

WNM 617

Midterm Style Guideline

Cyrus, WNM617, 2020 Fall

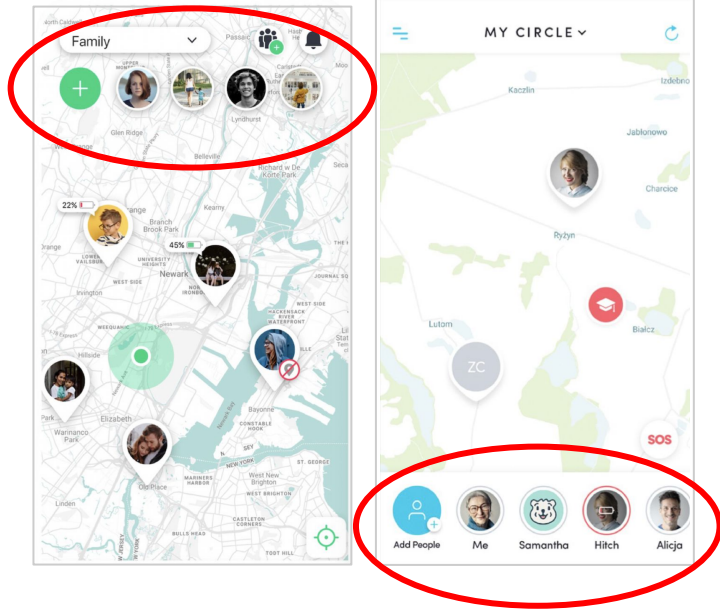
Record the artworks on the wall - Piggy Map

The purpose of this app is provide a way for people record and track the guinea pigs that they met on the map. They could find out which type of guinea pigs like Sheltie guinea pig or Texel guinea pig could be found on specific area.

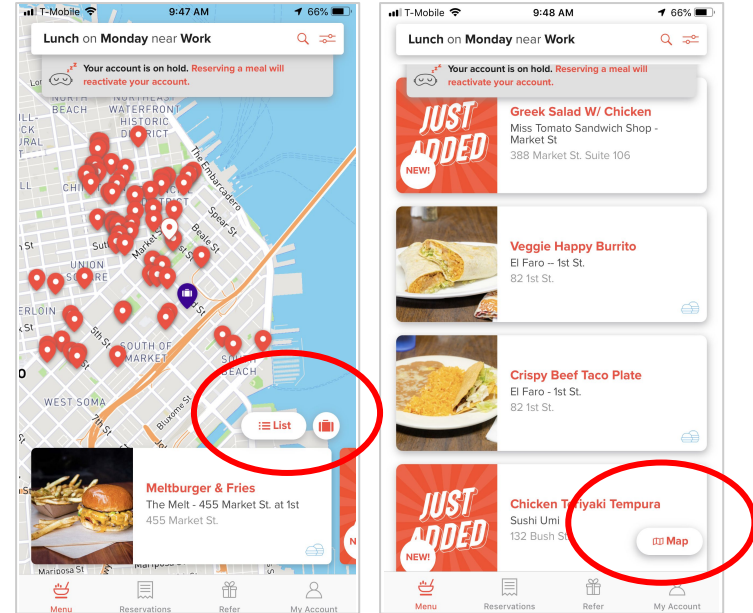
Using this app, people could create their own piggys' map, take photos and make a record it like writing their own diary or recording the journey of the guinea pigs.



Inspiration Board

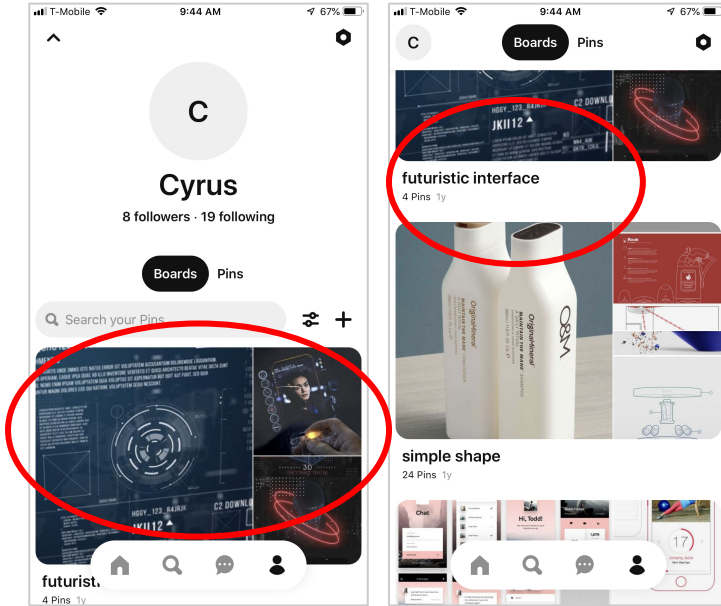


Putting the image inside the little circle and put it map is a good way to show the records of guinea pigs they saw before.

