

Intentionality and (Mobile) Design



iOS 1
2007



iOS 11
2017

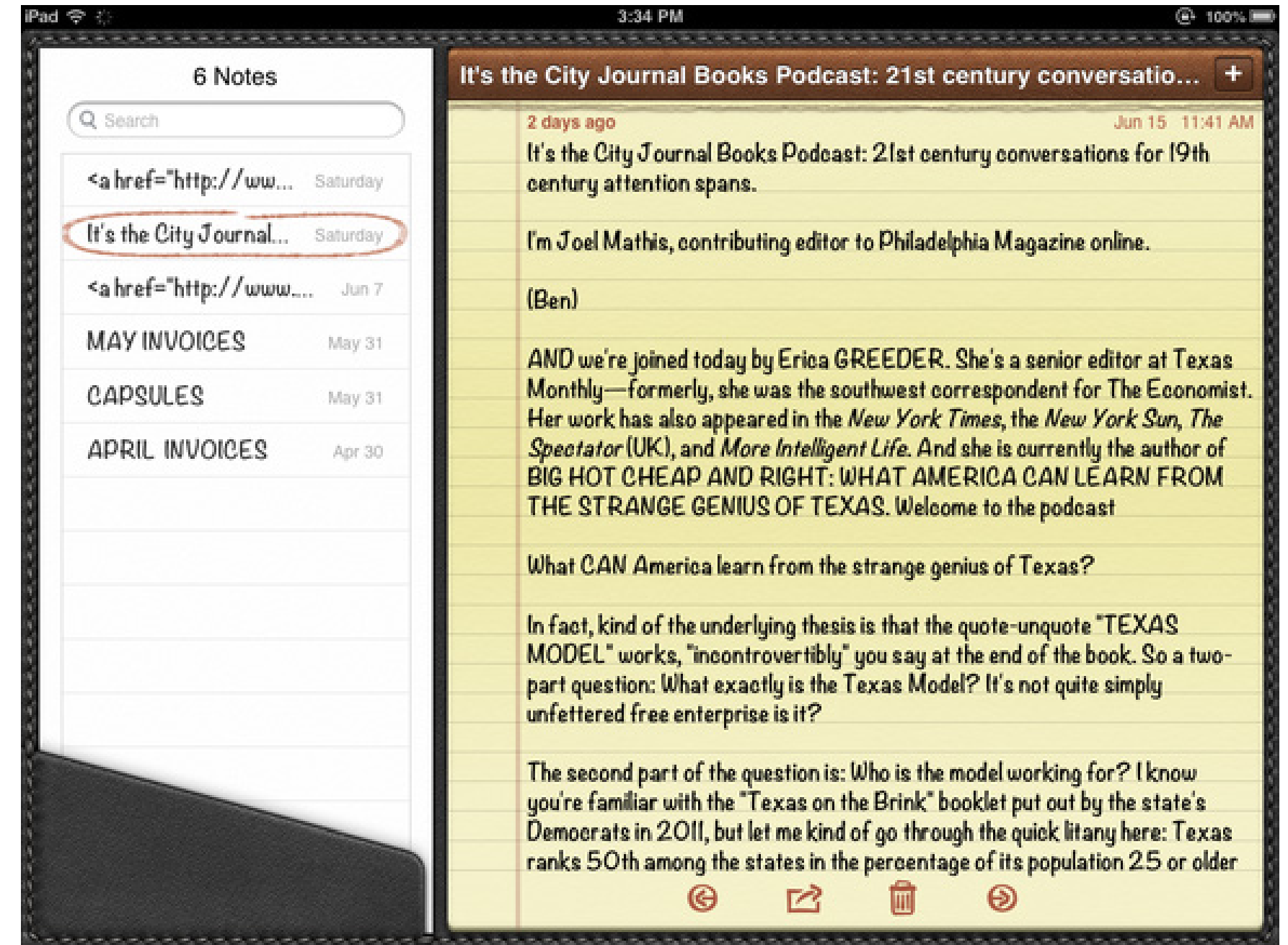
Skeuomorphism

The design concept of making items represented resemble their real-world counterparts.

