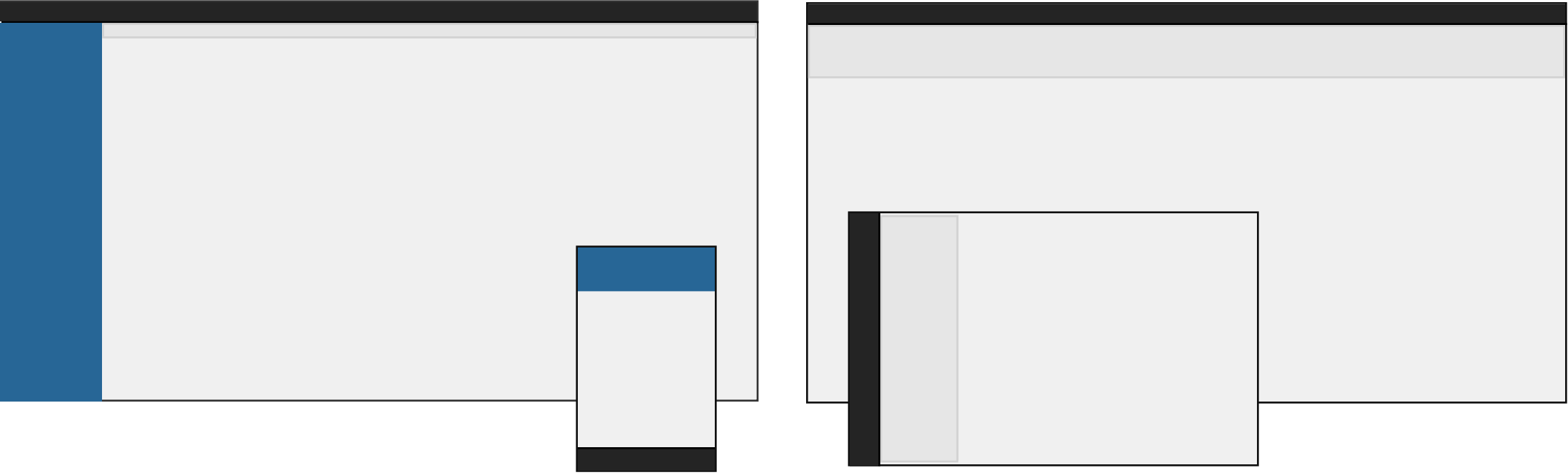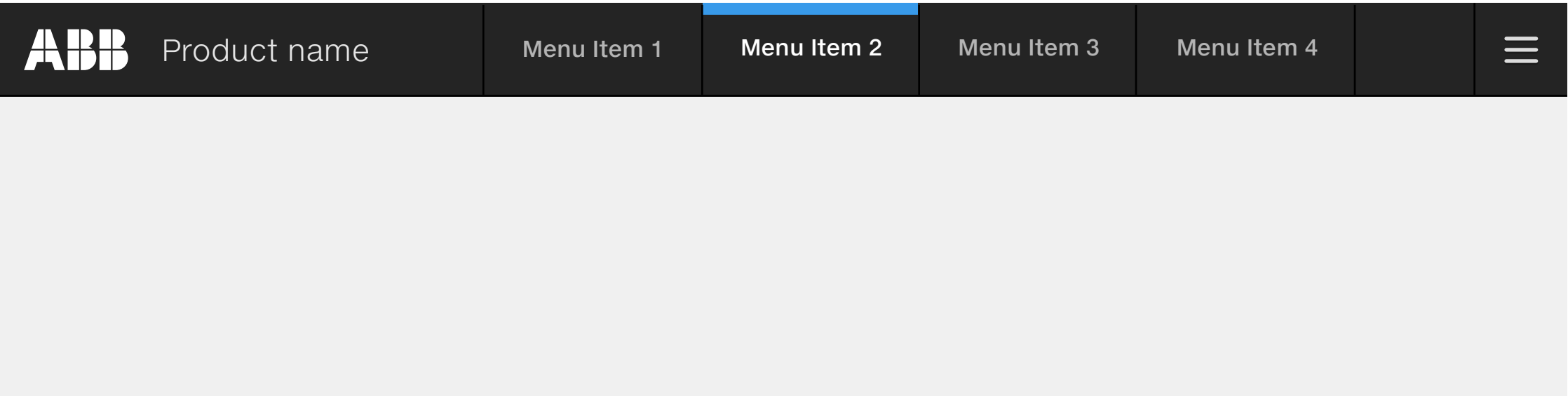# ABB Common UX Design Concept
v1.0 25-09-2015