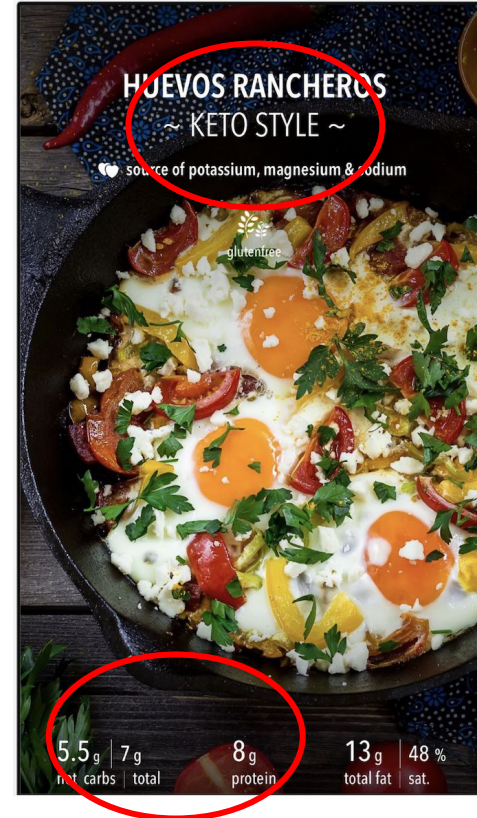


I like the way this app use List button and Map button to switch between map page and animal list page.

Inspiration Board



I like the way they categorized the image they save and they can name the categories on their own.



Using the full screen size image as the background image of guinea pig can let users see the product more successfully.

Typeface

H1

Title

Typeface: **Poppins**
Font Size: **26px** :
Weight: **Bold**

H2

Subtitle

Typeface: **Poppins**
Font Size: **20px**
Weight: **Regular**

H3

Categories text / Button Text

Typeface: **Poppins**
Font Size: **16px**
Weight: **Bold**

H4 / Body Text

Content / Description

Typeface: **Raleway**
Font Size: **14px**
Weight: **Regular**

H5

Date / Views

Typeface: **Raleway**
Font Size: **12px**
Weight: **Regular**

H6

Footage Text

Typeface: **Raleway**
Font Size: **10px**
Weight: **Regular**

The main color I chose for this app is a contrast color combination, which creates an impressive and minimalist feeling for app users. Other than those three basic black, grey and white colors, red would be used for some buttons and main position. Also, main color bring the app attitude. The brown, white, black is the traditional color combination of guinea pigs, so people can easily know that this is the app for guinea pigs.

