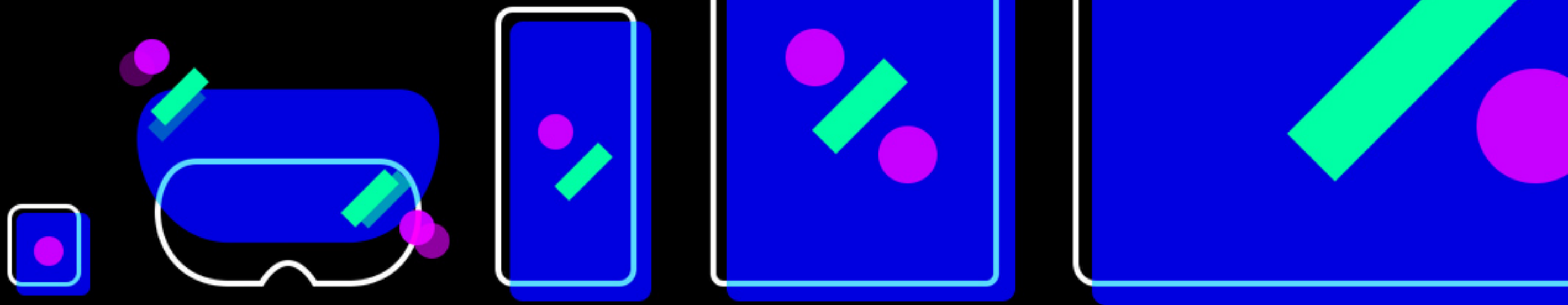


**Creating holistic  
experiences  
people really  
love.**



# We've been on a journey of discovery.

## Liftoff.

We launch on a single JavaScript codebase.

2011

## Tablets.

We release on iPad and Android Tablet.

2013

## Lets goes native.

We built native clients for Wunderlist 2.

2012

## Version 3.

We completely rebuilt our clients from the ground up.

2014

## Rethink everything.

We take a stab at a new native Windows 8 client.

2014

## On your wrist.

The Apple Watch launches and so do we.

2015

## Modern Design

Wunderlist 3 and Windows 10.

2015

# Finding our feet.

*to become familiar with and confident  
in a new situation.*



**Performance**



**Decoupled**



**Best Experience**



**Discoverable**



**Access**



**Offline**



Jeremy Lee

Inbox10

Assigned to me9

Starred10

Today12

College

Group Project9

Movies to Watch5

Grocery Shopping5

Camping Trip 20133

Read Later5

Web Campaign6

Magazine Launch5

Wishlist5

Add a list...

Wunderlist

Add an item in "College"...

