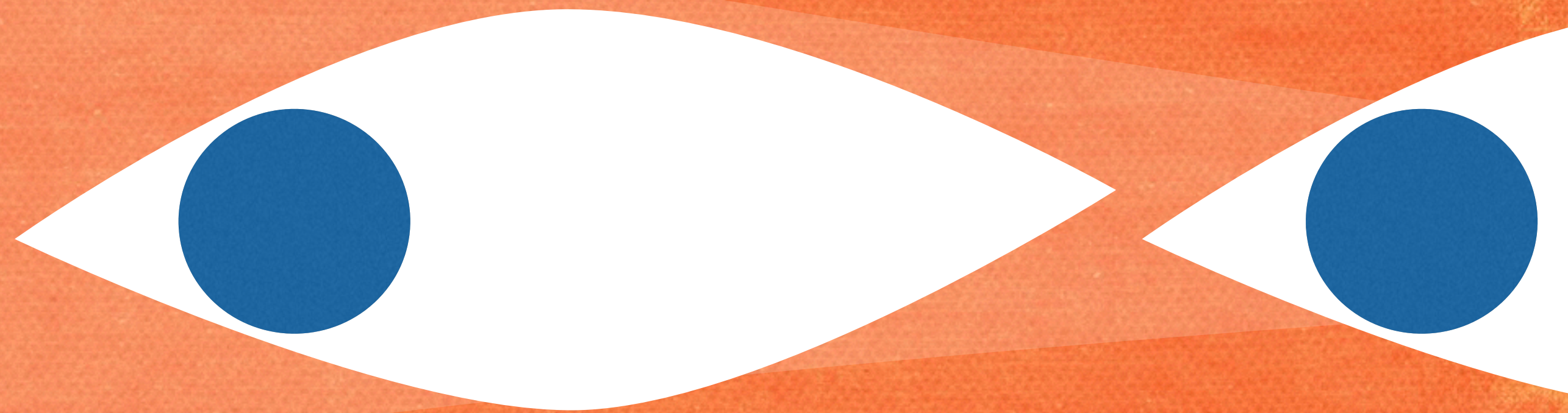


SIGNIFICANT GLANCES



MEANINGFUL INTERACTION
ON THE WRIST

JOSH CLARK
@BIGMEDIUMJOSH



A BOOK APART

Brief books for people who make websites

No
14

Josh Clark

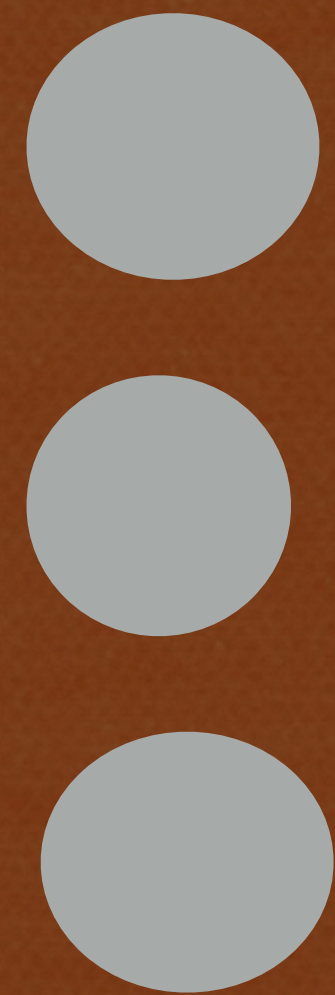
DESIGNING FOR TOUCH

FOREWORD BY Brad Frost

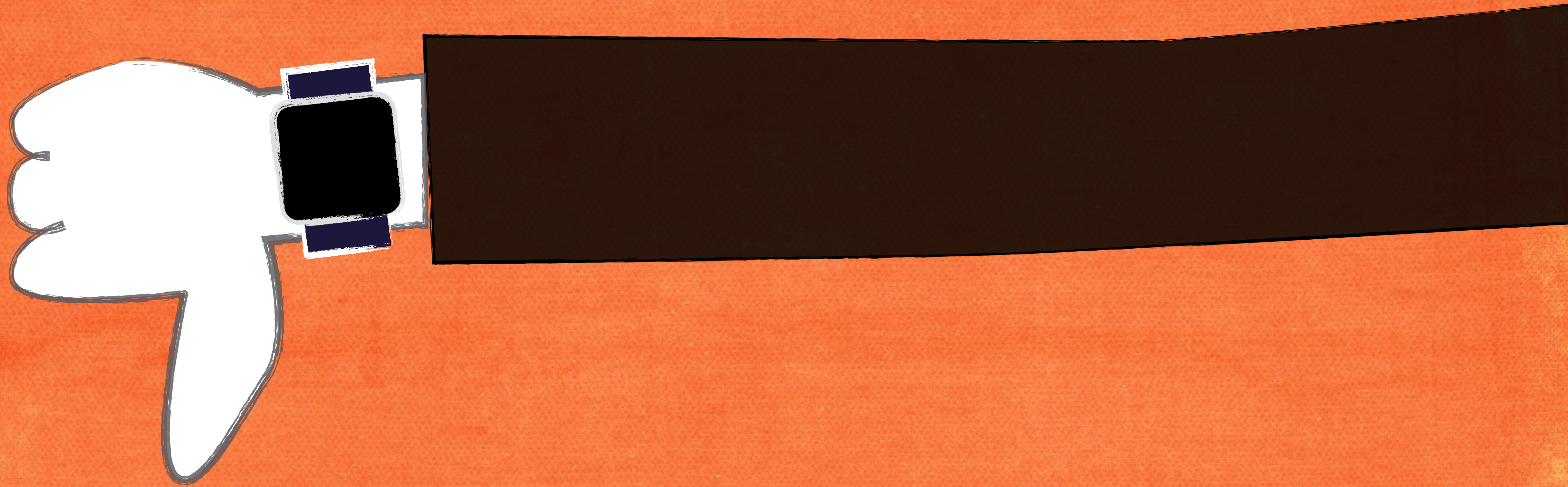
JOSH CLARK
@BIGMEDIUMJOSH

THE NEXT IPHONE!





<https://www.youtube.com/watch?v=SHh8ojgfYXw>



A FRIVOLOUS TOY!



FUNNY OR DIE

<http://www.funnyordie.com/videos/04f343cc0e/apple-watch-commercial-honest-version>



Mike Rundle

@flyosity



Following

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.

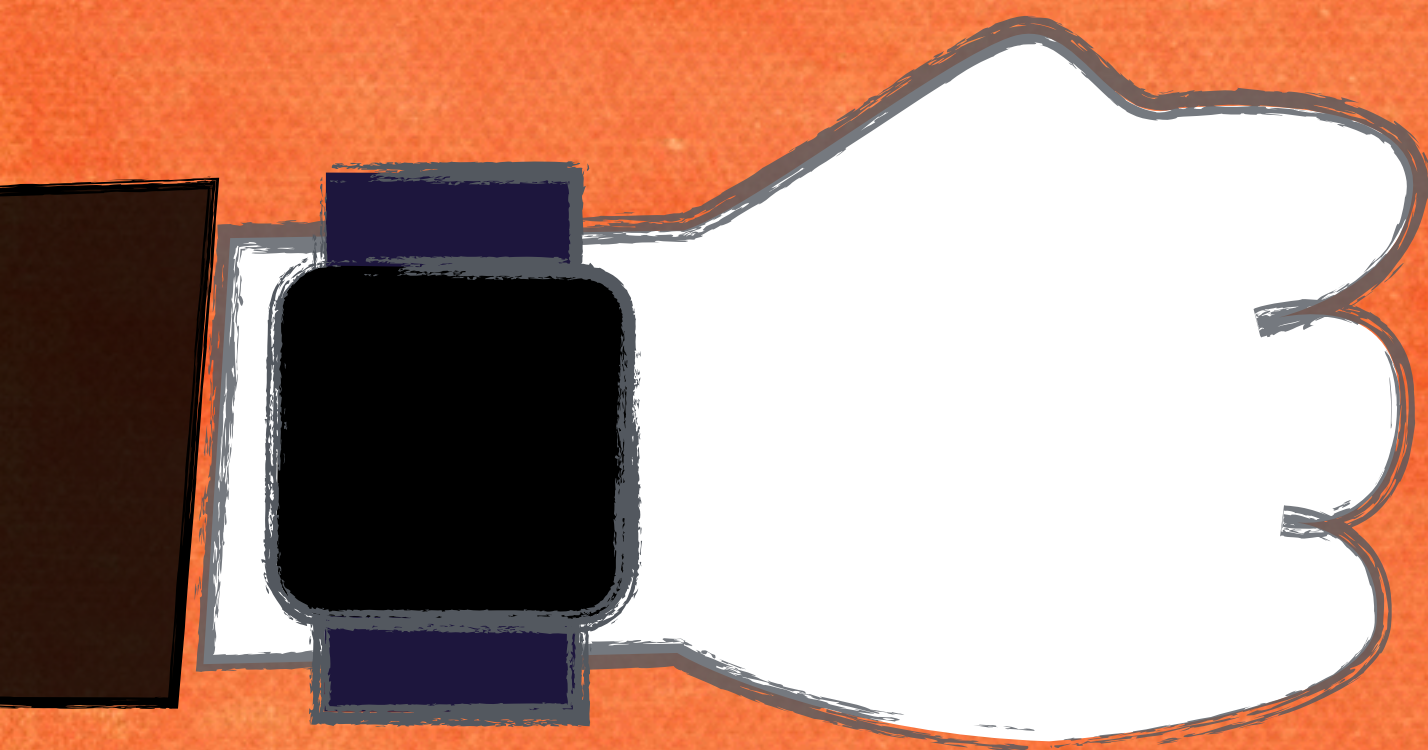


MEH IS OKAY.

PAIN IS NOT.

