



**Hewlett Packard  
Enterprise**

# **Cal eStore**

**UI Design Documentation and Compliance**

2017

# Logo Design



## Logo Design Concept

The Cal eStore logo design is our visual representation of electronic shopping made easy for those involved with purchasing for agencies in the State of California.

The design is based on a brand loyal concept with an eye for simplicity. Our use of color generates a warm feeling and the symbols depict the nature of the business. The logo captures attention and leaves a memorable impression.

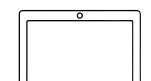
It should be noted that our design was guided by principles and use of a standard color palette from the U.S. Web Design Standards.

# Typography

U.S. government websites have common typographic requirements: clear and consistent headings, highly legible body paragraphs, clear labels, and easy-to-use input fields. Recommended fonts are from two open-source font families: Source Sans Pro and Merriweather. Both are designed for legibility and ease of adaption to a variety of visual styles. Enterprise Services has chosen to use both of these fonts in our prototype.

## Heading H1

Merriweather - Bold



24px



#5e626c



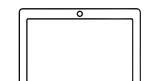
22px



20px

## Heading H2

Source Sans Pro - Bold



22px



#5e626c



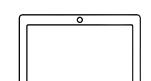
20px



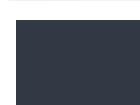
18px

## Body

Source Sans Pro



22px



#323a45



20px



18px

# Theme Colors

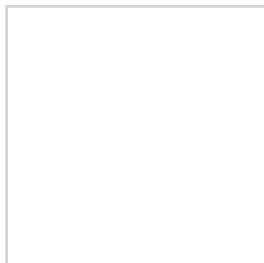
We used a flexible, yet distinct palette designed to communicate warmth and trust while meeting the highest standards of ADA Section 508 color contrast requirements.

## Primary color choice

We chose blue, gray, white, and gold, shown below, as our primary colors. These colors are commonly associated with trust, confidence, and sincerity.



#02bfe7



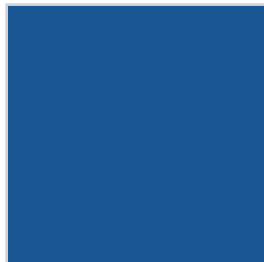
#ffffff



#fdb81e



#0071bc



#205493



#112e51

## Secondary color choice

The following tints and shades of blue and red are our secondary colors. These add lightness and style to our pages and highlight important features, such as buttons. Secondary colors are used sparingly and never draw the eye to more than one piece of information at a time.



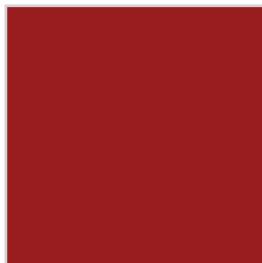
#0071bc



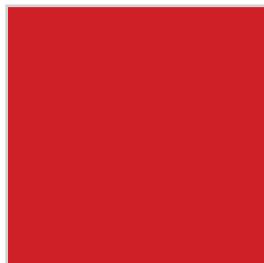
#205493



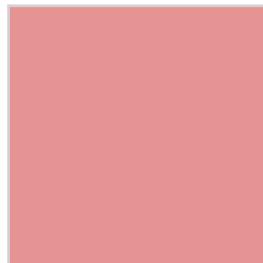
#112e51



#981b1e



#cd2026



#e59393

# Colors Indication

The following descriptions and examples indicate our use of color for various components of Cal eStore pages.

Login section  
Background Color



0071bc

User and admin section  
Background & Navigation



#ffffff

Logo Color



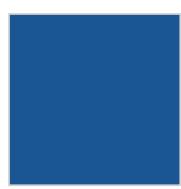
#fdb81e

**Navigation -**  
Default



#0071bc

**Navigation -**  
Active



#205493

**Navigation -**  
Hover



#112e51

We used the following colors for important features on a page, such as buttons and other UI visual style elements.



#0071bc



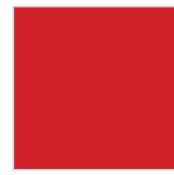
#205493



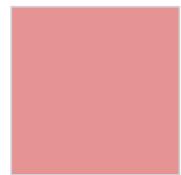
#112e51



#981b1e



#cd2026



#e59393

# Imagery

The following picture resolutions were used in important aspects of the UI in our prototype.

