Experience Principles

Stay focused on the day ahead.

*Do not focus on the past and the far future.*

Show past data with the intention of informing future data. Make predictions about the future when confident. Provide actionable insights when confident. Avoid showing all data from the previous day. Avoid making predictions for the entire week.

Consider both the user and their context.

*Do not create an experience that's always the same.*

Consider the time of day and day of the week when showing information. Ensure that each user has a unique and appropriate experience. Avoid showing information that doesn't change.
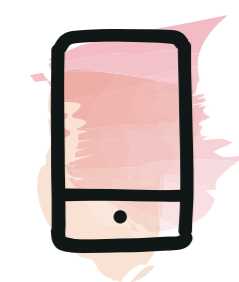
Don't replace the user's phone.

Do not create an experience with functionality that rivals the phone.

Avoid interactions that might result in smudges and fingerprints. Avoid replacing the app with the Ambience Mirror. Use the Ambience Mirror to show information rather than to control other devices. Do not mimic the app's functionality.
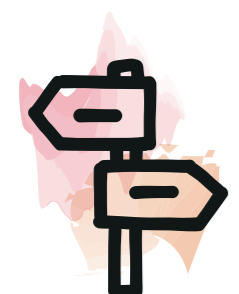
Put the user in control.

Do not provide a one-size-fits-all experience.

Provide the user with options for heavy customization. Allow the user to set their own privacy limitations. Always let the user know when they're being watched or recorded. Avoid making assumptions about what a user wants to keep private. Provide coaching only when users ask for it.

Make the user smile.

Do not take a clinical approach.

Create elements of joy throughout the experience. Find fun ways to visualize information. Don't avoid emotion. Avoid providing a clinical experience.

Be brief.

Do not show the user everything out of fear of missing something.

Prioritize the glance over the focused gaze. Avoid obscuring the user's face behind interface elements. Avoid overwhelming the user with social media updates. Do not show the user lots of charts and graphs.