Muser:
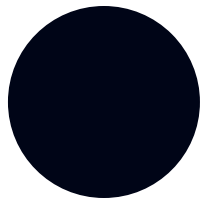# Design Language System
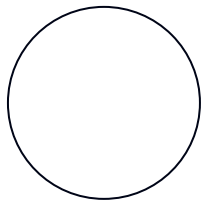
Daniel Schreiner / Exercise 5.8 / 27 March 2022
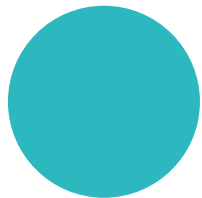
Primary Palette

Ink Blue
#000517

Predominant text color against white backgrounds
Title bars (Homepage/Newsfeed, Expert Profiles)
Enabled bottom navigation icons and most in-app icons
Full background **only** during initial sign-up flow

White
#FFFFFF

Text color against dark backgrounds
Predominant background color
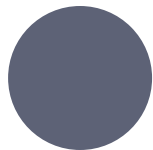Title bar navigation icons

Muser Teal
#2DB7BF

Logo Text
Enabled buttons and CTAs
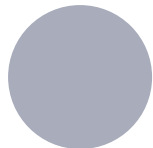Enabled/Selected chips
Onboarding popovers

Secondary Palette

Slate Blue
#050D22

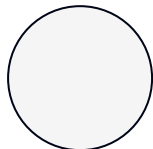Background **only** to be used as angled overlay for Ink Blue backgrounds

Gray 1
#050D25

Blurred backdrop color underneath vertical sheets
Background for Homepage/Newsfeed, Expert profiles (underneath cards)

Gray 2
#A8ACBB

Disabled buttons and CTAs
Disabled bottom navigation icons
Search bar and other submission fields

Gray 3
#F5F5F6

Background for search result cards

Usage

❏   In-app backgrounds should be predominantly white for clarity and readability of content.
❏   Muser Teal should be used sparingly, mainly to highlight major actions and selected items.
❏   Avoid too much light text against dark backgrounds.
❏   Aim for minimal color usage overall in order to make photos and illustrations pop.
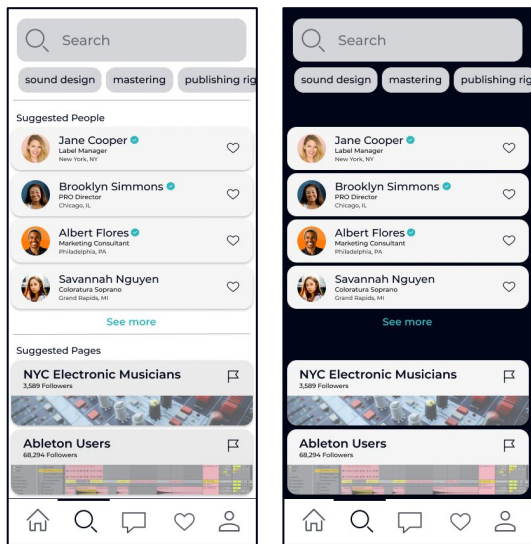
Dark background distracts from page content
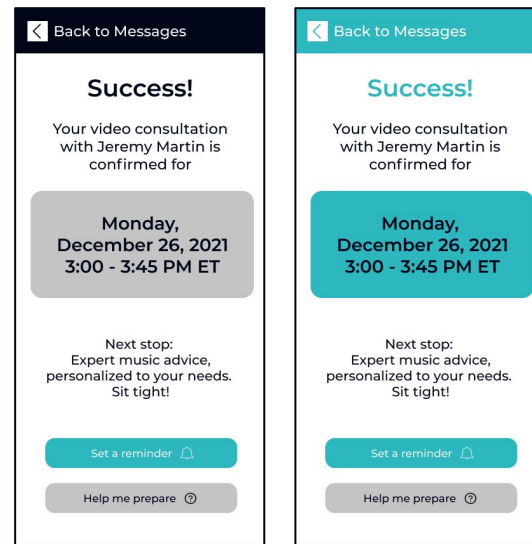
Too much Muser Teal confuses main CTA of screen

