

The Tyranny of "Just An Edge Case"

When Great Apps
Meet Bad Dogma

Story Making

Batman

Batman
Superman

Batman

Superman

Wonder Woman

Batman

Superman

Wonder Woman

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Green Lantern

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Green Lantern

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Plastic Man

Green Lantern

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Catwoman

Plastic Man

Green Lantern

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Catwoman

Flash

Blue Beetle

Aquaman

Plastic Man

Green Lantern

Cap. America?

Captain Marvel

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Catwoman

Flash

Blue Beetle

Aquaman

Plastic Man

Green Lantern

Carol Danvers

Cap. America

Emma Frost

Captain Marvel

Wolverine

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Catwoman

Beast

Reed Richards

Deadpool

Flash

Spider-Man

Blue Beetle

Aquaman

Spider-Woman

Plastic Man

Green Lantern

Carol Danvers

Cap. America

Emma Frost

Captain Marvel

Wolverine

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Flash

Spider-Man

Blue Beetle

Aquaman

Spider-Woman

Plastic Man

Focus.

Green Lantern

Carol Danvers

Cap. America

Emma Frost

Captain Marvel

Wolverine

Batman

Superman

Wonder Woman

Nightwing

Supergirl

Catwoman

Beast

Reed Richards

Deadpool

Flash

Spider-Man

Blue Beetle

Aquaman

Spider-Woman

Plastic Man

Batman

Superman

Wonder Woman

Focus.

But don't let "Focus"
turn into tunnel vision.

Edge Cases

"Oh, that's just an
edge case
scenario."

"Apple's brilliant for focusing on the most important features that 90% of all users need."

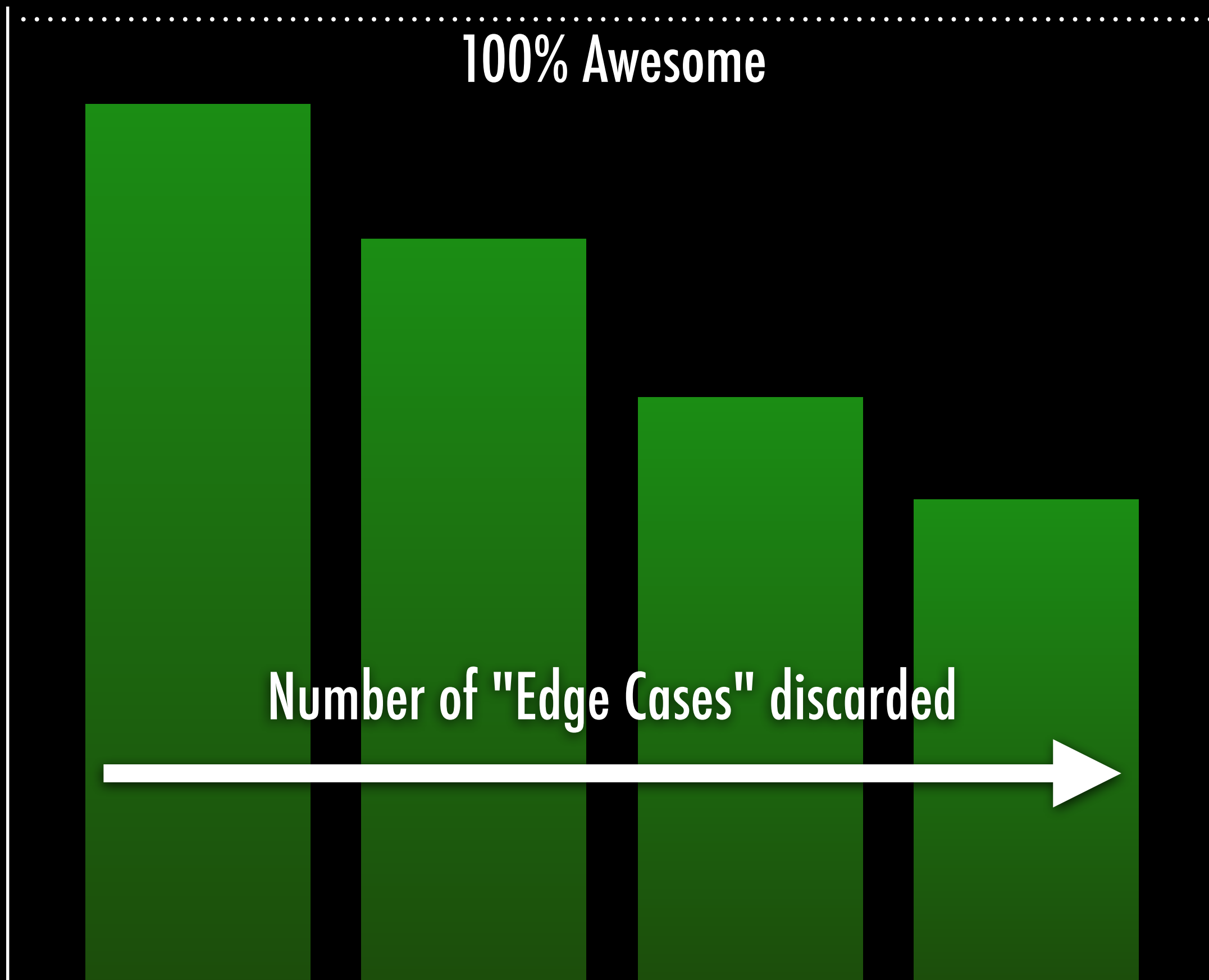
Problem 1:

