

# Designing for AppleTV

Parsons MFADT Spring 2018

# Designing for AppleTV

Apple TV

Interaction Patterns

Interface Elements

Next Steps

**Apple TV**

# Apple is still figuring out positioning

Focusing on the their TV app

But still pushing that it's all about apps

# Feels like 2009

Early days in the App Store

# TVs are shared

Can a group use your app

What if there are different users?

# Controlling things across the room

Touch kinda

# Where is the TV?

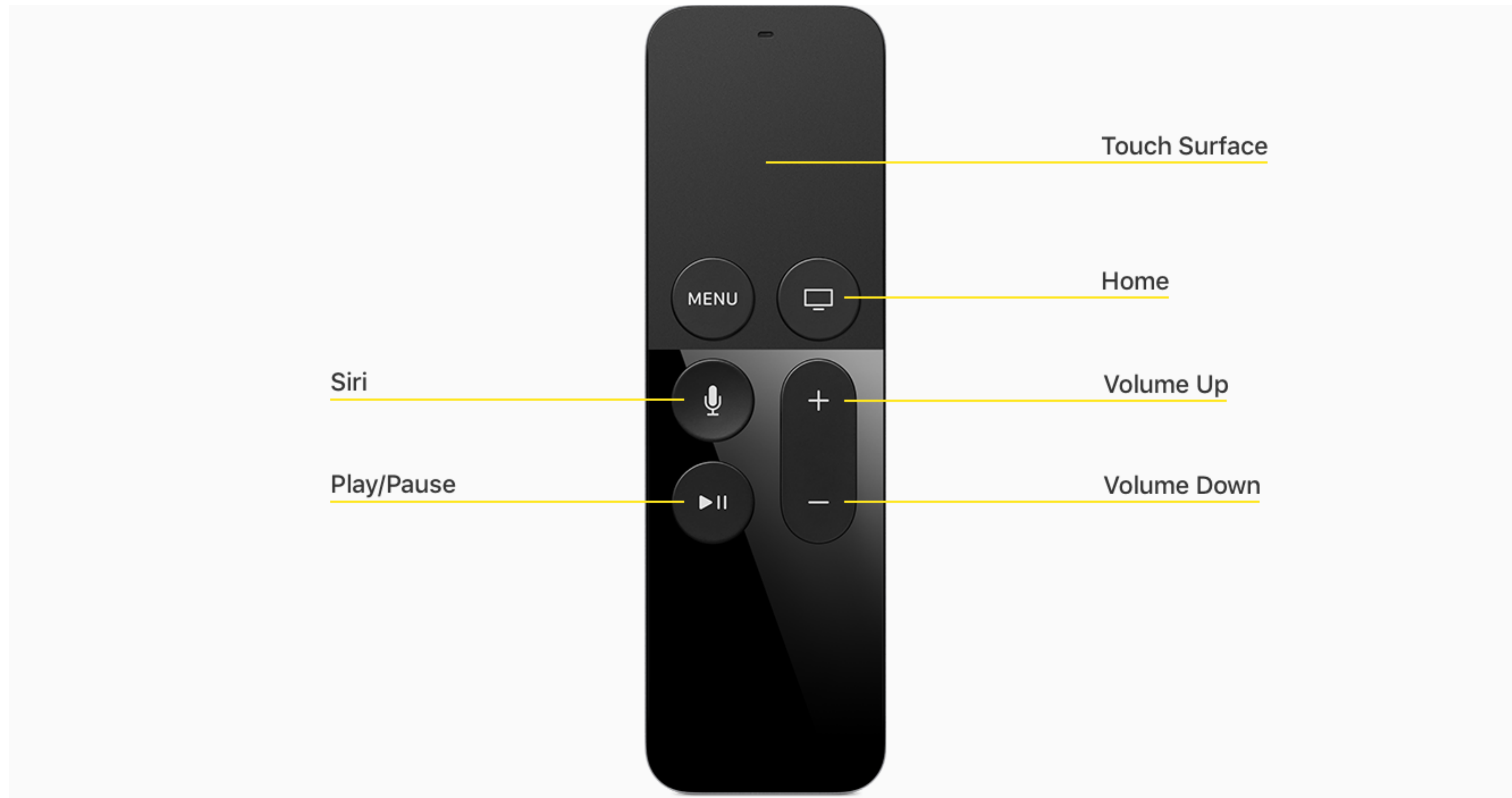
NY: Kitchen/living one room, studios

CA: separate large rooms



# Interaction Patterns

# Siri Remote



# Focus

Swipe/tap to move focus

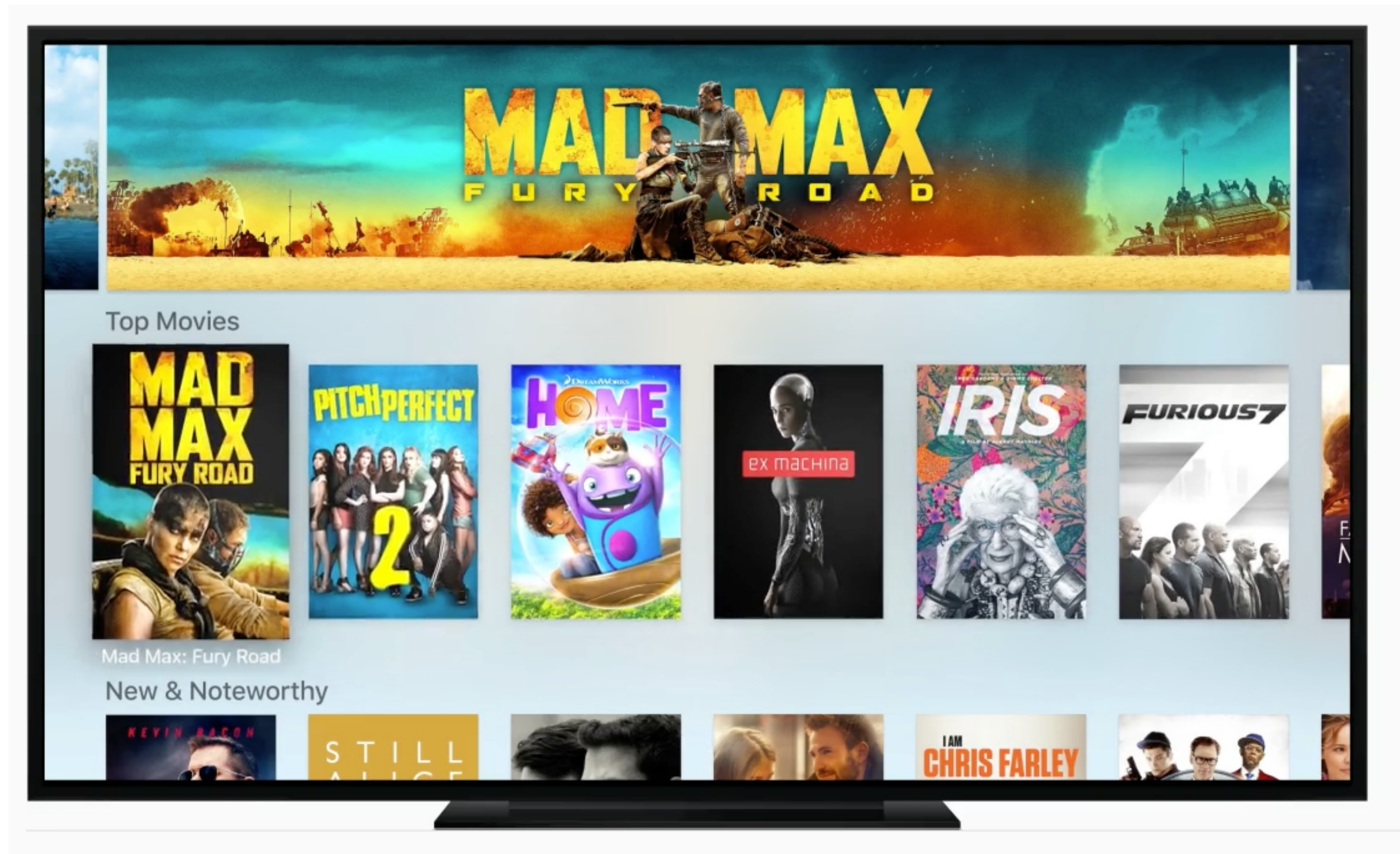
An item is focused when the item is highlighted but not activated/selected

