



DESIGN DOCUMENTATION | INK TANK

By Fatema Malam

TABLE OF CONTENT

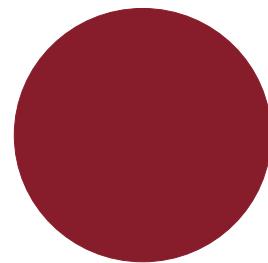
Design Documentation: Style Guide.....	3
I. Color Palette.....	4
II. Typography.....	6
III. UI Elements.....	8
IV. Iconography.....	12
V. Grids/Layout.....	13
VI. Imagery.....	14
VII. Tone of Voice.....	15
VIII. Interaction.....	16

DESIGN DOCUMENTATION

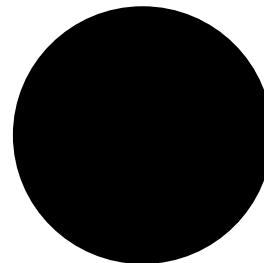
UI STYLE GUIDE

With solid typography, color, and imagery, I put together a style guide to ensure consistency throughout the design.

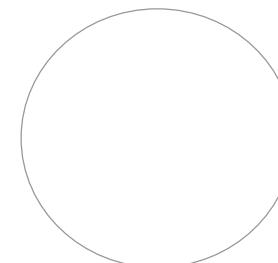
COLOR PALETTE



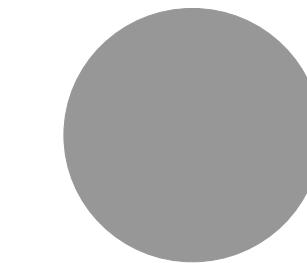
#871D2A



#000000



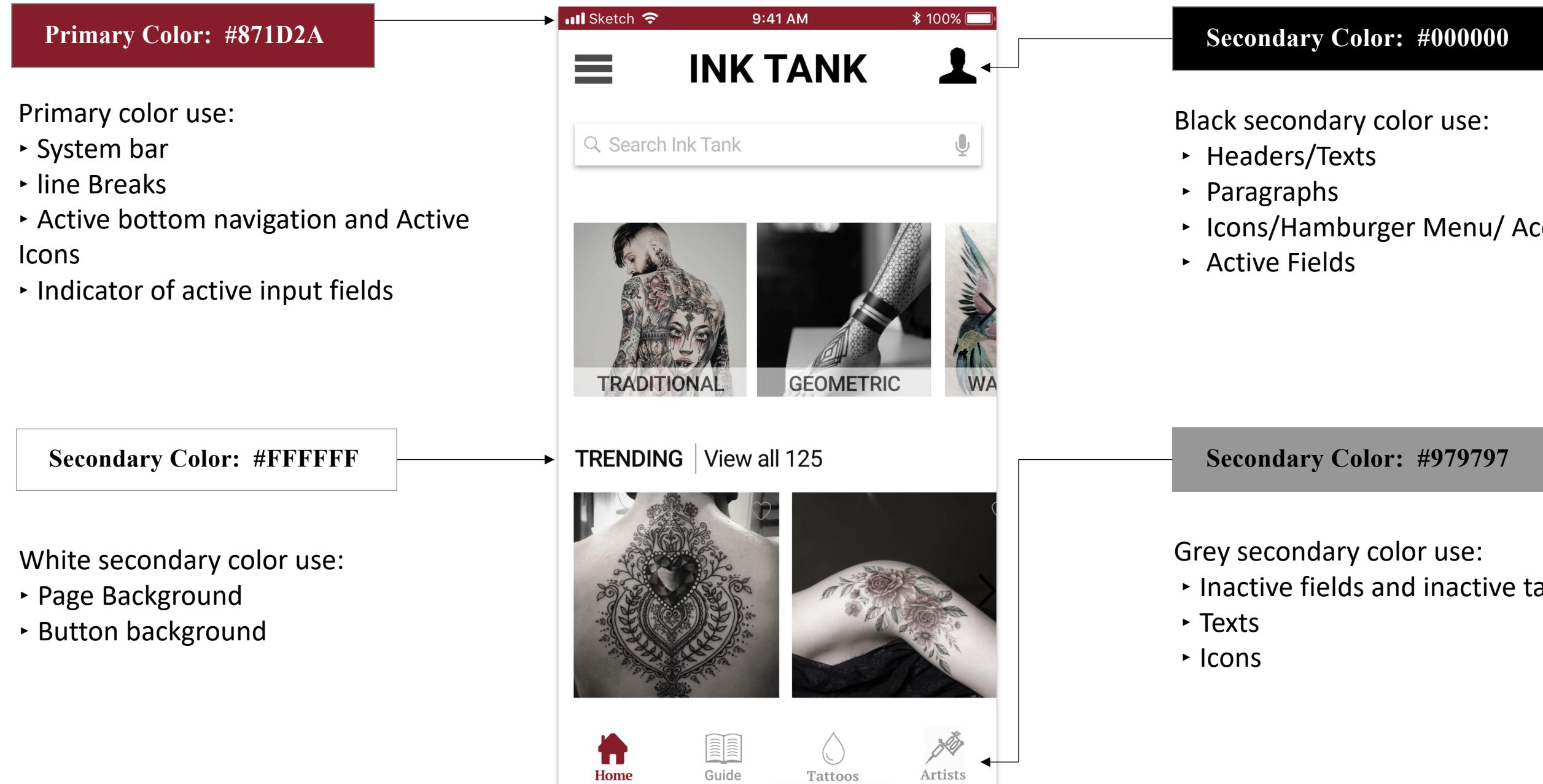
#FFFFFF



#979797

Ink Tank app visual interface will display black and white colors with deep red accents. This color scheme represents a Tattoo nature. Black means ink, white color represents the paper for sketch (the start of every tattoo), and red — a drop of blood. These colors would invoke a ‘Tattoo Nature’ feel and a ‘professional’ feel when users are about to look through the app.