It's not the same 90%
every time.

Overall Usefulness and Awesomeness

100% Awesome

Number of "Edge Cases" discarded



Problem 2:

Do the math on tens of millions of users.

Some Discreet
Ranting.

Your users get a
vote on what
your product is.



Minimalist Design

"Great design is not about what you can add, but what you can take away."

"Although in general, it's consistently safer to err on the side of simplicity rather than complexity, one mustn't blind oneself to the possibility that that oversimplification is, ironically, in itself an excess that a developer should carefully guard against."



Voice Memos



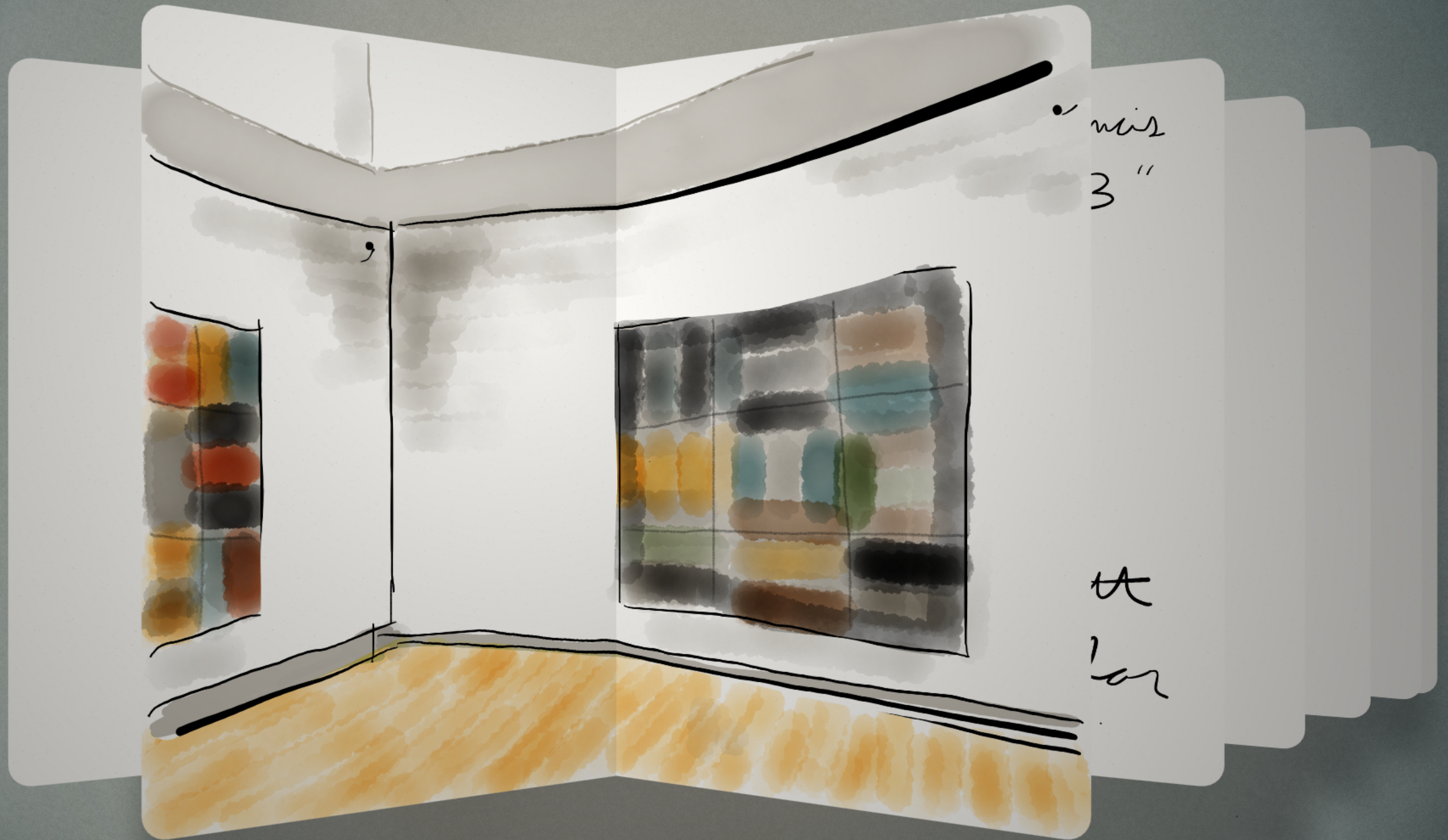
Recorder Pro

Map Apps Suck
In Umbrella
Mode

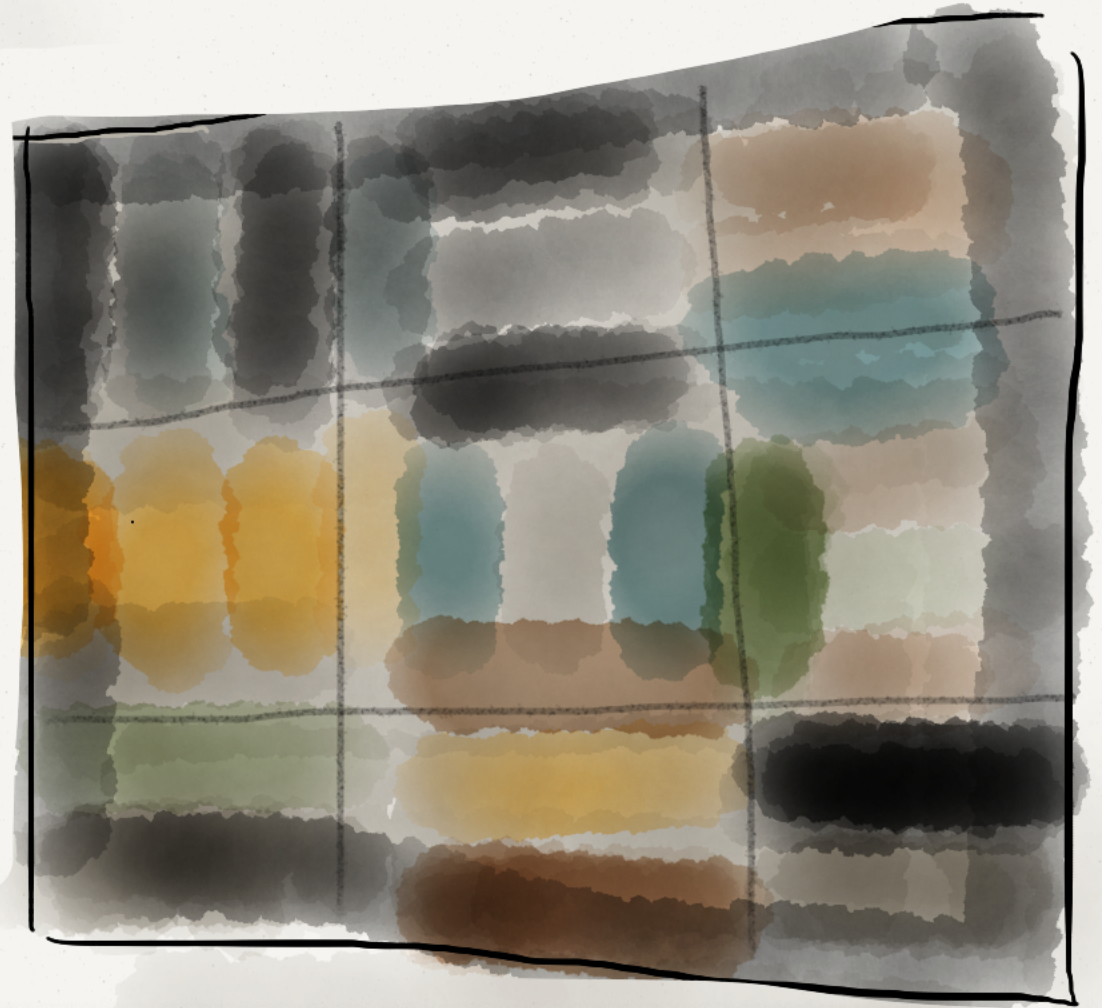


Sketches

10 pages







Sketchbook Pro





So many ways to quietly imply
additional functions!

