

# Designing for AppleTV

SVA Summer 2016

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Apple TV

Interaction Patterns

Interface Elements

Next Steps

**Apple TV**

# Apps that Apple is seeing as relevant

“...a game, a media streaming app, or a utility for the home...”

# Categories

Games

Education

Entertainment

Health & Fitness

Kids

Lifestyle

News

Sports

# Feels like 2007

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

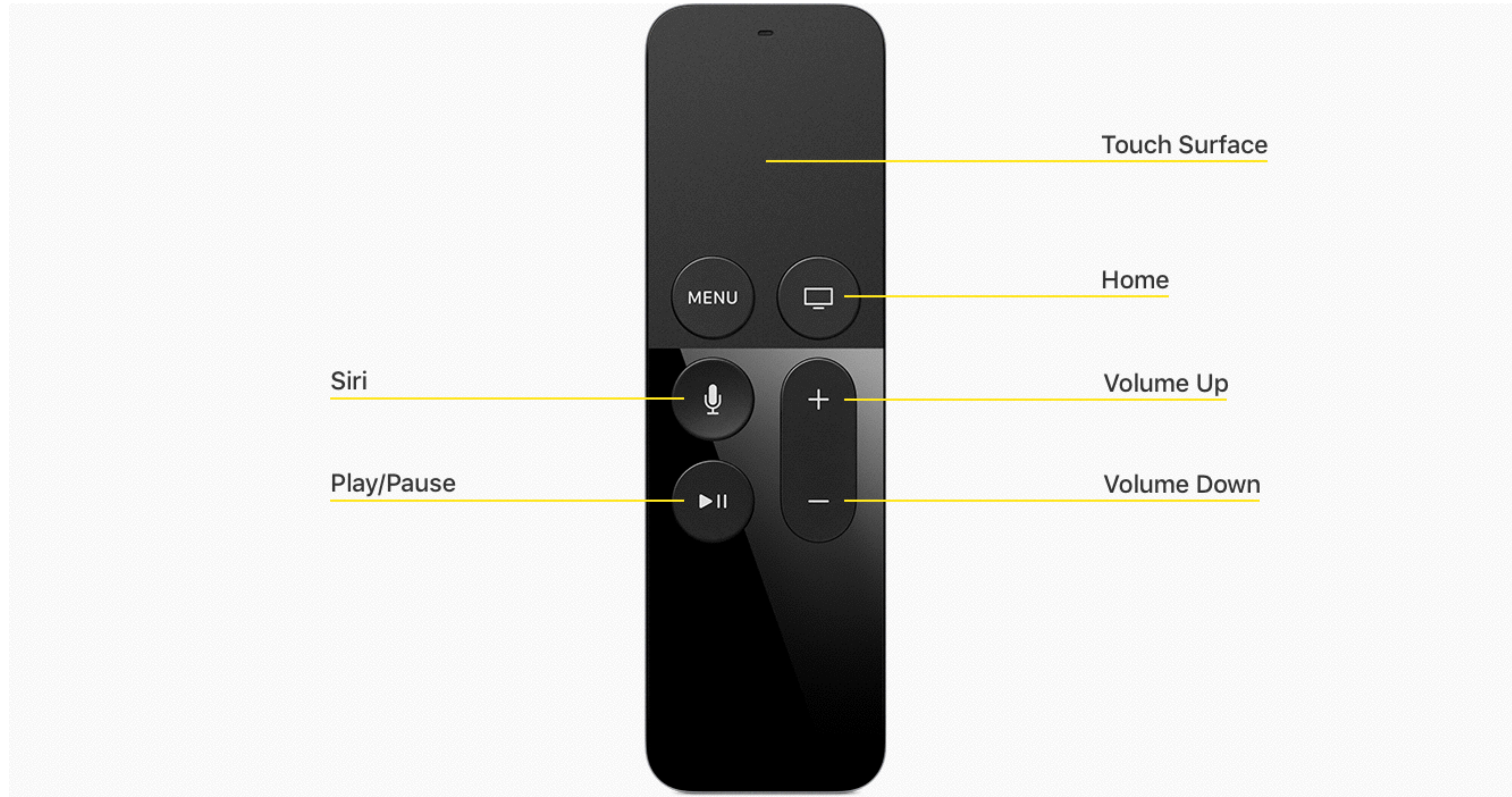
# Where is the TV?