Something is always focused

Bigger is better (easier to focus intentionally)

Make focus obvious

# Focus



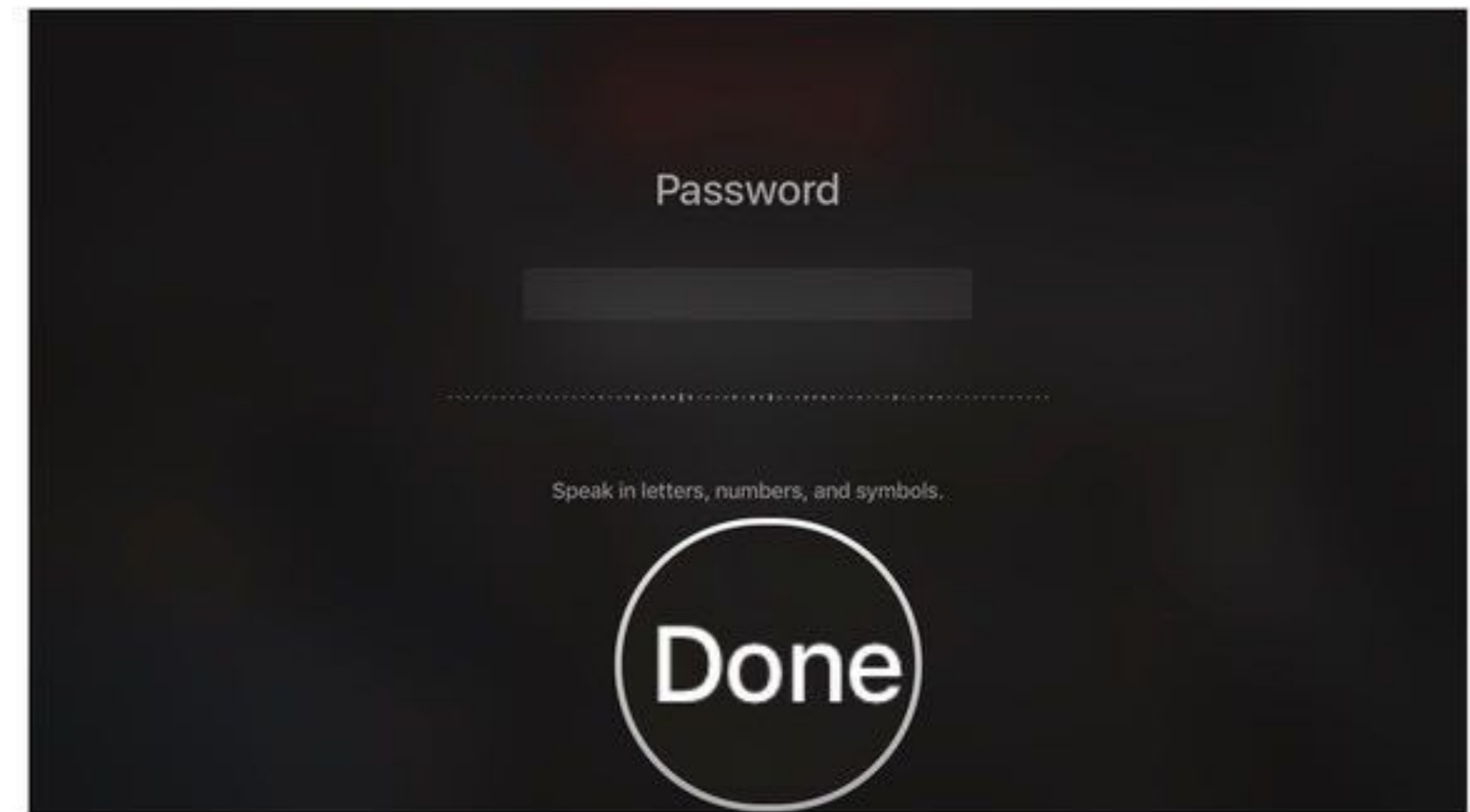
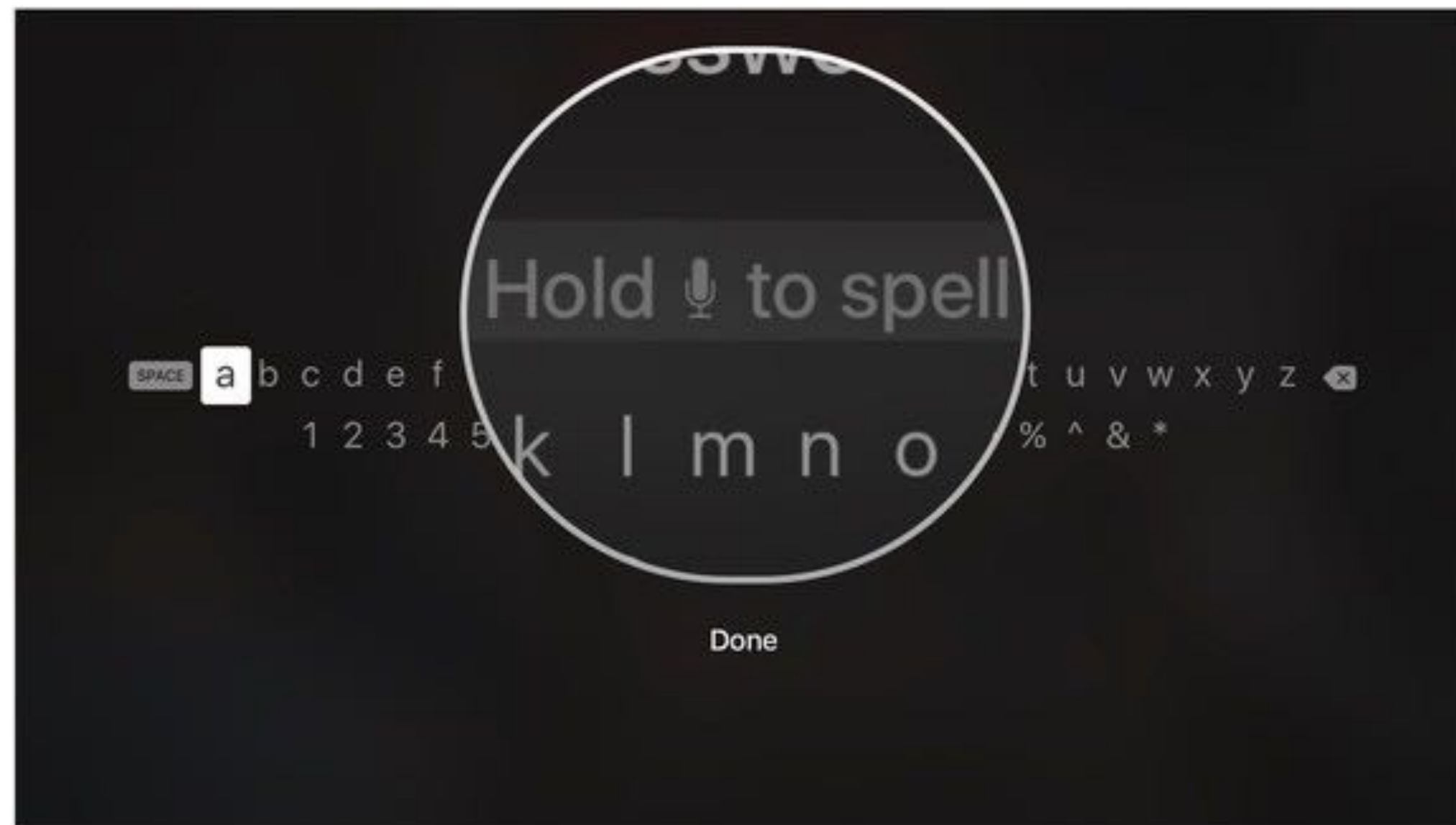
There is no cursor



