Intentional Design
Session 802

Doug LeMoine, Design Evangelist
Intent
People
Be intentional
Design intentionally
Feel simple
Natural
Designer clichés
Comfort and confidence
5 Elements
Tap & Hold to translate
Conversation
Tap & Hold to translate
Tap & Hold to translate
Tap & Hold to translate
Hello
Ciao
Tap & Hold to translate
Tap & Hold to translate
Tap & Hold to translate
Tap & Hold to translate
grazie mille
Tap & Hold to translate.
Tap to replay.
1. Radical simplification
Tap & Hold to translate
Removing
Demo
1. Radical simplification
Being radical is risky
What people really want
Dig past superficial needs
Reveal essential needs
1. Radical simplification
2. Deep understanding
Streaks
Workout
Inertia
Inertia /i-ˈnər-shə/ noun
1. Disinclination to move
2. Indisposition to exertion or change
Select Exercises

Up to 6 of your exercises will be randomly chosen for each workout.

- Push Ups
- Punch Push Ups
- Rotation Push Ups
- Crunches
- Lunges
- Side Lunges
- Squats
- Hip Hinges
- Knee Raises
- Mountain Climbers
- Bird Dogs
- Donkey Kicks
START A WORKOUT

- Quick  ~6 min
- Everyday  ~12 min
- Tough  ~18 min
- Pain  ~30 min
CRUNCHES

You should feel it in your abs.
CRUNCHES

You should feel it in your abs.
Remove work
1. Choose movements
2. Choose sequence and reps
3. Choose duration
4. Do workout
1. Choose movements
2. Choose sequence and reps
3. Choose duration
4. Do workout
1. Choose movements
2. Choose sequence and reps
3. Choose duration
4. Do workout
1. Choose movements
2. Choose sequence and reps
3. Choose duration
4. Do workout
1. Choose movements
2. Choose sequence and reps
3. Choose duration
4. Do workout
Take the work out
Take the work out of workouts
Choice = Power
“Hey! I want to choose!”
“Hey! I want to choose!”

Lots of people, probably
What inspired this?
“We'd read that there was some form of prison workout ...”

Isaac Forman, Designer of Streaks Workout
Pushups  
Crunches  
Burpees  
Planks
Pushups
Crunches
Burpees
Planks
“The concept using suits limited it to four exercises, and then the suits themselves became arbitrary anyway.”

Isaac Forman, Designer of Streaks Workout
Pushups  Crunches  Burpees  Planks
Value
Make a habit of working out
Randomness and surprise
1. Radical simplification
2. Deep understanding
Authentic
Artificial
Distant
Get close
The Inmates Are Running The Asylum

Alan Cooper
Knowing what people really want
A luggage assembly comprising a suitcase having integrally connected thereto a laterally extendable handle at its upper end and a wheel assembly at its lower end is disclosed. To effect transport, the handle is retracted from a lowered, compact position to a raised position and the suitcase is wheeled on an upright standing position in a curved position in which it is supported solely by its wheels and rolled by pulling and steering. The attachment allows for additional luggage items to be carried by the assembly and transported in a fully balanced manner.
A luggage assembly comprising a case integrally connected thereto a lateral frame at its upper end and a wheel assembly disclosed. To effect transport, the case is tilted from an upright to a lowered, compact, position to a wheel assembly thereby controlling the tilt.

References Cited

U.S. PATENT DOCUMENTS

2,581,417 1/1952 Jones 190/18 X
3,199,643 8/1965 Korchmar 190/110 X
3,257,120 6/1966 Browning 190/18 A X
3,306,404 2/1967 Yellin 190/1/10 X
United States Patent

Plath

WHEELED SUITCASE AND LUGGAGE SUPPORT

Inventor: Robert V. Plath, 3030 NE. 44th St, Lighthouse Point, Fla. 33064

Appl. No.: 390,960

Filed: Aug. 8, 1989

Int. Cl. A45C 5/14; A45C 13/30; A45C 13/38

U.S. Cl. 190/18 A; 190/108; 190/111; 190/115

Field of Search 190/18 A, 110, 115-117, 190/39; 150/108; 280/37

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2,581,417 1/1952 Jones 190/18 A X
3,199,643 8/1965 Korchmar 190/110 X
3,257,120 6/1966 Browning 190/18 A X
3,306,404 2/1967 Yellin 190/110

4,792,025 12/1988 Thomas

FOREIGN PATENT DOCUMENTS

2409720 7/1979 France
2538229 6/1984 France
1539021 1/1979 United Kingdom
2168035 6/1985 United Kingdom