NY: Kitchen/living one room, studios

CA: separate large rooms

# Interaction Patterns

# Siri Remote



# Focus

Swipe/tap to move focus

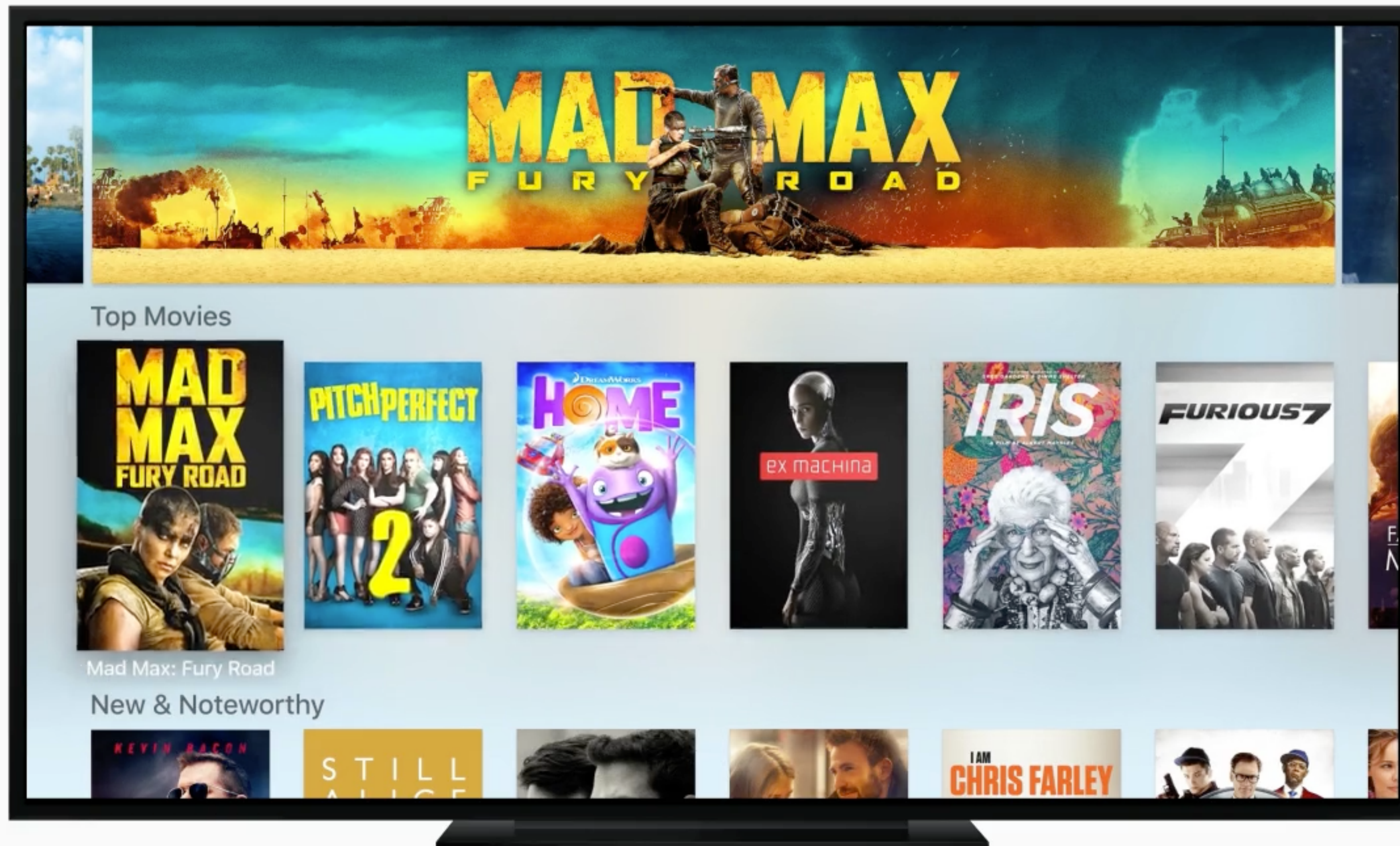
An item is focused when the item is highlighted but not activated/selected