Metaphor Design



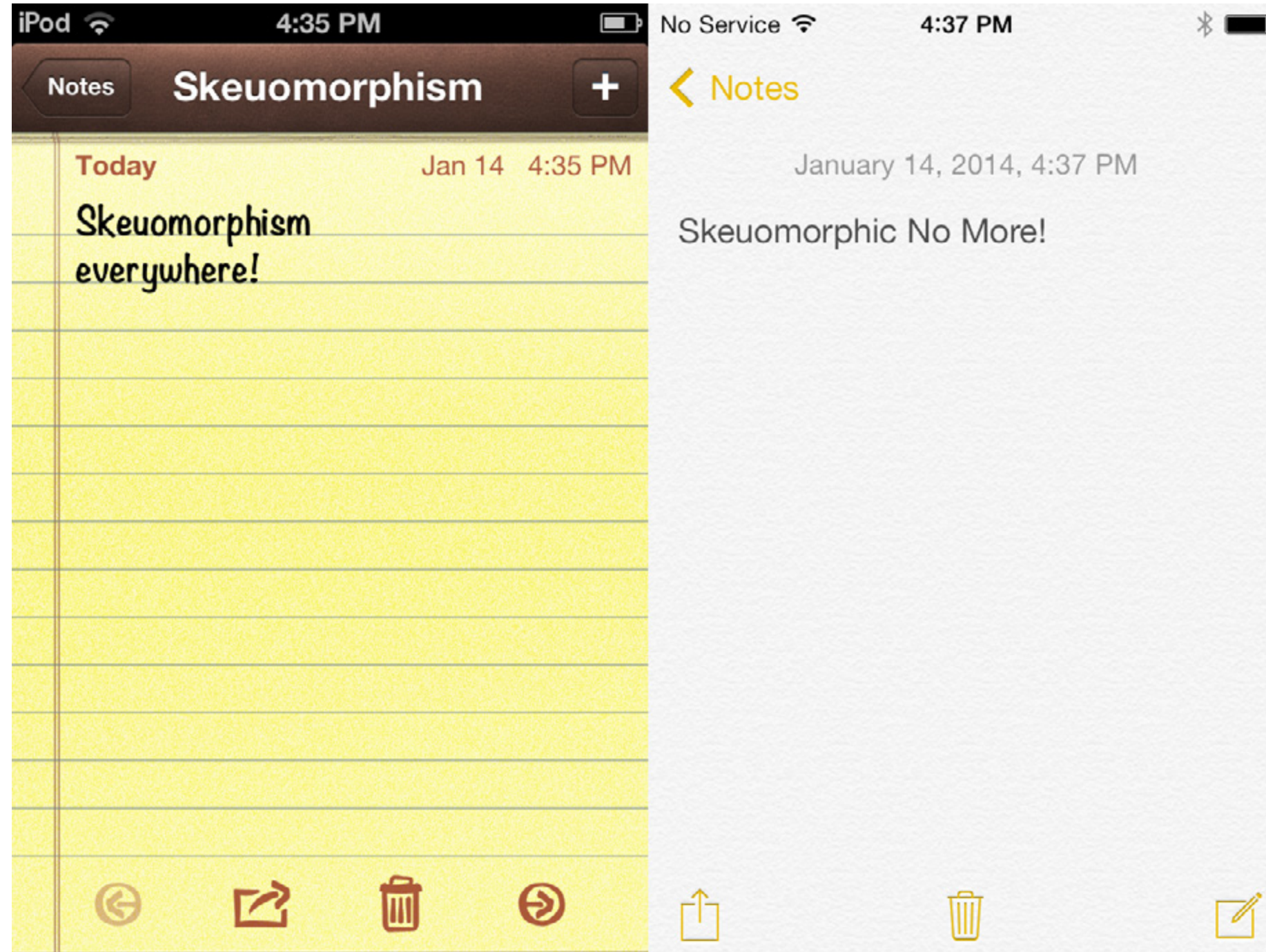
Legal pad in leather binding



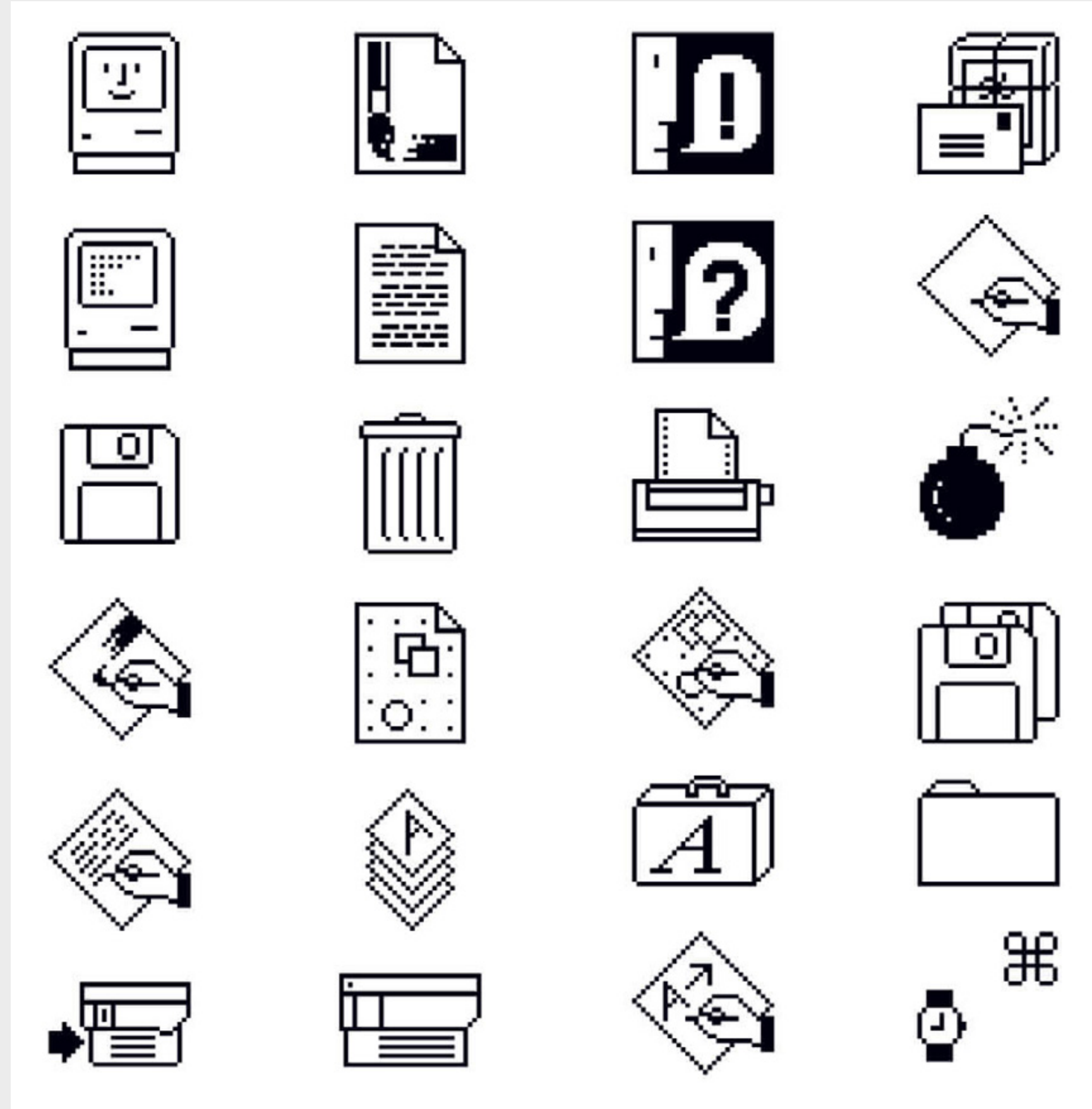
Notes App iOS 3

**What is the thinking
behind these
design decisions?**

Metaphor Design



Metaphor Design



Metaphor Design

Human Interface Guidelines

impact and reach, keep the following principles in mind as you imagine your app's identity.

