# Integreat: Design Approach Explanation

This document provides detailed information about a new design approach for the Integreat app.

This design approach was influenced by the Google Material Design Guidelines, the current Integreat app, two intercultural user studies with over 85 participants and the design of other popular smartphone apps.

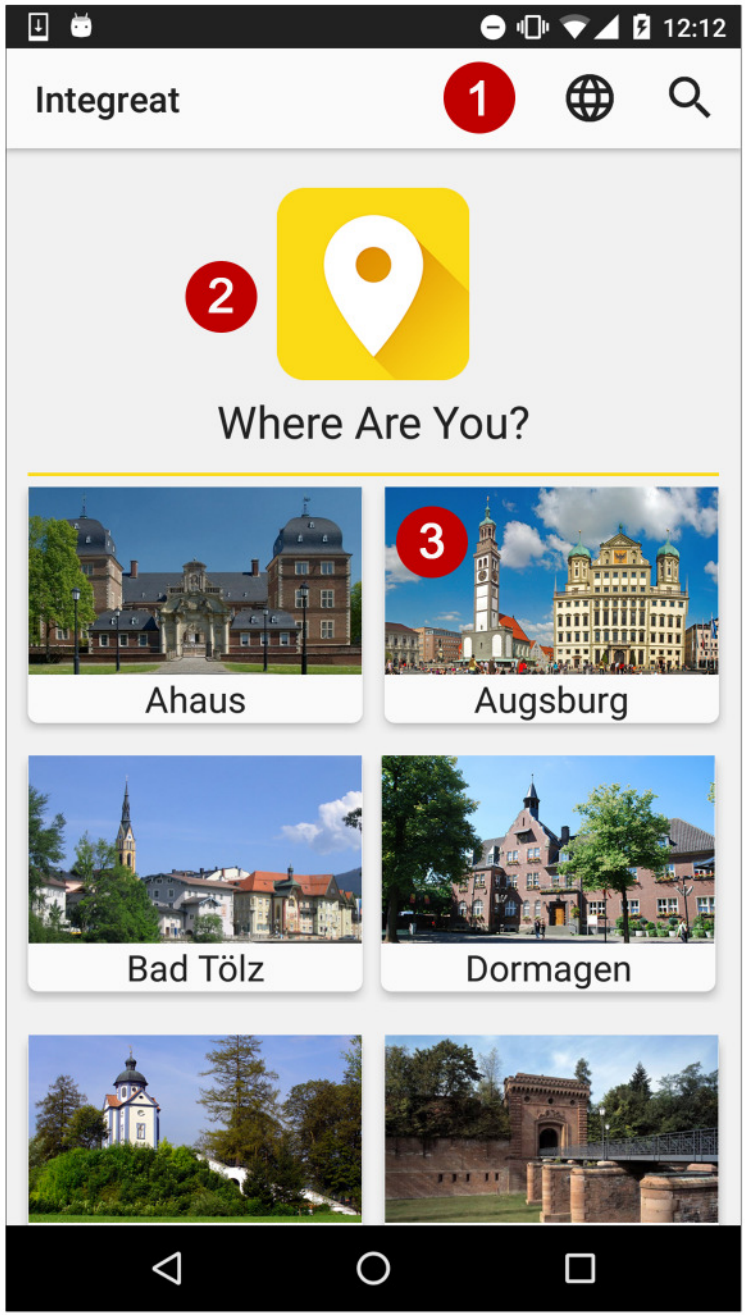
**SplashScreen:** This screen pops up, after user started the app. It will be displayed for 3 seconds. Then the user will be forwarded automatically to the next screen.

The SplashScreen povides a better brand recognition and indicates to the user that the app just started. SplashScreens are also used by a variety of other popular Apps.

1 **Background:** The „Integreat Yellow“ is used as background color.

2 **Integreat Logo:** The Integreat Logo is used here, as most other apps also provide their main logo at the SplashScreen.

The shadow of the logo is adjusted, so that it blends into the background. This avoids ugly borders between the shadow and the background.




**SelectLocation:** This screen provides the possibility to select the current location of the user.

1 **Toolbar Icons:** Both icons follow the material design icon guidelines and are the standard Google icons for „language“ and „search“. The user interaction with both icons will be explained later.

2 **Screen Icon:** This icon indicates the purpose of the screen: In this case the possibility to select a location. It makes it easier for the user to understand the intention and the function of the screen and therefore will be used also in other screens of this design.

The icon color, background and shadow follow the Integrate Logo style.

The icon itself is the standard Google icon for „location“ and is often used in maps or adresses.

3 **City CardView:** Each City/Region gets its own CardView. The overall style of the CardView is based on the current Integreat App and findings of the first design evaluation. The picture and name of the city are displayed on a brighter background that has the same color as the toolbar. Also each CardView has a small shadow that lets it hover over the overall background. That makes it easier for the user to recognize the different elements.

