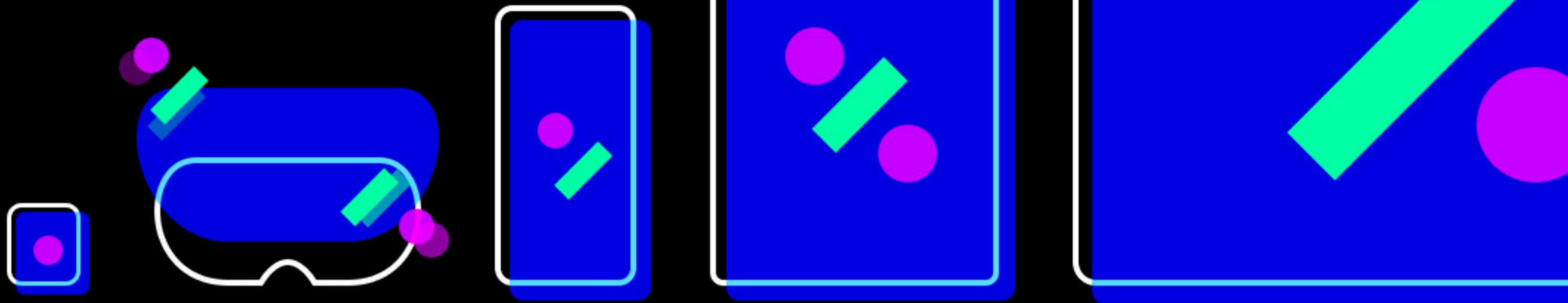


**Creating holistic  
experiences  
people really  
love.**



# 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

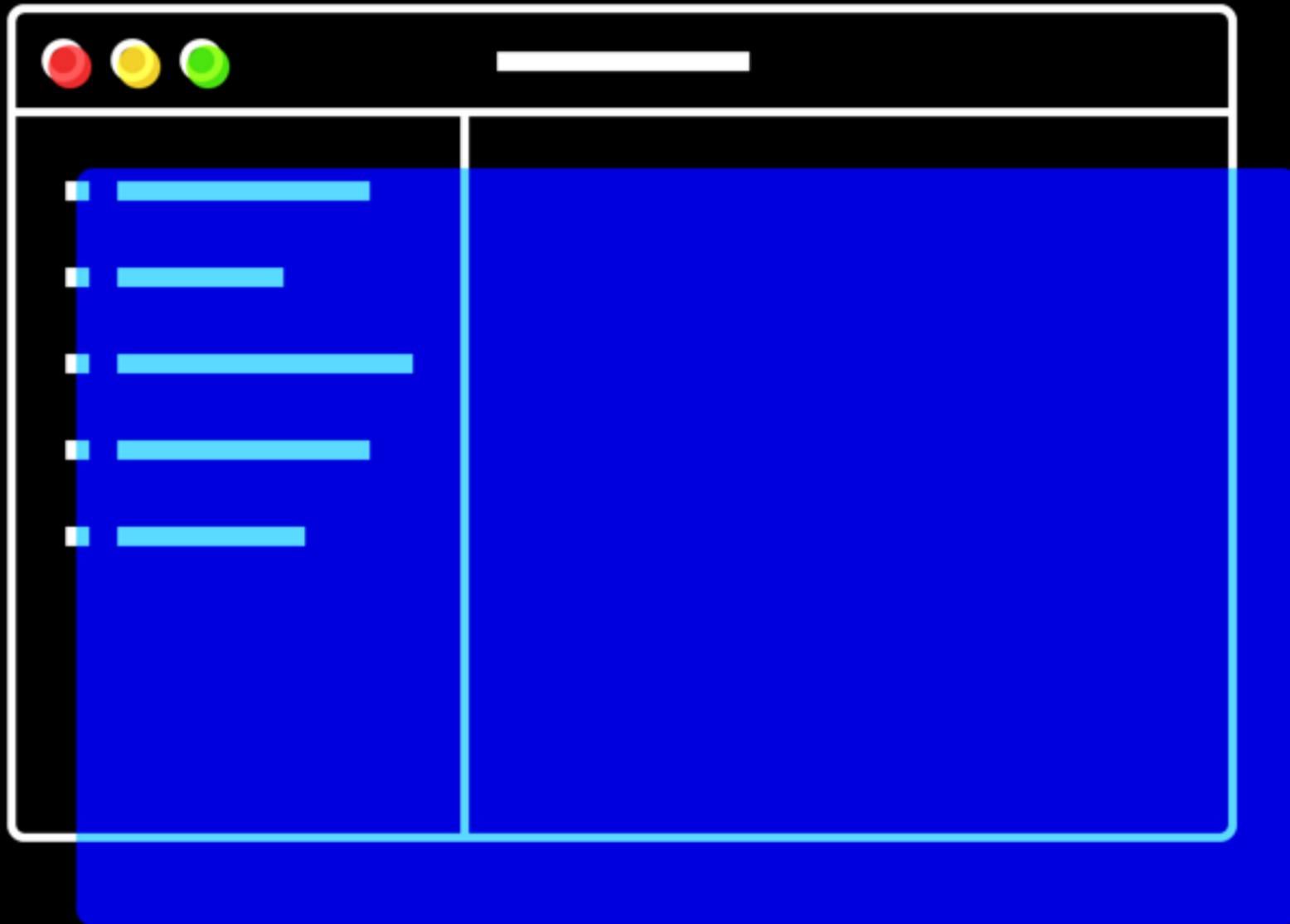
## Modern Design

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

- Inbox 10
- Assigned to me 9
- Starred 10
- Today 12
- College** 1
- Group Project 9
- Movies to Watch 5
- Grocery Shopping 5
- Camping Trip 2013 3
- Read Later 5
- Web Campaign 6
- Magazine Launch 5
- Wishlist 5
- + Add a list...

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 Today**  
Repeat every 4 weeks

Remind me

- Water
- T-Shirt
- Shorts
- Sneakers
- Towel
- + Add a subtask

Yellow sticky note area with a text input field and a submit icon.

- Inbox 10
- Assigned to me 9
- Starred 10
- Today 12
- College** 1
- Group Project 9
- Movies to Watch 5
- Grocery Shopping 5
- Camping Trip 2013 3
- Read Later 5
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1 Completed Item

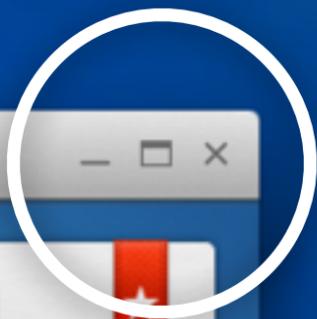
**Sports Bag for Volley Ball Course**

**Due Today**  
Repeat every 4 weeks

Remind me

- Water
- T-Shirt
- Shorts
- Sneakers
- Towel
- + Add a subtask

Empty sticky note area with a close icon in the top right corner.



- Inbox 10
- Assigned to me 9
- Starred 10
- Today 12
- College** 1
- Group Project 9
- Movies to Watch 5
- Grocery Shopping 5
- Camping Trip 2013 3
- Read Later 5
- Web Campaign 6
- Magazine Launch 5
- Wishlist 5
- + Add a list...

Add an item in "College"...

- Sports Bag for Volley B... Today ★
- Research for Architecture lecture ★
- Send in Humboldt University Exchange... ★