ios ~

- Overview ▾
 - Themes
 - iPhone X
 - What's New in iOS 11
 - Interface Essentials
 - App Architecture
 - User Interaction
 - System Capabilities
 - Visual Design
 - Icons and Images
 - Bars
 - Views
 - Controls
 - Extensions
 - Technologies
 - Resources

Aesthetic Integrity

Aesthetic integrity represents how well an app's appearance and behavior integrate with its function. For example, an app that helps people perform a serious task can keep them focused by using subtle, unobtrusive graphics, standard controls, and predictable behaviors. On the other hand, an immersive app, such as a game, can deliver a captivating appearance that promises fun and excitement, while encouraging discovery.

Consistency

A consistent app implements familiar standards and paradigms by using system-provided interface elements, well-known icons, standard text styles, and uniform terminology. The app incorporates features and behaviors in ways people expect.

Direct Manipulation

The direct manipulation of onscreen content engages people and facilitates understanding. Users experience direct manipulation when they rotate the device or use gestures to affect onscreen content. Through direct manipulation, they can see the immediate, visible results of their actions.

Feedback

Feedback acknowledges actions and shows results to keep people informed. The built-in iOS apps provide perceptible feedback in response to every user action. Interactive elements are highlighted briefly when tapped, progress indicators communicate the status of long-running operations, and animation and sound help clarify the results of actions.

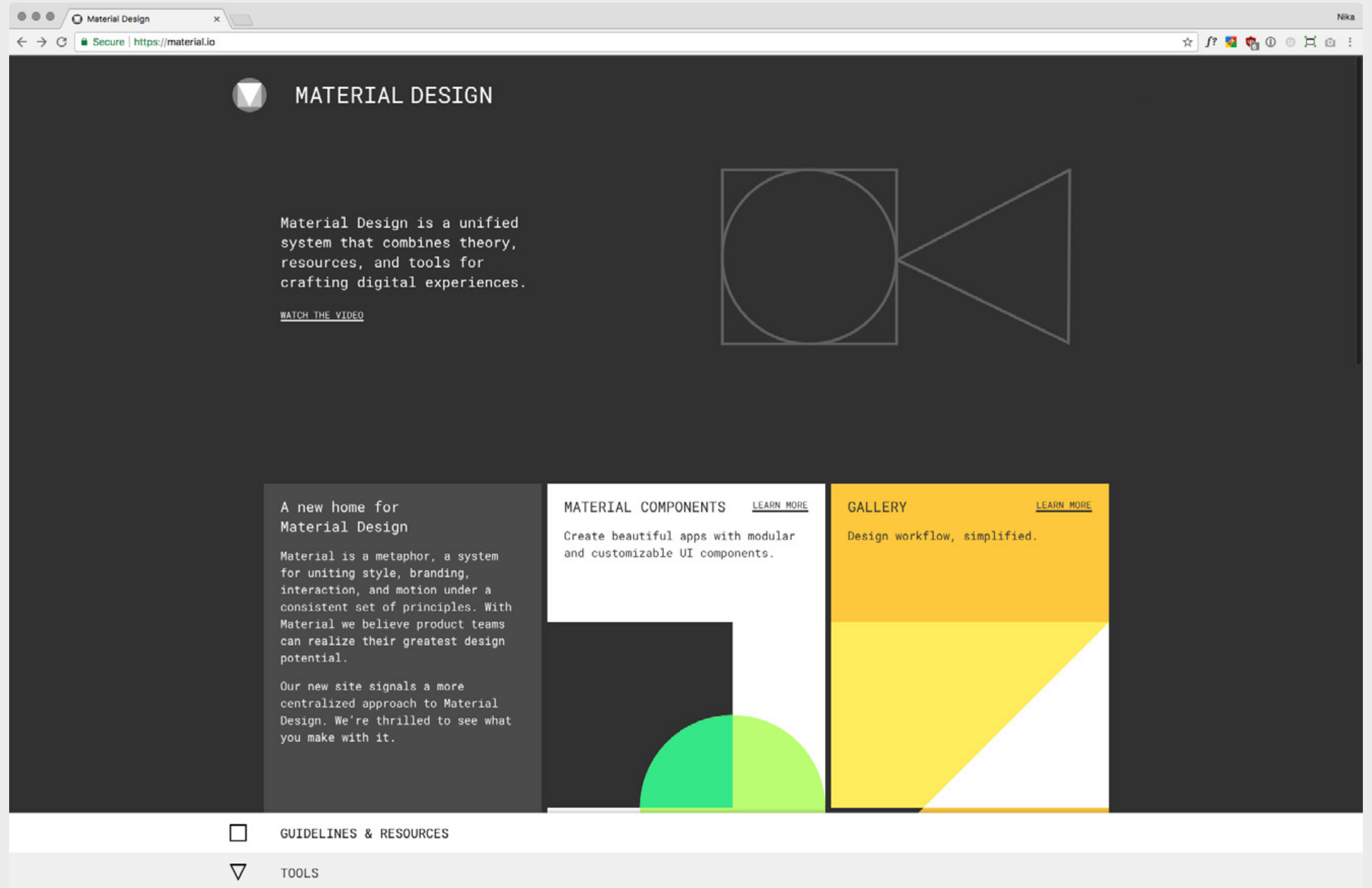
Metaphors

People learn more quickly when an app's virtual objects and actions are metaphors for familiar experiences—whether rooted in the real or digital world. Metaphors work well in iOS because people physically interact with the screen. They move views out of the way to expose content beneath. They drag and swipe content. They toggle switches, move sliders, and scroll through picker values. They even flick through pages of books and magazines.