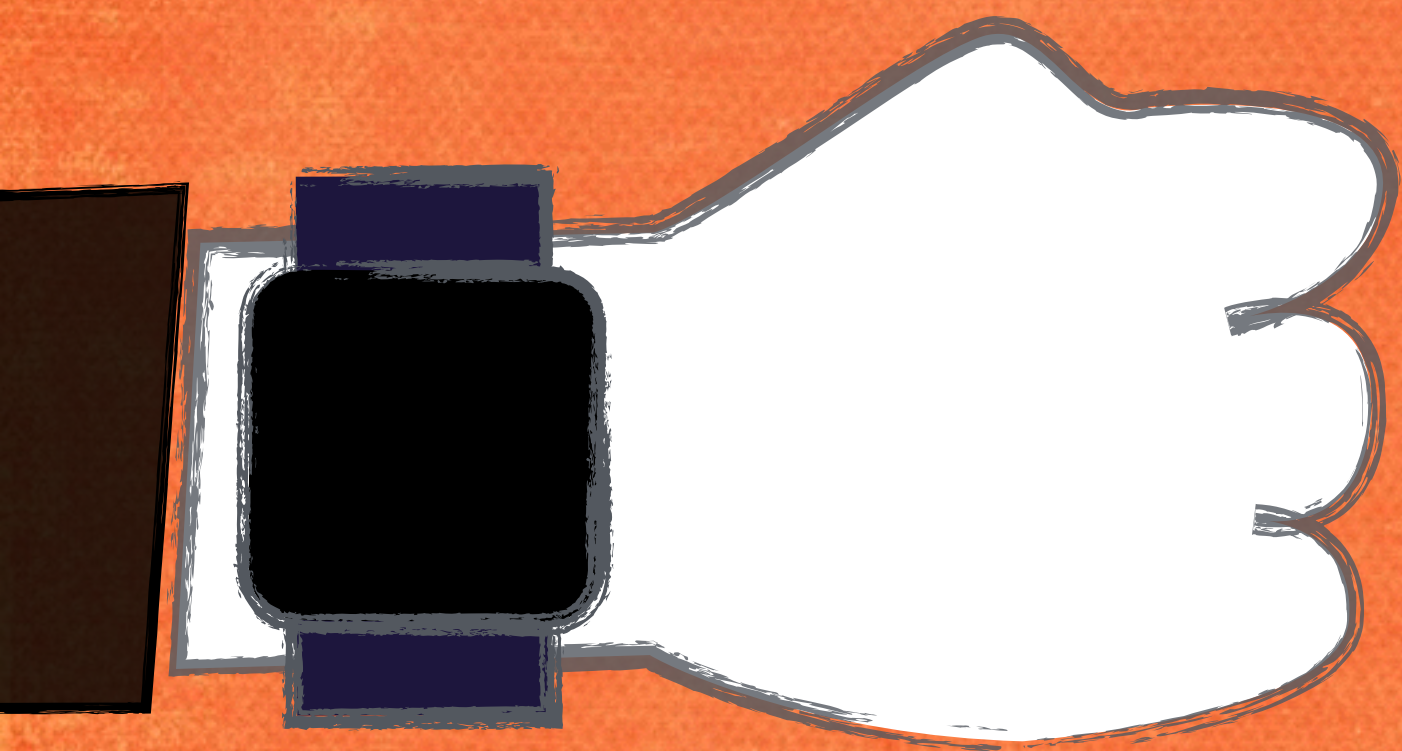
VALUE

PAIN



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

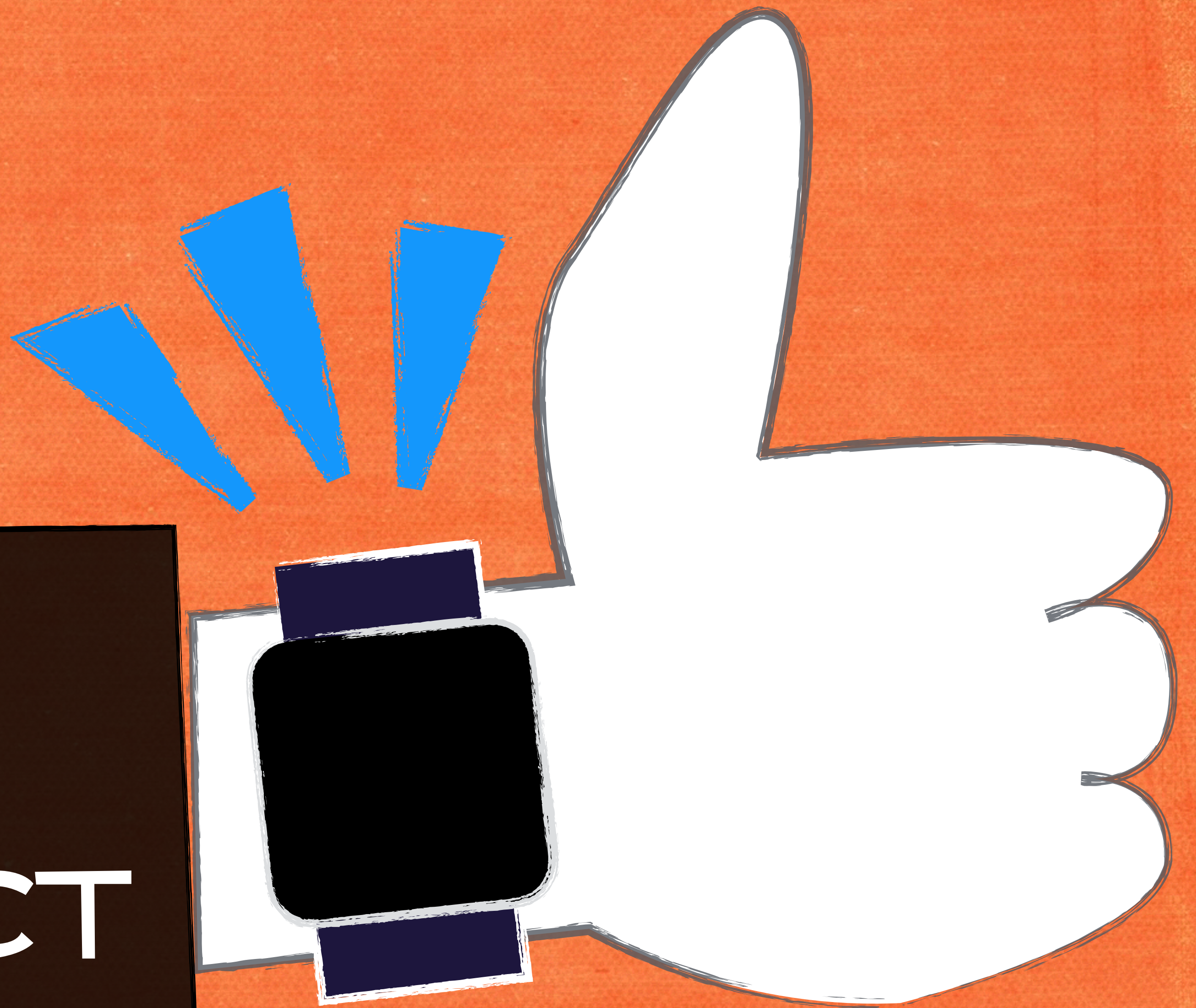
PHIL SCHILLER





...YET

**ACTIONABLE
NOTIFICATIONS
ARE THE PRODUCT**





IT'S A SIDEKICK

SKIM THE SURFACE

- CHECK TIME
- NOTIFICATIONS





- CHECK TIME
- NOTIFICATIONS

- COMMUNICATION
- HEALTH & FITNESS
- IDENTITY
- FINANCE

IT'S
NOT THE
ABOUT 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**





38 SECONDS

MICRO-TASKING



7 SECONDS

NANO-TASKING



RUNEBLADE

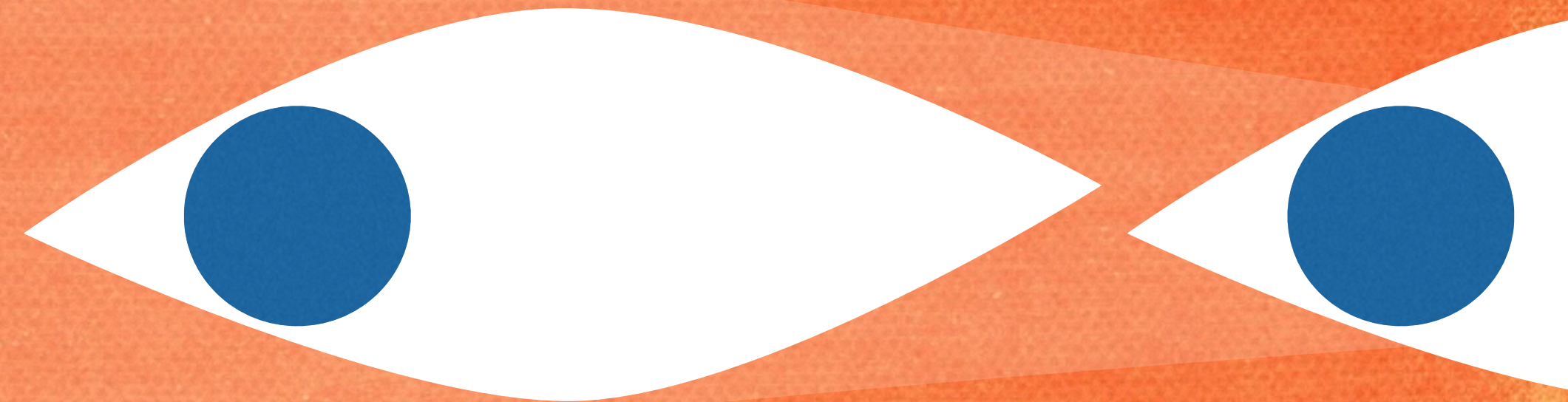


RUNEBLADE

Close



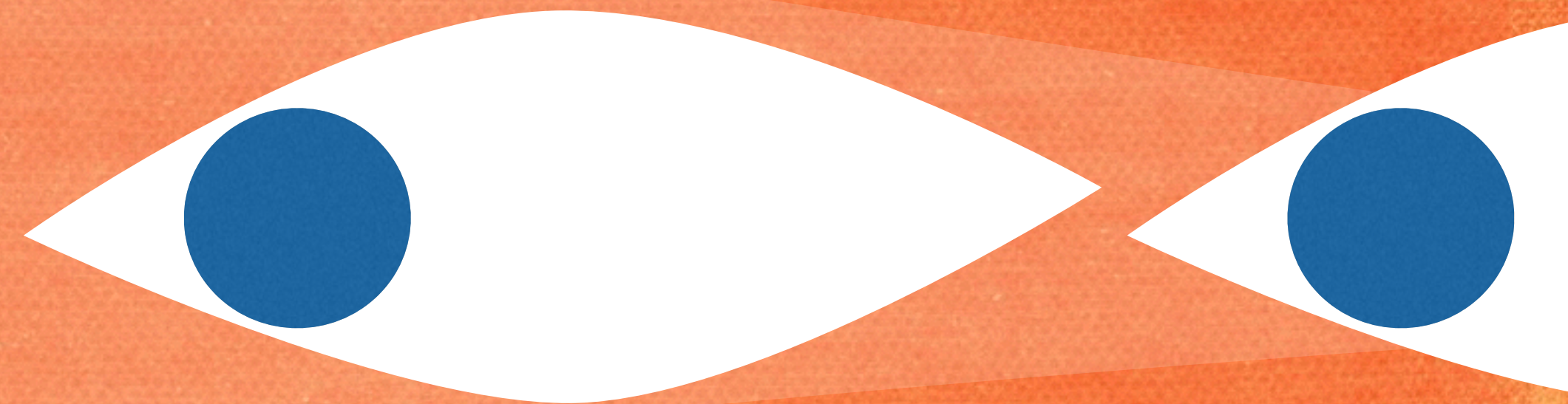
***A powerful Guardian
brings your journey to a
halt. Enter through the
gate to fight it!***



