Prototyping: Fake It Till You Make It

Session 223

Jeffrey Traer Bernstein, Linda Dong, Julian Missig, Mark Hauenstein
Designers/Prototypers

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Who Is This Session For?

Who Is This Session For?

Developers at companies

Who Is This Session For?

Developers at companies

Solo developers

Who Is This Session For?

Developers at companies

Solo developers

People who don’t code

Who Is This Session For?

Developers at companies

Solo developers

People who don’t code

Designers

Who Is This Session For?

Developers at companies

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People who don’t code

Designers

Management

The Plan

The Plan

Design and prototype an app

The Plan

Design and prototype an app

Go through the steps we go through in trying something out

The Plan

Design and prototype an app

Go through the steps we go through in trying something out

Show you a variety of prototyping methods

The Plan

Design and prototype an app

Go through the steps we go through in trying something out

Show you a variety of prototyping methods

Focus on prototyping an experience, not trying out an API or testing feasibility

Who Are We?

Who Are We?

We work across all of Apple's products

Who Are We?

We work across all of Apple's products

We explore what new interfaces mean to our devices, OS, and apps

Who Are We?

We work across all of Apple's products

We explore what new interfaces mean to our devices, OS, and apps

We do this by making interactive prototypes

Introducing

Available Now

None of this is real.

It’s a prototype.

Why?

Idea

Idea → App

Idea → App → $$$

Idea → App →

Idea → App →

Time

Idea → App →

Money

Time

Idea → App →

Money

Time

People

Idea → App →

Money

Time

People

Idea → App →

Sleep

Money

Time

People

Idea → App →

Sleep

Heartache

Money

Time

People

Idea → App →

Sleep

Typing

Heartache

Idea → App

Idea → Prototype → App

Idea → Prototype → Prototype → App

Idea → Prototype → Prototype → Prototype → App

Idea → Prototype → Prototype → Prototype → App

Fake → More Real

Two Reasons to Prototype

Two Reasons to Prototype

Test ideas

Save time and money building the right things

Two Reasons to Prototype

Test ideas
Save time and money building the right things

Get new ideas
Make the experience of your product better

How?

How?

Make fake apps

How?

Make fake apps

Show people

How?

Make fake apps

Show people

Learn from their feedback

How?

How?

Make fake apps

How?

Make fake apps

Show people

How?

Make fake apps

Show people

Learn from their feedback

How?

Make fake apps

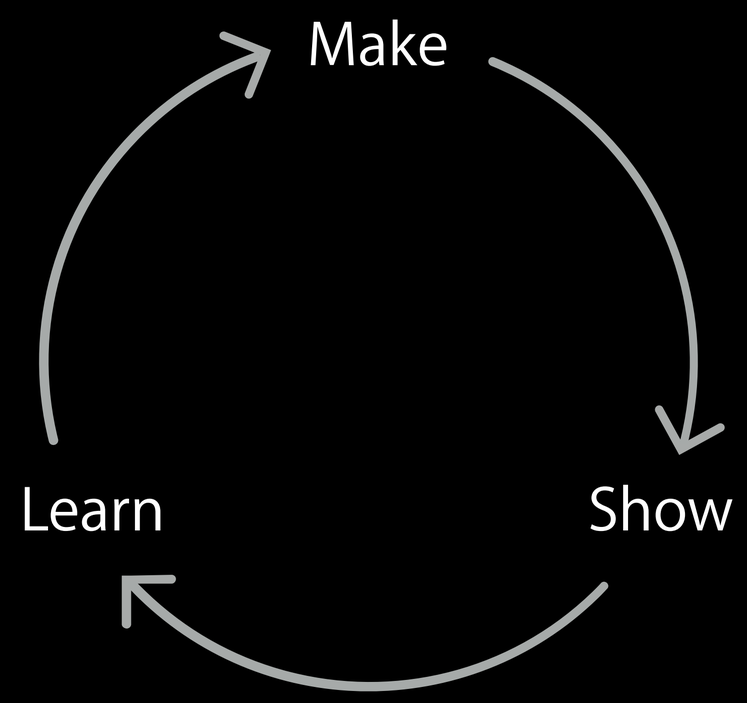
Show people

Learn from their feedback

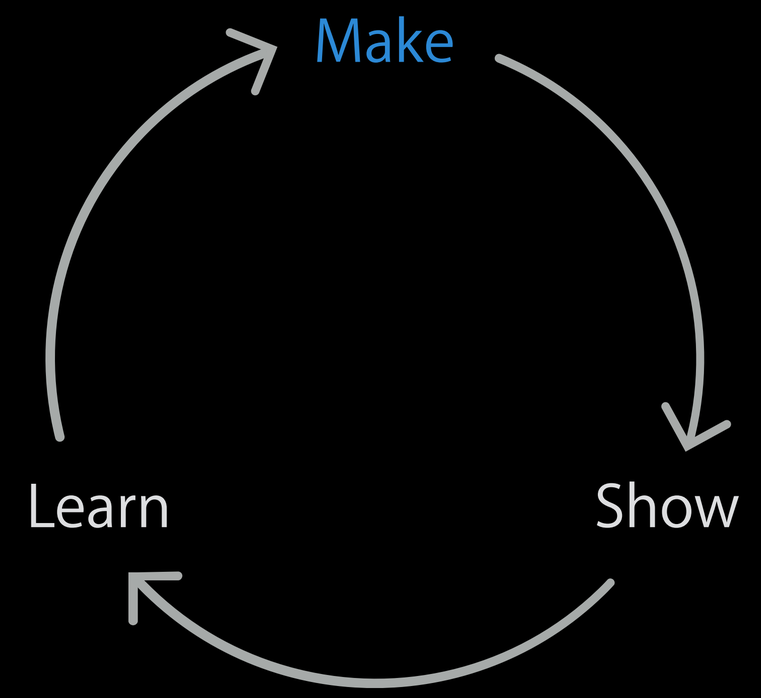
Make

Learn

Show

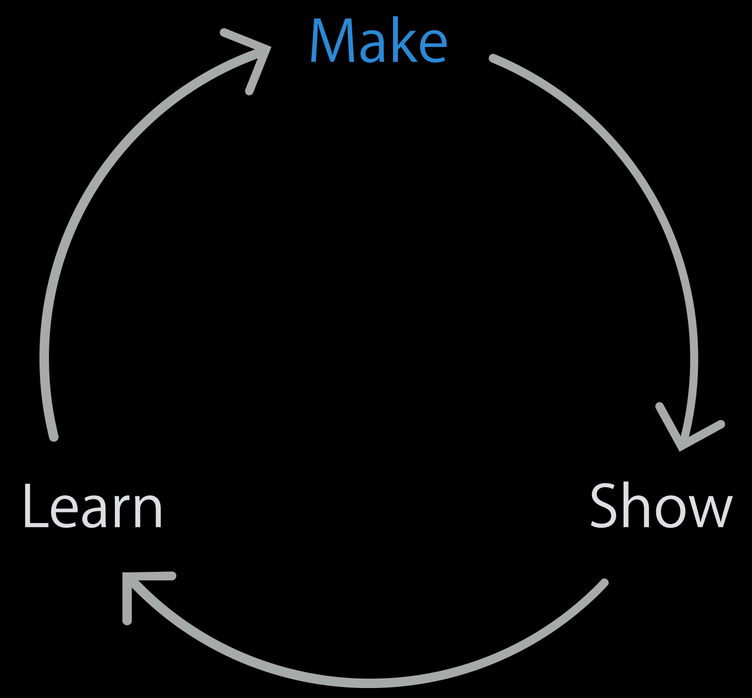

Make
Show
Learn

Make Fake Apps



Make Fake Apps

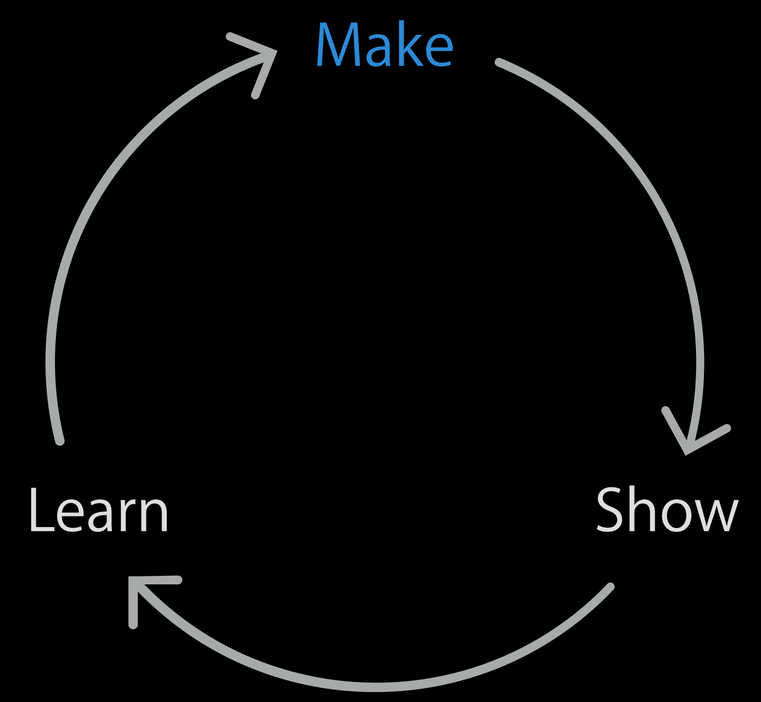
Three Questions



Make Fake Apps

Three Questions

What needs to be more real?

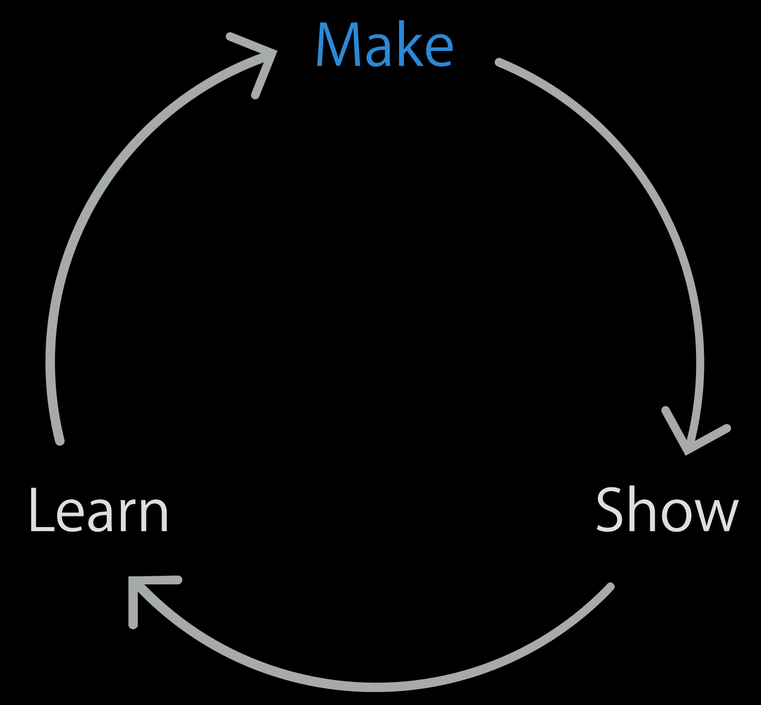


Make Fake Apps

Three Questions

What needs to be more real?

What can we fake?



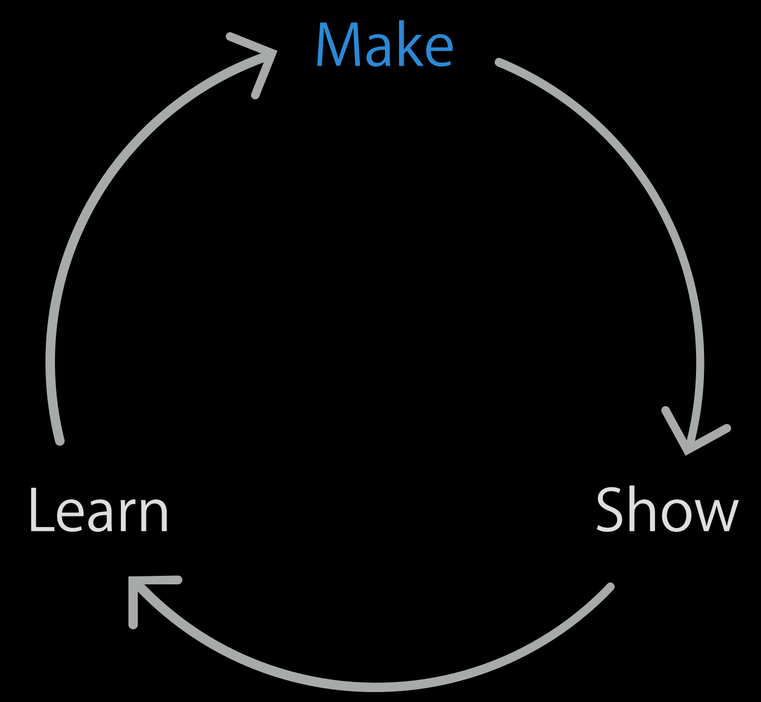
Make Fake Apps

Three Questions

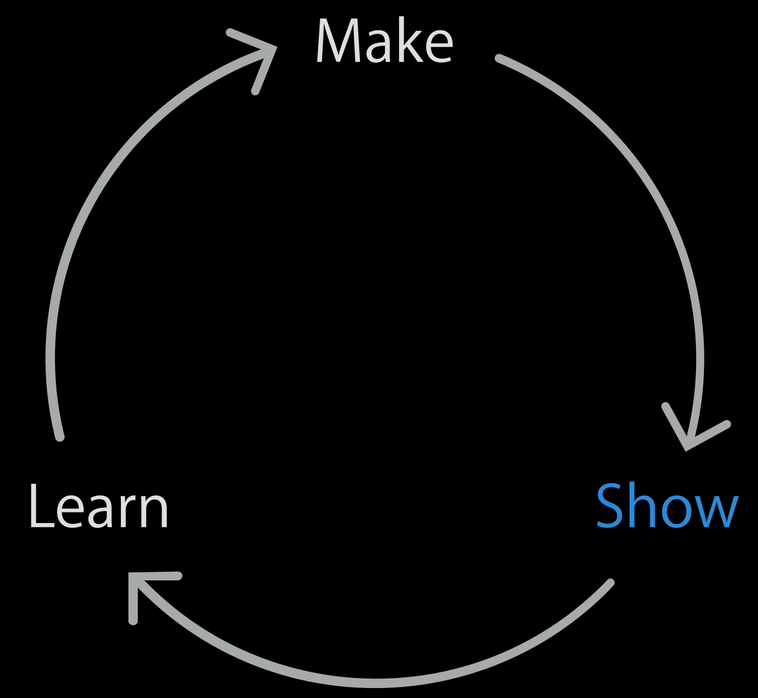
What needs to be more real?

What can we fake?

Where will they use it?

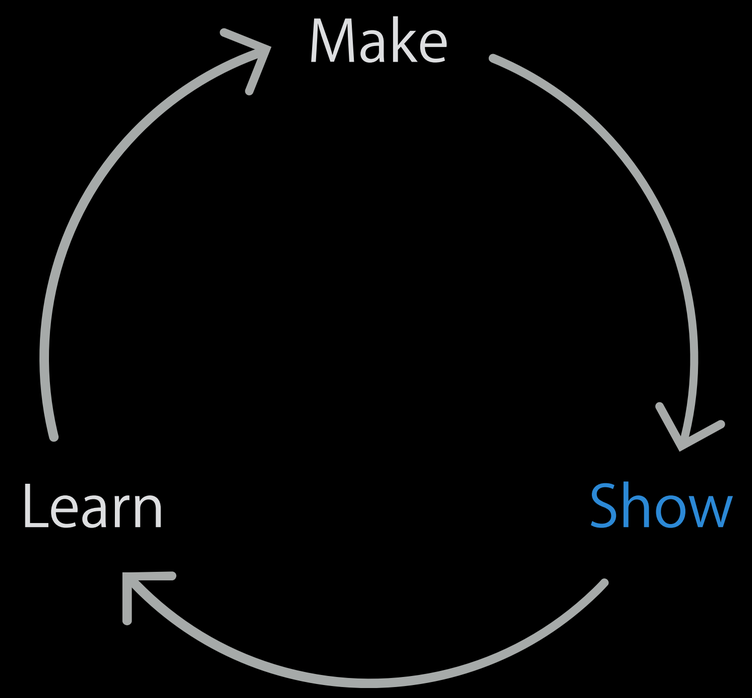


Show People



Show People

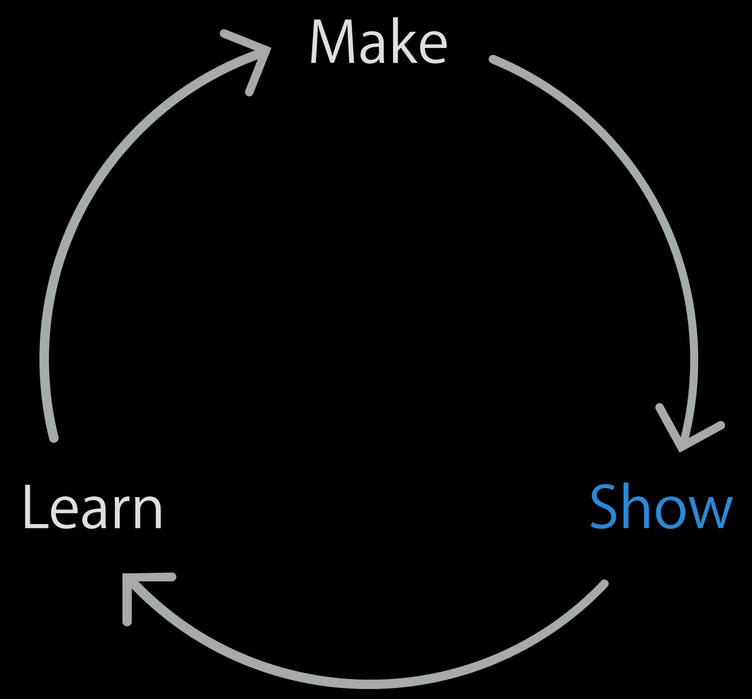
Three Questions



Show People

Three Questions

Do you know how to _____?

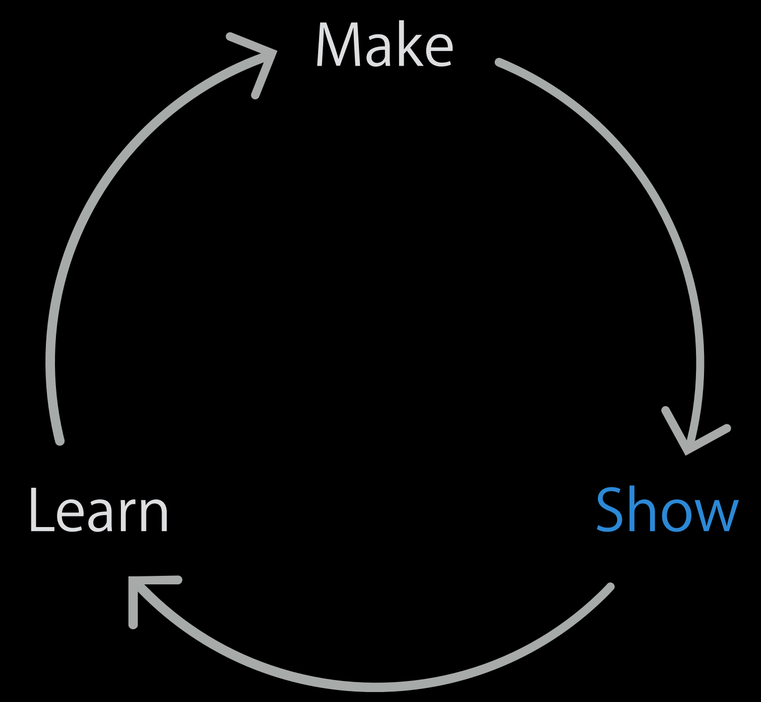


Show People

Three Questions

Do you know how to _____?

Is it easy to _____?



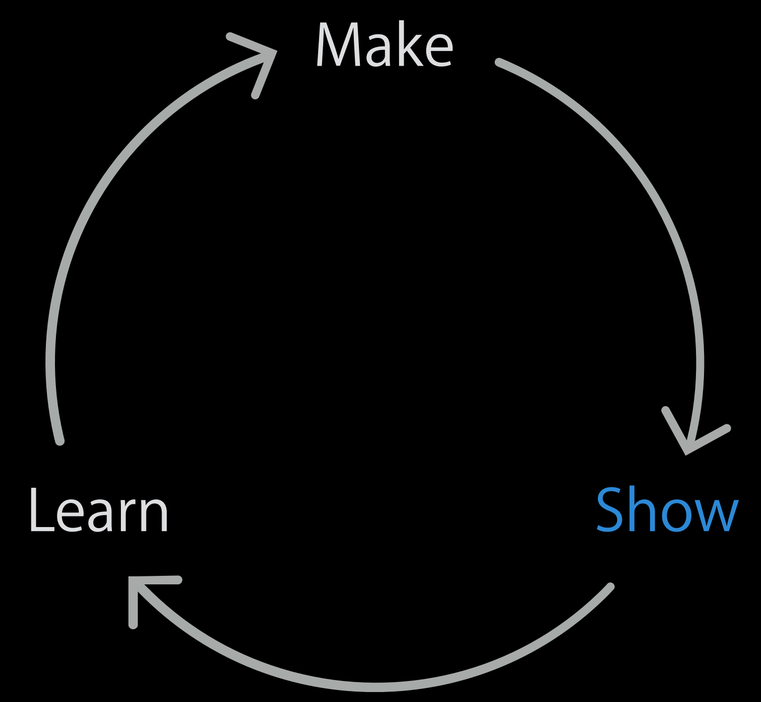
Show People

Three Questions

Do you know how to _____?

Is it easy to _____?

How can we make this better?



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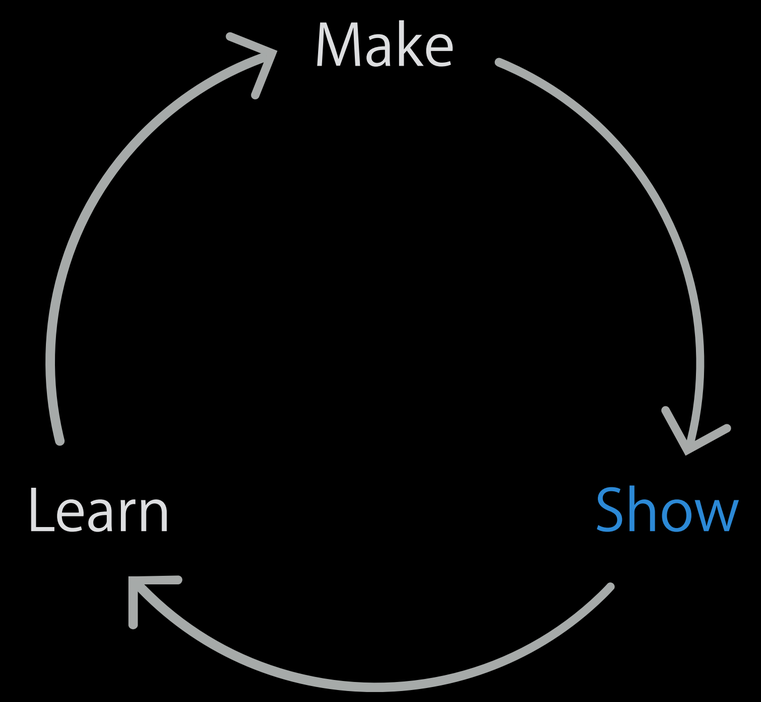


Show People

Three Questions

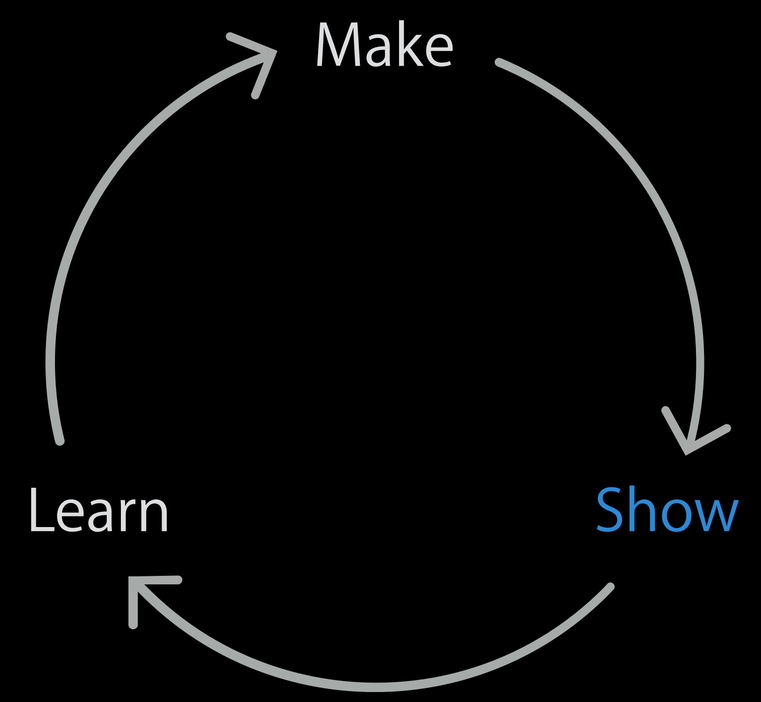
Do you know how to _____?

Is it easy to _____?

How can we make this better?

Who?

The people your app is for



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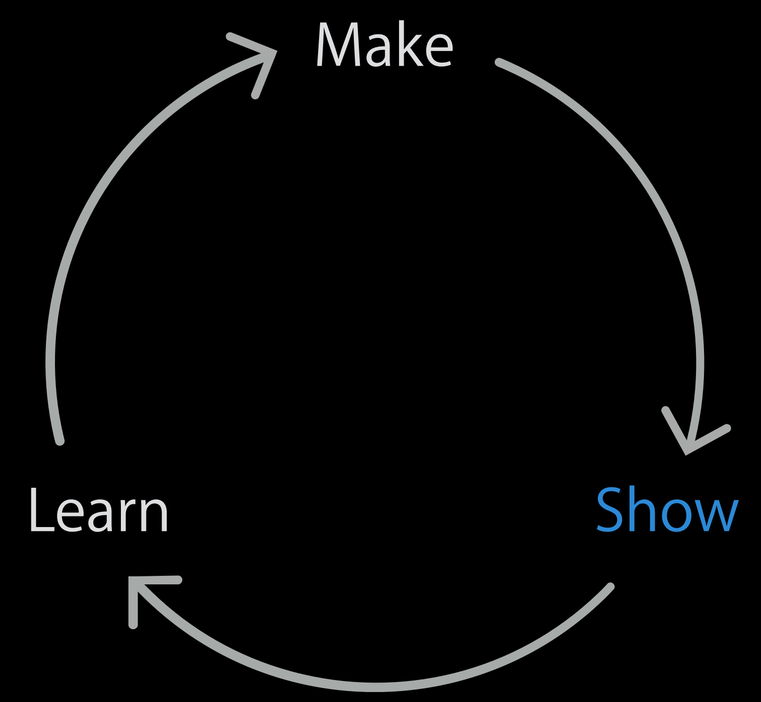
Don't



Show People

Three Questions

Do you know how to _____?

Is it easy to _____?

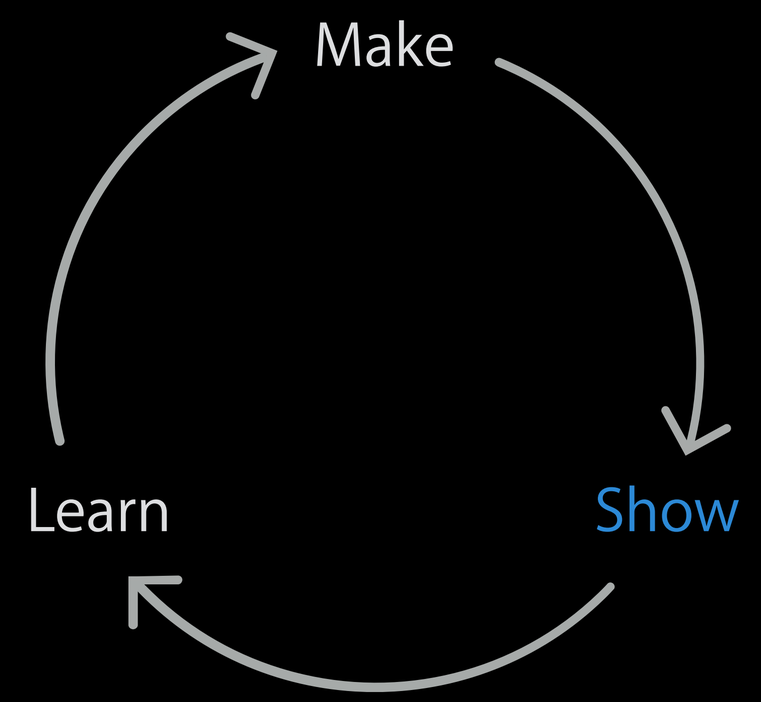
How can we make this better?

Who?

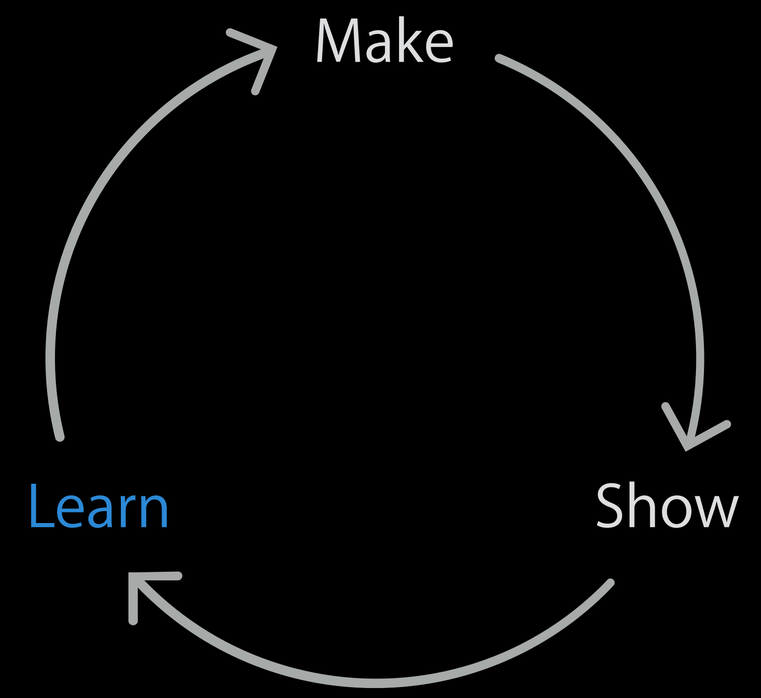
The people your app is for

Don't

Argue, defend, dismiss

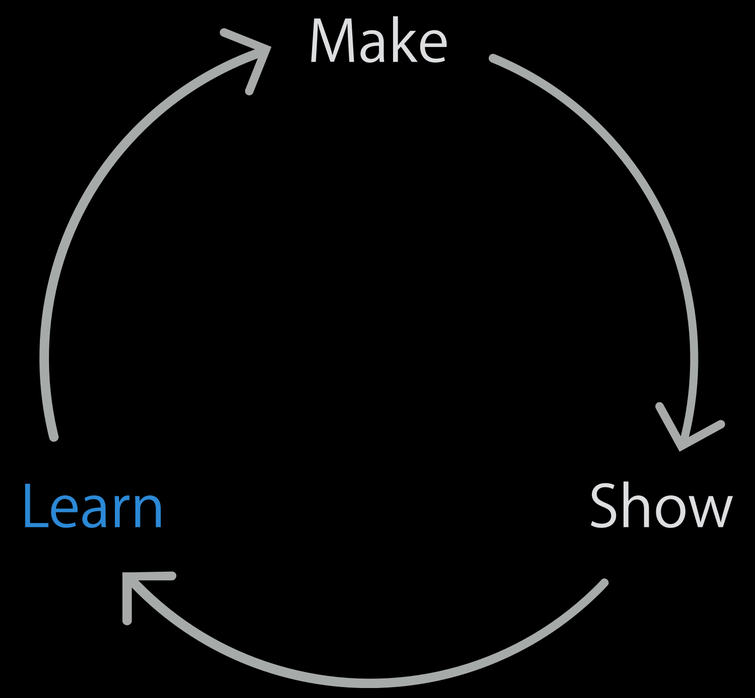


Learn from Their Feedback



Learn from Their Feedback

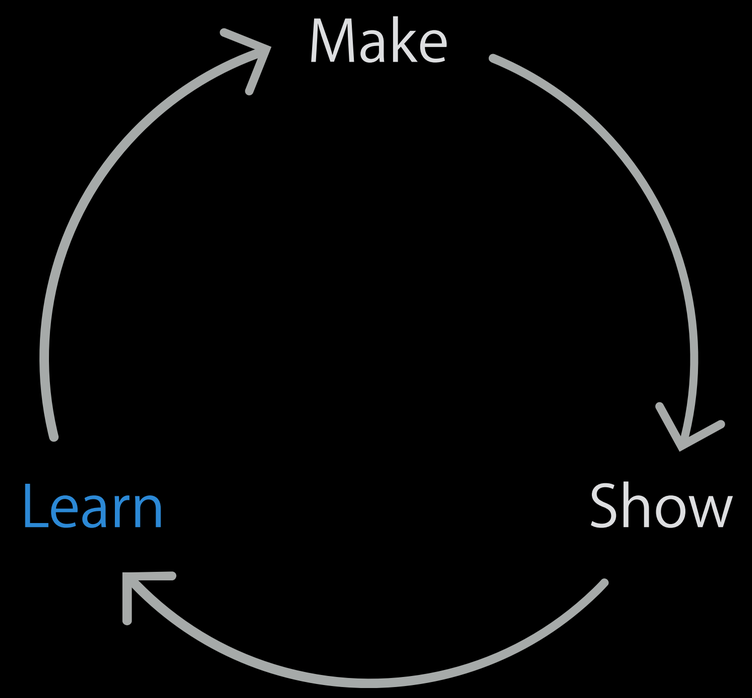
Three Questions



Learn from Their Feedback

Three Questions

What's working?

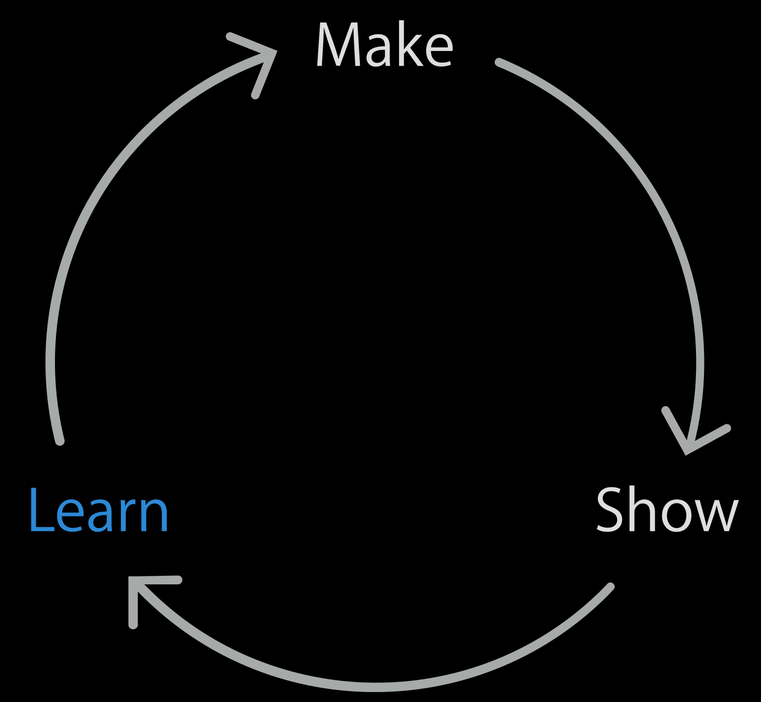


Learn from Their Feedback

Three Questions

What's working?

What's not working?



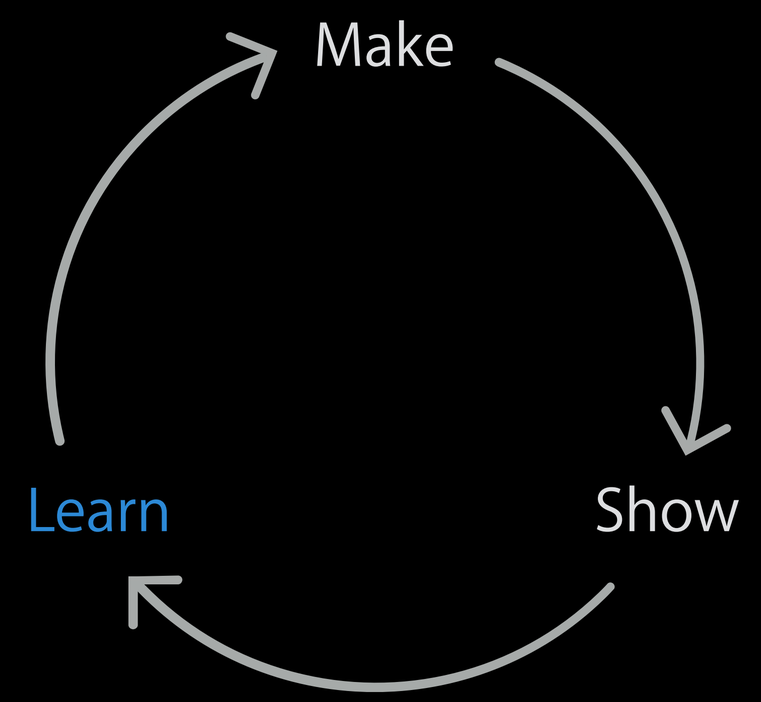
Learn from Their Feedback

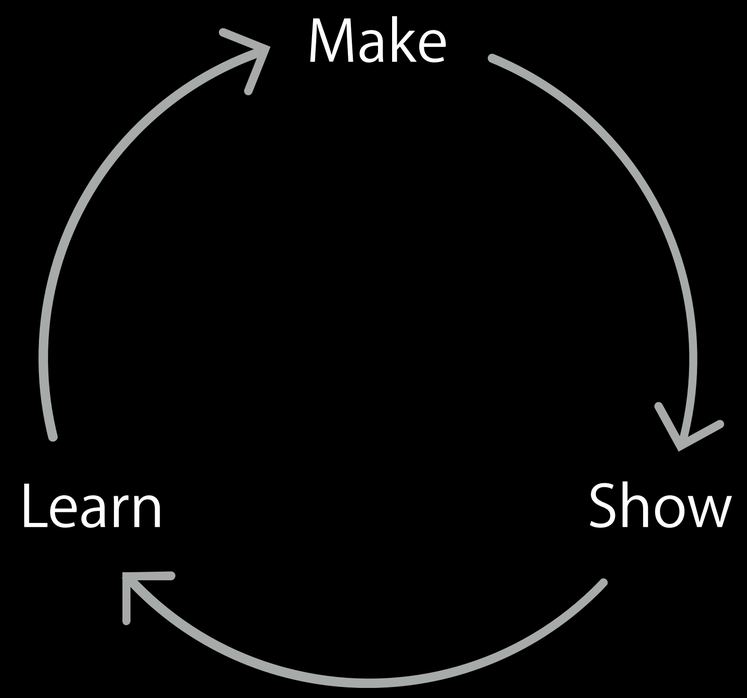
Three Questions

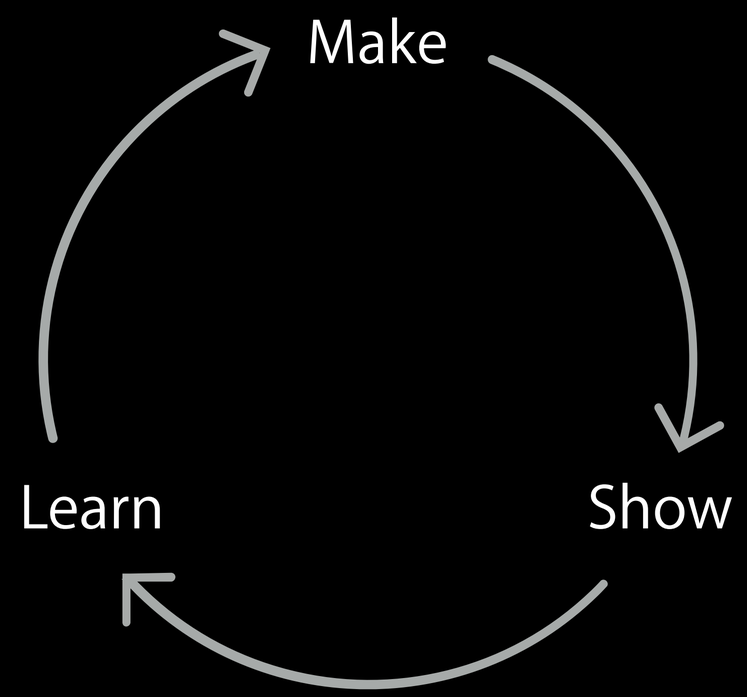
What's working?

What's not working?

What other ideas does this give us?




Make
Show
Learn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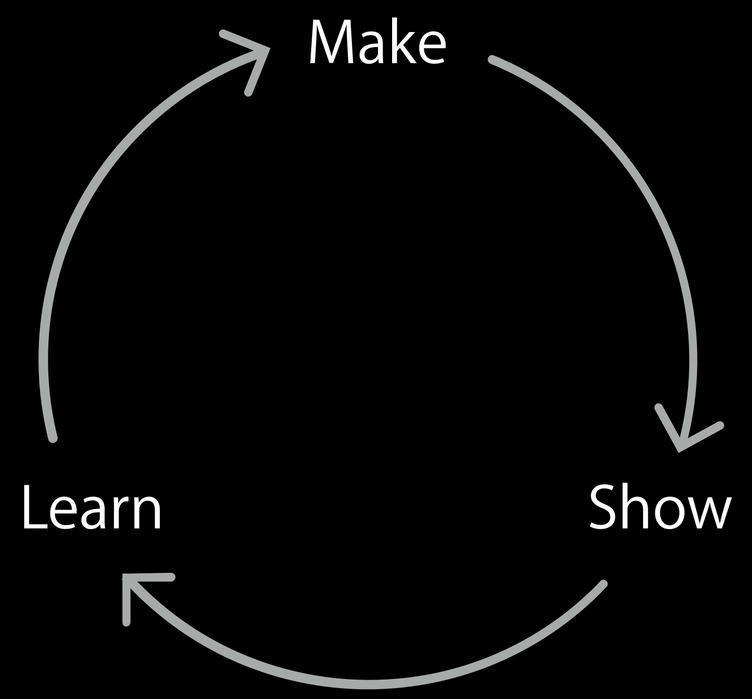
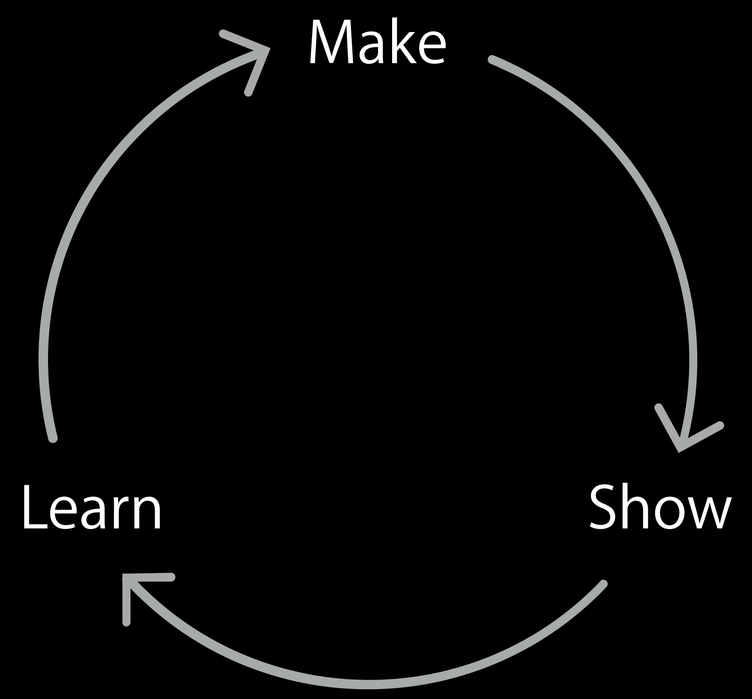
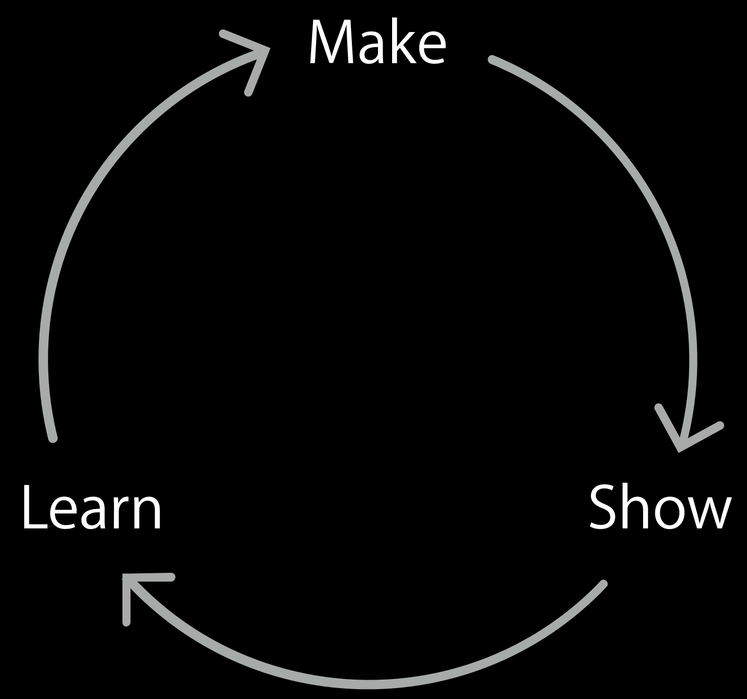


