Designing Great Apple Watch Experiences

Session 804

Mike Stern User Experience Evangelist
Watch App Basics
Complication

Notification

App
On our way!
Dinner will arrive in 35-40MIN
Green Curry
Japanese Eggplant
Rice
Dinner is Here

Your delivery person Boris is arriving now.
Would you like to tip Boris?
Tipping is optional

- $3.00 (10%)
- $1.50 (15%)
NotificationComplication App

Complication

Notification

App

13:40 - 14:40
Designing Great Apple Watch Experiences

Now
Designing Great Apple Watch Experiences

Where
Moscone West
800 Howard St, San Francisco, CA 94103, United States

13:40 - 14:40
Designing Great Apple Watch Experiences
Time
Find and Launch App

Select Workout Type

Choose Goal and Tap Start
Find and Launch App

Select Workout Type

Choose Goal and Tap Start
watchOS
Glanceable  Actionable  Responsive
Glanceable

Actionable

Responsive
13:40–14:40
Designing Great Apple Watch Exp...
IBM
International Business Machines
152.73
-0.16 (0.10%)
DOW J  
17,851.51  
+0.82%

AAPL  
99.62  
+1.76%

IBM  
151.69  
2.28%
Complication

Notification

App
Do it! Do it! Do it!
Information and Status
Actionable
What will your complication do?
Providing Options
Complications

Watch Face

Large Slot
Small Slot
"Feels Like" Temp

To sync changes to your wrist, open my Apple Watch app.
Complications

Watch Face Modular

Large Slot

Small Slot

“Feels Like” Temp On

To sync changes to your wrist, open my Apple Watch app.
Circular
Modular Small
Modular Large
Utility Small
Utility Large
Modular Large Complications
Modular Small Complications
Utility Small Complications
11:00AM PHOTO SHOOT

Large Flat

Utility Large Complications
Extra Large Complications
**Complication Images**

When designing the images for your complication's content, create your images as template images and size them according to the complication templates you plan to use. Template images use only the alpha channel of the image to define their shape. Prior to display, an app-supplied tint color is applied to the shape to create its final appearance.

The following table lists the dimensions to use for images. When only one value is specified, that value applies to both the width and height of the image. Sizes are specified as the maximum values for each dimension.

<table>
<thead>
<tr>
<th>Family</th>
<th>Template</th>
<th>38mm</th>
<th>42mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circular small</td>
<td>Ring</td>
<td>40px</td>
<td>44px</td>
</tr>
<tr>
<td></td>
<td>Simple</td>
<td>56px</td>
<td>64px</td>
</tr>
<tr>
<td></td>
<td>Stack</td>
<td>32px (max) by 14px</td>
<td>34px (max) by 16px</td>
</tr>
<tr>
<td>Modular small</td>
<td>Ring</td>
<td>36px</td>
<td>38px</td>
</tr>
<tr>
<td></td>
<td>Simple</td>
<td>52px</td>
<td>58px</td>
</tr>
<tr>
<td></td>
<td>Stack</td>
<td>52px (max) by 28px</td>
<td>58px (max) by 30px</td>
</tr>
<tr>
<td>Modular large</td>
<td>Columns</td>
<td>22-64px by 22px</td>
<td>24-74px by 24px</td>
</tr>
<tr>
<td></td>
<td>Standard body</td>
<td>22-64px by 22px</td>
<td>24-74px by 24px</td>
</tr>
<tr>
<td></td>
<td>Table</td>
<td>22-64px by 22px</td>
<td>24-74px by 24px</td>
</tr>
<tr>
<td>Utilitarian large</td>
<td>Flat</td>
<td>18-42px by 18px</td>
<td>20-44px by 20px</td>
</tr>
<tr>
<td>Utilitarian small</td>
<td>Flat</td>
<td>18-42px by 18px</td>
<td>20-44px by 20px</td>
</tr>
<tr>
<td></td>
<td>Ring</td>
<td>28px</td>
<td>28px</td>
</tr>
<tr>
<td></td>
<td>Square</td>
<td>46px</td>
<td>50px</td>
</tr>
<tr>
<td>Extra Large</td>
<td>Ring</td>
<td>126px</td>
<td>133px</td>
</tr>
<tr>
<td></td>
<td>Simple</td>
<td>156px</td>
<td>174px</td>
</tr>
<tr>
<td></td>
<td>Stack</td>
<td>156px (max) by 84px</td>
<td>174px (max) by 90px</td>
</tr>
</tbody>
</table>
Placeholder Data

