Designing for Apple Watch

Session 802

Mike Stern User Experience Evangelist

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Mon
8

Sat, Apr 25
10:10
Project recap
2 PM – 3:30 PM
Family movie night
7:15 PM – 9 PM
Sun, Apr 26
Workout

Sat, Apr 25
10:10
Project recap
2 PM – 3:30 PM
Family movie night
7:15 PM – 9 PM
Sun, Apr 26
Workout

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!

TAPTIC
ENGINE

TAPTIC
ENGINE

NYC 1:09
72°
MON 9
12:00PM LUNCH WITH KEN

NYC 1:09
72°
MON 9
12:00PM LUNCH WITH KEN

10:09 AM
100%
1 of 1
0:29
-3:43
Boys Latin
a Bear — Panda Bear Meets the Grim Reaper (Bonus Mr
Repeat
Create
Shuffle
0:22
10:09
Boys Latin
Panda Bear

Off
HDR Auto
SLO-MO
VIDEO
PHOTO
SQUARE
PANO
3s

Mon
8

Three Themes

Personal Communication

Mon
8

Mon
8

Jamie

Jamie

Jamie

Jamie

Personal Communication

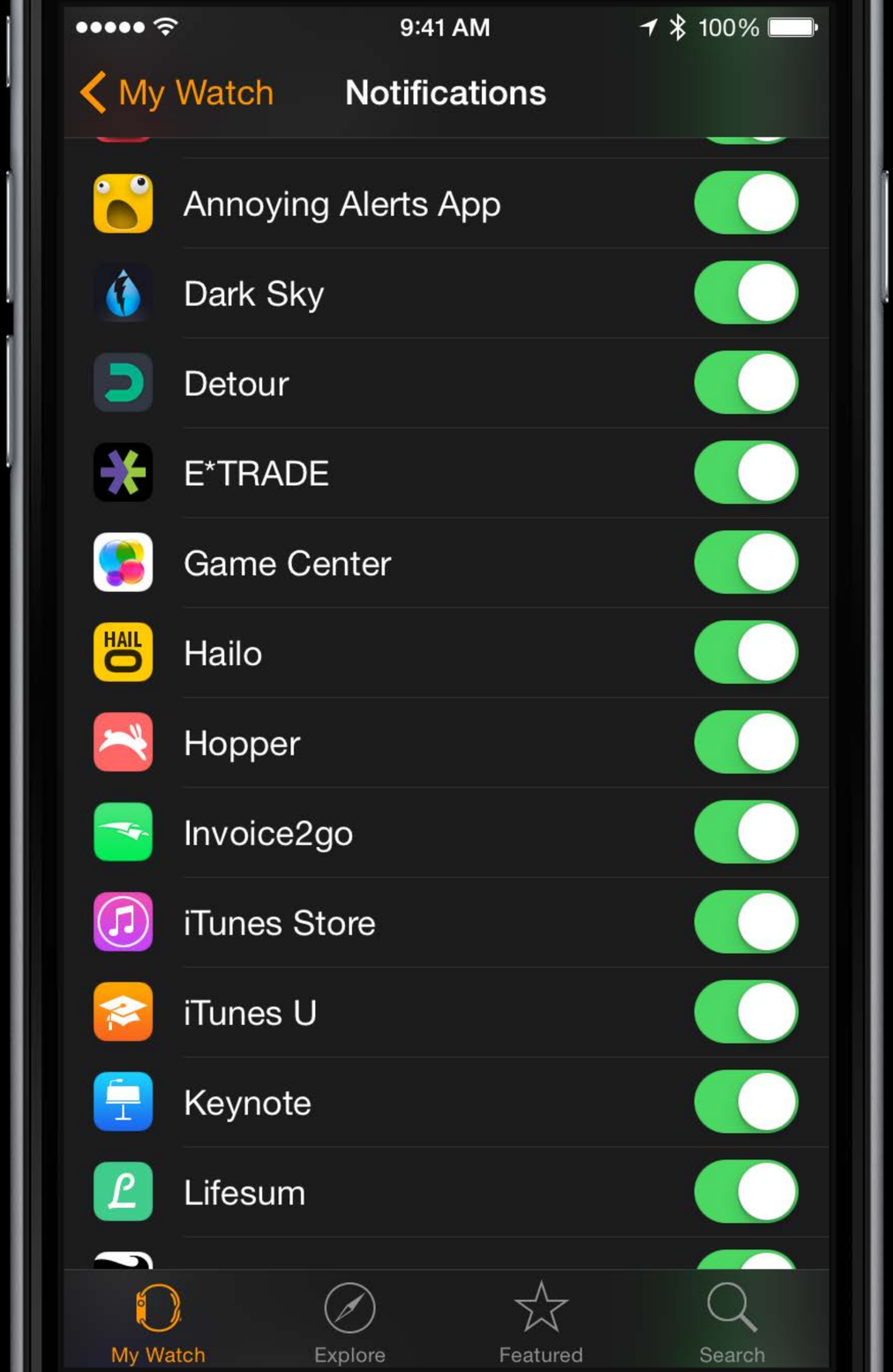
Personal Communication

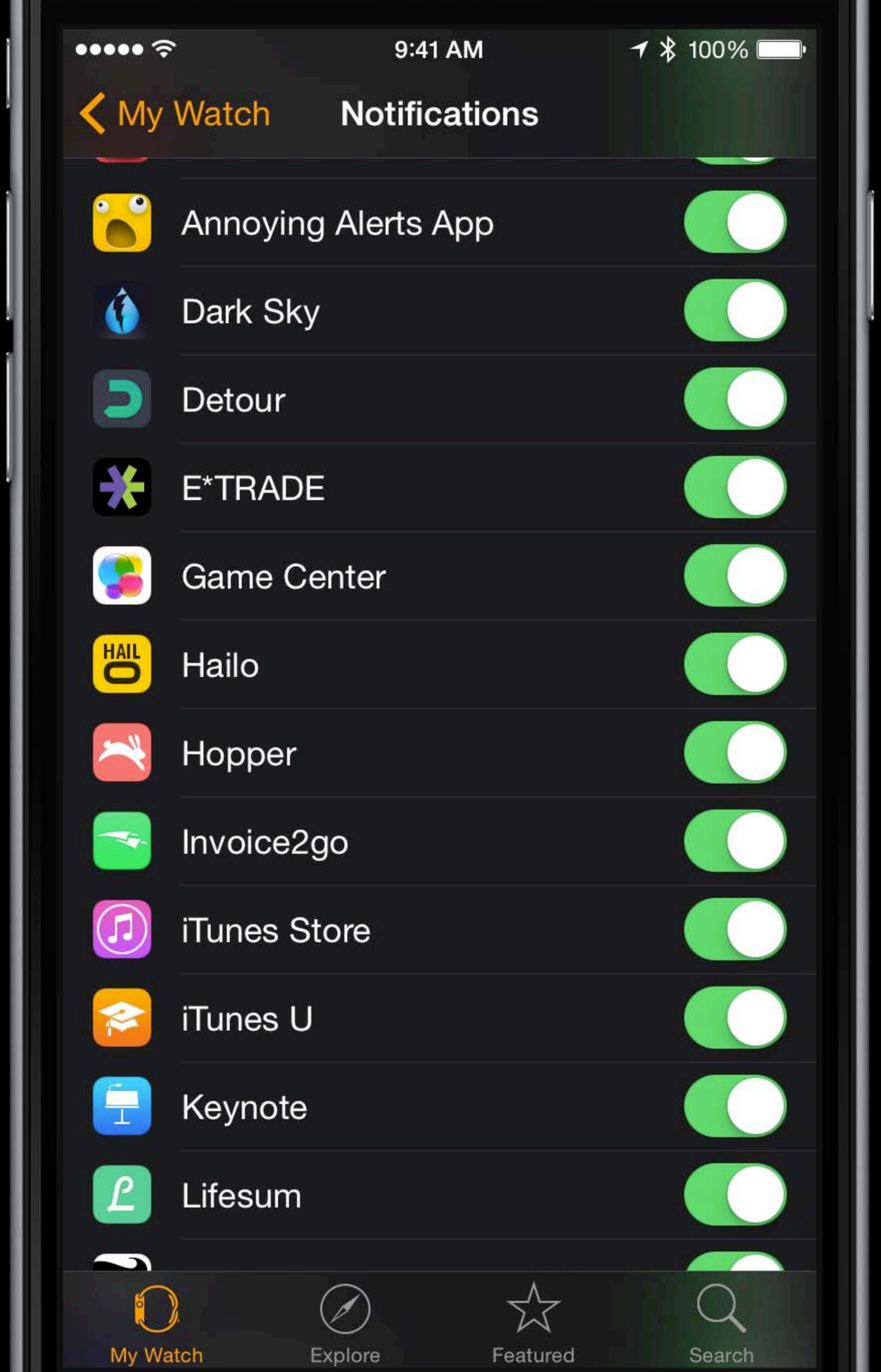
Personal Communication

Be considerate

Mon
9

Mon
9


9:41 AM
100%
My Watch
Notifications
Annoying Alerts App
Dark Sky
Detour
E*TRADE
Game Center
Hailo
Hopper
Invoice2go
iTunes Store
iTunes U
Keynote
Lifesum
My Watch
Explore
Featured
Search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100%
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Lifesum
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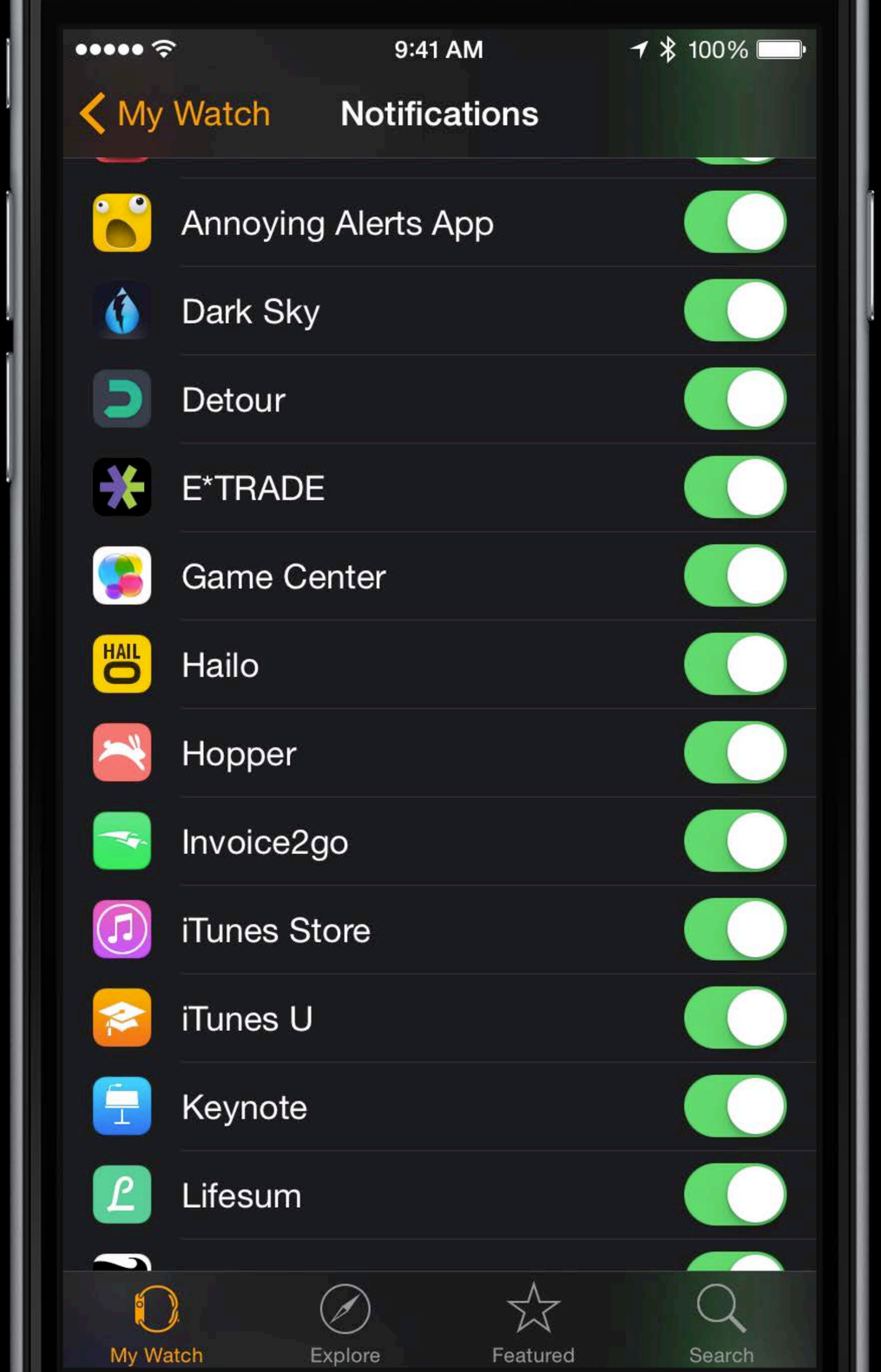
Explore
Featured
Search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100%
My Watch
Notifications
Annoying Alerts App
Dark Sky
Detour
E*TRADE
Game Center
Hailo
Hopper
Invoice2go
iTunes Store
iTunes U
Keynote
Lifesum
My Watch
Explore
Featured
Search

