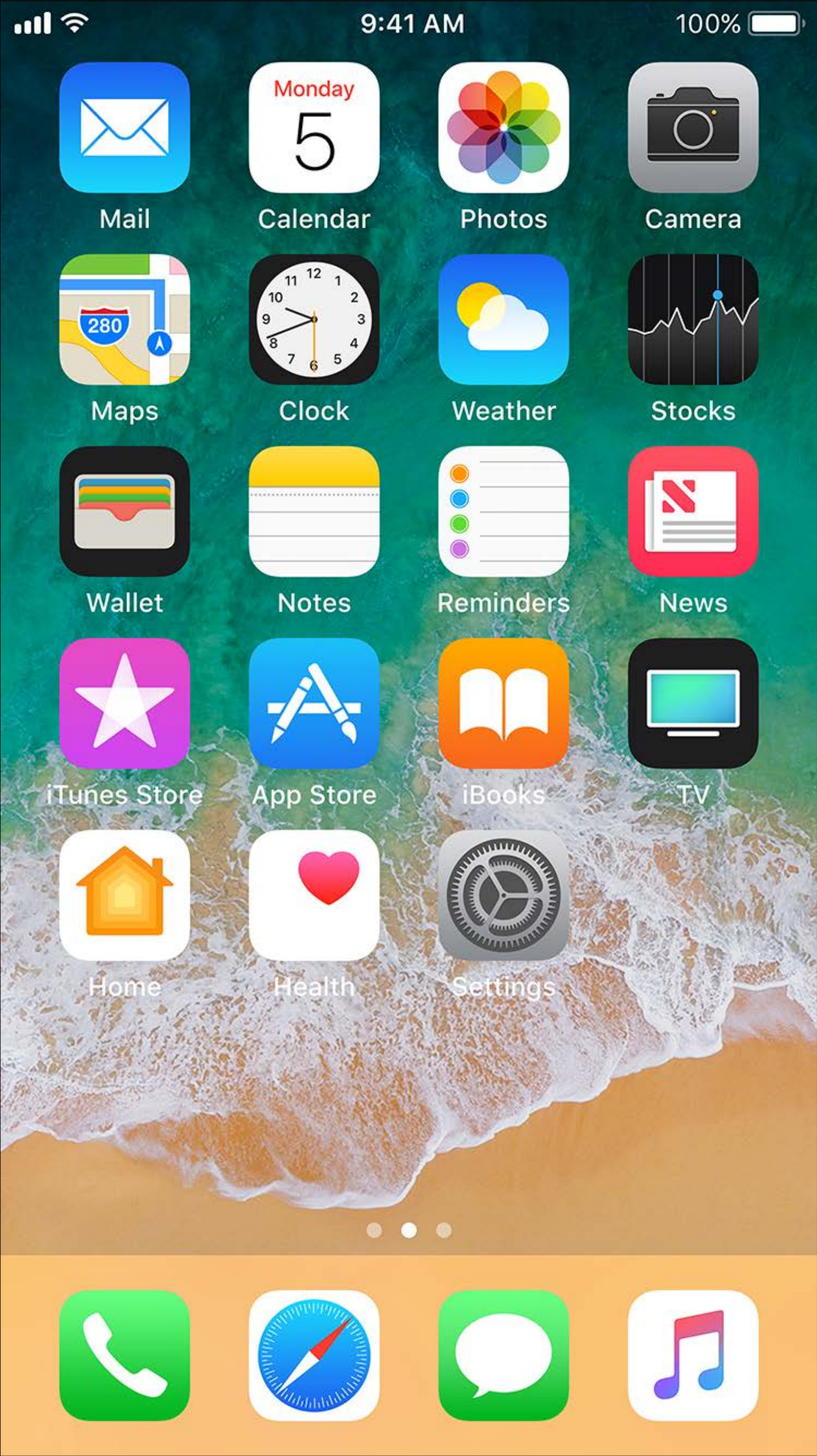
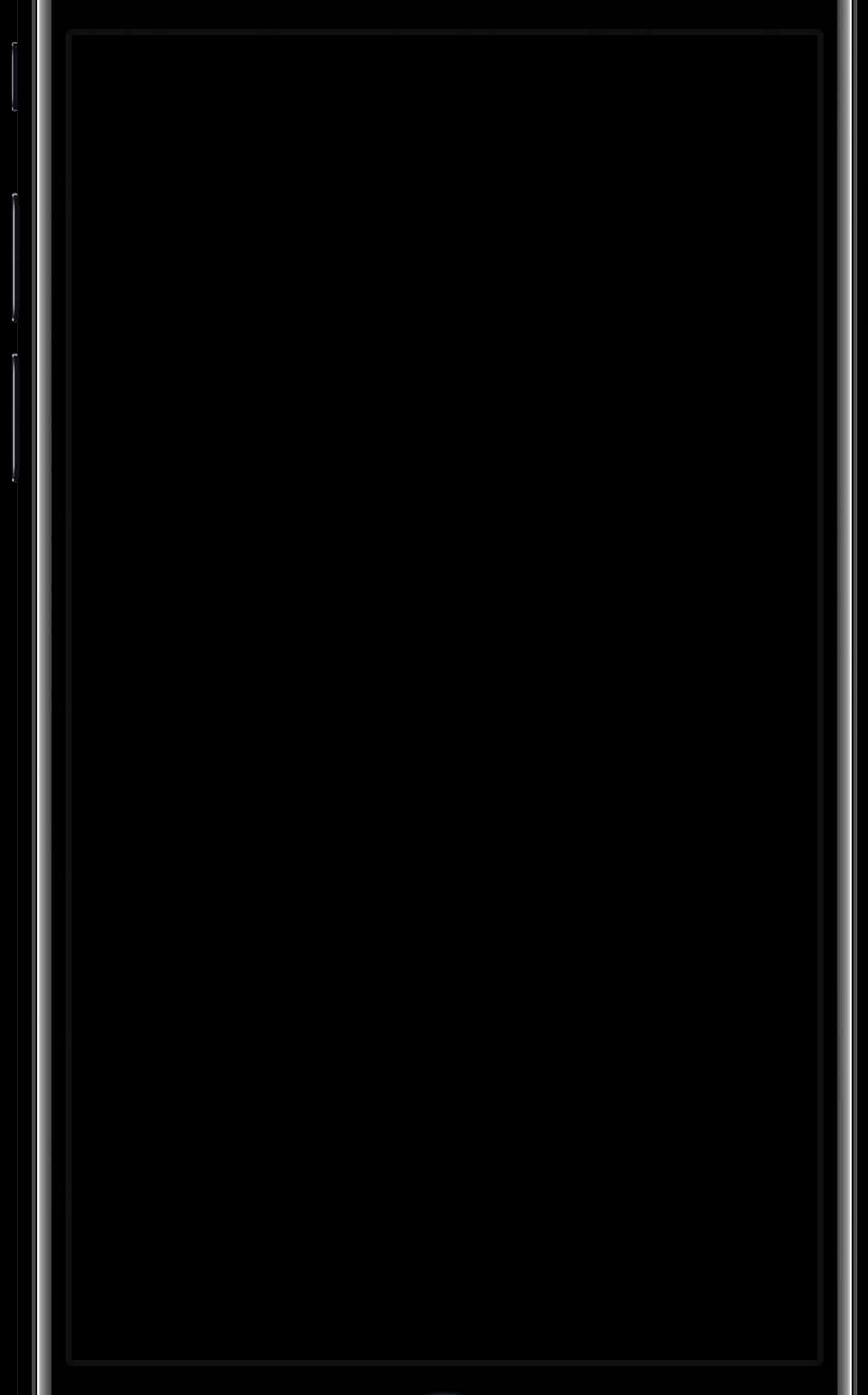


# Designing Sound

Session 803

Hugo Verweij, Sound Designer





Why sound is an important aspect of design



Why sound is an important aspect of design

Designing sound for notifications

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques

What do our ears tell us?





















Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques

**Design is about**

# Design is about

What a product looks like



# Design is about

What a product looks like

How it works

# Design is about

What a product looks like

How it works

What it feels like

# Design is about

What a product looks like

How it works

What it feels like

What it sounds like

# The Role of Sound in Design



# The Role of Sound in Design

Universal language

# The Role of Sound in Design

Universal language

Helps shape the experience

# The Role of Sound in Design

Universal language

Helps shape the experience

Helps us understand interactions

# The Role of Sound in Design

Universal language

Helps shape the experience

Helps us understand interactions

Gives devices a voice

**What is my iPhone trying to tell me?**

# What is my iPhone trying to tell me?

Success!

# What is my iPhone trying to tell me?

Success!

Try again please...

# What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message



# What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

# What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

# What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

Look at me!

# What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

Look at me!

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques



Dark Sky

Easily recognizable

Easily recognizable

Conveys message



Easily recognizable

Conveys message

Friendly

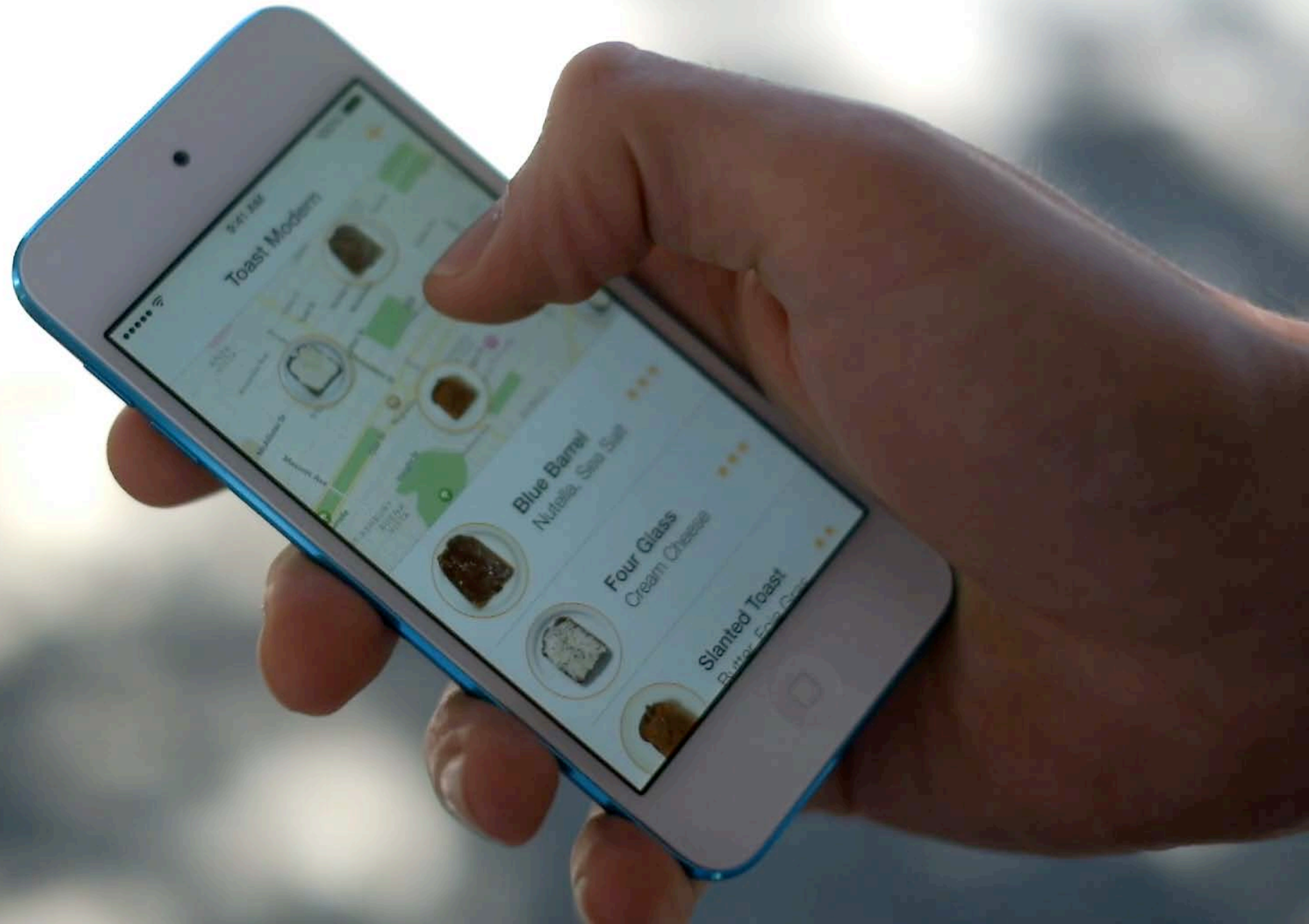
Easily recognizable

Conveys message

Friendly

Clear

Let's try this ourselves



4.5 (10)

