#WWDC18

The Qualities of Great Design

Session 801

Lauren Strehlow, Design Evangelist

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Designers

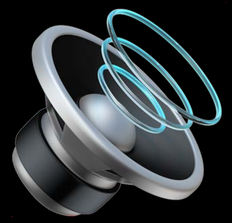
THE GAME BAND

LAYERS

KHANACADEMY

Real people

Series of interviews



Interpretation

Significance

Aspirations

Techniques

Interpretation

Significance

Aspirations

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What is quality?

Quality is nothing else than what
we agree upon is good.

Loïc, Human Interface

Quality is nothing else than what
we agree upon is good.

Loïc, Human Interface

If something is quality, it implies that there is nothing random about it.

Nicole, Human Interface

If something is quality, it implies that there is nothing random about it.

Nicole, Human Interface

The number one thing is, something with a lot of care and time went into it.

Travis, Human Interface

The number one thing is, something with a lot of care and time went into it.

Travis, Human Interface

It’s one of those things that people can feel it when they feel it and it’s very hard for them to put their finger on it.

May-Li, Khan Academy

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May-Li, Khan Academy

What does quality feel like?

Does it feel like somebody has thought of you already and all the things that you need are easy to get to and very understandable?

May-Li, Khan Academy

Does it feel like somebody has thought of you already and all the things that you need are easy to get to and very understandable?

May-Li, Khan Academy

...things that don’t make me feel uncomfortable, or dumb, or inconvenienced.

Jessie, Co-Founder of Layers

If you just launch the app and you feel, as you use it… This feels like state of the art technology that I’m using, this feels like it is easier for me to get things done. I feel more productive. I feel like I’m able to achieve better results.

Mike, Design Evangelism

If you just launch the app and you feel, as you use it… This feels like state of the art technology that I’m using, this feels like it is easier for me to get things done. I feel more productive. I feel like I’m able to achieve better results.

Mike, Design Evangelism

That should all be obvious and blatantly unspoken and just completely in the background.

Cas, Human Interface

It’s hard.

Nando, Media Products Design

It’s hard.

Nando, Media Products Design

What Is Quality?

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What we agree is good

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What we agree is good

Not random

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A lot of care and time went into it

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Nicole, Human Interface

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Nicole, Human Interface

Considered

Visible

I guess this is probably a little cliché sounding, but it’s often the little things that are the telltale signs about craftsmanship…

Mike, Design Evangelism

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Mike, Design Evangelism

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Mike, Design Evangelism

Details

What Is Quality?

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Travis, Human Interface

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Travis, Human Interface

Care

If it’s quality, it’s better than something that is not quality by virtue of someone caring about it.

Gary, Human Interface

If it’s quality, it’s better than something that is not quality by virtue of someone caring about it.

Gary, Human Interface

How would you describe care?

Gary, Human Interface

Someone … gave a s**t.

Gary, Human Interface

How do you look at care in design?

It’s about it being good for as many people as possible, or for the target audience if it happens to be a more narrowly focused thing.

Gary, Human Interface

How do you do that?

If it’s too easy we’ve become complacent. And I don’t think you get anywhere rewarding without doing hard work.

Gary, Human Interface

Easy < Hard work

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Hard to achieve

Interpretations

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It means something different to different people

Interpretations

It means something different to different people

Not random, it is considered and crafted

Interpretations

It means something different to different people

Not random, it is considered and crafted

Result of time, effort and care

Interpretations

It means something different to different people

Not random, it is considered and crafted

Result of time, effort and care

Hard to achieve

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Why is it important?

Quality impacts the world that we interact with in so many different ways, all the time throughout our day.

Travis, Human Interface

Quality impacts the world that we interact with in so many different ways, all the time throughout our day.

Travis, Human Interface

Significance

Significance

Impacts our everyday

What is special about it?

They say, I cooked this with love, and it can just be eggs, but it does taste different. Jessie and I like to think that whatever we do, that sort of love for what we are doing comes through.