VA20 JFK-SFO
T2 - GATE 51B
16:10 (On Time)

No Placeholder Data

Travel App
WED 15
10:09

73° So Sunny
H: 82° L: 51°, sunny in a bit.

0%
13:40–14:40
Designing Great Apple Watch Experience...
Things We Do
## Things We Do

<table>
<thead>
<tr>
<th>Work</th>
<th>Work</th>
<th>Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Work</td>
<td>Work</td>
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<tr>
<td>Work</td>
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<tr>
<td>Work</td>
<td>Work</td>
<td>Work</td>
</tr>
<tr>
<td>Work</td>
<td>Work</td>
<td>Sleep</td>
</tr>
<tr>
<td>Things We Do</td>
<td>Things We Do</td>
<td>Things We Do</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Work</td>
<td>Travel</td>
<td>Cook meals</td>
</tr>
<tr>
<td>Eat</td>
<td>Shop for clothes</td>
<td>Shop for groceries</td>
</tr>
<tr>
<td>Sleep</td>
<td>Visit museums</td>
<td>Take photos</td>
</tr>
<tr>
<td>Hang out</td>
<td>Picnic</td>
<td>Play sports</td>
</tr>
<tr>
<td>Party</td>
<td>Take scenic drives</td>
<td>Ride bike</td>
</tr>
<tr>
<td>Hike</td>
<td>Repair house</td>
<td>Ski</td>
</tr>
<tr>
<td>Exercise dogs</td>
<td>Garden</td>
<td>Golf</td>
</tr>
<tr>
<td>Work out</td>
<td>Commute</td>
<td>Chill</td>
</tr>
<tr>
<td>Coach kids</td>
<td>Play music</td>
<td>And much more…</td>
</tr>
</tbody>
</table>
Glanceable
Glanceable Notifications

Provide a meaningful title
Glanceable Notifications

Provide a meaningful title
Only show what’s necessary
Check In Now
Passenger name
Johnny Appleseed
Flight: 20
Airbus 320
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
Gate: A102
Res: KRSMPS
Class: Coach (Y)
No Smoking
Check In Now
Passenger name
Johnny Appleseed
Flight: 20
Airbus 320
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
Gate: A102
Res: KRSMP5
Class: Coach (Y)
No Smoking
Passenger name
Johnny Appleseed

Flight: 20
Airbus 320
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
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Check In Now
Flight: 20
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
Gate: A102
Res: KRSMPS
Class: Coach (Y)
Glanceable Notifications

Provide a meaningful title
Only show what’s necessary
Present important information first
Flight: 20
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
Gate: A102
Res: KRSMPY
Class: Coach (Y)
Flight: 20
Seat 12F
SFO - JFK
Depart: 9:00am
Boards: 8:20am
Class: Coach (Y)
Res: KRSMPS
Glanceable Notifications

Provide a meaningful title
Only show what’s necessary
Present important information first
Establish visual hierarchy
Check In Now
Seat 12F
Class: Coach (Y)
SFO - JFK
Depart: 9:00am
Flight: 20
Boards: 8:20am
Gate: A102
Check In Now
Economy  SFO → JFK
12F     9:00AM
Flight 20  Gate A102
Boards 8:20AM
Reservation: KRSMPS
Glanceable Notifications

Provide a meaningful title
Only show what’s necessary
Present important information first
Establish visual hierarchy
Use color, graphics and animation
Flight 20
Departing

9:00AM (On Time)
Boards 8:20PM
Gate A102
Terminal A
Why and When
Why and When
Relevance and Timing
Contextual Relevance
Timing
Actionable
Preferences and Patterns
SHOW COUNTDOWN BADGE ON APP

The number of remaining tasks is shown on the Streaks app icon.