**Toast Modern**

**Blue Bamel**  
Nutella, Sea Salt

**Four Glass**  
Cream Cheese

**Slanted Toast**  
Butter, Egg Cream

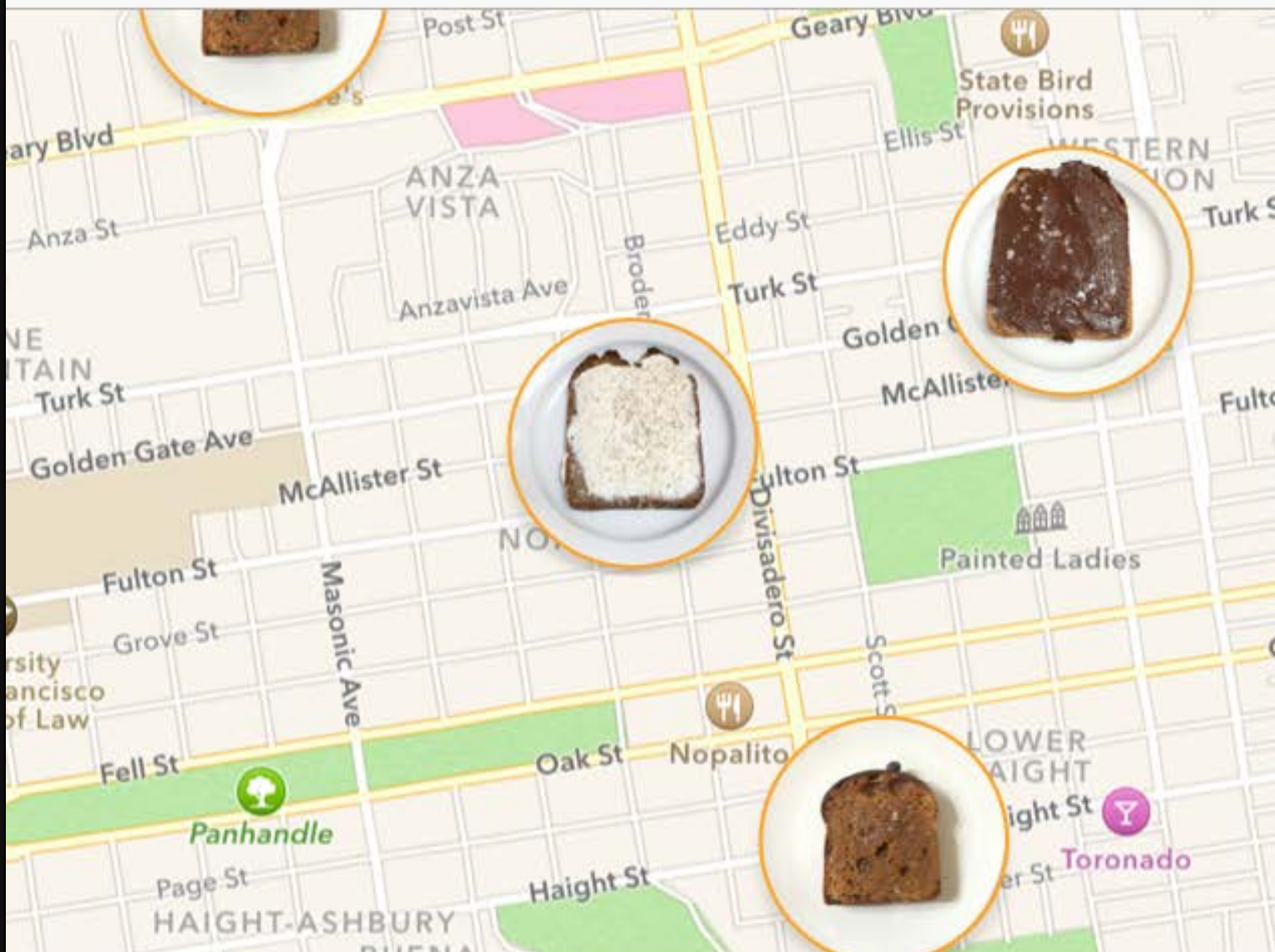




9:41 AM

100%

## Toast Modern



### Blue Barrel

Nutella, Sea Salt



### Four Glass

Goat Butter



### Slanted Toast

Foie Gras



# Initial questions

# Initial questions

What is the essence?

# Initial questions

What is the essence?

Finding toast, sharing with friends



# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

How to match the app's aesthetics?

# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

How to match the app's aesthetics?

Keep it simple, to the point

# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

How to match the app's aesthetics?

Keep it simple, to the point

What sound sources to start with?

# Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

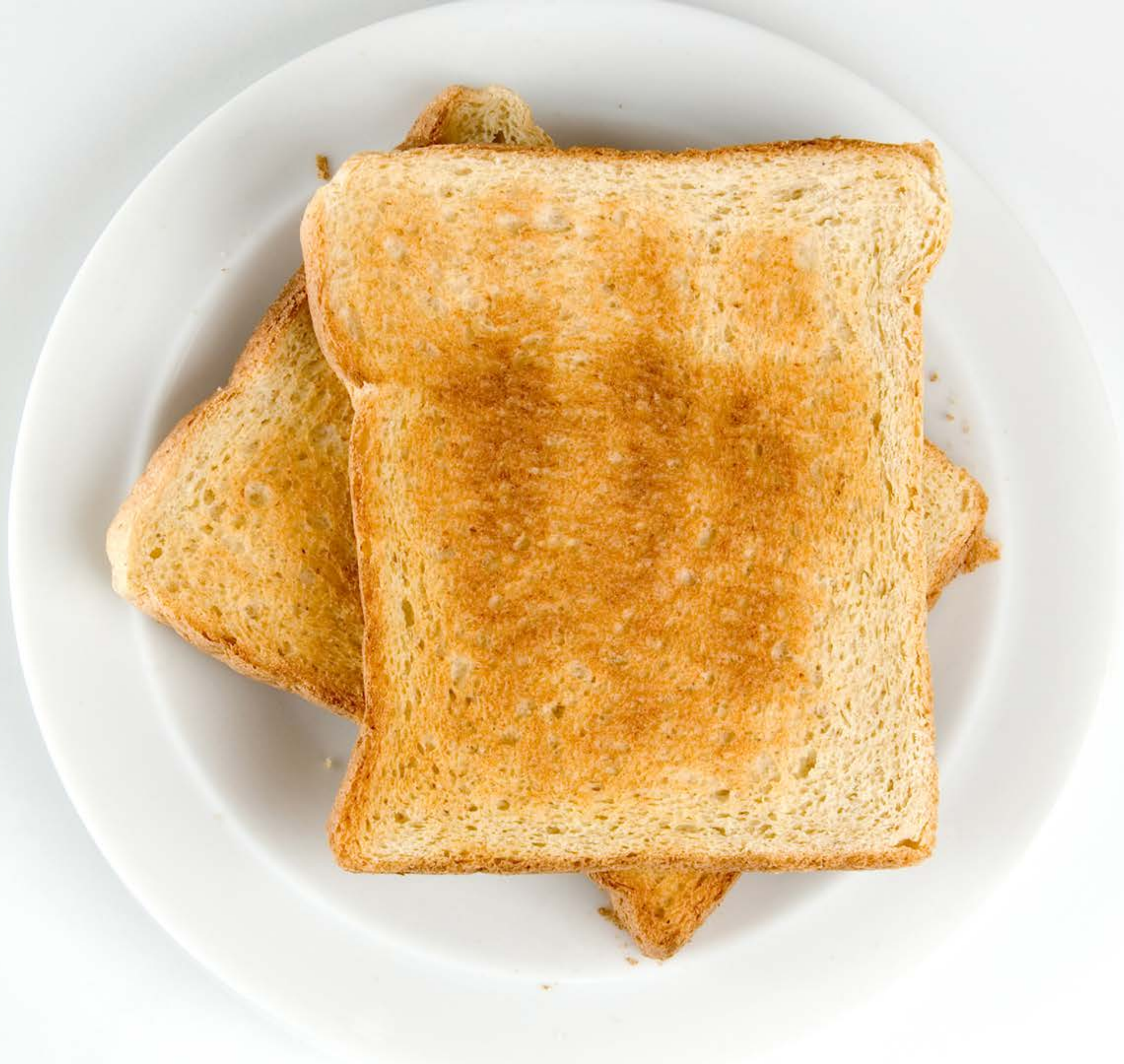
How to match the app's aesthetics?

Keep it simple, to the point

What sound sources to start with?