**SelectLanguage:** This screen provides the possibility to choose one of the provided languages.

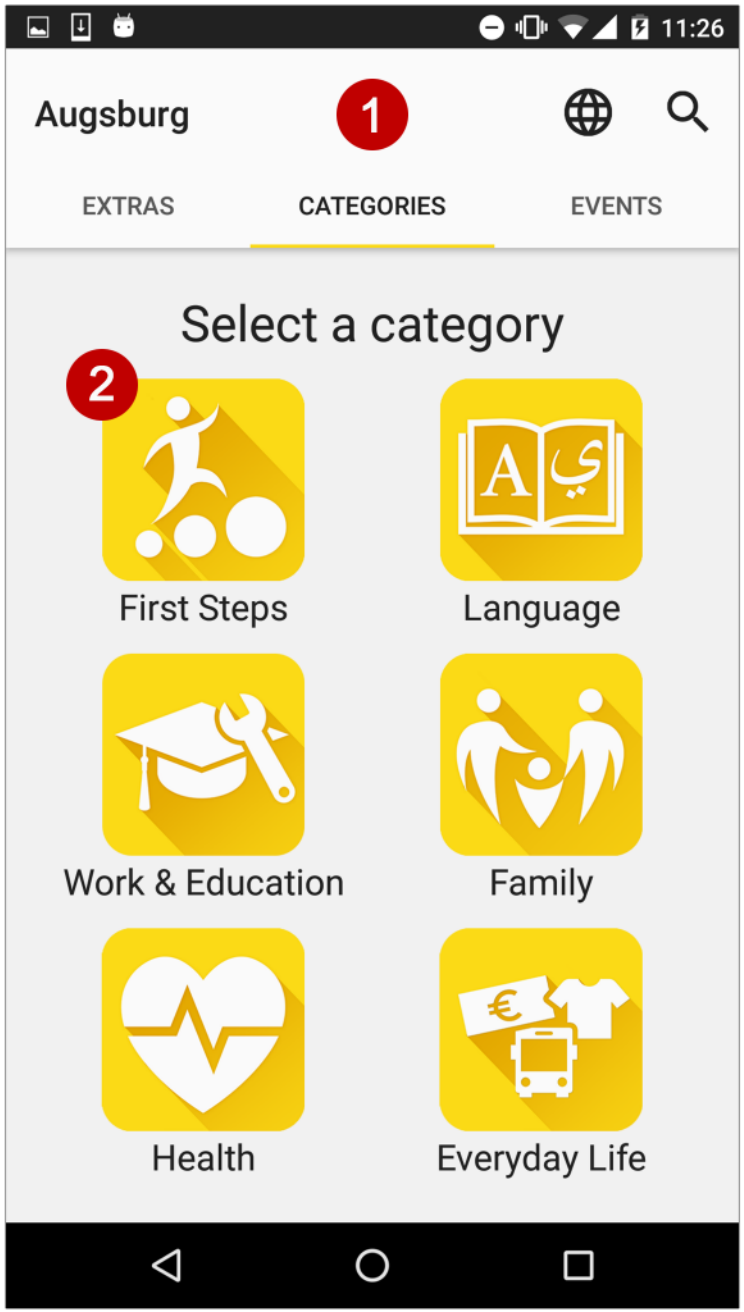
1 **Overall Background:** The color of the overall background is slightly darker then the background color that is used for the CardViews and the Toolbar.

This darker background has the visual effect that the other elements pop out and attract users intention more intuitively.

2 **Yellow Divider:** This „Integreat Yellow“ colored line divides the screen in two parts. The upper part provides orientation for the user and explains the porpose of the screen. The lower part shows the CardViews and is the part where the user can select one of the provided options.

In general: the „Integreat Yellow“ color is often used in this design as a „accent color“. This „accent color“ follows the material design guidelines and is used for visual dividers, selected options or colorfull accents.

3 **Language CardView:** The design for the different CardViews follow the guidelines of the City CardViews.




**SelectCategory:** This View provides an overview of the different categories, according to the „6+2 Concept“. The user has the possibility to select a category and acess the desired information.

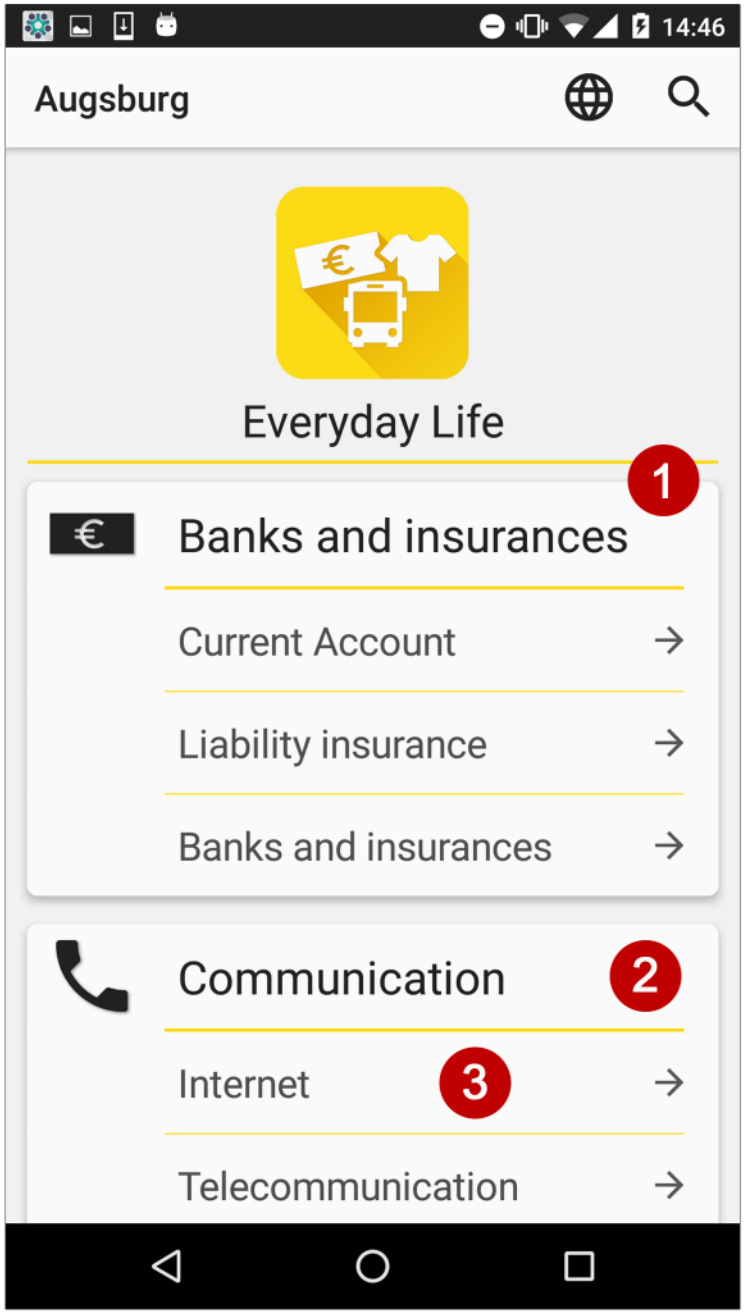
1 **Toolbar:** View provides the possibility to swipe left and right, to access further information like Events or Extra services.