Elaine, Co-Founder of Layers

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Elaine, Co-Founder of Layers

Significance

Impacts our everyday

Significance

Impacts our everyday

Intentions are felt

coffee

SERVED HERE

MENU

ESPRESSO
LATTÉ
CAPPUCCINO
MACCHIATO

MENU

AMERICANO
CAFÉ AU LAIT
IRISH COFFEE
DECAF

premium quality

the

BUTCHER SHOP

FRESH & DELICIOUS

the

BUTCHER SHOP

FRESH & DELICIOUS

LIFETIME
QUALITY
WARRANTY

Why are we drawn
to things that are quality?

And so I think purely on a survival-level, quality is a very important concept for us. It’s a very important attribute that we seek in everything.

Mike, Design Evangelism

the

BUTCHER SHOP

FRESH & DELICIOUS

Significance

Impacts our everyday

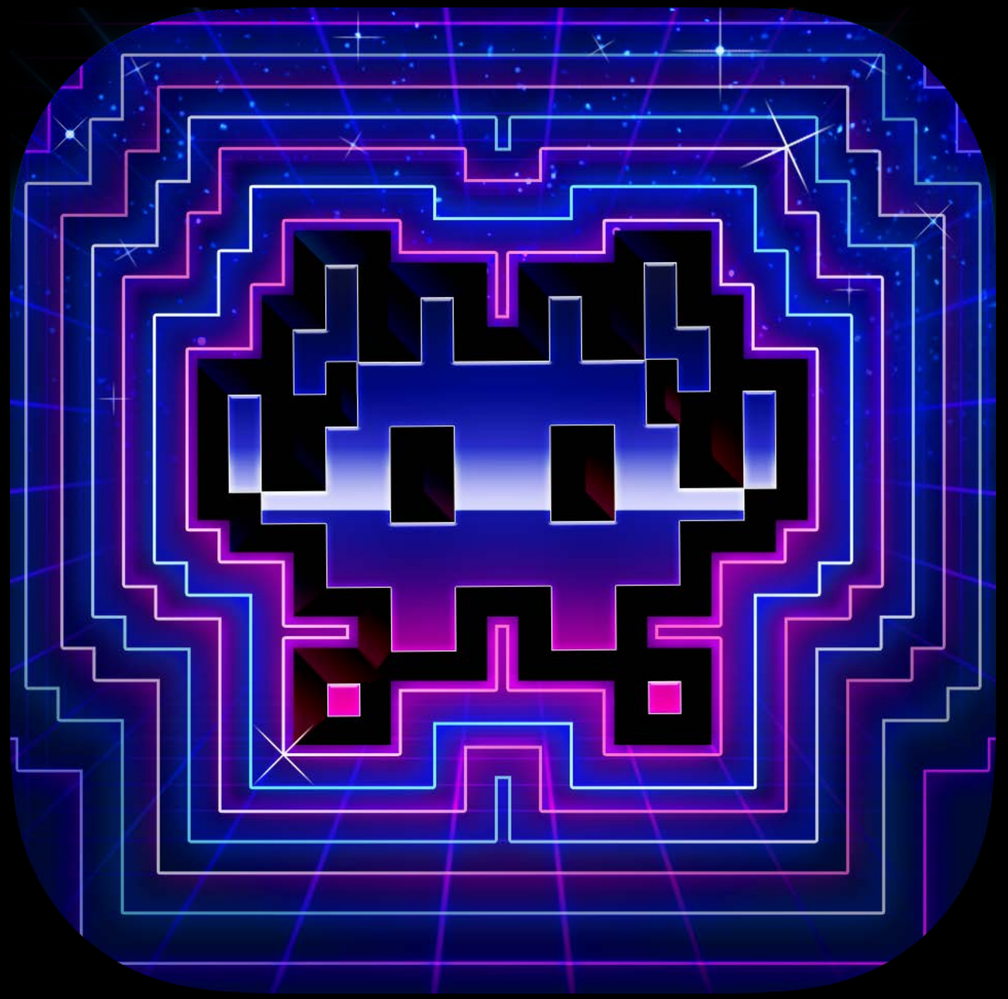
Intentions are felt

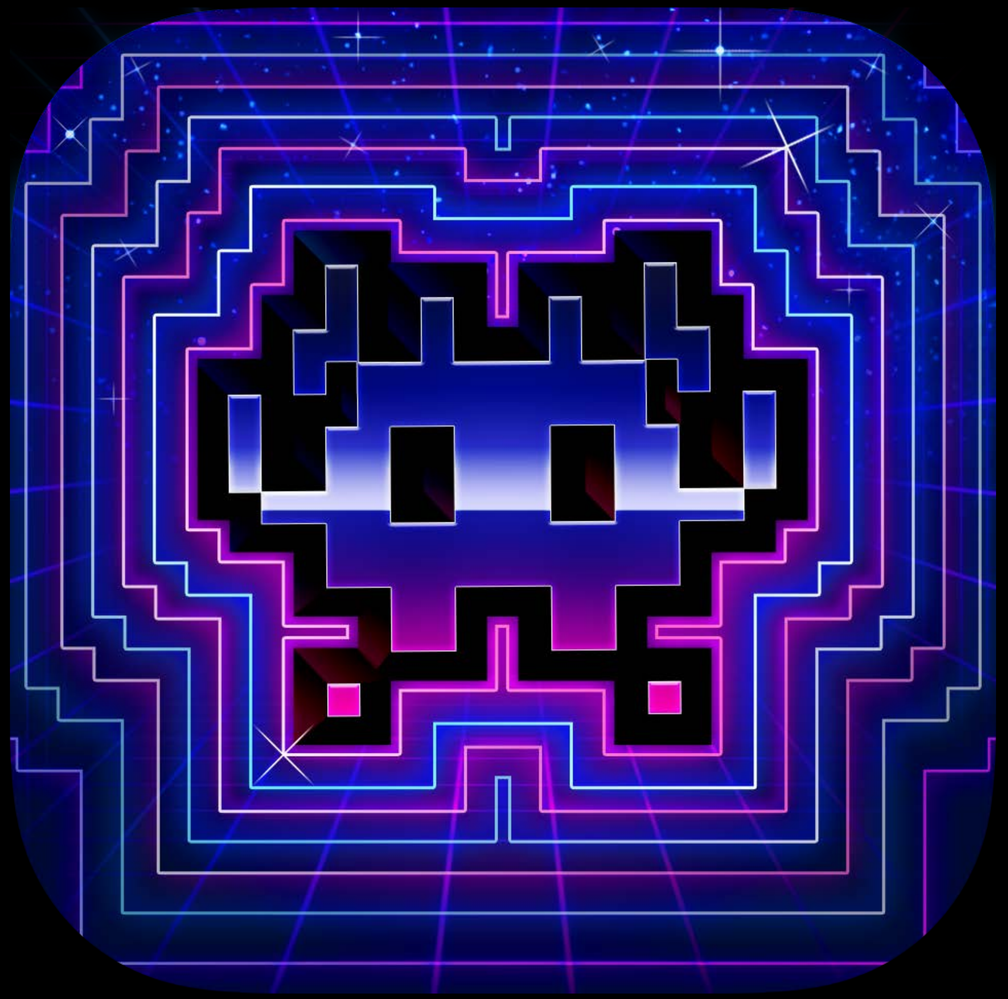