HEALTH TASK NOTIFICATION

A notification is shown when you complete a task linked to the Health app.

REMINDERS:

NONE

SINGLE DAILY REMINDER

REMINDER FOR EACH TASK
Notifications

SHOW COUNTDOWN BADGE ON APP
The number of remaining tasks is shown on the Streaks app icon.

♥ HEALTH TASK NOTIFICATION
A notification is shown when you complete a task linked to the Health app.

REMINDERS:
NONE
SINGLE DAILY REMINDER
REMEMBER FOR EACH TASK
Notifications

SHOW COUNTDOWN BADGE ON APP
The number of remaining tasks is shown on the Streaks app icon.

HEALTH TASK NOTIFICATION
A notification is shown when you complete a task linked to the Health app.

REINDERS:
NONE
SINGLE DAILY REMINDER
REMINDER FOR EACH TASK
Notifications

SHOW COUNTDOWN BADGE ON APP
The number of remaining tasks is shown on the Streaks app icon.

❤️ HEALTH TASK NOTIFICATION
A notification is shown when you complete a task linked to the Health app.

REMINDERS:
- NONE
- SINGLE DAILY REMINDER
- REMINDER FOR EACH TASK
Flight 20  Gate A102
Boards 8:20AM
Reservation: KRSMPNS

Check In
Snooze 1 Hour
Dismiss
Notification Actions
Notification Actions

Only relevant options
Notification Actions

Only relevant options

Succinct, clear and action-oriented
Notification Actions

Only relevant options
Succinct, clear and action-oriented
Prioritize one-step actions
Notification Actions

Only relevant options
Succinct, clear and action-oriented
Prioritize one-step actions
But multi-step actions are OK
13:40–14:40
Designing Great Apple Watch Experience...
<table>
<thead>
<tr>
<th>Team</th>
<th>Score</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAD</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>SF</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>NYM</td>
<td>5</td>
<td>Top 1</td>
</tr>
<tr>
<td>ATL</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>DET</td>
<td>0</td>
<td>Bot 2</td>
</tr>
<tr>
<td>OAK</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>MIA</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
LA @ SF

7
LAD

11
SF

30-27
36-21

Final
Snapshot Best Practices
Snapshot Best Practices

Anticipate user interests
Snapshot Best Practices

Anticipate user interests

Account for user preferences and contextual factors
Snapshot Best Practices

Anticipate user interests

Account for user preferences and contextual factors

Be logical and predictable
Snapshot Best Practices

Anticipate user interests
Account for user preferences and contextual factors
Be logical and predictable
Be recognizable
Snapshot Best Practices

Anticipate user interests
Account for user preferences and contextual factors
Be logical and predictable
Be recognizable
Avoid awkward views
Anticipate user interests
Account for user preferences and contextual factors
Be logical and predictable
Be recognizable
Avoid awkward views
Prepare to get small
SF Compact Regular
watchOS 2

SF Compact Medium
watchOS 3
Snapshot Best Practices

Anticipate user interests
Account for user preferences and contextual factors
Be logical and predictable
Be recognizable
Avoid awkward views
Prepare to get small
Glances
Simplified Navigation
List
- Item 1
- Item 2
- Item 3

<Item 1>
Details

<Item 2>
Details

<Item 3>
Details
Stickiness
Your App
Sessions
Drop Wrist
Diagram showing the relationship between an "App" and a "Service" with an arrow labeled "Task" pointing from the App to the Service, and another arrow labeled "Feedback" pointing from the Service to the App.
App → Task → Feedback
Local Notification
Estimated Delivery
45MIN
Green Curry
Japanese Eggplant
Rice
Place Order
Order Placed

We will notify you when your order is complete
On our way!
Dinner will arrive in 35-40MIN
Green Curry
Japanese Eggplant
Rice
FORK+KNIFE

Nooooooooooool!

