Design

#WWDC17

Love at First Launch

Designing a great first launch experience

Session 816

Vince Lane, Designer

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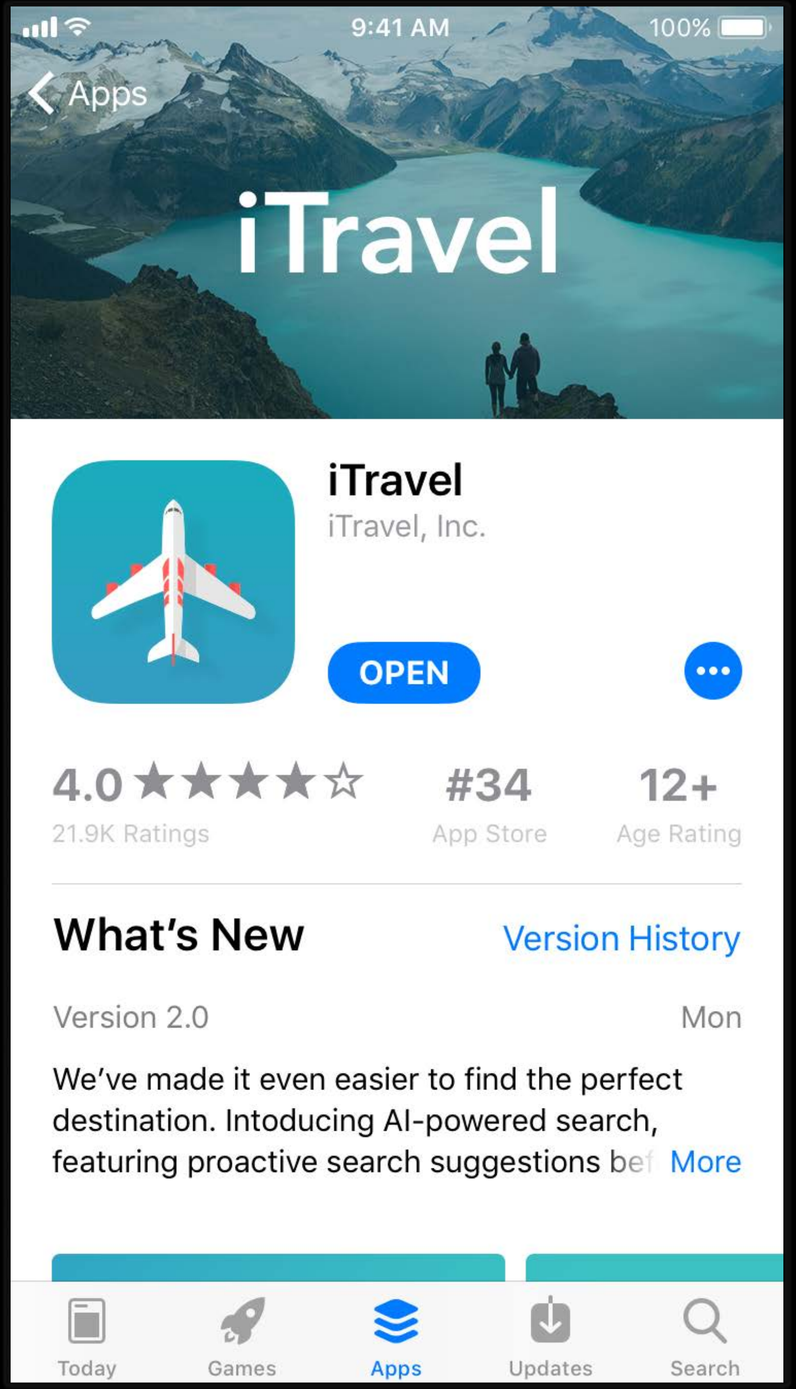
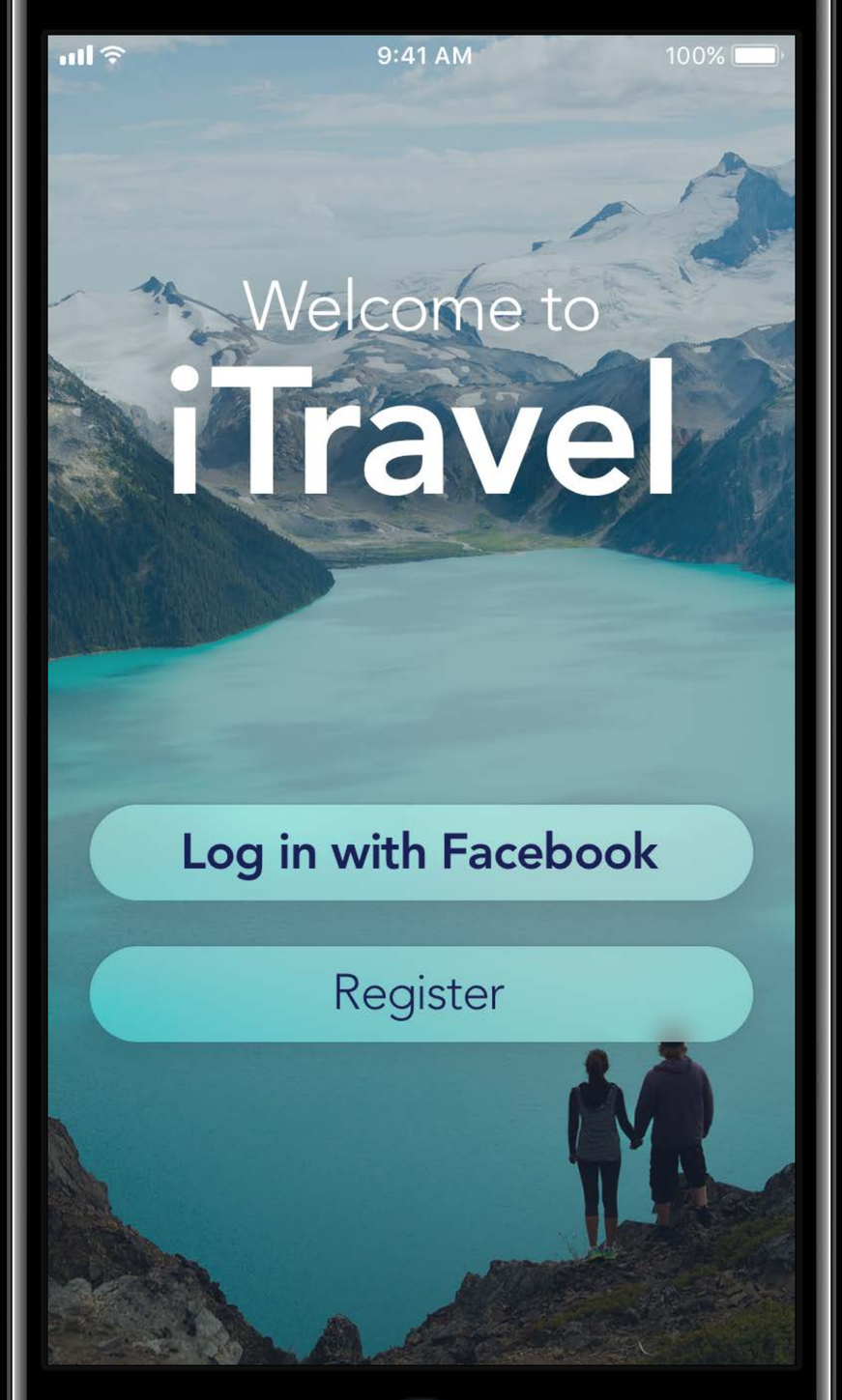
First impressions matter


9:41 AM
100%
Apps
iTravel
iTravel
iTravel, Inc.
OPEN
4.0
21.9K Ratings
#34
App Store
12+
Age Rating
What's New
Version History
Version 2.0
Mon
We've made it even easier to find the perfect destination. Intoducing AI-powered search, featuring proactive search suggestions bef
More
Today
Games
Apps
Updates
Search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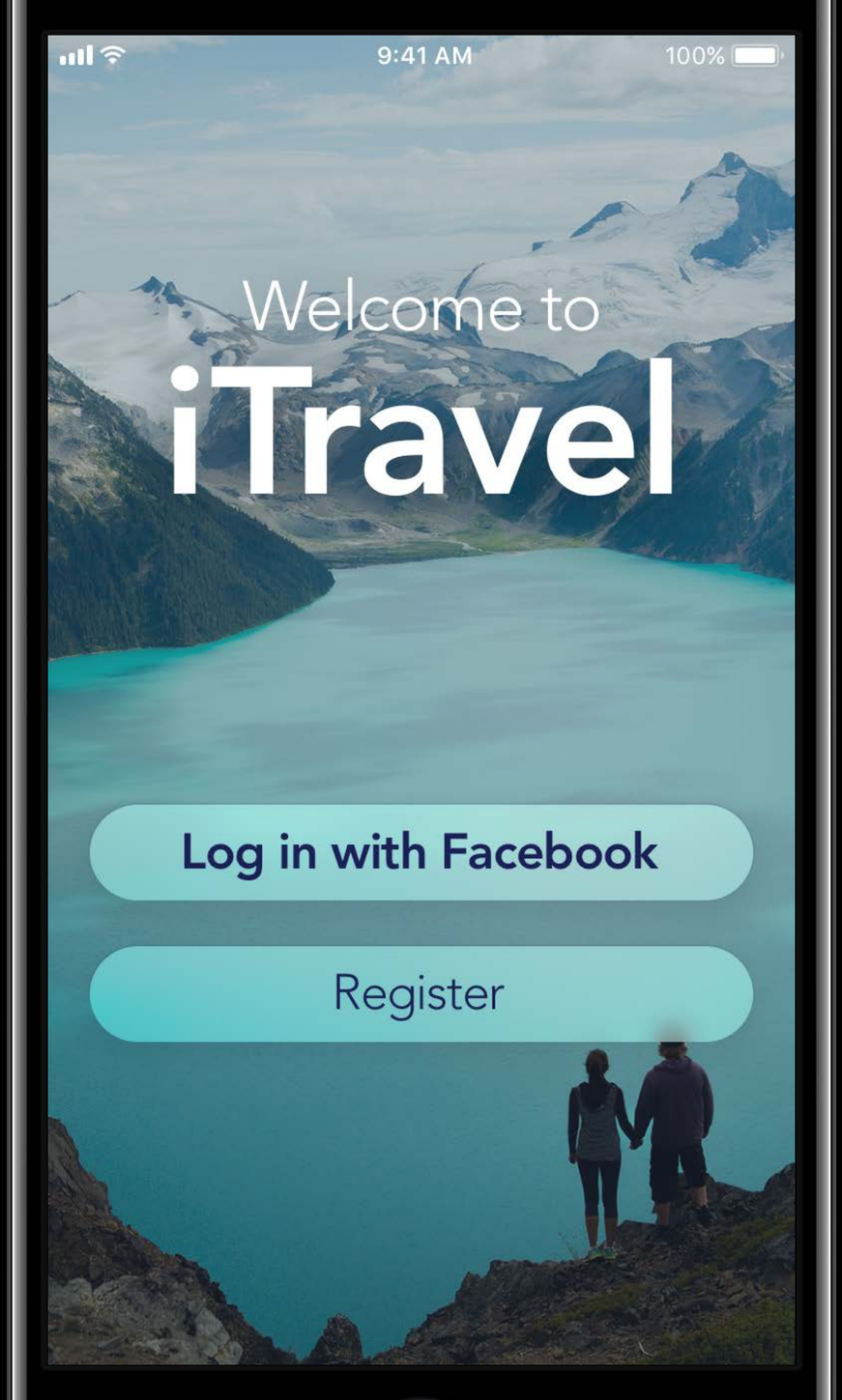
Welcome to
iTravel
Log in with Facebook
Register