The professionalism and the representation of the Tattoo Nature would also make users feel like they can trust the app. This use of colors scheme will appeal to the users on the visceral level and will help positively shape their first impressions and keep users engaged.



TYPOGRAPHY

The used font is ‘Roboto’ with different variations of size, color and style.

INK TANK Header 1 – Roboto, Bold, 45px (275%), #000000

HEADER 2- Roboto, bold, 26px (160%), #000000

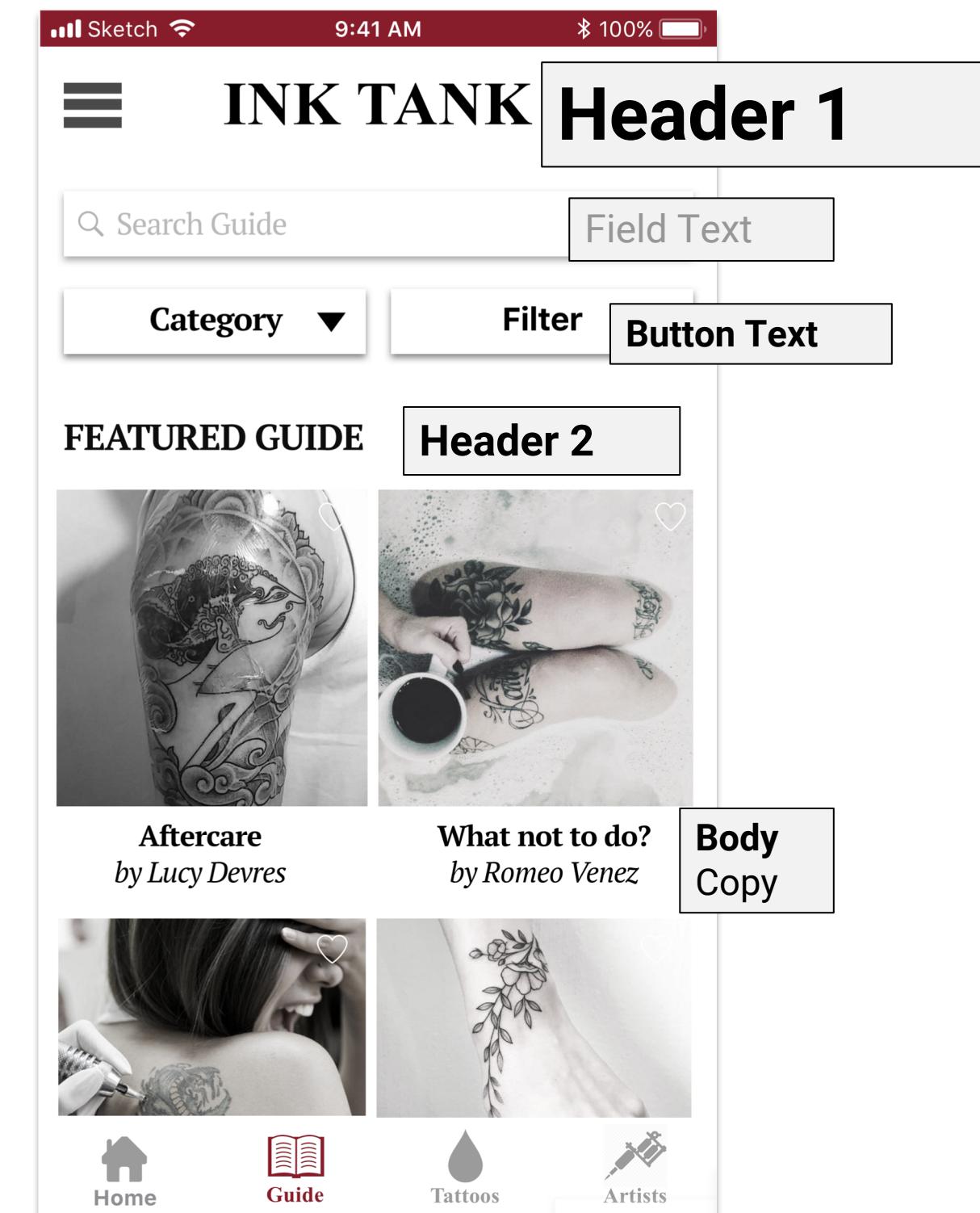
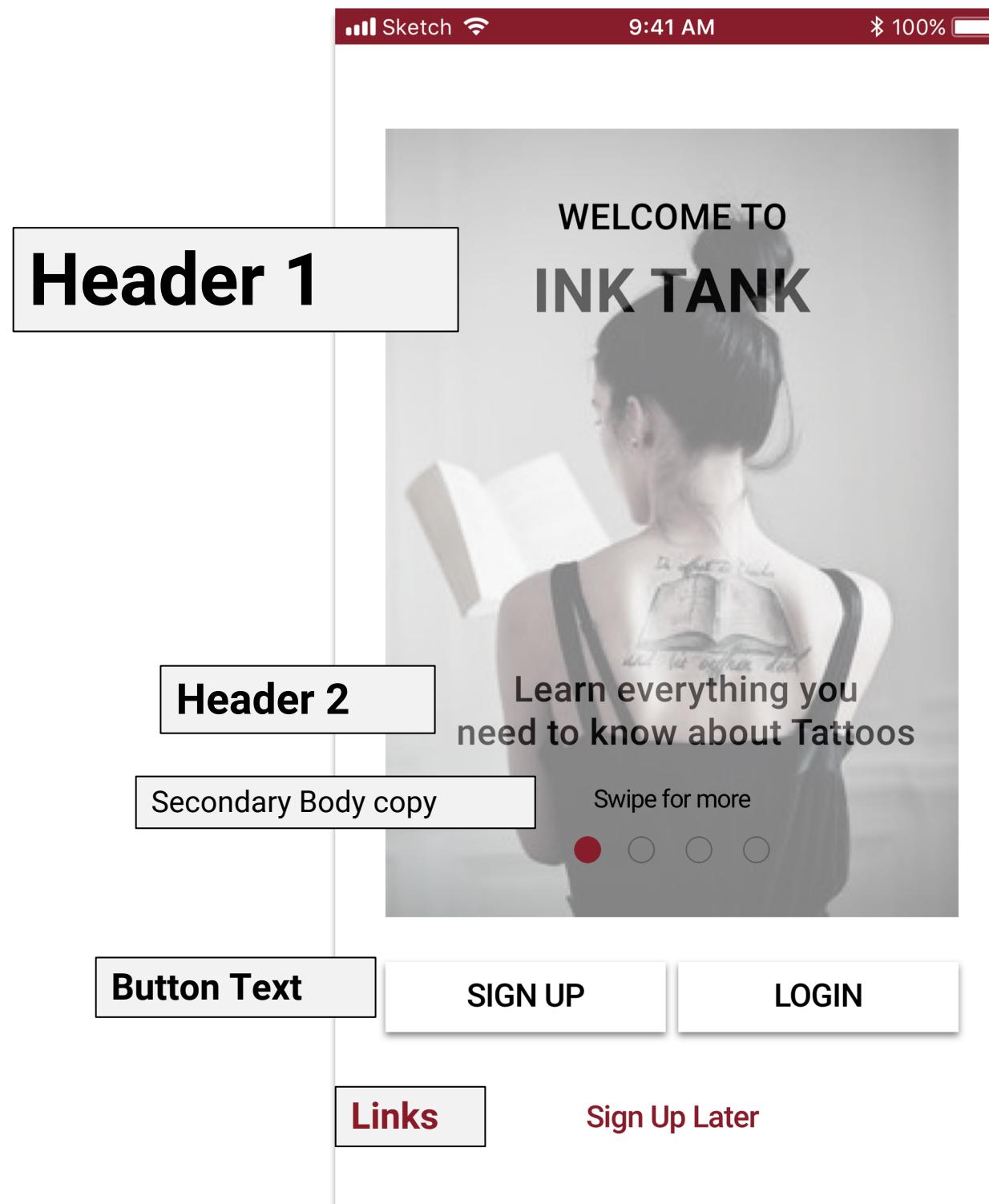
Body Copy, Roboto, bold or regular, 23px (145%), #000000

