01 Typography

Title - Monserrat, 25px "experts available now"

Body - Karla, 16px "Here are my relevant skills"

Card Names - Karla, 16px, bold "Caleb Coriander"

Card Descriptions - Karla, 12px "I'm an accountant"

REMINDER DATE - KARLA, 25PX "09/23"

Button text - Monserrat, 16px, bold "log in"

Logo font - Baloo Da, 50px "GURU"

02 Colors

#FAF8F2	#1D254E	#F6F0DA	#F2C94C
Primary	Secondary	Tertiary	Accent Color

The color palette for Guru expresses simplicity and familiarity. Each color has a distinct quality reminiscent of a calm and soothing atmosphere.

03 UI Elements and Styles

sign up / new user nav bar

Sign Up

log in button

Log In

session times

10:00 AM | 11:30 AM | 2:00 PM

Sign up button

Sign up

Mobile and Desktop
W - 360px
H - 54px

Navigation bar - Existing user

home | experts | chat | search

Mobile
W - 414px
H - 57px

Desktop
W - 1440px
H - 70px

Search bar

Search expert, categories

accountant

Go

Mobile
W - 372px
H - 42px

Desktop
W - 600px
H - 36px

Expert Tags

timely | analytical | organized | precision | ethics

Mobile
W - 303px
H - 46px

Desktop
W - 486px
H - 90px

Reminder

You have a session with Jameela Karr

MON 02.26.21

Mobile
W - 302px
H - 84px

Desktop
W - 604px
H - 84px

Reviews

Mobile
W - 227px
H - 81px

Calendar

January 2021

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mobile and Desktop
W - 360px
H - 302px
corner: 10px

Card Form

Card Number — Number

Expiration Date — MM/YY

Name on Card — Name

Mobile
W - 366px
H - 184px
corner: 10px

Desktop
W - 380px
H - 184px
corner: 10px

Category

Category

Mobile and Desktop
W - 100px
H - 113px

04 Icons and symbols

source: the noun project, figma community, google images

05 Imagery and illustrations

Minimum
W - 170px
H - 154px
corner: 10px

Maximum
W - 220px
H - 200px
corner: 10px

06 Language

Language from Guru should be professional yet casual. The text should be simple and clear of confusion.

Expert's description should be personable and include information about their past experience and relevant skills

The tone should portrey a feeling of trust and that finding an expert can be easy and and that they are approachable.

07 Accessibility

If space allows, listing a description under the icon will improve the user's understanding of the application.

Describe input fields by using call to action words

Only use gender neutral terms in form fields

Make button size large enough that it is not difficult to press and place it close to the relevant element.

Follow the web content accessibility guidelines: provide text alternatives to non-text content, make text readable and understandable, help users avoid mistakes, etc

08 Grids and Layouts

4x4 Grid

Rows x 4
Type: Stretch
Width: Auto
Margin: 24px
Gutter: 16px

Columns x 4
Type: Stretch
Width: Auto
Margin: 0px
Gutter: 20px

6 column grid
margin: 16px
gutter: 16px

09 Haptics

Haptics should be used sparingly and for a specific case. For instance, when a user successfully completes a payment.

The goal of haptics is to make the experience memorable and leave the user feeling satisfied

The guide is based on Apple's haptics guidelines.

10 Other Dos and Don'ts

Do: high contrast

Don't: have a white background or use thin fonts. Avoid overwhelming the page and cause cognitive overload. Keep listed content between 5-7 visible.

Don't : There are 8 categories listed, which can be a cognitive overload

Category | Mental Health | Home Improvement | Academia | Law | Medicine | Services | Plant care

Do: Limit the amount listed to 6 so that it keeps in the 5-7 element range

Accounting | Mental Health | Home Improvement | Law | Medicine | Services