|  |  |  |
| --- | --- | --- |
|  | User Experience Guide | |
| 8/20/2013 | Graduate Capstone |  |

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# 1 Introduction

@TODO

## 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

The

## 2.1 The Logo

This is the log 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

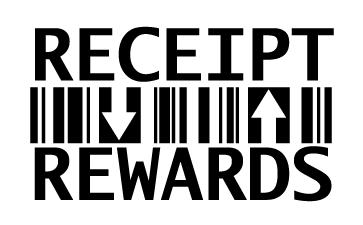
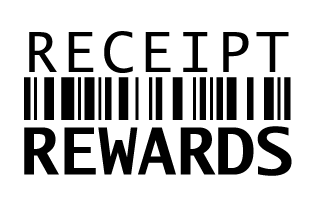
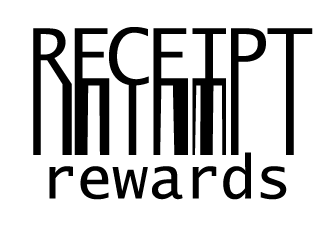
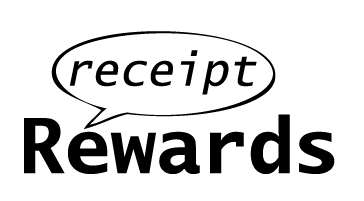
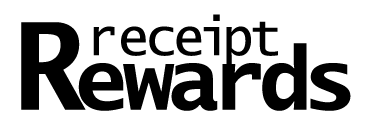
The barcode is very symbolic of the receipts. The barcode can also be an element reused throughout the app

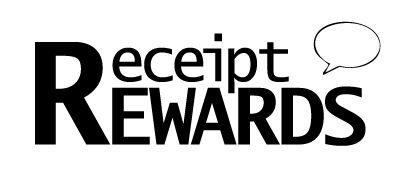
### 2.1.2 Arrows

I wanted to uses errors 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.





# 3 Fonts

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

## 3.1 Typefaces

### 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

I chose the color purple 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

I chose green 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.