9:41 AM
100%
Welcome to
iTravel
Log in with Facebook
Register

300

Lead with great content

Lead with great content

Teach through interaction

Lead with great content

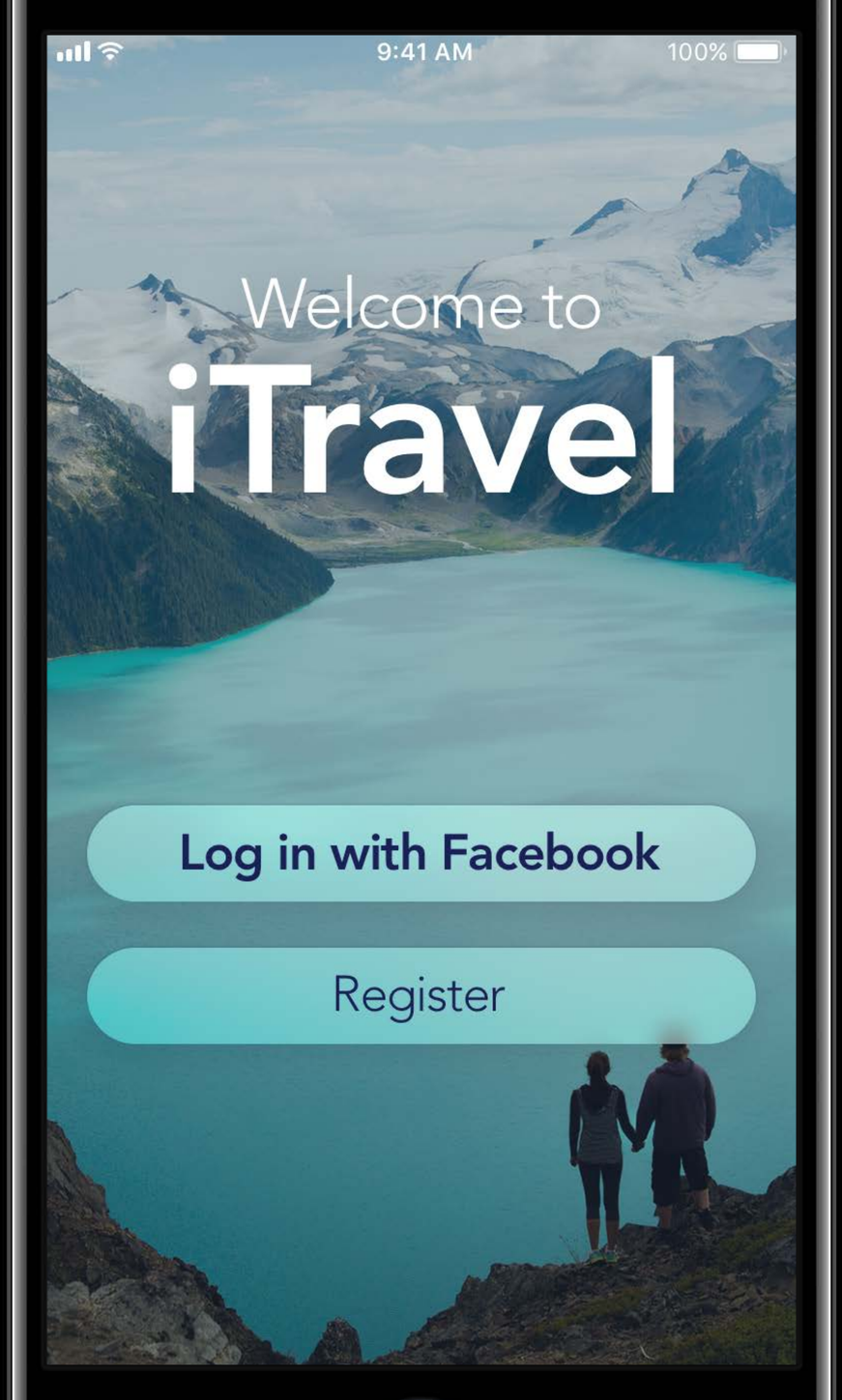
Teach through interaction

Delay requests for more data

Lead with great content

Teach through interaction

Delay requests for more data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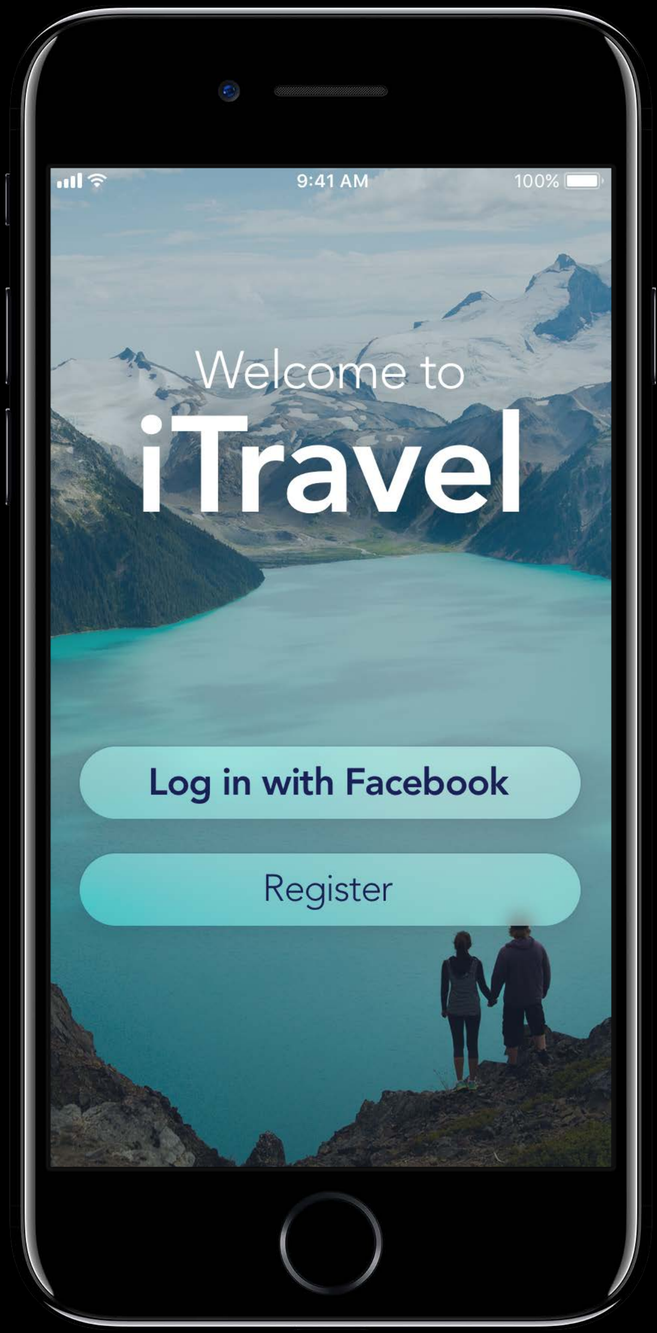
iTravel
Log in with Facebook
Register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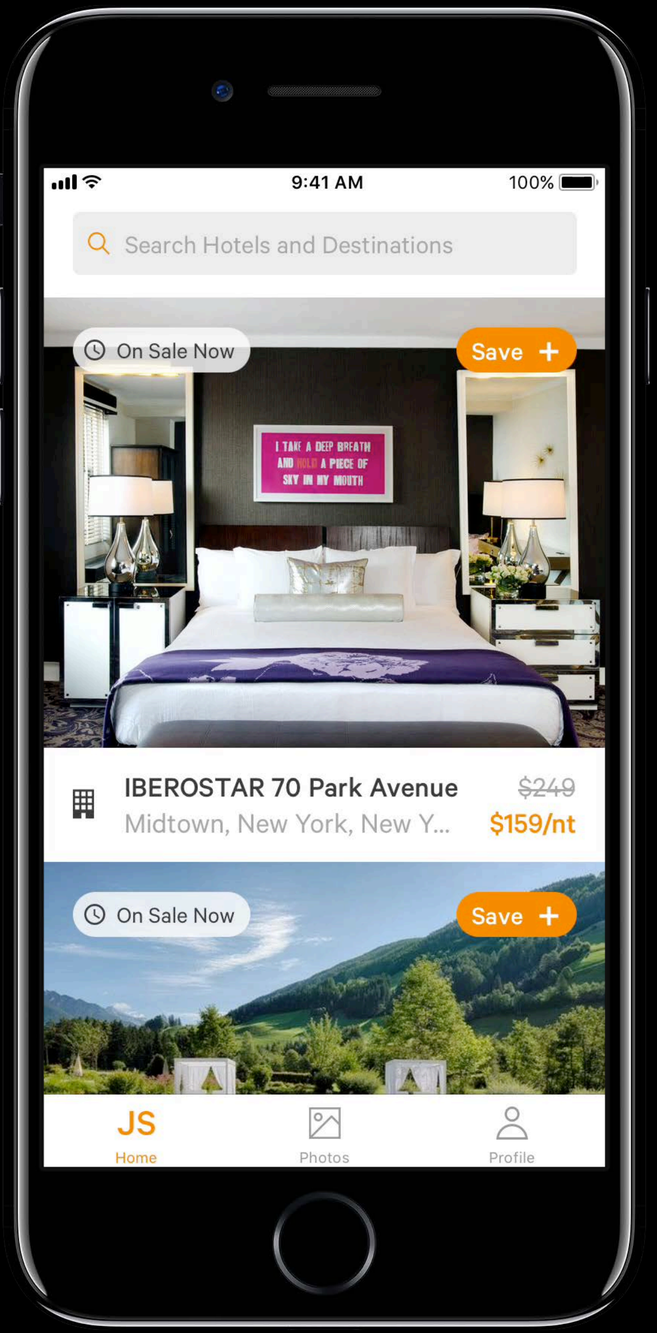
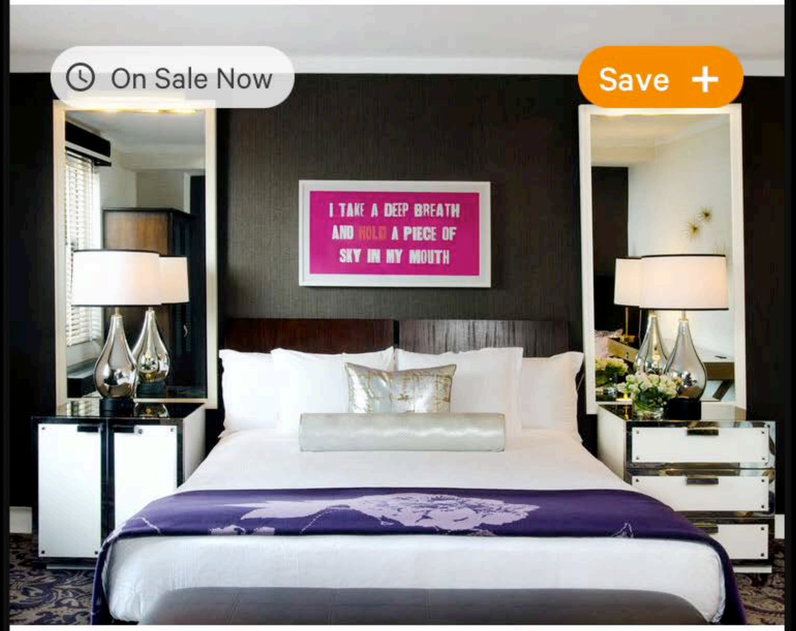
iTravel
Log in with Facebook
Register