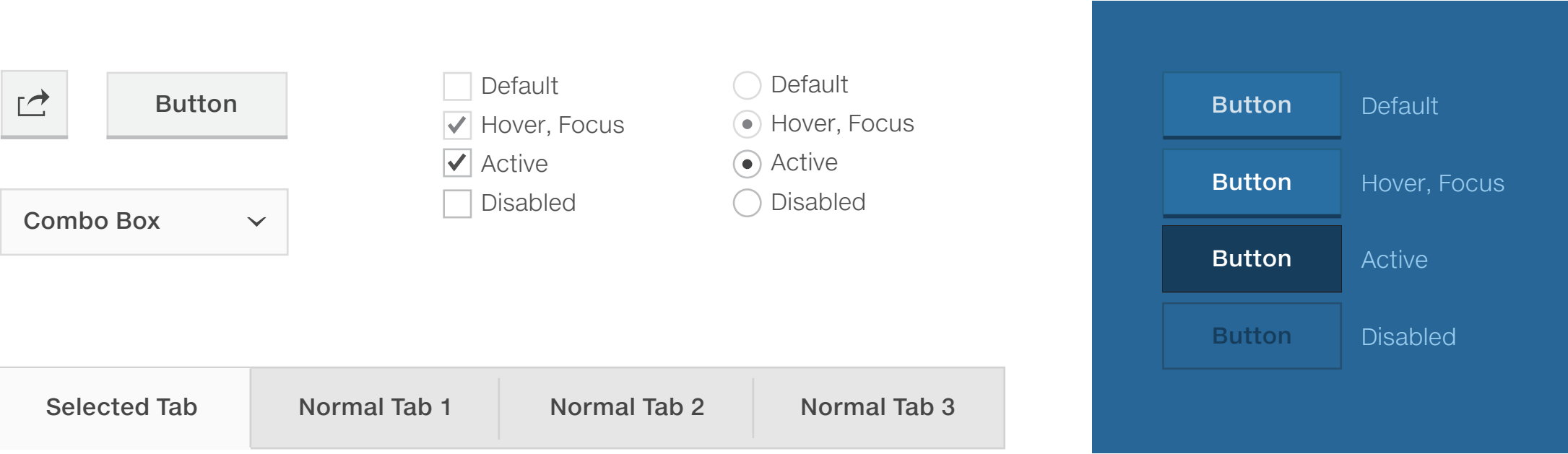## 1. Flexible and space efficient layout sections



