SIGNIFICANT GLANCES

MEANINGFUL INTERACTION ON THE WRIST

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No foreword by Brad Frost

DESIGNING FOR TOUCH

FOREWORD BY Brad Frost

JOSH CLARK
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THE NEXT IPHONE!
A FRIVOLOUS TOY!
I didn't think it would happen, but I stopped wearing my Apple Watch 3 days ago. Not missing it. I hardly used it, never used any apps.
5% OF APPLE WATCH OWNERS HAVE STOPPED WEARING IT

http://www.reuters.com/article/us-apple-watch-poll-idUSKBN0TR20F20151208
33% of wearable owners abandon after six months.

5% of Apple Watch owners have stopped wearing it.
MEH IS OKAY.
MEH IS OKAY.
PAIN IS NOT.
VALUE

PAIN
• Slow connection to phone
• Slow app performance
• Siri stutters
• Small screen requires precision/ focus
LEAN INTO STRENGTHS
It's not a little phone
ABSORB THE SIMPLE TASKS OF MORE COMPLEX DEVICES
THE JOB OF THE WATCH IS TO DO MORE AND MORE THINGS ON YOUR WRIST SO THAT YOU DON'T NEED TO PICK UP YOUR PHONE AS OFTEN

PHIL SCHILLER
DON’T PORT APPS

...YET
ACTIONABLE NOTIFICATIONS ARE THE PRODUCT
SKIM THE SURFACE

- Check time
- Notifications
• CHECK TIME
• NOTIFICATIONS
• COMMUNICATION
• HEALTH & FITNESS
• IDENTITY
• FINANCE
IT'S NOT ABOUT THE WATCH
It's not about engagement.
SIMPLE
MINIMAL
FAST
INVISIBLE
INTERACTIONS WITH SERVICES
(NOT APPS YOU STARE AT)
The best apps support fast interactions and focus on the content that users care about most. Apple guidelines.
FOCUS ON NOT STOPPING THE USER

ANDROID WEAR GUIDELINES
MICRO-TASKING
A powerful Guardian brings your journey to a halt. Enter through the gate to fight it!
AVERAGE PER DAY

20 SESSIONS OF
40 SECONDS EACH
TOP 2 PERCENT

100+ SESSIONS;
6 MINUTE INTERVALS

RUNEBLADE
SEVEN-MINUTE WORKOUT
“SEVEN”
SUSTAINED GLANCES
DESIGN FOR A SERIES OF 5-SECOND SESSIONS
GLANCE CAROUSEL
GLANCE CAROUSEL

*$$&%#@#$!??!
GLANCE CAROUSEL

• MANUALLY ADDED
• AS MANY AS 20
• NOT OFTEN USED

BUT THESE ARE YOUR MOST LOYAL USERS
GLANCES
IMMEDIATE RESPONSE VS REALTIME DATA
DESIGN FOR DATA LATENCY USE AS LAUNCHER
Just Press Record

JUST PRESS RECORD
Just Press Record
COMPLICATIONS
COMPPLICATIONS

A PURE DISTILLATION OF YOUR APP

START DESIGNING HERE
APP IN THE AIR
APP IN THE AIR
APP IN THE AIR
IMMEDIATE

(but not urgent)
SINGLE-TAP UX
COARSE GESTURES, GIANT BUTTONS
3D TOUCH IS A COARSE GESTURE
3D TOUCH IS A COARSE GESTURE
HANDS FREE ACTIVITIES
Slopes

33.8 mph

top speed

33m downhill
Slopes

7,331 ft vertical
33 m downhill
TIME
STATUS/CONDITION
TRIGGER ACTION
THE WORLD IS THE INTERFACE
THIS IS JUST A BUTTON
WHAT IS A WATCH-FIRST EXPERIENCE?
THE WATCH
DOES NOT COMPETE WITH WATCHES
IT COMPETES WITH NAKED WRISTS

HORACE DE DIU
WRISTS GESTURE
HTTP://PRESTO.WATCH
@PRESTOGESTURE
A PUBLIC DISPLAY
ADJACENT TO
THE WORK
OF THE HANDS
YOUR WRIST IS ALWAYS WITH YOU
UPDATE

> You have 15 pairs of underwear left.
  [Ok] [buy more underwear] [find help online]
> Your cat checked in at the litterbox.
> Your microwave just heated a lasagna.
> Record: You stared out the window for 23 minutes.
  [Ok] [post your score]
> Your couch likes your microwave's status update.
> It's raining again.
  [Ok]
> 15 of your things are broken.
> You haven't left the house in 5 days.
  [Ok]
CARRY YOUR DATA TO THE REST OF THE WORLD
MOBILE BRINGS COMPUTING POWER TO IMMOBILE OBJECTS
MOBILE BRINGS COMPUTING POWER TO IMMOBILE OBJECTS
SMART HOMES AND CARS
WHAT’S THE WATCH’S SIDEKICK?
WHAT’S NEXT?
THANK YOU!

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THANKS & APOLOGIES TO SAUL BASS