Product Catalog & Compare



Detail view



# GRID Design and Layout

Use of GRID design and layout creates an experienced-based overall concept and system diagram that enables:

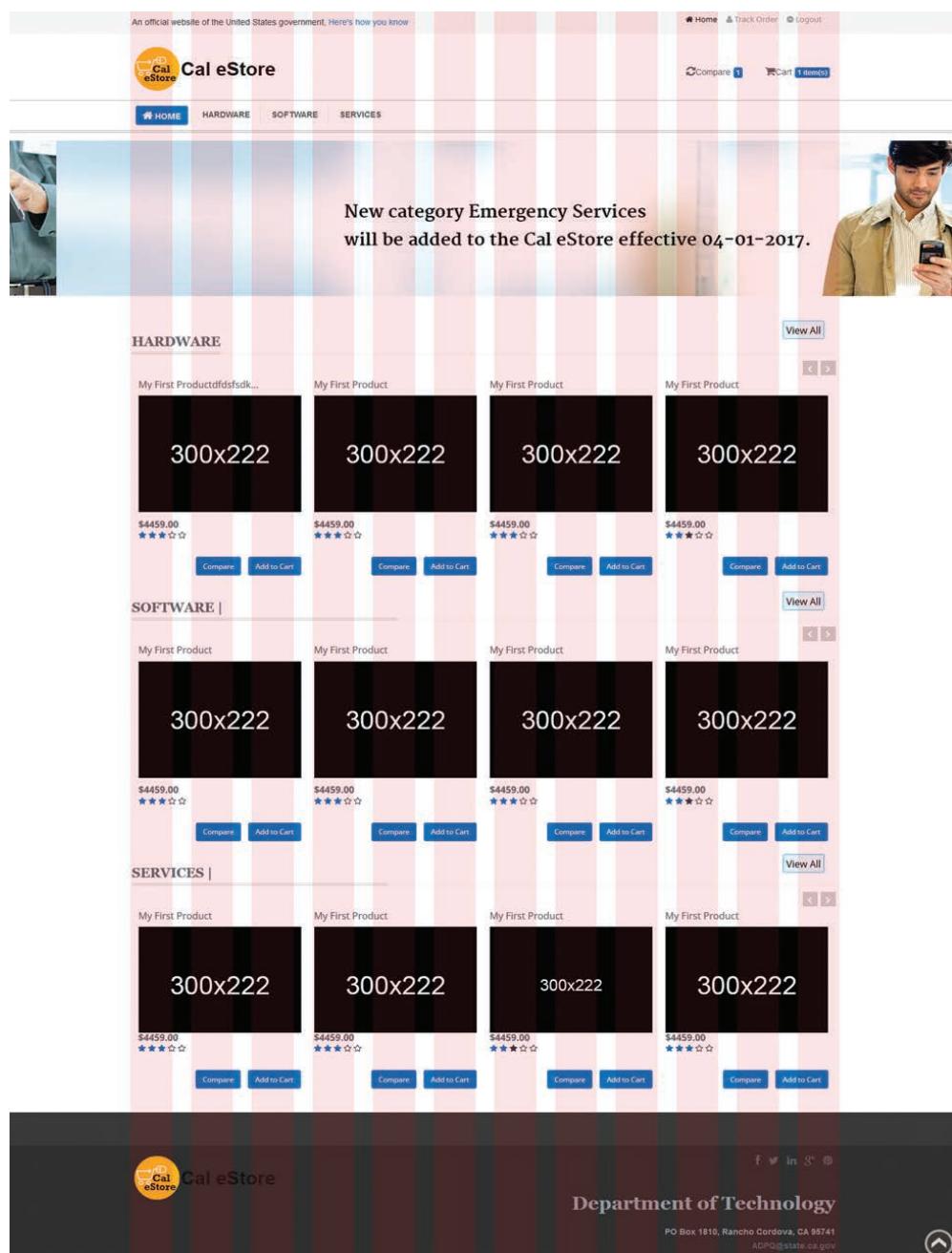
- Users to browse a product, compare products, review product details, shop for, and track orders
- Authorized administrators to approve, reject, analyze, and publish

