Abstract

Task 6.5 aims at laying the foundations of a coherent and intuitive user experience. To achieve this goal a user centred design process was followed in order to quickly specify the context of use, design and create the appropriate GUI elements which were continually evaluated and refined.

Two are the main objectives of this task. The first one is to design guidelines for use by project internal and third party developers based on existing best practice design standards and technology specific considerations to guide the development of the platform UI and 3rd party service UIs for the target UI technologies and end user devices.

The second one is to produce a prototype implementation of a unified UI to enable users to interact with, configure and experience the features of the SOCIETIES platform.

[End of abstract]
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Executive summary

Websites and applications have become progressively more complex as technologies and methodologies advance. Consideration of the UX (User Experience) and how a user interacts with a system denoted by some form of human-computer interaction - be it a website, web application or desktop software, is important throughout the GUI design and development process. This is essential in laying the foundations of a rich and interactive experience for the end user.

The goal of this task (T6.5) is to provide a unified and consistent look and feel of the user interface for the trial users which will enable them to interact with, configure and experience the features of the SOCIETIES platform. Moreover, this task based on best practise design standards and technology specific considerations will produce guidelines for both the internal as well as the 3rd party services developers, for implementing the necessary user interfaces.

The implemented UIs will be evaluated, in conjunction with WP8, during the first user trial where the users’ feedback on their UI experience will be inputted to the second iteration of design guidelines and platform UI prototype development.
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1 Introduction

Task 6.5 in the SOCIETIES project is focused on providing two key outputs related to User Interface (UI) design and development with the objectives of driving a consistent look and feel user interface experience for the trial users.

The first one is to design guidelines for use by project internal and third party developers based on existing best practice design standards and technology specific considerations to guide the development of the platform UI and 3rd party service UIs for the target UI technologies and end user devices.

The second one is to produce a prototype implementation of a unified UI to enable users to interact with, configure and experience the features of the SOCIETIES platform. Although, the prototype UI development of the 3rd party services will be done within T6.2, T6.3 and T6.4, the UI branding, themes and styled artifacts from this task should be re-used for the development of 3rd party service UIs.

The document is structured in four sections, with the first one being the current introduction. In the second section, the procedure of gathering requirements are presented, while in the third and fourth sections contain the design details for the WEB and Mobile application UI respectively.
2 Gathering requirements

2.1 Main Approach – Planning, Design & Development

The process we used to gather the requirements and produce the final UI for the web application as well as the mobile can be summarised into the following steps:

- Requirements Gathering Session,
- Task and Card Sorting Session
- Task hierarchy and key user flow determined for Mobile and Web navigation
- Sketches and first level prototype for user flow and screen navigation
- Test, feedback and refinement
- Second prototype and interactive wireframes
- Test, feedback and refinement
- Third prototype and wireframes
- Test, feedback and final refinement
- Draft sketches and colour option refinement
- Full design layouts in black and white, ensuring correct scale, resolution and all chosen elements included for chosen devices – Android app and Web Browser versions
- Full colour design layouts for devices completed – Android app and Web Browser versions
- Export design for front-end development and final programming of GUI elements for jQuery Mobile, HTML5, etc.
- Final GUIs test and refinement – Android version final checks on mobile device and Web version cross-browser final testing.
- Full style guide support documents for Mobile and Web versions created and refined in conjunction with all other task outputs above.

2.2 Gathering Requirements and UUI Implementation Schedule

The gathering of requirements and the implementation of the UUI lasted from April 2012 until August 2012. More specifically the work performed by month is listed below.

April 2012
- Collected requirements from developers. Wiki page chosen as a starting point for requirements gathering.
- Primary elements that we envision would be required e.g. logins, text boxes, buttons, menu bars, etc. defined.
- Began to put together a set of style guidelines to which the SOCIETIES GUIs should conform. This style guide was to be a working document and continually updated until September
- A session in Athens with all GUI developers attending in which the Unified User Interface requirements were discussed. Prototype v01 was presented and further Q&A requirements gathering session completed and task card sorting session to further determine main user tasks required for GUI.

