

UX Design for Windows Phone

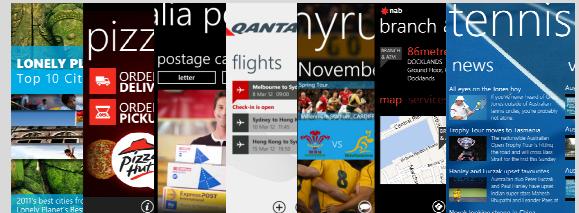
Shane Morris

USER EXPERIENCE DESIGN FOR WINDOWS PHONE

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AUTOMATIC  STUDIO

A BIT ABOUT ME





AGENDA

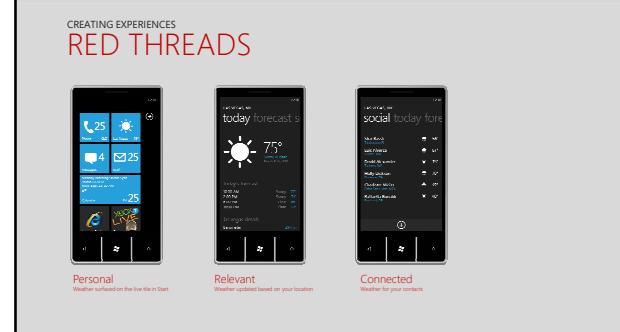
USER EXPERIENCE DESIGN FOR WINDOWS PHONE	INTERACTION DESIGN PHASE
INTRODUCTION TO THE MICROSOFT DESIGN LANGUAGE	CONTROLS
DESIGN PRINCIPLES	APP BARS AND IN-PAGE CONTROLS
UX DESIGN PROCESS	
CONCEPTUAL DESIGN PHASE	VISUAL DESIGN PHASE
THE "BEST APP" STATEMENT	DESIGN GRID
INFORMATION DESIGN PHASE	TYPOGRAPHY
NAVIGATION MODELS	BRANDING
PANORAMAS, PIVOTS AND PAGES	EXPRESSION BLEND
PANORAMA GUIDELINES	INTRODUCTION TO EXPRESSION BLEND FOR WINDOWS PHONE
	USING STYLES AND TEMPLATES
	RESOURCES

USER EXPERIENCE DESIGN FOR WINDOWS PHONE

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THERE IS **NO ALTERNATIVE**
TO DESIGN
THERE IS ONLY
GOOD DESIGN OR BAD DESIGN



INTRODUCTION TO THE
WINDOWS DESIGN LANGUAGE

METRO IS OUR DESIGN
LANGUAGE. WE CALL IT METRO
BECAUSE IT'S **MODERN** AND
CLEAN. IT'S FAST AND IN
MOTION. IT'S ABOUT CONTENT
AND TYPOGRAPHY. AND IT'S
ENTIRELY AUTHENTIC.

DESIGN LANGUAGE CHARACTERISTICS

VISUAL DESIGN
FLAT COLOUR
TYPOGRAPHY
WHITE SPACE
PANORAMIC VIEWS

INTERACTION DESIGN
LACK OF CONTROLS
ANIMATION
LIVE TILES
EDGE SWIPES
▪ (Windows 8)
PANORAMIC VIEWS

VISUAL DESIGN
LIVE TILES
SEMANTIC ZOOM
▪ (Windows 8)
PANORAMIC VIEWS

DESIGN LANGUAGE CHALLENGES

VISUAL DESIGN
LESS VISUAL DEVICES
TO:
▪ Direct attention
▪ Communicate grouping
▪ Delight
▪ Brand

INTERACTION DESIGN
LACK OF AFFORDANCE
LACK OF DISCOVERABILITY
GOOD FOR BROWSING
HIERARCHICAL CONTENT
LESS CLEAR WHAT TO DO:
▪ Highly interactive
▪ Transactional

INFORMATION DESIGN
DOES EVERYTHING
START WITH A
PANORAMA?
BEYOND THAT, LESS
GUIDANCE

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WINDOWS DESIGN LANGUAGE
MORE THAN JUST A VISUAL STYLE

VISUAL LANGUAGE
Silhouette

INTERACTION STYLE AND STRUCTURE

NAVIGATION STYLE AND STRUCTURE

ATTITUDE

LIKE ALL GOOD DESIGN, DESIGNING FOR WINDOWS PHONE DOES NOT START WITH VISUALS

BACKGROUND

THE WINDOWS DESIGN LANGUAGE
EVOLUTION

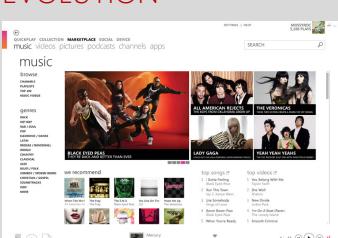


www.superkids.com/aweb/pages/reviews/encyclo1/encart95/mlk_ms.gif

BACKGROUND
THE EVOLUTION OF METRO



THE WINDOWS DESIGN LANGUAGE
EVOLUTION

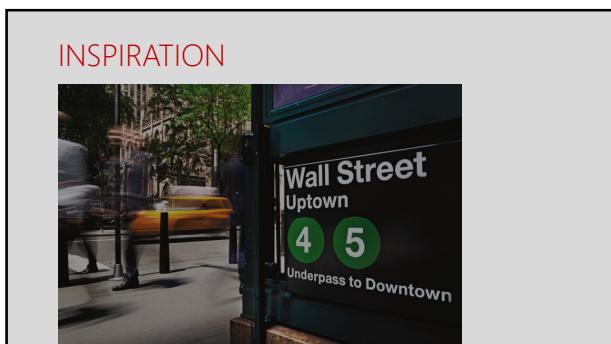
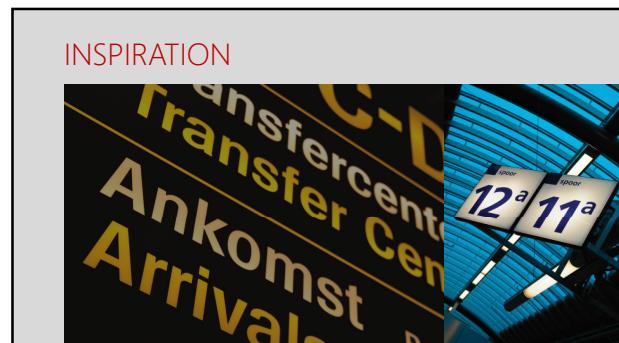
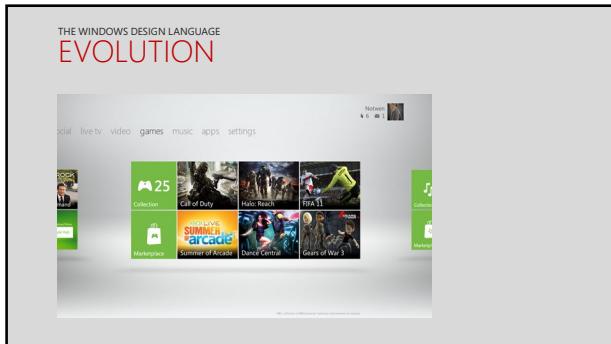


THE WINDOWS DESIGN LANGUAGE
EVOLUTION



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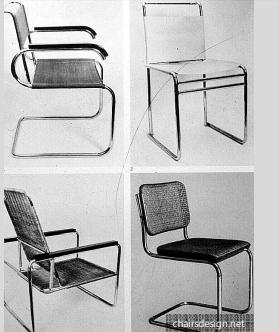


AUTOMATIC STUDIO

DIGITAL PRODUCT DESIGN

INFLUENCES MODERN DESIGN BAUHAUS

"FORM FOLLOWS FUNCTION" MASS PRODUCTION NOW: MASS DIGITISATION



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INFLUENCES INTERNATIONAL STYLE

INFORMATION IS BEAUTIFUL

"A NEUTRAL AND OBJECTIVE APPROACH THAT EMPHASIZED RATIONAL PLANNING AND DE-EMPHASIZED THE SUBJECTIVE, OR INDIVIDUAL, EXPRESSION"
BRITANNICA

[www.britannica.com/EBchecked/topic/1032864/
graphic-design/242772/Graphic-design-1945-75](http://www.britannica.com/EBchecked/topic/1032864/graphic-design/242772/Graphic-design-1945-75)