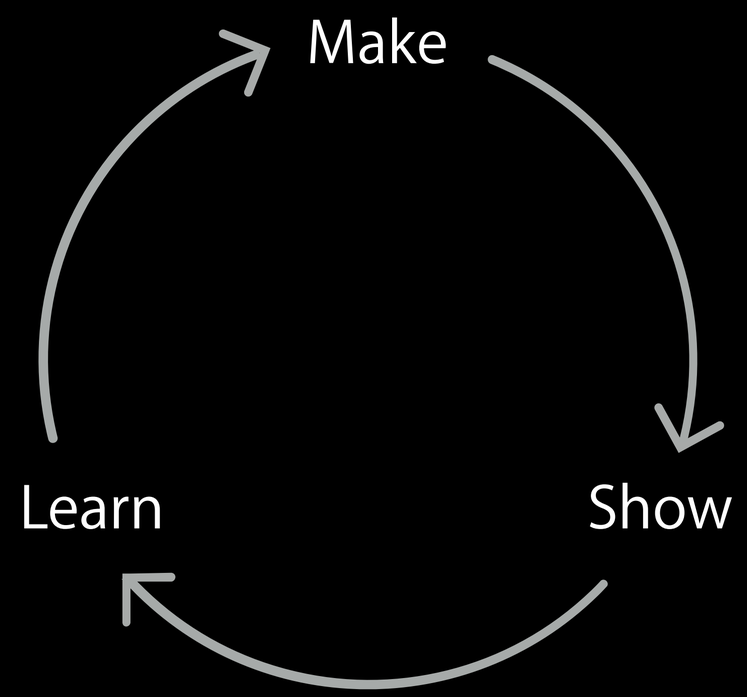
Pictures



Pictures → Animation

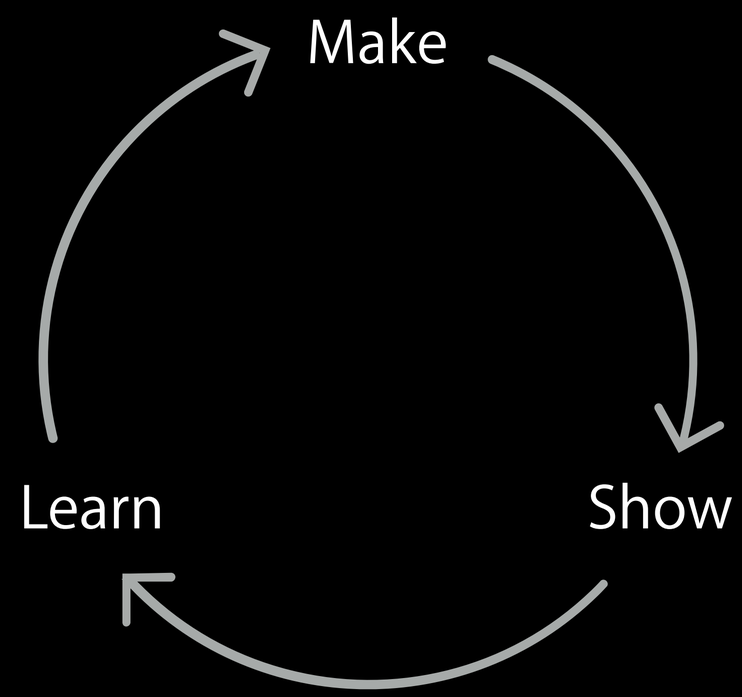


Pictures → Animation → Interaction



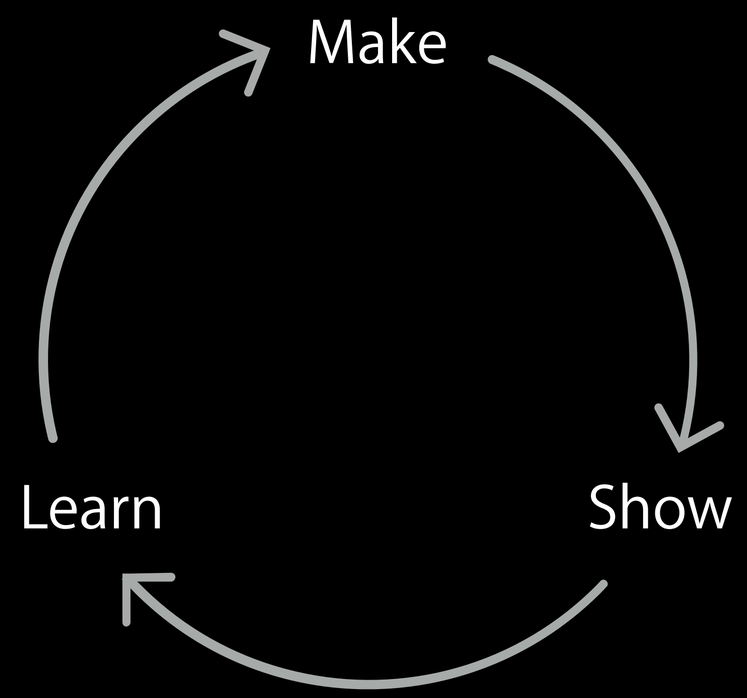
Pictures → Animation → Interaction

Keynote



Pictures → Animation → Interaction

Keynote Keynote



Pictures	→	Animation	→	Interaction
Keynote		Keynote		Core Animation

Toast Modern Feature Set

Toast Modern Feature Set

Find toast to eat near me

Toast Modern Feature Set

Find toast to eat near me

Find top toast to eat

Toast Modern Feature Set

Find toast to eat near me

Find top toast to eat

Post toast

Toast Modern Feature Set

Find toast to eat near me

Find top toast to eat

Post toast

Rate toast

Toast Modern Feature Set

Find toast to eat near me

Find top toast to eat

Post toast

Rate toast

Review and discuss toast with my fellow toast aficionados

Toast Modern Feature Set

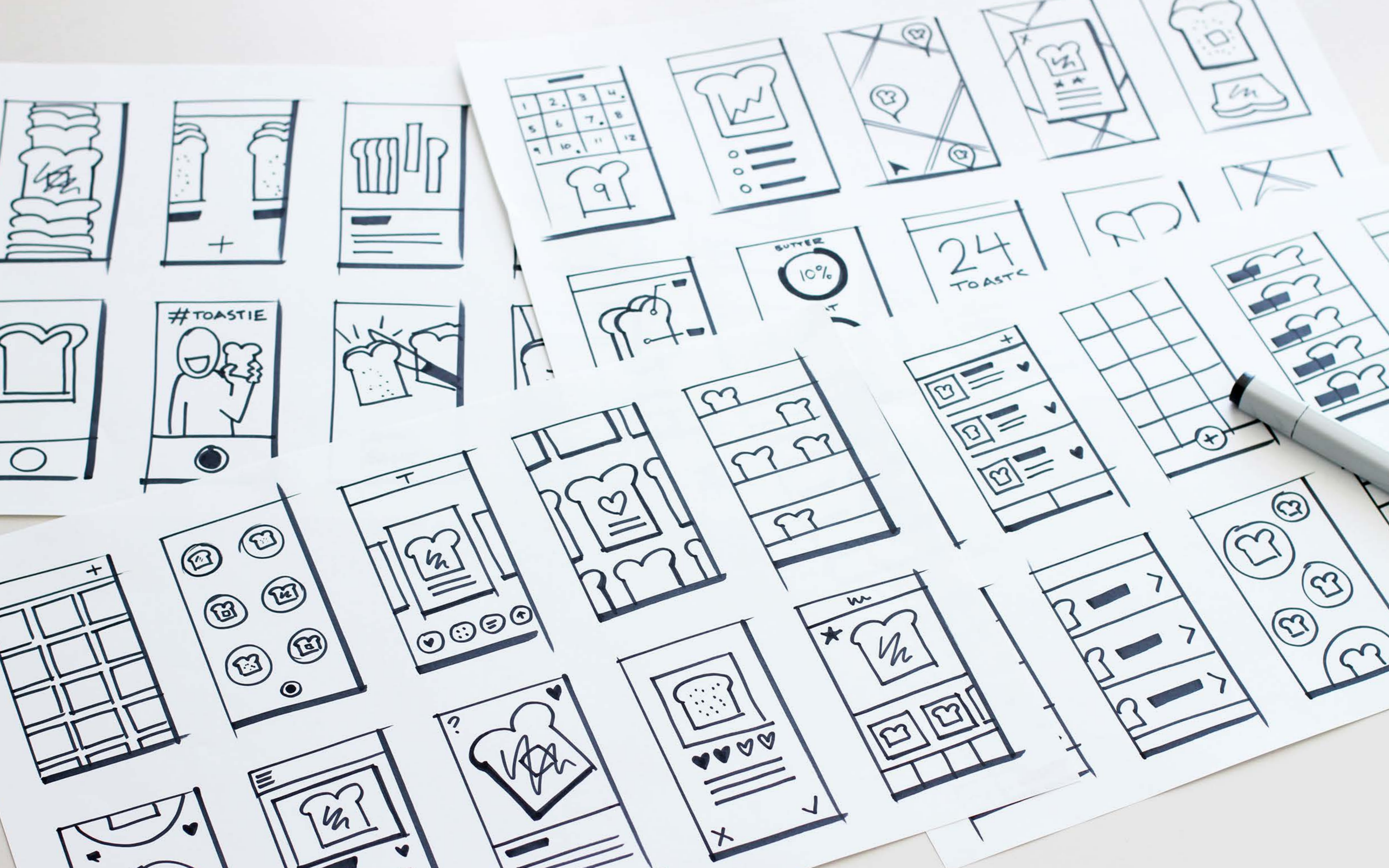
Find toast to eat near me

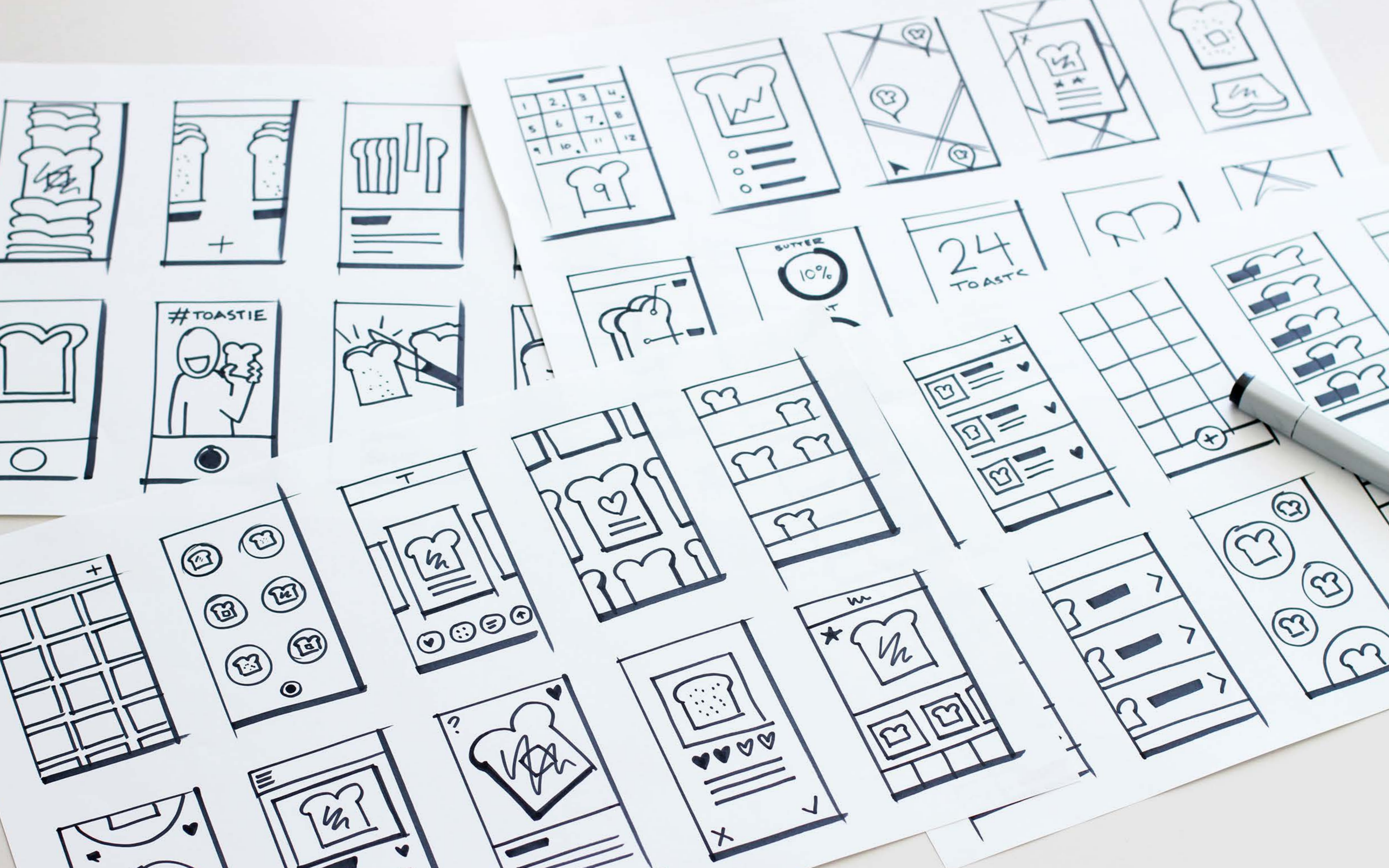
Find top toast to eat

Post toast

Rate toast

Review and discuss toast with my fellow toast aficionados


#TOASTIE
10%
24
TOAST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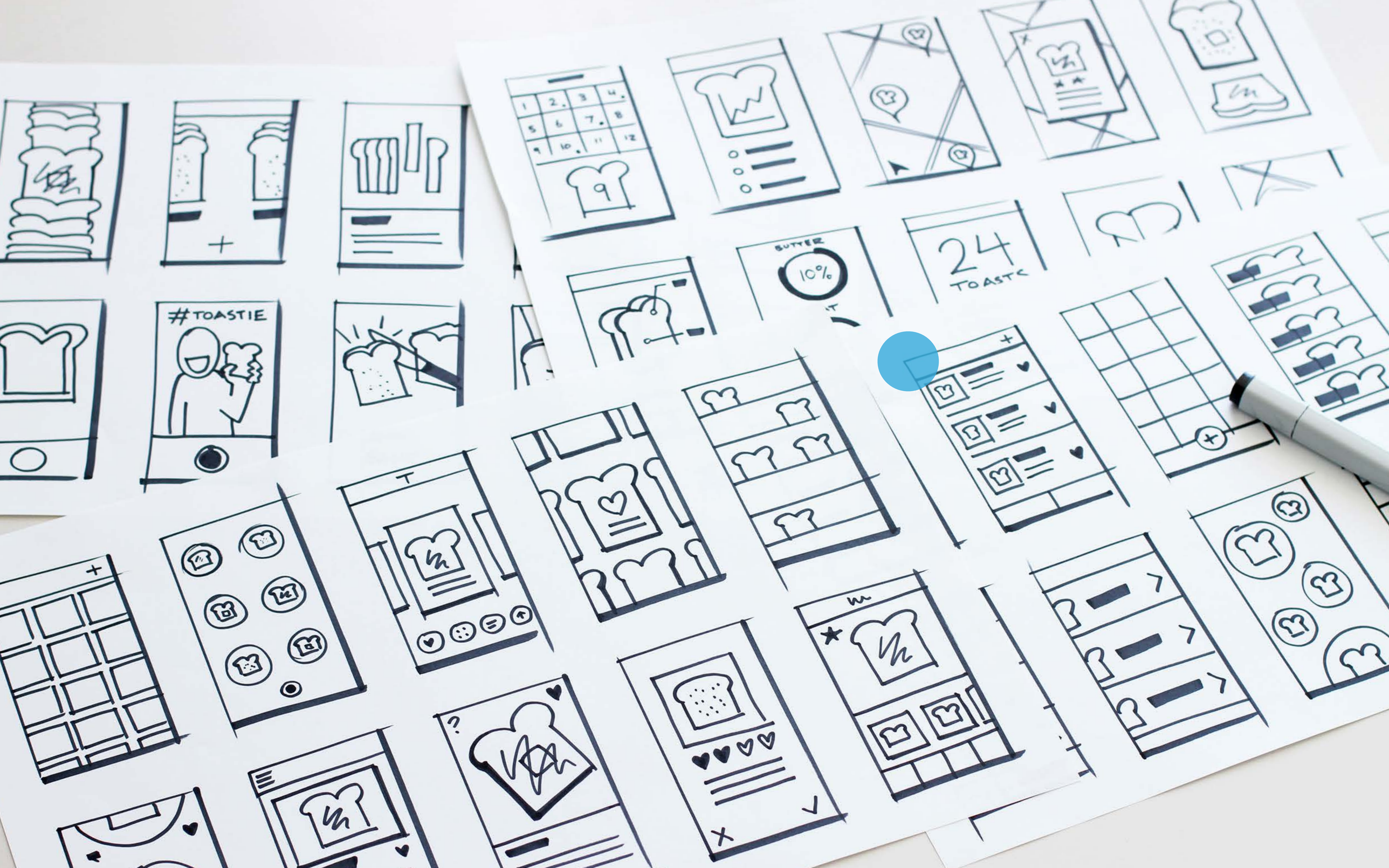
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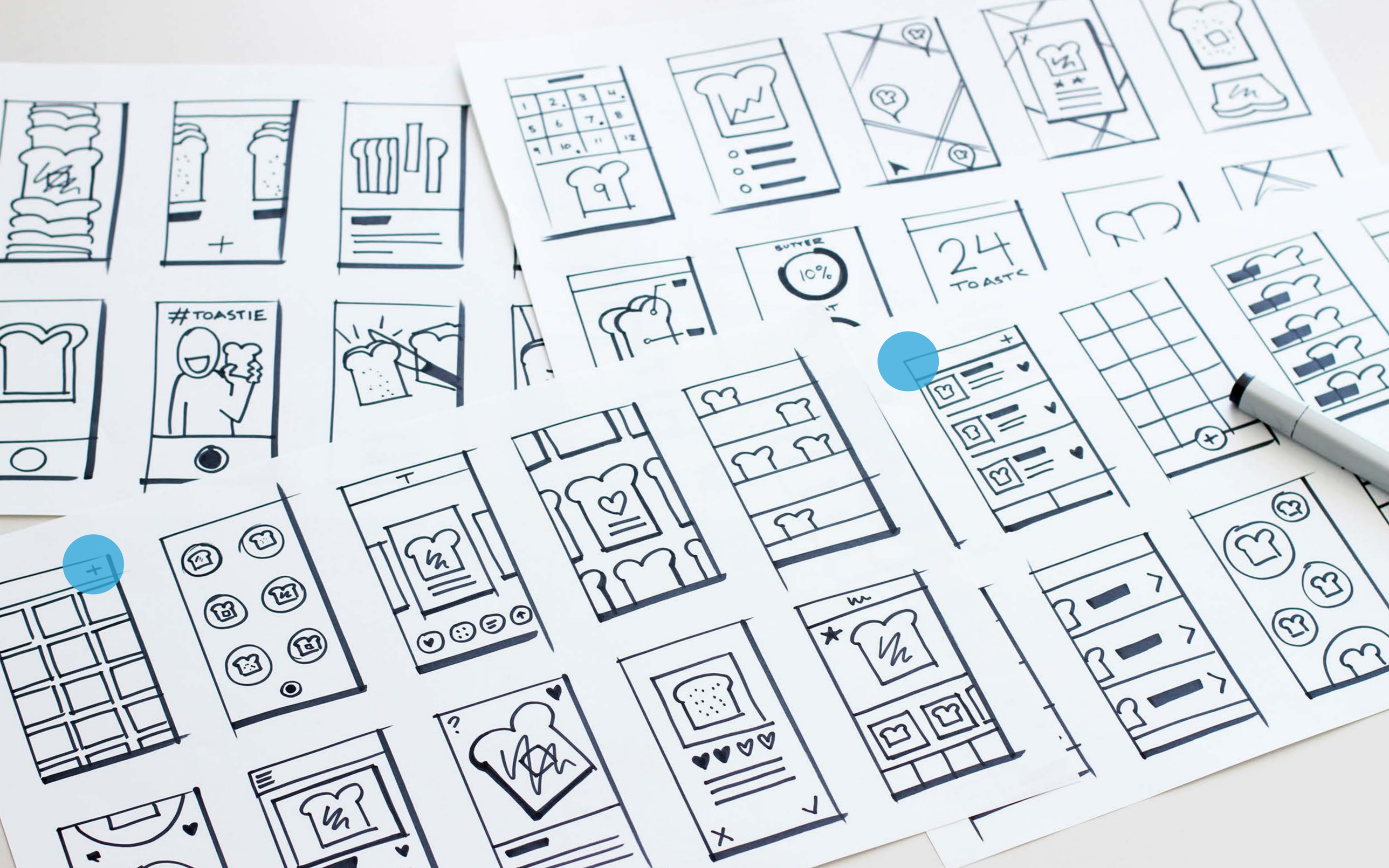
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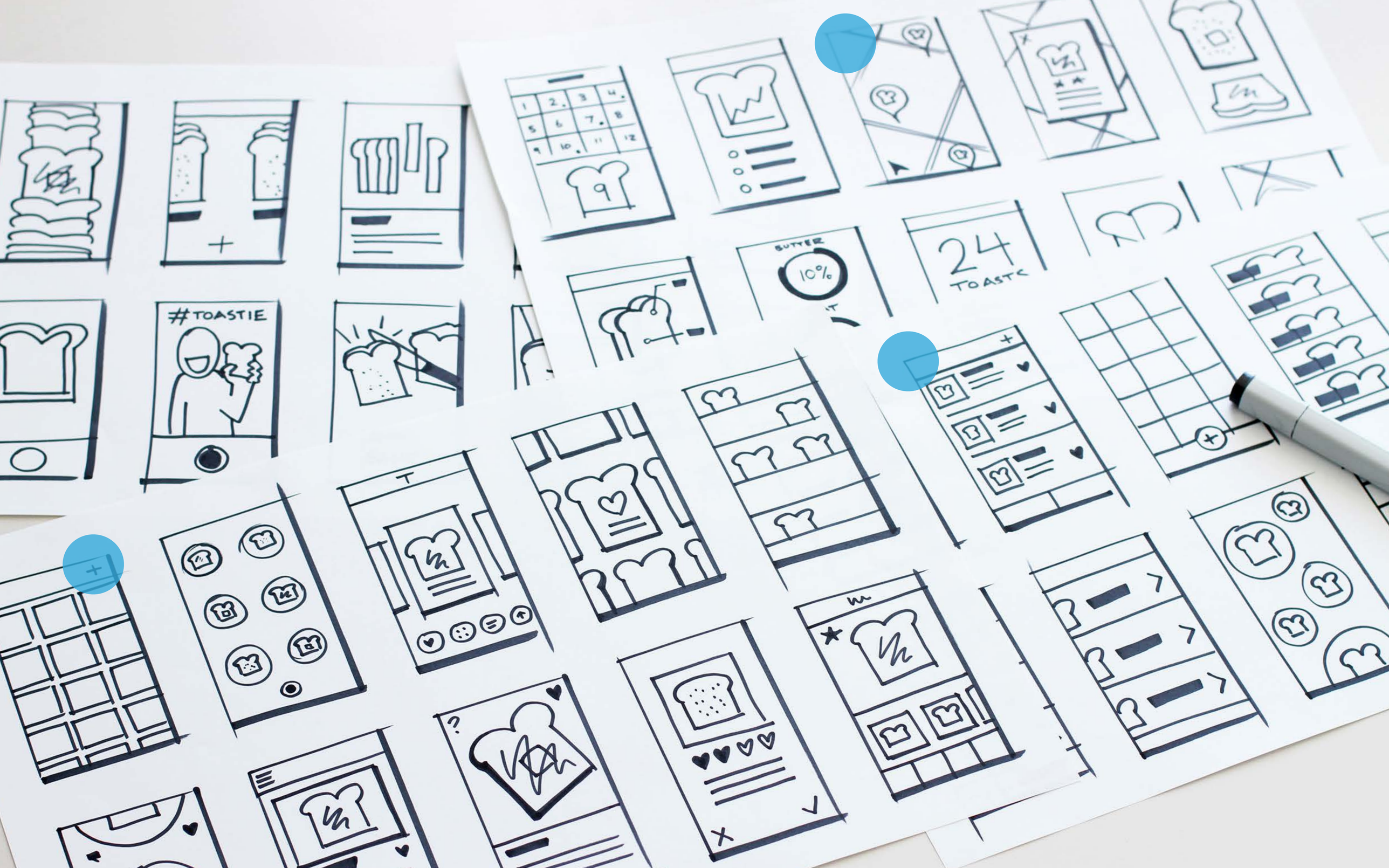
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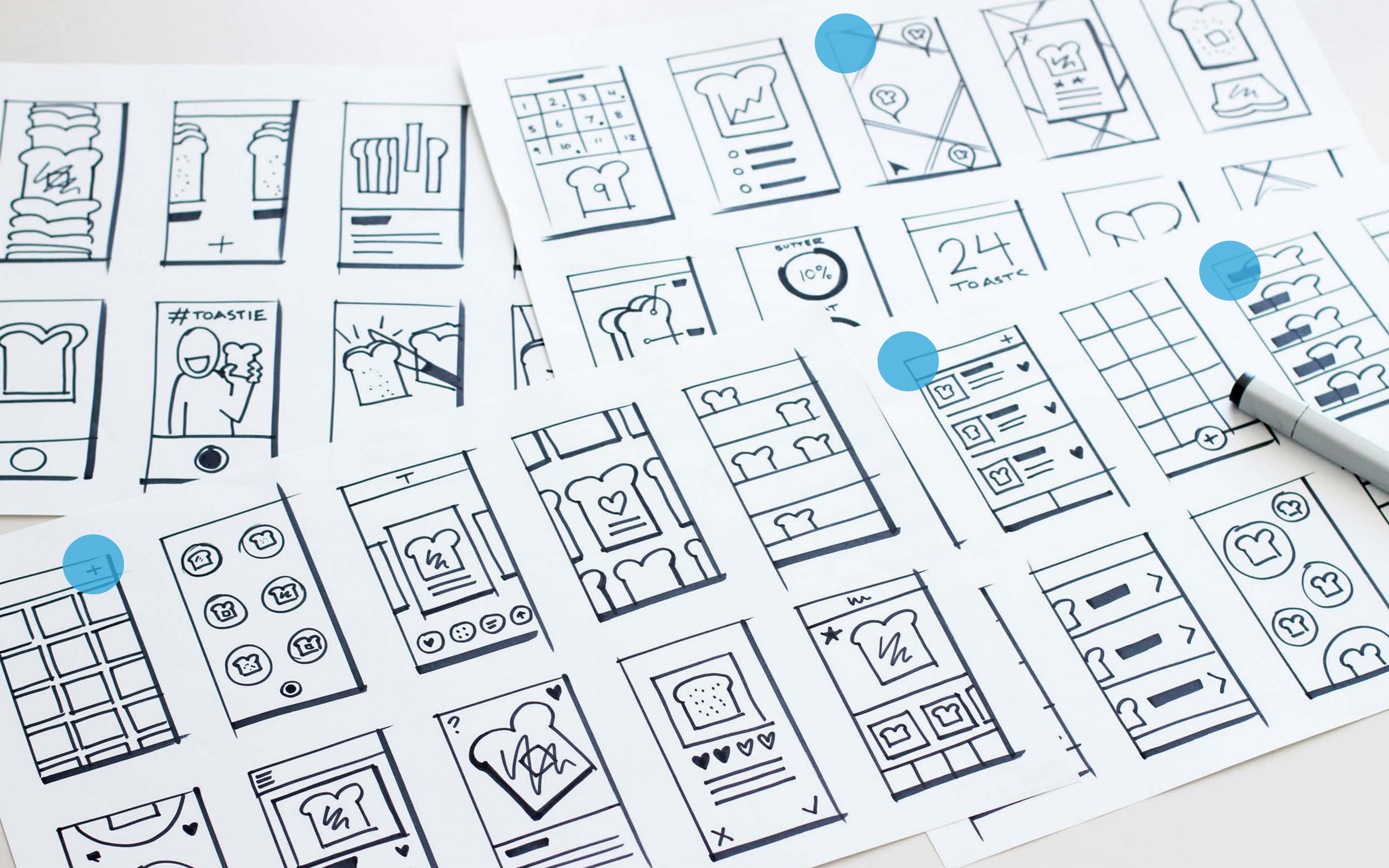
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Make Fake Apps

Make Fake Apps

What needs to be more real?

Make Fake Apps

What needs to be more real?

How these ideas will look on the screen in your hand

Make Fake Apps

What needs to be more real?

How these ideas will look on the screen in your hand

What can we fake?

Make Fake Apps

What needs to be more real?

How these ideas will look on the screen in your hand

What can we fake?

Photos, text, icons

Make Fake Apps

What needs to be more real?

How these ideas will look on the screen in your hand

What can we fake?

Photos, text, icons

Where will we use it?

Make Fake Apps

What needs to be more real?

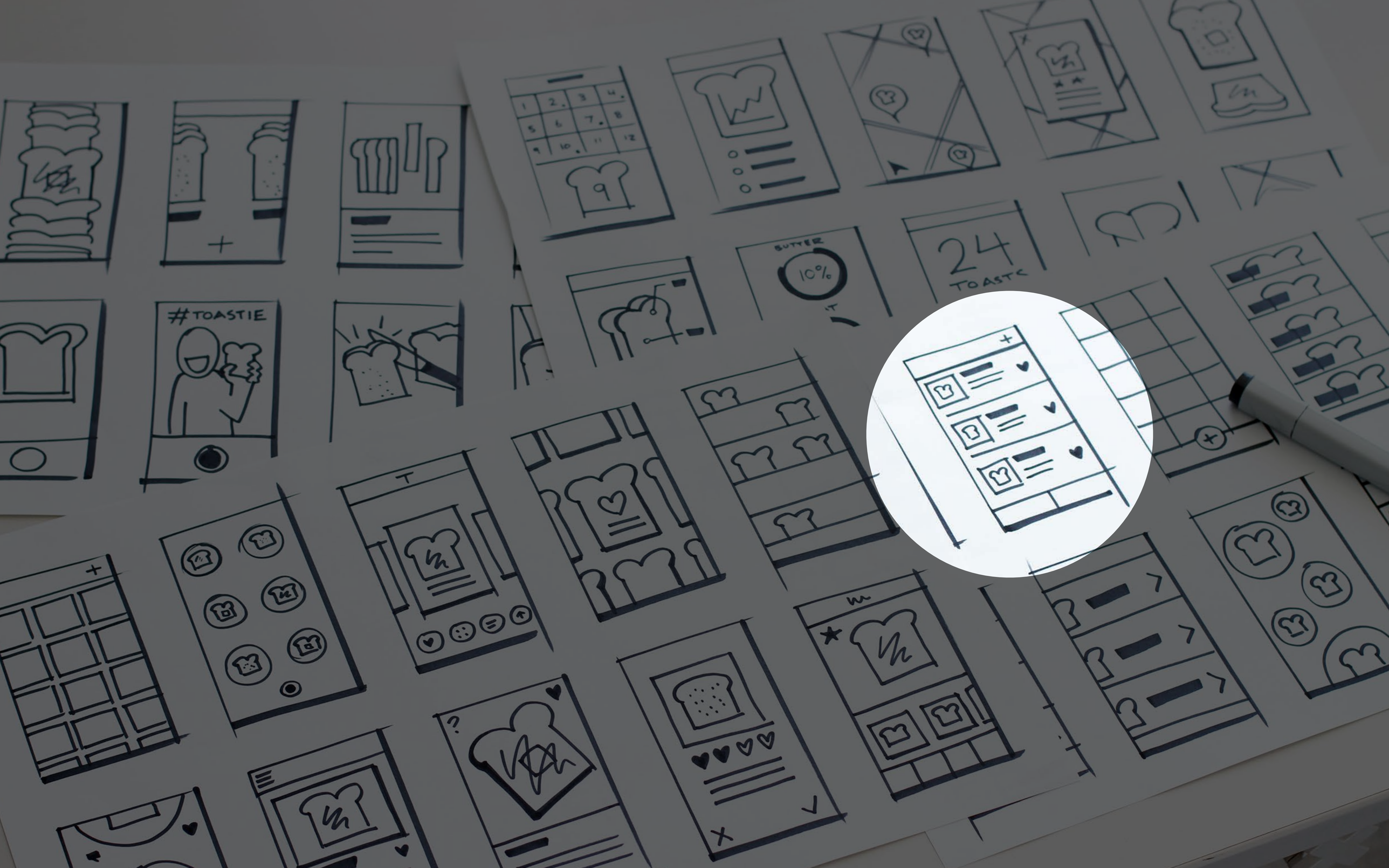
How these ideas will look on the screen in your hand

What can we fake?

Photos, text, icons

Where will we use it?

On an iPhone, outside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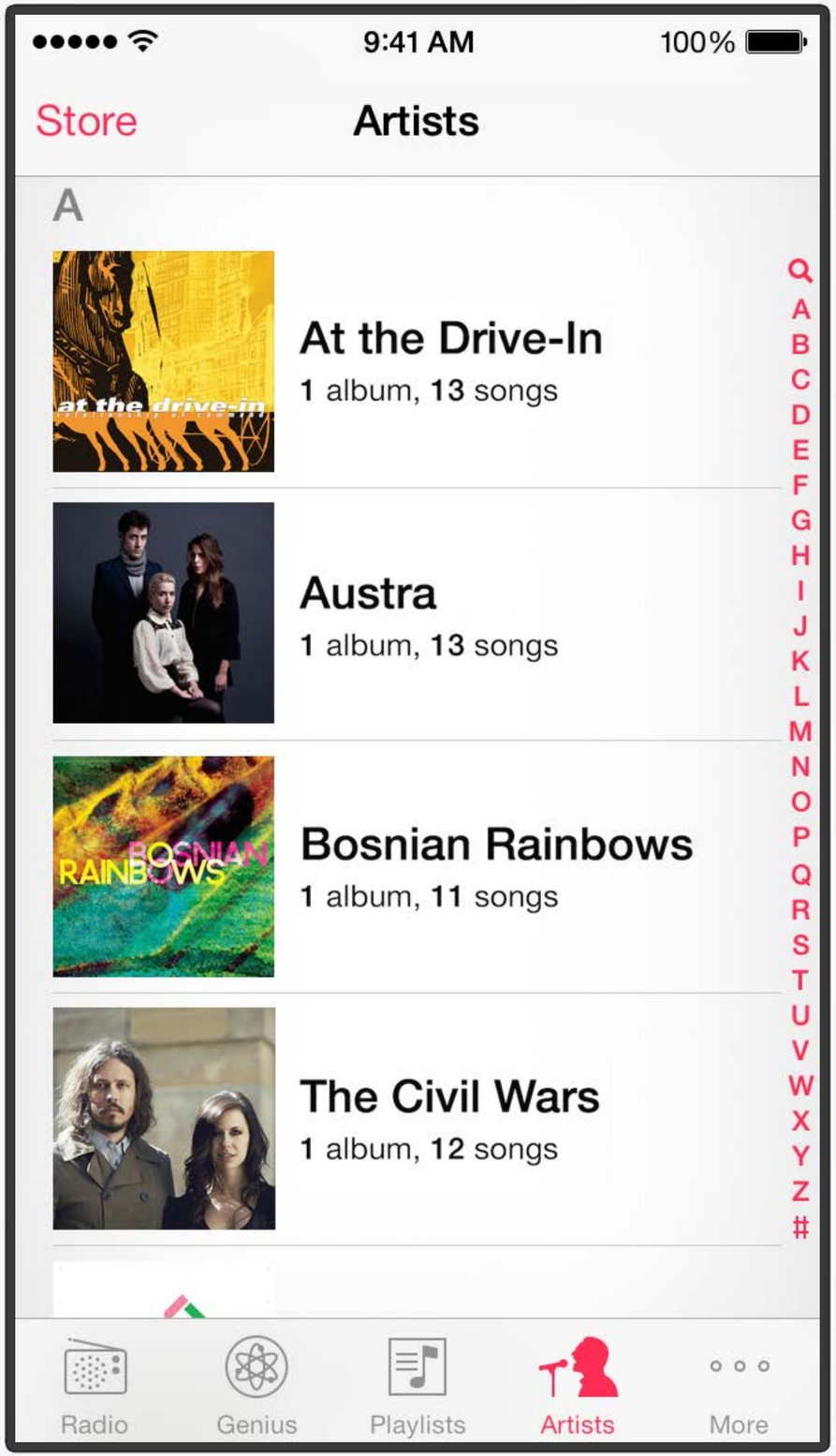
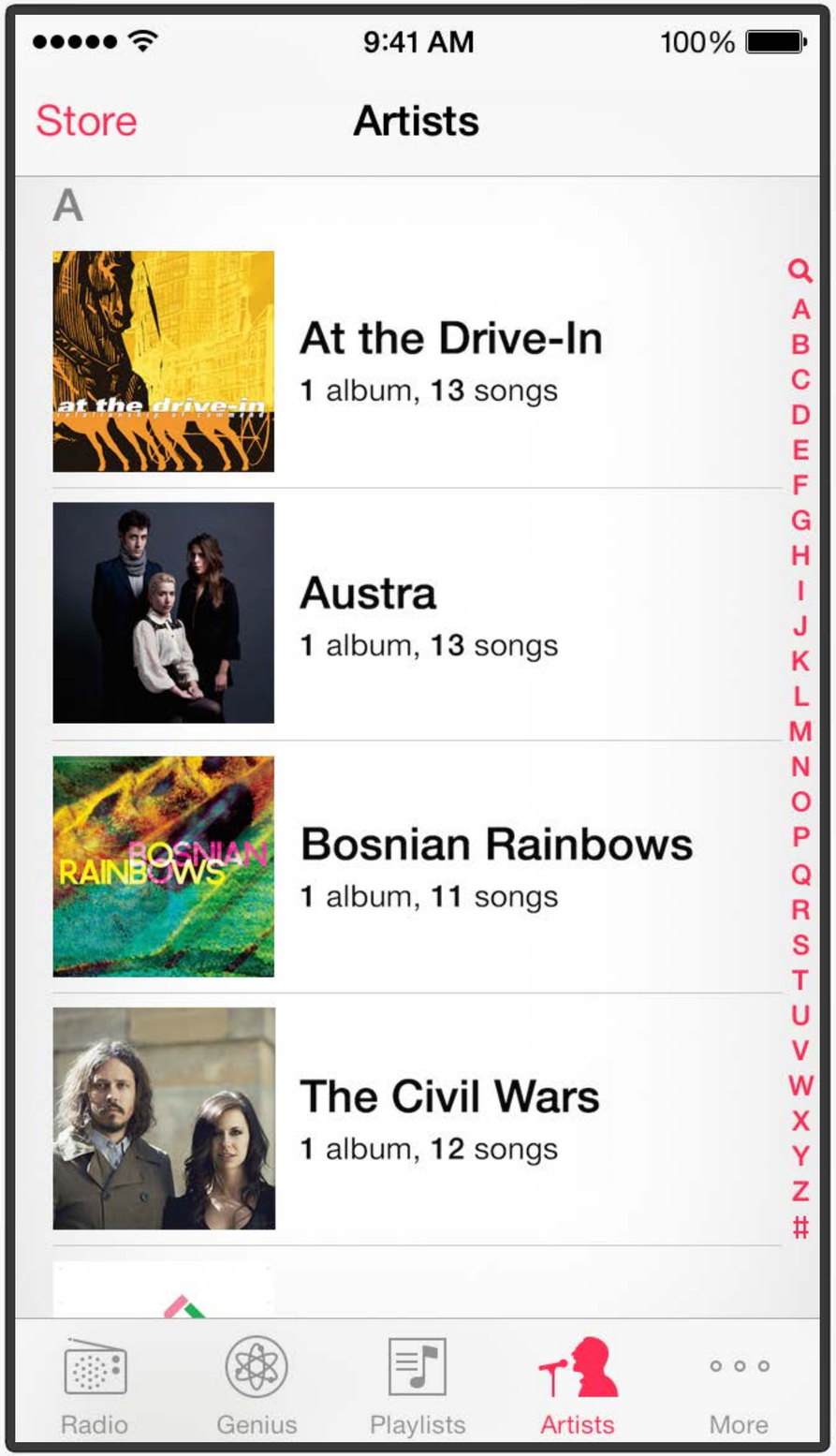

9:41 AM
100%
Store
Artists
A
At the Drive-In
1 album, 13 songs
Austra
1 album, 13 songs
Bosnian Rainbows
1 album, 11 songs
The Civil Wars
1 album, 12 songs
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #
Radio
Genius
Playlists
Artists
More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Radio
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Playlists
Artists
More

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

9:41 AM 100%

Store

Artists

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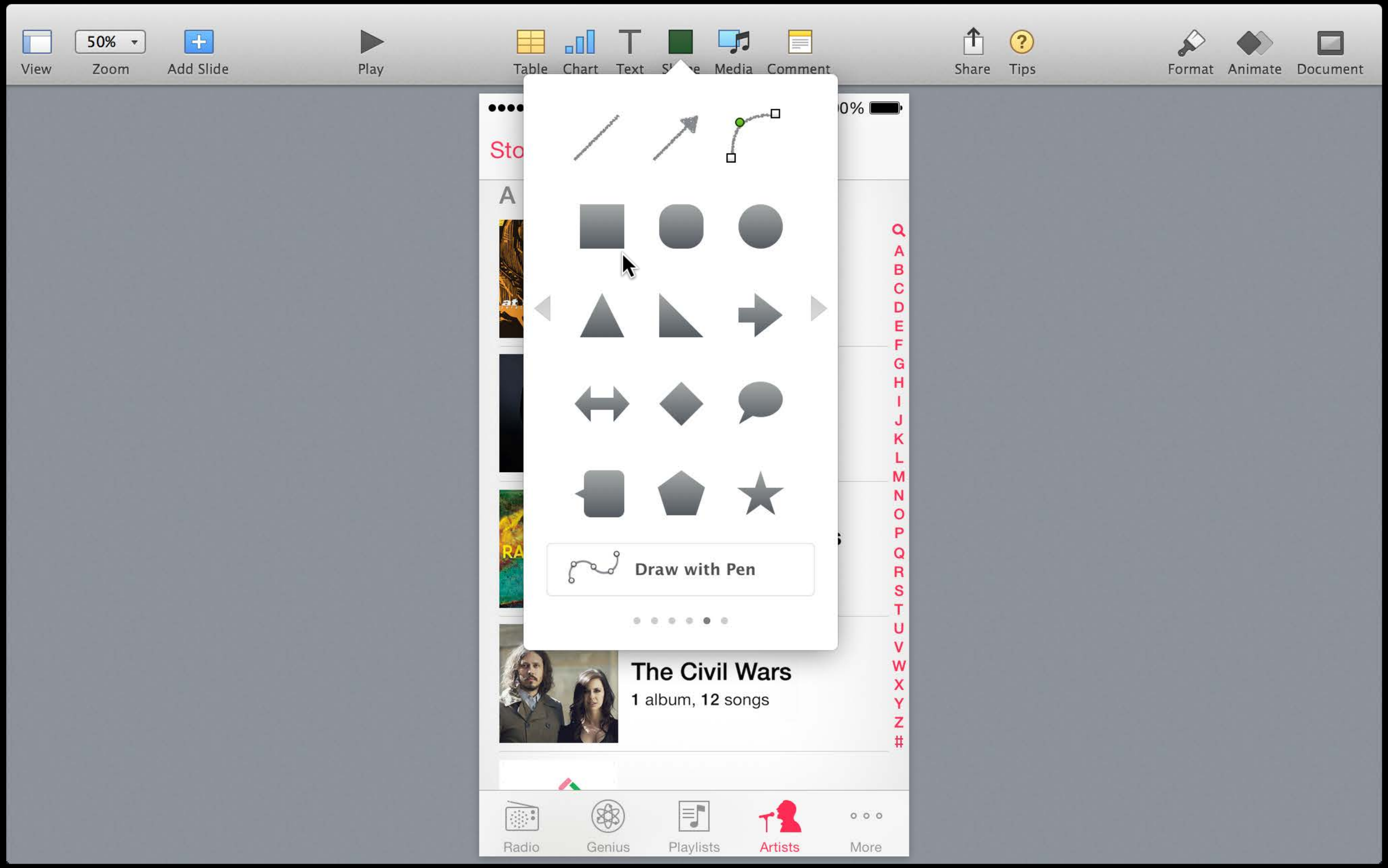
Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Radio | Genius | Playlists | Artists | More


View
50%
Zoom
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1 album, 12 songs

Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Radio | Genius | Playlists | Artists | More

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A

At the Drive-In
1 album, 13 songs

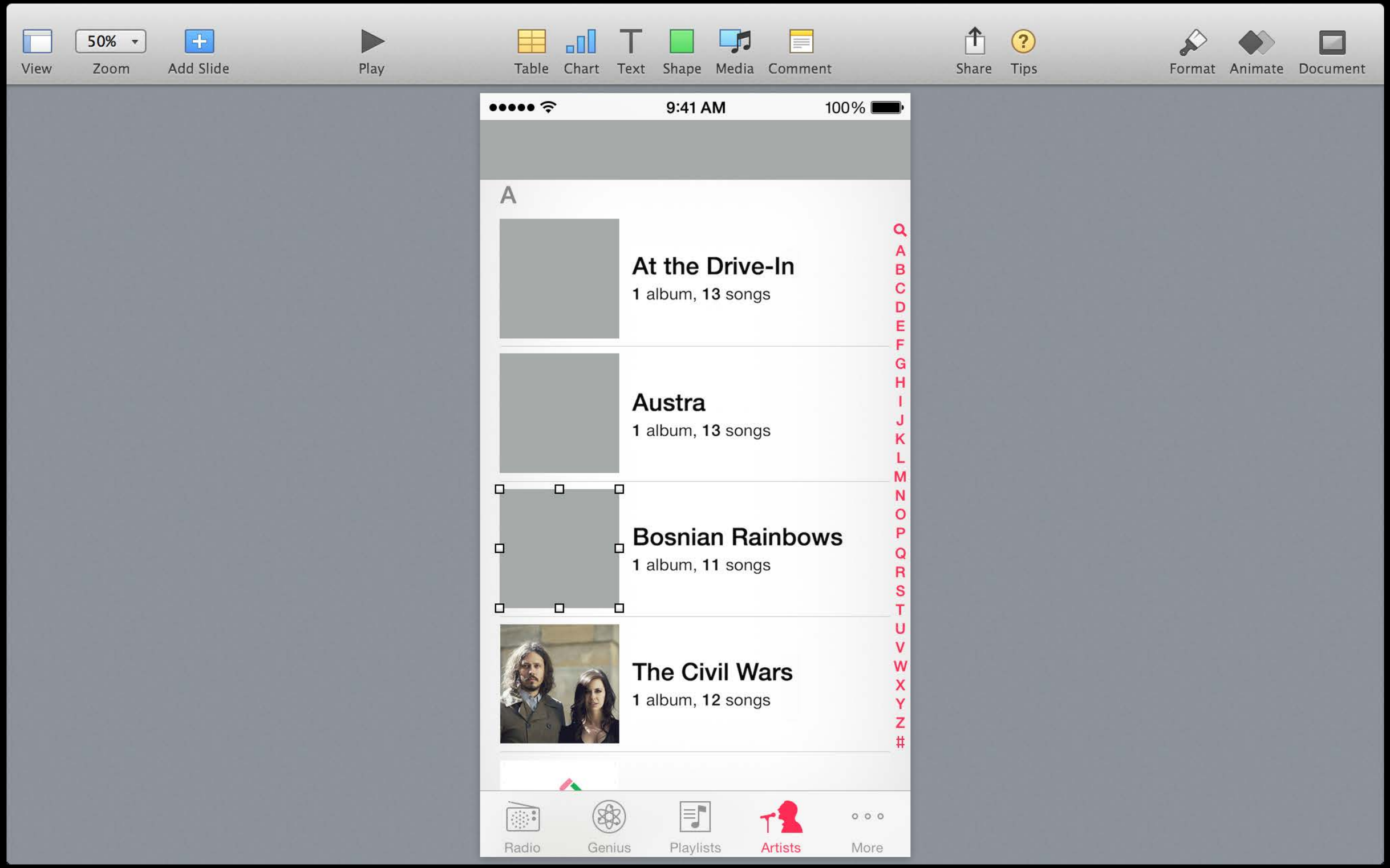
Austra
1 album, 13 songs

Bosnian Rainbows
1 album, 11 songs

The Civil Wars
1 album, 12 songs

Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Radio | Genius | Playlists | Artists | More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The Civil Wars
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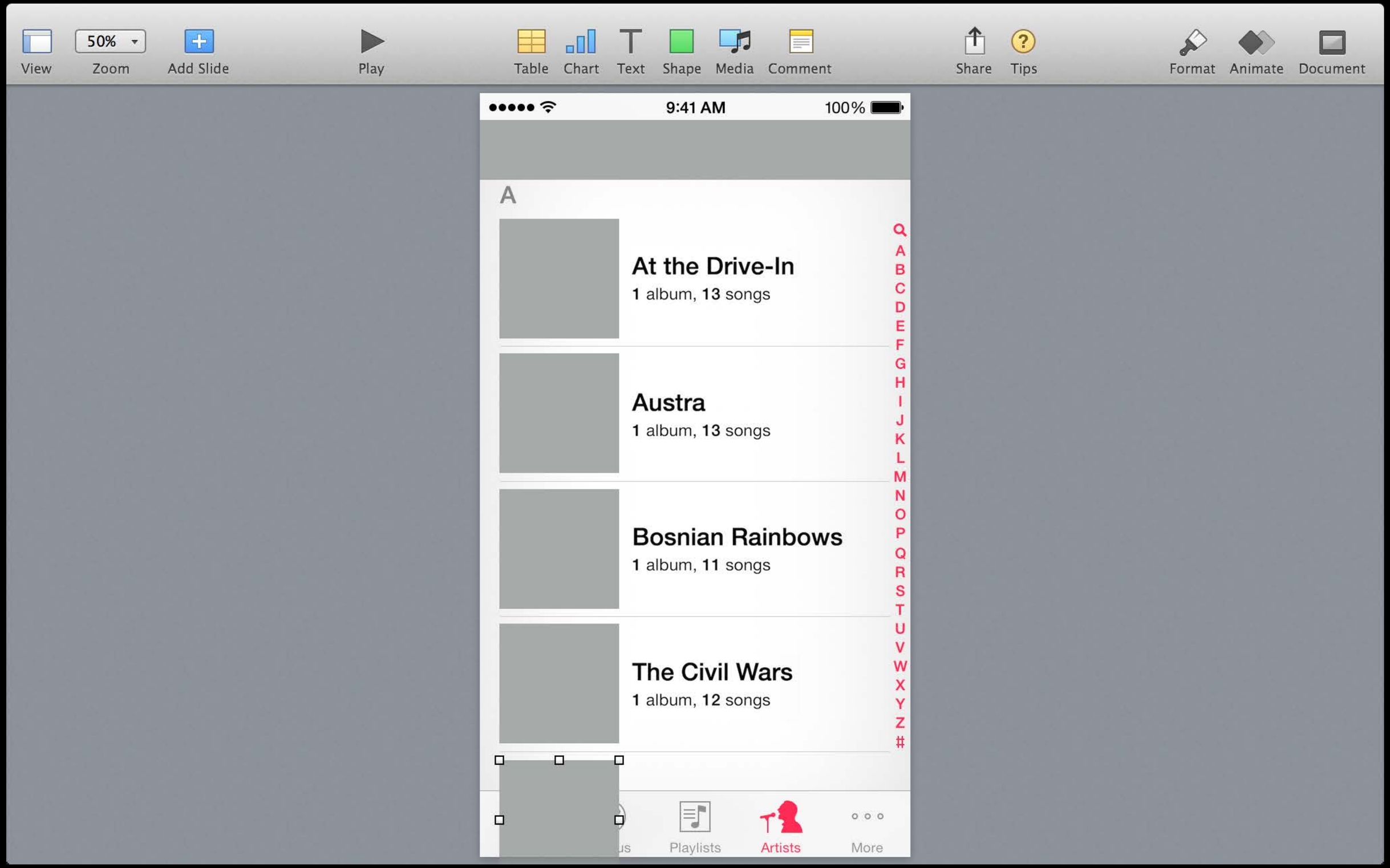
Radio | Genius | Playlists | Artists | More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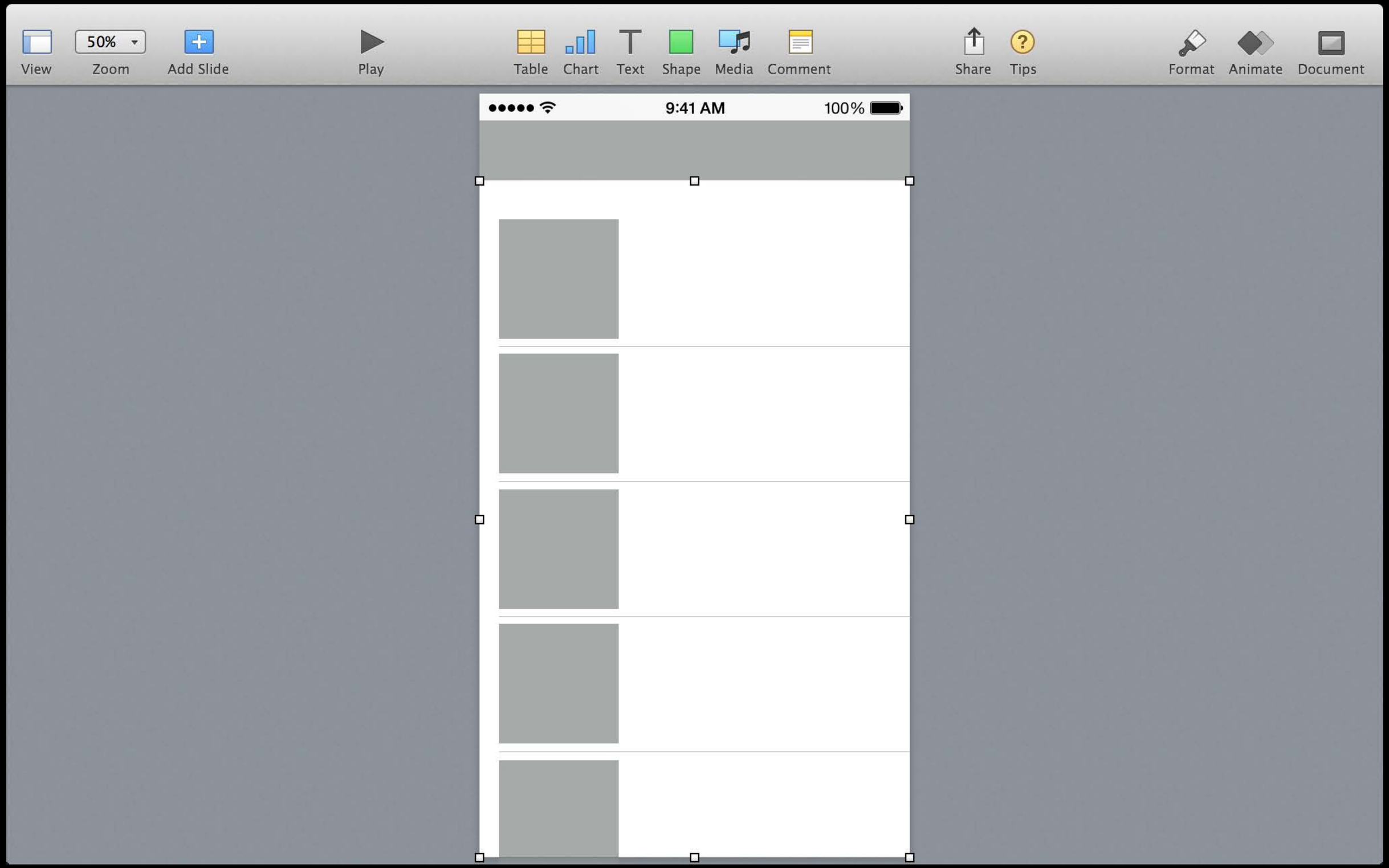
Playlists Artists More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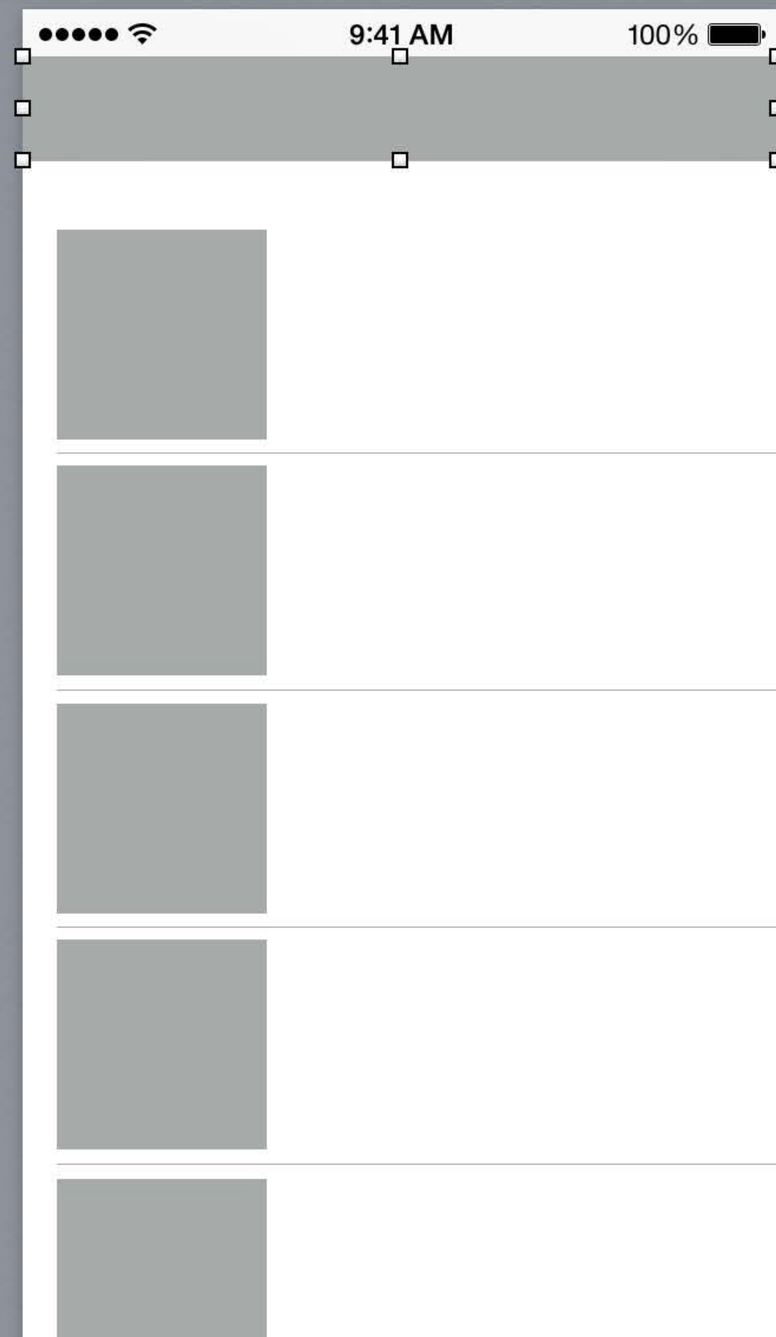

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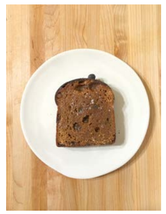
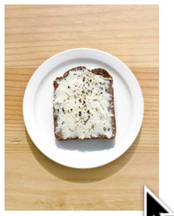
- Daily Duffins
- Celebratory Cragels
- Daily Dookies
- Periodic Pakes
- Today's Toasts





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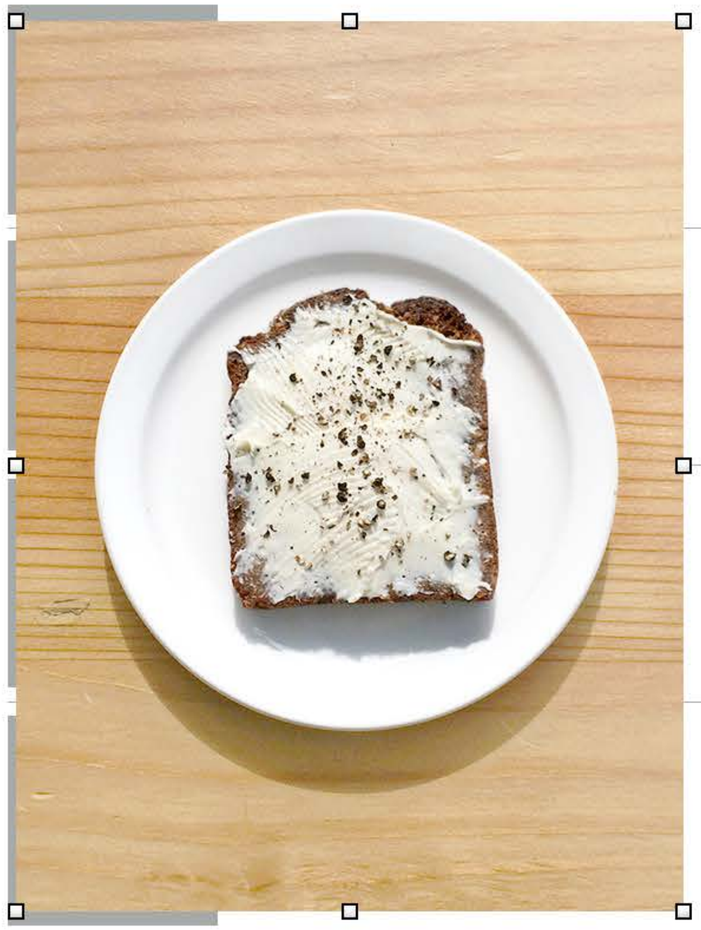

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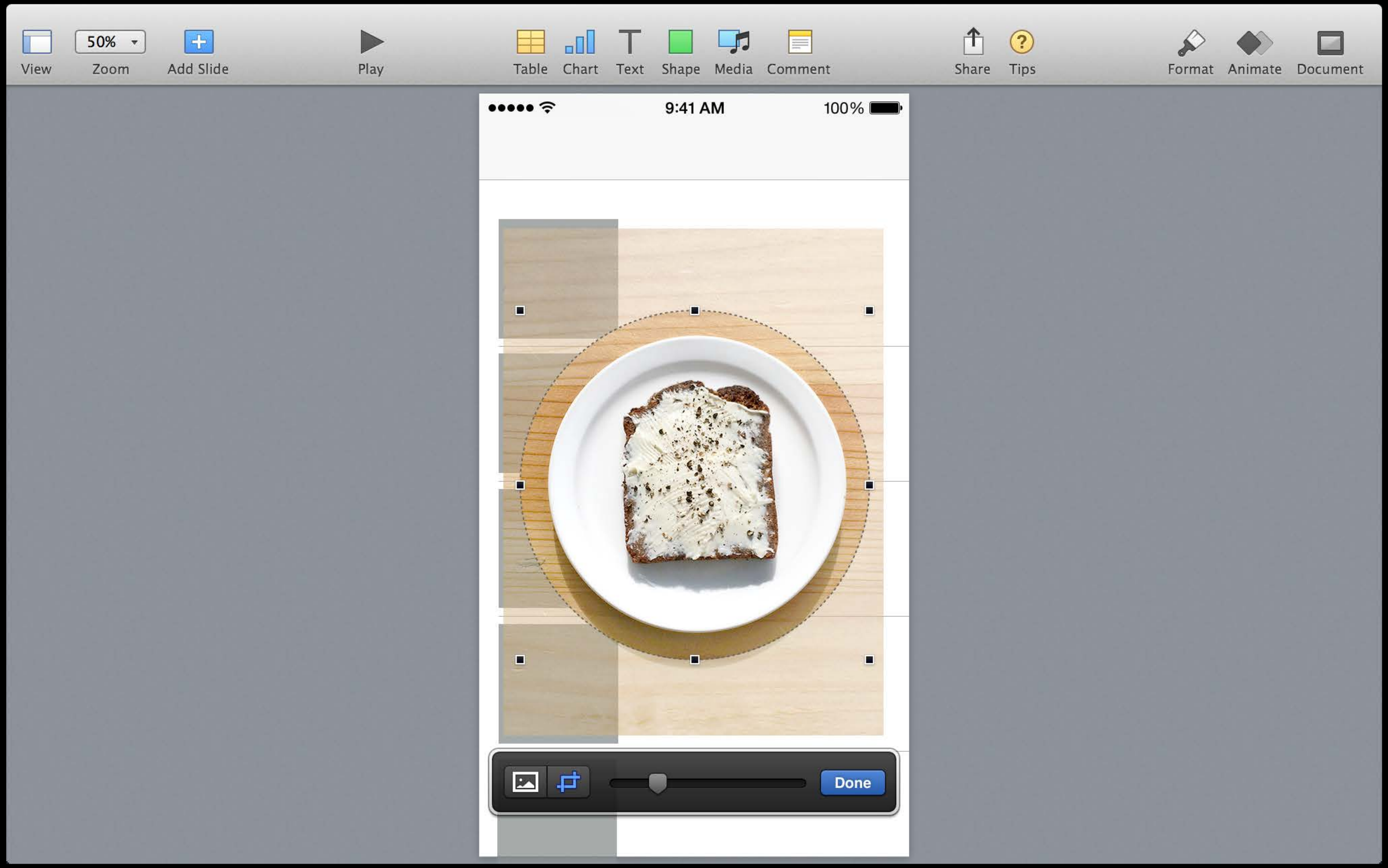
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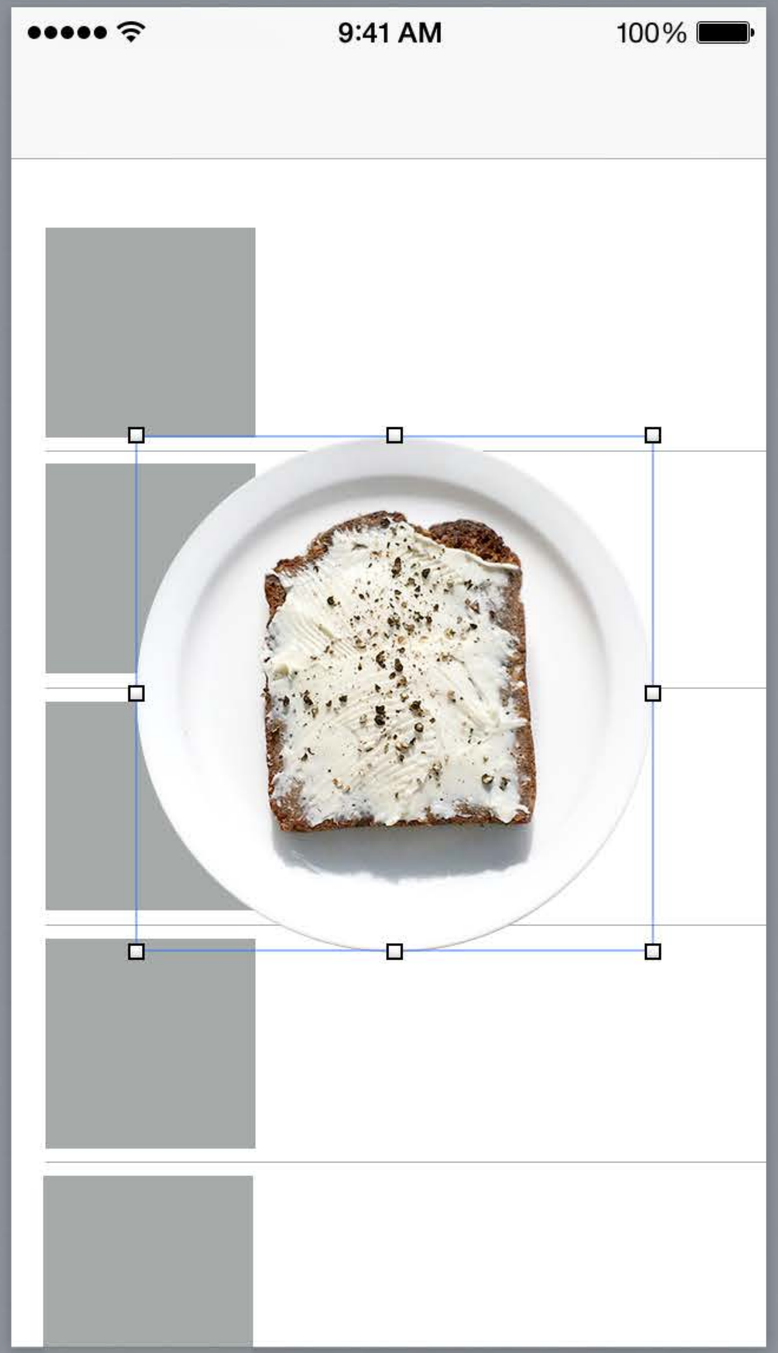

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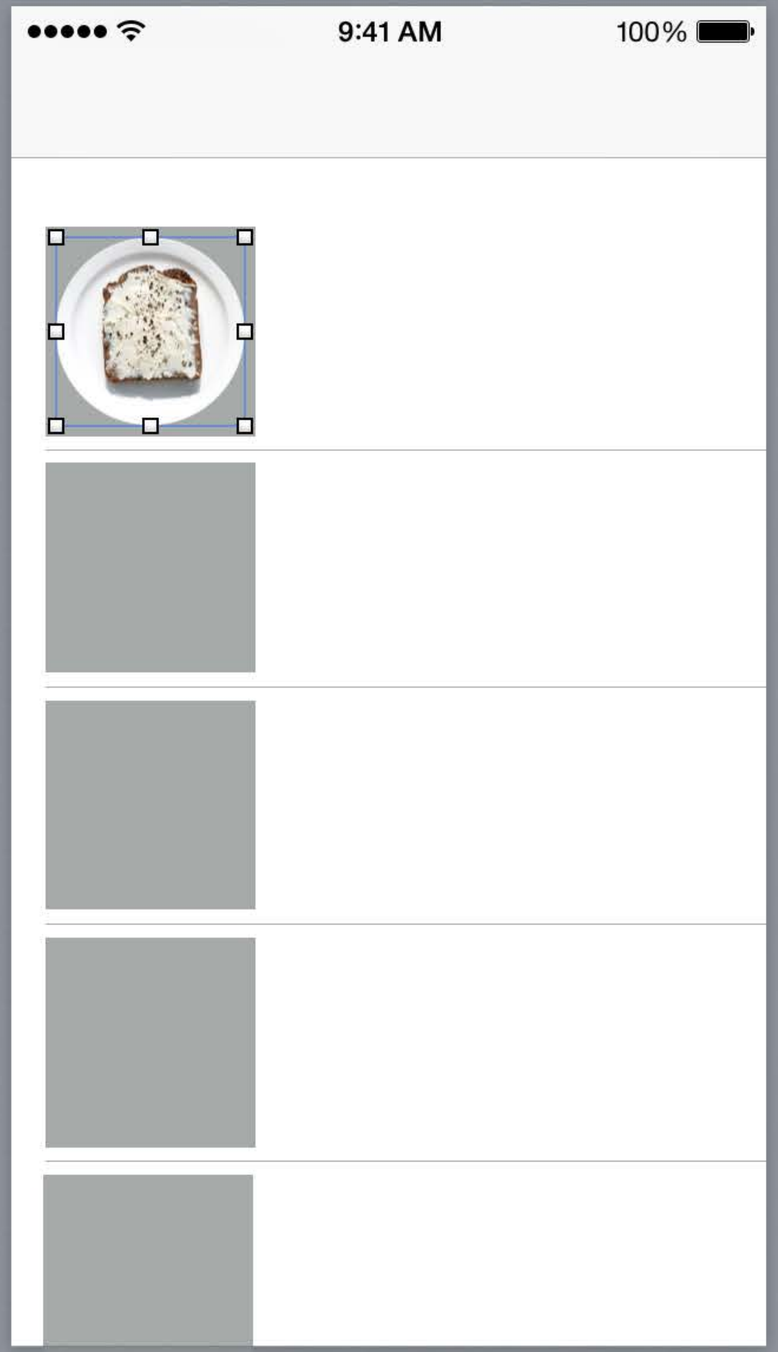

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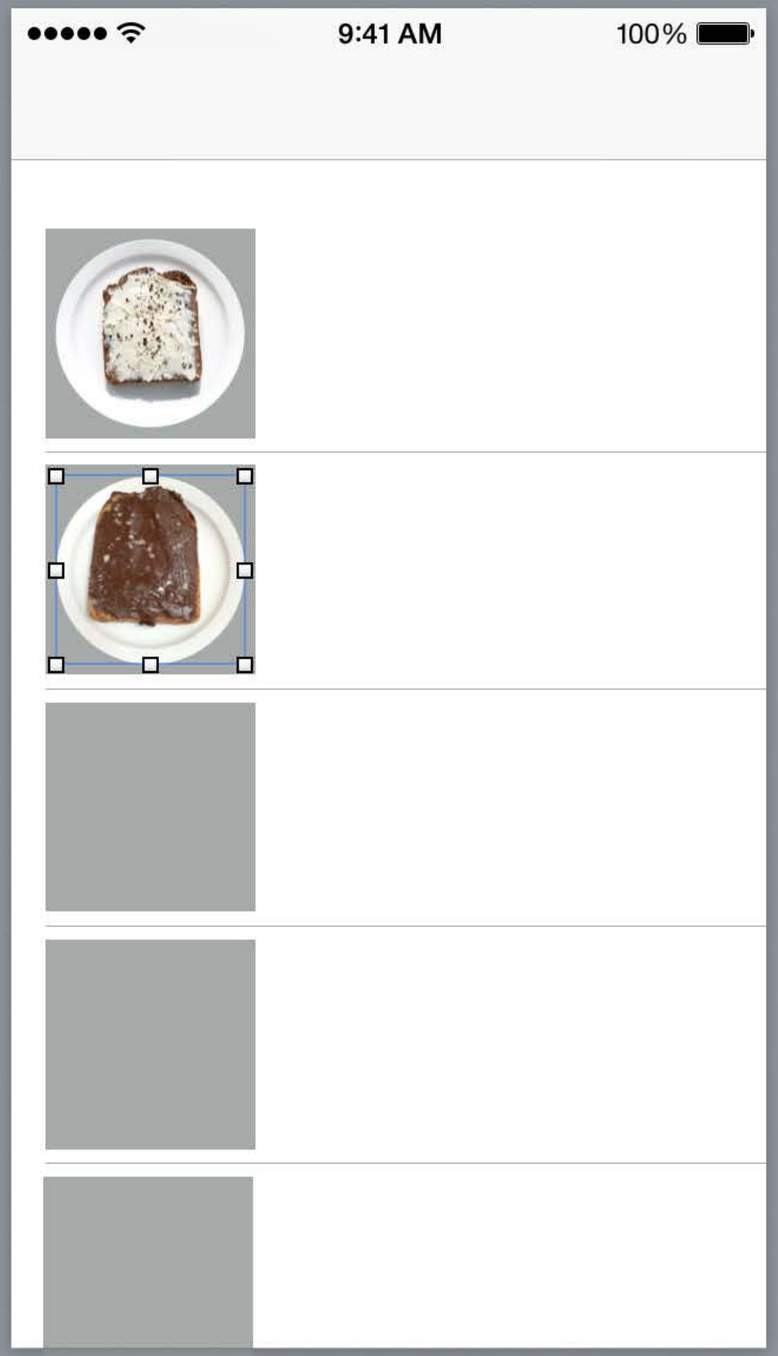

