Planning a Great Apple Watch Experience

Session 808

Doug LeMoine, Design Evangelist
Planning a Great Apple Watch Experience

Session 808

Doug LeMoine, Design Evangelist
Planning
Planning ➡ Building
Planning ➡ Learning
2 years
Sweat
RunGo
Planning
A single feature
Night Sky
Neko Atsume
Focus
Night Sky
Night Sky
Qualities of great Apple Watch experiences
Legible
Concise
Legible
Concise
Timely
Timely
Concise
Legible
Timely
Timely
Concise
Legible
Timely
At Bat
5:15 PM PT
10:09

DET (24-28)

KC (22-29)

DET: Boyd (2-5, 5.40)
KC: Kennedy (0-4, 4.43)
Great white shark goes airborne, knocks over stunned fisherman

May 29, 2017
Great white shark goes airborne, knocks over stunned fisherman

WORLD

CANBERRA, Australia -- A 73-year-old Australian fisherman said Monday that he...
great white shark leapt into his boat, knocking him off his feet. "I didn't give it a chance to look me in the eyes. I wanted to get up and get on top of the gunnel because it was thrashing around madly," Selwood told
"wouldn't have caught me," he said, referring to the athletic science fiction comic book hero of the 1930s.

To continue reading, swipe up on your iPhone

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Great white shark goes airborne, knocks over stunned fisherman

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Great white shark goes airborne, knocks over stunned fisherman
May 29, 2017
Great white shark goes airborne, knocks over stunned fisherman
May 29, 2017
Your user ➔ Your app
Jorge
From your hometown
Leo
Avid runner
Lois
Bowie
Sketch expert
Timely • Concise • Legible • Personal
<table>
<thead>
<tr>
<th>Day</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>Sun 4</td>
<td>8 AM Briefing Studio M</td>
</tr>
<tr>
<td>Mon 5</td>
<td>9 AM Breakfast Meeting La...</td>
</tr>
<tr>
<td></td>
<td>10 AM Carpool</td>
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<tr>
<td></td>
<td>11 AM Call with Krisite</td>
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<tr>
<td></td>
<td>12 PM Team Lunch</td>
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<tr>
<td></td>
<td>1 PM Team Regroup</td>
</tr>
<tr>
<td></td>
<td>2 PM Presentation</td>
</tr>
<tr>
<td></td>
<td>3 PM Glen’s birthday party</td>
</tr>
<tr>
<td></td>
<td>4 PM Post-Presentation Deb...</td>
</tr>
<tr>
<td></td>
<td>5 PM Burger Night 🍔</td>
</tr>
<tr>
<td>Wed 7</td>
<td>7:45 AM Carpool</td>
</tr>
<tr>
<td></td>
<td>8 AM Weekly Staff Meeting</td>
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<tr>
<td></td>
<td>9 AM Team Prep</td>
</tr>
<tr>
<td></td>
<td>10:15 AM Call with Ian</td>
</tr>
<tr>
<td></td>
<td>11 AM Prep</td>
</tr>
<tr>
<td></td>
<td>12 PM Max’s Baseball Tournament</td>
</tr>
<tr>
<td></td>
<td>1 PM Lunch with Mara</td>
</tr>
<tr>
<td></td>
<td>2 PM Proposal Prep</td>
</tr>
<tr>
<td></td>
<td>3 PM Prep Hall 9</td>
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<tr>
<td></td>
<td>4 PM Preparations</td>
</tr>
<tr>
<td></td>
<td>5 PM Presentation</td>
</tr>
<tr>
<td></td>
<td>6 PM Basketball</td>
</tr>
<tr>
<td></td>
<td>7 PM Party</td>
</tr>
<tr>
<td>Thu 8</td>
<td>Race Registration</td>
</tr>
<tr>
<td></td>
<td>9 AM Leo’s Piano Lesson 🎸</td>
</tr>
<tr>
<td></td>
<td>10 AM Emily’s Studio</td>
</tr>
<tr>
<td>Fri 9</td>
<td>11 AM Weekly Prep Meeting</td>
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<tr>
<td></td>
<td>12 PM Weekly Prep Meeting</td>
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<tr>
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<td>1 PM Prep</td>
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<td>2 PM Prep Hall 9</td>
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<td>6 PM Prep Hall 9</td>
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<td></td>
<td>7 PM Prep Hall 9</td>
</tr>
<tr>
<td>Sat 10</td>
<td>8 AM Prep Hall 9</td>
</tr>
</tbody>
</table>
Thursday

12:00–1:30 PM

Lunch with Mara
Platform Components
Complication
Continuous Value
Continuous Value

Immediate relevance to here and now
Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about
Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about

Incremental progress
Continuous Value

Immediate relevance to here and now

Upcoming things the user cares about

Incremental progress

Easy access
Thursday, 8th
10:09 AM

12:00-1:30 PM
Lunch with Mara

65°
1:43 PM
30.19 mi
Notification
Find a field
Find a field
Find a time
Find a field
Find a time
Find players
Find a field
Find a time
Find players
Collect cash (sometimes)
Attacking Midfielder
Friday Futebol
06/09 — 19:00
Synthetic • R$10
Friday Futebol
06/09 — 19:00
Synthetic • R$10
Legible
Legible
Friday Futebol
06/09 — 19:00
Synthetic • R$10
Friday Futebol
06/09 — 19:00
Synthetic • R$10
Timely
Concise
Legible
Timely
Concise
Legible
- Legible
- Concise
- Timely
- Personal
Timely • Concise • Legible • Personal

Friday Futebol
06/09 — 19:00
Synthetic • R$10
I’m in!
Simple, focused tasks
Timely
Concise
Legible
Timely
Planning an App
“When should I go sailing?”