Something is always focused

Bigger is better (easier to focus intentionally)

Make focus obvious

# Focus

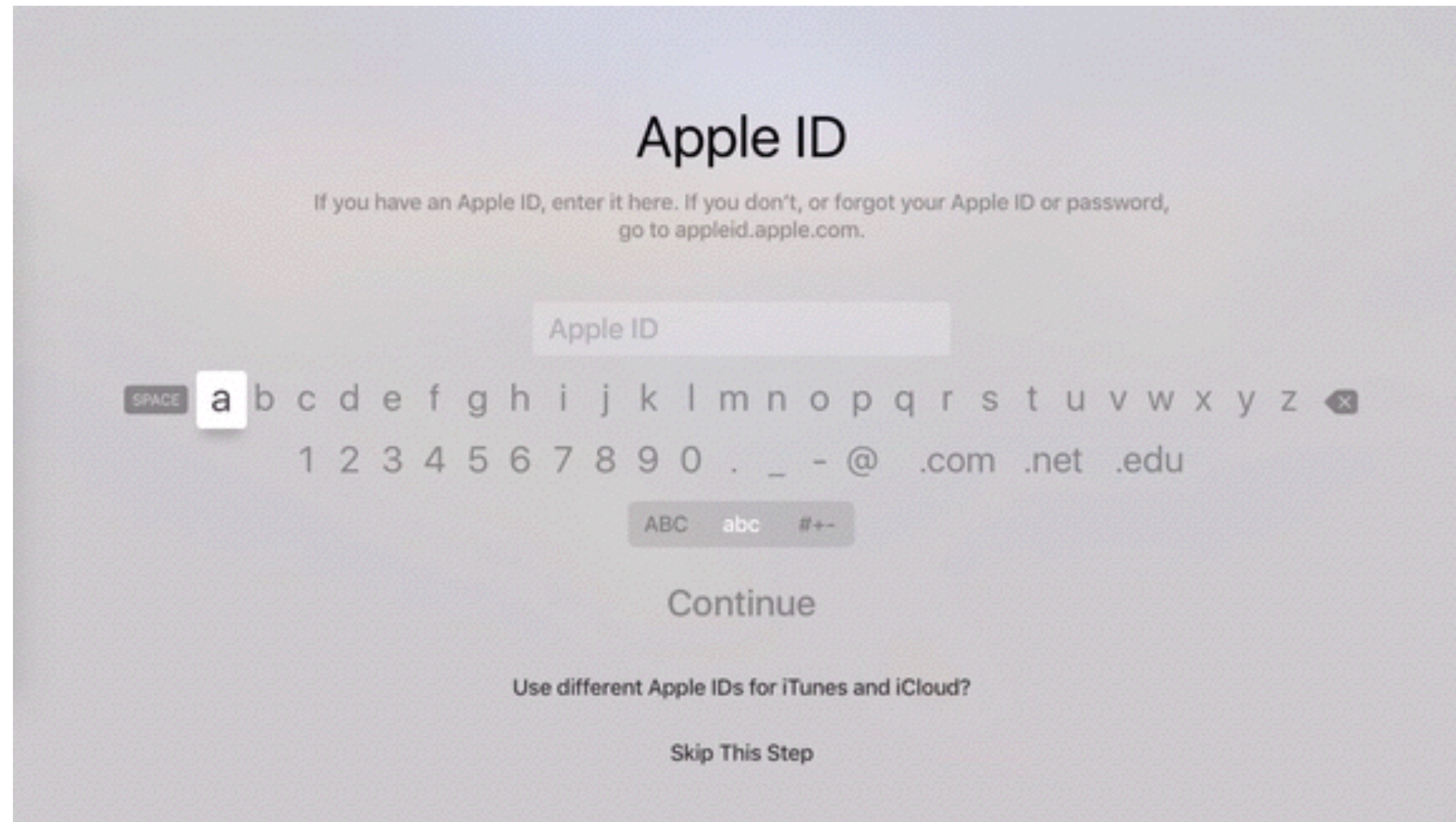


