Iterative UI Design
Session 805

Ryan Olshavsky Designer, iWork
Jonathan Cho Designer, iWork
Good design is not easy.
Design matters.
What Are We Making?
What Are We Making?
Where Do We Start?
What Are We Making?
Where Do We Start?
What’s the Right Design?
What Are We Making?
Where Do We Start?
What’s the Right Design?
Which features are most important?
What do our users want?
Our app is awesome…but for whom?
Define your app.
What It Could Do
What It Could Do
What Matters to Your Users
What’s Important for the App
What It Should Do
Our Example App
Step 1
What could it do?
Feature Ideas

Menu of entrées

Entrée details

Place an order
<table>
<thead>
<tr>
<th>Feature Ideas</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Menu of entrées</td>
<td>Favorites</td>
</tr>
<tr>
<td>Entrée details</td>
<td>Entrée ratings</td>
</tr>
<tr>
<td>Place an order</td>
<td>Quick reordering</td>
</tr>
<tr>
<td>Catering</td>
<td>Loyalty rewards</td>
</tr>
<tr>
<td>Notifications</td>
<td>Feedback link</td>
</tr>
<tr>
<td>Request entrées</td>
<td>Ingredient search</td>
</tr>
<tr>
<td>Schedule delivery</td>
<td>Dietary preferences</td>
</tr>
</tbody>
</table>
Step 2
What are your user’s goals?
You ≠ the User
You ≠ the User
The User ≠ Everyone
Does Our Customer...

Prefer a fresh meal or pre-made items?
Take a long lunch or eat quickly?
Get the same thing every day or try something new?
Eat healthy or get whatever looks good?
Does Our Customer...

Prefer a fresh meal or pre-made items?
Take a long lunch or eat quickly?
Get the same thing every day or try something new?
Eat healthy or get whatever looks good?
Our Customer’s Goals

Enjoy a fresh meal
Eat quickly
Try something new
Make healthy choices
Step 3
What are your app goals?
Our App Goals

Offer a convenient, simple delivery service
Highlight entrées
Make diners happy
Our App Goals

Offer a convenient, simple delivery service
Highlight entrées
Make diners happy
Be profitable
Earn a great ROI
Optimize food costs
Business goals describe results.
App goals describe qualities.
Step 4
What should it do?
Feature Ideas

Menu of entrées
Entrée details
Place an order
Catering
Notifications
Request entrées
Schedule delivery
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Entrée ratings
Quick reordering
Loyalty rewards
Feedback link
Ingredient search
Dietary preferences
Feature Ideas

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What Are We Making?

Menu of entrées
Entrée details
Place an order
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What Are We Making?
Where Do We Start?
What’s the Right Design?
Start with what you know.
Start with what you know.

Messaging app? Conversation.
Start with what you know.

Dating app? Profile screen.
Start with what you know.

Food delivery app? Menu!
Demo

Jonathan Cho
Drawing UI in Keynote
How to Draw UI

Use screenshots as references
Draw some squares and lines
Zoom in and out a lot
Use believable content
## Caffé Macs

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Grilled Mahi Mahi</td>
<td>With mango pico de gallo, paprika oil, and steamed jasmine rice.</td>
</tr>
<tr>
<td>Sweet &amp; Sour Pulled Pork</td>
<td>Braised sweet and sour pork topped with cabbage slaw on a toasted bun.</td>
</tr>
<tr>
<td>Salmon Fillet</td>
<td>Fresh salmon fillet with garlic and cherry tomatoes. Served with ...</td>
</tr>
<tr>
<td>Seafood Linguine</td>
<td>Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ...</td>
</tr>
<tr>
<td>Pizza Con Salametti</td>
<td>Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ...</td>
</tr>
<tr>
<td>Grilled Chicken Breast</td>
<td>With zesty corn, tomato, and pepper salad, served on a bed of steamed ...</td>
</tr>
<tr>
<td>Manhattan Seafood Chowder</td>
<td>With cod, baby clams, shrimp, red potatoes, carrots, and bacon.</td>
</tr>
<tr>
<td>Baja Fish Tacos</td>
<td>Roasted snapper in warm corn tortillas and topped with mango salsa and ...</td>
</tr>
</tbody>
</table>
What Are We Making?
Where Do We Start?
What’s the Right Design?
One idea is not enough.
What could we do differently?
Caffè Macs

Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Salmon Fillet
Fresh salmon fillet with garlic and cherry tomatoes. Served with...