RUNEBLADE

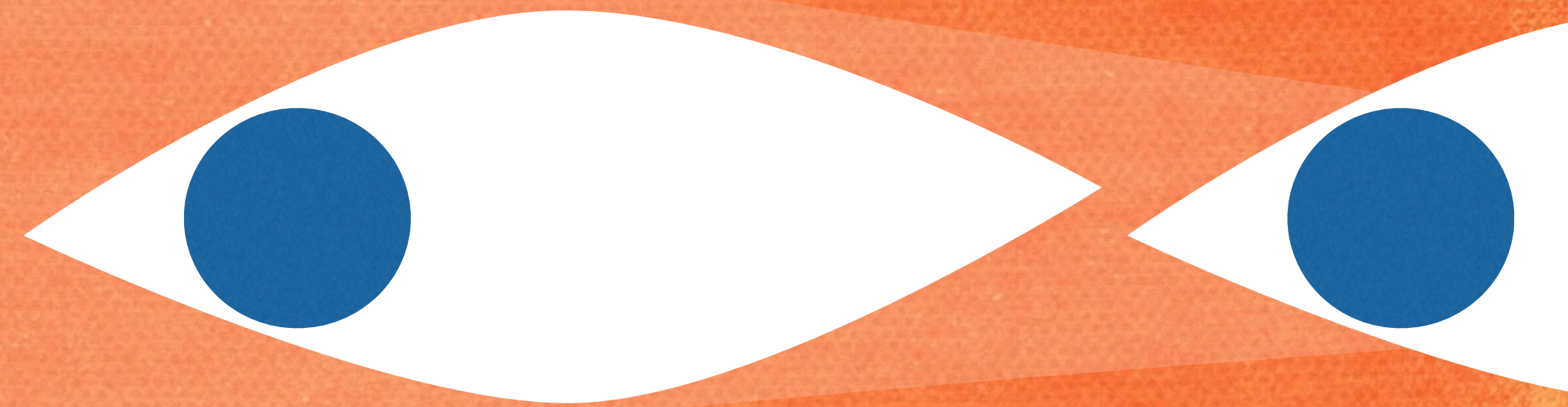
AVERAGE PER DAY

**20 SESSIONS OF
40 SECONDS EACH**

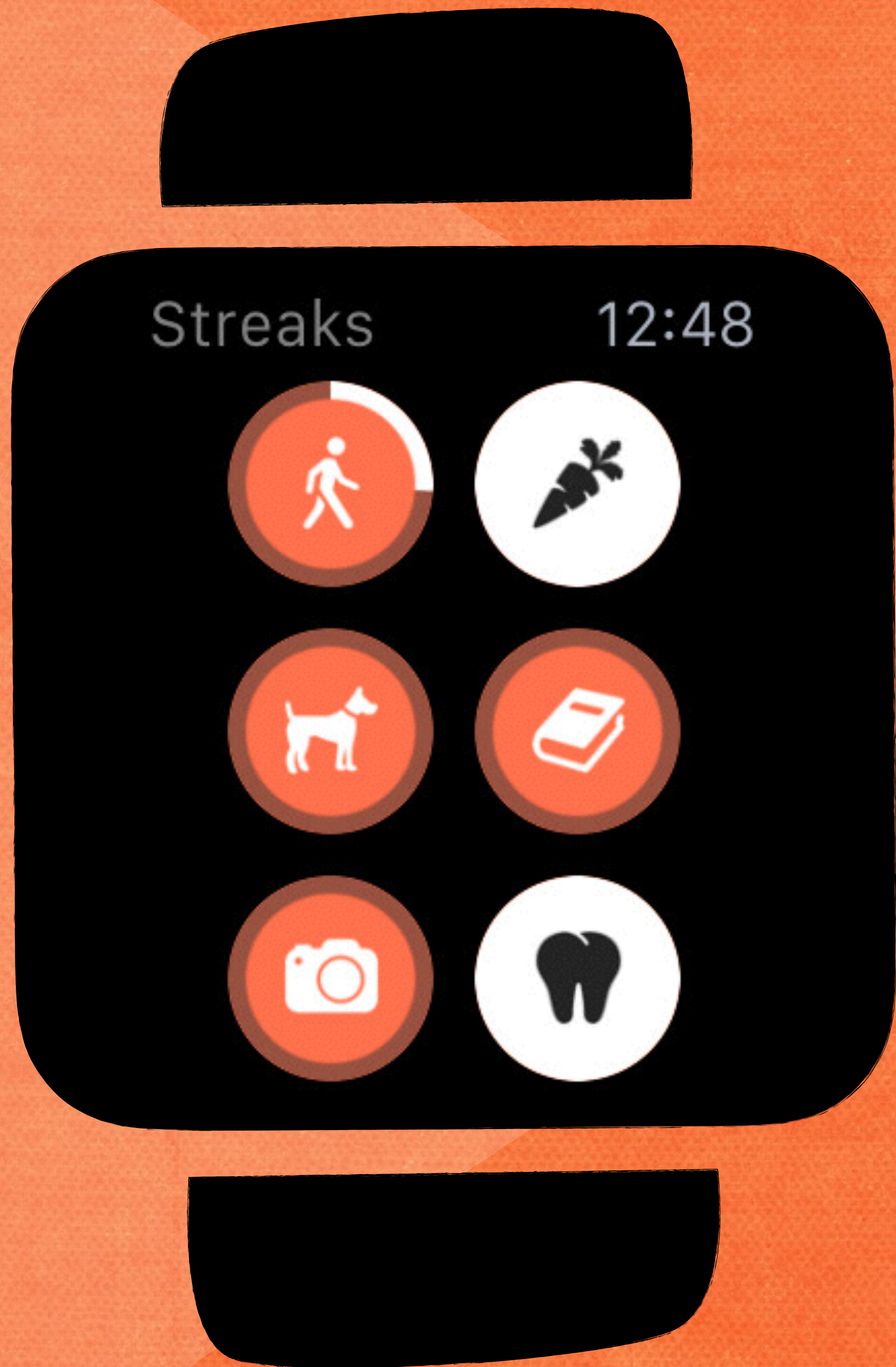


RUNEBLADE

TOP 2 PERCENT
100+ SESSIONS;
6 MINUTE INTERVALS



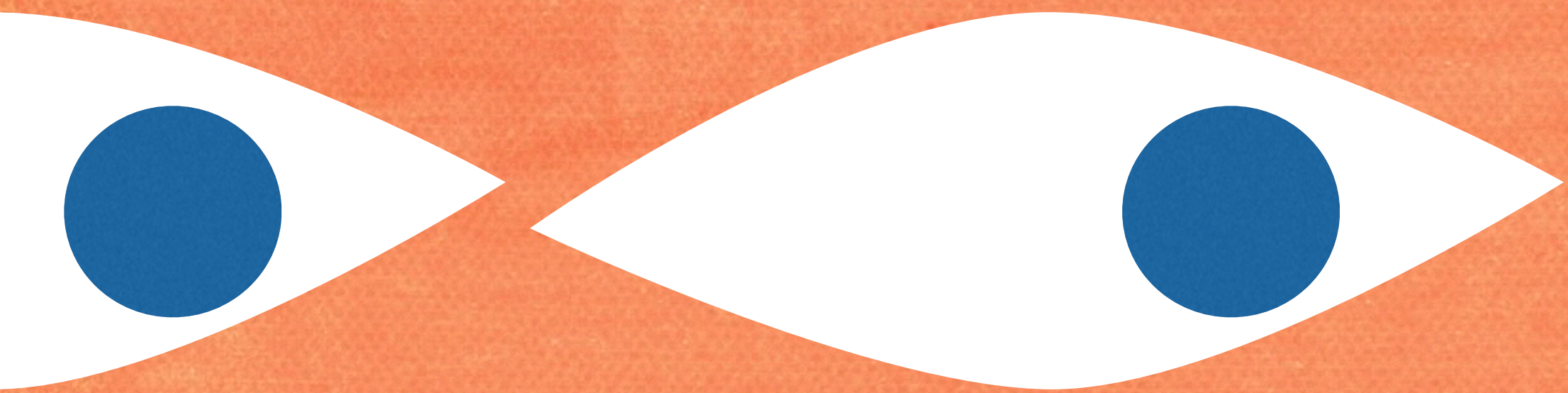
RUNEBLADE



STREAKS



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

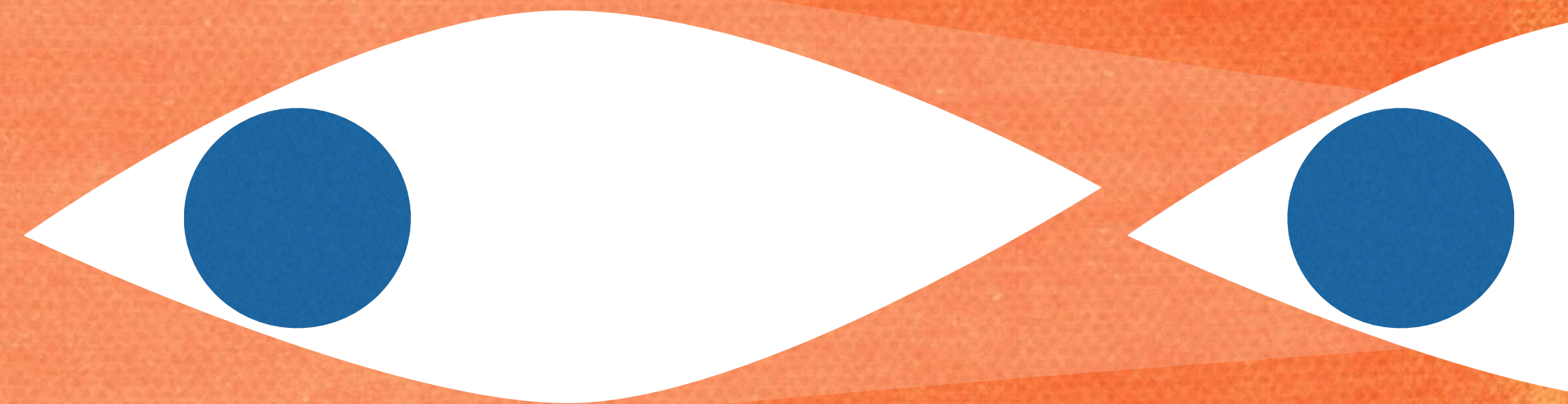
BUT THESE ARE YOUR
MOST LOYAL USERS

GLANCES

IMMEDIATE RESPONSE

VS

REALTIME DATA

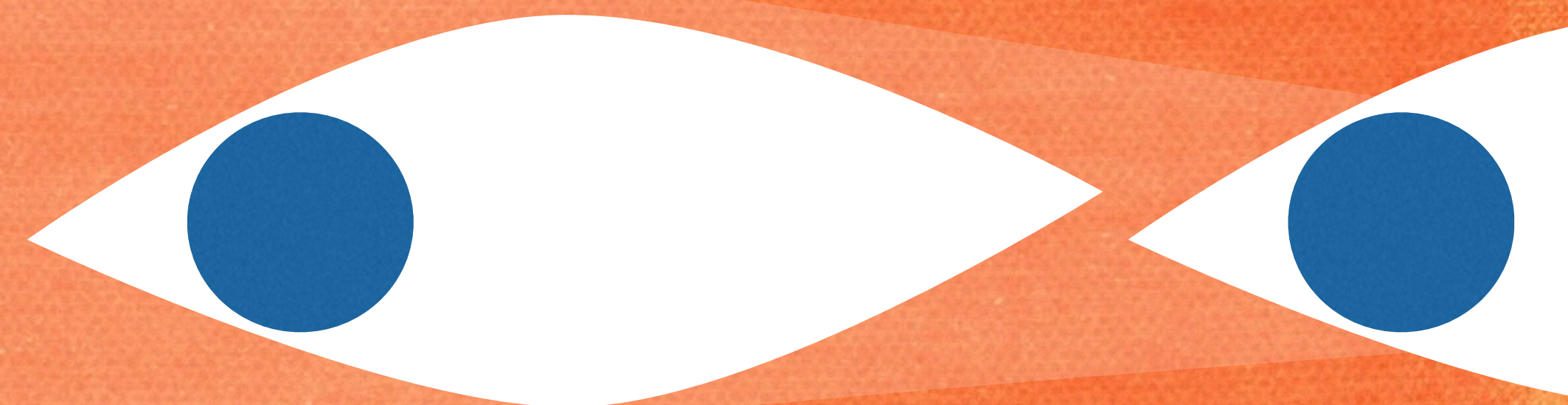


DESIGN FOR DATA LATENCY

USE AS LAUNCHER



Just Press
Record



JUST PRESS RECORD



8:25

✈ B6 415 JFK-SFO
CHECKIN TRMN 5
1 HR, 55 MIN