**There is no cursor**

# CLICK (not tap)

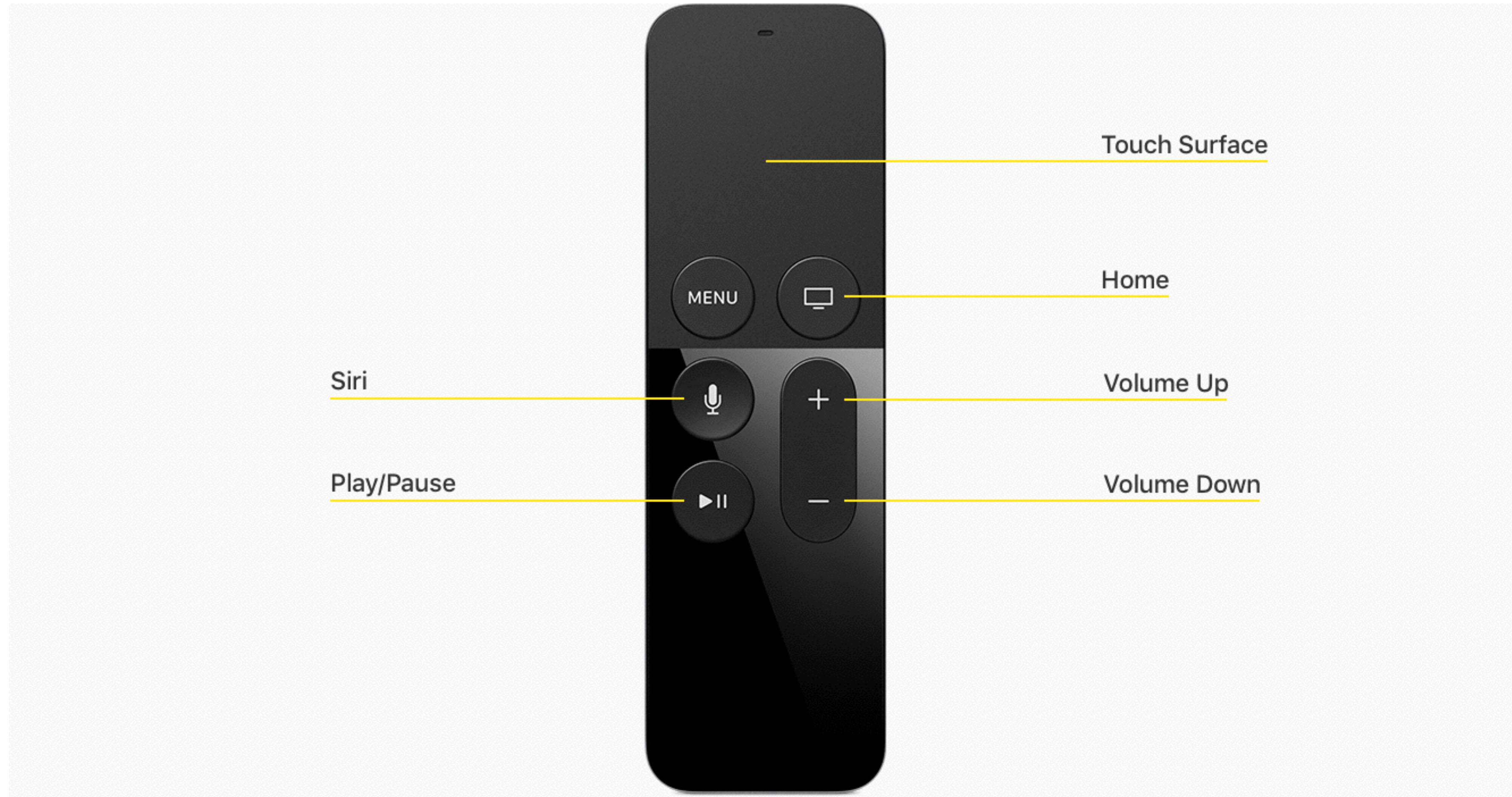
After focusing on an element, you CLICK on it to activate that item.