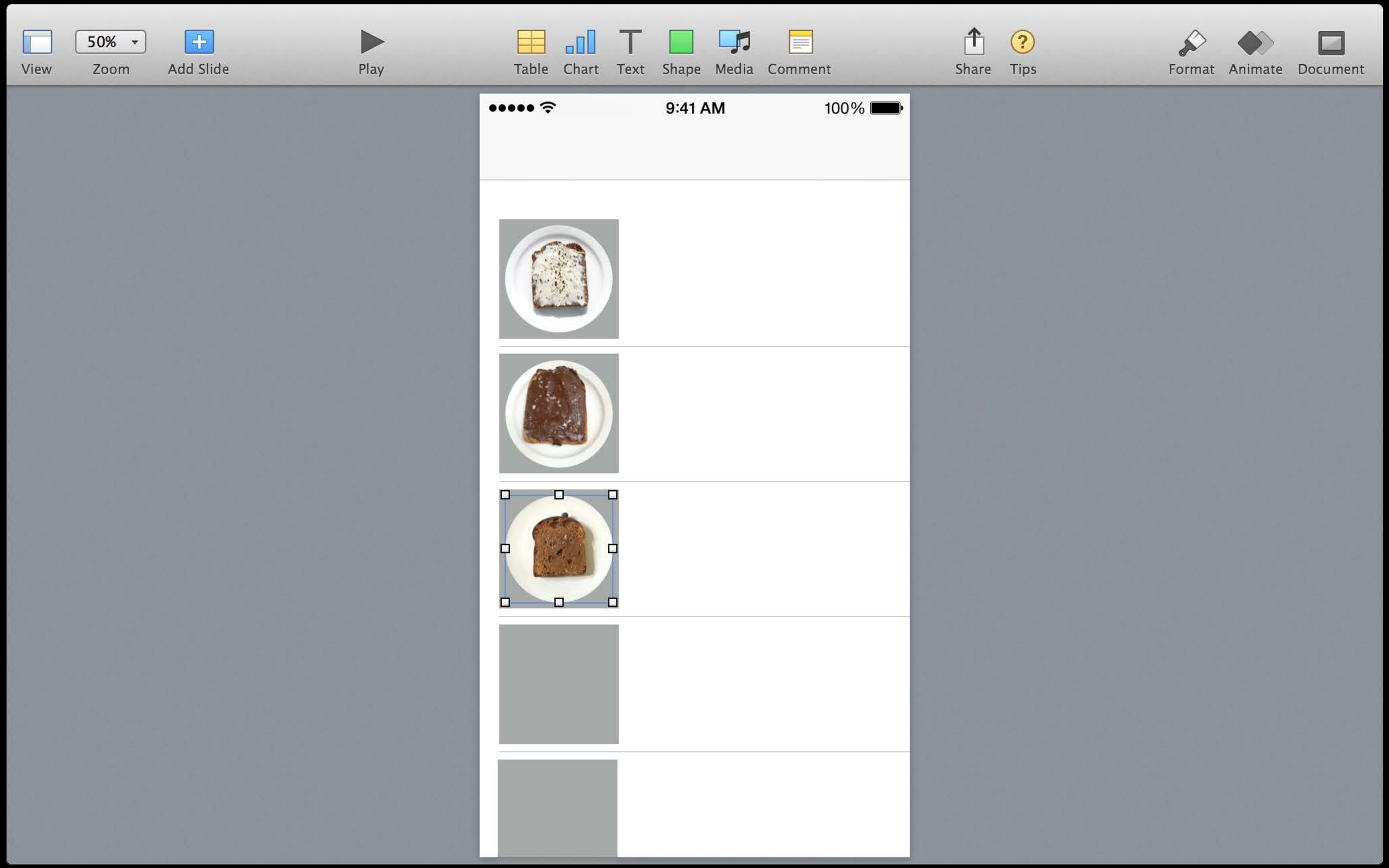
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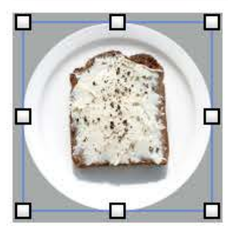

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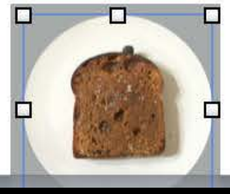

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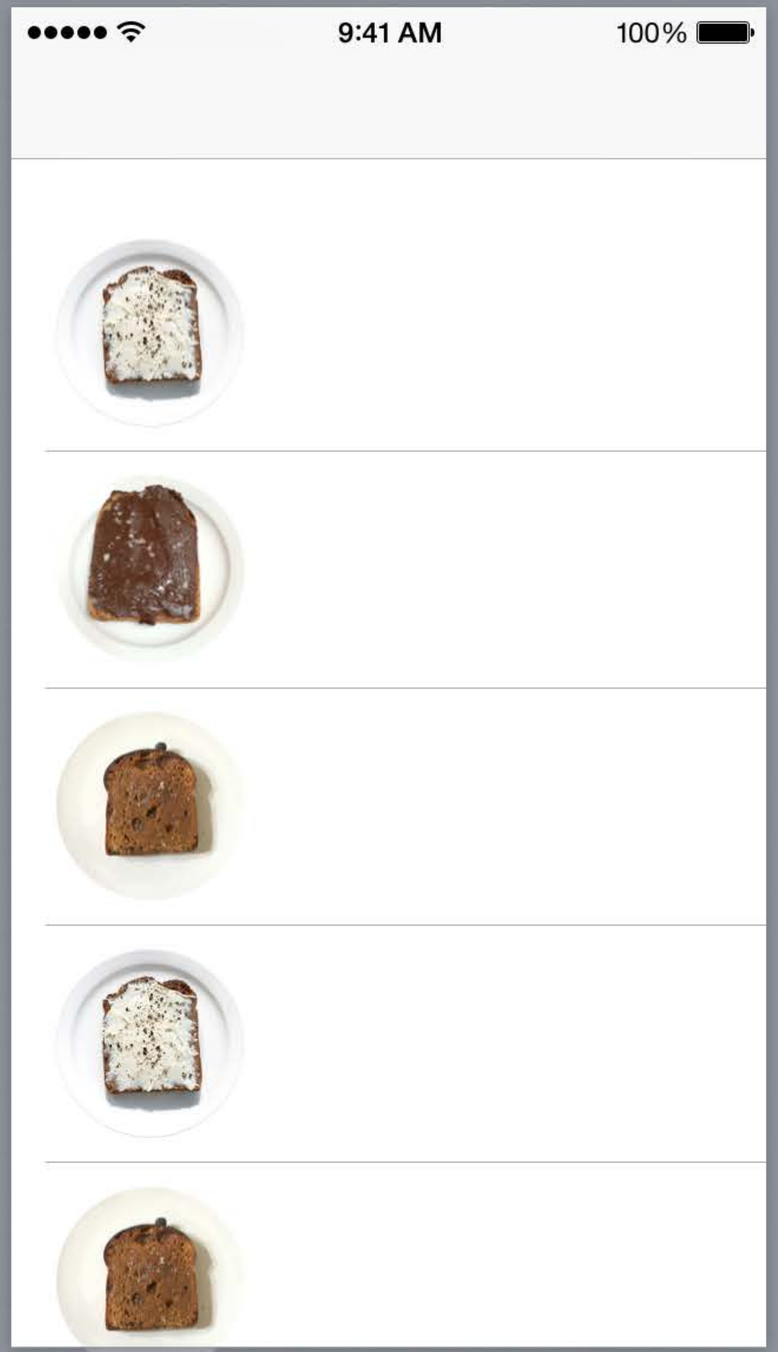

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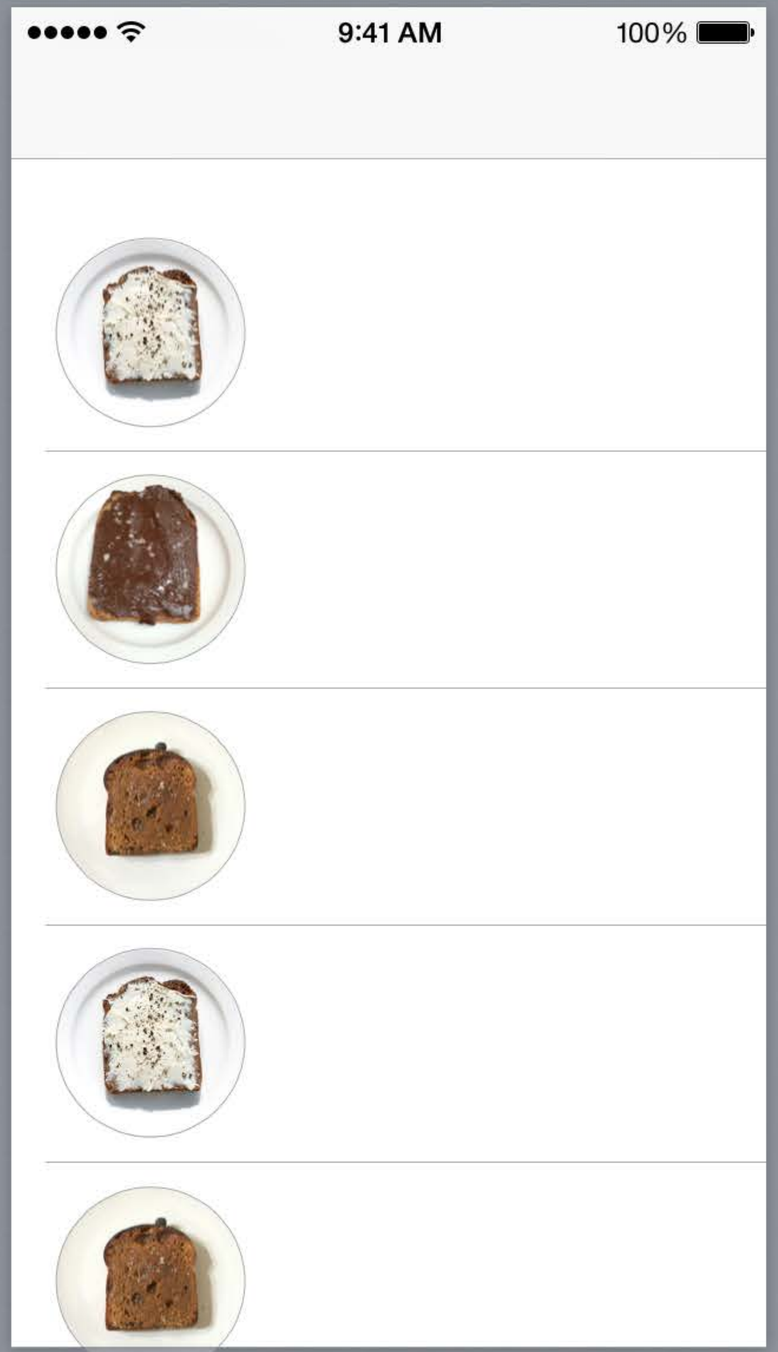

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A

At the Drive-In
1 album, 13 songs

Austra
1 album, 13 songs

Bosnian Rainbows
1 album, 11 songs

The Civil Wars
1 album, 12 songs

Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Playlists Artists More

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A

Blue Barrel
Nutella, Sea Salt

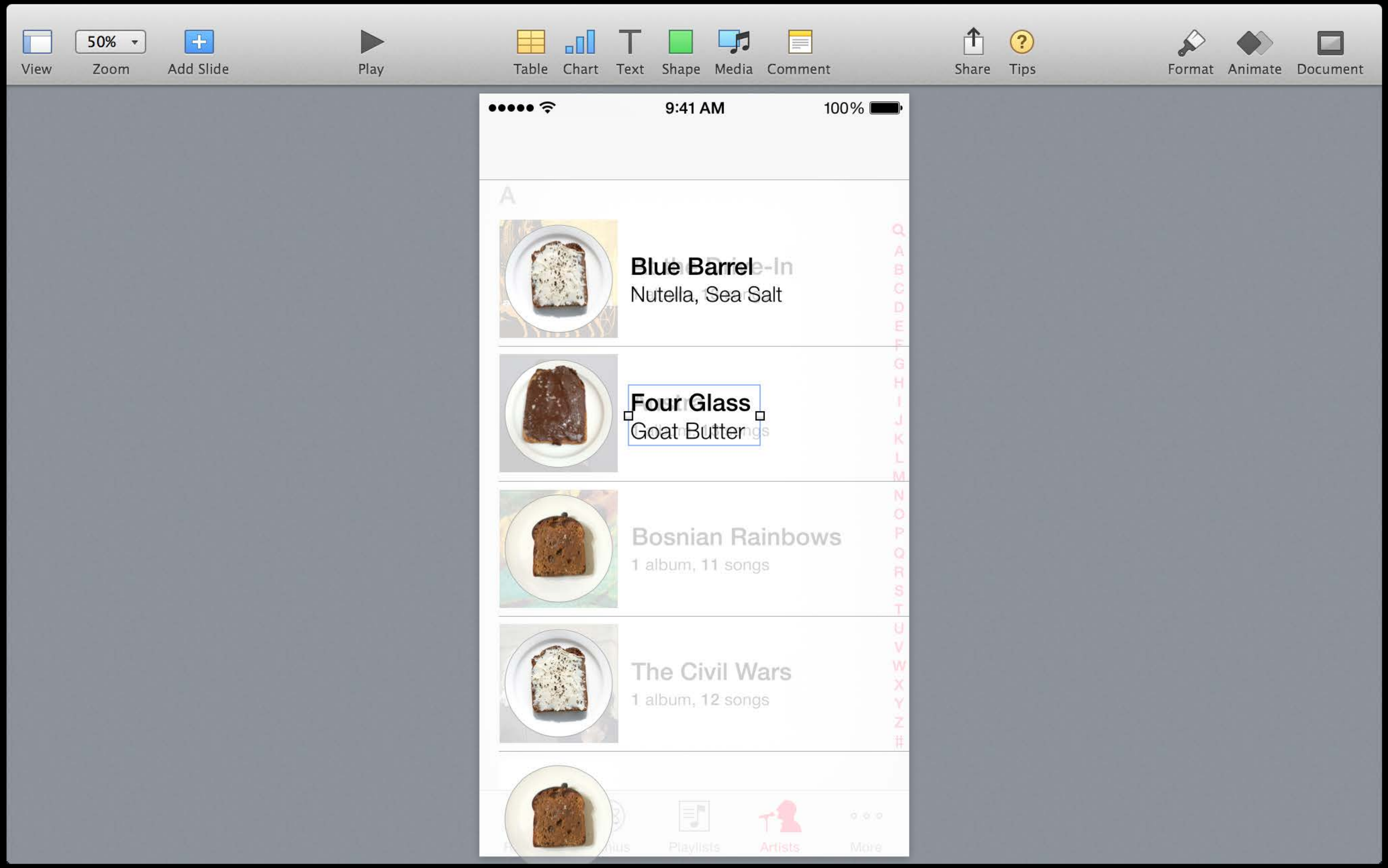
Austra
1 album, 13 songs

Bosnian Rainbows
1 album, 11 songs

The Civil Wars
1 album, 12 songs

Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Playlists Artists More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Blue Barrel
Nutella, Sea Salt
Four Glass
Goat Butter
Bosnian Rainbows
1 album, 11 songs
The Civil Wars
1 album, 12 songs
Playlists
Artists
More

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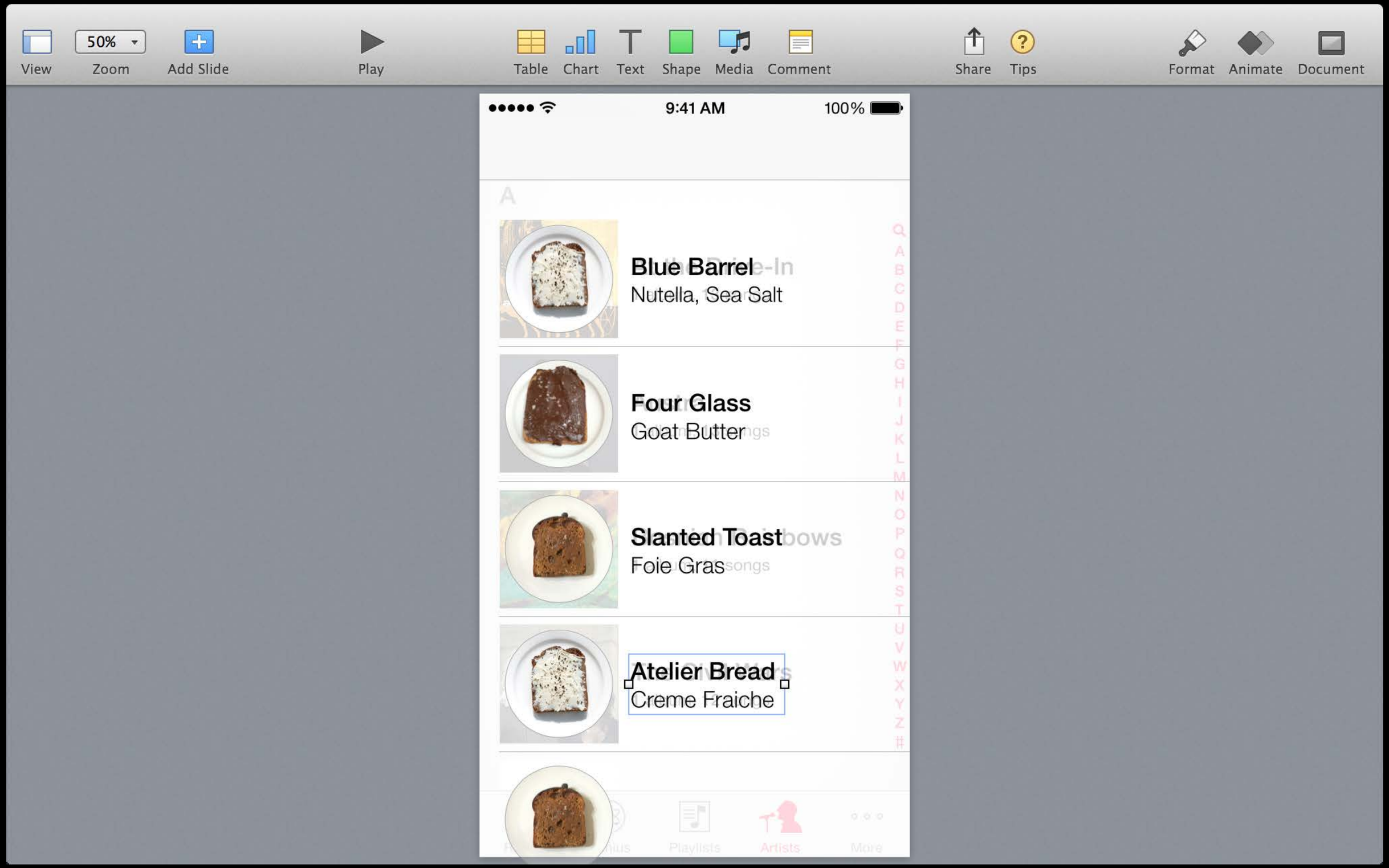
Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast
Foie Gras

The Civil Wars
1 album, 12 songs

Playlists Artists More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Nutella, Sea Salt
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Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
Playlists
Artists
More

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Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast
Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

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Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast
Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

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Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast
Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

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Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast
Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

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The Barn
Cacao, Trout

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Top Toast

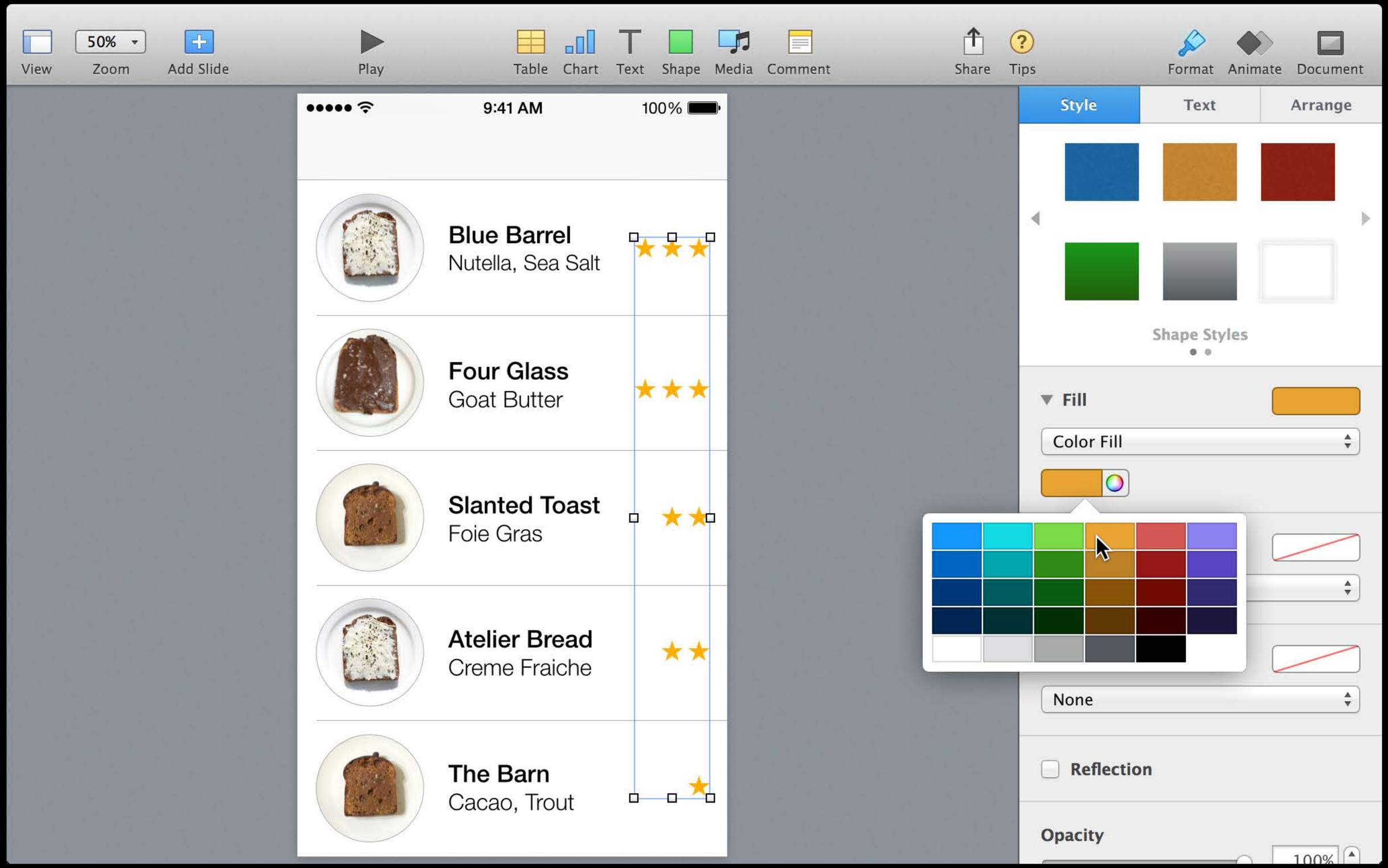
Blue Barrel
Nutella, Sea Salt
★★★

Four Glass
Goat Butter
★★★

Slanted Toast
Foie Gras
★★

Atelier Bread
Creme Fraiche
★★

The Barn
Cacao, Trout
★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Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Goat Butter ★★★

Slanted Toast
Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

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9:41 AM 100%

Blue Barrel
Nutella, Sea Salt
★★★

Four Glass
Goat Butter
★★★

Slanted Toast
Foie Gras
★★

Atelier Bread
Creme Fraiche
★★

The Barn
Cacao, Trout
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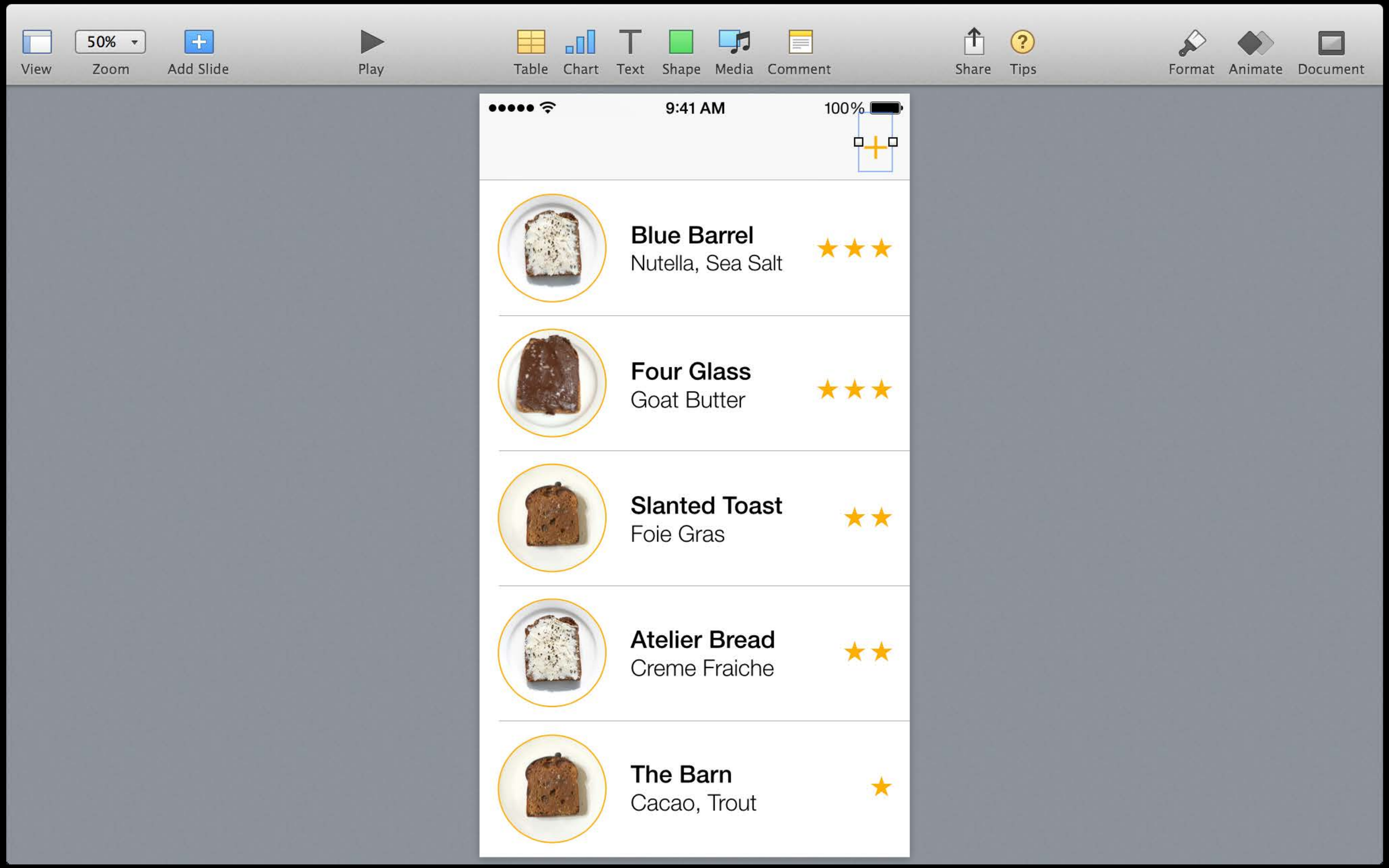
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Blue Barrel
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Four Glass
Goat Butter
Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout

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Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Goat Butter ★★★

Slanted Toast
Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

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Top Toast

Blue Barrel
Nutella, Sea Salt
★★★

Four Glass
Goat Butter
★★★

Slanted Toast
Foie Gras
★★

Atelier Bread
Creme Fraiche
★★

The Barn
Cacao, Trout
★

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Top Toast
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Nutella, Sea Salt
Four Glass
Goat Butter
Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout

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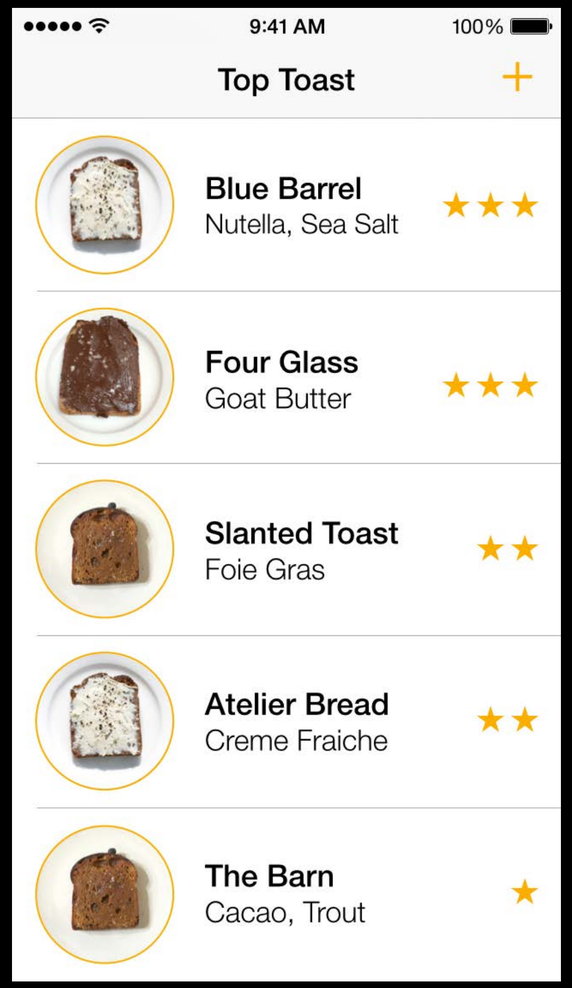

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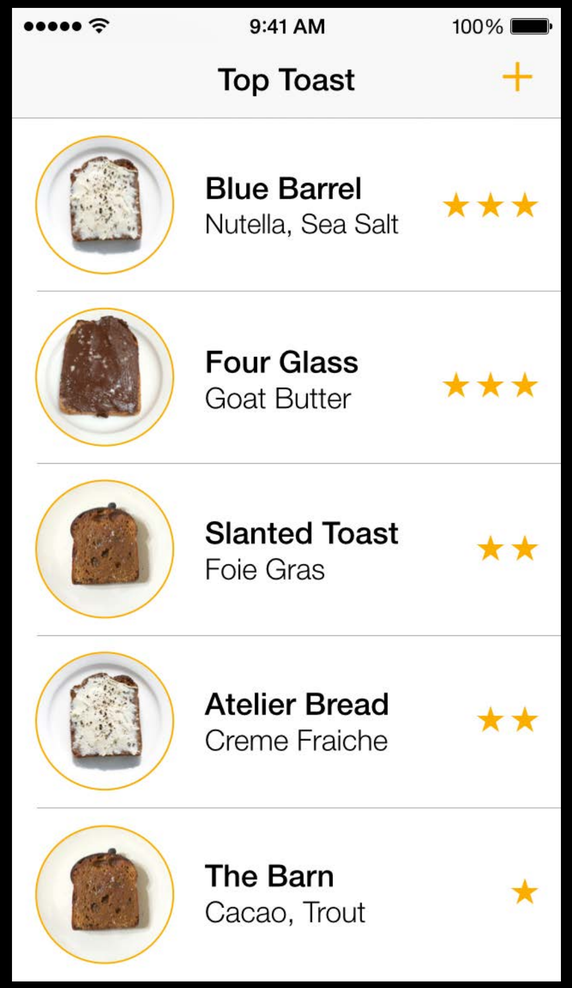

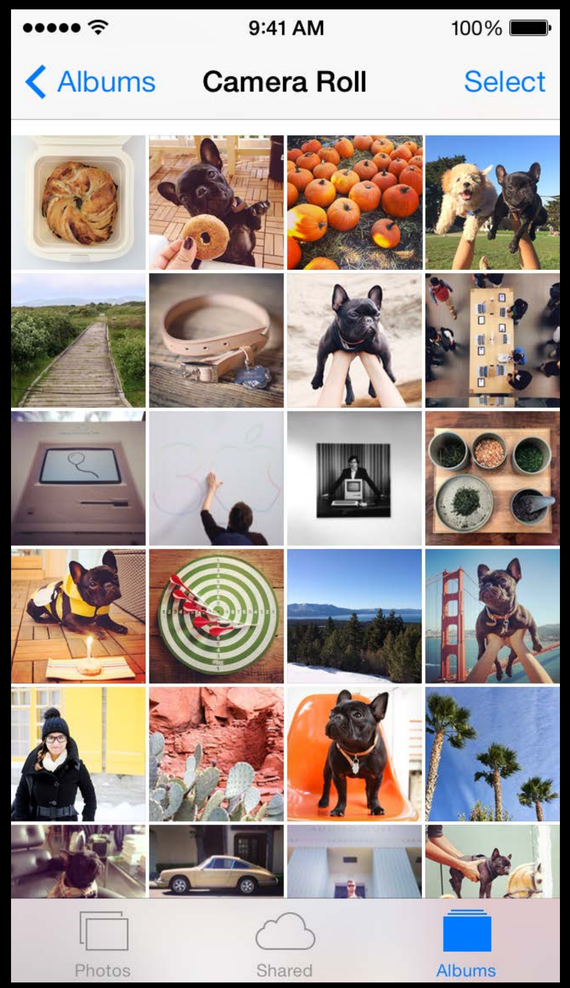

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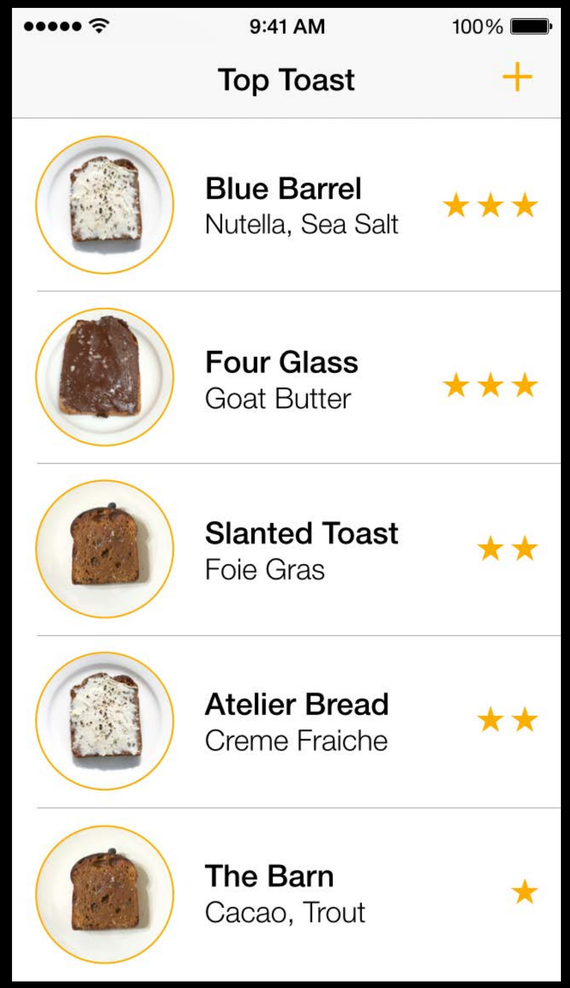
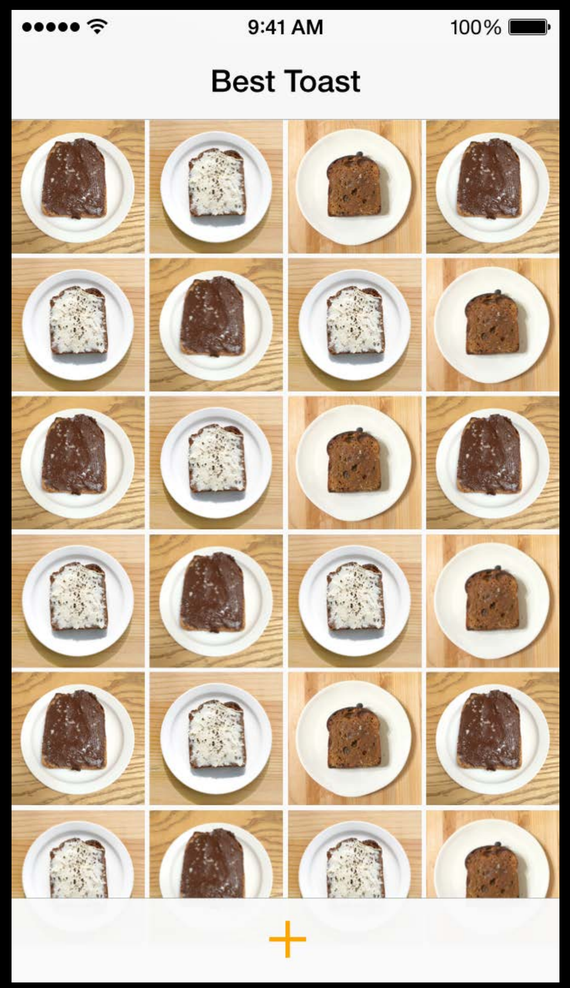
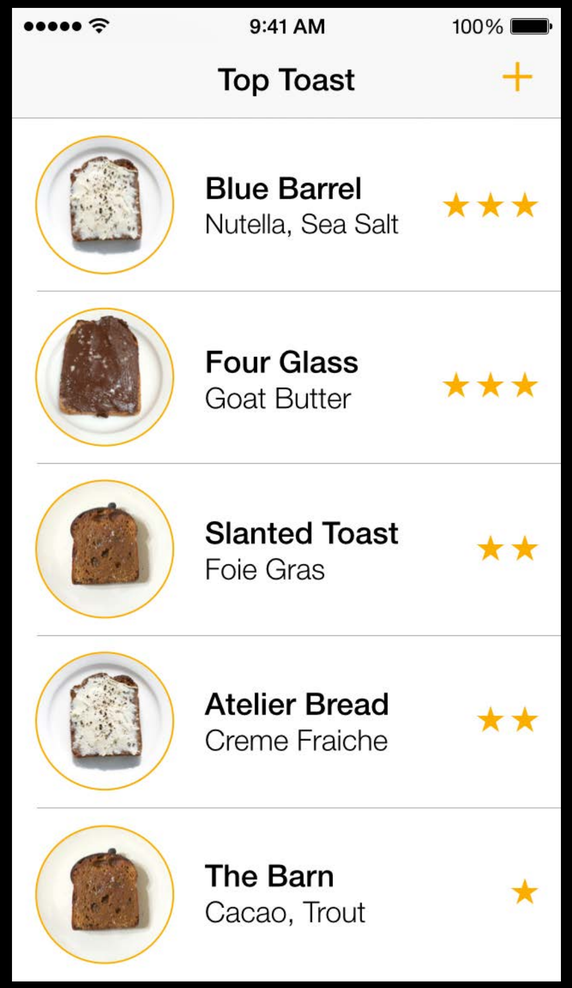
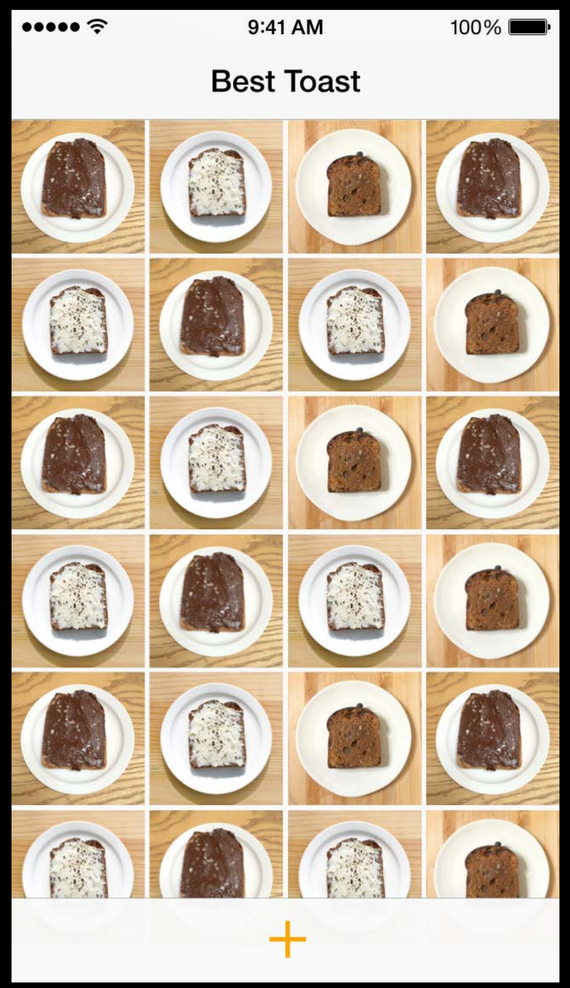
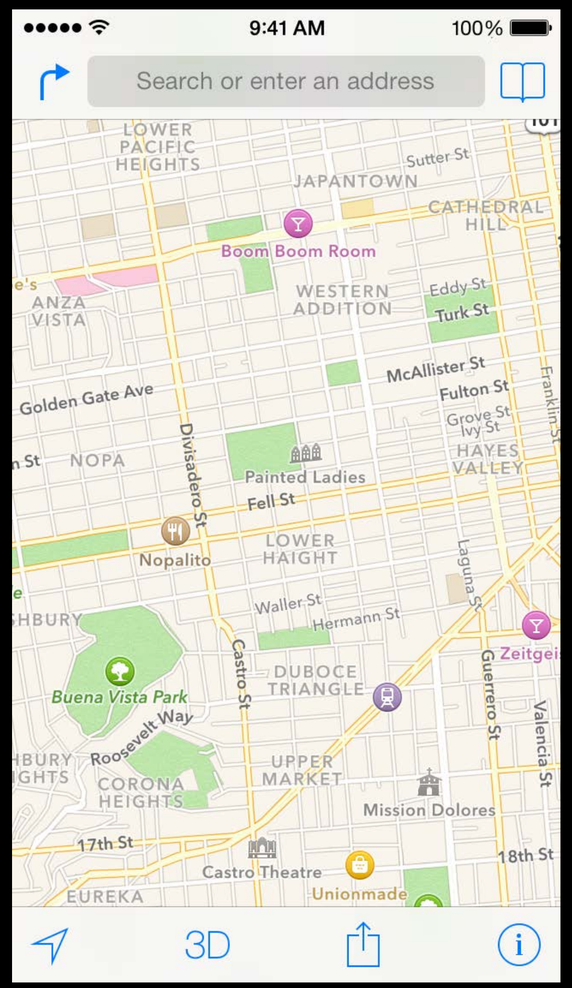




Make Fake Apps







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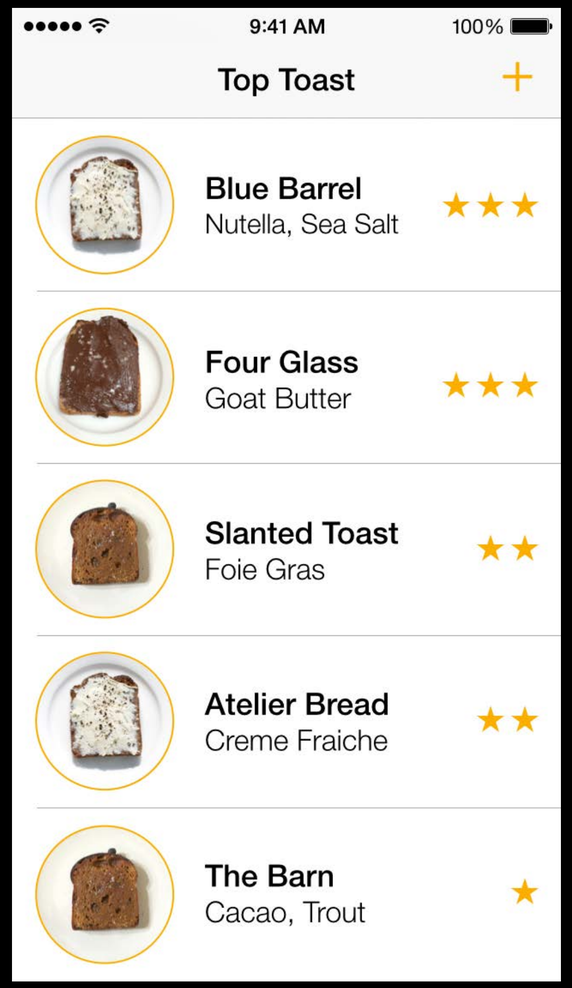

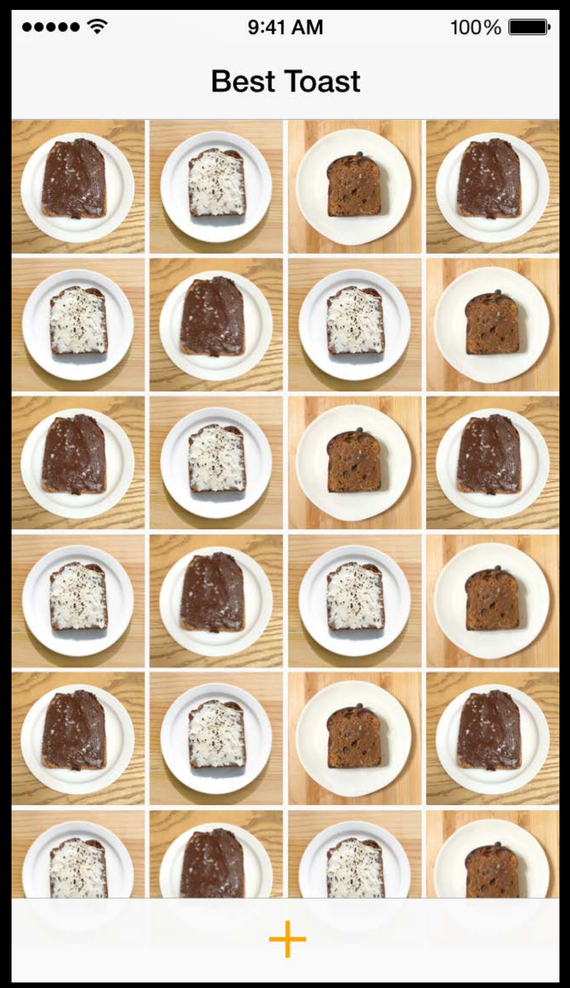

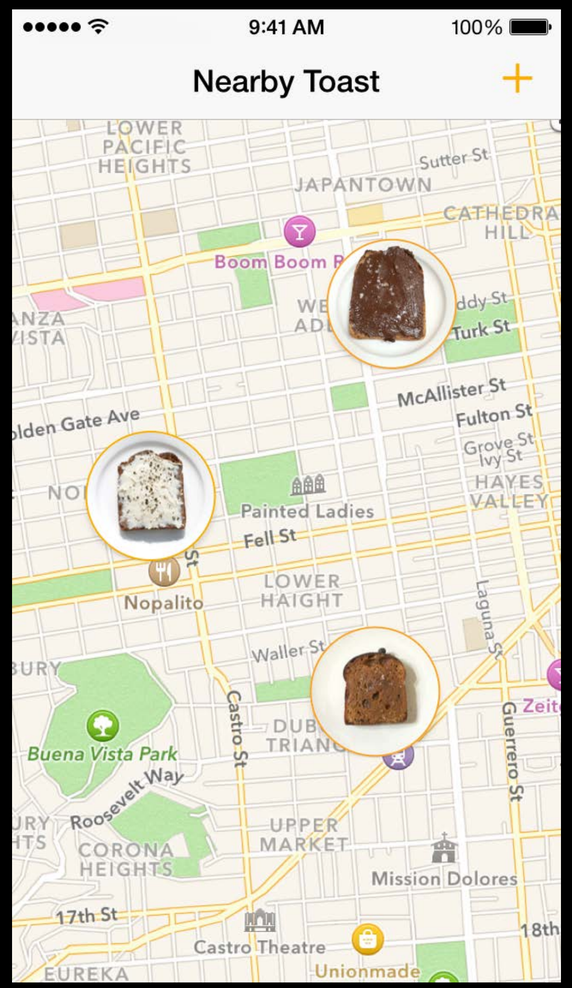

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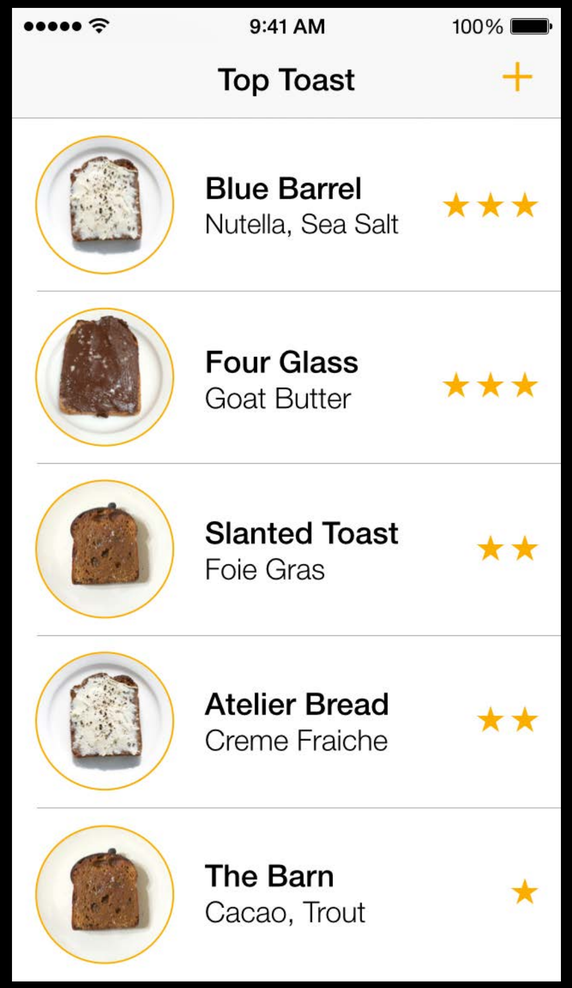

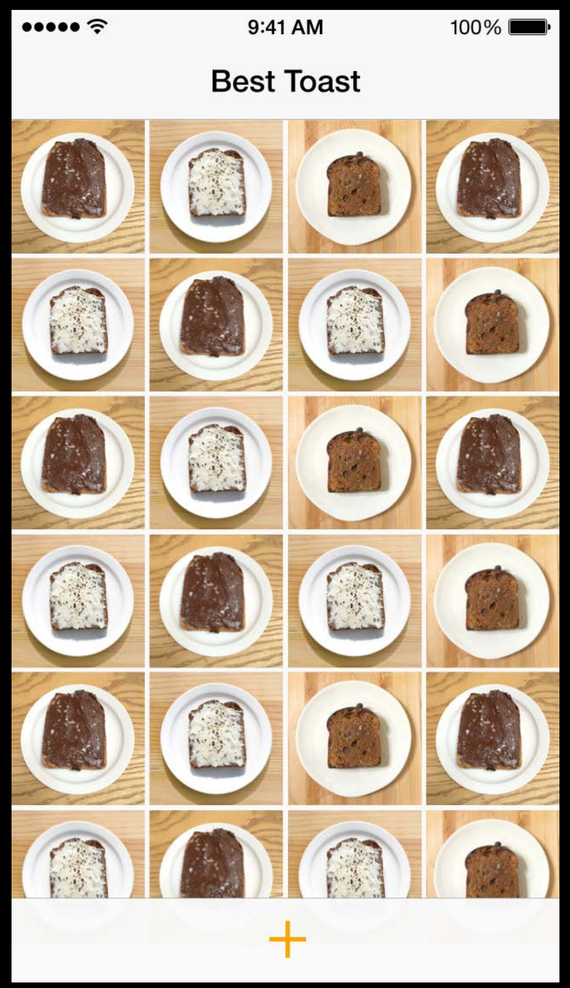

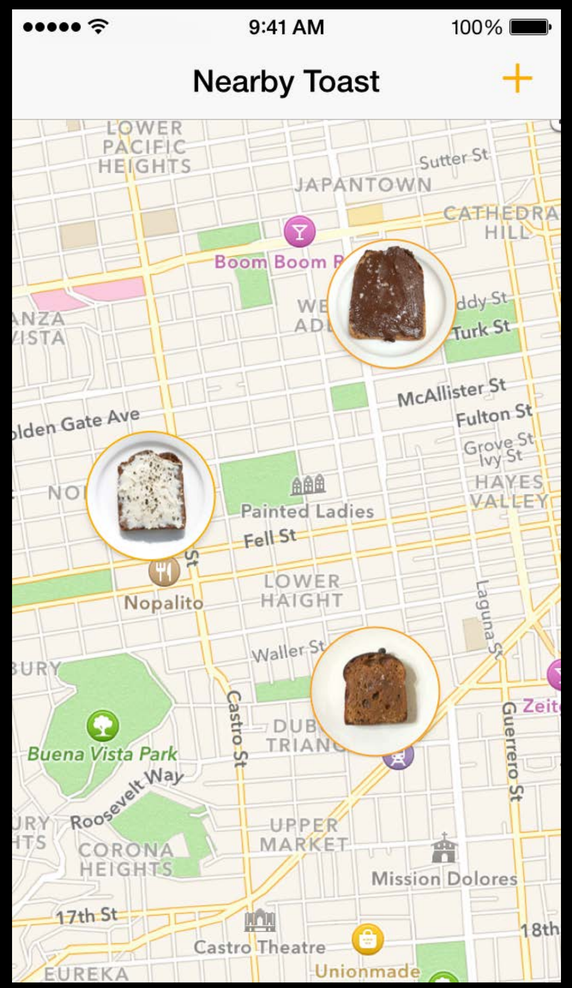

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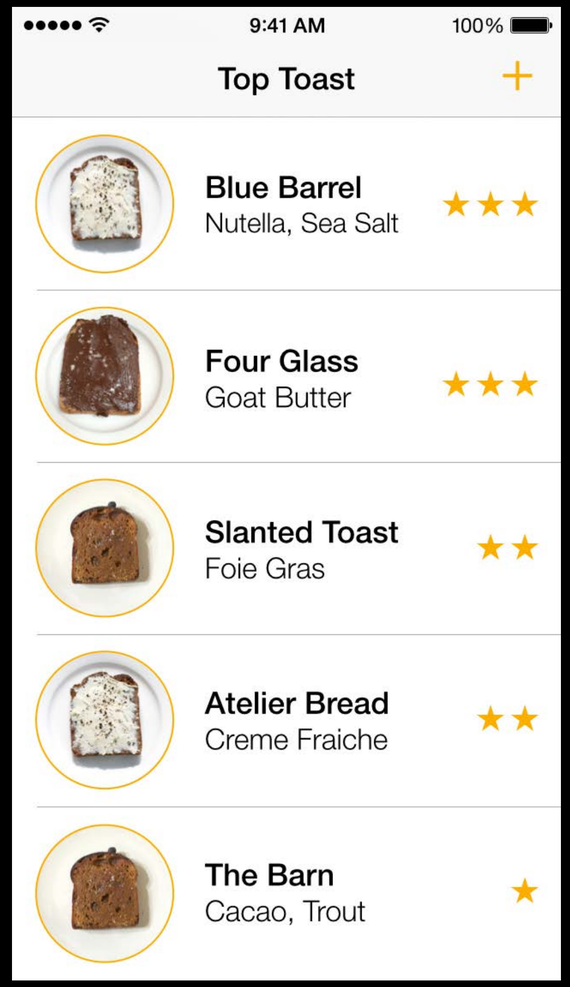

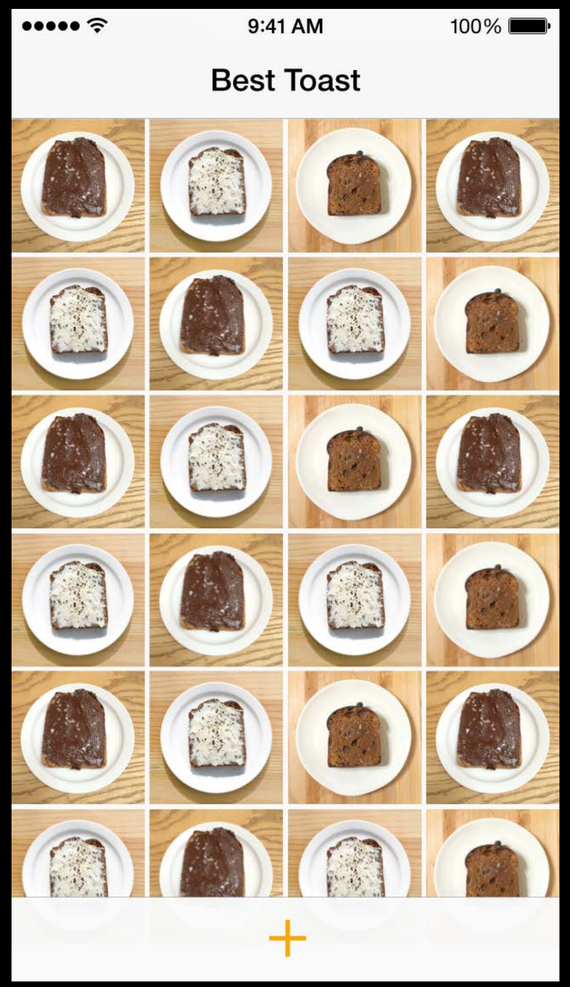

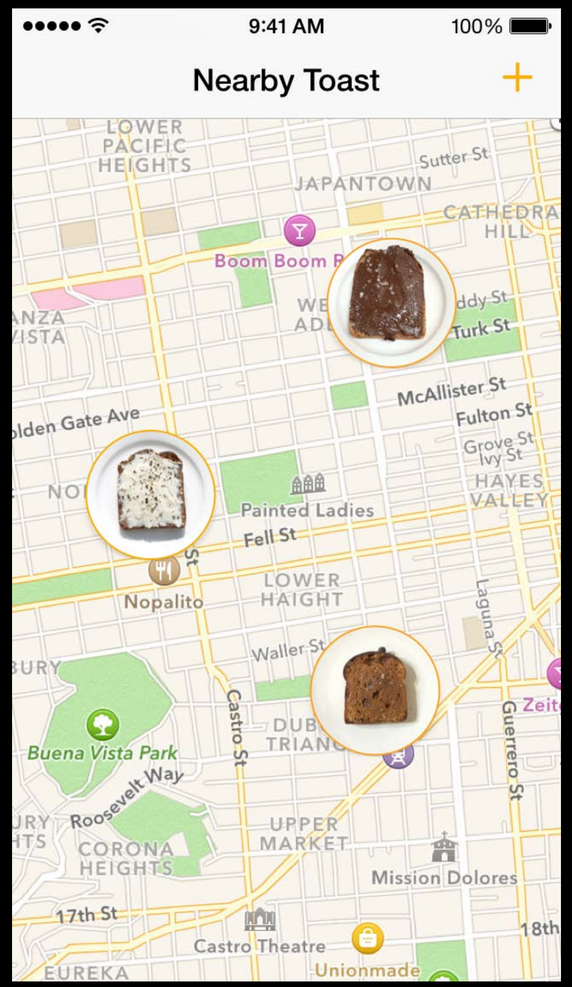

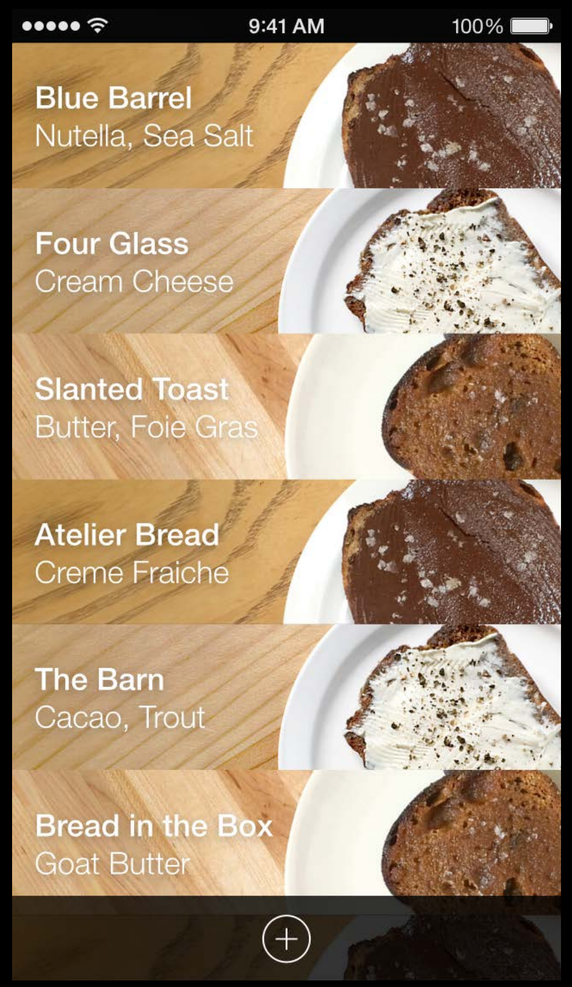

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Format: PNG

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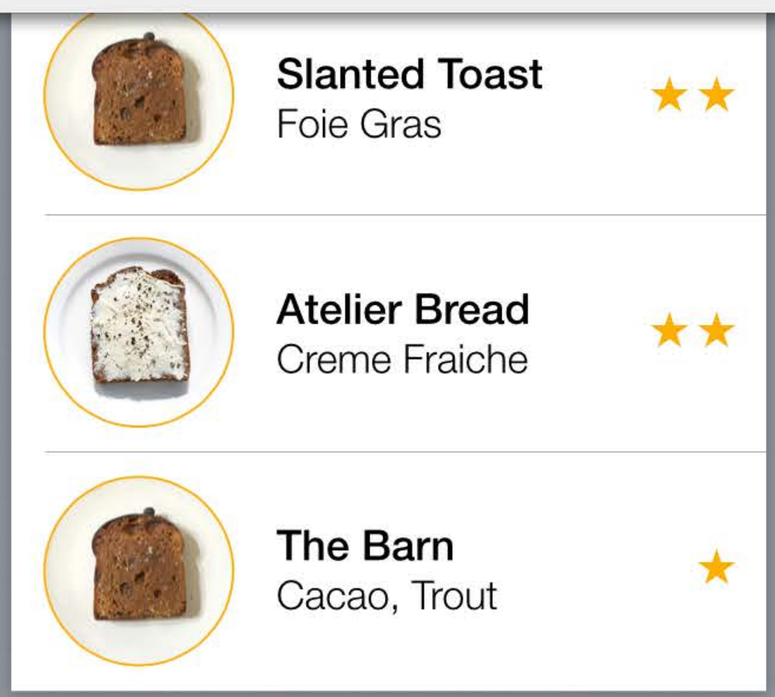

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New Message

To: Linda Dong
Cc:
Subject:
From: Linda Dong
Signature: None
Message Size: 242 KB
Image Size: Actual Size

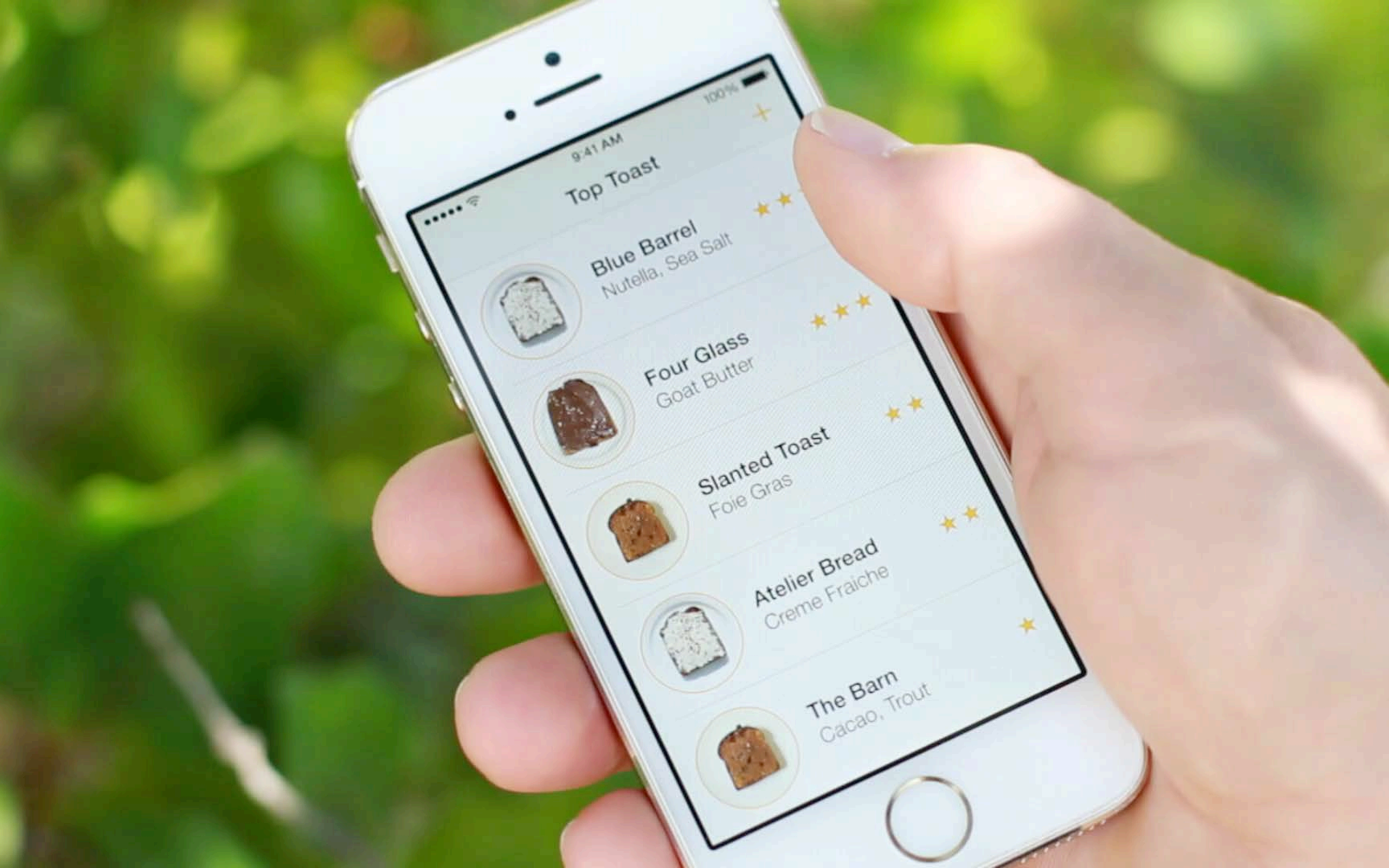
9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt
★★★

Four Glass
Goat Butter
★★★

Slanted Toast
Foie Gras
★★


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Goat Butter
Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout

Show People

Show People

Do you know how to find top rated toast? Nearby toast?