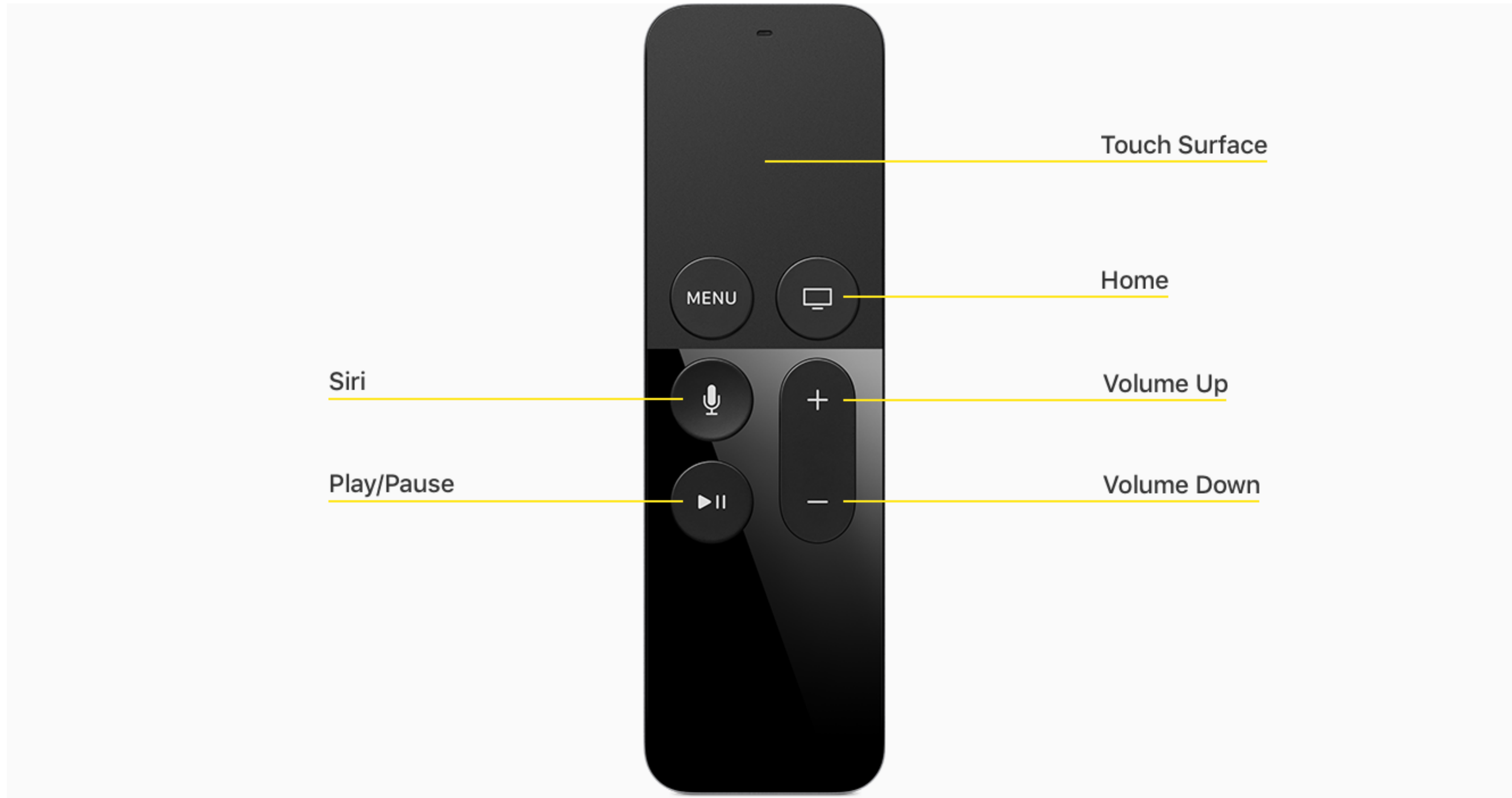
# CLICK (not tap)

After focusing on an element, you CLICK on it to activate that item.