May 2012
- List of core and repeat components were listed and refined. From this the initial site map and user flow was mapped out for all screens.
- First design black & white wireframes completed.
- First design colour mock-ups completed.
- These contained elements of platform foundation including header, primary navigation components, iconography style, forms, etc.

**June 2012**
- Medium-fidelity prototype for June 25th developers meeting in Edinburgh. This ‘prototype 03’ version was presented based on all requirements received for the main GUI elements. Further Q&A session and final requirements gathering completed. Colour options and other brand considerations for the GUI were also presented.

**July 2012**
- Worked iteratively and implement any additional changes post June development meeting.
- Made improvements to the UUI prototype.

**August 2012**
- Work iteratively to make continued improvements to the UUI.
- Continued to work on the Style Guide working documents.

**September 2012**
- Final implementation of UUI component made available for use in the student trials (the first of the three user community trials).

The current HTML code for both the web and the mobile (android) application can be found at: https://github.com/societies/SOCIETIES-Platform/tree/development/platform-infrastructure/web-app and https://github.com/societies/SOCIETIES-Platform/tree/development/platform-infrastructure/client-frwk/SocietiesAndroidApp

However, since this code is not directly viewable from git, the code has also been uploaded into folders http://svn.ict-societies.eu/svn/ict-societies.eu/External_Access/Project_year_2/Deliverables/D66/SocietiesWebApp_Friday31stAugWeb_v_01release and http://svn.ict-societies.eu/svn/ict-societies.eu/External_Access/Project_year_2/Deliverables/D66/SocietiesApp Code respectively. Whoever might be interested can also find additional information regarding the preparation work under http://svn.ict-societies.eu/svn/ict-societies.eu/External_Access/Project_year_2/Deliverables/D66/Prep Work
3 WEB Style Guide

3.1 Introduction

3.1.1 Societies Web Style Guide

Consistency in both layout logic and graphic treatment is essential in providing the user familiar experiences across all user journeys within the site. These style guidelines provide a visual framework to ensure future developments are consistent with the key foundation pages produced. Although please note these are only guidelines and it is expected that situations will arise when common sense is needed in bending these guidelines responsibly.

3.1.2 How best to use this document

Step 1. What am I designing?
The first step is to examine the templates and find the page that best suits your task. Do I need a list style or a text information page? This template can then be used as the foundation for your design.

Step 2. What details need to be included?
Decide which elements you require and begin to make a list. Do I need form input fields, buttons, list styles or paragraph styles?

Step 3. Combine the elements together
Add in any additional elements to your page. For example, to add in a list style simply copy the following code into your template:

```html
<ul>
    <li>List item example</li>
    <li>List item example
        <ul>
            <li>Sub list item example</li>
            <li>Sub list item example</li>
        </ul>
    </li>
    <li><a href="#" title="">List item example link</a></li>
</ul>
```

![Figure 1 Example list](image)

3.2 The Foundations—Quick Overview

3.2.1 Browsers

This foundation of the Societies platform UI is developed and designed for current web browsers – Firefox Version 15.0, Safari 6.0, Chrome version 21.0.1180.89 and Internet Explorer 9.

3.2.2 HTML5

This web design uses HTML5’s structural elements e.g. nav, section, header, aside, nav, etc. Thus, doctype declaration of `<!DOCTYPE html>` is the first element used.
3.2.3 Universal Grid

Societies web page design uses a 12 column grid system layout. This is to enhance visual and structural balance of the page elements and their placement.

For example a section with a class of “grid_12” applied to it i.e. `<section class="grid_12">` changes the container width to the full width page width of 960px.