## 2. The black bar - a visual landmark

| ABB Product name | Menu Item 1 | Menu Item 2 | Menu Item 3 | Menu Item 4 | ≡ |

## 3. Colourful dynamic information



PT 2034TT — 38.9 H
PT 2034TT — 38.9 H
PT 2034TT — 38.9

130.62
MW/h
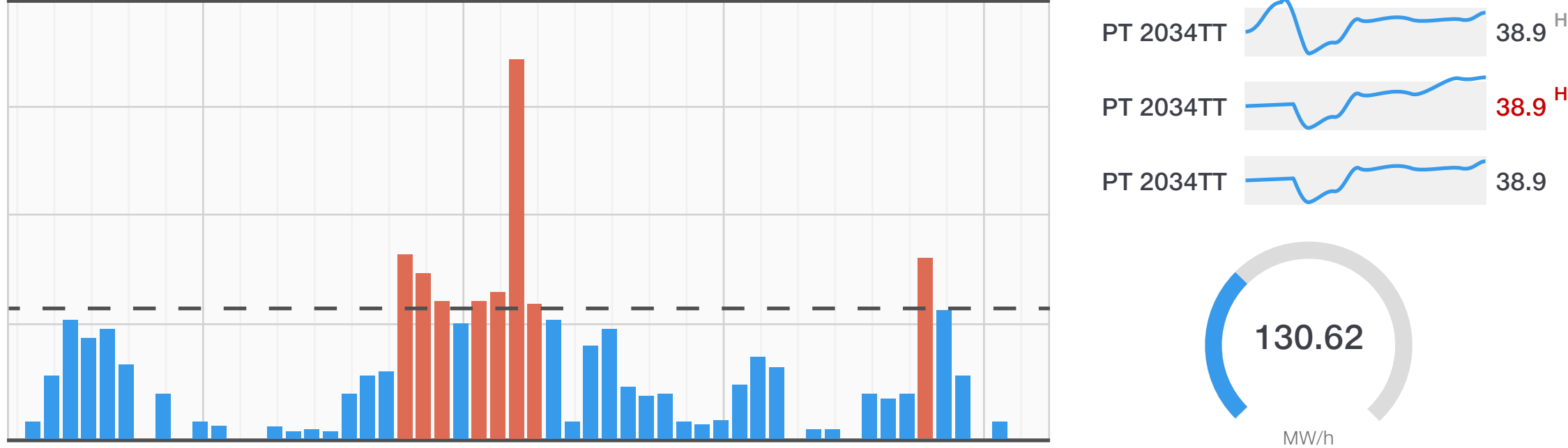
## 4. Controls with a precise and angular feel

Button

Combo Box

- ☐ Default
- ☑ Hover, Focus
- ☑ Active
- ☐ Disabled

- ○ Default
- ● Hover, Focus
- ● Active
- ○ Disabled

| Selected Tab | Normal Tab 1 | Normal Tab 2 | Normal Tab 3 |

Button — Default
Button — Hover, Focus
Button — Active
Button — Disabled

## 5. Fresh & clean colours

Neutral grey scale for backgrounds and general content

Contrasting blue background scale

Colourful highlights

Alarms and alerts

Media and trend colous
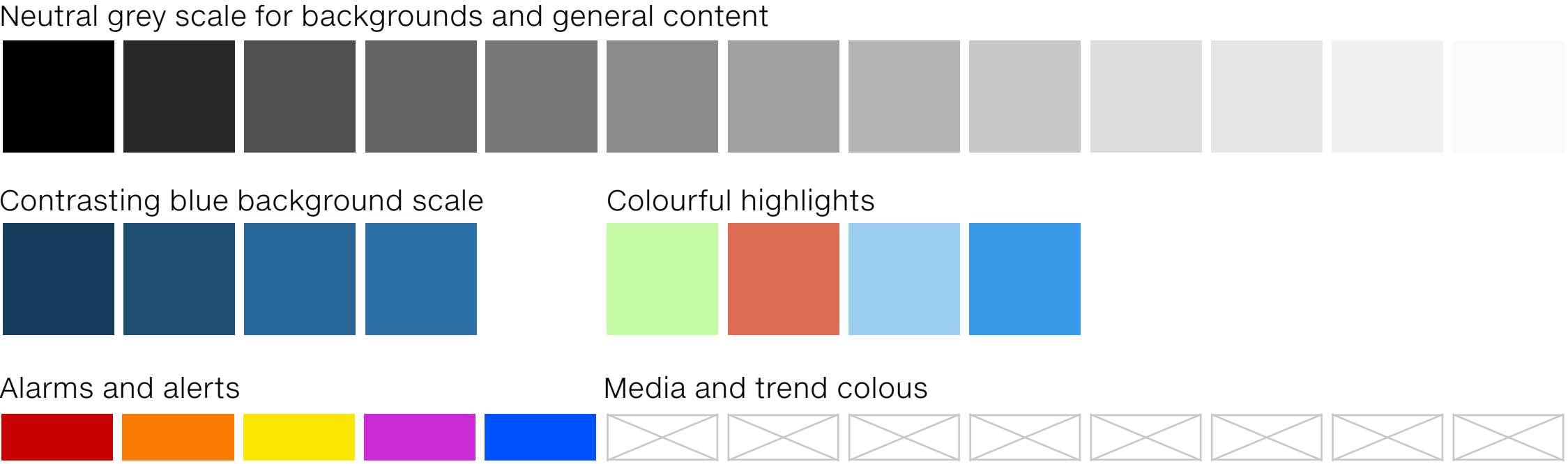
## 6. Rational typography

