Human Interface Guidelines   Overview   Resources   Videos   What's New
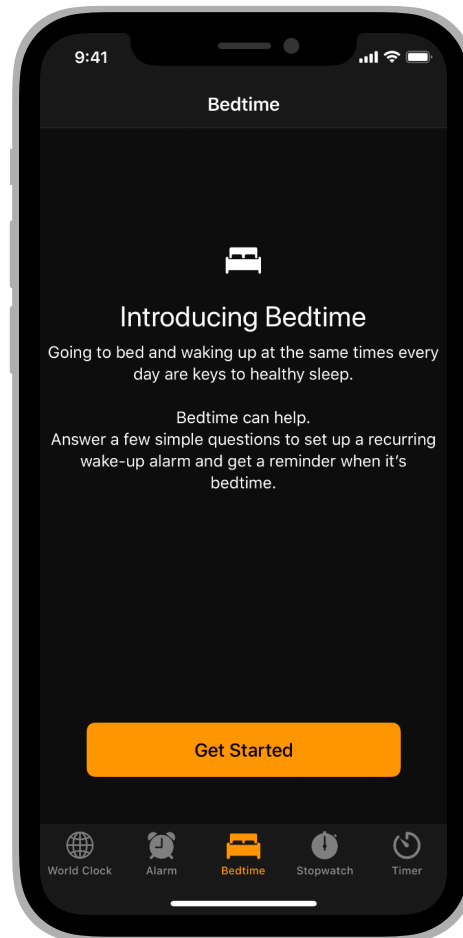
Terminology

Every word in your app is part of a conversation with your users. Use this conversation to help them feel comfortable in your app.

Use familiar, understandable words and phrases. Technology can be intimidating. Avoid acronyms and technical jargon that people might not understand. Use what you know about your audience to determine whether certain words or phrases are appropriate. In general, apps that appeal to everyone should steer clear of highly technical language. Such language may be appropriate in apps that target a more advanced or technical crowd.

Keep interface text clear and concise. People absorb short, direct text quickly and easily and don't appreciate being forced to read long passages to accomplish a task. Identify the most important information, express it succinctly, and present it prominently so people don't have to read too much to find what they're looking for or figure out what to do next.

Identify interactive elements appropriately. People should be able to tell at a

elements, use action verbs, such as Connect, Send, and Add.

Avoid language that might sound patronizing. Avoid *we*, *our*, *me*, and *my* (for example "our tutorial" and "my workouts"). They're sometimes interpreted as insulting or patronizing.

Strive for an informal, friendly tone. An informal, approachable style echoes the way you speak with people over lunch. Use contractions occasionally, and *you* and *your* to address the user directly.

Be careful when using humor. Remember that people are likely to read the text in your interface many times, and what might seem clever at first can become irritating over time. Also remember that humor in one culture doesn't necessarily translate well to other cultures.

Use relevant and consistent language and imagery. Always make sure guidance is appropriate for the current context. If someone's using an iPad, for example, don't show iPhone tips or graphics. Use language that's consistent with the platform. You tap, flick, swipe, pinch, and drag content on the touchscreen. You press physical buttons and content that responds to 3D Touch. You rotate and shake the device.

Refer to dates accurately. It's appropriate to use friendly terms like *today* and *tomorrow*, but these terms can be confusing or inaccurate if you don't account for the current locale. Consider an event that starts just before midnight. In one time zone, the event may start today. In another time zone, the same event may have started yesterday. Generally, dates should reflect the time zone of the person viewing the event. However, in some cases, such as in a flight tracking app, it may be clearer to explicitly show the start date and time zone where the flight originates.

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Platforms	Topics & Technologies	Resources	Programs
iOS	Accessibility	Documentation	Apple Developer Program
iPadOS	Accessories	Curriculum	Apple Developer Enterprise Program
macOS	App Extensions	Downloads	App Store Small Business Program
tvOS	App Store	Forums	MFi Program
watchOS	Audio & Video	Videos	News Partner Program
	Augmented Reality		Video Partner Program
Languages	Business	**Support**	Security Bounty Program
Swift	Design	Support Articles	Security Research Device Program
SwiftUI	Distribution	Contact Us	
	Education	Bug Reporting	**Events**
Tools	Fonts	System Status	App Accelerators
SF Symbols	Games		App Store Awards
Swift Playgrounds	Health & Fitness	**Account**	Apple Design Awards
TestFlight	In-App Purchase	Apple Developer	Apple Developer Academies
Xcode	Localization	App Store Connect	Entrepreneur Camp
Xcode Cloud	Maps & Location	Certificates, IDs, & Profiles	Tech Talks
	Machine Learning	Feedback Assistant	WWDC

To view the latest developer news, visit News and Updates.

Light   Dark   Auto

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