Whereas, if two segments are placed beside each other e.g. one with a class of “grid_8” applied to it and one with “grid_4” e.g. a section `<section class="grid_8">` and sidebar `<aside class="grid_4">`, ensures one segment covers two thirds of the space and the other segment covers one third.
3.3  Key Segments

3.3.1  Header/Content/Footer

Each Page is divided into a header, key content container and footer area.

Core Principles

- Each page must have a header and footer
- The core content area can be adjusted to full width or divided into columns to include a sidebar.

![Figure 3 Header/Content/Footer](image)

3.3.2  Logo Presence

Societies branding should be top-left-aligned on all web pages.

![Figure 4 Societies Logo](image)
3.4 Navigation & Interaction

3.4.1 Horizontal Navigation

Societies web uses a horizontal navigation structure for primary navigation elements and a sub navigation dropdown. 
**Note:** All of the main navigation elements are contained within the `<nav>` tags `'<nav id="webmenu_nav"> ....</nav>'` and uses `<script src="js/webmenu_nav.js"></script>`

![Horizontal Navigation](image)

**Figure 5 Horizontal Navigation**

3.4.2 Sidebar Navigation

Additional optional navigation is included to encourage users to explore other areas of Societies activity. 
**Note:** Details for sidebar navigation are contained within the `'<aside>'...'</aside>'` tags.
3.4.3 Footer Navigation

Footer navigation is included for additional pages. 

**Note:** Details for footer are contained within the ‘<footer>…</footer>’ tags.

---

3.5 Identity Guidelines

3.5.1 Colour Palette

The colour palette and main styled elements are designed to compliment the main Societies logo (see 3.1.5.2).
Gradients are used on some button styles where extra emphasis is required e.g. the ‘Sign-In’ button includes a gradient with key orange hex values: `.button { -moz-linear-gradient(center top, #F7961B, #F26A36)}`

Figure 8 Colour Palette

Figure 9 Sign in
3.5.2 Societies Logo

### Corporate Identity Guide - Societies

#### Societies Main Logo

**Societies Logo**

- **Introduction**
  - **Main Logo**
    - The main Societies logo, with slogan, is the preferred logo to use at larger sizes. The logo without slogan is used at smaller sizes.
  - **Clear Space**
    - An important element in the Societies logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distortions within or around any layout.
  - **Logo Sizing**
    - Proper logo size is vital in maintaining readability as well as ensuring a consistent look throughout the brand.

#### Logo Version

- **Without Slogan Option**
- **Negative Color Option**
- **Black and White Color Option**

#### Colors

- **Primary Corporate Colors**
  - Hex 000000
  - Hex FF0000
  - Hex 009900
  - Hex 006666
  - Hex 004444
  - Hex 002222

- **Accent Colors**
  - 100%
  - 50%
  - 30%
  - 20%
  - 10%

#### Fonts

- **Arial Rounded MT Bold**
  - 1234567890 @£$%^&*()=-+
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

- **Century Gothic Regular**
  - 1234567890 @£$%^&*()=-+
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz

#### Unacceptable use

- Illegal Logo Patterns
- Gap Logo Patterns
- Fill The Logotype
- Rotate The Logotype
- Rotate Logo Components
- Align Logo Components
- Align Logo Pattern

---

**Figure 10 Societies Logo**
3.5.3 Backgrounds

Societies web pages have a main body background image repeat and colour value #202020. The central content container has a background colour value #fafafa and container gradient image at the top.

Figure 11 Background

3.5.4 Typography

“Lucida Grande” is the default typeface used for the body text. If the typeface is absent from other operating systems, additional alternatives are included in the stylesheet e.g. font-family: ‘Lucida Grande’, Arial, Helvetica, sans-serif;’.

Other font used is ‘Opens Sans’ for heading style. If the typeface is absent from other operating systems, additional alternatives are included in the stylesheet e.g. font-family: ‘Open Sans’, ‘Helvetica Neue’, Helvetica, Arial, sans-serif;’.

Figure 12 Typography – Body Text
3.5.5 Heading, Paragraph and List Styles

Note: A reference page for these details has been created called ‘typography.html’ from which headings, paragraphs, icons, list styles, etc. can be copied as required.