Page Indicators

Judicious use of Flow hierarchies

Screen Flips

That Cool Page-Curly Thingy in Maps

Tap and Hold (and other Good User Guesses)

Too Much Concept

Does dogma
hurt the iPad?

And this is Google, so you knew that search was going to be another big feature. Google Drive will even recognize the content of photos and scanned text. You should be able to surface all of your pet photos just by searching Drive for "dog."

(I'll be scrutinizing the Google Drive terms of service carefully. I can imagine a meeting last year in which a senior Google search manager, wearing thick, hooded black robes, bitterly asking his underlings "But think of how much more precisely we could target ads to these hapless meatbags if we could trick them into letting us index their personal files...")

Google's late to the cloud storage rodeo. But Drive seems consistent with the company's larger strategies: search everything. And try to get people to do fewer things with desktop apps and more things in a web browser, where Google can analyze their behavior.

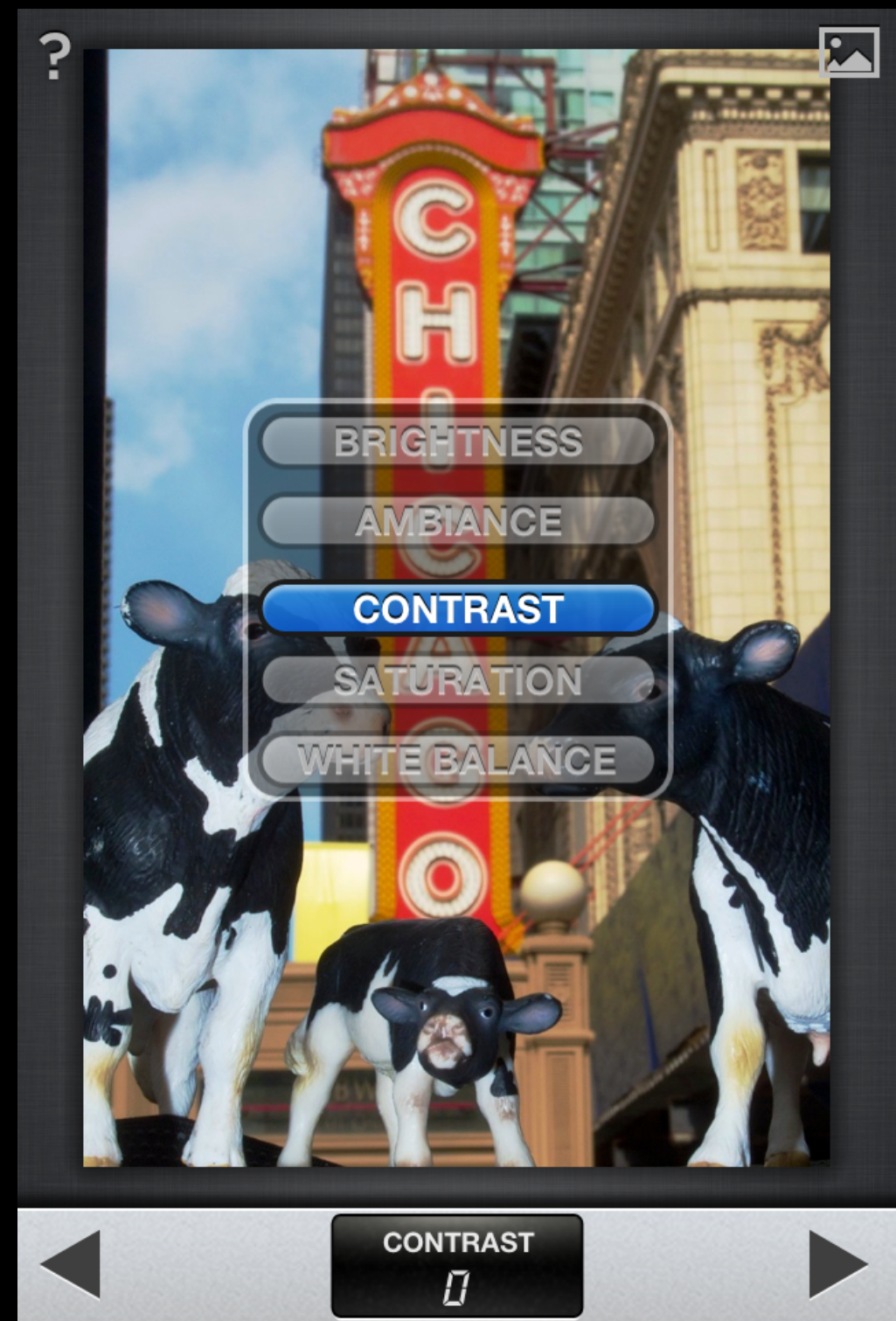
All of the other cloud storage services take different approaches. Dropbox became the king through simple ecumenism; developers are free to write apps that interact directly with the Dropbox service



