Designing Notifications

Session 806

Jon Dascola, Human Interface Designer
Heena Ko, Human Interface Designer
Designing Notifications

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Heena Ko, Human Interface Designer
Blue box alerts. Everything was an interruption that needed to be dealt with immediately.
Blue box alerts. Everything was an interruption that needed to be dealt with immediately.
Heena Ko 8:00 AM
Take a few deep breaths and look around for the happy people.

New Shared Photo Stream
Eden Sears would like to share “Beach Trip” with you

Heena Ko
Missed Call

Yesterday
Post WWDC Celebration Lunch!
Invitation from Chance Graham
Saturday at 1:00 PM
A Nice Cafe
1234 Market St, San Francisco, CA 94102

Accept
Maybe
Decline
Heena Ko
I'm so excited for WWDC! It's going to be great!!

3 more messages
New Episode
From The Daily

Today
Monday, June 4, 2018

When we spoke with Representative Tom Rooney, a Florida Republican, in July, he said he was starting to feel defeated by the state of politics in Washington. Nine months later, we check back in, and he talks frankly about the Russia investigation, gun control and his decision not to run for re-election.

34 min

Play

Open in Podcasts
We’re all friends here.
Notifications need to be great for everyone.
Heena Ko
I’m so excited for WWDC! It’s going to be great!! We have so much to talk about. Good jokes too.
Heena Ko
I’m so excited for WWDC! It’s going to be great!! We have so much to talk about. Good jokes too.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.
Heena Ko
I’m so excited for WWDC! It’s going to be great! We have so much to talk about. Good jokes too.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

New Sneakers Available!
Some new shoes are available online right now! Wake up now and try to order. Good luck.
Connecting People. Delivering Information.
This is the notification text for a generic app that is not particularly helpful.
App Name
Manage notifications

Deliver Quietly

Turn Off...

Quiet notifications will appear in notification center and badge the app icon, but will not appear on the lock screen, present banners, or play a sound.

Settings

Cancel
App Name

Manage notifications

Deliver Quietly

Turn Off...

Quiet notifications will appear in notification center and badge the app icon, but will not appear on the lock screen, present banners, or play a sound.

Settings

Cancel
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
A New App Would Like to Send You Notifications

A New App would like to send you notifications such as friend requests, event updates, and mentions.

These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow  Don’t Allow
A New App Would Like to Send You Notifications

A New App would like to send you notifications such as friend requests, event updates, and mentions.

These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow  Don’t Allow
Direct to Notification Center
A New App
This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..  Turn Off...
A New App
This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..  Turn Off..
A New App
This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..  Turn Off...
A New App
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Would you like to keep receiving notifications from the New App that you downloaded?

Keep.. Turn Off..
News
A New App Would Like to Send You Notifications

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Allow  Don’t Allow

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Keep..  Turn Off...
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Allow  
Don’t Allow

A New App
This is the notification from a new app. You can see the content right in Notification Center.

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Keep..  
Turn Off...
A New App
This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..  Turn Off..
Passive consumption.
Noncritical response.
A New App Would Like to Send You Notifications

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These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow  Don't Allow
Timely delivery.
Urgent response.
Asking for Permission
Asking for Permission

Do not prompt on first launch
Asking for Permission

Do not prompt on first launch

Explain why notifications are valuable
Asking for Permission

Do not prompt on first launch

Explain why notifications are valuable

Present at a relevant moment
A New App Would Like to Send You Notifications

A New App would like to send you notifications such as friend requests, event updates, and mentions.

These may play a sound, show up on the Lock screen, or badge the app. Notifications and how they appear can be managed in Settings.

Allow  Don’t Allow

APP NAME

A New App

This is the notification from a new app. You can see the content right in Notification Center.

Would you like to keep receiving notifications from the New App that you downloaded?

Keep..  Turn Off...
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run

Provide value

Notification Grouping

Richer Rich Notifications
Attention is valuable.
Attention is valuable.
Send great content.
Dinner Arriving
Your order from Sushirrito will be here in a minute. I bet you’re excited. 😁❤️
Dinner Arriving
Your order from Sushirrito will be here in a minute. I bet you’re excited. 😋😋😋
HQ TRIVIA

$10,000 prize. HQ starts now.
Notifications aren’t reasons to launch into an app.
Considered delivery.
Finish WWDC Presentation

Remind me on a day

Alarm
Tue, 5/18, 4:00 PM

Repeat
Never

Remind me at a location

Location
Arriving: Jonathan Dascola's Work

Priority
None

List
To Dos

Notes
Remind me to meditate at 8:10AM every day.
Choose your alert frequency

- Just the big stuff
- The day's top news
- Can't miss a thing

Upgrade to CNN FYI
CNN FYI - An occasional update on new features and programs from CNN.