Sports Bag for Volley B...Today★

Research for Architecture lecture★

Send in Humboldt University Exchange...★

1 Completed Item

Sports Bag for Volley Ball Course★

Due TodayRepeat every 4 weeks

Remind me

Water

T-Shirt

Shorts

Sneakers

Towel

Add a subtask

Created on Wed 15 May





Jeremy Lee

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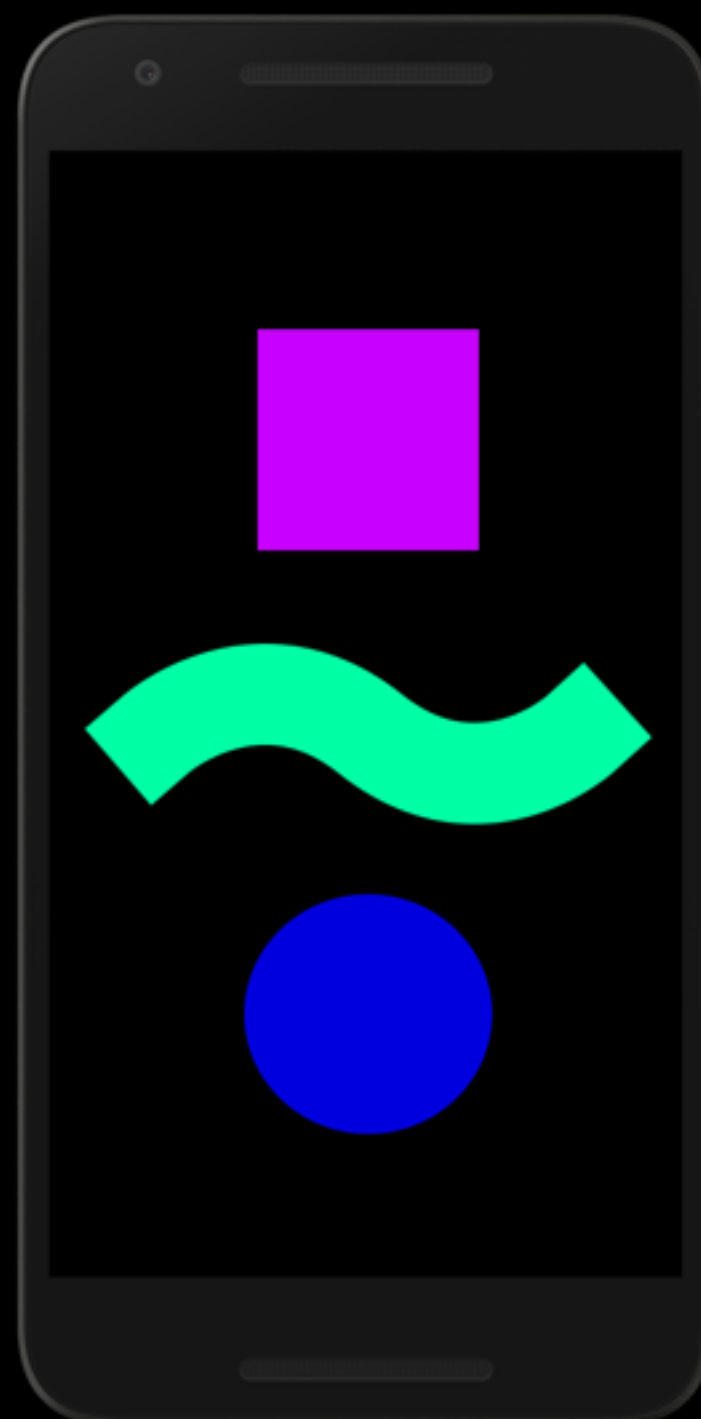
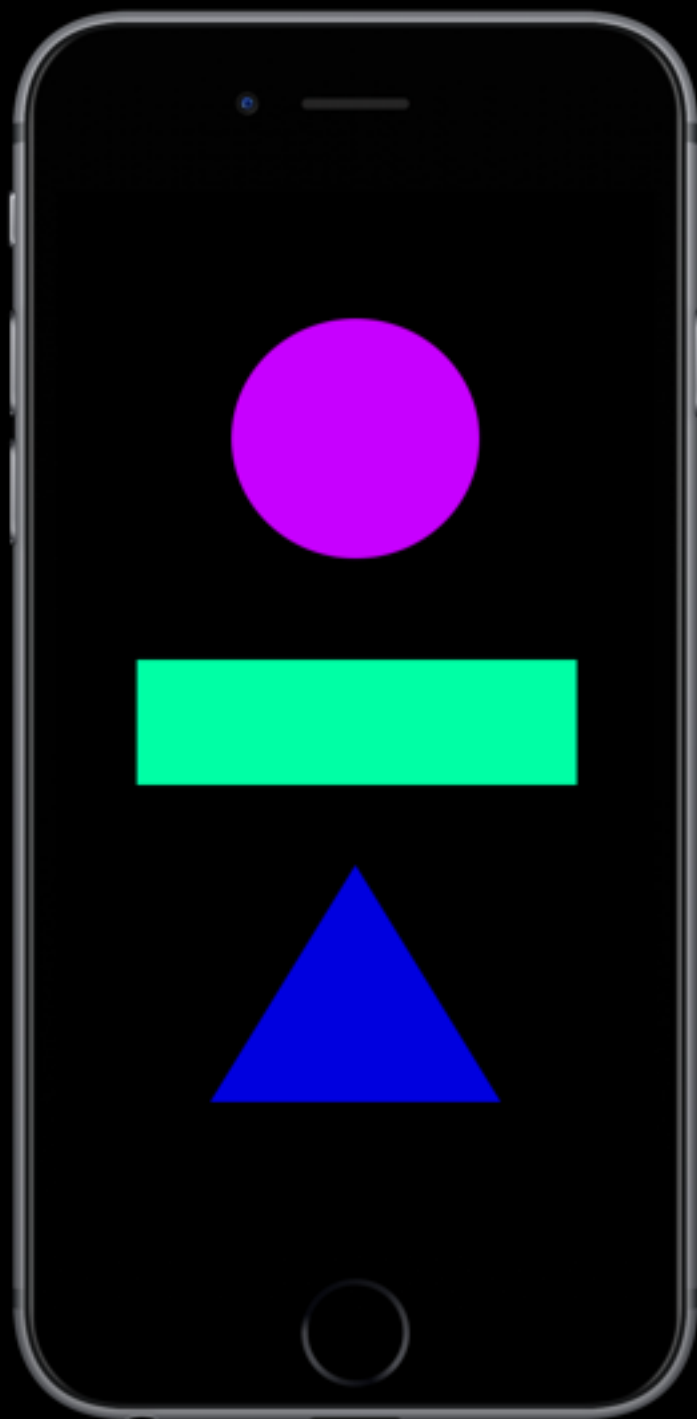
☐Sneakers