Ease of Use



iPhoto



Snapseed

Open Image

snapseed

Help



Auto Correct



Selective Adjust



Tune Image



Straighten & Rotate



Crop



Details



Black & White



Vintage Films



Compare



Revert



Save



Share

158 Photos (11 ▾)

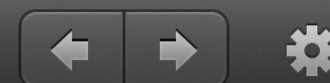
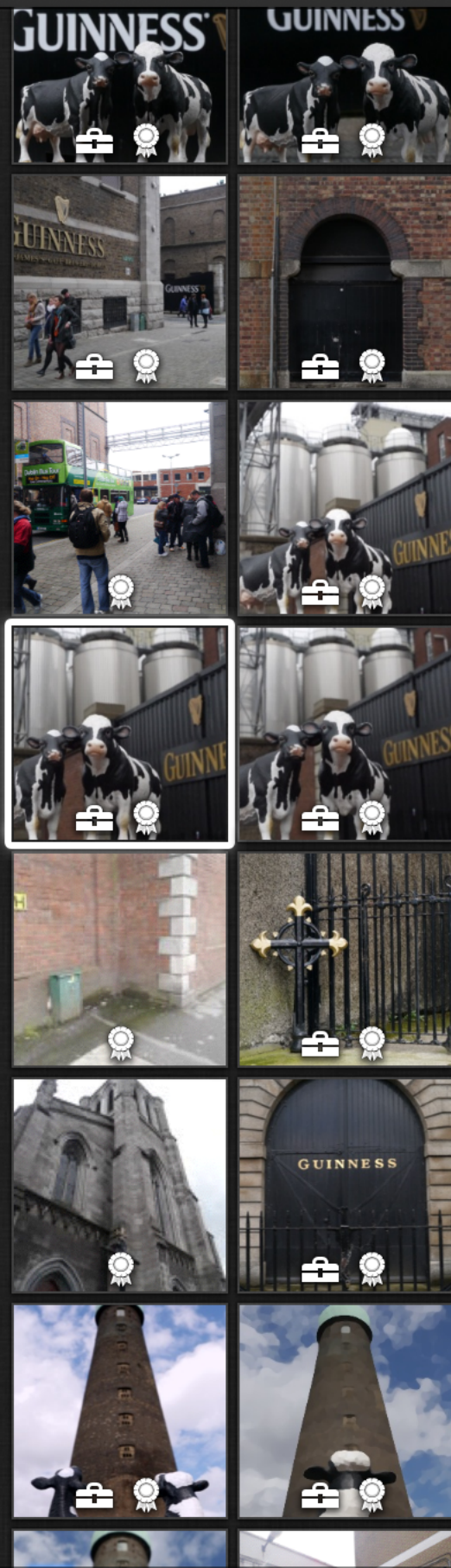
Albums



Add a Caption...



Edit



158 Photos (11 ▾)

Albums

Add a Caption...

Edit

Tap to show different sets of photos.
Drag to rearrange layout.

Undo
Touch and hold to redo.

Show original.

Show or hide the thumbnail grid.

Touch and hold with two fingers to use the magnifying loupe.

Get more help.

Tap to view a photo.
Touch and hold to add to selection.
Double-tap to select similar photos.

Mark as flagged.
Touch and hold for more options.