# Typing is expensive (but Siri helps)



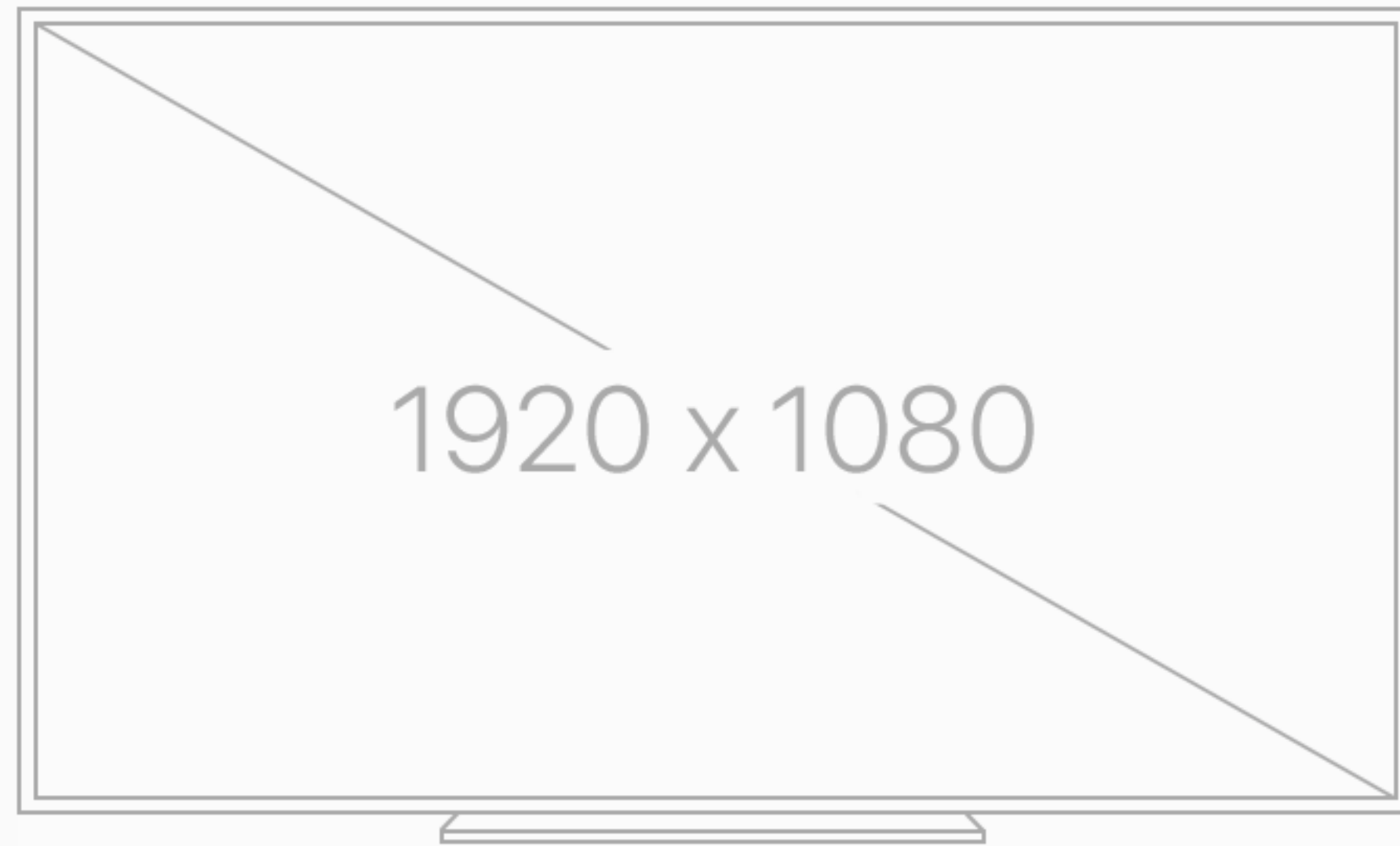
The image shows a screenshot of the Apple ID login screen. At the top, the text reads "Apple ID" followed by instructions: "If you have an Apple ID, enter it here. If you don't, or forgot your Apple ID or password, go to [appleid.apple.com](https://appleid.apple.com)." Below this is a text input field labeled "Apple ID". A keyboard overlay is visible, with the letter 'a' highlighted. The keyboard includes a "SPACE" key, lowercase letters 'a' through 'z', a delete key (marked with an 'x'), numbers '1' through '0', and special characters like '.', '\_', '-', '@', '.com', '.net', and '.edu'. Below the keyboard are three toggle buttons: "ABC", "abc", and "#+=", with "abc" currently selected. At the bottom of the screen, there is a "Continue" button, a link that says "Use different Apple IDs for iTunes and iCloud?", and a "Skip This Step" button.