Headings have fonts ‘Open Sans’, ‘Helvetica Neue’, Helvetica, Arial, sans-serif’ applied to them and colour #000000.

```html
<h1>H1 Heading</h1>
<h2>H2 Heading</h2>
<h3>H3 Heading</h3>
<h4>H4 Heading</h4>
<h5>H5 Heading</h5>
<h6>H6 Heading</h6>
```

Paragraphs use #777C82 and font ‘Lucida Grande’, Arial, Helvetica, sans-serif’.

```
This is emphasised text
This is strong text
This is deleted text
This is a link
```

Figure 16 Typography – Text

List styles have an orange bullet applied to them

Figure 17 Typography – Lists

Note: To create a list use:

\[
\begin{align*}
\text{<ul>}
\text{<li> List item example</li>}
\text{<li> List item example}
\text{<ul>}
\text{<li> Sub list item example</li>}
\text{<li> Sub list item example</li>}
\text{</ul>}
\text{</li>}
\text{</li>}
\text{</ul>}
\text{</li>}
\text{<a title="" href="#"> List item example</a>}
\text{</li>}
\text{</ul>}
\end{align*}
\]

Indented text or blockquotes have a 2px solid #FAA43E border applied to one side

Figure 18 Typography – Indented text

Note: To create indented text use blockquote tags <blockquote></blockquote>

3.5.6 Buttons

To create a text Button use:

\[
\text{<a href="#" class="textlink"> This is a TEXTBUTTON</a>}
\]
3.5.7 Usability Considerations

The Societies web should at all times be kept:

- Consistent
- Accessible
- Communicative – only language that the target user can understand should be used
- Secure

The Societies web should:

- Meet the user’s needs quickly and without confusion.
- Make user input as easy as possible
- Be kept flexible and friendly
- Be easy to navigate e.g. additional navigation elements are included to avoid using scroll and quickly get users back to the main navigation:

3.6 Forms and Dialogs

3.6.1 Font Sizes

As previously stated, the default font-family used is "Lucida Grande", Arial, Helvetica, sans-serif.

3.6.2 Inputs, Check Boxes, Radio Buttons

For text areas check the applied styles to keep consistent look and feel e.g. text input areas: textarea {background #FFFFFF; border: 1px solid #D6D9DD; border-radius: 4px 4px 4px 4px;}

Figure 19 Typography – Button
Hover view of text button (background colour is #f26a36)

Figure 20 Typography – Button Hover

Figure 21 Navigation Elements
Note: A select, radio and checkbox style option are also included.

```html
<div class="select-wrapper">
  <div class="option-group radio">
    <div class="option-group check">
```

3.6.3 Error and Success Messages

Notifications should generally not interrupt the user or focus the users attention away from the current task. There are however some limited cases where this is ok. These instances should be used for time sensitive events e.g. important fields that have not been completed by the user to proceed to the next step.

Note: A sample ‘error’ and ‘success’ style is included. These elements can be displayed by editing the `.error{display:none}` and the `.success {display:none}` element in the stylesheet.

A font colour of #F26A36 is applied to the ‘p.error’ element in the stylesheet.
Figure 24 Error & success Messages
3.7 Popups

3.7.1 Pop up style

A sample pop-up style has been included via the ‘Login’ sample link. To focus user’s attention on completing these input fields, the other page content is covered with a mask transparency.

**Note:** The script for the pop-up box is contained in the `<div id="login-box" class="login-popup">`. All styling for the pop up is contained in its own separate stylesheet called ‘dialog.css’
3.8 Iconography

3.8.1 Sample Iconography

Sample rounded avatars have been included. Placements for extra information badges have also been included on list style pages.

Note: The info badge can be removed or replaced – these are listed as ‘infobadge_BG.jpg’ in style.css.
3.9 Template Samples

A number of flexible layouts have been produced which can be adapted as required but always following the specific guidelines in this document. Here are some sample templates that have been created.

