The Life of a Button

Session 804

Julian Missig, Prototype Designer
Hugo Verweij, Sound Designer
Toaster Ready — Making Toast — Toast Done
Toaster Ready → Request Toast → Making Toast → Toast Done

Cancel
Eat Toast
Toaster Ready → Request Toast → Making Toast → Toast Done

- Cancel
- Eat Toast

Patent-Pending Automatic Bread Reload
Most important interaction
Toaster
Ready

Request
Toast

Making
Toast

Cancel

Eat Toast

Patent-Pending Automatic Bread Reload
Toaster Ready → Request Toast → Making Toast → Toast Done

Cancel

Eat Toast

Patent-Pending Automatic Bread Reload
What is a button anyway?
What is a button anyway?
Before, During, After
What is a button anyway?
Before, During, After
Making it click
What is a button anyway?
Before, During, After
Making it click
What Is a Button Anyway?
What Is a Button Anyway?

Buttons are indirect controllers of action
What Is a Button Anyway?

Buttons are indirect controllers of action

Eject Toast
What Is a Button Anyway?

Buttons are indirect controllers of action.

Direct interaction is often preferable.
What Is a Button Anyway?

Buttons are indirect controllers of action

Direct interaction is often preferable
What Is a Button Anyway?

Buttons are indirect controllers of action

Direct interaction is often preferable

Physical buttons are indirect
A button is designed
Feedback
Feedback

Let people know what your app is doing
Feedback

Let people know what your app is doing

Tell—text explanations, icons
Feedback

Let people know what your app is doing

Tell—text explanations, icons

Show—experience visual, audio, haptic change over time
What is a button anyway?

Before, During, After

Making it click
Before
During

Before
Before

During
Before During After
Perceived Affordance

Before — During — After
Kitchen Toaster

Toast
Make Toast
Make Toast
Make Toast
Before During After
Before During After
Feedback
Feedforward

Before — During — After
Toaster

Ready

Making Toast

Done

Eat Toast

Request Toast

Cancel
Make Toast
Make Toast
Make Toast
Make Toast
Make Toast
Make Toast
Kitchen Toaster

Make Toast
Make Toast
Make Toast
Make Toast
Make Toast
Feedback

Before — During — After
Make Toast
Toast…

Make Toast
Make Toast

Kitchen Toaster

Make Toast
Make Toast
Make Toast
Make Toast

Toasting...
Make Toast
Make Toast

Stop Toasting

Toasting...
Make Toast
Make Toast

Stop Toasting

Toasting…
Recap
Recap

Feedback: Tell or Show
Recap

Feedback: Tell or Show

Interactions: Before, During, and After
Recap

Feedback: Tell or Show

Interactions: Before, During, and After

Try options to understand what’s too little and too much
Toaster Ready — Request Toast — Making Toast — Toast Done

Cancel

Eat Toast
Making It Click

Hugo Verweij, Sound Designer
Make Toast

Stop Toasting
Agenda
Agenda

Inspiration
Agenda

Inspiration

Designing sound
Agenda

Inspiration

Designing sound

Building blocks
50% of the experience of a movie
Why Care?
Why Care?

Sound is everywhere
Why Care?

Sound is everywhere

Sound is useful
Why Care?

Sound is everywhere

Sound is useful

Sound shapes experiences
Why Care?

Sound is everywhere
Sound is useful
Sound shapes experiences
Sound helps define your brand
Inspiration
Designing sound
Building blocks
To click or not to click?
To Click or Not to Click?
To Click or Not to Click?

Category
To Click or Not to Click?

Category

Audience
To Click or Not to Click?

Category

Audience

Context
Deconstructing the Process
Deconstructing the Process

What makes a sound?
Deconstructing the Process

What makes a sound?

Is the sound helpful?
Deconstructing the Process

What makes a sound?

Is the sound helpful?

How can we use this?
Toaster
Ready
Making Toast
Toast Done
Request Toast
Inspiration
Designing sound
Building blocks
Make Toast
Kitchen Toaster

Make Toast

Stop Toasting
Make Toast
Make Toast
Toaster:

A. Make Toast
B. Stop Toasting
C. Toasting...
Make Toast
Make Toast
Make Toast
Done.
Done...? 😐
Toaster
Ready

Request Toast

Making Toast

Toast Done
Toaster

Ready

Making Toast

Toast Done

Request Toast
Toaster
Ready
Making Toast
Toast Done

Request Toast

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Inspiration
Designing sound
Building blocks
Timbre
Timbre
Timbre
Timbre

Material
Timbre

Material

Shape
Timbre

Material
Shape
Excitation
Frequency
Frequency

High
Frequency

High

Low
Duration
Duration
Loudness
Mitch

Good job on mastering those ringtones, they sound amazing on the iPhone X.

Hey thanks!! I just push buttons until they sound good.

What can we do to make them sound even better at WWDC?

You know what they say... "E=MC² (plus or minus 3dB)"
Good job on mastering those ringtones, they sound amazing on the iPhone X.

Hey thanks!! I just push buttons until they sound good. 😊

What can we do to make them sound even better at WWDC?

You know what they say... "E=MC^2 (plus or minus 3dB)"
Building Blocks
Building Blocks

Timbre
Building Blocks

Timbre

Frequency
Building Blocks

Timbre

Frequency

Duration
Building Blocks

Timbre

Frequency

Duration

Loudness
Summary
Summary

Details add up to the whole
Summary

Details add up to the whole

Physical world can offer inspiration
Summary

Details add up to the whole

Physical world can offer inspiration

A user interface is more than what you see
Summary

Details add up to the whole

Physical world can offer inspiration

A user interface is more than what you see

Learn by trying things out
More Information

https://developer.apple.com/wwdc18/804