**Toolbar Colors:** Background Color is a very light grey, like background of CardView elements in previous views. Due to the size of the toolbar, a light and bright color is used. Colors like the „Intgreat Yellow“ or the orange tone that is used in current app, look too heavy. Bright Toolbars are also used in other popular apps: AirBnB, Twitter, Ankommen.

The text elements of the unselected swipe views will be grayed out slightly.

2 **Icons:** Iconset for categories was evaluated by over 65 test persons of three different cultural backgrounds (Arabic, African, Western). The provided icons represent the best fitting symbols for each category in the user study.

The colors, shadows and backgrounds are based on current Integreat App logo to provide a better brand recognition. The „Integreat Yellow“ background also makes it easier to recognize the icons.




**CategoryList**: This screen provides the different subcategories and topics related to the respective main category

1 **Subcategory CardView**: Each subcategory is displayed on a single CardView. This provides an intuitive grouping of the respective content.

Similar to the other CardViews, each subcategory pops out of the main background, due to the lighter color of the CardView.

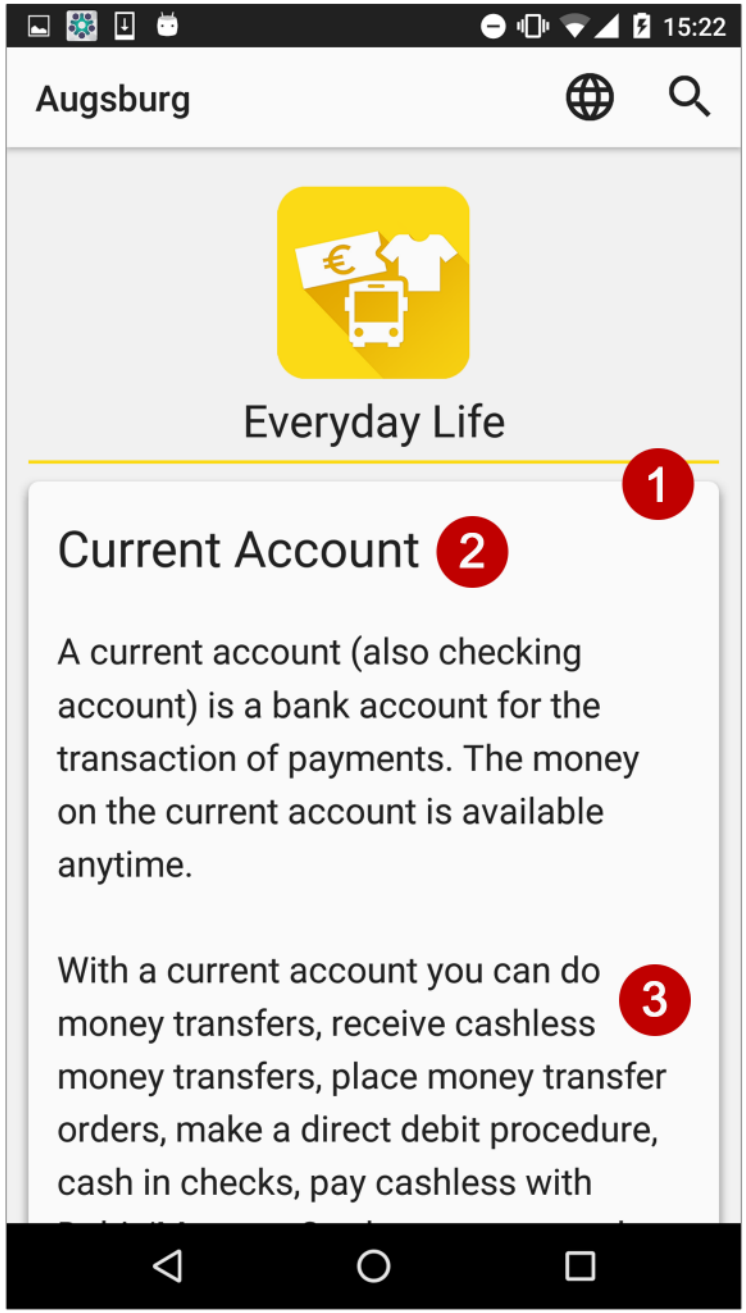
2 **Subcategories**: Each subcategory got a specific and precise icon. These icons are the outcome of the previous evaluation. The icons are surrounded by a slight shadow and therefore seem to hover over the CardView.

