

“我被Josh Clark关于iPhone开发方面的深刻理解彻底征服了。对于每一位正在考虑iPhone应用的读者来说，这都是一本重要的著作。”
——Jürgen Schweizer, Cultured Code创始人

Tapworthy

Designing Great iPhone Apps

设计伟大的iPhone应用 (影印版)



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Josh Clark 著

Tapworthy

设计伟大的 iPhone 应用 (影印版)

Tapworthy: DESIGNING GREAT iPhone APPS

JOSH CLARK

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东南大学出版社

图书在版编目 (CIP) 数据

Tapworthy: 设计伟大的 iPhone 应用: 英文 / (美) 克拉克 (Clark, J.) 著. — 影印本. — 南京: 东南大学出版社, 2011.1

书名原文: Tapworthy: Designing Great iPhone Apps
ISBN 978-7-5641-2501-1

I. ① T… II. ① 克… III. ① 移动通信—携带电话机—应用程序—程序设计—英文 IV. ① TN929.53

中国版本图书馆 CIP 数据核字 (2010) 第 212894 号

江苏省版权局著作权合同登记

图字: 10-2010-292 号

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Tapworthy: 设计伟大的 iPhone 应用 (影印版)

出版发行: 东南大学出版社

地 址: 南京四牌楼 2 号 邮编: 210096

出 版 人: 江建中

网 址: <http://www.seupress.com>

电子邮件: press@seu.edu.cn

印 刷: 扬中市印刷有限公司

开 本: 787 毫米 × 980 毫米 16 开本

印 张: 彩色 20.25 印张

字 数: 397 千字

版 次: 2011 年 1 月第 1 版

印 次: 2011 年 1 月第 1 次印刷

书 号: ISBN 978-7-5641-2501-1

印 数: 1~1700 册

定 价: 78.00 元 (册)

本社图书若有印装质量问题, 请直接与读者服务部联系。电话 (传真): 025-83792328



Josh Clark is a designer, developer, and author who helps creative people clear technical hassles to share their ideas with the world. As both speaker and consultant, he's helped scores of companies build tapworthy iPhone apps and effective websites. When he's not writing or speaking about clever design and humane software, he builds it. Josh is the creator of Big Medium, friendly software that makes it easy for regular folks to manage a website.

Before the interwebs swallowed him up, Josh worked on a slew of national PBS programs at Boston's WGBH. He shared his three words of Russian with Mikhail Gorbachev, strolled the ranch with Nancy Reagan, hobnobbed with Rockefellers, and wrote trivia questions for a primetime game show. In 1996, he created the uberpopular "Couch-to-5K" (C25K) running program, which has helped millions of skeptical would-be exercisers take up jogging.

Josh makes words, dishes advice, and spins code in his hypertext laboratory at www.globalmoxie.com. Follow him on Twitter at www.twitter.com/globalmoxie. Josh is also the author of *Best iPhone Apps* and *iWork '09: The Missing Manual*, both published by O'Reilly Media.

In many cases, all it takes is one person to make an iPhone app, but it takes lots more to write a *book* about iPhone apps. Many thanks to all the breathtakingly bright folks who gave so much time to share their design process with me, among them: Facebook's Joe Hewitt, Iconfactory's Craig Hockenberry and Gedeon Maheux, Gowalla's Josh Williams, Cultured Code's Jürgen Schweizer, Mercury Intermedia's Rusty Mitchell, TLA Systems' James Thomson, and ShadiRadio's Shadi Muklashy.

A whole bevy of editors saved me from myself time and again by pointing out technical errors, half-baked ideas, and far too many lame jokes. Thanks to Karen Shaner, the ringleader for this editorial effort, and to technical reviewers Louis Rawlins, Rob Rhyne, James Thomson, and Shawn Wallace who were generous with their advice and cheerfully unsparing in their criticism. Thanks to my friends Peter Meyers, Jonathan Stark, and David VanEsselstyn for their thoughtful feedback and encouragement throughout.

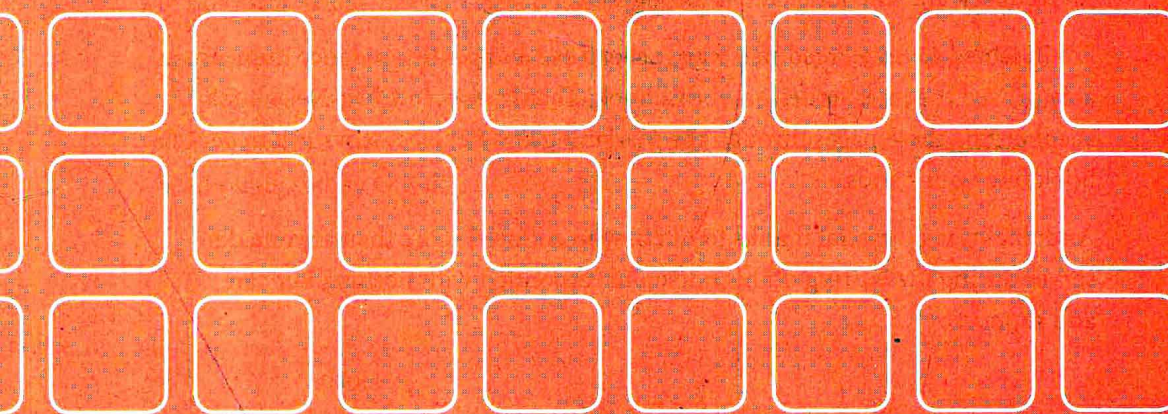
I'm indebted to Edie Freedman whose sharp eye and gentle guidance immeasurably proved the interior design of this book. Thanks, too, to Chris Nelson for shepherding these pages through the marketing and business labyrinth to get this book into your hands.