User Control

Throughout iOS, people—not apps—are in control. An app can suggest a course of action or warn about dangerous consequences, but it's usually a mistake for the app to take over the decision-making. The best apps find the correct balance between enabling users and avoiding unwanted outcomes. An app can make people feel like they're in control by keeping interactive elements familiar and predictable, confirming destructive actions, and making it easy to cancel operations, even when they're already underway.

Design Guidelines



The screenshot shows the Material Design website homepage. The browser address bar displays "Material Design" and "Secure | https://material.io". The main heading is "MATERIAL DESIGN" with a downward arrow icon. Below the heading is a paragraph: "Material Design is a unified system that combines theory, resources, and tools for crafting digital experiences." followed by a link "WATCH THE VIDEO". To the right is a large graphic consisting of a square with a circle inside, and a triangle pointing to the right. Below this are three columns of content:

- A new home for Material Design**

Material is a metaphor, a system for uniting style, branding, interaction, and motion under a consistent set of principles. With Material we believe product teams can realize their greatest design potential.

Our new site signals a more centralized approach to Material Design. We're thrilled to see what you make with it.
- MATERIAL COMPONENTS** [LEARN MORE](#)

Create beautiful apps with modular and customizable UI components.
- GALLERY** [LEARN MORE](#)

Design workflow, simplified.

At the bottom, there is a navigation menu with two items:

- GUIDELINES & RESOURCES
- TOOLS

BA Exec Club number: 11:32 >
Meter readings 29th April... 11:32 >
Shirt 37 / 14.5 11:32 >
AA roadside 11:32 >
Bb king Eric Clapton cro... 11:32 >
Rhodes 11:31 >
Wedding speech 11:31 >
Premier Inn Ref. AEGRA... 17 May >
Enduring Design 6 May >
Herman Miller Embody 30 Apr >

Here's a question, what would you give up to have seen Alchemy?
8 Jun 2013 22:06
My extended family. You?
8 Jun 2013 22:20
Honestly I would lose a limb to have been there.
Well since it would need time travel technology, presumably you could then go forward and have the limb replaced.
One day, they'll be able to scan the video and recreate the whole thing holographically.
Sometimes, I think it can't be real.

Surprise Party 10 items
Payments Due 6 items
Groceries 7 items
Alumni Week 17 items
Beach Trip 0 items
Find snorkel gear
Wax board
Buy sunblock
Pick up Tiffany

Potential dog names 9:30 AM
To-do list for work May 30 >
Band names May 29 >
Salsa recipes May 15 >
Running routes May 3 >
Directions to Big Lick May 1 >
Dog sitters Apr 29 >
NYC bookstores Apr 10 >

Who is it?
Remember Tasha? She lived on our floor for a year.
Way. And we were talking about you.

21 of 487
Mailboxes All Mail
Subject: Testing
Matt Gemmell 09:17
voiceover in ios 7 beta 1
I haven't had the chance to look into VoiceOver in detail yet, no. Cheers, -M...

Gratuitous photo
Subject: Testing
A QWERTY keyboard graphic.

I am... MATT GEMMELL
7 GAMES 65 POINTS 184 FRIENDS
Legendary
Change Photo
Account: matt@mattgemmell.com

Apple Inc.
main 1000MYAPPLE
home page http://www.apple.com
work 1 Infinite Loop
Cupertino CA 95014
United States
Send Message FaceTime
Share Contact Add to Favourites

Fritz Ogden
To: Meko Hare
Say "cheese"
June 10, 2013, 9:40 AM
Wow, that weekend flew by. Way too short. But I got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.

Paul Zemanek 9:41 AM >
It would be like a reunion.
Erica Haims 9:39 AM >
Way. And we were just talking about you.
Blair Lockhart Sunday >
Whoa, have you watched episode 4 yet? I did NOT see that coming.
Derrick Thorton Saturday >
No way! Call me. NOW.
Lane Foard Friday >
And that's a little something I like to call: BOOM!
Brian Schmitt Thursday >
Super steak burrito. Hot salsa. No rice.
Erin Steed Wednesday >
Looks like we're 8 for dinner now.
Graham McBride >
Are you watching the game?

Greetings from Brooklyn
Subject: Greetings from Brooklyn
We're all moved in, folks. Come by and check out our new apartment.

P-HOENIX BACKLIST!
What's New
Hot Songs
If I Lose Myself
Sun Blows Up Today

Bam! Crash! Pow! Etc!
Chasing Gamey
1,431 points
48 Games 6 Friends 2 Tiers 4 Challenges

John Appleseed
Apple Inc.
Home (408) 555-0941
Mobile (408) 555-0942
FaceTime
iCloud johnappleseed@icloud.com
Work 1 Infinite Loop
Cupertino, California
United States

World Clock
San Francisco Today 11:21
New York Today 12:21
London Today 13:21
Paris Today 14:21
Tokyo Today 15:21

FIZZ, BANG, POP
Science Podcasts, Apps & More
New & Noteworthy
Over Photo & Video
Bridge Jones' Games
Milkhead Music
Cubestorm Games

Newsstand
iMagazine
Counting
Social
Travel
Games
Shopping
Dev
Productivity

12
Calendar
Clock
Maps
Camera
Photos
Contacts
App Store
Music
Voice Memos
Find Friends
Feeds
Kindle
Notes
Weather
Tweetbot
Felix
Settings
Reminders
Drafts
Favorites
Safari
Mail
Phone
Messages

