**PROJECT IDEA - OPW**

Objectives:

Generate a UI style guide that serve as a tool for ensuring the following types of consistency across a product set:

Consistency with user expectations

Consistency across applications that are related/similar

Consistency across applications that are not related but come from the same company

Consistency with multiple style guides (note that there are often multiple style guides–the corporate logo/trademark style guide is a common one)

Consistency with de facto standards (for example the use of blue links to denote unvisited links)

Consistency of terminology

Consistency of interaction

Visual consistency (general GUI layout)

Consistency between pages/dialogs/windows

Consistency within pages/dialogs/windows

Icon consistency

Error message consistency

Generate a UI style guide that serve as a way to get designers and developers groups to work together

Generate a UI style guide that reduce arbitrary design decisions

Generate a UI style guide that serve as a repository for design guidelines, standards and patterns

Methodology: draft - review - deliver

Milestones:

Ramp up:

- Learn more deeply about evergreen:

- The product: purpose, history, features, branding, clients, users (personas), usages, etc.

- The team: teamates, collaborators, roles, methodologies (development/testing/designing/selling), processes

- Analize the state of the art (similar/related products).

Project definitions:

- Define a set of requirements that fits with the objectives.

- Define a way to communicate drafts: time cycles, communication media, communication channel, etc.

- Define a way to review drafts: formal/informal process, communication media, communication channel, etc.

- Define a way to distribute the deliverables: communication media, high level documentation structure, etc.

Specify high-level architectural guidelines and standards that will have the most impact.

- Design principles.

- General design patterns that fits with the application requirements and the design principles (interaction).

- Layout, composition and organization for different screen's resolution, for the different UI pages/dialogs/windows variations.

Specify lower level and general issues:

- Variations of color palette, typography, iconography, graphics, text guidelines, etc for the different UI pages/dialogs/windows.

- Variations of Building blocks for the different UI pages/dialogs/windows.

- Design patterns focused specific key features (like search).