOTAL DISTANCE
1.83 MI

392 calories

19 minutes

8 hours
Using Menus

Focus on information and content
Quick access
Avoids redundancy
Contextual actions
Using Menus

Focus on information and content
Quick access
Avoids redundancy
Contextual actions
View mode preferences
Using Menus

Focus on information and content
Quick access
Avoids redundancy
Contextual actions
View mode preferences
Optional
Using Menus

Focus on information and content
Quick access
Avoids redundancy
Contextual actions
View mode preferences
Optional
Not for critical-path actions
Summary

10:09

AVG HEART RATE

133 BPM

Save

Discard
Holistic Design

Blurring the boundary

Force Touch
Holistic Design

Blurring the boundary
Force Touch
Digital Crown
Exercise
19
OF 30 MINS
19 minutes
Outline
Outline
Change your daily Move goal

- 520 CALORIES

Update
Holistic Design

Blurring the boundary

Force Touch

Digital Crown
Holistic Design

- Blurring the boundary
- Force Touch
- Digital Crown
- Taptic Engine
Haptic and Auditory Feedback
Haptic and Auditory Feedback

Notification
Direction Up
Direction Down
Success
Failure
Retry
Start
Stop
Click
Notification
Direction Up
Direction Up
Direction Down
Direction Down
Haptic feedback is super awesome!
Haptic feedback is super awesome!
Failure
Failure
MESSAGE
Haptic feedback is super awesome!

Send Message
Haptic feedback is super awesome!
Retry
Retry
Haptic feedback is super awesome!
Haptic feedback is super awesome!
Stop
Stop
Click
Click
Exercise Restraint
Haptic and Auditory Feedback

Notification
Direction Up
Direction Down
Success
Failure
Retry
Start
Stop
Click
Holistic Design

Blurring the boundary
Force Touch
Digital Crown
Taptic Engine
Lightweight Interaction
Quick and Convenient
Focus
Glances
Glances
Glances

Most important information
Glances

Most important information
Timely and contextual
Glances

Most important information
Timely and contextual
Deep link to details
Glances

Most important information
Timely and contextual
Deep link to details
Communicate clearly and efficiently
Glances

Most important information
Timely and contextual
Deep link to details
Communicate clearly and efficiently
Glances

Most important information
Timely and contextual
Deep link to details
Communicate clearly and efficiently
Left-align elements
Glance Templates
Notifications
Gary’s Birthday
INVITATION
Be Concise
33 minutes ago
Designing for Apple Watch, Part 1

When
Today
4:30 PM to 5:30 PM
33 minutes ago
Designing for Apple Watch, Part 1
When
Today
4:30 PM to 5:30 PM
33 minutes ago
Designing for Apple Watch, Part 1

When
Today
4:30 PM to 5:30 PM
33 minutes ago
Designing for Apple Watch, Part 1

When
Today
4:30 PM to 5:30 PM
Uh, oh!
Hi, it seems you’re running a little bit late for your meeting called “Designing for Apple Watch, Part
“Designing for Apple Watch, Part 1.” If you’re already there, you can just ignore this message. If not, would you like me to remind you again in a few minutes?
Great work staying active today! Drink water.
Interactive Notifications
Triage
Apps
Apple Watch is NOT an iPhone
Keep Apps Lightweight
Keep Apps Lightweight

Complement the companion app
Focus on the Essentials
Quick and Convenient
Spinach & Quinoa Patties in a Bowl

Gluten free, Whole grain
PREPARATION

1. Cook the quinoa: Place 500 ml water, rinsed quinoa and a pinch of salt in a medium-size saucepan.

2. Bring to a boil, lower the heat to a bare simmer and gently cook for about 15 minutes, or until you see small tails on the quinoa seeds. Set aside to cool.

3. In a large mixing bowl, place cooked quinoa, oats, eggs, feta cheese, chopped spinach, salt and pepper and combine until all is mixed.

4. Place in the fridge to set for 30 minutes.

5. Take out the mixture and form 10 to
PREPARATION

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Farmers Agree to Water Cuts in California

State officials accepted an offer from growers in the Sacramento-San Joaquin River Delta to give up a quarter of their water this season.

N.S.A. and Other Matters Leave McConnell’s Senate in Disarray

9:33 AM PDT | Mitch McConnell has found himself vexed by Democratic delaying tactics he himself honed in the minority, presidential aspirants with their own agendas and conservative firebrands demanding their say.
Flooding has brought Houston to a near-standstill.
Flooding has brought Houston to a near-standstill.
Office policies for women like part-time schedules and maternity leave often backfire.
Office policies for women like part-time schedules and maternity leave often backfire.
0.0 Seconds
Keep Apps Lightweight

Complement the companion app
Keep Apps Lightweight

Complement the companion app

Handoff
Surveillance laws are set to expire and the government is weighing its options.
Obama Weighs Strategy as Data Laws Run Out

By CHARLIE SAVAGE
Last Updated: 4:30 PM PT

WASHINGTON — The Obama administration is weighing what the looming expiration of three counterterrorism laws — including the provision that has been cited to allow the National Security Agency to vacuum up logs of Americans’ phone calls — would mean for future operations, even as officials say the “wind-down process” for the bulk calling data program has already begun.