Muser Logo
Iceland / 45 pt / Regular / Muser Teal

Heading 1
Montserrat / 38 pt / SemiBold / Ink Blue, White
Banners, confirmation screen headers

Heading 2
Montserrat / 28 pt / Medium / Ink Blue, White
Subheader copy, profile name titles

Heading 3
Montserrat / 21 pt / Medium / Ink Blue, White, Muser Teal
Backdrop headers, Buttons, CTAs

### Heading 4
Montserrat / 17 pt / Medium / Ink Blue, White
Card headers

This is body copy. Nulla Lorem mollit cupidatat irure. Laborum magna nulla duis ullamco cillum dolor. Voluptate exercitation incididunt aliquip deserunt reprehenderit elit laborum. Aliqua id fugiat nostrud irure ex duis ea quis id quis ad et.

Montserrat / 13 pt / Regular / Ink Blue
Card content, chip labels, popover copy

Usage

❑ Iceland typeface should **only** be used for the Muser logo; all other type should be Montserrat for consistency.

❑ Aim for clarity in color, size, and spacing at all times to ensure readability of type content.

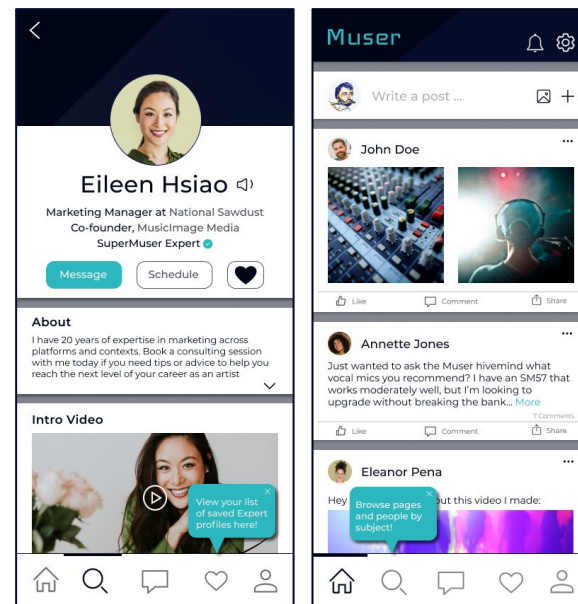❑ Create a clear visual hierarchy based on size, weight, and color of type content.
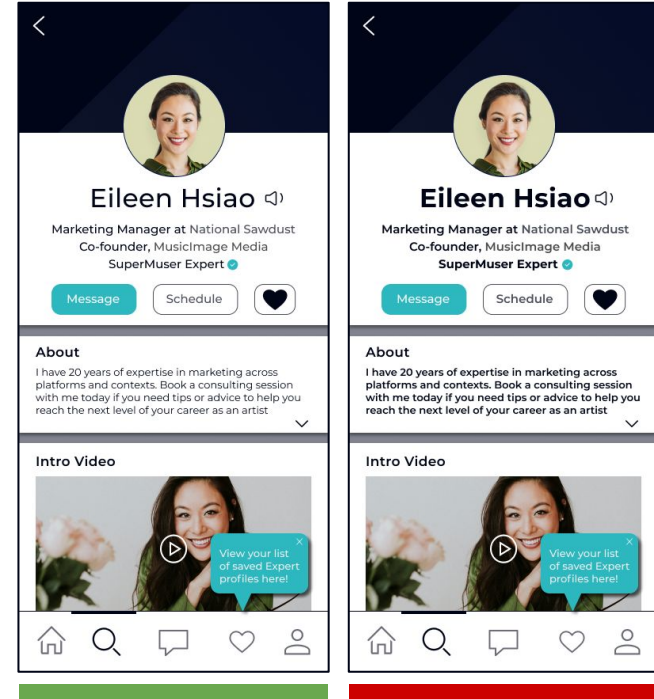
Hierarchy of content is unclear, overall page content is too dense