Personal Communication

Be considerate

Personal Communication

Be considerate

Keep it relevant

10:09
CNN
CNN
Story of major political, social or cultural importance.
Dismiss

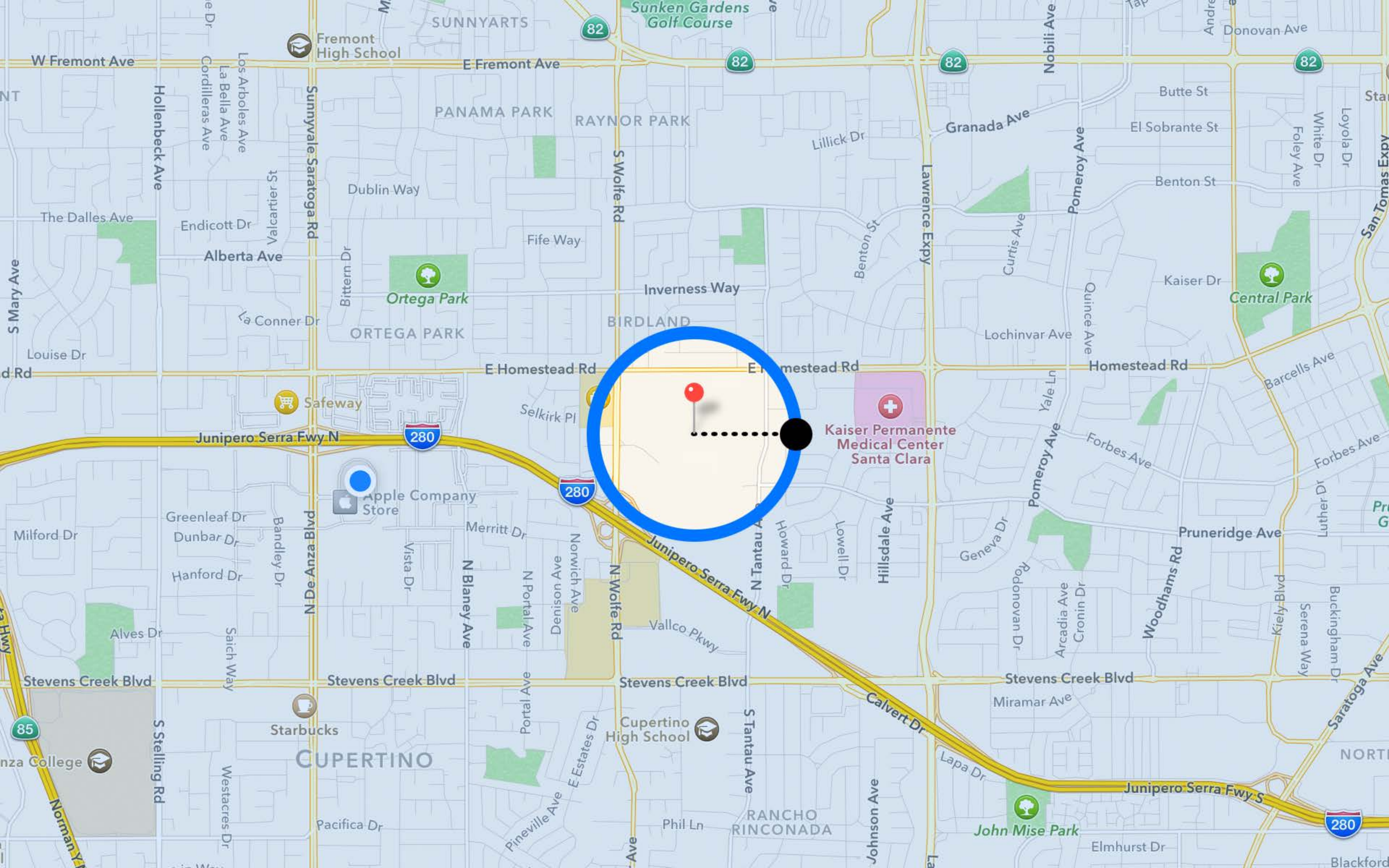
Context Is Important

Location and Time

Location and Time

Location and Time

Invoice2go
10:09
Clock In
42h
TOTAL WORK TIME



Sunken Gardens Golf Course
SUNNYARTS
Fremont High School
W Fremont Ave
E Fremont Ave
82
Donovan Ave
Nobili Ave
Butte St
El Sobrante St
Granada Ave
Lillick Dr
PANAMA PARK
RAYNOR PARK
Hollenbeck Ave
Cordilleras Ave
La Bella Ave
Los Arboles Ave
Sunnyvale Saratoga Rd
S Wolfe Rd
Lawrence Expy
Pomeroy Ave
Benton St
Foley Ave
White Dr
Loyola Dr
San Tomas Expy
Dublin Way
The Dalles Ave
Endicott Dr
Valcartier St
Alberta Ave
Fife Way
Benton St
Curtis Ave
Kaiser Dr
Central Park
Bittern Dr
Ortega Park
Inverness Way
S Mary Ave
La Conner Dr
ORTEGA PARK
BIRDLAND
Quince Ave
Lochinvar Ave
Louise Dr
E Homestead Rd
Homestead Rd
Barcells Ave
Safeway
Selkirk Pl
Yale Ln
Kaiser Permanente Medical Center Santa Clara
Junipero Serra Fwy N
280
Forbes Ave
Apple Company Store
Greenleaf Dr
Dunbar Dr
Milford Dr
Bandley Dr
N De Anza Blvd
Merritt Dr
Vista Dr
N Blaney Ave
N Portal Ave
Denison Ave
Norwich Ave
N Wolfe Rd
N Tantau Ave
Howard Dr
Lowell Dr
Hillsdale Ave
Geneva Dr
Pruneridge Ave
Luther Dr
Hanford Dr
Rodonovan Dr
Arcadia Ave
Cronin Dr
Woodhams Rd
Kiely Blvd
Serena Way
Buckingham Dr
Alves Dr
Saich Way
Vallco Pkwy
Stevens Creek Blvd
Stevens Creek Blvd
Stevens Creek Blvd
Stevens Creek Blvd
Miramar Ave
Saratoga Ave
Calvert Dr
85
Starbucks
Portal Ave
E Estates Dr
Cupertino High School
S Tantau Ave
S Stelling Rd
CUPERTINO
Westacres Dr
Lapa Dr
Junipero Serra Fwy S
Norman Y
Pacifica Dr
Pineville Ave
Phil Ln
RANCHO RINCONADA
Johnson Ave
John Mise Park
Elmhurst Dr
Blackford

10:09
INVOICE2GO
You're at:
Apple Campus 2

You're at:
Apple Campus 2
Clock in

Location and Time

Location and Time

10:09
AMERICAN
Departing Soon
AA164 Boards
3 hours
Gate 57
Leave now for your

Personal Communication

Be considerate

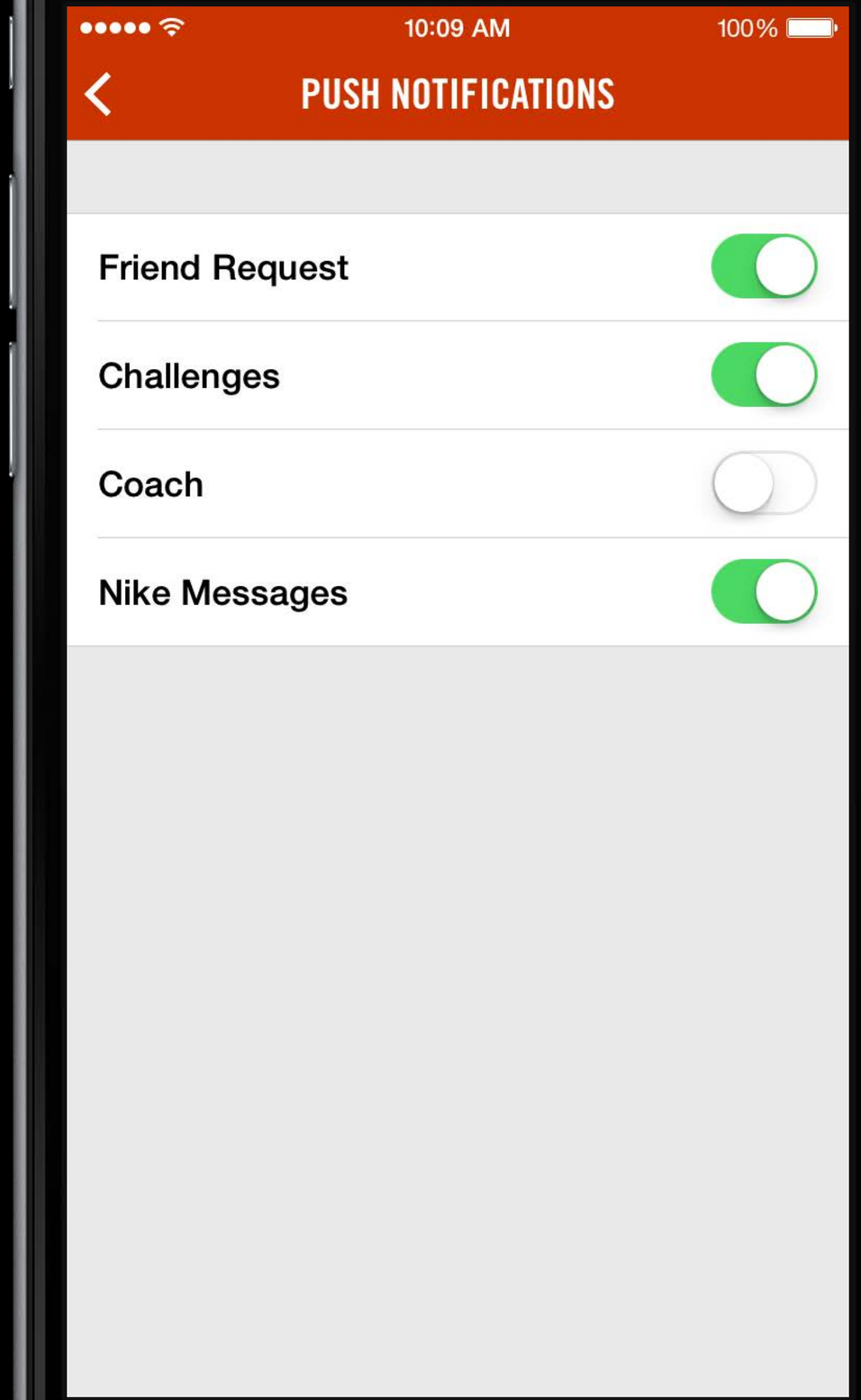
Keep it relevant

Personal Communication

Be considerate

Keep it relevant

Pay attention


10:09 AM
100%
PUSH NOTIFICATIONS
Friend Request
Challenges
Coach
Nike Messages

Explicit User Preferences

Implicit User Preferences

Mon
8

Workout
10:09
Outdoor Walk
Outdoor Run
Outdoor Cycle
Indoor Walk

Workout
10:09
Outdoor Walk
Outdoor Run
Outdoor Cycle
Indoor Walk

Workout
10:09
Outdoor Walk
Outdoor Run
Outdoor Cycle
Indoor Walk

Workout
10:09
Outdoor Walk
Outdoor Run
Outdoor Cycle
Indoor Walk

Workout
10:09
0
SET CALORIES
Start

Workout
10:09
0
SET CALORIES
Start

Workout
10:09
OPEN
NO GOAL
Start

Workout
10:09
OPEN
NO GOAL
Start

Workout
10:09
Outdoor Run
Last: 3.12 Miles
June 10, 2015
Outdoor Walk
Outdoor Cycle

First Time

Second Time

Workout
10:09
Outdoor Run
Last: 0 Feet
May 26, 2015
Outdoor Walk
Outdoor Cycle

Workout
10:09
Outdoor Run
Last: 0 Feet
May 26, 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

Jody Akana 10:09
Tartine Bakery
Great, thanks. Are you already there?
00:12

Jody Akana 10:09
Tartine Bakery
Great, thanks. Are you already there?
00:12

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

Analog
10:09
60
5
10
15
20
25
30
35
40
45
50
55
00:00.00

Analog
10:09
60
5
10
15
20
25
30
35
40
45
50
55
00:00.00

Analog
10:09
60
5
10
15
20
25
30
35
40
45
50
55
00:00.00

Analog
10:09
00:00
Analog
Digital
00:00
Graph
Hybrid

Weather

Calendar

Messages

Using Menus

Focus on information and content

Quick access

Messages
10:09
Rachel Roth
How’s it going?
10:05 AM
Kik, Danny & Daya...
Can’t wait to get up...
10:03 AM
3
Kim Kilgo
Yes!
9:48 AM

Messages
10:09
Rachel Roth
How’s it going?
10:05 AM
Kik, Danny & Daya...
Can’t wait to get up...
10:03 AM
3
Kim Kilgo
Yes!
9:48 AM

