Apple Watch Design Tips and Tricks

Session 805

Mike Stern User Experience Evangelist
Rachel Roth User Experience Evangelist
Designing for Apple Watch
Designing for Apple Watch

Personal Communication

Holistic Design

Lightweight Interaction
Designing for Apple Watch

Personal Communication
Holistic Design
Lightweight Interaction
Designing for Apple Watch

Personal Communication
Holistic Design
Lightweight Interaction
Designing for Apple Watch

Personal Communication
Designing for Apple Watch

Personal Communication

Holistic Design
Danny

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!
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
Top 10 Common Pitfalls
10 Common Pitfalls

1. Slow apps
Designing for Performance
Designing for Performance

Progressive loading
Designing for Performance

Progressive loading

• Ordering content
Apple Store
San Francisco
One Stockton Street
San Francisco, CA 94108
0.2 Mile
MONDAY - SATURDAY
9:00 AM - 9:00 PM

Square at One Stockton Street, which is at the intersection of Stockton, Market,
Designing for Performance

Progressive loading

• Ordering content

Optimize graphics
Designing for Performance

Progressive loading

- Ordering content

Optimize graphics

- Compress
JPEG Compression

Highest Quality

123 KB

Lowest Quality
JPEG Compression

- Highest Quality: 123 KB
- Lowest Quality: 41 KB

Quality scale from 1 to 12, with a decrease in file size as quality decreases.
Designing for Performance

Progressive loading
• Ordering content

Optimize graphics
• Compress
• Avoid transparency
Designing for Performance

Progressive loading
• Ordering content

Optimize graphics
• Compress
• Avoid transparency
• Right size
Designing for Performance

Progressive loading
• Ordering content

Optimize graphics
• Compress
• Avoid transparency
• Right size
Designing for Performance

Progressive loading
• Ordering content

Optimize graphics
• Compress
• Avoid transparency
• Right size

WatchKit Tips and Tricks
10 Common Pitfalls

1. Slow apps
2. Complex apps
Apple Watch is Not a Miniature iPhone
Quick and Convenient
Focus on the Essentials
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>4:00 PM</td>
<td>Designing for Watch 2</td>
</tr>
<tr>
<td>4:20 PM</td>
<td>Mission</td>
</tr>
<tr>
<td>8:00 AM</td>
<td>Coffee with John</td>
</tr>
<tr>
<td>8:30 AM</td>
<td></td>
</tr>
<tr>
<td>10:00 AM</td>
<td>Keynote</td>
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<tr>
<td>12:00 PM</td>
<td>Lunch with Kristina</td>
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<td>12:15 PM</td>
<td>State of the Union</td>
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<td>1:15 PM</td>
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<td>1:30 PM</td>
<td>Apple Design Award</td>
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<td>3:00 PM</td>
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<td>5:00 PM</td>
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<td>6:00 PM</td>
<td>Team Dinner</td>
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<tr>
<td>7:15 PM</td>
<td></td>
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<tr>
<td>7:45 AM</td>
<td>WWDC UI Lab - Concierge</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>WWDC UI Lab</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Moscone - First Floor</td>
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<tr>
<td>10:30 AM</td>
<td>WWDC UI Lab - Concierge</td>
</tr>
</tbody>
</table>
Mon May 18

2:00 PM  Review Keynote, Discuss watch...
3:00 PM  

Mon Jun 8

10:00 AM  Keynote
12:00 PM  

Search
Party Time! 🎉

San Francisco

All-day

Starts:
- Fri Jun 12, 6:00 PM

Ends:
- Jun 13, 1:00 AM

Time Zone: Cupertino
Complement Your iPhone App
10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
Page-based
Hierarchical
Hierarchical
Page-based or Hierarchical
Page-based or Hierarchical
Page-based or Hierarchical
Page-based or Hierarchical
Page-based or Hierarchical
Page-based or Hierarchical
Hierarchical

Page-based
Keep It Simple
Tedious Navigation
10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
Parent

Child

Do Not Disturb

When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
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Do Not Disturb

When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
Parent

Settings 10:09
- Time
- Airplane Mode
- Bluetooth
- Do Not Disturb

Child

< Back 10:09
- Do Not Disturb

Do Not Disturb
When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
When Do Not Disturb is enabled, calls and alerts will be silenced, and a moon icon will appear at the top of apps and watch faces.
Do Not Disturb

Manual
When Do Not Disturb is enabled calls and alerts that arrive while locked will be silenced, and a moon icon will appear in the status bar.

Scheduled

Allow Calls From Favorites
Incoming calls from your favorites will not be silenced.

Repeated Calls
When enabled, a second call from the same person within three minutes will not be silenced.

SILENCE:

Always

Only while iPhone is locked
Incoming calls and notifications will be silenced while iPhone is locked.
Do Not Disturb

Manual

When Do Not Disturb is enabled calls and alerts that arrive while locked will be silenced, and a moon icon will appear in the status bar.

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10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
Messages

Rachel Roth
10:09 AM
How's it going?

Kik, Danny & Daya...
10:05 AM
Can’t wait to get up...