Dark Background Style
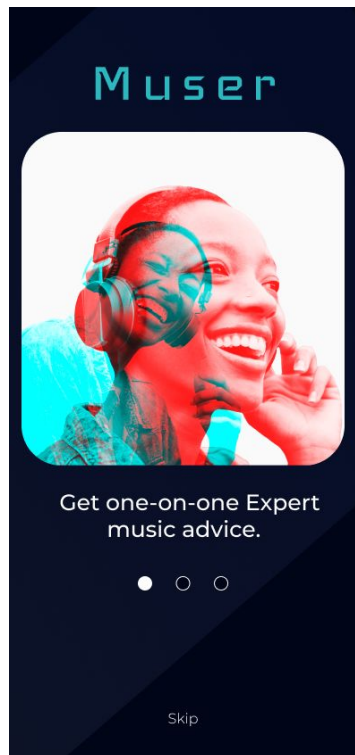
Angled overlay:
Slate Blue (#050D22)
-50 degree angle

Background layer:
Ink Blue (#000517)

Dark background style is sparingly used on Homepage/Newsfeed and Expert Profile top navigation bars
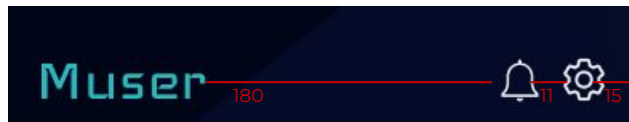
Navigation Bars

Bottom Navigation (Mobile)

Background: White (#FFFFFF)
Selected tab bar and icon: Ink Blue (#000517)
Deselected tab icons: Gray 2 (#A8ACBB)
Includes: Home, Search, Messages, Liked Experts, and My Account Tabs

Top Navigation (Mobile)

Background layer: Dark Background Style
Icons: White (#FFFFFF)
Includes: Notifications and Settings Tabs (right-centered)

Top Navigation (Desktop)

Background layer: Dark Background Style
Icons and tab bars: White (#FFFFFF)
My Account Tab grouped and resized alongside Notifications and Settings Tabs

Buttons

Primary

Disabled

Enabled

Hover

Length: 330 px
Height: 52 px
Radius: 15
Text: Montserrat / 23 pt / Medium / White

Secondary

Disabled

Enabled

Hover

Other Examples

Refine button

Like/Save button
(deselected)

Like/Save button
(selected)

Cards

People results card ✓
Subheader 1
Subheader 2
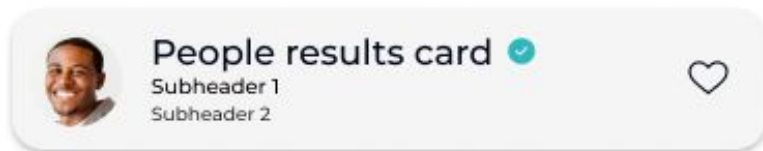
Length: 364 px
Height: 68 px
Radius: 15
Color: Gray 3
Text: Montserrat / Size variable / Ink Blue
Elevation: 4

Pages results Card (mobile)
Subheader

Length: 364 px
Height: 103 px
Radius: 15
Color: Gray 3
Text: Montserrat / Size variable / Ink Blue
Elevation: 4

Pages results
Card (desktop)
Subheader

Length: 244 px
Height: 160 px
Radius: 15
Color: Gray 3
Text: Montserrat / Size variable / Ink Blue
Elevation: 4

Chips

Deselected +
Selected ×

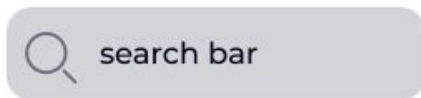Length: variable (fit to text)
Height: 30 px
Radius: 15
Color (Deselected): white
Color (Selected): Muser Teal
Text: Montserrat / 14 pt / Regular / Gray 2 or White
No Elevation