The headline of each subcategory is slightly bigger and darker then the headlines for each topic.

3 **Topics**: Each topic has a single row within the respective subcategory block, whereby it is bordered by yellow dividers.

A small arrow indicates that the user can click on each of the topics to receive further information.

Only the headline of each topic will be displayed to avoid unnecessary information.



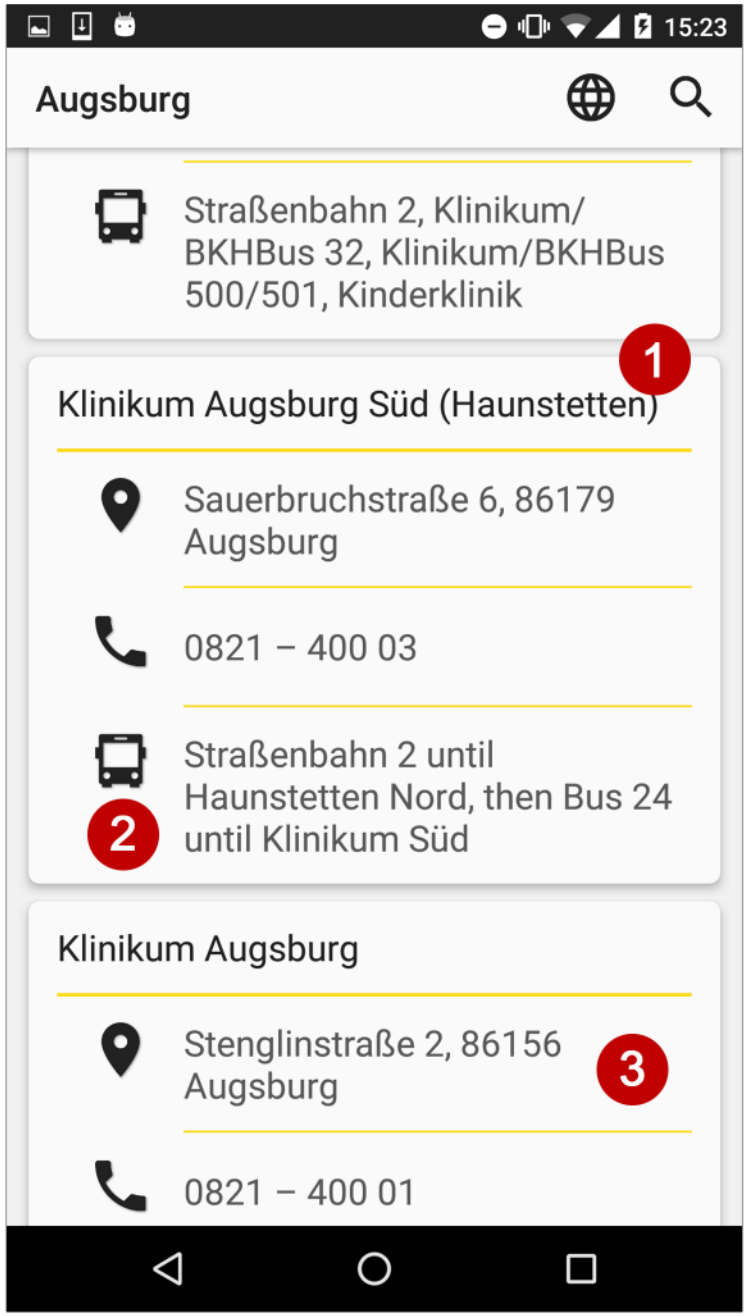

**Text:** This screen provides the textual information of a specific topic.

1 **Text CardView:** The acutal information of the content is presented on one single, scrollable CardView that provides the same visual features as the other CardViews.

2 **Text Headline:** The Headline of the text is bigger then the normal text.

3 **Text:** The normal text provides a bigger spacing between the lines and also more whitespace between the different text blocks. This leads to a better readability.

This text, along with all other text in this design approach, is displayed by the Google Roboto font. This font is designed to provide a good readbility on smartphone screens. Furthermore, it is the common Google App font and therefore well known by the users.




**Address:** This screen provides different addresses.

1 **Address CardView:** Each address is displayed on a single CardView. This provides an intuitive grouping of all provided information for each address.