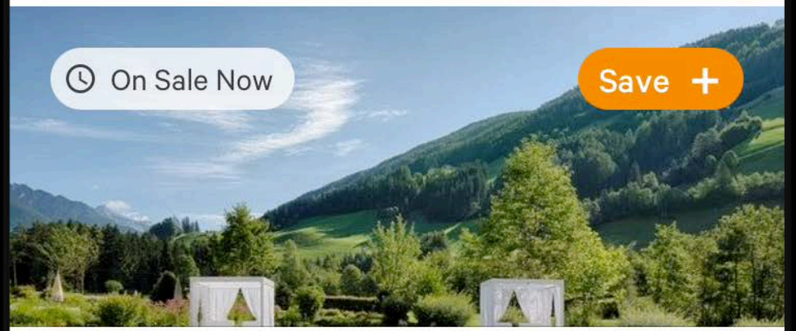

9:41 AM
100%
Search Hotels and Destinations
On Sale Now
Save +
I TAKE A DEEP BREATH AND HOLD A PIECE OF SKY IN MY MOUTH
IBEROSTAR 70 Park Avenue
Midtown, New York, New Y...
$249
$159/nt
On Sale Now
Save +
JS
Home
Photos
Profile

9:41 AM 100%

Search Hotels and Destinations



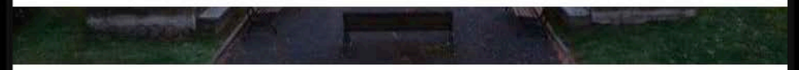
IBEROSTAR 70 Park Avenue
Midtown, New York, New Y...
~~$249~~
$159/nt