## Interaction

- Simplicity
- Larger icons
- Larger text
- Promotes brand loyalty

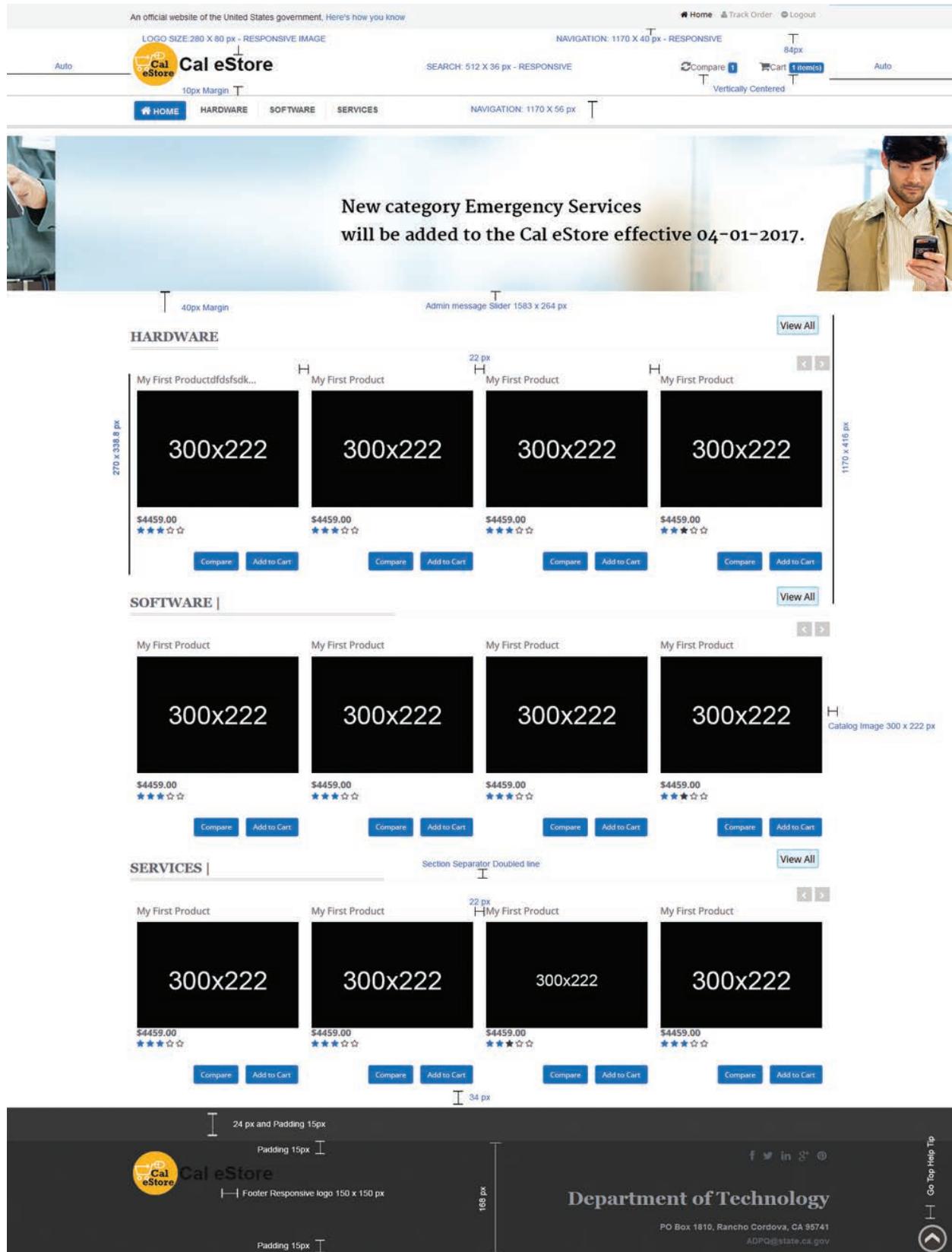
## Look and Feel

- Innovative, unique, simple, refreshing
- Clear
- Smooth and clean
- Simple



# Design and Layout

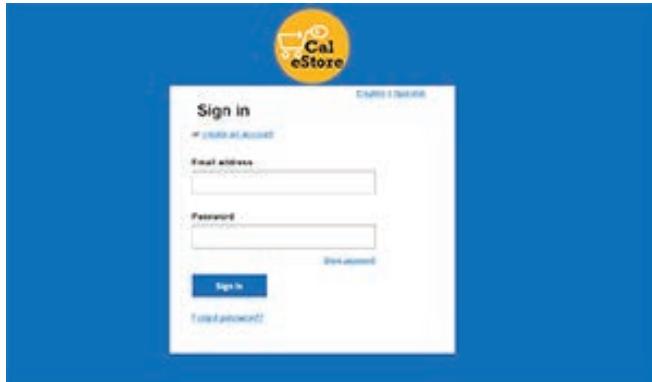
The example below depicts the CSS design layout that provides details for spatial aspects that complement the GRID design on the previous page.



# User Pages Reference

The following images are examples of the pages users will see when accessing Cal eStore.

Login Page



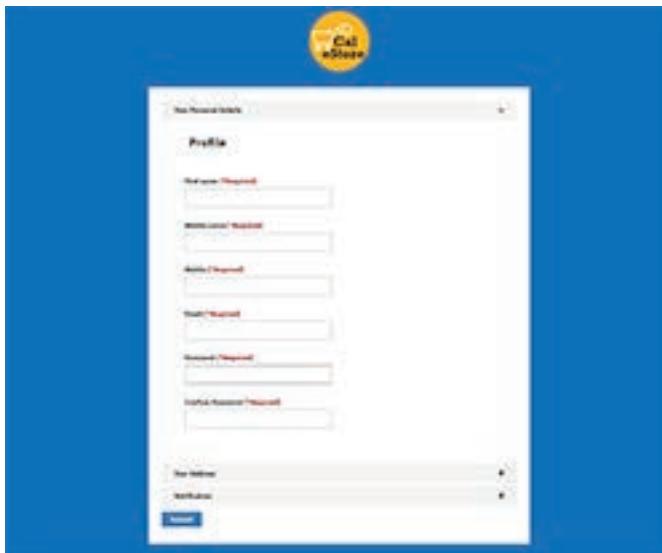
The login page features a yellow circular logo with the text "Cal eStore". Below it is a "Sign in" form with fields for "Email address" and "Password", both with placeholder text. A "Sign In" button is at the bottom, followed by a link to "Forgot password?".

