DUCKTIONARY

DESIGN MANUAL

Contents

Logo

The main goals that we want to achieve when we were creating our name and logo are easy-known by many people and the logo itself represents the identity of every member of us. To build a lasting impression[1], we create something unique for our application name and logo. But still, we want to make the logo simple and effective in every scale and color. In other words, simplicity is our key to be easily recognized when we make the application name and logo. That's why name Ducktionary came up in our mind.

Ducktionary is a *portmanteau* word that combined from two different word. "Duck" that stands as our reference that describes us and the application itself. And "dictionary" that clearly describe the application that we made. Duck is an animal that can travel by water, land, and air to wherever they want. They are so flexible and cultivate buoyant spirit to reach their destination. When they are in group with other ducks, the make sure their close partnerships in work and in life are a "match" for each phase or project.

The logo itself is a line-drawing duck head. Because it relevant to the application name and the identity we reached after we create the name. We also want the logo to be versatile, so we can apply it to various forms of size and color. Smooth duck head line presenting every single-aspect that we want to reach which are simple, memorable, versatile and relevant.

Picture 1. 1 Red Ductionary logo

Picture 1. 2 White Ducktionary logo

As we are using the material design guidelines for the whole application, the logo is designed to reflect the material design. Our logo is designed to be simple, modern, friendly, and quickly understandable. The logo is also reduced to its minimal form (which is a duck) to express essential characteristics.

Colors

Color is a powerful and attractive aspect of user experience when using specific application. Color can describe perception, interpretation, concept of the application just by seeing it. It can greatly enhance the effectiveness of a message when it used well[3]. Whole color that we choose is blue! Why blue? Ask people around you their favorite color and a clear majority will say blue. People way too often to see blue color in their life. Even skies and seas that we see everyday is blue. Physiologically, blue is calming, reducing tension and fear and therefore blue is the safest color to use. It relates to trust, honesty and dependability, therefore helping to build customer loyalty.

Blue that we used in Ducktionary as our primary color is a light blue (Hex: #00C6FF) or it can be described as light saturated cyan[4]. We use color harmony for another color that we use in Ducktionary besides the light blue in some section. Since we are following the material design guidelines, it states that we have to be consistent with the color and use a consistent color scheme throughout the app[5]. There are few colors that we picked to be secondary color from triadic harmony and square scheme color. Triadic color harmony groups three colors that are evenly spaced from another and form a triangle on the color wheel. Those three colors are light saturated cyan (Hex: #00C6FF), baby pink (Hex: #FF96B7), and olive green (Hex: #A5C26F). Other than that, the square scheme consists four colors that evenly spaced on the color wheel. Those four colors are light saturated cyan (Hex: #00C6FF), deep purple (Hex: #ED9EDF), deep orange (Hex: #F1A770), and green pastel (Hex: #72CA8F).

Primary color is the color displayed most frequently across your app's screens and components[6]. We use primary color as top app bar and for highlighted text that used for hyperlinks. Secondary color provides more ways to accent and distinguish the app. We apply it to make the application looks better. Mostly, secondary colors applied into buttons, and sliders. Surface and background colors that we choose is white light color.