Mark as favorite.

Hide photo.

Rotate 90°.
Touch and hold for more options.

Crop & Straighten

Exposure

Color

Brushes

Effects

Auto-Enhance

People want more
from apps than
just "ease of use."

Overall Usefulness and Awesomeness

100% Awesome

"Easy To Use" App

First Day

First Month

Heat Death of Universe



Overall Usefulness and Awesomeness

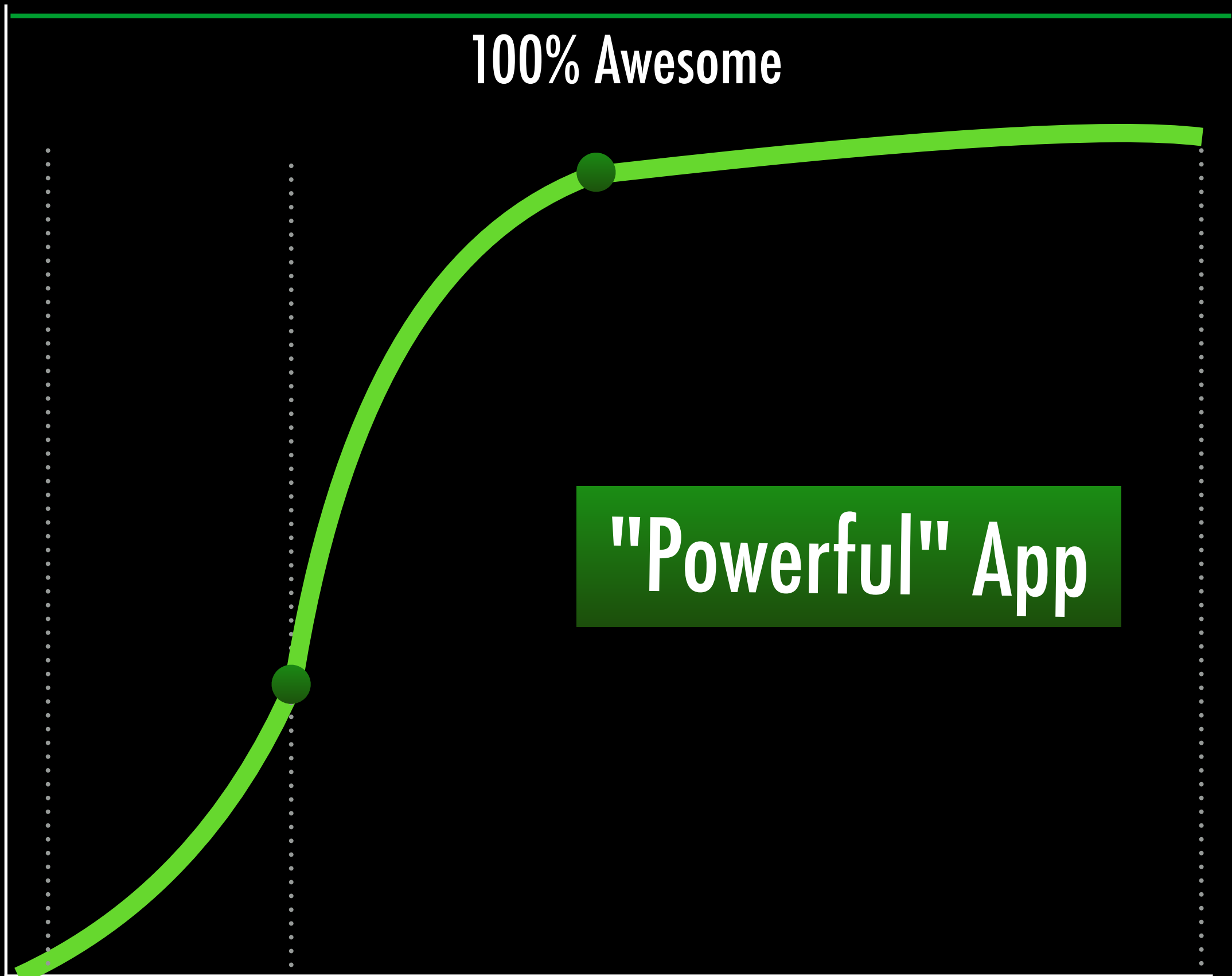
100% Awesome

"Powerful" App

First Day

First Month

Heat Death of Universe



Users like to
learn.

Thank You!

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