

IT'S NOT OBVIOUS TO EVERYONE

OLIVIER COLLET. COCOAHEADS MONTREAL. 08.10.2013

USER EXPERIENCE FOR MASS MARKET APPS

SOME PEOPLE

DON'T USE THEIR PHONE
EXTENSIVELY

SOME PEOPLE

HESITATE TO TRY

WHEN THEY DON'T KNOW THE OUTCOME

SOME PEOPLE
DON'T KNOW THE
DIFFERENCE
BETWEEN
SIMILAR TECHNOLOGIES

SOME PEOPLE

**DON'T CARE MUCH ABOUT
AESTHETICS**

THERE'S NO SECRET RECIPE
BUT THERE ARE A FEW THINGS WE CAN TRY

AVOID CONFUSION

USE WORDS CAREFULLY

SPEND TIME FINDING THE CORRECT TERMS AND SENTENCES

**STAY CLOSE TO APPLE'S DEFAULT
BEHAVIORS AND LOOKS**

WRITE AN INTRODUCTION GUIDE
HAVE A HELP SCREEN EASILY ACCESSIBLE

***“I DON’T USE THIS
AS MUCH AS YOU DO.”***

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LINKS

- [On Writing Interfaces Well](#)
- [iPhone 5 Quick Start Guide](#)
- [JazzHand](#)
- [Status Board by Panic](#)