1 Completed Item

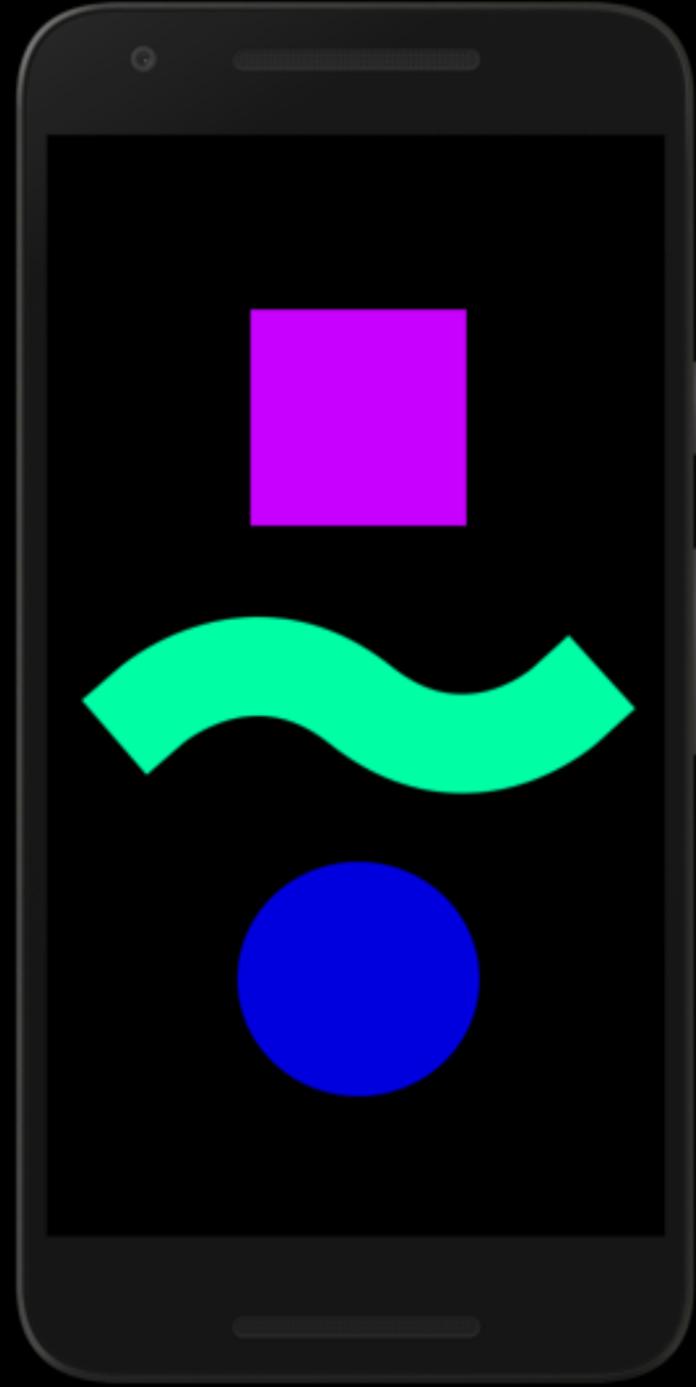