And finally, very special thanks to Ellen, who endured more than anyone deserves during the writing of this book and responded with nothing but care and support.

—Josh

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DESIGNING APPS FOR DELIGHT AND USABILITY



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“WE NEED AN IPHONE APP.” You’ve almost certainly heard that one at the office. Or in a conversation with chums. Maybe even around your own kitchen table. Since you’re reading this book, you’ve probably even said it yourself.

You’re right: you *do* need an iPhone app. Apple’s glossy gadget touched off a whole new kind of computing—personal, intimate, and convenient—that has become both passion and habit for millions of regular folks. That’s not going away; looking ahead, we’re not going to spend *less* time with our phones, our tablets, our on-the-go internet devices. More and more, getting in front of people means getting on mobile devices, starting with the iPhone. It’s a device with the following and technology to get your stuff out there with a rare combination of volume and style.

But First . . . Breathe

An iPhone app isn’t an end in itself. It’s not something to be hustled through, just so you can check it off your list. There’s a whiff in the air of the go-go website panic of the 1990s, when everyone rushed to cobble together some HTML just to have a website, any website, with little consideration of either usefulness or usability. It was at once a period of heady innovation and herd-following mediocrity. The same holds for iPhone apps today. There are mind-bending creations to be found in the App Store, but the store is also chockablock with time-wasting duds. You can do better.

Set your app apart with elegant design. This means something more than pretty pixels. Design is what your app does, how it works, how it presents itself to your audience. Tapworthy apps draw people in with both efficiency and charm. They cope with small screens and fleeting user attention to make every pixel count, every tap rewarding. That means great app design has to embrace a carefully honed

concept, a restrained feature set, efficient usability, and a healthy dollop of personality. All of this takes time, thought, and talent, but perhaps most of all, it takes a little common sense. This book distills observation of real people using real apps into plain-spoken principles for designing exceptional interfaces for the iPhone and iPod Touch. (Most of the advice in this book applies equally to iPhone and iPod Touch—and often to other smart phones, too. To keep things simple, though, I refer to iPhone throughout. It's okay with me if you mentally add “and iPhone Touch” after each mention. The iPad gets passing attention, too, but the size and context of its use make the iPad a whole different animal. This book focuses on designing for the small screen, leaving iPad design for another day.)

No Geek Credentials Required

This book teaches you how to “think iPhone.” It isn't a programming book. It's not a marketing book. It's about the design and psychology and culture and usability and ergonomics of the iPhone and its apps. From idea to polished pixel, this book explains how to create something awesome: an iPhone app that delights. You'll learn how to conceive and refine your app's design in tune with the needs of a mobile audience—and their fingers and thumbs. Designing a handheld device that works by touch is entirely different from designing any other kind of software interface. Experienced designers and newcomers alike will uncover the shifts in mindset and technique required to craft a great app.

You'll still dive deep into the nitty-gritty of iPhone interface elements. This book explains the hows and whys of every button, toolbar, and gee-whiz gizmo. But it does so from the human perspective of what people want, expect, and need from your app. Throughout, you'll find design concepts explained in the context of familiar physical objects and real-world examples. Humane explanations for creating humane software.

All of this means that this book isn't (only) for geeks. It's for everyone involved in the app design process—designers, programmers, managers, marketers, clients—as well as smitten iPhone enthusiasts who are just curious about what makes this thing tick. Equip yourself to ask the right questions (and find the right answers)

to make aesthetic, technical, and usability decisions that will make your app a pleasure to use. The book's aim is to establish a common vocabulary that helps geeks and civilians speak in the same tongue about the goals and mechanics of great apps. This mission is simple enough: when everyone around the table understands the ingredients of tapworthy apps, more apps will be tapworthy.

Advice from the Real World

Great apps seem effortless, and the best make it seem as if the design process came fast and easy. That's rarely true. No matter how sensational the designer or developer, designing a great app takes hard work and careful consideration. Throughout this book, you'll find interviews with iPhone superstars who each share their process, breakthroughs, and misfires. You'll get a behind-the-scenes look at the making of popular apps including Facebook, Twitterrific, USA Today, Things, and others. Early sketches and design mockups show how these apps evolved from concept to polished design—and not always in a straight line.