☐Towel

+Add a subtask

Created on Wed 15 May

**Getting up close  
and personal**

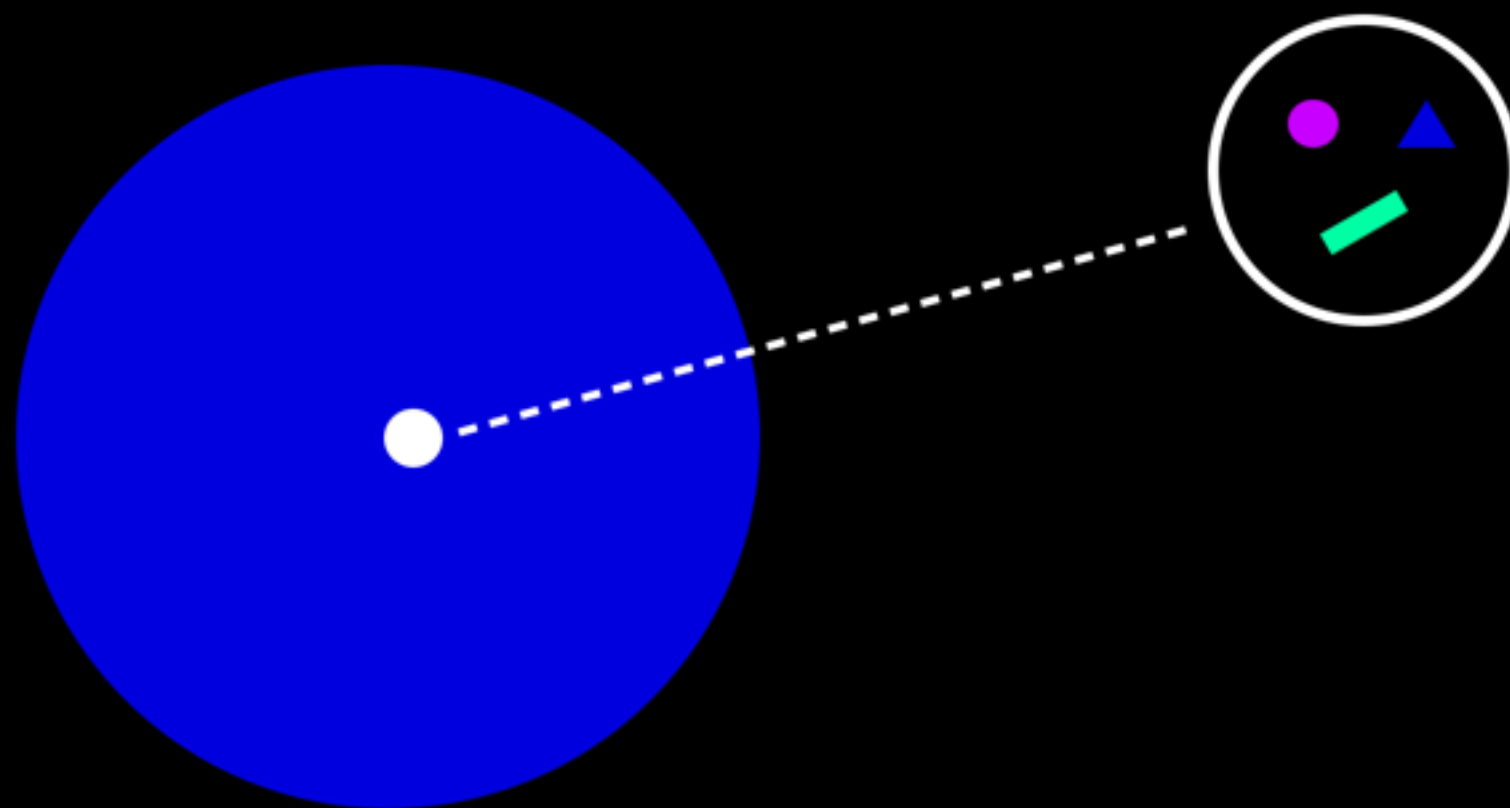


**Designing for a platforms you have little or no understanding of is like building a house without knowing the materials you'll be building with or the ground you'll be building on.**

**Right to the core  
of it all**



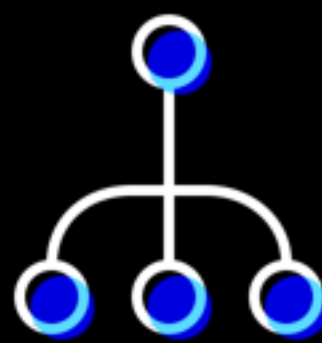
# What makes Wunderlist, Wunderlist?