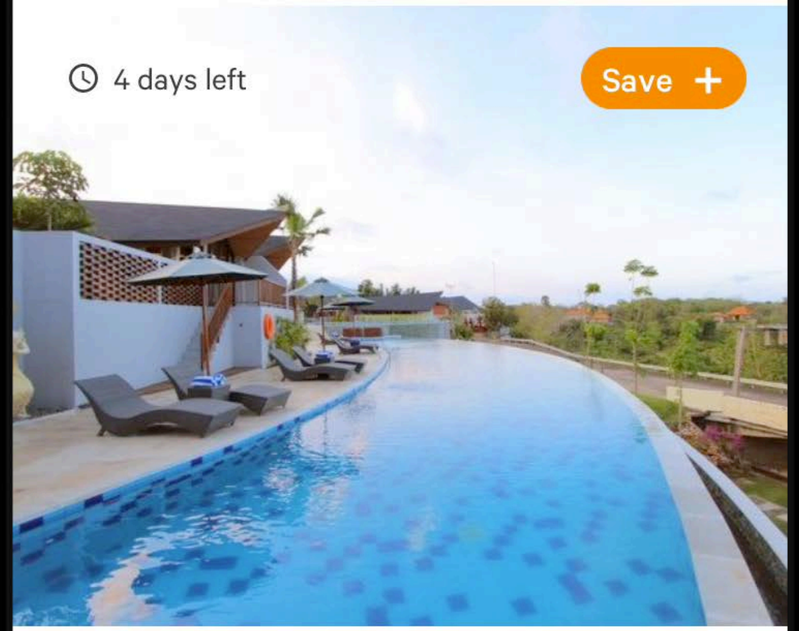
JS Home | Photos | Profile

9:41 AM 100%

Search Hotels and Destinations

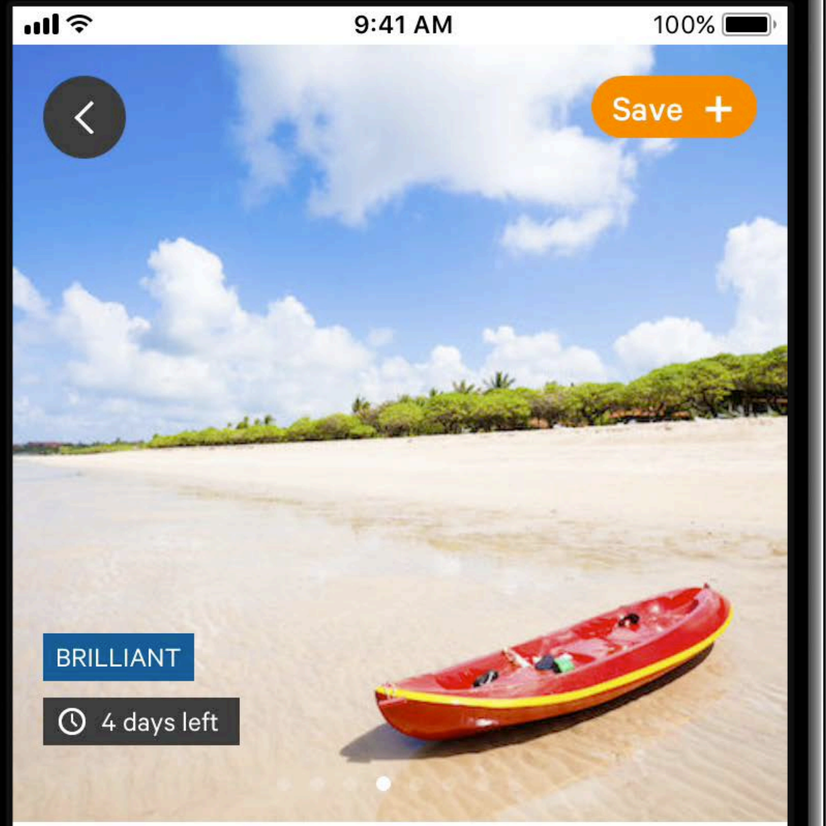


The Church Palace
Rome, Italy
~~$154~~
$75/nt



Agata Nusa Dua
Bali, Indonesia
~~$270~~
$105/nt

JS Home | Photos | Profile



Check In

Check Out

Agata Nusa Dua

Nusa Dua, Indonesia

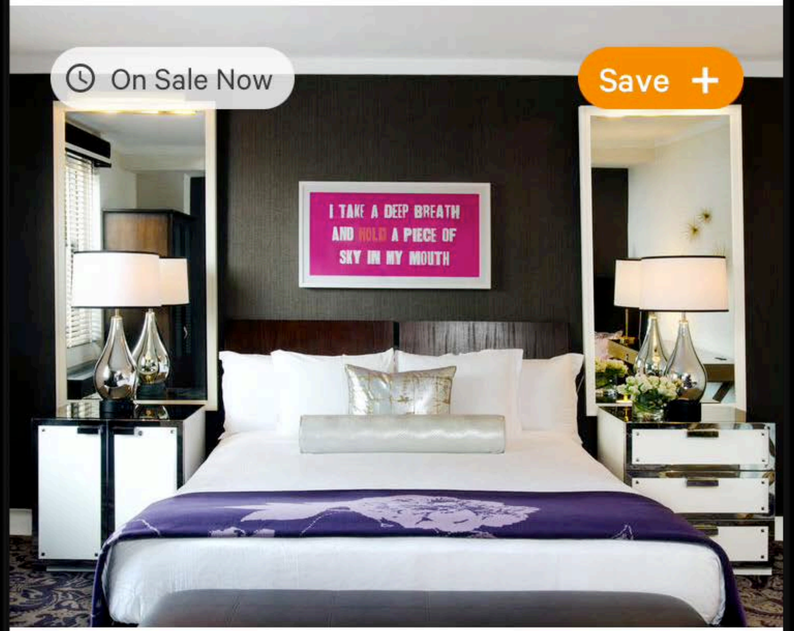
Jetsetter Approved

4.5 Very Good

From $105 / nt
Book now

9:41 AM 100%

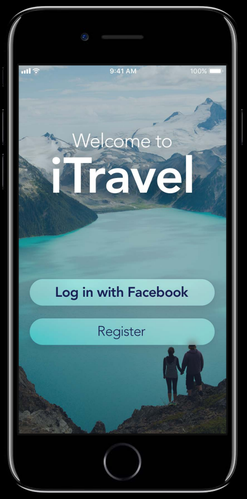
Search Hotels and Destinations

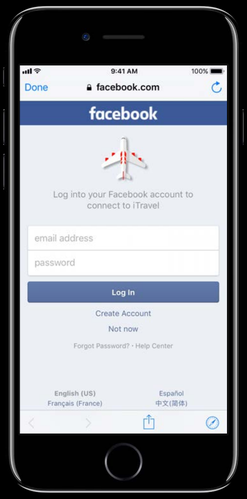


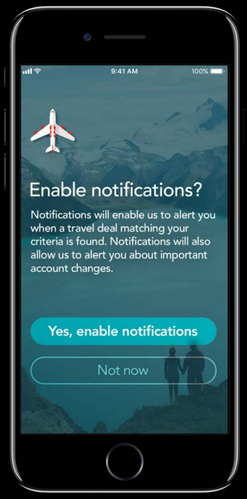
IBEROSTAR 70 Park Avenue
Midtown, New York, New Y...
~~$249~~
$159/nt

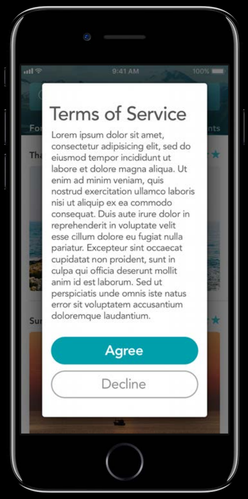
JS Home | Photos | Profile

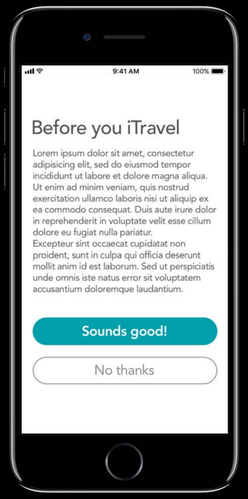
9:41 AM
100%
Mail
Calendar
Photos
Camera
Maps
Clock
Weather
News
Home
Notes
Stocks
Reminders
TV
App Store
iTunes Store
iBooks
Health
Wallet
Settings


9:41 AM
100%
Welcome to
iTravel
Log in with Facebook
Register


9:41 AM
100%
Done
facebook.com
facebook
Log into your Facebook account to connect to iTravel
email address
password
Log In
Create Account
Not now
Forgot Password? · Help Center
English (US)
Français (France)
Español
中文(简体)


9:41 AM
100%
Enable notifications?
Notifications will enable us to alert you when a travel deal matching your criteria is found. Notifications will also allow us to alert you about important account changes.
Yes, enable notifications
Not now


Terms of Service
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.
Agree
Decline


9:41 AM
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Before you iTravel
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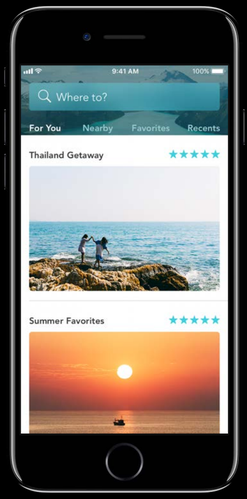
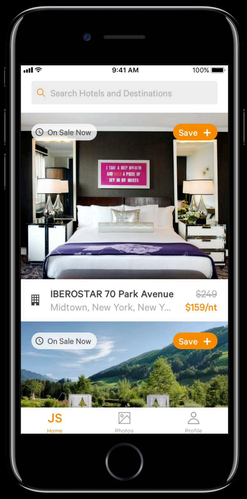
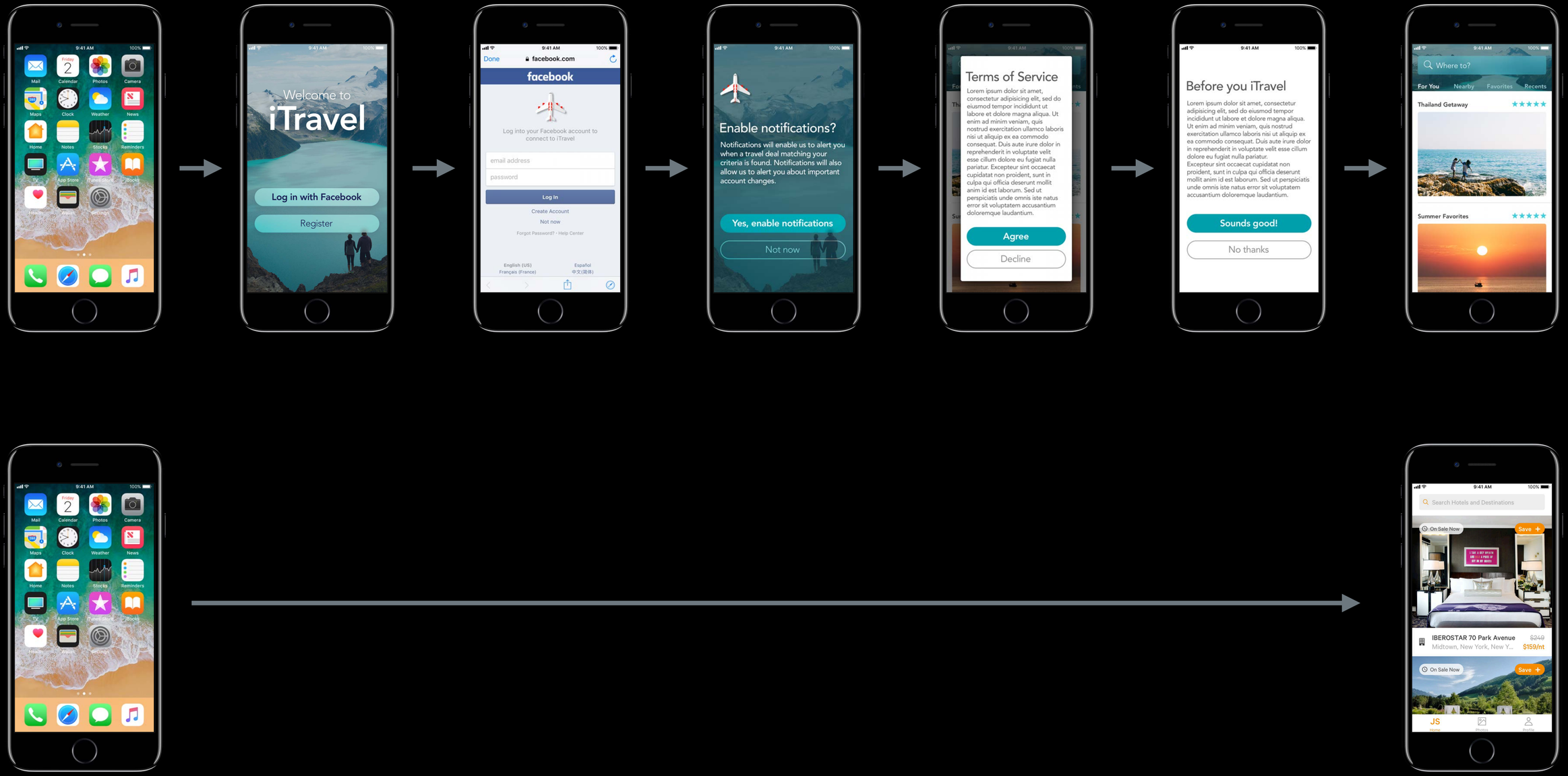
Sounds good!
No thanks


9:41 AM
100%
Where to?
For You
Nearby
Favorites
Recents
Thailand Getaway
Summer Favorites

9:41 AM
100%
Mail
Calendar
Photos
Camera
Maps
Clock
Weather
News
Home
Notes
Stocks
Reminders
TV
App Store
iTunes Store
iBooks
Health
Wallet
Settings


9:41 AM
100%
Search Hotels and Destinations
On Sale Now
Save
IBEROSTAR 70 Park Avenue
Midtown, New York, New Y...
$249
$159/nt
On Sale Now
Save