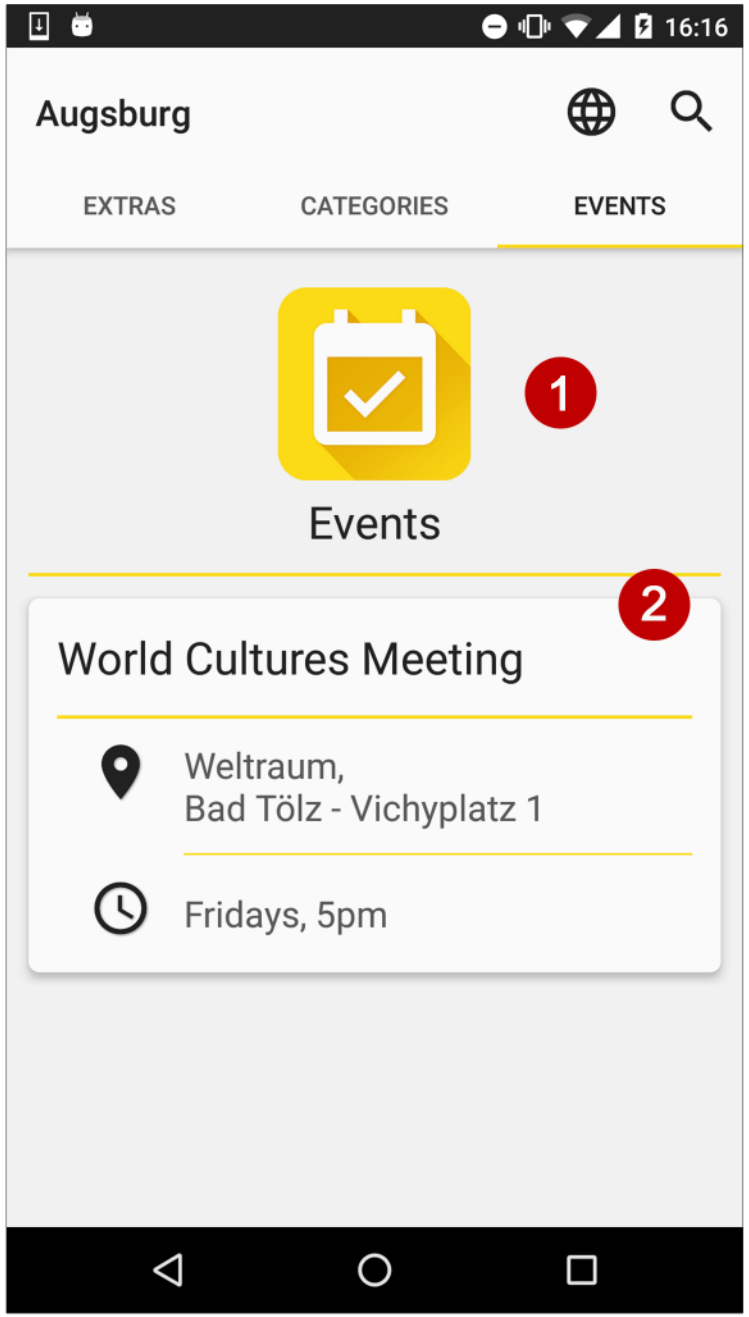
2 **Subcategories:** Each subcategory got a specific and precise icon. These icons are the outcome of the previous evaluation. The icons are surrounded by a slight shadow and therefore seem to hover over the CardView.

The headline of each subcategory is slightly bigger and darker then the headlines for each topic.

3 **Topics:** Each topic has a single row within the respective subcategory block, whereby it is bordered by yellow dividers.

A small arrow indicates that the user can click on each of the topics to receive further information.

Only the headline of each topic will be displayed to avoid unnecessary information.

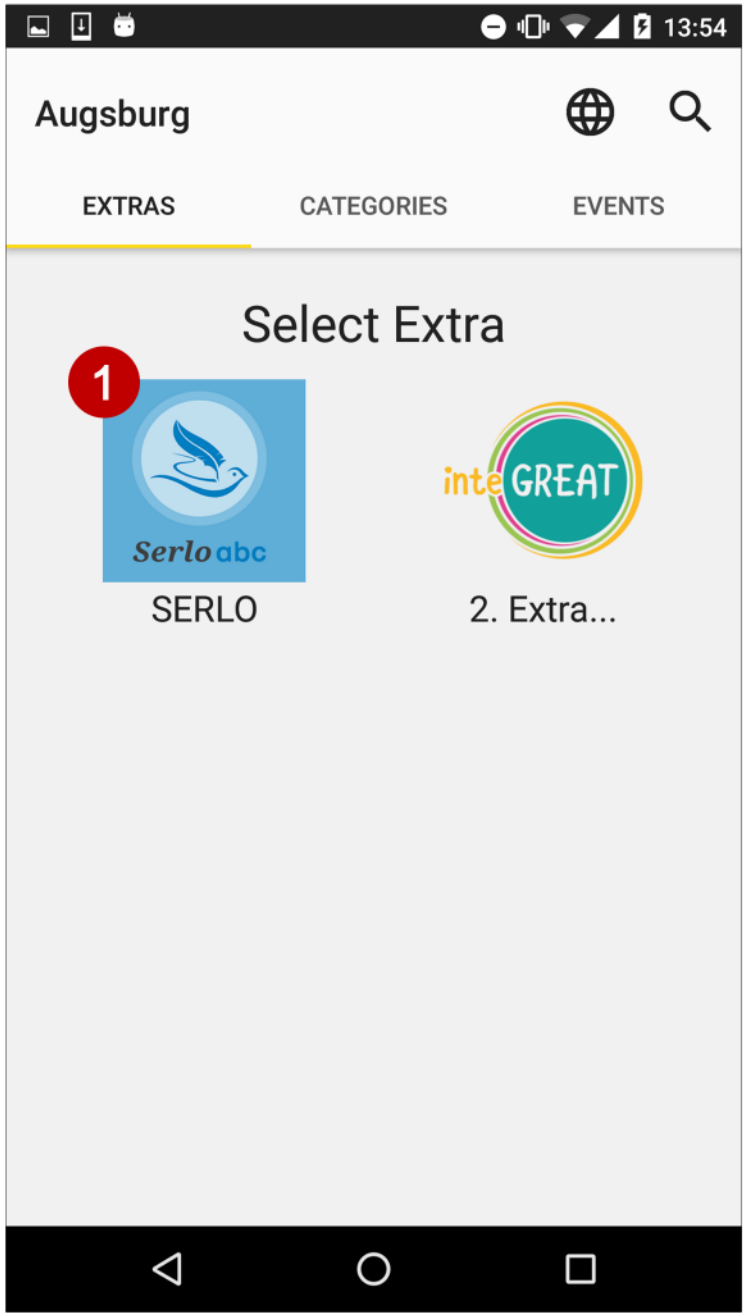



**Events:** The events screen can be displayed by swiping right on the main level. All events for the respective city/region will be displayed here.

