

Rich Notifications

Session 817

Jon Dascola, Designer



Be mindful of people's time.

A great notification is more than
an invitation to launch the app.



9:41

Monday, September 5



CALENDAR

Just now

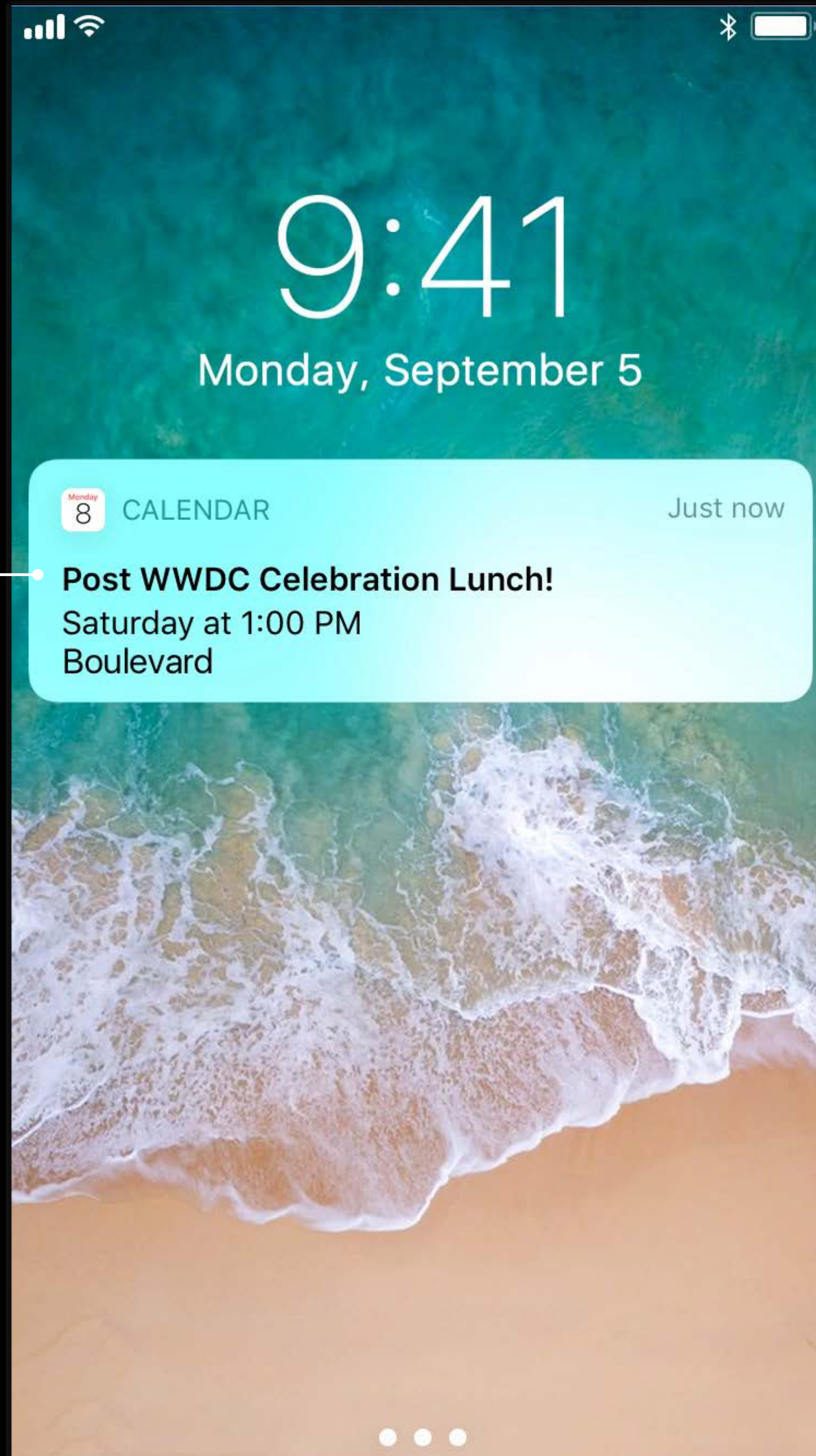
Post WWDC Celebration Lunch!