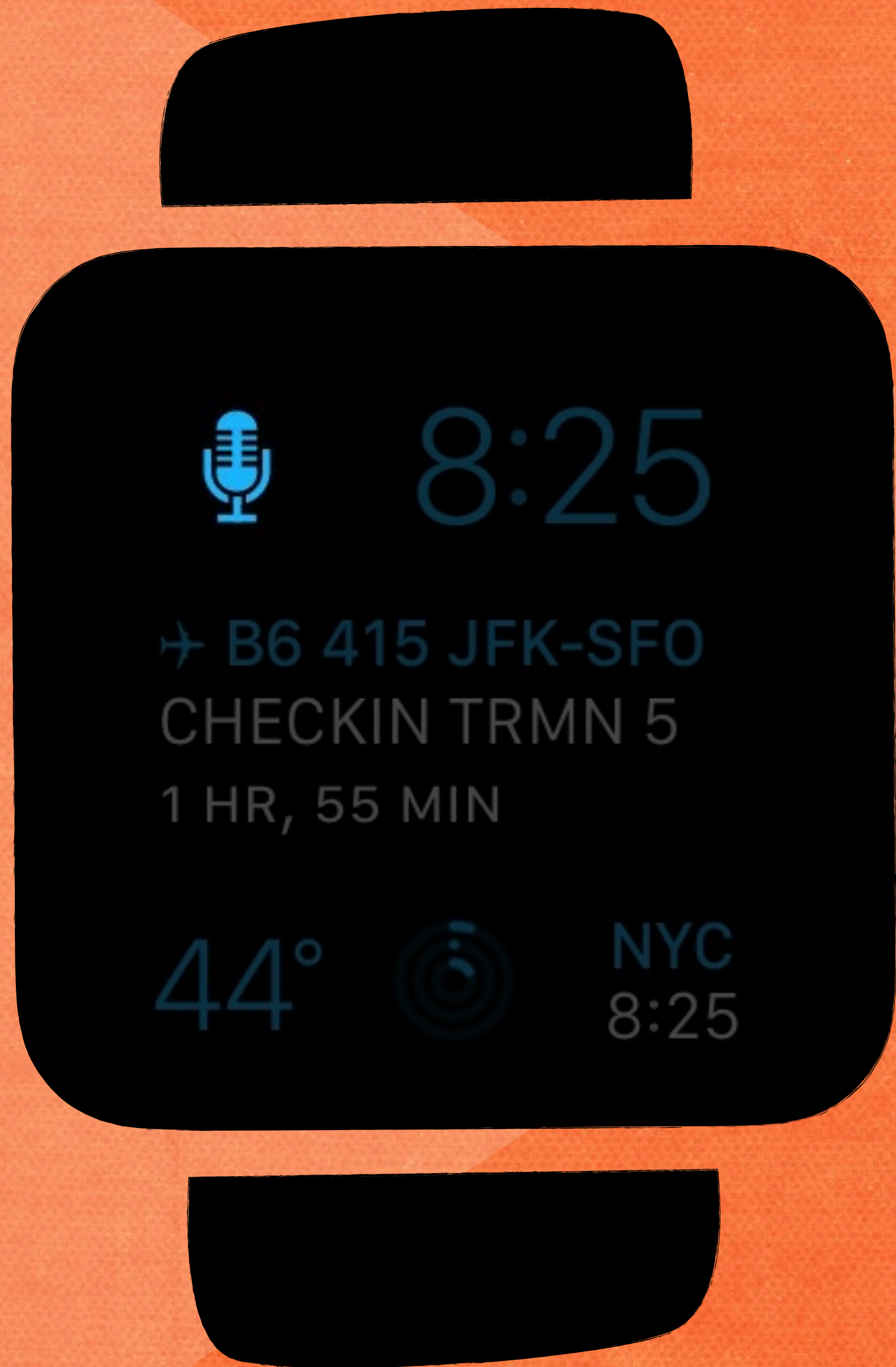
44°



NYC
8:25

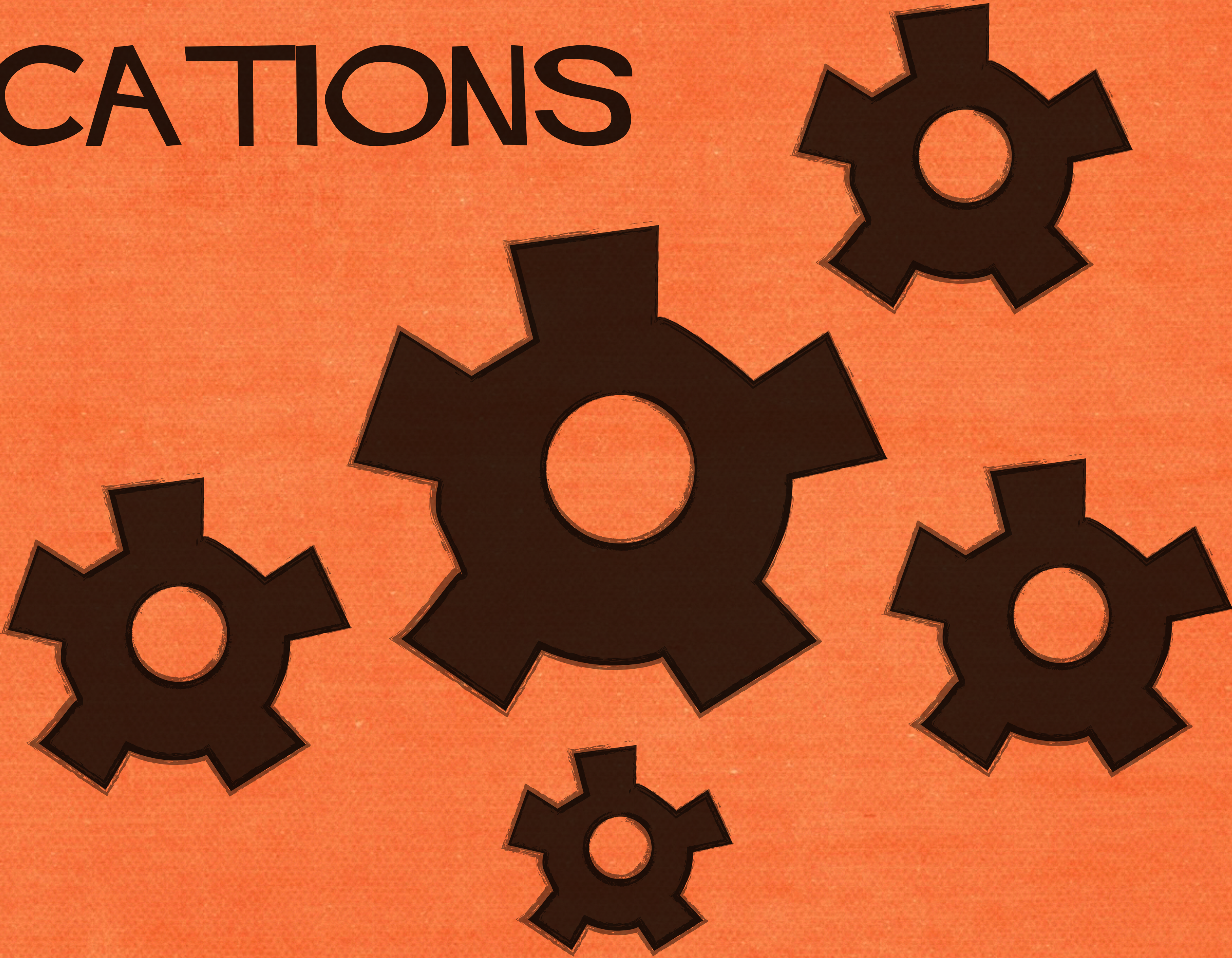


JUST PRESS RECORD



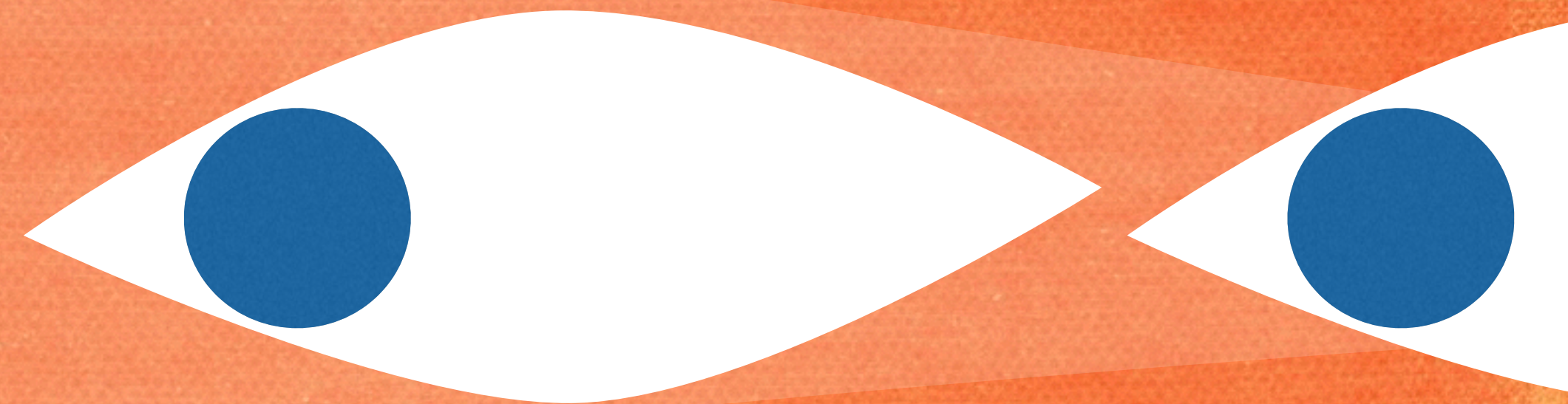
JUST PRESS RECORD

COMPLICATIONS



COMPLICATIONS

A PURE DISTILLATION
OF YOUR APP



START DESIGNING HERE





8:25

✈ B6 415 JFK-SFO
CHECKIN TRMN 5
1 HR, 55 MIN

44°



NYC
8:25



APP IN THE AIR



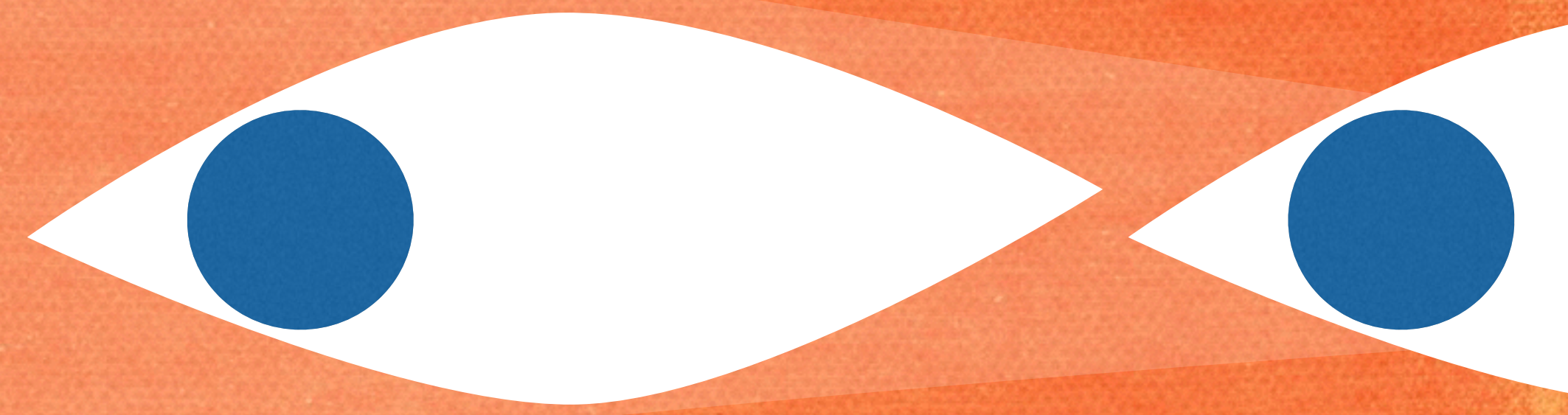
8:25

✈ B6 415 JFK-SFO
CHECKIN TRMN 5
1 HR, 55 MIN

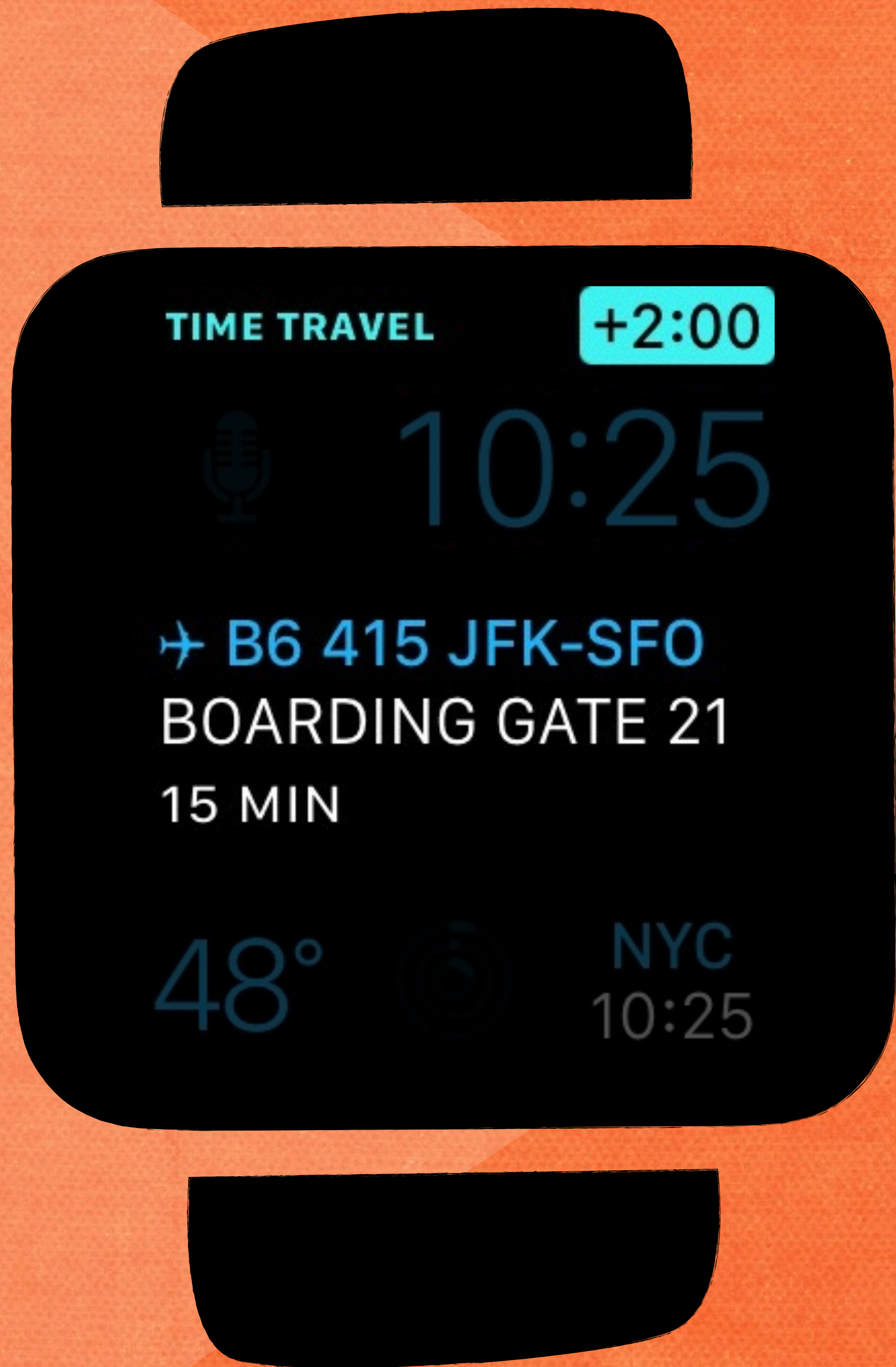
44°



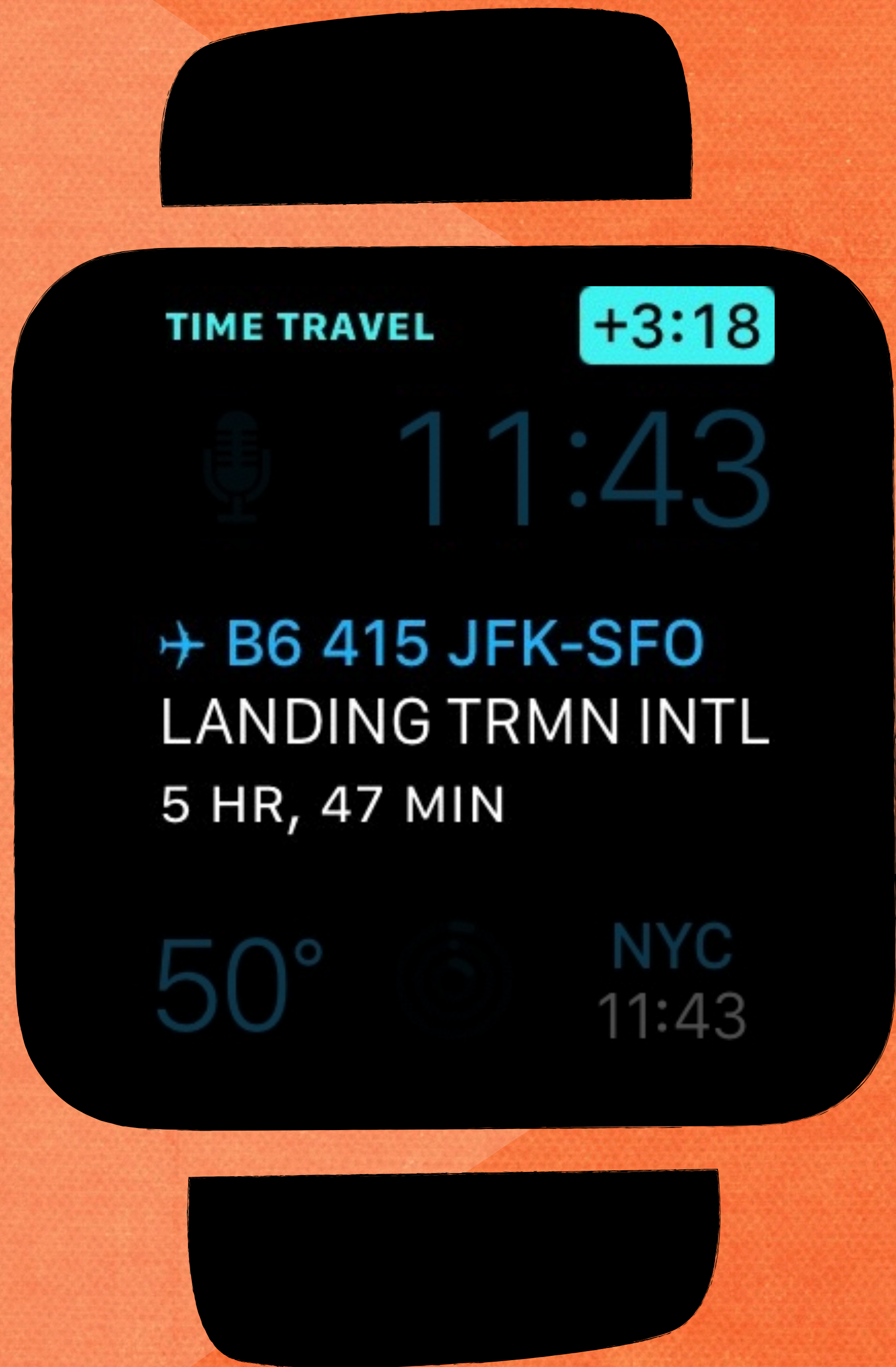
NYC
8:25



APP IN THE AIR



APP IN THE AIR



TIME TRAVEL

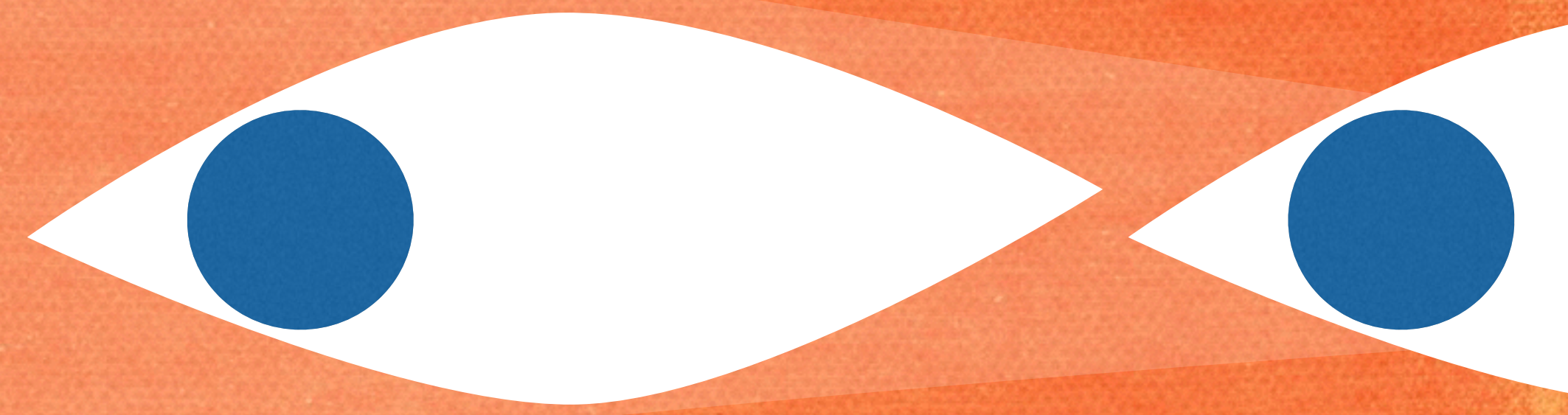