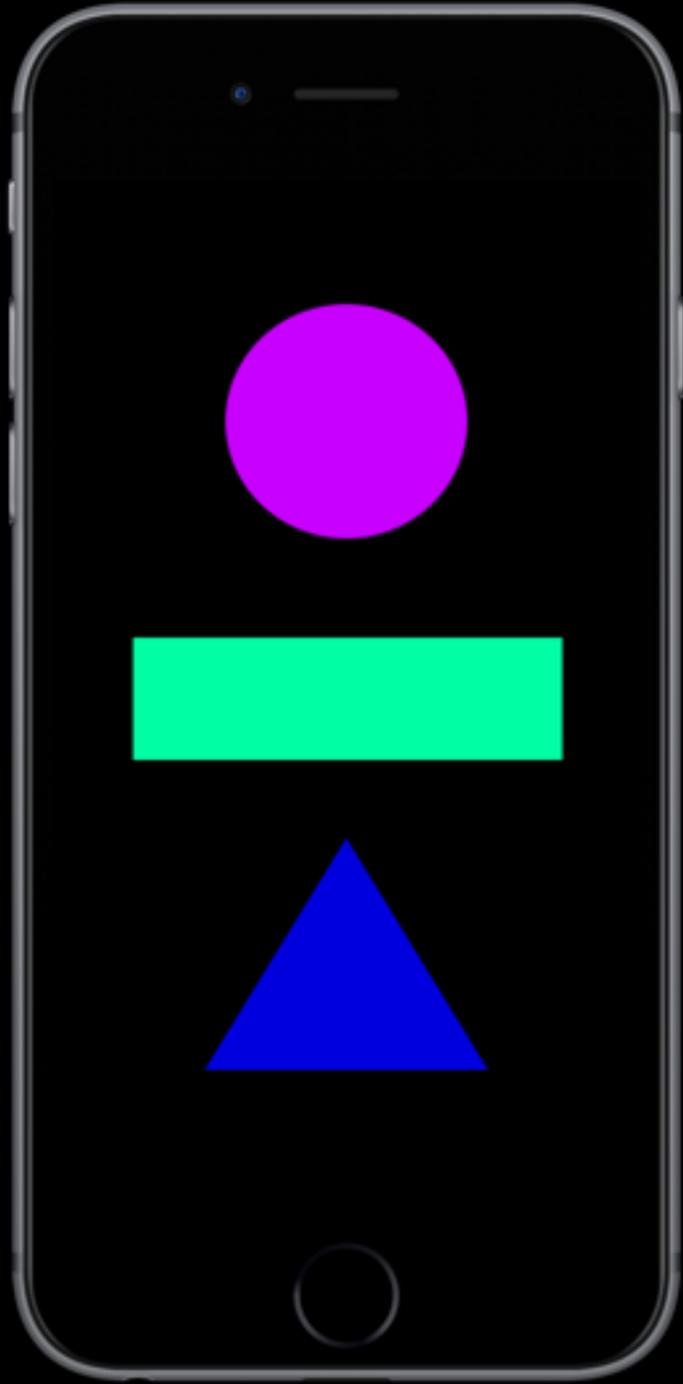
### Sports Bag for Volley Ball Course

