



USER EXPERIENCE GUIDE

8/21/2013

Graduate Capstone



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1 Introduction

@TODO

1.1 Intended Audience

This document is intended for any persons who wish to utilize the Phone Application and gain a better understanding of how the screens work. This document is written for people with any degree of familiarity with the application.

1.1 References

- <http://www.globway.eu/files/100511%203API%20User%20Experience%20Guideline.pdf>
- http://www.ixda.org/sites/default/files/UX_Kit_Aug09.pdf
- <http://creativetest2008.files.wordpress.com/2008/05/blogs-v121doc.pdf>
- <http://www.mass.gov/eohhs/docs/eohhs/eohhs-user-experience-and-style-guide-v3.pdf>
- <http://www.wsdot.wa.gov/eesc/bridge/software/files/user%20interface%20specification.pdf>
- http://web.fe.up.pt/~jlopes/lib/exe/fetch.php/teach/lbaw/lectures/ibm_uia.pdf

1.2 Revision History

Managing the change history of this document will occur in this table.

Name	Date	Reason For Change	Version
Andy Bottom	07/29/2013	Added the initial categories for the document. Also added references.	0.1





2 Logo

@TODO: Add description

2.1 The Logo

This is the logo that will be used on for the phone application.

2.1.1 Black and White



2.1.2 Color



2.1 Elements of Logo

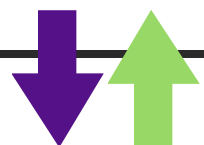
The following section contains the design elements involved in the logo.

2.1.1 Barcode

The barcode is very symbolic of the receipts. The barcode can also be an element reused throughout the app

2.1.2 Arrows

I wanted to use arrows to represent the transactional relation between the Receipt and the Rewards. The arrows are also elements used throughout the app.



2.9 Prototypes

The following section contains the prototypes of the logos.

RECEIPT
REWARDS

RECEIPT
REWARDS

RECEIPT
rewards

receipt
Rewards

receipt
Rewards

receipt
REWARDS





3 Fonts

The following section contains all the information about the fonts used in the project.

3.1 Typefaces

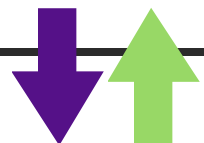
@TODO: Description

3.1.1 Lucidia Console (Sans Serif)

We decided to go with the Lucidia Sans because the typeface on receipts is Lucidia Console. This is the typeface used in the Receipt Rewards Logo.

3.1.2 Lucidia Bright (Serif)

For a serif font, we will be going with the sister font Lucidia Bright for the serif option.






4 Colors

This section contains all the colors used in the project.

Note: For the color names, I used the website: <http://www.color-blindness.com/color-name-hue/>

4.1 Purples


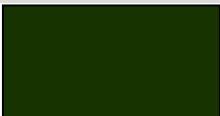

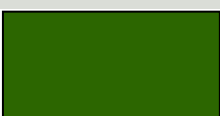

The color purple was chosen because it has a royal connotation to it.

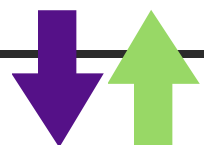
Color	RGB	HSB	Hexadecimal
	R: 85 G: 17 B: 136	H: 273 S: 87 B: 53	#551188
	R: 99 G: 63 B: 127	H: 272 S: 50 B: 49	#633F7F
	R: 189 G: 121 B: 242	H: 272 S: 49 B: 94	#BD79F2



4.2 Greens

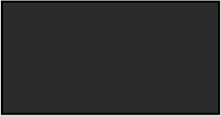


The color green was chose to represent the rewards, due to the money connotation green has.

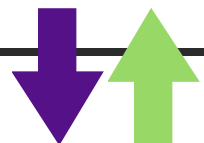
Color	RGB	HSB	Hexadecimal
	R: 152 G: 216 B: 102	H: 93 S: 52 B: 84	#98D866
	R: 22 G: 51 B: 0	H: 93 S: 100 B: 20	#163300
	R: 67 G: 76 B: 61	H: 94 S: 19 B: 29	#434C3D
	R: 44 G: 102 B: 0	H: 93 S: 100 B: 40	#2C6600
	R: 73 G: 168 B: 0	H: 93 S: 100 B: 65	#49A800



4.3 Neutrals

The few neutral colors help support and enhance the colors that are used.

Color	RGB	HSB	Hexadecimal
	R: 43 G: 43 B: 43	H: 93 S: 0 B: 16	#2B2B2B
	R: 218 G: 221 B: 215	H: 88 S: 22 B: 86	#DADDD7
	R: 17 G: 16 B: 17	H: 299 S: 5 B: 6	#111011





5 Design Elements

This contains elements that are used throughout the entire project. The elements are reused throughout the application to provide unity.

@TODO: This entire Section

