



Microsoft Band Experience Design Guidelines

Published for Third Party
Version 1.0



Welcome

Microsoft Band Experience Design Guidelines

These guidelines provide an overview of the Band, and define guidelines for the user experience for developers of third party apps.

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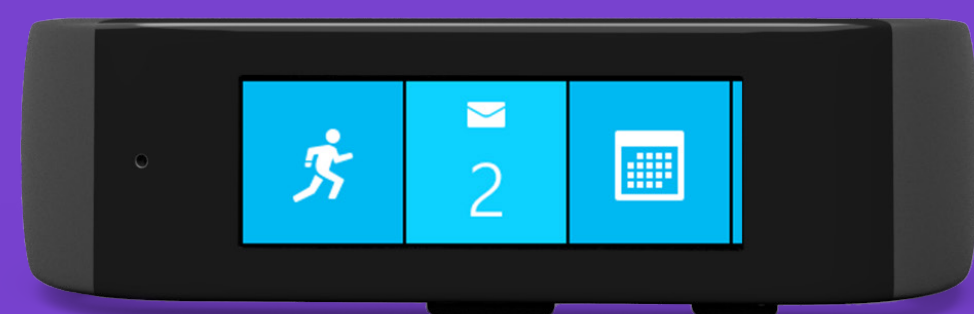
Microsoft Band

powered by Microsoft Health

Microsoft Band, powered by Microsoft Health, helps you achieve wellness goals by tracking your heart rate, steps, calorie burn, and sleep quality. It also helps you be more productive with email previews and calendar alerts — right on your wrist.

Microsoft Band is a wrist-worn device that launches Microsoft's presence in the wearable marketplace. The Band innovates in the wellness category and keeps you connected to the things you care about most. Microsoft Band delivers on incredible hardware paired

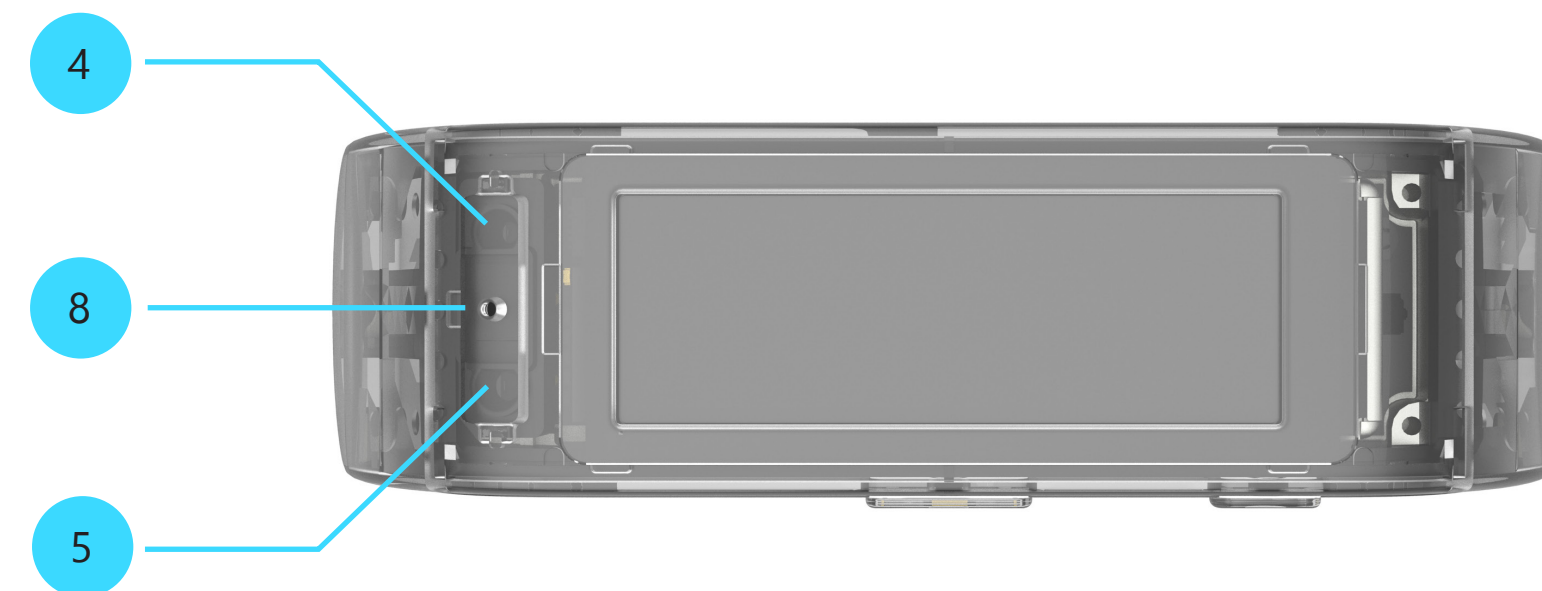
with a multi-platform app that links to Bing Services including Health & Wellness, Sports, Finance, Weather, and Traffic. Microsoft Band is the only device that provides personal insights to keep users healthy and connected throughout the day.



Technology

Understanding the technology and different inputs will help you design the best experience for your user.

- 1 **Optical heart rate sensor**
- 2 **3-axis accelerometer/gyrometer**
- 3 **GPS**
- 4 **Ambient light sensor**
- 5 **UV sensor**
- 6 **Capacitive sensor**
- 7 **Haptic vibration motor**
- 8 **Microphone**
- 9 **Galvanic skin response**



Haptic Tones

The Microsoft Band SDK exposes nine unique haptic vibration tones. These tones are used throughout the band experience, so use with care to align to the standard haptic experience. Note that via the device settings, users have control over the intensity of haptic levels and they can turn the haptic motor off.

- | | |
|----------------------------------|------------------------------------|
| 1. Notification one tone: | One gentle notification tone |
| 2. Notification two tone: | Two gentle notification tones |
| 3. Notification alarm: | Three long high intensity tones |
| 4. Notification timer: | One long high intensity tone |
| 5. One tone high: | One high intensity tone |
| 6. Two tone high: | Two high intensity tones |
| 7. Three tone high: | Three high intensity tones |
| 8. Ramp up: | One tone with ascending intensity |
| 9. Ramp down: | One tone with descending intensity |

Interaction Inputs

There are the three primary physical interaction points with the Band.

1

Screen

The 243ppi screen size measures 320px wide by 106px high.

2

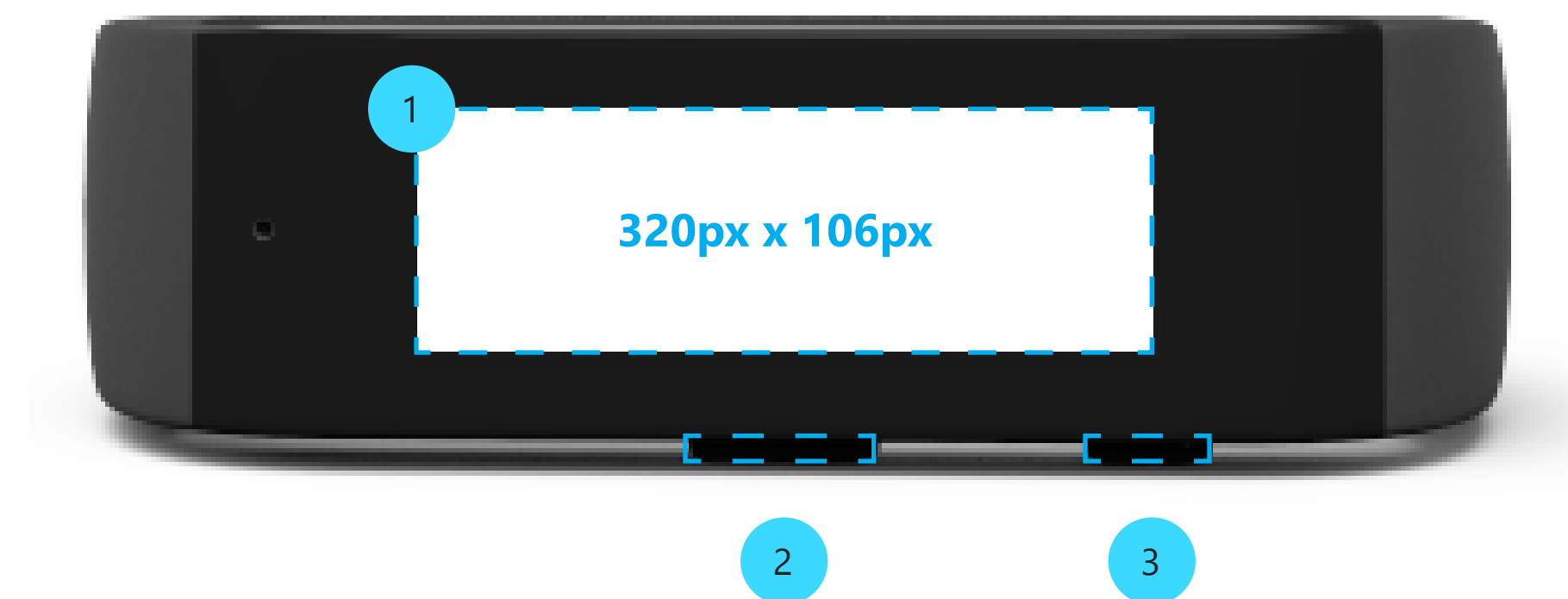
Power Button

The Power Button turns the screen on and off. Pressing and holding the button for three seconds initiates the Power Off modal dialog.

3

Action Button

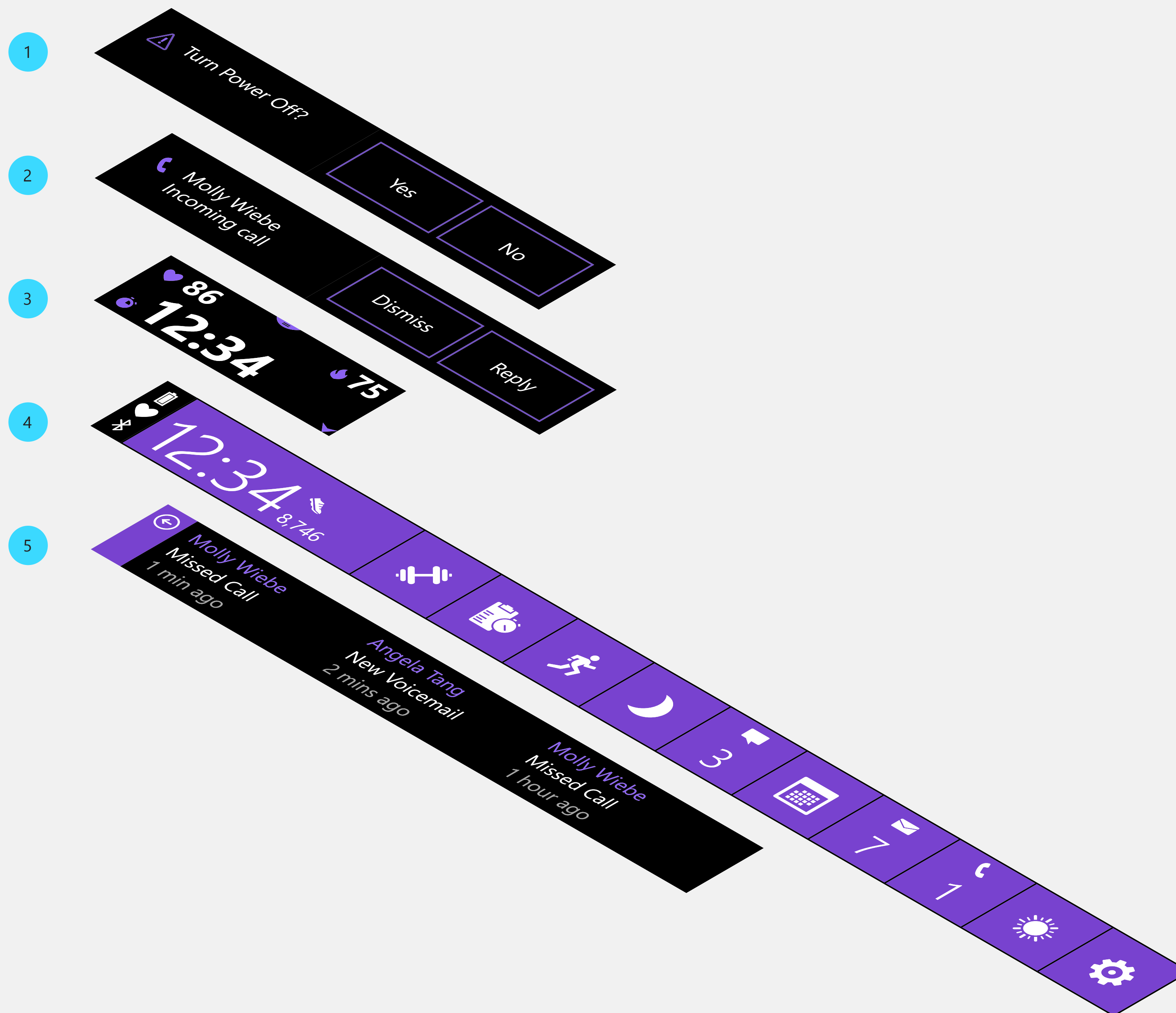
The Action Button provides contextual actions for the user.