# Typing (is kind of expensive)



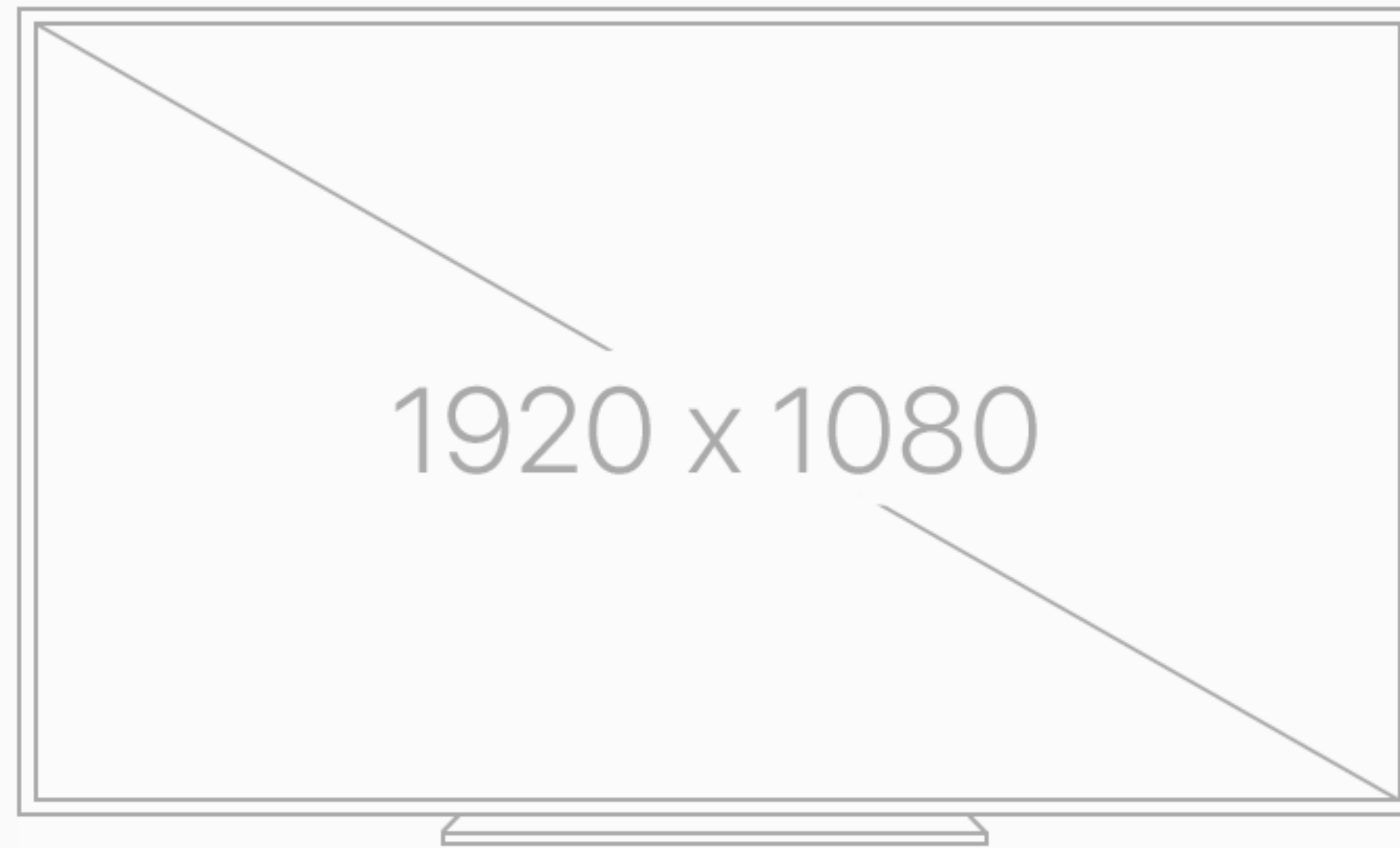
# Menu button, not back



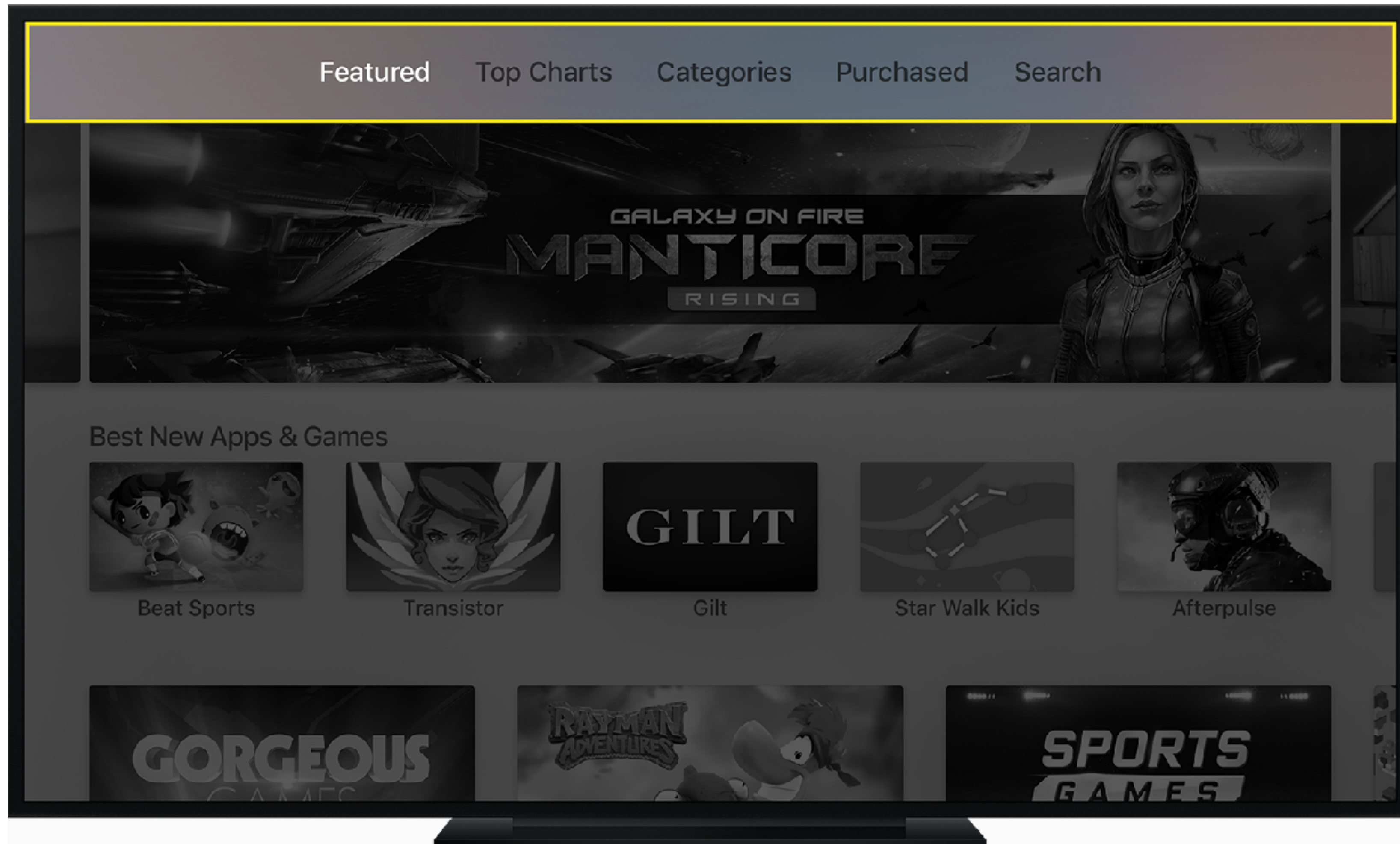


# Interface Elements