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"I'm looking at star icons so this list must be sorted by rating"

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Is it easy to browse through toast?

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Is it easy to browse through toast?

"Ow, the grid view hurts my retinas…"

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Is it easy to browse through toast?

"Ow, the grid view hurts my retinas…"

How can we make this better?

"Keep going with the list and the map ideas!"

Learn from Feedback

Learn from Feedback

What’s working?

Learn from Feedback

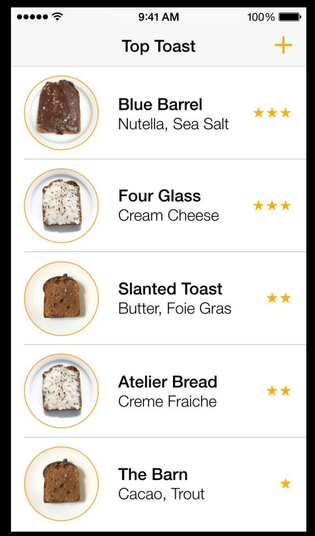
What's working?

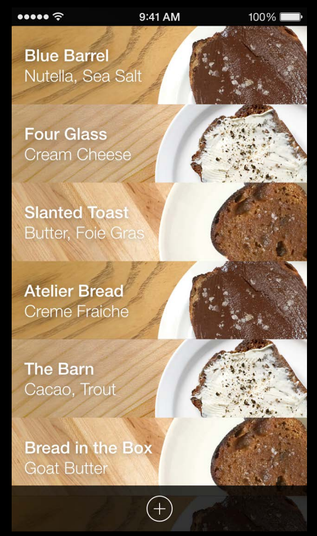
Lists of toast, maps of toast, top toast

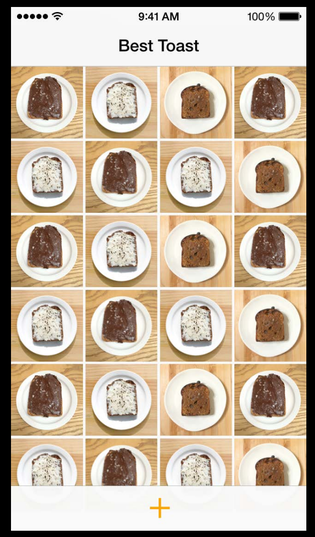
Learn from Feedback

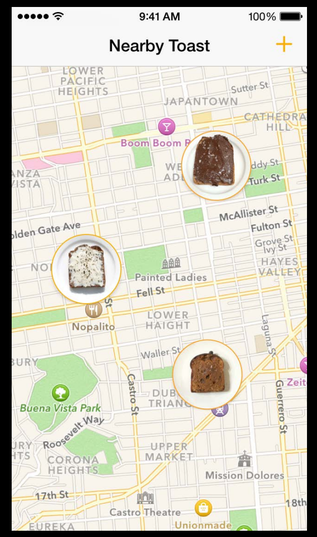
What's working?

Lists of toast, maps of toast, top toast







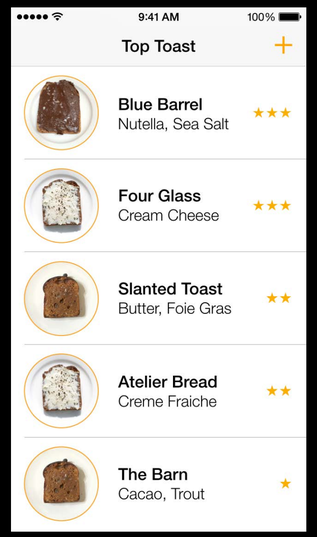


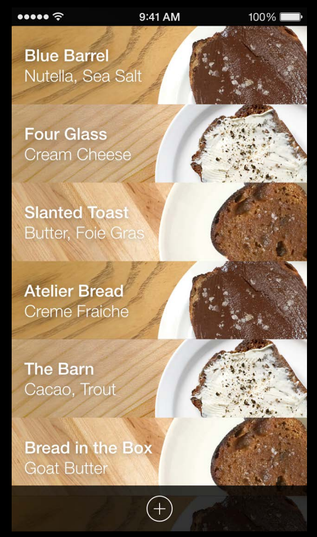
Learn from Feedback

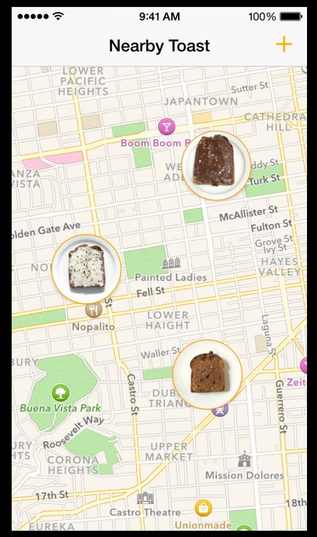
What's working?

Lists of toast, maps of toast, top toast

What's not working?







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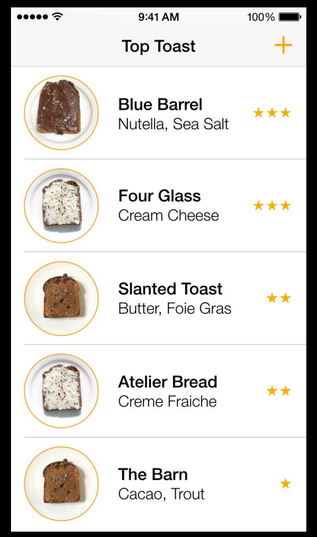
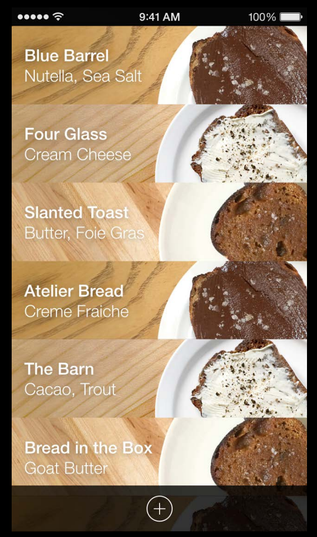
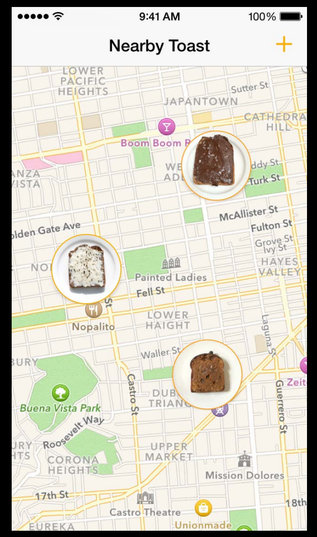
What's not working?

No single method seems like enough—it's not clear how they work together







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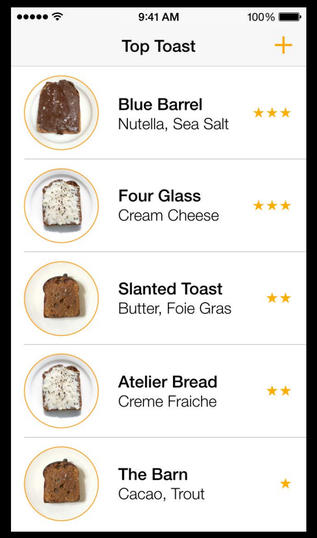

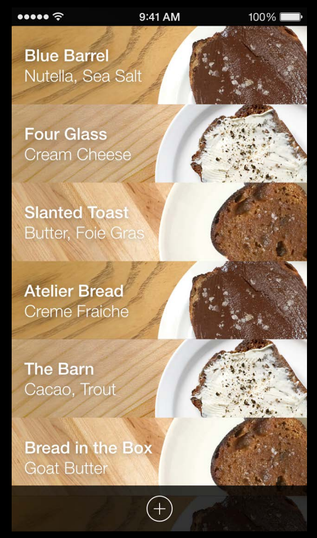

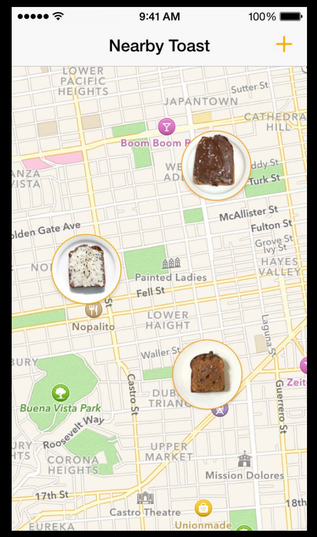

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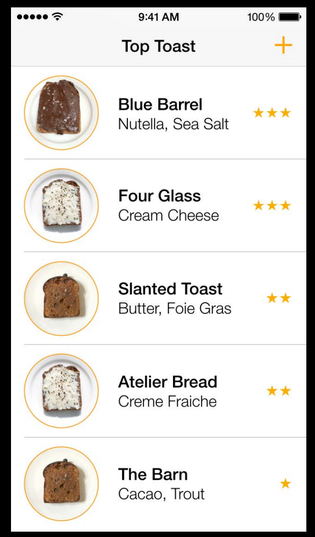
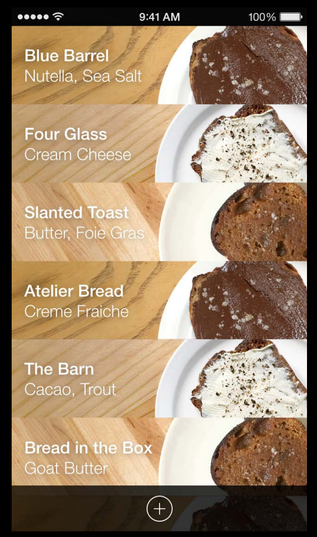
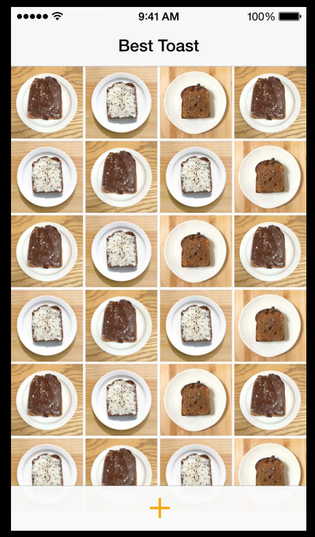
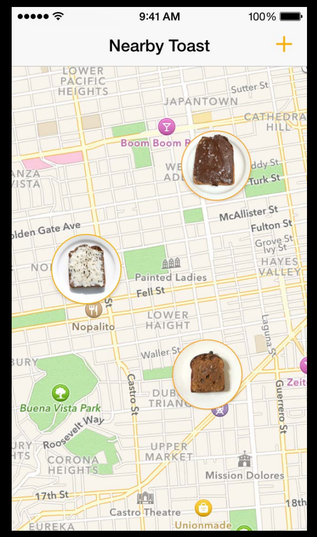
What other ideas does this give us?

We could let people choose how they want to find toast









Make Fake Apps

Make Fake Apps

What needs to be more real?

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What needs to be more real?

The connection between top toast and nearby toast

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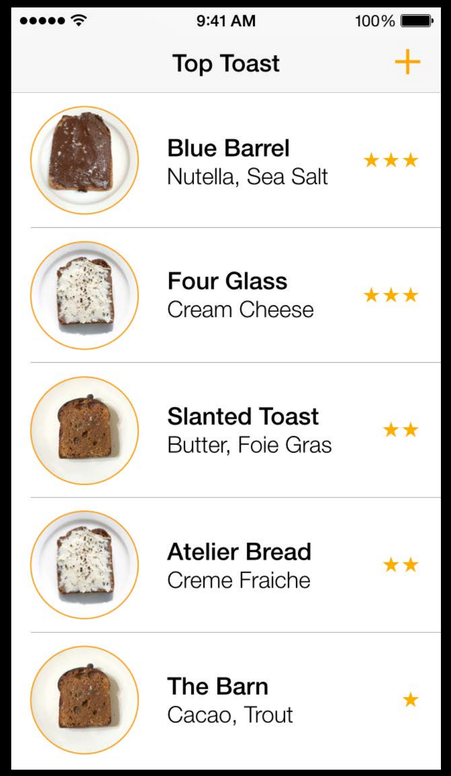

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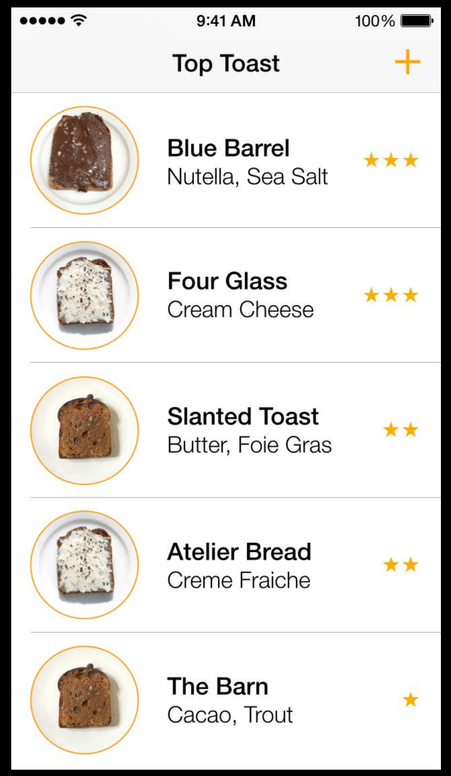

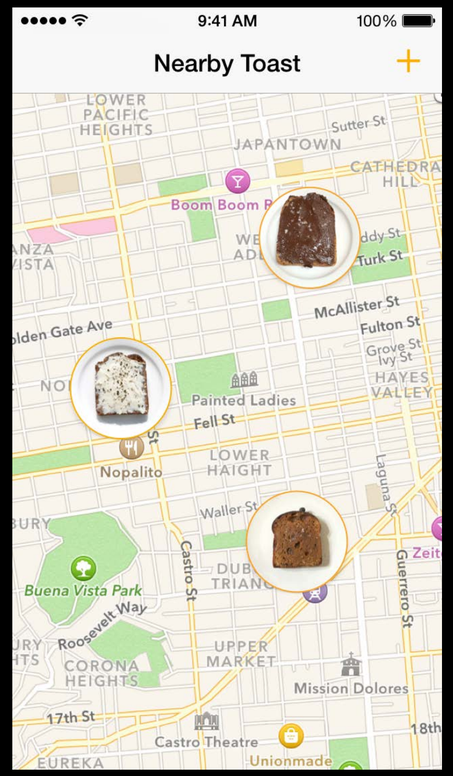

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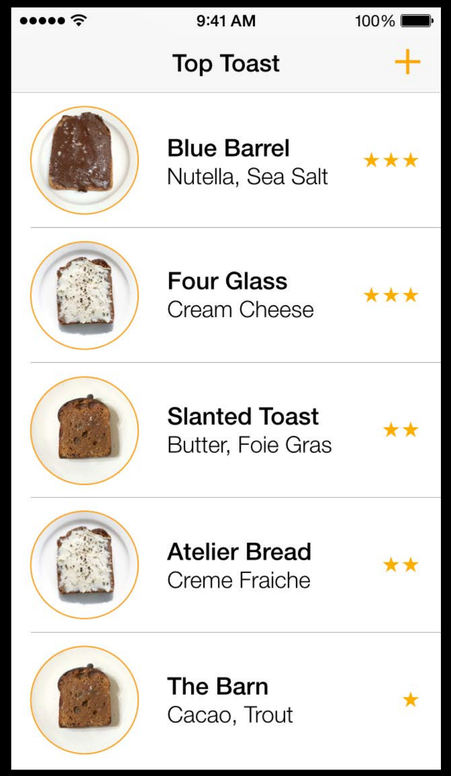
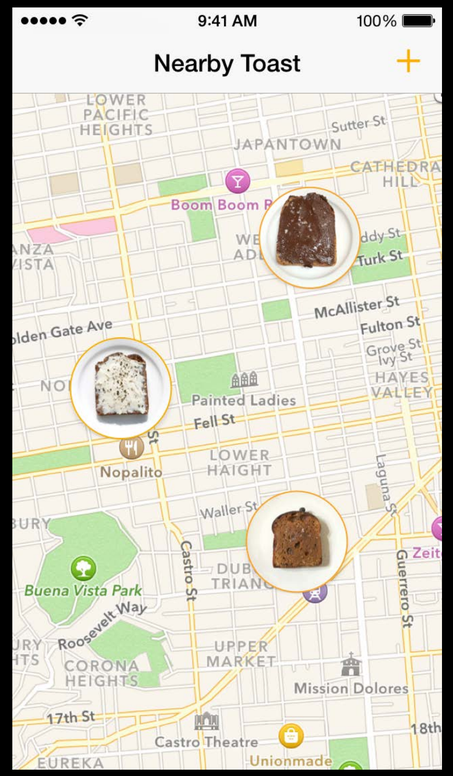
What can we fake?





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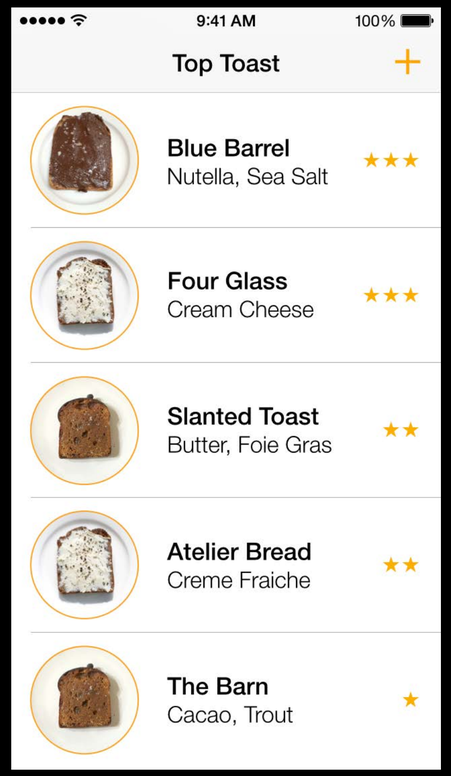
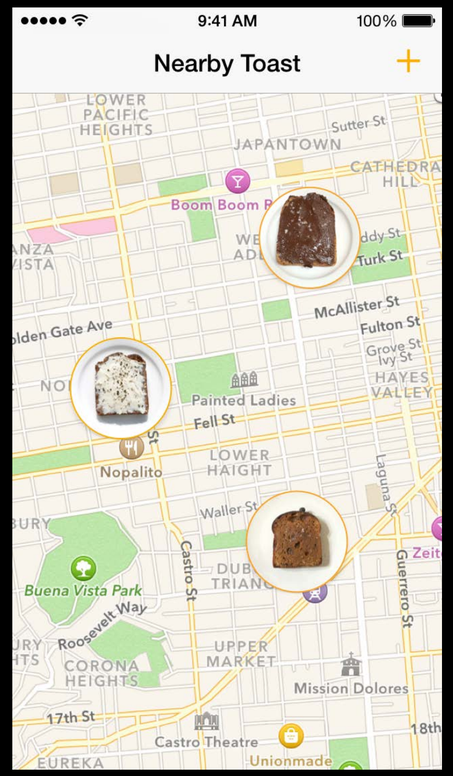
What can we fake?

Nothing really needs to be interactive
Final screens don't have to be done





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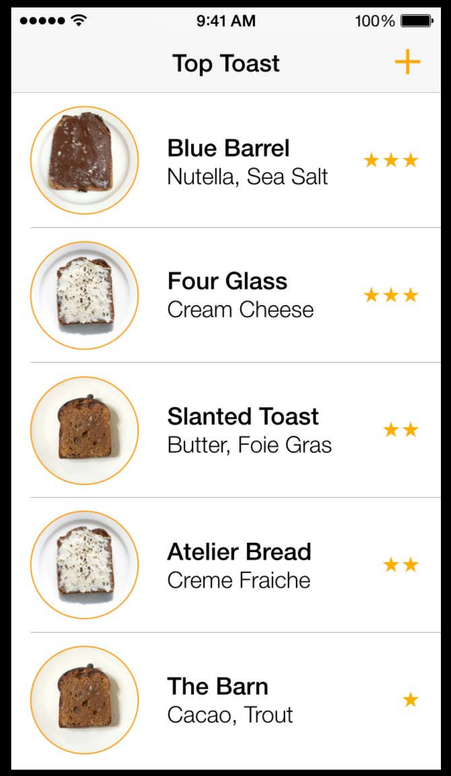
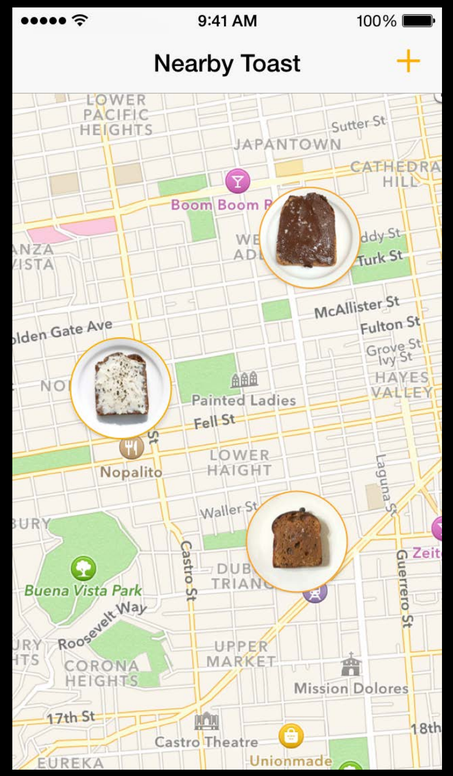
Where will this be used?





Make Fake Apps

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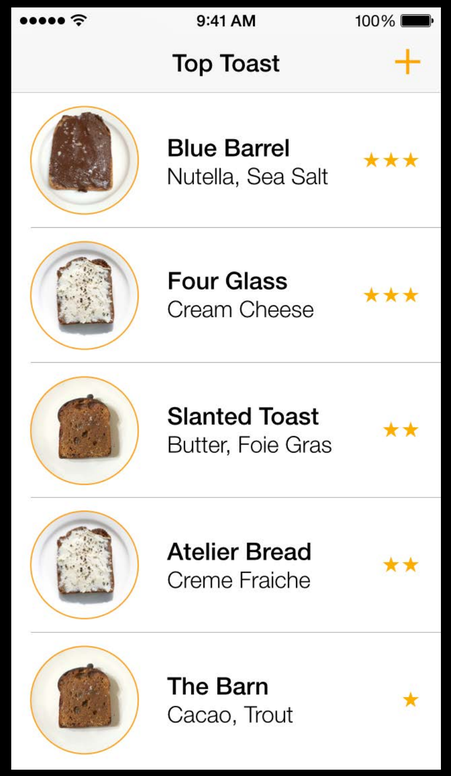
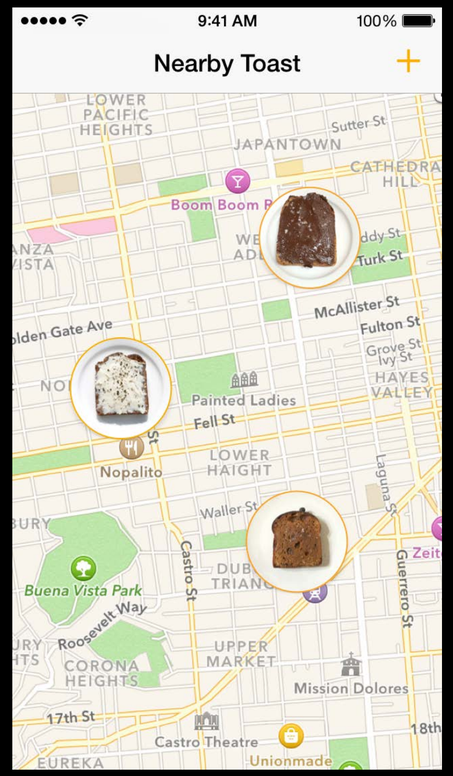
Where will this be used?

Walking around on a busy sidewalk when we are hungry





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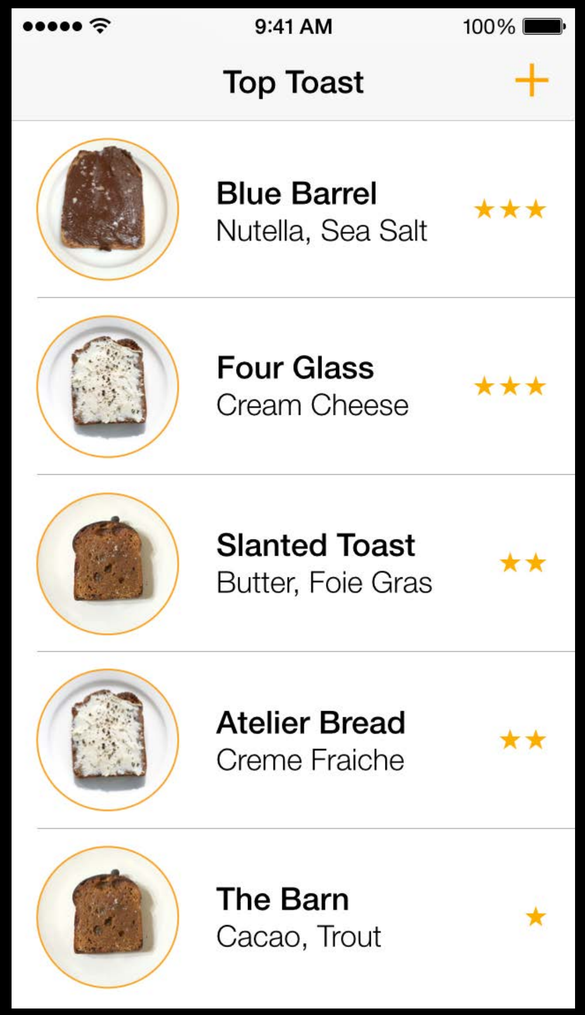
9:41 AM
100%
Top Toast
Blue Barrel
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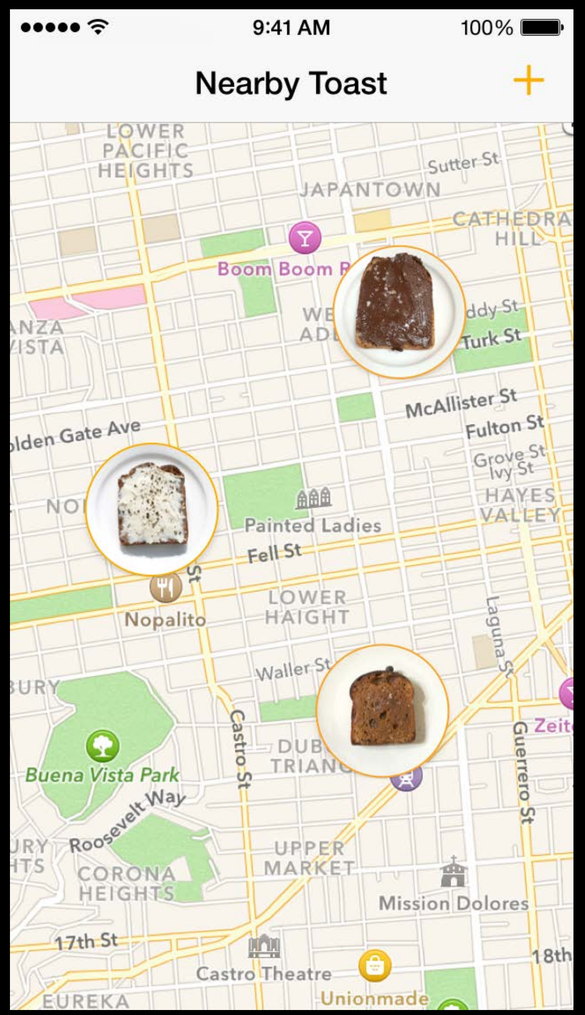
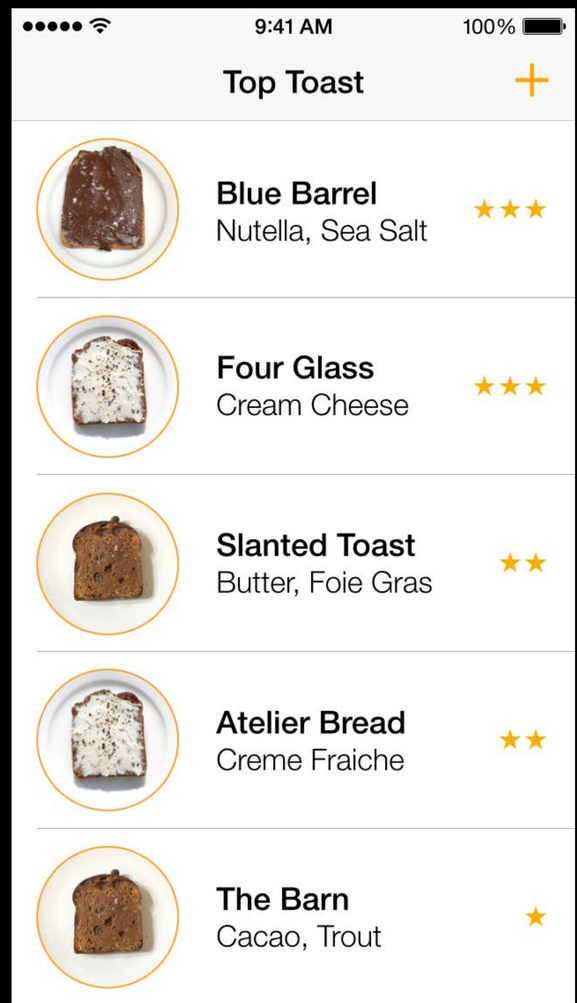
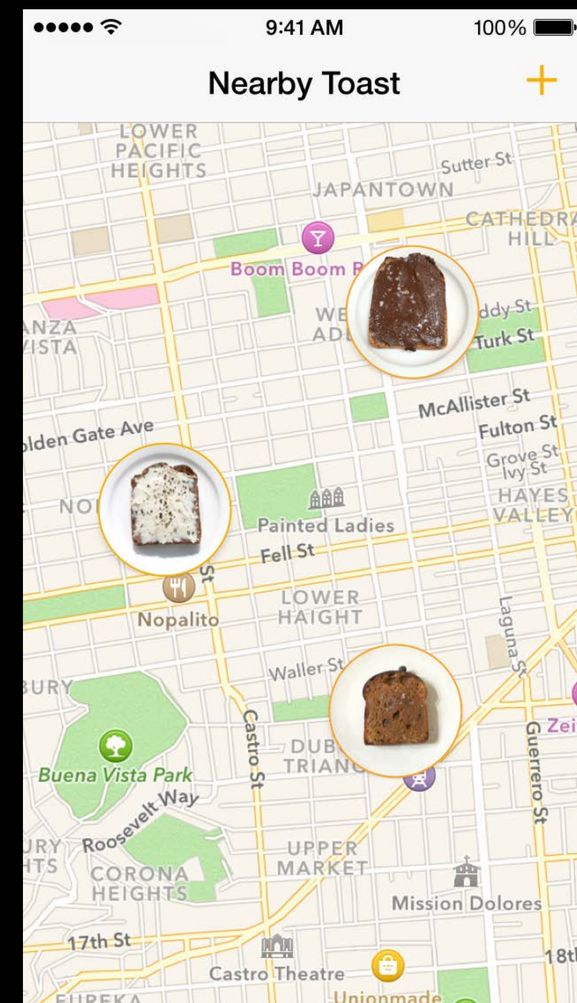
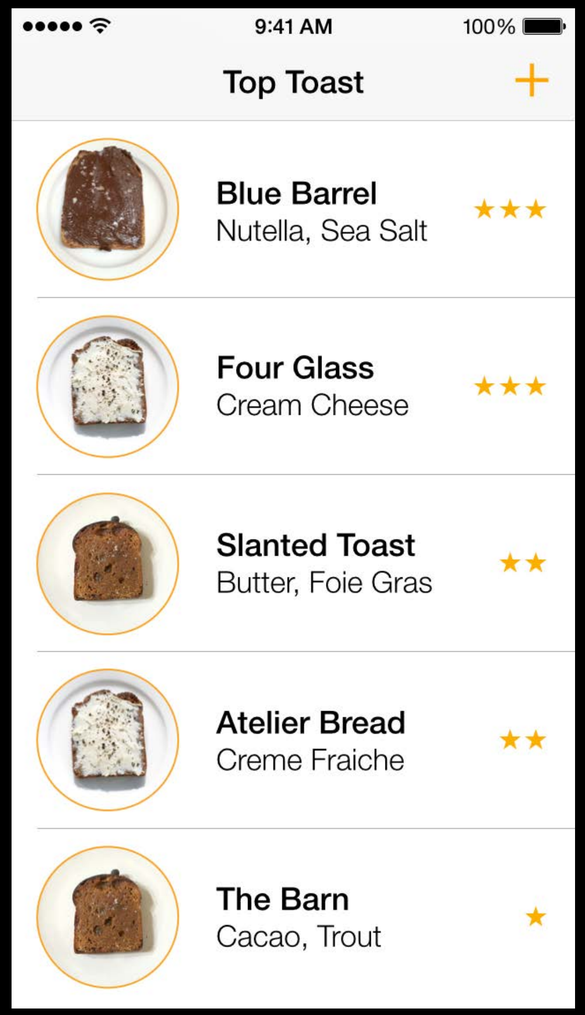

9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom R
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Waller St
Laguna St
Castro St
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

Animation

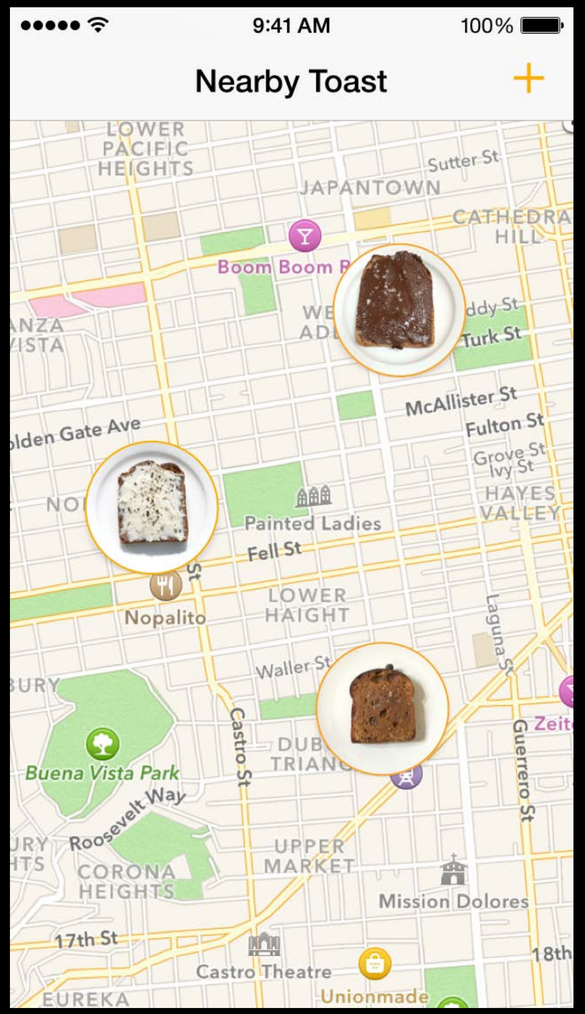

9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom R
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Waller St
Laguna St
Castro St
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

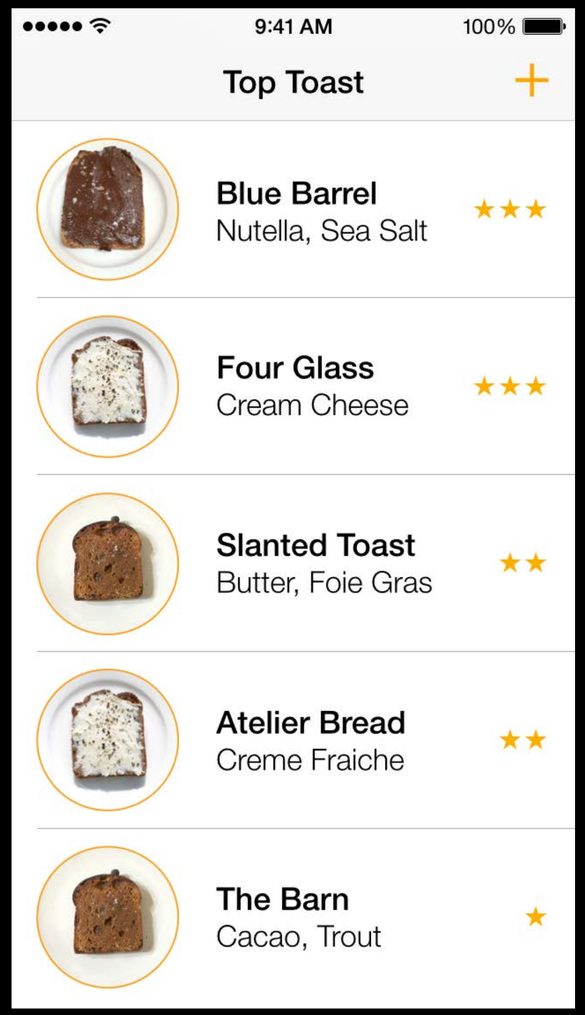
Animation



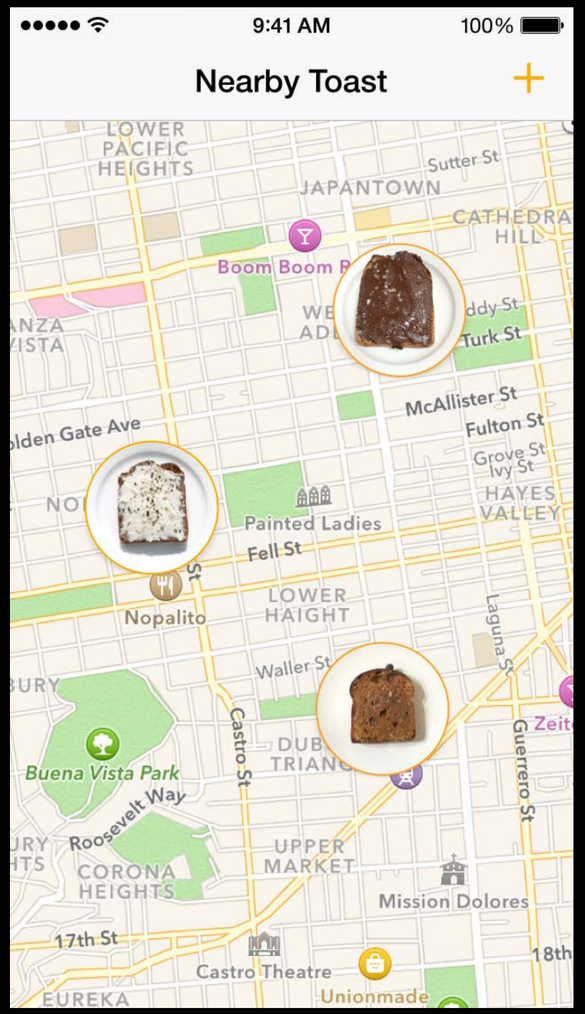
Motion
AfterEffects
Quartz Composer



Animation



Motion
AfterEffects
Quartz Composer
HTML/CSS
Processing



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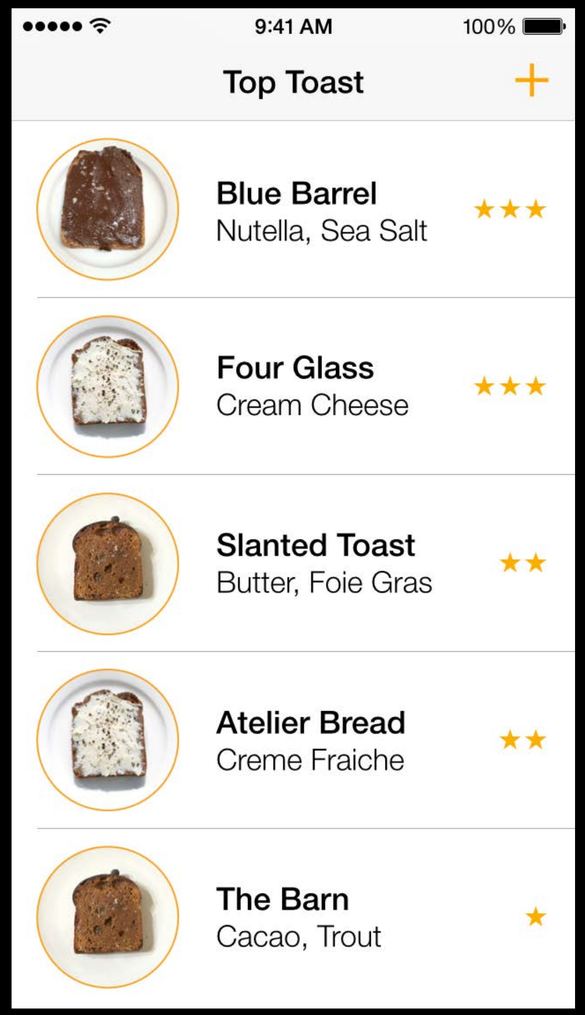
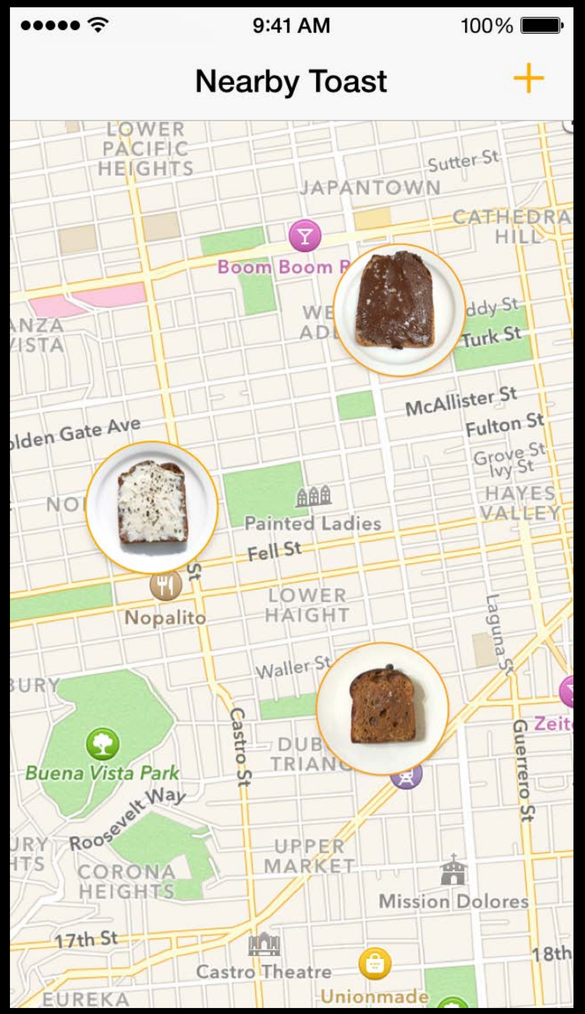
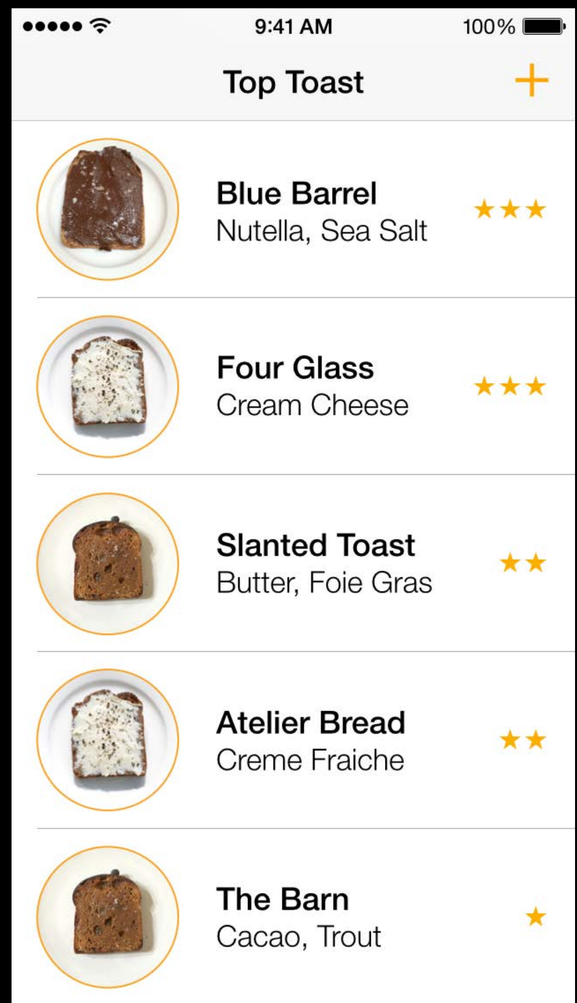
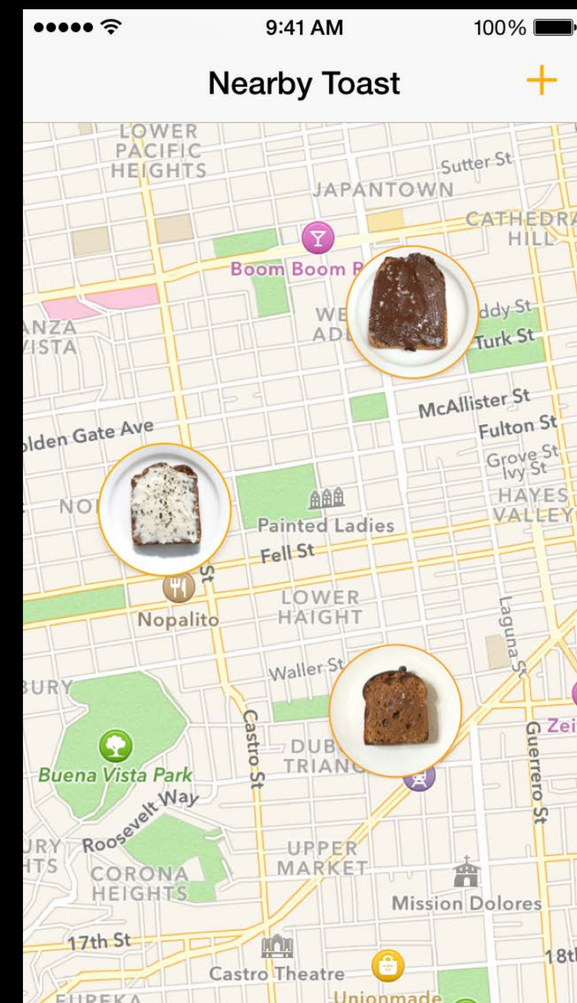


Motion
AfterEffects
Quartz Composer
HTML/CSS
Processing
Hype
Keynote



Animation


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom R
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Waller St
Laguna St
Castro St
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

