

# 52 Redding 1

## Communication

- Confirmation best delivered using alert dialog
- acknowledge short period allow cancel
- Snackbar brief interruption

## Data Formats

Comparison use 3 letters EDT

Single Zone use 2 letters ET

••• most numbers

•••• Credit & debit cards

## Data visualization

- line • Bar • stacked bar • candlestick
- area • timeline • horizon • waterfall
- Use icons + reinforce meaning

## Empty state

Use neutral or humorous tone  
brand consistent

Use best match for search

## Help & feedback

Use icons for help  
don't use variations

## Imagery

Use both illustration and photograph

Focal point

allow users to compare

Branded launch screens provide brand  
placeholder UI show loading



On boarding

- Self select • Quick start
- Top user benefits

Offline states

display they are offline with icon  
have offline settings  
use process indicators  
allow removal

Writing

Be concise!! Simple is direct  
talk in second person (you or your)  
all ready levels  
begin with objective

Machine Learning

allow computer to make predictions  
and perform tasks

- Live camera  
provide feedback  
simple clear  
errors.

prompt to search

- static image
- barcode scan

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