Broughton
local weather
15°
H: 17 L: 12
10 11 12 13 14 15 16 17 18
Thursday 15° 11'
Friday 16° 10'
Saturday 14° 9'
Sunday 17° 9'
Monday 16° 8'

World Clock
San Francisco Today
New York Today, 3 hours ahead
London Today, 8 hours ahead
Paris Today, 9 hours ahead
Tokyo Tomorrow, 16 hours ahead

June
Monday June 10, 2013
Call with Barry
Grafton St. Presentation
Team Lunch
Debriefing
Weekly Staff Meeting

Essentials APP COLLECTIONS
New & Noteworthy
Reuters News FREE
Houzz Interior Design Ideas Lifestyle FREE
Tumblr Social Networking FREE
What's Hot
The Onion
Munkit

Newsstand
Store
Automotive Roadster
Saveur
Surfer
Bike
Golf

San Francisco
Partly Cloudy
60°
Monday Today
Now 10AM 11AM 12PM 1PM
60 60 61 62 63
Tuesday
Wednesday
Thursday
Friday
Saturday

San Francisco
Partly Cloudy
60°
Monday Today
Now 10AM 11AM 12PM 1PM
60 60 61 62 63
Tuesday
Wednesday
Thursday
Friday
Saturday

Neil Hunt Inglis
would like FaceTime...
Decline Answer
Reply with Message

356
Calculator interface with numbers and symbols.

214° SW
Compass showing cardinal and intercardinal directions.

FTSE 100 6,346.66 +0.10%
AAPL 437.60 +0.00%
GOOG 879.81 +0.00%
YHOO 26.40 +0.00%
AMZN 274.78 +0.00%
MSFT 34.84 +0.00%
A 44.40 +0.00%

Bridget Prophet
Phone
Remind me later Respond with text

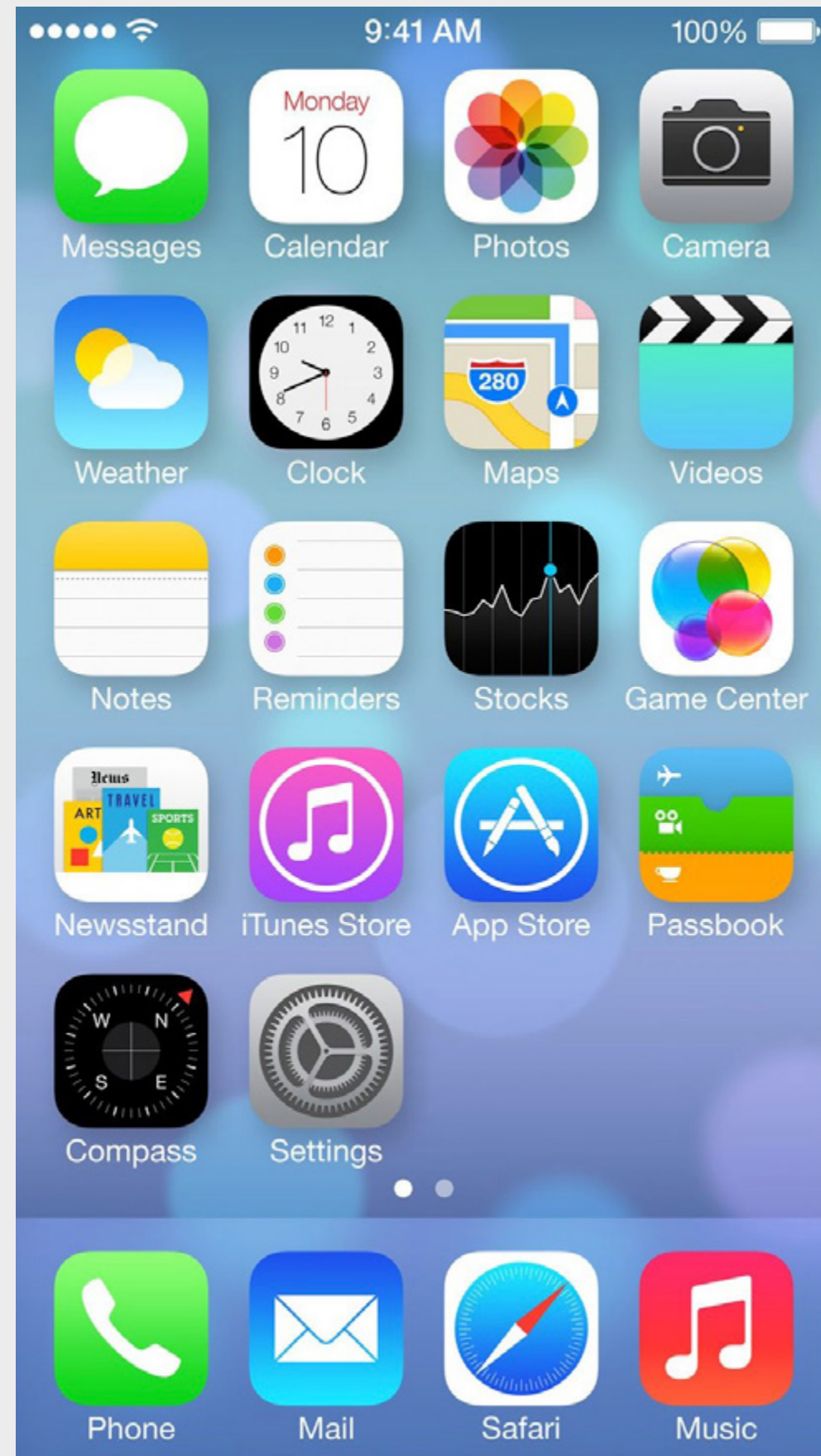
Max Killen
would like FaceTime...
Remind me later Respond with text

356
Calculator interface with numbers and symbols.

45° NE
San Francisco CA
Compass showing cardinal and intercardinal directions.