Picture 1. 3 Triadic Harmony colors

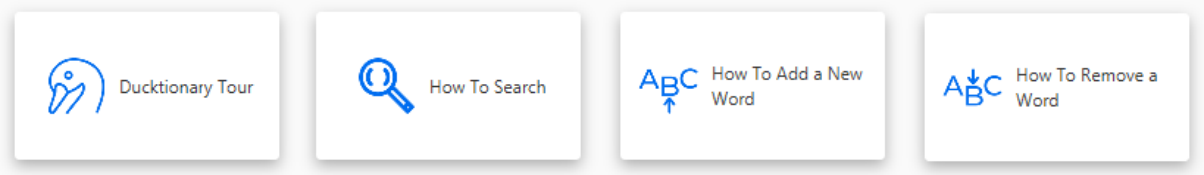
Picture 1. 4 Square Scheme colors

Icons

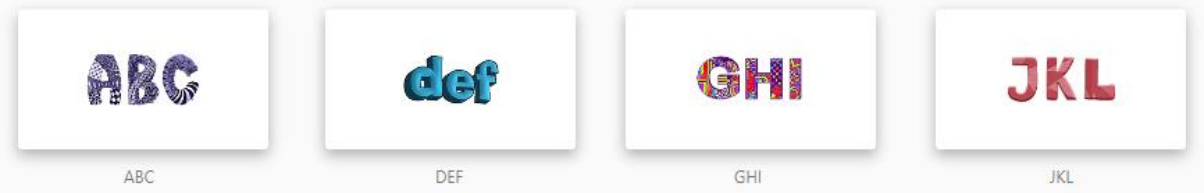
Icons in Ducktionary become the hub to help user more easily understand the features. We made the whole icon in Ducktionary simple but identifiable[7] which it means user can understand the icons implication from familiarity or operation experience. We made all the icons simple and easy to understand because we aim the application itself for all age. Consistency also become one of our priority when making the logo, we want every logo in one single-app seems familiar.

Just as the material guidelines says, simplicity[8] in icons become our first main goal to achieve in order to make the application easy to understand while also remaining informational. That's why mostly we use light icons to achieve simplicity and ease to understand. Light icons were made with simple line that into object that describe the feature. Light icons mostly applied in help section where the informative section there altogether in the same page. Those light icons are in saturated blue colors because we want those icons have harmony with our primary colors. Alphabet icons in search section were made abstractly because we want search page become different page than other page. Search page become more attractive and look way more colorful after we attached colorful and inconsistent alphabet logos.

For small size logo, we make solid logos because we want user can see the logo's meaning clearly. Solid logos are applied in the home page or dashboard. In the home page, there is one unique logo where there is an animation when we click the logo. That logo is a hamburger logo. It changes become an arrow when user click it. And it happens otherwise either.



Picture 1. 5a Help Logos

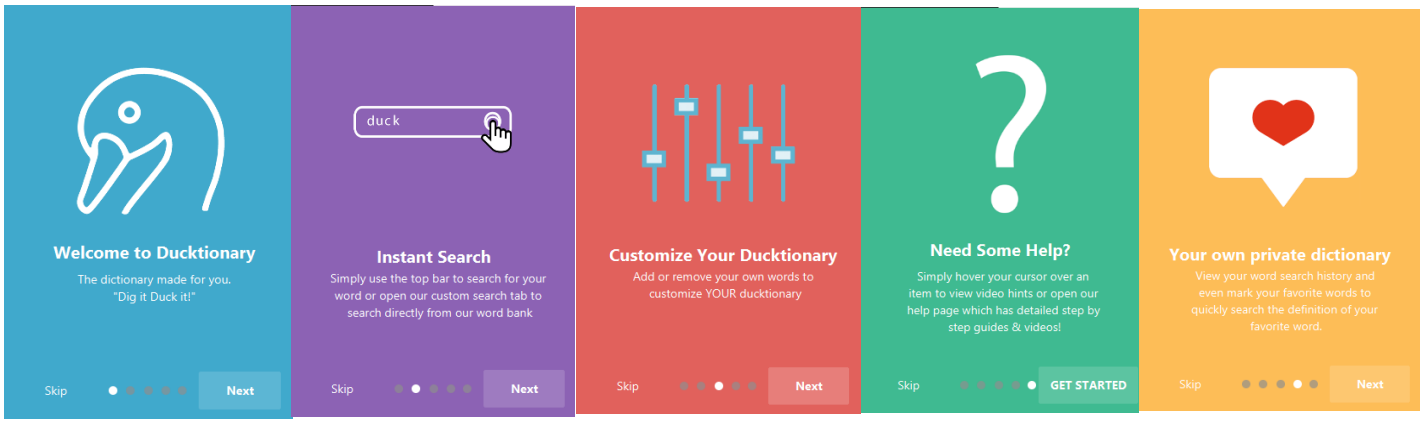


Picture 1.5b icons in search page section of Ducktionary

Onboarding

Following the Material Design guidelines, it was recommended that we create a virtual unboxing experience that helps users get started with an app which is called an onboarding[9]. The onboarding according to the guidelines allows a user who are eager to try the app to quickly learn about the app without reading an instruction manual or the help screen. Also, it welcomes the users and excites the users about what they can experience ahead in the application and learn explicitly how their app can be used in their lives. Therefore, we decided to make an onboarding for our application.