**Due Today**  
Repeat every 4 weeks

Remind me

- Water
- T-Shirt
- Shorts
- Sneakers
- Towel
- + Add a subtask

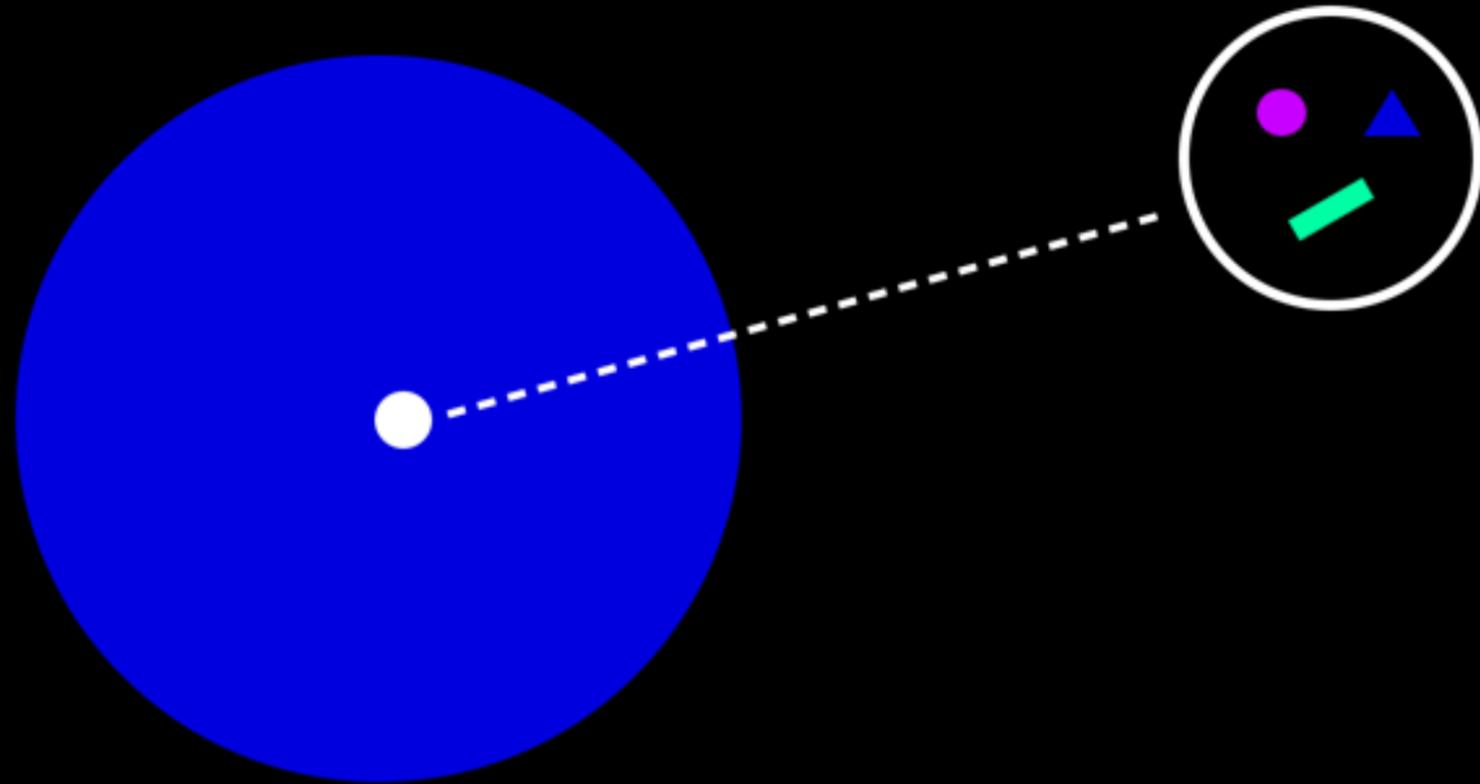
**Getting up close  
and personal**



**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.**

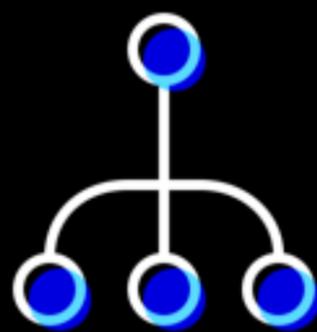
**Right to the core  
of it all**

# What makes Wunderlist, Wunderlist?





**Backgrounds**



**Hierarchy**



**Sounds**



Kate Spencer

🔔 2 💬 1

Search 🔍

- Inbox 7
- Today 10
- Groceries 7
- Our Home 6
- Travel 9
- Work 7**
- Travel Packing List 5
- Movies to Watch 6
- Our Kitchen Renovation 6
- TV Shows 7



## Work

Add an item in "Work"...

- Work with client on final kitchen interior layout #Planning ★  
📅 8/18/2014
  - Detailed window drawings - ground floor #Build ★
  - Ask client for their contractor's details #Planning ★
  - Adjust contract for client's change ☆  
📅 9/19/2014
  - Update timeline/costs #Planning ☆
  - Submit additional #Planning permission for client change ☆  
📅 9/15/2014
  - Schedule on-site meeting with clients for progress #Review ★
- 7 COMPLETED ITEMS**
- Detailed interior drawings - living room #Build ☆