Saturday at 1:00 PM

Boulevard



Short Look





9:41

Monday, September 5



8 CALENDAR

Just now

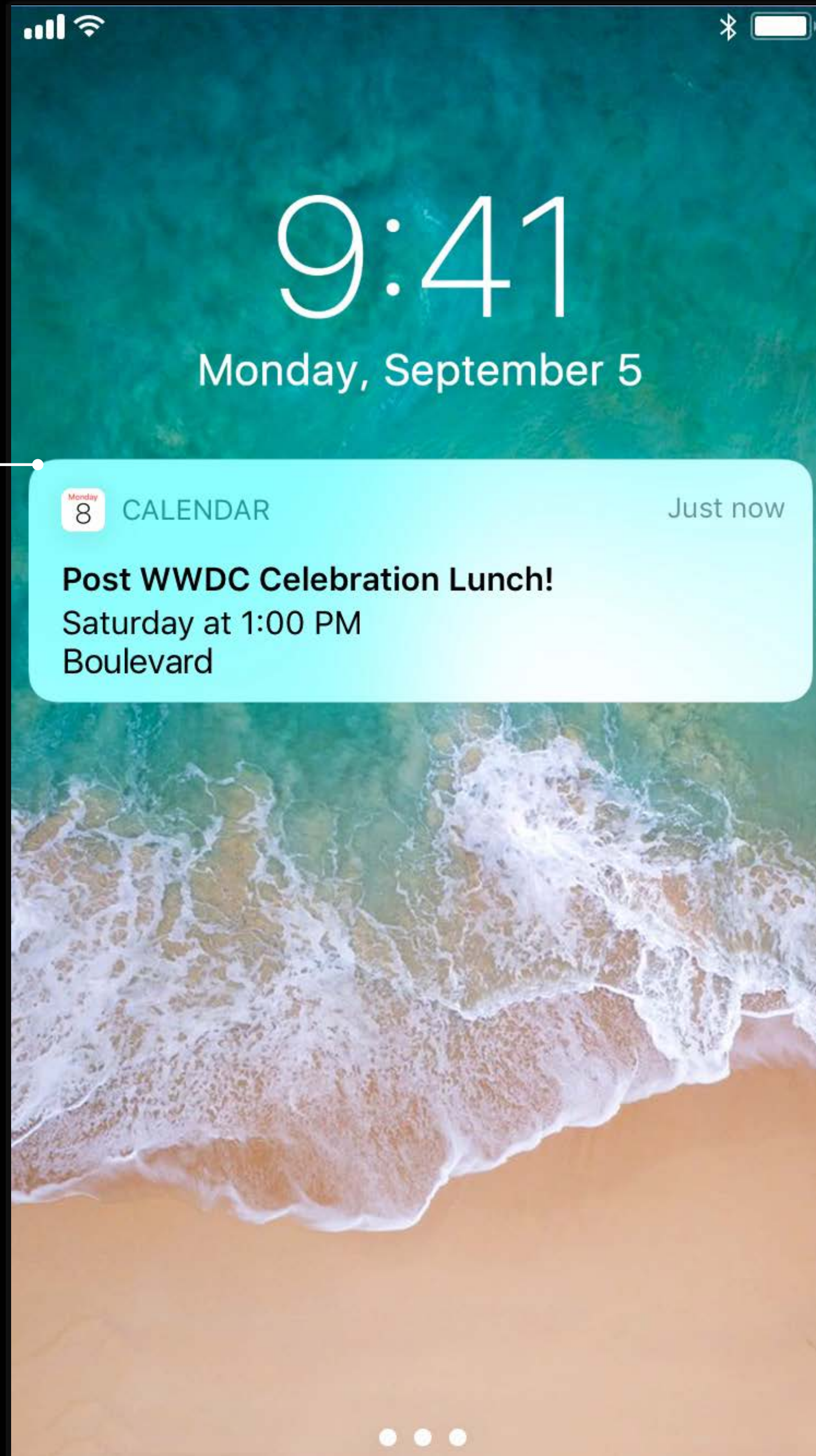
Post WWDC Celebration Lunch!

