

About

The aim of this project is to launch a user-friendly coupon tool where a user can create a branded digital coupon from a template. The tool is primarily aimed for desktop usage, meanwhile the coupon offer is mainly viewed on mobile by consumers. Therefore, I'll have that as my main focus throughout this project with the time limit in mind (even if the project is going to be responsive).

The primary target group is B2C clients with users from the marketing or HR departments who can create campaigns in the tool. The secondary target group is Account Managers at Adoveo who can create campaigns on behalf of clients.

This project is part of a longer user journey where a user can have several coupons saved on his/her account, can upload receiver lists, analyze data, customize SMS and make mass SMS sendouts. Adoveo also wants the user to pay for the services directly in the system.

Colors

*Contrast check webaim.org			
<div></div>	Mint, #B1FEA7	Primary color	Ok with dark text or reverse.
<div></div>	Dark blue, #31354B		Ok with light or mint text, or reverse.
<div></div>	Creme, #F5F3EE		Ok with dark text or reverse.
<div></div>	White, #FFFFFF		Ok with dark text or reverse.
<div></div>	Black, #0B0B09		Ok with light or mint text, or reverse.
<div></div>	Disable/ placeholder, #C6C7CD		Ok with dark text or reverse
<div></div>	Error, #9F1D27		Ok on light background or reverse.

Buttons

Active primary button (dark background)		Hover	
<div>LOGGA UT</div>	Inter, 24px, bold 2px solid border	<div>LOGGA UT</div>	Or reverse ↔
Active secondary button (light background)		Hover	
<div>LOGGA UT</div>		<div>LOGGA UT</div>	
Inactive button			
<div>SPARA OCH GÅ VIDARE</div>			

Links

Active link	Hover
<u>This is a link</u>	<u>This is a link</u>

Typography

Note: following styles are for desktop.

Page Title (H1)Spinnaker, 48, regular

Heading 2Inter, 30px, medium

Heading 3Inter, 20px, medium

Heading 4Inter, 30px, bold

Heading 5Inter, 24px, bold

This is example of body copy and links. Inter, 20px, regular

BUTTON TEXTInter, 24px, bold

This is example of card or disclaimer text. Inter, 16px, regular

Fonts

Inter (available as Google Font)

Helvetica Neue (TBD)

Product Card

<div></div>	Margins: 16 16 16 16
<div></div>	H3, card text
<div></div>	Button double padding width than height
<div>Cool Down</div> <div>Välj en valfri GB-glass.</div> <div>9kr/st</div> <div>LÄGG TILL</div>	

Images/ Icons

Icons are sketched. Product image placeholders from ica.se

Product image placeholders from ica.se

Mobile wireframe image from TBD

Other info

Please, see the preview for desktop to see the interactivity between elements.