Significance

Impacts our everyday

Intentions are felt

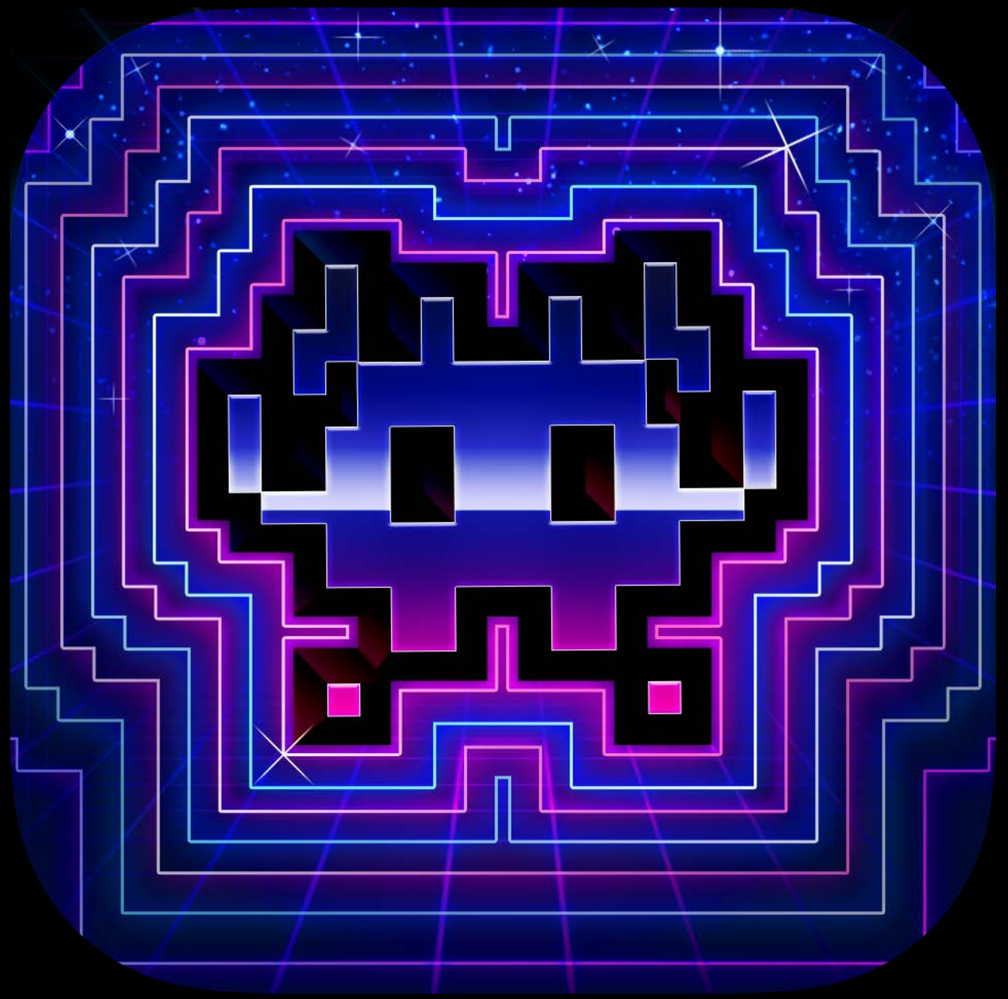
Evokes trust





BEST
QUALITY

BEST
QUALITY



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Simple

Aspirations

Simple

Stunning

Aspirations

Simple

Stunning

Timeless

Aspirations

Simple

Stunning

Timeless

Positive

Aspirations

Simple

Stunning

Timeless

Positive

What makes a great app?