Links, Roboto, Bold, 23px (145%), #871D2A

Button Text, Roboto, Bold, 23px (145%), #000000

Field Text, Roboto, Regular, 23px (145%), #979797

Secondary Body copy, Roboto, Regular, 19px (120%), #000000



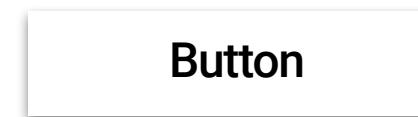
UI ELEMENTS

BUTTONS

Inactive/Disabled



Active



Hover/Selected



Link Button

Link Button

Buttons Specs:

Shadow: 2 Y and 4 Blur

Color: Secondary Color for Button.

Disabled- Text #979797 Opacity 60%, Fill #FFFFFF

Active- Text #000000, opacity 100%, Fill #FFFFFF

Selected- Text #FFFFFF, Opacity 100%, Fill #000000

Link Specs:

Size: 20px

Text button

Shadow: None

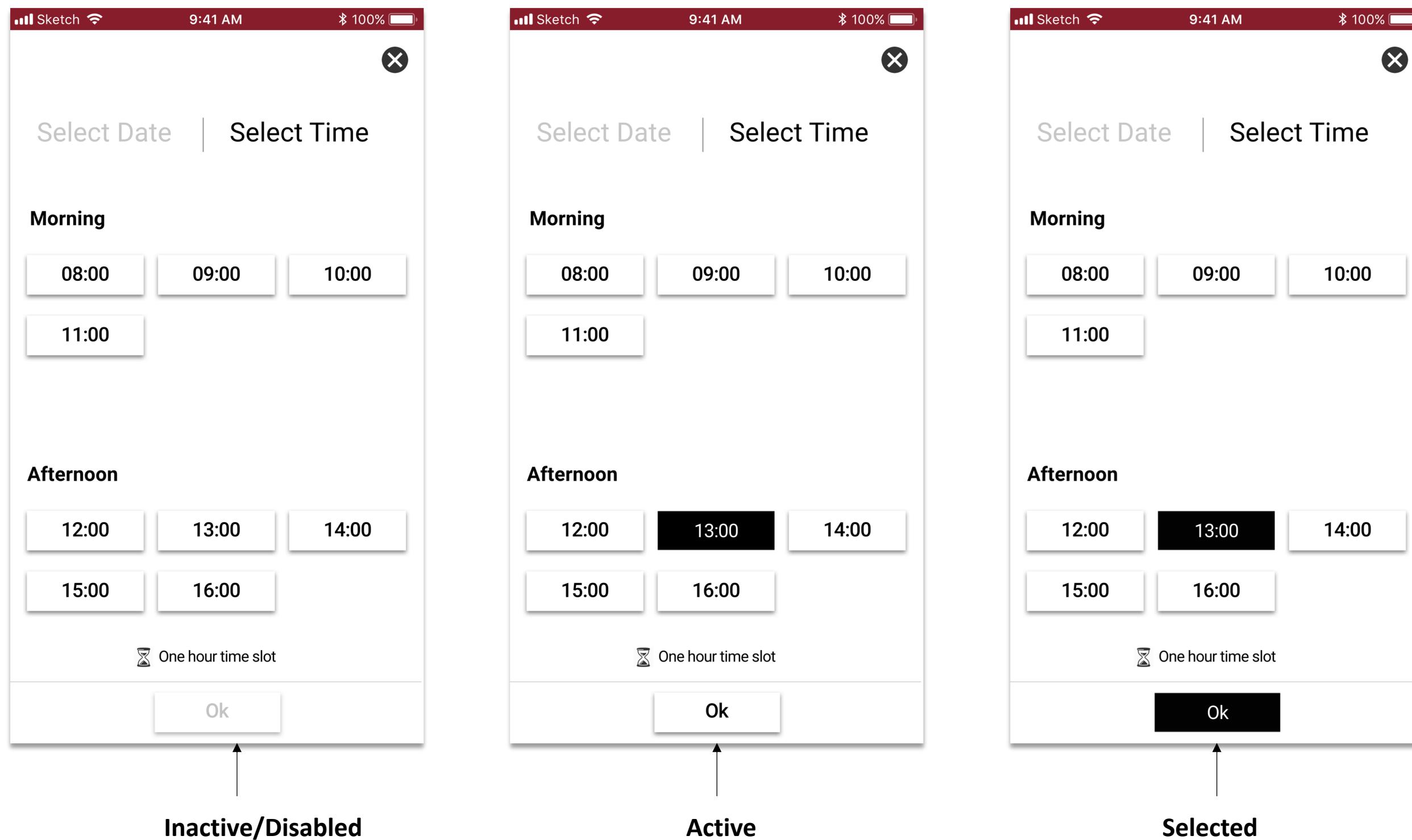
Color: Primary Color #871D2A

Usage:

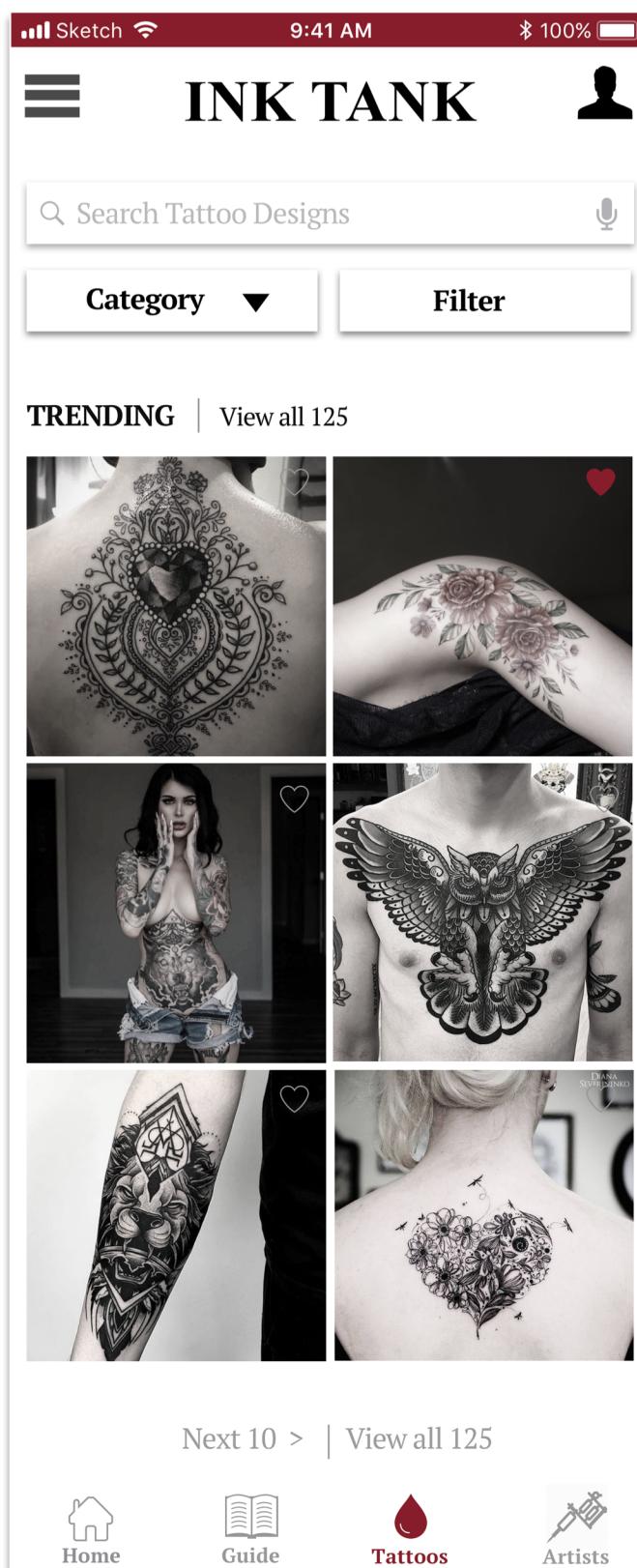
Main actions. Contained button used for highest emphasis. The different colors would make it easy for users to differentiate between each of the button. Also the use of these buttons will be kept consistent throughout the app.

Usage:

Links to new page. Text button would be used for low emphasis. Selected Link would be underlined to show users the state when selected.



