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MODULE: (2019) 6MMCS003C.1 Mobile User Experience

Style Guide

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Introduction

Kart Zone introduced another technology for launching the web app by an online supermarket in Sri Lanka.

Via this new web app customer can order the goods online and view ongoing Saver promotions as well as Cyber weekend promotions, contact us and send in any comment or suggestions they may have.
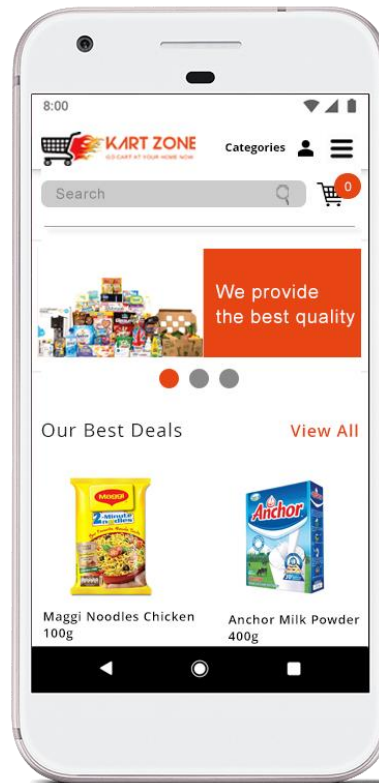

Figure 1 Home page

Typography

Typography Settings

1.   Headline: Open Sans Bold

Font size mobile: 24px and up

Line height mobile: 120%

Font size tablet: 32px and up

Line height tablet: 90%

Text: upper case

Letterspacing: 0

Color: #000000

3.   Bodycopy: Open Sans Regular

Font size mobile: 9-16px

Font size tablet: 10-18px

Line height: 160%

Text: upper and lower case

Letterspacing: 0

Color: #383838

2.   Sub headline: Open Sans Semibold

Font size mobile: 9-16px

Font size tablet: 10-18px

Line height: 120%

Text: upper and lower case

Letterspacing: 0

Color: #5c5c5c

4.   Labels: Open Sans Light

Font size mobile: 9-16px

Font size tablet: 12-18px

Text: upper case

Line height tablet: 120%

Letterspacing: 0

Color: #7d7d7d

Typography Justification

Within the mobile application Open Sans font type is used to make the content within the application more readable and to look modern and classy.

Open Sans Bold is used for the headlines to emphasize the headline and Open sans semi bold is used for the sub headlines to emphasize the sub headlines. Open sans light is used for the labels as it expresses clean and neat mood.

For the bodycopy open sans light is used to make the content easy to read for any person. This font type is also readable for the visually impaired person.

Header1

Header2

Header3

Header4

Logotype

Logo Description

KART ZONE logo has been available to use as an Illustrator SVG format. This SVG image can be resized to any desired size for print or web without losing quality. For the KART ZONE Logo, we used Straus and Arial Typography to design.

KART ZONE mantra was "*GO CART AT YOUR HOME NOW*" this message represents, buy goods very easily and also the fire represents that customers will get their goods very speedy.

The name KART ZONE if typed should always appear in all capital letters. The only color to be for the logo should be the approved Orange and Black. Orange and White combinations are also used for the logo in categories interface to match with the orange color background . No other color combinations should be used when working with the Kart Zone Online Supermarket.
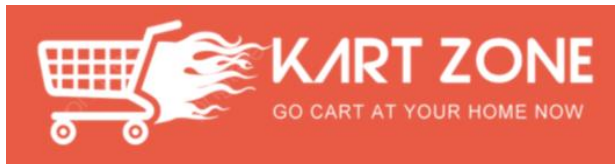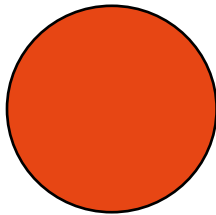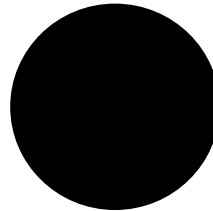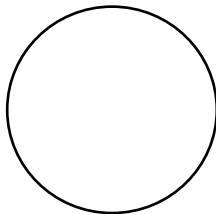

Figure 2 Logo

Figure 3 Logo

Colors

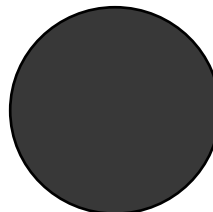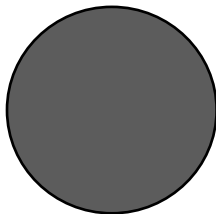Orange