INFLUENCES MOTION DESIGN



MOTION DESIGN IS QUINTESSENTIALLY MODERN

INTERNATIONAL TYPOGRAPHIC STYLE – SWISS DESIGN

MODERN DESIGN - BAUHAUS

MOTION DESIGN – CINEMATOGRAPHY

METRO INFLUENCES

DESIGN PRINCIPLES

PRINCIPLES

PRIDE IN CRAFTSMANSHIP
MORE WITH LESS
FAST AND FLUID
AUTHENTICALLY DIGITAL
WIN AS ONE

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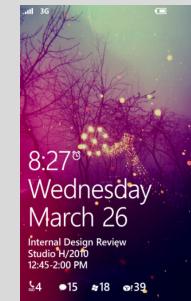
PRINCIPLE PRIDE IN CRAFTSMSHIP

Sweat the details
 Make it safe and reliable
 Look like you belong
 Clear, straightforward information design
 Sensitivity to weight, balance and scale
 Type is beautiful, not just legible
 ▪ Type weight and size to convey hierarchy
 Align to the grid



PRINCIPLE MORE WITH LESS

Focus on primary tasks
 Fierce reduction of unnecessary elements
 Content over chrome
 ▪ Let the content breathe
 ▪ Direct interaction with the content
 ▪ Full bleed canvas



PRINCIPLE FAST AND FLUID

Feels responsive and alive
 Designed for touching
 Animation creates a system
 ▪ Gives context to improve usability
 ▪ Transition Between UI is as important as the design of the UI
 ▪ Adds dimension and depth

PRINCIPLE AUTHENTICALLY DIGITAL

Content as UI
 ▪ Think infographic not iconographic
 Design for the form factor
 Delight through content instead of decoration
 Don't try to be what it's NOT
 ▪ Take advantage of the digital medium



PRINCIPLE AUTHENTICALLY DIGITAL



PRINCIPLE AUTHENTICALLY DIGITAL

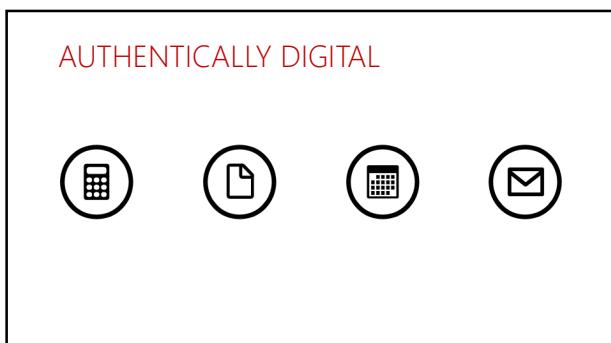


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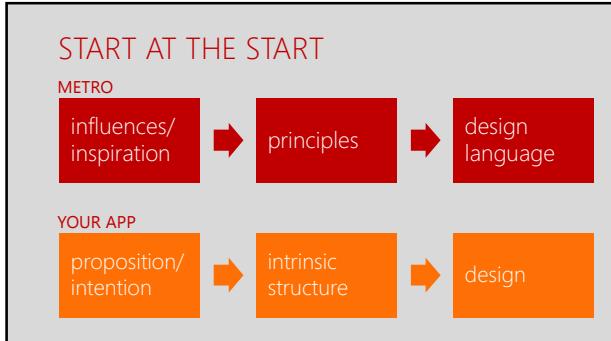


AUTHENTICALLY DIGITAL



PRINCIPLE
WIN AS ONE

Leverage the system
 ■ Adopt conventions
 Think platform
 Leverage the power of Live Tiles
 Be a good citizen



FIRST PRINCIPLES REVEAL THE DESIGN

INTERNATIONAL TYPOGRAPHIC STYLE – SWISS DESIGN
 INFORMATION IS BEAUTIFUL
MODERN DESIGN – BAUHAUS
 FORM FOLLOWS FUNCTION
MOTION DESIGN – CINEMATOGRAPHY
 ANIMATION IS ORIENTATION

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CASE STUDY



GETTING WINDOWS PHONE DESIGN RIGHT

SHANE'S TIPS

GETTING WINDOWS PHONE DESIGN RIGHT

- CONTENT BEFORE CHROME
- FUNCTIONAL MINIMALISM
- FLATTER, WIDER NAVIGATION
- INFORMATION HIERARCHY
- PLATFORM CONVENTIONS

GETTING WINDOWS PHONE DESIGN RIGHT

CONTENT BEFORE CHROME

- LET THE CONTENT BE THE INTERFACE
- BE TRUSTWORTHY
- MOVE COMMANDS TO THE APP BAR
- USE A PANORAMA RATHER THAN A NAVIGATION MENU

GETTING WINDOWS PHONE DESIGN RIGHT

FUNCTIONAL MINIMALISM

- BE GOOD AT A LITTLE
- CONSIDER TOUCH INTERFACE
- 'POSTURE'
- LEAN BACK

MY APP IS THE BEST APP AT...

GETTING WINDOWS PHONE DESIGN RIGHT

FLATTER, WIDER NAVIGATION

- FEWER ORIENTATION CUES
(BREADCRUMBS)
- LEVERAGE PANORAMA / GRID
- SPATIAL MEMORY
- SEARCH PLUS BROWSE
- LEVERAGE ANIMATION
- BE TRUE TO PLATFORM



GETTING WINDOWS PHONE DESIGN RIGHT INFORMATION HIERARCHY

COMMUNICATE A CLEAR HIERARCHY OF INFORMATION

TOOLS
 Typography
 ▪ size
 ▪ colour
 ▪ weight
 Alignment
 Whitespace

GETTING METRO RIGHT PLATFORM CONVENTIONS

VISUAL STYLE
 LAYOUT
 ICONOGRAPHY AND TYPOGRAPHY
 INTERACTION
 NAVIGATION
 ANIMATION

LOOK LIKE YOU BELONG
 GUIDELINES
DEV.WINDOWSPHONE.COM/DESIGN

SHANE'S TIPS GETTING WINDOWS PHONE DESIGN RIGHT

CONTENT BEFORE CHROME
 FUNCTIONAL MINIMALISM
 FLATTER, WIDER NAVIGATION
 INFORMATION HIERARCHY
 PLATFORM CONVENTIONS

FOLLOW A USER-CENTRED DESIGN
 PROCESS

USER CENTRED DESIGN

USER CENTRED DESIGN WHO WE DESIGN FOR: ANNA + MILES



ANNA
 PART TIME PR PROFESSIONAL AND
 BUSY MOM
 "My life is a balancing act between work,
 family, friends, and my own personal
 needs."



MILES
 GROWING HIS OWN ARCHITECTURAL
 BIZ
 "I love running my life real-time so I can
 take advantage of whatever is inspiring
 me... whether it's a new project, a pick up
 game or a stolen moment with Anna."

USER CENTRED DESIGN DESIGN FOR MOBILITY



IT'S A PHONE!



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UX DESIGN PROCESS

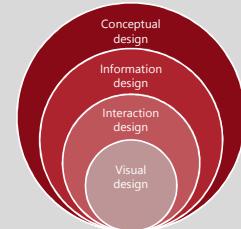
A GREAT USER EXPERIENCE
THE RIGHT...

IDEA
(Start here)

STRUCTURE

INTERFACE

VISUALS



PROCESS



<https://dev.windowsphone.com/en-us/design/process>

CONCEPTUAL DESIGN

Conceptual design

CONCEPTUAL DESIGN PHASE

THE "BEST APP" STATEMENT

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"MY APP IS THE
BEST APP
FOR..."
DO ONE THING WELL

CONCEPTUAL DESIGN IDENTIFYING YOUR APP'S FEATURES

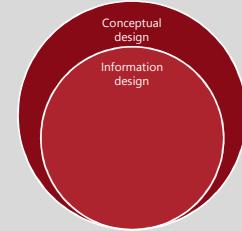
BE RUTHLESS!

STARTING WITH YOUR 'BEST APP' STATEMENT...