Toaster, toast, eating





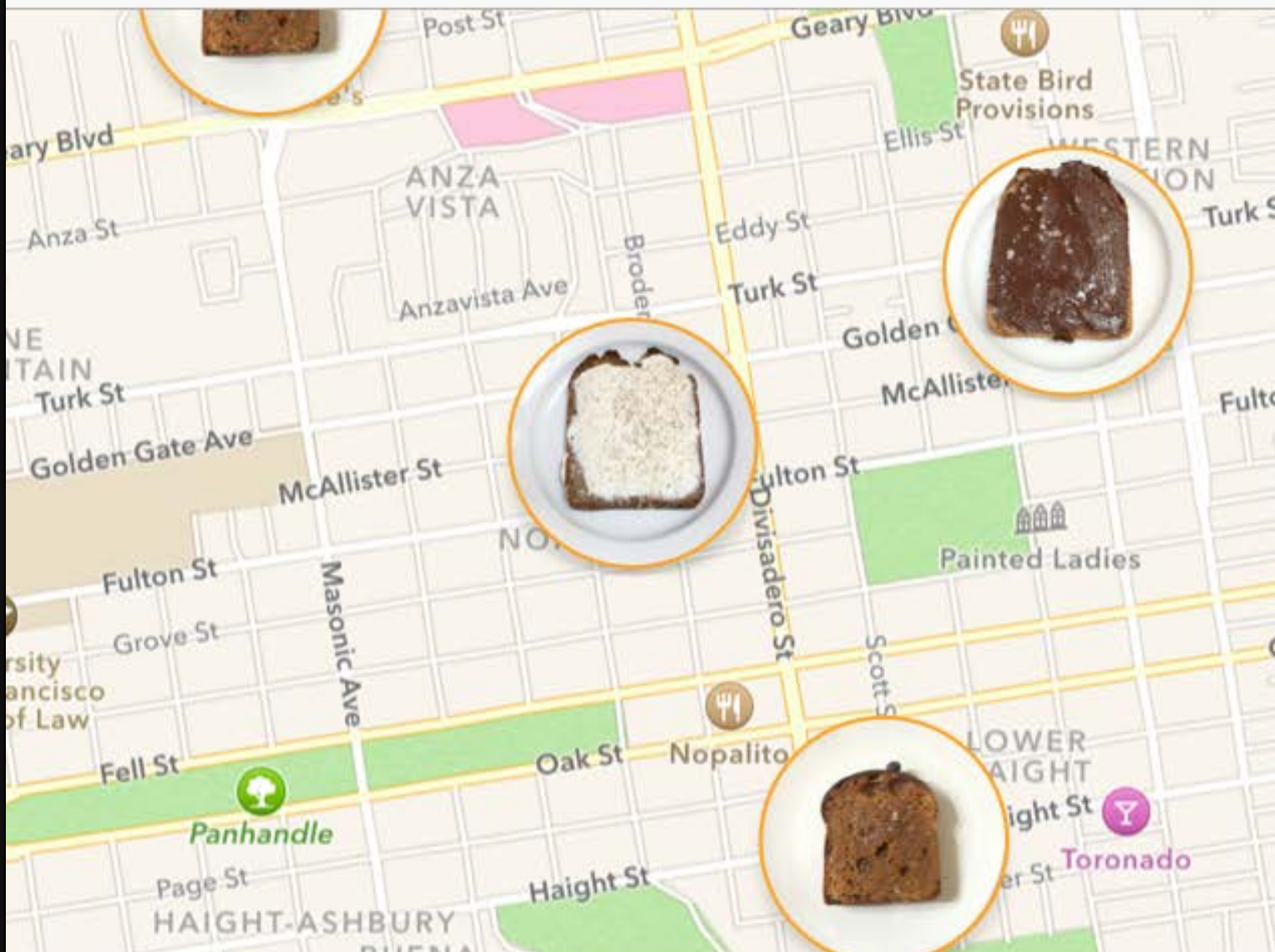




9:41 AM

100%

## Toast Modern



### Blue Barrel

Nutella, Sea Salt



### Four Glass

Goat Butter

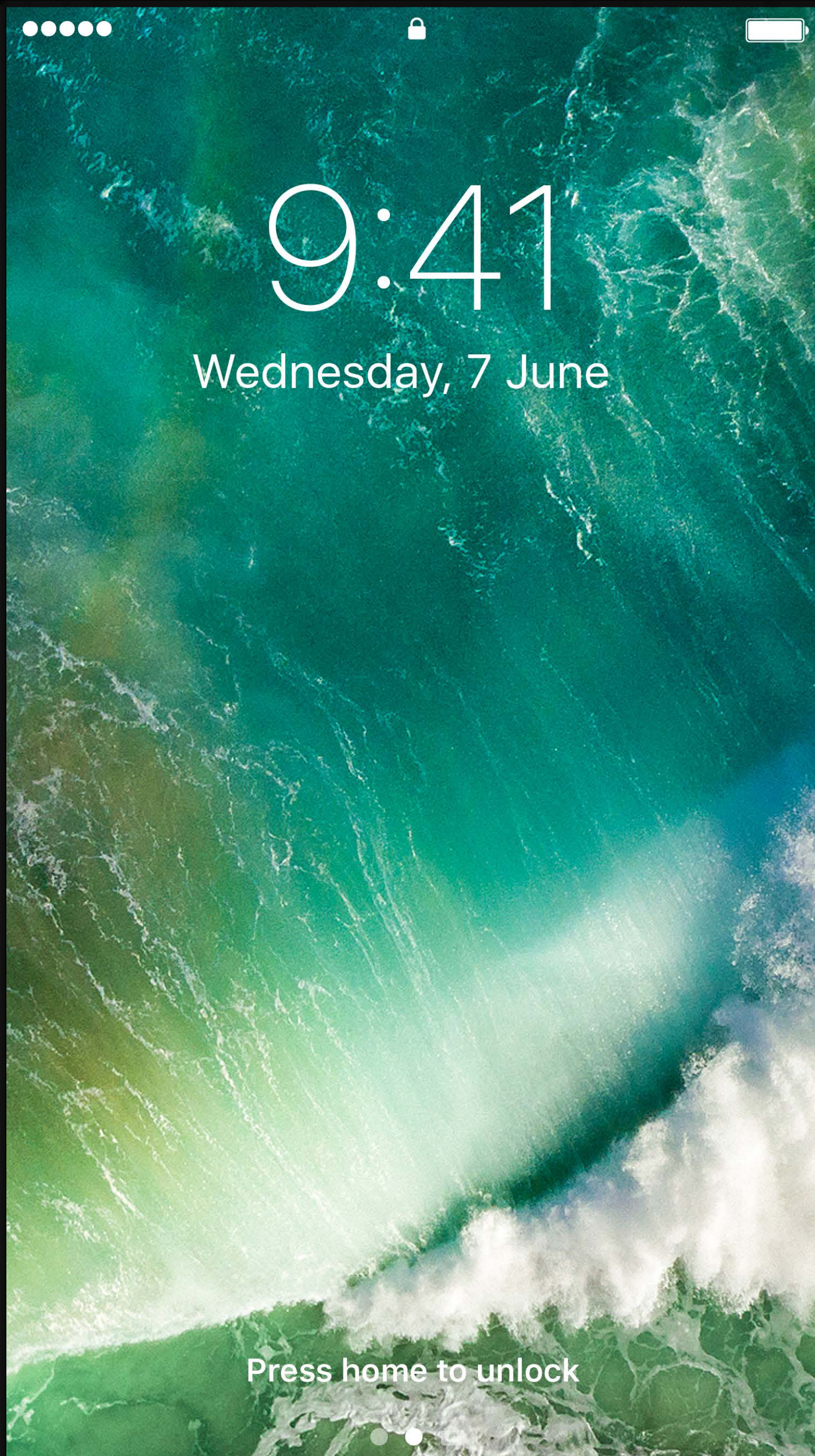


### Slanted Toast

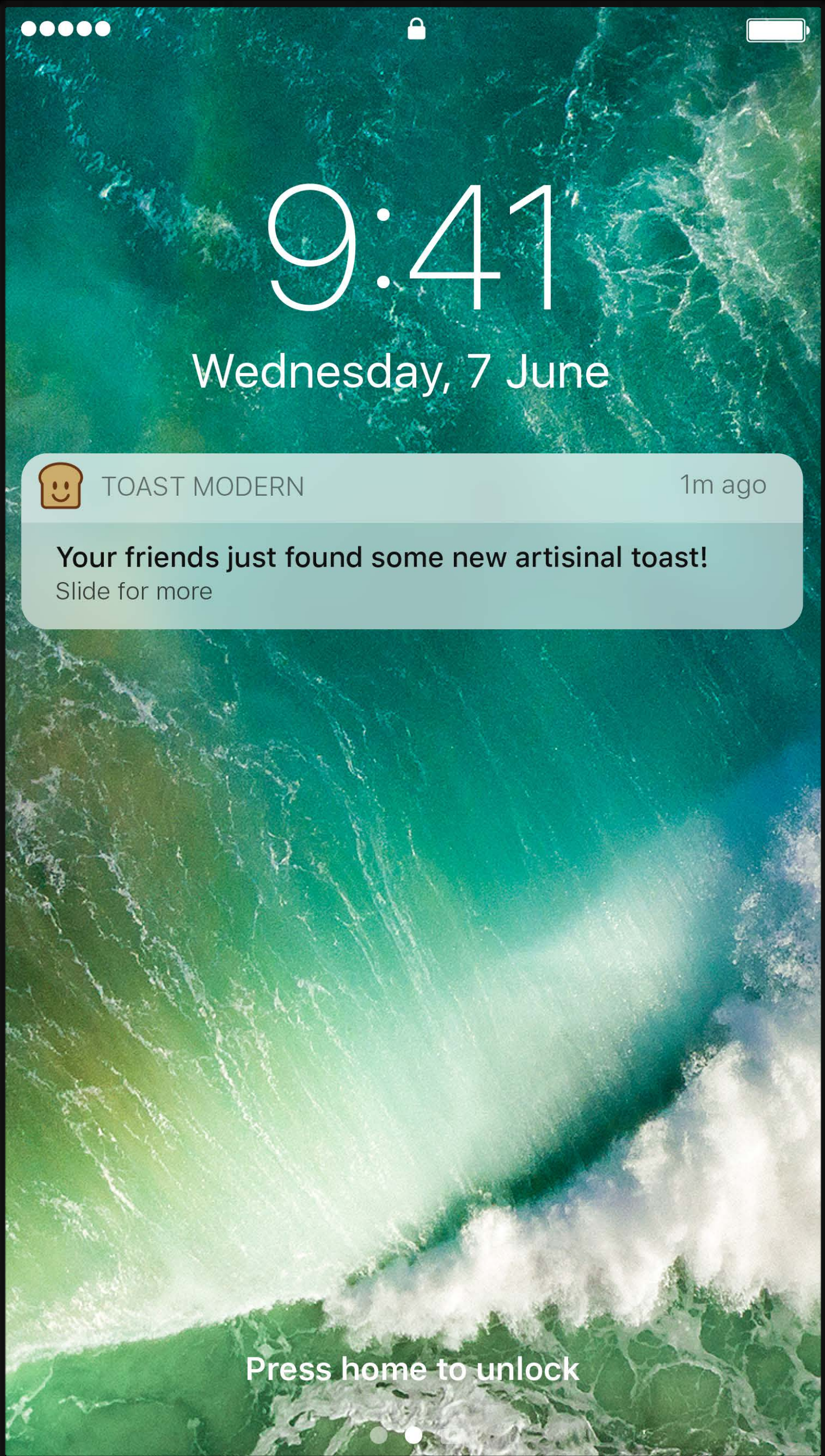
Foie Gras



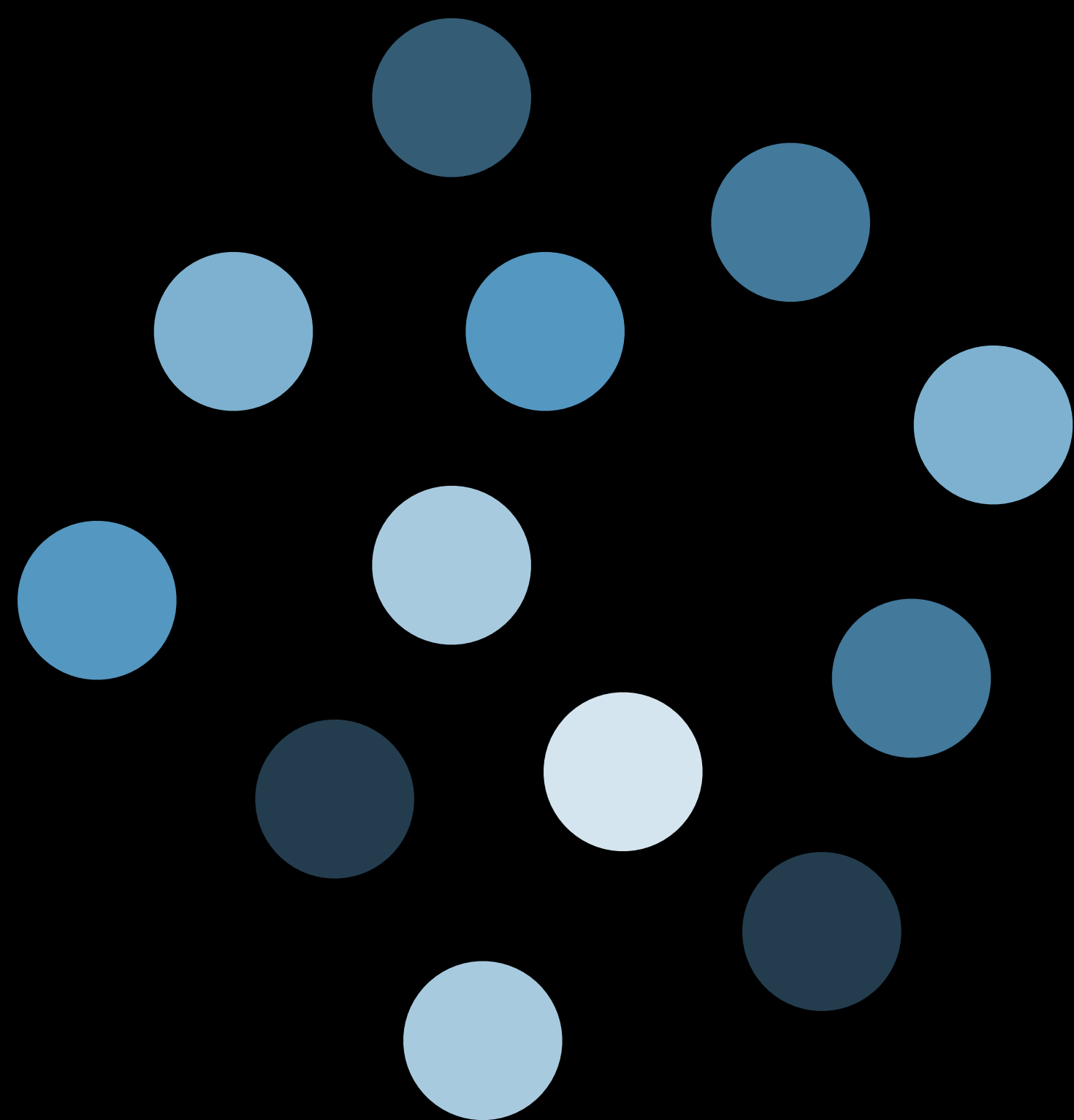


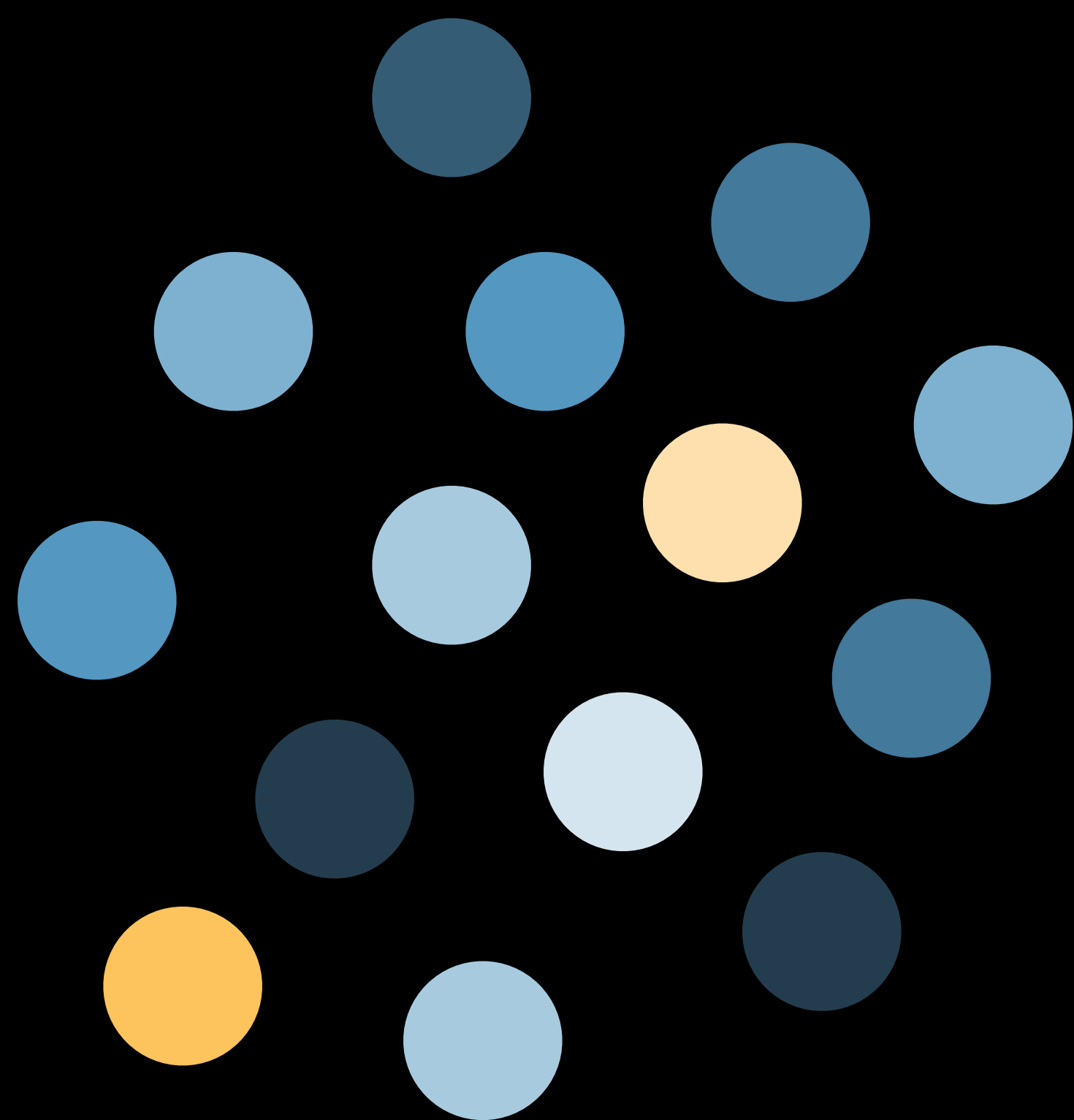




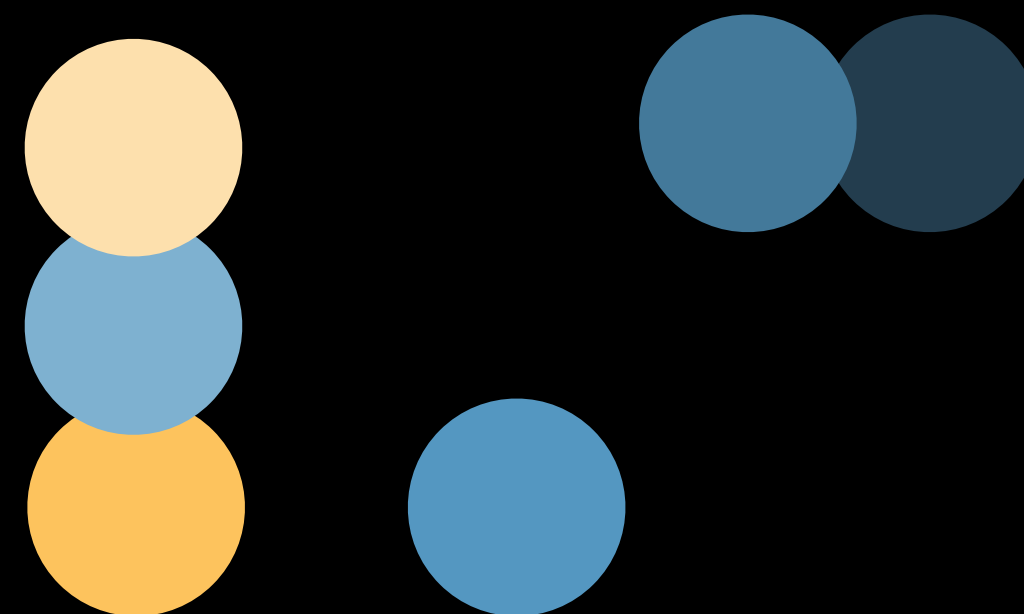
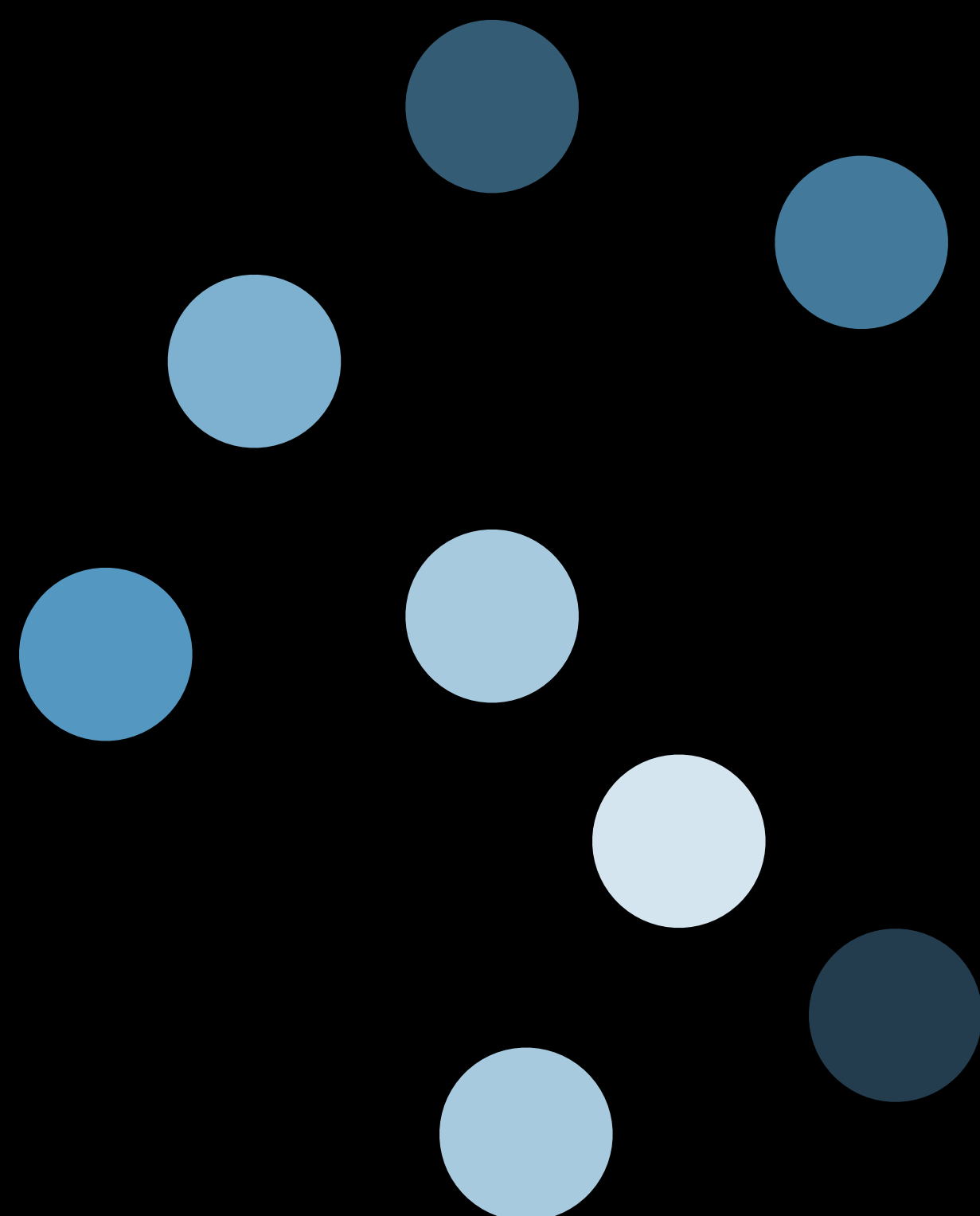


