Designing Award Winning Apps and Games

Lauren Strehlow and Doug LeMoine, Design Evangelists
How to Win an Apple Design Award
“How do you win an Apple Design Award?”
“How do you win an Apple Design Award?”
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Touchedrive
Subverts expectations
Question basic assumptions
DRIFTING RECHARGES YOUR NITRO BAR.

HOLD TO DRIFT
More fun, faster
Less frustrated
Take a risk
New experience
Innovation
Innovation

Question assumptions
Innovation

Question assumptions
Convert problems into ideas
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Simplification
SHOOTING DRILL
Around the Key

DRILL SCORE | MAKE | ATTEMPT
-------------|------|--------
[Diagram with various points marked]
SHOOTING DRILL
Around the Key

DRILL SCORE

12 MAKE

20 ATTEMPT

0% (0-1) 67% (2-3)
71% (0-7) 57% (4-7)
50% (1-2) 67% (2-3)
“When we first launched, the experience was
“When we first launched, the experience was not magical.”

Founder, HomeCourt
1. Place iPhone in tripod
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2. Place tripod at half court
3. Make sure the tripod is 5’ off the ground
4. Identify the hoop
5. Identify four points on the ground
6. Works best outside
7. But really only around noon or when cloudy
1. Place iPhone in tripod

2. Place tripod at half court

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DEVICE SETUP

TRIPOD OR HANDHELD

Most accurate
Required for Shot Science

GROUND

Simpler setup
Put directly on ground
1. Place iPhone in tripod

2. Place tripod at half court

3. Make sure the tripod is 5’ off the ground

4. Identify the hoop

5. Identify four points on the ground

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7. But really only around noon or when cloudy
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6. Works best outside
7. But really only around noon or when cloudy
Now put the phone directly on the ground at a far corner of the court.
Now put the phone directly on the ground at a far corner of the court.
Magical
Innovation
Innovation

Fits into the flow of real life
Innovation

Fits into the flow of real life

Non-disruptive
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Black boxes
Professional photos

20,000,000
“Underwhelming”
Attribution
Trust
Trust
Trust

Reveal what’s behind the app’s intelligence
Trust

Reveal what’s behind the app’s intelligence

Offer ways to adjust
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
The Gardens Between
Refinement
“The creative process is not like a situation where you get struck by a single lightning bolt. You have ongoing discoveries, and there's ongoing creative revelations... along the way, you must allow yourself room for your ideas to blossom, take root, and grow.”

Carlton Cuse, Producer
CASSETTE AS PORTION OF LEVEL LANDMASS

PATH
- ARTIFICIAL
- NATURAL FEATURE OF THE LANDSCAPE

WATER FLOWING ROUND IN CIRCLE

ROCK MATERIAL

WATER FLOWS OUT LIKE TAPE RIBBON

TAPE STRUCTURE CLIPS INTO ROCK LANDMASS

A  B
long ladder climb with music.
no puzzle
final beacon

darker environment.
never lose the light
lightning puzzle
glitch puzzles
-- double console
-- jenga remix

reversal gravity
light puzzles
jumper puzzles
Saying goodbye
Refinement

Take time to explore and sit with ideas
Refinement

Take time to explore and sit with ideas

Discover new ideas
Refinement

Take time to explore and sit with ideas

Discover new ideas

Justify design decisions
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Butterfly iQ
2016 Demo
2016 Demo
Metaphors
“In our early testing, we learned that the image is sacrosanct. Doctors kept telling us to move things out of the way.”

Product Designer, Butterfly iQ
Refinement
Refinement
Refinement

Leverage real world expectations and behaviors
Refinement

Leverage real world expectations and behaviors

Unless they conflict with established digital behaviors
Refinement

Leverage real world expectations and behaviors

Unless they conflict with established digital behaviors

Be ready to throw things out
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Feel
Immersive
Beautiful
Too Crazy??

Next

Totem Rise when level is done

Ninni Totem after x levels
Reinforce the intent
And One More Subtle Point!
“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay because they just get more difficult from level to level.”

Game Designer, ELOH
“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay because they just get more difficult from level to level.”

Game Designer, ELOH
“Modern puzzle games often fail to create long-lasting excitement despite having cool gameplay because they just get more difficult from level to level.”

Game Designer, ELOH
Support the behavior
Embodied in every element
Ordia
"I wanted the player to always feel like they were in the same environment, whether they’re playing a level, scrolling through the map or changing a setting on the menu."

Art Director, Ordia
Cohesiveness
Cohesiveness

Consistent design language
Cohesiveness

Consistent design language

Layout every screen side by side
Cohesiveness

Consistent design language

Layout every screen side by side

Design for the platform
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Accessible to all
300 Million
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
That’s Not All...
1,400
Unique color names
Attention to Detail
Attention to Detail

Take time
Attention to Detail

Take time

Don’t settle
Attention to Detail

Take time

Don’t settle

Be methodical
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Innovation
Trust
Refinement
Aesthetics
Inclusion
Attention to detail
Thank you
More Information

developer.apple.com/wwdc19/802
WWDC19