1. IDENTIFY THE USER SCENARIOS YOU WANT TO SUPPORT WITH YOUR APP
 - All sentences start with "Users can..."
2. REMOVE HALF

INFORMATION DESIGN PHASE

INFORMATION DESIGN



NAVIGATION
MODELS

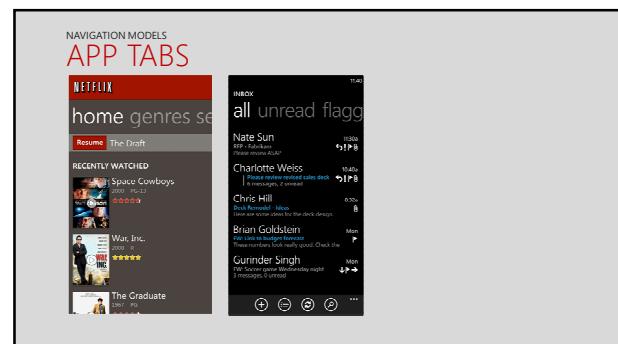
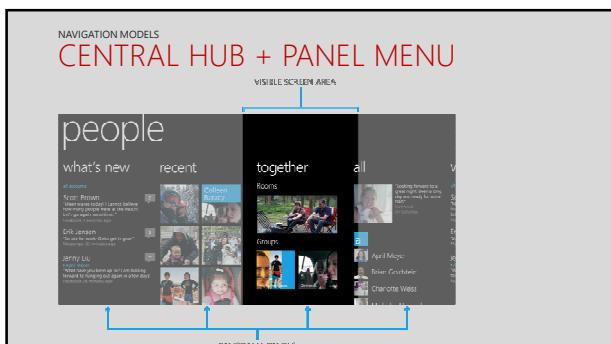
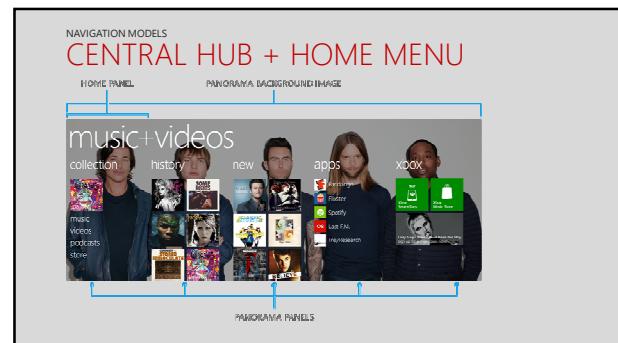
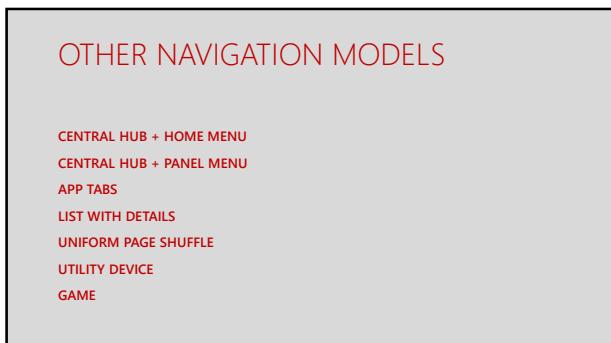
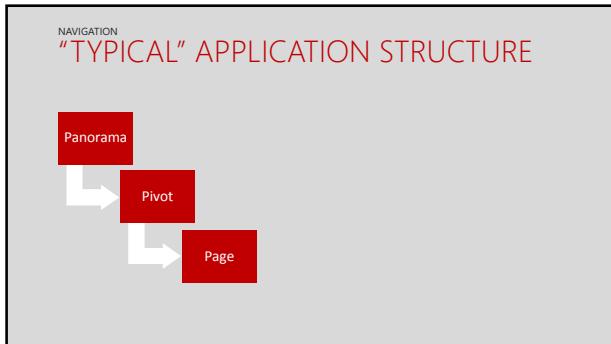
NAVIGATION FLATTER, WIDER NAVIGATION

- FEWER ORIENTATION CUES (BREADCRUMBS)
- LEVERAGE PANORAMA / GRID SPATIAL MEMORY
- SEARCH PLUS BROWSE
- BE TRUE TO PLATFORM



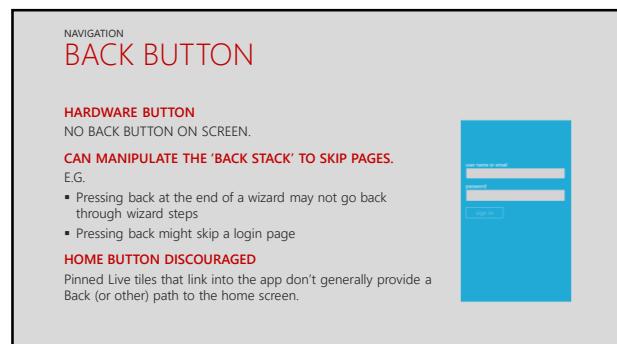
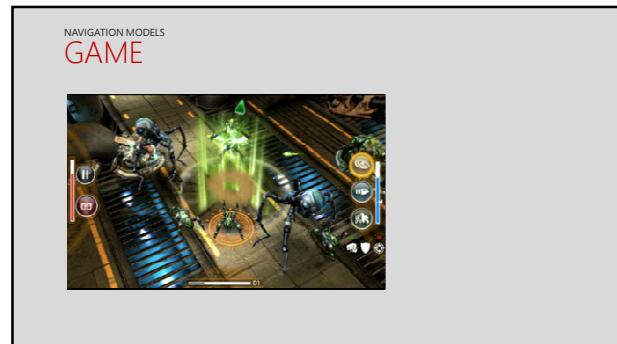
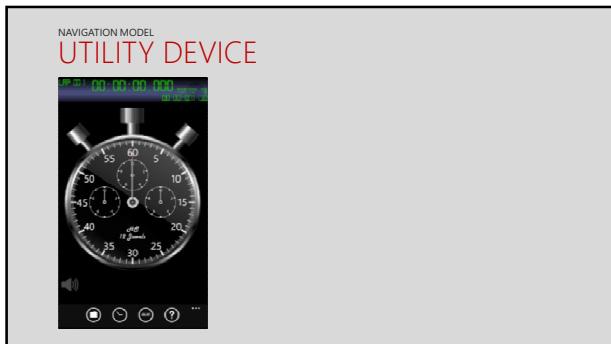
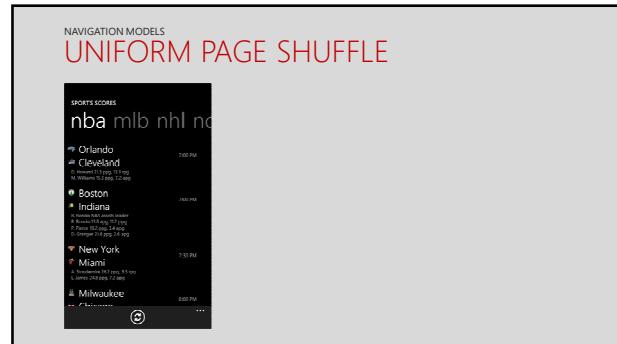
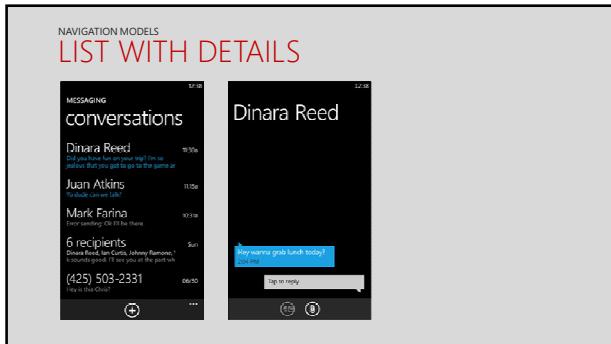
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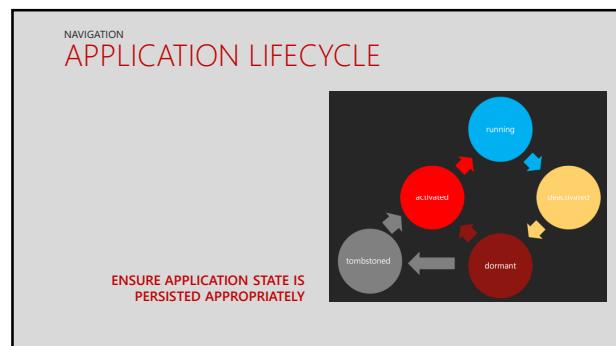
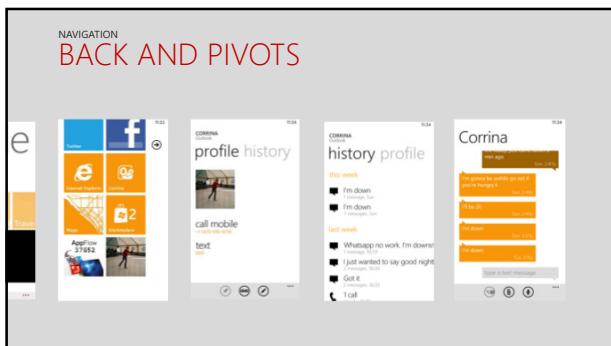
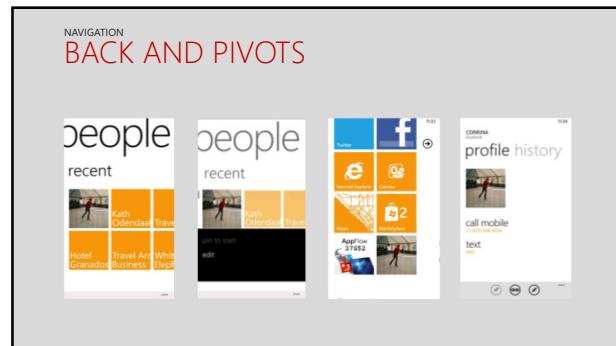
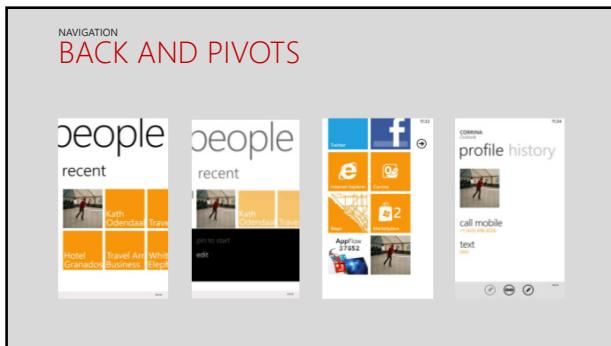
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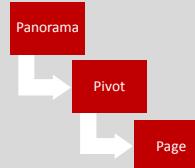