Forgot Password Page



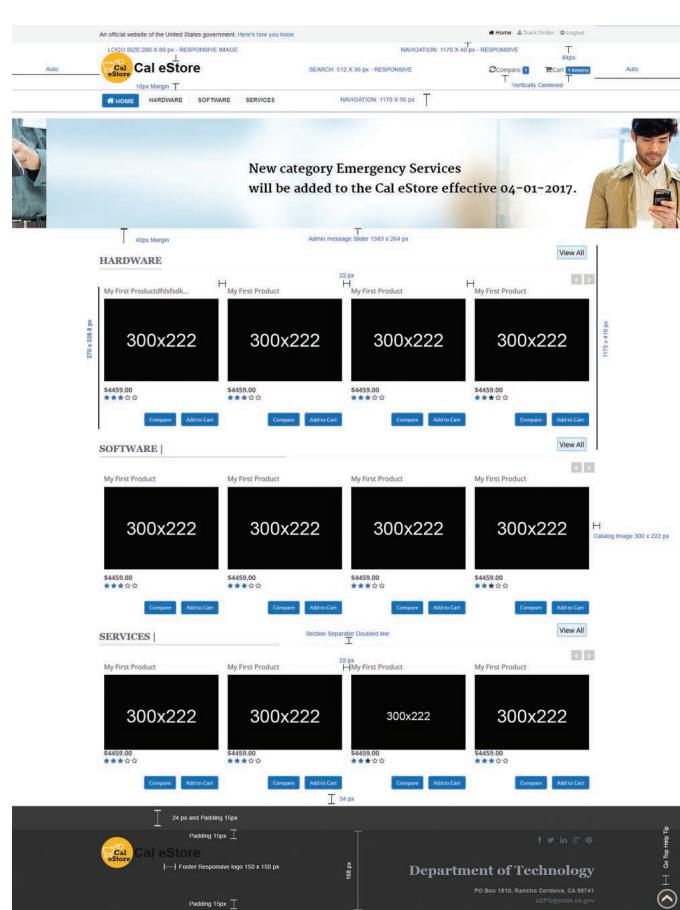
The forgot password page has a yellow circular logo with "Cal eStore". It displays a "Forgot Password?" form with a "Email address" field and a "Submit" button. Below the form is a link to "Create account?".

Create Profile



This profile creation page includes a yellow circular logo. It contains sections for "Personal Details" (Name, Address, Phone, Email) and "Your Interests" (checkboxes). A "Next Step" button is at the bottom.

