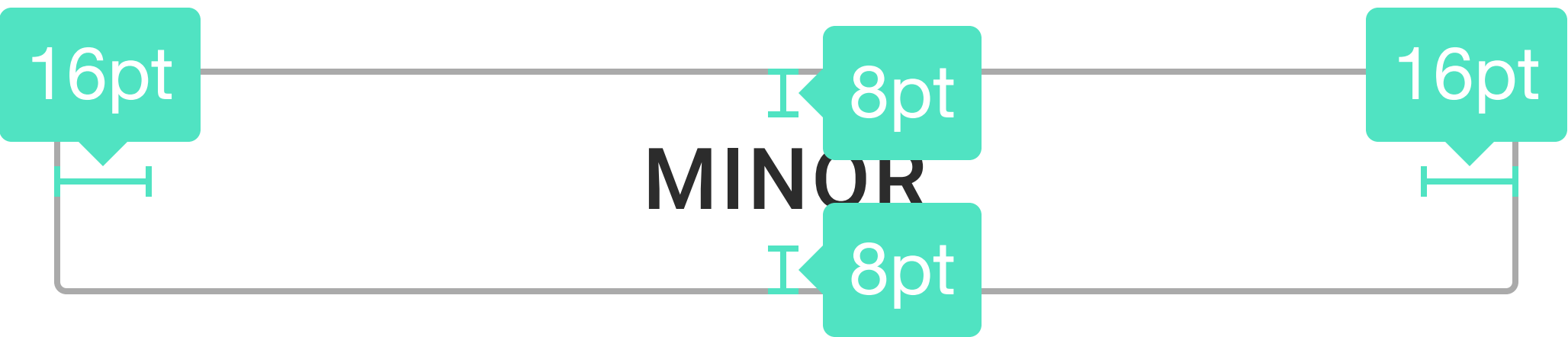
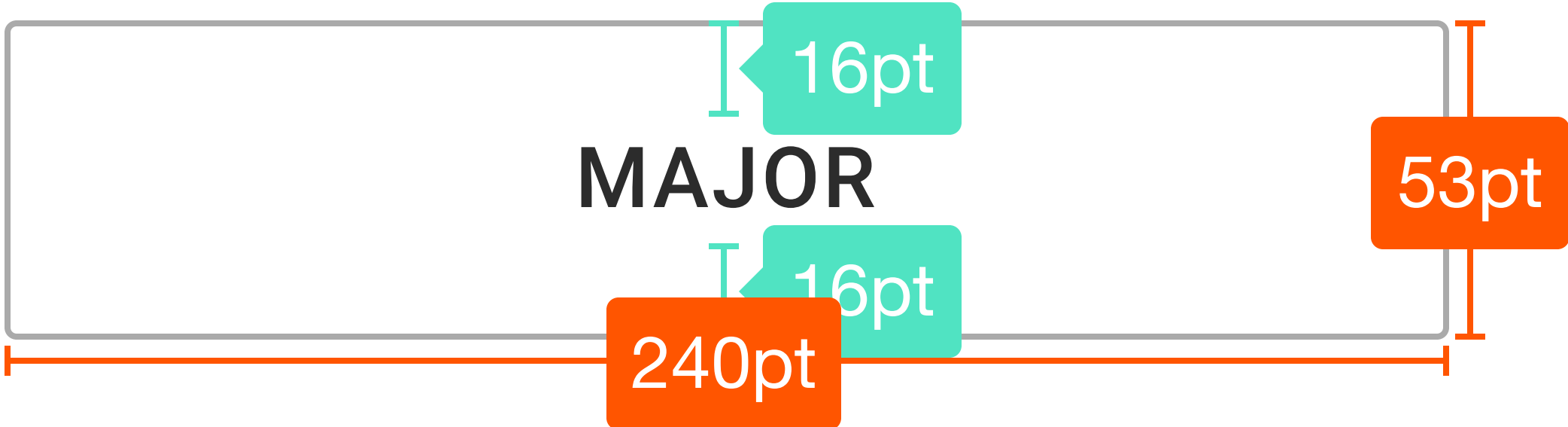
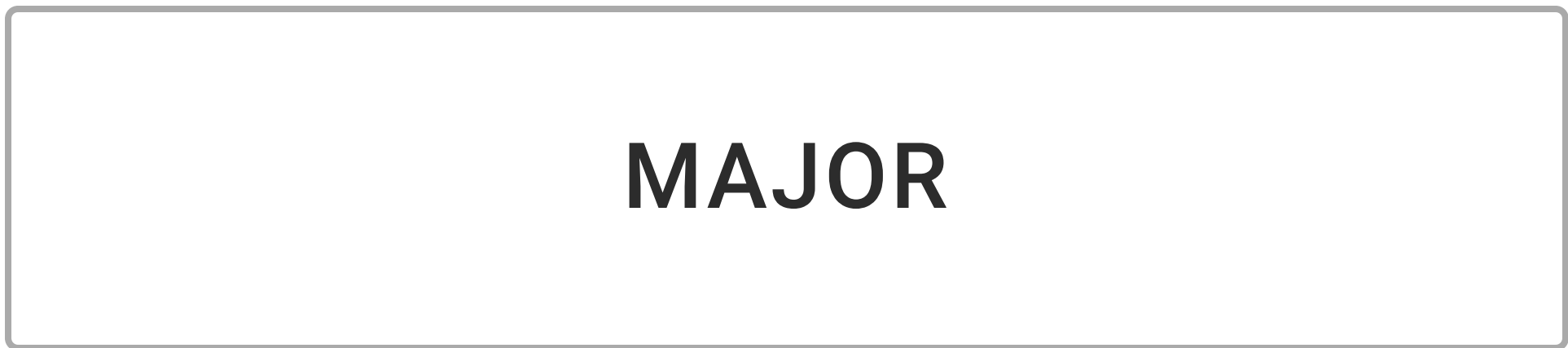