UI Layers

The UI system is comprised of the following layers:

- 1 **System Notifications**
Power Off, Low Battery notifications, etc.
- 2 **Notification**
Toasts and Alerts
- 3 **Activity Screens**
In-activity for apps like Run, Workout, Guided Workout
- 4 **Start Strip**
Default landing screen (on the Me Tile)
- 5 **Open App**
Tapping on any Start Strip tile opens up this layer



Start Strip

The Start Strip is composed of three main pieces.

1

System Bar

The Systems Bar offers a quick peek of battery, heart rate, and Bluetooth connectivity.

2

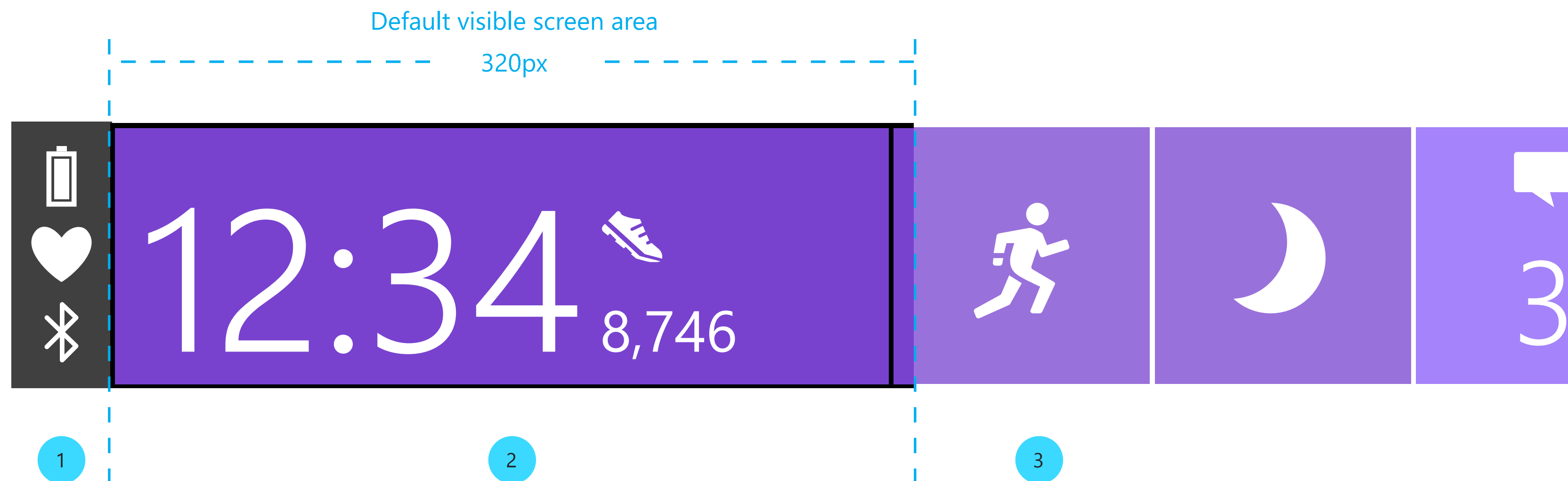
Me Tile

The primary tile on the Start Strip, the Me Tile displays the current time, metrics, and system states.

3

App Tiles

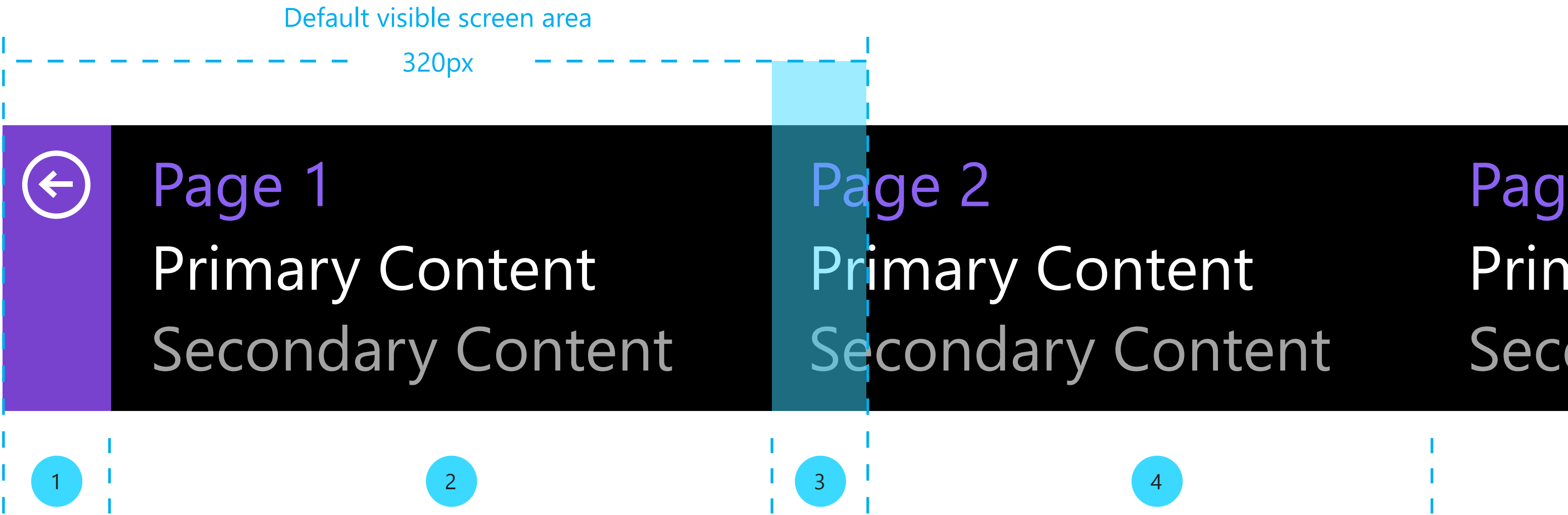
App Tiles launch the underlying application.



Open App

When the app is open, it is comprised of the following elements:

- 1 **Back Bar**
The back bar stays fixed on the screen in an open app, with content scrolling behind it.
- 2 **Page 1**
First page in the app.
- 3 **Peek**
The peek is the first 35px of the next page that provides a visual cue that there is more content to the right.
- 4 **Page 2**
Second page of the app.



Microsoft Band

Experience Principals

The principles should be taken into consideration when creating applications for the Microsoft Band.

Direct, yet discrete.

Notifications are timely, not disruptive and quick to dismiss. Information passes from you to the cloud and back again in a direct, yet personal way.

Hyper-glanceable.

Buzz, ping, glance, swipe... Indoors or out, dark or bright, the information most important to you is always at arm's length.

Not a mini phone.

Free your hands from the fear of missing out. Provide enough information in the moment so I know if and when I need to dig into my phone. It's about just the right amount of information, so I never miss the moments most important to me.

Forgiving.

Interactions are hyper-mobile. A non-destructive interface tailored for the range of human motion. Positive reactions to your actions. Compensates for error.

In and out in eight.

Never break the stride of life... Glance, peek, and decide all in less than eight seconds — the right type and amount of information at the right time.

About me.

Knows your patterns and what you've done. Anticipates your needs through smart recommendations and tracking.

Microsoft Band
Personality

Personality
Microsoft Band communicates in a straightforward, honest and intimate way, like the voice of a trusted friend. It speaks to you in the same way that you'd talk to other people. Your Band should show empathy and excitement.

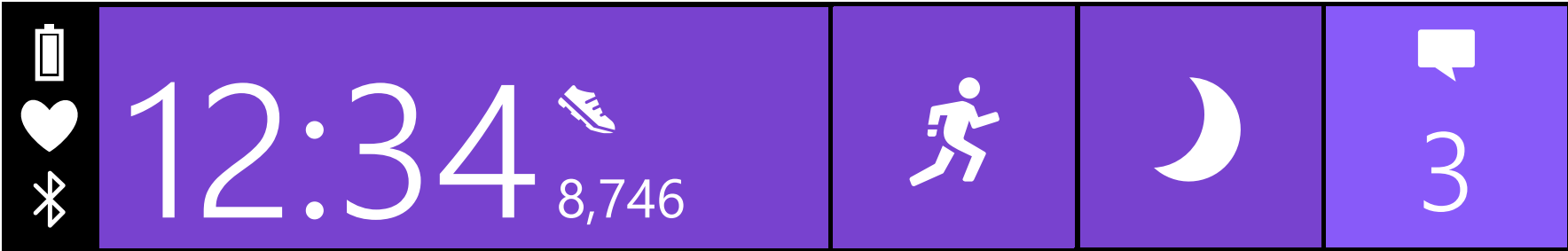
Microsoft Band has more than one way of communicating:

- 1 Through UI text
- 2 With iconography
- 3 With haptics

- Personality Goals**
- Stickiness: provide reasons to come back.
 - Likeability: always have a positive attitude.
 - Facilitation of understanding: keep communication simple.
 - Enable a sense of control.

Glossary

These are examples of common elements that will be referred to throughout this document.



Start Strip

The start screen of the Band UI is a strip made up of the System Bar, Me Tile, App Tiles, and the Settings Tile.



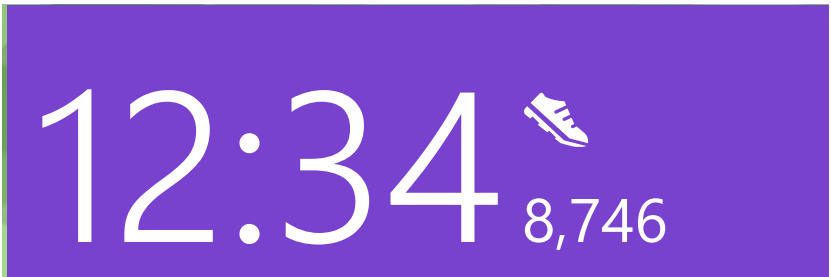
System Bar

The section located at the left end of the Start Strip that contains the status of the battery life, biometric sensors, and Bluetooth connection.



App Tile

App tiles are the tiles on the Start Strip that represent apps. Pressing an app tile opens up that app on the band.



Me Tile

The Me Tile is the default view of the Start Strip and is the tile that contains the user's Steps, Distance, Calories, Heartrate, and Today's Date. The Me Tile also displays the state of the Band.

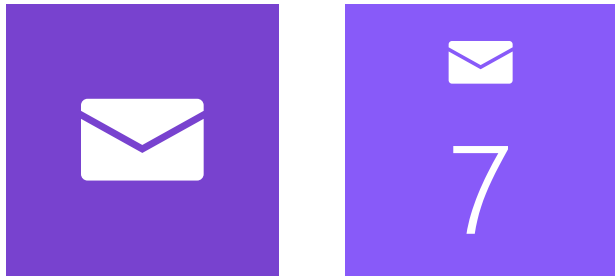


Settings Tile

This is the tile that gives the user access to the band settings. The settings tile is always the right most tile on the Start Strip.

Glossary

These are examples of common elements that will be referred to throughout this document.



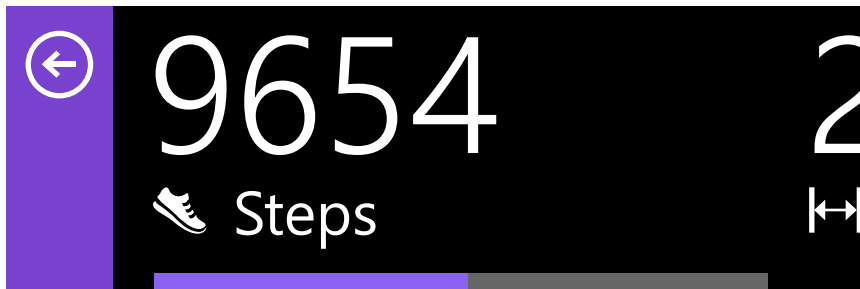
Badged Tiles

Tiles badge with numbers and a shift in background color to show that new content is available to the user.



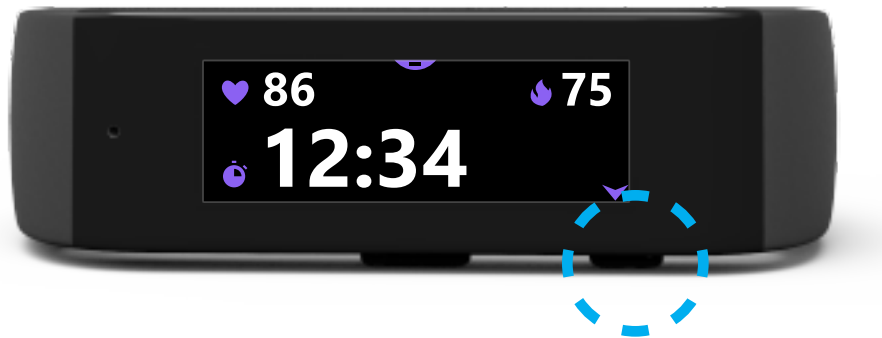
Back Bar

In open apps, the back bar allows the user to close the app and return to the Start Strip.