+3:18

11:43

✈ B6 415 JFK-SFO
LANDING TRMN INTL
5 HR, 47 MIN

50°

NYC
11:43



APP IN THE AIR



CITYMAPPER

ETA
8:54

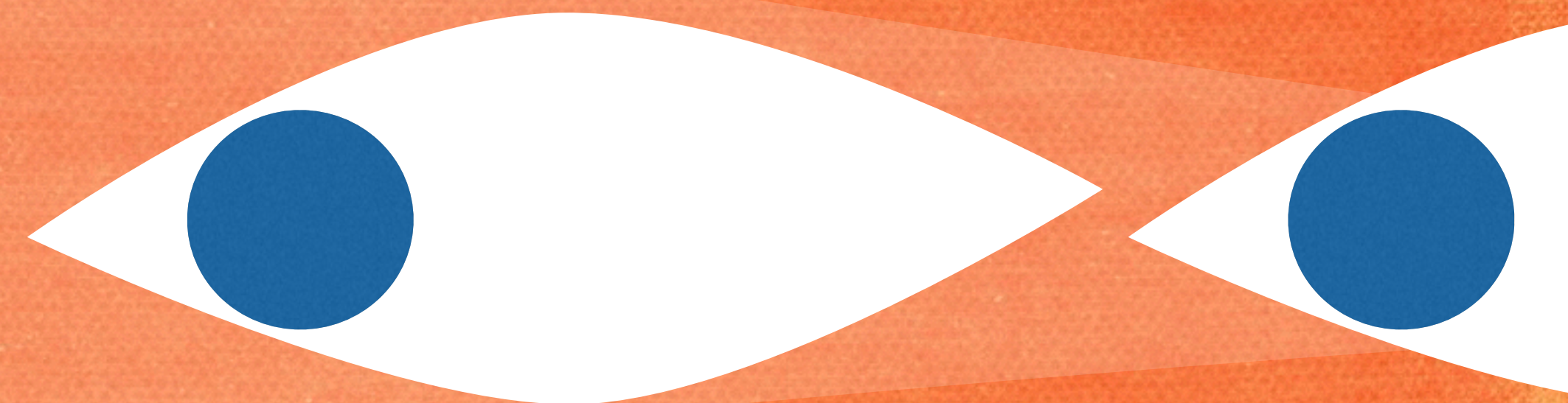
10:09

🚆 2 or 3 · Downtown
every 4 min
board back of train

45°



NYC
10:09

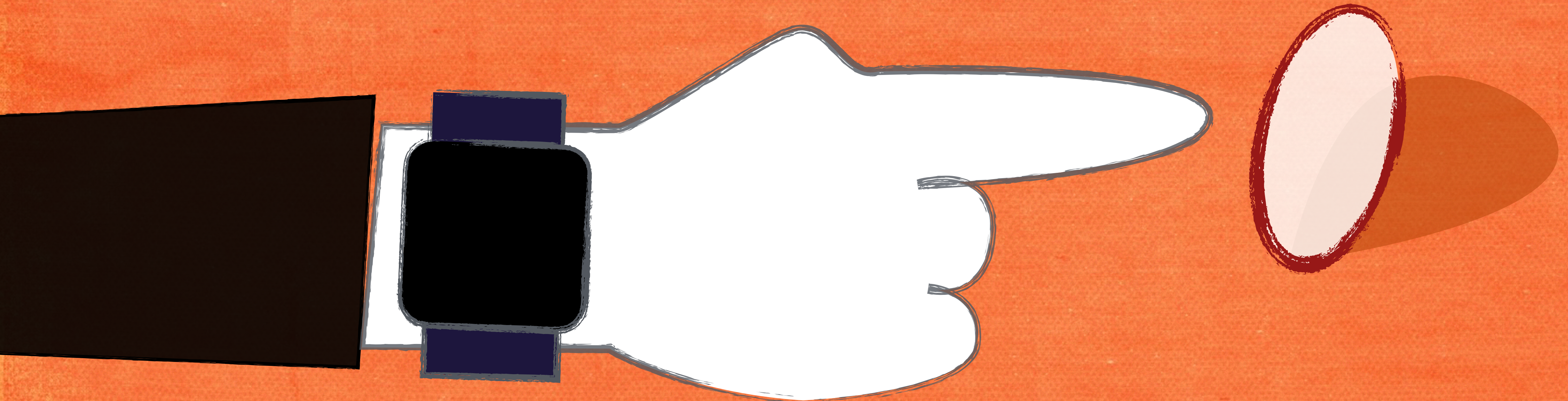


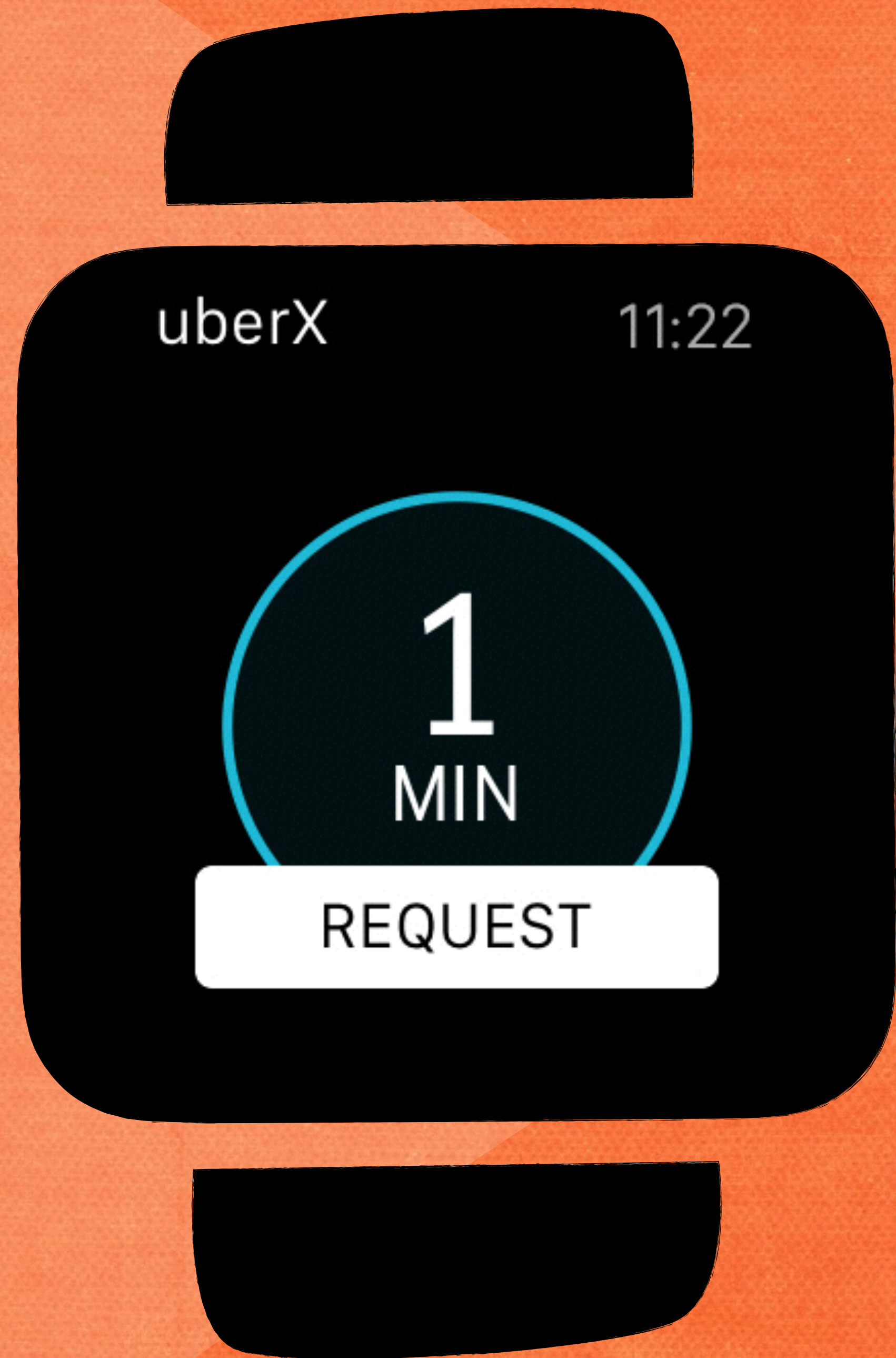
CITYMAPPER

IMMEDIATE

(BUT NOT URGENT)

SINGLE-TAP UX



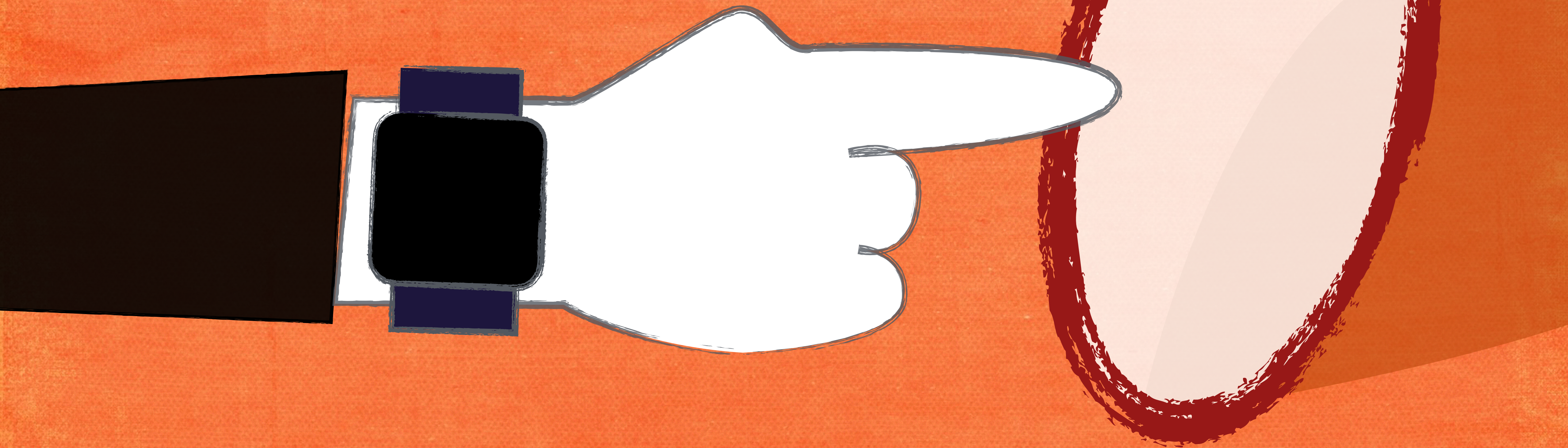


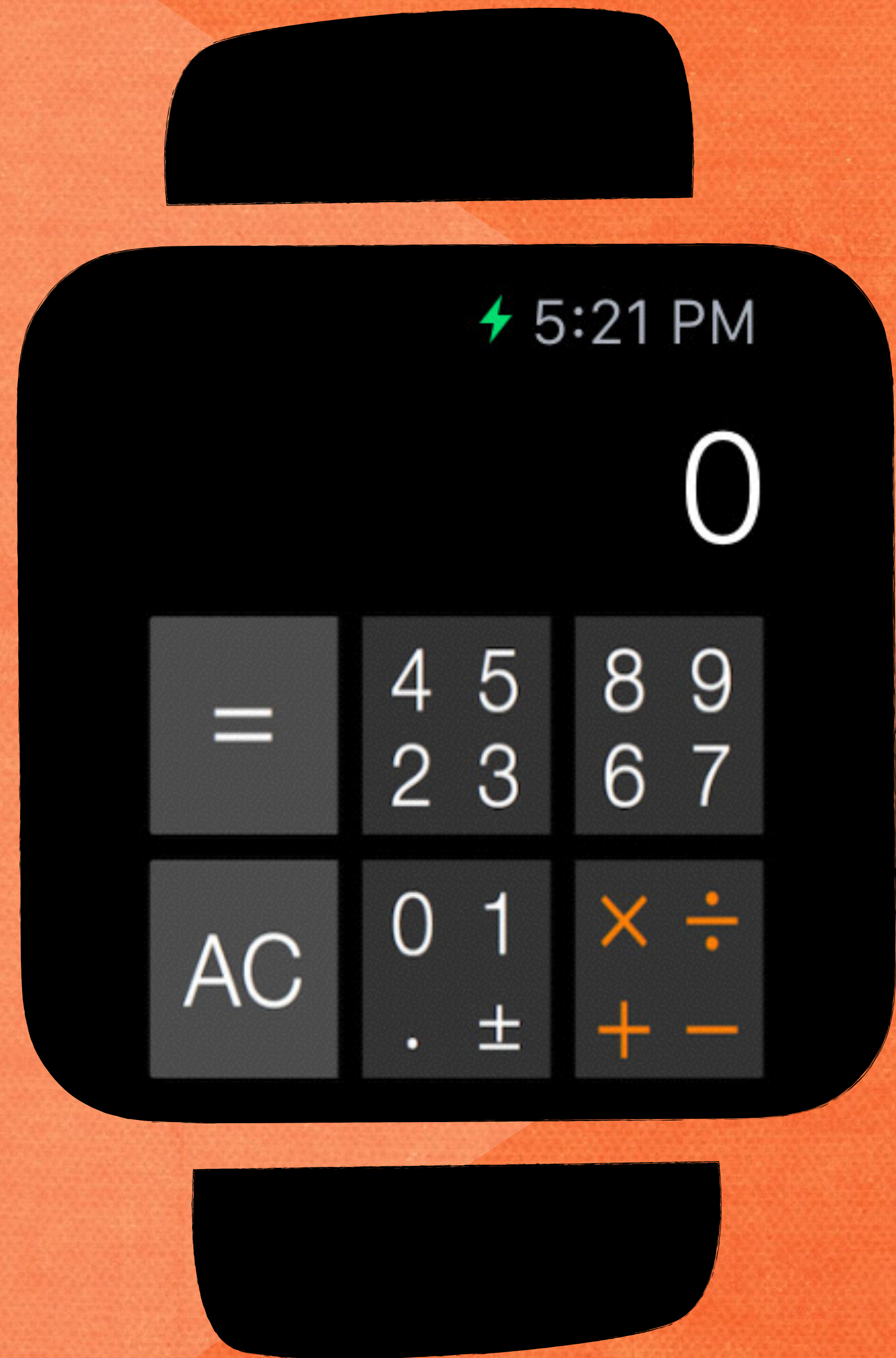
UBER



WORKFLOW

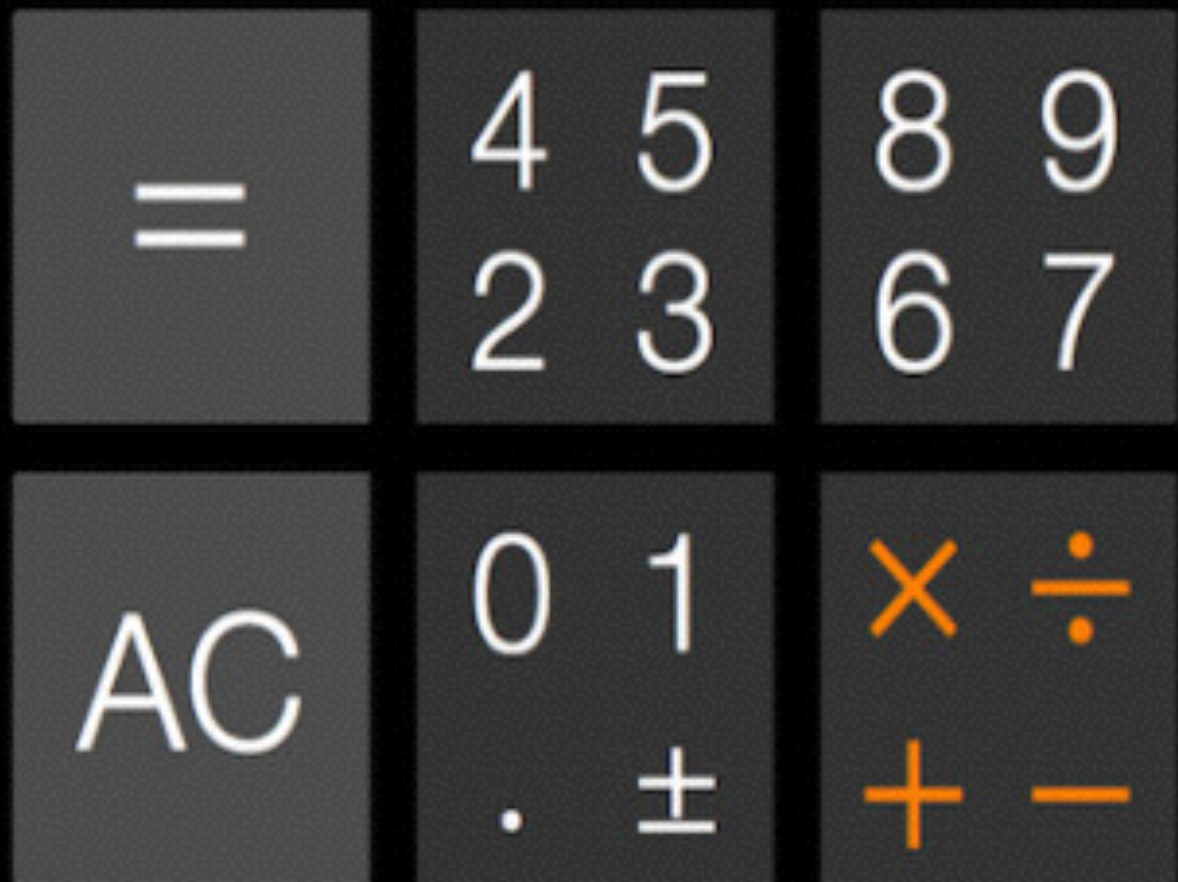
COARSE GESTURES, GIANT BUTTONS



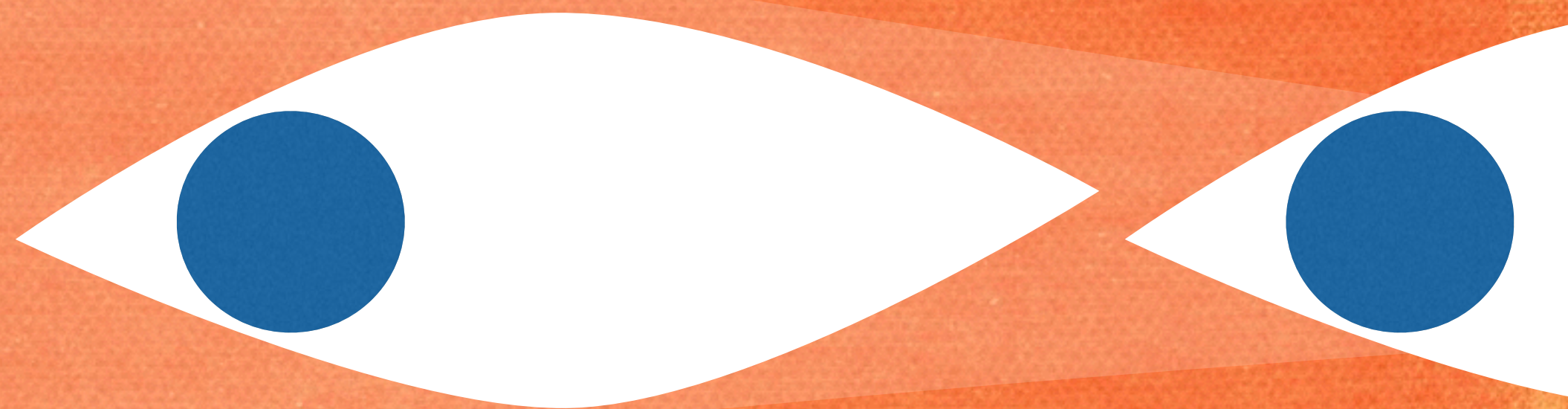
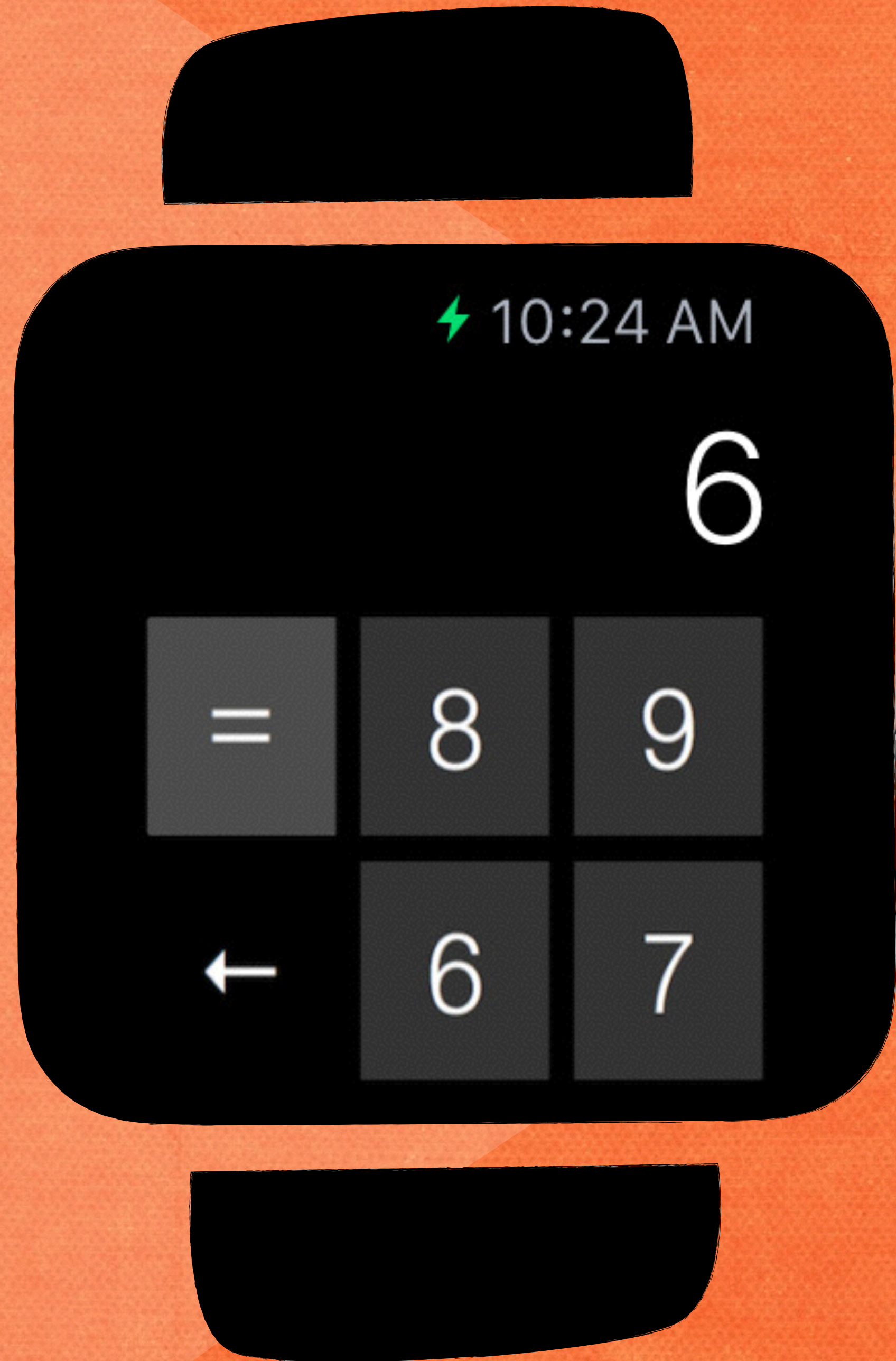