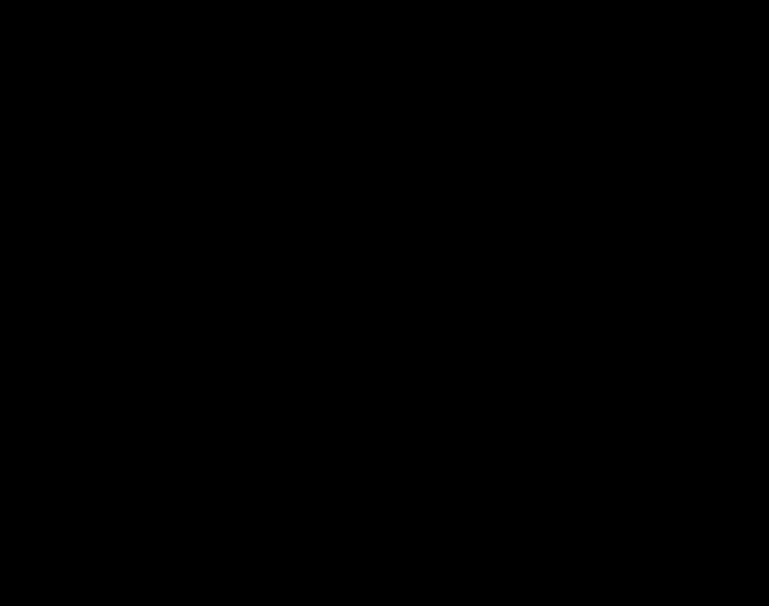
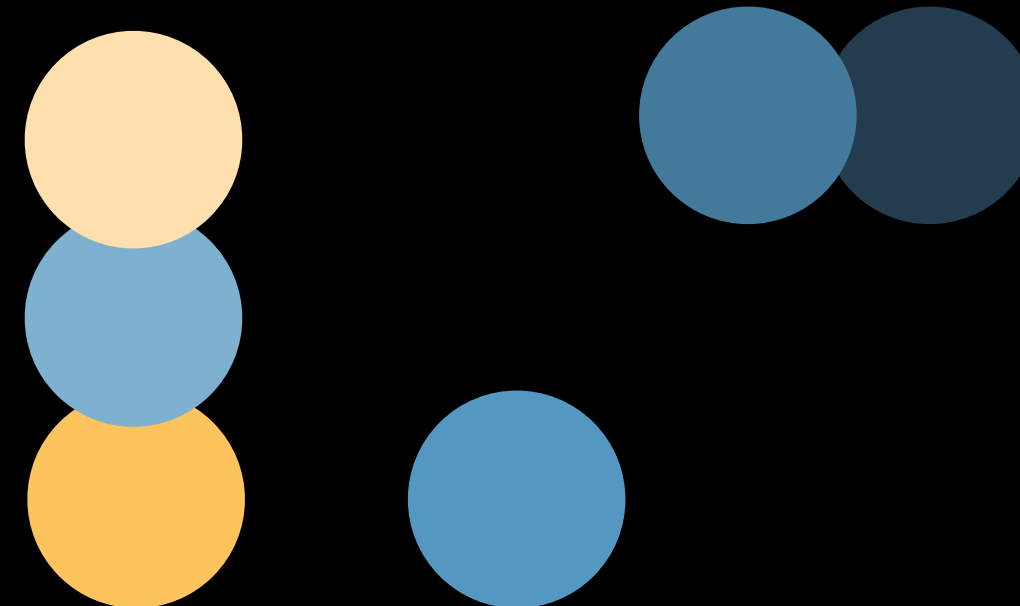
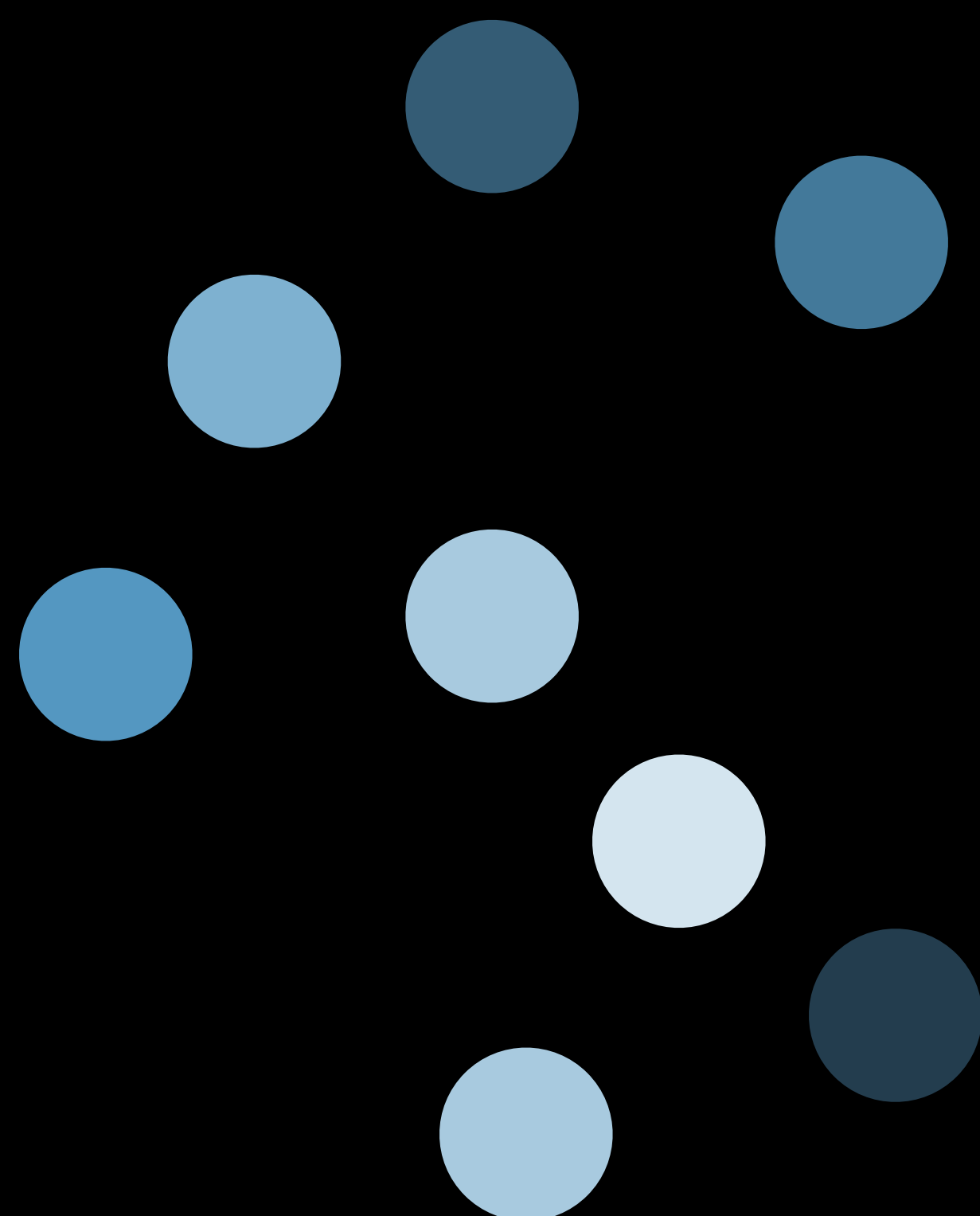


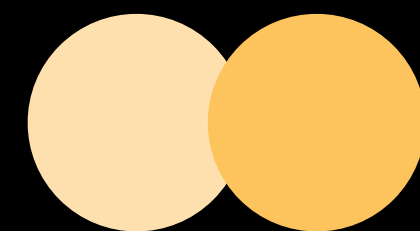
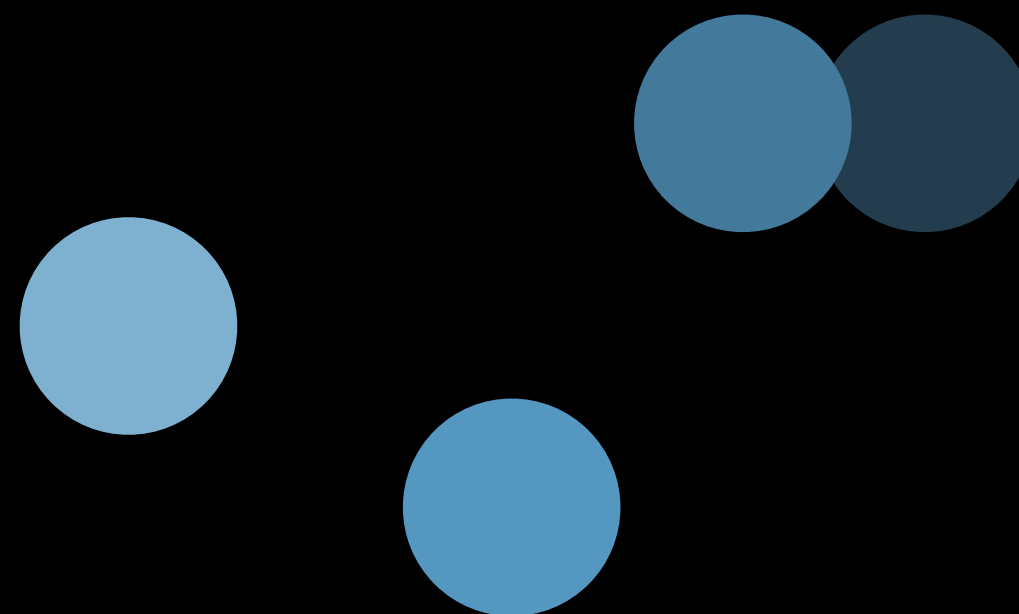
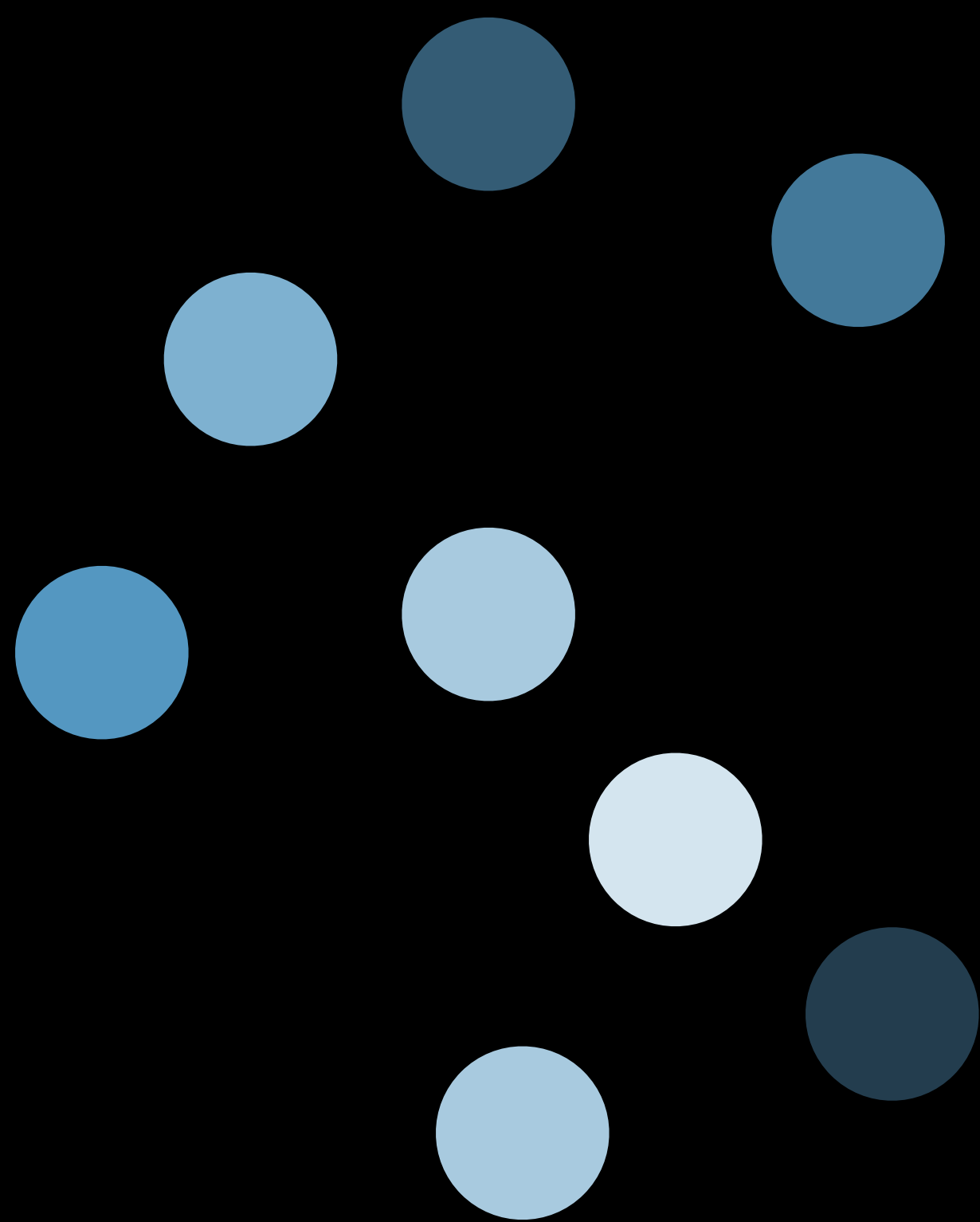