Transitions

Move In

Change | Preview

Duration & Direction

0.60 s

Bottom to Top

Start Transition

On Click

Delay

0.50 s

Build Order

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Cream Cheese ★★★

Slanted Toast
Butter, Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

Transitions

Move In

Change | Preview ▶

Duration & Direction

0.60 s

Bottom to Top

Start Transition

On Click

Delay

0.50 s

Build Order

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn
Cacao, Trout

Transitions

Move In

Change | Preview

Duration & Direction

0.60 s

Bottom to Top

Start Transition

On Click

Delay

0.50 s

Build Order

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Cream Cheese ★★★

Slanted Toast
Butter, Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

Transitions

Move In

Change | Preview ▶

Duration & Direction

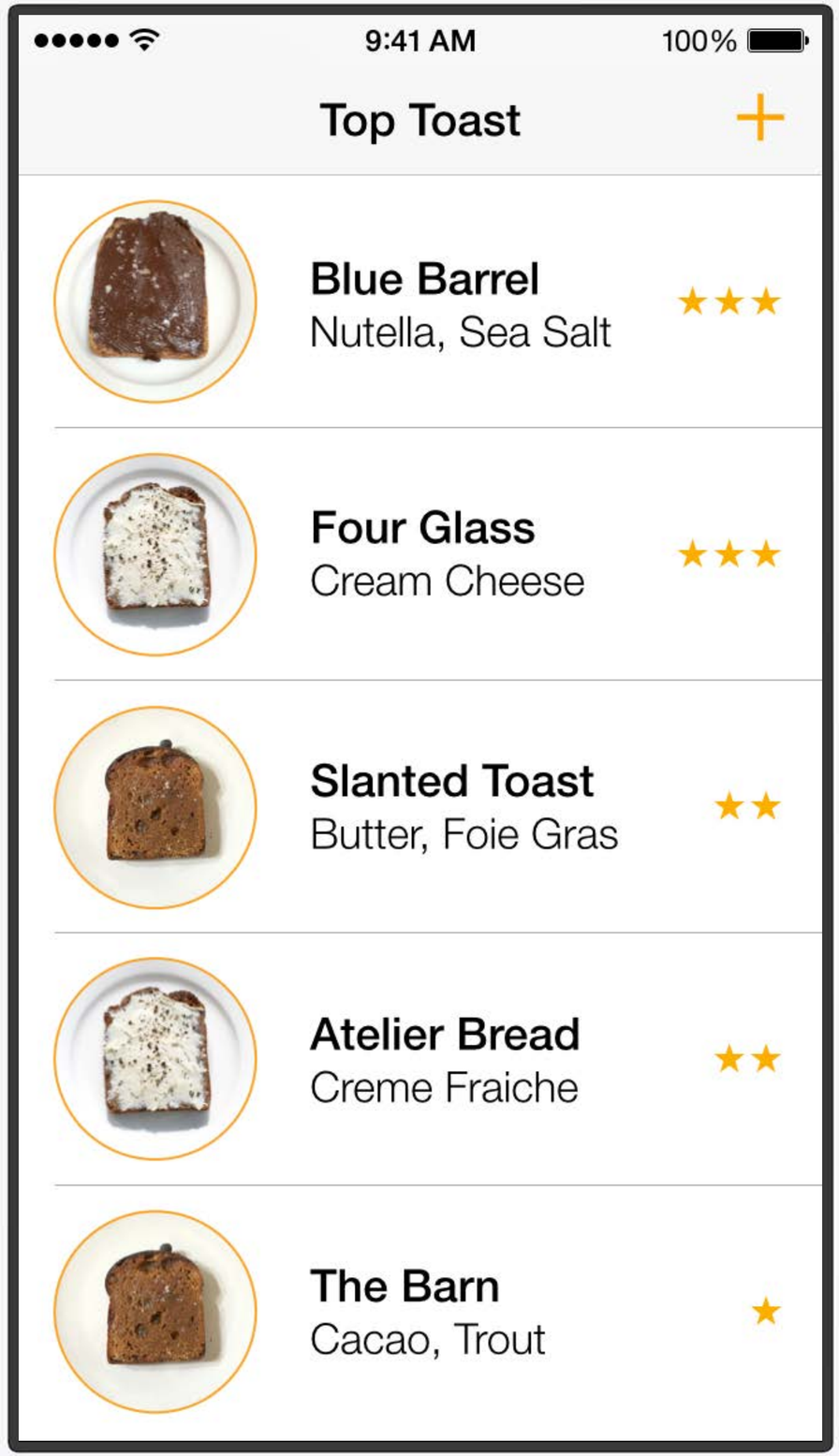
0.60 s

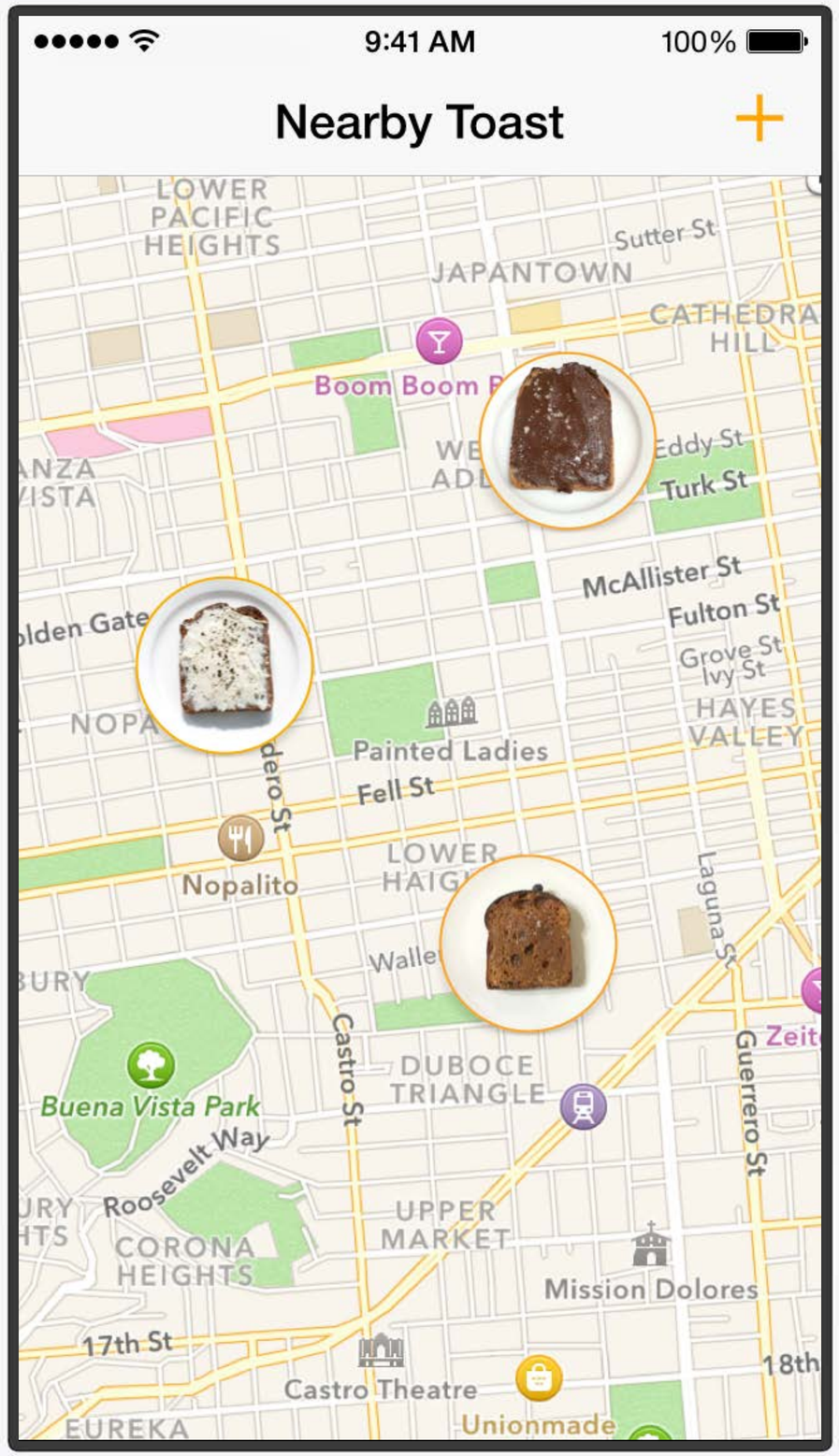
Bottom to Top

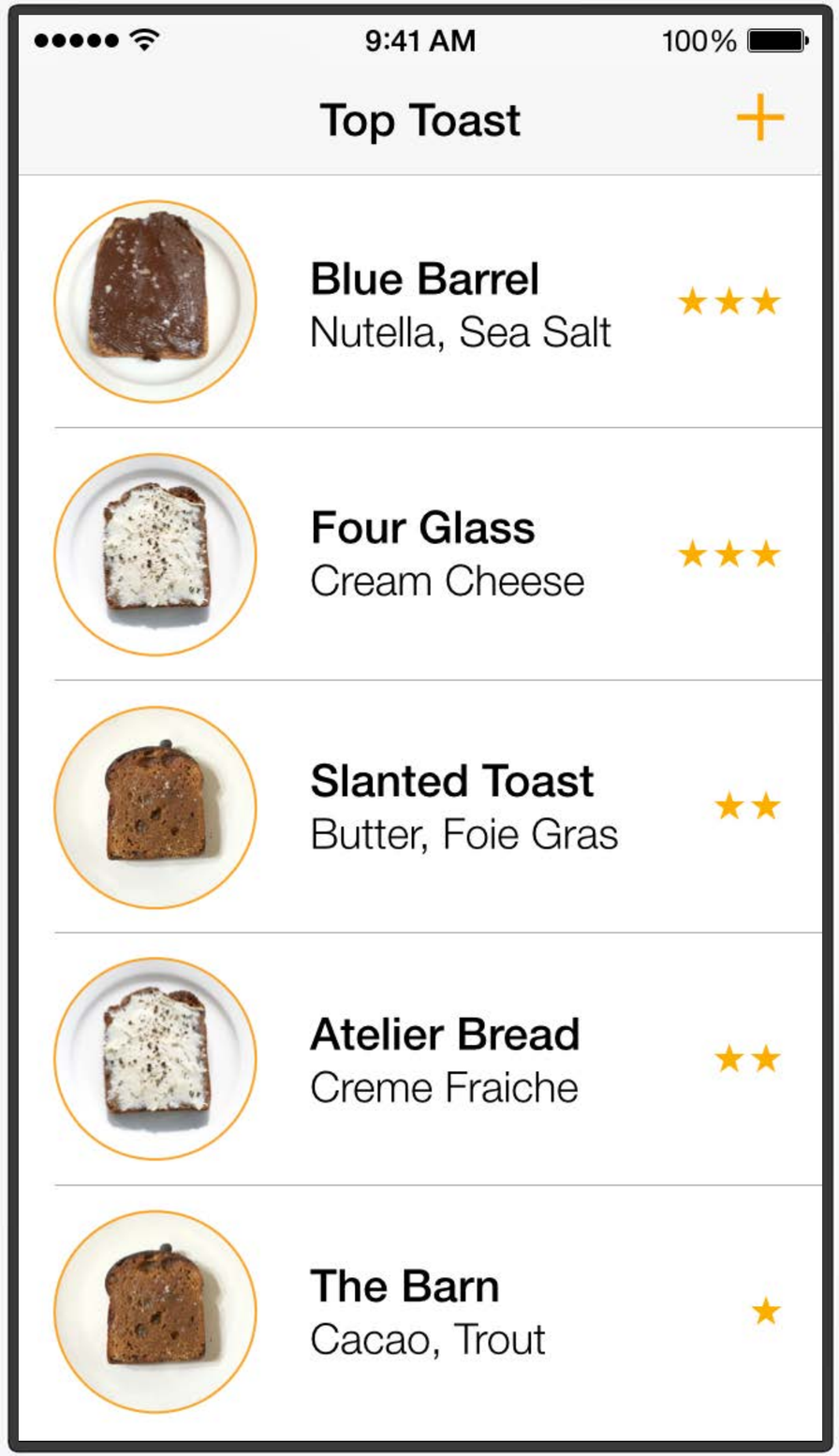
Start Transition: On Click

Delay: 0.50 s

Build Order


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
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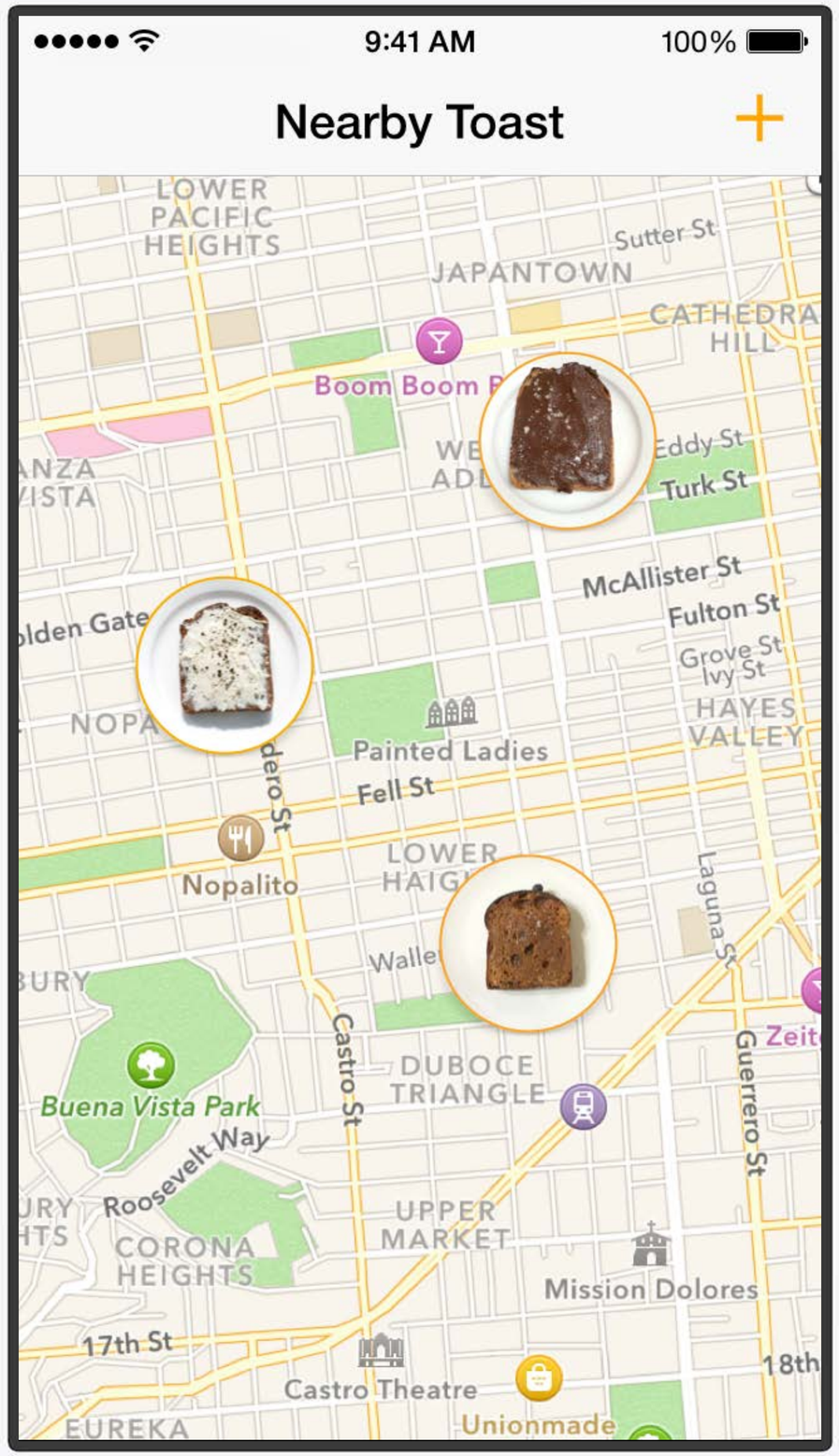
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
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Grove St
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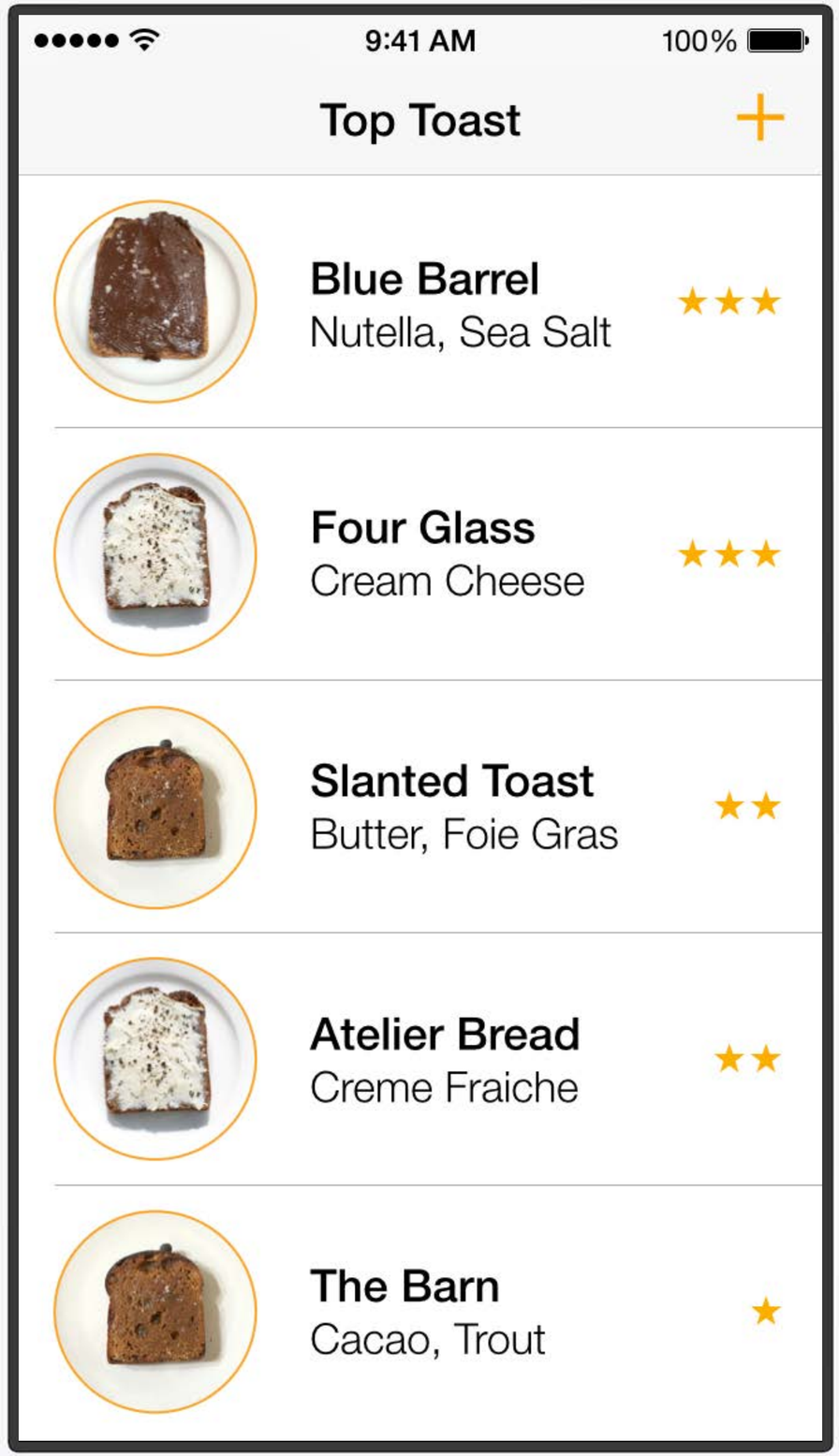
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA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Top Toast
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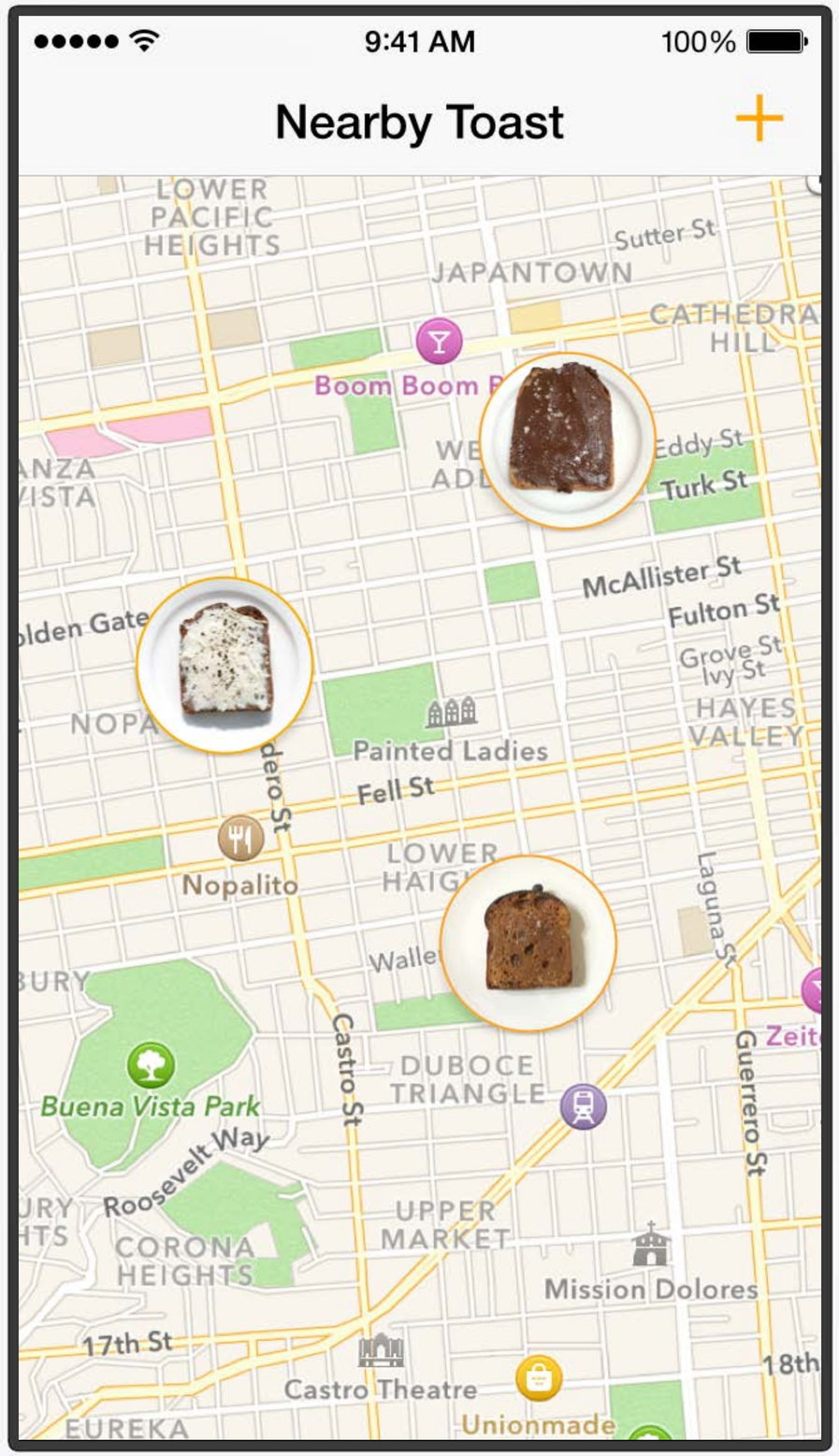
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout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Nearby Toast
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Sutter St
CATHEDRAL HILL
Boom Boom
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Fulton St
Grove St
Ivy St
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Painted Ladies
Fell St
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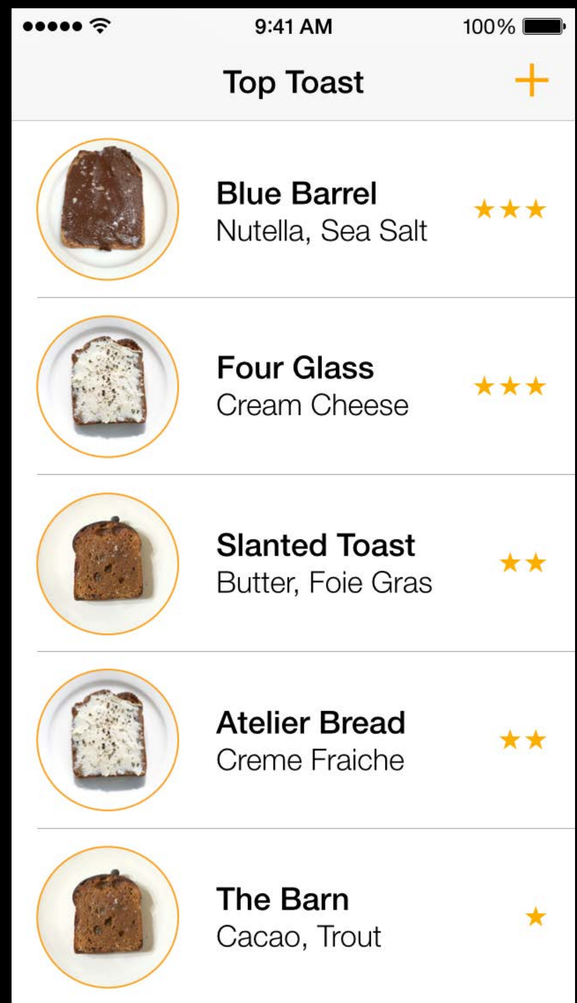
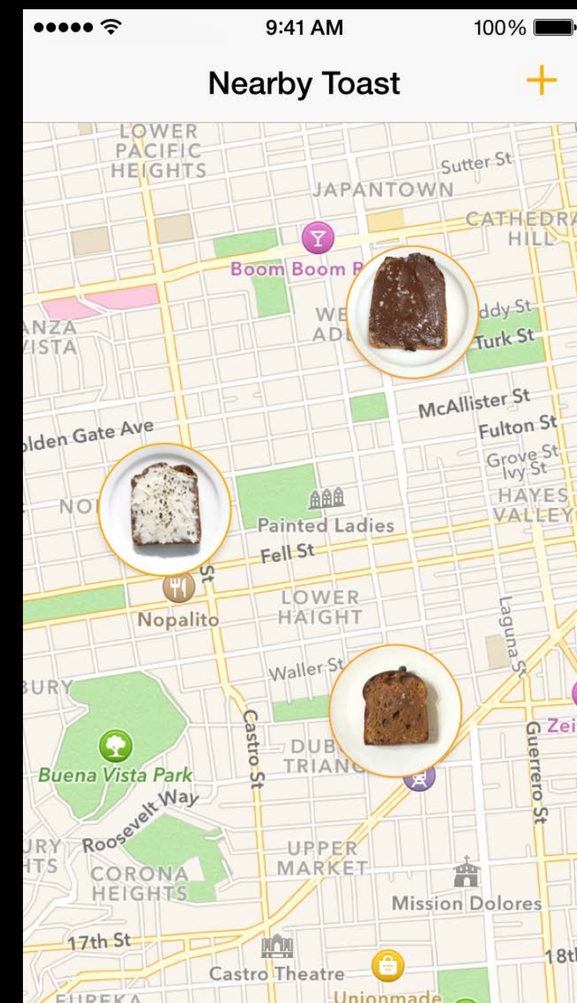
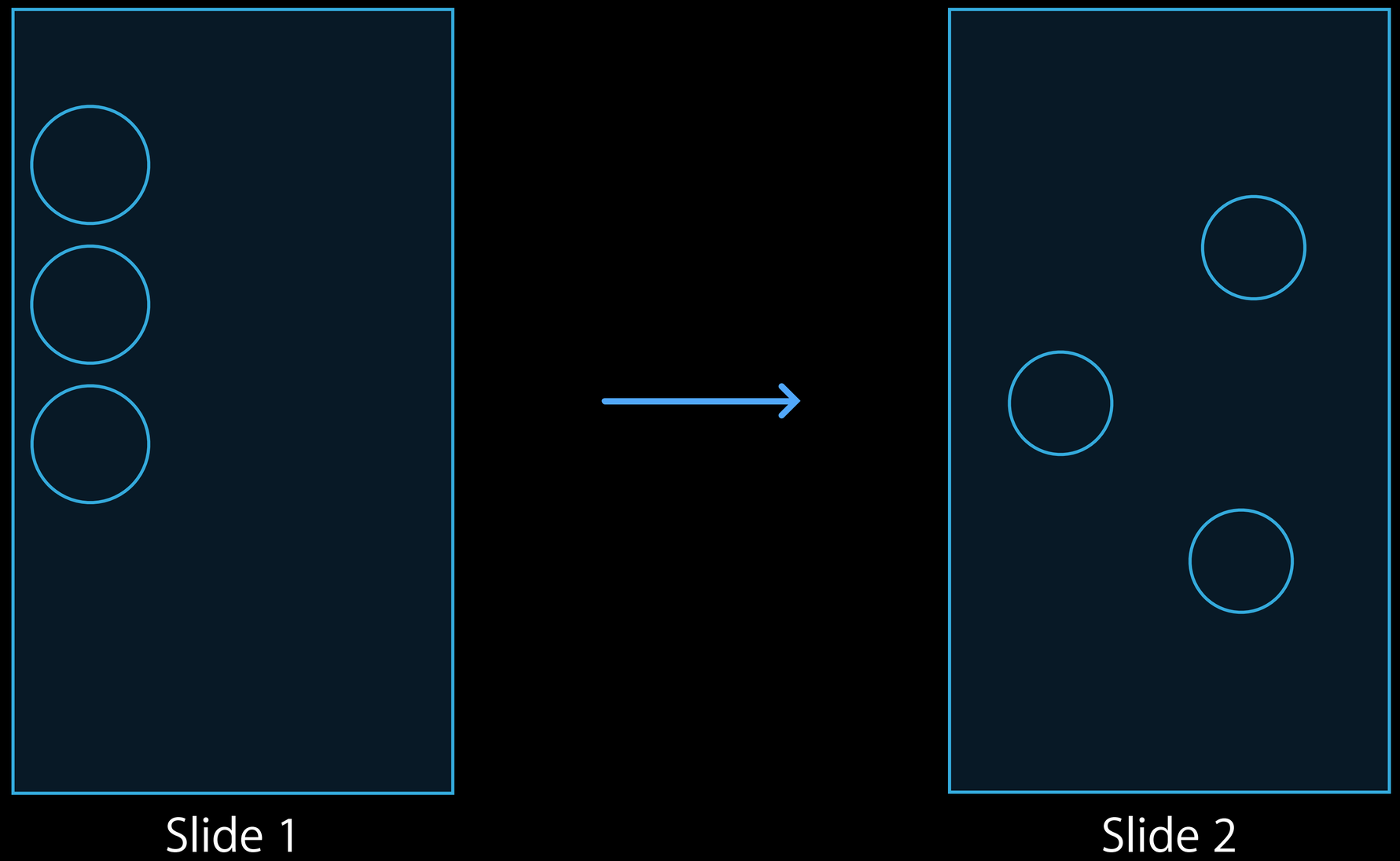
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

Animation

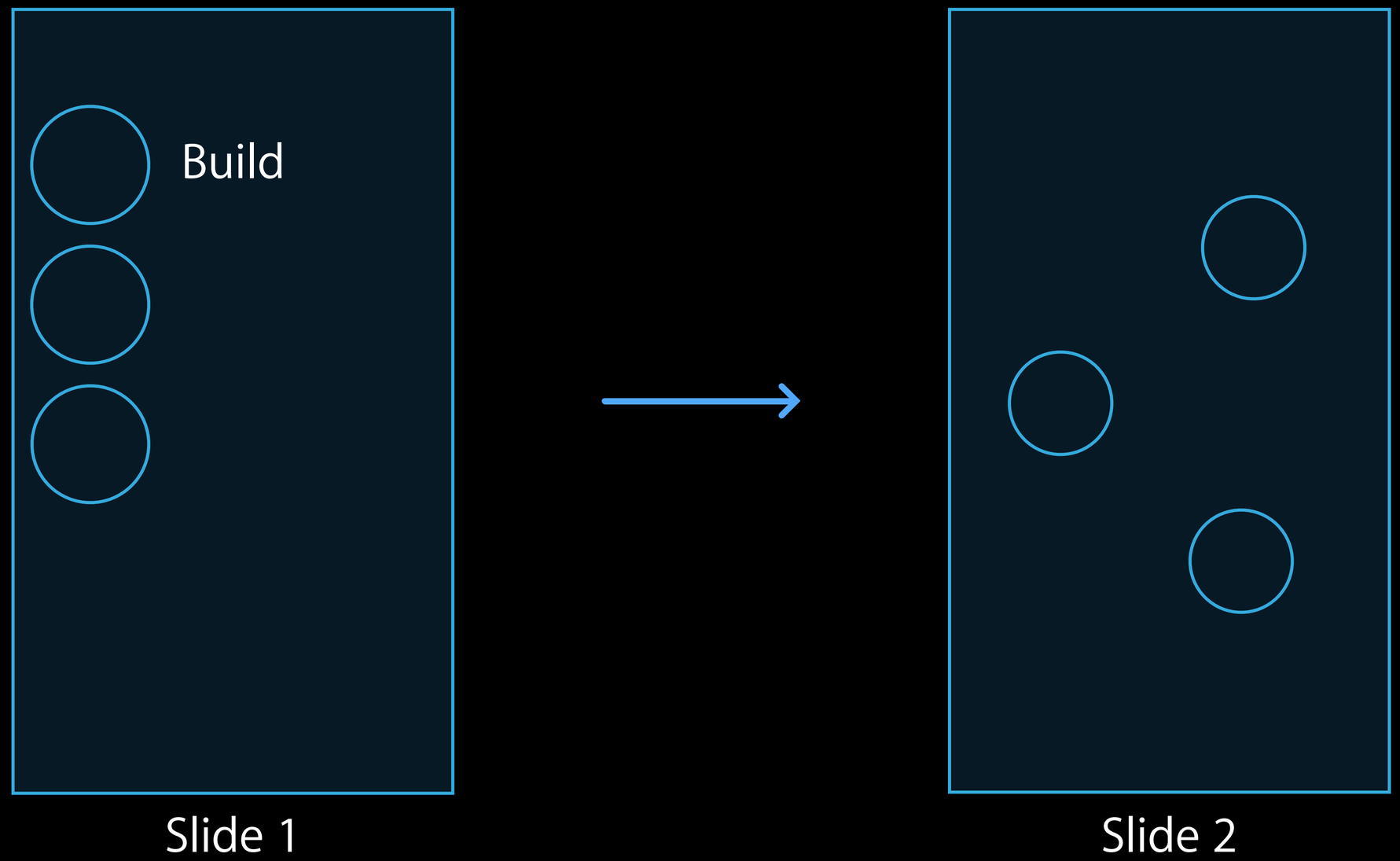

9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom R
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Waller St
Laguna St
Castro St
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

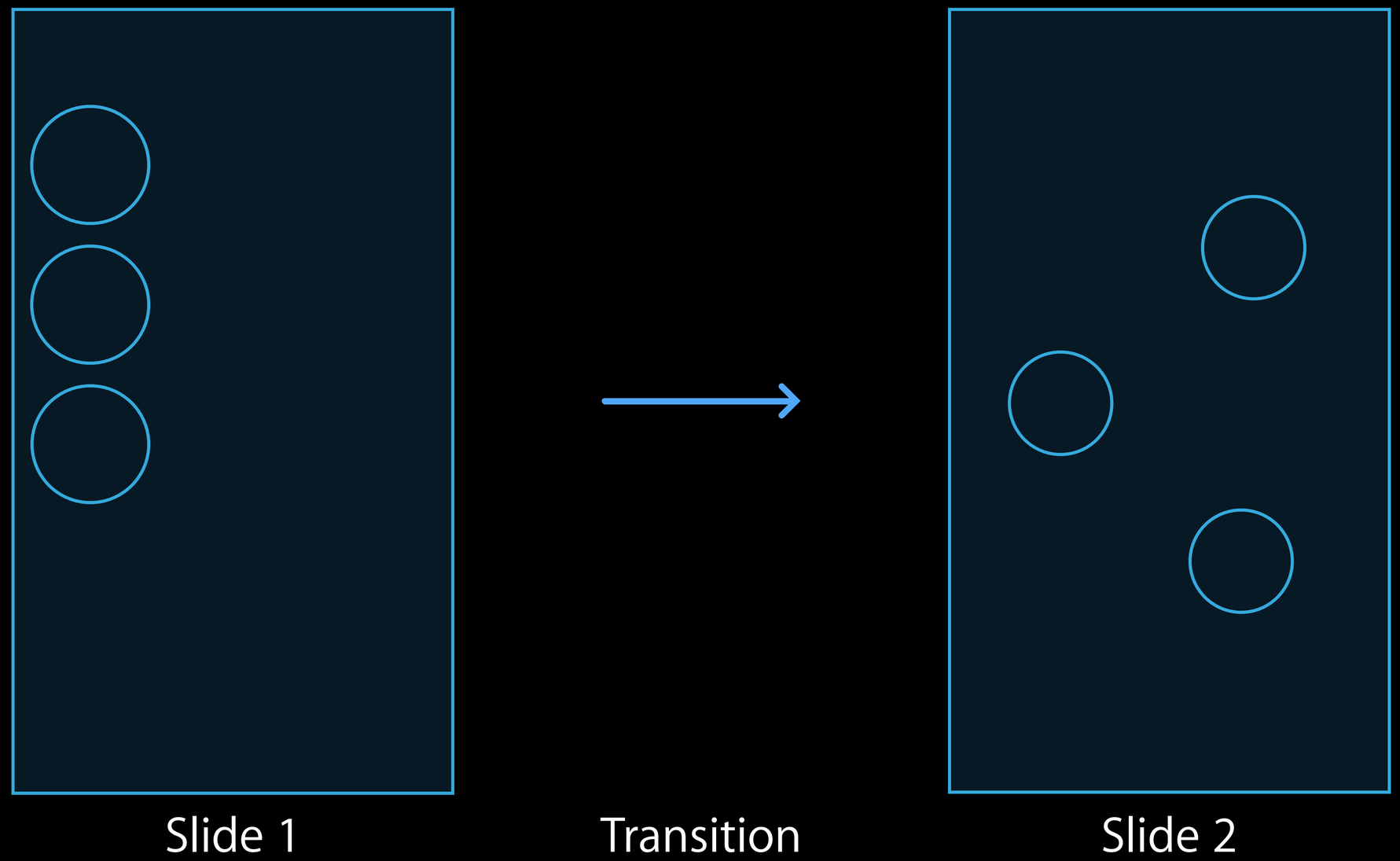
Keynote Animation



Keynote Animation



Keynote Animation



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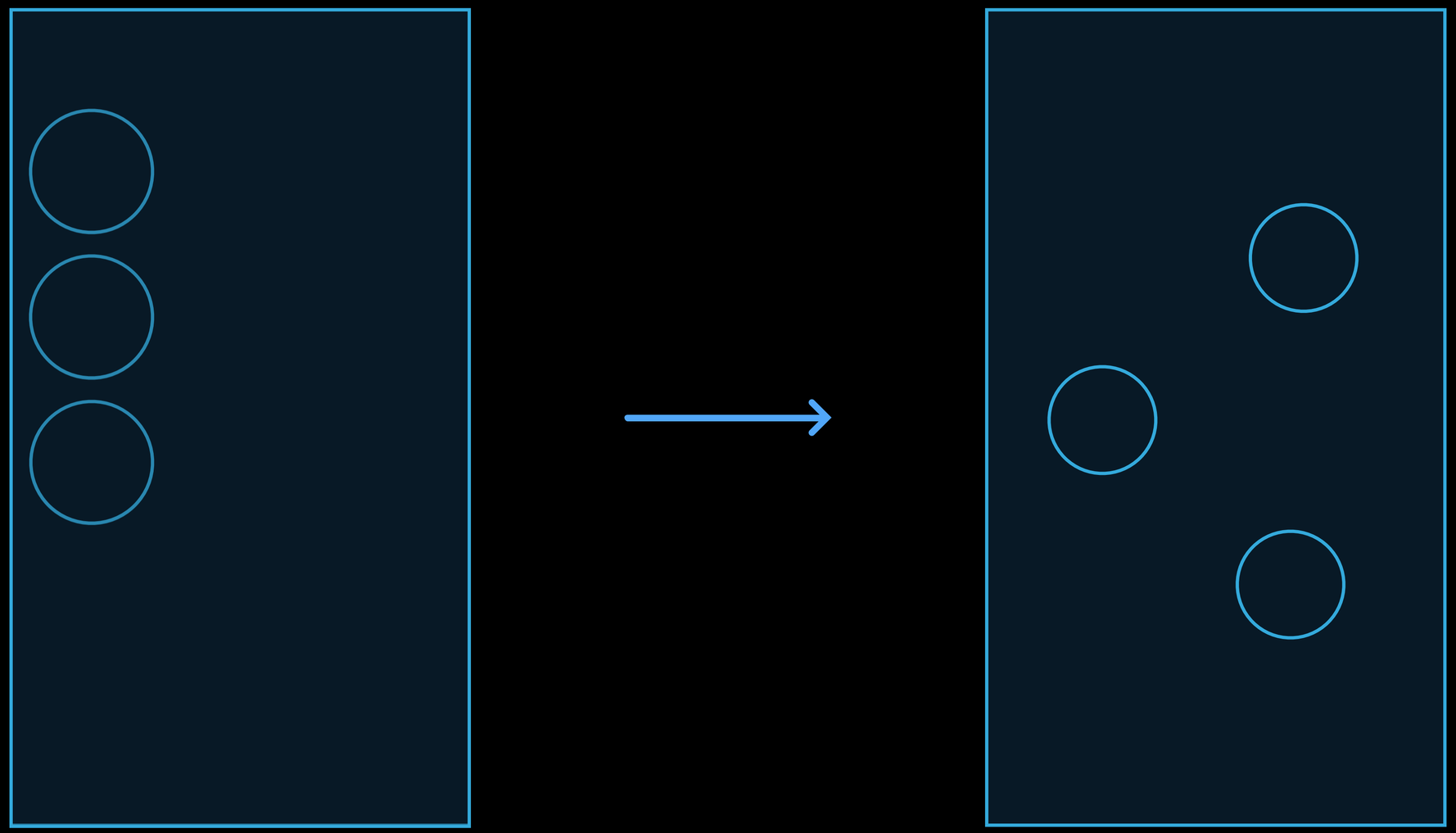
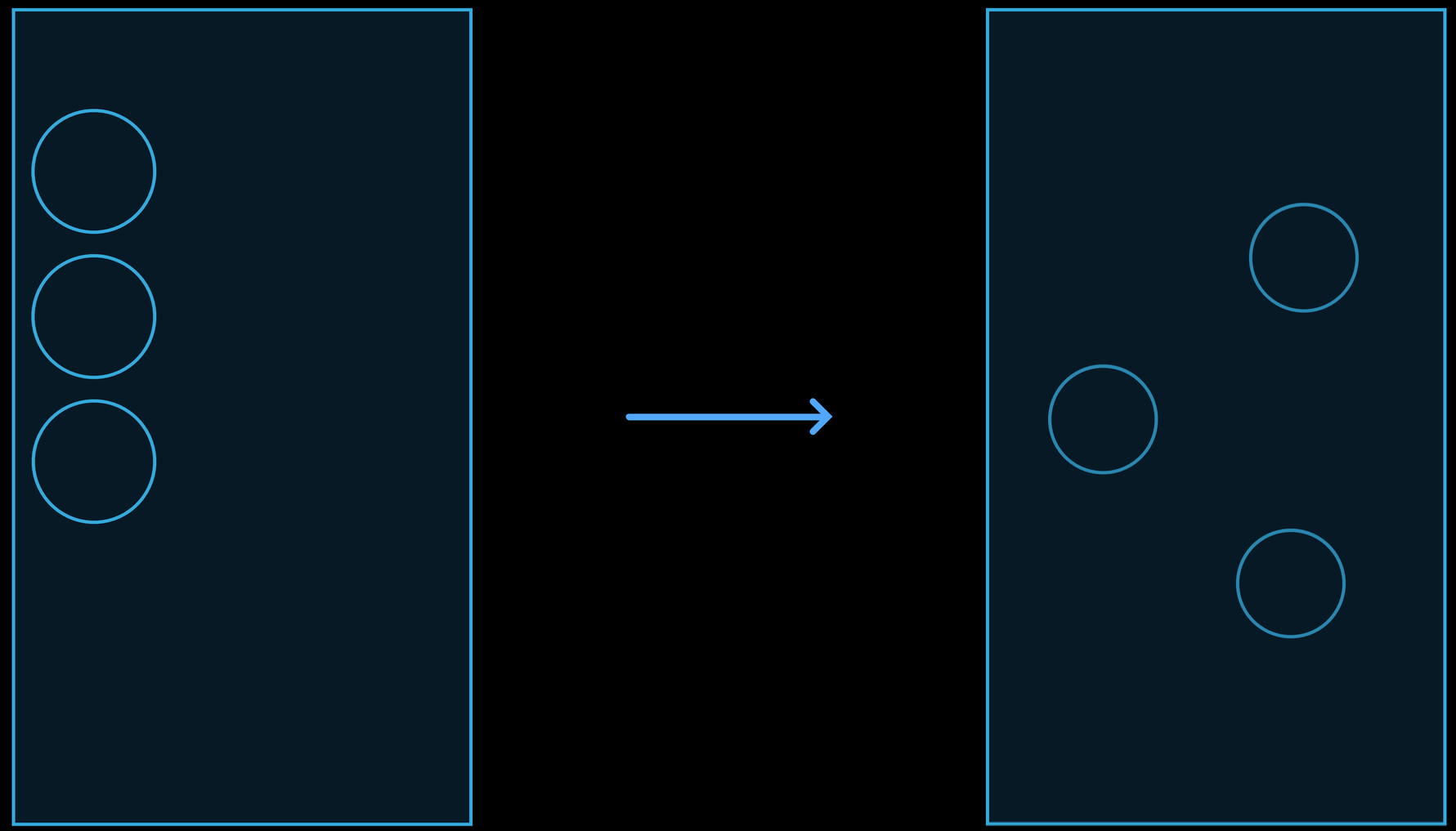


Keynote Animation



View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Cream Cheese ★★★

Slanted Toast
Butter, Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

Transitions

Magic Move

Change | Preview ▶

Duration

0.60 s

☑ Fade Unmatched Objects

Match

By Object | By Word | By Character

Acceleration

Ease In & Ease Out

Start Transition

On Click

Delay

0.50 s

Build Order

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Cream Cheese ★★★

Slanted Toast
Butter, Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
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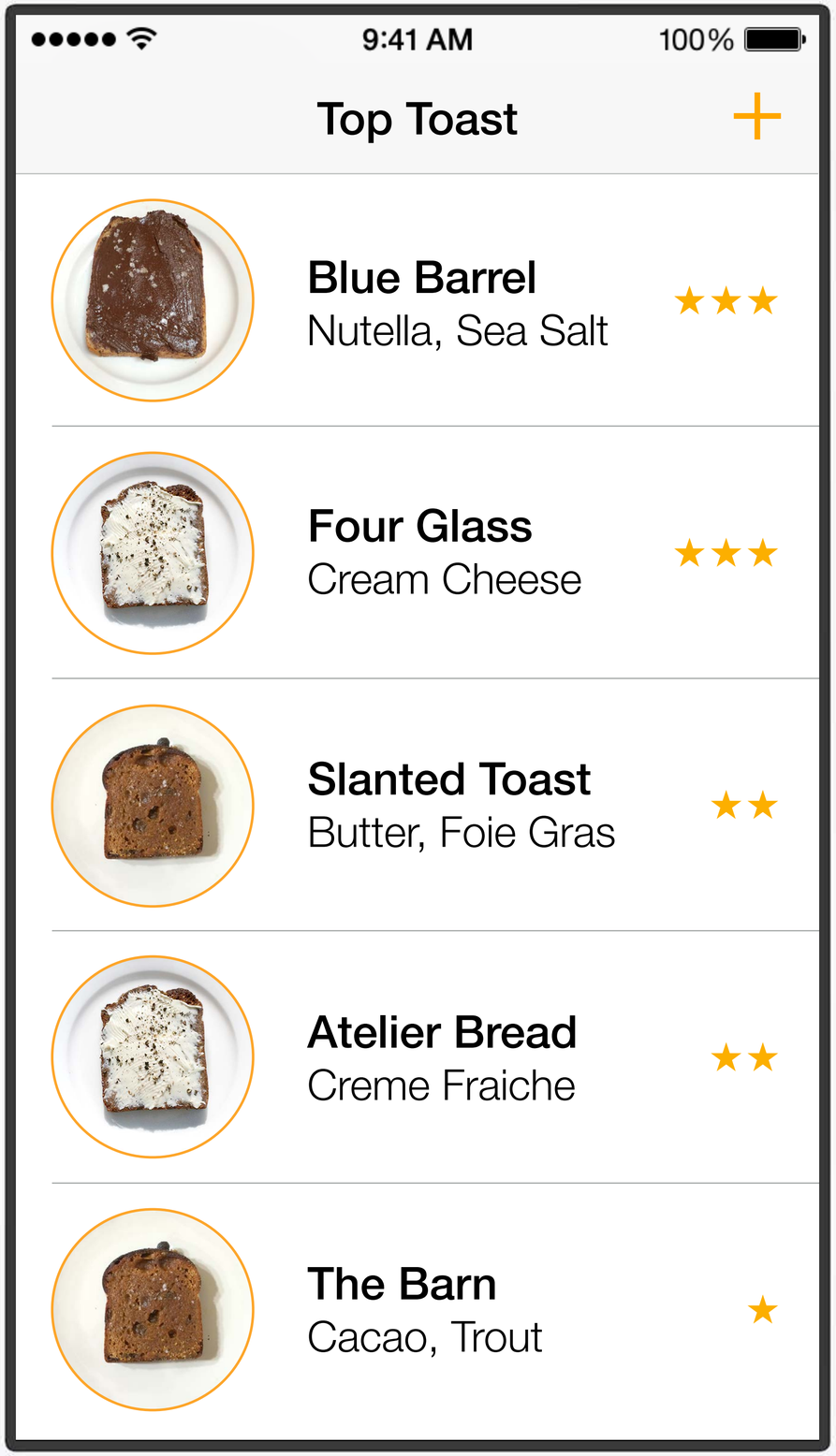
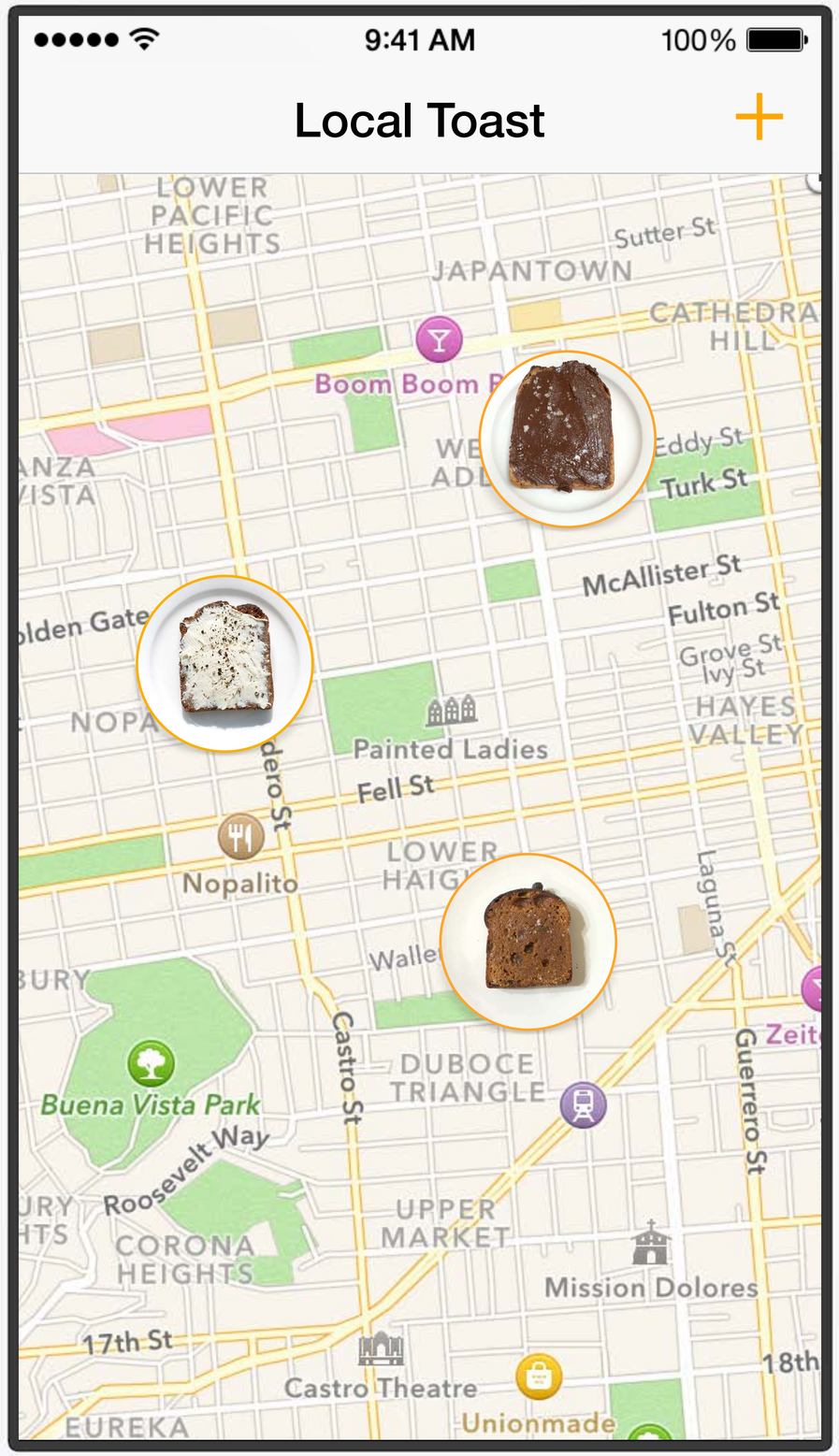
Delay

0.50 s

Build Order


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Local Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
NOPA
Nopalito
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn

Style | Text | Arrange

Shape Styles

Fill

Color Fill

Border

Shadow

Reflection

Opacity

100%

View | 42% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

Search or enter an address

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn

Style | Image | Arrange

Back | Front | Backward | Forward

Align | Distribute

Size 862 pt Width 1530 pt Height

Constrain proportions

Original Size

Position −111 pt X −155 pt Y

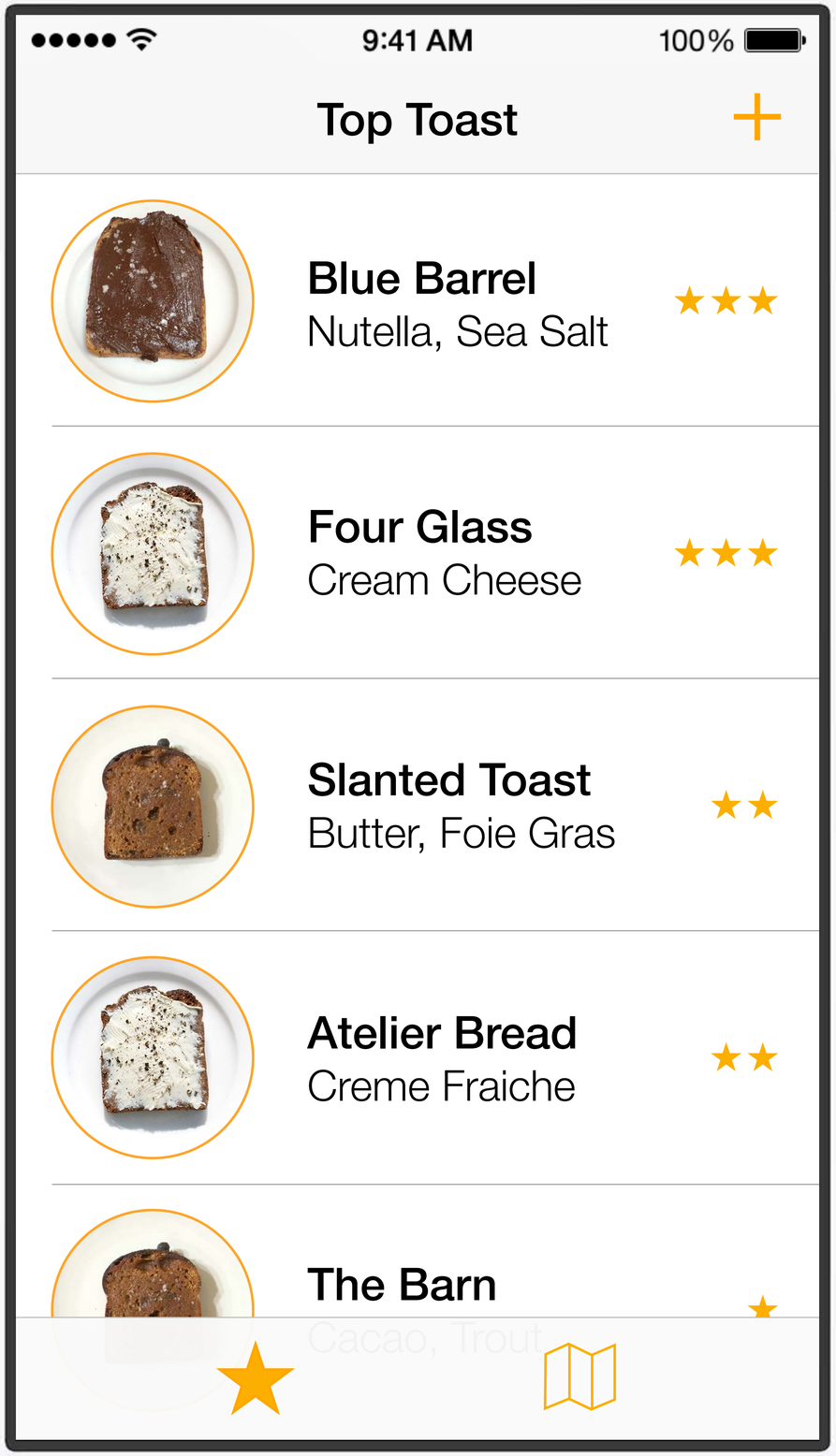
Rotate

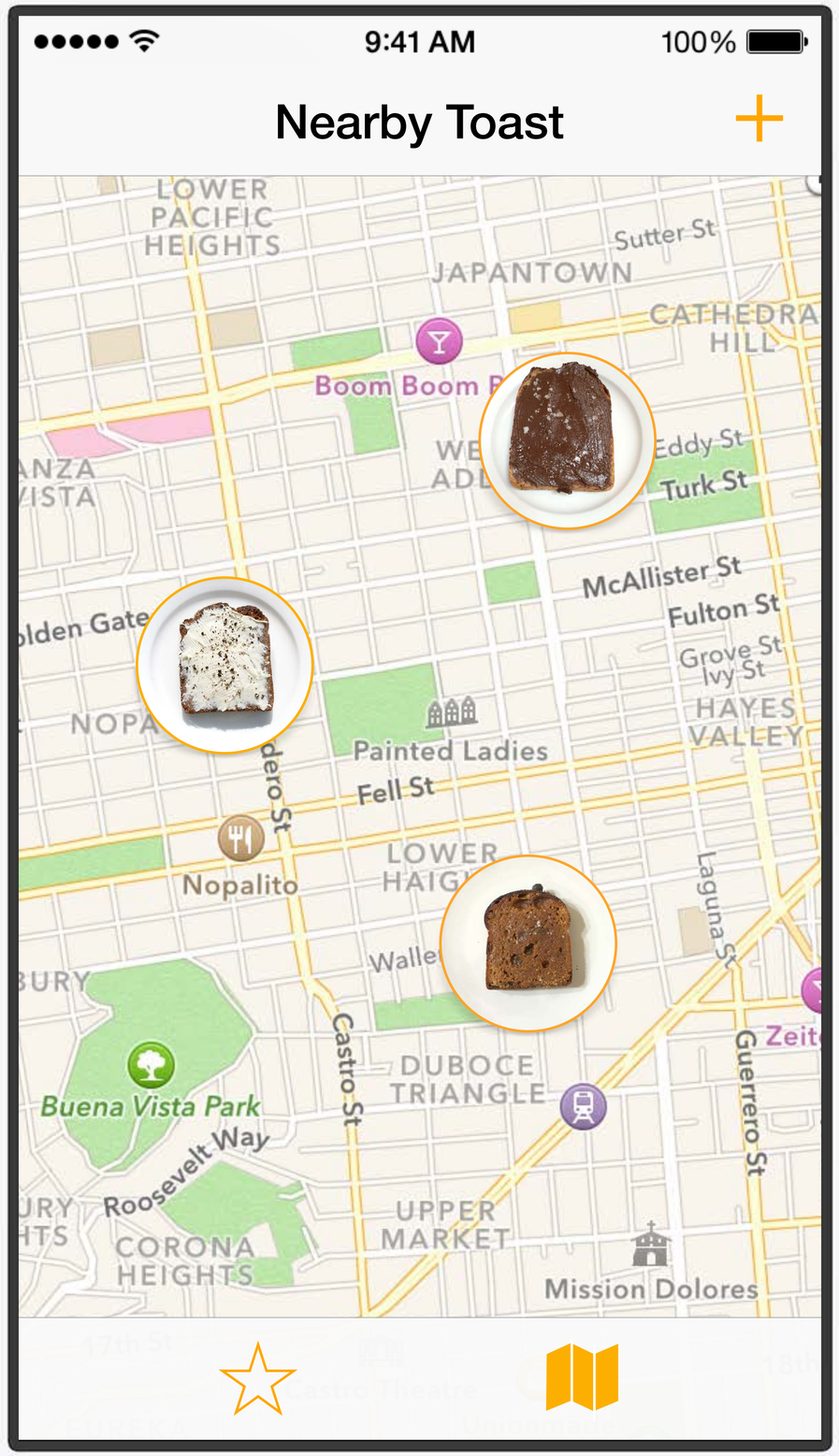
0° Angle

Flip

Lock | Unlock

Group | Ungroup


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Nearby Toast

LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Golden Gate
NOPA
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores

Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Crème Fraîche

Style | Text | Arrange

Text Text Text
Text Text

Shape Styles

Fill
No Fill

Border

Shadow

Reflection

Opacity
34%

View | 36% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

9:41 AM 100%

Nearby Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Crème Fraîche

The Barn
Cacao, Trout

3D

Style | Text | Arrange

Back | Front | Backward | Forward

Align | Distribute

Size 247 pt Width | 89 pt Height

Constrain proportions

Position 729 pt X | 185 pt Y

Rotate

0° Angle | Flip

Lock | Unlock

Group | Ungroup

Unite | Intersect | Subtract | Exclude

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

3

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn

Transitions

Magic Move

Change | Preview ▶

Duration

0.60 s

Fade Unmatched Objects

Match

By Object | By Word | By Character

Acceleration

Ease In & Ease Out

Start Transition

On Click

Delay

0.50 s

Build Order

View | 50% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

3

9:41 AM 100%

Top Toast

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Slanted Toast
Butter, Foie Gras

Atelier Bread
Creme Fraiche

The Barn

Transitions

Magic Move

Change | Preview

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0.60 s

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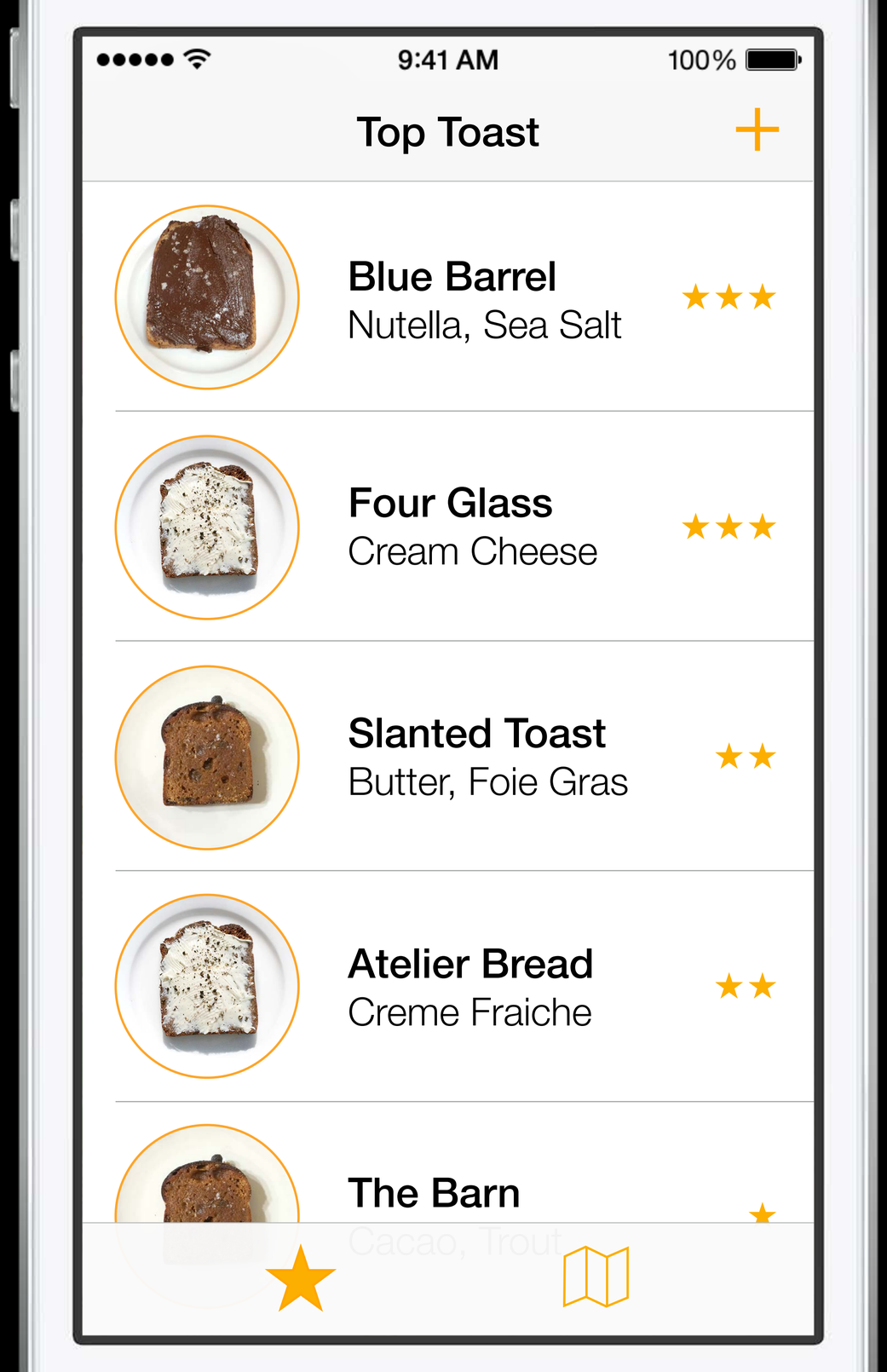
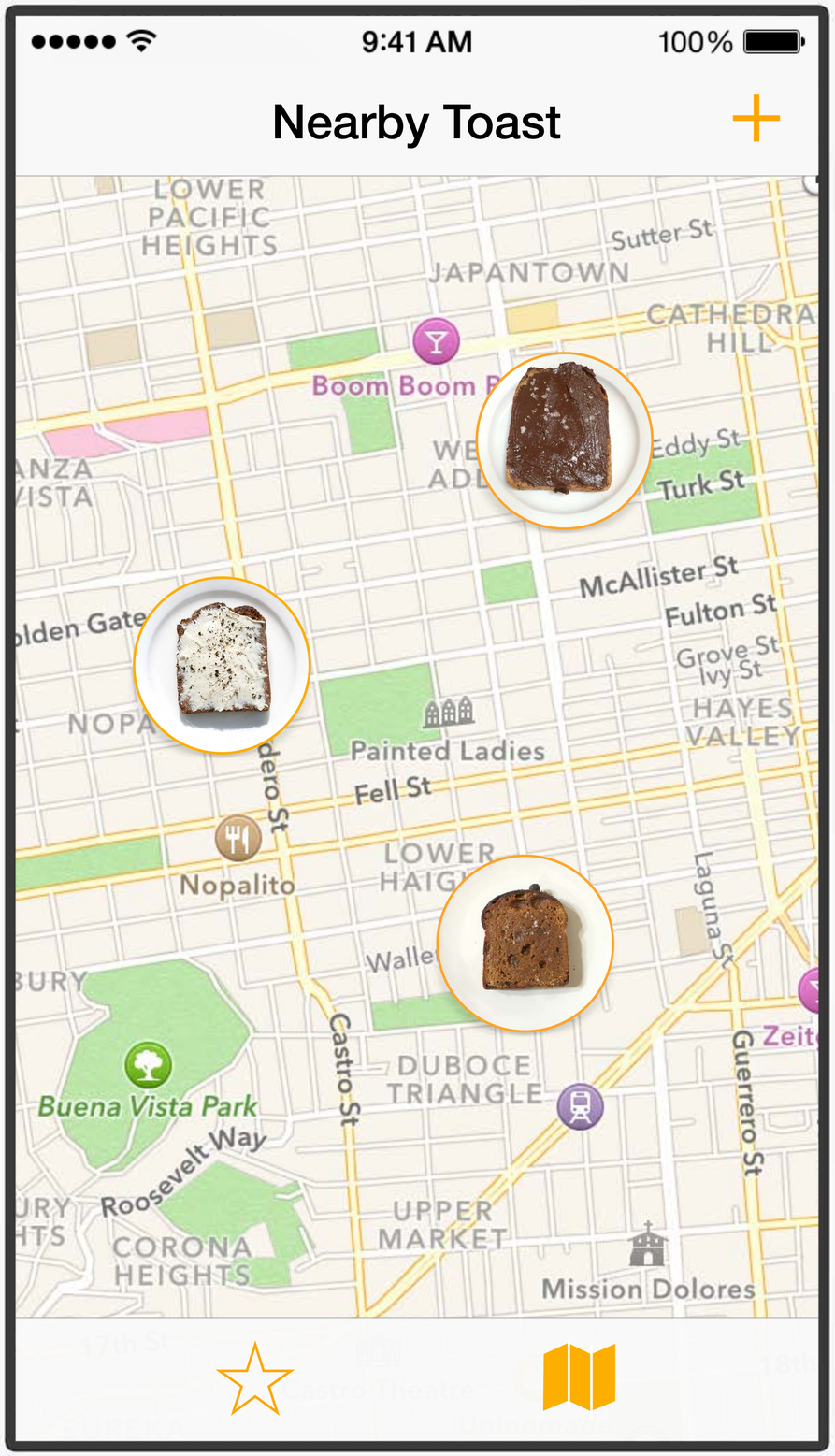
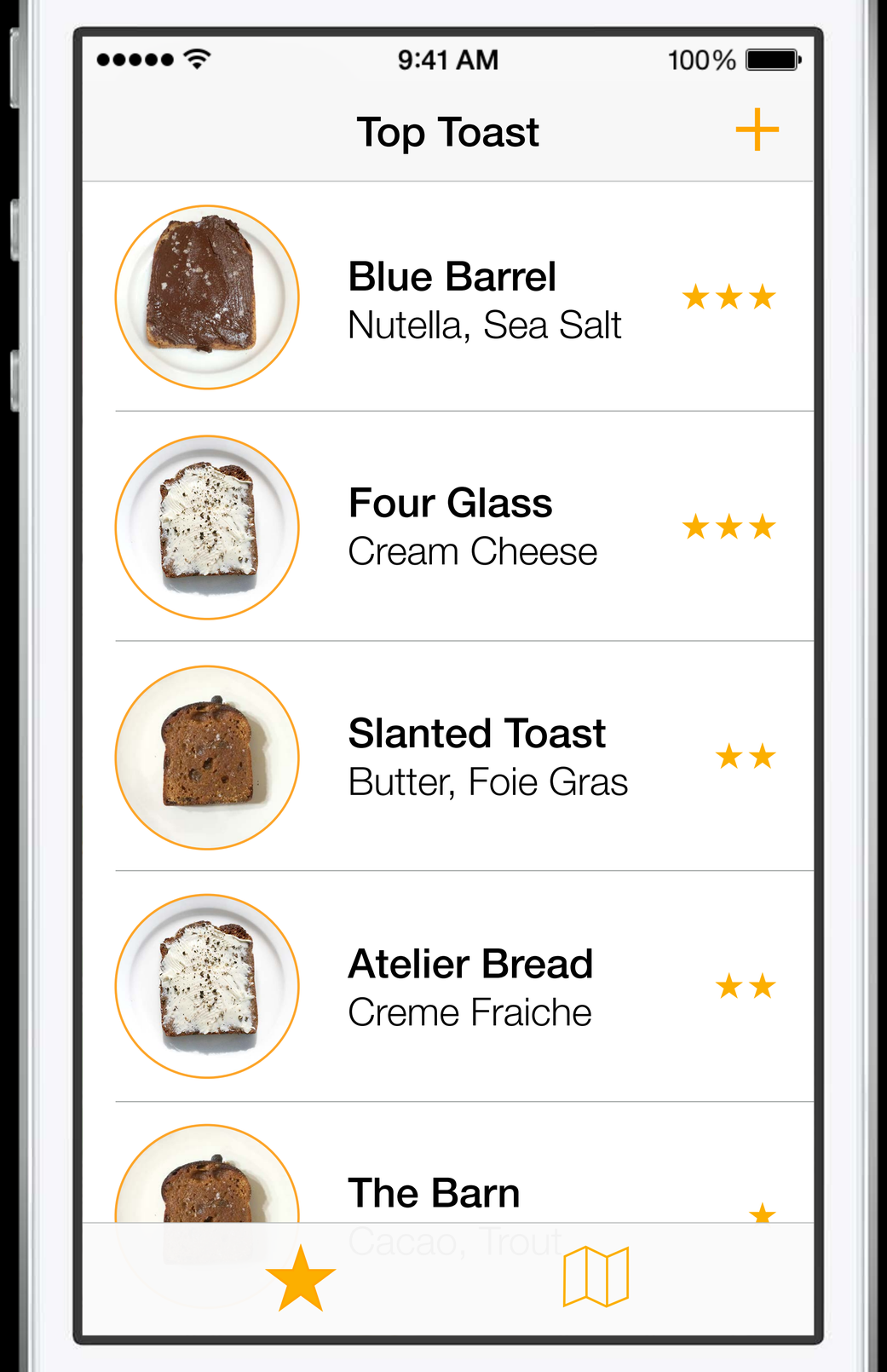