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 3

Kim Kilgo
Yes!
9:48 AM

Mom & Dad
Call you in a few min...
9:20 AM

Ivy, Kim, Fritz
Perfect.
8:00 AM 3

Rachel, John, & Ja...
Not sure. What if we...
7:20 AM 3

Pickle & Gesso
Bring home treats pl...
Yesterday 2

Gregg, Aled, Gary
Can you send the c...
Yesterday 3

Steve Lemay
What happens when...
Yesterday

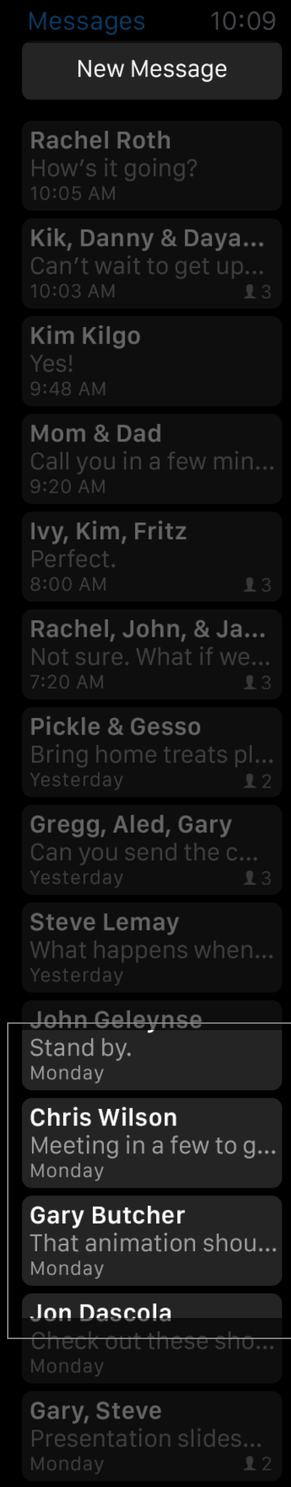
John Geleynse
Stand by.
Monday

Chris Wilson
Meeting in a few to g...
Monday

Gary Butcher
That animation shou...
Monday

Jon Dascola
Check out these sho...
Monday

Gary, Steve
Presentation slides...
Monday 2



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
3

Messages
10:09
Rachel, John
LOL
Monday
Rachel, Steve, Nat...
This is going to be...
Monday
3
New Message

Change Move Goal

Activity 10:09

ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

TOTAL DISTANCE
1.83 MI

Move 10:09

392 calories

Exercise 10:09

19 minutes

Stand 10:09

8 hours

Activity 10:09

ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

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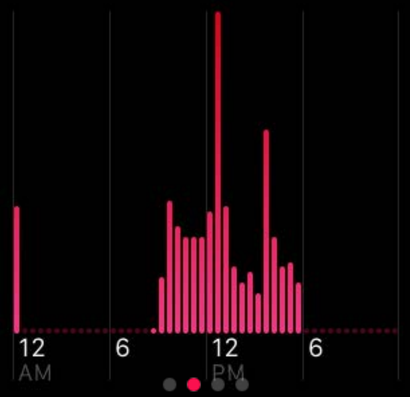
Move 10:09

392 calories

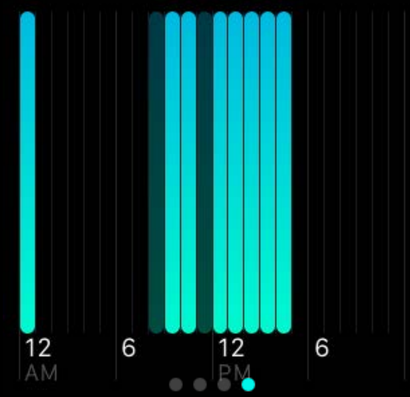


Exercise 10:09

19 minutes

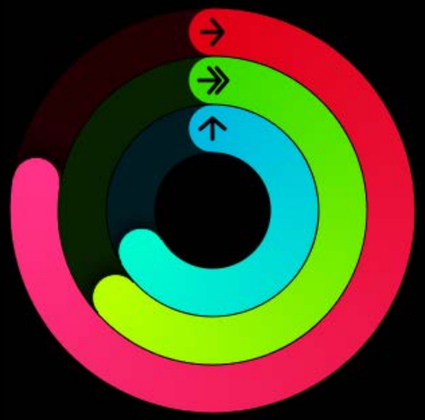
Stand 10:09

8 hours



Swipe → Swipe → Swipe → Swipe →

Activity 10:09



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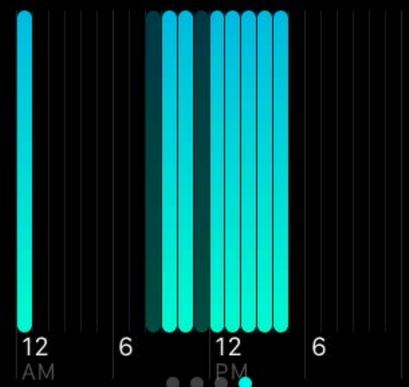
19 minutes

Stand 10:09

8 hours



Controls 10:09

Change Move Goal

Using Menus

Focus on information and content

Quick access

Avoids redundancy

Activity 10:09

ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

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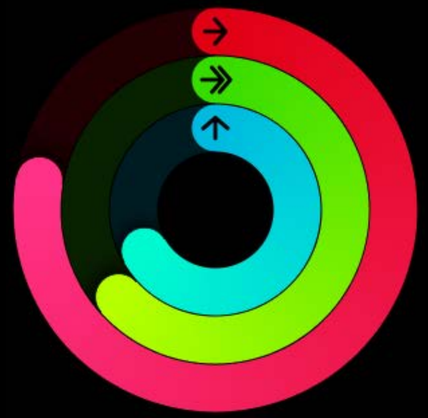
Activity 10:09



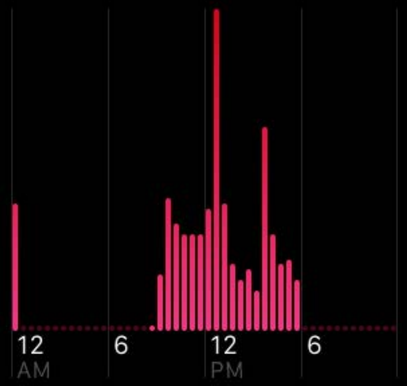
ACTIVE CALORIES
392 CAL

TOTAL STEPS
3,503

TOTAL DISTANCE
1.83 MI

Move 10:09

392 calories

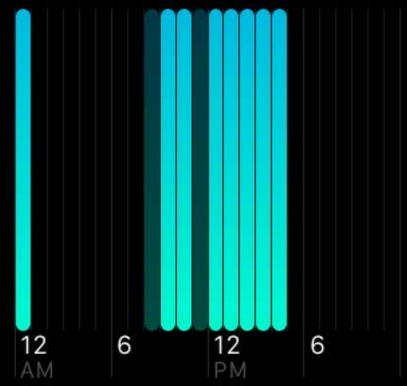


Exercise 10:09

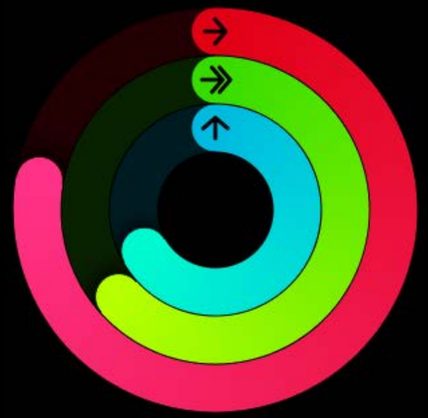
19 minutes

Stand 10:09

8 hours



Activity 10:09



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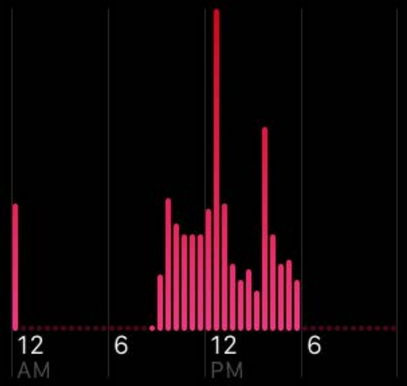
3,503

TOTAL DISTANCE
1.83 MI

Change Move Goal

Move 10:09

392 calories



Change Move Goal

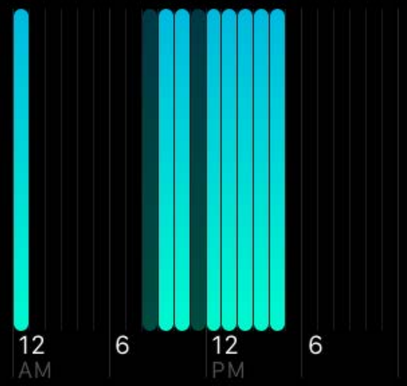
Exercise 10:09

19 minutes

Change Move Goal

Stand 10:09

8 hours



Change Move Goal

Using Menus

Focus on information and content

Quick access

Avoids redundancy

Contextual actions

Change Move Goal

New Message

Reply
Details
Send Location

Using Menus

Focus on information and content

Quick access

Avoids redundancy

Contextual actions

View mode preferences

Analog
10:09
60
5
10
15
20
25
30
35
40
45
50
55
00:00.00

Analog
10:09
60
5
10
15
20
25
30
35
40
45
50
55
00:00.00

Today
10:09
10
Keynote
11

Today
10:09
10
Keynote
11

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
Outdoor Run
Workout

Summary
10:09
AVG HEART RATE
133BPM
Save
Discard

Voicemail
10:09
(408) 996-1010
June 10, 2015, 4:50PM
Cupertino, CA
0:17

Voicemail
10:09
(408) 996-1010
June 10, 2015, 4:50PM
Cupertino, CA
0:17

Voicemail
10:09
(408) 996-1010
June 10, 2015, 4:50PM
Cupertino, CA
0:17

Voicemail
10:09
(408) 996-1010
June 10, 2015, 4:50PM
Cupertino, CA
0:17

Holistic Design

Blurring the boundary

Force Touch

Holistic Design

Blurring the boundary

Force Touch

Digital Crown

Sat, Apr 25
10:10
Project recap
2 PM – 3:30 PM
Family movie night
7:15 PM – 9 PM
Sun, Apr 26
Workout

Sat, Apr 25
10:10
Project recap
2 PM – 3:30 PM
Family movie night
7:15 PM – 9 PM
Sun, Apr 26
Workout

AAPL
10:09
Apple Inc.
132.54
+1.15 (+0.88%)
LOW
131.40
HIGH
132.97

AAPL
10:09
Apple Inc.
132.54
+1.15 (+0.88%)
LOW
131.40
HIGH
132.97
133
131
10
12
2
1D
1W
1M
6M
OPEN
131.65