Work with client on final kitchen interior layout #Planning ★

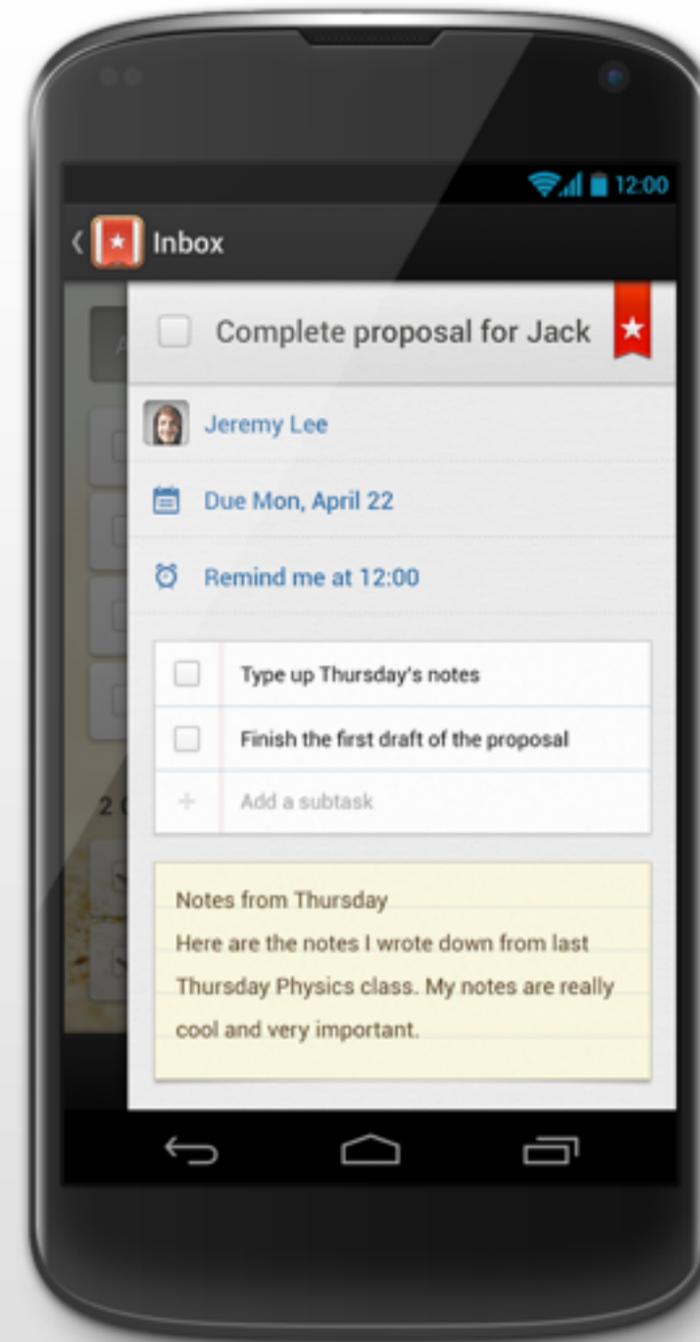
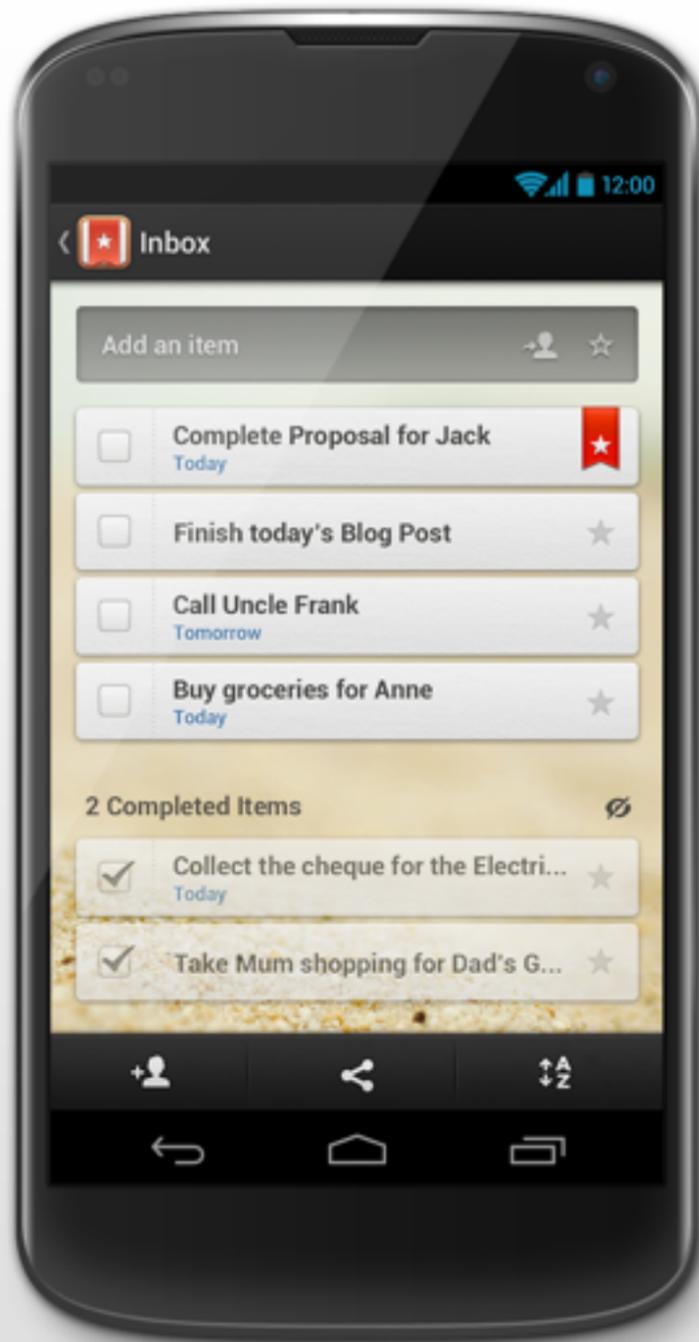
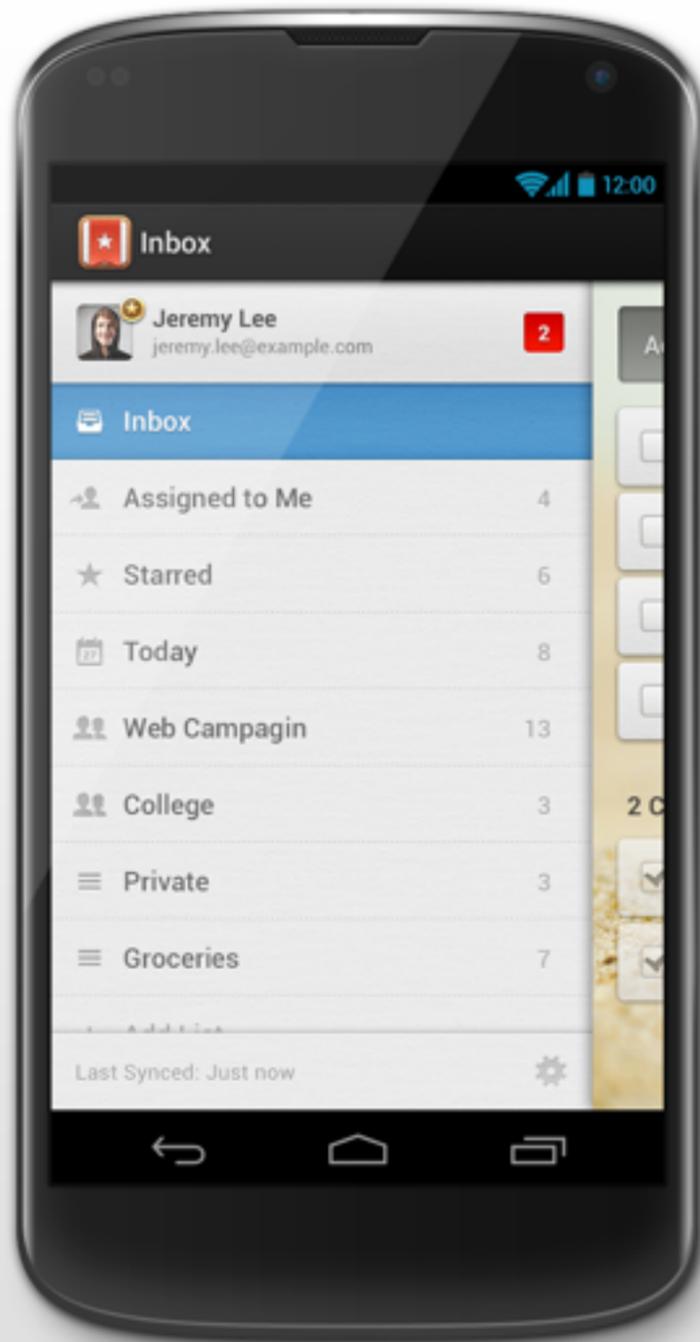
- Kate Spencer ✕
- Due 8/18/2014 ✕
- Remind me at 9:00 PM Thursday, September 18, 2014 ✕
- Drawings
- Approval of Draft Drawings ✕
- 3D Models
- Final Approval
- Add a subtask