9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Nearby Toast
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
LOWER HAIGHT
Laguna St
Castro St
DUBOCE TRIANGLE
Guerrero St
Buena Vista Park
Roosevelt Way
CORONA HEIGHTS
UPPER MARKET
Mission Dolores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Top Toast
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Nutella, Sea Salt
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Butter, Foie Gras
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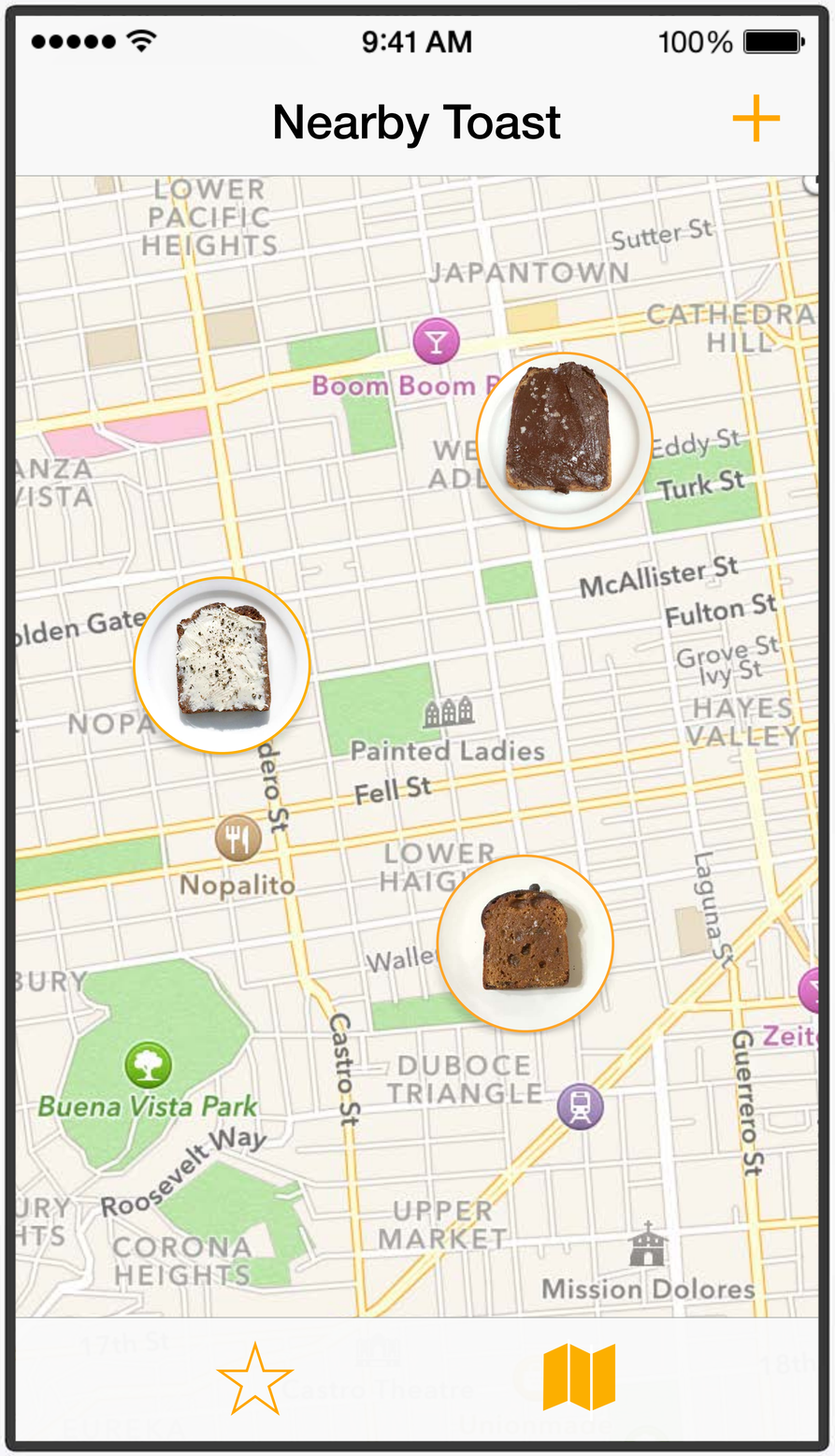
Creme Fraiche
The Barn
Cacao, Trout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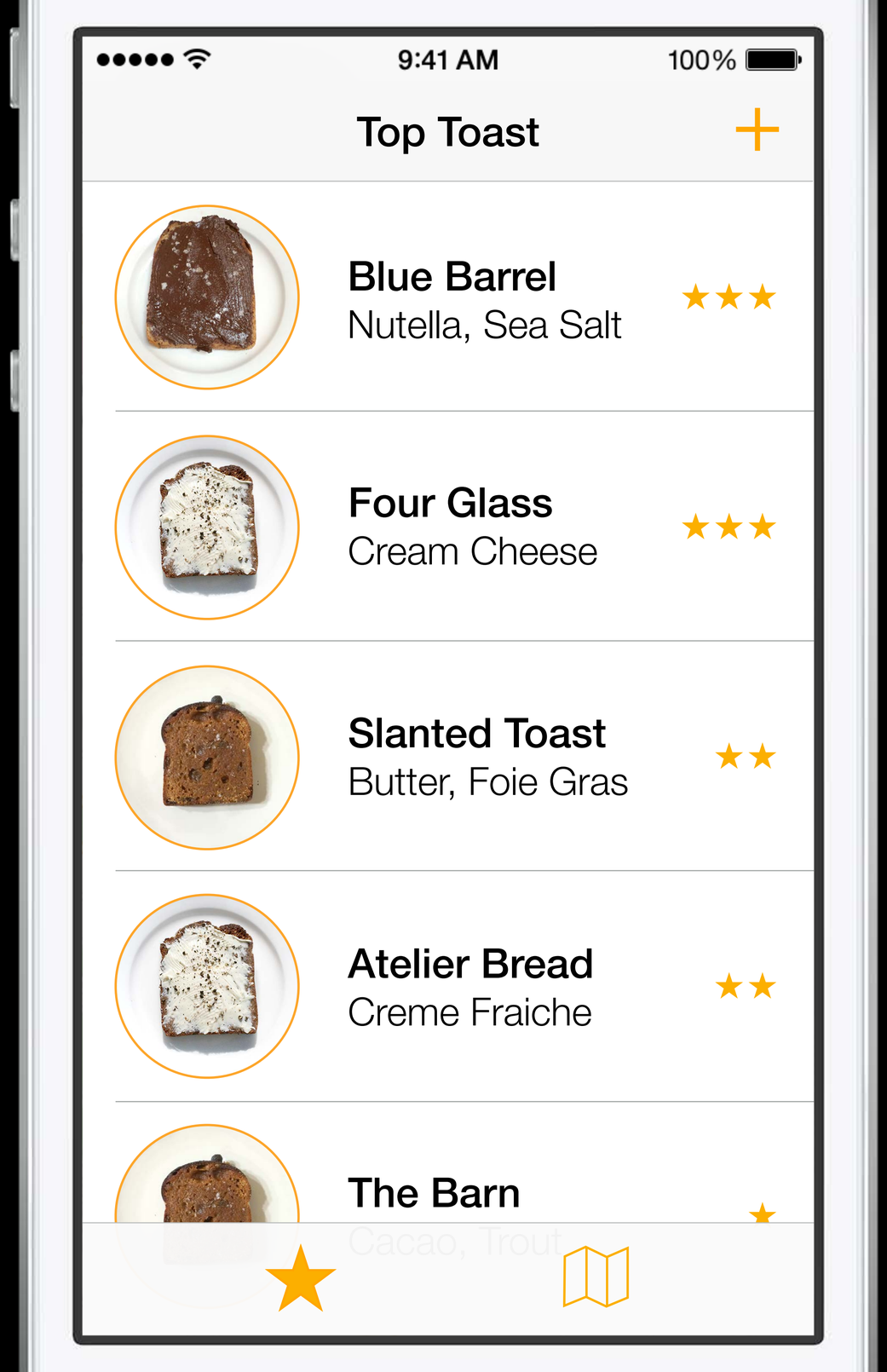
9:41 AM
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Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
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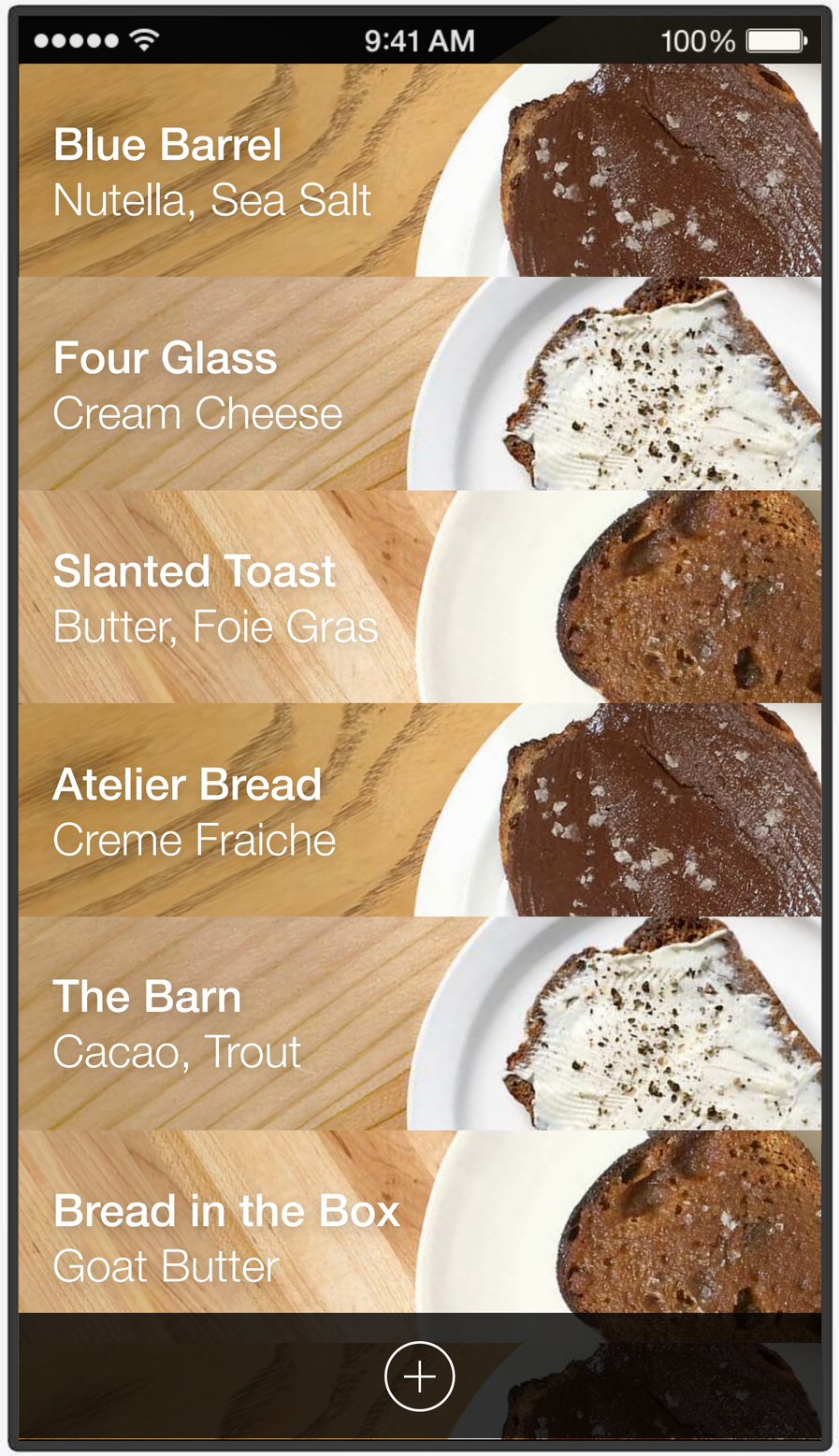
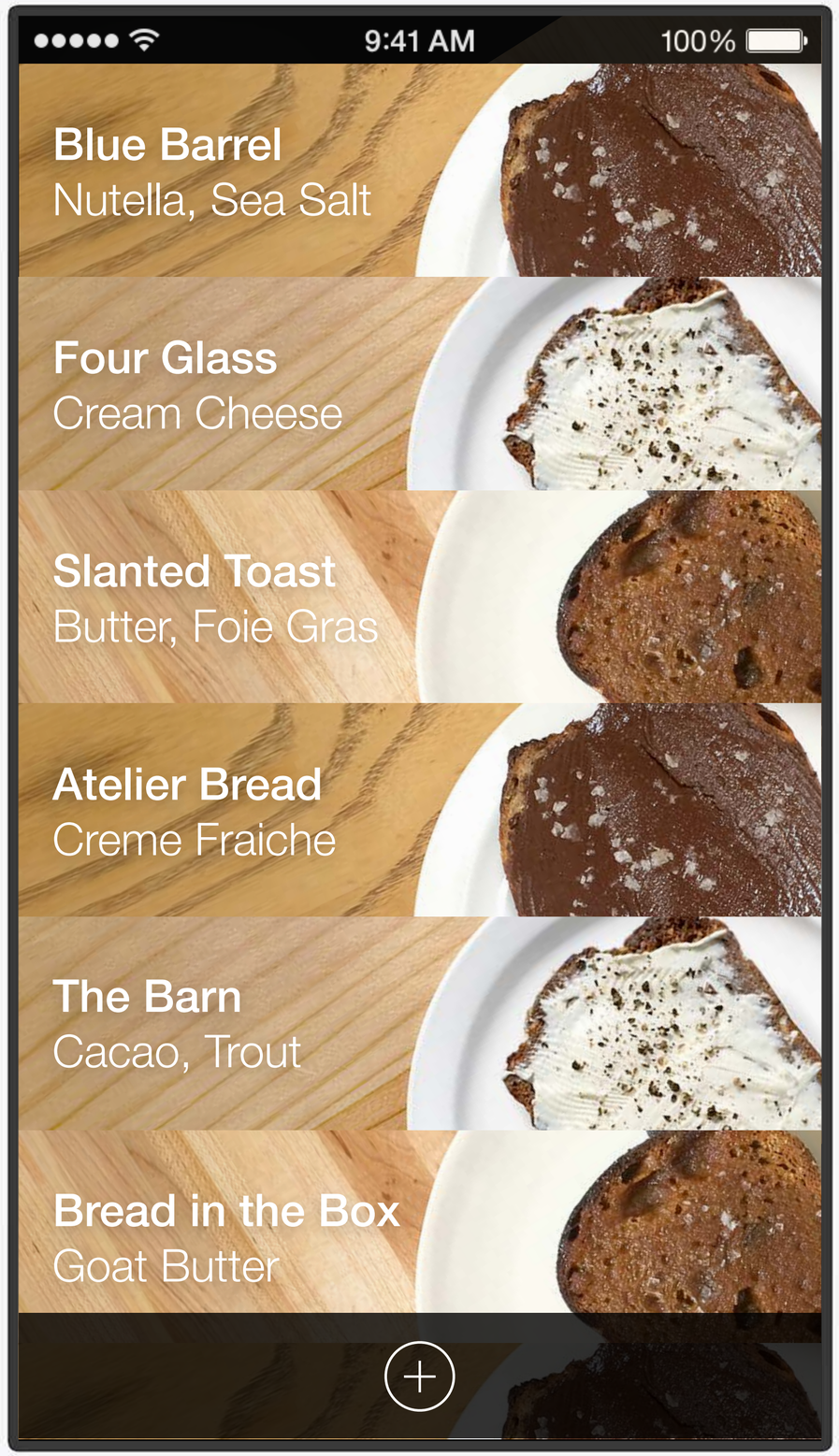
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout
Bread in the Box
Goat Butter

9:41 AM
100%
Top Toast
Slanted Toast
Butter, Foie Gras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9:41 AM
100%
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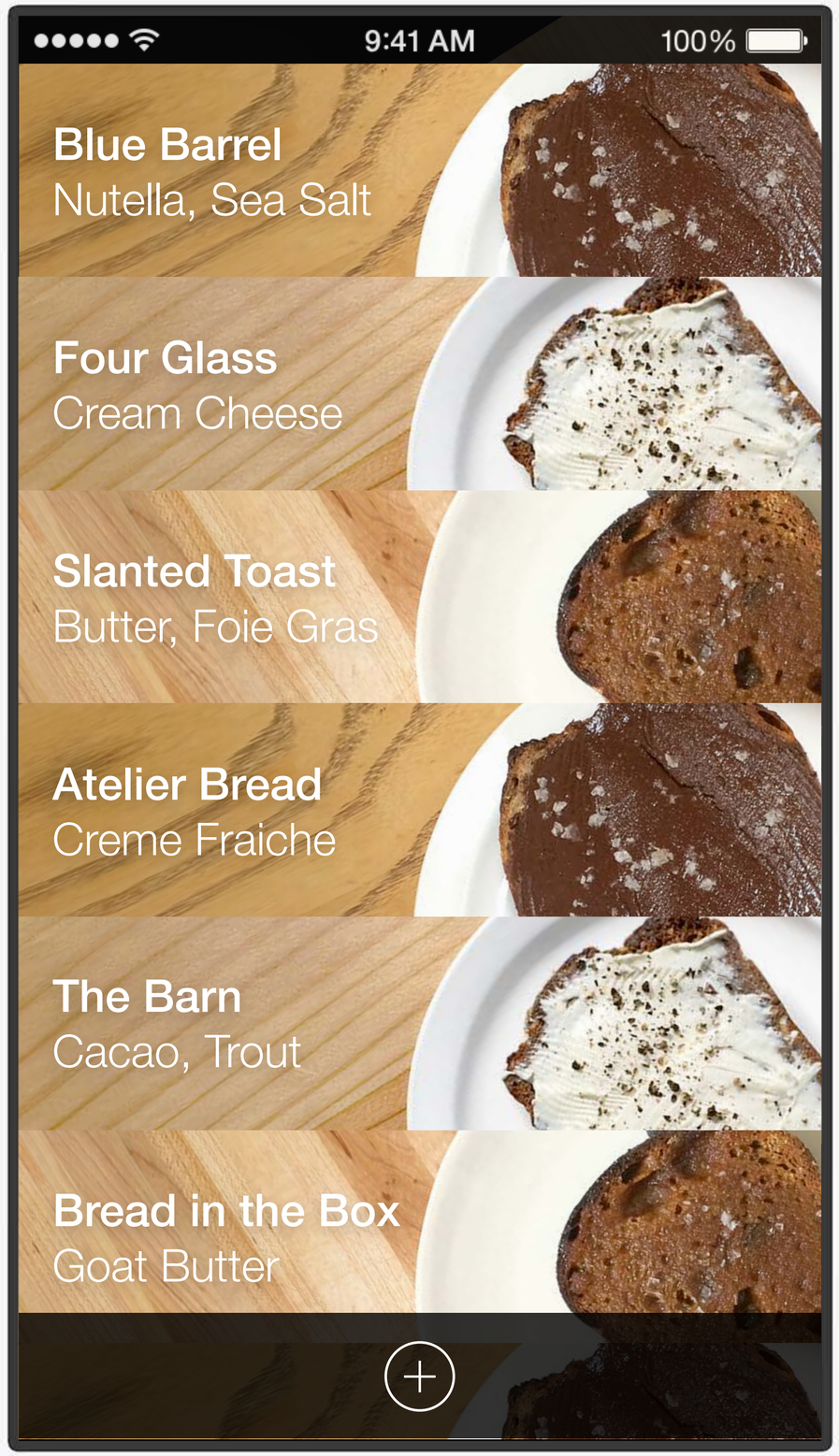
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Creme Fraiche
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Cacao, Trout
Bread in the Box
Goat Butter

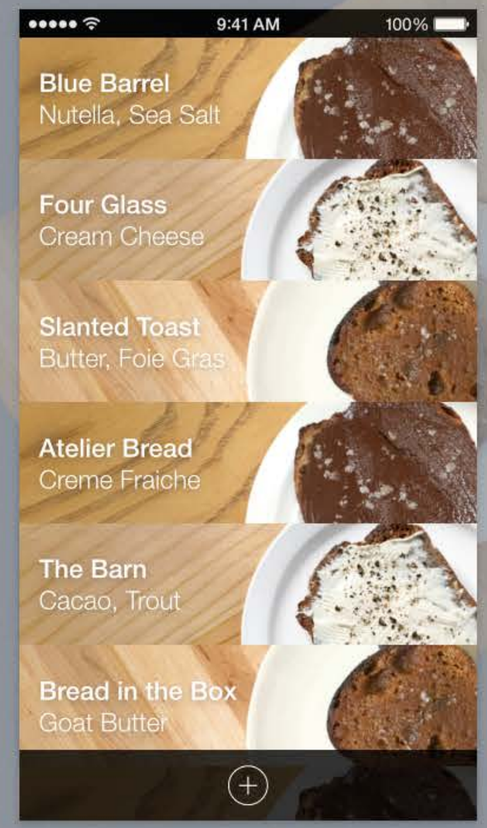
View | 30% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

3



Style | Text | Arrange

Back | Front | Backward | Forward

Align | Distribute

Size 640 pt Width | 109 pt Height

Constrain proportions

Position 0 pt X | -360 pt Y

Rotate

0° Angle | Flip

Lock | Unlock

Group | Ungroup

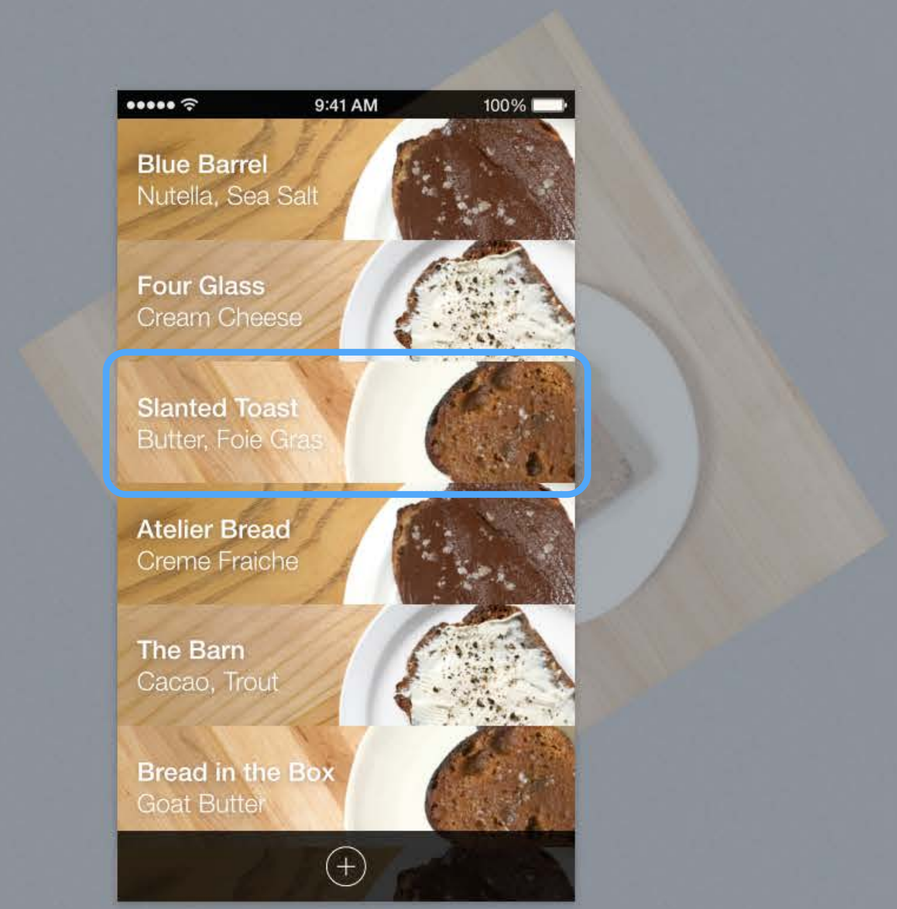
View | 30% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

3



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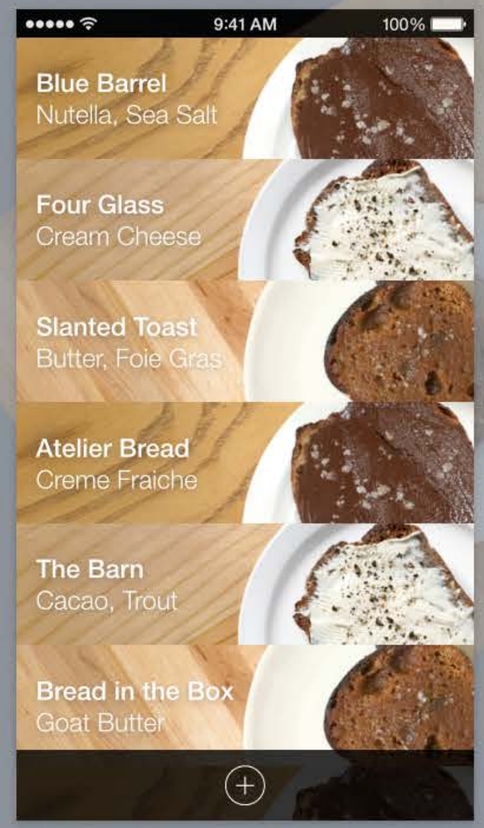

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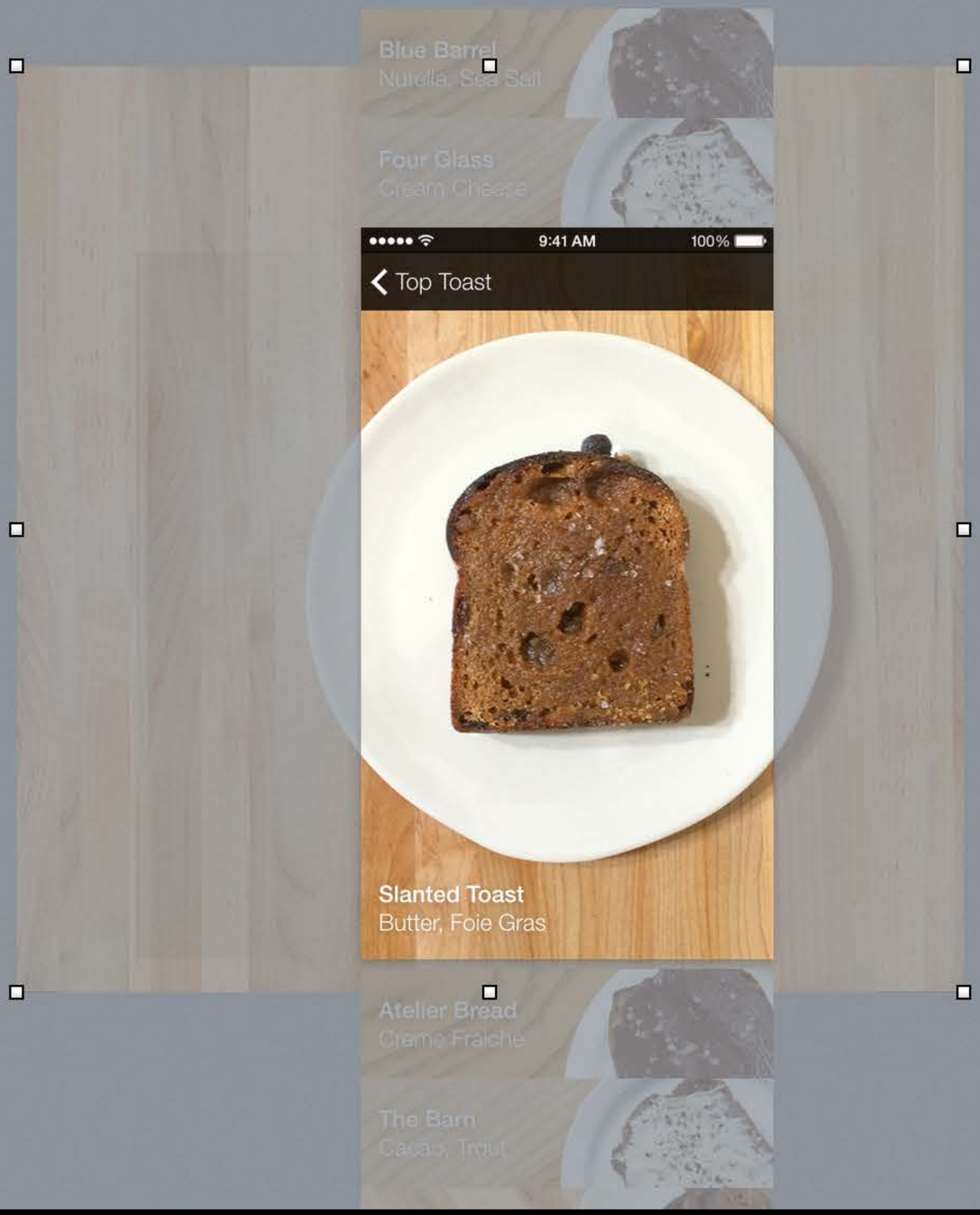
Slides

1

2

3



Style | Image | Arrange

Back | Front | Backward | Forward

Align | Distribute

Size 1471 pt Width | 1437 pt Height

☑ Constrain proportions

Original Size

Position −535 pt X | −250 pt Y

Rotate

0° Angle | Flip

Lock | Unlock

Group | Ungroup

View | 30% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

2

3

Blue Barrel
Nutella, Sea Salt

Four Glass
Cream Cheese

Top Toast

Slanted Toast
Butter, Foie Gras

Atelier Bread
Crème Fraîche

The Barn
Cacao, Trout

Style | Image | Arrange

Back | Front | Backward | Forward

Align | Distribute

Size 1471 pt Width | 1437 pt Height

☑ Constrain proportions

Original Size

Position −535 pt X | −250 pt Y

Rotate

0° Angle | Flip

Lock | Unlock

Group | Ungroup

9:41 AM
100%
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout
Bread in the Box
Goat Butter

9:41 AM
100%
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout
Bread in the Box
Goat Butter

9:41 AM
Top Toast
100%
Blue Barrel
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Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn

9:41 AM
Top Toast
100%
Blue Barrel
Nutella, Sea Salt
Four Glass
Cream Cheese
Slanted Toast
Butter, Foie Gras
Atelier Bread
Creme Fraiche
The Barn

Show People

Show People

Do you know how to find nearby toast?

Show People

Do you know how to find nearby toast?

"I don't know what these icons are supposed to mean, but I can find toast!"

Show People

Do you know how to find nearby toast?

"I don't know what these icons are supposed to mean, but I can find toast!"

Is it easy to switch between top toast and nearby toast?

Show People

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Is it easy to switch between top toast and nearby toast?

"It's really easy to switch. I just tap right there"

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How can we make this better?

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How can we make this better?

"Maybe I should be able to see restaurant names when looking at the map"

Show People

Do you know how to find nearby toast?

"I don't know what these icons are supposed to mean, but I can find toast!"

Is it easy to switch between top toast and nearby toast?

"It's really easy to switch. I just tap right there"

How can we make this better?

"Maybe I should be able to see restaurant names when looking at the map"

"I wish I could see the map while looking at ratings"

Learn from Feedback

Learn from Feedback

What’s working?

Learn from Feedback

What's working?

Transitioning between the map and the list feels great

Learn from Feedback

What's working?

Transitioning between the map and the list feels great

What's not working?

Learn from Feedback

What's working?

Transitioning between the map and the list feels great

What's not working?

People have to switch between two screens to get all the information

Learn from Feedback

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Transitioning between the map and the list feels great

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People have to switch between two screens to get all the information

What other ideas does this give us?

Learn from Feedback

What's working?

Transitioning between the map and the list feels great

What's not working?

People have to switch between two screens to get all the information

What other ideas does this give us?

Maybe we can put the map and the list on the screen

Learn from Feedback

What's working?

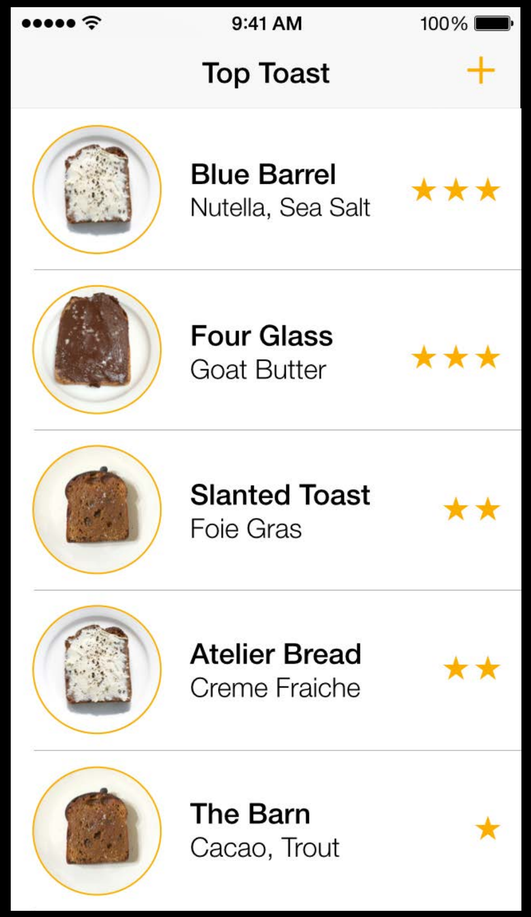
Transitioning between the map and the list feels great

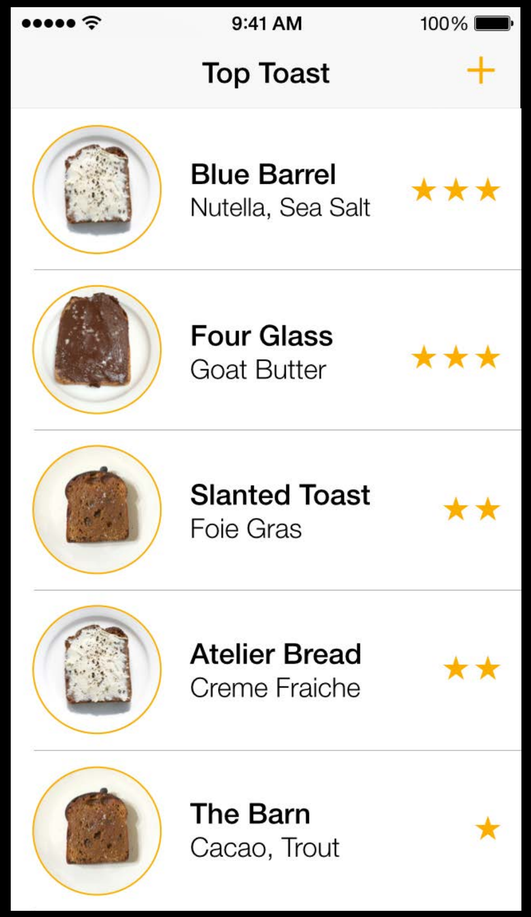
What's not working?

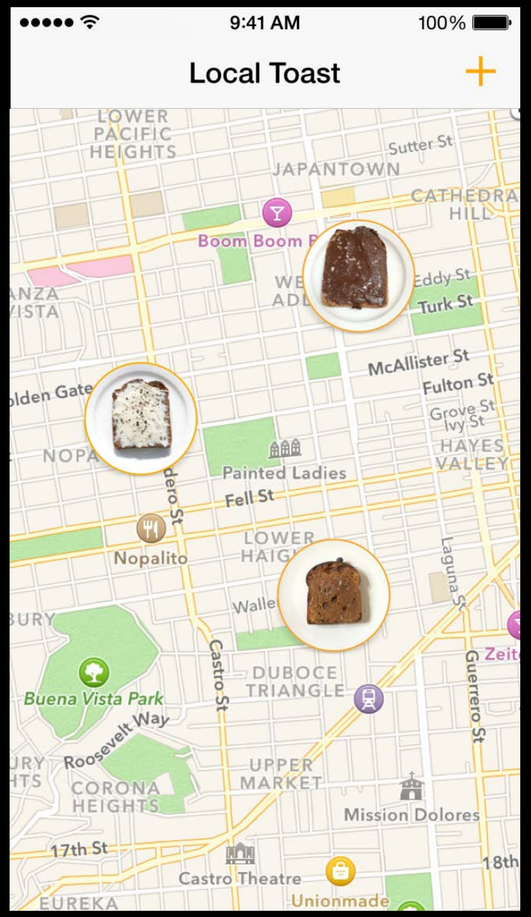
People have to switch between two screens to get all the information

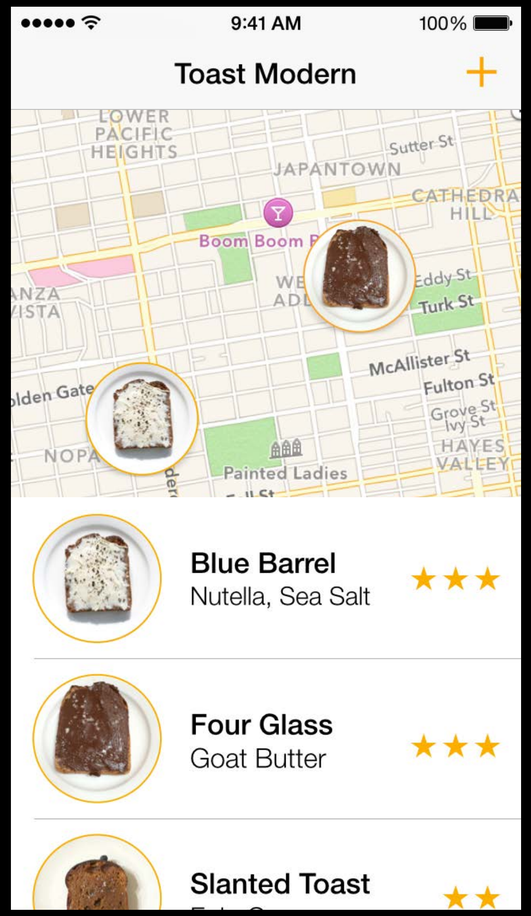
What other ideas does this give us?

Maybe we can put the map and the list on the screen—at the same time!

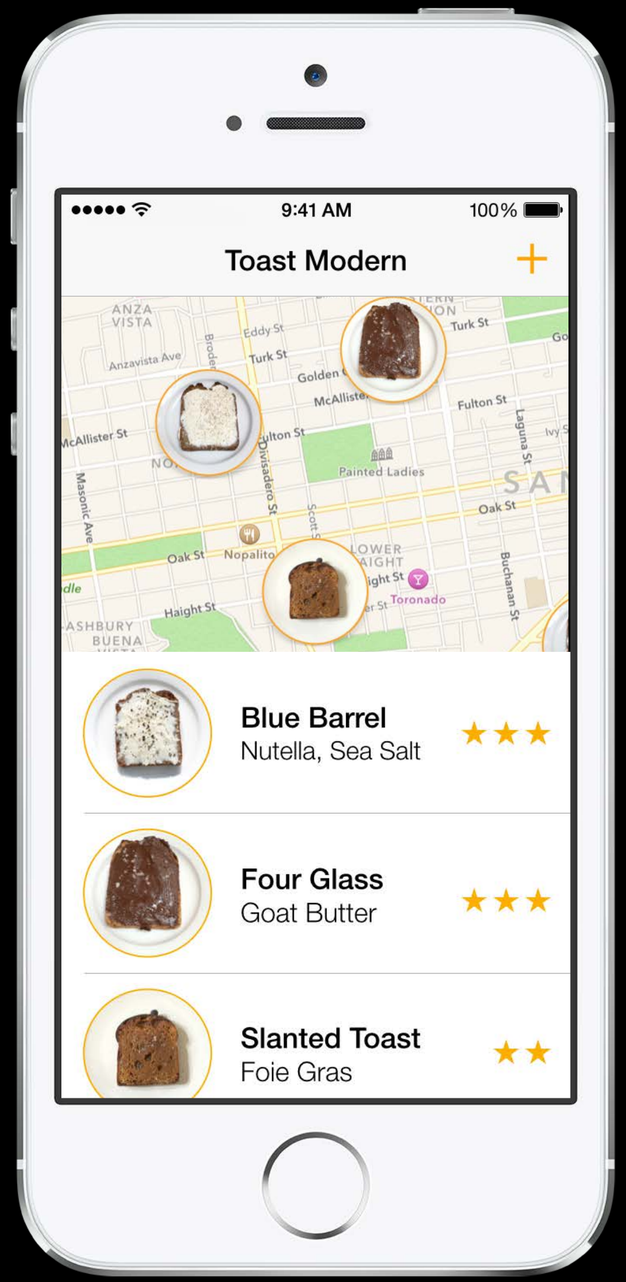

9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Goat Butter
Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Top Toast
Blue Barrel
Nutella, Sea Salt
Four Glass
Goat Butter
Slanted Toast
Foie Gras
Atelier Bread
Creme Fraiche
The Barn
Cacao, Trout


9:41 AM
100%
Local Toast
LOWER PACIFIC HEIGHTS
Sutter St
JAPANTOWN
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
Painted Ladies
Fell St
Nopalito
Castro St
Guerrero St
Laguna St
DUBOCE TRIANGLE
Buena Vista Park
Roosevelt Way
UPPER MARKET
CORONA HEIGHTS
Mission Dolores
17th St
Castro Theatre
Unionmade
EUREKA

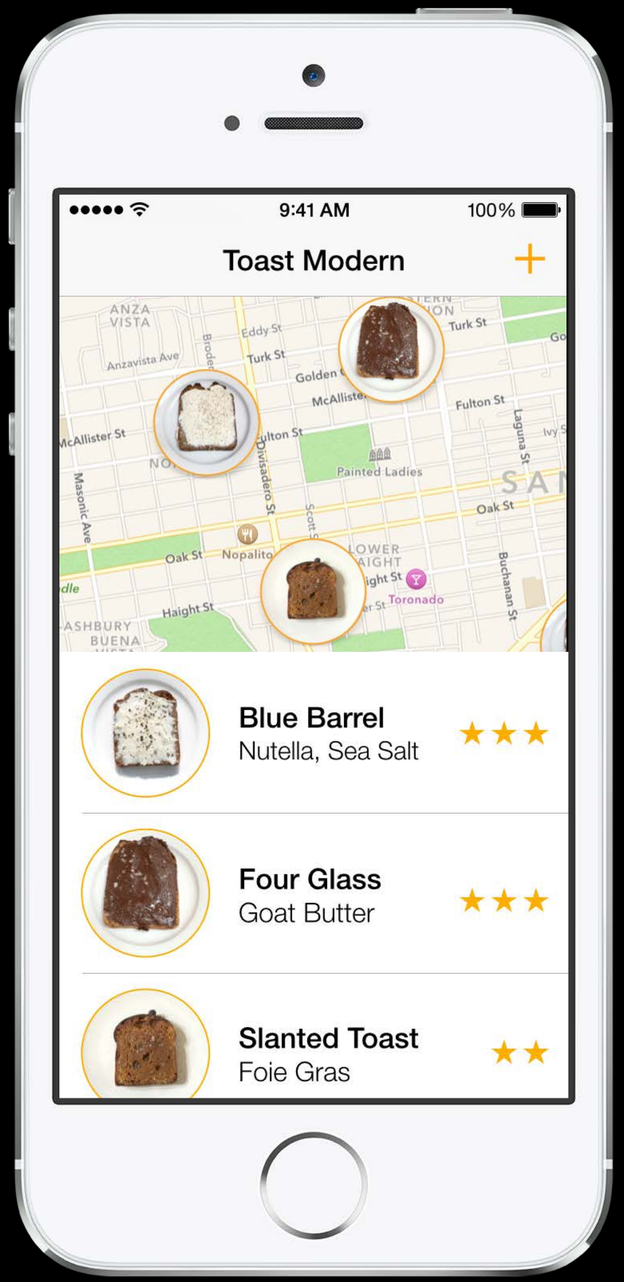

9:41 AM
100%
Toast Modern
LOWER PACIFIC HEIGHTS
JAPANTOWN
Sutter St
CATHEDRAL HILL
Boom Boom
Eddy St
Turk St
McAllister St
Fulton St
Grove St
Ivy St
HAYES VALLEY
NOPA
Painted Ladies
Blue Barrel
Nutella, Sea Salt
Four Glass
Goat Butter
Slanted Toast

Make Fake Apps



Make Fake Apps

What needs to be more real?

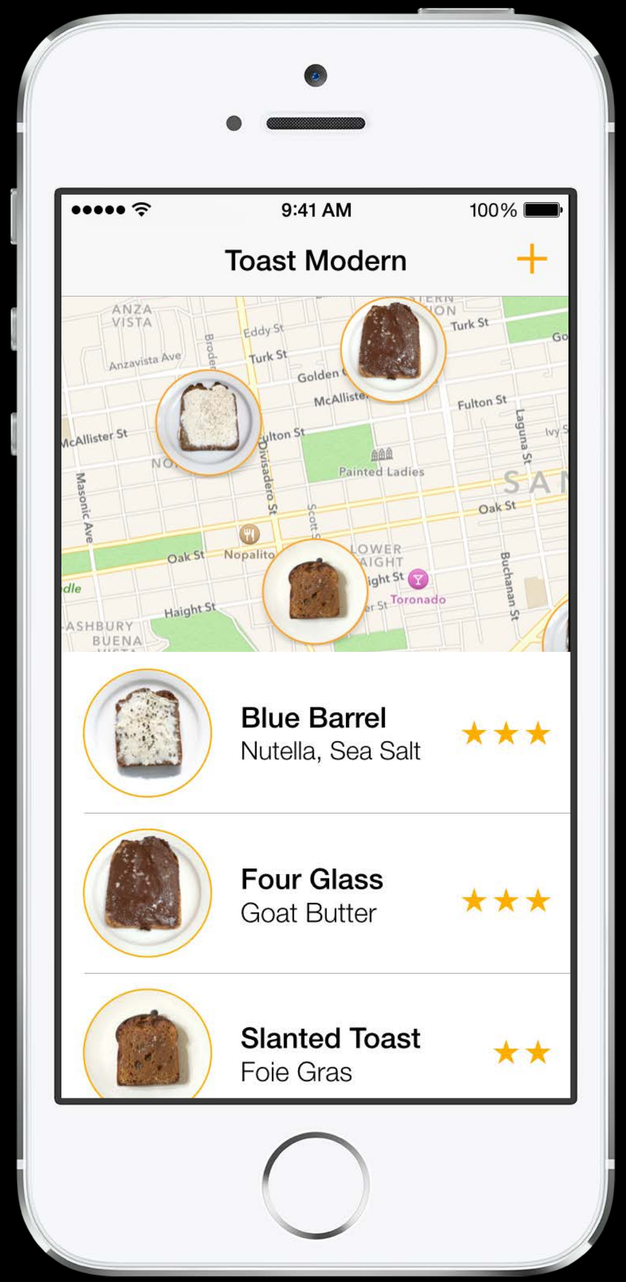


Make Fake Apps

What needs to be more real?

Finding nearby toast on the map

Scanning the list for the best toast



Make Fake Apps

What needs to be more real?

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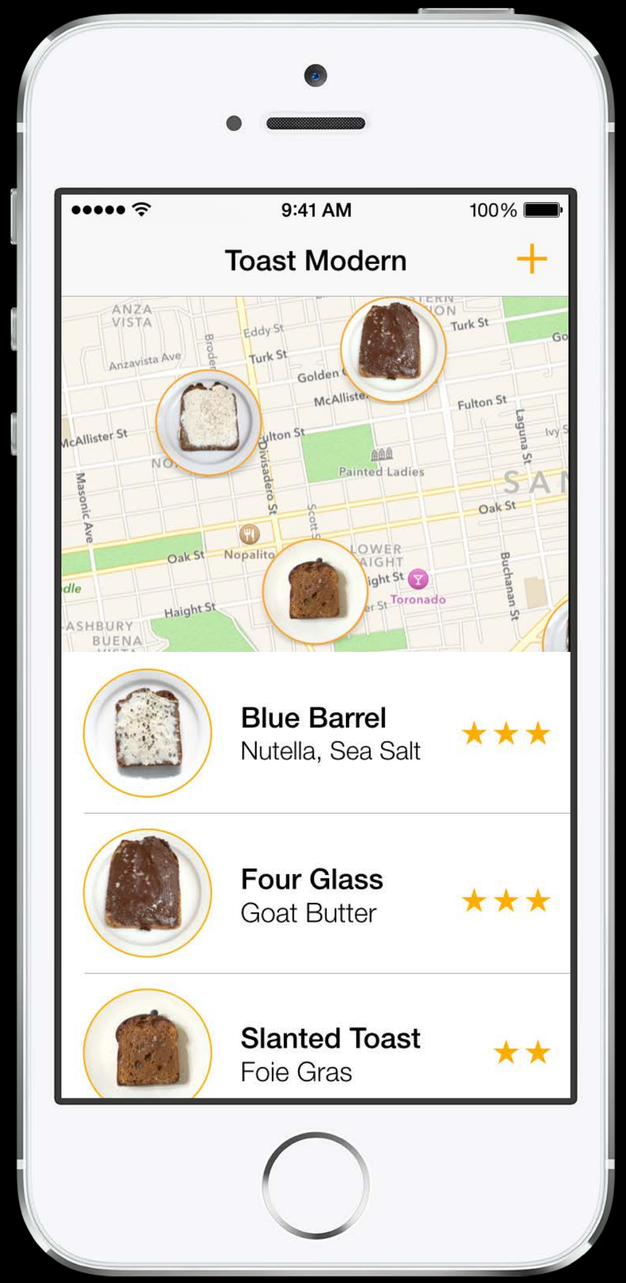
What can we fake?



Make Fake Apps

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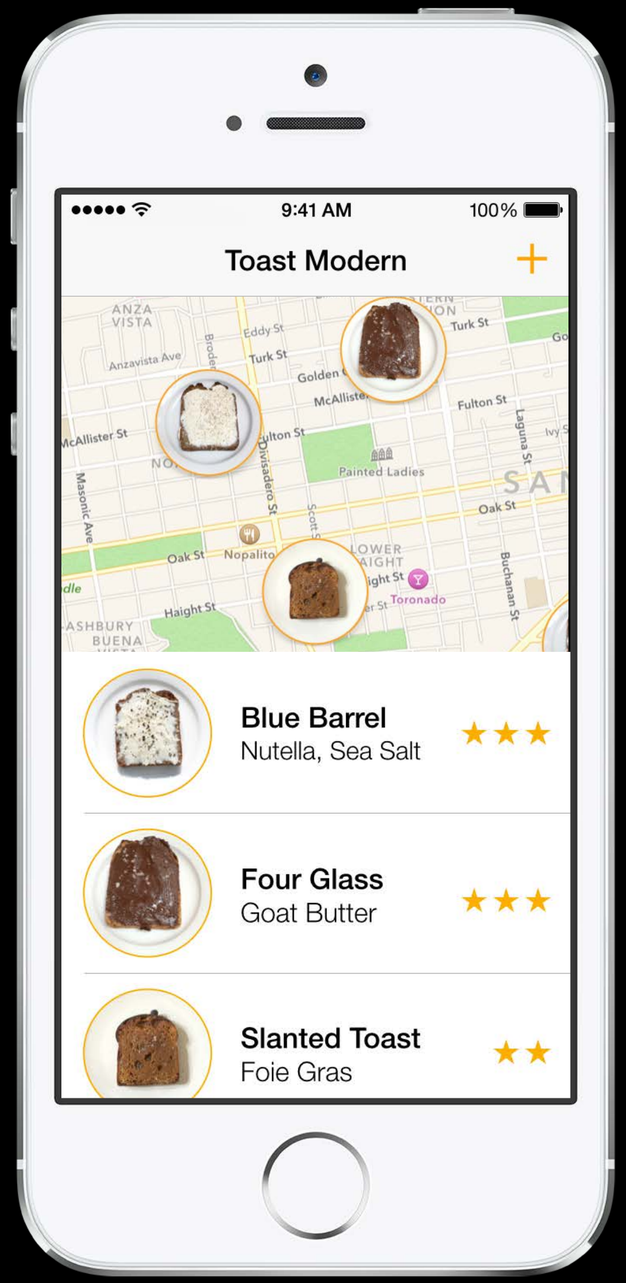
The map

The list



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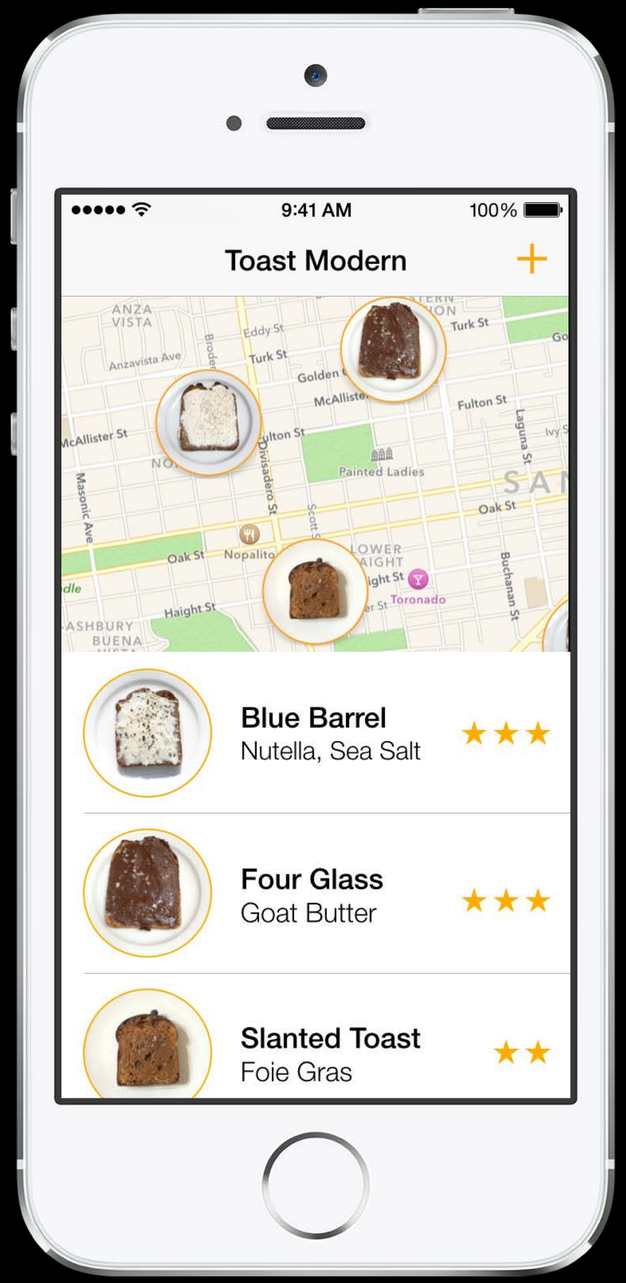
Where will they use it?



Make Fake Apps

What needs to be more real?

Finding nearby toast on the map

Scanning the list for the best toast

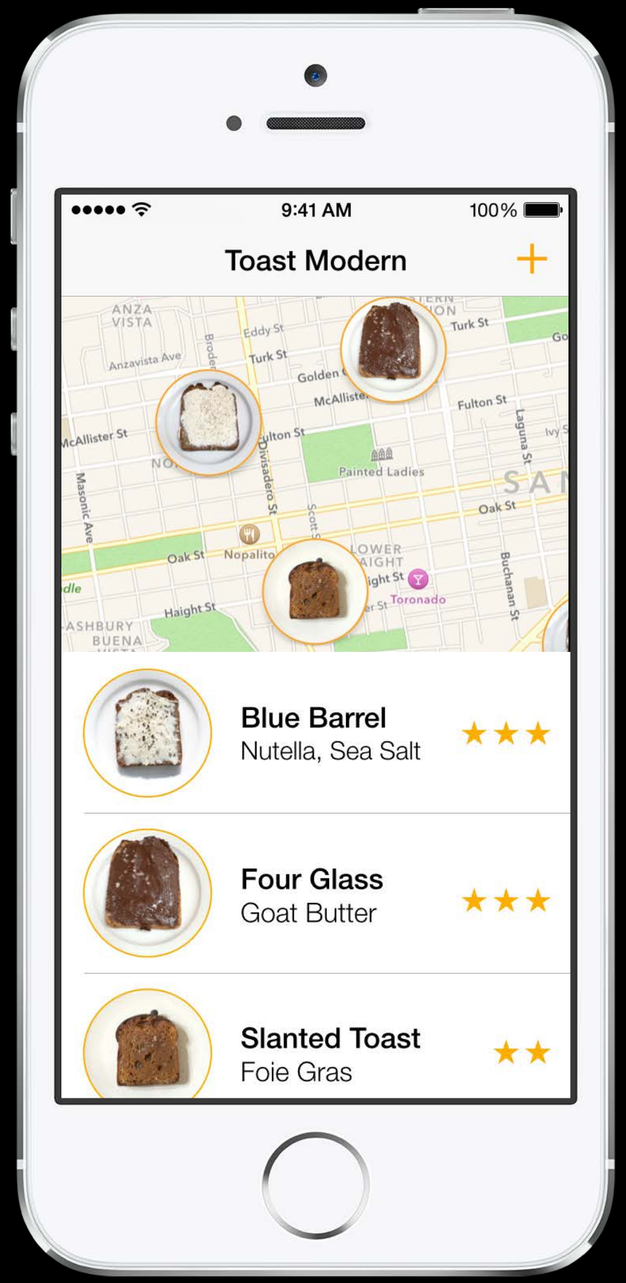
What can we fake?