Our onboarding is the "Top user Benefits" type of onboarding which displays a carousel along with a brief animation that highlights the benefits of using the application. As per the guidelines, our application presents three primary benefits of using the app that shows the problems that the app solves, and the app's "toothbrush features" (a feature that you would use once or twice a day). Following the best practices too, we maintained the same visual continuity which consists of the same fonts, the same button placement, the same icon placements, and the same style. Since the guidelines also says how the onboarding design should be simple, we also simplified the onboarding by just using a simple background and a simple animation on top that focuses on the essential concept. We also used an illustration instead of showing the actual app UI which is discouraged by the material design guideline as it is going to confuse the user into thinking that the user is in the app already.

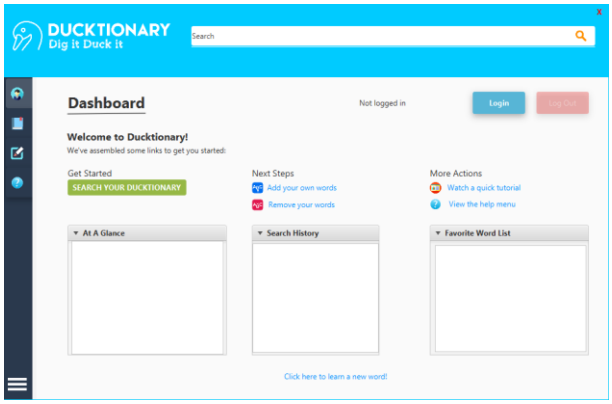


Picture 1. 6 Image Onboarding with different colors

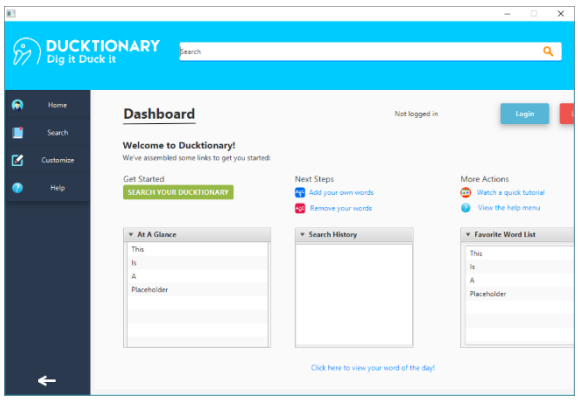
UI (User Interface)

In order to create application for all age, we want our application characterized as friendly application which it means everyone can use it[10]. We want Ducktionary have an interactive User Interface but also great in performance. Aiming great performance when using Ducktionary, we just add simple animation on the navigation bar section only. In the home page, we can see many buttons, hyperlinked text, and drop-down information. Their position set organized to make the home page look clean and not confusing. Every single feature that we put also informative visually and technically. Buttons color that we made are based on the color scheme that we got from the primary color. Since colors that we use are blue, we followed the material design guidelines to use the color scheme to create buttons that have a significant functionality in our application. As the material design guidelines says, we used green (which is the color in the triad) that has a positive functionality in our application such as the "add word" feature. We also used the reddish-pink color (which is also in our triad) to set the color of a button that has a more negative functionality in our application such as the "remove word" feature. We use a light blue color for hyperlinked texts to tell the user that it is a hyperlink while also following our color scheme.

Darker color chosen for navigation bar in order to create interactive design on the home page. Other reason why we choose darker color because we want icon for the feature in navigation bar seen clearly. The material design guidelines also states how the navigation drawer should have a set of colors that are minimal and has clear icons which is what we did. Slide animation were added when we click the hamburger button to open/hide the navigation bar. Another little touch of interactive user interface attached on the hamburger button which can change into arrow icon when it clicked and it happens oppositely either.