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PANORAMAS, PIVOTS AND PAGES

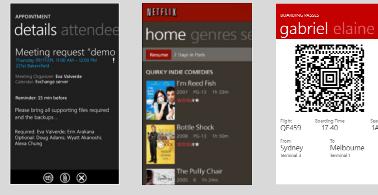
NAVIGATION "TYPICAL" APPLICATION STRUCTURE



PANORAMA



PIVOT



Best for alternate views of the same information

PAGE

STANDARD LAYOUT HAS HEADING AND SUB-HEADING
USE THE SUB HEADING TO PUT THE CURRENT PAGE IN CONTEXT



PANORAMA GUIDELINES

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PANORAMA



PANORAMA GUIDELINES

YOU DON'T HAVE TO START AT THE FIRST ITEM



PANORAMA TIPS

THE APP'S VALUE PROPOSITION SHOULD BE IMMEDIATELY CLEAR
THINK "MAGAZINE COVER"
REFLECT THE START SCREEN TILES AND CONTENT
AGGREGATE MULTIPLE SOURCES

MAKE IT CLEAR THERE IS MORE CONTENT OFF THE EDGE
"PEEK"
DON'T BE PREDICTABLE IF CONTENT IS NOT PREDICTABLE

PANORAMA TIPS CONT.

PAY ATTENTION TO READING ORDER
A LIST IS BETTER IF THERE IS AN IMPLIED ORDER.

PANORAMA'S TYPICALLY HAVE TO ACT AS THE APP NAVIGATION MENU AS WELL

USE CONTENT TO NAVIGATE WHERE POSSIBLE
But panorama's often end in a 'more' panel...

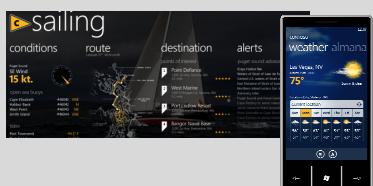
NON-STANDARD SIZES OK

MINIMISE INTERACTIVITY
AVOID GESTURES THAT INTERFERE WITH PANNING THE PANORAMA

DON'T USE CONTROLS TO NAVIGATE WITHIN THE PANORAMA

REFLECT CONTENT FROM APP AND SECONDARY TILES

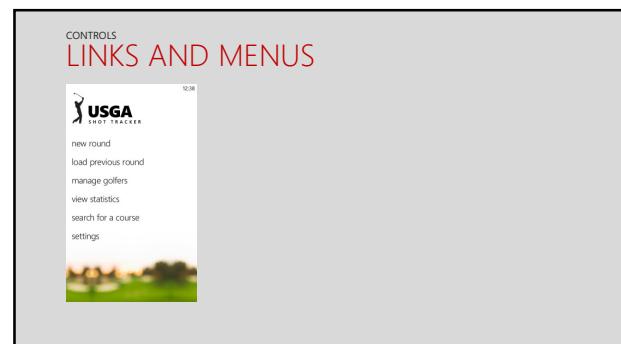
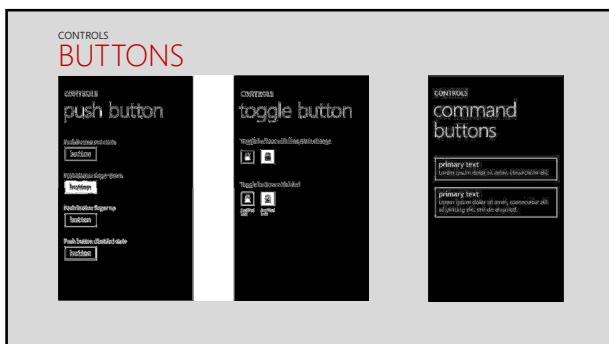
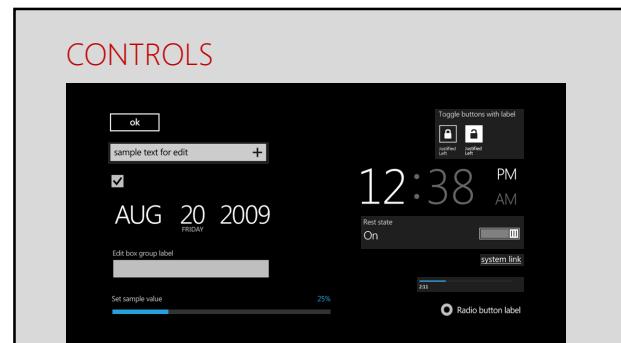
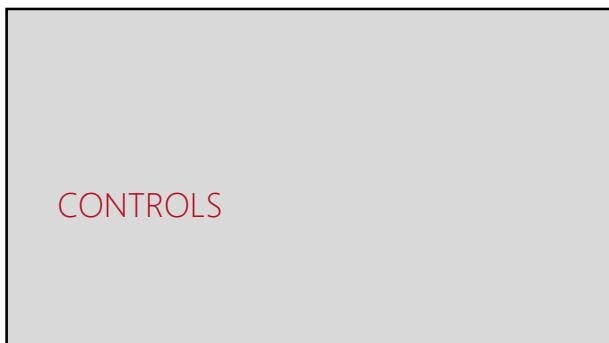
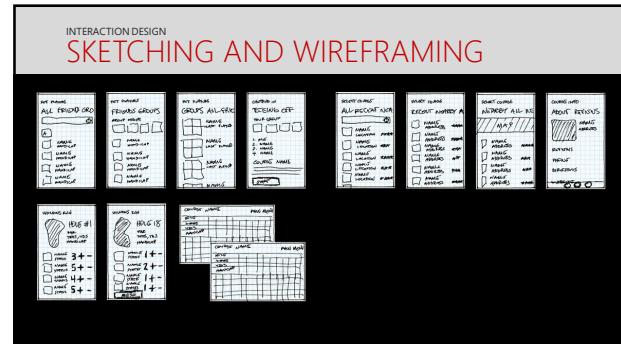
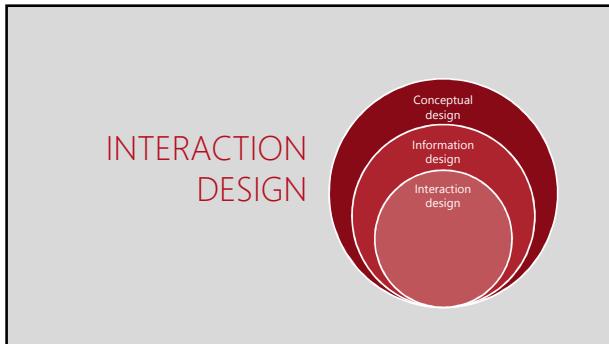
HUBS VS. SINGLE-PAGE APPS



INTERACTION DESIGN PHASE

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CONTROLS

LISTS

list

untitled

untitled

Text example

Text example showing a wrapping behavior

list

untitled

untitled

④ Text example

④ Text example with a style

④ Text example bleed off

list

untitled

untitled

④ Text example

④ Text example

④ Text example with a style

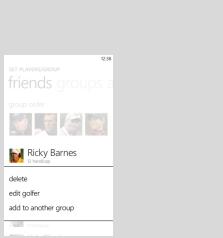
④ Text example

CONTROLS

CONTEXT MENU

INTENDED TO BE A STANDARD GESTURE

THINK ABOUT WHAT FUNCTIONS YOU NEED TO **'ADVERTISE'**: VS. THOSE THAT USERS WOULD **'EXPECT'** AND THEREFORE LOOK FOR.