![Figure 30 Template Samples 1](image_url)
Figure 31 Template Samples 2

Figure 32 Template Samples 3
Figure 33 Template Samples 4

Figure 34 Template Samples 5
4 Mobile Style Guide

4.1 Introduction

4.1.1 Societies Mobile Style guide

Consistency in both layout logic and graphic treatment is essential in providing the user familiar experiences across all user journeys within the site. These style guidelines provide a visual framework to ensure future developments are consistent with the key foundation pages produced. Although please note these are only guidelines and it is expected that situations will arise when common sense is needed in bending these guidelines responsibly.

4.1.2 How best to use this document

Step 1. What am I designing?
The first step is to examine the templates and find the page that best suits your task. Do I need a list style? a profile page? a dialog box? This template can then be used as the foundation for your design.

Step 2. What details need to be included?
Decide which elements you require and begin to make a list. Do I need form input fields? buttons? a dialog box? search field? dividers to separate content?

Step 3. Combine the elements together
Add in any additional elements to your template. For example, to add in a divider simple copy the following code into your template:

```html
<ul data-role="listview" data-theme="d" data-divider-theme="b">
  <li data-role="list-divider">Your Societies Friends</li>
  ...
</ul>
```

Figure 35 SOCIETIES Friends

Figure 36 Combined View
4.2 The Android User Interface Overview

This app is developed and designed for Android 4.0. The most important aspects of the Android user interface include the home screen, all apps screen and recently viewed screen. We give a brief overview of these most important elements below. This app will play an important role in keeping the Android user experience consistent and enjoyable.

4.2.1 Home, All Apps and Recent

4.2.2 System Bars

1. Status Bar
The status bar displays pending notifications and other details such as battery life, sound profile and current time. A status bar notification should be used for any case in which a background service needs to alert the user. A background service should never launch an activity on its own in order to receive user interaction. The service should instead create a status bar notification that will launch the activity when selected by the user.

2. Navigation Bar
New for phones in Android 4.0, the navigation bar is present only on devices that don't have the traditional hardware keys. It houses the device navigation controls Back, Home, and Recents, and also displays a menu for apps written for Android 2.3 or earlier.

3. Combined Bar
Tablets combine both the status and navigation bar at the bottom of the screen.
4.2.3 Notifications

Notifications provide updates, reminders and other important information to the user.

1. There are 3 main types of notifications.

Toast Notification
A toast notification is a notification that pops up on the surface of the window. These are best used for short messages such as “file saved”.

Status Bar Notification
A status bar notification adds an icon to the system’s status bar. The user can expand the menu item to reveal the notifications window. This type of notification is to be used when your application is working in a background service.

Dialog Notification
A dialog notification is a small window that appears in front of the current activity. You should use a dialog when you need to show a progress bar or a short message that requires confirmation from the user (such as an alert with “OK” and “Cancel” buttons).
Notifications should generally not interrupt the user or focus the users attention away from the current task. There are however some limited cases where this is ok. These instances should be used for time sensitive events and especially if these synchronous events involve other people.

**Example of correct usage:**

![Notifications Correct Usage](Images: developer.android.com)

**Example of incorrect usage:**

![Notifications Incorrect Usage](Images: developer.android.com)

*(Images: developer.android.com)*
4.3 Identity Guidelines

4.3.1 Colour Palette

It is important that the colour palette is kept solid. No gradients, drop shadows or other effects should be used.

![Colour Palette](image1)

The one exception to this is the use of the data divider theme ‘b’ in jQuery mobile. This uses a predefined gradient fill shown below and is used frequently throughout the app to divide up various sections of content.