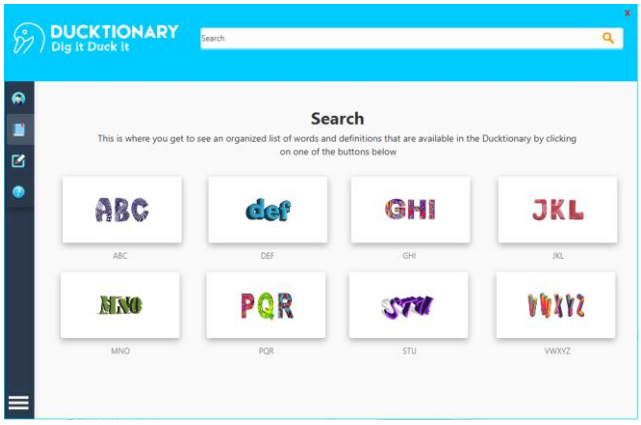
Picture 1. 8 Homepage of Ducktionary



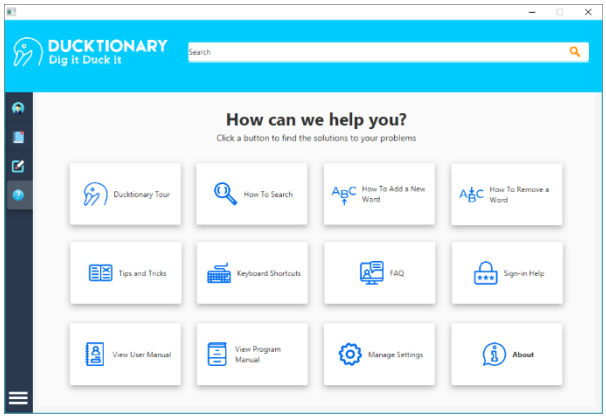
Picture 1. 7 Navigation bar of Ducktionary

In the search and help section, we create clean-simple layout here where there are only many square buttons with its own logo and description below the button. Buttons that we put mostly using drop shadow effect to make user able to see area that click-able[11]. Drop-down feature mostly used in help section for categorizing a lot of information based on their context or title. Drop-down feature helps user to create effective and clear page layout

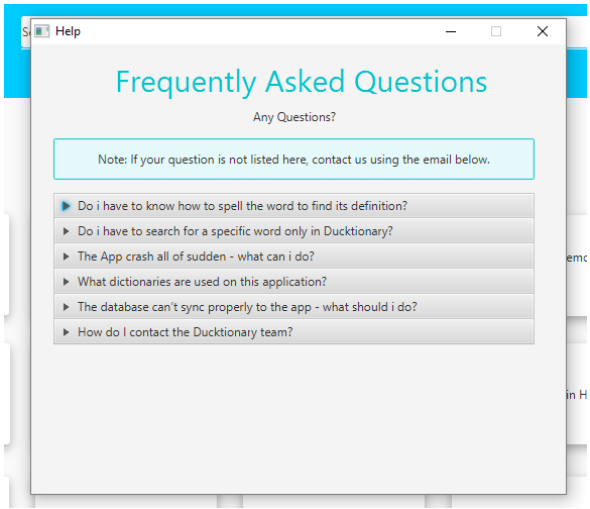
Just as explained in the material design guidelines on making a good user interface, we decided to use a grid that is recommended by the guidelines for versatile purposes[12]. It is little bit different than what we planned before, but we change it in order to fit for every desktop screen that have many different various of pixels scale.



Picture 1. 10 Search page of Ducktionary

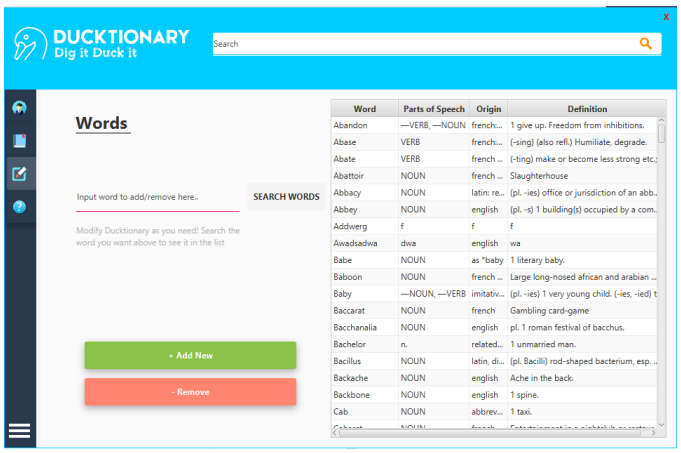


Picture 1. 9 Help page of Ducktionary



Picture 1. 11 Drop-down feature in FAQ

In the search page, we use grid layout for the position of the button. In order to have familiarity and friendly user interface, we use green color for add word feature and red color for remove word feature. We did attach scroll feature to make the database can be seen in simple window and not confusing user when looking the words.



Picture 1. 12 Search page of Ducktionary

Navigation Bar (Left side of the screen)

Almost all applications these days have a navigation bar that allows users to quickly access different features of the application quickly without having to go through a complex set of steps. Like a vehicle that takes users to where they want to go, navigation should help users find the information that they're seeking from an app. Even Gerry McGovern, CEO of customercareworks.com discusses how his team did some research and testing and said that "navigation is more important than search" in his article about usability. McGovern said that 70% would use the navigation bar first compared to using a search bar. Therefore it is important for our navigation bar to be great. So what are the rules for designing a good navigation menu? Uxbooth.com claims that consistency, clear interactions, and avoiding deep navigation is the top three rules to follow.