Other UI Elements

🔍 search bar

Onboarding Popover ×

Onboarding Popover ×

0 miles   15 miles

Slider (deselected)

0 USD   100 USD

Slider (selected)

Floating Action Button (Desktop)

Usage

❏ Do not place two primary buttons next to each other horizontally.
❏ Two primary buttons can be placed vertically (although one primary button on top with one secondary button underneath is preferable).
❏ Positive CTAs should be placed more prominently than negative CTAs.
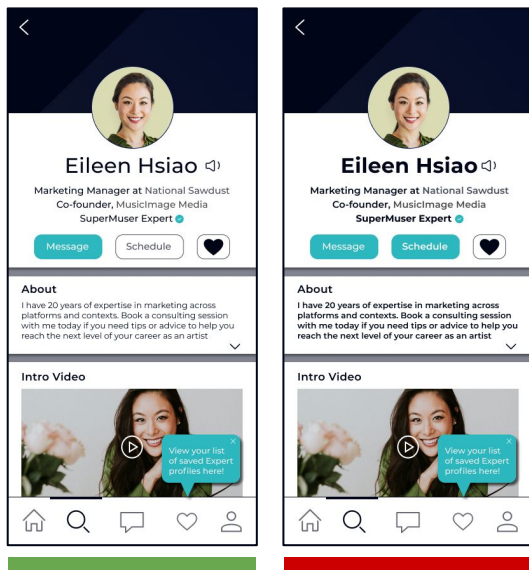
Two primary buttons placed horizontally confuse the main CTA
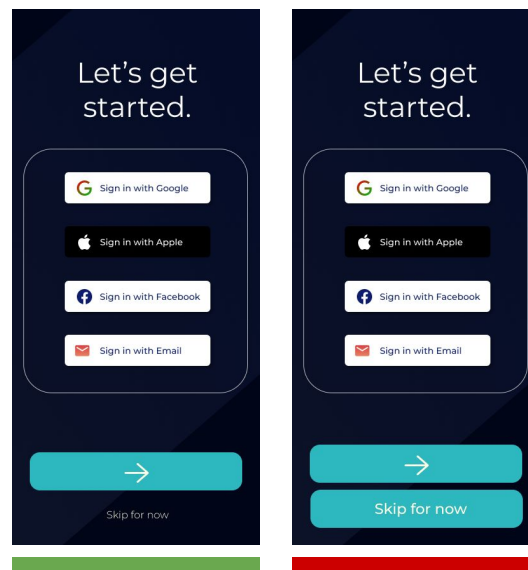
"Skip for now" CTA is placed too prominently