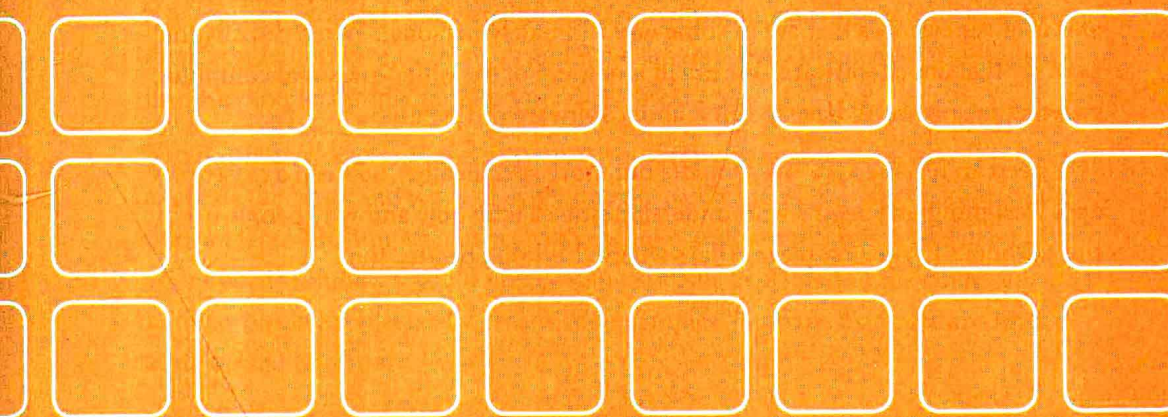
Looking over the shoulders of the best in the industry cemented the principles described in this book. These apps show how careful attention to both style and substance yields interfaces that are functional and easy to use, sure, but also creates user experiences that are in some way intimately personal. When did anyone ever say that about software? We are in a new era of the oh-so-personal computer, and that means we all have to think about software differently.

"We need an iPhone app." Yes, you do, but more specifically, you need a *tapworthy* app. Designing one begins with understanding exactly how and why people use their iPhones in the first place. That's where this book begins, too.

1

Touch and Go

HOW WE USE IPHONE APPS



AH, THE DAYDREAMS of the gentle iPhone app designer. His reveries roam a sun-dappled land where we users give his app our full and adoring attention. Our fingers swipe, tap, pinch, twist, and flick across the screen with the grace of ballerinas. We instantly understand every icon, tap effortlessly through every screen, take note of every button, and have easy command of all iPhone conventions and gestures. We understand the app because we study it and luxuriate in it just as much as the app designer does.

This, alas, is hooley. The cold reality is that most people don't give much thought to app designs at all, nor should they. The best app designs become almost invisible, and the controls seem to fade to the background to put the user's task or entertainment front and center. Creating this kind of understated but effective design is harder than it looks, but the habits of a mobile audience make it essential.

People often spend only moments at a time with an app, tap quickly through screens without exploring details, then move on to another app. They use iPhone apps on the treadmill, in the car, or in the supermarket. They glance only briefly at the screen so that they can plant their eyes on more urgent surroundings—the road ahead, the date across the table, tonight's reality TV show. They don't know all the standard touchscreen gestures, and they're not particularly interested in learning new ones. The meaning of your



Photo: Natalie Meadows
pspnerd.deviantart.com

carefully crafted icons are lost on them, and, chances are, they find many of your app's features only by accident, if ever.

Don't despair. It's not that people don't care about your app. They may even swoon over it. In the long history of gizmos and gadgets, few devices have inspired as much affection as the iPhone. Along with its big brother, the iPad, the iPhone is in many ways the most personal of personal computers. Our collections of apps are a form of self-expression, where Home-screen icons are as telling as the contents of a handbag or the style of clothes we wear. We ♥ iPhone. And by extension, we ♥ apps. If all goes well, we'll ♥ your app, too.

But just as in matters of the ♥, so go matters of the iPhone. Attention strays, frustration gathers, misunderstandings mount. Even when users love an app, few will give it their full attention or try to understand every nuance. As an app designer, you're embroiled in this dysfunctional romance. You have to forgive and anticipate users' foibles while also crafting an experience that draws them in to explore further. Throughout this book, you'll discover strategies to do just that.

Most of this book explores the nitty-gritty details of specific interface elements and design decisions. Before diving into all that “*how*,” this chapter explores the *why*. In order to organize your screens, choose your features, or even choose your color scheme, you first have to know what you're up against. This chapter introduces you to iPhone users with a quick survey of the habits and know-how that people bring to the mobile environment. The next chapter will help you build on this broad profile to identify the needs of your particular audience and fine-tune your feature set. From there, you'll dive into all the considerations of crafting the interface for those features.

On the Go: One Hand, One Eye, One Big Blur

Go figure, but people use mobile apps when they're *mobile*. We use apps in all kinds of contexts and in a startling range of environments. This take-it-anywhere convenience is what makes iPhone apps at once so great to use and so challenging to design. Your app competes for your audience's attention—a tough battle to win when you pit a 3.5-inch screen against a big bright world full of oncoming traffic, live conversations, and this thing called human contact. Even when your app does