9:41 AM
100%
Mail
Calendar
Photos
Camera
Maps
Clock
Weather
News
Home
Notes
Stocks
Reminders
TV
App Store
iTunes Store
iBooks
Health
Wallet
Settings
Welcome to
iTravel
Log in with Facebook
Register
Done
facebook.com
facebook
Log into your Facebook account to connect to iTravel
email address
password
Log In
Create Account
Not now
Forgot Password? · Help Center
English (US)
Français (France)
Español
中文(简体)
Enable notifications?
Notifications will enable us to alert you when a travel deal matching your criteria is found. Notifications will also allow us to alert you about important account changes.
Yes, enable notifications
Not now
Terms of Service
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.
Agree
Decline
Before you iTravel
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.
Sounds good!
No thanks
Where to?
For You
Nearby
Favorites
Recents
Thailand Getaway
Summer Favorites
Search Hotels and Destinations
On Sale Now
Save
IBEROSTAR 70 Park Avenue
Midtown, New York, New Y...
$249
$159/nt
JS

Lead with great content

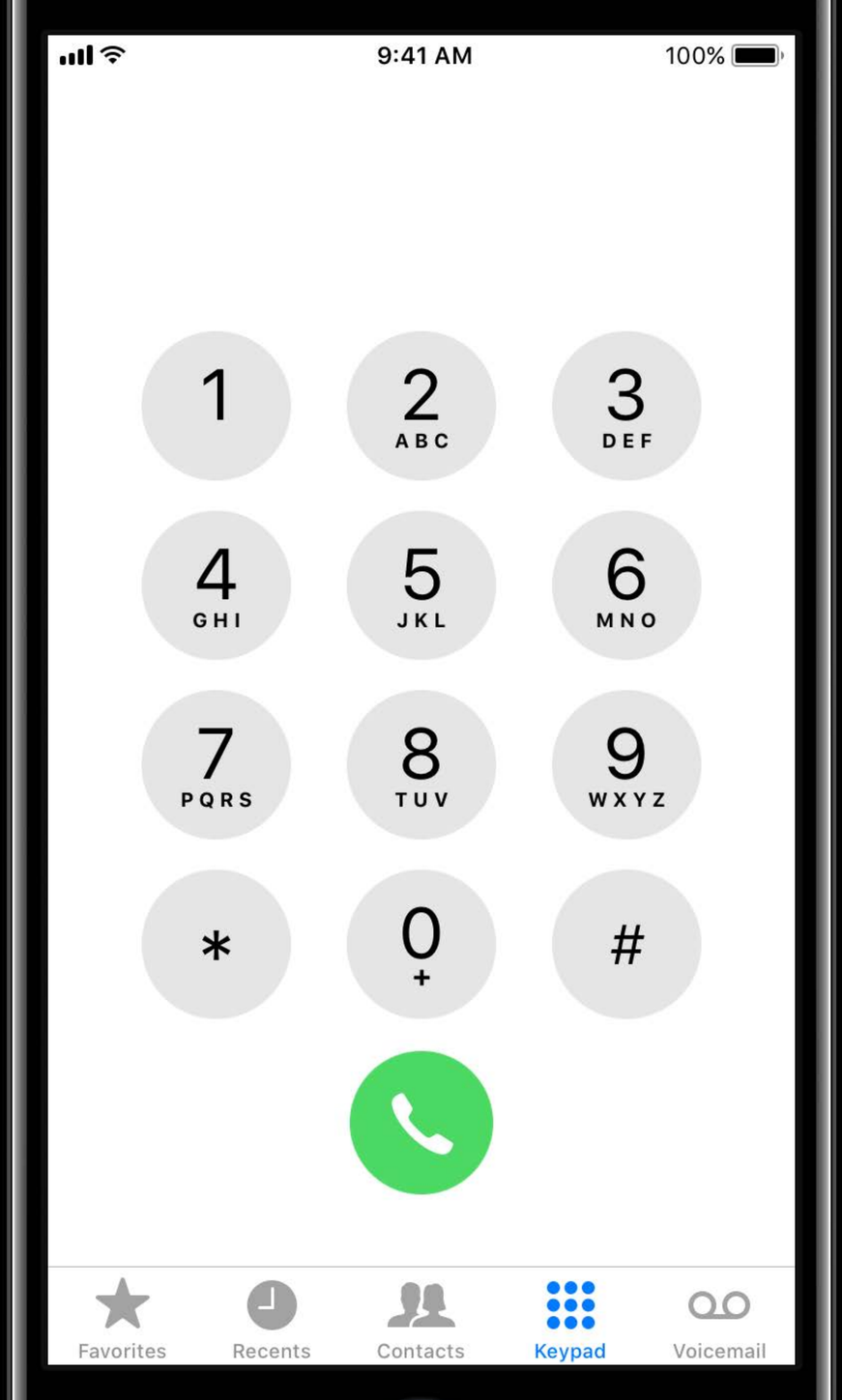