The screenshot shows a context menu from Facebook. At the top, it says "All the photos in this group". Below that are three main options: "friends", "groups", and "groups order". Under "friends", there are four small profile pictures. Below that is a section for "Ricky Barnes" with a photo, the name "Ricky Barnes", and the text "1 photo". At the bottom of the menu, there are three options: "delete", "edit photo", and "add to another group".

The screenshot shows the 'DATE PICKER' component from the 'CONTROLS' library. On the left, a dark-themed modal window displays three date input fields: 'Please enter a date', 'Please enter a date after today', and 'Please enter a date before yesterday'. Each field contains the placeholder text '19/03/2018'. On the right, a 'SELECT START DATE' dialog box is open, showing a calendar interface with days 12 through 16 of March highlighted in blue. The 'cancel' button is visible at the bottom right.

The screenshot shows a 'list picker' control with a dark header bar containing the text 'CONTROLS' and 'LIST PICKER'. Below the header is a title 'list picker' with a small 'example' link. The main area contains three dropdown menus. The first dropdown is labeled 'Name of my chosen date' and has the value '2010-01-01'. The second dropdown is labeled 'Name of my chosen person' and has the value 'John Doe'. The third dropdown is labeled 'Name of my chosen state' and has the value 'None'. Each dropdown has a placeholder text 'None' below it.

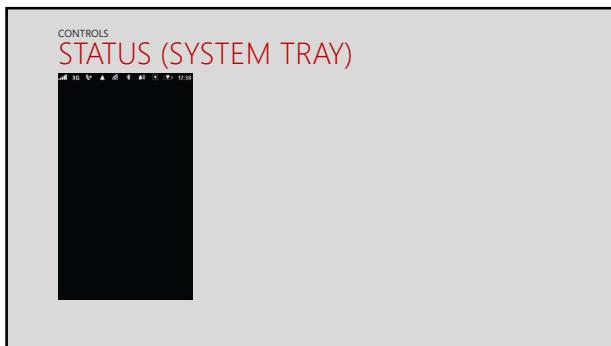
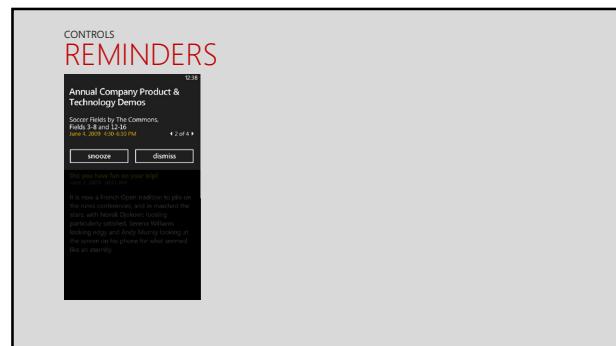
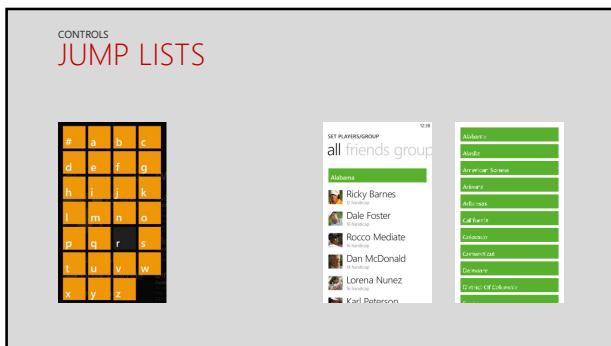
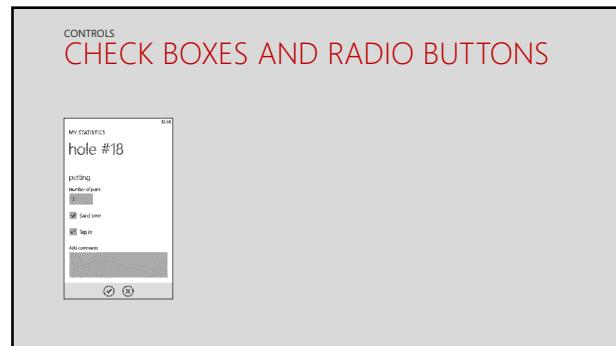
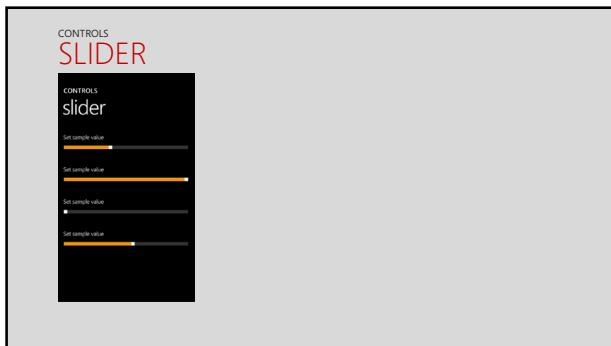
The screenshot displays three examples of the Picker component:

- CONTROLS**: A dark-themed picker box containing:
 - Text example showing scroll
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example
- PICKER BOX HEADER**: A dark-themed picker box with a header "PICKER BOX HEADER" containing:
 - Text example showing scroll
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example
- PICKER BOX HEADER**: A dark-themed picker box with a header "PICKER BOX HEADER" containing:
 - Text example showing scroll
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example
 - Text example showing scroll
 - Text example

The image displays two side-by-side screenshots of mobile applications. The left screenshot shows a dark-themed game or simulation interface with a progress bar at the top labeled 'Loading'. The right screenshot shows a light-themed application for 'USGA SHOT TRACKER' with a progress bar labeled 'teeing'.

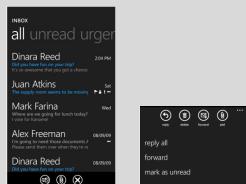
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APPLICATION BAR

UP TO 4 ICONS
DON'T FILL ALL 4 SLOTS IF NOT NEEDED
OPTIONAL SUBMENU



APPLICATION BAR PANORAMA TIP

YOU CAN HAVE DIFFERENT APP BAR CONTENTS FOR EACH PANORAMA ITEM



DESIGNING FOR TOUCH

TOUCH

DESIGN FOR ONE HAND USAGE
WHENEVER POSSIBLE



TOUCH TAP

A TAP IS A SINGLE, BRIEF TOUCH ON THE SCREEN WITHIN A BOUNDED AREA AND BACK UP OFF THE SCREEN AGAIN.



TOUCH DOUBLE TAP

A DOUBLE TAP IS TWO QUICK TAPS WITHIN A BOUNDED AREA



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TOUCH PAN



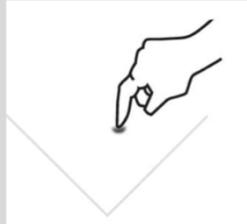
A PAN IS A SINGLE FINGER PLACED DOWN AND MOVED ACROSS THE SCREEN IN ANY DIRECTION. THE PAN GESTURE ENDS WHEN THE FINGER IS LIFTED FROM THE SCREEN.

TOUCH FLICK



A FLICK IS A SINGLE FINGER DOWN MOVED RAPIDLY IN ANY DIRECTION AND ENDS WITH THE FINGER LIFTED UP OFF THE SCREEN. A FLICK CAN FOLLOW A PAN GESTURE.