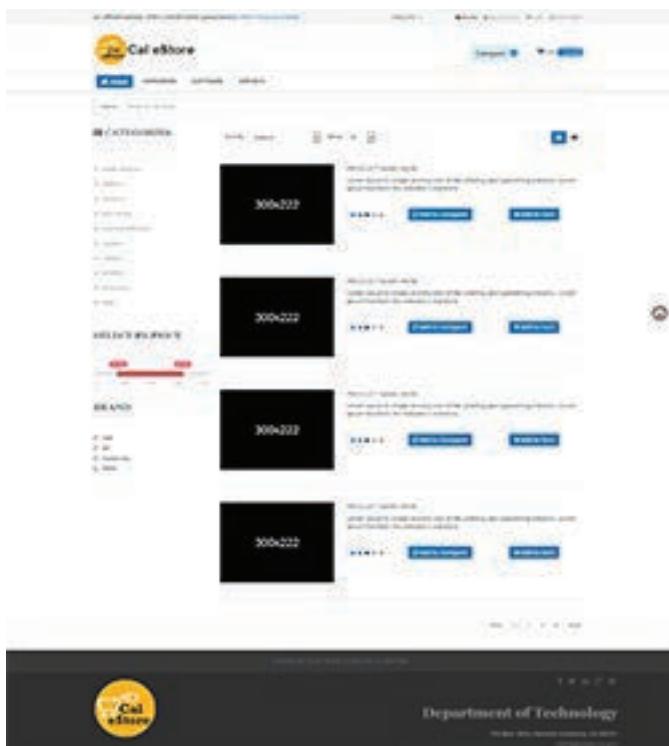
User Landing Page



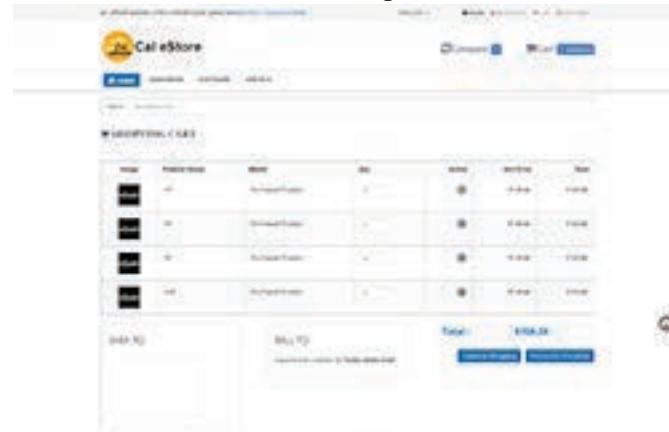
The user landing page is a wireframe showing the layout of the website. It includes a header with the "Cal eStore" logo, navigation links for "HOME", "Track Order", "Logout", "SEARCH", and "NAVIGATION". The main content area features a slider with a message about new emergency services, sections for "HARDWARE", "SOFTWARE", and "SERVICES" each displaying four product cards, and a footer with the "Department of Technology" logo and contact information.

# User Pages Reference (continued)

Catalog Page



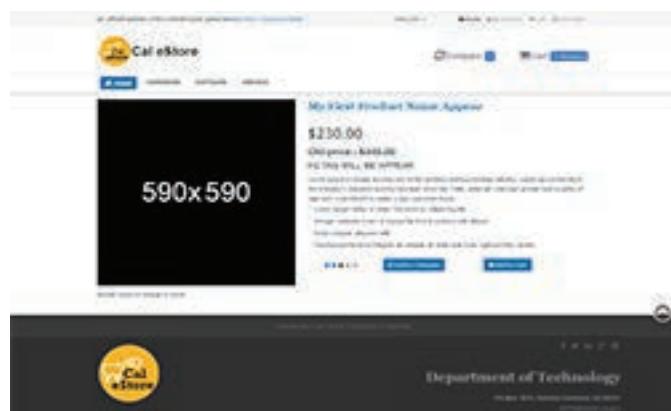
Cart Page



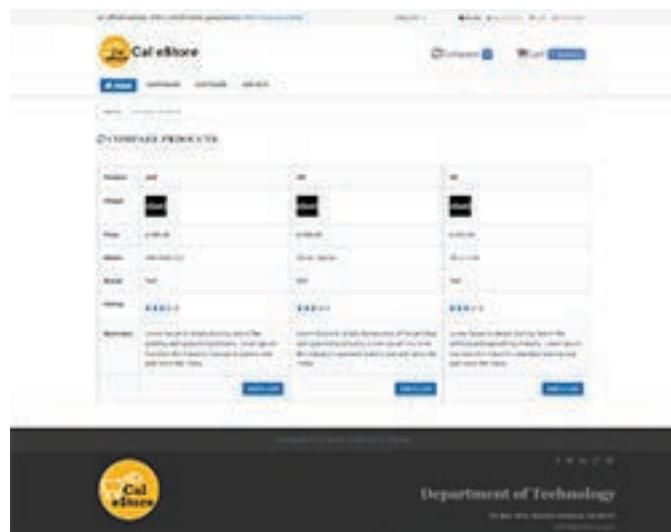
Order Tracking Page



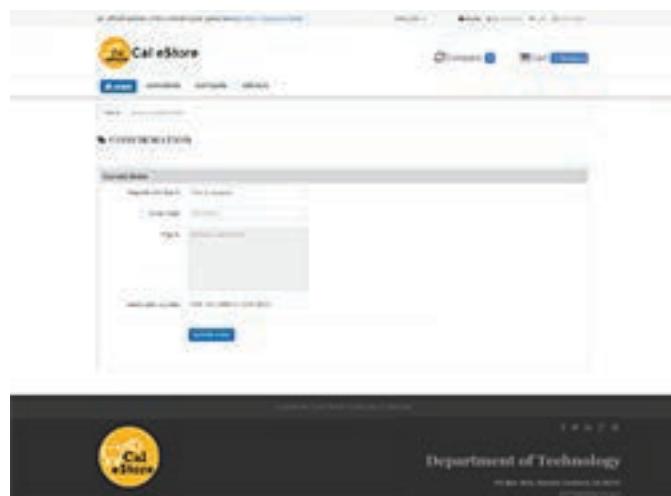
Product Detail view Page



Compare Page



Order Confirmation Page



# Admin Pages Reference

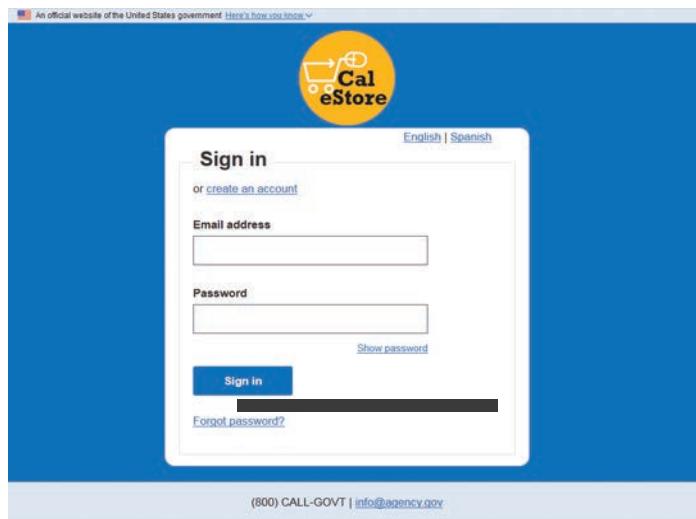
The following images are examples of the pages administrators will see when accessing Cal eStore.