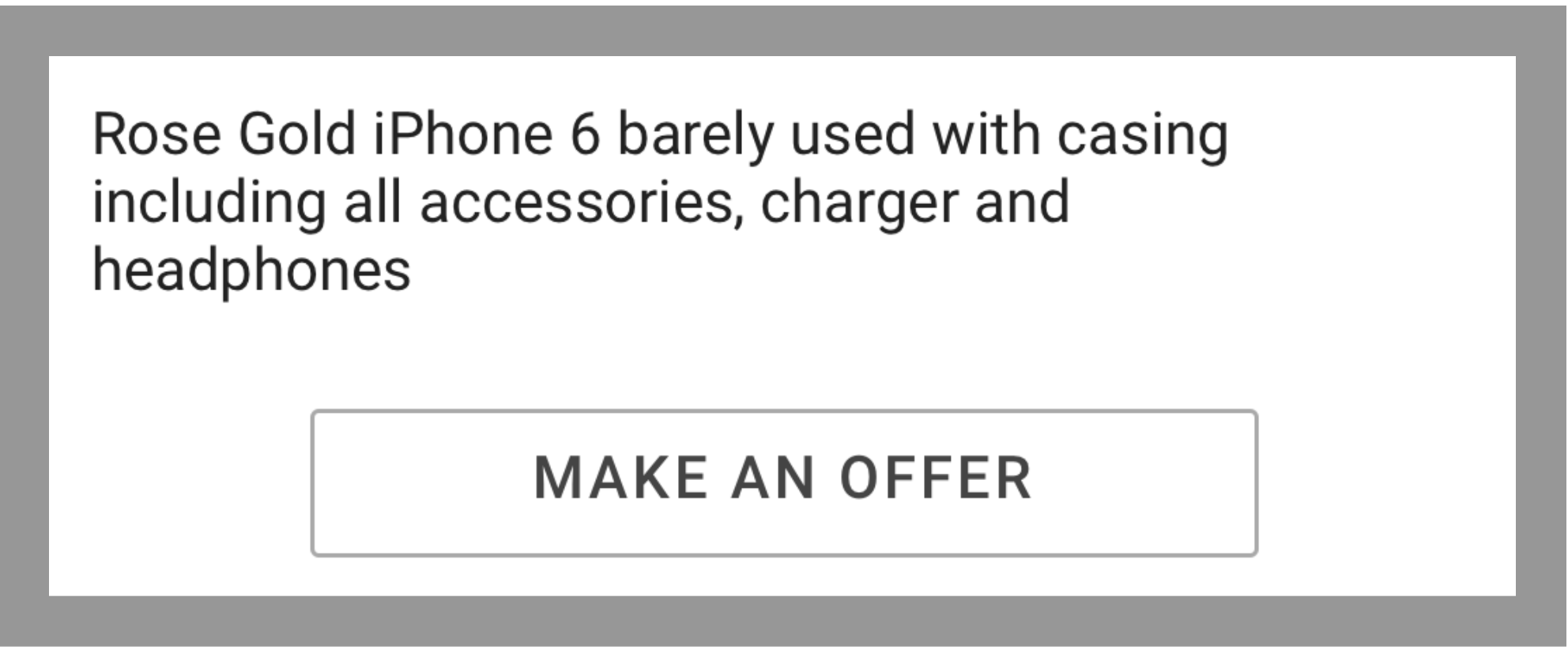
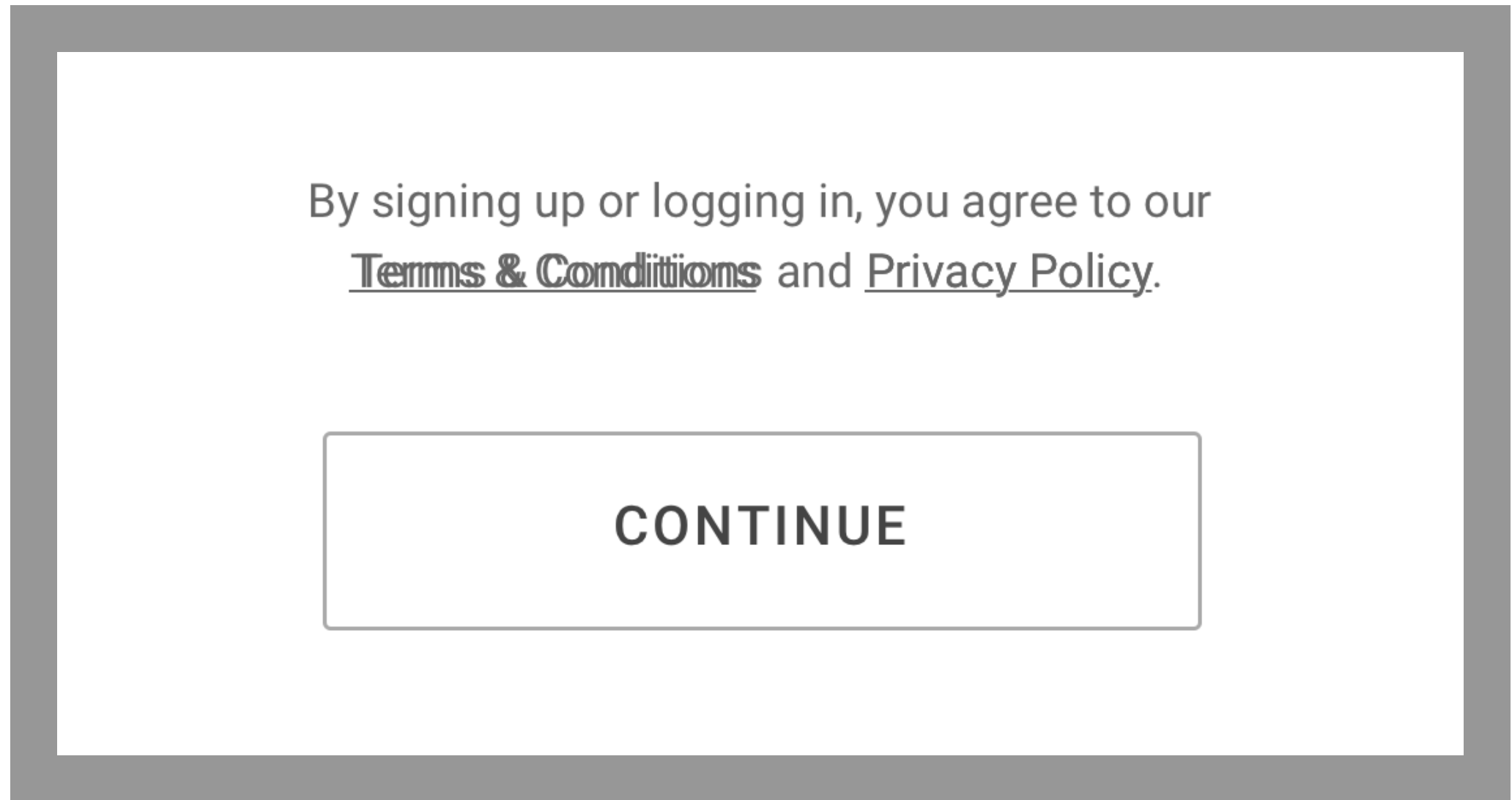