- ❏ Search result cards should not be confused with Newsfeed/Profile content sections. While both do contain mixed media and overflow menu options, Newsfeed/Profile content sections can't be swiped, dragged, saved, or deleted.
- ❏ No more than one onboarding popover may be used per screen.
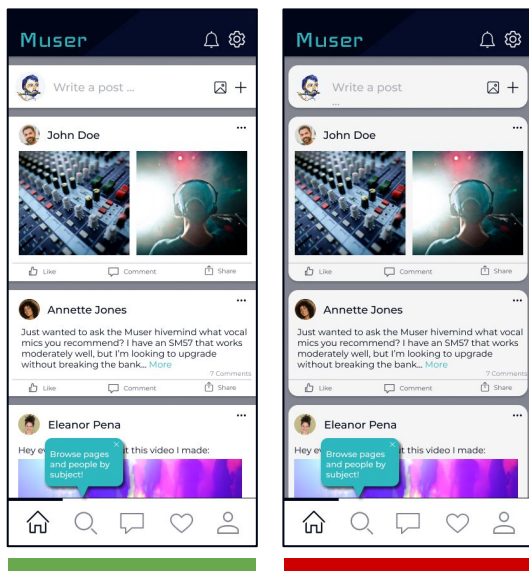
Curved edges and color mistakenly implies that content can be manipulated like a search result card
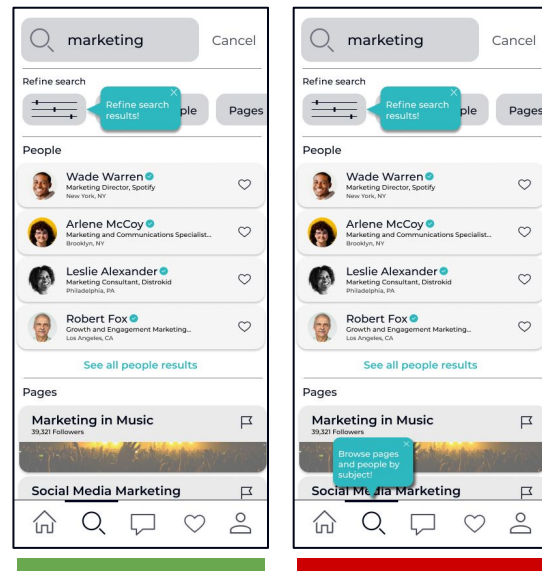
Two onboarding popovers on one screen confuses suggested actions

Primary Navigation

Home/ Newsfeed

Search/ Browse

Messages/ Inbox

List of Liked Experts

My Account

Secondary Navigation

Notifications

Settings

In-App

Search

Like/Save (Experts)

Like (Posts)

Flag/Like (Pages)

Share (Posts)

Attach Image

Add Filter/ Chip Select

Close/ Deselect

Overflow Menu

Speak (Expert Name)

SuperMuser Expert Verification

Expand (Text)
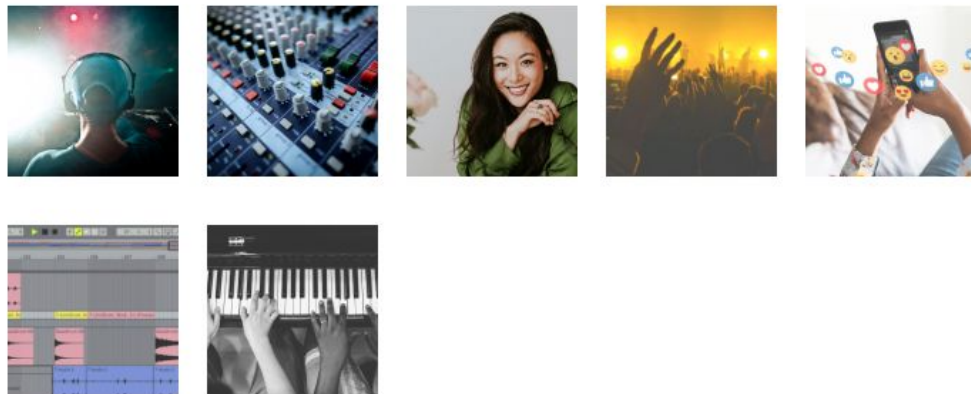
Collapse (Text)

Back

Play (video)

Help

Expert Profile Photos

In-App Images

Onboarding Images

Note: all free, public domain images are from https://www.rawpixel.com/

Usage

❏ Profile photos are rounded, which distinguishes them from other in-app images.

❏ Newsfeed posts should display no more than two images next to one another.