UI ELEMENTS- Continued



Toggle Buttons

Enabled **Selected**



Toggle Button Specs:

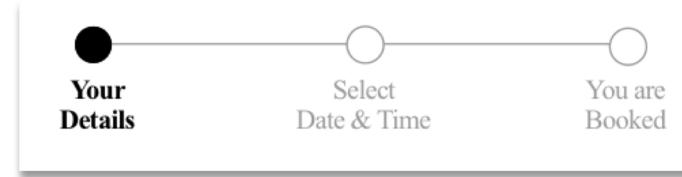
Enabled state #979797 outlines,
Selected state- #871D2A full fill

Usage:

Toggle buttons will allow selection, or deselection, of a single choice, such as marking an item as a favorite or ratings. A toggle button's state makes it clear which button is active and makes it clear what actions have been taken.

UI ELEMENTS- Continued

PROGRESS BAR


Specs:

Each circle- 23 x 23

Text – 15pt

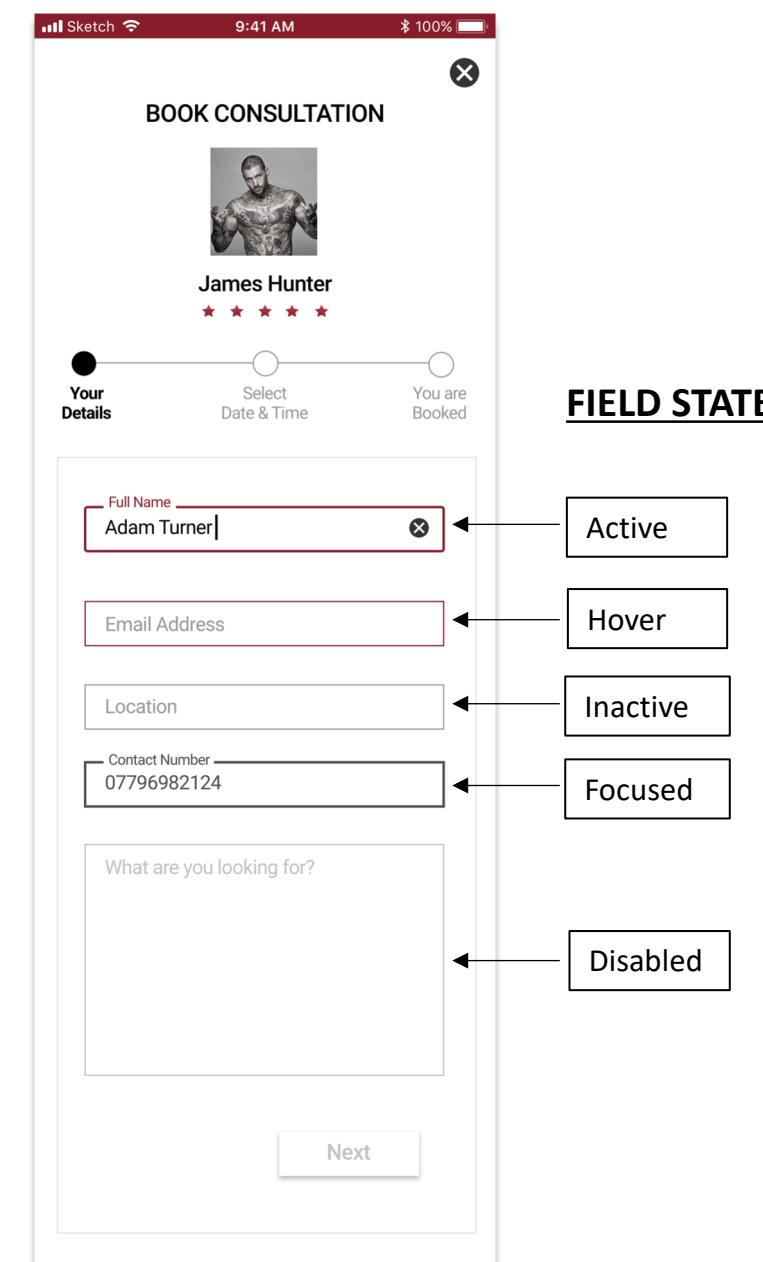
Active: Color #000000, 100% Opacity

Disabled: Color #979797, 60%Opacity

Line color: #979797, 100% Opacity

Usage:

- Indicator for users to keep track of progress and make it more easier process for the users.
- Show the difference between completed steps and steps to still proceed to finish the wanted task using color
- Indicate active step by highlighting circular shape



INPUT FIELD

Specs:

Active: color- #871D2A 100% Opacity, border thickness 2, Input text size 17pt, Label text size 12pt

Hover: Color #871D2A 50% opacity, border thickness 2

Inactive: Color #979797 100% Opacity, border thickness 1

Focused: Color #000000 (A-70) 100% Opacity, border thickness 2

Disabled: Color #979797 - border opacity 60% and thickness 1. Text 70% opacity

Outline Text Field Usage:

The color and thickness of a stroke can change to indicate when the text field is active.

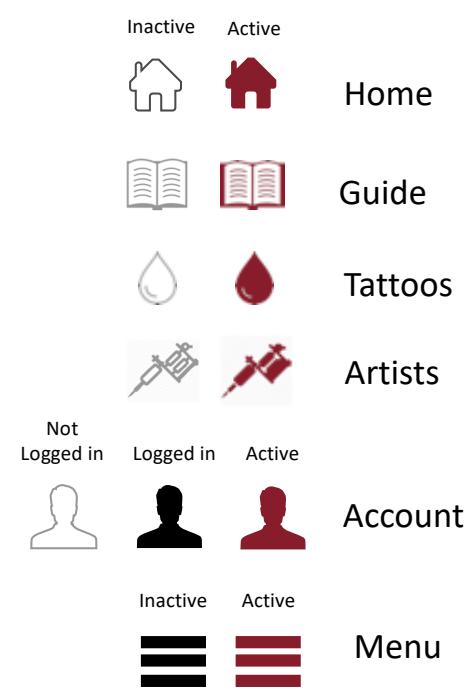
The container of an outlined text field has rounded corners radius 2dp.