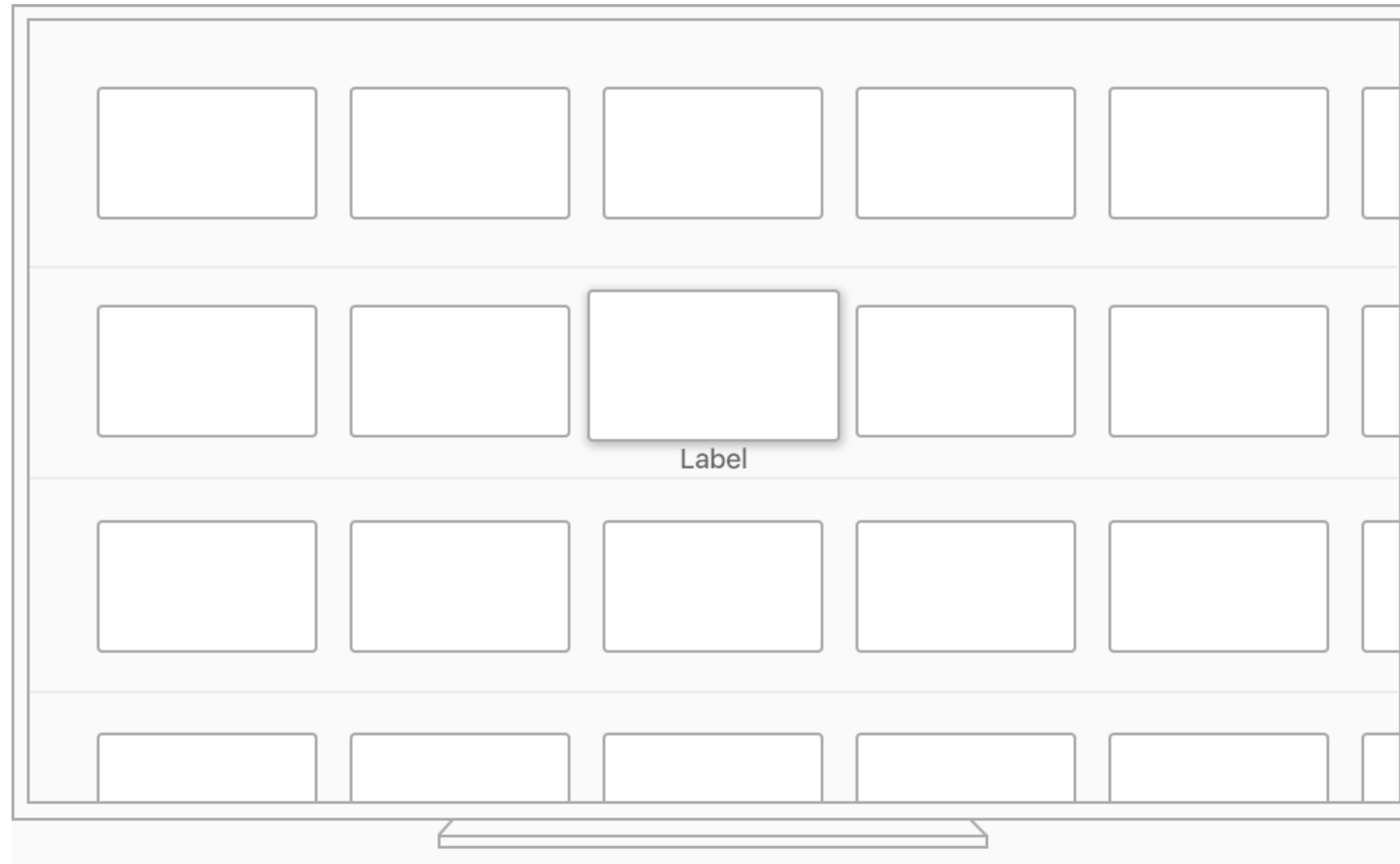
# Layout



# Tab Bar



# Grids



# Next Steps

# Next Steps

Read Apple TV HIG

For week after next, wireframe Apple TV adaptation of your food app

Does not have to have all the same functionality. Consider connection between your phone and TV apps

Optional: Play Apple TV apps, see what feels good and bad