**Backgrounds**



**Hierarchy**



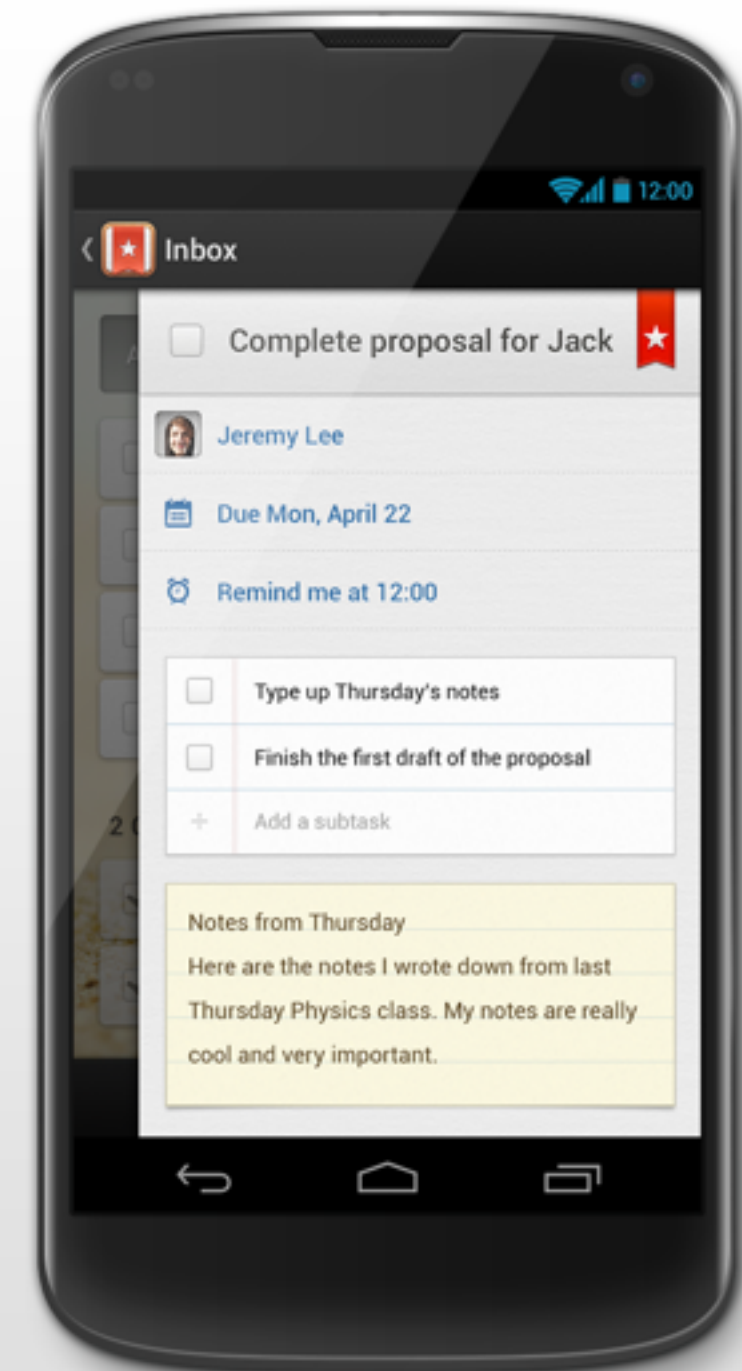
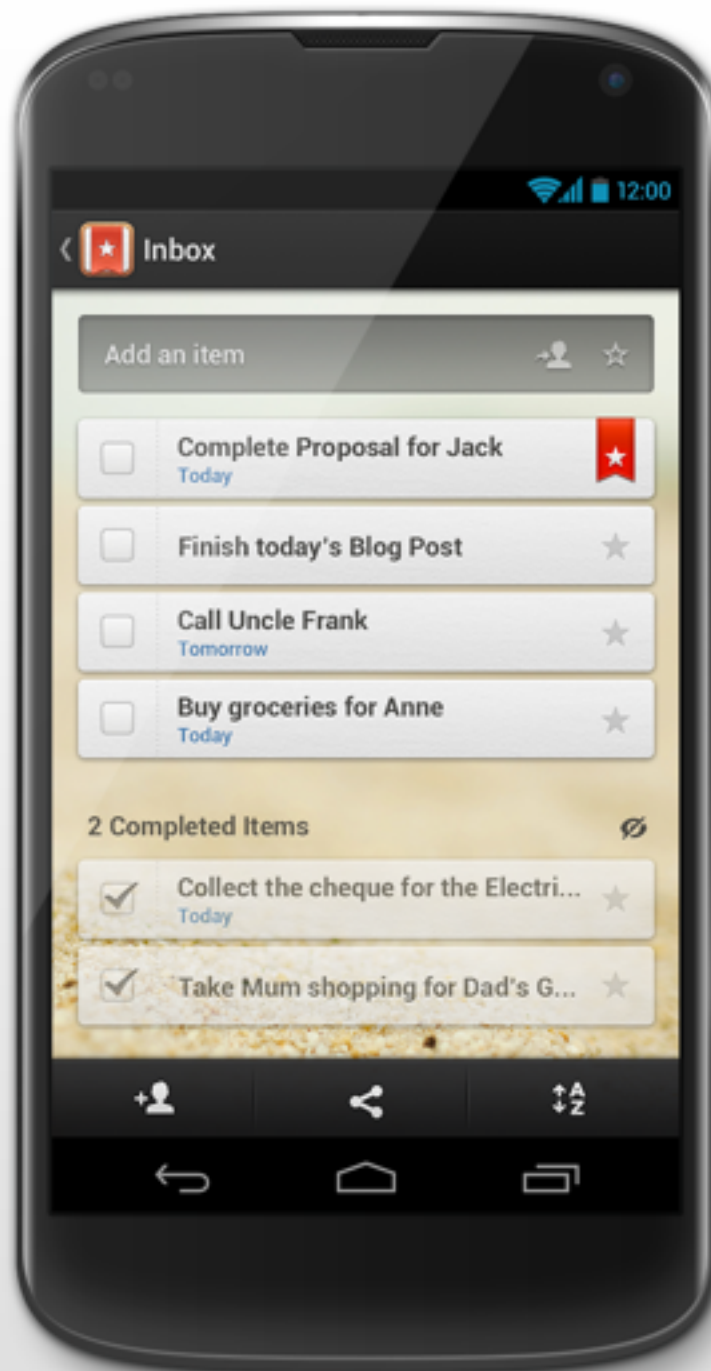
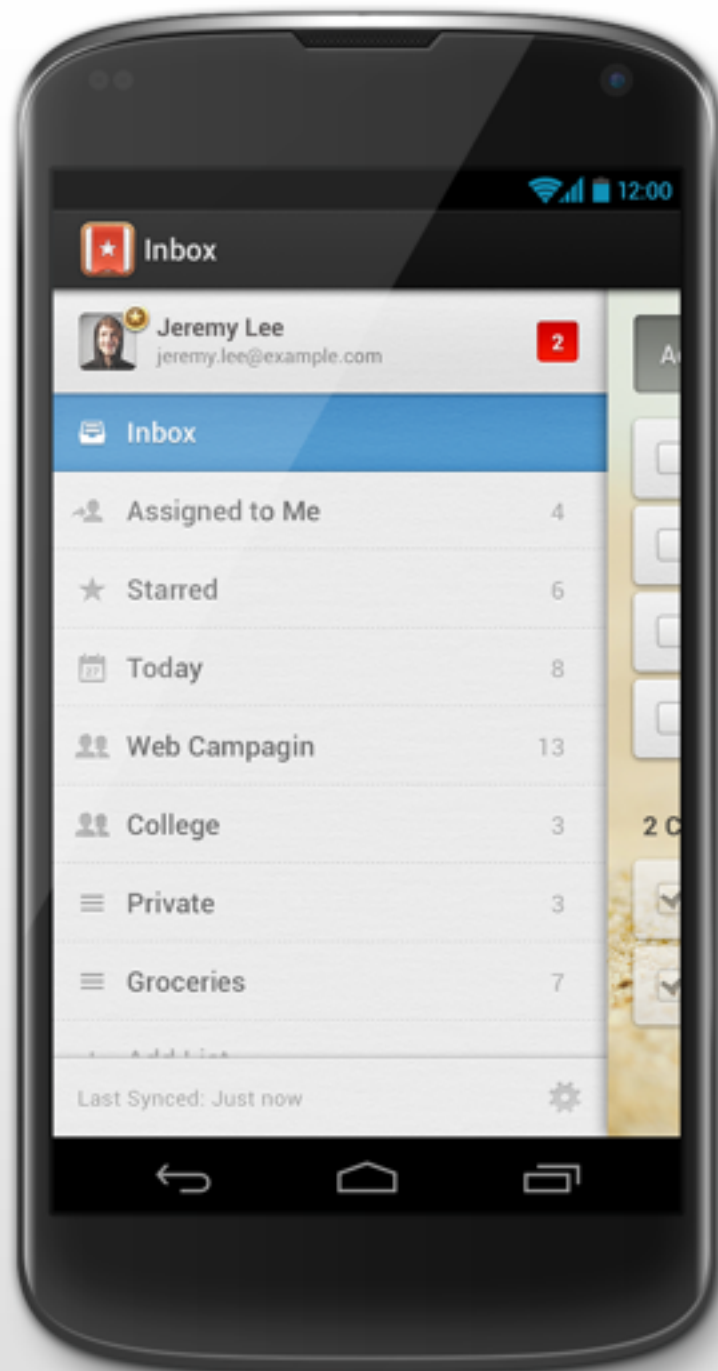
**Sounds**



**Rules were meant  
to be broken**

**1. An understanding of the  
paradigms / rules each platform has**

**2. An understanding of the patterns /  
rules that make up the Wunderlist  
experience**



**Question existing paradigms  
and push the boundaries with  
the end goal of making our  
products easier and more  
enjoyable to use.**

**Summary**

- 1. Start with what you know.**
- 2. Get to know your platforms**
- 3. Define the core of your product**
- 4. Break the rules - the best experiecene wins**



**The times, they are  
a changing**

— *Bob Dylan*



**Chat Bots**

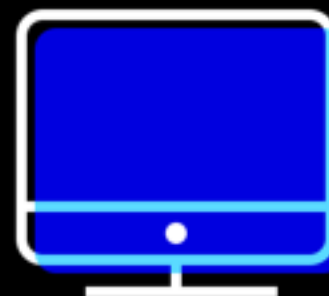


**VR & AR**

















# HAWAII

New Post



Hotel Beach

Date Posted 10/24/2014



Life on the Island

Date Posted 10/18/2014



Over

Down



Hawaiian Flowers



# Thanks.

**Timothy Achumba**  
**@iam\_timm**

