When should alerts be used?
Verification Failed
Your Apple ID or password is incorrect.

Cancel  Try Again
Allow “Calendar” to access your location while you use the app?

Your location is used to estimate travel times to events and improve location searches.

Don’t Allow  Allow
Free Update Available
Visit the App Store to download the latest version of Numbers.

Close  App Store
Alerts are disruptive by design
Alerts are disruptive by design.

Like this app? More is available.
Get the most out of this app with more in-app purchases available at the Mac App Store, and check out our great latest releases.

Cancel  Visit App Store
Alerts are disruptive by design
Alerts are lightweight by design
Do you want “App Name” to remember this choice?

- Yes, in every app
- Yes, and show a banner in every app
- Yes
- Yes, and show a banner
- No
Log In Error
Error Domain=Parse Code=431 "The requested operation couldn't be completed." [Parse error 431]
UserInfo=0x345624ag0 {code=431, error=This user type is not supported by this application.}
Please do not enter the following special characters in the password field: - _ . ~ & % + () {} [] " | <> ?
Alert Dos and Donts

Correct errors

Request access to user data

Notify users about critical updates
Alert Dos and Don’ts

Correct errors

Request access to user data

Notify users about critical updates

Don’t use nonessential or lengthy content

Don’t offer complicated choices

Don’t duplicate the tasks of other UI elements
Allow “Calendar” to access your location while you use the app?
Your location is used to estimate travel times to events and improve location searches.

Don’t Allow  Allow
Allow “Calendar” to access your location while you use the app?
Your location is used to estimate travel times to events and improve location searches.

Don’t Allow  Allow
Allow “Calendar” to access your location while you use the app?

Your location is used to estimate travel times to events and improve location searches.

Don’t Allow  Allow
Allow “Calendar” to access your location while you use the app?

Your location is used to estimate travel times to events and improve location searches.

Actions

Don’t Allow  Allow
Allow “Calendar” to access your location while you use the app?

Your location is used to estimate travel times to events and improve location searches.

Don’t Allow  Allow
Allow “Calendar” to access your location while you use the app?

- **Why?**
  Your location is used to estimate travel times to events and improve location searches.

- **How?**
  - Don’t Allow
  - Allow
Common Problems
Too much/vague information

“App Name” cannot open this file.
You may need to download the latest available updates for the app. Do you want to visit the “App Name” website for more information and troubleshooting tips?

No

Yes
Common Problems
Too much/vague information

“App Name” cannot open “File Name”. You may need to download the latest available updates for the app. Do you want to visit the “App Name” website for more information and troubleshooting tips?

No

Yes
Common Problems
Too much/vague information

“App Name” cannot open “File Name”.
An update to the latest version of the app may be required.
Common Problems
Too much/vague information

“App Name” cannot open “File Name”.
An update to the latest version of the app may be required.

Check for Updates

Learn More

Cancel
Before and After

“App Name” cannot open this file.
You may need to download the latest available updates for the app. Do you want to visit the “App Name” website for more information and troubleshooting tips?

Yes
No

“App Name” cannot open “File Name”.
An update to the latest version of the app may be required.

Check for Updates
Learn More
Cancel
Before and After

“App Name” cannot open this file.
You may need to download the latest available updates for the app. Do you want to visit the “App Name” website for more information and troubleshooting tips?

No
Yes

“App Name” cannot open “File Name”.
An update to the latest version of the app may be required.

Check for Updates
Learn More
Cancel
Common Problems
Too little/confusing information
Common Problems
Too little/confusing information
Common Problems
Too little/confusing information

Stop downloading “Filename“?
If you stop downloading this file, you will not receive it.

[Buttons: Cancel, OK]
Common Problems
Too little/confusing information

Stop downloading “Filename“?
If you stop downloading this file, you will not receive it.

Stop  Download
Before and After

**Cancel download?**
If you cancel now, you will not receive this file.

**Stop downloading “Filename“?**
If you stop downloading this file, you will not receive it.
Before and After

Cancel download?
If you cancel now, you will not receive this file.

Stop downloading “Filename“?
If you stop downloading this file, you will not receive it.
Style and Quality
Style and Quality

Avoid platitudes, jargon, or fillers
Style and Quality

Avoid platitudes, jargon, or fillers

Use correct formatting, spelling, and punctuation
Style and Quality

Avoid platitudes, jargon, or fillers

Use correct formatting, spelling, and punctuation

Consider your audience
Summary
Summary

Keep it simple and helpful
Summary

Keep it simple and helpful

Practice: revise your alerts to incorporate these guidelines
Summary

Keep it simple and helpful

Practice: revise your alerts to incorporate these guidelines

Read the HIG
Alerts

Alerts convey important information related to the state of your app or the device, and often request feedback. An alert consists of a title, an optional message, one or more buttons, and optional text fields for gathering input. Aside from these configurable elements, the visual appearance of an alert is static and can't be customized.

Minimize alerts. Alerts disrupt the user experience and should only be used in important situations like confirming purchases and destructive actions (such as deletions), or notifying people about problems. The infrequency of alerts helps ensure that people take them seriously. Ensure that each alert offers critical information and useful choices.

Test the appearance of alerts in both orientations. An alert may appear differently in landscape mode and portrait mode. Optimize alert text so it reads well in any orientation without scrolling.

For developer guidance, see UIAlertViewController.