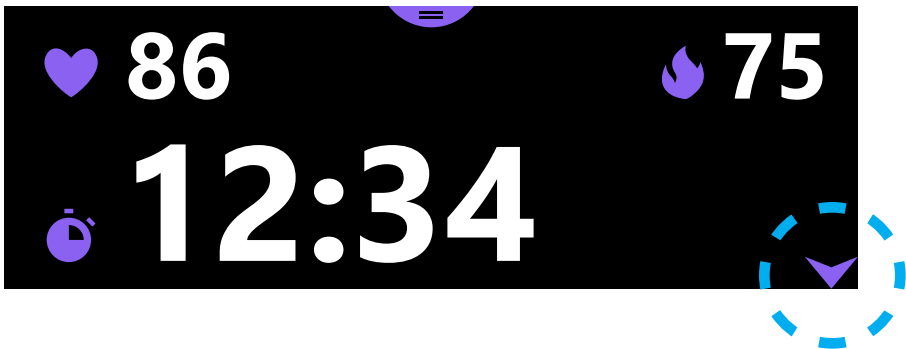
Tracker

The biometric trackers located in the open Me Tile that provide biometric progress towards steps, distance traveled, calories, and heartrate.



Action Button

The hardware button that performs contextual actions when pressed.



Action Button Indicator

The blinking arrow acts as a visual cue that a contextual action is available.

Typography

As the visual representation of language, typography's main task is to be clear. Its style should never get in the way of that goal. But typography also has an important role as a layout component, with a powerful effect on the density and complexity of the design and on the user's experience of that design.

Our aim for services is rigor and reduction. We use a minimum amount of weights and sizes and strive for the most efficient approach across all screens. We align with Microsoft's brand personality and help to build a voice that's friendly, authentic, and conversational. And we ensure that the particulars of our typography type ramp, sizes, leading work in harmony with tiles and other elements.

Typography

The Microsoft Band contains 6 different font styles. Of these 6 font styles, 2 have full character sets and 4 contain only numbers and punctuation marks.

The different character sets are detailed on the next two pages.

[Download fonts](#)

Full Set

7R

Segoe UI P Regular 7px

10B

Segoe UI P Bold 10px

Limited Set

14SL

Segoe UI P Semilight 14px

18SL

Segoe UI P Semilight 18px

18B

Segoe UI P Bold 18px

23SL

Segoe UI P Semilight 23px

Full Character Set
(Windows 1252)

<http://msdn.microsoft.com/en-us/goglobal/cc305145.aspx>

NUL	DC2	\$	6	M	_	q	...	š	SHY	ı	Ñ	ã	õ
SOH	DC3	%	7	N	`	r	†	›	®	À	Ò	ä	ö
STX	DC4	&	8	O	a	s	‡	œ	—	Á	Ó	å	÷
ETX	NAK	'	9	P	b	t	^	ž	°	Â	Ô	æ	ø
EOT	SYN	(:	Q	c	u	‰	Ÿ	±	Ã	Õ	ç	ù
ENQ	ETB)	;	R	d	v	Š	NBSP	²	Ä	Ö	è	ú
ACK	CAN	*	<	S	e	w	‹	ı	³	Å	×	é	û
BEL	EM	+	=	T	f	x	Œ	¢	´	Æ	Ø	ê	ü
BS	SUB	,	>	U	g	y	Ž	£	μ	Ç	Ù	ë	ý
HT	ESC	-	?	V	h	z	'	¤	¶	È	Ú	ì	þ
LF	FS	.	@	W	i	{	'	¥	·	É	Û	í	ÿ
VT	GS	/	A	X	j		"	¡	¸	Ê	Ü	î	Ẁ
FF	RS	0	B	Y	k	}	"	§	¹	Ë	Ý	ï	
CR	US	1	CD	Z	l	~	•	¨	º	Ì	Þ	ð	
SO	SP	2	EFGHI	[m	DEL	—	©	»	Í	ß	ñ	
SI	!	3	J	\	n	€	—	ª	¼	Î	à	ò	
DLE	"	4	K]	o	,	~	«	½	Ï	á	ó	
DC1	#	5	L	^	p	f	™	¬	¾	Ð	â	ô	

Limited Character Set

SP	.	2	6	:	₩
"	/	3	7	:	%
'	0	4	8	°	
-	1	5	9	€	

Typographic Hierarchy

Typographic hierarchy within content is achieved with color. Headers use the chosen color theme’s highlight color. Primary content uses white to give it the most visual prominence and focus. Secondary content is slightly toned down by using a gray color class called “Secondary Text”.

For more information on color themes and classes, reference the Color section of this document that begins on page 33.

Highlight Color

Primary Content

Secondary Text

←

Header 1

Primary Content

Secondary Content

Letter Spacing

At this time, custom letter spacing (tracking or kerning) can not be achieved on the band. Keep this in mind when creating comps of your app to be as realistic as possible.

[Download fonts](#)

Do

Segoe UI P Default Spacing

Default Tracking 0
1234567890

TRACKING SET AT 0

Don't

Segoe UI P Custom Spacing

~~Tracking set at -20
1234567890~~

~~TRACKING SET AT 100~~

Color

Color provides intuitive wayfinding through the Band's various levels of information, and serves as a crucial tool for reinforcing the interaction model. Color should be applied in consistent patterns across the Band and is the primary way for users to personalize their Band. First selected in the initial set-up process, Theme Color controls and Me Tile background images are accessible through phone apps setting menus. Theme Colors are used as the background of all tiles and should be used internally in apps for content headers and icons.

Because the Band hosts a "wearable UI" it is important to protect the aesthetic decisions of the user and allow for the reflections of their tastes. We strongly recommend the use of the user selected Theme Color in your app.

The Band operates in the 16-bit RGB 565 color space.

Color Classes
For each color theme, there are six color classes that are used to represent various states of activity on the band.

High Contrast

Start Strip Tile Background (New content)

Highlighted State

7





Base

Start Strip Tile App Bar

Base








Lowlight

Down-feedback on Start Strip Tiles
Down-feedback on Buttons

Lowlight







Secondary

Open-App Secondary Text
Icon Toggle Switches

Secondary

Header | Secondary

40°

Highlight

Open-App Header Text

Header Color

Header | Secondary

40°

Muted

Fitness: Achievement
Marker Backgrounds

Muted State

1 mi

9:10

Color Themes

Essentials

Active

Discreet

High Contrast

Start Strip

Base

Lowlight

Secondary Text

In App

Highlight

Muted

3A78DD	885AF9	BF455F	33A361	FFA500	B7A5D3	0DD1FF	FF6F48	F04BF9	97DB40	303030	303030	303030
3366CC	7842CF	D94C66	39BF6F	FFAF00	9787AF	00B9F2	F0530E	D936D9	99C814	151515	151515	151515
3165BA	693FBC	C64763	35AA65	F99A03	7E768E	00B2DB	DD440E	C234C6	79A82F	111111	111111	111111
8997AB	9794AB	A3919C	939982	9E9678	95959E	869A9C	A3919C	A3919C	939982	797E7F	797E7F	797E7F
3A78DD	8B61F2	EA5475	41CE7A	FFAF00	AC9FC1	5AE0FF	FC663D	F42EFF	B1DB16	3BD AFF	B7B7B7	FFAF00
2B5AA5	5E38A8	993344	2C8454	BC8B00	686172	0086A5	C93D0D	AF2FB2	618E13	0086A5	454545	BC8B00

This is the base theme
color applied to text.

This is a brighter highlight
version of the theme color
applied to text.

This is the base theme
color applied to text.

This is the brighter highlight
version of the theme color
applied to text.

Color & Typography

When applying brand colors to the Band, keep in mind that text will commonly be viewed on black backgrounds. In many cases, a brighter “Highlight” version of a brand or theme color will need to be chosen in order to maximize legibility.

Iconography

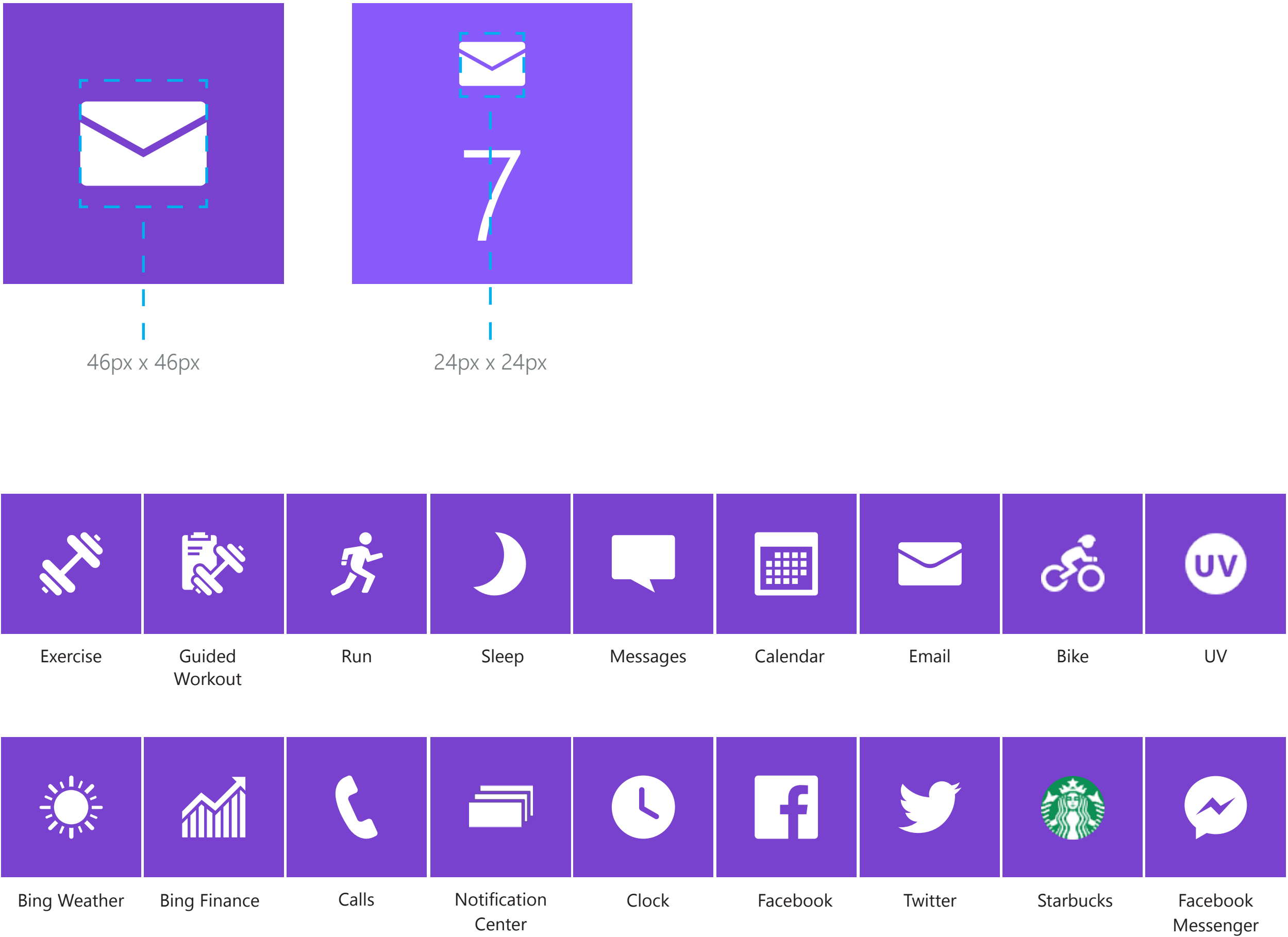
Icons are used extensively on the Band to represent the underlying app, metric, and/or functions. On the Start Strip, it is recommended that tiles use a single 46x46 px white PNG icon centered on the tile's background. Within individual apps, it is recommended that no more than 10 distinct icons are used.

App Tiles & Icons

Each app is visually represented on the Start Strip by an icon that fits within a 46px x 46px box.

Apps that contain messaging content will badge when new content arrives. When badged, the tile icon scales down to 24px x 24px to accommodate the badging system.

If your app requires both sizes, you may need to redraw your icon to make sure it is visually optimized for the smaller size.