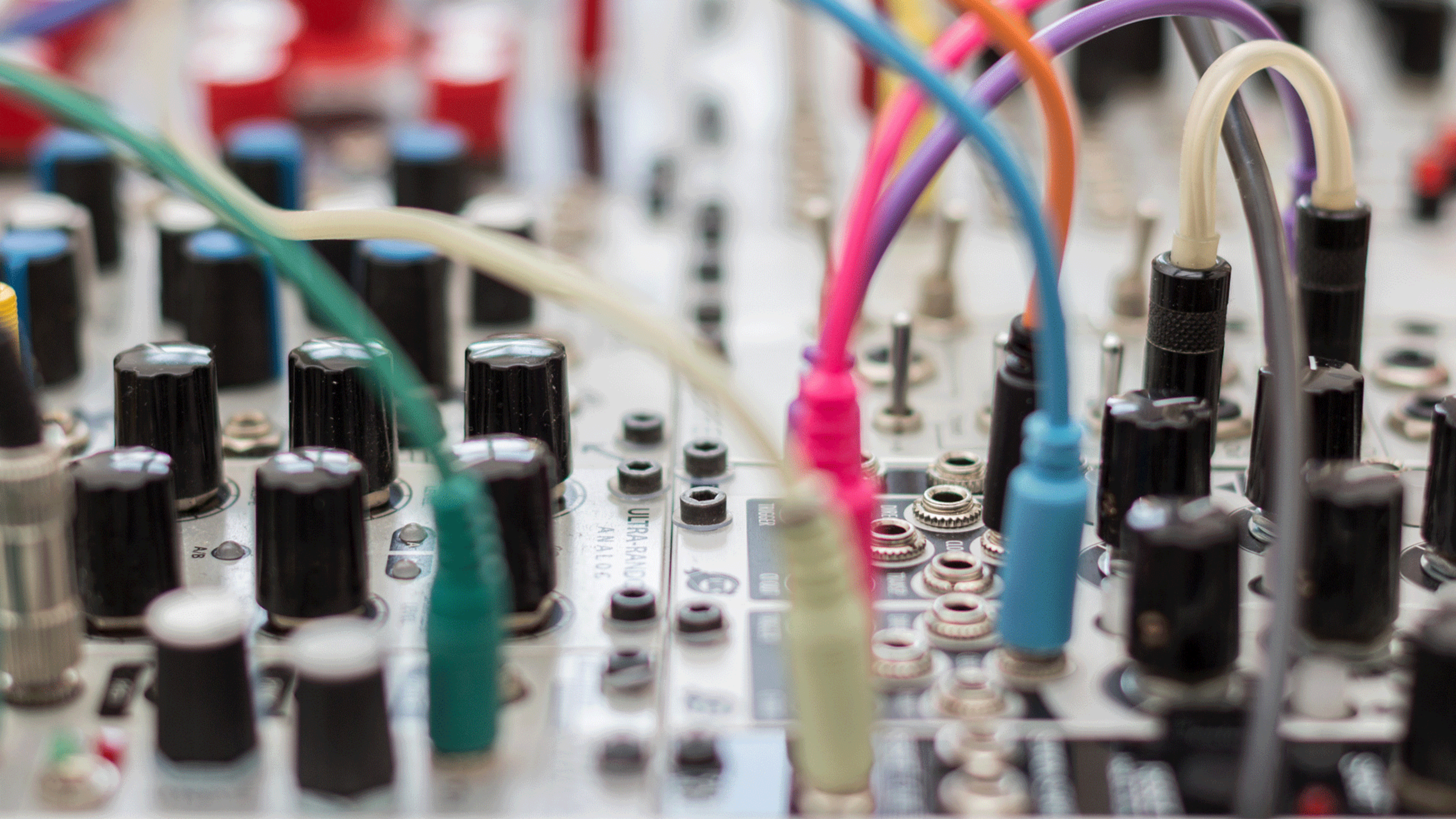


# Sound sources















Peek behind the curtain

# 380,000

messages per second at one point during the Super Bowl









# Recording and editing tools



# Recording and editing tools



Voice Memos

# Recording and editing tools



Voice Memos



Music Memos



# Recording and editing tools



Voice Memos



Music Memos



Garage Band

# Recording and editing tools



Voice Memos



Music Memos



Garage Band



Logic Pro



# Characteristics of a good notification sound

# Characteristics of a good notification sound

Distinguishable



# Characteristics of a good notification sound

Distinguishable

Matches design

# Characteristics of a good notification sound

Distinguishable

Matches design

Unobtrusive, repeatable



# Characteristics of a good notification sound

Distinguishable

Matches design

Unobtrusive, repeatable

Clear

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques





# UI Sounds



# UI Sounds

Keyboard

# UI Sounds

Keyboard

Scrolling



# UI Sounds

Keyboard

Scrolling

Button

# UI Sounds

Keyboard

Scrolling

Button

Tapping



# UI Sounds

Keyboard

Scrolling

Button

Tapping

Swiping

# UI Sounds

Keyboard

Scrolling

Button

Tapping

Swiping

Transitions



# UI Sounds

Keyboard

Button

Transitions

# UI Sounds

Keyboard

Button

Transitions







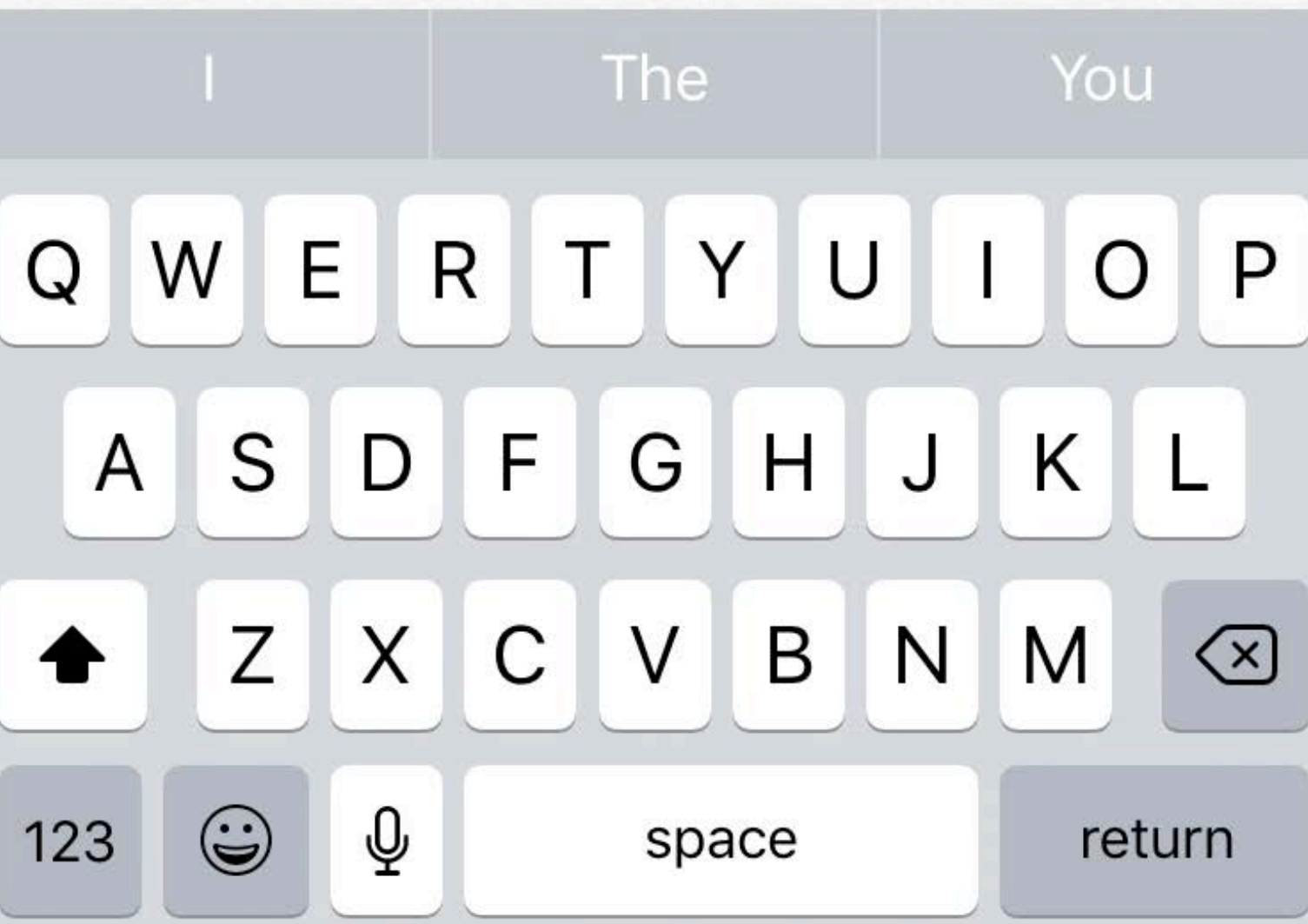




< Notes



Done



Notes



Done

I like toast. 🍞



I

The

You

Q

W

E

R

T

Y

U

I

O

P

A

S

D

F

G

H

J

K

L



Z

X

C

V

B

N

M



123



space

return



# UI Sounds

Keyboard

Button


Transitions







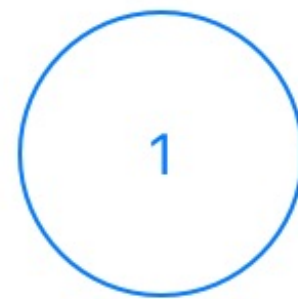
9:41 AM

100% 

Done

# Choose Your Click

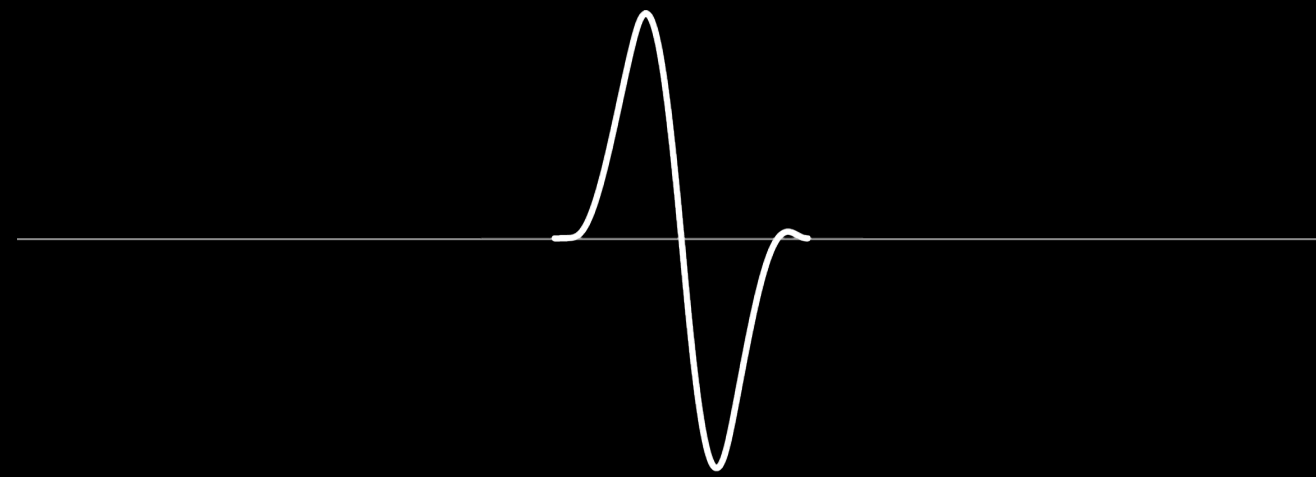
Tap an option below, then press the Home button to give it a try. To set the one you like best, tap Done.