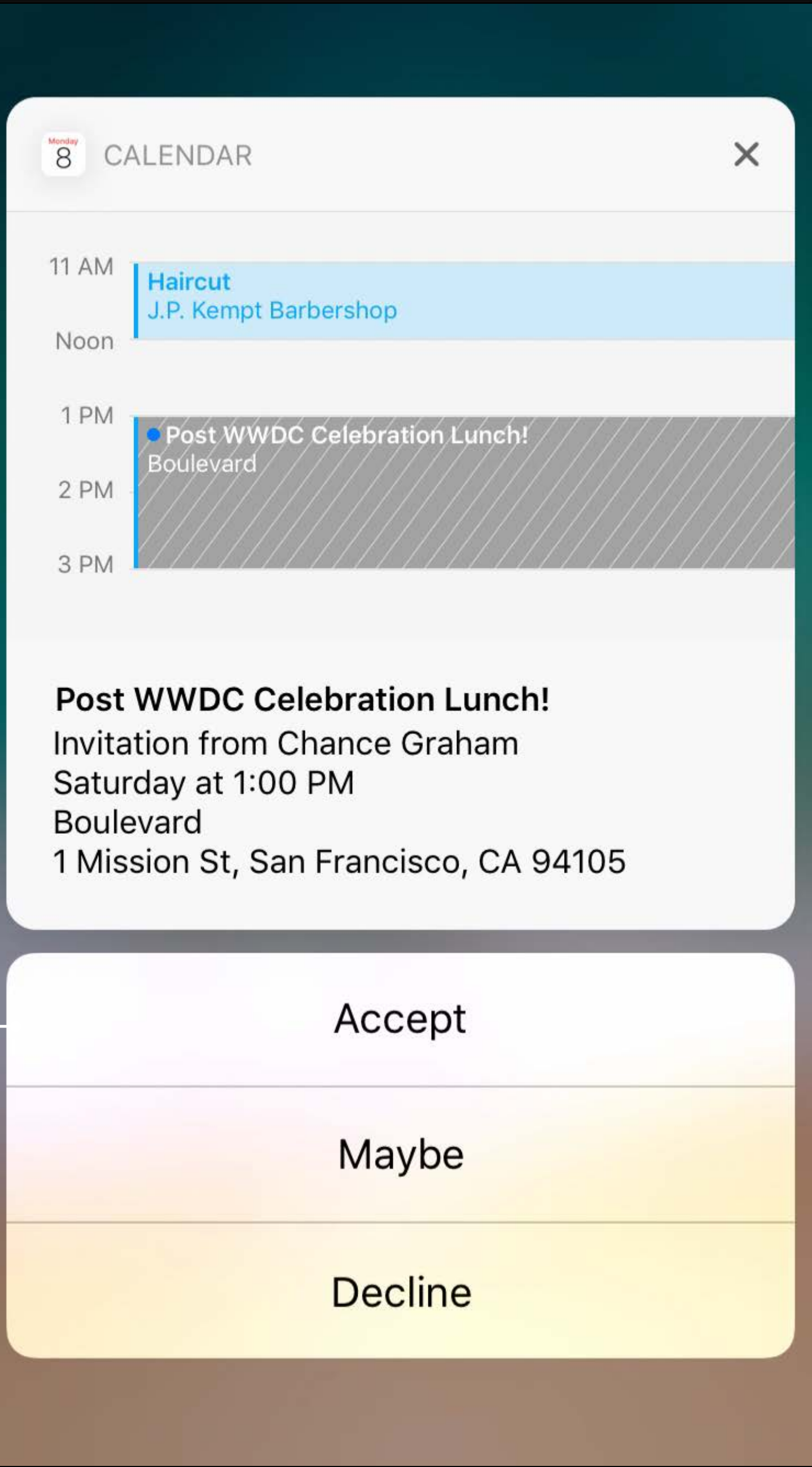
Saturday at 1:00 PM

Boulevard



Long Look





Quick Actions



Short Look

What is this notification about?

Long Look

What extra information is helpful?

Quick Actions

What actions are appropriate?

What can we do to make
rich notifications rich?