Grid Guidelines

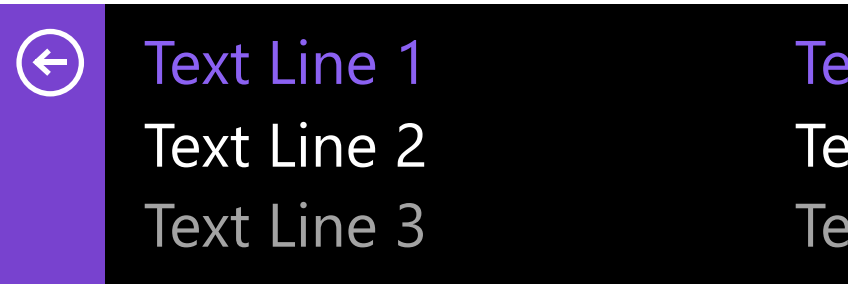
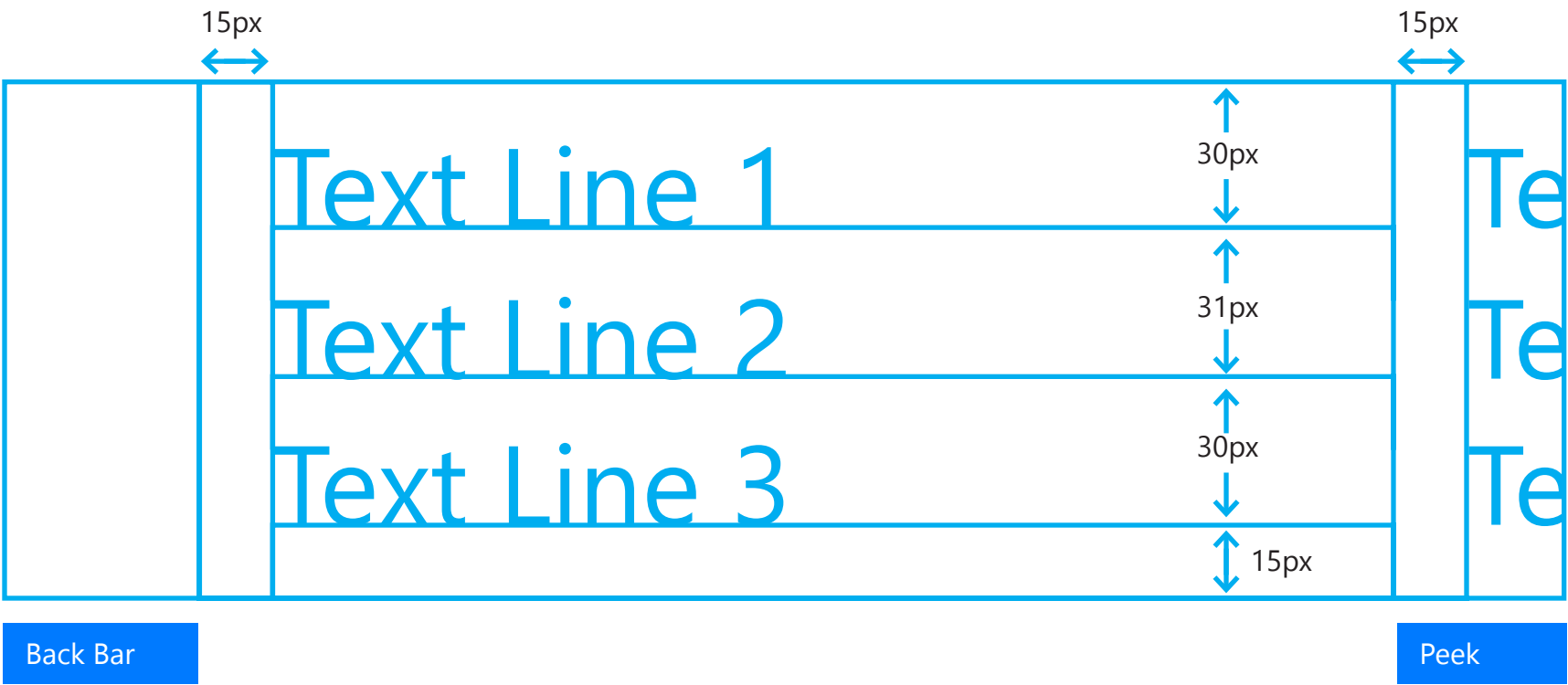
The Start Strip has tiles with 2 px of padding in each direction.

The in app grid is designed to provide all of the needed navigational affordances (back to the start strip, content below, and content to the left). To enable this structure, inside each app the system maintains a 40px width back bar, 35 px of peek content, and a on screen content page with a width of 245 px.

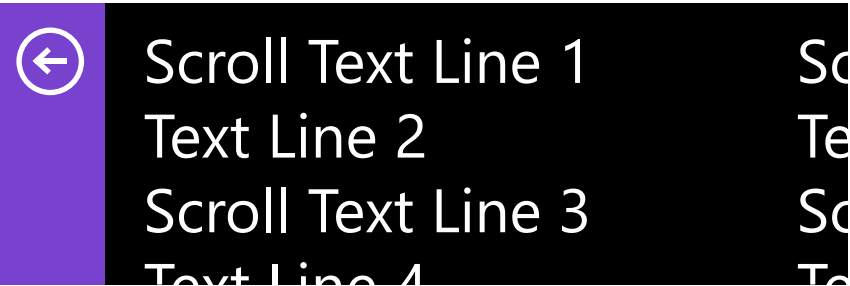
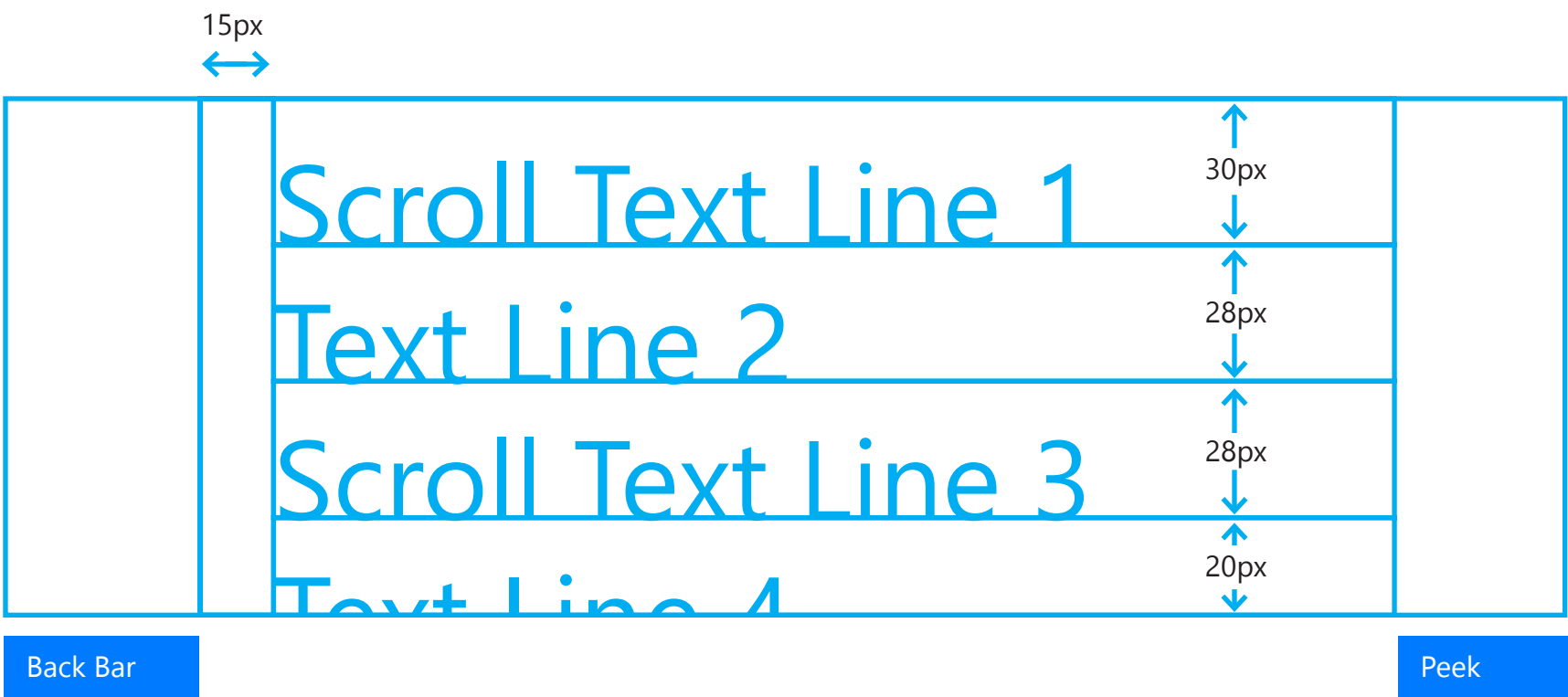
Common Grid Rules
Open App

These general margin and spacing rules will help you create custom layouts that will maintain a consistent and unified visual experience for the user.

3 Lines of text



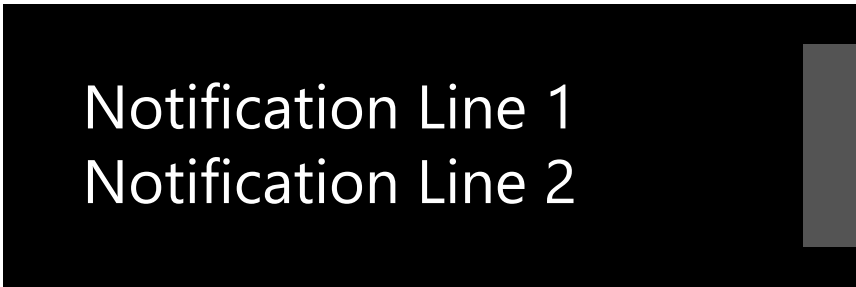
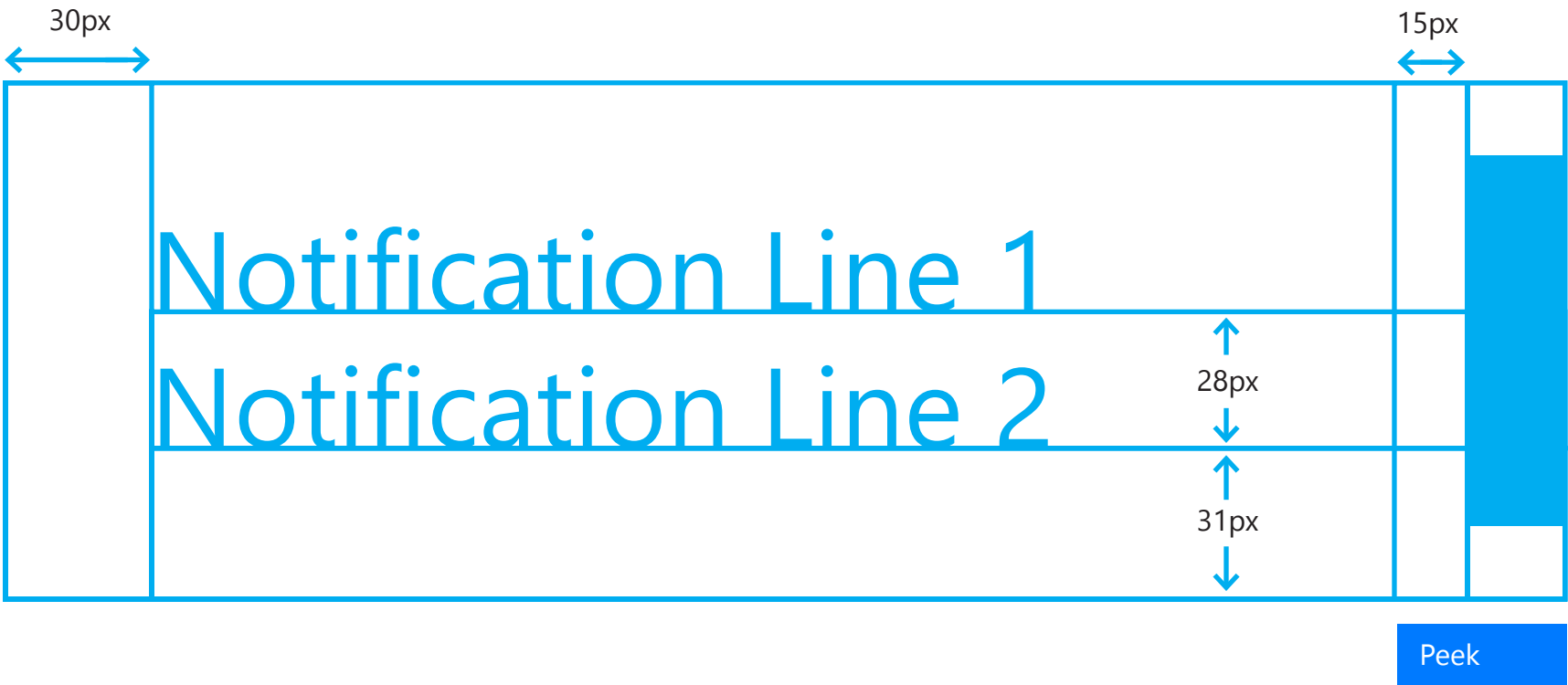
Scrolling text