DEFAULT



EXAMPLES



Buttons are the most basic interactive element in an interface. They give users an immediate way interact with our system and tell us what they need.

Basic buttons in OLX are simple, minimalistic to maintain it’s neutrality as a basic building block that can be used for multiple executions.

Should there be cases where an action is temporarily disabled the whole button is greyed out.

A smaller version of the button is created for cases where there are multiple choices to distinguish between a primary action and a secondary action.

A smaller version of the button is created for cases where there are multiple choices to distinguish between a primary action and a secondary action.

COLORED / GREEN

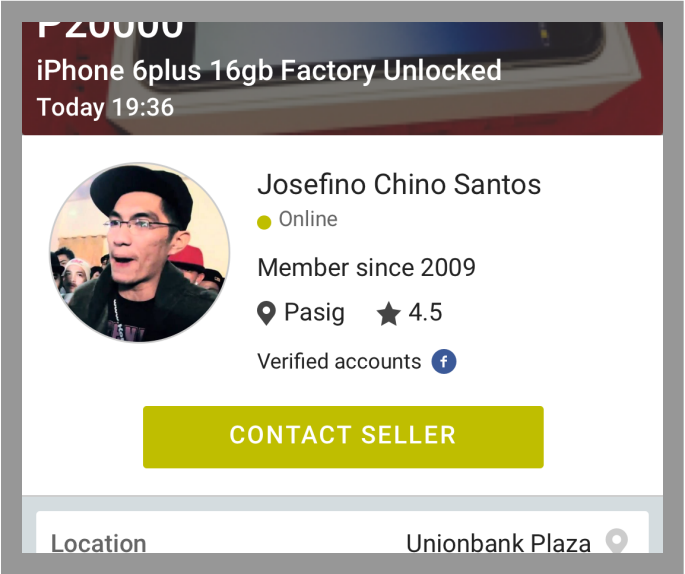
MAJOR

MINOR

In certain cases when an action is specifically tied to a theme or a flow, buttons colors are added to give better affordance to their intent.

Green buttons are commonly used for contact buttons and search actions

EXAMPLE



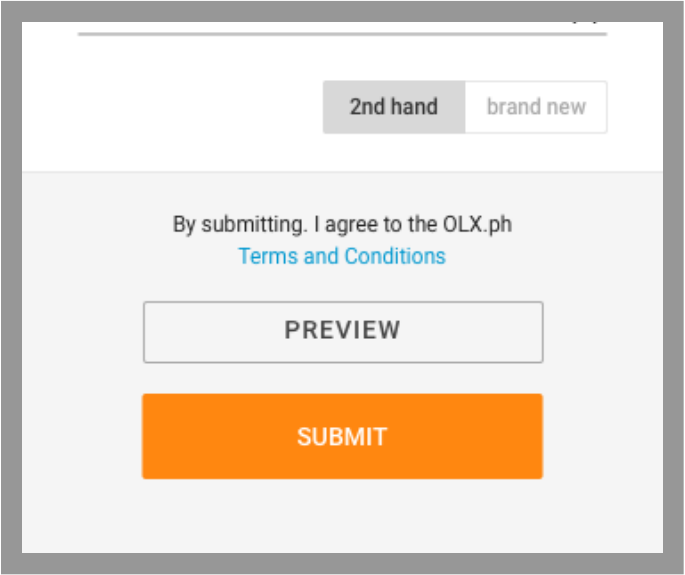
COLORED / ORANGE

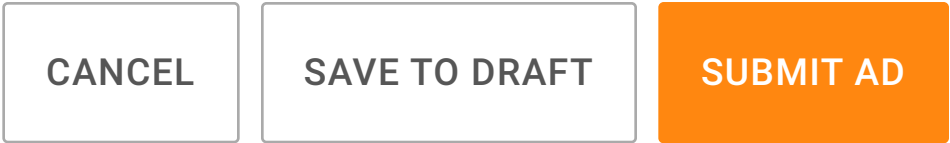
MAJOR

MINOR

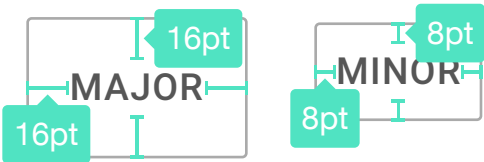
Orange buttons are used commonly used for instances of selling a ad submission.