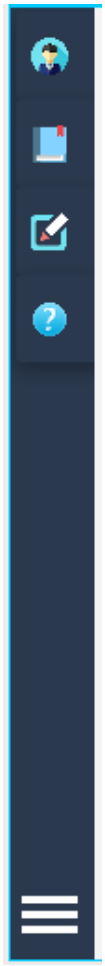


Figure 1.12 Navigation bar closed

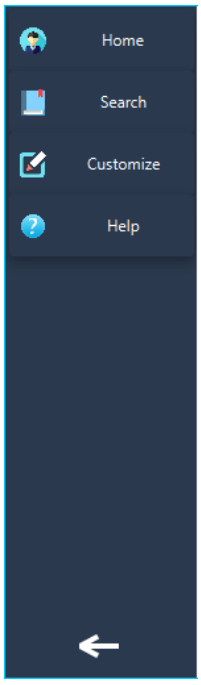


Figure 1.13 Navigation bar opened

Therefore, we decided to implement a vertical navigation bar at the left side of the screen since research says that left navigation bar is the best position because it performed best in terms of navigation functionality and it is also preferred by users the most [13]. By default, this navigation bar will consist of the different options of the applications listed as icons followed by a clear and concise text description that describes the functionality or feature provided. We also made the navigation bar able to fold and hide the text by clicking a hamburger icon (the triple horizontal line icon) on the bottom left of the screen so that only the icons are showing. This is done so that the main content pane of the application can expand and be bigger and there will be less clutter on the screen. Previous research on uxplanet.org has proven that a hamburger icon is very convenient for navigation especially if located on the bottom left of the screen because it is a natural position for users. Also uxplanet.com has agreed that it is a better way to reduce clutter. By putting it on the left side of the screen at all times, it fits with the design principle of consistency. This means that the user can always find it on their left hand side whenever they want it and at whatever screen they want. Also since it can be expanded or minimized, it allows it to reduce clutter

Search bar

Figure 1.14 Search bar

It would be crucial for a Dictionary App to have at least some way to instantly search a single word, certainly one can't expect the user to use an Dictionary App and find a word how he would with a conventional Dictionary. Hence why there should be a search option. In this case it is located in the "TOP BAR" and will never move staying in place, placed in plain sight for users to see and of course use [14]. It is also important to point that a search bar should be made to be noticeable, or somewhere where the user would expect/predict it would be and use a simple similar icon that's used by everyone else as it would lead to a more convenient experience for the user and decreases the effort it would take when otherwise it would take more effort because the user needs to find it [15]. That's why the search icon is a magnifying glass and is an orange one because according to the color scheme orange is the complementary color to blue. Search bar will be triggered to search when the search icon is clicked or the enter button is clicked in the keyboard, an autocomplete feature should is implemented and will be explained further, the transition will be just changing the page but keeping the search bar intact [16].

Search bar: Autocomplete

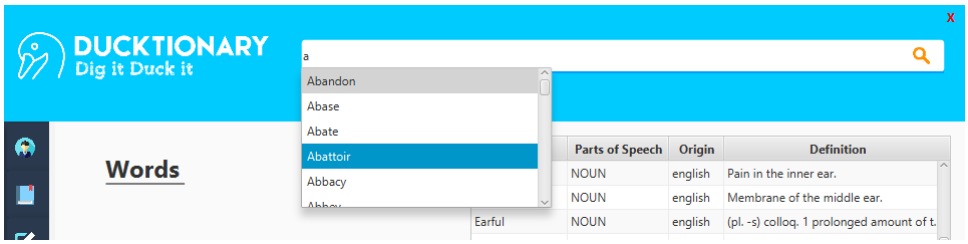


Figure 1.15 Autocomplete on search bar

Autocomplete makes life much more easier for the user and overall will help in a more convenient experience, not only that it reduces the amount of needed user input and speed up user's data entry it also a helpful tool as a guide that helps the user in their constructing their search query[17]. Why? Although not all but usually users are poor at query formulation, if the first attempt ended in failure don't expect much for the next one. Autocomplete remedies that with its suggestions if work well. The autocomplete feature

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