Label text is placed in the middle of the container. Once users tap on the container, the label text would be moved to the top of the container, aligned with the input line.

Clear icon would appear when the input text is present.

ICONOGRAPHY

NAVIGATION ICONS



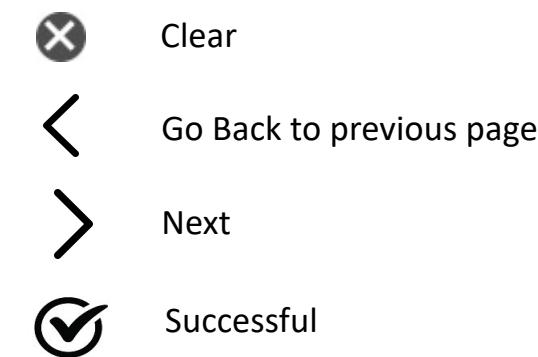
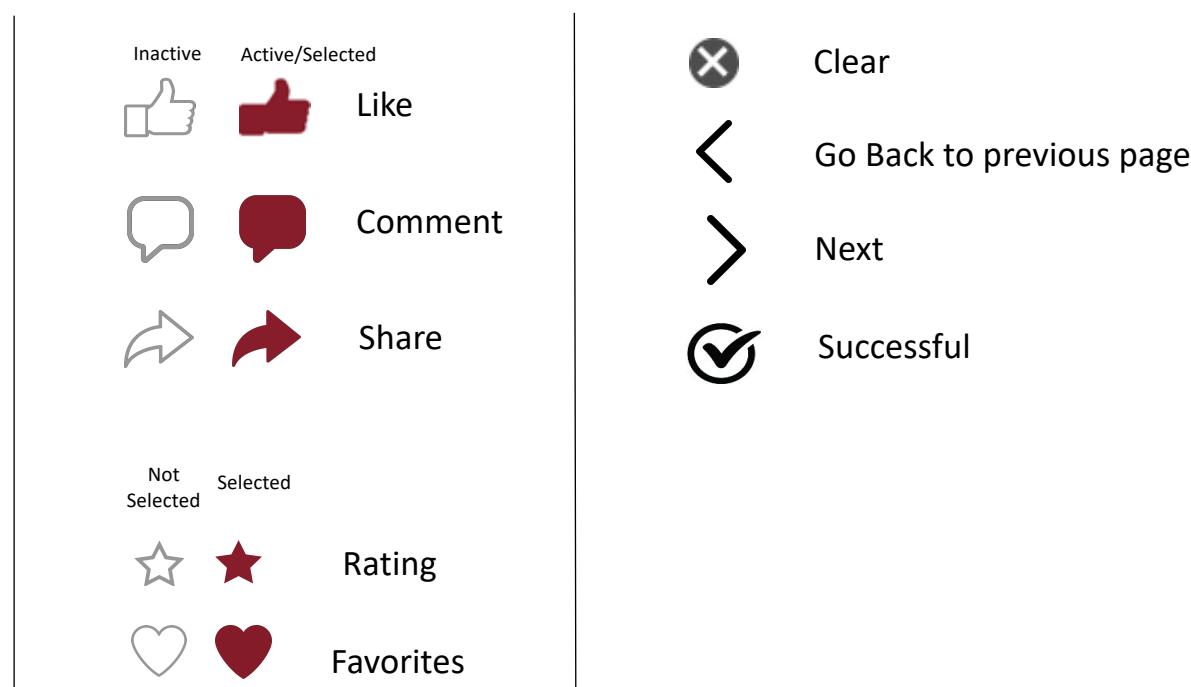
Navigation Bar



Social Icon



SOCIAL ICONS



Specs:

Inactive or not selected Color: #979797 100% Opacity
only outlined
Active or selected color: #871D2A 100% Opacity, Full fill
Logged in: Color #000000, full fill
Size: 24 x 24dp

Usage:

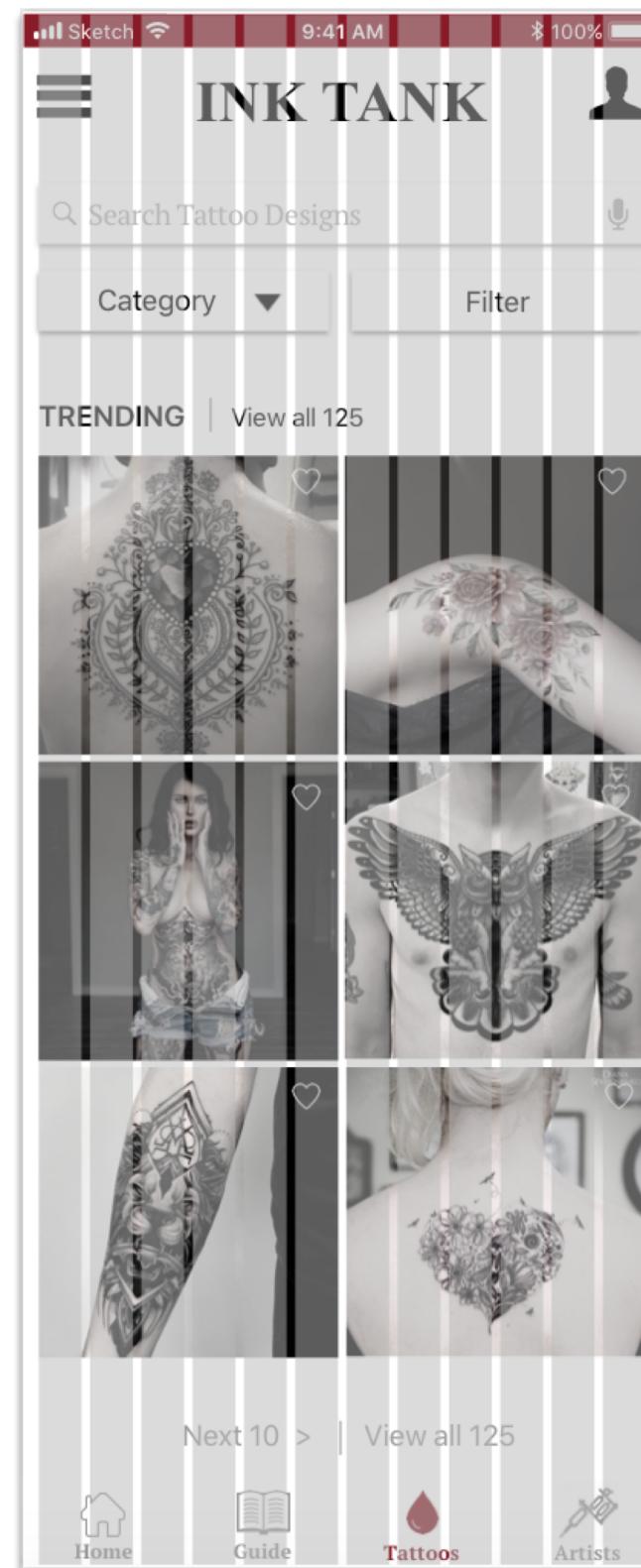
The style guide of colors would bring consistency to the app and make it recognizable. The difference between grey and Deep red accent would show users what section of the app they are currently in and what they have selected.