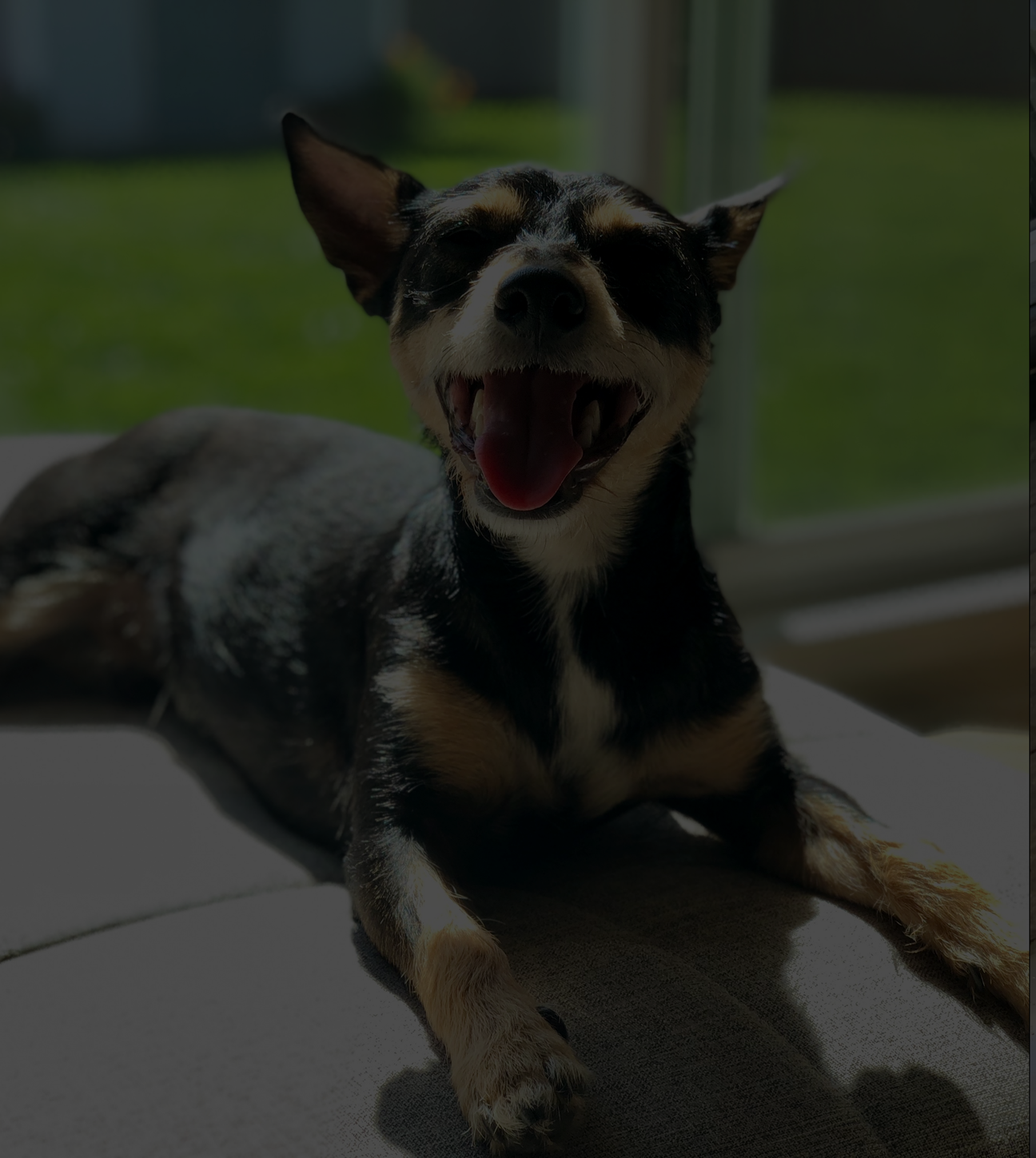
It’s simple. It doesn’t try do more than it needs to do, and what it does, it does really well.

Cas, Human Interface

It’s simple. It doesn’t try do more than it needs to do, and what it does, it does really well.

Cas, Human Interface

Why should apps be simple?



Instantly understandable

Real life

How do you describe simplicity?

It just has to work.

Travis, Human Interface

It just has to work.

Travis, Human Interface

Distracted

Keep focus

What do you look for?

Make my life feel a little bit easier or make my life feel little bit nicer or more luxurious.

Jessie, Co-Founder of Layers

Make my life feel a little bit easier or make my life feel little bit nicer or more luxurious.

Jessie, Co-Founder of Layers

Aspirations

Simple

Stunning

Timeless

Positive

Aspirations

Simple

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What communicates
great visual design?

Just that polish. Does it look great, does it look stunning. On a different kind of app, like a game, is making it feel beautiful as an experience, like it feels like a work of art.

Caroline, Human Interface

Just that polish. Does it look great, does it look stunning. On a different kind of app, like a game, is making it feel beautiful as an experience, like it feels like a work of art.