A senior American intelligence official said Sunday that the administration had begun assessing what the rules would be for analysts to retrieve five years of Americans’ calling data previously acquired under the bulk phone logs program, if Congress fails to act by June 1 and the ability to collect newly created records is lost.

Separately, officials are examining whether to invoke a so-called grandfather clause for
also read full articles.

Look at your phone’s lock screen. Swipe up on the NYTimes icon at the lower left.

Or firmly press a story
NYTimes 10:09
also read full articles.

Look at your phone’s lock screen. Swipe up on the NYTimes icon at the lower left.

Or firmly press a story
Elephants have a secret language

It turns out...
Behavioral ecologist Caitlin O'Connell discovered a way elephants speak, using underground vibrations.

MORE ON YOUR IPHONE

Watch the full video
NYTimes
10:09
also read full articles.

Look at your phone’s lock screen. Swipe up on the NYTimes icon at the lower left.

Or firmly press a story

ground for a reason. Behavioral ecologist Caitlin O’Connell discovered a way elephants speak, using underground vibrations.

MORE ON YOUR iPhone

CNN Watch the full video
Keep Apps Lightweight

Complement the companion app

Handoff
Keep Apps Lightweight

Complement the companion app
Handoff
Sessions
A little while later
A little while later ...
A little while later
A little while later ...
Sessions Enable Lightweight Interaction
Workout Sessions
Workout Sessions

User must be in control
Workout Sessions

User must be in control
Workout Sessions

User must be in control

- Deliberately starts workout
Workout Sessions

User must be in control

• Deliberately starts workout
• Knows how to end workout
Workout Sessions

User must be in control

• Deliberately starts workout
• Knows how to end workout
Workout Sessions

User must be in control
• Deliberately starts workout
• Knows how to end workout
Convey a workout is ongoing
Sessions Are About Convenience
Designing for Apple Watch
Designing for Apple Watch

Personal Communication
Designing for Apple Watch

Personal Communication
Designing for Apple Watch

Personal Communication

Holistic Design
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Designing for Apple Watch

Personal Communication

Holistic Design
Designing for Apple Watch

Personal Communication
Holistic Design
Lightweight Interaction
Designing for Apple Watch

Personal Communication
Holistic Design
Lightweight Interaction
Beauty and Delight
Two Moons, pt. 2
Subnautic
Toby is on your iPhone. Press firmly to call him.
Toby is on your iPhone. Press firmly to call him.
Animation
Height
Width
Alignment
Alignment
Background color
Background color
Tint color
Tint color
Opacity
Exercise Restraint
Related Sessions

- WatchKit Tips and Tricks
  - Presidio
  - Friday 10:00AM

- Designing with Animation
  - Presidio
  - Thursday 3:30PM

- Designing for Future Hardware
  - Presidio
  - Wednesday 2:30PM

- Introducing the New System Fonts
  - Presidio
  - Friday 2:30PM

- Apple Watch Design Tips & Tricks
  - Presidio
  - Friday 3:30PM
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Apple Watch represents a new chapter in the way people relate to technology. It’s the most personal device Apple has ever designed, and it enables new ways to receive information and to interact with apps.

As you design your Apple Watch app, understand the foundations on which Apple Watch itself was designed:

**Lightweight interactions.** Apple Watch was designed for quick interactions that efficiently use the size of the display and its position on the wearer’s wrist. Information is quick and easy to access and dismiss. The best apps support fast, frequent interactions and focus on the content that people care.

**Holistic design.** Apple Watch was designed to blur the boundaries between device and software. For example, wearers use Force Touch and the Digital Crown to interact seamlessly with onscreen content. Your app should enhance the wearer’s perception that hardware and software are indistinguishable.

**Personal communication.** Because Apple Watch is designed to be worn, its UI is attuned to the wearer’s presence. No other Apple device has ever been so closely connected to the user. Be mindful of this connection during the design process.
Bezels

Bezels are templates that you use to visualize your content on Apple Watch. Start with the smallest bezel size to ensure legibility and move up to the larger size.

Guides

Guides contain reference information to help you design the elements of your app.
User Interface Design Lab
More Information

Apple Watch Human Interface Guidelines

Designing Great Apps
http://developer.apple.com/design/

Mike Stern
User Experience Evangelist
stern@apple.com