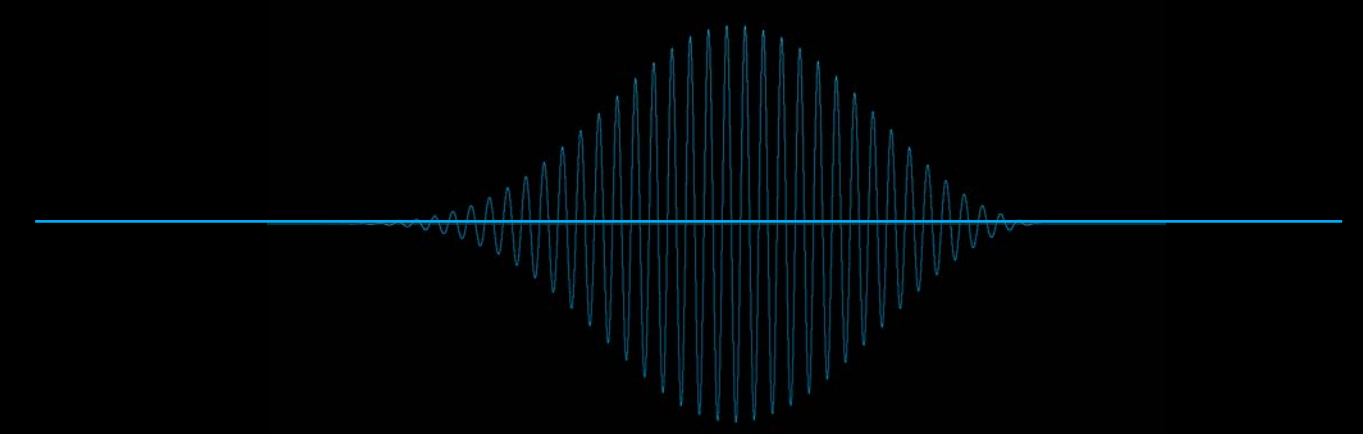
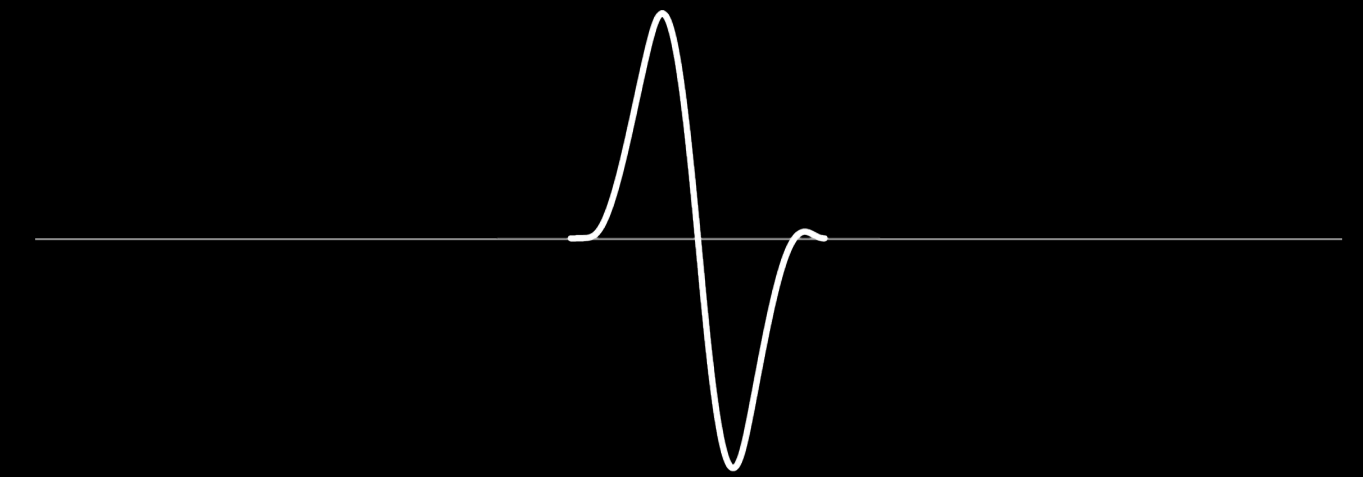
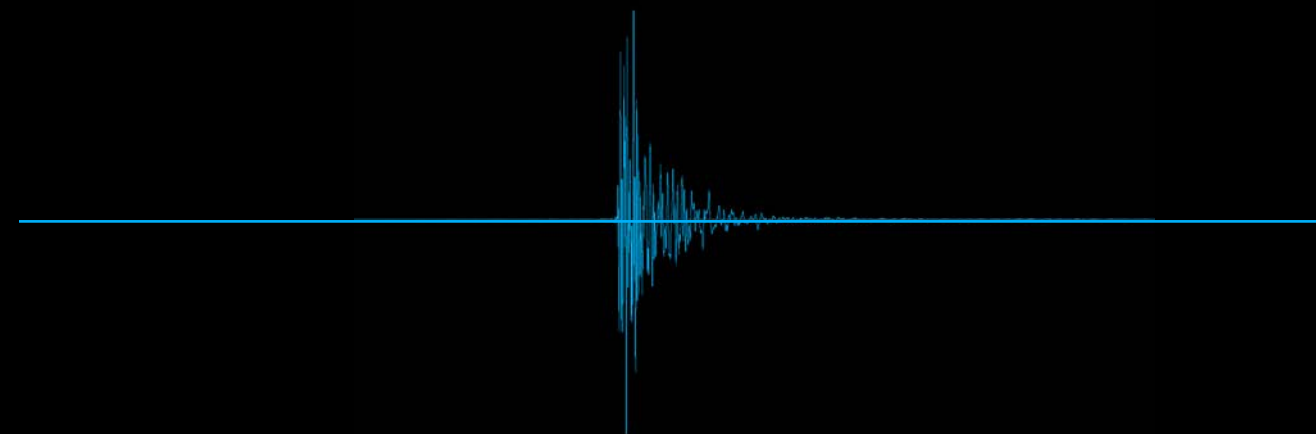
Press the Home button to try it



Haptic



Sound





# UI Sounds

Keyboard

Button

Transitions



## Up Next



Recently Added  
Comedy

Saturday Night Live



Recently Added  
Comedy

A Hologram for the King



New Episode  
5/15/2017

Th



TV





# Characteristics of good UI sound

# Characteristics of good UI sound

Used sparingly



# Characteristics of good UI sound

Used sparingly

Has a lower volume

# Characteristics of good UI sound

Used sparingly

Has a lower volume

Helps and delights



# Characteristics of good UI sound

Used sparingly

Has a lower volume

Helps and delights

Creates a visceral experience

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques



# Tips and techniques

Keep sound in mind from the start

Will my app send frequent notifications?



Will my app send frequent notifications?

Can sound play a role in my app's branding?

Will my app send frequent notifications?

Can sound play a role in my app's branding?

Can the UI benefit from an audible component?



Will my app send frequent notifications?

Can sound play a role in my app's branding?

Can the UI benefit from an audible component?

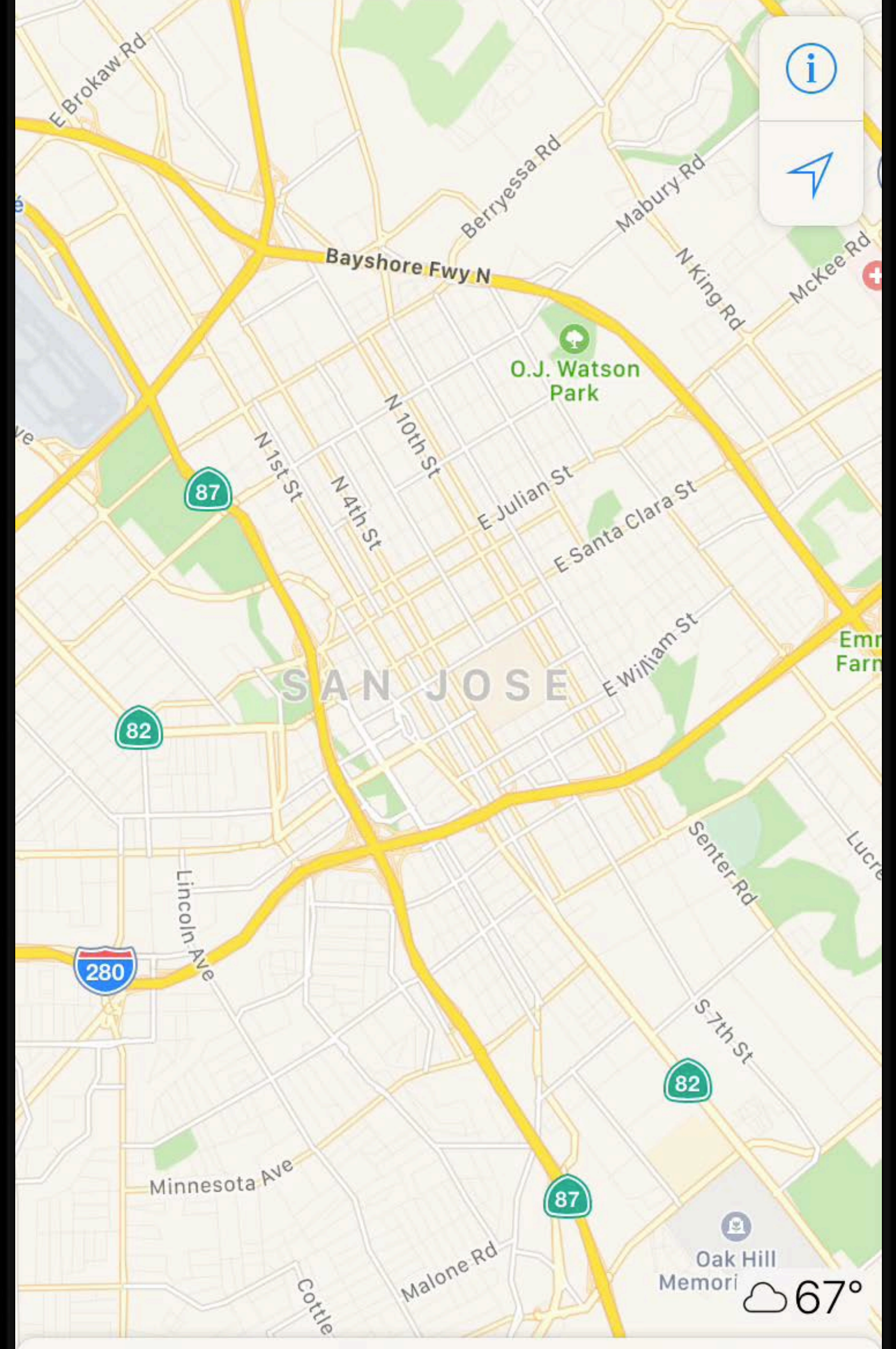
How would I understand my app without a GUI?

# Tips and techniques

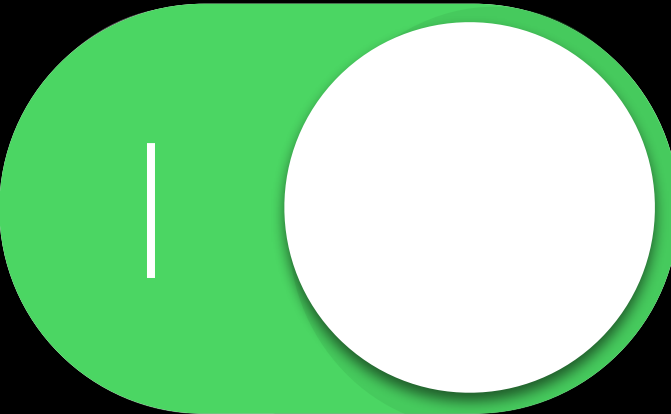
Keep sound in mind from the start

Don't overdo it

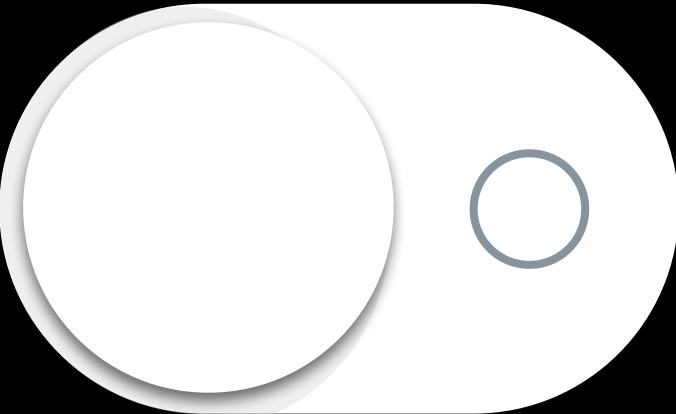




Search for a place or address







# Tips and techniques

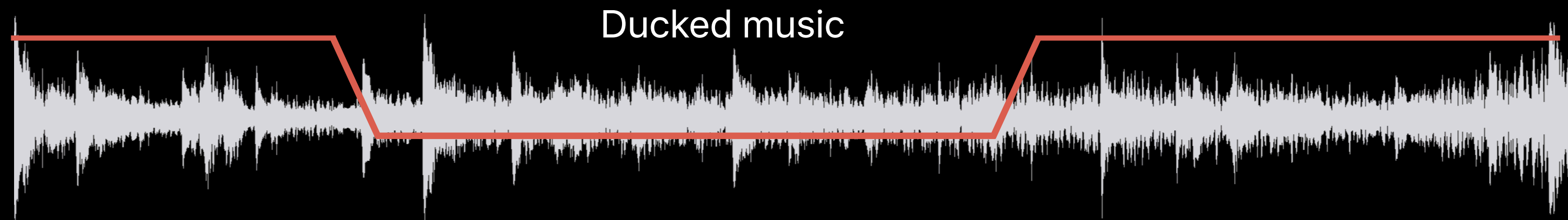
Keep sound in mind from the start

Don't overdo it

Details matter



Music



Notification

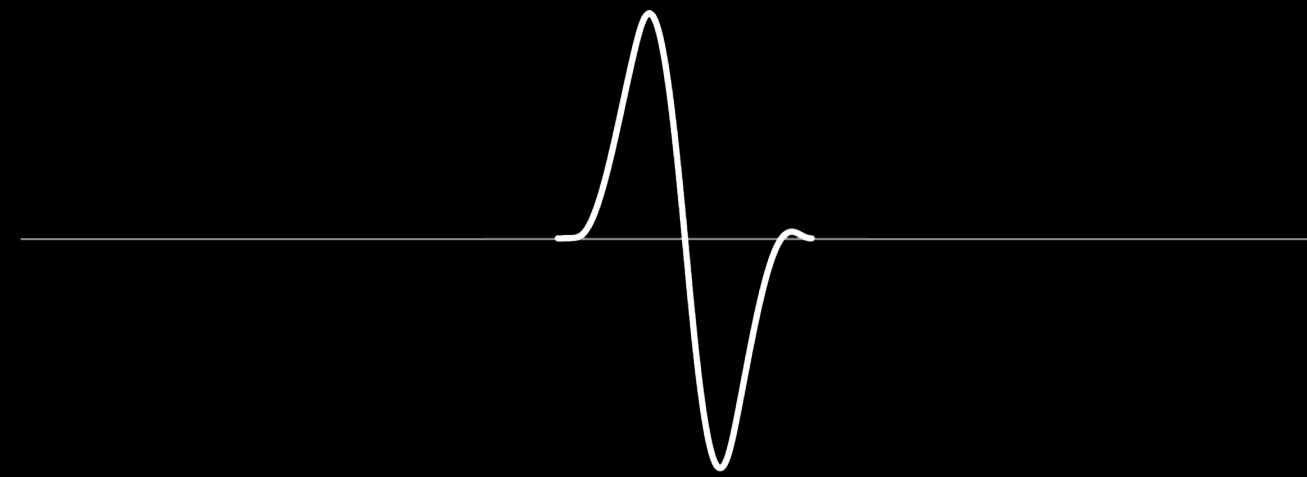


Does it get in the way?