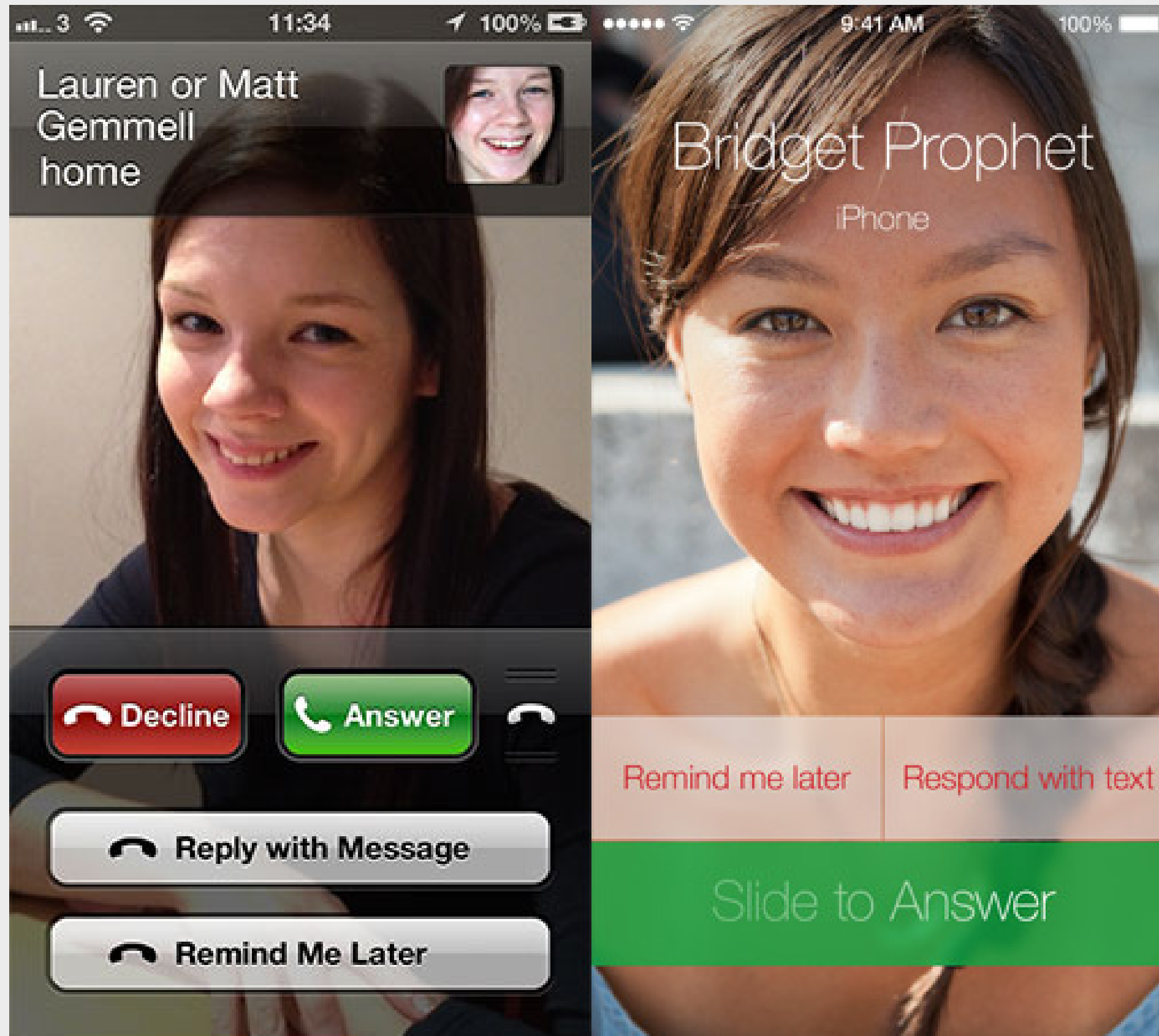
AAPL 443.47 +
^NDX 3,028.28 +
DOW J 15,383.29 +
S&P 500 1,669.75 +
FTSE 100 6,803.87 +
YHOO 27.01 +
1D 1W 1M 3M 6M

“The thing is, we’ve grown up. We don’t require hand-holding to tell us what to click or tap. Interactivity is a matter of invitation, and physical cues are only one specific type. iOS 7 is an iOS for a more mature consumer, who understands that digital surfaces are interactive, and who doesn’t want anything getting in the way of their content.”



IOS 7 was released in 2013, marking the end of the pioneer phase of mobile design. What people are referencing when they talk about “flat” design