![Colour Palette Exception](image2)

4.3.2 Typography

“Roboto” is used for this app. The Android design language relies on traditional typographic tools such as scale, space, rhythm, and alignment with an underlying grid. Successful deployment of these tools is essential to help users quickly understand a screen of information. To support such use of typography, Ice Cream Sandwich introduced a new type family named Roboto, created specifically for the requirements of UI and high-resolution screens.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?$#@*{(\|)
4.3.3 Societies Logo

**Introduction**

**Main Logo**

The most Societies logos with slogan is the preferred logo to use at larger sizes. The logo without slogan is used at smaller sizes.

**Logo Sizing**

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand.

**Clear Space**

An important element in the Societies logos is the clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within or around any layout.

Make sure the logo is applied at a confident size. This means the logo should never be overpowering, too small or understated.

**Colors**

**Primary Corporate Colors**

- HUE: 0
- RGB: 0, 0, 0
- CMYK: 100, 100, 100

**Accent Colors**

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%

**Fonts**

**Arial Rounded MT Bold**

1234567890 @£$%^&*()-=:

**Century Gothic Regular**

1234567890 1234567890

**Unacceptable use**

- Do not scale logos disproportionately.
- Do not use logos in any color other than black.
- Do not use the logo in any size smaller than recommended.

**Figure 48 Societies Logo**
4.3.4 Usability Considerations

The Societies app should at all times be kept:
• Consistent
• Accessible
• Communicative – only language that the target user can understand should be used
• Secure

The Societies app should:
• Meet the user’s needs quickly and without confusion.
• Make user input as easy as possible
• Be kept flexible and mobile friendly
• Be easy to navigate

4.4 Visual Guidelines

4.4.1 Page Structure

Core Principles
• Each page must have a header and footer with the exception of the login page and sign up page.
• The header must consist of the Societies logo and the footer must always contain the four options “Home”, “My Profile”, “Settings”, “Info”

![Page Structure Diagram]

*Figure 49 Page Structure*

4.4.2 Layout

Page dimensions should be as per the android guidelines. Some important considerations to note:
Android screen sizes are broken down into 4 sizes:
• Small
• Normal
• Large
• Extra Large

Android screen densities are divided into 4 categories:
• ldpi (low)
• mdpi (medium)
• hdpi (high)
• xhdpi (extra high)

* The generalized sizes and densities are usually arranged around a baseline configuration that is a normal size and mdpi (medium) density.

<table>
<thead>
<tr>
<th></th>
<th>Low density (120), ldpi</th>
<th>Medium density (160), mdpi</th>
<th>High density (240), hdpi</th>
<th>Extra high density (320), xhdpi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small screen</td>
<td>QVGA (240x320)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Normal screen</td>
<td>WVGA400 (240x400)</td>
<td>WVGA432 (240x432)</td>
<td>HVGA (320x480)</td>
<td></td>
</tr>
<tr>
<td>Large screen</td>
<td>WVGA800 (480x800)</td>
<td>WVGA854 (480x854)</td>
<td>WVGA800 (480x800)</td>
<td>WVGA854 (480x854)</td>
</tr>
<tr>
<td>Extra Large screen</td>
<td>1024x600</td>
<td></td>
<td></td>
<td>640x960</td>
</tr>
</tbody>
</table>

Figure 50 Diagram of various screen configurations available from emulator skins in the Android SDK. (Image: Android Developers website)

Density Independence
An application achieves "density independence" when it preserves the physical size (from the user's point of view) of user interface elements when displayed on screens with different densities. Figures 2 and 3 show the difference between an application when it does not provide density independence and when it does, respectively.