Seafood Linguine
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry ...

Pizza Con Salametti
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, ...

Grilled Chicken Breast
With zesty corn, tomato, and pepper salad, served on a bed of steamed ...

Manhattan Seafood Chowder
With cod, baby clams, shrimp, red potatoes, carrots, and bacon.

Baja Fish Tacos
Roasted snapper in warm corn tortillas and topped with mango salsa and ...
Caffè Macs

Grilled Mahi Mahi $9
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork $9
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Salmon Fillet $10
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.

Seafood Linguine $9
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.

Pizza Con Salametti $9
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.

Grilled Chicken Breast $9
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

Manhattan Seafood Chowder $4
With cod, baby clams, shrimp, red potatoes,
Caffè Macs

Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.
$9

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
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Salmon Fillet
Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
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Seafood Linguine
Ribbon noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
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Pizza Con Salametti
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
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Grilled Chicken Breast
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
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Caffè Macs

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Grilled Chicken Breast $9
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.

Manhattan Seafood Chowder $9
With cod, baby clams, shrimp, red potatoes, carrots,
Caffè Macs

- GRILLED MAHI MAHI
  - $9
- SWEET & SOUR PULLED PORK
  - $9
- SALMON FILLET
  - $10
- SEAFOOD LINGUINE
  - $9
- PIZZA CON SALAMETTI
  - $9
- GRILLED CHICKEN BREAST
  - $9
Caffè Macs

GRILLED MAHI MAHI $9
SWEET & SOUR PULLED PORK $9
SALMON FILLET $10
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PIZZA CON SALAMETTI $9
GRILLED CHICKEN BREAST $9
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

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Fresh salmon fillet with garlic and cherry tomatoes. Served with steamed rice.
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Grilled Mahi Mahi
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$9
Iterate

Layout
Typography
Proportions
Information density
Opposites and extremes
Navigation
How well does it serve the goals?
How well does it serve the goals?
Does it include the right information?
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Is it intuitive?
How well does it serve the goals?
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J

Caffè Macs

Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.
$9

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
$9

Salmon Fillet
Fresh salmon filet with garlic and cherry tomatoes. Served with steamed rice.
$10

K

Caffè Macs

Grilled Mahi Mahi
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Seafood Linguine
Ribbons noodle pasta with shrimp, calamari, asparagus, and cherry tomatoes.
$9

Pizza Con Salametti
Tomato sauce, mozzarella cheese, roasted cherry tomatoes, salami, and basil.
$9

Grilled Chicken Breast
With zesty corn, tomato, and pepper salad, served on a bed of steamed jasmine rice.
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Grilled Mahi Mahi
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Criteria

How well does it serve the goals?
Does it include the right information?
Is it intuitive?
Does it feel right?
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
Grilled Mahi Mahi
With mango pico de gallo and a side of creamy jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
A workflow is the set of steps it takes to complete a task.
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
Sweet & Sour Pulled Pork
$9

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich
Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.
Cal 688, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

Barbeque sauce
Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.
Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

Coleslaw
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.
Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

Total nutrition facts
Cal 831, Fat 26g, Carbs 80g, Sugar 24g, Protein 66g, Fiber 6g
Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich
Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

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Barbeque sauce
Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

Coleslaw
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g
Your order is being prepared!

You ordered:
Sweet & Sour Pulled Pork

Estimated delivery time is:
15 minutes
Menu

Caffè Macs

Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

$9

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

$9

Entree Details

Caffè Macs

Details

Grilled Mahi Mahi

With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Order

Confirmation

Your order is being prepared!