# Menu button, not back

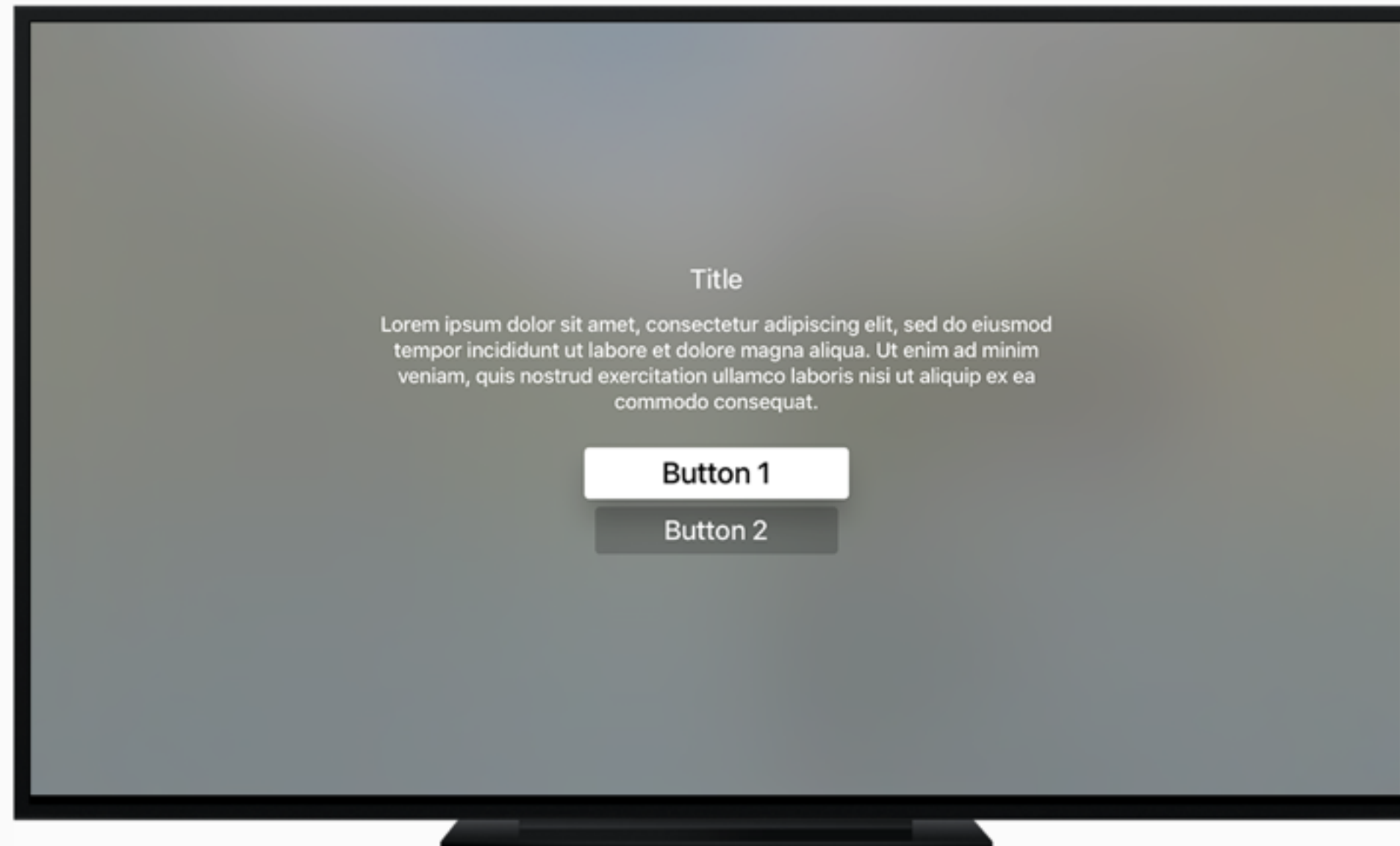


# Interface Elements

# Layout



# Layout Templates



## Alert Template

An alert template displays a message onscreen and asks for permission to perform an action, such as confirming a purchase or a destructive action, such as a deletion.