Teach through interaction

Delay requests for more data

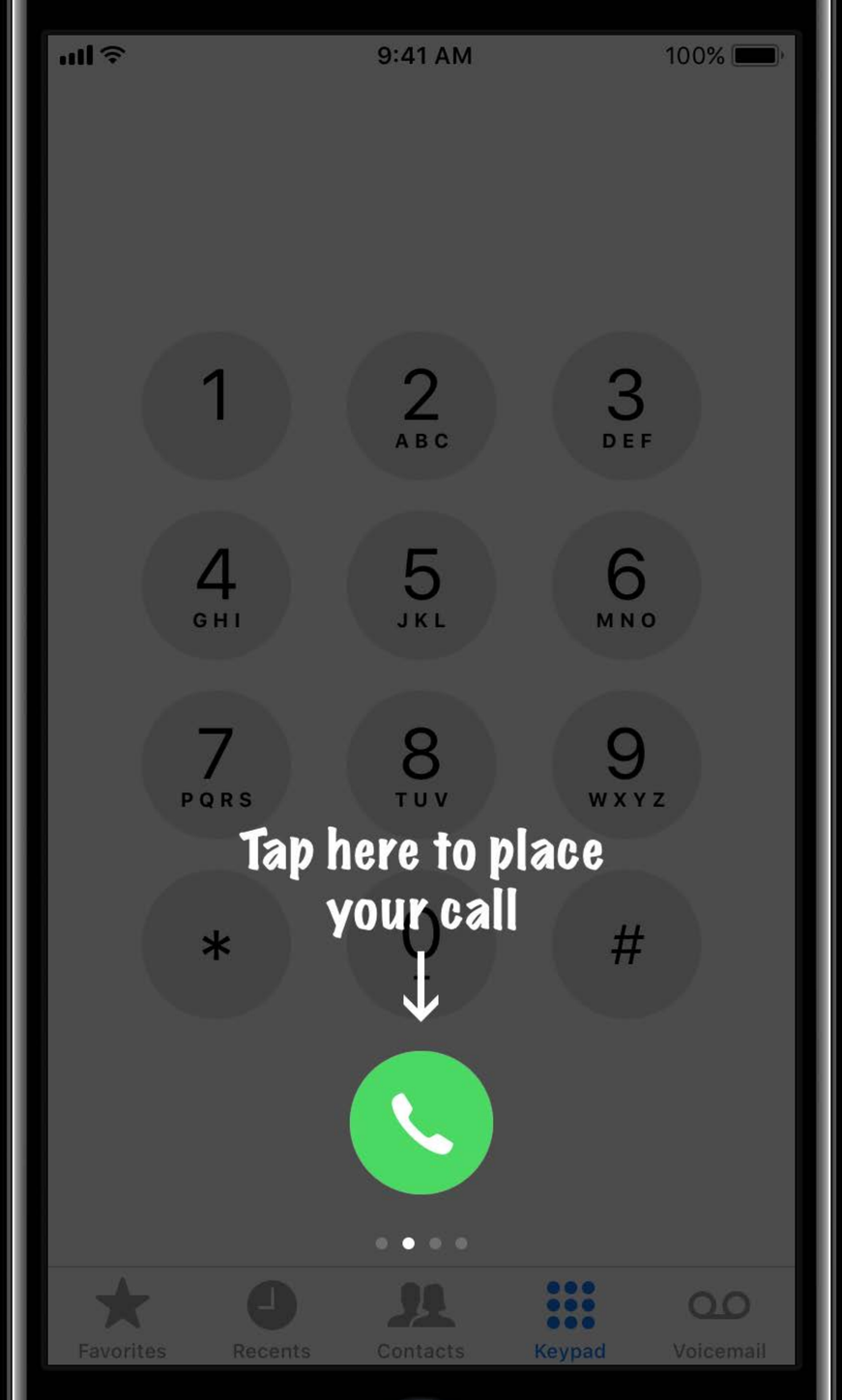
Lead with great content

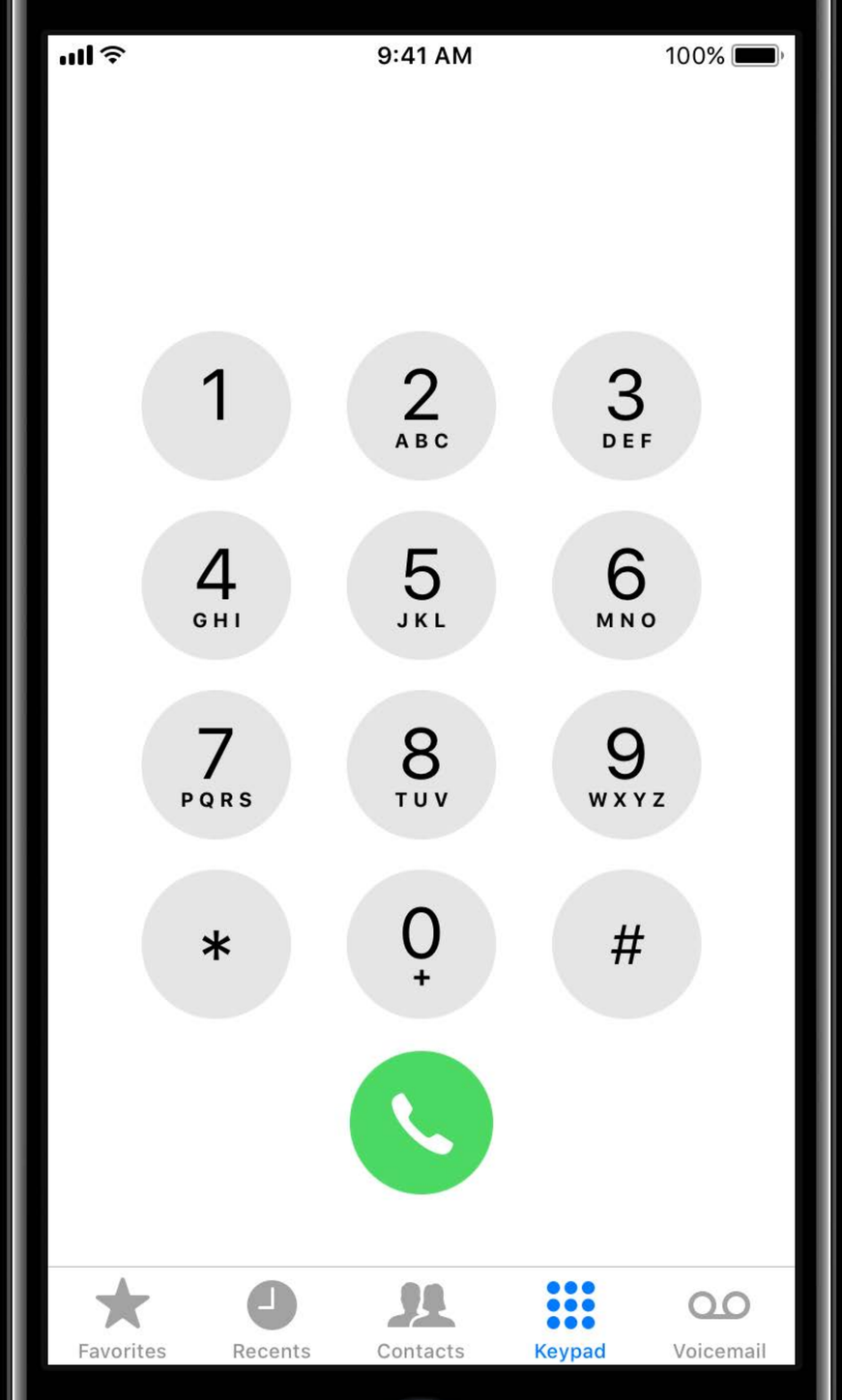
Teach through interaction

Delay requests for more data


9:41 AM
100%
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
*
0 +
#
Favorites
Recents
Contacts
Keypad
Voicemail

9:41 AM
100%
Dial your number by tapping these buttons
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
*
0 +
#
Favorites
Recents
Contacts
Keypad
Voicemail


9:41 AM
100%
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
*
0
#
Tap here to place your call
Favorites
Recents
Contacts
Keypad
Voicemail


9:41 AM
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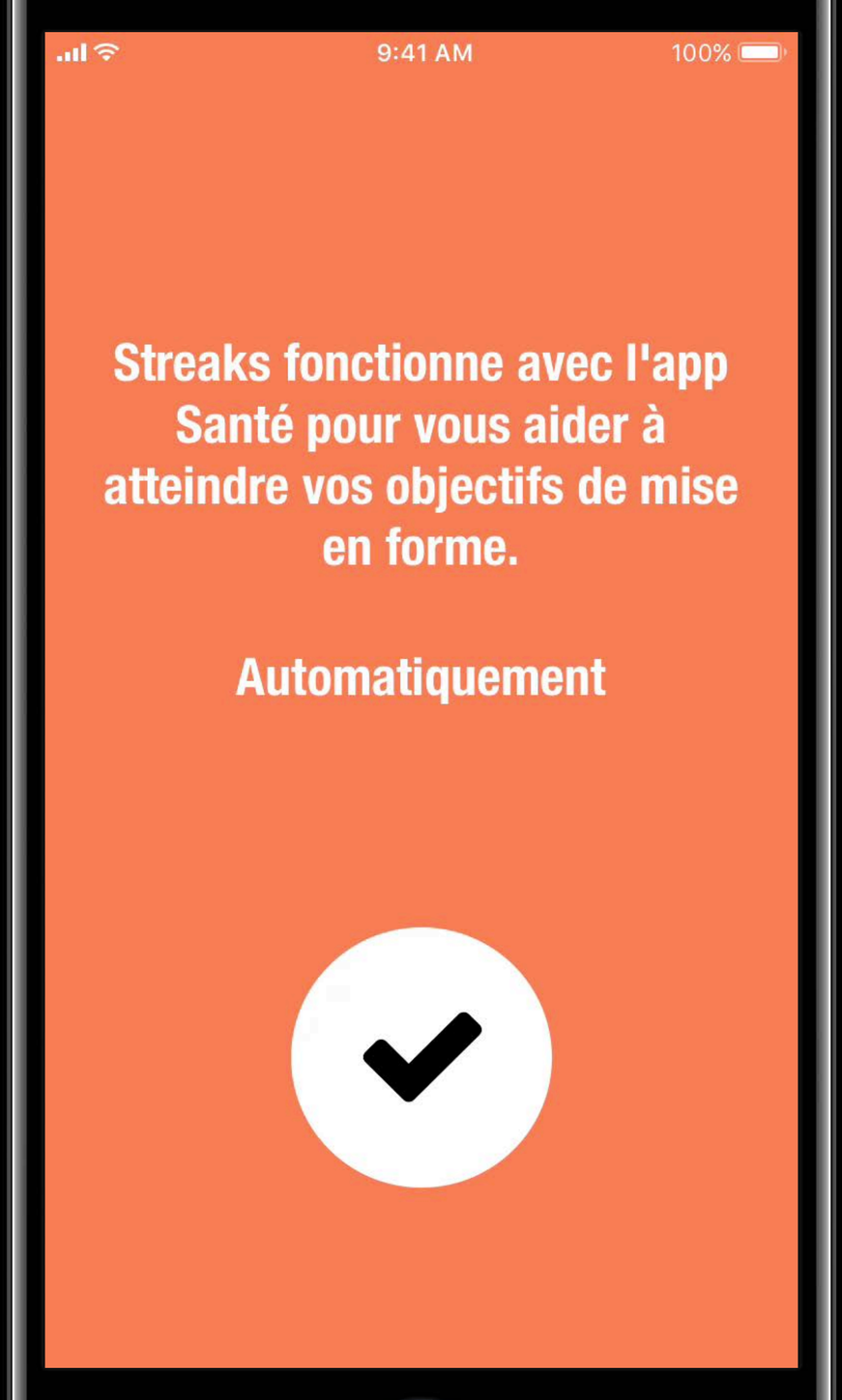
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
*
0 +
#
Favorites
Recents
Contacts
Keypad
Voicemail

9:41 AM 100%

STREAKS

La liste à faire qui vous aide à prendre de bonnes habitudes.

APPUYER ET MAINTENIR


9:41 AM
100%
Streaks fonctionne avec l'app Santé pour vous aider à atteindre vos objectifs de mise en forme.
Automatiquement