## Interaction

- Simplicity
- Larger icons
- Larger text
- Promotes brand loyalty

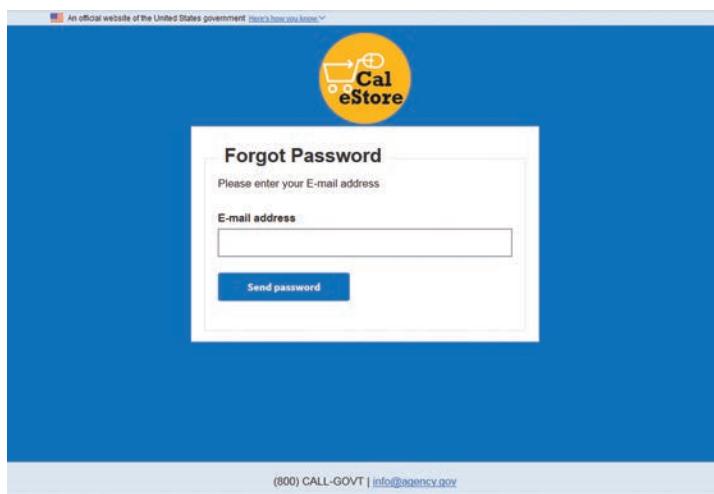
## Look and Feel

- Innovative, unique, simple, refreshing
- Clear
- Smooth and clean
- Simple

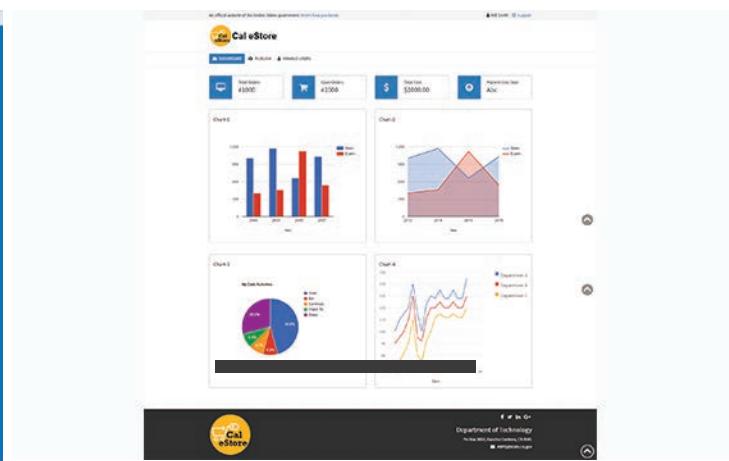


Login Page

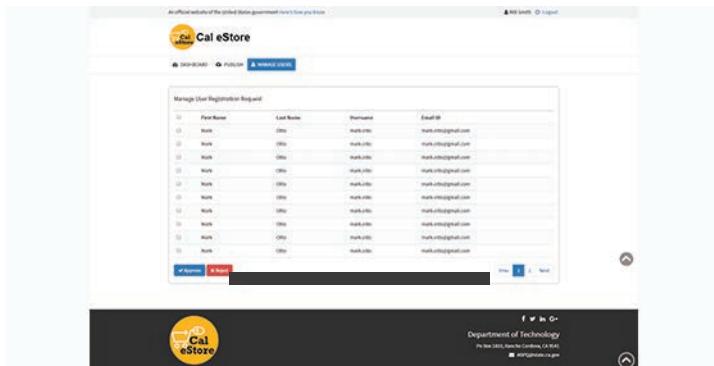
Forgot Password



Dashboard



Publish Page



Manage Users

A screenshot of the Cal eStore manage users page. It shows a table titled 'Publish Products' with columns for Product ID, Product Name, Manufacturer, List Price, Discounted Price, and Vendor Name. There are 15 rows of data. At the bottom are buttons for 'Publish' and 'Reject'. The footer includes the Cal eStore logo and the text 'Department of Technology'.

# 508/WCAG Compliance

We designed the prototype keeping accessibility in mind for those with vision issues.