10 DAY FORECAST

TODAY		75	54
TUE		75	52
WED		79	54
THU		81	54

Exercise
10:09
19
OF 30 MINS
19 minutes
12
AM
6
12
PM
6

watchOS

Stack
10:09

Stack
10:09

DAY
JAN
FEB
14
15
16
1984
1985
1986
OK
Skip

DAY
JAN
FEB
14
15
16
1984
1985
1986
OK
Skip

Sequence
10:09
RATING

Sequence
10:09
RATING

11
0
1
10
2
9
0
:
00
3
HR
MIN
8
4
7
6
5
Reset
Start

11
0
1
10
2
9
0
:
00
3
HR
MIN
8
4
7
6
5
Reset
Start

DAY
JAN
FEB
23
24
25
1983
1984
1985
OK
Skip

Cancel
Pick a day:
1
2
3

Outline

Outline

11
0
1
10
2
9
0
:
00
3
HR
MIN
8
4
7
6
5
Reset
Start

11
0
1
10
2
9
0
:
00
3
HR
MIN
8
4
7
6
5
Reset
Start

Cancel
10:09
Change your daily
Move goal
520
CALORIES
Update

Cancel
10:09
Change your daily
Move goal
520
CALORIES
Update

OFF
10:09

OFF
10:09

OFF
10:09

MONTH
SEP
OCT
NOV
14
15
16
1984
1985
1986
OK
Skip

MONTH
SEP
OCT
NOV
14
15
16
1984
1985
1986
OK
Skip

OFF
10:09

OFF
10:09

OFF
10:09

Holistic Design

Blurring the boundary

Force Touch

Digital Crown

Holistic Design

Blurring the boundary

Force Touch

Digital Crown

Taptic Engine

TAPTIC
ENGINE

TAPTIC
ENGINE

Haptic and Auditory Feedback

Haptic and Auditory Feedback

Notification