The map

The list

Where will they use it?

On the street walking around



Make Fake Apps

Make Fake Apps

Make pictures move in response to touches

Make Fake Apps

Make pictures move in response to touches on the device that you are prototyping for

Make Fake Apps

Make pictures move in response to touches on the device that you are prototyping for

Use whatever you want that can do this

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Today we're going to use Core Animation and Xcode

Make Fake Apps

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Today we're going to use Core Animation and Xcode

Don't engineer it—hack it

Make Fake Apps

Make pictures move in response to touches on the device that you are prototyping for

Use whatever you want that can do this

Today we're going to use Core Animation and Xcode

Don't engineer it—hack it

It doesn't have to be good or reusable code

Three Steps

Three Steps

1. Put the picture on device

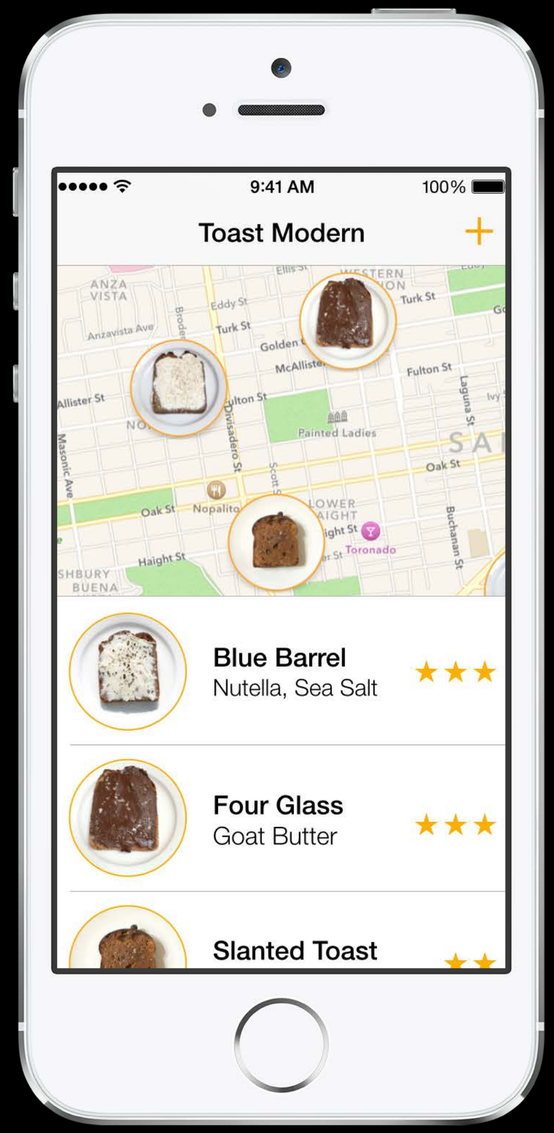
Three Steps

1. Put the picture on device
2. Break up the picture

Three Steps

1. Put the picture on device
2. Break up the picture
3. Move the pictures when you touch them

1. Put the Picture on the Device



Map and List — Edited

View | Zoom 50% | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

9:41 AM 100%

Toast Modern

Blue Barrel
Nutella, Sea Salt

Four Glass
Goat Butter

Slanted Toast

Document | Audio

Theme
Black

Change Theme

Slideshow Settings

- [ ] Automatically play upon open
- [ ] Loop slideshow
  Press 'Esc' key to exit
- [ ] Restart show if idle for
  15 m

Presentation Type

Normal

Delay: 5.0 s Transitions | 2.0 s Builds

Slide Size

Custom (640 x 1136)

- [ ] Require password to open

Change Password...

Map and List — Edited

View | Zoom 50% | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

9:41 AM 100%

Toast Modern

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Goat Butter ★★★

Slanted Toast ★★

Document | Audio

Theme
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Change Theme

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Presentation Type

Normal

Delay: 5.0 s Transitions | 2.0 s Builds

Slide Size

Custom (640 x 1136)

- [ ] Require password to open

Change Password...

Toast Modern.xcodeproj — Screen.m

iPhone Retina (4-... | Build Toast Modern: **Succeeded** | Today at 9:21 AM | No Issues

Toast Modern › Code › Screen.m › -setup

- **Toast Modern**
  1 target, iOS SDK 7.0
  - Code
    - Screen.h
    - Screen.m
    - ToastKit.h
    - ToastKit.m
  - Images
    - toast.png
  - Supporting Files
  - Frameworks
  - Products

```
#import "ToastKit.h"
#import "Screen.h"

@implementation Screen

- (void) setup
{
    Layer* screen = [Screen layer];
    Layer* picture = [Layer layerWithParent:screen];
    [picture loadImage:@"toast.png"];
}

//==========================================================================
//
// screen initialization
//

static Screen* gScreen; // global screen layer

+ (void) initWithWindow:(UIWindow*)window
{
    gScreen = [Screen layerWithParent:window];
    gScreen.size = window.frame.size;
    [gScreen setup];
}

+ (Layer*) layer {
    return gScreen;
}

@end
```

1. Put the Picture on the Device

```
- (void) setup {

    Layer* screen = [Screen layer];

    Layer* picture = [Layer layerWithParent:screen];

    [picture loadImage:@“toast.png”];

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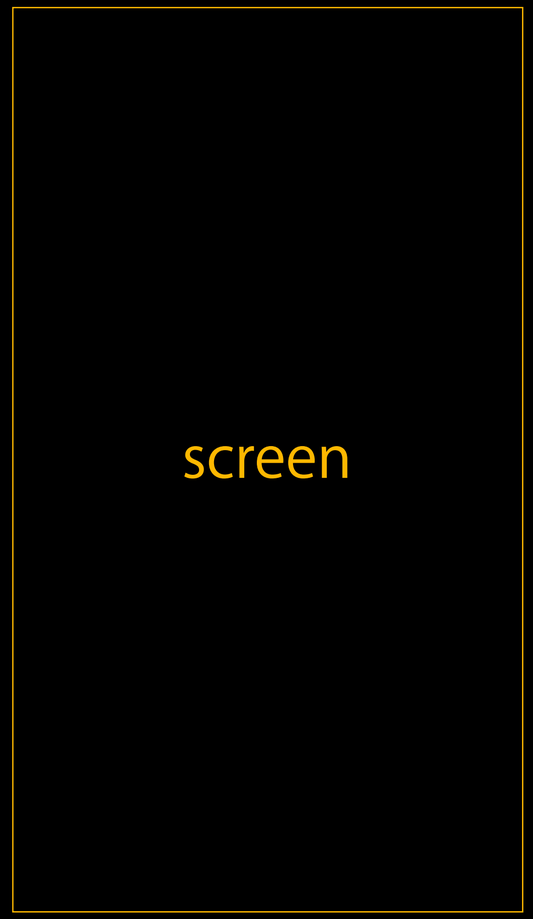

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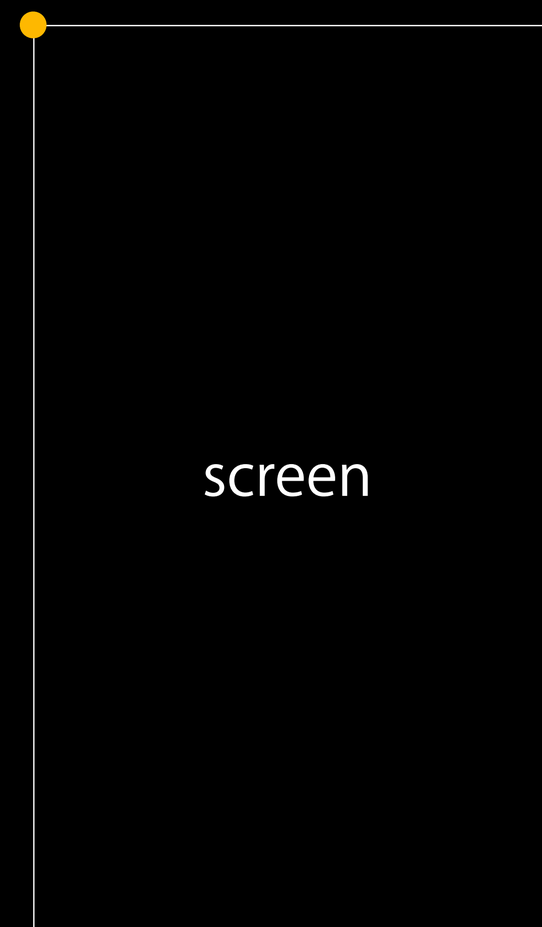

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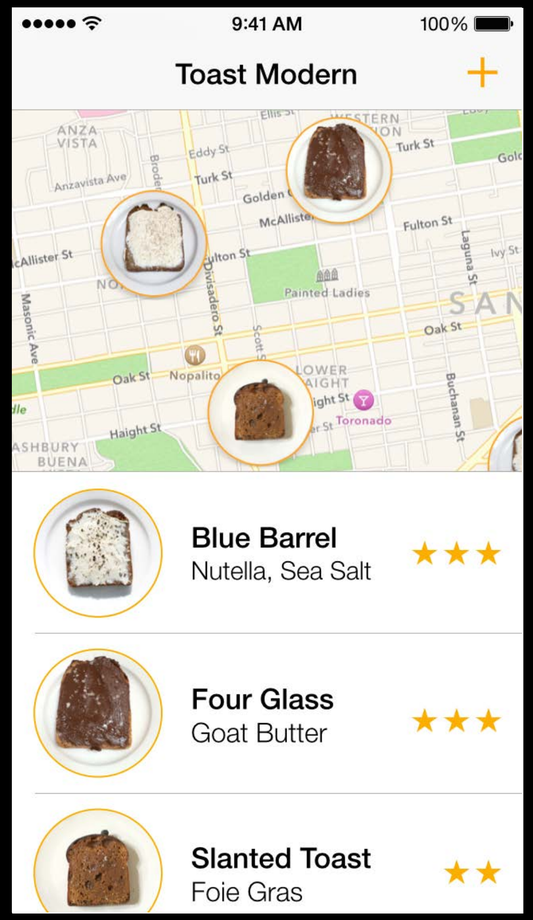

Toast Modern.xcodeproj — Screen.m

iPhone Retina (4-... | Build Toast Modern: **Succeeded** | Today at 9:21 AM | No Issues

Toast Modern 〉 Code 〉 Screen.m 〉 -setup

Toast Modern
1 target, iOS SDK 7.0

- Code
  - Screen.h
  - Screen.m
  - ToastKit.h
  - ToastKit.m
- Images
  - toast.png
- Supporting Files
- Frameworks
- Products

```
#import "ToastKit.h"
#import "Screen.h"

@implementation Screen

- (void) setup
{
    Layer* screen = [Screen layer];
    Layer* picture = [Layer layerWithParent:screen];
    [picture loadImage:@"toast.png"];
}

//==========================================================================
//
// screen initialization
//

static Screen* gScreen; // global screen layer

+ (void) initWithWindow:(UIWindow*)window
{
    gScreen = [Screen layerWithParent:window];
    gScreen.size = window.frame.size;
    [gScreen setup];
}

+ (Layer*) layer {
    return gScreen;
}

@end
```

Toast Modern.xcodeproj — Screen.m

iPhone Retina (4-...

Build Toast Modern: **Succeeded** | Today at 9:21 AM

No Issues

Toast Modern 〉 Code 〉 Screen.m 〉 -setup

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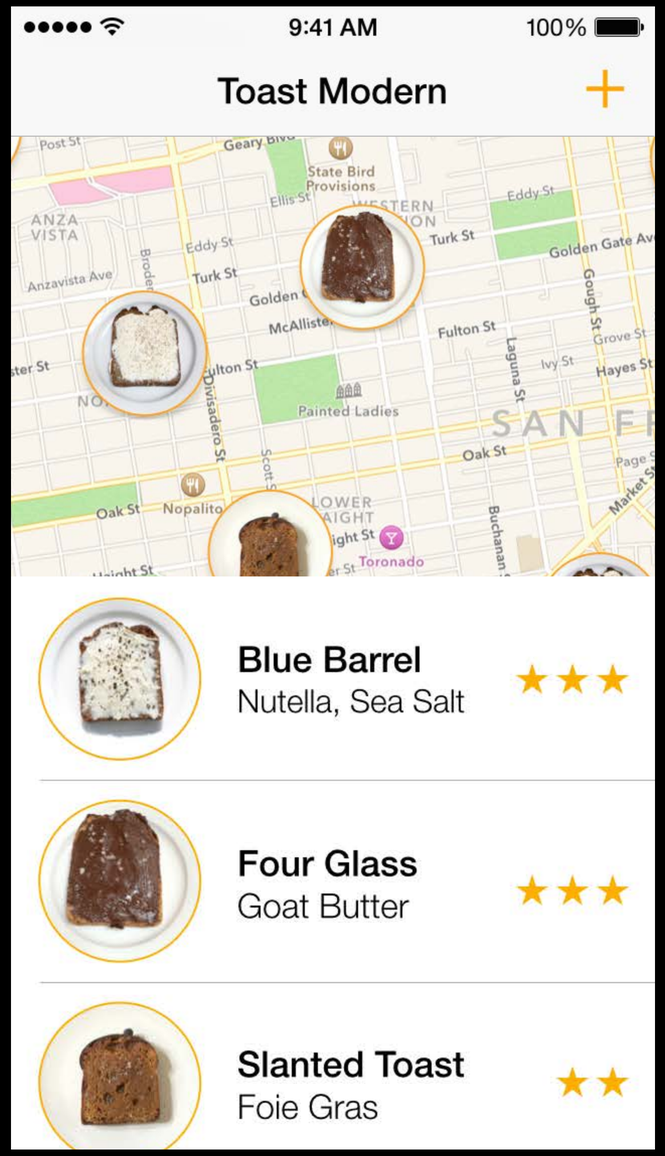

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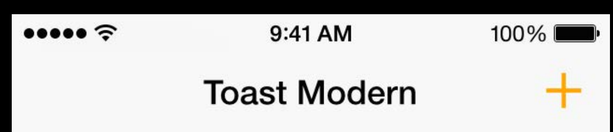

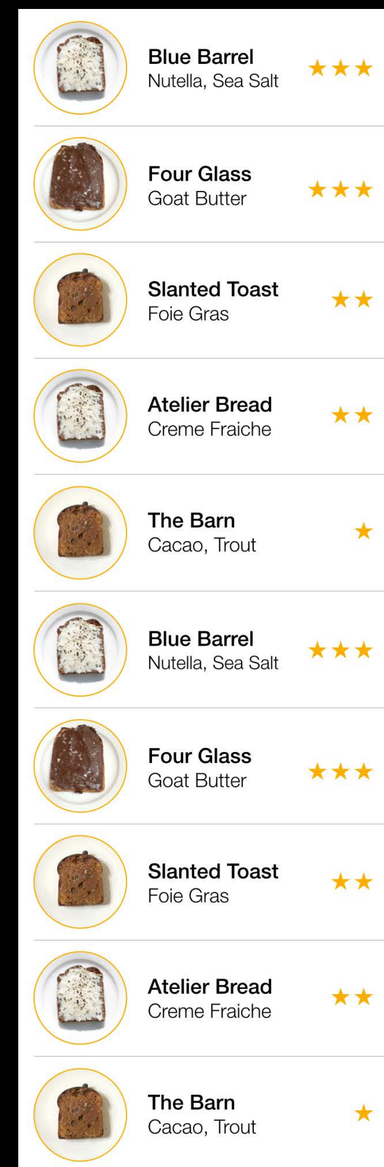

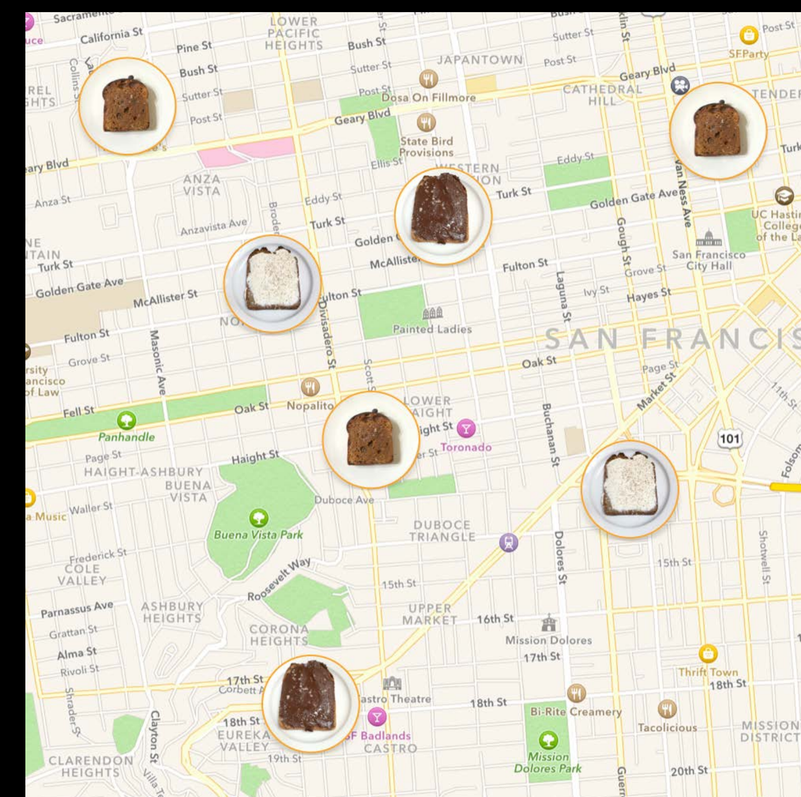

List.key

View | 25% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

Blue Barrel Nutella, Sea Salt	★★★
Four Glass Goat Butter	★★★
Slanted Toast Foie Gras	★★
Atelier Bread Creme Fraiche	★★
The Barn Cacao, Trout	★
Blue Barrel Nutella, Sea Salt	★★★
Four Glass Goat Butter	★★★
Slanted Toast Foie Gras	★★
Atelier Bread Creme Fraiche	★★
The Barn Cacao, Trout	★

Document | Audio

Theme
White

Change Theme

Slideshow Settings

- [ ] Automatically play upon open
- [ ] Loop slideshow
  Press 'Esc' key to exit
- [ ] Restart show if idle for
  15 m

Presentation Type

Normal

Delay: 5.0 s Transitions | 2.0 s Builds

Slide Size

Custom (640 x 2020)

- [ ] Require password to open

Change Password...

List.key

View | 25% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
Goat Butter ★★★

Slanted Toast
Foie Gras ★★

Atelier Bread
Creme Fraiche ★★

The Barn
Cacao, Trout ★

Blue Barrel
Nutella, Sea Salt ★★★

Four Glass
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Slanted Toast
Foie Gras ★★

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The Barn
Cacao, Trout ★

Document | Audio

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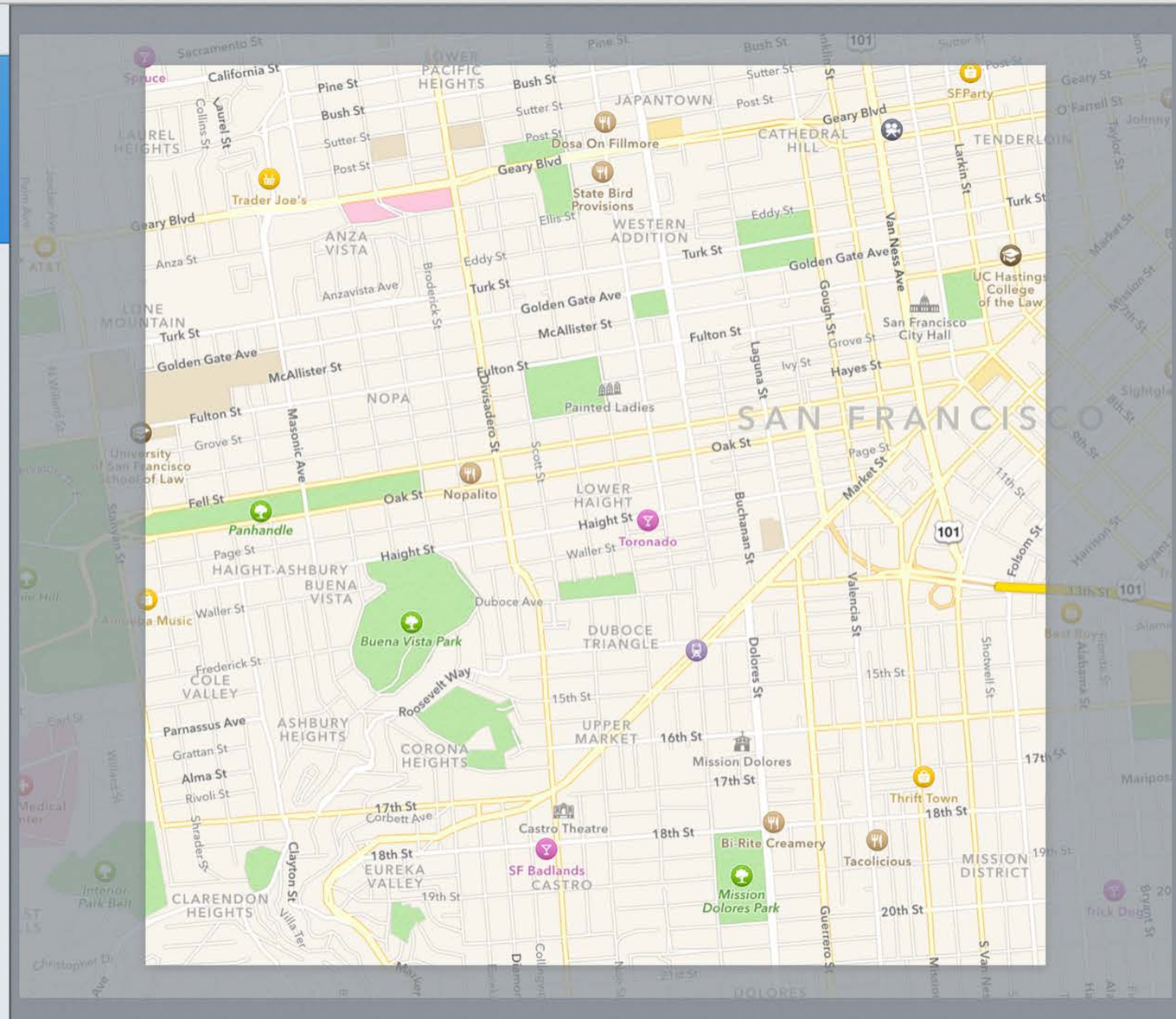
Change Password...

Map.key — Edited

View | 48% Zoom | Add Slide | Play | Table | Chart | Text | Shape | Media | Comment | Share | Tips | Format | Animate | Document

Slides

1


SAN FRANCISCO
JAPANTOWN
CATHEDRAL HILL
TENDERLOIN
WESTERN ADDITION
ANZA VISTA
LONE MOUNTAIN
NOPA
LOWER HAIGHT
HAIGHT-ASHBURY
BUENA VISTA
DUBOCE TRIANGLE
COLE VALLEY
ASHBURY HEIGHTS
CORONA HEIGHTS
UPPER MARKET
EUREKA VALLEY
CASTRO
CLARENDON HEIGHTS
MISSION DISTRICT
Dosa On Fillmore
State Bird Provisions
Trader Joe's
Painted Ladies
Nopalito
Panhandle
Toronado
Buena Vista Park
Mission Dolores
Castro Theatre
SF Badlands
Bi-Rite Creamery
Mission Dolores Park
Tacolicious
Thrift Town
San Francisco City Hall
UC Hastings College of the Law
University of San Francisco School of Law
Geary Blvd
Golden Gate Ave
McAllister St
Fulton St
Grove St
Hayes St
Oak St
Fell St
Haight St
Waller St
Duboce Ave
Turk St
Eddy St
Ellis St
Post St
Sutter St
Bush St
Pine St
California St
Sacramento St
Market St
Mission St
Van Ness Ave
Gough St
Fillmore St
Divisadero St
Masonic Ave
Stanyan St
Cole St
Arguello Blvd
Geary Blvd
Anza St
Anzavista Ave
Broderick St
Laguna St
Buchanan St
Dolores St
Guerrero St
Valencia St
Shotwell St
Folsom St
Harrison St
Bryant St
Potrero Ave
Mariposa St
Frederick St
Parnassus Ave
Grattan St
Alma St
Rivoli St
Shrader St
Clayton St
Roosevelt Way
Corbett Ave
Masonic Ave
Divisadero St
Scott St
Buchanan St
Dolores St
Guerrero St
Mission St
Van Ness Ave
Gough St
Fillmore St
Larkin St
Taylor St
Jones St
Leavenworth St
Hyde St
Polk St
Franklin St
Gough St
Octavia St
Laguna St
Buchanan St
Webster St
Fillmore St
Steiner St
Pierce St
Scott St
Divisadero St
Broderick St
Baker St
Lyon St
Presidio Ave
Arguello Blvd
Cherry St
Maple St
Willow St
Laurel St
Collins St
Spruce St
Walnut St
Locust St
Pine St
Bush St
Sutter St
Post St
Geary Blvd
O'Farrell St
Ellis St
Eddy St
Turk St
Golden Gate Ave
McAllister St
Fulton St
Grove St
Hayes St
Ivy St
Oak St
Page St
Haight St
Waller St
Duboce Ave
Market St
Mission St
Van Ness Ave
Gough St
Fillmore St
Divisadero St
Masonic Ave
Stanyan St
Cole St
Arguello Blvd
Geary Blvd
Anza St
Anzavista Ave
Broderick St
Laguna St
Buchanan St
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Guerrero St
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Bryant St
Potrero Ave
Mariposa St
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Parnassus Ave
Grattan St
Alma St
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O'Farrell St
Ellis St
Eddy St
Turk St
Golden Gate Ave
McAllister St
Fulton St
Grove St
Hayes

Map.key — Edited

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Slides

1

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Slideshow Settings

- [ ] Automatically play upon open
- [ ] Loop slideshow
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  15 m

Presentation Type

Normal

Delay: 5.0 s Transitions | 2.0 s Builds

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Custom (1000 x 1000)

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Change Password...

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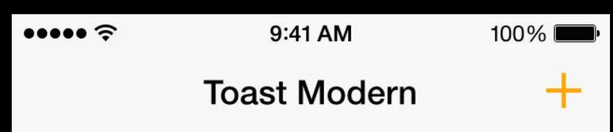
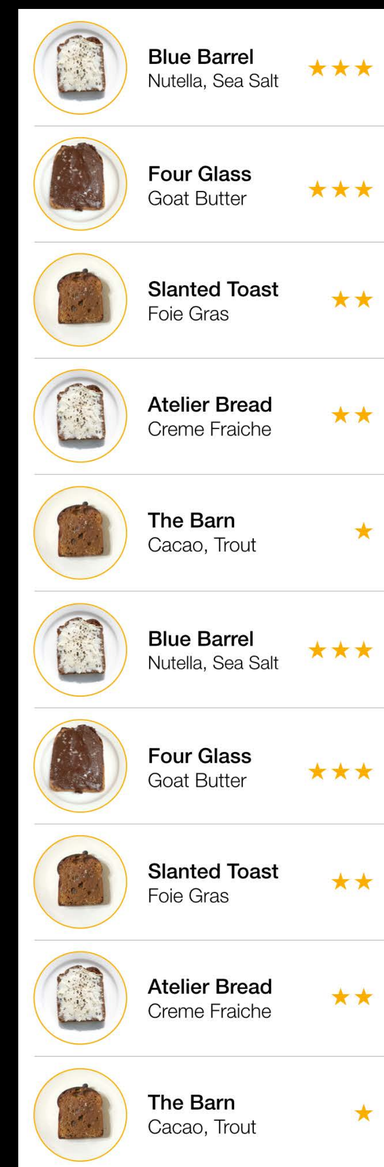
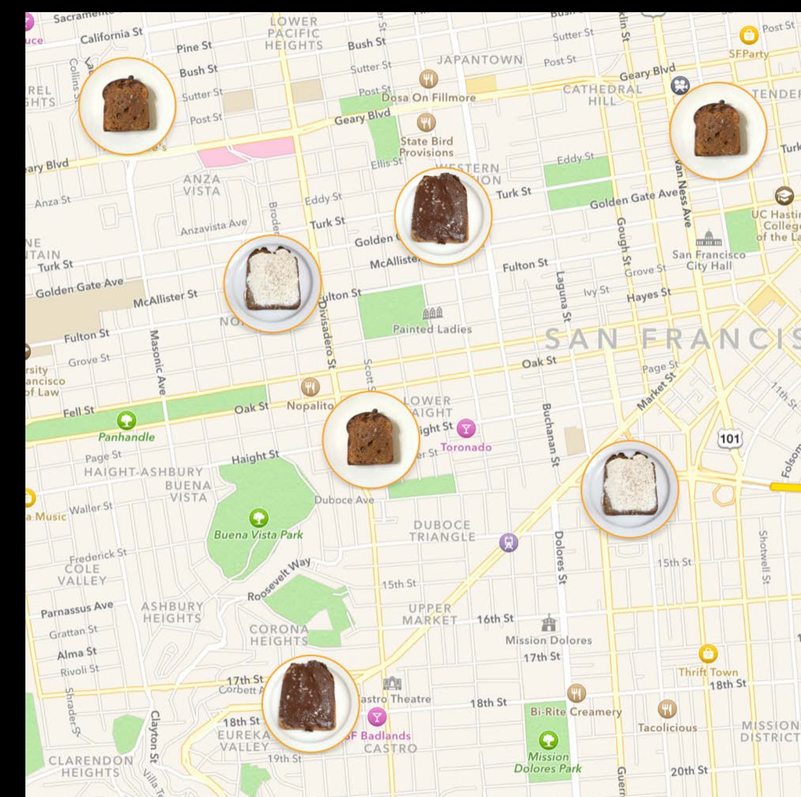
2. Break Up the Picture







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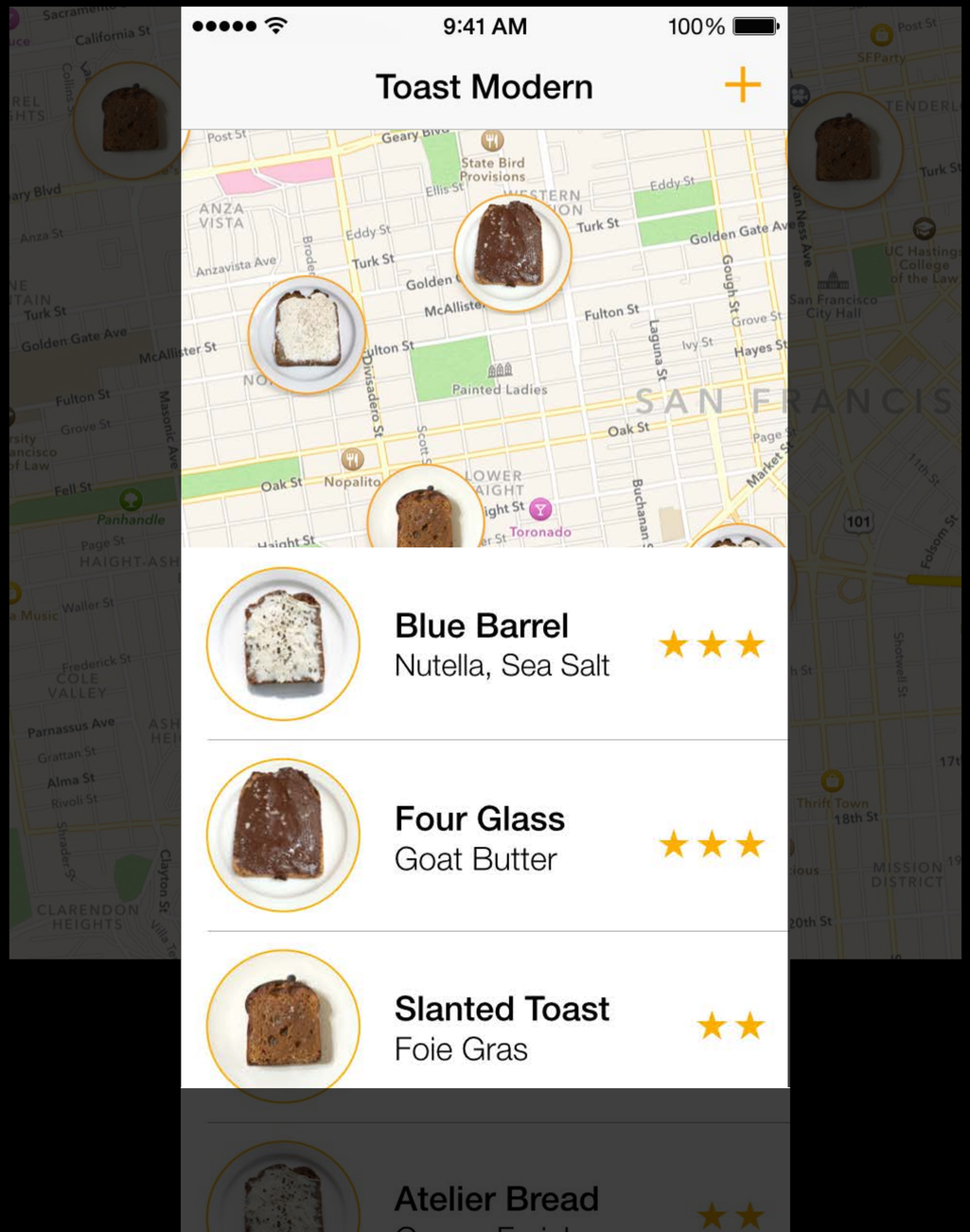

2. Break Up the Picture

```
- (void) setup {

    Layer* screen = [Screen layer];

    Layer* map = [Layer layerWithParent: screen];
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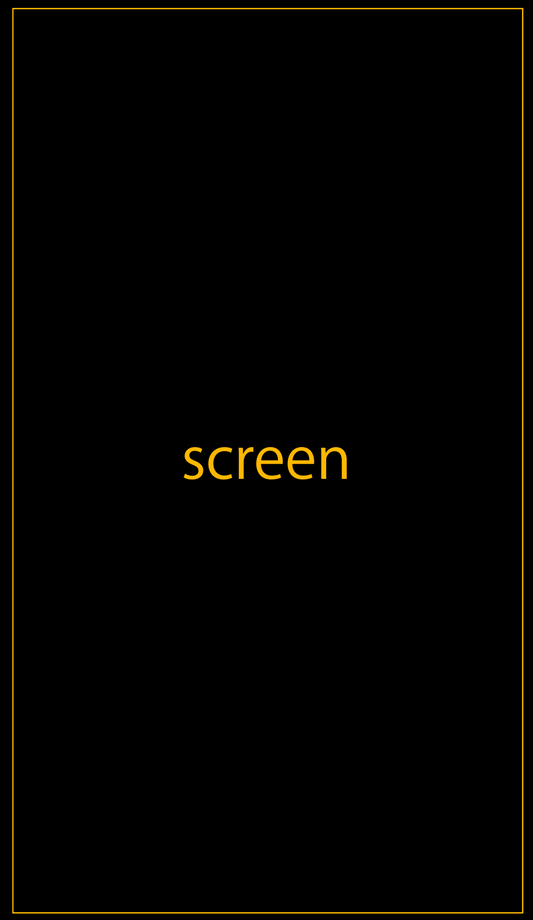
    map.x = -100;
    map.y = -50;

    Layer* list = [Layer layerWithParent:screen];
    [list loadImage:@"list.png"];
    list.y = 284;

    Layer* navBar = [Layer layerWithParent: screen];
    [navBar loadImage:@"navBar.png"];
}
```



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    [list loadImage:@"list.png"];
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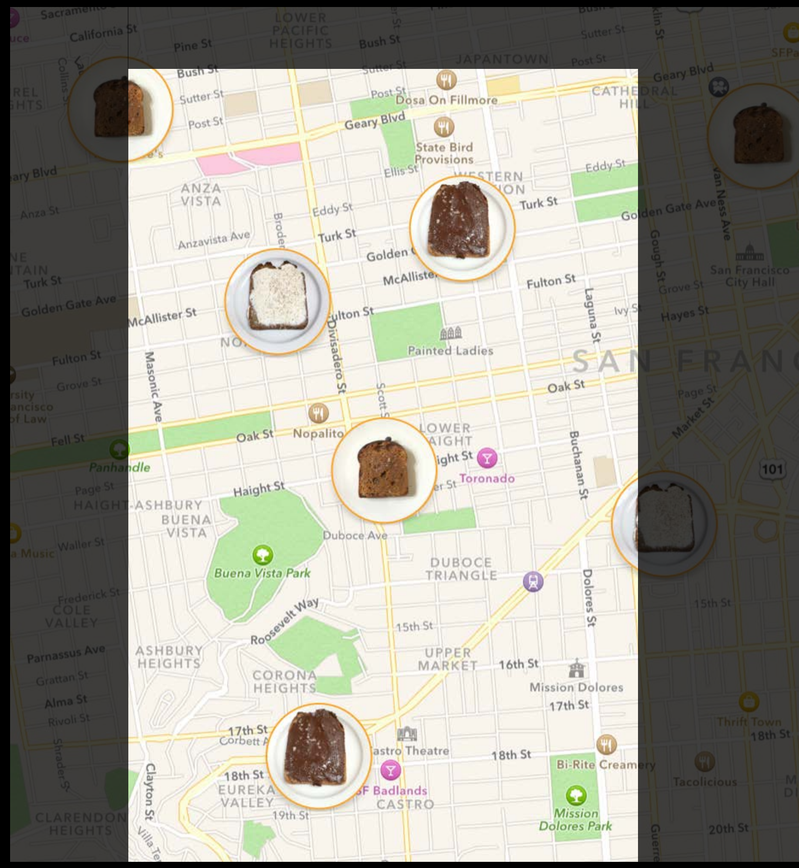
```



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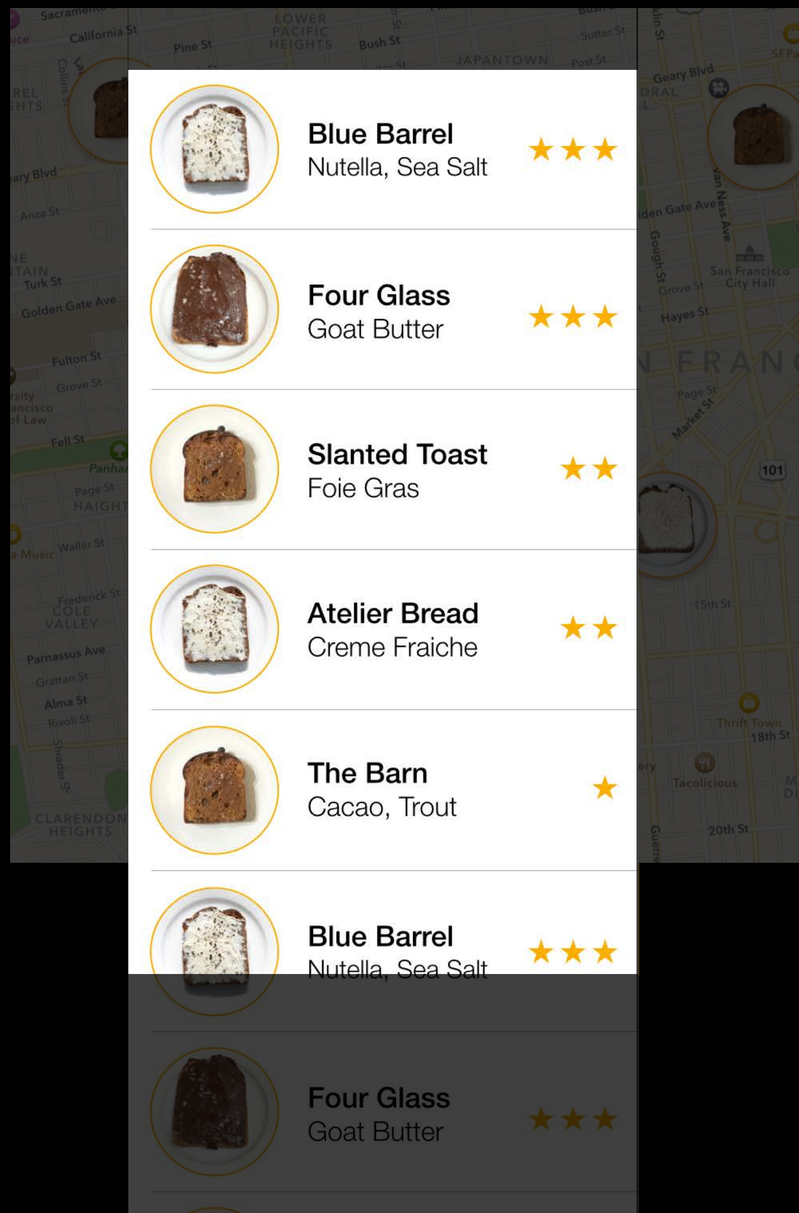
```



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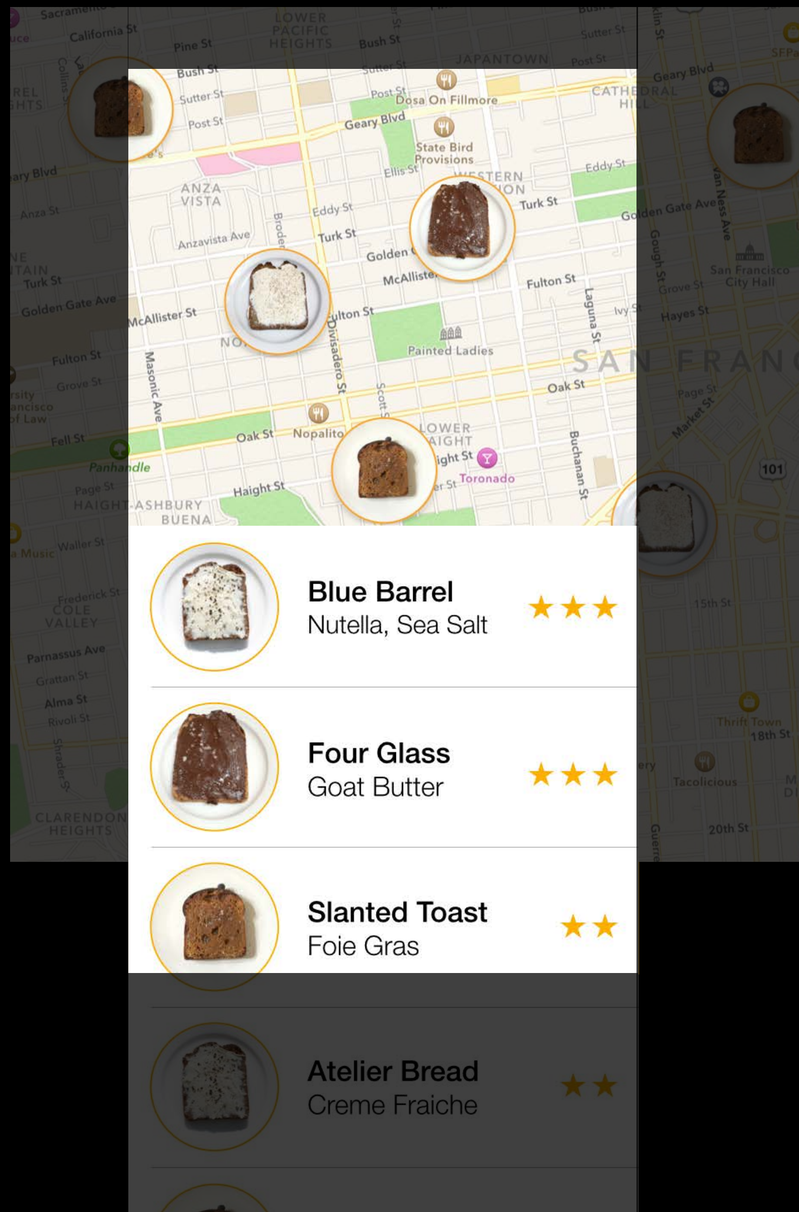
```



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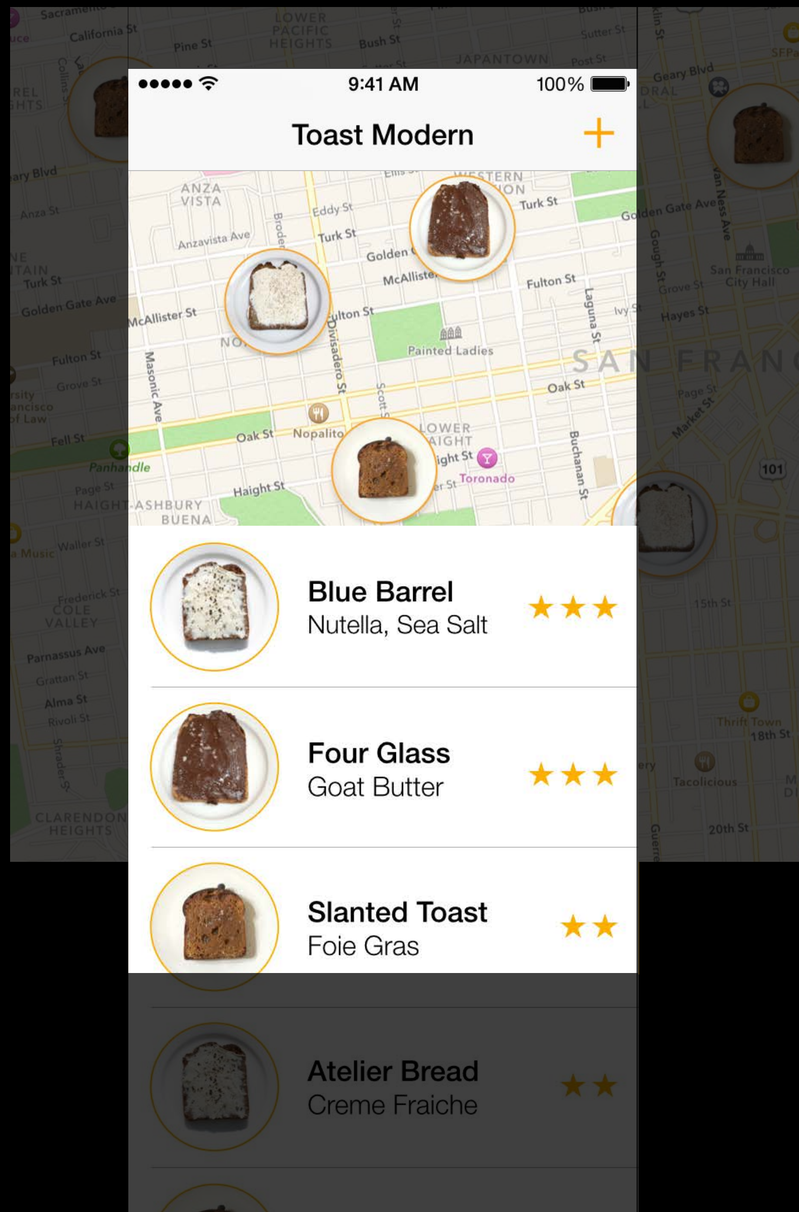
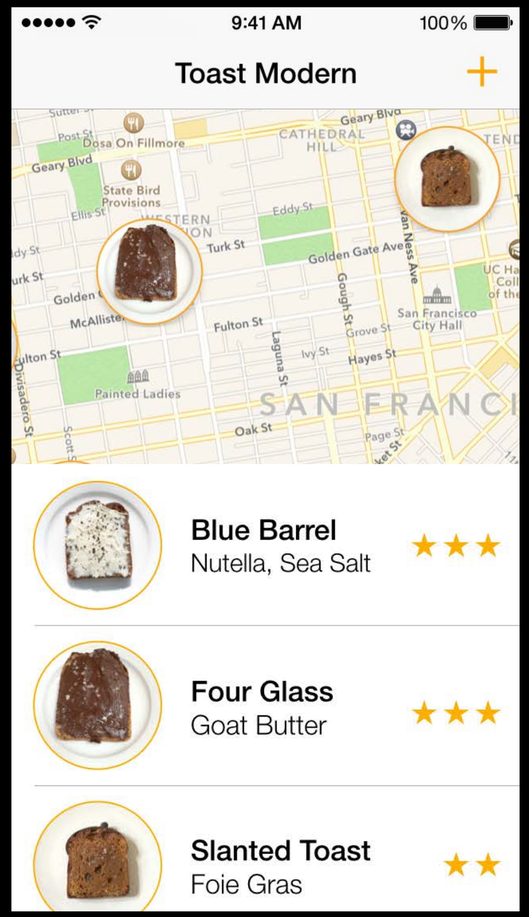


3. Move the Pictures When You Touch Them



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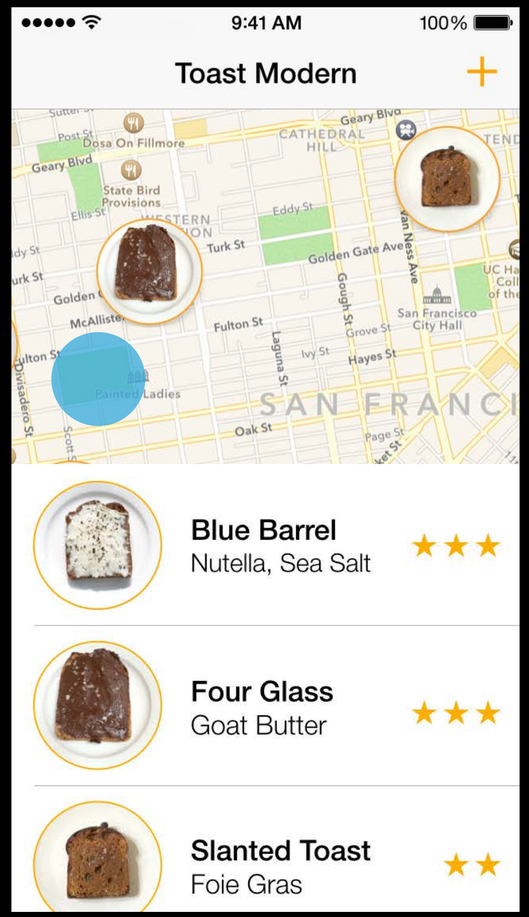

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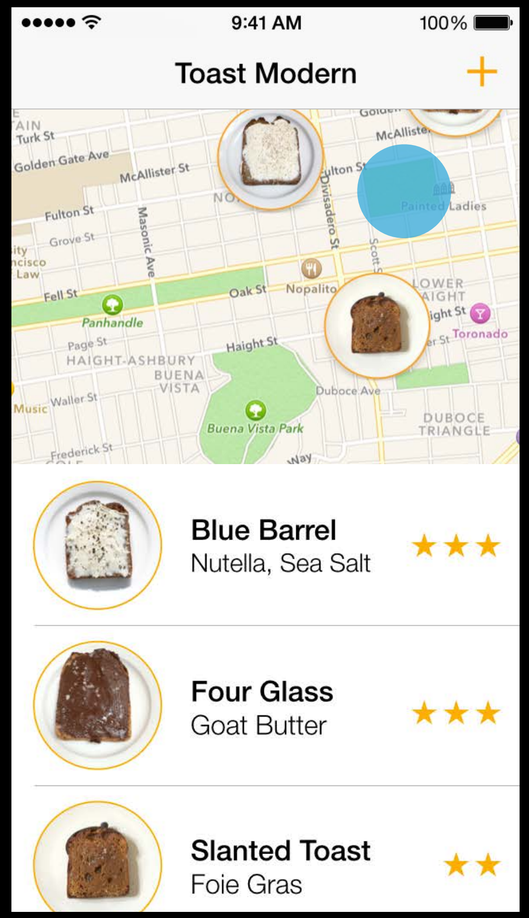

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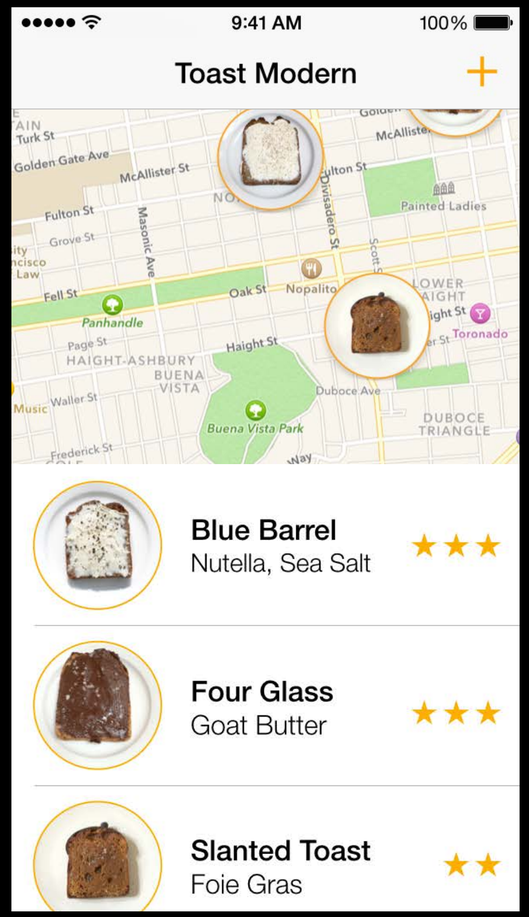

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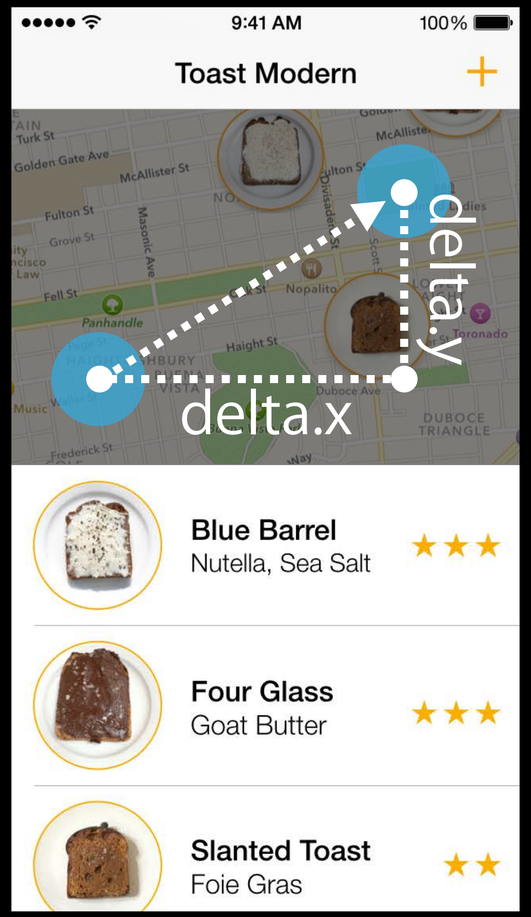

3. Move the Pictures When You Touch Them

```
map.onTouchMove = ^(NSSet* touches)
{
    UITouch* touch = [touches anyObject];
    CGPoint current = [touch locationInView:screen];
    CGPoint previous = [touch previousLocationInView:screen];

    CGPoint delta;
    delta.x = current.x - previous.x;
    delta.y = current.y - previous.y;

    [UIView performWithoutAnimation:^(void){
        map.x = map.x + delta.x;
        map.y = map.y + delta.y;
    }];
};
```

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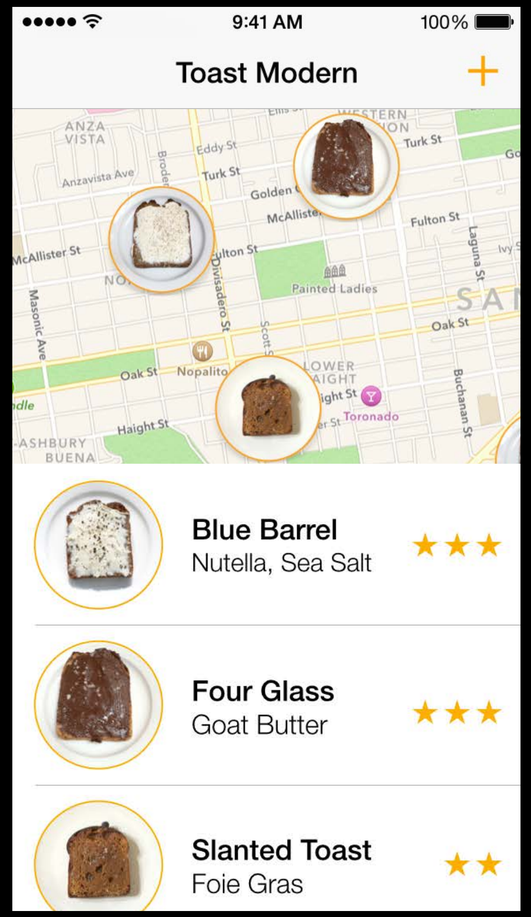
        map.x = map.x + delta.x;
        map.y = map.y + delta.y;
    }];
};
```

3. Move the Pictures When You Touch Them