EXAMPLE





In certain cases where there is enough space and we find the need to lay out multiple button choices horizontally, dynamic width buttons can be used. The widths of the buttons are dependent on their copy and is often used for button groups.



This is especially usefull when designing for tablet and desktop views where you can take advantage of larger screen real estate or empasize relationships between button actions.

TEXT BUTTONS

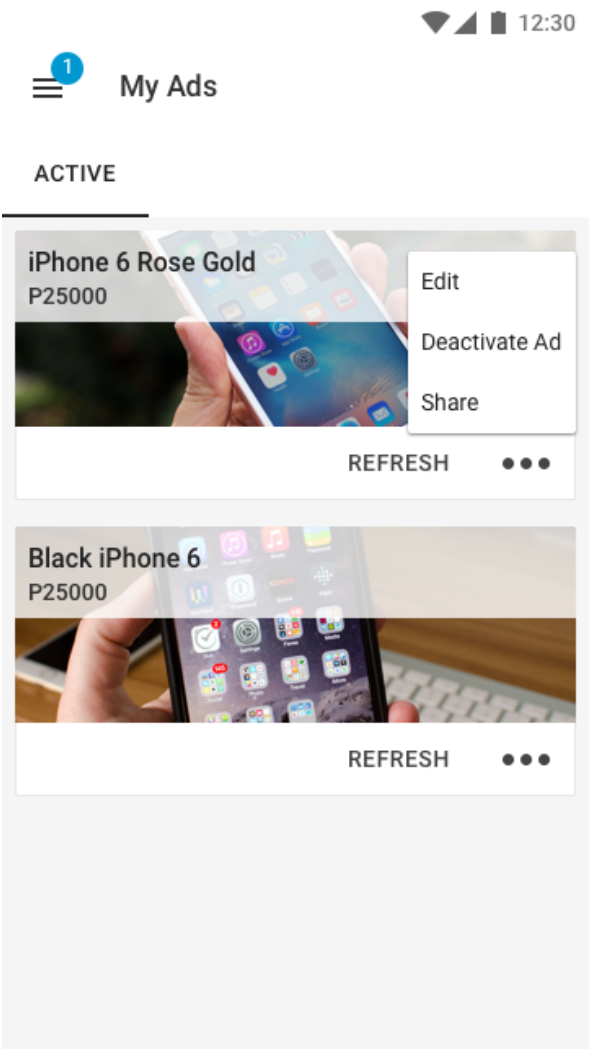
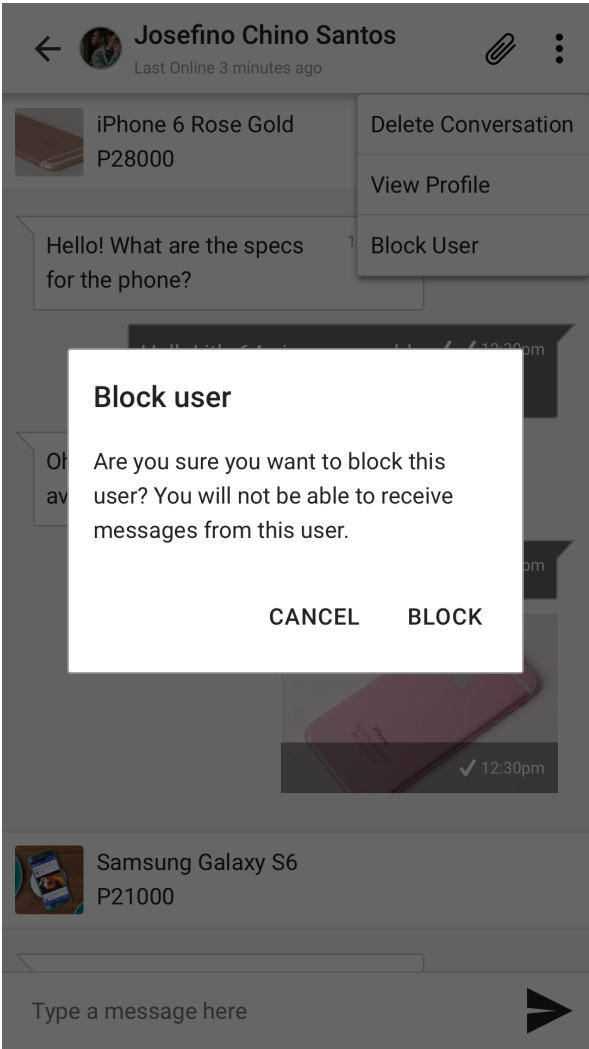


In cases where there isn't a lot of spaces but there are multiple actions for a use on a specific element, text buttons may be used.

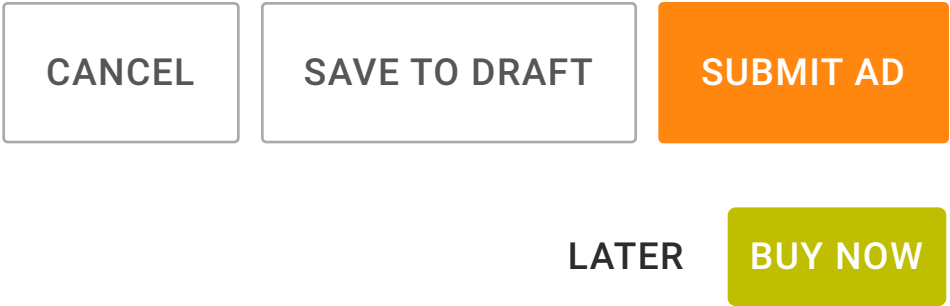


These are useful when adding actions in a horizontal layout inside card elements that have limited space. Remember to keep the button type styling.

EXAMPLE



BUTTON HIERARCHY



The three basic visual styles of buttons are **Default**, **Colored** and **Text**.

These can be combined to create a sense of hierarchy among button choices to emphasize a specific choice.