⚡ 5:21 PM

0



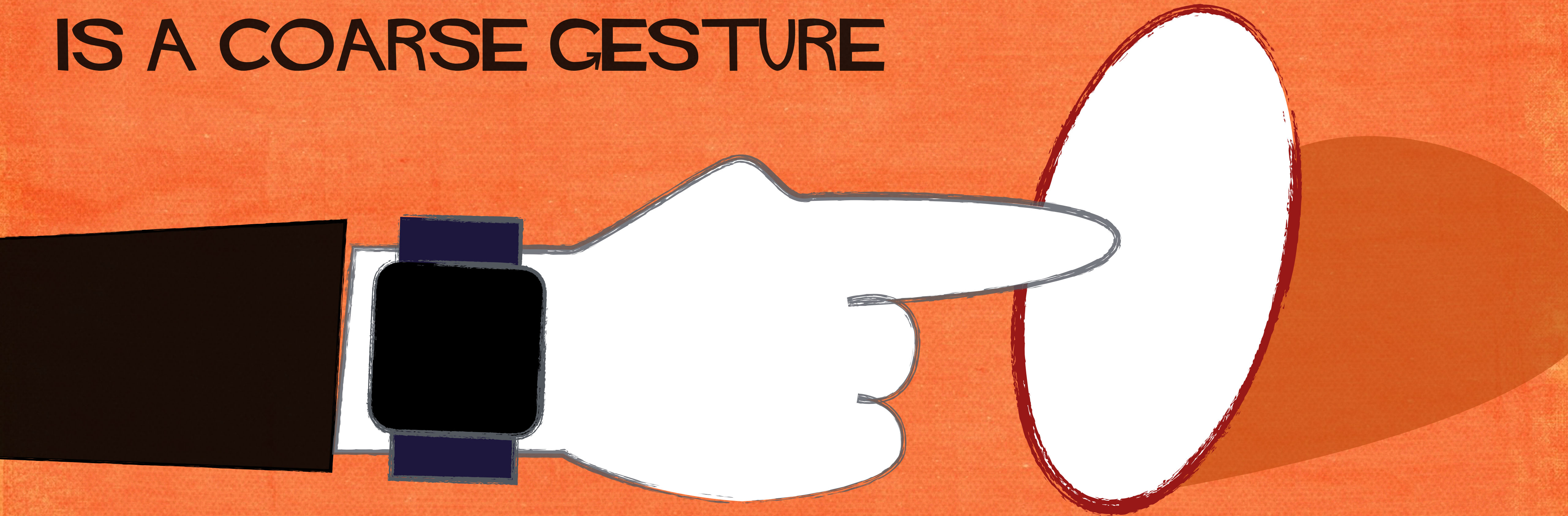
CRUNCHER



CRUNCHER

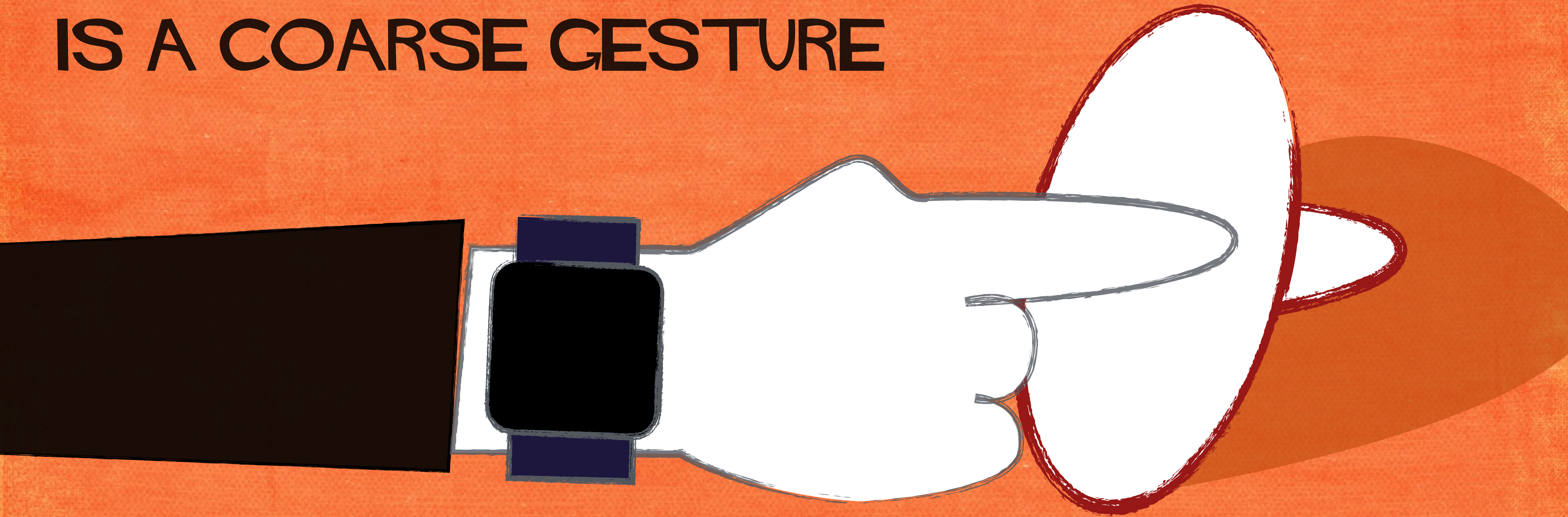
3D TOUCH

IS A COARSE GESTURE



3D TOUCH

IS A COARSE GESTURE

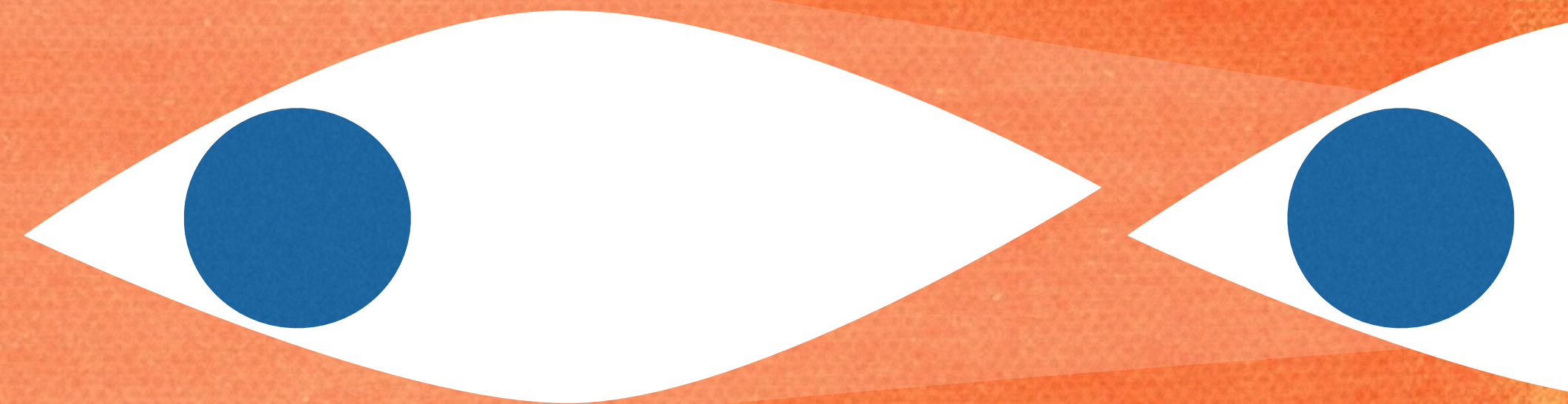


HANDS FREE ACTIVITIES





SLOPES



SLOPES

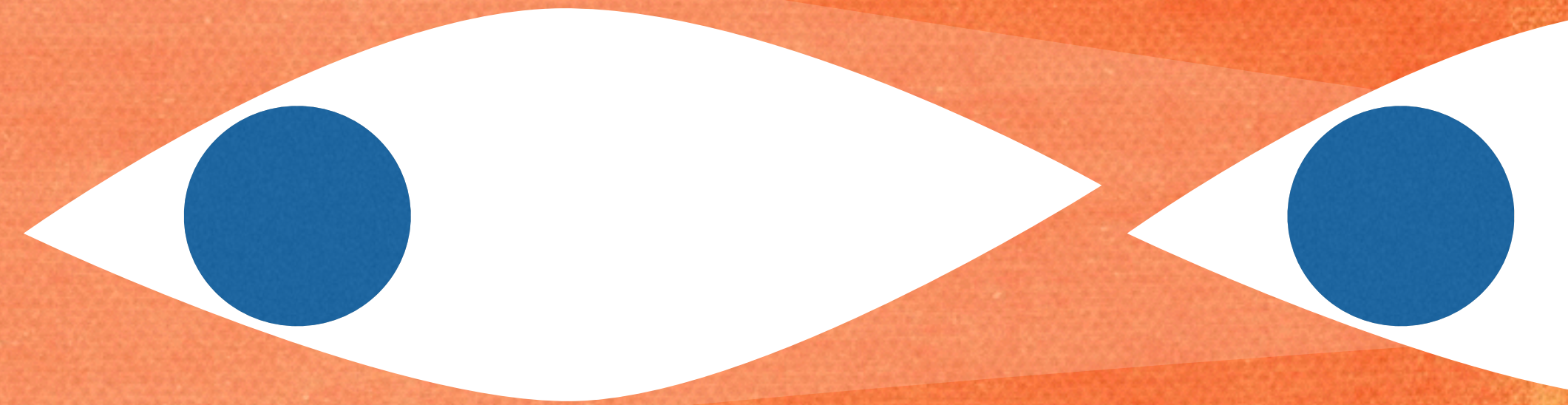


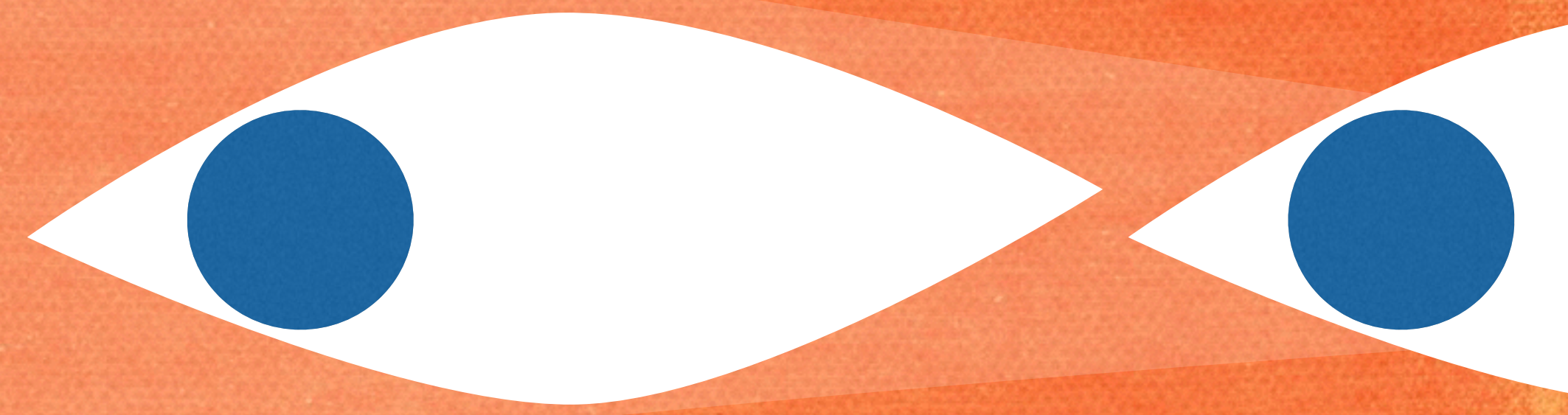
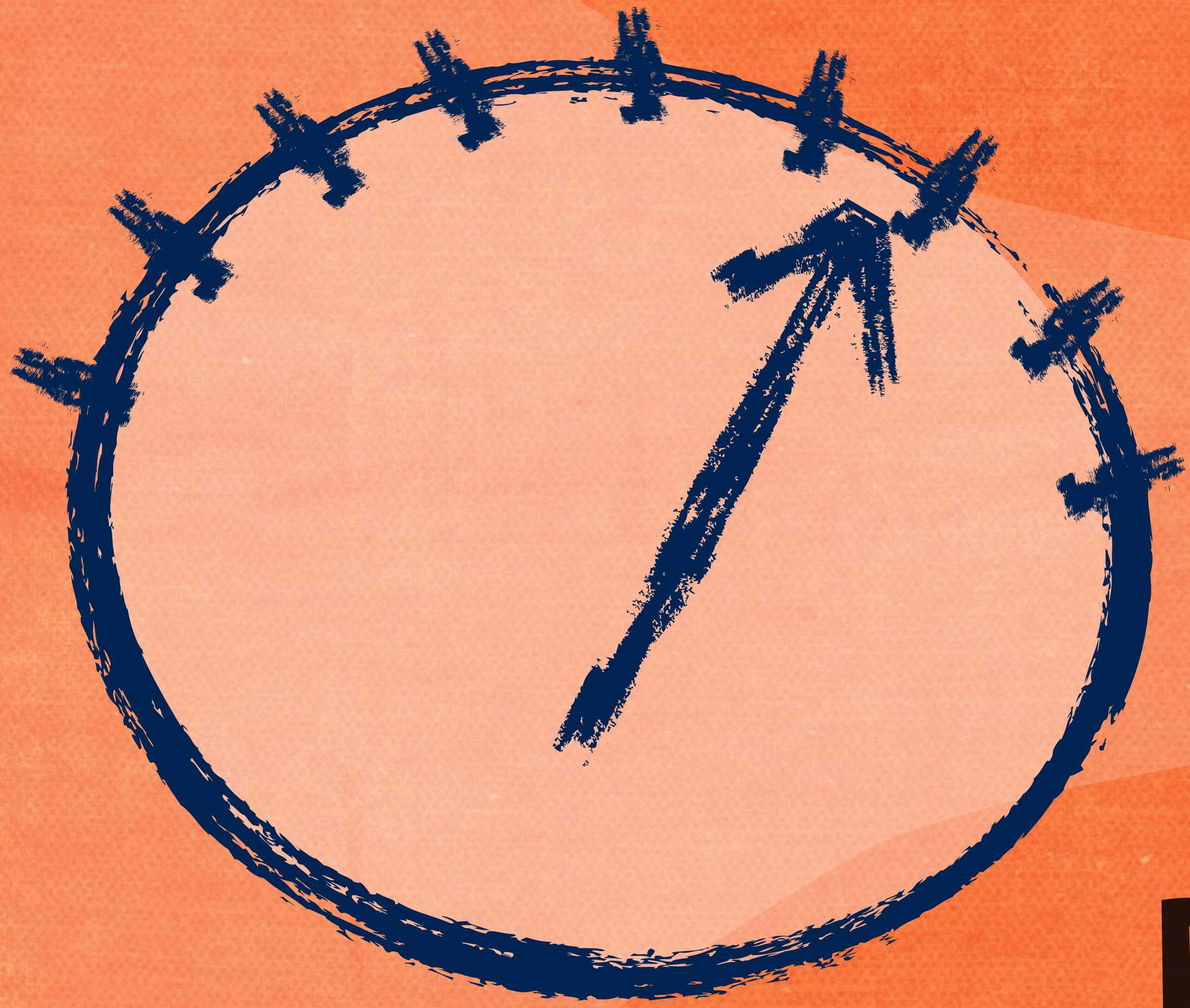
SLOPES