```
Layer* camera = [Layer layerWithParent:screen];
[camera loadImage:@"camera.png"];

camera.y = screen.height;

navBar.onTouchUp = ^(NSSet* touches)
{
    [UIView animateWithDuration:0.5 animations:^(void){
        camera.y = 0;
    }];
};
```



3. Move the Pictures When You Touch Them

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Layer* camera = [Layer layerWithParent:screen];
[camera loadImage:@"camera.png"];

camera.y = screen.height;

navBar.onTouchUp = ^(NSSet* touches)
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    [UIView animateWithDuration:0.5 animations:^(void){
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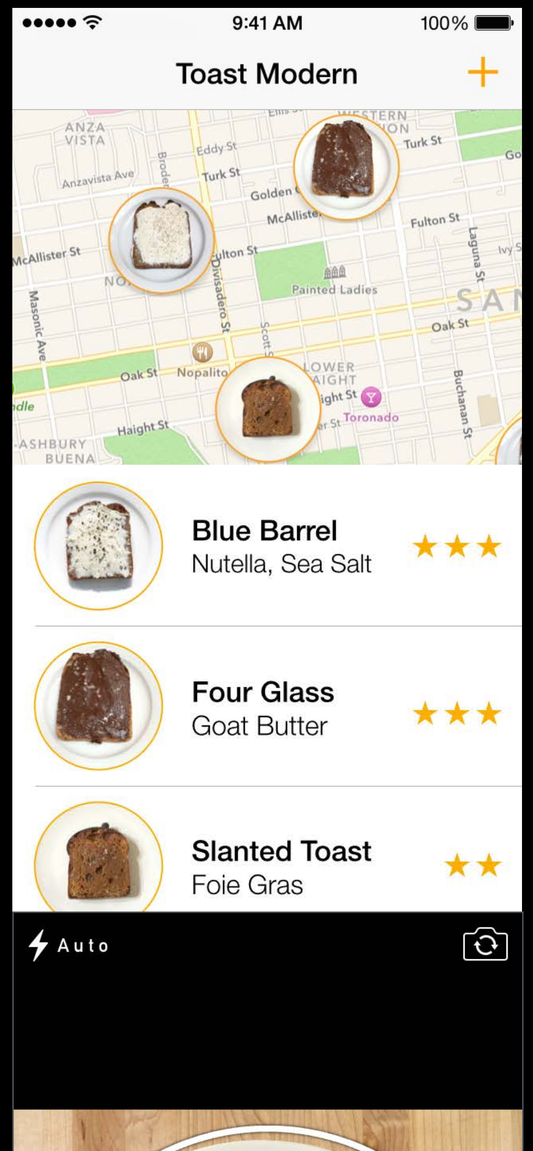

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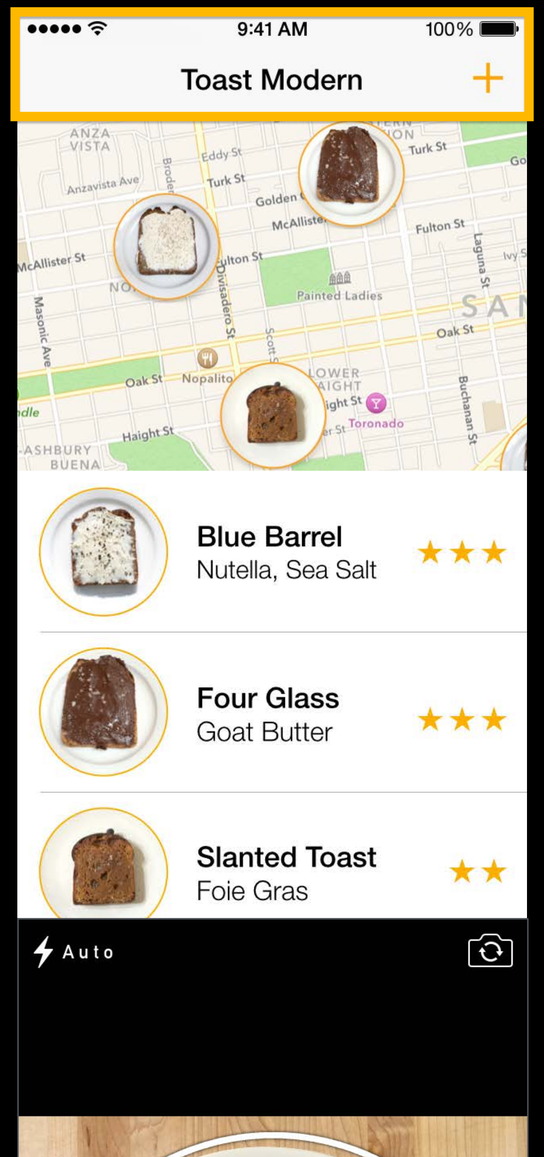

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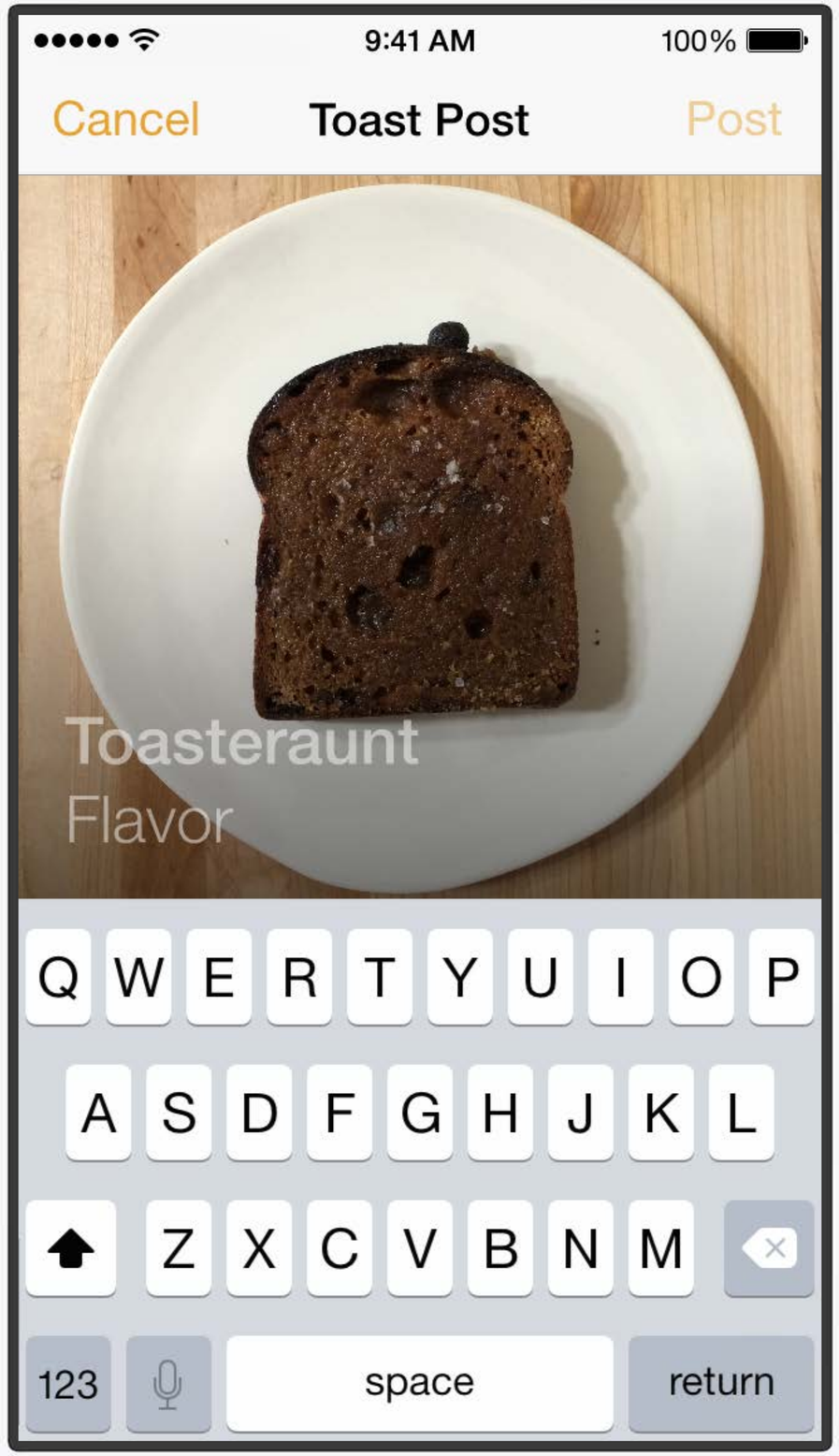
Auto

Auto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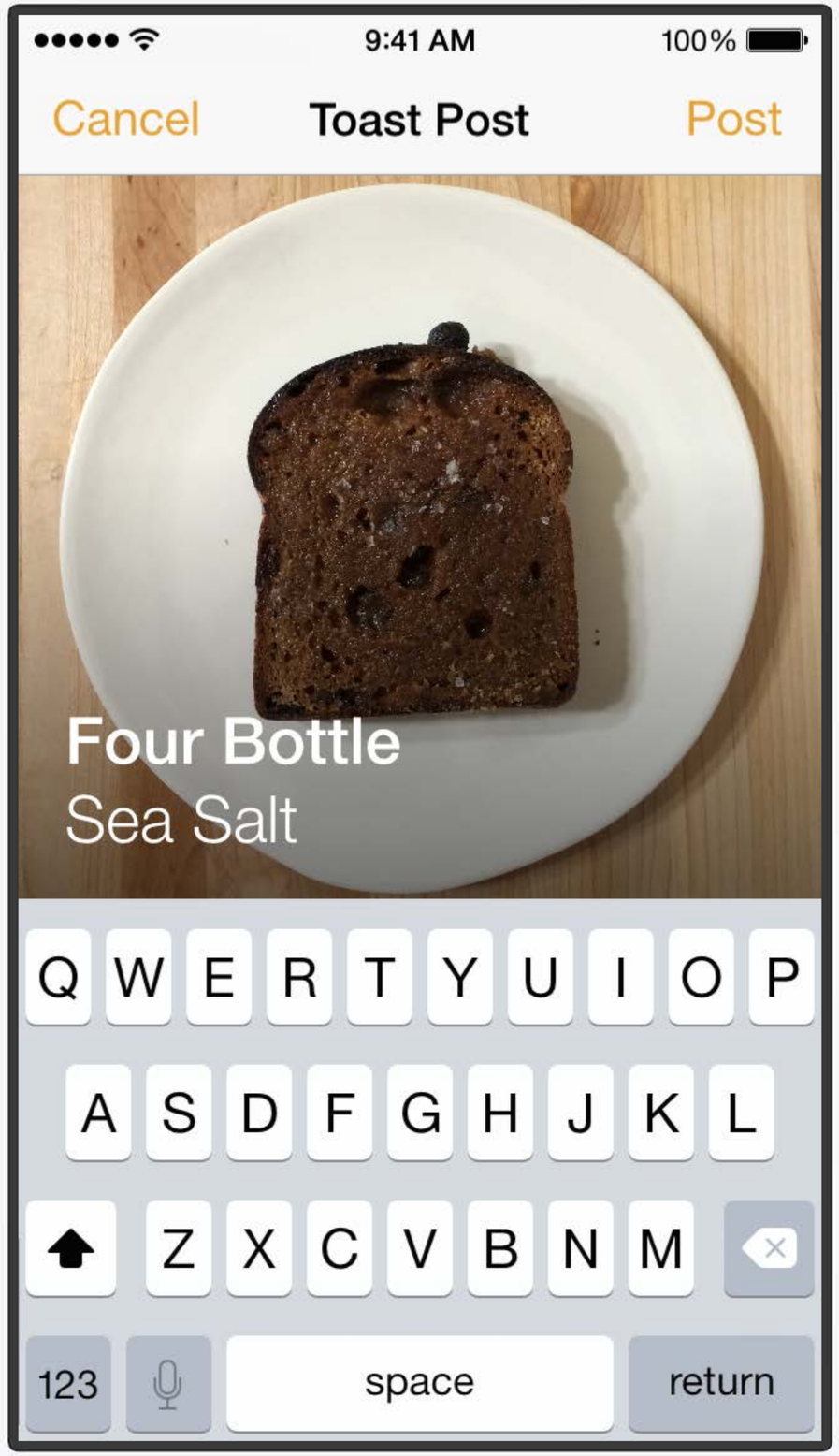
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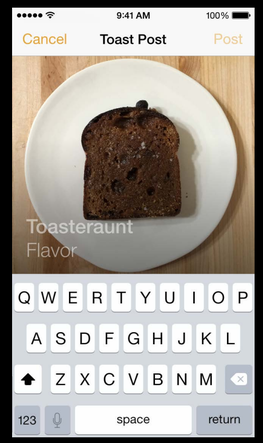
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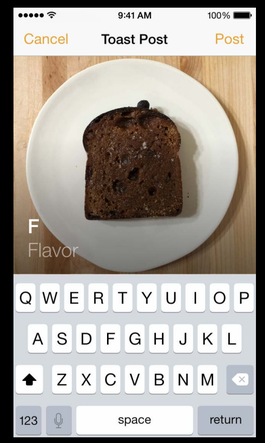
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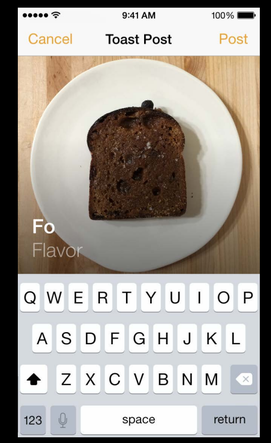
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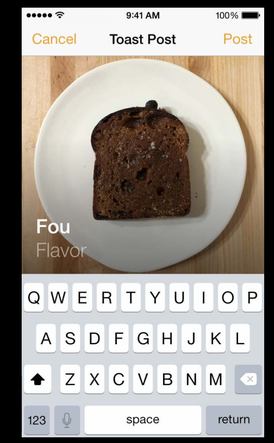
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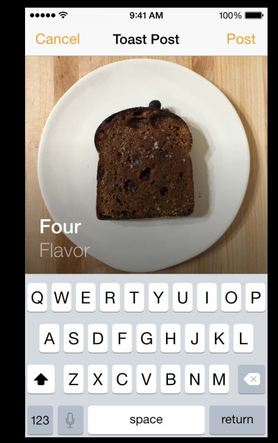
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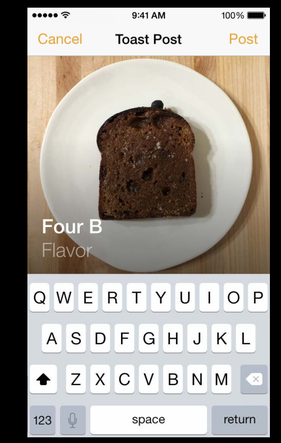
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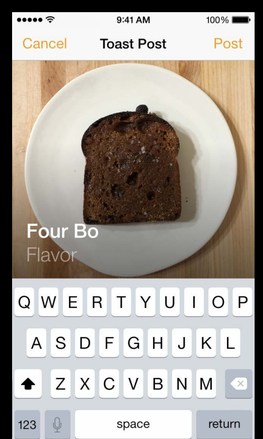
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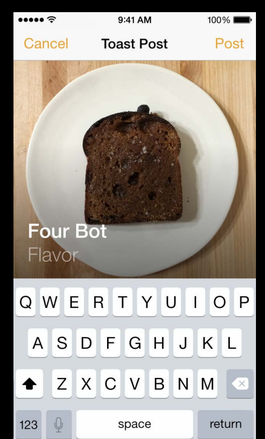
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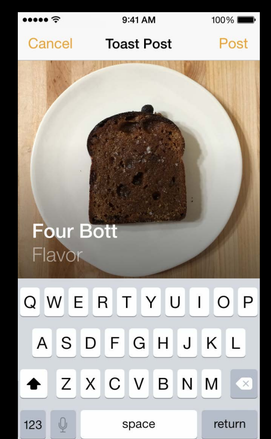
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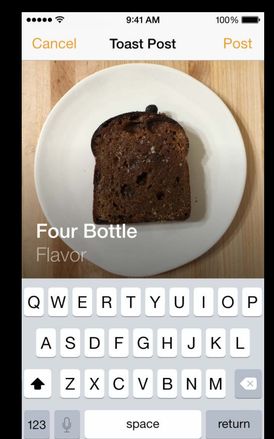
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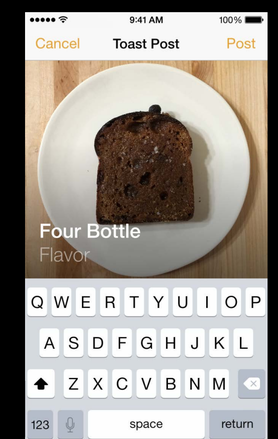
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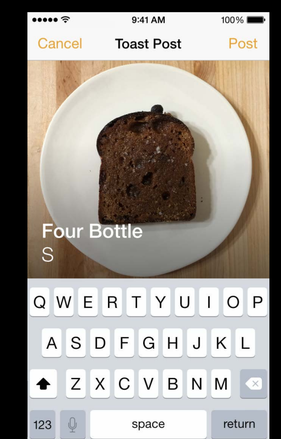
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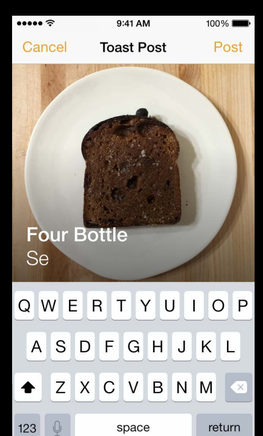
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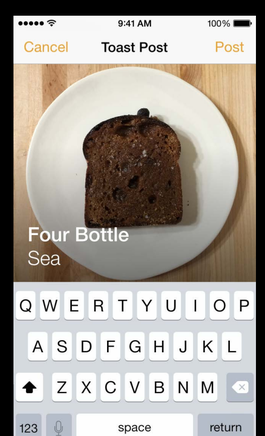
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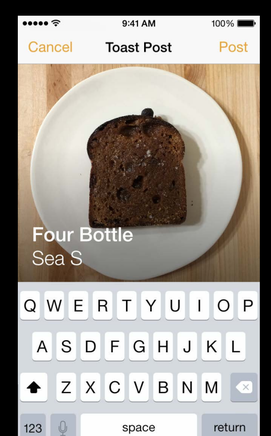
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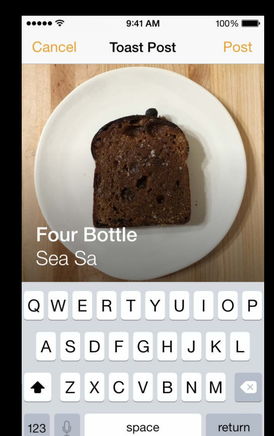
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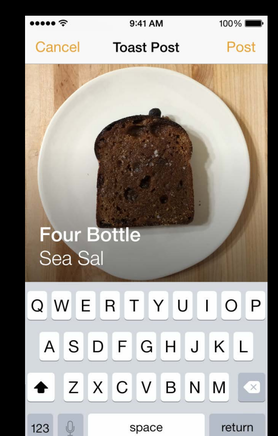
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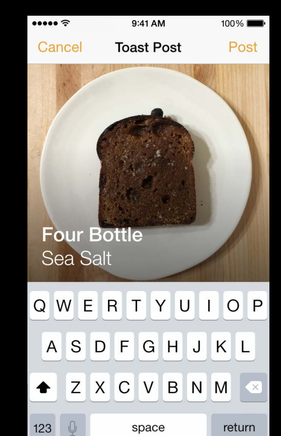
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Show People

Show People

Do you know how to find nearby toast / top toast?

"I can find toast in the list and I can pan the map too"

"Is the toast on the map and the list the same?"

Show People

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Is it easy to explore toasts?

"I just scroll until I see something I like in the list"

"It's easy to pan the map to find nearby toast but how do I zoom?"

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Is it easy to explore toasts?

"I just scroll until I see something I like in the list"

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How can we make this better?

"I wish I could sort the toast in a few more different ways"

Learn from Feedback

Learn from Feedback

What’s working?

Learn from Feedback

What's working?

Finding the best toast and nearby toast is pretty quick

Learn from Feedback

What's working?

Finding the best toast and nearby toast is pretty quick

What's not working?

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What other ideas does this give us?

Learn from Feedback

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What other ideas does this give us?

Filter the list using the map

Learn from Feedback

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The correspondence between the toast on the list and the toast on the map

There's no way find cheap or expensive toast

What other ideas does this give us?

Filter the list using the map

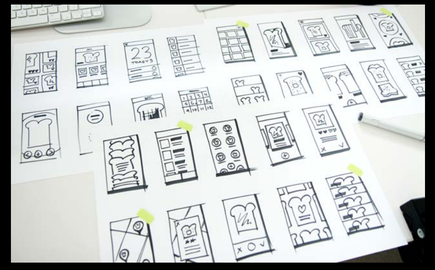
Add a way to sort the list by rating or cost

Recap

Recap

Pictures

Recap



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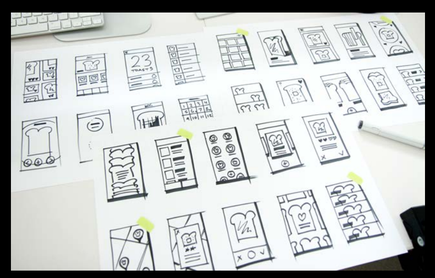
Recap



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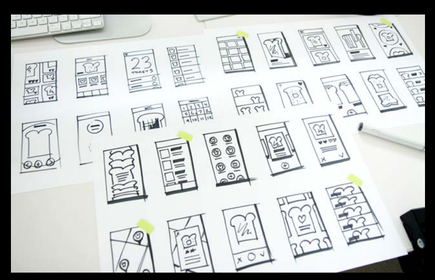

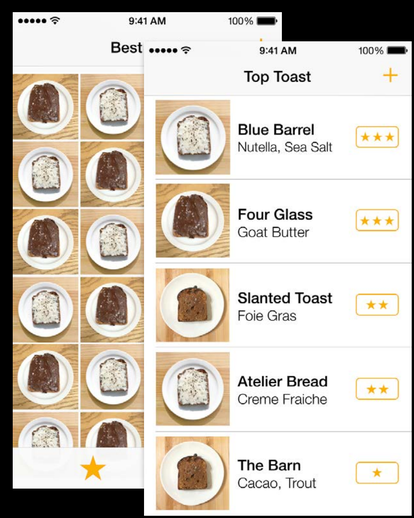

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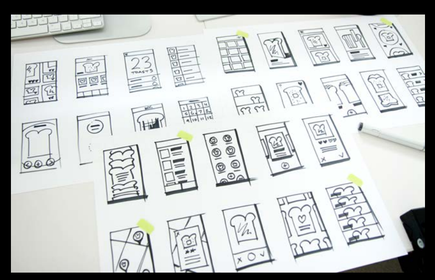
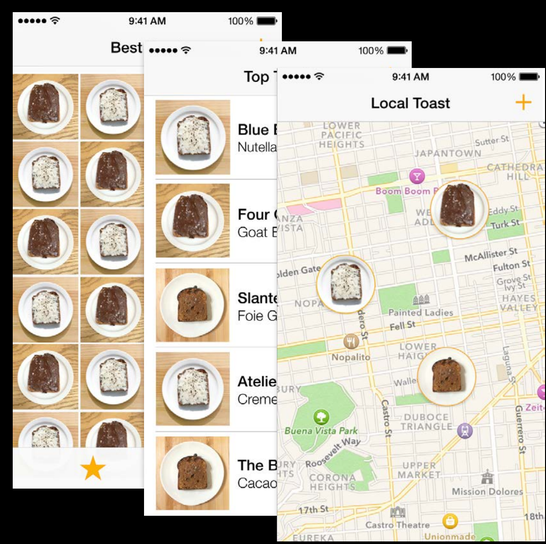
Recap





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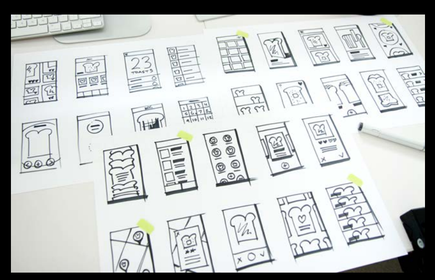

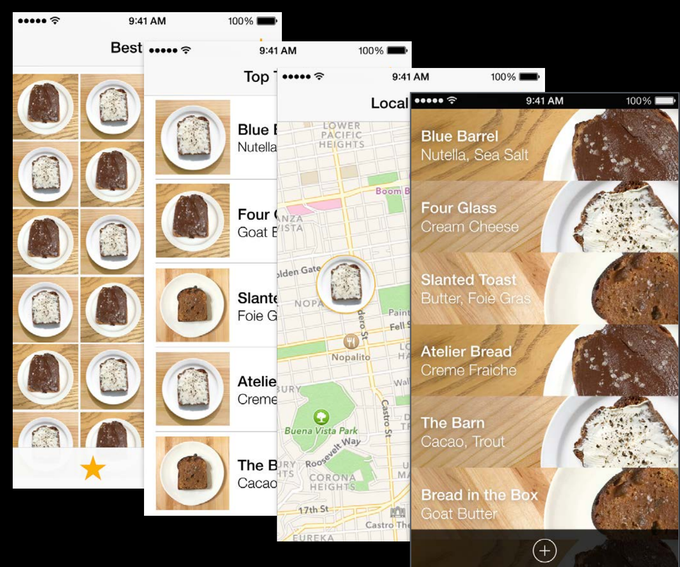

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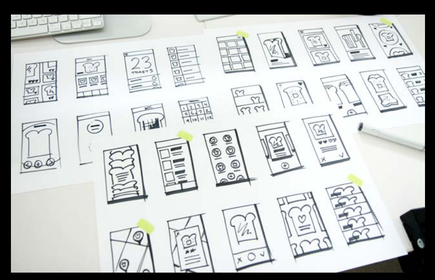

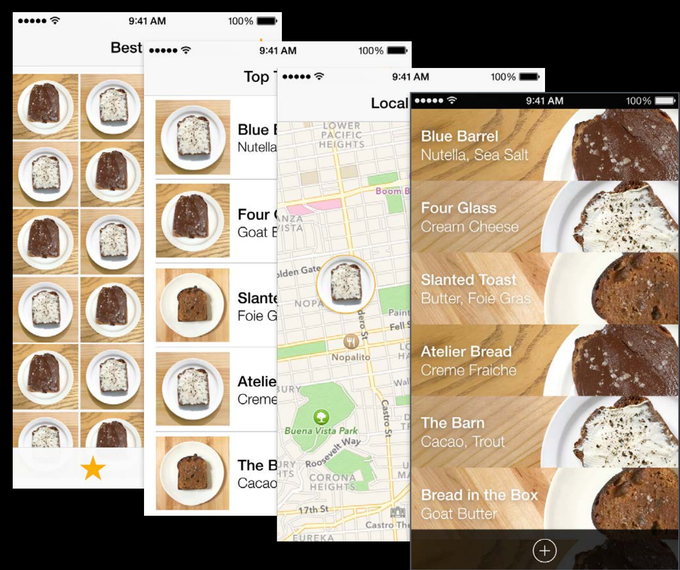

Pictures

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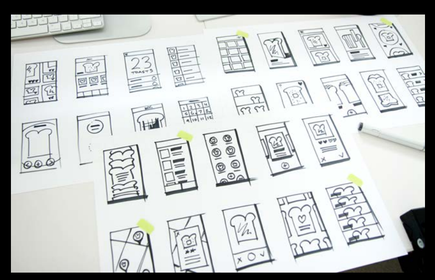
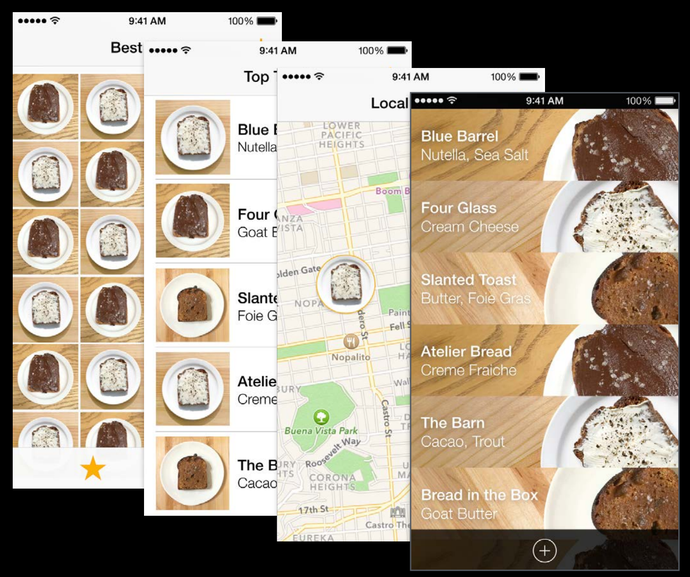
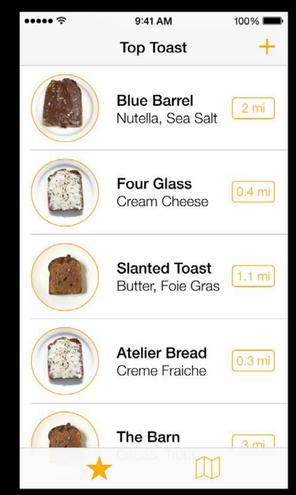
Recap







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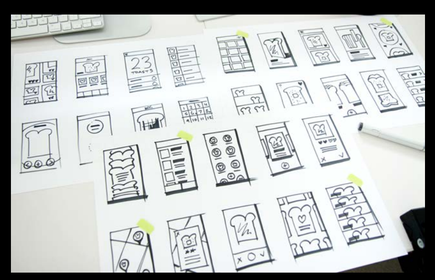

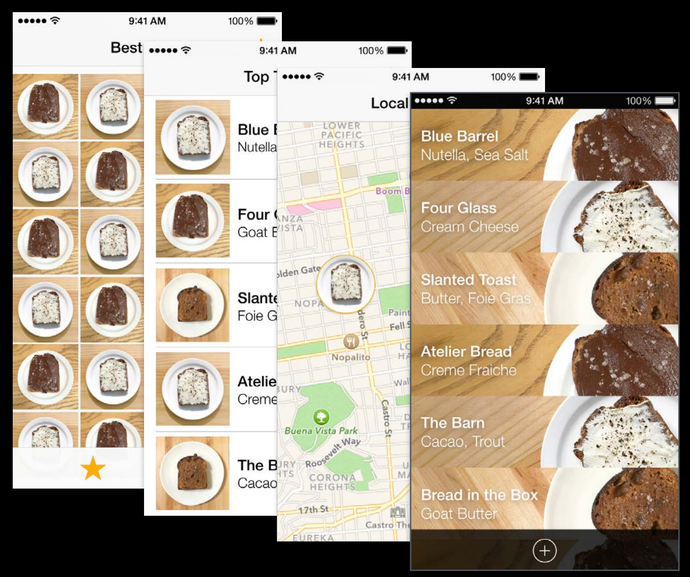

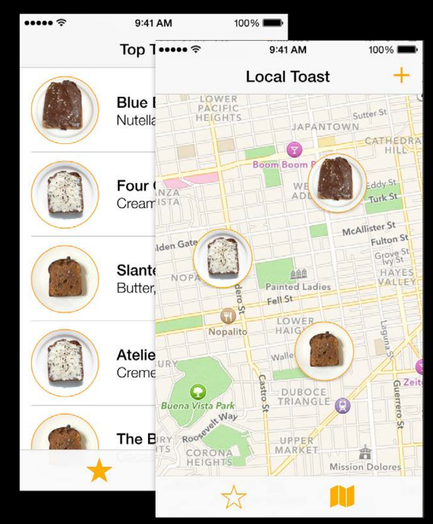

Pictures

Animation

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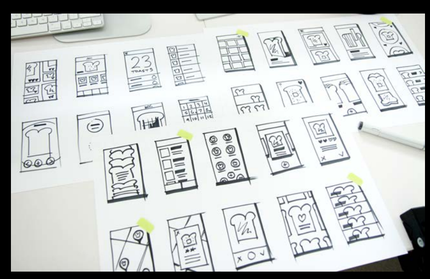

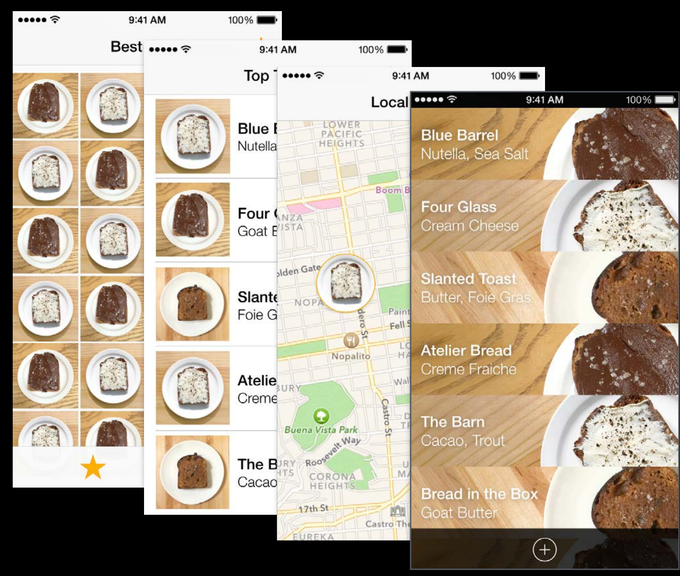

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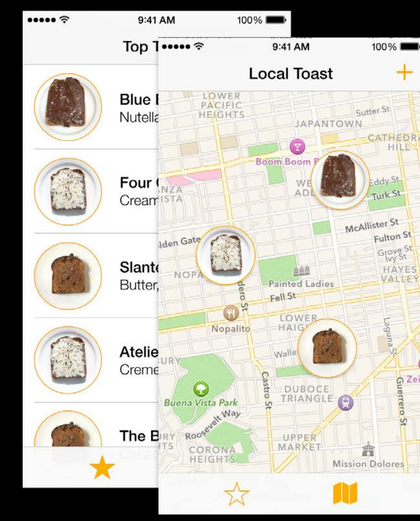
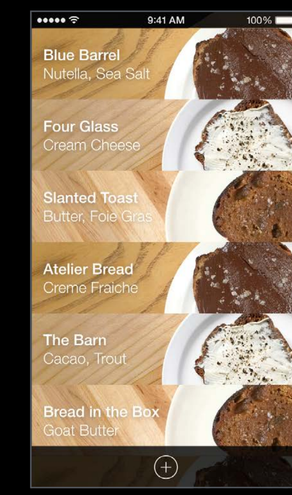
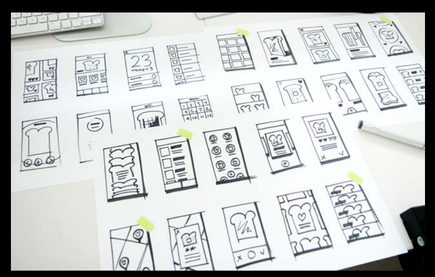
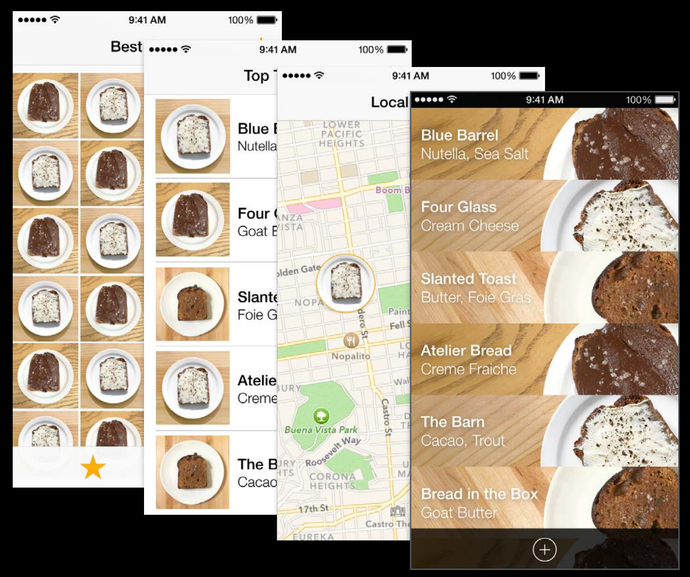




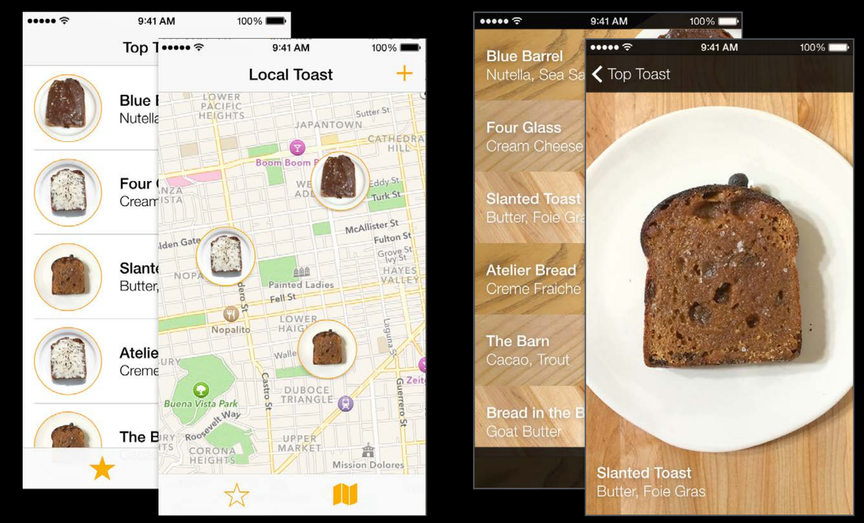
Animation

Recap



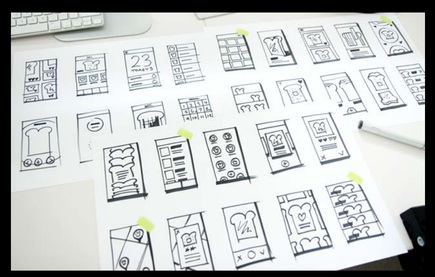


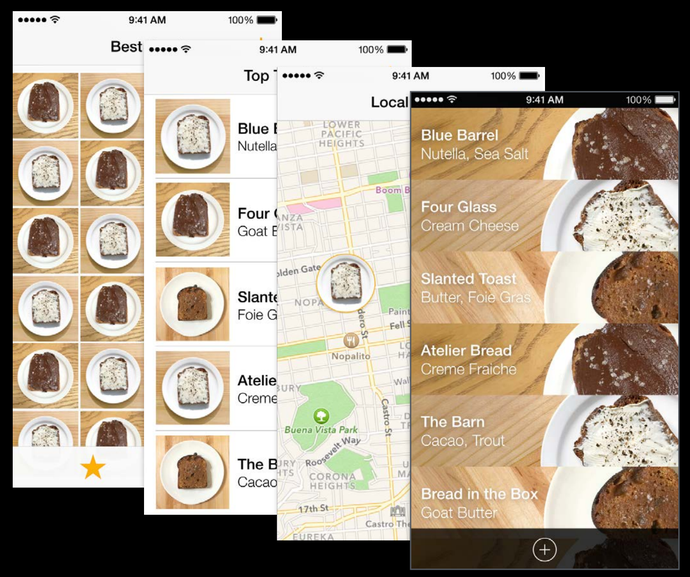
Pictures

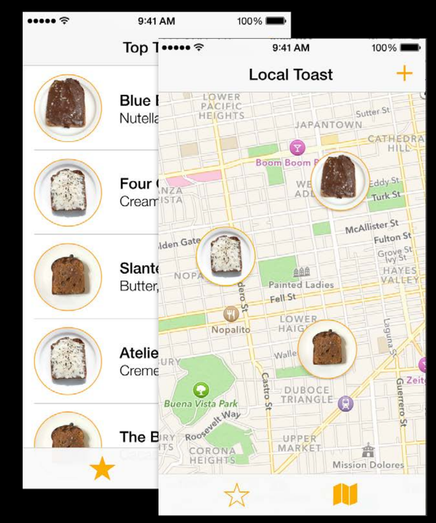


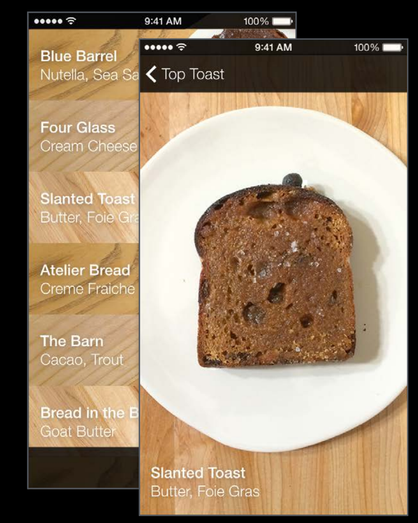
Animation

Recap







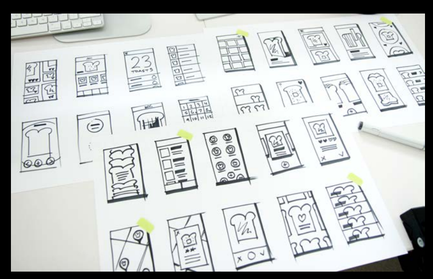


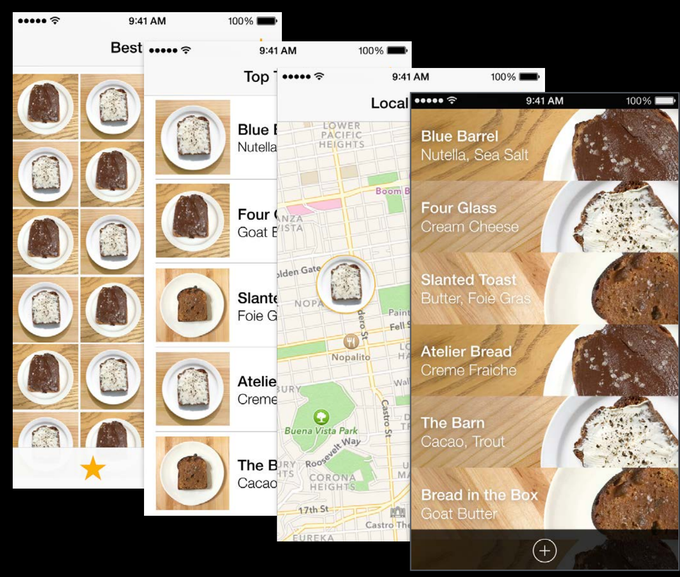
Pictures

Animation

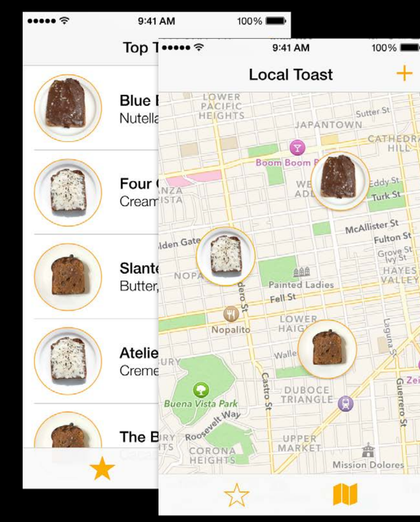
Interaction

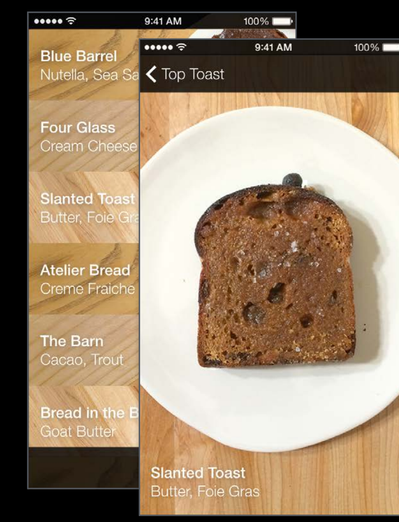
Recap



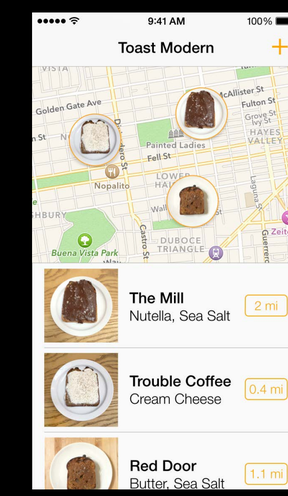


Pictures





Animation



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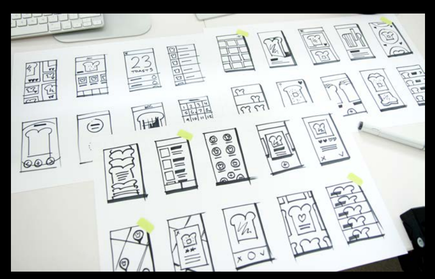
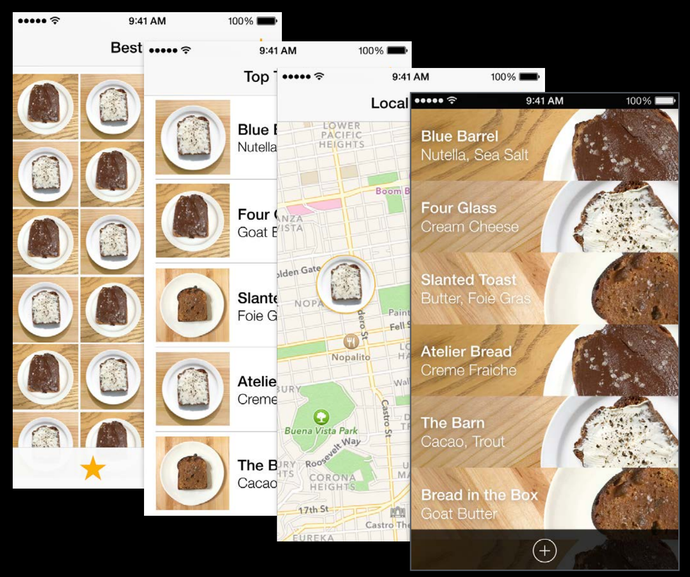
Recap





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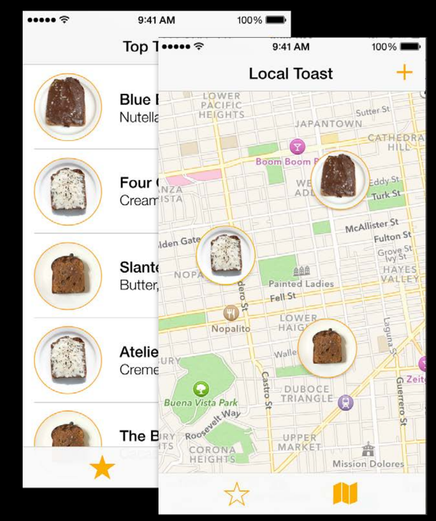

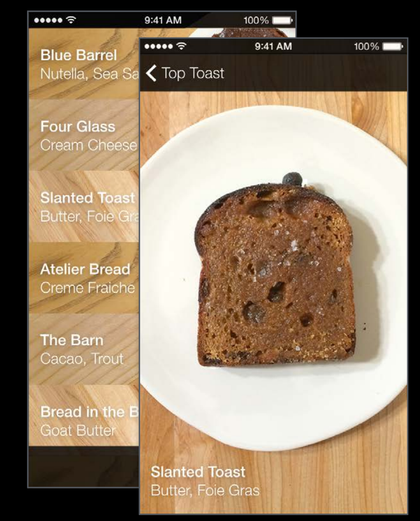

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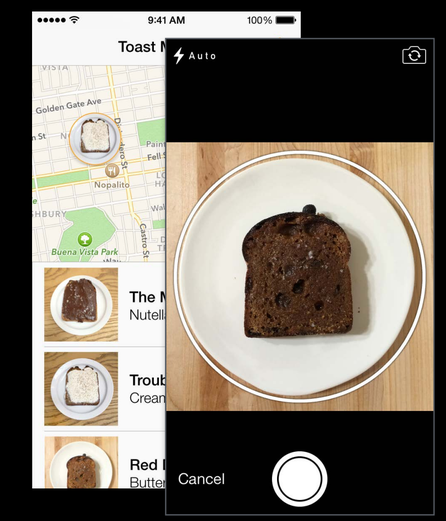
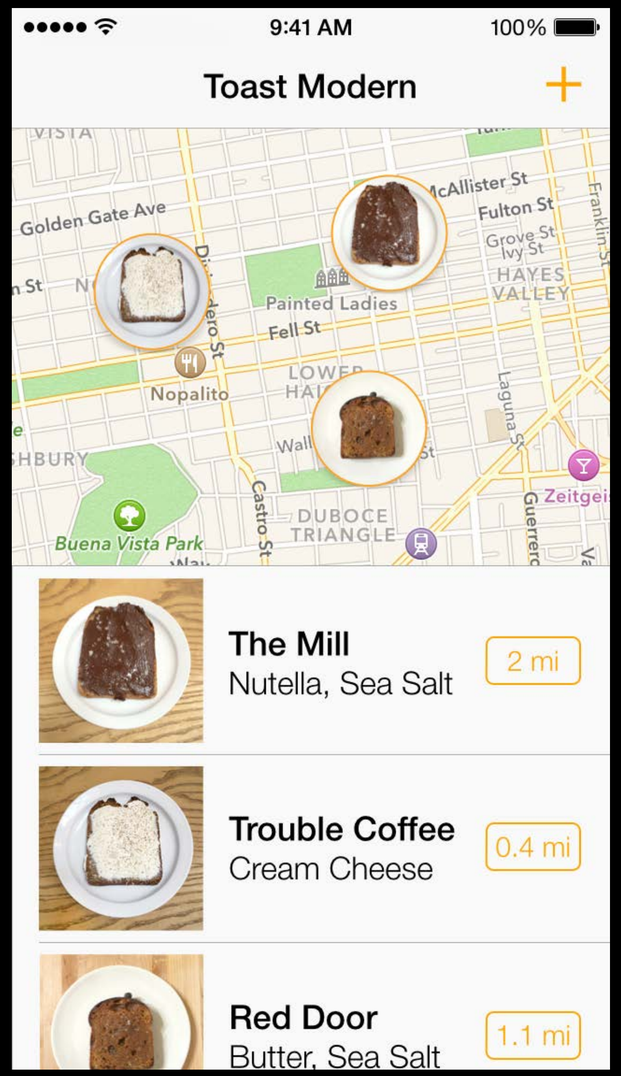


Interaction

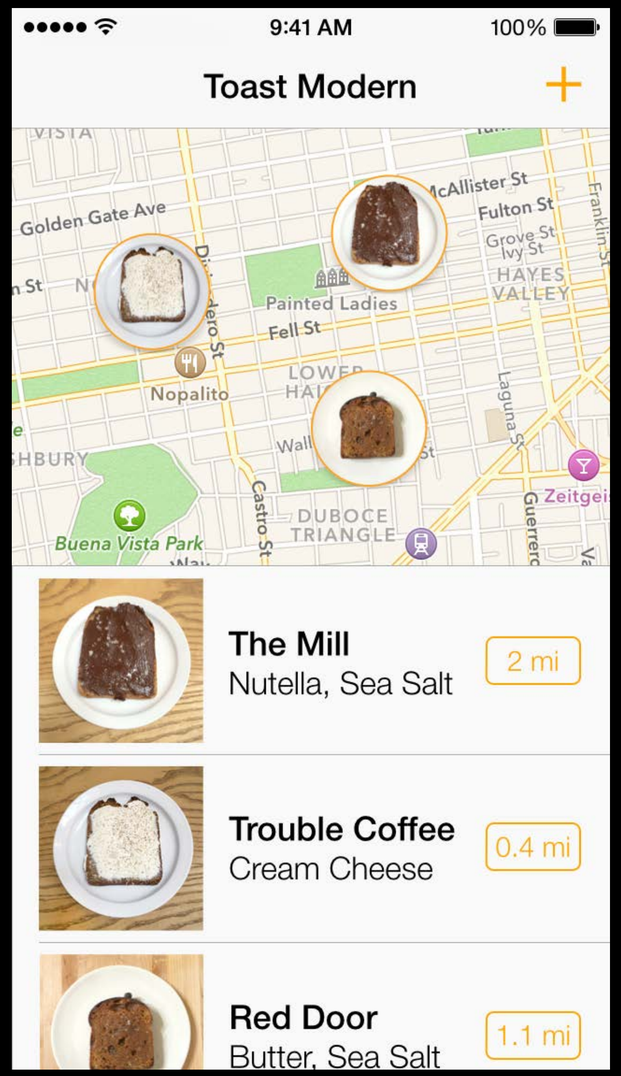
Comparison

Real Code | Prototype



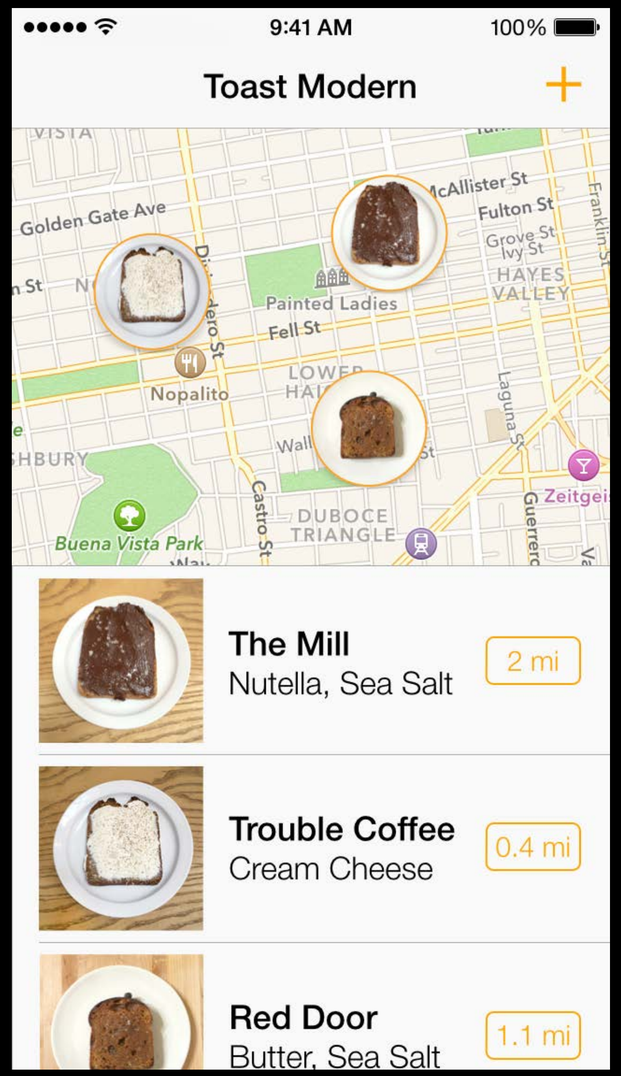
Comparison

Real Code	Prototype
MapKit, set type, zoom	
Place toasts at specific lat/longs	
UITableView	
Create cell class with spot for image, name, and description	
Populate list with database of toast restaurant information	



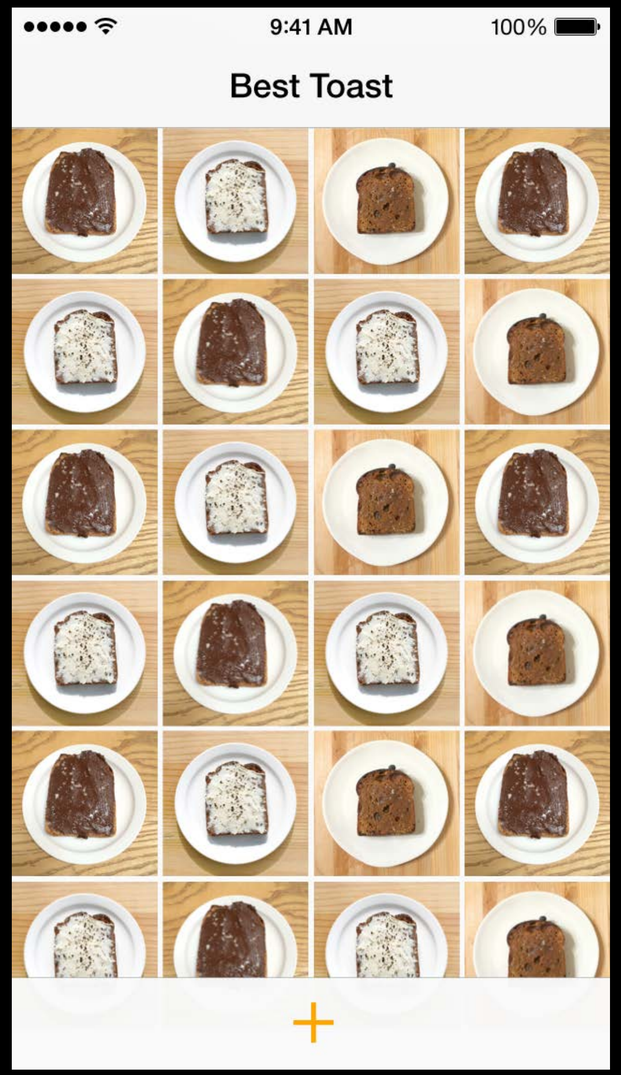
Comparison

Real Code	Prototype
MapKit, set type, zoom	Move a picture in 2D
Place toasts at specific lat/longs	Move a picture up + down
UITableView	
Create cell class with spot for image, name, and description	
Populate list with database of toast restaurant information	



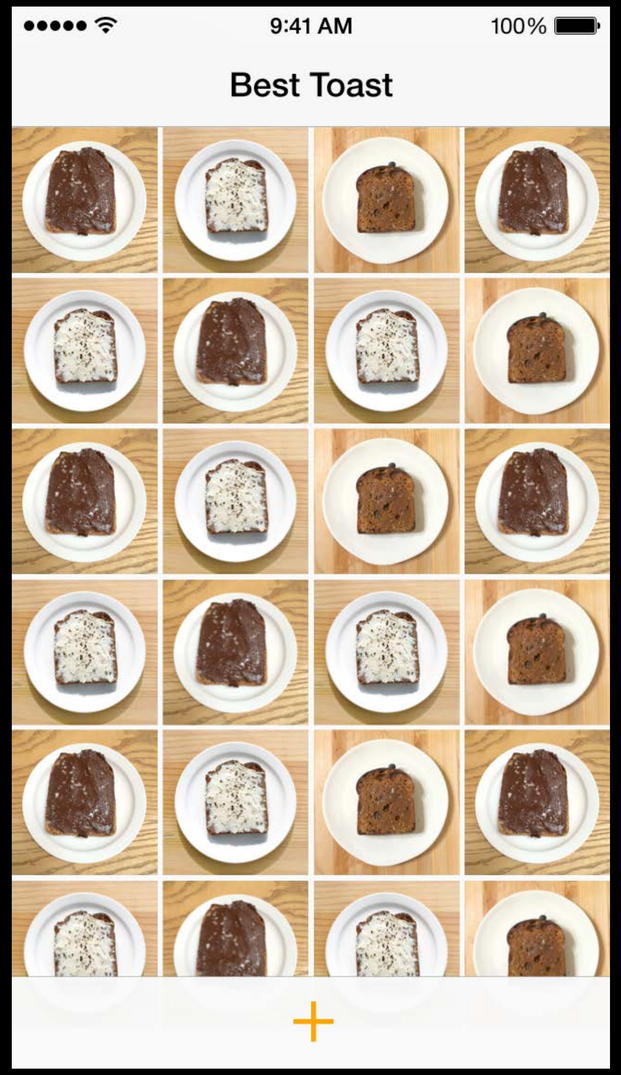
Comparison Two

Real Code | Prototype



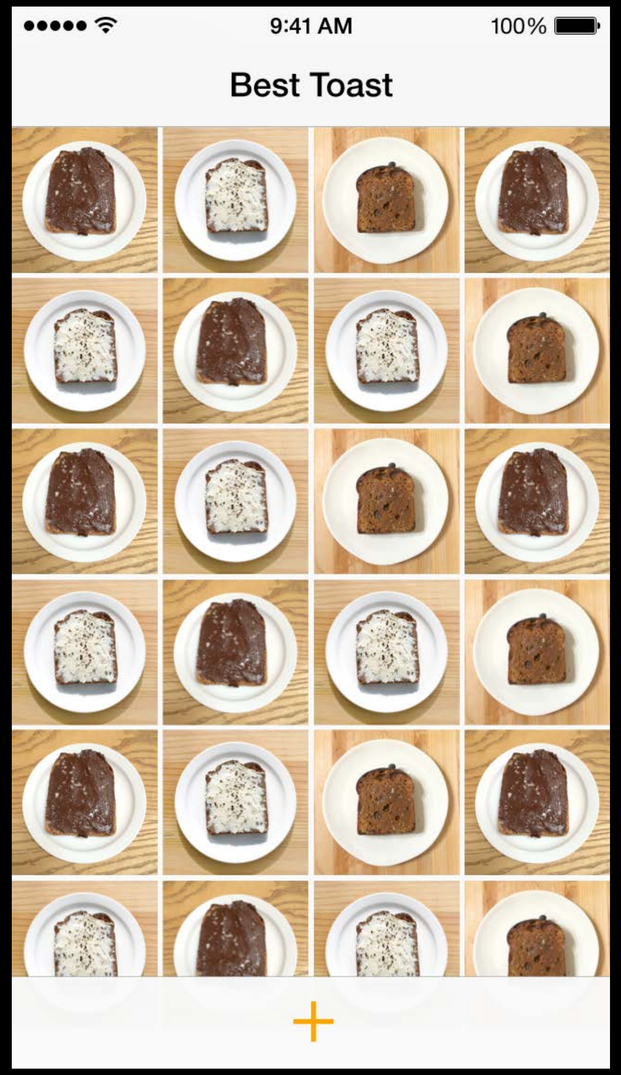
Comparison Two

Real Code	Prototype
UICollectionView	
Populate with toast pictures	
UITabView	
Add plus button	



Comparison Two

Real Code	Prototype
UICollectionView	Just a quick drawing
Populate with toast pictures	
UITabView	
Add plus button	



What We Learned

We learned how to	So we could

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Pictures	Take screenshots, mask, and rearrange them	Make lots of different options

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What We Learned

	We learned how to	So we could
Pictures	Take screenshots, mask, and rearrange them	Make lots of different options
Animation	Animate pictures using Magic Move in Keynote	See how screens work together
Interaction	Make pictures move on screen in response to touches	See how it feels

Why

How

Why

Test ideas

Save time and money building the right things

How

Why

Test ideas

Save time and money building the right things

Get new ideas

Make the experience of your product even better

How

Why

Test ideas
Save time and money building the right things

Get new ideas
Make the experience of your product even better

How

Make fake apps

Why

Test ideas
Save time and money building the right things

Get new ideas
Make the experience of your product even better

How

Make fake apps

Show people

Why

Test ideas

Save time and money building the right things

Get new ideas

Make the experience of your product even better

How

Make fake apps

Show people

Learn from their feedback

Why

Test ideas
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Get new ideas
Make the experience of your product even better

How

Make fake apps

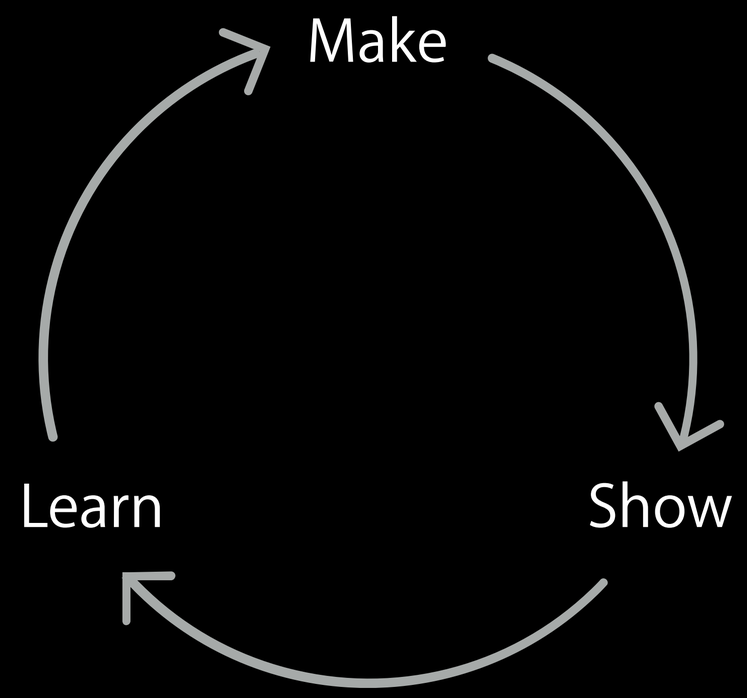
Show people

Learn from their feedback

Make

Learn

Show


Make
Show
Learn

What We Want You to Do

What We Want You to Do

Developers at companies	Tell your management that prototyping saves time and money by helping you build the right things

What We Want You to Do

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Solo developers	Draw, animate, and hack before you build something
Can’t code	Draw and animate, you don’t need code, yet
Designers	Make animated and interactive things
Management	Make time for designers and engineers to prototype

More Information

Rachel Roth
User Experience Evangelist
rroth@apple.com

Designing Great Apps
http://developer.apple.com/design

Keynote Files and Toast Code
https://developer.apple.com/library/ios/toastmodern_sample

Labs

• Prototyping Lab	Services Lab A	Thursday 10:15 AM
• User Interface Design Lab	UI Design Lab	Daily 9:00 AM

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