#E74614

R:231 G:70 B:20
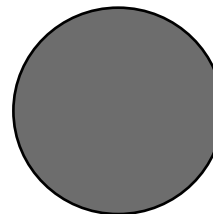
Black

#000000

R:0 G:0 B:0

White

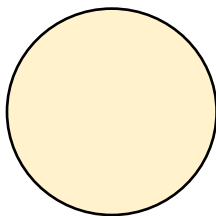#FFFFFF

R:255 G:255 B:255

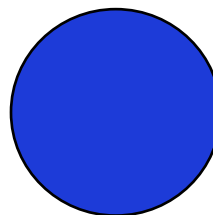Dark Grey

#383838

R:56 G:56 B:56

Grey

#565353

R:86 G:83 B:83

Light Grey

#6D6D6D

R:109 G:109 B:109

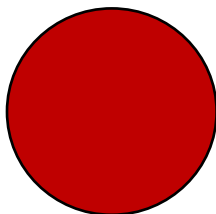Yellow

#FCF5DC

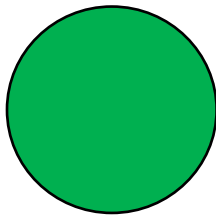R:252 G:245 B:220

Yellow

#1D3BD8
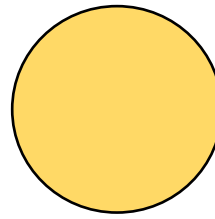
R:29 G:59 B:216

Warning Messages

Red

#bf0000

R:191 G:0 B:0

Success Messages

Green

#00b050

R:0 G:176 B:80

Yellow

#FDE387

R:253 G:227 B:135

In the application Black color is used mostly on white background. This combination is used for headlines, body content etc. Dark grey on white background is also used for some of the body content. As shown in Figure 4 there is no accessibility issues when using dark grey on white background since it passes the minimum contrast ration of 4.5.

Figure 4

Grey used for sub headlines and light grey is used for labels. These two colors also used on white color background and there are no contrast issues as shown in Figure 5.

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#6D6D6D

Lightness

Background Color

#FFFFFF

Lightness
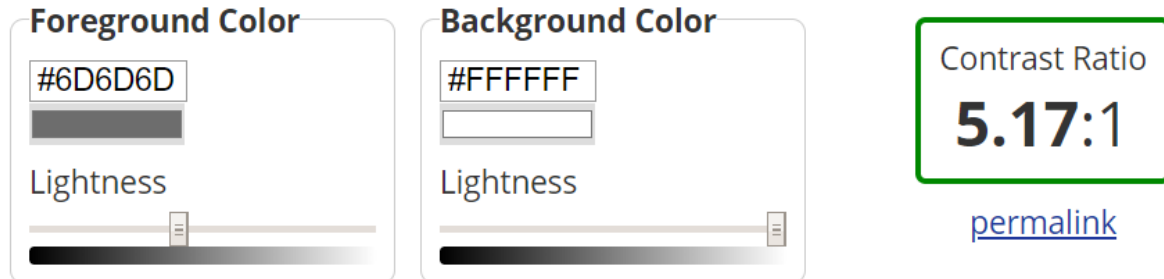
Contrast Ratio

5.17:1

permalink

Figure 5

Black color on orange background is used for buttons. As shown in figure 6, this combination passes the contrast check with the ratio more than the minimum ratio. And also, orange on white background is also used in the application.

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color

#000000

Lightness

Background Color

#E74614

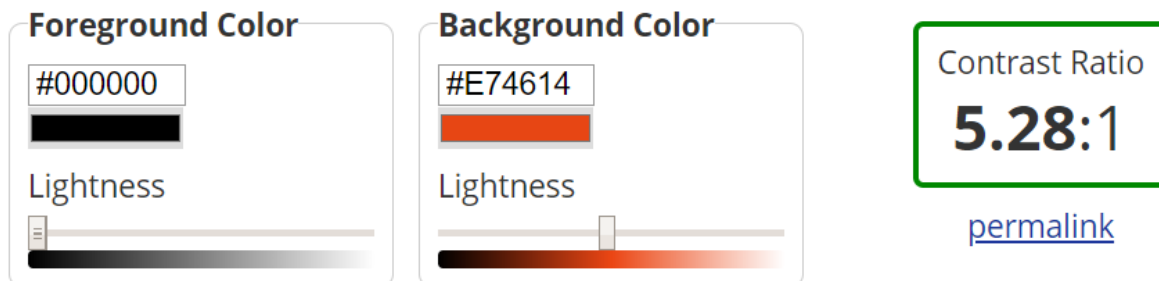Lightness

Contrast Ratio

5.28:1

permalink

Figure 7

Yellow color is used in background to highlight some texts to drag more attention to those texts. Blue color text is used to specify offer amounts which helps to differentiate the offer price from normal price and highlight the offer price amount.

Icons

Search icon

Facebook icon

YouTube icon

Instagram icon

Cart icon

Account icon

Error icon

Successful icon

Location icon

Email icon

Phone icon

QR code icon

Left Arrow icon