AVOID THIS



As such, it’s suggested to try and maintain a hierarchy of choices to help out the user.

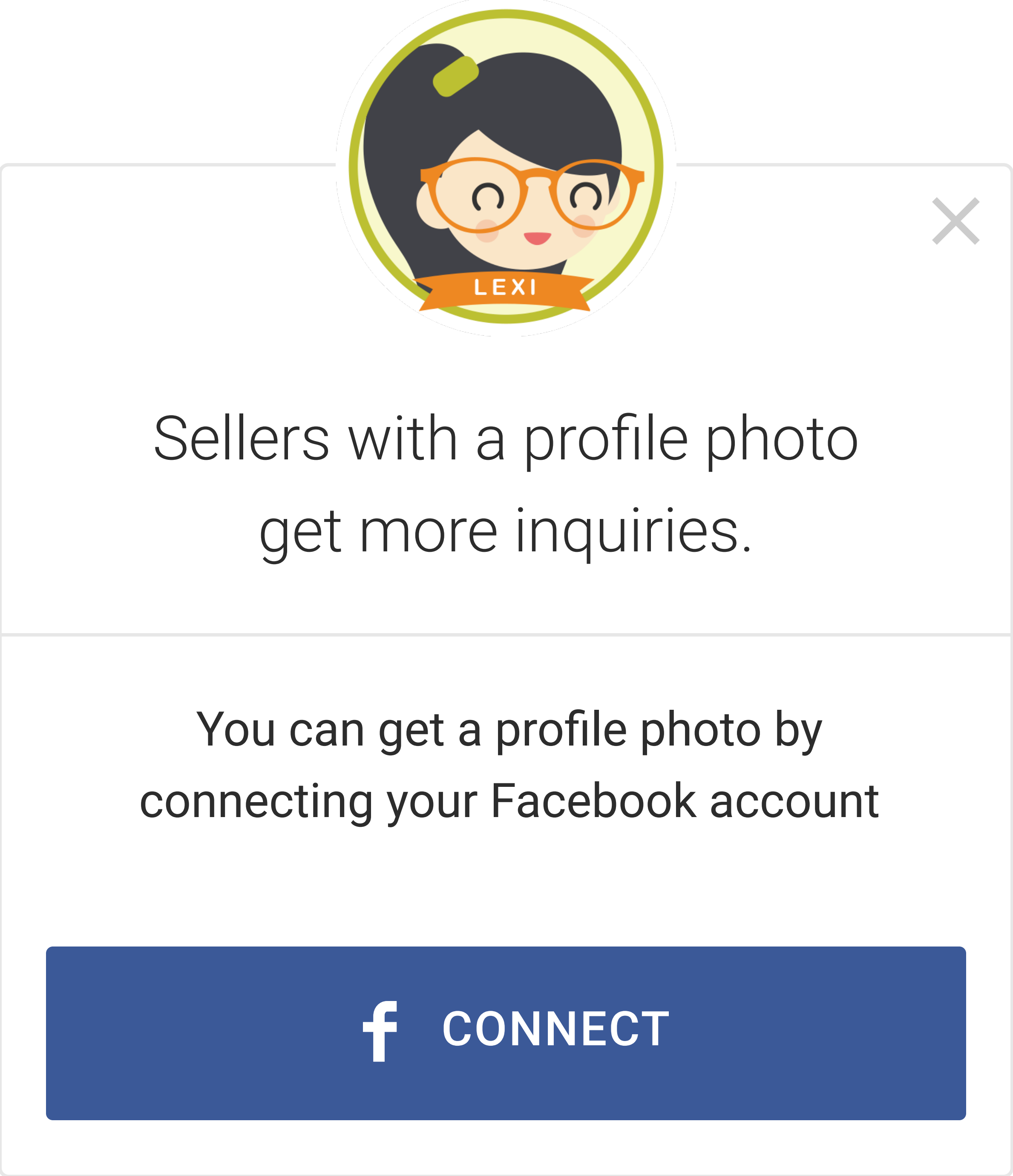
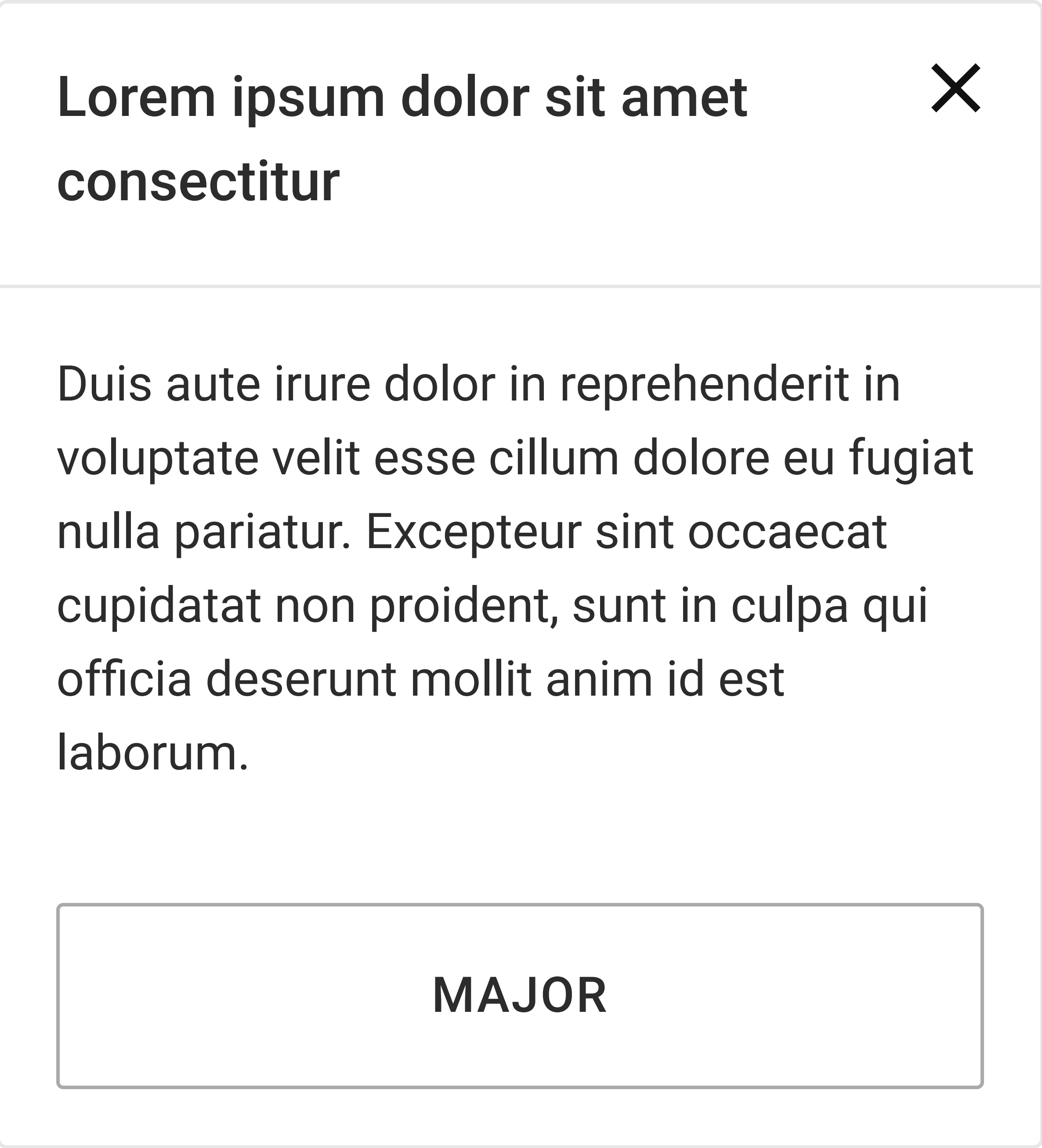
Limit emphasizing two of more actions using colored buttons.