Direction Up

Direction Down

Success

Failure

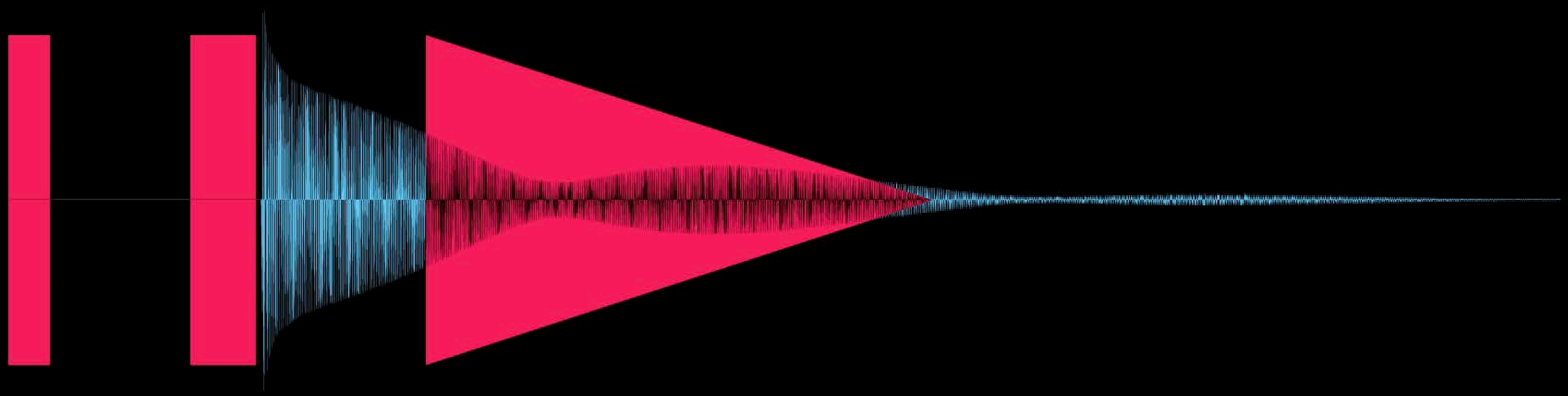
Retry

Start

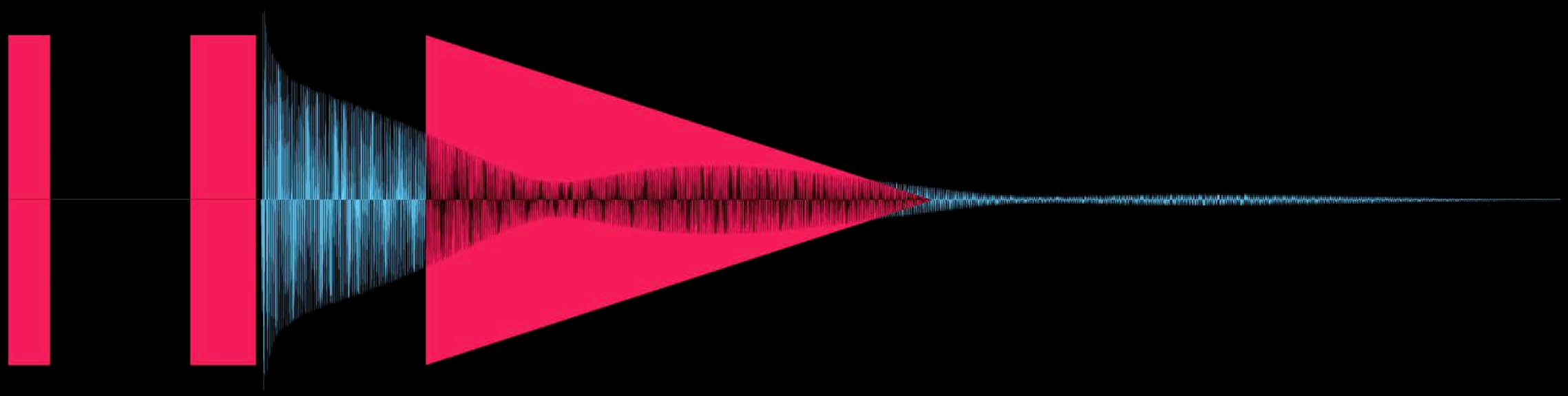
Stop

Click

Notification



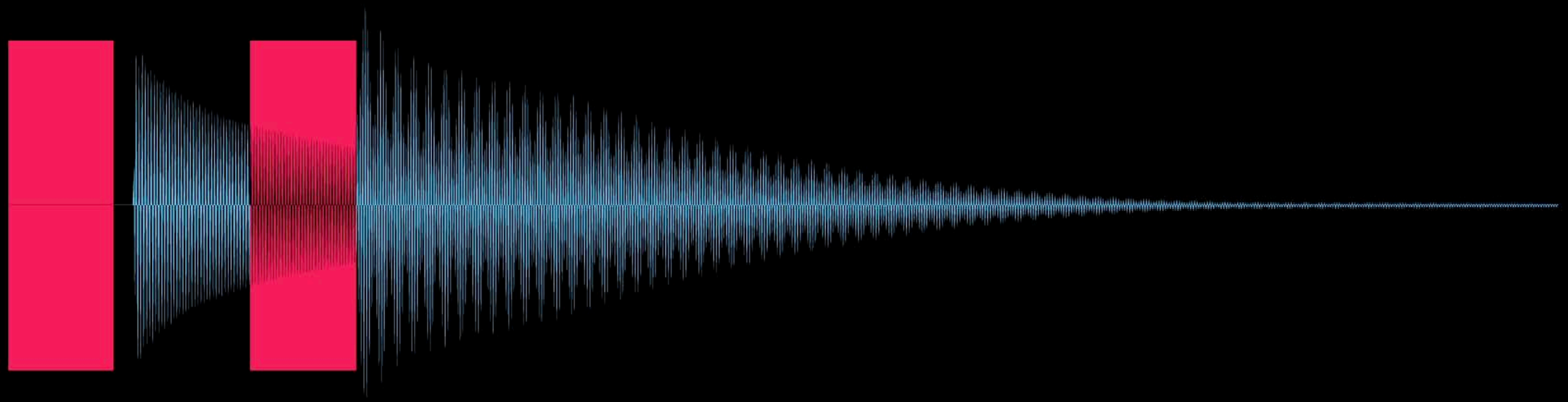
Notification



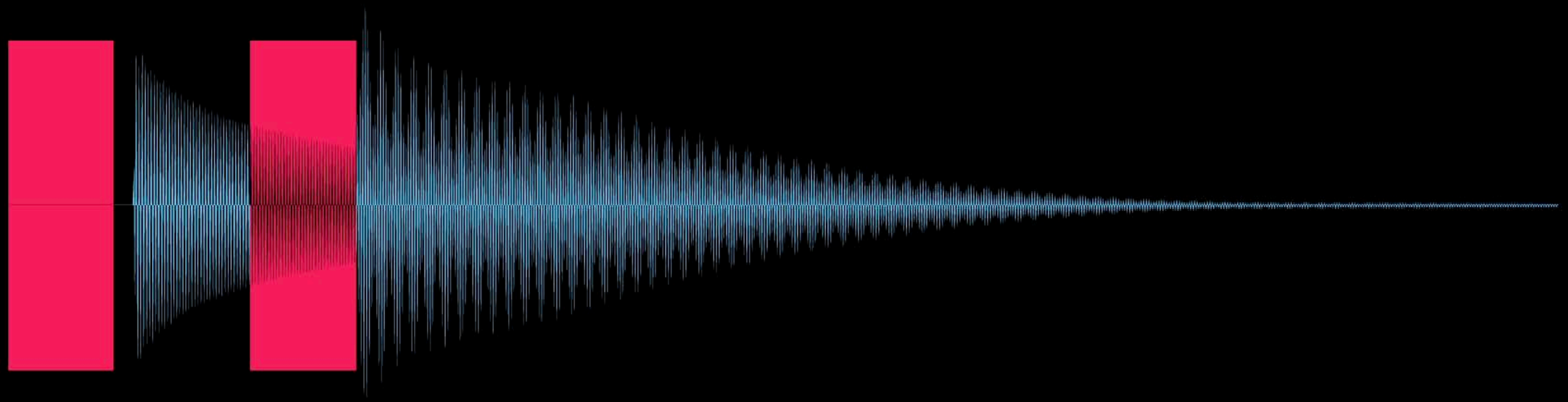
3

3

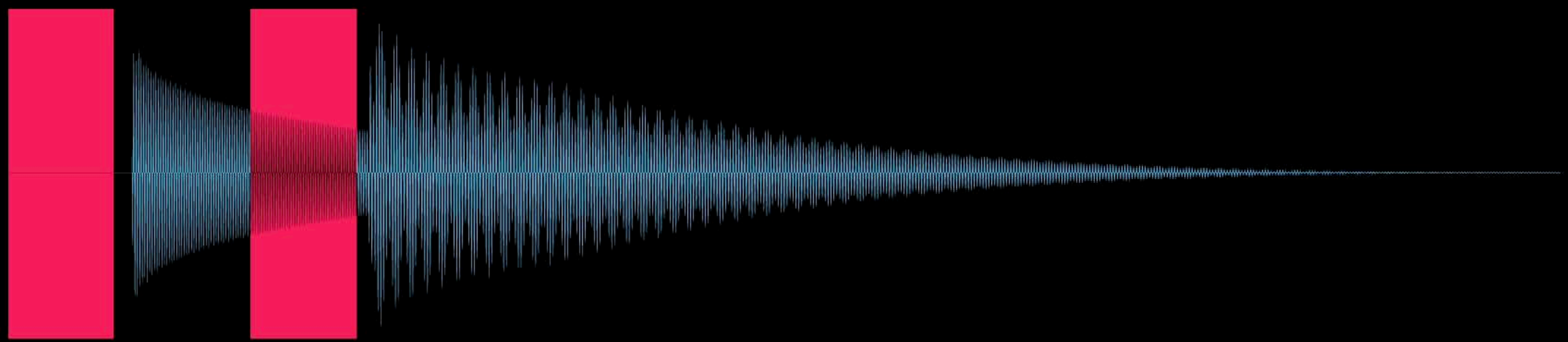
Direction Up



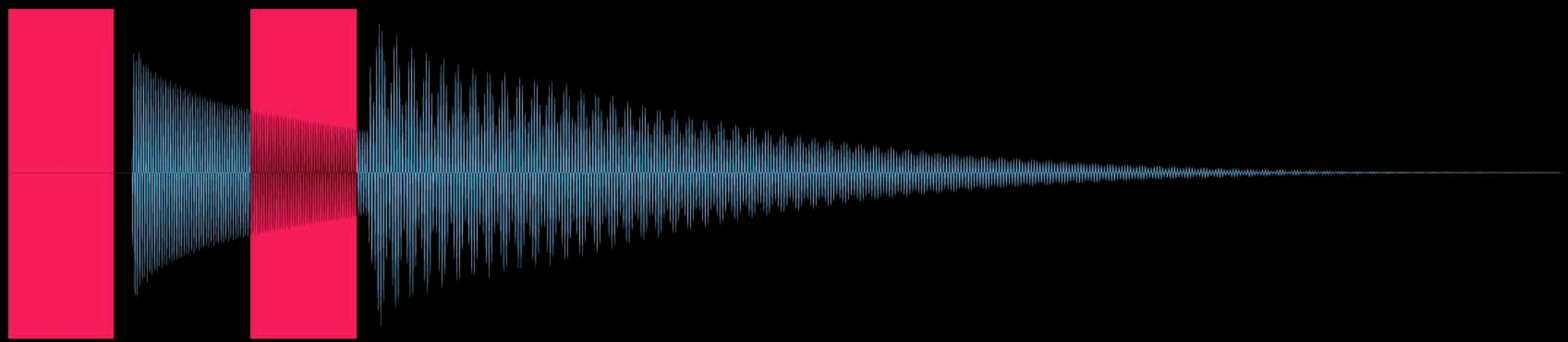
Direction Up



Direction Down



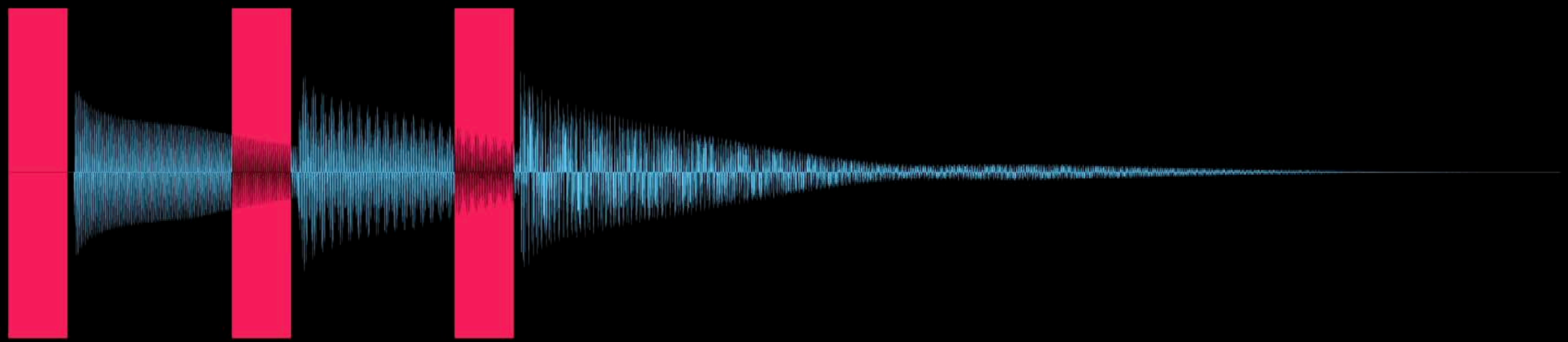
Direction Down



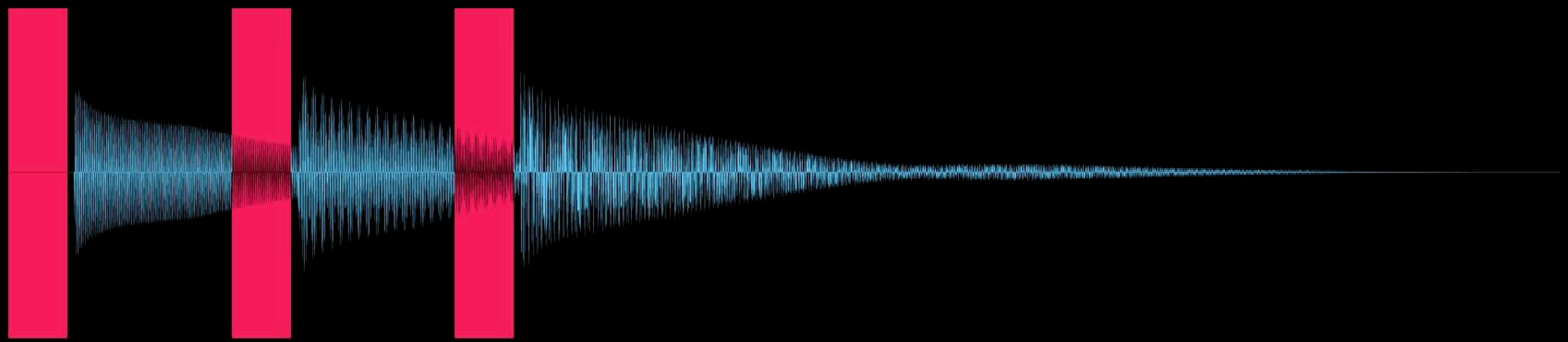
Level 3
Level 2
Level 1

Level 3
Level 2
Level 1

Success



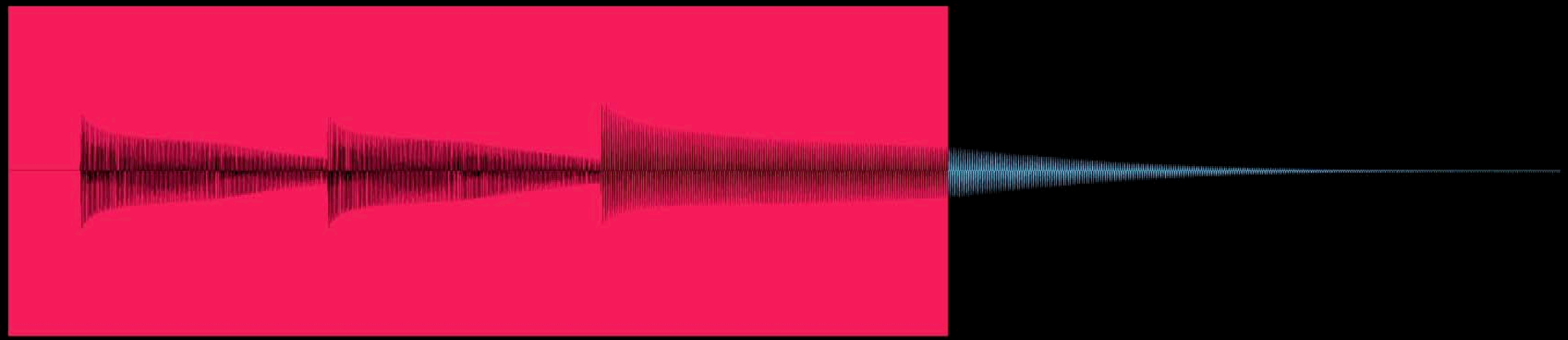
Success



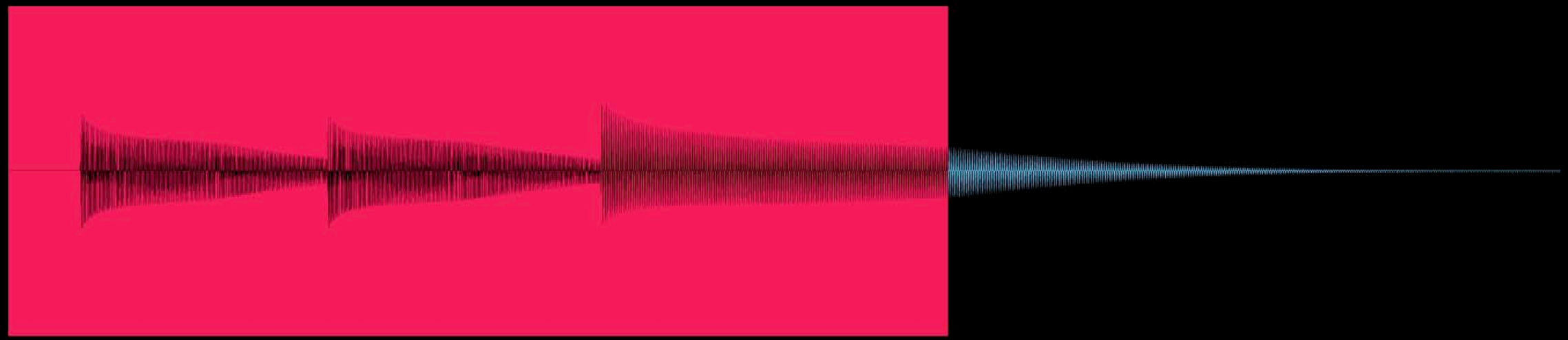
MESSAGE
Haptic feedback is super awesome!
Send Message

MESSAGE
Haptic feedback is super awesome!
Send Message

Failure



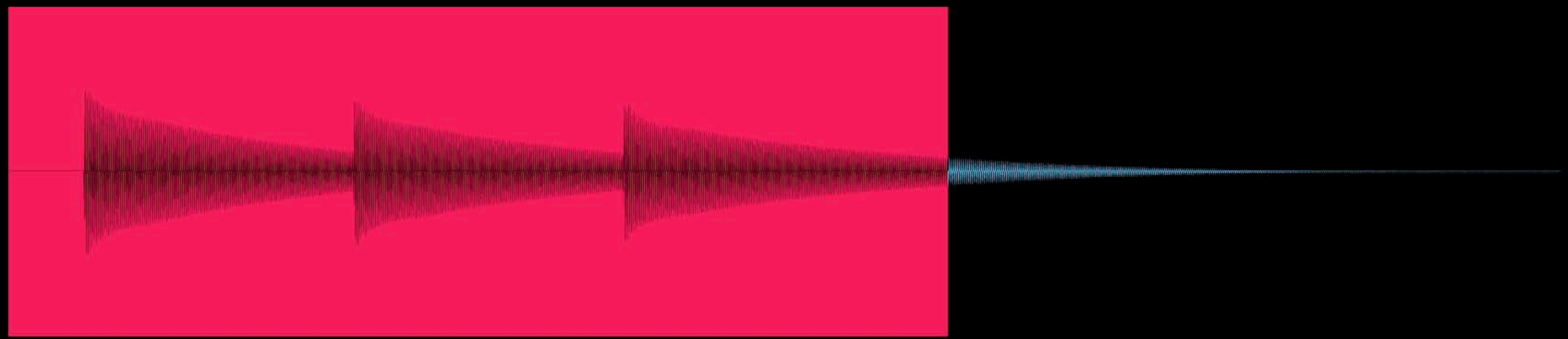
Failure



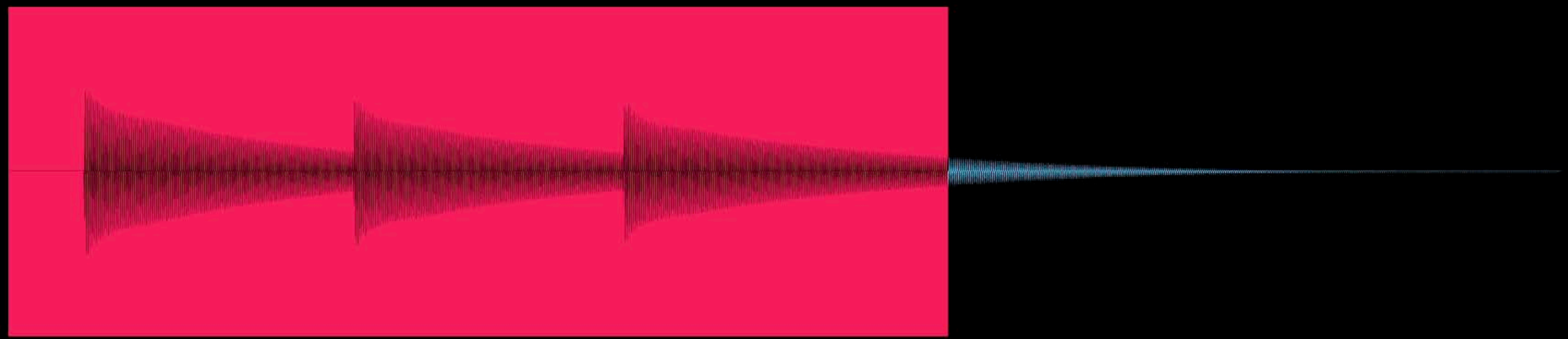
MESSAGE
Haptic feedback is super awesome!
Send Message

MESSAGE
Haptic feedback is super awesome!
Send Message

Retry



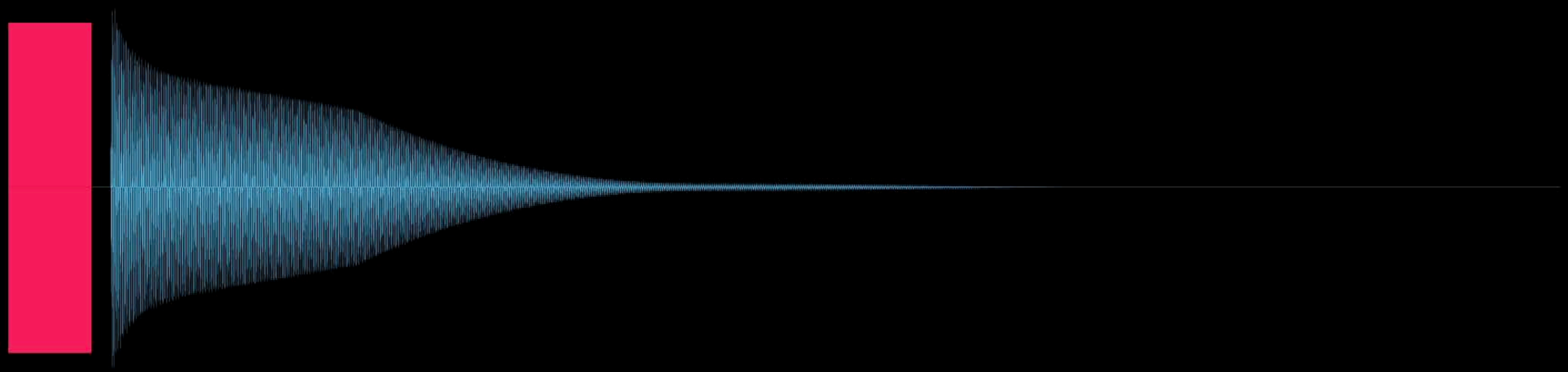
Retry



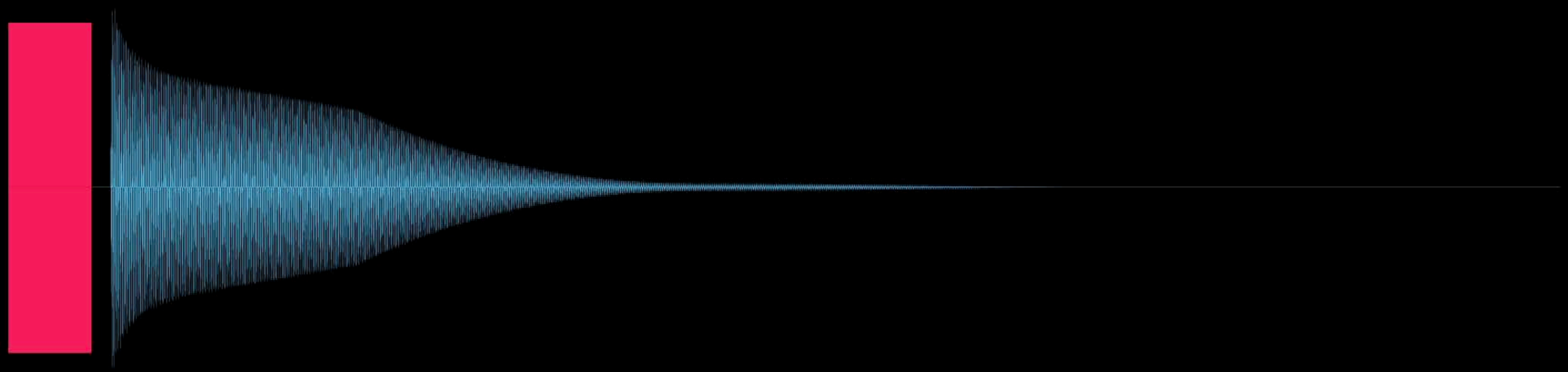
MESSAGE
Haptic feedback is super awesome!
Send Message