Restaurant out of Green Curry.

:(

Call Restaurant
Nooooooooooooo!
Restaurant out of Green Curry.
_:(
Be Trustworthy
Be Honest
List
  Item 1
  Item 2
  Item 3

< Item 1
  Details

< Item 2
  Details

< Item 3
  Details
Order Placed

We will notify you when your order is complete.
SpriteKit and SceneKit

Render and animate graphics
SpriteKit and SceneKit

Render and animate graphics
Respond to touch events
Render and animate graphics
Respond to touch events
Programmatic animation
SpriteKit and SceneKit

Render and animate graphics
Respond to touch events
Programmatic animation
Physics simulation
SpriteKit

SceneKit
Custom Gestures
Crown Events
Crown Events
10-Day Chart 10:09

- 6/15: H 90°  L 72°
- 6/14: H 85°  L 58°
- 6/13: H 78°  L 55°
- 6/12: H 80°  L 58°
- 6/11: H 76°  L 65°
- 6/10: H 88°  L 66°
- 6/09: H 86°  L 63°
- 6/08: H 80°  L 66°
- 6/07: H 75°  L 53°
- 6/06: H 90°  L 72°
10-Day Chart
6/15  H 90°  L 72°
Animate Responsibly
Simplicity is the ultimate sophistication.
Features Not Apps
Cupertino
89° Mostly Cloudy
H:93° L:67°
More Information

https://developer.apple.com/wwdc16/804
Color

The proper use of color provides visual continuity, supports your branding, and aids in communication. Every app has a global tint color that you can configure to reflect your primary brand color. You can add colors for branding and to convey information, but be sure to use light colors for text to ensure legibility and contrast.

![Color Palettes](image)

- **Outdoor Run**: Use black for your app’s background color. Black blends well with dark backgrounds and provides a clear contrast for text.
- **Activity**: Be aware of color blindness and how different cultures perceive colors. Consider using a neutral color for the background.
- **Tappable**: Avoid using color as the only way to show interactivity. The rounded edges provide a visual cue without relying on color.
## Related Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Location</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Interaction Techniques for watchOS</td>
<td>Presidio</td>
<td>Wednesday 11:00AM</td>
</tr>
<tr>
<td>Keeping Your Watch App Up to Date</td>
<td>Mission</td>
<td>Thursday 9:00AM</td>
</tr>
<tr>
<td>Architecting for Performance on watchOS 3</td>
<td>Mission</td>
<td>Thursday 3:00PM</td>
</tr>
<tr>
<td>What’s New in SpriteKit</td>
<td>Presidio</td>
<td>Thursday 5:00PM</td>
</tr>
<tr>
<td>Building Great Workout Apps</td>
<td>Pacific Heights</td>
<td>Friday 11:00AM</td>
</tr>
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## Related Sessions

<table>
<thead>
<tr>
<th>Session</th>
<th>Location</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusive App Design</td>
<td>Pacific Heights</td>
<td>Tuesday 10:00AM</td>
</tr>
<tr>
<td>Typography and Fonts</td>
<td>Presidio</td>
<td>Wednesday 9:00AM</td>
</tr>
<tr>
<td>Iterative UI Design</td>
<td>Presidio</td>
<td>Friday 10:00AM</td>
</tr>
<tr>
<td>Labs</td>
<td>User Interface Design Lab A</td>
<td>Daily 9:00AM</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>----------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>User Interface Design by Appointment Lab</td>
<td>User Interface Design Lab A</td>
<td>Daily 9:00AM</td>
</tr>
<tr>
<td>Prototyping Lab</td>
<td>Fort Mason</td>
<td>Friday 2:00PM</td>
</tr>
</tbody>
</table>

Apple WWDC 2016