You ordered:
Sweet & Sour Pulled Pork

Estimated delivery time is: 15 minutes
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pulled pork topped with cabbage slaw on a toasted bun.
Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

**Sandwich**
Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 688, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

**Barbeque sauce**
Contains: ketchup, Worcestershire sauce (fish), Bragg’s liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

**Coleslaw**
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g

Add to Cart
Sweet & Sour Pulled Pork

Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

**Sandwich**
Contains: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Cal 668, Fat 18g, Carbs 58g, Sugar 7g, Protein 65g, Fiber 3g

**Barbeque sauce**
Contains: ketchup, Worcestershire sauce (fish), Bragg's liquid aminos (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Cal 60, Fat 0g, Carbs 14g, Sugar 12g, Protein 0g, Fiber 0g

**Coleslaw**
Contains: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, distilled vinegar, salt, and pepper.

Cal 103, Fat 8g, Carbs 8g, Sugar 5g, Protein 1g, Fiber 2g
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<th>ORDER INFORMATION</th>
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<tbody>
<tr>
<td>Sweet &amp; Sour Pulled Pork</td>
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<tr>
<td>Sales Tax:</td>
<td>$0.68</td>
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<td>$2.00</td>
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<td><strong>Total:</strong></td>
<td><strong>$11.68</strong></td>
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<table>
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<tr>
<td><strong>Location:</strong></td>
<td>Infinite Loop 1 3rd fl, #4023</td>
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</tbody>
</table>
Your order is being prepared!

Estimated delivery time is: 15 minutes

Delivery location:
Infinite Loop 1
3rd fl, #4023
Menu

Caffé Macs

Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Order Entree Details

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Sandwich
Comprised: never-ever beef brisket, dill pickle chips, onions, carrots, celery, beef stock, white bun (gluten), bay leaves, cumin, chili powder, smoked paprika, vegetables stock, garlic, smoked salt, and pepper.

Barbeque sauce
Comprised: ketchup, Worcestershire sauce (fish), Bragg’s liquid amino (soy), apple cider vinegar, molasses, brown sugar, onion powder, garlic powder, onions, garlic, smoked paprika, salt, and pepper.

Coleslaw
Comprised: green cabbage, red cabbage, carrots, mayonnaise (soybean and egg), celery seeds, organic cane sugar, yellow mustard, dill pickled vinegar, salt, and pepper.

Order Confirmation

Your order is being prepared!

Order Summary

Details
Summary

ORDER INFORMATION

Sweet & Sour Pulled Pork
$9.00
Sales Tax:
$0.68
Delivery Fee:
$2.00
Total:
$11.68

DELIVERY INFORMATION

When: Now
Location: Infinite Loop 1

Place Order

Estimated delivery time is:
15 minutes

Delivery location:
Infinite Loop 1
3rd fl, #4023
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork $11.68 ORDER

ORDER DETAILS

Sweet & Sour Pulled Pork $8.99
Sales Tax: $0.68
Delivery Fee: $2.00
Total: $11.68

DELIVERY INFORMATION
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.
Grilled Mahi Mahi
With mango pico de gallo, paprika oil, and steamed jasmine rice.

Sweet & Sour Pulled Pork
Braised sweet and sour pork topped with cabbage slaw on a toasted bun.

Your order is being prepared! 15 min
Summary
Good design is not easy.
What Are We Making?

Define your audience and their goals
Define your app goals
Focus on features that best serve the goals
Where Do We Start?

Just start drawing
Design what you know
Try Keynote!
What’s The Right Design?

Iterate, iterate, iterate
Critique your ideas to find the best one
Does it feel right?
Good design is not easy.
Good design is not easy.
But it’s worth it.
More Information

https://developer.apple.com/wwdc16/805
<table>
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<tr>
<th>Related Sessions</th>
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<td>Inclusive App Design</td>
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<td>Tuesday 10:00AM</td>
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<td>Designing for tvOS</td>
<td>Presidio</td>
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<tr>
<td>Typography and Fonts</td>
<td>Presidio</td>
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