100%

9:41

Monday, June 5



MAIL

Just now

Jon Dascola

This is a Mail Notification Example

Here is a mail notification preview. I'm going to show a little bit of content on the cover sheet...





MAIL



Jon Dascola

This is a Mail Notification Example

Here is a mail notification preview. I'm going to show a little bit of content in the lock screen, but I'll continue to show more in the detail view.

"Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."

Trash

Mark as Read



100%

9:41

Monday, June 5



PHOTOS

Just now

Tulum Beach Vacation
New photo from Jon Dascola



 PHOTOS



Tulum Beach Vacation

New photo from Jon Dascola.

Like

Comment



100%

9:41

Monday, June 5



TIPS

Just now

See What's New in iOS

Learn how to take a closer look at a notification.





TIPS



10

Peek at a notification

To expand a notification, press it. Press deeper and it pops open.



100%

9:41

Monday, June 5



PHONE

Just now

Chance Graham
Missed Call & Voicemail





PHONE



Chance Graham

iPhone

Today



0:00

0:43

"Hey Jon. I just wanted to call and say good luck with your presentation today at WWDC. There's a lot of great stuff going on at the conference and I think people will get a lot out of the design sessions. Have a good time and remember to include my name in one of the slides in your Keynote."

Call Back

Delete



Bluetooth 100%

9:41

Monday, June 5



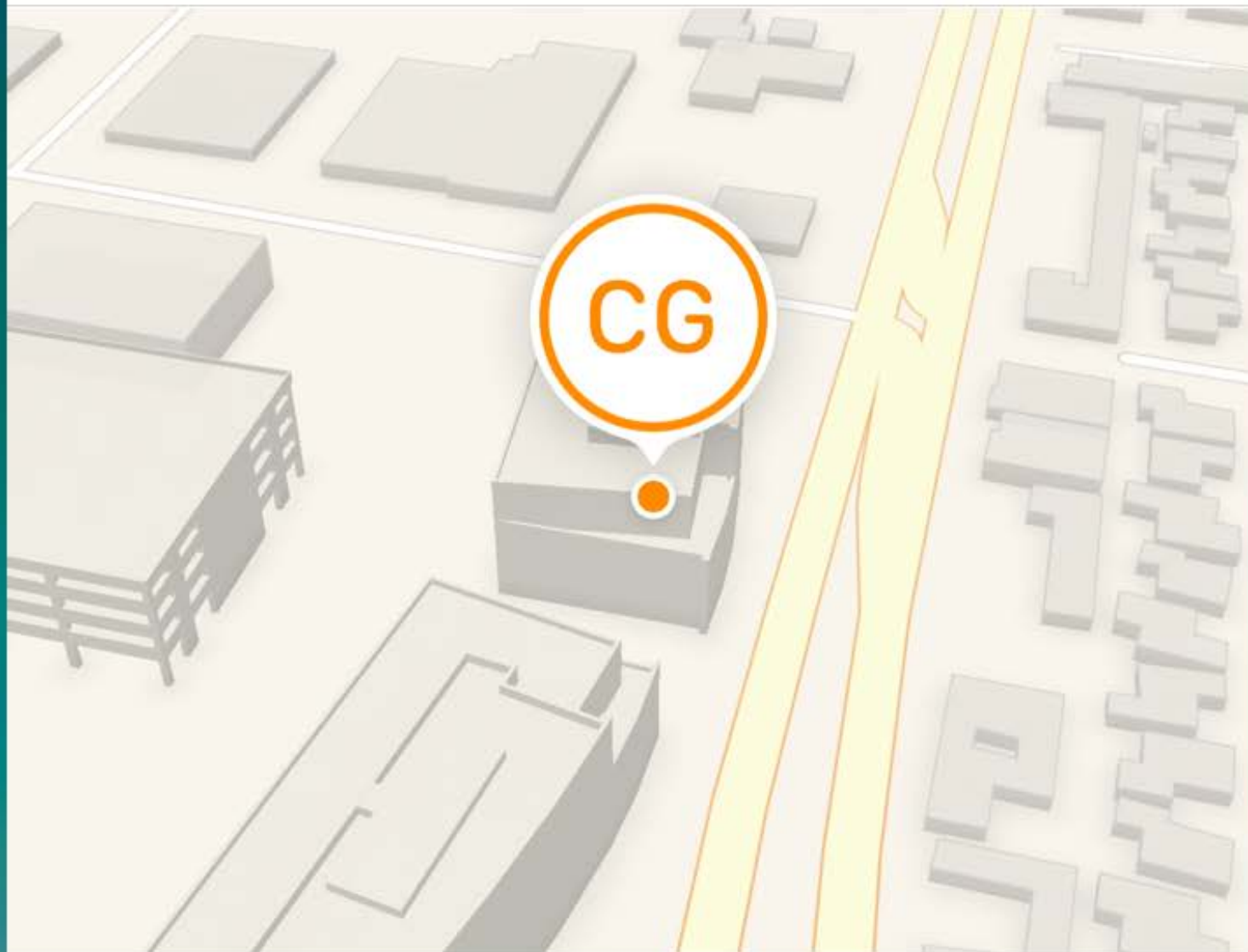
FIND FRIENDS

Just now

Chance Graham started sharing his location.
Would you like to share yours?



 FIND FRIENDS



Chance Graham started sharing his location with you. Do you want to share yours?

Share for One Hour

Share Until End of Day


Share Indefinitely

Don't Share



9:41

Monday, June 5

 MESSAGES

Just now

Chance Graham

How is your presentation going? Are people really into it? Notifications are awesome!





CHANCE GRAHAM



waiting for butter to come to room temp



Nice! Send some photos of the process

Delivered



How is your presentation going? Are people really into it? Notifications are awesome!



iMessage



Ok

Yea

Nope

Q

W

E

R

T

Y

U

I

O

P

A

S

D

F

G

H

J

K

L



Z

X

C

V

B

N

M



123



space

return



CHANCE GRAHAM



temp

Nice! Send some photos of the process

Delivered



How is your presentation going? Are people really into it? Notifications are awesome!



iMessage



Ok

Yea

Nope

Q

W

E

R

T

Y

U

I

O

P

A

S

D

F

G

H

J

K

L



Z

X

C

V

B

N

M



123



space

return



CHANCE GRAHAM



process

Delivered



How is your presentation going? Are people really into it? Notifications are awesome!

Just remember to add my name in a few places. That will really make it great.