Always try to keep button choices related to each other.

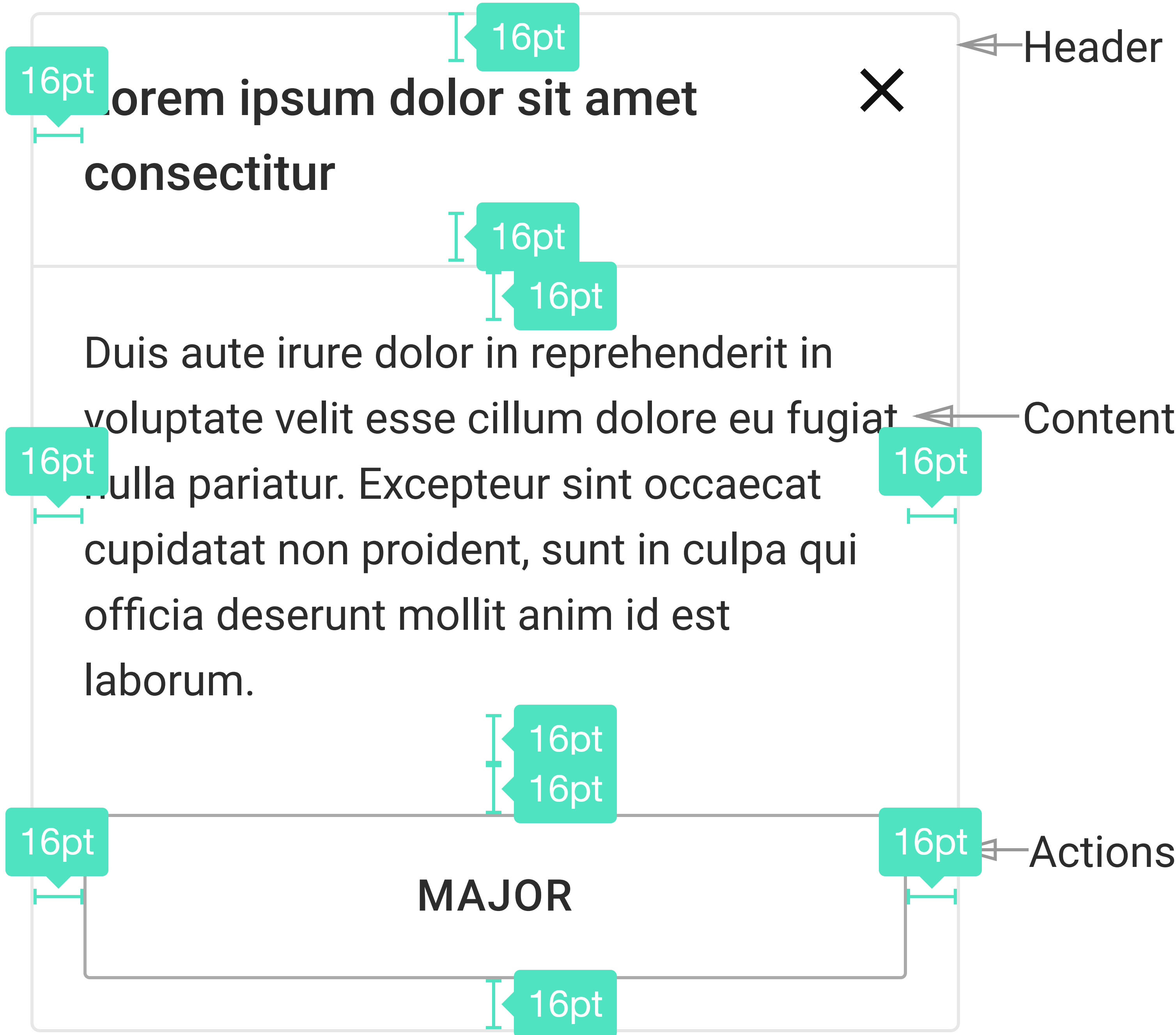


MODALS

Modals help show users information, choices and inputs or do specific tasks. They help focus the users attention to a specific context and task to make sure the user understands and completes it.