TOUCH TOUCH AND HOLD



TOUCH AND HOLD IS A SINGLE FINGER DOWN WITHIN A BOUNDED AREA FOR A DEFINED PERIOD OF TIME.

TOUCH PINCH AND STRETCH



A PINCH AND STRETCH IS TWO FINGERS DOWN WITHIN SEPARATE BOUNDED AREAS FOLLOWED BY THE FINGERS MOVING CLOSER TOGETHER (PINCH) OR FURTHER APART (STRETCH).

TOUCH TARGET SIZE

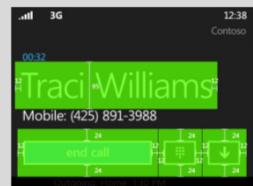
- Recommended touch target size is 9mm
- Minimum touch target size is 7mm
- Minimum spacing between elements is 2mm
- Visual size is 60-100% of the touch target size
- Minimum visible size for a touchable item is 4.5mm



TOUCH TARGET SIZE

EXTEND TOUCH TARGETS AS FAR AS PRACTICAL BEYOND THE VISIBLE TARGET

- Especially below

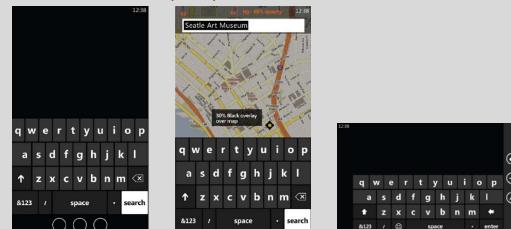


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KEYBOARD

KEYBOARD (SIP)



TILES

LIVE TILES

APPS ARE NO LONGER JUST 'OPEN' OR 'CLOSED'

A REASON TO RETURN

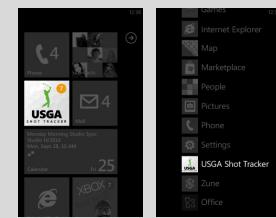
DEGREES OF 'OPEN'

LOCK SCREEN

TOAST

TILE

FULL SCREEN



LIVE TILES

THINK OF LIVE TILES AS YOUR 'SHOP WINDOW'
What should you place in the window to get people to come in?



TILE SIZES

SMALL
(SQUARE)

MEDIUM
(SQUARE)

WIDE
(RECTANGLE)



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The image displays three distinct tile templates side-by-side. The first template, 'Iconic', features a large central image with a red sidebar containing a logo and text. The second template, 'Cycle', shows a grid of images with small navigation icons. The third template, 'Flip', presents a grid where each image has a flip effect applied to it.

LIVE TILE ANATOMY

The diagram illustrates the anatomy of a Microsoft Live Tile, showing its internal structure and how it is displayed in a grid on the Windows 8 Start screen.

Live Tile Structure:

- Top Left (Updates):** Contains the word "Updates".
- Top Right (Details):** Contains the word "Details".
- Bottom Left (Thumbnail):** Contains a thumbnail image.
- Bottom Right (Text):** Contains the word "Title" and "Text".

Grid Layout:

- Row 1:** Microsoft News (Updates), LinkedIn (Updates), Microsoft (Updates).
- Row 2:** Microsoft (Updates), Microsoft (Updates), Microsoft (Updates).
- Row 3:** Microsoft (Thumbnail), Microsoft (Thumbnail), Microsoft (Thumbnail).
- Row 4:** Microsoft (Thumbnail), Microsoft (Thumbnail), Microsoft (Thumbnail).
- Row 5:** Microsoft (Thumbnail), Microsoft (Thumbnail), Microsoft (Thumbnail).

Thumbnail Examples:

- Twitter:** Shows a blue bird icon.
- LinkedIn:** Shows a network icon.
- Microsoft News:** Shows a news icon.
- Microsoft Mail:** Shows an envelope icon.
- Microsoft Photos:** Shows a camera icon.
- Microsoft Weather:** Shows a weather icon.
- Microsoft News:** Shows a news icon.
- Microsoft Mail:** Shows an envelope icon.
- Microsoft Photos:** Shows a camera icon.
- Microsoft Weather:** Shows a weather icon.

The image displays three smartphones side-by-side, each showing the Windows Phone 7 Start screen. The screens feature a grid of tiles for various apps like Phone, Mail, and Photos. To the right of the phones is a diagram titled "alpha composite" which shows a white square containing a black silhouette of a glass filled with pink liquid. This diagram is overlaid on a large, expressive pink brushstroke on a black background, representing the blending effect used in the theme.

A screenshot of the msn money markets app interface. At the top, there's a red header with the word "TILES" in white. Below it, the title "TILES IN APPS" is displayed in large red letters. The main area features several tiles: one for the Dow Jones Industrial Average (DOW) at \$1118.87, another for the Nasdaq at \$2444.72, and one for the S&P 500 at \$1179.66. Each tile includes a small circular icon with a green arrow pointing up, indicating positive growth. At the bottom of the screen, there are two more tiles: one for VIX at 81.95 and another for Cisco (CSCO) at 21.37.

TILES VS NOTIFICATIONS

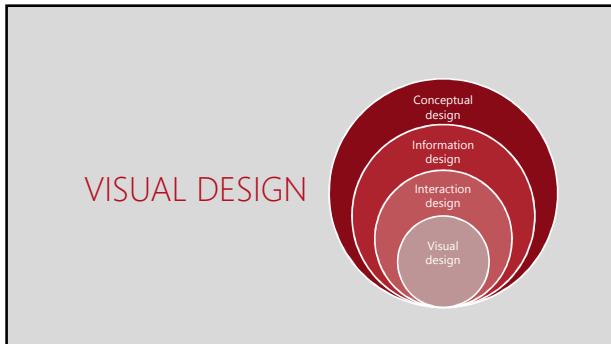


NOTIFICATIONS FOCUS ON 'TIMELY' REMINDERS THAT SHOULD BE ADDRESSED IMMEDIATELY

VISUAL DESIGN PHASE

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DESIGN GRID

GRID

- 24 pixel left and right margins
- 25 pixel columns with 12 pixel gutters

Line stuff up!

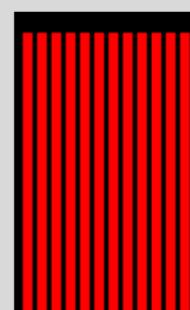
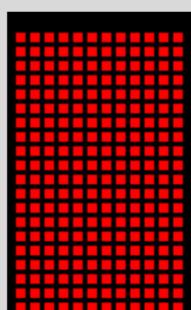
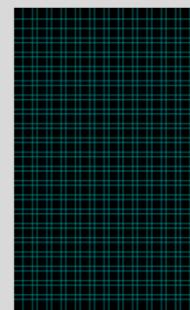