Caroline, Human Interface

Just that polish. Does it look great, does it look stunning. On a different kind of app, like a game, is making it feel beautiful as an experience, like it feels like a work of art.

Caroline, Human Interface

Different world

Rules

How do you learn the
rules in a games world?

…there’s a pretty good chance that they’ll forget it later on since they didn’t go through the process of learning it themselves.

Sam, The Game Band

Feels a part of the world

Active discovery

Aspirations

Simple

Stunning

Timeless

Positive

Aspirations

Simple

Stunning

Timeless

Positive

If we create a ringtone for the new iPhone, we don’t want it to sound dated after a year. It should still be a great ring tone after 5 years and maybe people will still remember it after 10 years.

Hugo, Human Interface

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If we create a ringtone for the new iPhone, we don’t want it to sound dated after a year. It should still be a great ring tone after 5 years and maybe people will still remember it after 10 years.

Hugo, Human Interface

Durability

Mindset

Aspirations

Simple

Stunning

Timeless

Positive

Aspirations

Simple

Stunning

Timeless

Positive

What makes great app experiences?

When I think of great app experiences and things that provide something unique and valuable…I think a lot of it is…the substantial positive effect it has on the user’s life.

Doug, Design Evangelism

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When I think of great app experiences and things that provide something unique and valuable…I think a lot of it is…the substantial positive effect it has on the user’s life.

Doug, Design Evangelism

Strive for simplicity

Aspire to be stunning

Design to be timeless

Have a positive impact

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Techniques

Design, it’s hard.

What helps you with your work?

Improve understanding

Improve understanding

Techniques

Techniques

Draw caricatures

A story...

A first job story...

What did you learn
at your first design job?

...and basically asked visitors to give me their impression of what they thought they should do based on how I arranged things on the screen.

Doug, Design Evangelism

Prototyping

~~Assume~~

It wasn’t just designed on paper, implemented in code and assumed that it was going to work. You can’t just assume from your own experience or chatting. You’ve really got to go out and try it.

Gary, Human Interface

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Gary, Human Interface

And you can’t hire more people to get there faster, you just have to sit with it and continue working on it until the best solutions arise.

Sam, The Game Band

Be patient.

Techniques

Draw caricatures

Techniques

Draw caricatures

Try your designs, prototype

What advice would
you give to other designers?

You will learn so much more quickly than if you are defensive and you just buckle down.

May-Li, Khan Academy

Why is it important
to be open to feedback?

…and they’re also going to be able to give you great insights of how you can improve.

May-Li, Khan Academy

Techniques

Draw caricatures

Try your designs, prototype

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

How do you approach
designing for so many people?

And so you have to be very mindful that how you think about things, or your opinions, are not always the correct ones nor the only ones.

Cas, Human Interface

Modesty

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Be modest, be mindful

How do you keep
people’s experiences top of mind?

You just have to ask lots of questions and it can get people start thinking about, “Oh yeah, did I care enough to consider that aspect of it?”

Gary, Human Interface

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Be modest, be mindful

Techniques

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Ask questions

What helps you when starting a new project or new team?

And I’ll always sort of say it with a caveat like “We’re going to get all this business out the way and we’re going to speak very directly about it.”

Elaine, Co-Founder of Layers

~~Drama. Confusion.~~

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Be modest, be mindful

Ask questions

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Be modest, be mindful

Ask questions

Talk about communication

Techniques

Draw caricatures

Try your designs, prototype

Be open to feedback

Be modest, be mindful

Ask questions

Talk about communication

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Sandwich
Ham+cheese
Tuna
Double Cheese
Banana
Banana
Banana+Chocolate
on toast 30-

Principle. Intentional.

Sensing the human behind the experience is the earmark of something great.

Doug, Design Evangelism

Sensing the human behind the experience is the earmark of something great.

Doug, Design Evangelism

And you’re not at all aware of an interface which has been well designed.

Mike, Design Evangelism

One final question...

Special thanks to…

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