Color Scheme

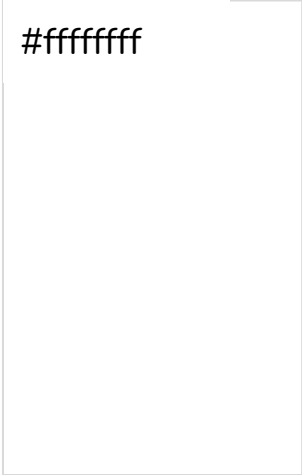
Primary



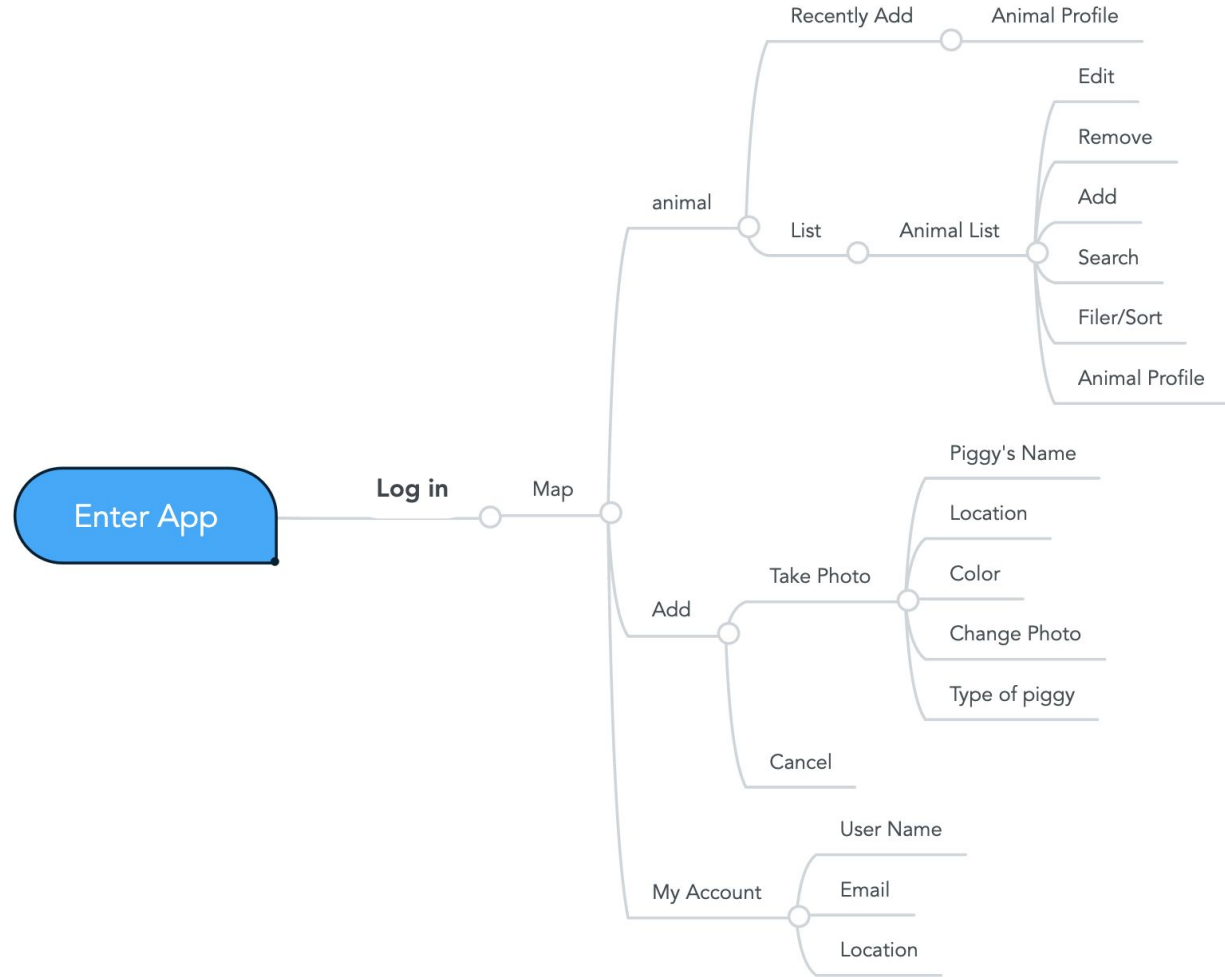
Secondary



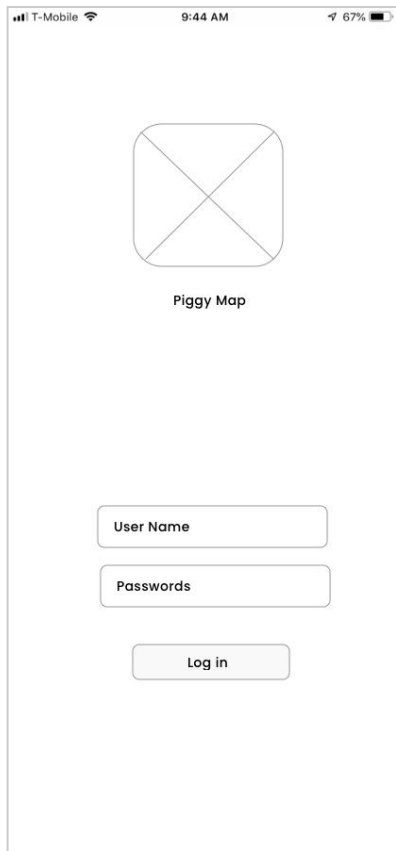
Background



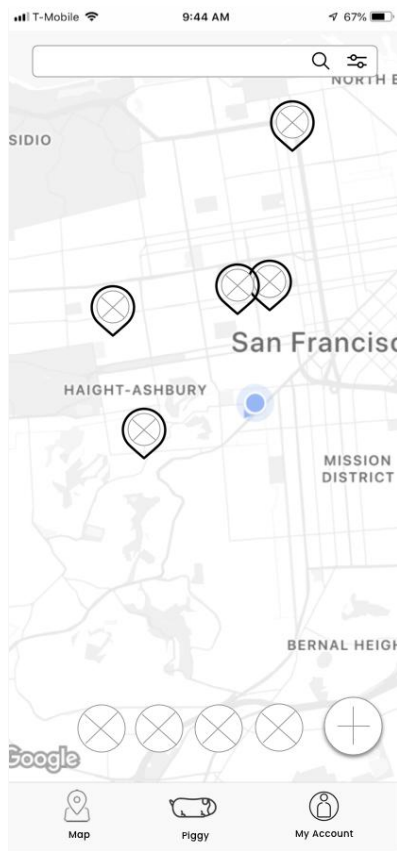
Workflows



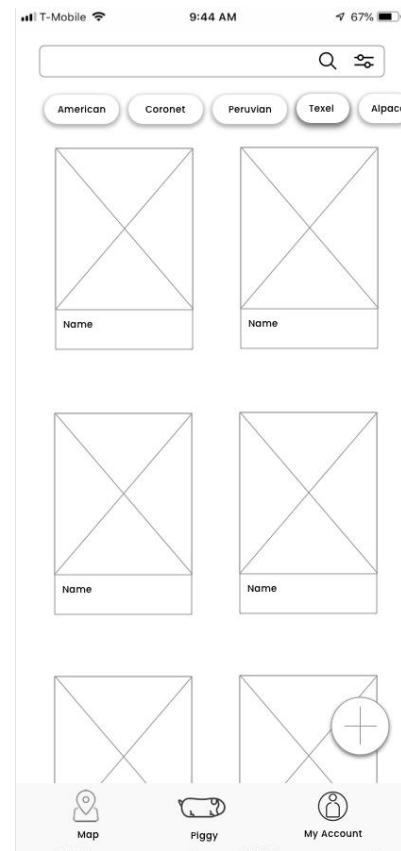