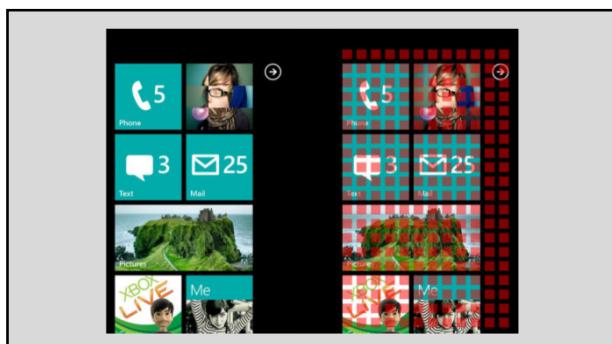
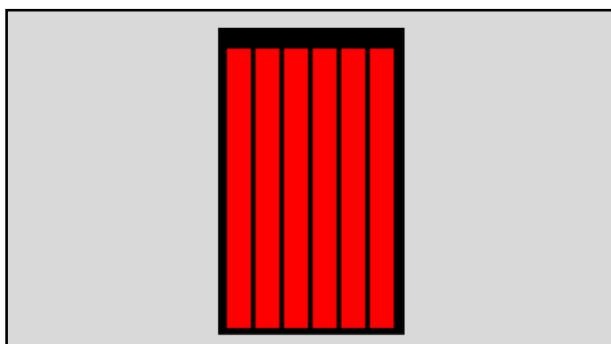
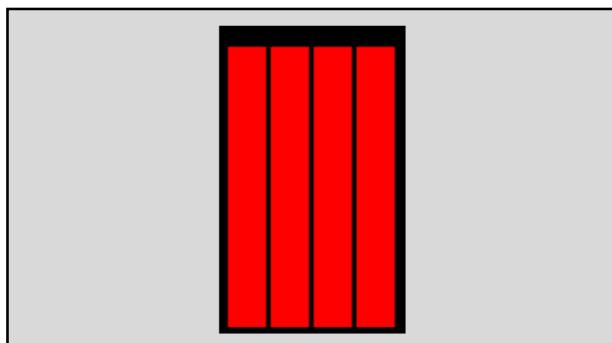
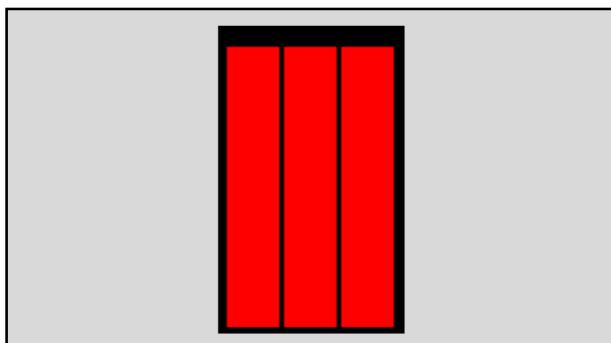
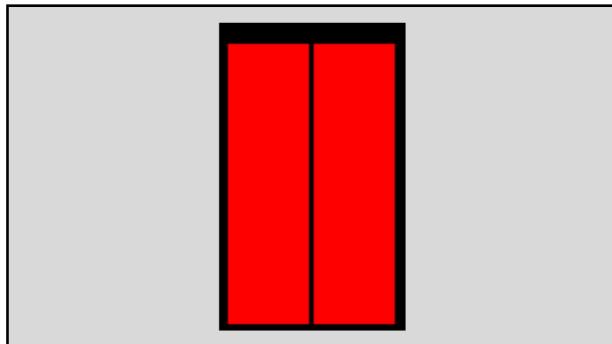
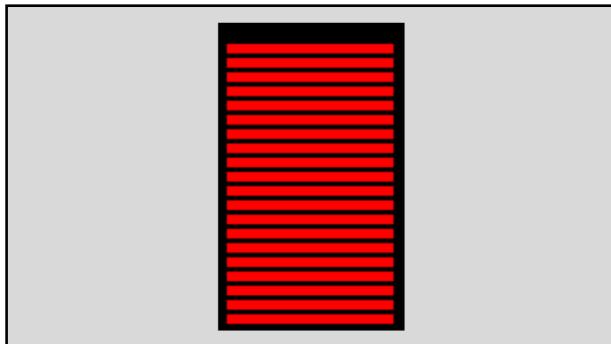
<https://dev.windowsphone.com/en-us/design/Principles>

GRID



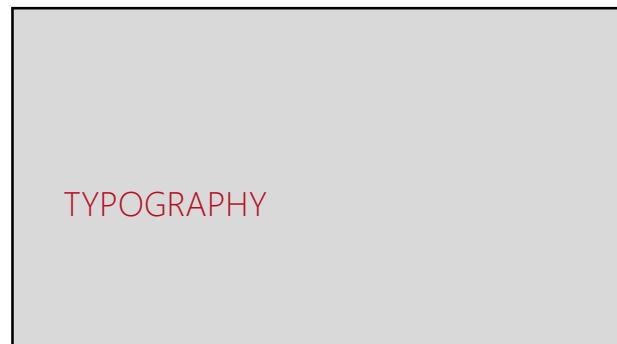
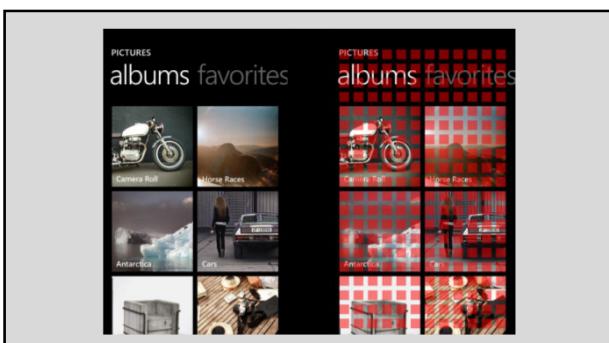
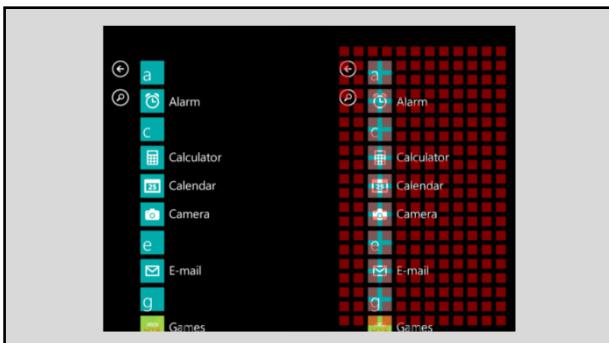
GRID





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TYPOGRAPHY

WORDS ARE WELCOME

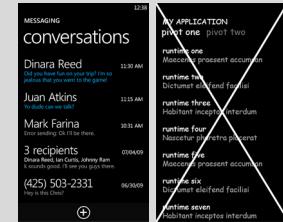


TYPOGRAPHY HIERARCHY

USE TYPOGRAPHY TO COMMUNICATE THE HIERARCHY OF INFORMATION

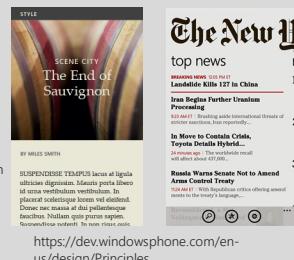
- Experiment with font **weight** and **colour**, rather than introducing additional font sizes.

TAKE ADVANTAGE OF BUILT-IN STYLES IN EXPRESSION BLEND



TYPOGRAPHY FONTS

- SEGOE WP IS THE DEFAULT TYPEFACE
- Segoe WP Light for large text
- SEGOE WP IS NOT COMPULSORY
- It is optimised for the phone, so worth considering at small sizes.
 - It does contribute to the "Windows Design Style" look.



<https://dev.windowsphone.com/en-us/design/Principles>

TYPOGRAPHY FONTS

SEGOE WP IS THE DEFAULT TYPEFACE

- Segoe WP Light for large text

MINIMUM TEXT SIZE: 13PX

Segoe WP Regular
abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Bold
abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Semi-bold
abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Semi-light
abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Segoe WP Black
abcdefghijklmnoprstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPOGRAPHY AND ICONOGRAPHY TEXT VS ICONS

A PICTURE CAN SAY A THOUSAND WORDS

... BUT NOTICE WE DON'T TALK IN PICTURES?

ICONS ARE USEFUL

COMPACT
RECOGNISABLE
SCANNABLE

BUT EVEN MOST ICONS ARE LEARNED
THROUGH THEIR LABELS



ICONOGRAPHY

ICONOGRAPHY



- Use Standard icons wherever possible
- Avoid icon buttons outside the Application bar

COLOUR

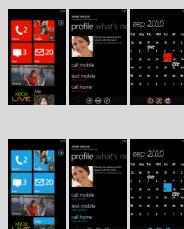
COLOUR

USE COLOUR SPARINGLY, AND DELIBERATELY

Use colour to delight the user
Use colour to personalize experience
Use colour to emphasize hierarchy