MESSAGE
Haptic feedback is super awesome!
Send Message

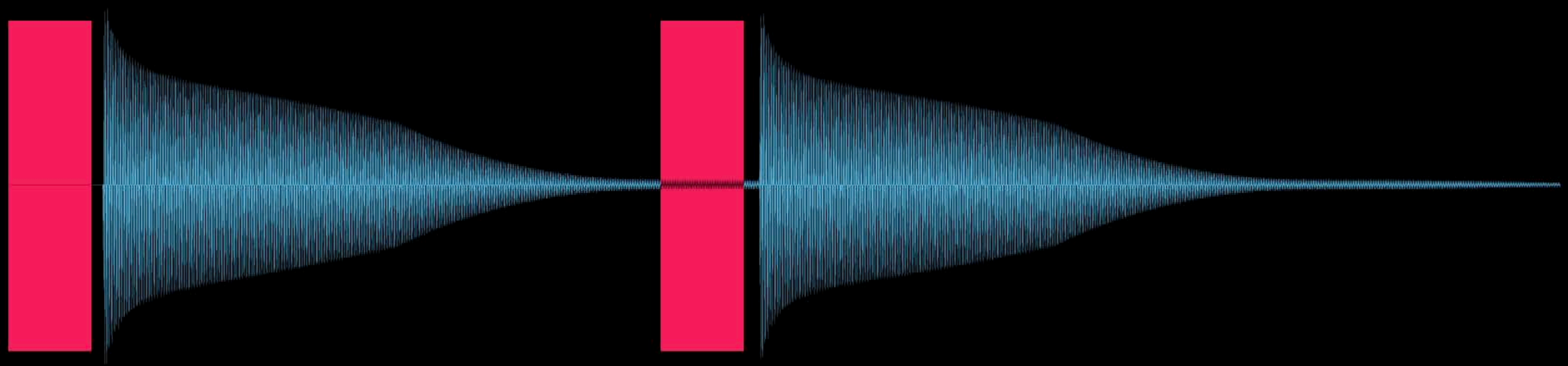
Start



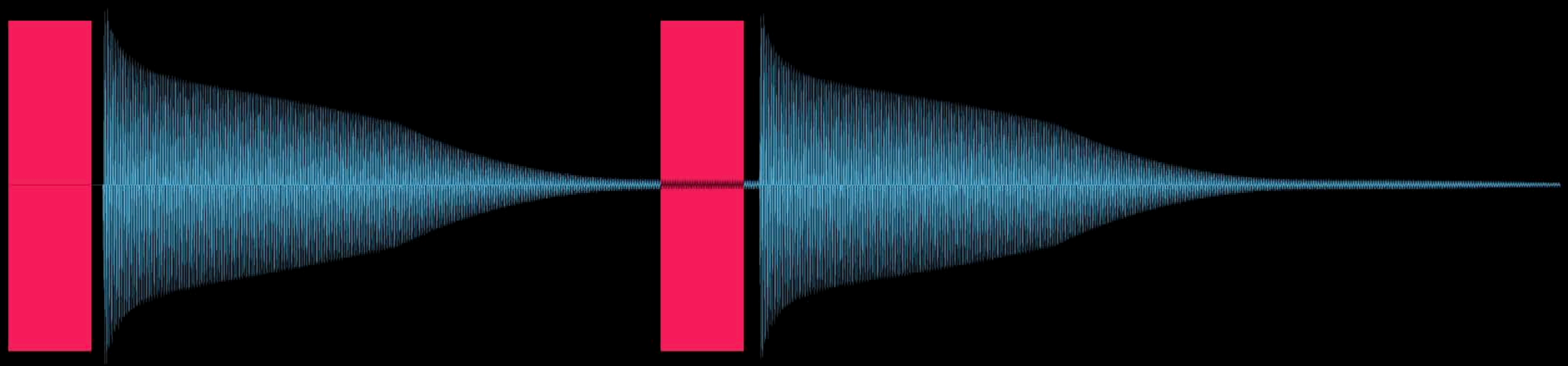
Start



Stop



Stop



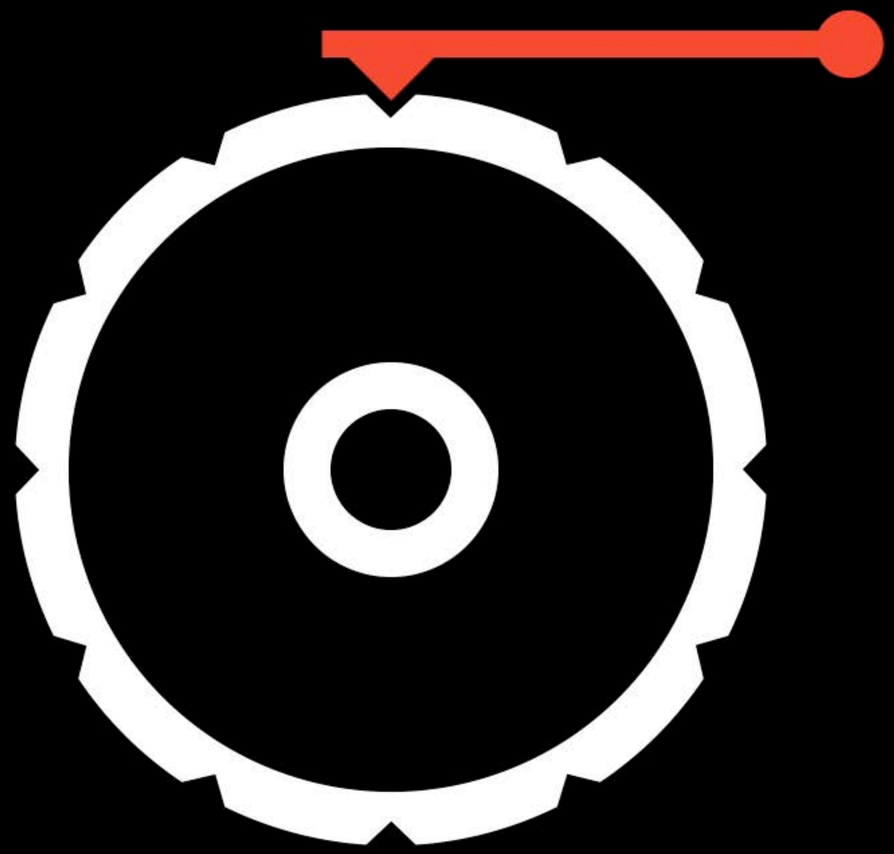
Stopped
0.0
Start

Stopped
0.0
Start

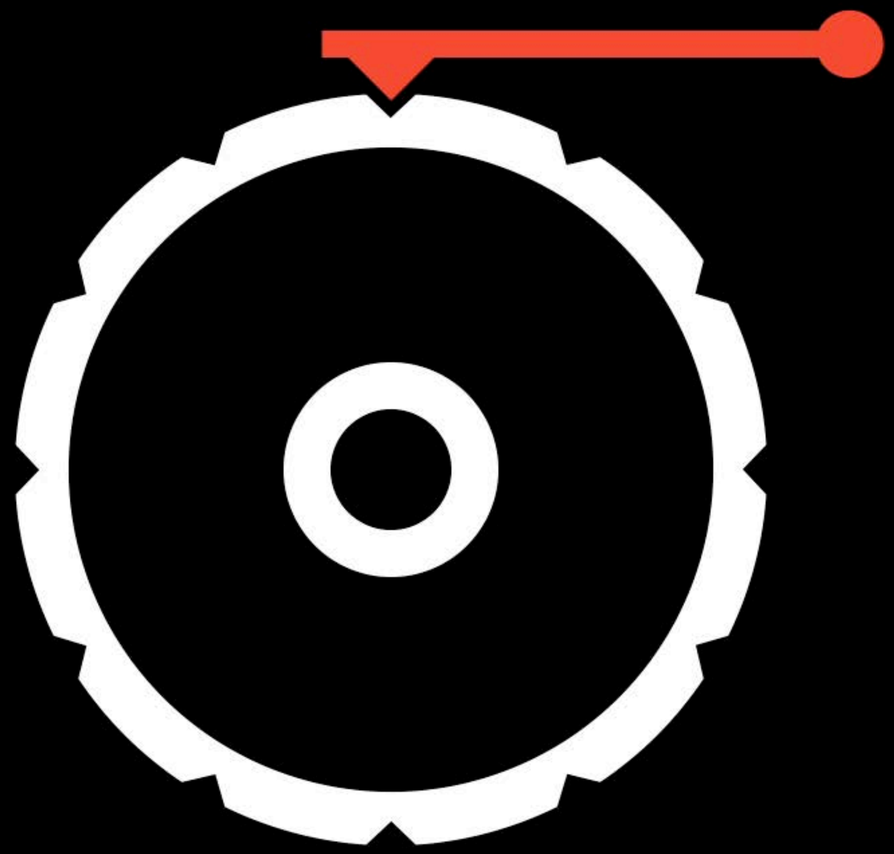
Click

Click

Click



Click



0

0

0

Click Click Click Click Click

0

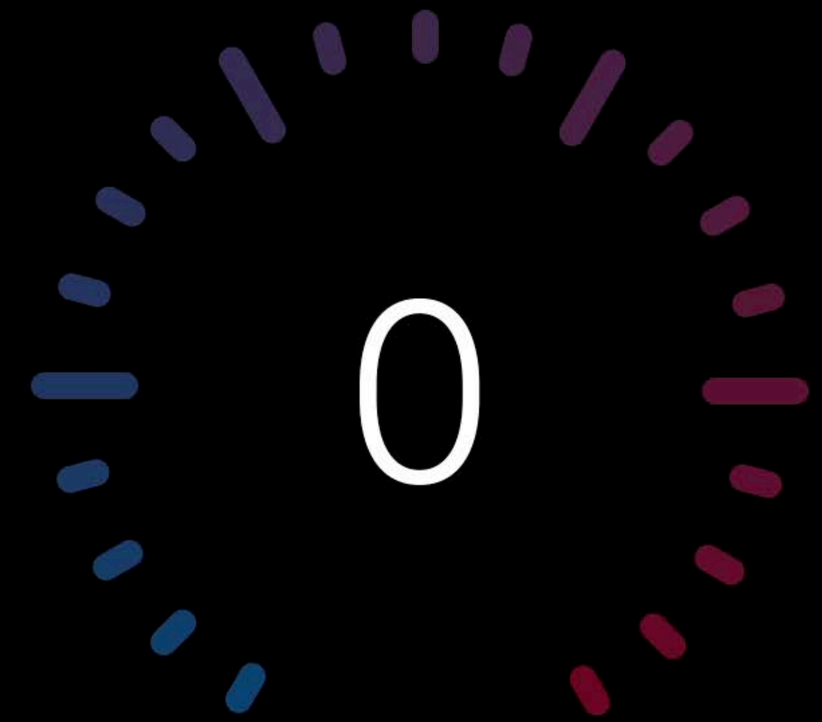
Click Click Click Click Click

0

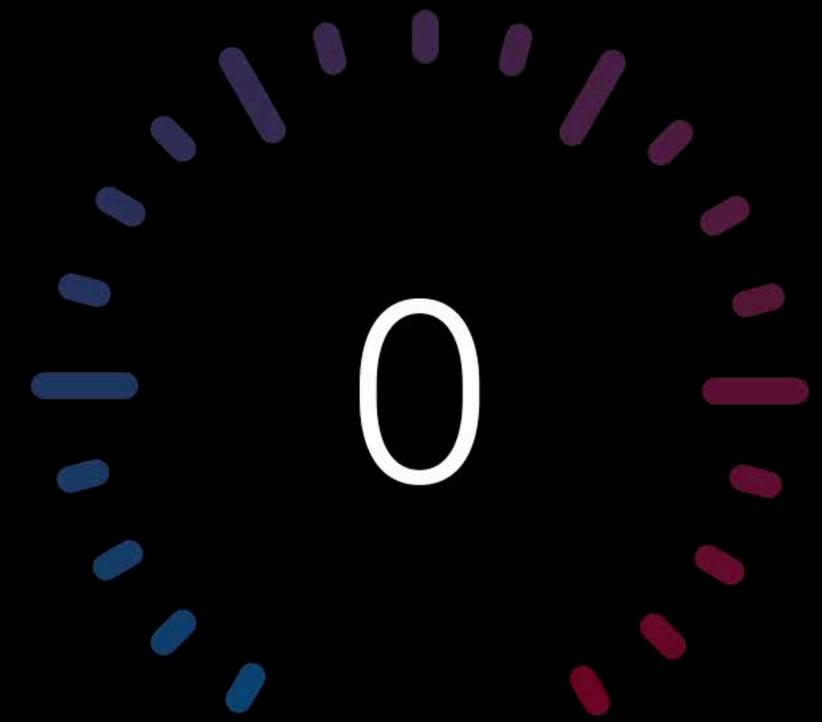
Click Click Click Click Click

0

Click Click Click Click Click



Cl Cl Cl Cl Click



Cl Cl Cl Cl Click

0

Click

Click

0

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

0.0

Seconds

0.0

Seconds

Focus

Glances

10:09
8

10:09
8

64°
Cupertino
Cloudy
H:73 L:55

64°
Cupertino
Cloudy
H:73 L:55

64°
Cupertino
Cloudy
H:73 L:55

64°
Cupertino
Cloudy
H:73 L:55

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

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

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

73°
Cupertino
Partly Cloudy
H:81 L:54

Glance Templates

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

1234.5
Label
123
52 x 52
Label
Label
Label
73°
Cupertino
Partly Cloudy
H:81 L:54
138 x 15
Here are two lines
of body copy.
Label
138 x 28

73°
Cupertino
Partly Cloudy
H:81 L:54

three
copy

56

Here are two lines
of body copy.

1234.56

1234.56

Footer

1234.56

1234.56

Here are two lines
of body copy.

Footer

123

1234.56

Label

Footer

123

123

Footer

12

Label

Upper

Body 3

Here’s what three lines of body copy looks like.

Body 1 – Medium

Label
1234.56

Body 1 - Large

Label
1234.56

Medium - Body 1

1234.56
Label

Large - Body 1

1234.5
Label

Extra Large

123

Group Left Large

52 x 52
Label
Label
Label

Group - Body 2

138 x 15
Here are two lines of body copy.