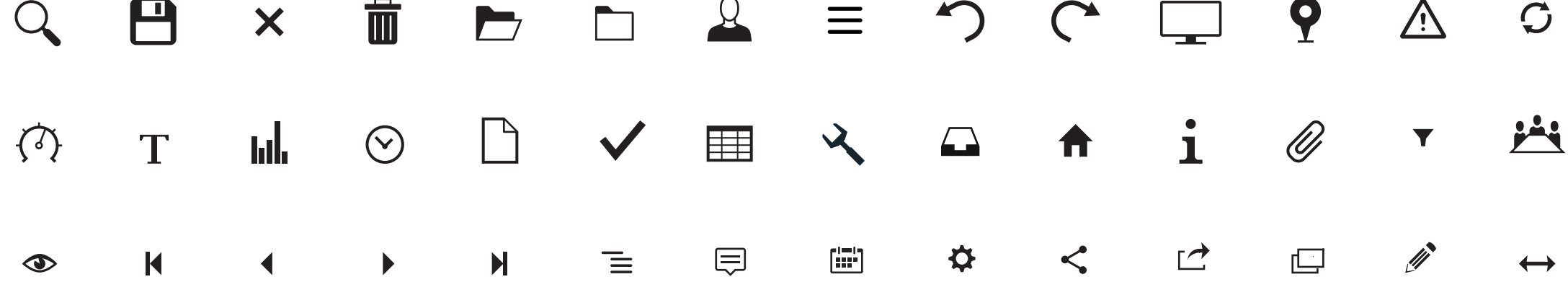| Text Styles | |
| --- | --- |
| H1 | **My main view** |
| H2 | Alarm description |
| H3 | TABLE HEADER TEXT  / **Table Header Text** |
| Normal text | The simulation mode for process data is currently switched off. |
| Important value + Unit | **27.5** Sm3/h |
| Normal value + unit | 27.5 Sm3/h |

Helvetica Neue eText Light
0123456789
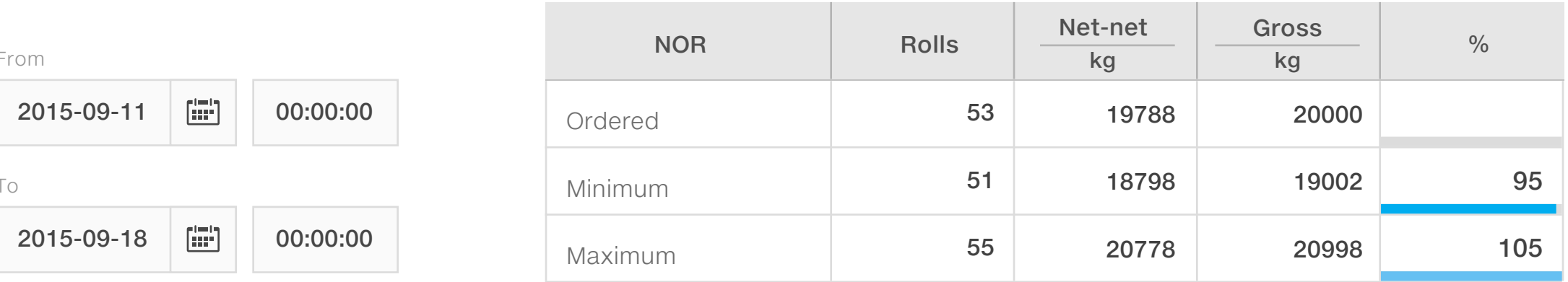abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue eText Medium
**0123456789**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## 7. Simple and clear icons



## 8. Components with a common logic

From
2015-09-11  00:00:00
To
2015-09-18  00:00:00

| NOR | Rolls | Net-net kg | Gross kg | % |
| --- | --- | --- | --- | --- |
| Ordered | 53 | 19788 | 20000 | |
| Minimum | 51 | 18798 | 19002 | 95 |
| Maximum | 55 | 20778 | 20998 | 105 |

## Visual input

The six essentials



Best practice usability and efficiency from our industries



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## Core design philosophy

Clarity to complex information through a simple and rational graphical framework.
Focus on clear presentation of dynamic information.
Support user work flow and interactions by offering easy to understand components and navigation.

## ABB brand values

Leading edge technology
- Systematic
- Precise
- Strong

Inclusive
- Open
- Respectful
- Multi cultural

Passionate
- Commitment driven
- Inventive
- Forward looking

+

## Established usability principles

- Simplicity
- Match between system and real world
- Consistency

- Minimizing cognitive load
- Efficient interactions
- Forgiveness
- Feedback

- Effective use of language
- Effective information presentation
- Preservation of context