❏ Pages results card images should not fill the entire card, in order to not obscure text.
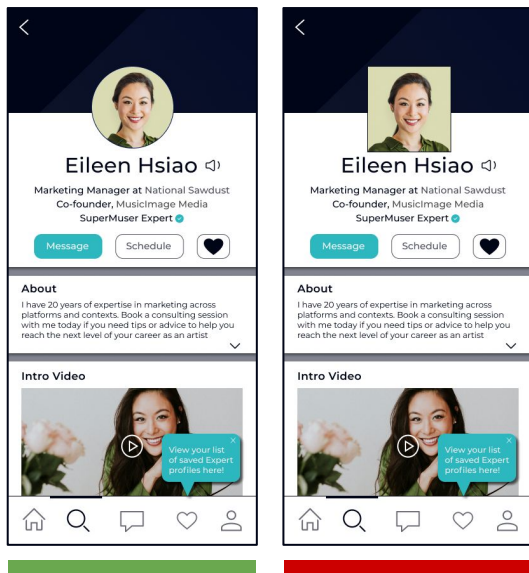
Profile photo is not circular
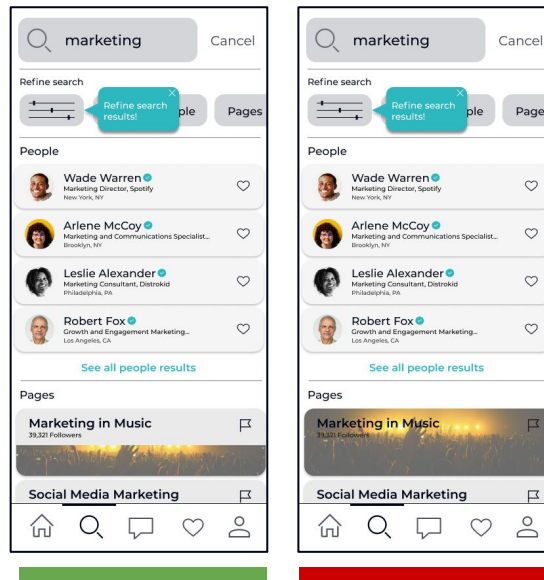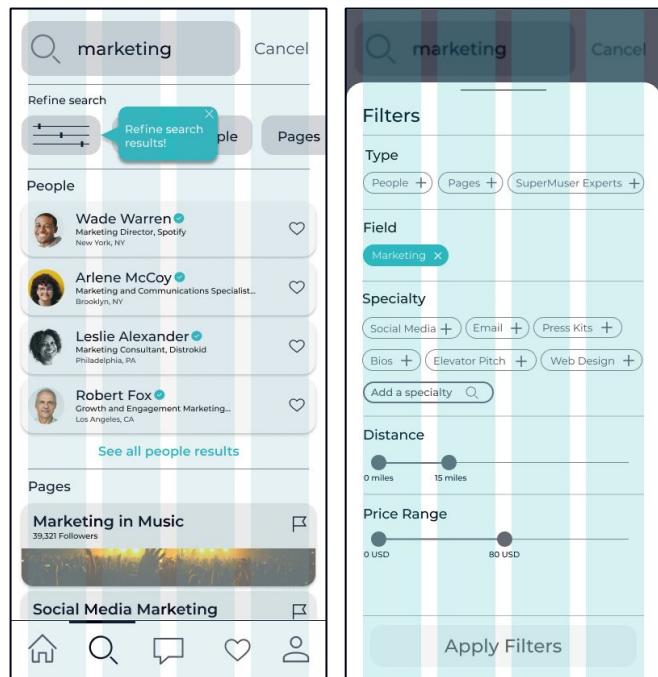