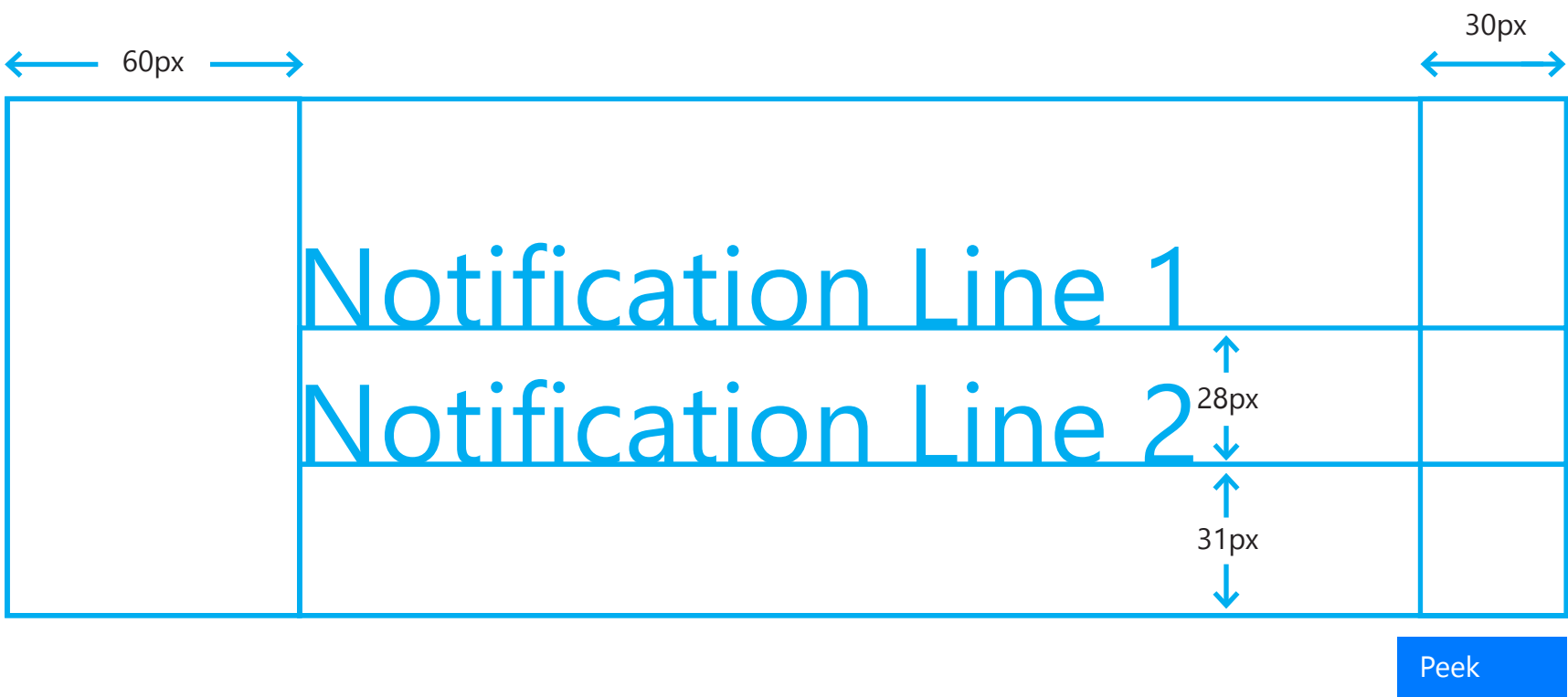
Common Grid Rules
Notifications

These general margin and spacing rules will help you create custom layouts that will maintain a consistent and unified visual experience for the user.

Notifications with options



Notification with no options



Common Interaction Patterns

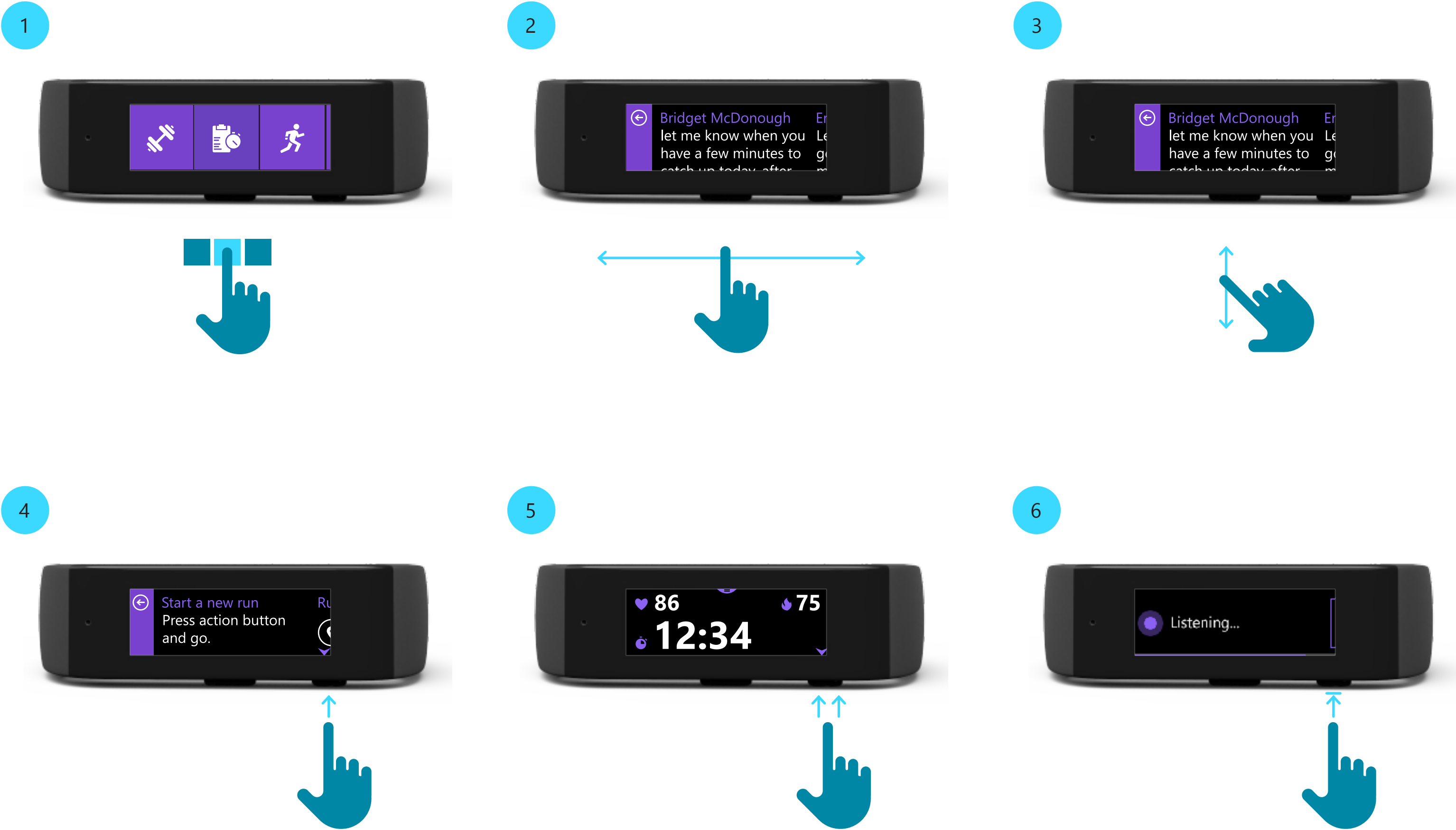
The Band has a simple horizontal navigation structure. Swiping right from the Me Tile, a user can interact with an app by tapping on the corresponding tile. The Start Strip tile order is configured in the “Manage Tiles” menu in the Microsoft Health application.

Inside of an app, users are greeted by their most recent content and can swipe right to see older information. Tapping on the back button will send the user back to the Start Strip.

Interaction

There are 6 common patterns performed when interacting with the band.

- 1 **Tap**
Tap for selection
- 2 **Horizontal Swipe (Pan)**
Swipe left and right to navigate.
- 3 **Vertical Swipe (Scroll)**
Swiping up and down to read more text.
- 4 **Action Button: Single Press**
Press to perform contextually relevant actions.
- 5 **Action Button: Double Press**
Double press to cycle through content while in an activity.
- 6 **Action Button: Press & Hold**
Press and hold for 3 seconds to access voice commands.



Visual Cues

To help guide users through the experience, visual cues are used to hint at available interactions.

- 1

Peek

The Peek shows the user that there is more content available by swiping horizontally.
- 2

Peek (Vertical)

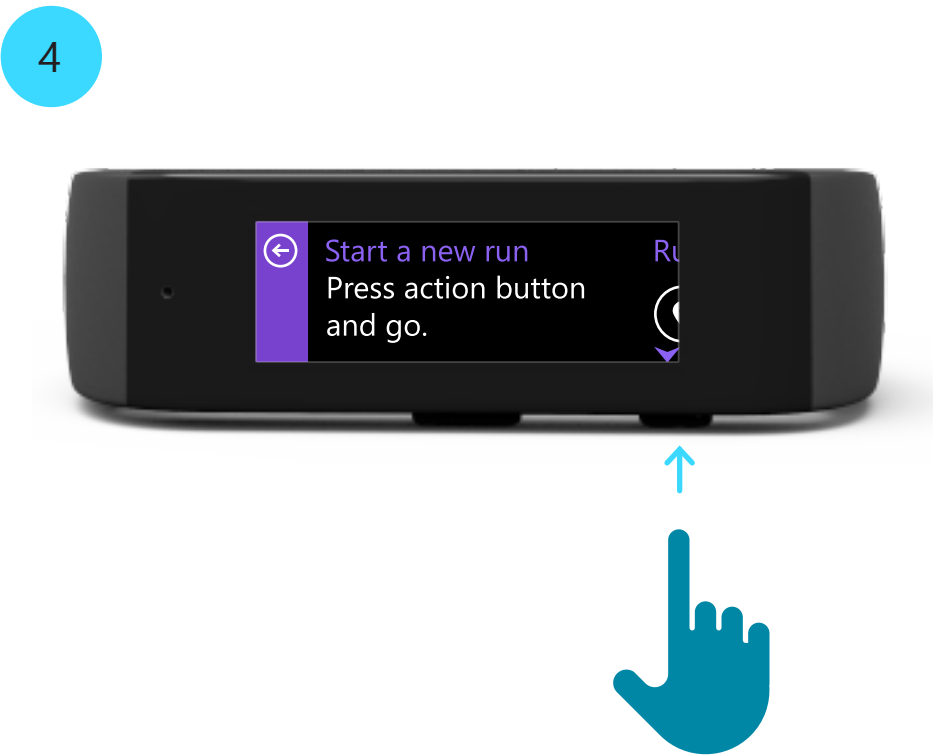
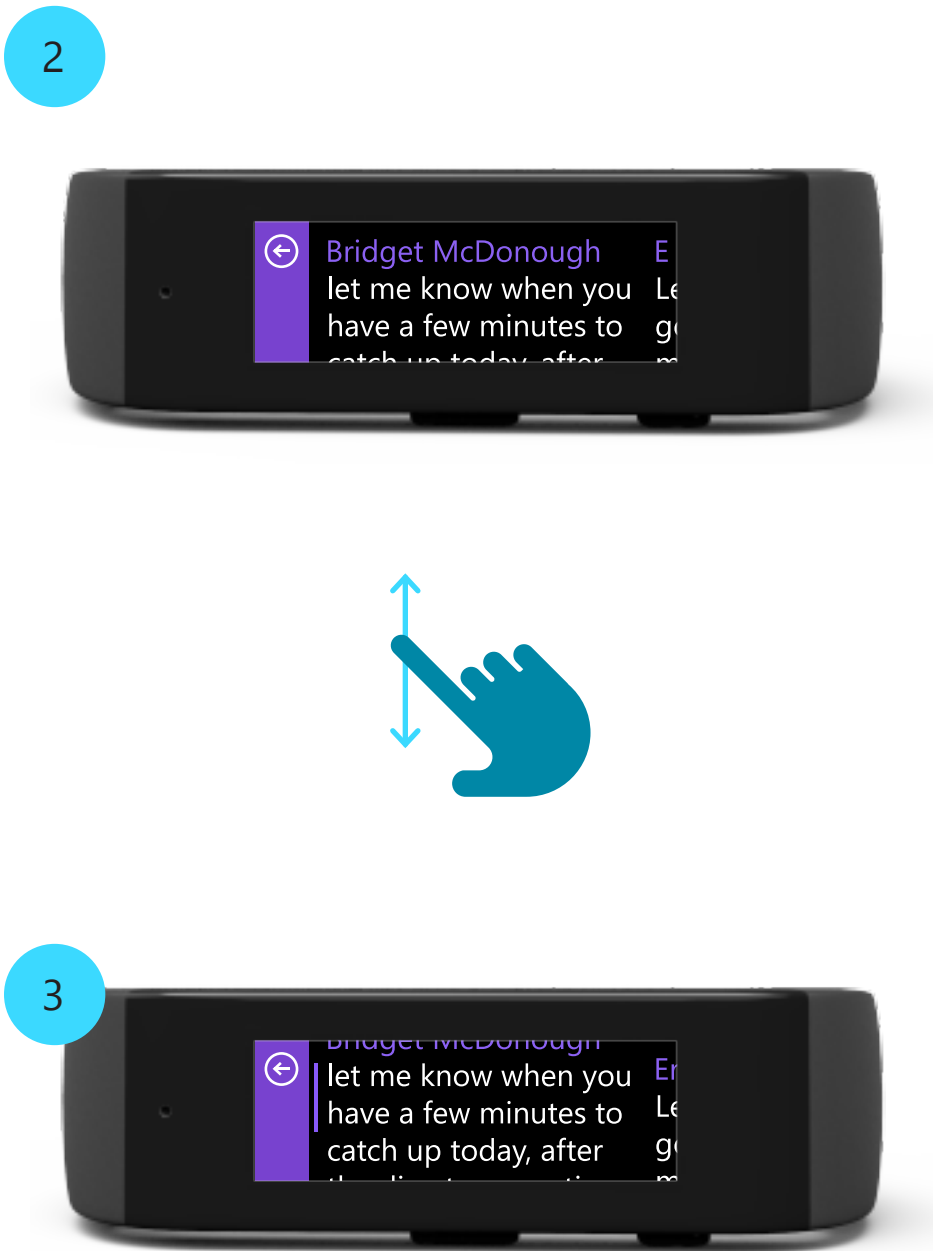
The vertical peek shows 4px of the next line of text in a column of text.
- 3