Lead with great content

Teach through interaction

Delay requests for more data

Lead with great content

Teach through interaction

Delay requests for more data

9:41 AM 100%

Feed
FOLLOWING

Jeff Pollard
May 28, 2017 at 09:55

RMNP Hike Out

7.5 mi 2:12:14

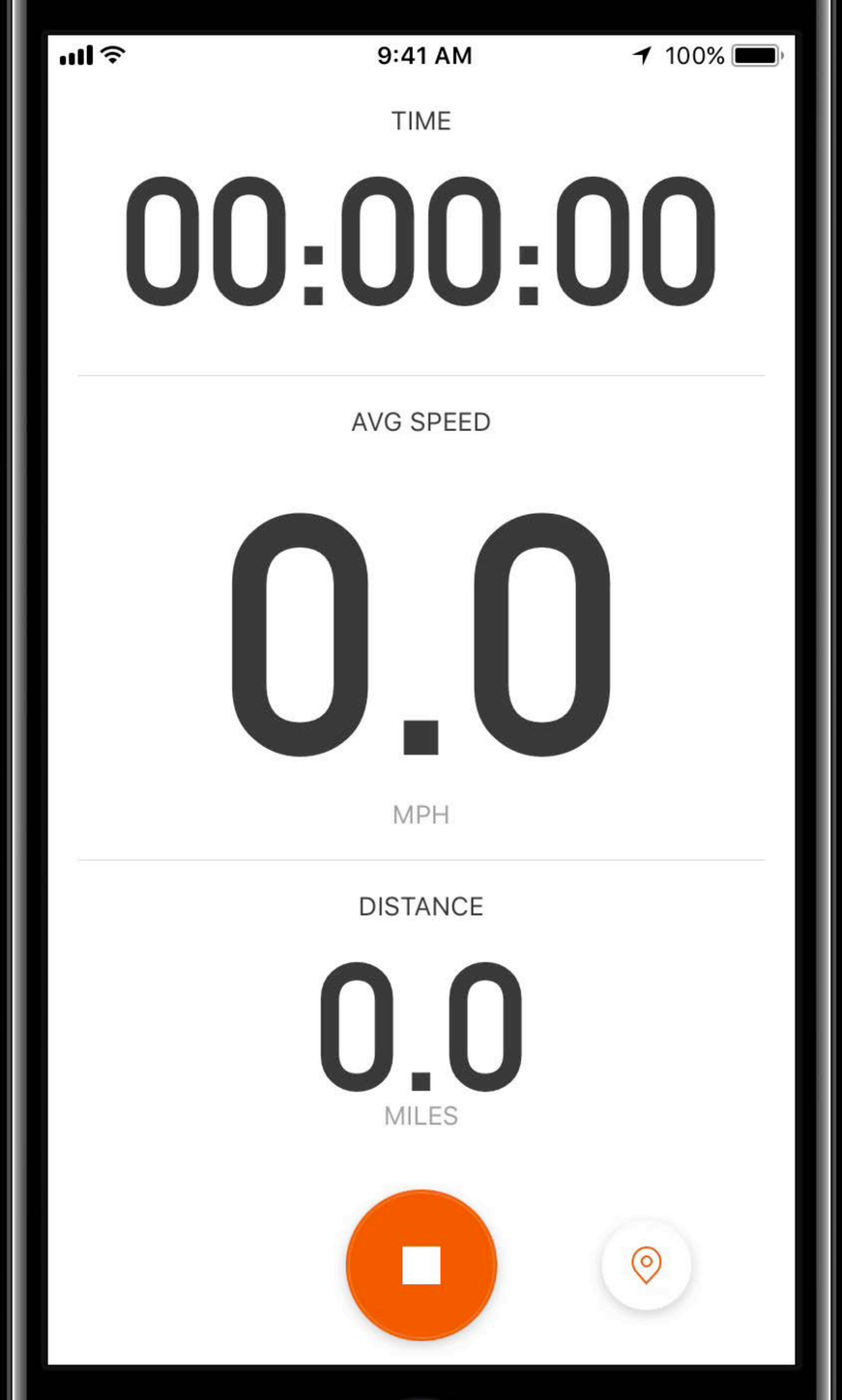
5 0

ted kaemming
May 14, 2017 at 10:08

getting better at figuring out pacing

4.4 mi 9:15 /mi 1

Feed Explore Record Profile More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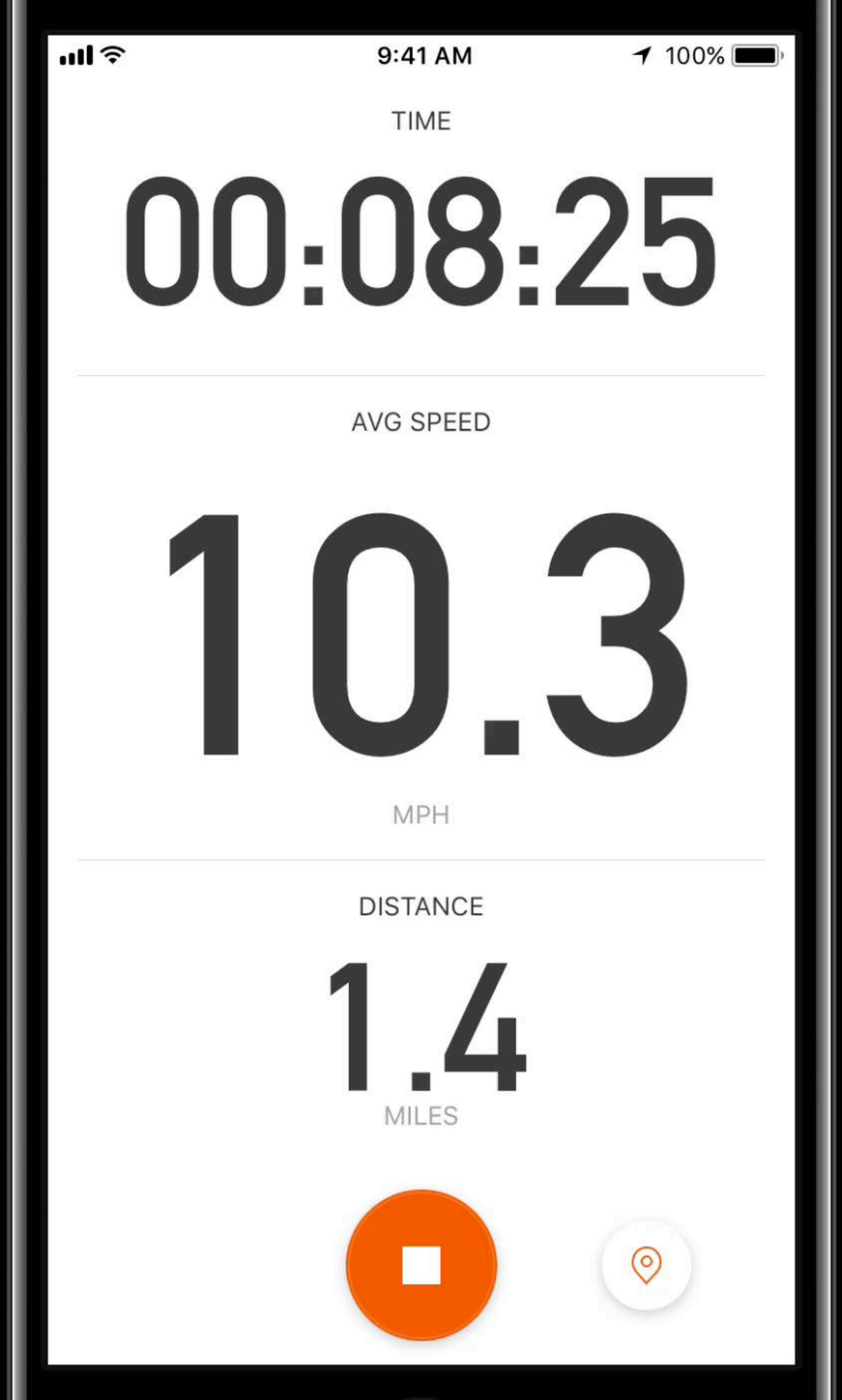
100%
TIME
00:00:00
AVG SPEED
0.0
MPH
DISTANCE
0.0
MILES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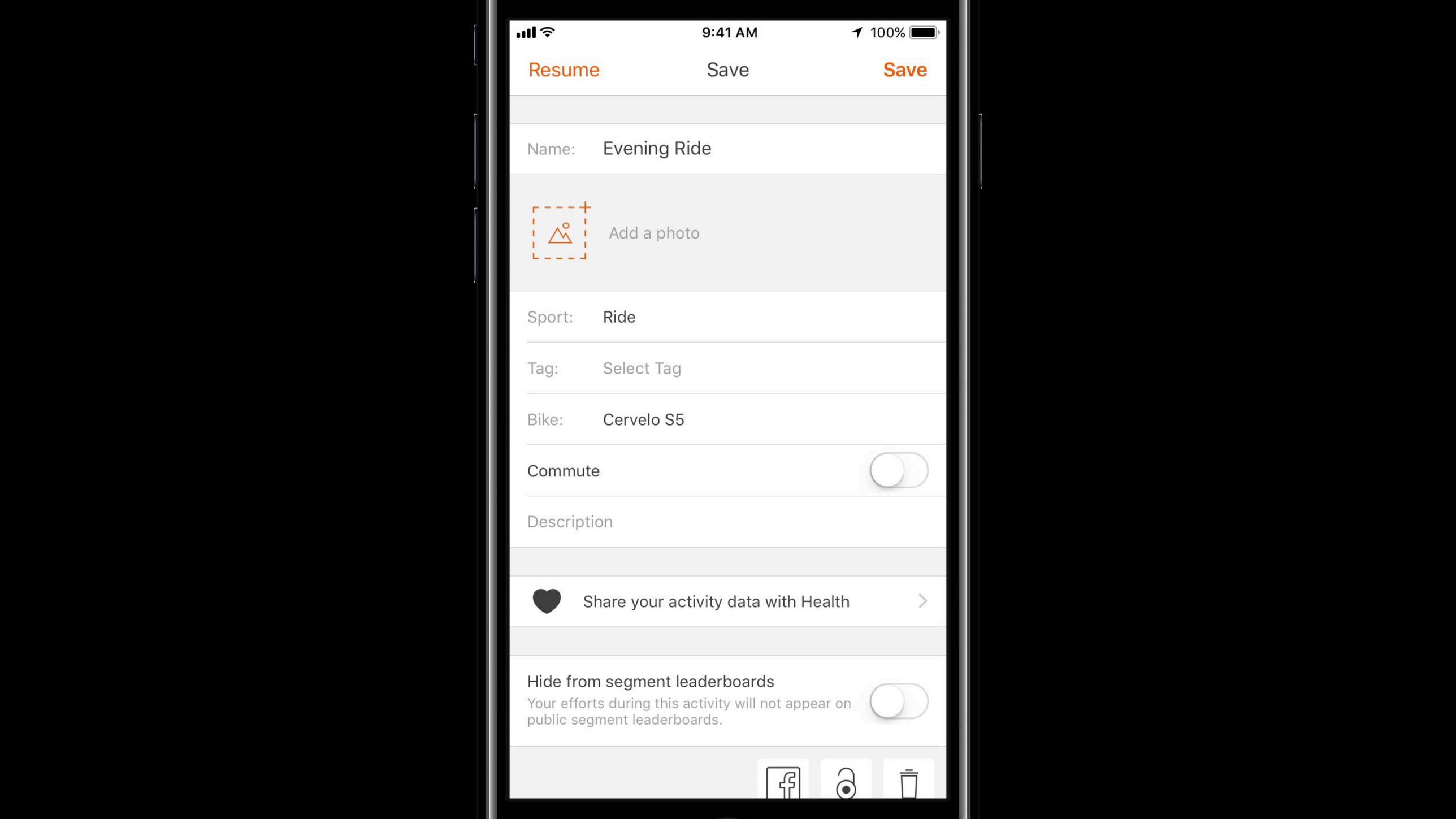
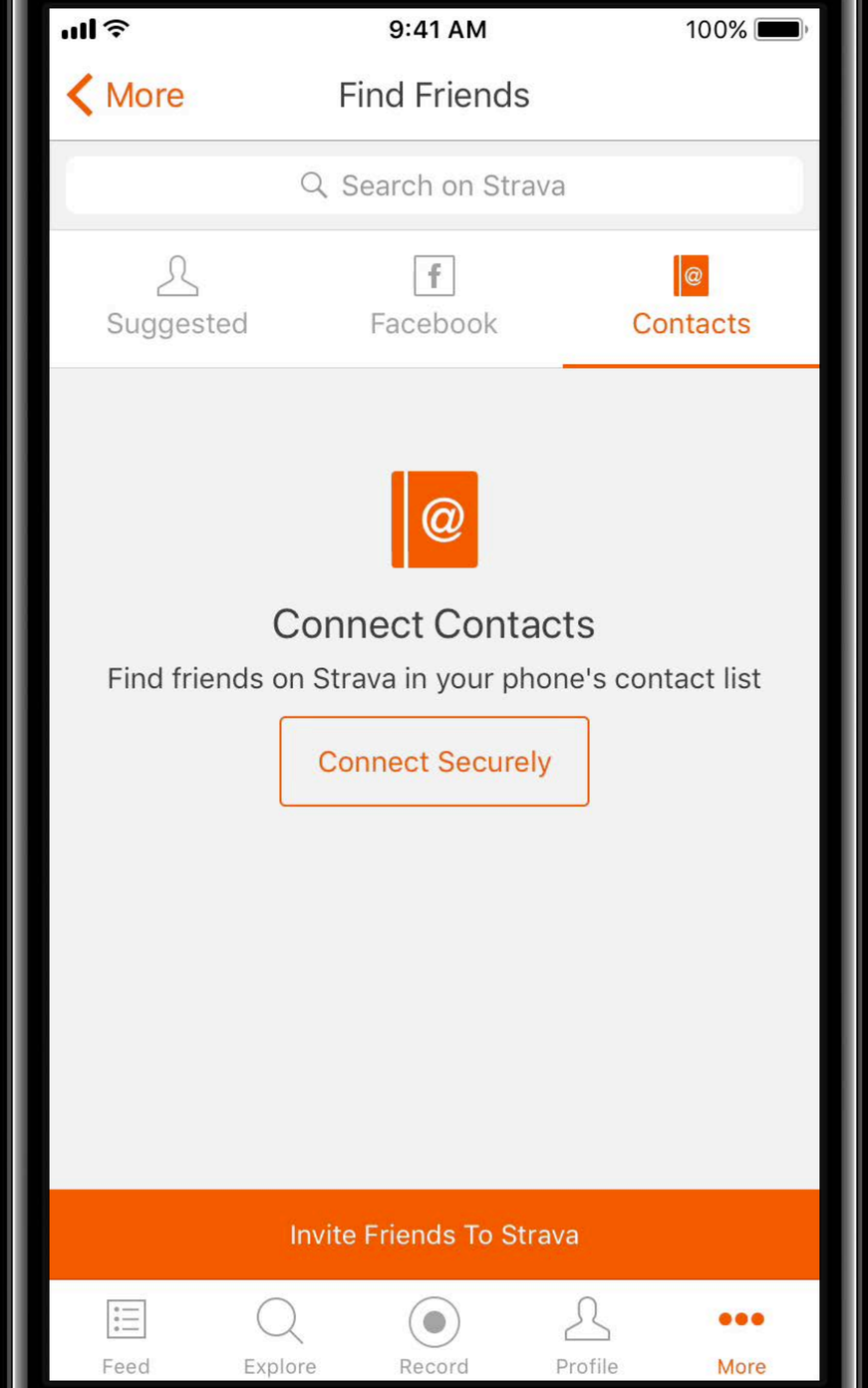
100%
TIME
00:08:25
AVG SPEED
10.3
MPH
DISTANCE
1.4
MILES