Phone Calls

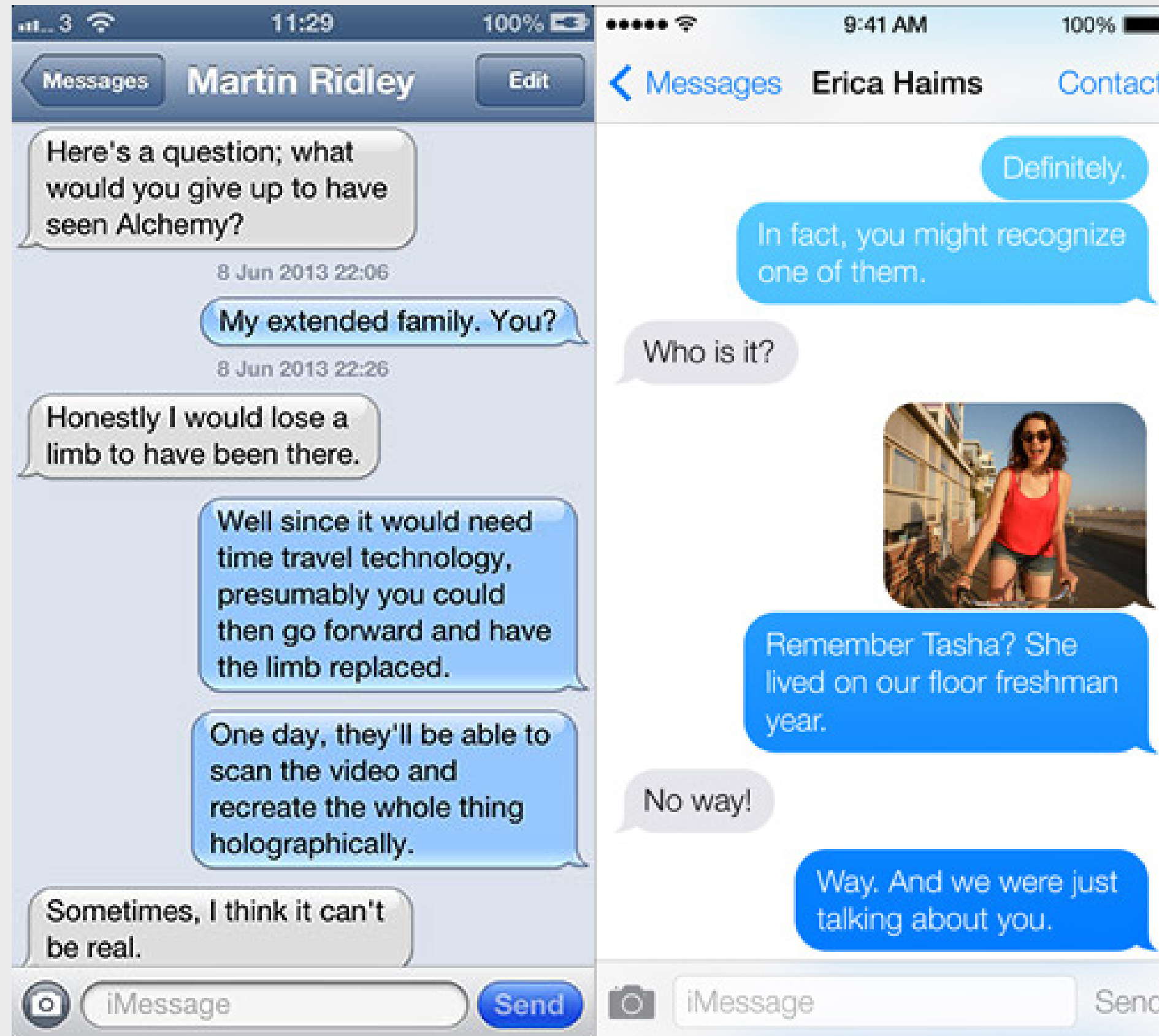


iOS 1

iOS 7

Images taken from Matt Gemmell's article, iOS 7.