TIME

STATUS/CONDITION

TRIGGER ACTION





DASHBOARD

**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 DEDIU

WRISTS GESTURE





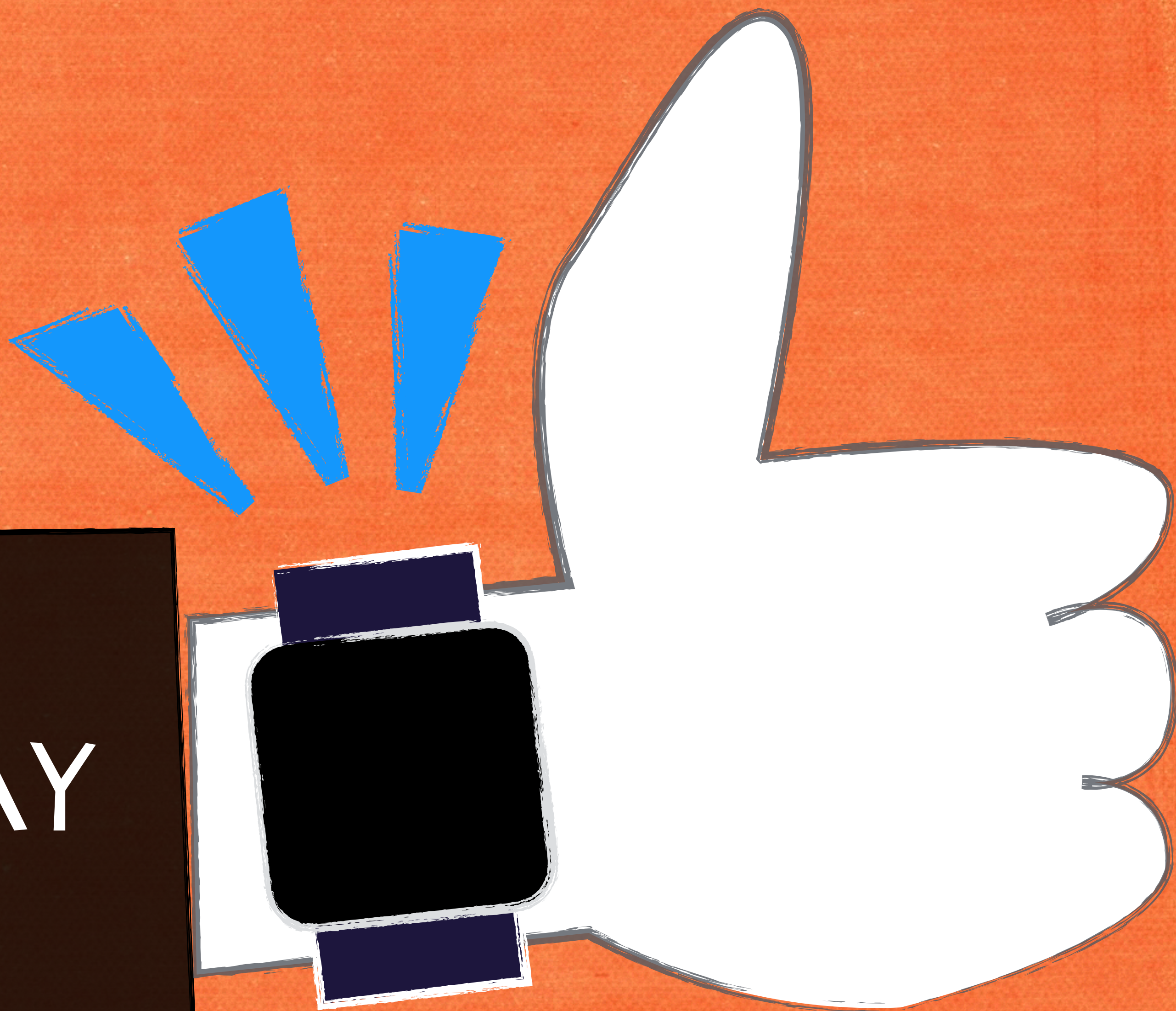
[HTTP:// PRESTO.WATCH](http://PRESTO.WATCH)

@PRESTOGESTURE



GEMIO

A PUBLIC DISPLAY



ADJACENT TO
THE WORK
OF THE HANDS



**YOUR WRIST IS
ALWAYS
WITH YOU**



=====UPDATE=====

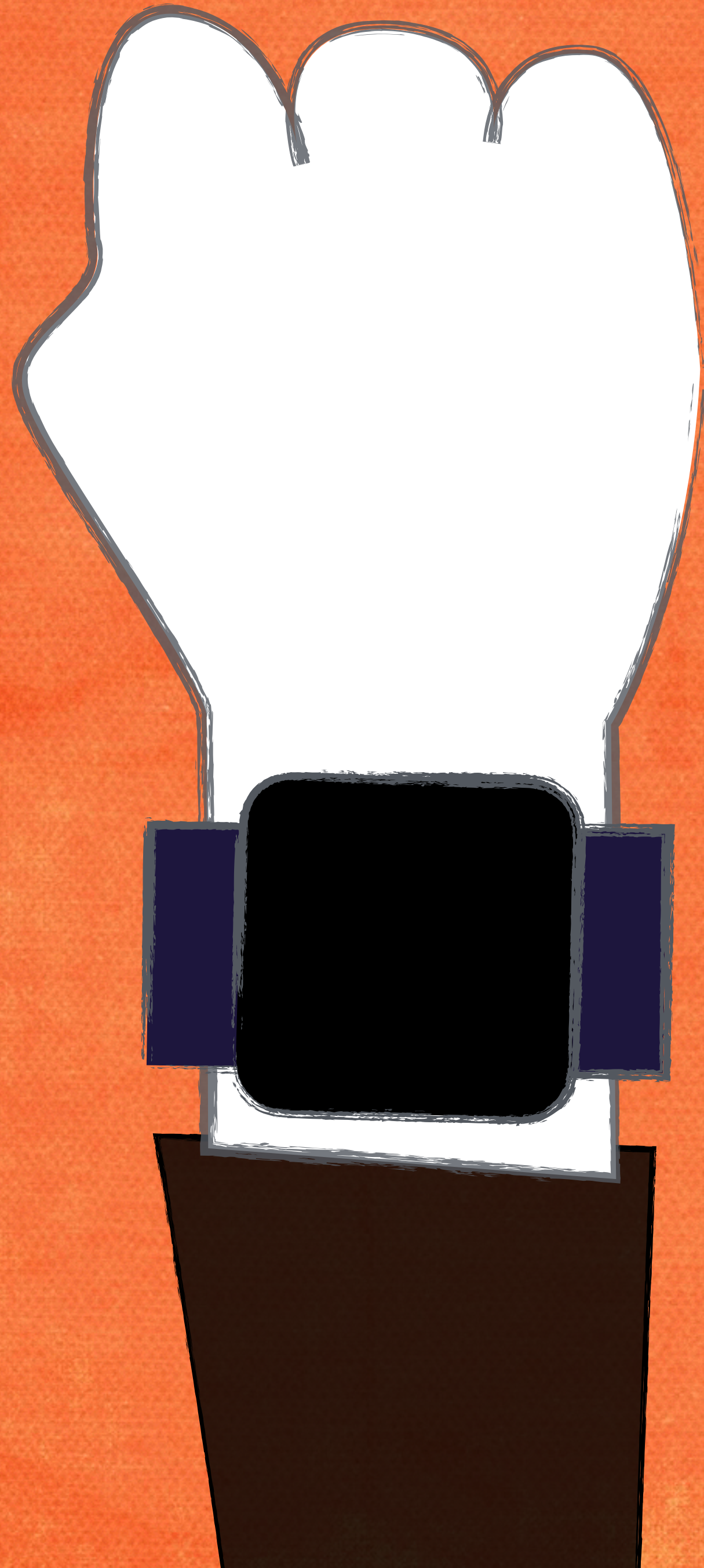
- > You have 15 pairs of underwear left.
[Ok] [buy more underwear] [find help online]
- > Your cat checked in at the litterbox.
- > Your microwave just heated a lasagna.
- > Record: You stared out the window for 23 minutes.
[Ok] [post your score]
- > Your couch likes your microwave's status update.
- > 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**