ACCENT COLOUR

Adds a sense of personalisation
Often conflicts with your brand



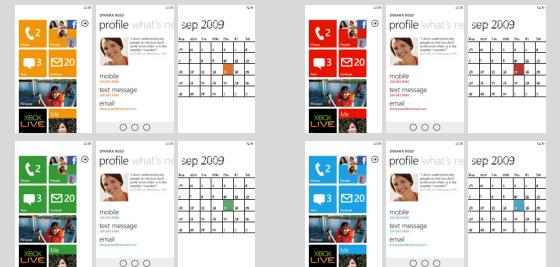
COLOUR LIGHT AND DARK THEMES



ACCENT COLOUR DARK THEME



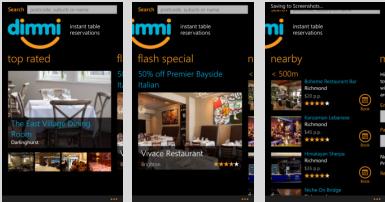
ACCENT COLOUR LIGHT THEME



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COLOUR THEMES



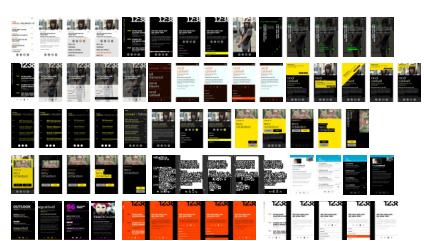
BRANDING

BRANDING

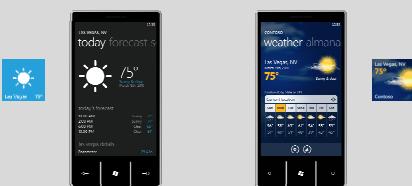
USE SEGOE WP, OR YOUR COMPANY TYPEFACE FOR HEADINGS
 COMPANY COLOURS
 BRAND IMAGERY
 TONE AND VOCABULARY

BRAND IS A CONVERSATION BETWEEN YOU AND YOUR CUSTOMERS
 NOT JUST COLOURS, FONTS AND LOGOS

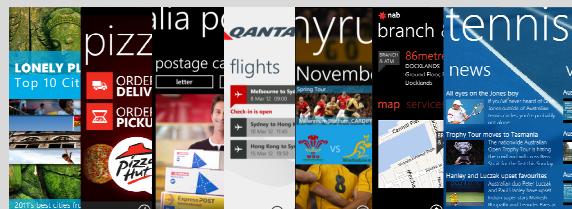
BRANDING



BRANDING PERSONALITY



VISUAL DESIGN BRAND COLOURS

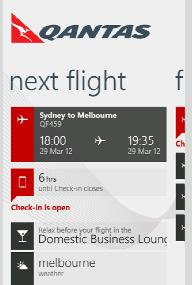


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BRAND OPPORTUNITIES

TILES
PERSONALITY
SPLASH SCREEN
SET TONE, REINFORCE IDENTITY
FIRST LAUNCH
DEMONSTRATE VALUE
LANDING PAGE
TRANSLATE THE IDENTITY INTO ACTION
GLYPHS AND ICONS
IMAGERY
PROMOTIONAL ART ON THE WINDOWS STORE
AND YES, COLOURS FONTS AND LOGOS



METRO CHALLENGES

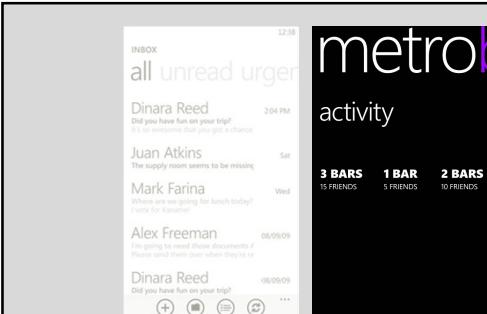
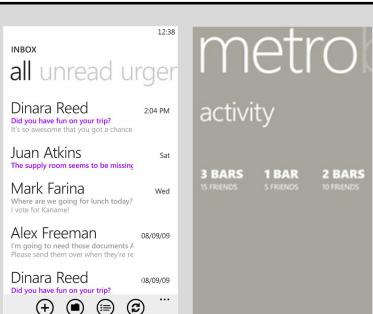
BRANDING

BRAND IS A CONVERSATION
BETWEEN YOU AND YOUR
CUSTOMERS
NOT JUST
Colours
Fonts
Logos



ANIMATION

Your design isn't finished until
you see it in motion.



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ANIMATION

MOTION DELIGHTS THE USER
 MOTION ADDS HINTS TOWARDS INTERACTION
 MOTION MASKS SLOW PERFORMANCE
 MOTION ADDS PERSONALITY
 MOTION ADDS CONSISTENCY
 MOTION ADDS ELEGANCE.
msdn.microsoft.com/en-us/library/hh202871

MOTION ORIENTS USERS IN THE APPLICATION

ANIMATION

USE MOTION TO DELIGHT THE USER
 USE MOTION TO ORIENT THE USER IN YOUR APPLICATION

- START WITH BUILT IN ANIMATIONS
- Panorama entry
 - Turnstile
 - Swivel
 - Tilt

REMEMBER THAT PACING IS IMPORTANT:
 THE MORE YOU USE IT, THE LESS SPECIAL IT BECOMES



dev.windowsphone.com/en-us/design/Principles

ANIMATION TURNSTILE

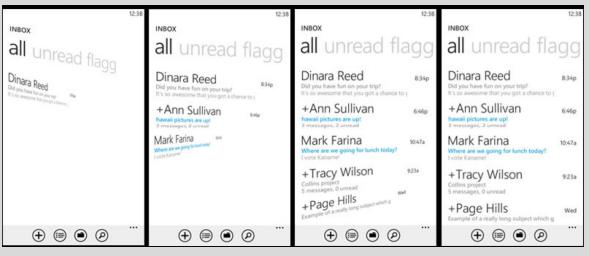
TO JUMP BETWEEN LARGE SPACES AND FROM APP TO APP



ANIMATION TURNSTILE

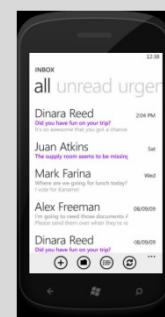


ANIMATION TURNSTILE



ANIMATION CONTINUUM

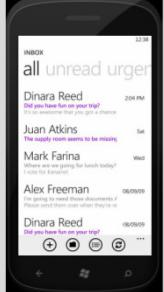
TO DRILL DOWN, FOR A LIGHTER SENSE OF SPACE



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ANIMATION SWIVEL



FOR PARTIAL SCREEN AND TRANSIENT UI. FOR TELLING THE USER SOMETHING WITHOUT KILLING THEIR TASK.

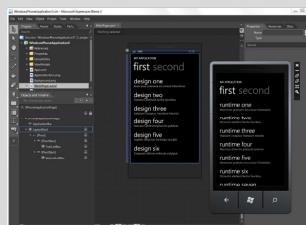
EXPRESSION BLEND



INTRODUCTION TO EXPRESSION BLEND FOR WINDOWS PHONE



BLEND



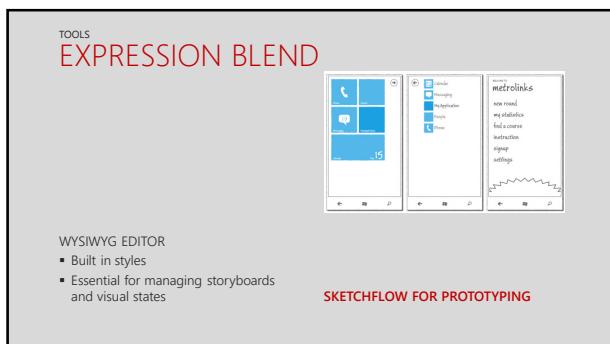
TOOLS EXPRESSION BLEND



WYSIWYG EDITOR

- Built in styles
- Essential for managing storyboards and visual states

SKETCHFLOW FOR PROTOTYPING



USING STYLES AND TEMPLATES



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WRAP UP

SHANE'S TIPS GETTING WINDOWS PHONE DESIGN RIGHT

CONTENT BEFORE CHROME
FUNCTIONAL MINIMALISM
FLATTER, WIDER NAVIGATION
INFORMATION HIERARCHY
PLATFORM CONVENTIONS

FOLLOW A USER-CENTRED DESIGN
PROCESS

RESOURCES

RESOURCES PHOTOSHOP TEMPLATES



RESOURCES

**USER EXPERIENCE DESIGN
GUIDELINES FOR WINDOWS PHONE**
MSDN
dev.windowsphone.com/design

**24 WEEKS OF WINDOWS PHONE
DESIGN**
TOLEDO²
www.toledo2.com/2012/10/23/24-weeks-of-windows-phone-design/

**WINDOWS PHONE EXPRESSION
BLEND AND SKETCHFLOW TUTORIALS**
MICROSOFT .TOOLBOX
www.microsoft.com/design/toolbox/school/tutorials.aspx

**WINDOWS PHONE DESIGN DAY
VIDEOS**
www.youtube.com/watch?v=YUW59c_YhEQ

THANK YOU

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[@shanemo](https://twitter.com/shanemo)