Kim Kilgo
9:48 AM
Yes!
10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
Bonus Pitfall
10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
10 Common Pitfalls

1. Slow apps
2. Complex apps
3. Tedious navigation
4. Confusing labels
5. Using Menus for navigation
6. Buttons that don’t look like buttons
Coffee & Tea

Cafe Sophie

$ · 800 FEET

233 REVIEWS
Coffee & Tea, Cafes

Duboce Park Cafe

$ · 0.2 MILES
<table>
<thead>
<tr>
<th>Setting</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Airplane Mode</td>
<td>Off</td>
</tr>
<tr>
<td>Wi-Fi</td>
<td>AppleWiFi</td>
</tr>
<tr>
<td>Bluetooth</td>
<td>On</td>
</tr>
<tr>
<td>Cellular</td>
<td>On</td>
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<tr>
<td>VPN</td>
<td>Off</td>
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<tr>
<td>Notifications</td>
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<tr>
<td>Control Center</td>
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<tr>
<td>Do Not Disturb</td>
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<tr>
<td>General</td>
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<td>Display &amp; Brightness</td>
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<tr>
<td>Wallpaper</td>
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</tbody>
</table>
Green Kitchen – healthy vegetarian recipes
Amazing Applications AB
Offers In-App Purchases

Offers Apple Watch App

Details Reviews Related

iPhone

A delightful source of healthy and tasty vegetarian recipes

Pebre & Thieguo Rye Sandwich
Baked Carrot Cake Oatmeal

Search Updates
INCOMING CALL
Rachel Roth
Green Kitchen – healthy vegetarian recipes

Amazing Applications AB

Offers In-App Purchases

Offers Apple Watch App

Price: $0.99

iPhone

A delightful source of healthy and tasty vegetarian recipes

Pebre & Thieguo Rye Sandwich

Baked Carrot Cake Oatmeal

Huevos Rellenos Potatoes

Spiced Persimmon Cake
10 Common Pitfalls

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6. Buttons that don’t look like buttons
7. Inadequate tap targets
10 Common Pitfalls

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5. Using Menus for navigation
6. Buttons that don’t look like buttons
7. Inadequate tap targets
8. Tiny fonts
Event Rules  10:09
Foam fingers should be used liberally throughout the State of the Union presentation, and are mandatory for admittance to The Bash.
Inbox

Steve Lemay
Housewarming
Evans, We’ve moved into our apart...
10:09AM

Chris Wilson
Gallery availability
Hi, and thanks for
<table>
<thead>
<tr>
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Related Sessions

Introducing the New System Fonts  
Friday 2:30PM
Apps that support Dynamic Type will adjust to your preferred reading size below.
Apps that support Dynamic Type will adjust to your preferred reading size below.
Apps that support Dynamic Type will adjust to your preferred reading size below.
Apps that support Dynamic Type will adjust to your preferred reading size below.
Apps that support Dynamic Type will adjust to your preferred reading size below.
Leading

Apps that support Dynamic Type will adjust to your preferred reading size below.
Leading

Apps that support Dynamic Type will adjust to your preferred reading size below.
Tracking

xSmall

xxxLarge

Abcdef

Abcdef
Tracking

-12

-14

xSmall

xxxLarge

Abcdef

Abcdef
xxxLarge

Headline
SB 19 PT, 21.5 PT L, -12 T

Body
R 19 PT, 21.5 PT L, -12 T

Caption 1
R 18 PT, 20.5 PT L, -8 T

Caption 2
R 17 PT, 19.5 PT L, -4 T

Footnote
R 16 PT, 18.5 PT L, 0 T
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7. Inadequate tap targets
8. Tiny fonts
9. Background colors and unnecessary padding
Cheer on your friends and colleagues while they code with the WWDC Foam Finger!

More Info
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WWDC Shop 10:09
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More Info
Hailo
Rules!
Rules!
Lifesum

- **Diary**
  - TODAY'S WATER INTAKE
  - 2 glasses
  - Add water

- **Diary**
  - TODAY'S FOOD INTAKE
  - 875 kcal left
  - Add more food

- **Meals**
  - Snacks
  - Breakfast
  - Lunch
  - Dinner
Cheer on your friends and colleagues while they code with the WWDC Foam Finger!
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8. Tiny fonts
9. Background colors and unnecessary padding
10. Mismatched app icons
App Icon Tips
App Icon Tips

Remove text
App Icon Tips

Remove text
Simplify glyphs
App Icon Tips

Remove text
Simplify glyphs
App Icon Tips

Remove text
Simplify glyphs
Retain color and style
App Icon Tips

Remove text
Simplify glyphs
Retain color and style
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Remove text
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9. Background colors and unnecessary padding
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## Related Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Date and Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designing for Apple Watch</td>
<td>Wednesday 4:30PM</td>
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<tr>
<td>Introducing the New System Fonts</td>
<td>Friday 2:30PM</td>
</tr>
<tr>
<td>Designing for Future Hardware</td>
<td>Wednesday 2:30PM</td>
</tr>
<tr>
<td>Designing with Animation</td>
<td>Thursday 3:30PM</td>
</tr>
<tr>
<td>WatchKit Tips and Tricks</td>
<td>Friday 10:00AM</td>
</tr>
</tbody>
</table>
More Information

Documentation and Support
Designing Great Apps
http://developer.apple.com/design/

Apple Watch Human Interface Guidelines

General Inquiries
Mike Stern, User Experience Evangelist
stern@apple.com

Rachel Roth, User Experience Evangelist
rroth@apple.com
See you next year!