See also [Alerts](#) in [Interface Elements](#).

### Alert Template

[Catalog Template](#)

[Compilation Template](#)

[Descriptive Alert Template](#)

[Form Template](#)

[List Template](#)

[Loading Template](#)

[Main Menu Template](#)

[Menu Bar Template](#)

[Parade Template](#)

[Product Template](#)

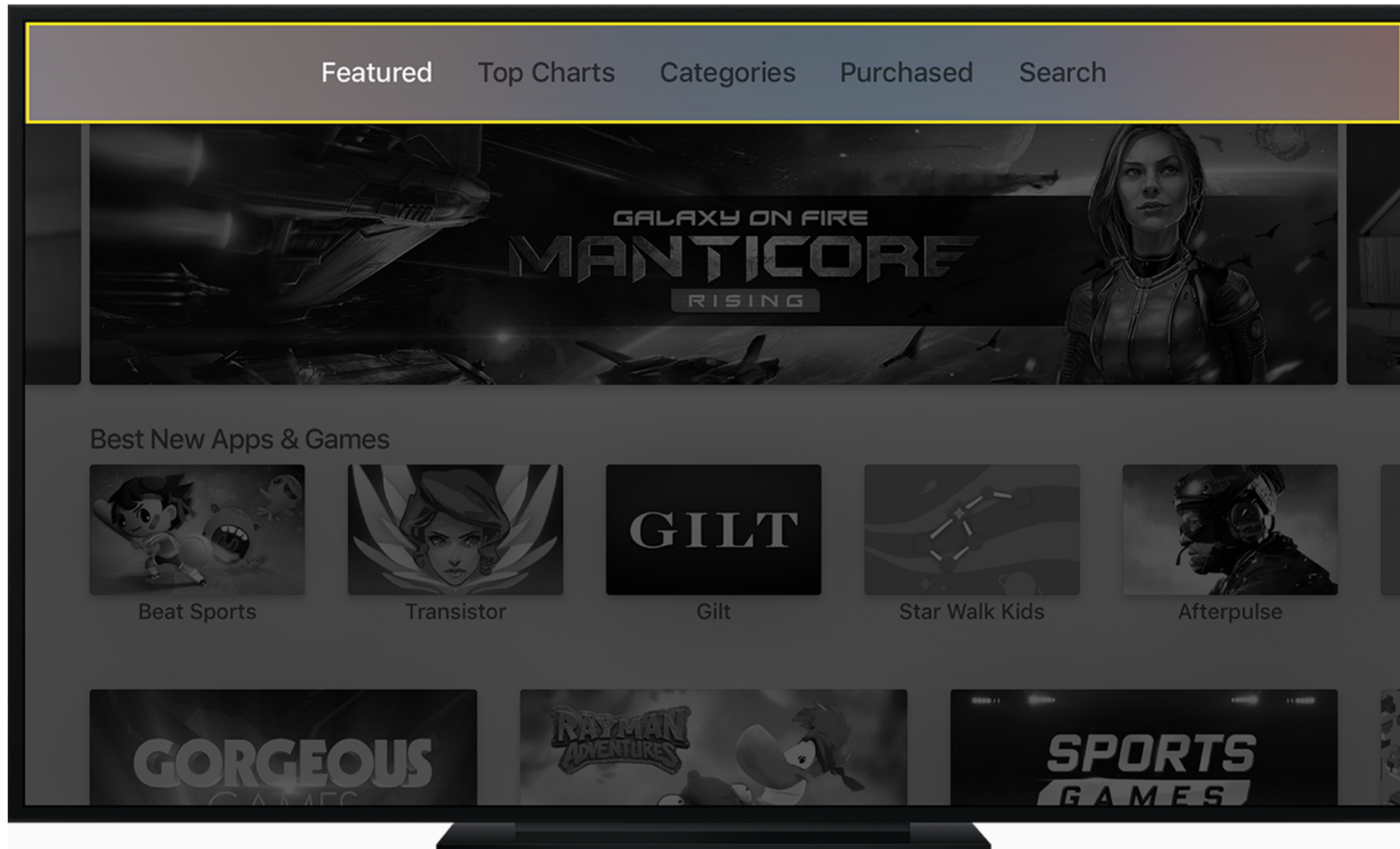
[Product Bundle Template](#)