Figure 51 Example application without support for different densities, as shown on low, medium, and high density screens. (Image: Android Developers website)

Figure 52 Example application with good support for different densities (it's density independent), as shown on low, medium, and high density screens. (Image: Android Developers website)
To adjust for the different device screen densities, we need to follow a 3:4:6:8 scaling ratio between the four generalized densities. For example, if we have a bitmap that’s 45px by 45px for medium-density screen (the size for a launcher icon), all the different sizes should be:

- 36 x 36 for low density (x 0.75)
- 48 x 48 for medium density (our baseline)
- 72 x 72 for high density (x 1.5)
- 96 x 96 for extra high density screens (x 2.0)

### 4.4.3 Font Sizes

*As previously stated, all fonts will be “Roboto” bold or regular. The following examples show what font sizes are currently used on each page.*

**Landing**

![Figure 53 Font Sizes](image)

**4.4.4 List Style**

![Figure 54 List Style](image)
4.4.5 Profile Page

![Profile Page](image1)

Figure 55 Profile Page

4.4.6 Form Input

![Form Input](image2)

Figure 56 Form Input

4.4.7 Link Styles

![Link Styles](image3)

Figure 57 Link Style (text)
4.5 Navigation & Interaction

4.5.1 Android Considerations

One important consideration here is that the back button is always fixed and available to the user on an Android device leaving space for other elements at the top of the screen such as the menu button.

4.5.2 Menus

1. Slide-in menu

Sometimes the screen of mobile devices is too small to fit all the controls, menus and options for the application. To avoid this problem, a slide in menu has been developed that allows the user to access these additional functions. The menu is accessed via the Android menu icon shown below. This menu could include additional items such as ‘logout’ and also provides lots of additional space for any new items that may need to be added in the future.

The menu is accessed by tapping the icon to open/close. The menu can also be opened/closed via a ‘finger swipe’ from left to right.

One of the biggest advantages of using this type of menu is being able to dynamically hide and reveal parts of your content. Not only does it make for a more interesting user experience, but it allows you to present the user with more options in a very elegant, non-obtrusive way, and without overwhelming them with too much information.
2. Menu Bar
The main menu bar by default is fixed to the bottom of the screen and contains 4 important items:
• Home
• My Profile
• Settings
• Information

If the user wishes to push the menu to the bottom of the page and away from view (e.g. on a page containing a long list of items), they can tap anywhere within the content area allowing for additional screen space. To bring the menu back into view again the user taps the content area a second time.
Figure 63 Fixed menu bar and Menu bar pushed below
4.6 **Iconography**

4.6.1 **Launcher Icon**

The above icon will be used to represent the Societies app to the user on their home screen. The chosen colour scheme suits the brand well and the logo itself is clean and simple leaving a more memorable impression. Please note: The app name is always displayed adjacent to the icon so the name does not need to be included on the icon itself.

The launcher icon is also very important for Google play as it is the first thing the user will see. A well designed icon will indicate to the user that the app is of a similar quality.
4.6.2 Small/Contextual Icons

Figure 65 Small/Contextual Icons

4.7 Dialogues and Popups

Alert Dialog
Alert dialogs are used frequently throughout the app and should contain the following features only:
• A title
• A text message
• One, two, or three buttons
• A list of selectable items (with optional checkboxes or radio buttons)

**Examples:**

![List of selectable items and a text message with one button](image)

*Figure 66: List of selectable items and a text message with one button*

### 4.8 Template Samples

A number of flexible layouts have been produced which can be adapted as required but always following the specific guidelines in this document. Here are some sample temples that have been created.
Figure 67 Landing Page and Settings Page
Figure 68 Profile Page and List Style

4.9 Testing

Please note: It is strongly recommended that the code be tested on an android phone to get the best and most realistic view of the app. There are significant differences when using the emulator versus the phone. Also, the emulator runs much slower than the physical device.
Figure 69 Friends list page – Emulator view

Figure 70 Friends list page – phone (actual) view
5 Conclusion

Task 6.5 provided a consistent look and feel of the user interface for the trial users both for the web platform as well as for the mobile (Android) platform. This consistency will enable trial users to interact with, configure and experience the features of the SOCIETIES platform.

Moreover, although the output of Task 6.5 cannot impose 3rd party service developers to comply with the guidelines described here, it can definitely help them for implementing the necessary user interfaces, which can be similar to the ones developed in the current task and so improving the acceptance of 3rd party services by end users.