Scroll Bar

On screen touch, a scroll bar appears to provide added context that there is more text available by swiping up and down.
- 4

Action Button Indicator

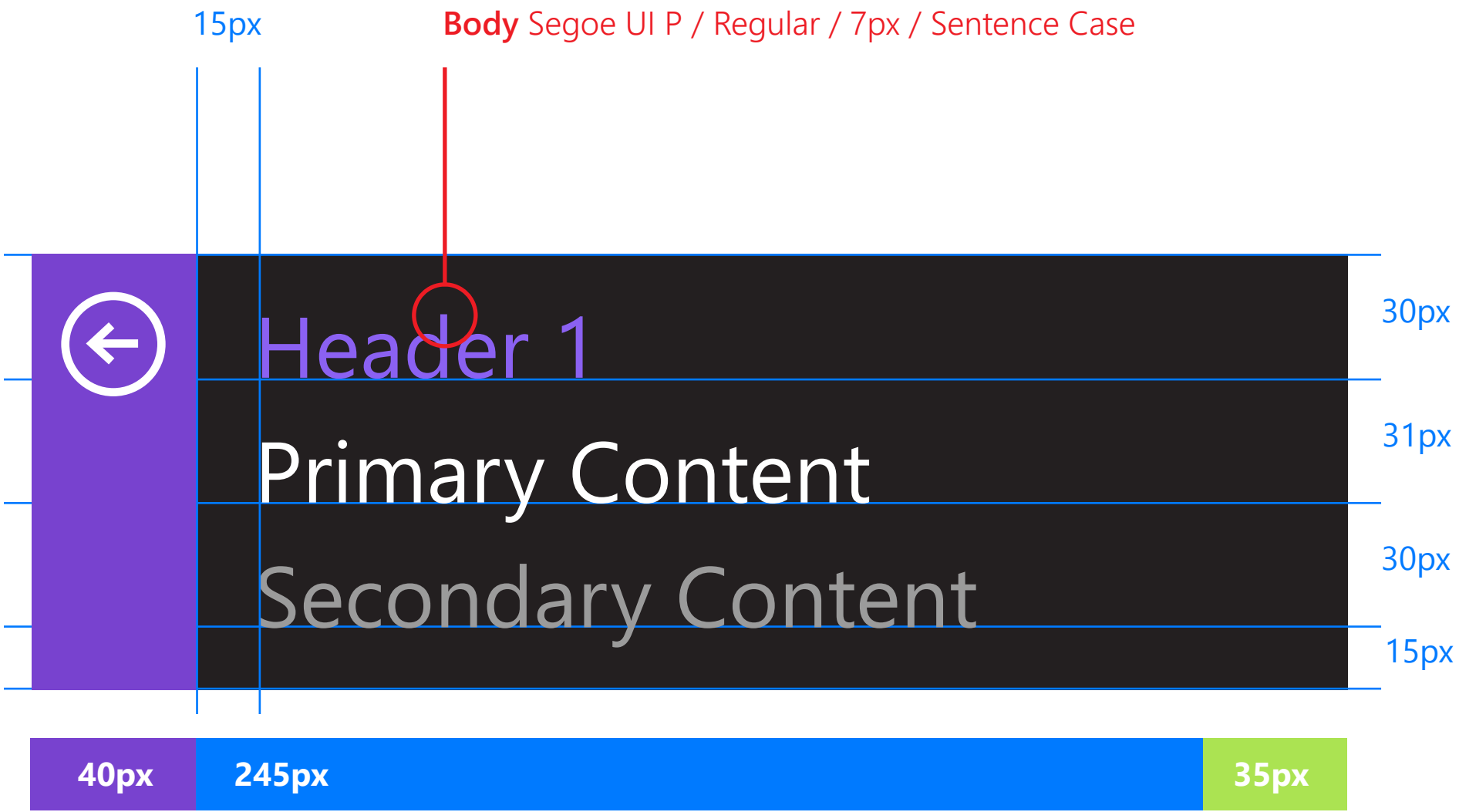
The Action Button Indicator arrow should always appear when a primary action is available.



Template Library

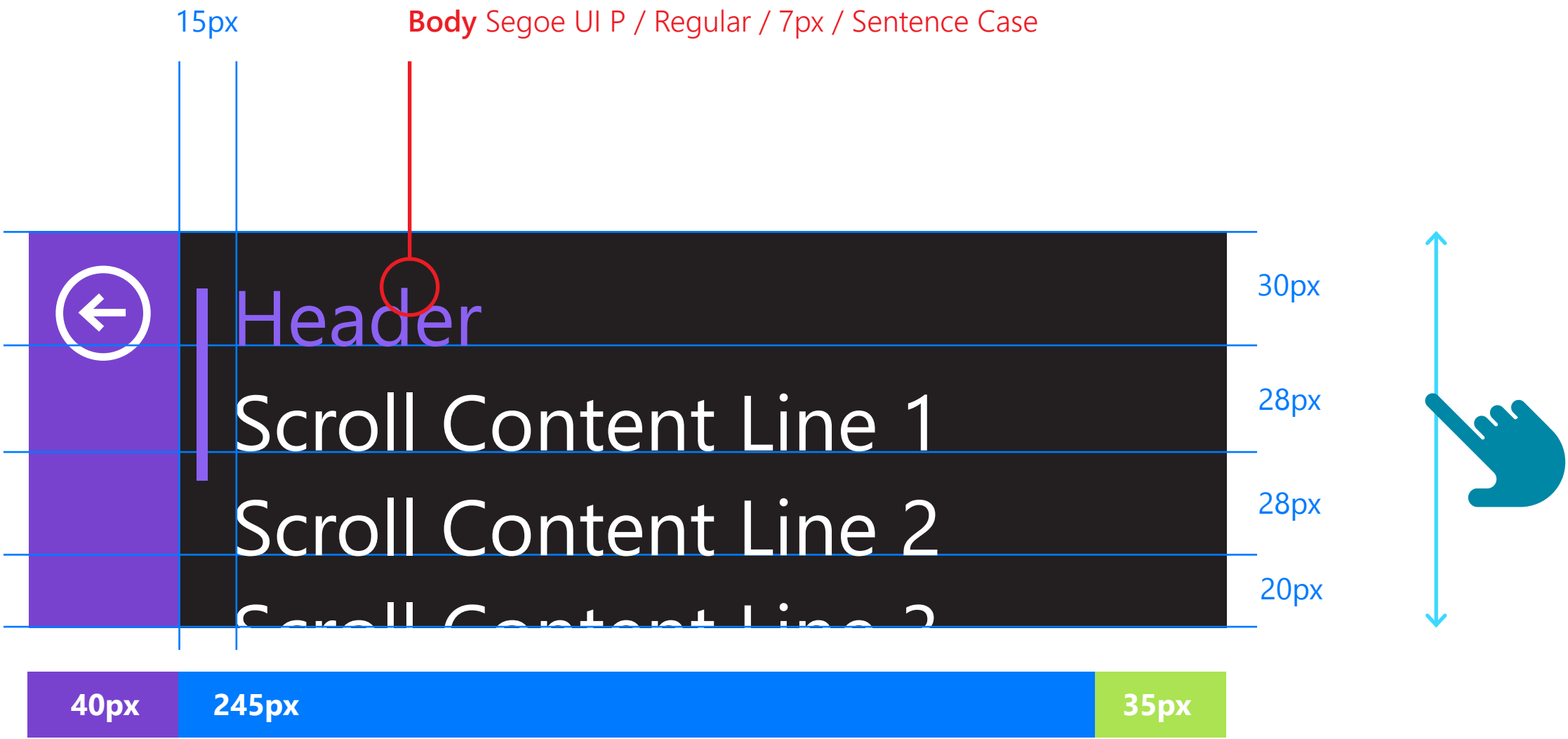
The following templates are provided in the partner SDK for you to use.

Header / Primary / Secondary
The most basic page layout consists of a header, time stamp and a single line of content.