Save settings
Hi! It's Duo.
These reminders don't seem to be working.
We'll stop sending them for now.
Hi! It’s Duo.
These reminders don’t seem to be working.
We’ll stop sending them for now.
Smart customization.
Be the first to know about big news, must-read stories and special offers from The Times.

- **Breaking News**
  Urgent and important stories.

- **Top Stories**
  Special reports and editors' picks.

- **Morning Briefing**
  What you need to know to start your day.

- **Business & Tech**
  Market-moving news and features.

- **New York**
  Stories from the city, state and region.

- **Politics**
  Fearless coverage of Washington and beyond.

- **Sports**
  Scores, live updates and great reads.
First run
Provide value
Notification Grouping
Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
Haley Carrol
Haley invited you to "Team Breakfast" at 9am tomorrow.
Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haley Carrol
Haley invited you to “Team Breakfast” at 9am tomorrow.
Lauren Tappana
Hi Jon.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haley Carrol
Haley invited you to “Team Breakfast” at 9am tomorrow.
Lauren Tappana
I need to ask you a serious question.

Lauren Tappana
Hi Jon.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haley Carrol
Haley invited you to “Team Breakfast” at 9am tomorrow.
Lauren Tappana
Lunch? 😐?

Lauren Tappana
I need to ask you a serious question.

Lauren Tappana
Hi Jon.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haile
I added you to “Team Breakfast” tomorrow.
Lauren Tappana
Lunch? 😋?
And 3 other messages

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haley Carroll
Haley invited you to "Team Breakfast" at 9am tomorrow.
Lauren Tappana
Lunch? 😚?

Lauren Tappana
I need to ask you a serious question.

Lauren Tappana
Hi Jon.

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.
Create notification threads.
// Creating groups with thread identifiers

let content = UNMutableNotificationContent()
content.title = "Notifications Team"
content.body = "WWDC After Party!"
content.threadIdentifier = "notifications-team-chat"

// Yes, this is a code slide in a design presentation.
// 😎
The New York Times
A yacht race is helping St. Barts heal after Hurricane Irma.
3 more stories

Quartz
The resume of the future will tell employers who you are, and not just what you’ve done.
3 more stories

Washington Post
Where you live has a bigger impact on happiness and health than you might imagine.
7 more stories
The New York Times
A yacht race is helping St. Barts heal after Hurricane Irma.
3 more stories
Quartz
The resume of the future will tell employers who you are, and not just what you’ve done.
3 more stories
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The New York Times
A yacht race is helping St. Barts heal after Hurricane Irma.
3 more stories

Quartz
The resume of the future will tell employers who you are, and not just what you’ve done.
3 more stories

Washington Post
Where you live has a bigger impact on happiness and health than you might imagine.
7 more stories
The Daily
Monday, June 4, 2018 is available
2 more episodes are available
It’s ok to group by app.
First run

Provide value

Notification Grouping

Richer Rich Notifications
First run
Provide value
Notification Grouping
Richer Rich Notifications
Mexico Vacation!
Lauren Tappana added a new image to your shared photo stream Mexico Vacation!

Like
Comment
Chance invited you to “Post WWDC Celebration Lunch!” at 1pm tomorrow.
Post WWDC Celebration Lunch!
Invitation from Chance Graham
Saturday at 1:00 PM
A Nice Cafe
1234 Market St, San Francisco, CA 94102

Accept
Maybe
Decline
Heena Ko
Your presentation is going great. Such a good job! I'm ready to share my story too!!!
And 3 other messages

Heena Ko Liked Your Tweet
Nothing scarier than a server who takes multiple orders without writing anything down.

Haley Carrol
Haley invited you to “Team Breakfast” at 9am tomorrow.
Hey, I'm making a cheesecake.

Waiting for butter to come to room temp.

Nice! Send some photos of the process.

Your presentation is going great. Such a good job! I'm ready to share my story too!!!
HEENA KO

b pat: i'm making a cheesecake

waiting for butter to come to room temp

nice! send some photos of the process

your presentation is going great. such a good job! i'm ready to share my story too!!!

message keyboard

yea no tomorrow

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
HEENA KO

p patriot, I'm making a cheesecake
waiting for butter to come to room temp

Nice! Send some photos of the process

Delivered

Your presentation is going great. Such a good job! I'm ready to share my story too!!!
The Daily
Monday, June 4, 2018 is available
2 more episodes are available
3 New Episodes

- Monday, June 4, 2018
  29 min - The Daily

- Tuesday, June 5, 2018
  24 min - The Daily

- Wednesday, June 6, 2018
  26 min - The Daily

Play All
First Run
First Run

Timely delivery and urgent response
First Run

Timely delivery and urgent response

Passive content and noncritical response
First Run

Timely delivery and urgent response

Passive content and noncritical response

Make decision based on your app’s needs
Provide Value
Provide Value

Meaningful content with specific information
Provide Value

Meaningful content with specific information

Not a reason to launch the app
Provide Value

Meaningful content with specific information

Not a reason to launch the app

Well designed Settings and configuration UI
Notification Grouping
Notification Grouping

By default notifications will group by app
Notification Grouping

By default notifications will group by app

Threads can be used to create more nuanced grouping
Notification Grouping

By default notifications will group by app

Threads can be used to create more nuanced grouping

Use threads only when necessary
Rich Notifications
Rich Notifications

Each notification should complete a specific task
Rich Notifications

Each notification should complete a specific task

Add images, video, audio, and custom content
Rich Notifications

Each notification should complete a specific task

Add images, video, audio, and custom content

Add interactivity to create a holistic notification experience
But that’s not everything...
Heena Ko

You done tho.
Keynote in 5!