The screenshot displays a web application interface for a store named "Cal eStore". The top navigation bar includes links for Home, Account, and CheckOut, along with a shopping cart icon showing 1 item. The main menu offers categories like HOME, HARDWARE, SOFTWARE, and SERVICES, with a note to "Differentiate style for the Main navigation". A breadcrumb trail shows the user is at Home / Product List View. The page title is "Page Titled". A sidebar on the left lists product categories such as Audio Devices, Battery, Desktop, Hard Drive, Keyboard/Mouse, Laptop, Monitor, Processor, and RAM. A "SELECT BY PRICE" section features a range slider from \$0 to \$5,000 with markers at \$1,000 and \$4,000. A "BRAND" section lists Dell, HP, ViewSonic, and NWN. The main content area displays four product items, each with a placeholder image labeled "300x222", a product name (e.g., "PRODUCT NAME HERE"), a short description (e.g., "Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard."), a star rating, and "Add to Compare" and "Add to Cart" buttons. The footer contains social media icons (Facebook, Twitter, LinkedIn, Google+, and Email), the text "Department of Technology", the address "PO Box 1810, Rancho Cordova, CA 95741", and the email "ADPQ@state.ca.gov".

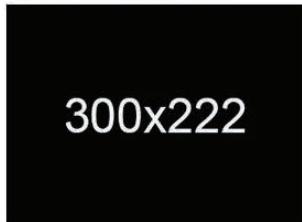
## 508/WCAG Compliance (continued)

### HARDWARE

View All



My First Product dfdsfsdk...

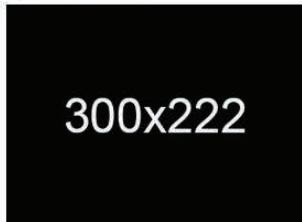


\$4459.00  
★★★☆☆

[Compare](#)

[Add to Cart](#)

My First Product



\$4459.00  
★★★☆☆

[Compare](#)

[Add to Cart](#)

My First Product



\$4459.00  
★★★☆☆

[Compare](#)

[Add to Cart](#)

My First Product



\$4459.00  
★★★☆☆

[Compare](#)

[Add to Cart](#)

# 508/WCAG Compliance - Code Examples

The following code examples demonstrate our compliance to standards such as structured coding in HTML5 and CSS3, Form Filled tag structure and Alt Tag structure.

```
<div class="row">
  <div class="usa-banner">
    <div class="usa-accordion">
      <header class="usa-banner-header">
        <div class="usa-grid usa-banner-inner"> 
          <p>An official website of the United States government</p>
          <button class="usa-accordion-button usa-banner-button" aria-expanded="false" aria-controls="gov-banner"> <span class="usa-banner-button-text">Here's how you know</span> </button>
        </div>
      </header>
      <div class="usa-banner-content usa-grid usa-accordion-content" id="gov-banner" aria-hidden="true">
        <div class="usa-banner-guidance-gov usa-width-one-half"> 
          <div class="usa-media_block-body">
            <p><strong>The .gov means it's official.</strong> <br>
              Federal government websites always use a .gov or .mil domain. Before sharing sensitive information online, make sure you're on a .gov or .mil site by inspecting your browser's
            </p>
          </div>
        </div>
        <div class="usa-banner-guidance-ssl usa-width-one-half"> 
          <div class="usa-media_block-body">
            <p><strong>This site is also protected by an SSL (Secure Sockets Layer) certificate that's been signed by the U.S. government. The <strong>https://</strong> means all transmitted data is
            </p>
          </div>
        </div>
      </div>
    </div>
  </div>
<!-- US compliance End-->
<div class="clear"></div>
<!-- Logo image place -->
<!-- Logo image ends here -->
<div class="container">  </div>
<!-- Login Form strat-->
<div class="previewprofile">
<!-------First Accordion----->

<ul class="usa-accordion-bordered">
  <li>
    <button class="usa-accordion-button" aria-expanded="true" aria-controls="amendment-b-1">
      Your Personal Details
    </button>
    <div id="amendment-b-1" class="usa-accordion-content">

      <form class="usa-form">
        <fieldset>
          <legend>Profile</legend>

          <label for="first-name" class="usa-input-required">First name</label>
          <input id="first-name" name="first-name" type="text" required="" aria-required="true">

          <label for="middle-name" class="usa-input-required">Middle name</label>
        </fieldset>
      </form>
    </div>
  </li>
</ul>
```

```
<!-- Header Start -->
<header>
  <div class="headerstrip">
    <div class="container">
      <div class="pull-left welcometxt">An official website of the United States government, <a class="orange" href="#">Here's how you know</a></div>
      <div class="pull-right">
        <div class="navbar" id="topnav">
          <div class="navbar-inner">
            <ul class="nav" >
              <li><a class="home active" href="#"><i class="icon-home"></i> Home </a> </li>
              <li><a href="#"><i class="icon-user"></i> My Account </a> </li>
              <li><a href="#"><i class="icon-shopping-cart"></i> Cart </a> </li>
              <li><a href="#"><i class="icon-ok-circle"></i> CheckOut </a> </li>
            </ul>
          </div>
        </div>
      </div>
    </div>
  <!-- Top Nav End -->
  <div class="pull-right">
    <ul class="nav language pull-left">
      <li><a href="#" class="dropdown-toggle" data-toggle="">English <b class="caret"></b></a>
        <ul class="dropdown-menu language">
          <li><a href="#">English</a> </li>
          <li><a href="#">Spanish</a> </li>
        </ul>
      </li>
    </ul>
  </div>
</div>
<div class="container">
  <div class="headerdetails"> <a class="logo pull-left" href="#"></a>
    <div class="pull-left search">
      <form class="form-search top-search">
        <input type="text" class="input-medium search-query" placeholder="Search Here...">
        <button class="btn btn-orange btn-small tooltip-test" data-original-title="Search"> <i class="icon-search icon-white"></i> </button>
      </form>
    </div>
  </div>
  <div class="pull-left topcartn">
    <button class="comparebt pull-left">Compare</button>
    <span class="label label-orange font14 cartlabel">3</span></div>
  <ul class="nav topcart pull-right topcartn">
    <li><a href="#" class="dropdown-toggle" > <i class="icon-shopping-cart font18"></i>Cart<span class="label label-orange font14 cartlabelitems">1 items</span> </a>
  </li>
  </ul>
</div>
</div>
```