Primary Examiner—Sue A. Weaver
Attorney, Agent, or Firm—Malin, DiMaggio & Crosby

ABSTRACT

A luggage assembly comprising a hingedly connected thereto a laterally hinged member at its upper end and a wheel assembly disclosed. To effect transport, the luggage assembly in a lowered, compact, position to a tilted angle, the luggage suitcase is tilted from an upright position to a tilted angle.
A luggage assembly comprising a bag integrally connected thereto a laterally movable section at its upper end and a wheel assembly disclosed. To effect transport, the bag is lowered, compact, position to a lowered, compact, position to a
Pilots and flight attendants

100,000
0.1% Potential customers
Ex·treme ɪkˈstrēm/ adjective

1. not usual; exceptional
2. furthest from the center or a given point; outermost
1. Radical simplification

2. Deep understanding

3. Extreme focus
Extreme
You probably think this sunshine means things are starting to look up for you. They’re not.
You probably think this sunshine means things are starting to look up for you. They're not.
Anthropogenic climate change is a myth. I'm the one trying to make your planet completely uninhabitable!
55°
FEELS LIKE 55°
PRECIP 0%
WIND 9 (22) E

Nobody knew predicting the weather could be so complicated.
77°
FEELS LIKE 77°
PRECIP 27%
WIND 6 (6) NW

You brought this bad weather upon yourself.
Cupertino, CA

70°
FEELS LIKE 70°
PRECIP 0%
WIND 11 (10) SE

It's the perfect temperature outside, but you'll probably spend all day inside watching cat videos.
Specific and personal
Unique
Your local weatherman isn't anywhere near as important as he thinks he is.
Personality
1. Radical simplification
2. Deep understanding
3. Extreme focus
4. Personal connection
Memorable
“I offend a lot of people.”

Brian Mueller, designer and developer of Carrot Weather
Personality

Homicidal
CARROT may threaten you and your loved ones with bodily harm.

Drag the slider to adjust CARROT’s personality.

Politics  Liberal

Sound FX  On

Speech  On

Voice  CARROT

Add additional voices in the Settings app by navigating to General > Accessibility > Speech > Voices > English.

Achievements  On

Secret Locations  On
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Voice
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On

Secret Locations
On

Add additional voices in the Settings app by navigating to General > Accessibility > Speech > Voices > English.
I command you to build a snowman in my image.
I command you to build a snowman in my image.
Personal connection
1. Radical simplification
2. Deep understanding
3. Extreme focus
4. Personal connection
Unintentional design
Where does bad UI come from?
Our experience
Familiar patterns
Automatic, unconscious, and fast
Notice the obvious
Challenge the obvious
iPhone X
Say hello to the future.
Shortcut
Container
Reliability
Morning Tranquility
0 10 minutes

Afternoon Energy
0 15 minutes

15 days to clarity
This intensive program with our instructors will tone your mental abs.

Beginner Chill Pill
Sign up for guided meditation courses
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Wednesday 4:00 PM

Intentional Design
4:00 – 4:40 PM – Hall 2

Metal for Ray Tracing Acceleration
4:00 – 4:40 PM – Hall 1

Introducing Natural Language Framework
4:00 – 4:40 PM – Hall 3

TextKit Best Practices
4:00 – 4:40 PM – Executive Ballroom

Wednesday 5:00 PM

Designing Fluid Interfaces
5:00 – 6:00 PM – Hall 2

Metal for Game Developers
5:00 – 6:00 PM – Hall 1

What’s New in App Store Connect
5:00 – 6:00 PM – Hall 3

Practical Approaches to Great App Perfo...
WEDNESDAY 5:00 PM

Designing Fluid Interfaces
5:00 – 6:00 PM – Hall 2

Metal for Game Developers
5:00 – 6:00 PM – Hall 1

What's New in App Store Connect
5:00 – 6:00 PM – Hall 3

Practical Approaches to Great App Performance
5:00 – 6:00 PM – Executive Ballroom
Be direct
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Metaphors
15 days to clarity
This intensive program with our instructors will tone your mental abs.

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Sign up for guided meditation courses
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Unintentional design
“We need to create a place in our app that is generic enough to contain basically anything, and therefore confuses people.”
“We need to create a place in our app that is generic enough to contain basically anything, and therefore confuses people.”

No one, ever
1. Radical simplification
2. Deep understanding
3. Extreme focus
4. Personal connection
5. Direct communication
Draw on what people know
the girl
NEW CARD

the girl
the girl
Immerse
Extend
Intent
Rosarium
Doloris

AVE
MARIA
Rosarium
Doloris

AVE
MARIA
Rosarium
Doloris

AVE
MARIA
1. Radical simplification
2. Deep understanding
3. Extreme focus
4. Personal connection
5. Direct communication
Be intentional
Slow down
Design consciously
People
Connect
Create something great
More Information

https://developer.apple.com/wwdc18/802