1 **Event Icon:** The event icon area provides orientation for the user, similar to other screens in this design approach.

The icon itself is the common Google icon for events and therefore well known by the users.

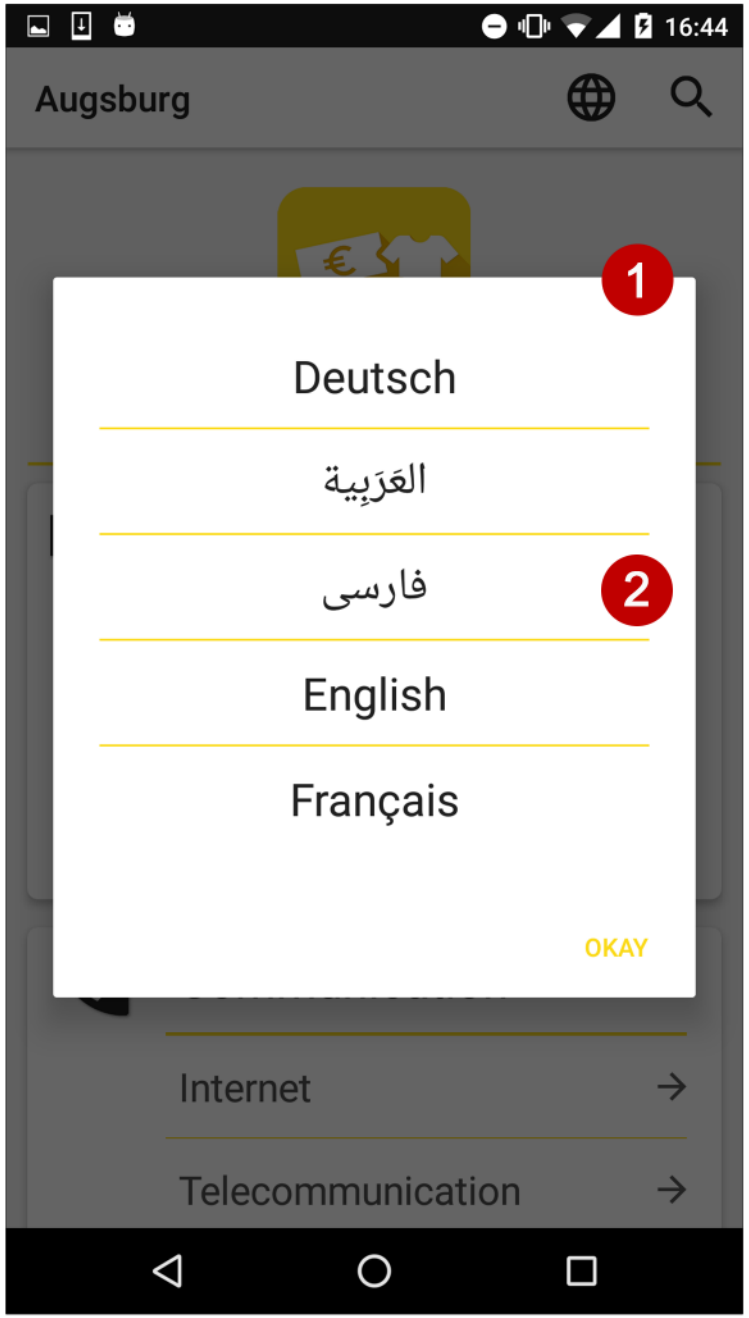
2 **Events CardView:** Each event is displayed on a single CardView, similar to the visual representation of the addresses or subcategories.




**Extras:** The extras screen can be displayed by swiping left on the main level. All extra services for the respective city/region will be displayed here.

1 **Extra Icons:** Each icon represents one addition service that can be reached by touching the icon.

The structure of the screen is similar to the screen where the user can select one of the provided categories.