Messages



iOS 1

iOS 7

Contacts



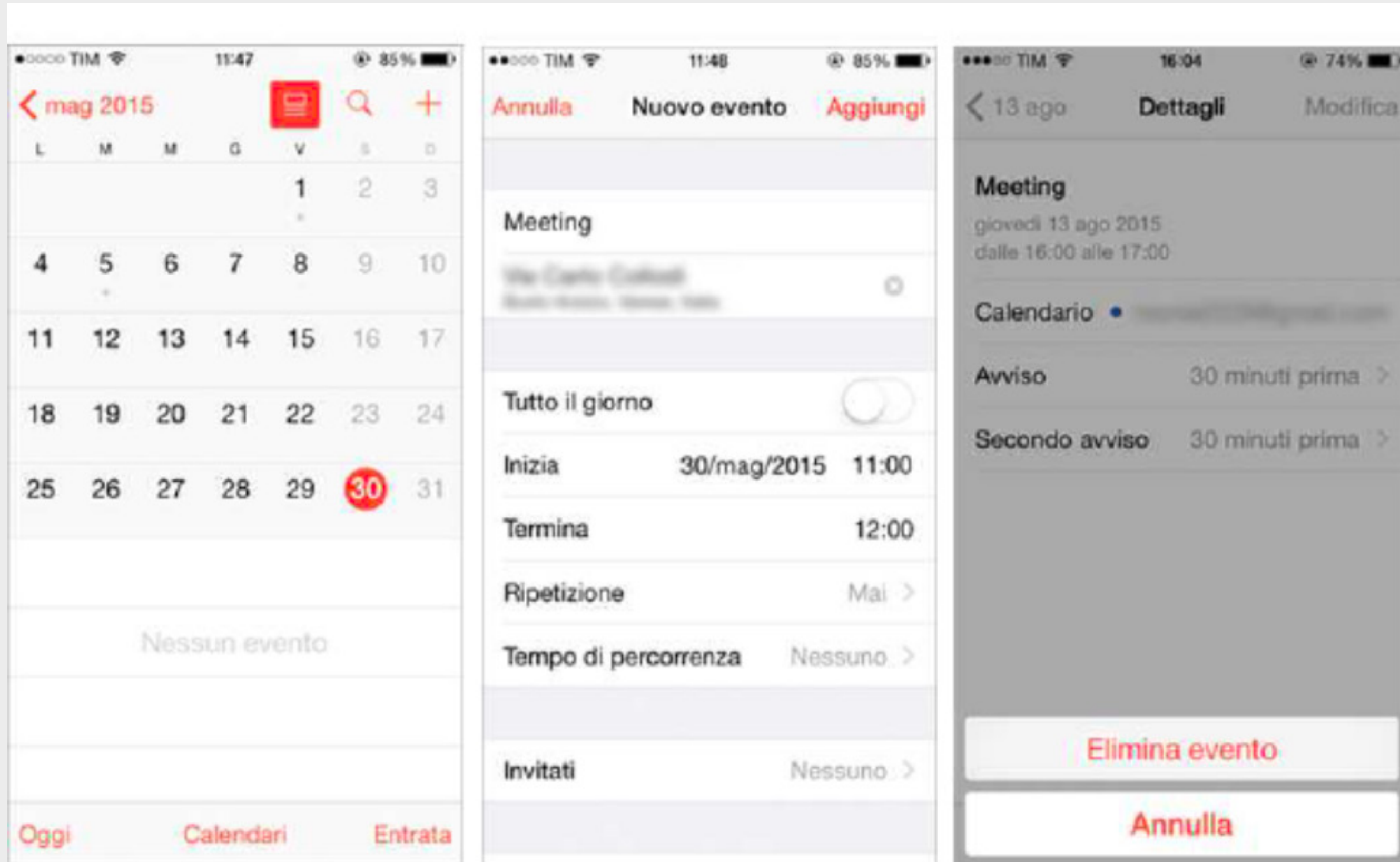
iOS 1

iOS 7

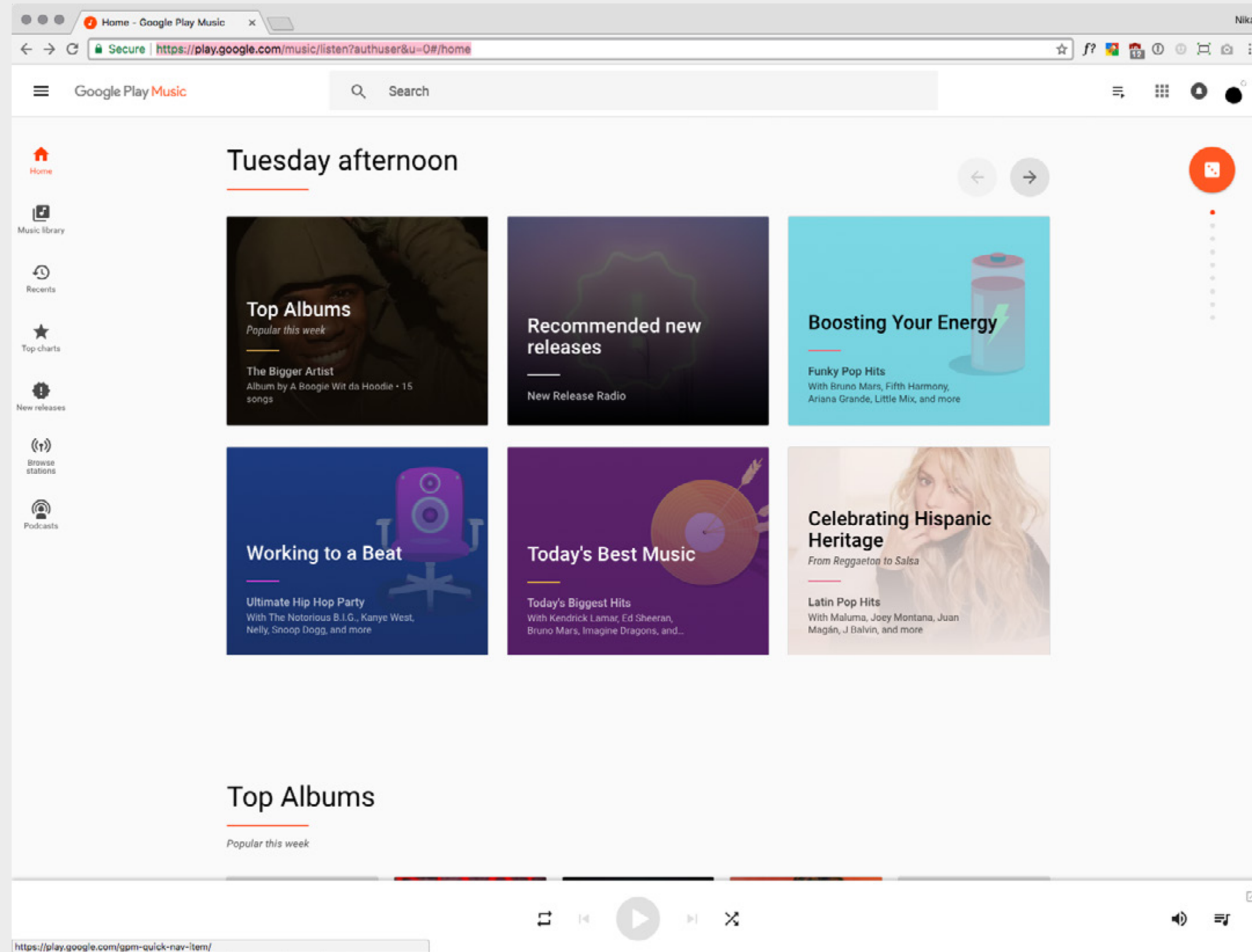
“Furthermore graphic design applied to digital artefacts – despite having to face a number of specific constraints due to the medium nature – could find in colour a powerful expressive tool not limited – as in printed world – by costs and production limitations.”

Common Sense?

Calendar



Transitions



Images taken from Letizia Bollini, From Skeuomorphism to Material Design and back

Conclusions:

Give your user's credit—they can learn and understand design without needing it to look like something that it's not.

Conclusions:

Don't feel like you need to reinvent the wheel with every design choice, if something functions exactly in sync with iOS, no need to redesign it.

Conclusions:

There should be logic in your decisions,
but don't limit yourself too much to make
things follow with your system.