PARTS



Header

The header section shows the a short title which helps set the context or task. Titles for basic modals should be short but very descriptive never exceeding more than two lines. An ( X ) cancel button is also situated on the upper right which dismisses the modal.

Content

The main content Certain cases may see this replaced or have a photo in it.

Actions

The actions section show all the buttons for the user to complete the task on the modal. At the minimum actions will have at least one action ( OK ). As much as possible keep the number of actions to three to help maintain simplicity and minimize choice paralysis.

TWO CHOICES

In cases where the user has two choices – usually an affirmative or negative – two choices can be stacked on top of each other with the preferred option on top. Though a cancel button is located at the top right, there are instances where this may not be enough to or translate to the proper intent of the user.

✕

Lorem ipsum dolor sit amet  
consectitur

We will be recording data from your usage of the OLX beta app. This will be done so we can further improve our products and services .

AGREE

DISAGREE

THREE CHOICES

In cases where a user has more than two options, up to three buttons can be stacked on top of each other. It’s highly discourage to go beyond three to prevent choice paralysis. Should you need more options try to use a **List modal**.

✕

White Playstation 4 500 gig  
Final Fantasy XV bundle


You are contacting **Josefino** for his ad. Make sure to ask all pertinent information before meeting the seller. For faster transaction use our chat function.

CHAT WITH THIS SELLER

CALL

SMS

For instances that are generally more marketing driven such as promos or to illustrate a given context better, a photo banner maybe used instead of a title.




16pt

Sellers with a profile photo  
get more inquiries.


16pt

You can get a profile photo by  
connecting your Facebook account

 CONNECT

\* Remember to change the color of the ( X ) icon to white

In certain cases that we want to inform the user in a more personal manner, we can use the image of Lexi, OLX’s brand persona. Again the header changes to use a larger typeface along with the a circular avatar of Lexi in the middle.




16pt

Sellers with a profile photo  
get more inquiries.