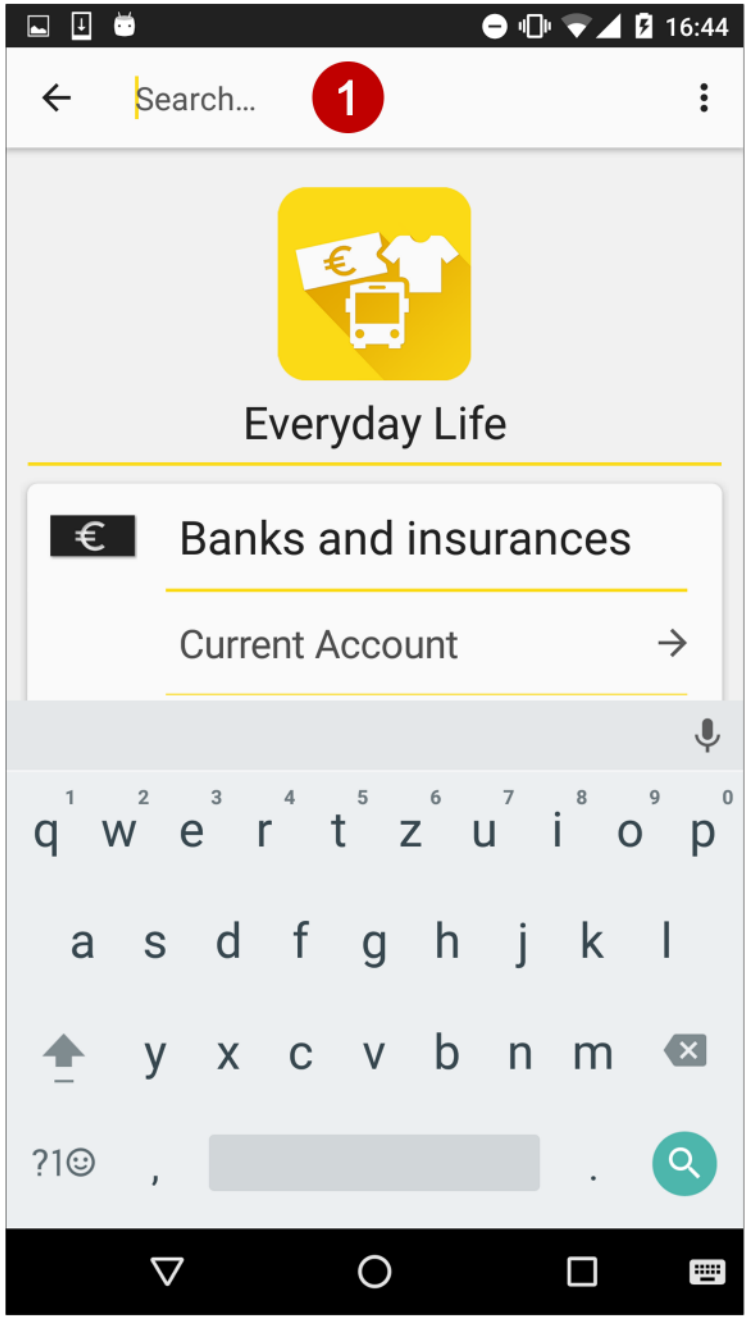



**ChangeLanguage:** In order to change the current language, the „langauge“ icon within the toolbar can be used. By touching it, the langauge dialog will appear.

1 **Change Language Dialog:** The dialog provides the different languages that are provided. The dialog itself pops out, by greying out the background of the entire screen.

2 **Change Language Dialog Items:** Each row represents one language that is separated by a yellow divider.

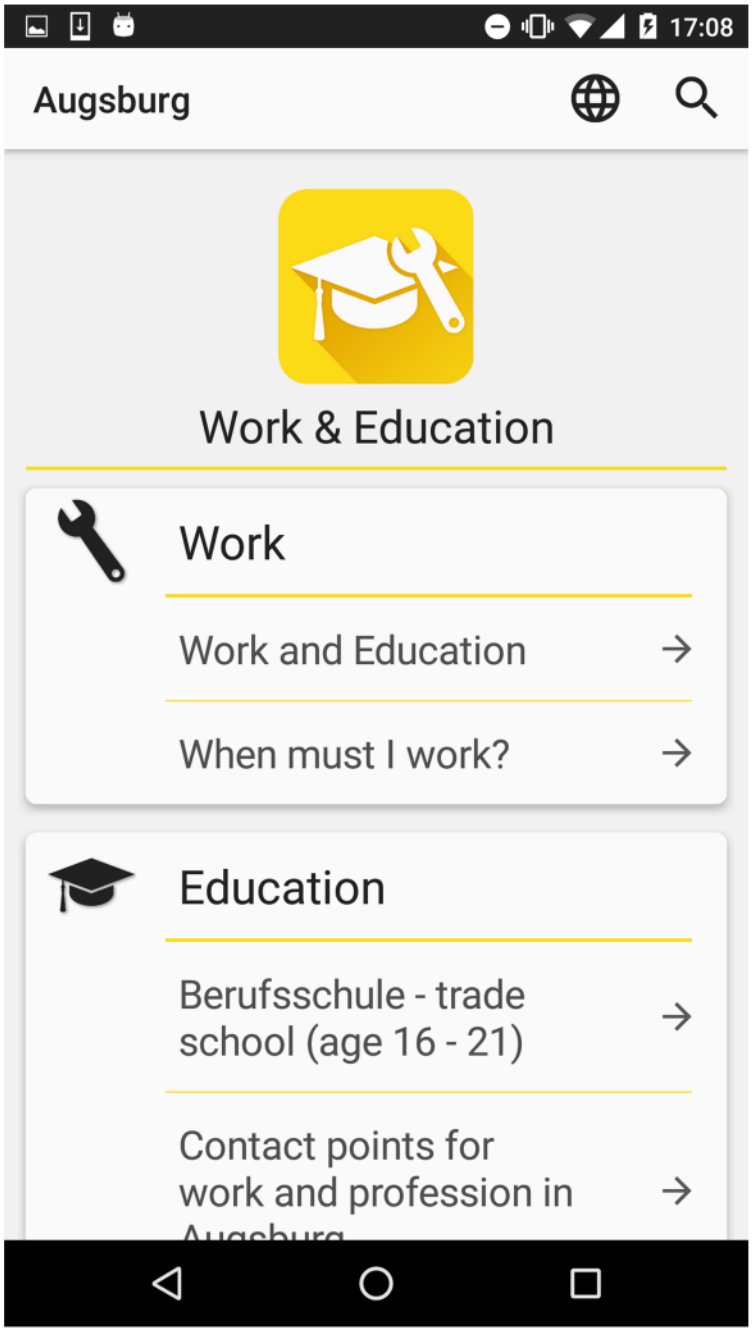
The texts for each langauge are centered. Therefore, all textes look aligned but can be read from left to right (LTR, all western languages) or right to left (RTL, all arabic languages).