WWDC
Notifications are the primary way people interact with apps on Apple Watch.
Invitation
Post WWDC Celebration Lunch!
From
Chance Graham
Post WWDC Celebration Lunch!
Invitation from Chance Graham
Saturday at 1:00 PM
A Nice Cafe
1234 Market St, San Francisco, CA 94102

Accept
Maybe
Decline
Invitation
Post WWDC Celebration Lunch!
From Chance Graham
Invitation
Post WWDC Celebration Lunch!
From
Chance Graham
When
Monday,
June 4, 1:00 PM

Where
A Nice Cafe
1234 Market Street
San Francisco, CA

Accept
Thunderstorm starting in 22 min.
How do I make them look great on both devices?
We Want To Know What Love Is

This week, we examine four of the Best Picture Oscar-nominated films — “Call Me by Your Name,” “Get Out,” “The Shape of Water” and “Phantom Thread” — to ask whether we are entering a new phase of romance films.
We Want To Know What Love Is

48m • This week, we examine four of the Best Picture Oscar-nominated films — “Call Me by Your Name,” “Get Out,” “The Shape of Water” and “Phantom Thread” — to ask whether we are entering a new phase of romance films.

Still Processing

Play Now
Queue Next
Queue Last
Archive
We Want To Know What Love Is

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Quick Actions

Quick Action

Queue Next

Queue Last

Archive

Play Now

Queue Next
Your trip to Lisbon is coming up!
Remember to get your travel docs in order for the trip.
Your trip to Lisbon is coming up!
Remember to get your travel docs in order for the trip.
Your trip to Lisbon is coming up!
Remember to get your travel docs in order for the trip.
Your trip to Lisbon is coming up!
Remember to get your travel docs in order for the trip.
Your trip to Lisbon is coming up!
Remember to get your travel docs in order for the trip.
Interactive notifications!
Thanks for riding with Fastride!
Please rate your ride with Mark.

Open Fastride
Joy Long
$18.80
Rate the ride
10 minutes
until your parking session expires

Extend parking for
5 min
10 minutes until your parking session expires

Extend parking for
10 min
10 minutes until your parking session expires

Extend parking for 15 min
Tony’s Pizza Napoletana

Your table is ready
Please check-in with the host ASAP
Extend up to 45 min

15 minutes
Medication Reminder
You’re scheduled to take these before 11pm.

Ibuprofen
Informative
Visually rich
Actionable
Quick interactions
Informative
Visually rich
Actionable
Quick interactions
Informative
Visually rich
Actionable
Quick interactions
Informative
Visually rich
Actionable
Quick interactions
Get to know your audience
Today
June 4 Monday
Cupertino
58°F ~ 73°F
Partly Cloudy
View
Gabriel is now en-route to Los Angeles
Estimated arrival

9:00pm

Set pick-up reminder
Estimated arrival: 9:00pm

Set pick-up reminder

QANTAS

Gabriel is arriving on time at 9:00pm at Los Angeles Terminal TBIT.

Leave by: 8:30pm
First run
Provide value
Considered delivery
Notification Grouping
Rich Notifications
First run
Provide value
Considered delivery
Notification Grouping
Rich Notifications
First run
Provide value
Considered delivery
Notification Grouping
Rich Notifications
Remind me to meditate at 8:10AM every day.

Reminder: HEADSPACE
First run
Provide value
Considered delivery
Notification Grouping
Rich Notifications
First run
Provide value
Considered delivery
Notification Grouping
Rich Notifications
We Want To Know What Love Is

48m • This week, we examine four of the Best Picture Oscar-nominated films — “Call Me by Your Name,” “Get Out,” “The Shape of Water” and “Phantom Thread” — to ask whether we are entering a new phase of romance films.

Still Processing

Play Now
Queue Next
Queue Last
Archive
hey you done yet?
hey you done yet?
More Information

https://developer.apple.com/wwdc18/806

<table>
<thead>
<tr>
<th>Topic</th>
<th>WWDC 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's New in User Notifications</td>
<td></td>
</tr>
<tr>
<td>Using Grouped Notifications</td>
<td></td>
</tr>
<tr>
<td>What's New in watchOS</td>
<td></td>
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