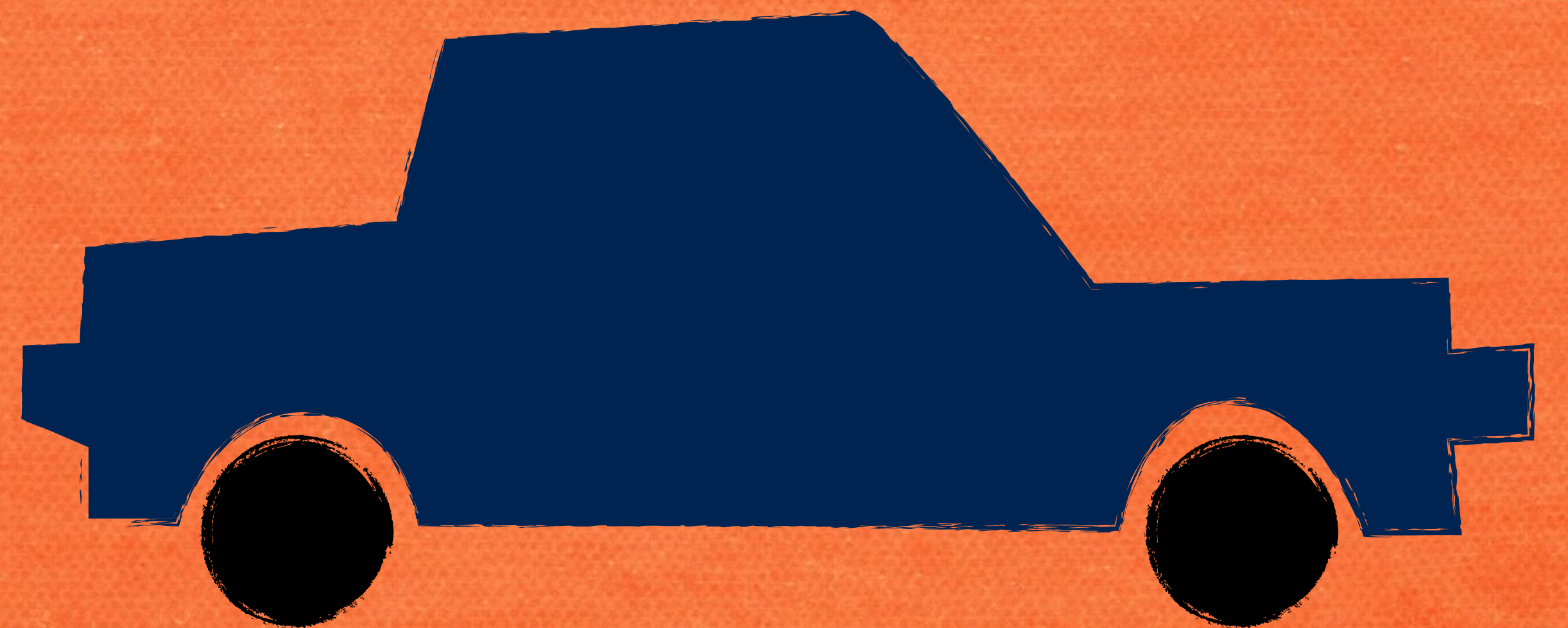


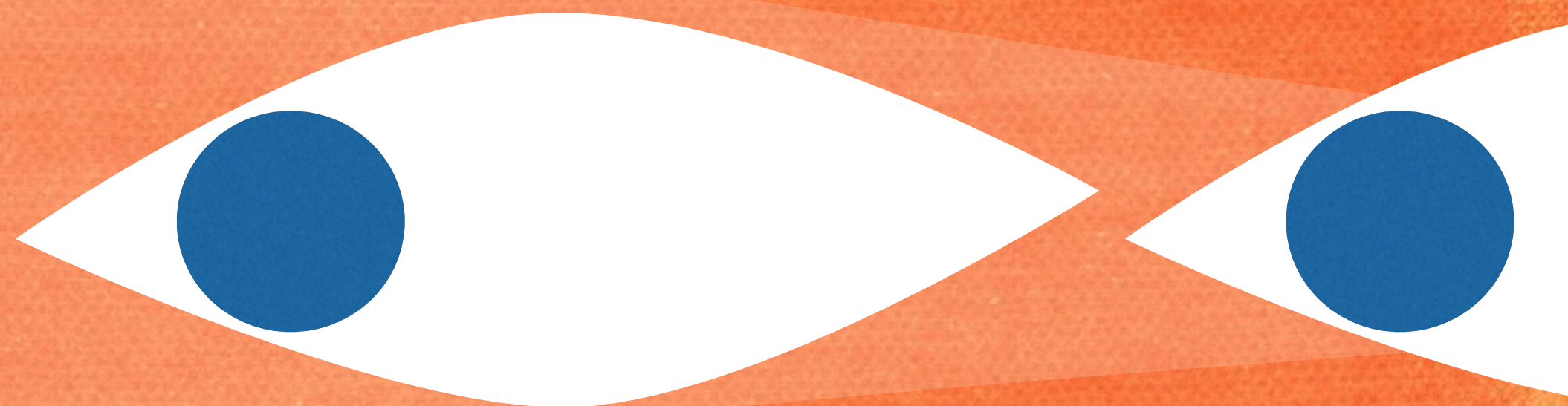
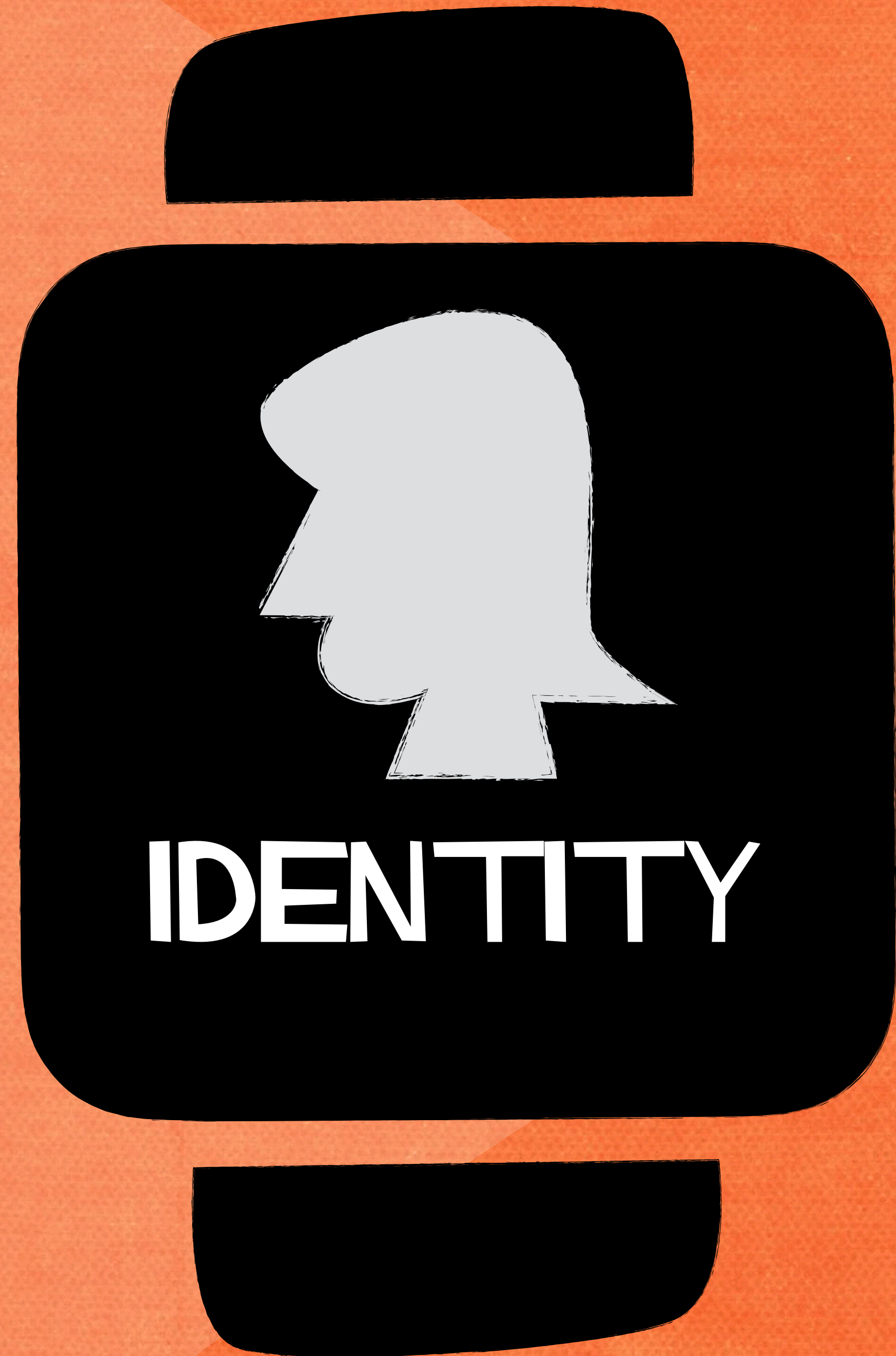
**MOBILE BRINGS
COMPUTING
POWER TO
IMMOBILE
OBJECTS**

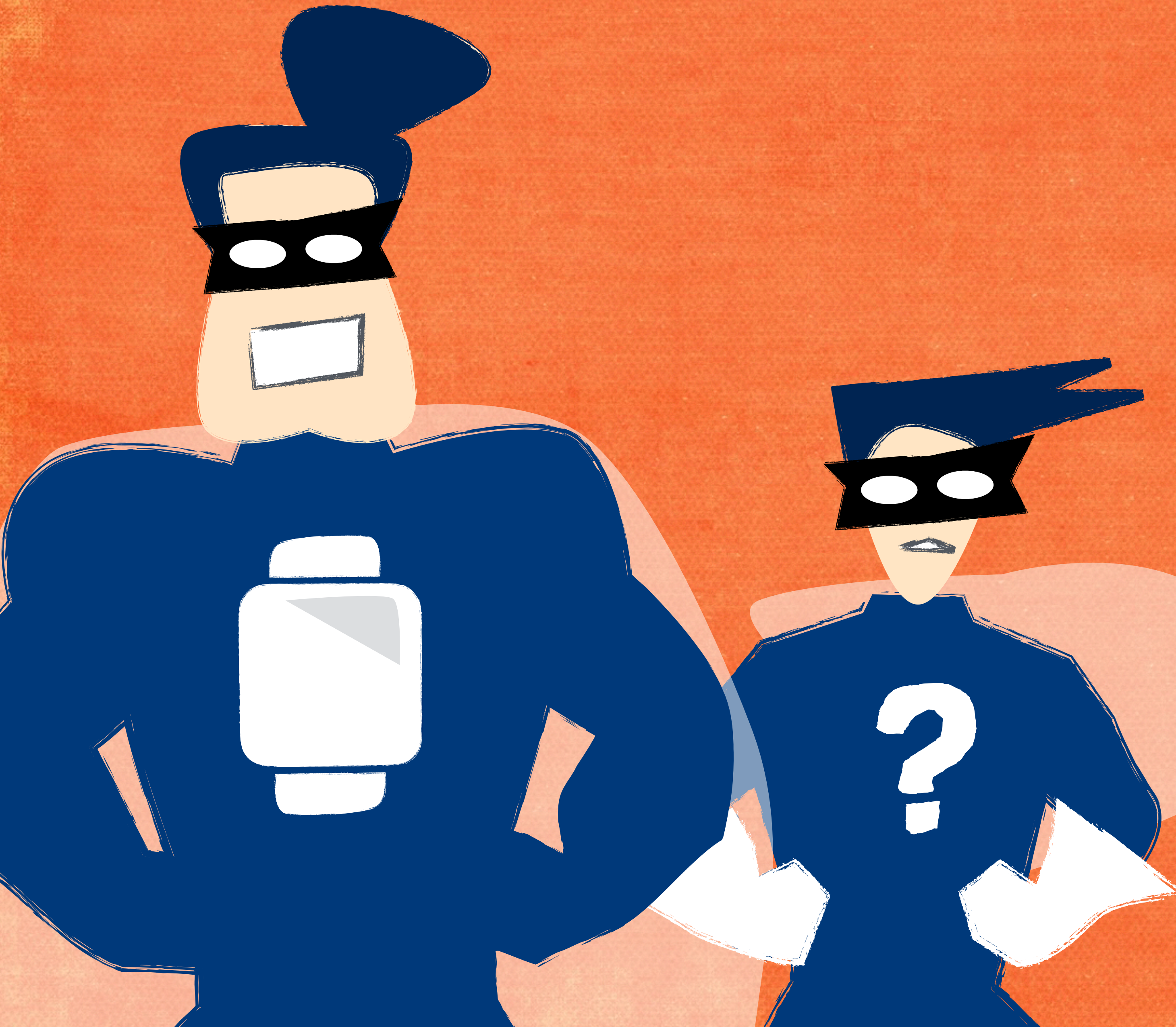


**MOBILE BRINGS
COMPUTING
POWER TO
IMMOBILE
OBJECTS**

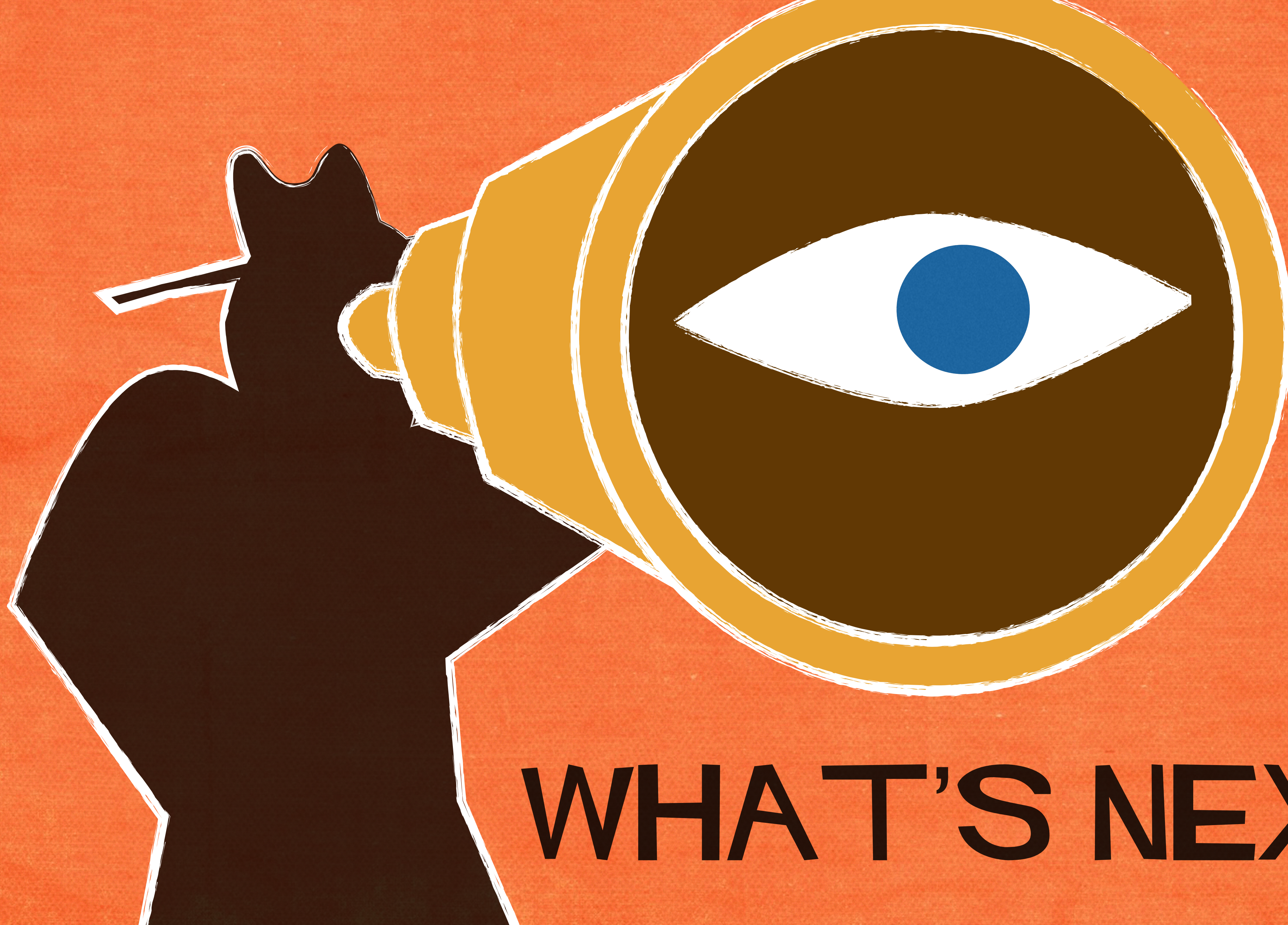
SMART HOMES AND CARS





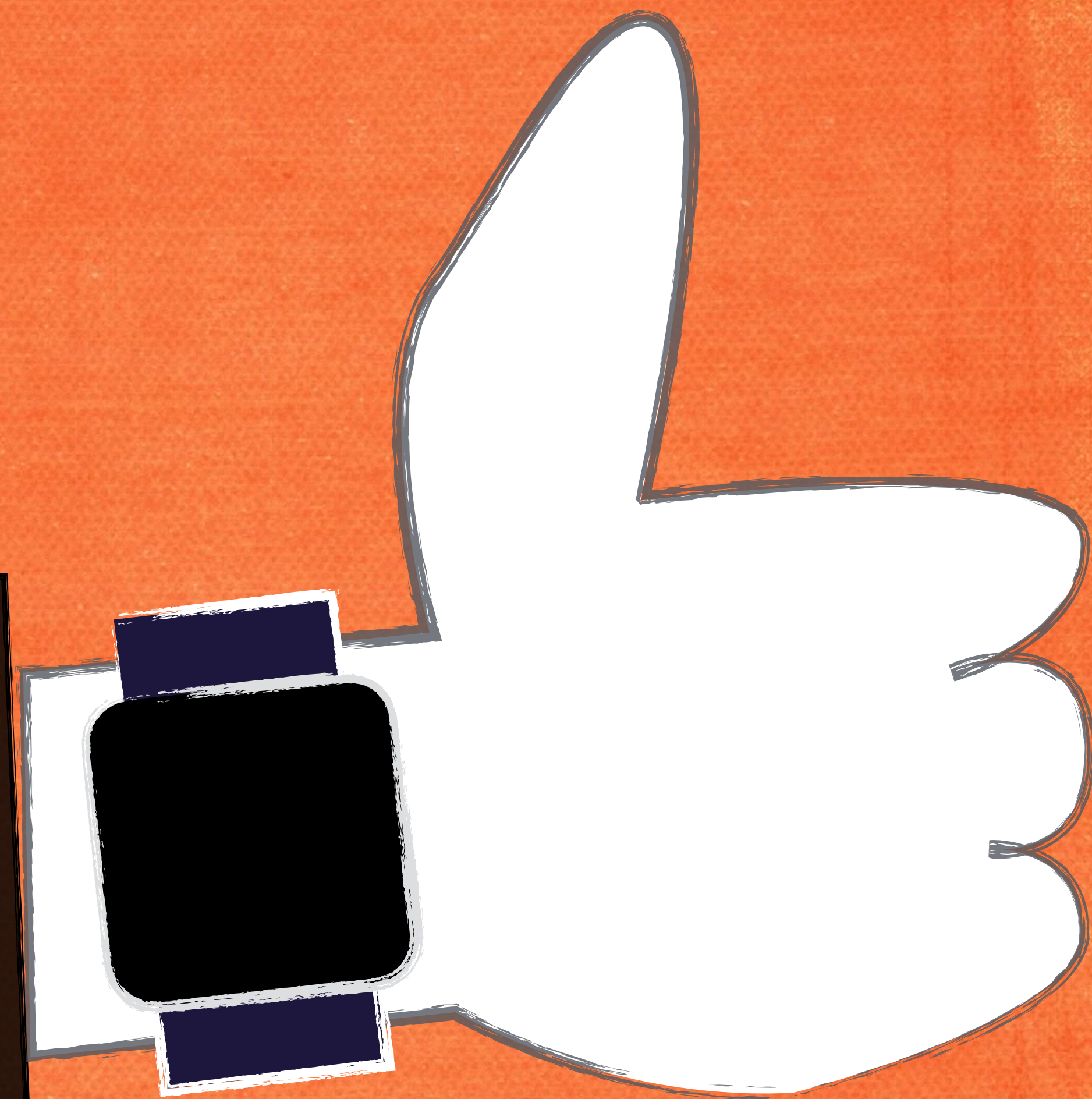


WHAT'S THE
WATCH'S
SIDEKICK?



WHAT'S NEXT?

THANK YOU!



**JOSH CLARK
@BIGMEDIUMJOSH**

**THANKS & APOLOGIES
TO SAUL BASS**