iMessage



Ok

Yea

Nope

Q

W

E

R

T

Y

U

I

O

P

A

S

D

F

G

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J

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L



Z

X

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V

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N

M



123



space

return



100%

9:41

Monday, June 5

MIC

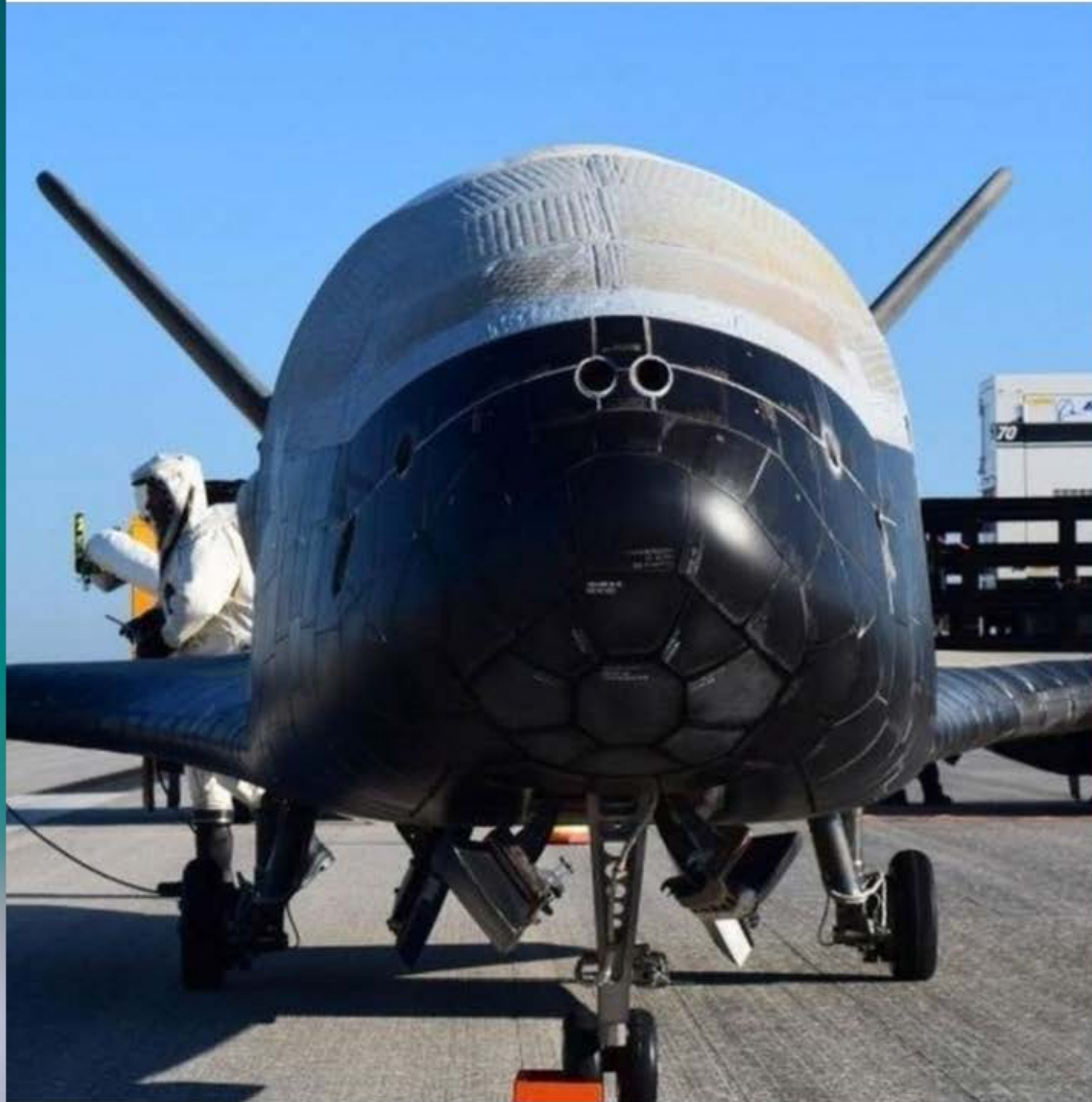
Just now

Breaking News

The Air Force just landed secret spacecraft X-37B. Here's what you're allowed to know.



Mic MIC



The Air Force just landed secret spacecraft X-37B. Here's what you're allowed to know.

🚀 The spacecraft is called the X-37B, which is fancy name for a small plane with a 15-foot wingspan and an overall size about a quarter of NASA's retired space shuttles.

🚀 It landed with a "sonic boom" on the morning of May 7.

🚀 X-37B's landing marked the end of a 718-day



100%

9:41

Monday, June 5



CASTRO

Just now

It's Nice That

002 - Emojis

Ah the emoji! When words fail, these little icons succeed. In this episode, Ales and Will invest...





CASTRO



002 – Emojis

40m - Ah the emoji! When words fail, these little icons succeed. In this episode, Alex and Will investigate this digital phenomenon. From the past, present and future of emojis to their linguistic and cultural significance. How do you create one and who decides which make the grade? And what do they hold in store for the future of real talk? Featuring Professor Marcel Danesi, Jeremy Burge and Scott Fahlman.

It's Nice That



Play Now

Queue Next

Queue Last

Archive



100%

9:41

Monday, June 5

KUNA

Just now

Someone just came to the front door.



 NEWS



Front Door:
Someone just came to the front door.

Play "Can I Help You"

Snooze alerts

Clear description in the short looks

Provide extra context in beautifully designed long looks

Relevant quick actions

Clear description in the short looks

Provide extra context in beautifully designed long looks

Relevant quick actions

Clear description in the short looks

Provide extra context in beautifully designed long looks

Relevant quick actions

Clear description in the short looks

Provide extra context in beautifully designed long looks

Relevant quick actions

1,999