Once users have logged in, the icon would turn black but once they have selected the account tab it will turn red and it will stay on red whilst they on the account page.

All icons are set from the Noun project. This would ensure the icons are clear, consistent and recognizable.

Social icons are used in other social media apps such as Facebook. Therefore, by using these icons that users are more likely to be familiar with and understand the meaning of the icon or what it does, would make it more easier to use the app and provide a better interaction/user experience.

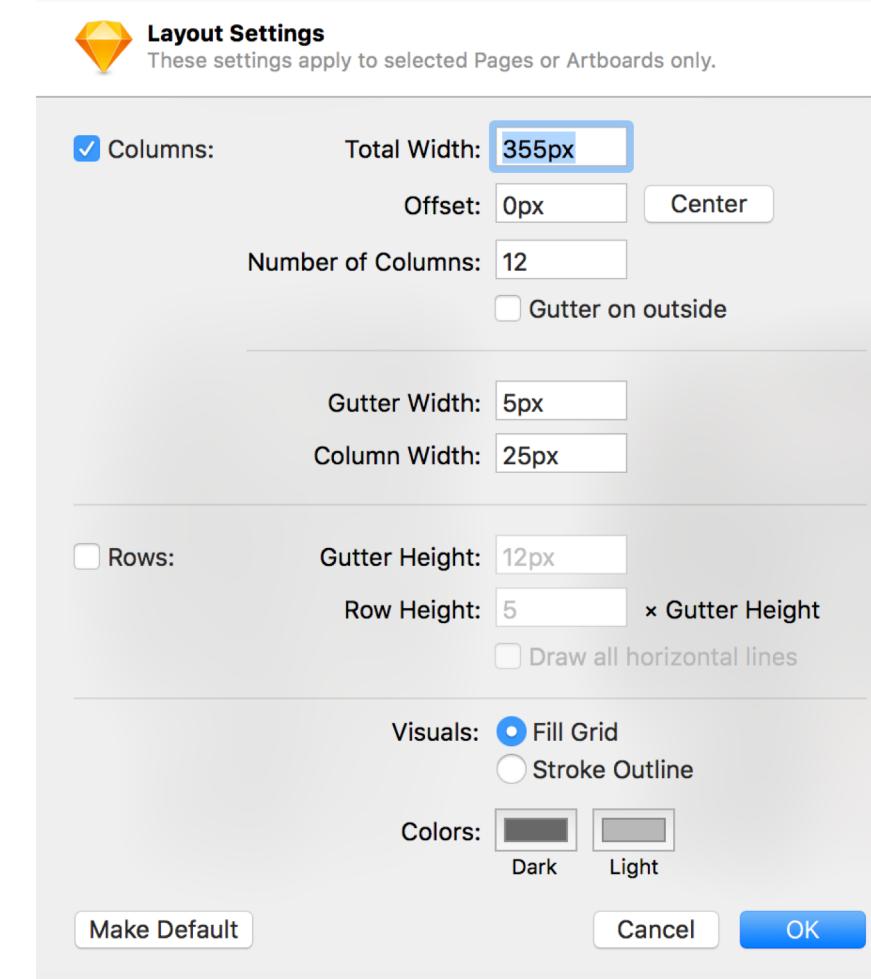
GRIDS/LAYOUT



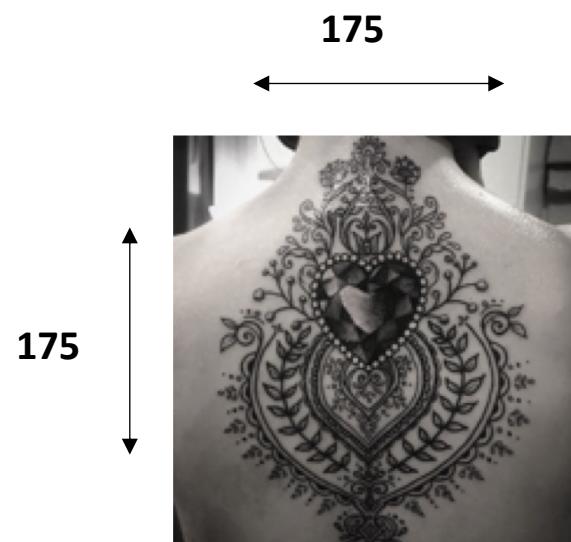
The app layout follows a grid of 12 columns because with larger columns, it is easier to adopt to variety of different layouts throughout the app. Since I have a lot of designs and a lot of content, 12 columns seems most appropriate.