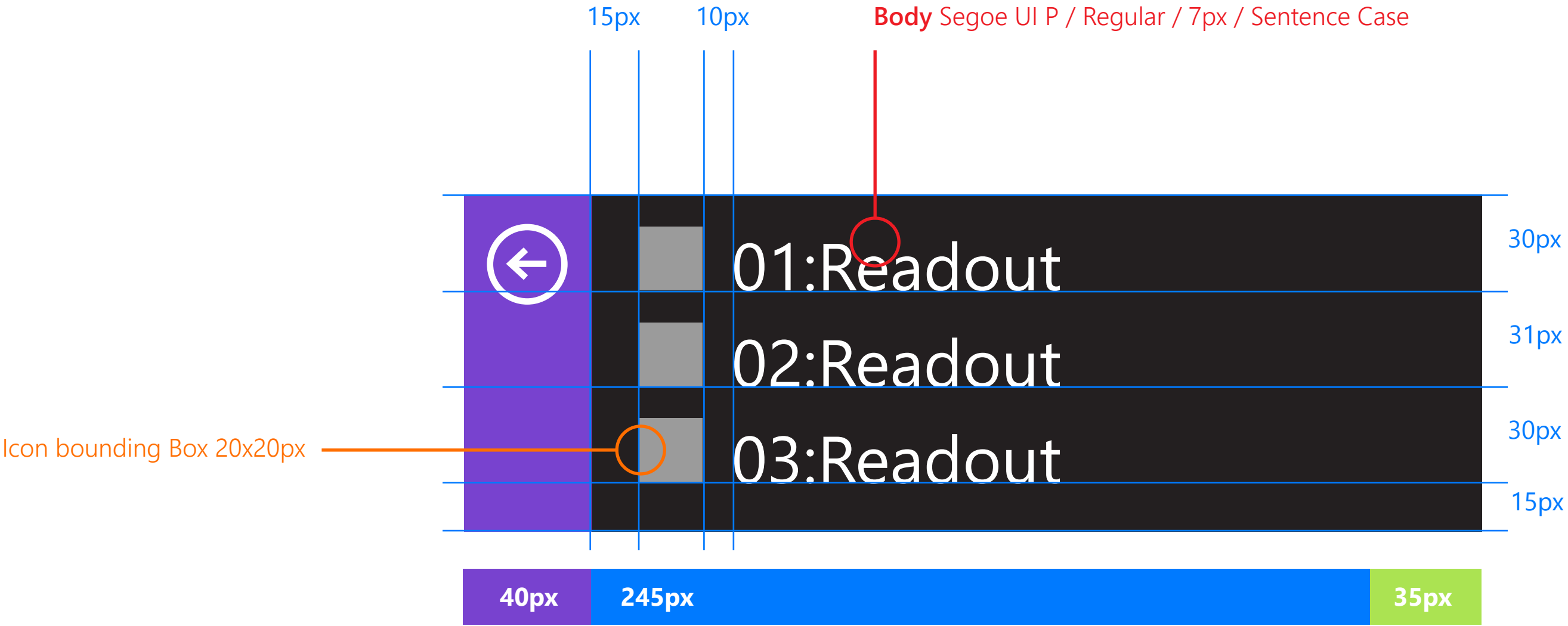


Header Scroll

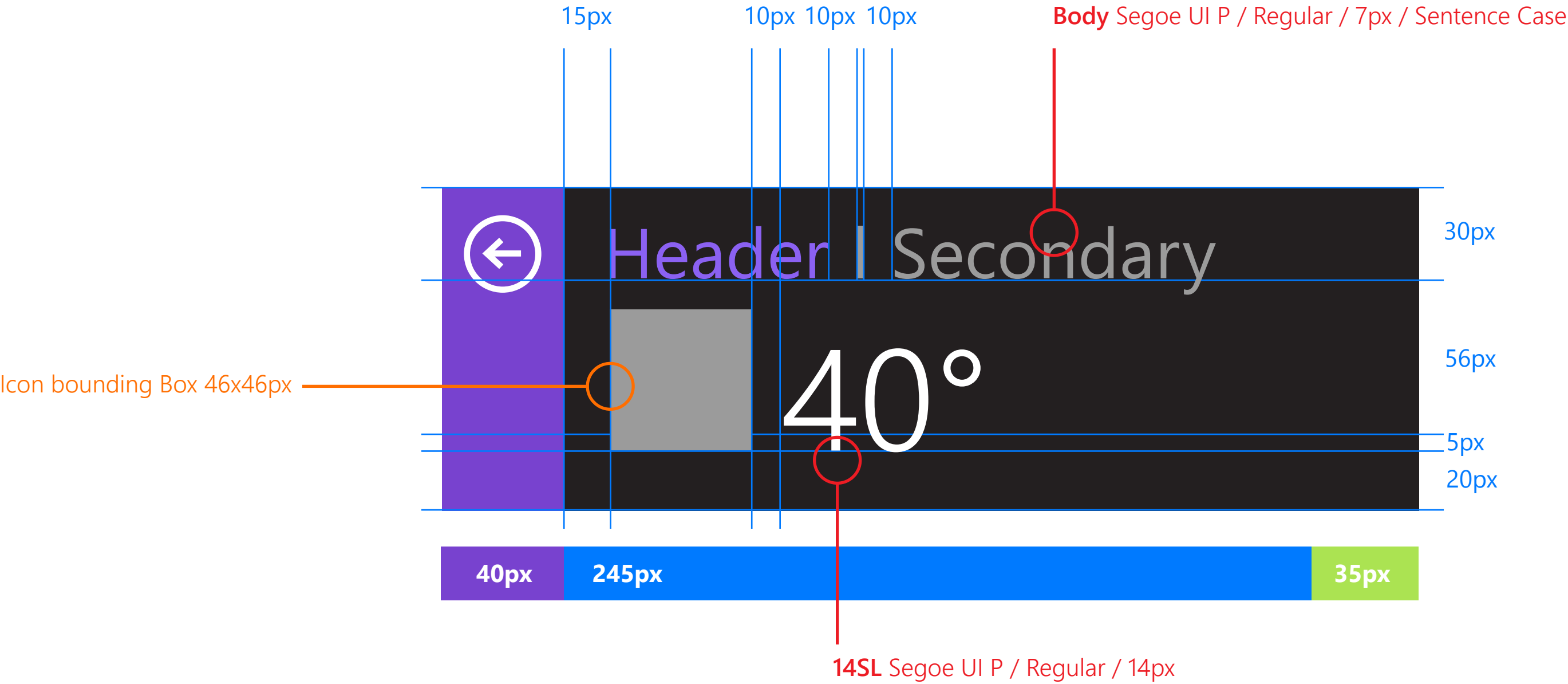
Some tiles may have content that extends out of the viewport. The user can scroll up and down to view this content.



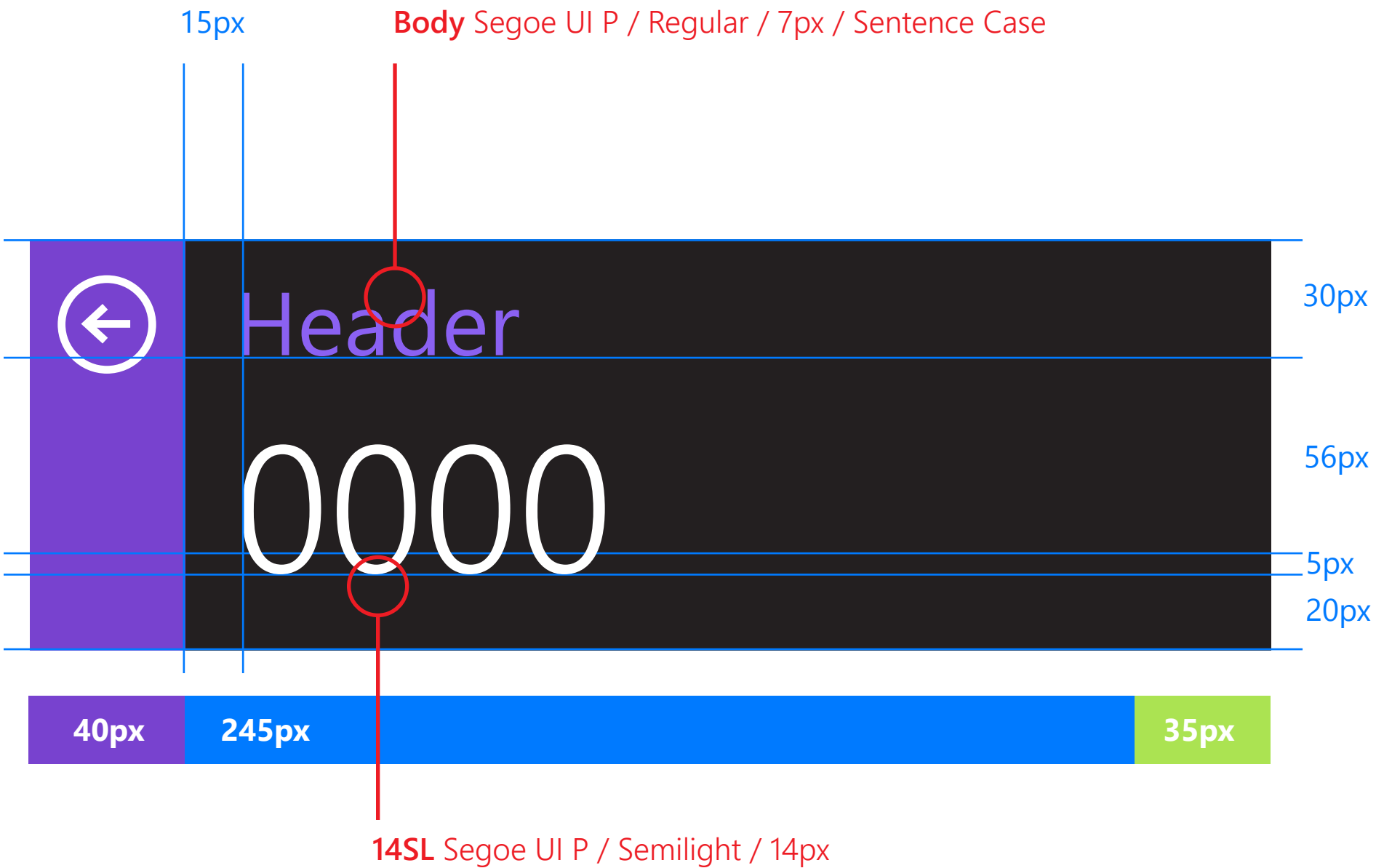
Metrics
Metrics should be displayed next to their corresponding icon on a Header / Primary / Secondary page layout. Metrics should be displayed in the singular or stacked in threes.



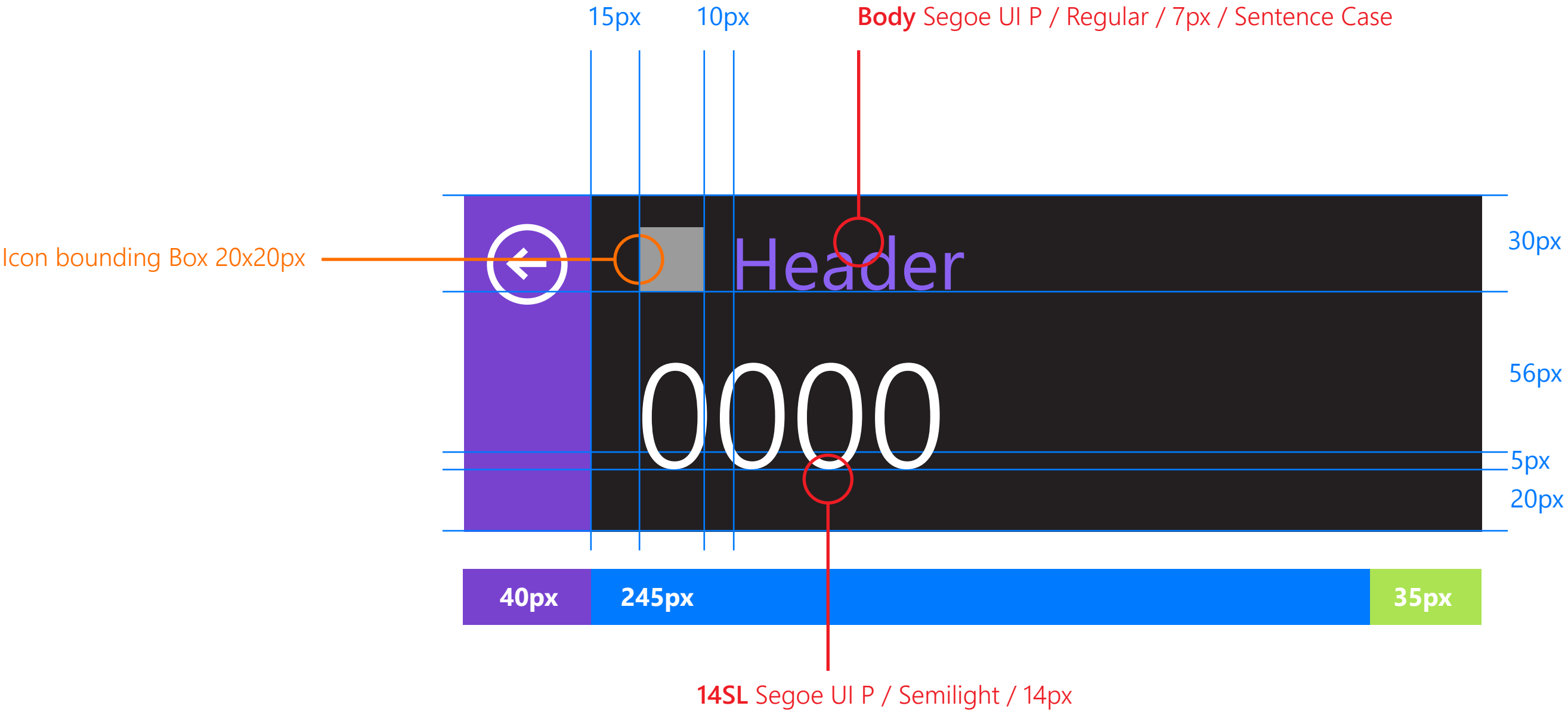
Metric w/Secondary content
Large metrics can be displayed providing that they respect page padding concerns.