[Rating Template](#)

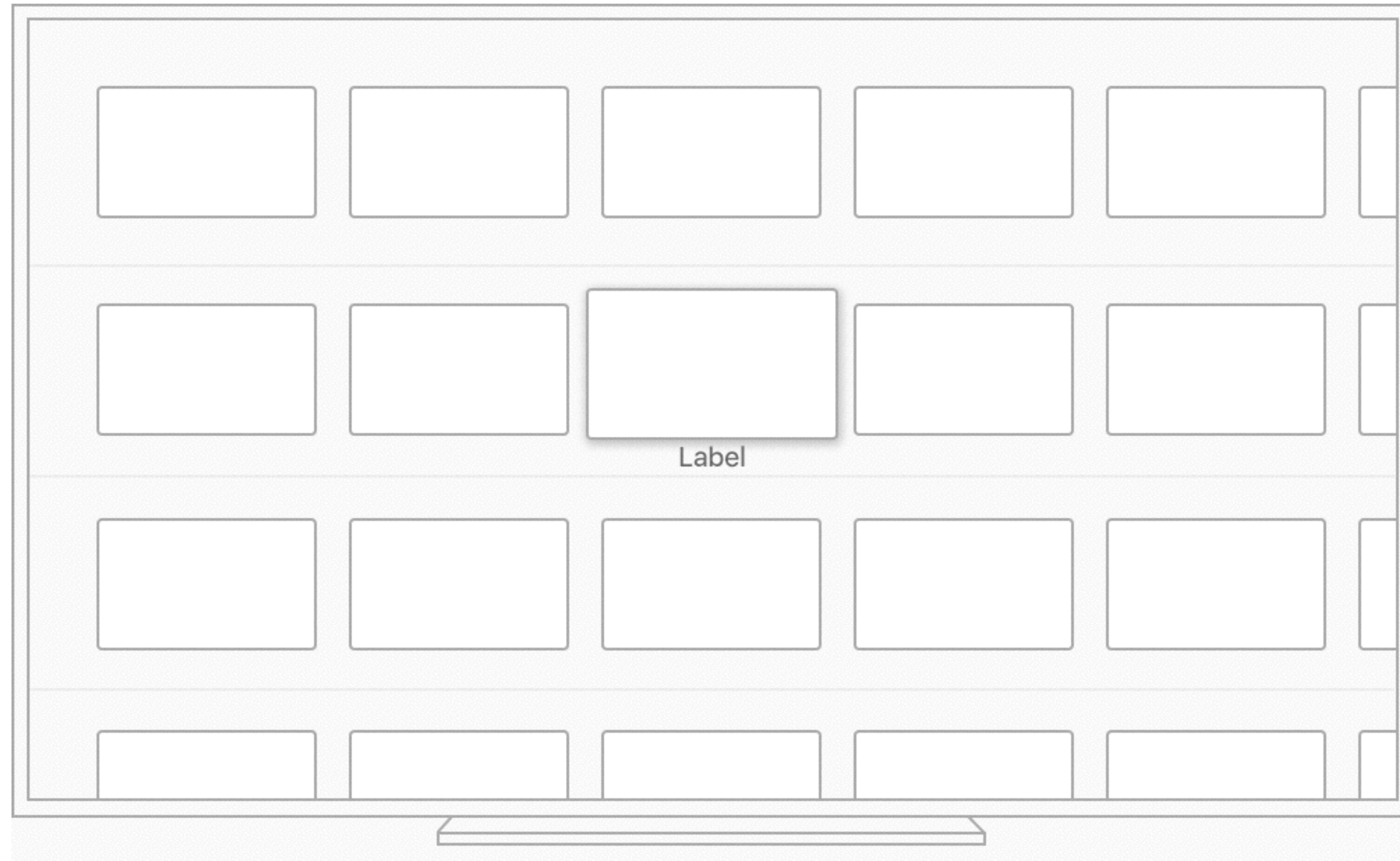
[Search Template](#)

[Stack Template](#)

# Tab Bar



# Grids



# Next Steps

# Next Steps

Read Apple TV HIG

For next week, wireframe or design 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