The navigation icons each take 3 columns, photos each take 6 and smaller elements such as the heart would take one column. Also, 12 column grids can be used to build up elements when device size increases.

Specs:



IMAGERY



Specs:

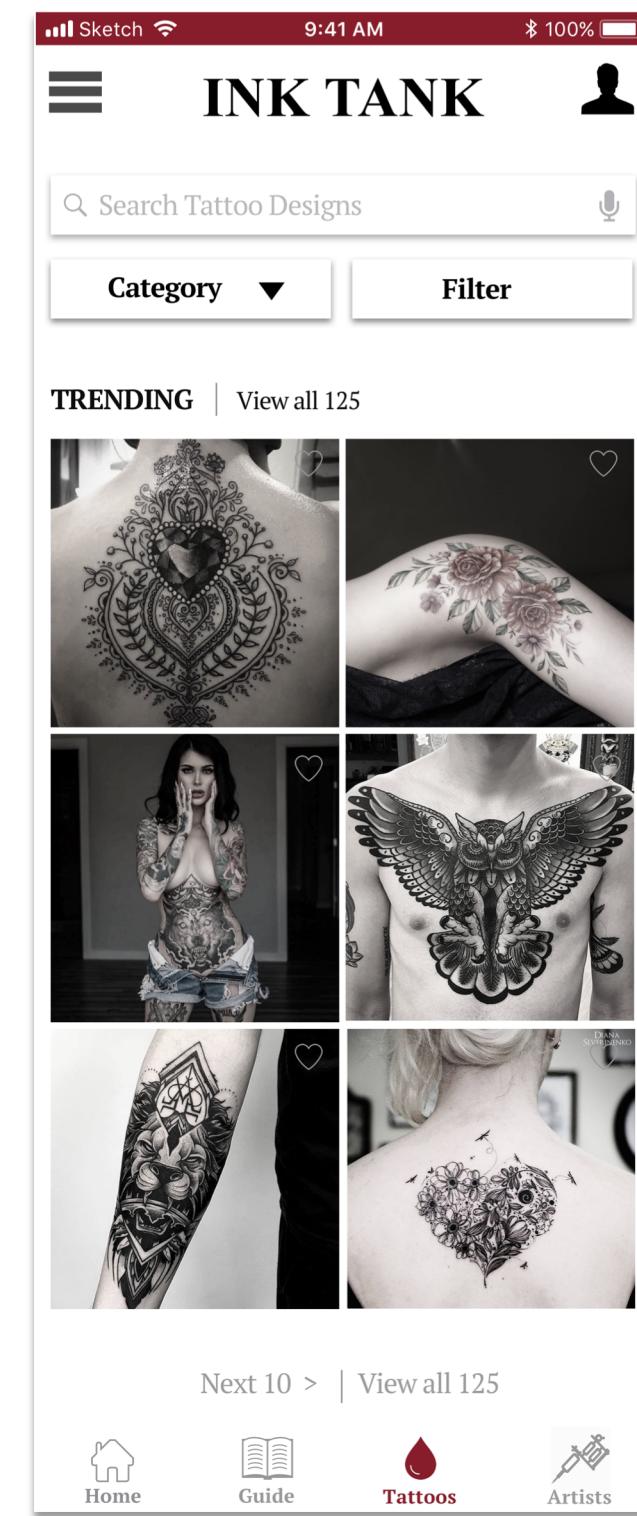
All detail images size: 175 x 175

Corner Radius: 0

- All images should be square
- When images are selected, the image will enlarge

Usage:

All images are to be relevant, captivating and inspiring for users. White space will be used in between other images to keep the images clear, focused and provide a professional look. If necessary, images can be laid out and treated to match the color palette of the app.



TONE OF VOICE

LANGUAGE

Ink Tank visual language would be welcoming and accessible. It would be clean, simple and more relaxed to make the app more approachable. The app voice would be straightforward without being robotic. Few informal word choices is used for example 'Awesome' after users enter their details, but yet still keeping it professional. This would make users feel more comfortable and relaxed. This personality would make the Ink Tank brand more authentic and appealing to the Target Audience.

The app would also be social, allowing users to like, comment and share designs and articles. The satisfying feeling from interacting with other users and learning more about the Tattoos, would make them feel more confident about their decision on Tattoos. The amount of likes the artists users would get on their portfolio or designs would make them feel happy, as well as make them addicted to design more Tattoos to add on their portfolio for the likes, keeping them engaged just like how Instagram works. This would appeal users on both, visceral and behavioral level.

INTERACTION

TRANSITION

- Page Transition- When going through the app using bottom navigation on mobile, push left transition would be used if tapping tabs on the right and push right transition would be used if tapping tabs on the left.
- When selecting a picture, article or a button that opens to a new page (excluding drop down category button), slide dissolve transition would be used.
- When selecting a drop down button, dissolve transition would be used.
- Transitions would be simple, clear and coherent. Only would focus on main and practical actions on the app.
- Each transition would be at 300ms or under. Making sure the transition would be quick and short in order for users to view content frequently, without having to wait for the transition to finish. But slow enough for users to understand the transition.

Usage:

These transitions would make the interaction between users and the app smooth and fun. It would also guide users to the next step of an interaction. Keeping the transitions consistent would help users stay oriented and not feel that content has suddenly changed. User interface of Ink Tank app would quickly respond to transitions, in order for users to feel pleased whilst going through the app and make them feel like they know what's happening.