Page result card image obscures text
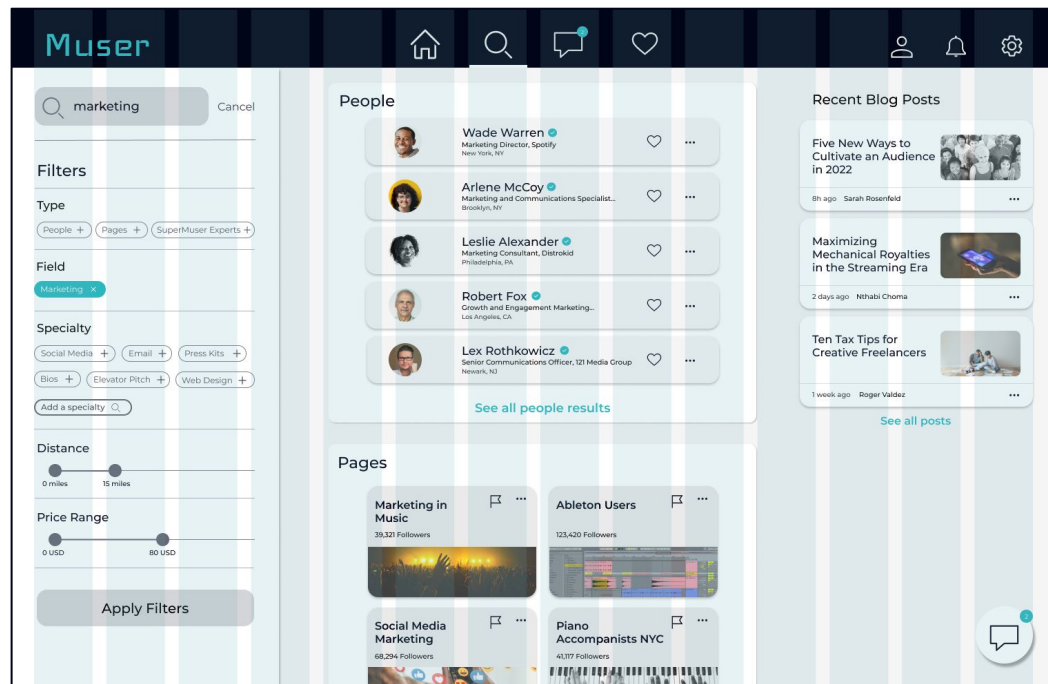
Mobile: 4 column grid
Column width: 72 px
Gutter/Margin: 20 px

Desktop: 14 column grid
Column width: 84 px
Gutter: 20 px, Margin: 32 px

Muser's copy aims for **clarity** above all else: incisive and to-the-point without an excess of language or description. Implicit in this goal is that the app itself is intuitive enough to not require too much explanation with its copy.

That being said, the tone of Muser's copy is not unfriendly: the use of casual/conversational language within onboarding contexts and in-app confirmation banners, etc. is meant to create a feeling of **approachability**, putting Muser's target users at ease and encouraging trust.

General Content Rules:

- ❏ **Write for mobile.** Keep in mind how your content will look within mobile real estate, and then adapt accordingly for desktop dimensions.

- ❏ **Be platform agnostic.** Avoid device-specific instructions like "swipe," "tap," or "click."

- ❏ **Use contractions.** Emulate conservational language by using "you're" or "it's," for example.

- ❏ **Keep sentences short.** Aim for no more than one adjective per description to preserve clarity.

- ❏ **Adapt English colloquialisms for non-English-speaking users.** Try to avoid too many idioms that are not easily translatable.

At Muser, we are committed to providing an easy, intuitive, and delightful experience for **everyone**, including people who experience different physical and cognitive disabilities. In order to adhere to this goal, we use Intuit's **POUR** guidelines:

Perceivable. Can our content be easily seen and processed?

- ❏ Include descriptive alt text for images, diagrams, and icons
- ❏ Use a contrast checker to make sure foreground and background elements meet standards
- ❏ Differentiate linked text from body text, or consider a link shortener service
- ❏ Consider perceivability when selecting type sizes, weights, and spacing

Operable. Are interactions and touch targets easily usable?

- ❏ Make sure buttons/CTAs are large enough to tap
- ❏ Separate interactive content from purely informational content on each screen
- ❏ Present errors clearly, using more than just color to signal

Understandable. Can content and interactions be easily and quickly understood?

- ❏ Avoid jargon, dense language, and long sentences
- ❏ Break up text blocks with images, illustrations, or diagrams
- ❏ Use bullet points or space text adequately to make it easy to scan

Robust. Ensure content operates quickly and seamlessly across devices.