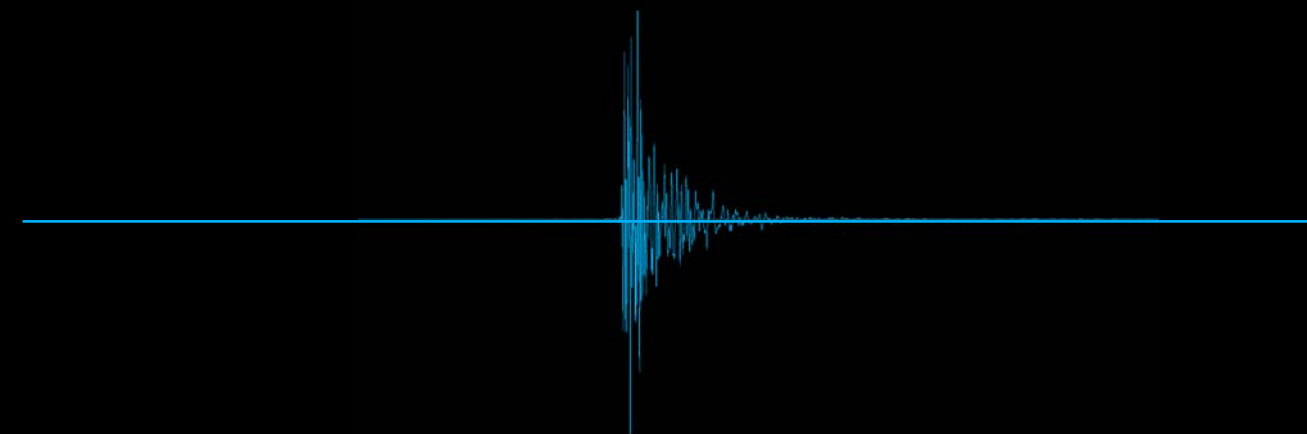




Haptic

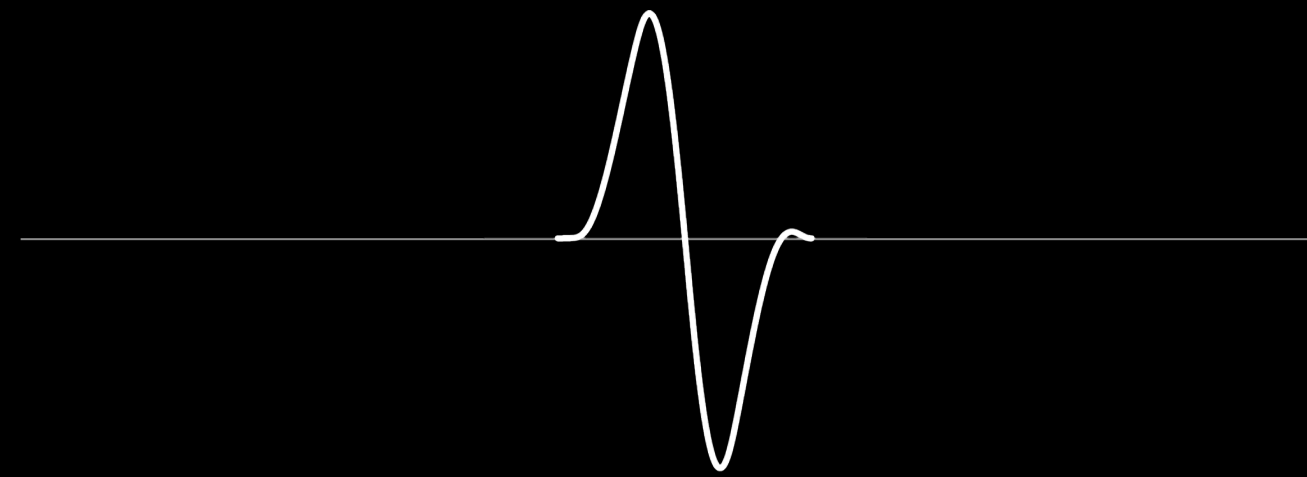


Sound

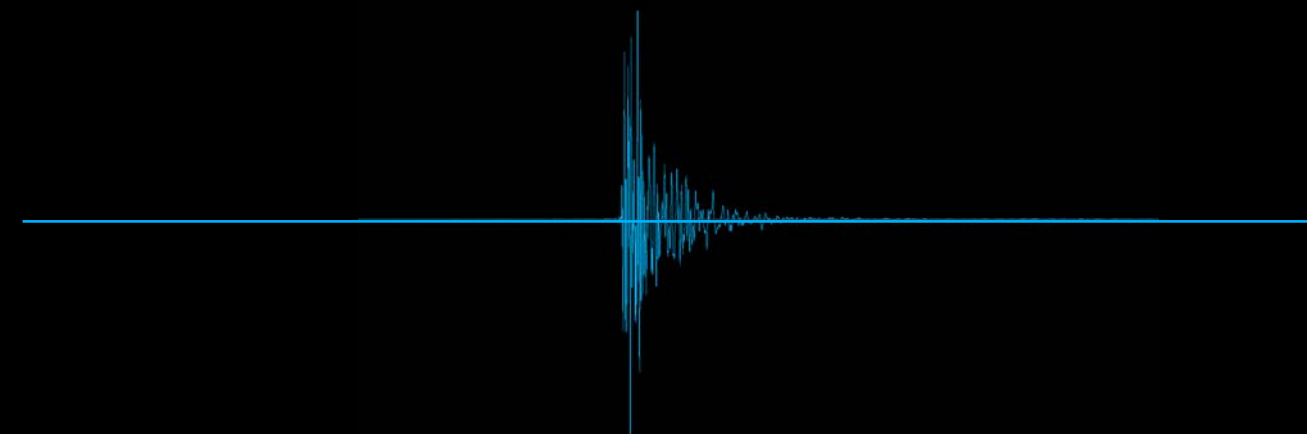




Haptic

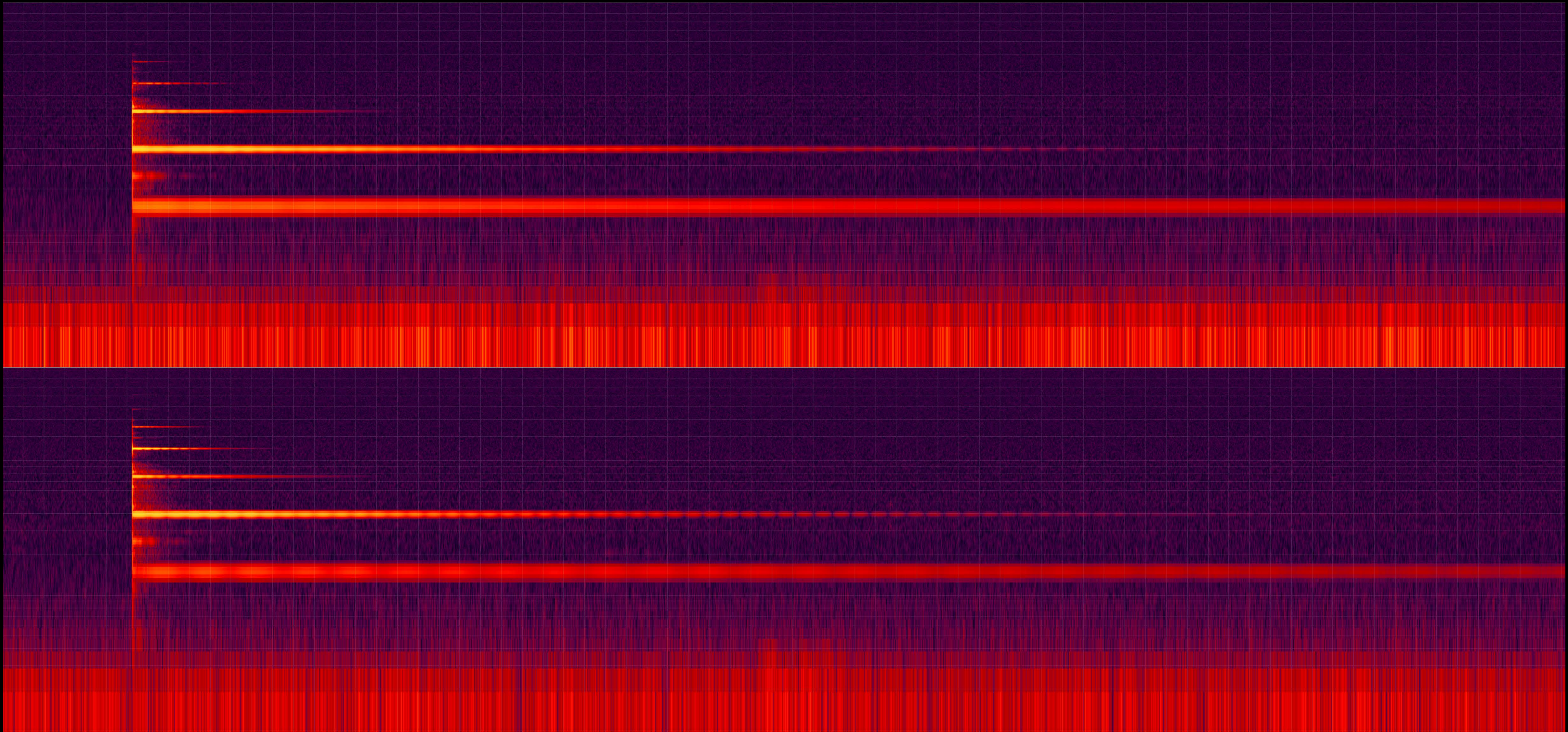


Sound



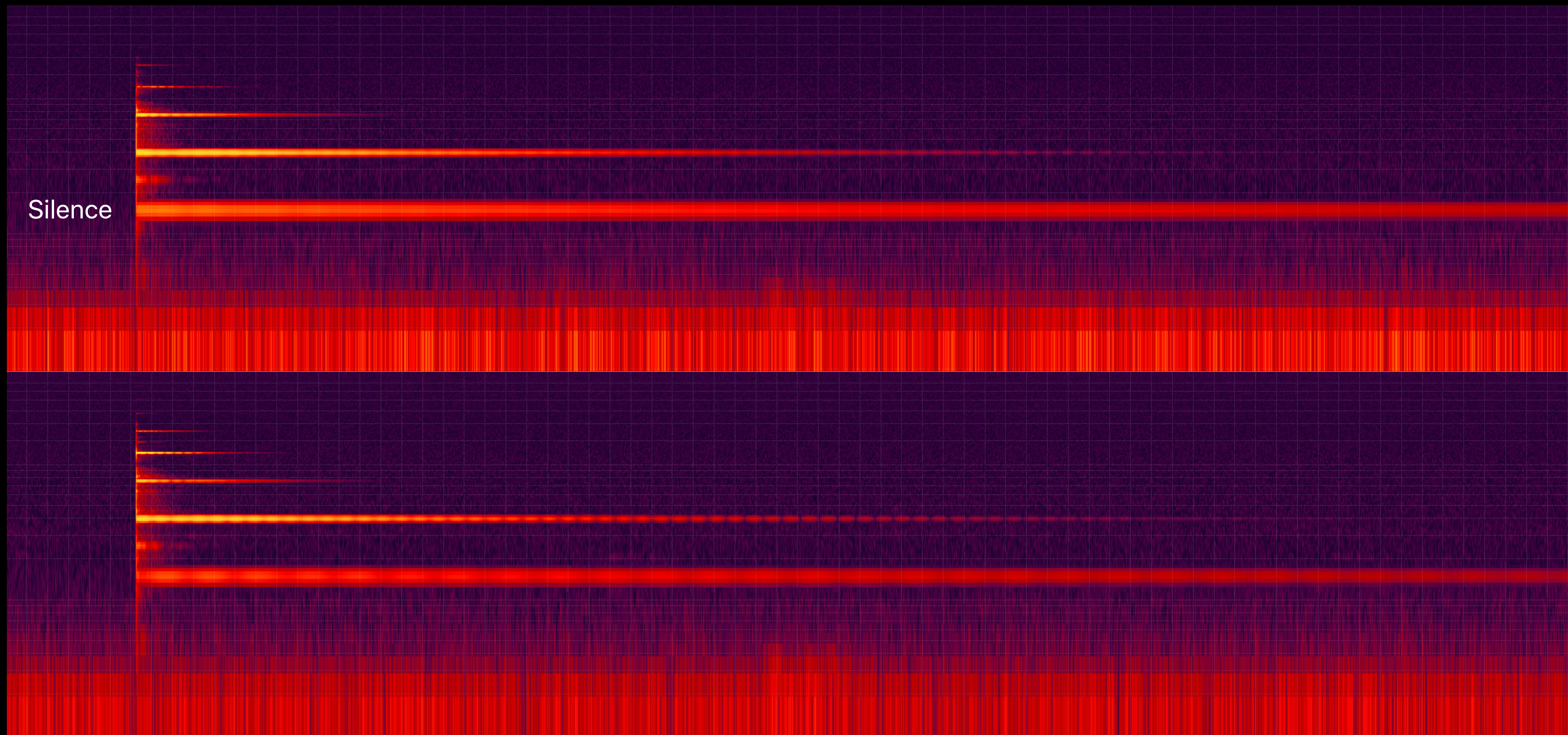
Pro tips



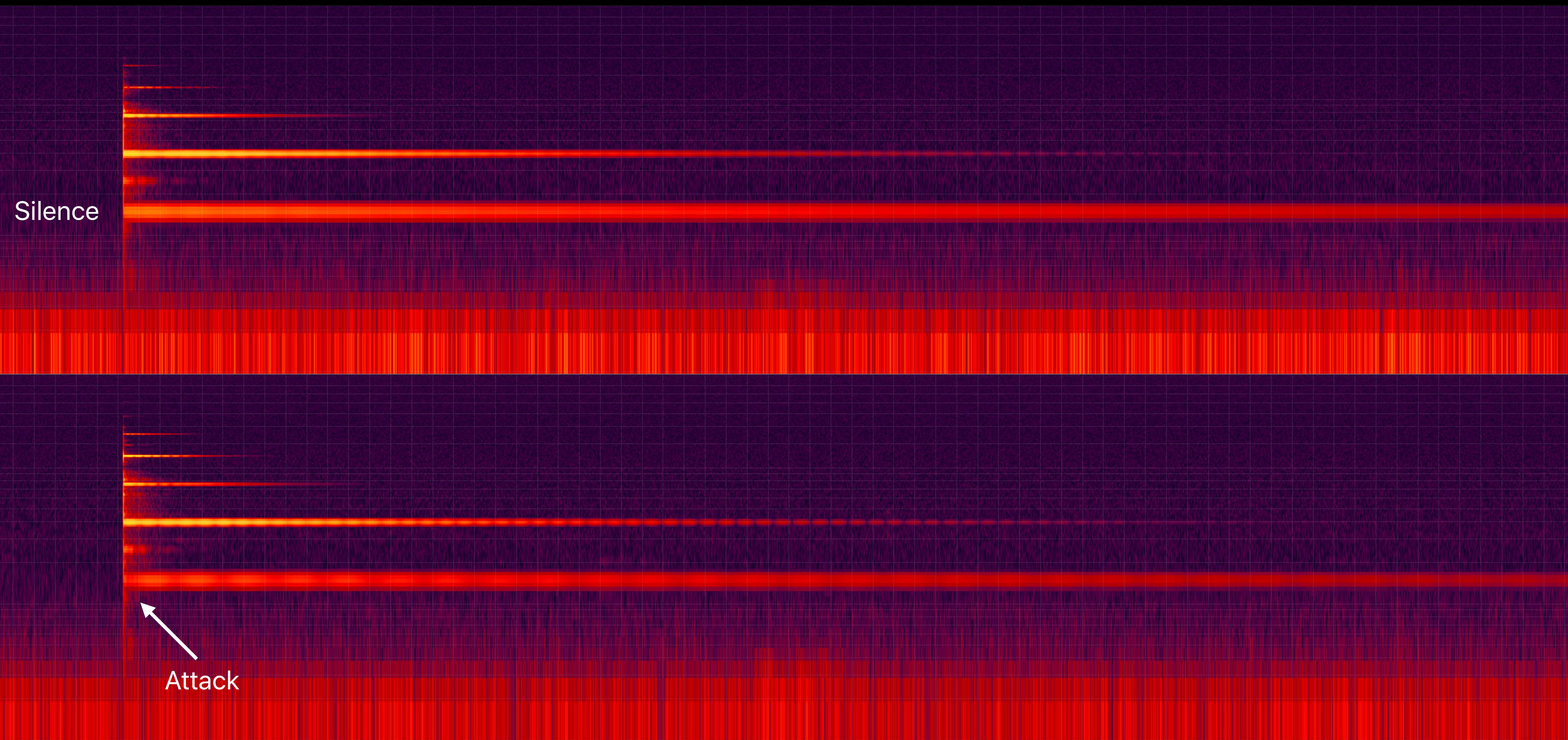




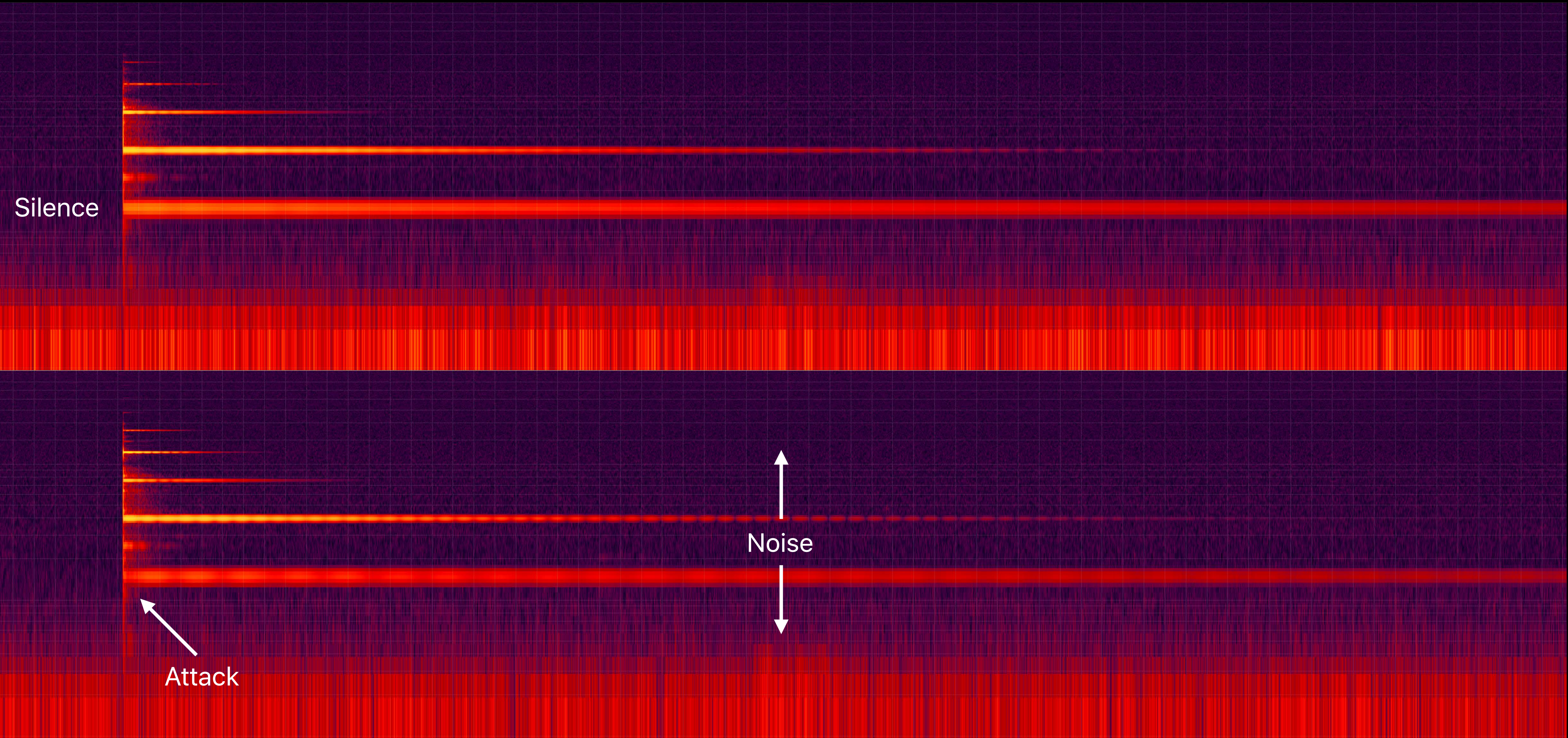
Silence



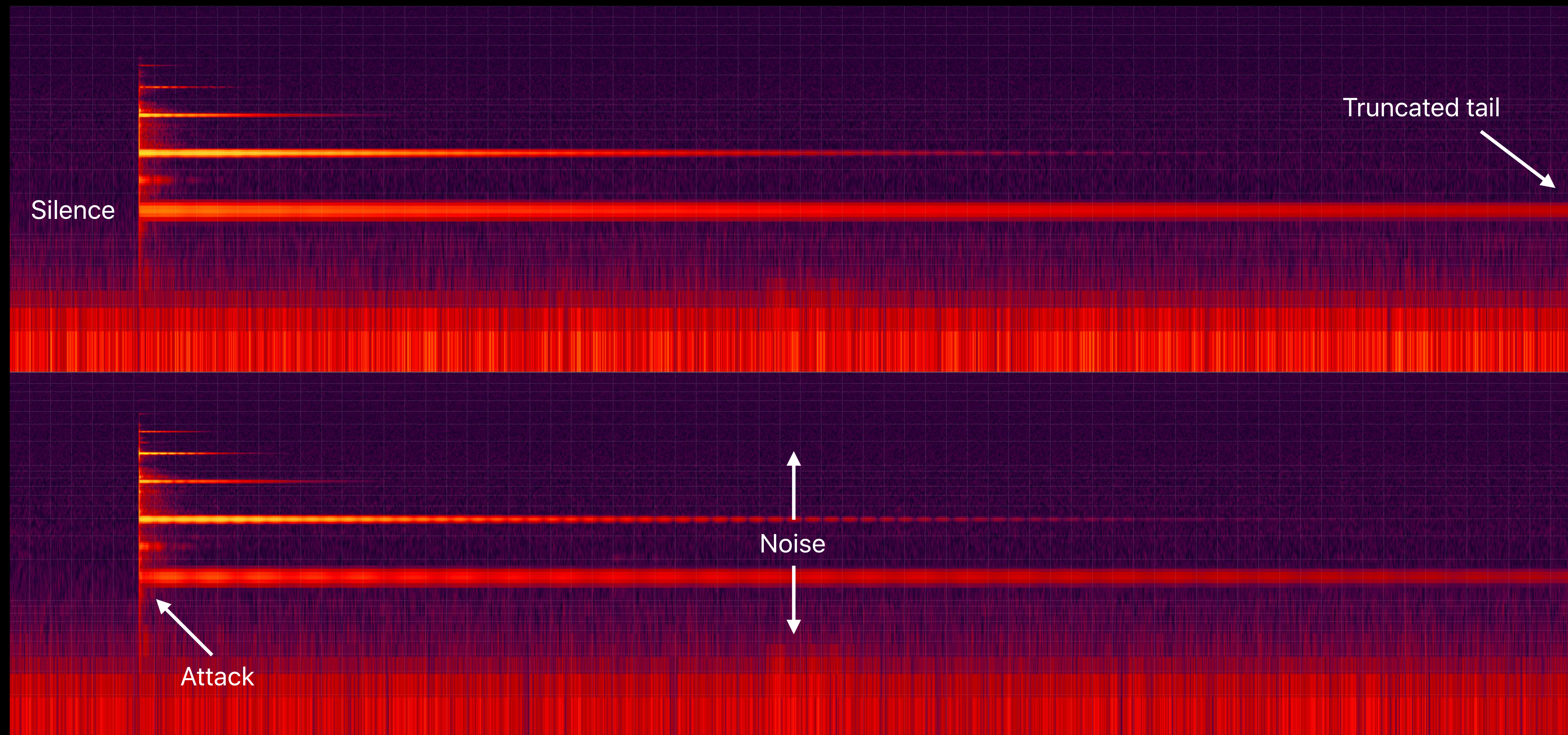




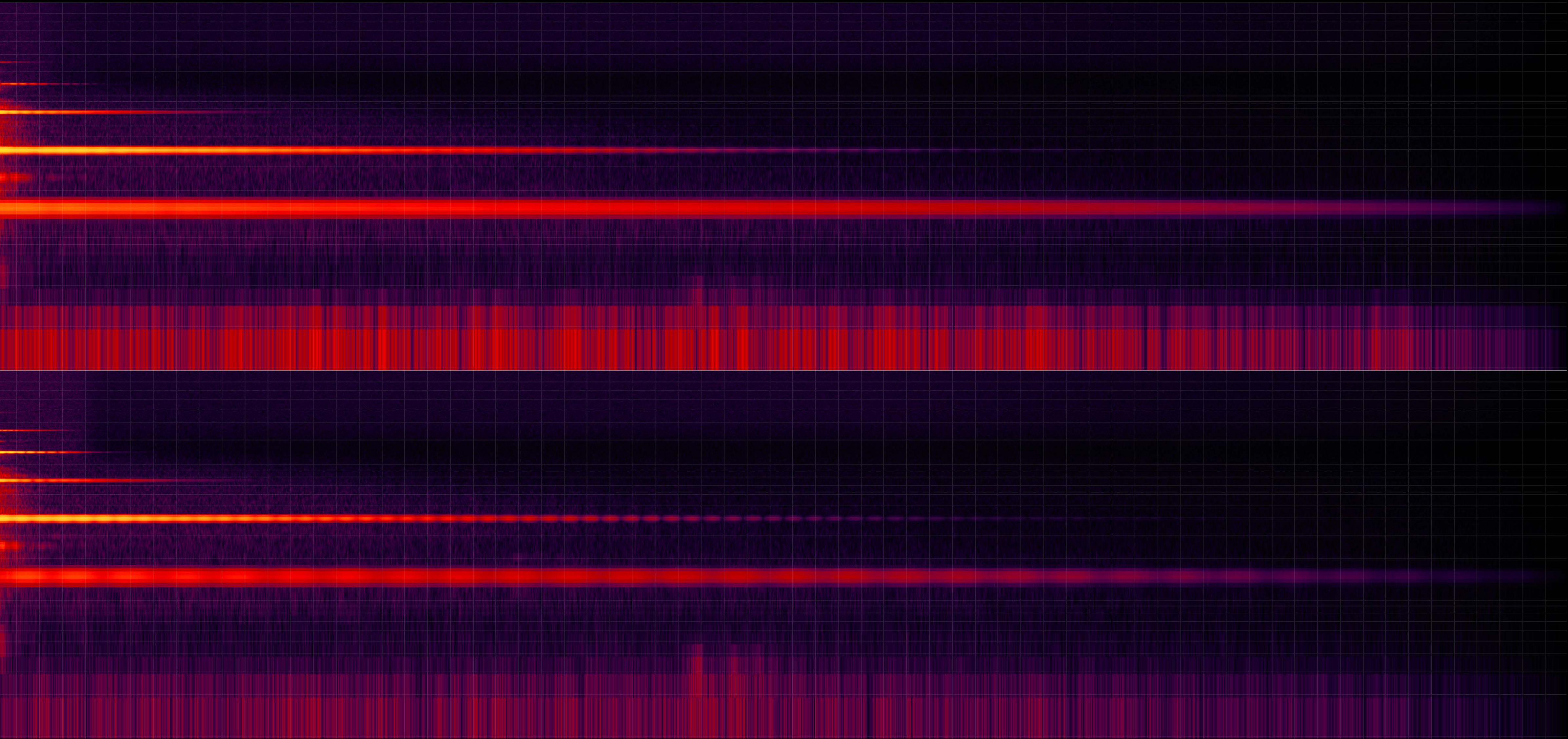














My Chime - Tracks

My Chime - Tracks





















# Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device



# Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device ... and headphones

# Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert



# Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert

- Sound designer

# Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert

- Sound designer
- Sound engineer









# More Information

<https://developer.apple.com/wwdc17/803>