**Search:** In order to search the provided content, the „search“ icon within the toolbar can be used. By pressing it, the search dialog will appear in the toolbar.

1 **Search Dialog:** In order to seach for a specific content, the search term can be typed directly into the toolbar.

This has the advantage, that no extra search field has to be embedded into the screen layout.



**RTL Layouts:** When Arabic or Farsi is selected, all screens need to be mirrored.

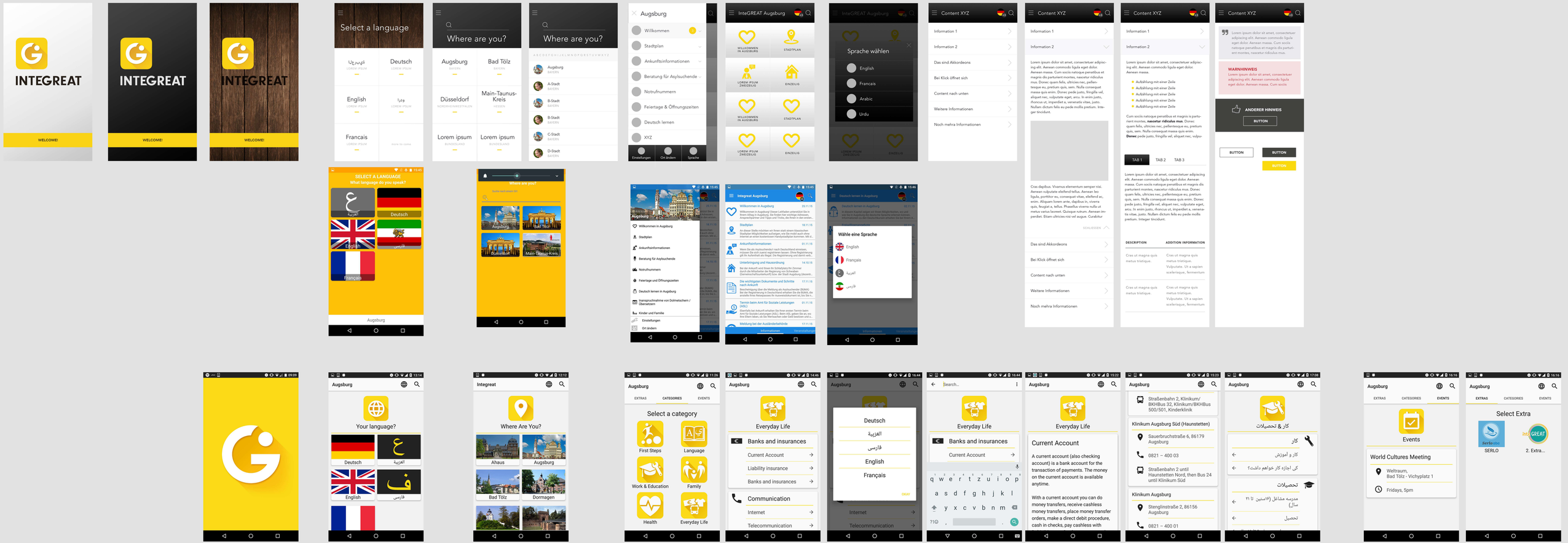
1

**Category Titles:** All category titles are centered, to avoid LTR / RTL issues.

2

**CardViews:** All the CardViews and other elements need to be mirrord.

Also arrow icons need to point in opposite direction.


INTEGREAT
WELCOME!
Select a language
Deutsch
English
Français
Where are you?
Augsburg
Bad Tölz
Düsseldorf
Main-Taunus-Kreis
Lorem ipsum
A-Stadt
B-Stadt
C-Stadt
D-Stadt
Willkommen
Stadtplan
Ankunftsinformationen
Beratung für Asylsuchende
Notrufnummern
Feiertage & Öffnungszeiten
Deutsch lernen
XYZ
Einstellungen
Ort ändern
Sprache
InteGREAT Augsburg
Sprache wählen
English
Francais
Arabic
Urdu
Content XYZ
Information 1
Information 2
Das sind Akkordeons
Bei Klick öffnet sich
Content nach unten
Weitere Informationen
Noch mehra Informationen
SELECT A LANGUAGE
What language do you speak?
Wähle eine Sprache
Integreat
Your language?
Where Are You?
Ahaus
Dormagen
Everyday Life
Banks and insurances
Current Account
Liability insurance
Communication
Internet
Telecommunication
Select a category
First Steps
Language
Work & Education
Family
Health
Current Account
A current account (also checking account) is a bank account for the transaction of payments. The money on the current account is available anytime.
With a current account you can do money transfers, receive cashless money transfers, place money transfer orders, make a direct debit procedure, cash in checks, pay cashless with
Straßenbahn 2, Klinikum/ BKHBus 32, Klinikum/BKHBus 500/501, Kinderklinik
Klinikum Augsburg Süd (Haunstetten)
Sauerbruchstraße 6, 86179 Augsburg
0821 – 400 03
Straßenbahn 2 until Haunstetten Nord, then Bus 24 until Klinikum Süd
Klinikum Augsburg
Stenglinstraße 2, 86156 Augsburg
0821 – 400 01
کار & تحصیلات
کار
کار و آموزش
تحصیلات
Events
World Cultures Meeting
Weltraum, Bad Tölz - Vichyplatz 1
Fridays, 5pm
Select Extra
SERLO
2. Extra...