Single Metric

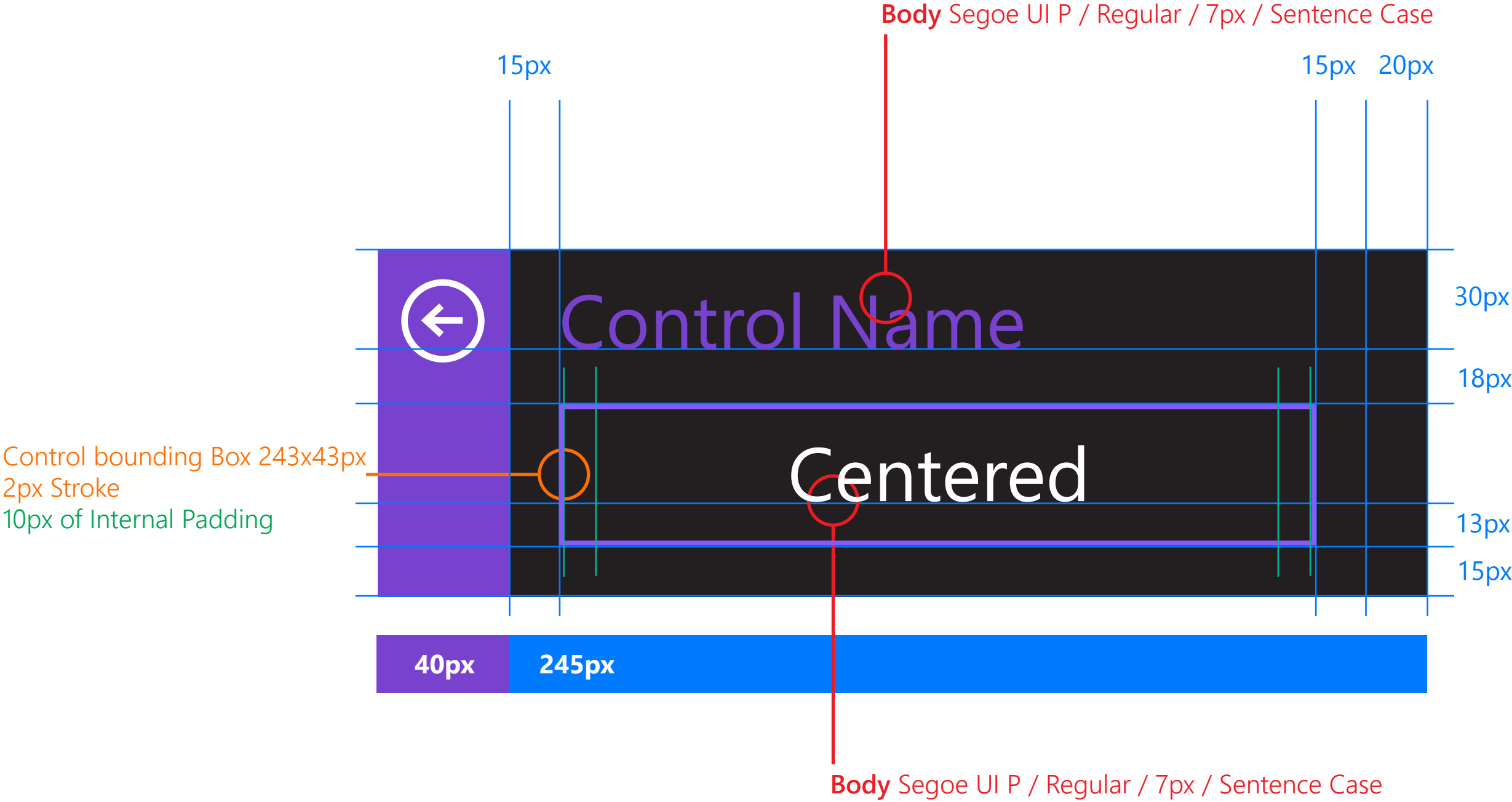


Single Metric with Icon

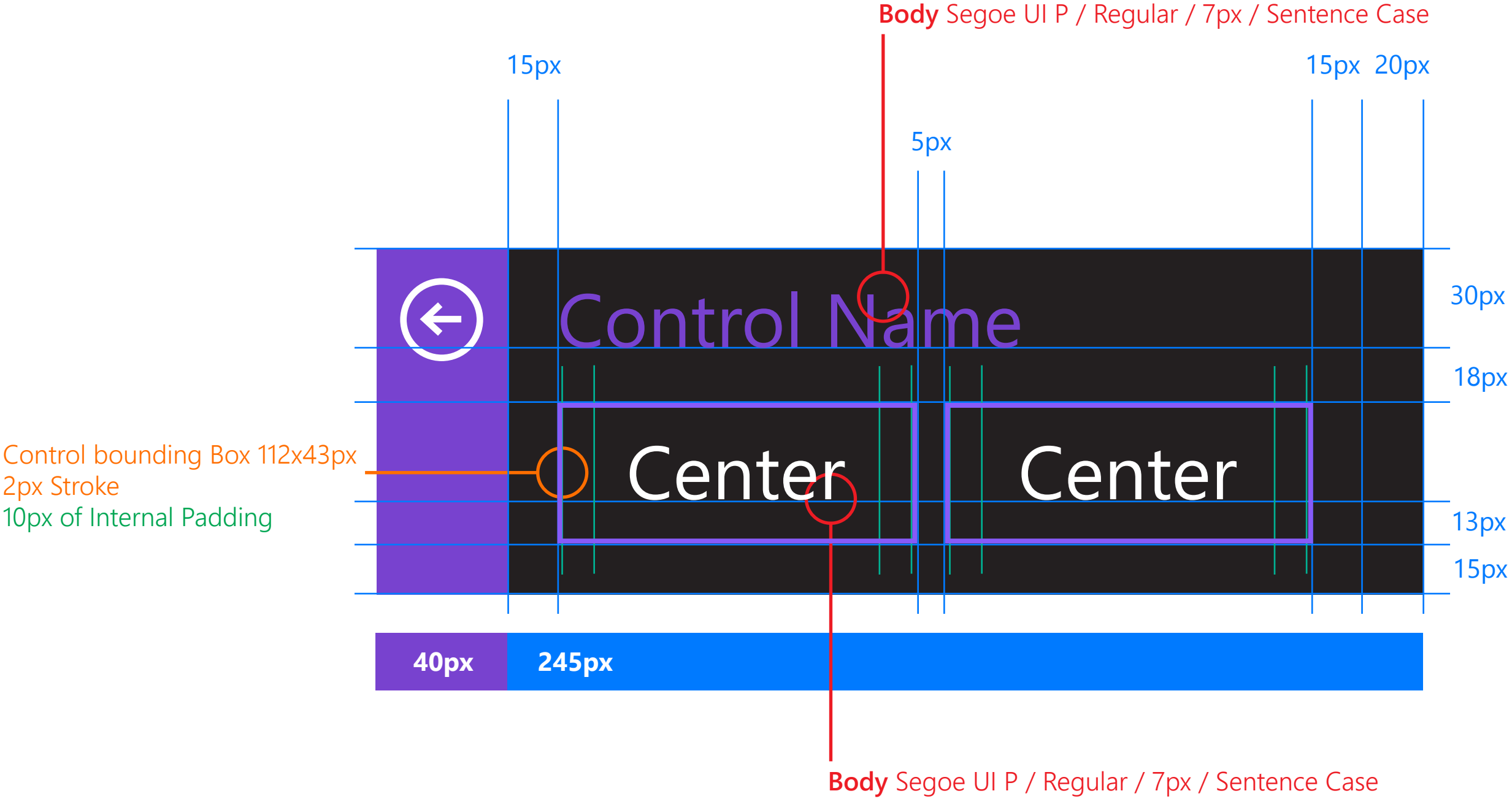


Header / Push Button

Single Push Buttons can be placed inside tiles below a descriptive header string.

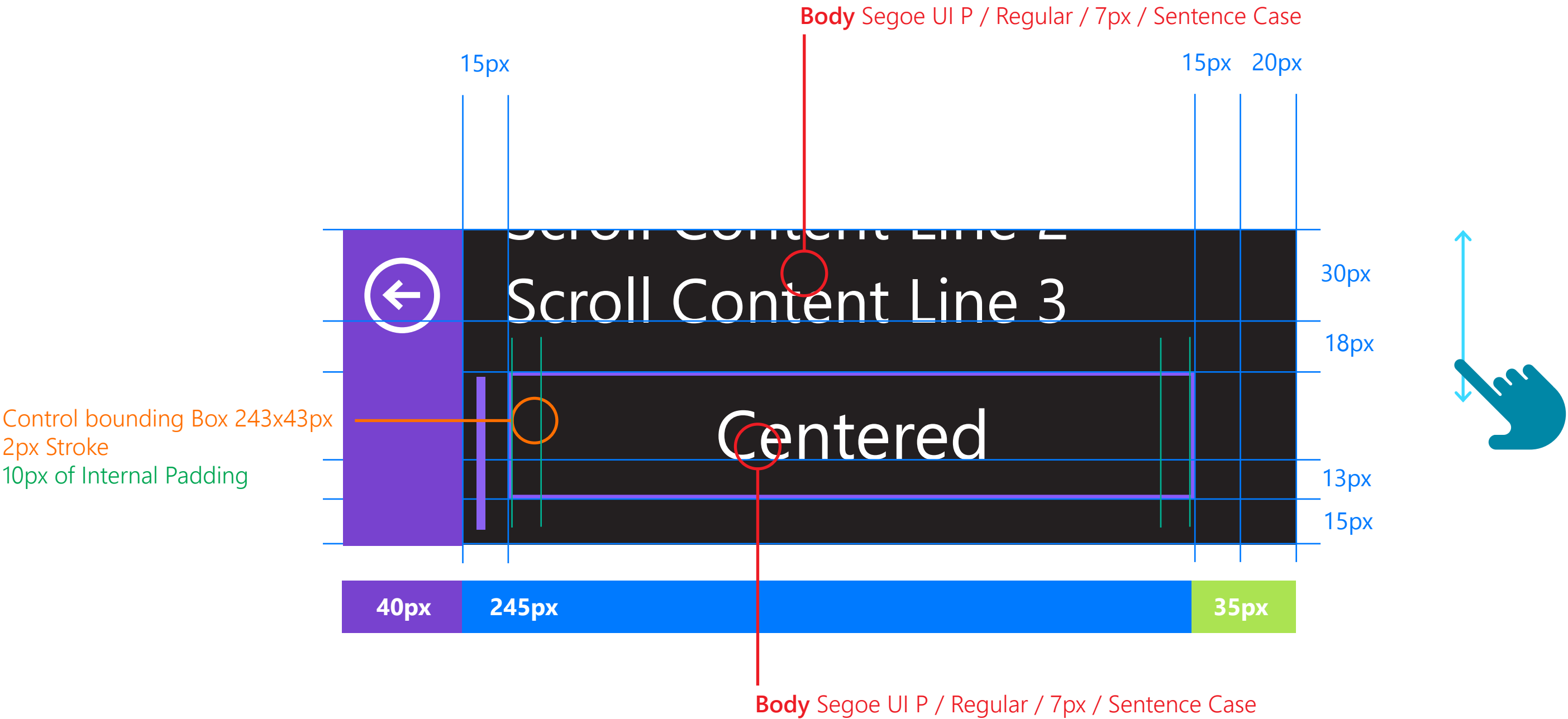


Header / Dialog Buttons
Dialog Buttons can be placed inside tiles below a descriptive header string.



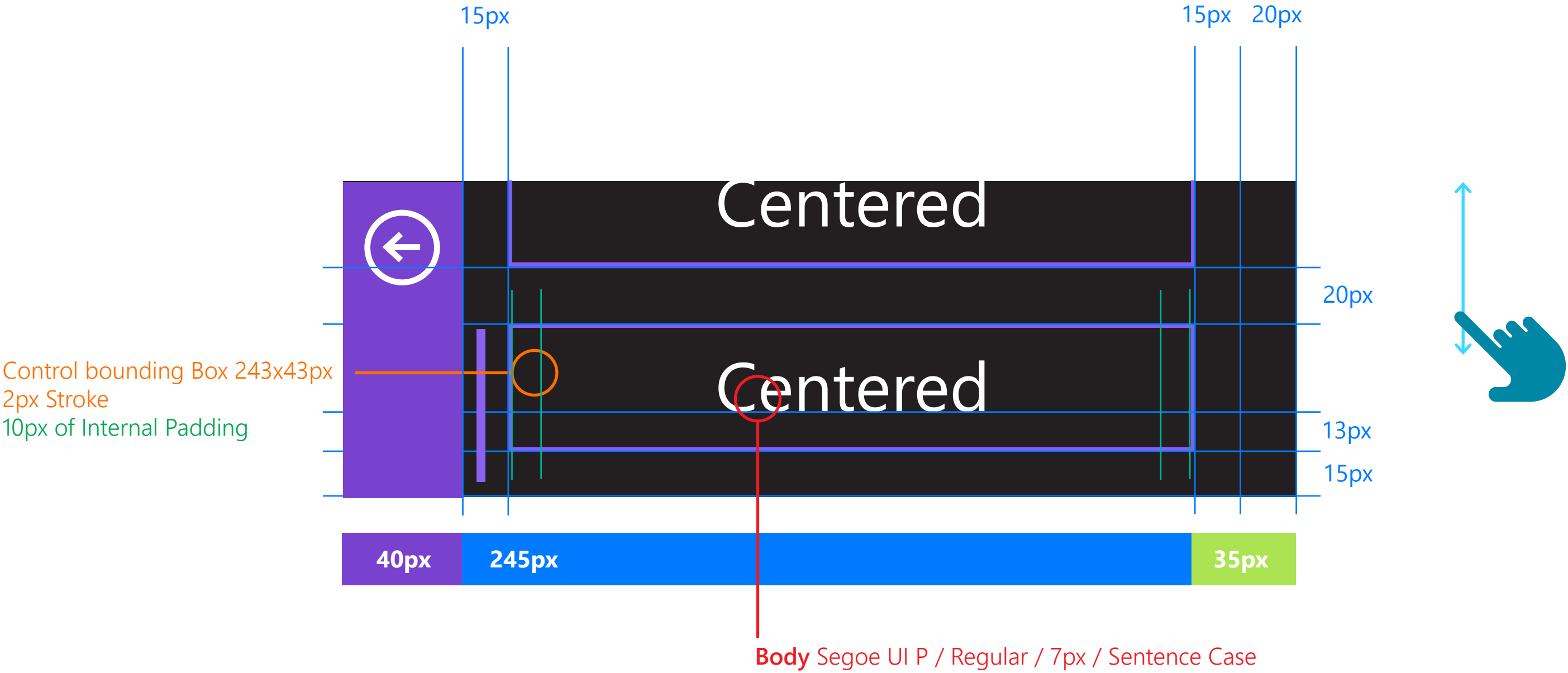
Scroll Push Button

Push buttons can be located inside a tile as the bottom piece of scollable content.



Stacked Scroll Push Button

Push buttons can be stacked on top of eachother at the bottom of a scroll list. Padding between buttons should be at least 20px.



Thank you.