# 508/WCAG Compliance - Input

## On Input

- Forms should not auto-submit when all fields are filled – this supports user verification and editing when correction of entered data is needed.
- Focus (field where the user will enter or make the next selection) – the system must not automatically jump to the next field upon successful entry of a value in a "previous" field.
- Using a control (like selecting yes or no) must not automatically perform the Action (for example, selecting to subscribe to a newsletter in a check box must not automatically subscribe your user, they should be able to click a Submit button to confirm their decision).

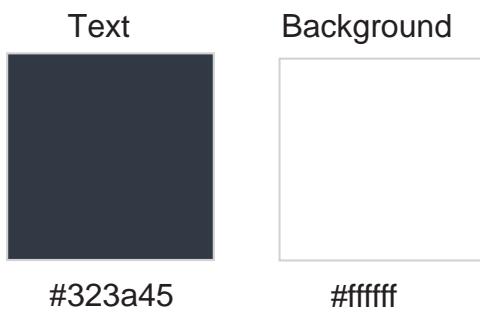
The image displays three screenshots of the Cal eStore website, illustrating various input forms:

- Sign in:** A form with fields for "Email address" and "Password". It includes links for "create an account", "Show password", and "Sign in".
- Forgot Password:** A form asking for the user's "Email address" with a "Send Password" button.
- Your Personal Details:** A section with a "+" sign, likely for expanding more details.
- Your Address:** Another section with a "+" sign, likely for expanding more details.

# 508/WCAG Compliance - Contrast and Color

The following colors are used primarily for background blocks and large content areas. This complies with 508 color contrast requirements. We used a color contrast checker to ensure that our color combinations are 508/WCAG compliant.

## Body text and background



### Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #323a45  [lighten](#) | [darker](#)

Background color: #ffffff  [lighten](#) | [darker](#)

Contrast Ratio: 11.5:1

#### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: I am normal text

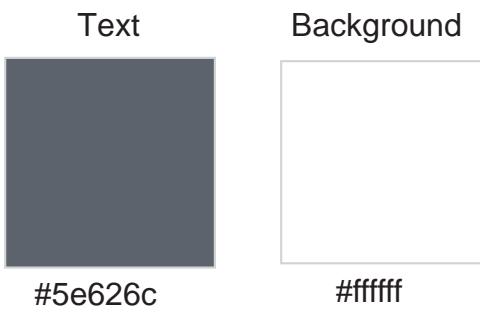
#### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: I am large text

## Section header color and background



Foreground color: #5e626c  [lighten](#) | [darker](#)

Background color: #ffffff  [lighten](#) | [darker](#)

Contrast Ratio: 6.11:1

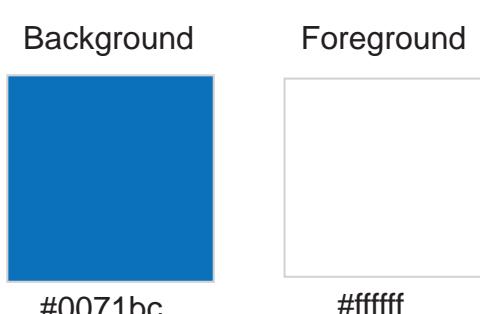
#### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: I am large text

## Login panel element and background



Foreground color: #ffffff  [lighten](#) | [darker](#)

Background color: #0071bc  [lighten](#) | [darker](#)

Contrast Ratio: 5.44:1

#### Normal

WCAG AA: **Pass**

WCAG AAA: **F**

Sample: I am normal text

#### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample: I am large text