10:09
Wind
Wind

Swell
“When should I go sailing?”
“When should I go sailing?”
“When should I go sailing?”
"When should I go sailing?"
“When should I go sailing?”
“When should I go sailing?”
“When should I go sailing?”
“When should I go sailing?”

10:09

7kn NNE
“When should I go sailing?”

Wind 10:09

7kn NNE
7 NNE
Great Conditions Today

Wind, swell, and temperature will be ideal this afternoon. Raise the Jolly Roger! 🐳
Single feature
Planning ➡ Learning
Case Study: WWDC App

Jake Behrens, Apple Watch Technologies Evangelist
MONDAY 10:00 AM
Keynote
10:00 AM - 12:00 PM – Presidio

MONDAY 2:30 PM
Platforms State of the Union
2:30 - 4:00 PM – Presidio

MONDAY 4:30 PM
Apple Design Awards
4:30 - 5:30 PM – Presidio

TUESDAY 9:00 AM
Pins and needles.
9:00 - 9:40 AM – Presidio

What’s New in Web Development in WebKi...
9:00 - 9:40 AM – Mission

Patience is a virtue.
9:00 - 9:40 AM – Nob Hill

iOS Accessibility
Schedule
Maps
News
Videos
WatchKit Tips and Tricks
App Frameworks

Presidio
Friday, June 12
10:00 - 10:40 AM

Watch apps should load quickly and be
What Did We Learn?
What Did We Learn?

Identify what’s essential
Focus.
Focus. Seriously.
What do people really want on their wrist?
What do people really want from the WWDC app on their wrist?
Schedule
Sessions
Labs
Favorites
Sessions

Labs

Favorites
Now

Upcoming

Favorites

10:09

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<tr>
<td>Bill Graham Civic Auditorium</td>
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<td>10:00 AM - 12:00 PM</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Platforms State of</th>
</tr>
</thead>
</table>
Now
Keynote
Bill Graham Civic Auditorium
10:00 AM - 12:00 PM

Upcoming
Platforms State of
WWDC 2016

18pt x 18pt @2x
What Did We Learn?

Identify what’s essential
What Did We Learn?

Identify what’s essential

Focus your feature set
What Did We Learn?

Identify what’s essential

Focus your feature set
What Did We Learn?

Identify what’s essential

Focus your feature set

Keep what works
Can we make this better?
Planning a Great Apple Watch Experience

Hall 2
5:10 - 6:10 PM
Planning a Great Apple Watch Experience
Design

Thursday, June 8
5:10 - 6:10 PM
Hall 2
Planning a Great Apple Watch Experience

Design

Thursday, June 8
5:10 - 6:10 PM
Hall 2
Thursday 1:00 PM
I'm Closing Up on My 5th Book

Thursday 5:10 PM
- Building Visually Rich User Experience ★
  5:10 - 6:10 PM — Hall 2
- Planning a Great Apple Watch Experience ★
  5:10 - 6:10 PM — Grand Ballroom B

Friday 9:00 AM
- Auto Layout Techniques in Interface ★
  9:00 - 9:40 AM — Hall 3
- WatchConnectivity and WatchKit Lab ★
  9:00 - 11:00 AM — Technology Lab B
- SiriKit Lab ★
  9:00 AM - 12:00 PM — Technology Lab C

Friday 2:50 PM
- Teaching with Swift Playgrounds ★
  2:50 - 3:30 PM — Hall 2

Favorites
- Planning a Great Apple Watch Experience ★
  5:10 - 6:10 PM — Hall 2
Planning a Great Apple Watch Experience

Creating a great Watch experience involves planning and attention to detail. Learn how to focus your development for Apple Watch to ensure that the experience is timely and contextually relevant for your users. Walk through a case study of the WWDC Watch app and gain insights from the development team’s experience across three versions of...
TOMORROW'S FORECAST

77 °F / 48 °F (45%)

 Mostly cloudy until afternoon.

50° / 70° / 62°

3 AM / 12 PM / 8 PM
Check out the latest News update.
News Update

Going to the WWDC Bash?
Come to the check-in desk with your ID until 6 p.m. for a wristband.
// Push notification payload.

{
    "aps": {
        "alert": {
            "title": "News Update",
            "body": "Going to the WWDC Bash? Come to the check-in desk with your ID until 6 p.m. for a wristband."
        }
    }
}
// Push notification payload.

{
    "aps": {
        "alert": {
            "title": "News Update",
            "body": "Going to the WWDC Bash? Come to the check-in desk with your ID until 6 p.m. for a wristband."
        }
    }
}
News Update

Going to the WWDC Bash?
Come to the check-in desk with your ID until 6 p.m. for a wristband.
Summary

Planning is key
Summary

Planning is key

Start simple
Summary

Planning is key
Start simple
Iterate
More Information

https://developer.apple.com/wwdc17/808
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