KATE SPENCER 50 days ago  
Just a quick update! Our client..

Add a comment...

**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**

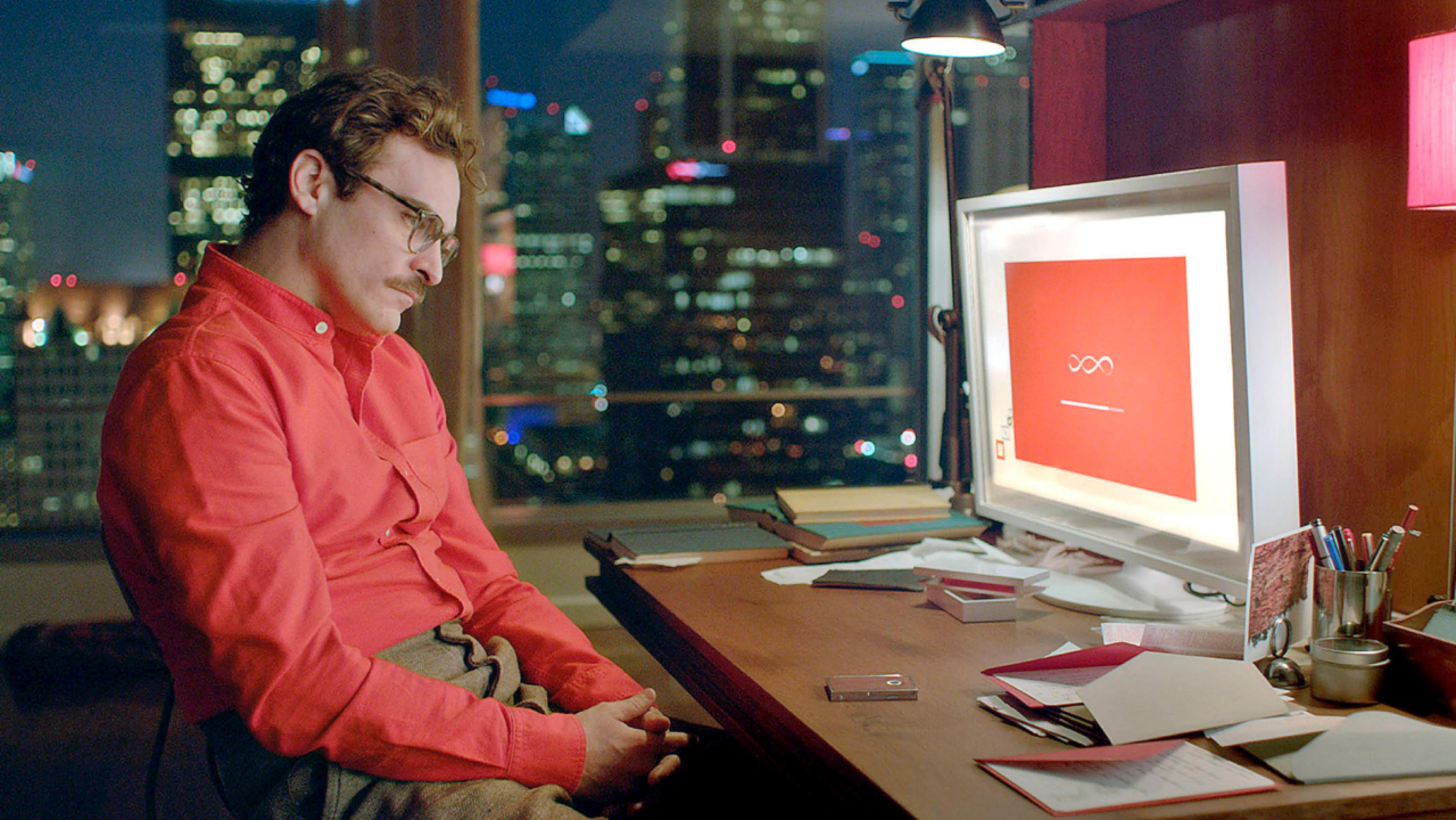
— *Bob Dylan*

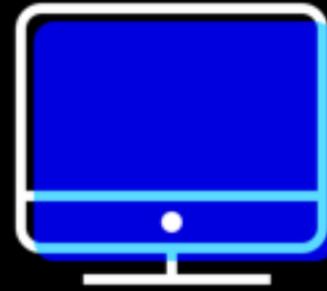


**Chat Bots**



**VR & AR**







WALL-E

SOLAR CHARGE LEVEL  
[Progress bar with 5 yellow bars]



# HAWAII

New Post



Hotel Beach

Date Posted 10/24/2014



Life on the Island

Date Posted 10/18/2014



Hawaiian Flowers



**Thanks.**

**Timothy Achumba**

**@iam\_timm**