Wireframes



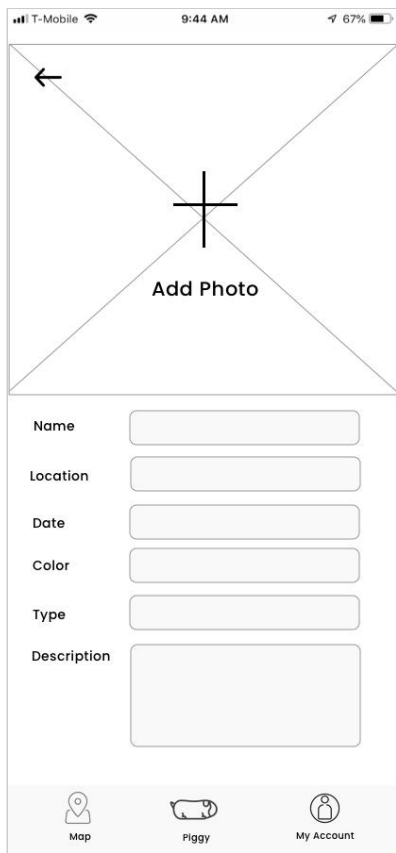
Log In Page



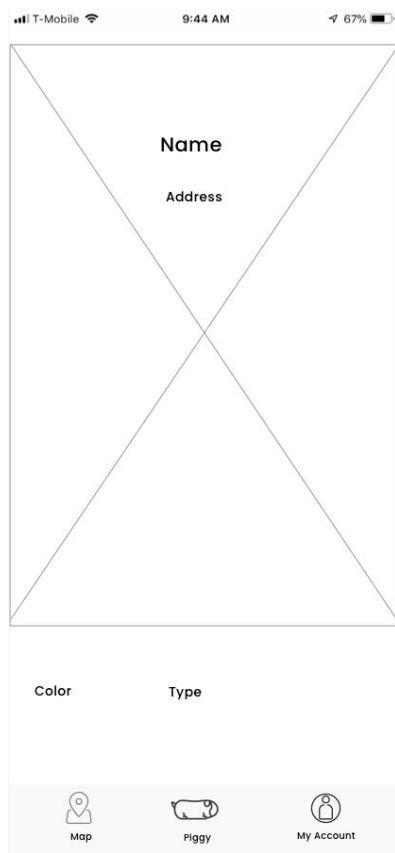
Map Page



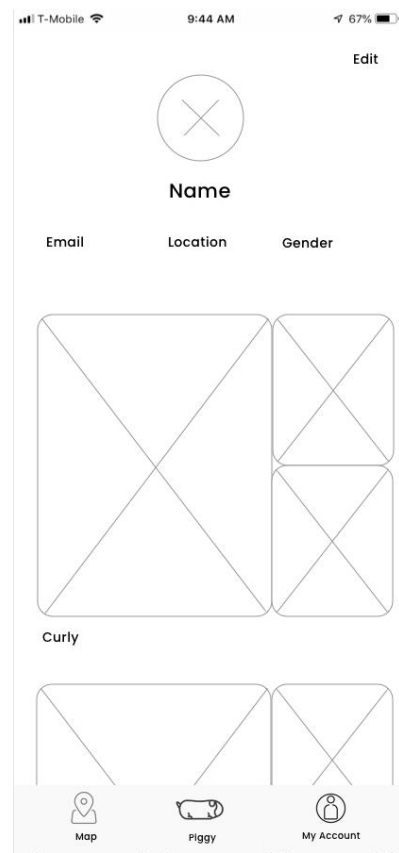
Product List Page



Add Page



Product Profile Page



User Profile Page