9:41 AM
100%
Resume
Save
Save
Name:
Evening Ride
Add a photo
Sport:
Ride
Tag:
Select Tag
Bike:
Cervelo S5
Commute
Description
Share your activity data with Health
Hide from segment leaderboards
Your efforts during this activity will not appear on public segment leaderboards.


9:41 AM
100%
More
Find Friends
Search on Strava
Suggested
Facebook
Contacts
Connect Contacts
Find friends on Strava in your phone's contact list
Connect Securely
Invite Friends To Strava
Feed
Explore
Record
Profile
More

9:41 AM 100%

Search

Transit • Real-Time App for Bus, Subw...

Transit App, Inc.

OPEN

3.5 ★★★½☆
154 Ratings

#3
Navigation

4+
Age Rating

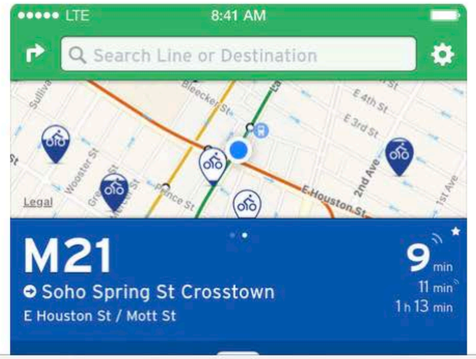
What's New

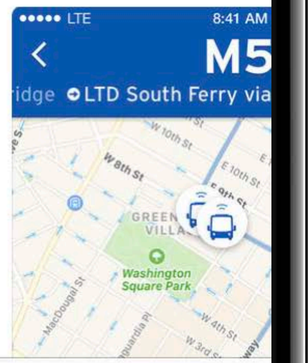
Version History

Version 4.1.6 Apr 10

NEW: tweaked a thing!!!
NEW: added a gizmo!!!
NEW: fixed a pixel!!!

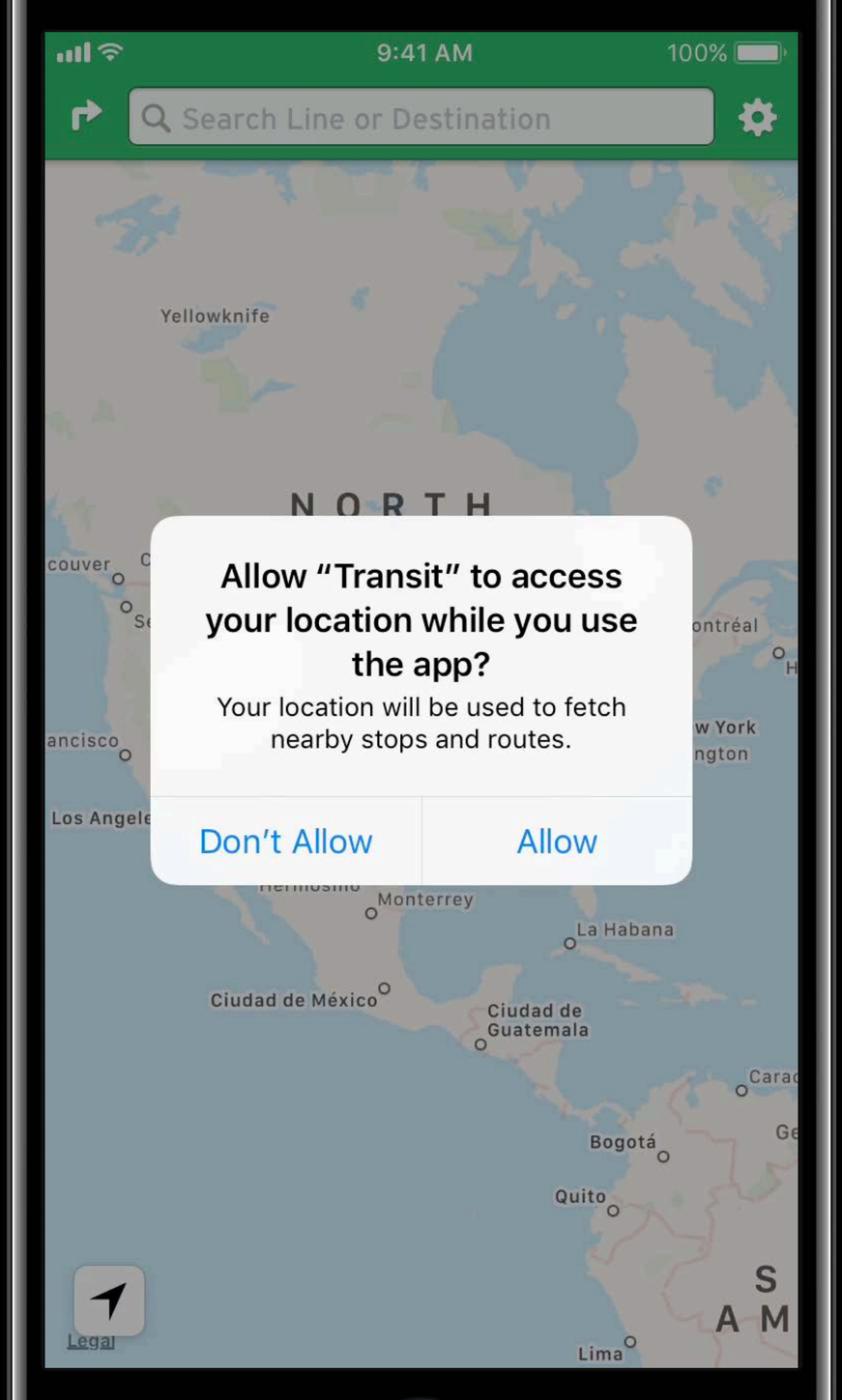
more





Today Games Apps Updates Search

9:41 AM
100%
Search Line or Destination
Yellowknife
NORTH AMERICA
couver
Calgary
Seattle
Minneapolis
Montréal
Toronto
Chicago
Denver
St. Louis
New York
Washington
ancisco
Los Angeles
Phoenix
Dallas
Atlanta
Juárez
Hermosillo
Houston
Monterrey
La Habana
Ciudad de México
Ciudad de Guatemala
Bogotá
Quito
Lima
Legal


9:41 AM
100%
Search Line or Destination
Yellowknife
Allow “Transit” to access your location while you use the app?
Your location will be used to fetch nearby stops and routes.
Don’t Allow
Allow
Monterrey
La Habana
Ciudad de México
Ciudad de Guatemala
Bogotá
Quito
Lima
Legal

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