Body 1 - Group

Label
138 x 28

Group

138 x 104

Group - Body 1

138 x 33.5
Label

Group Left Small

33.5 x 33.5
Label
Label
Label

Lower

Body 6

When you need to input a good amount of data; here’s what six lines of body copy looks like.
Footer

Large - Body 4

1234.56
If you need some room, here’s what four lines of body copy looks like.
Footer

Body 1 - Large - Body 3

Label
1234.56
Here’s what three lines of body copy looks like.
Footer

Body 2 - Large - Body 2

Here are two lines of body copy.
1234.56
Here are two lines of body copy.
Footer

Body 3 - Large - Body 1

Here’s what three lines of body copy looks like.
1234.56
Label
Footer

Body 2 - Large - Large

Here are two lines of body copy.
1234.56
1234.56
Footer

Large - Large - Body 2

1234.56
1234.56
Here are two lines of body copy.
Footer

Extra Large - Body 3

123
Here’s what three lines of body copy looks like.
Footer

Extra Large - Large - Body 1

123
1234.56
Label
Footer

Extra Large - Extra Large

123
123
Footer

Extra Large - Body 1 - Group

123
Label
156 x 39.5

Large - Body 2 - Group

1234.56
Here are two lines of body copy.
156 x 39.5

Body 4 - Group

If you need some room, here’s what four lines of body copy looks like.
156 x 39.5

Large - Large - Group

1234.56
1234.56
156 x 39.5

Large - Body 1 - Group

1234.56
Label
156 x 58

Large – Group

1234.56
156 x 76.5

Body 1 - Group

Label
156 x 95

Group

156 x 113.5

Group - Body 1

156 x 83.5
Label
Footer

Group - Body 2

156 x 65
Here are two lines of body copy.
Footer

Group - Body 3

156 x 46.5
Here’s what three lines of body copy looks like.
Footer

Group - Body 4

156 x 28
If you need some room, here’s what four lines of body copy looks like.
Footer

Group - Large - Body 2

156 x 28
1234.56
Here are two lines of body copy.
Footer

Group - Large - Large

156 x 28
1234.56
1234.56
Footer

73°
Cupertino
Partly Cloudy
H:81 L:54

73°
Cupertino
Partly Cloudy
H:81 L:54

Notifications

Mon
9

Mon
9

Thu
12
Gary’s Birthday
INVITATION

Thu
12
Gary’s Birthday
INVITATION

Be Concise

Wed
10
5:03
CALENDAR
33 minutes ago
Designing for
Apple Watch, Part 1
When
Today
4:30 PM to 5:30 PM

Wed
10
5:03
CALENDAR
33 minutes ago
Designing for
Apple Watch, Part 1
When
Today
4:30 PM to 5:30 PM

Wed
10
5:03
CALENDAR
33 minutes ago
Designing for
Apple Watch, Part 1
When
Today
4:30 PM to 5:30 PM

10
CALENDAR
33 minutes ago
Designing for
Apple Watch, Part 1
When
Today
4:30 PM to 5:30 PM

Wed
10
5:03
CALENDAR
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?

10:09
LIFESUM
WATER REMINDER
Great work staying
active today! Drink

Interactive Notifications

Triage

CNN

Apps

Apple Watch is NOT an iPhone

Keep Apps Lightweight

Keep Apps Lightweight

Complement the companion app

Focus on the Essentials

Quick and Convenient

10:09 AM
100%
Spinach & Quinoa Patties in a Bowl
Gluten free, Whole grain

SUMMARY | INGREDIENTS | STEP BY STEP

PREPARATION

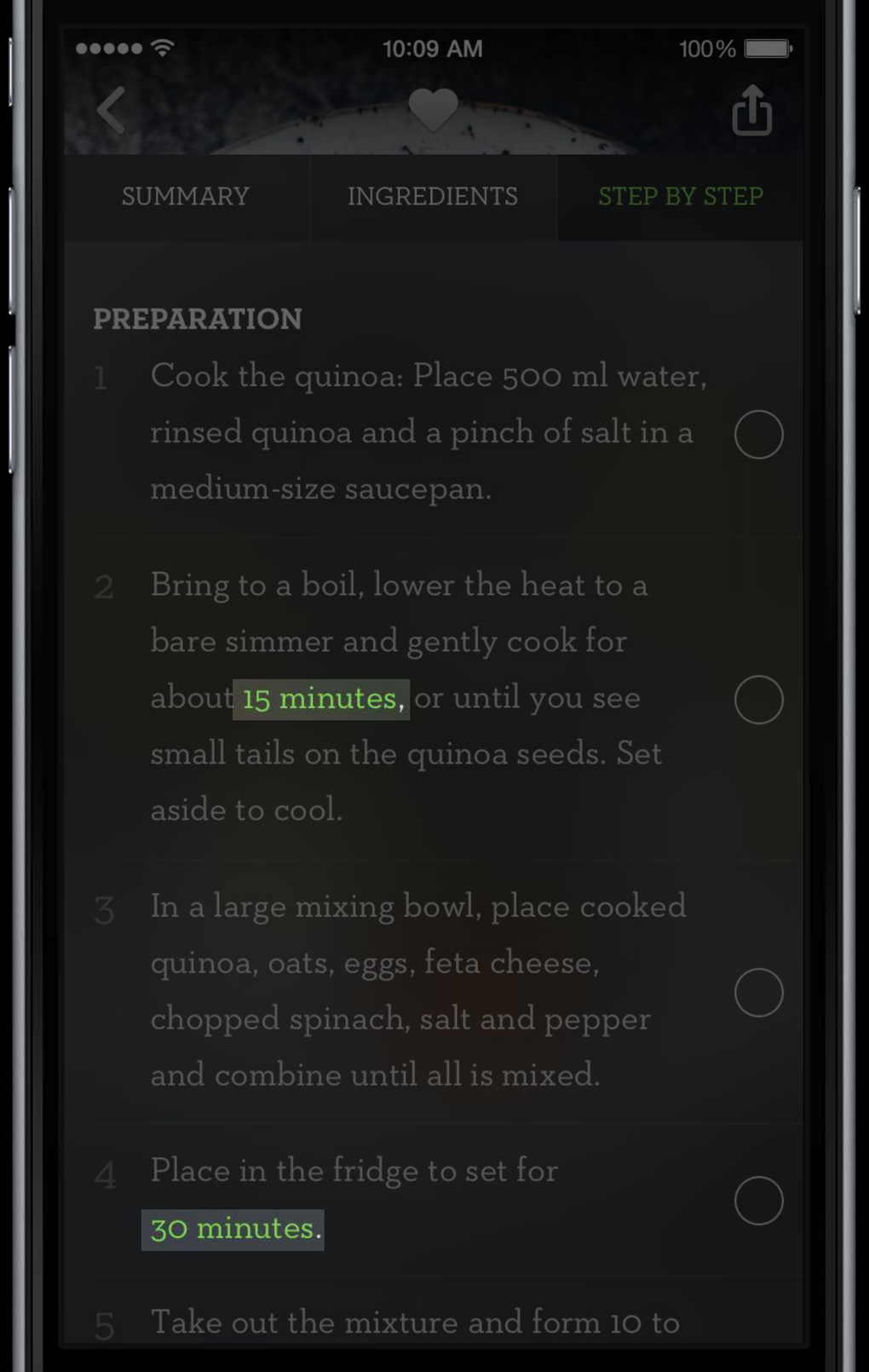
1 Cook the quinoa: Place 500 ml water, rinsed quinoa and a pinch of salt in a medium-size saucepan.

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


10:09 AM
100%
SUMMARY
INGREDIENTS
STEP BY STEP
PREPARATION
1 Cook the quinoa: Place 500 ml water, rinsed quinoa and a pinch of salt in a medium-size saucepan.
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4 Place in the fridge to set for 30 minutes.
5 Take out the mixture and form 10 to

Recipes
10:09
TIME REMAINING
14m 59s
Spinach & Quinoa
Patties in a Bowl

Recipes
10:09
TIME REMAINING
14m 59s
Spinach & Quinoa
Patties in a Bowl

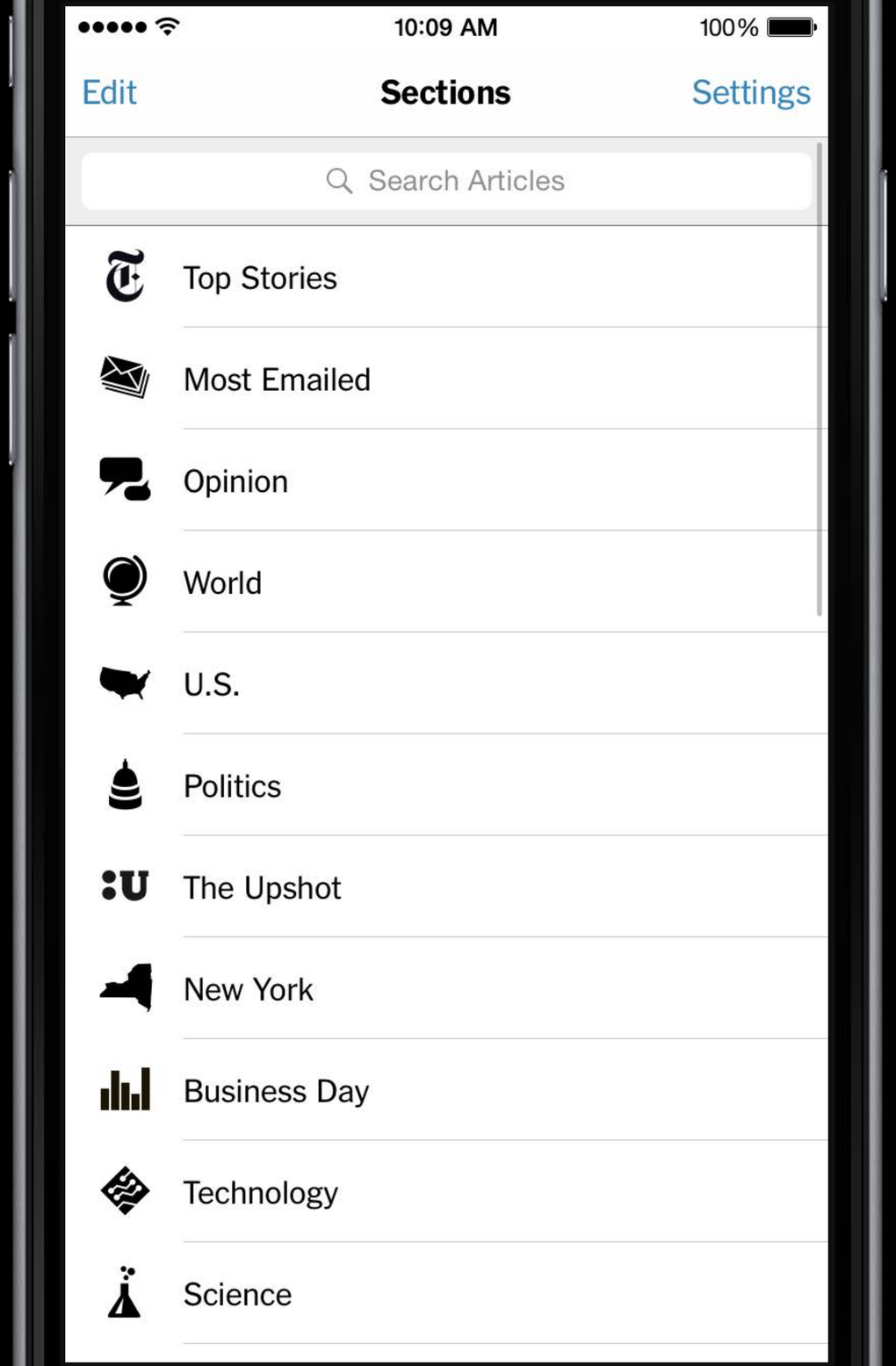
RICH PEDRONCELLI/ASSOCIATED PRESS

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.


10:09 AM
100%
Edit
Sections
Settings
Search Articles
Top Stories
Most Emailed
Opinion
World
U.S.
Politics
The Upshot
New York
Business Day
Technology
Science

NYTimes
10:09
DEVELOPING
Flooding has brought Houston to a near-standstill.

NYTimes
10:09
DEVELOPING
Flooding has brought Houston to a near-standstill.

NYTimes
10:09
Office policies for women like part-time schedules and maternity leave often backfire. ▾

NYTimes
10:09
Office policies for women like part-time schedules and maternity leave often backfire. ▾