16pt

You can get a profile photo by  
connecting your Facebook account

 CONNECT

For cases where more than 3 choices is required a list modal can be used instead

Share this

×

Share on Facebook

Share on Twitter

Share on Path

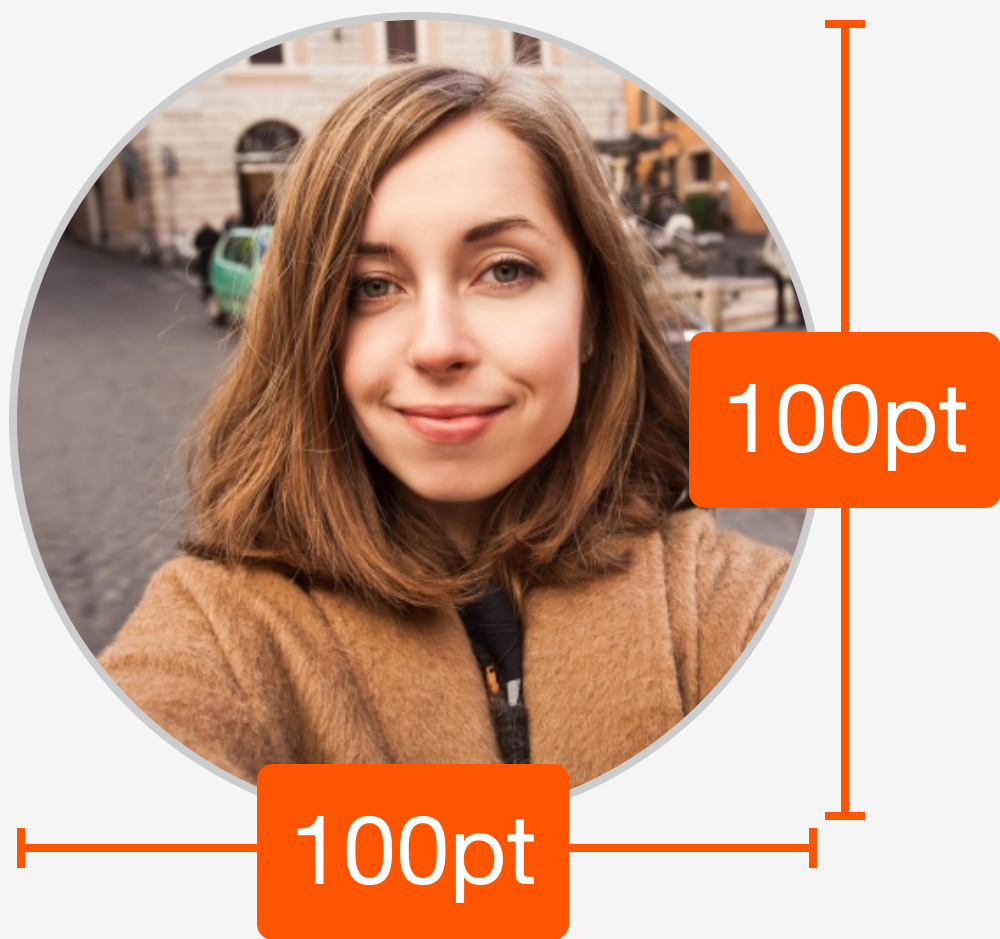
Send via SMS

Send via E-mail

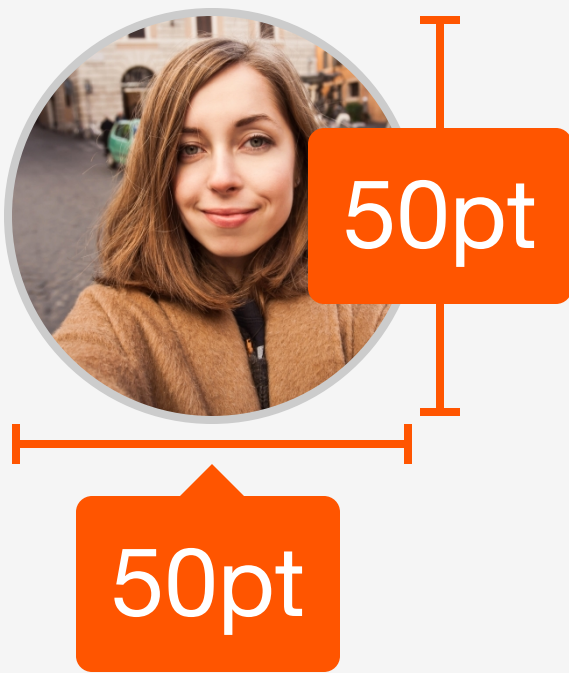
Copy URL



PROFILE PHOTO



Profile Image large



Profile Image Medium



Profile Image small

Display photos or avatar’s we’re re-added in the redesign of OLX to help support trust between buyers and sellers.

Before we wanted buyers to focus on the items rather than the seller to help increase engagement however this proved problematic with trust in a c2c environment.

Buyer’s want to know that there is a real person on the opposite end of an ad that they are inquiring about.

NOTIFICATION JEWEL

21

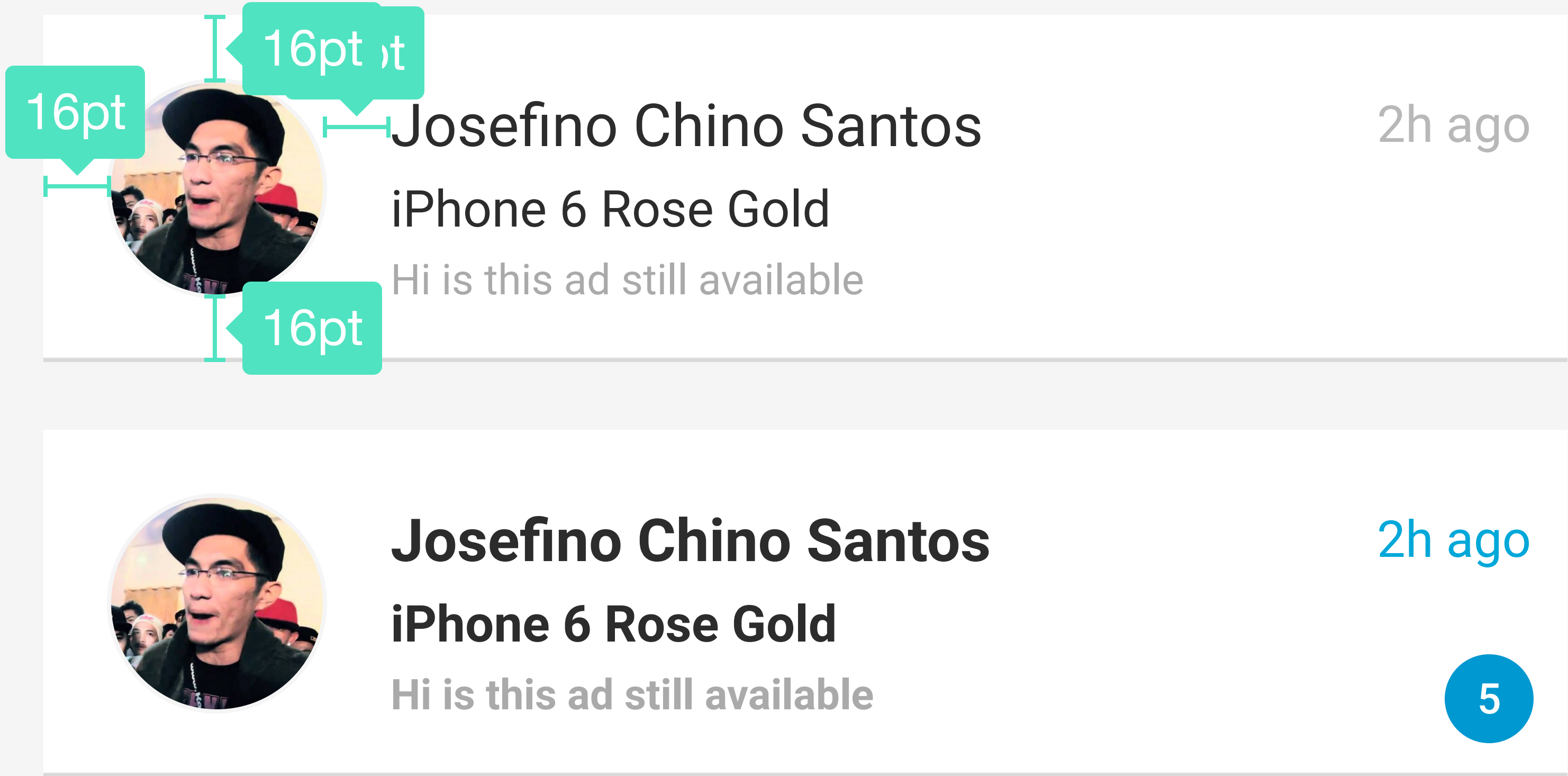
21

213

The notification jewel was changed from the old magenta red to the now lesser used blue.

As it is a used quite sparingly, it’s now used specifically for elements that need to a neutral call out (call outs that aren’t negative like a warning or an error).

Inbox lists



The inbox for chats uses list blocks for each chat thread.

Threads with updates in them have their text in bold with their timestamp in blue along with a notification jewel that shows the number of new messages.

This helps make it clear for users which threads are currently active and inactive.