0.0

Seconds

0.0

Seconds

Save for Later

Keep Apps Lightweight

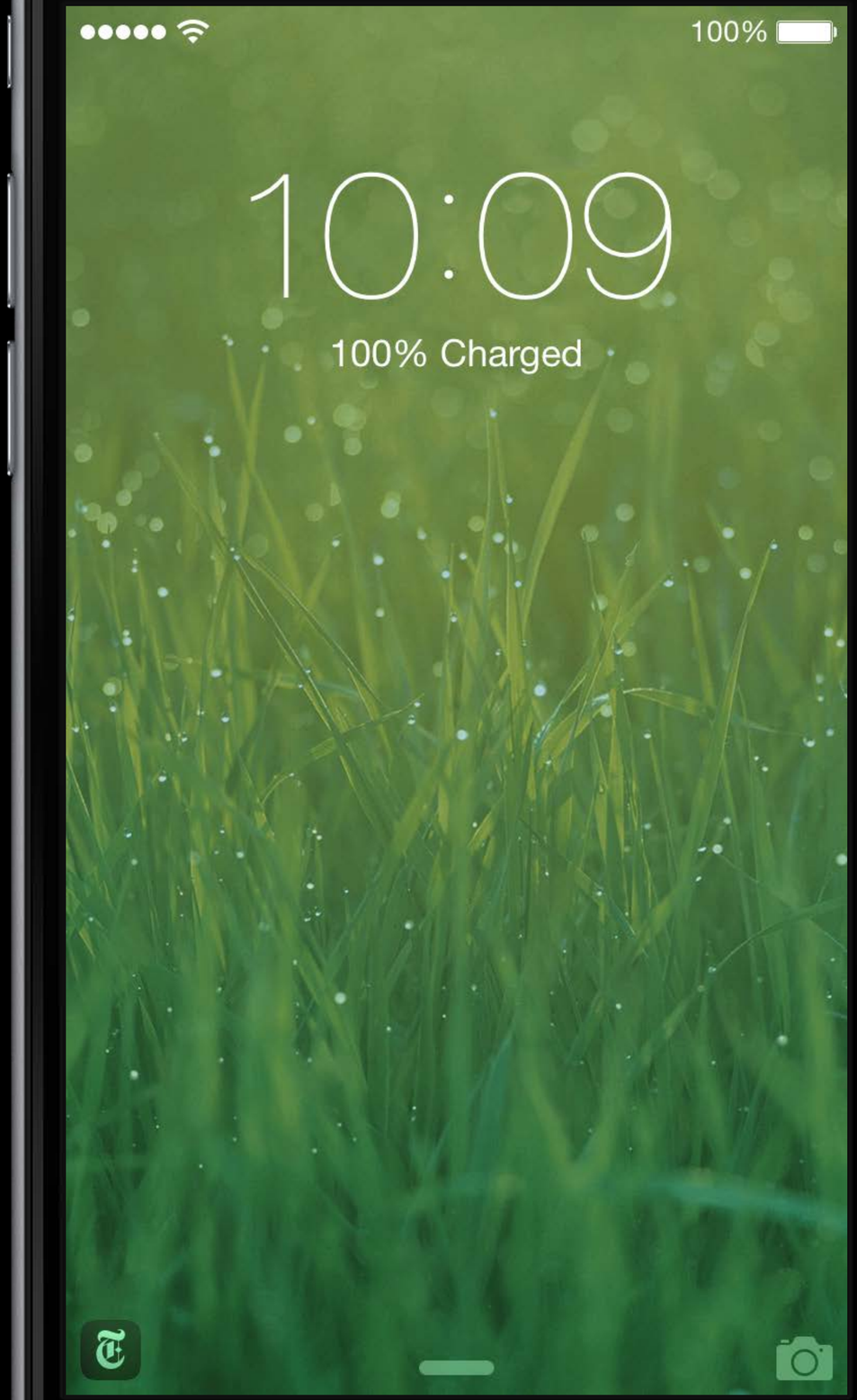
Complement the companion app

Keep Apps Lightweight

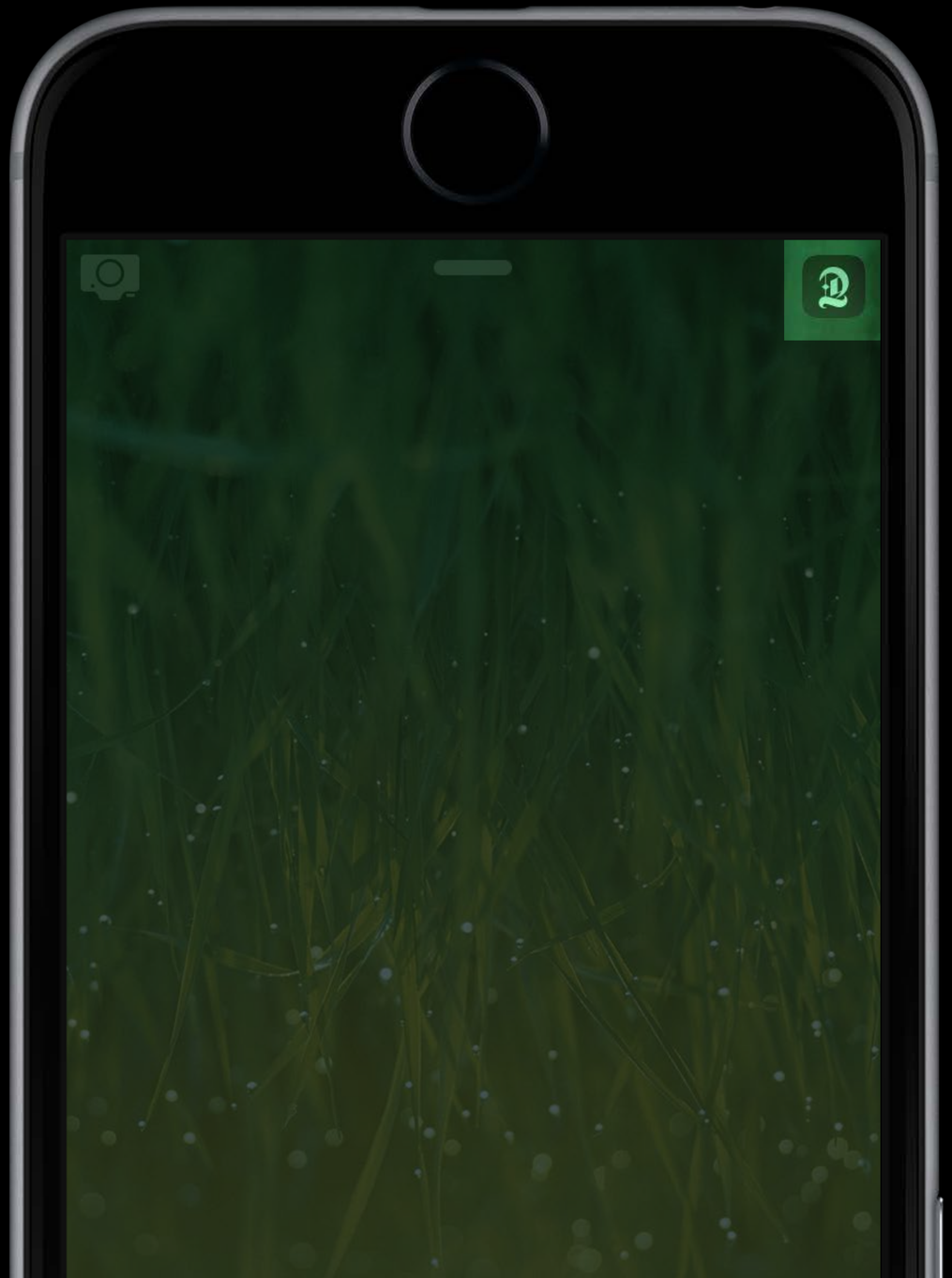
Complement the companion app

Handoff

NYTimes
10:09
Surveillance laws are set to expire and the government is weighing its options. ▾


100%
10:09
100% Charged

100%
10:09
100% Charged



10:09 AM 100%

Top Stories SUBSCRIBE

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.

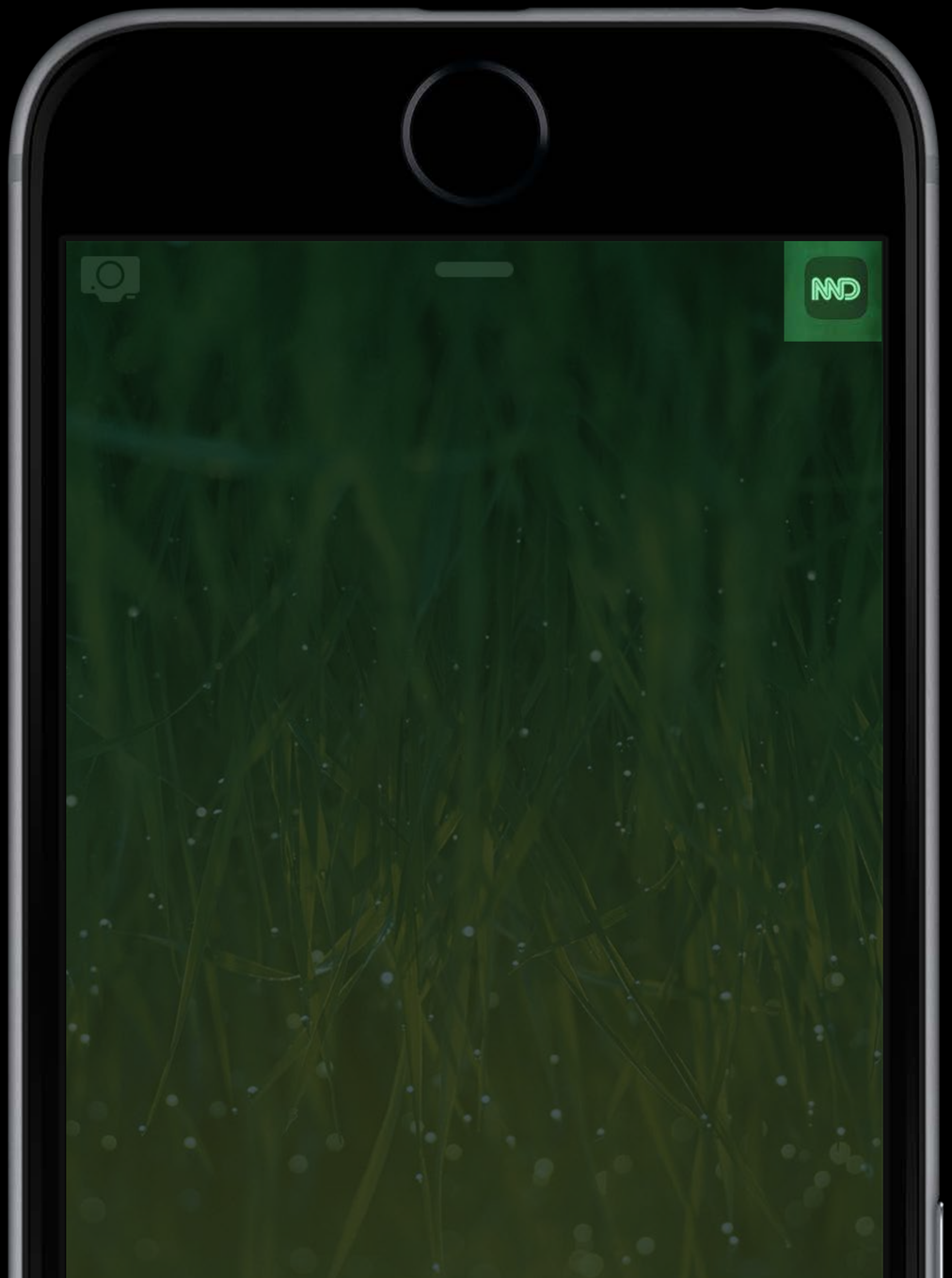
Separately, officials are examining whether to invoke a so-called grandfather clause for

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

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

10:09
Elephants have a secret language
2:34 AM, Jun 7
It turns out

10:09
Behavioral ecologist
Caitlin O'Connell
discovered a way
elphants speak,
using underground
vibrations.
MORE ON YOUR IPHONE
CNN
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

Continue Reading
on iPhone

Keep Apps Lightweight

Complement the companion app

Handoff

Keep Apps Lightweight

Complement the companion app

Handoff

Sessions

Music
10:09
Now Playing:
Echosmith
Artists
Albums
Songs

A little while later

A little while later …

Outdoor Run
10:09
3.12MI
Distance

A little while later

A little while later …

Outdoor Run
10:09
3.12MI
Distance

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

Workout
10:09
OPEN
NO GOAL
Start

Workout
10:09
OPEN
NO GOAL
Start

Outdoor Run
10:09
00:14.18
0CAL
Calories

Outdoor Run
10:09
00:14.18
0CAL
Calories

OUTDOOR RUN
Workout
End
Pause

OUTDOOR RUN
Workout
End
Pause

Outdoor R...
10:09
10:09
00:00.88
Elapsed Time

Outdoor R...
10:09
10:09
00:00.88
Elapsed Time

Sessions Are About Convenience

Designing for Apple Watch

Designing for Apple Watch

Personal Communication

Mon
9

Mon
9

Designing for Apple Watch

Personal Communication

Designing for Apple Watch

Personal Communication

Holistic Design

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!

Today
10:10
Stacy's birthday dinner
8 PM – 9 PM
Sat, Apr 25
Check-in
8 AM – 8:30 AM
Finance

Today
10:10
Stacy's birthday dinner
8 PM – 9 PM
Sat, Apr 25
Check-in
8 AM – 8:30 AM
Finance

TAPTIC
ENGINE

TAPTIC
ENGINE

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

Programs
10:09
All-Around
Restaurant
Traffic
Outdoor

Wind
10:09

Wind
10:09

Mix
10:09
subnautic
bay stati
MOMENT of TRUTH
Two Moons, pt. 2
Subnautic

Effects
10:09

Effects
10:09

10:09

10:09

10:09

10:09

10:09

10:09

10:09

10:09

10:09
Toby is on your iPhone. Press firmly to call him.

10:09
Toby is on your iPhone. Press firmly to call him.

Wind
10:09
Medium

Effects
10:09

10:09

Wind
10:09
Medium

Effects
10:09

10:09

Animation

Title
10:09
Label

Title
10:09
Label

Height

Height

Width

Width

Insets

Insets

Alignment

Alignment

Background color

Background color

Tint color

Tint color

Opacity

Opacity

Title
10:09

Title
10:09

Title
10:09

Title
10:09

Title
10:09
0

Title
10:09
0

Title
10:09
0

Title
10:09
0

Exercise Restraint

Related Sessions

Related Sessions

WatchKit Tips and Tricks	Presidio	Friday 10:00AM

Related Sessions

WatchKit Tips and Tricks	Presidio	Friday 10:00AM
Designing with Animation	Presidio	Thursday 3:30PM

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

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

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

Safari File Edit View History Bookmarks Window Help
100% Wed 9:41 AM Mike Stern
Apple Inc.
Developer Technologies Resources Programs Support Member Center

WATCH

Human Interface Guidelines

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.

Overview
- Gestures
- Force Touch
- Digital Crown
- Side Button

App Components

UI Elements

Specifications

Resources

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.

Safari File Edit View History Bookmarks Window Help
100% Wed 9:41 AM Mike Stern
Apple Inc.

Overview
App Components
UI Elements
Specifications
Resources
Bezels
Guides
Templates
Typeface

Bezels

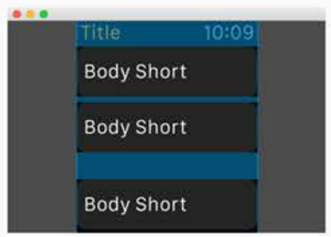
Bezels are templates that you use to visualize your content on Apple Watch. Start with the smallest bezel size to ensure legibility and move up to the larger size.

Download PSD Bezels

Guides

Guides contain reference information to help you design the elements of your app.

Download PSD Guides



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More Information

Apple Watch Human Interface Guidelines
http://developer.apple.com/watch/human-interface-guidelines/

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

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