



Web App and Mobile App

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Inspiration



DIRECTIVES

Search

SELECT BUDGET \$200

92 Deliver 200 bottles of Veuve Clicquot in restaurant Momo

5 H / 14:00 \$ 200

Nederland, Amsterdam, Park str 1211

DIRECTIVES TODAY

APPROVED

92 Deliver 200 bottles of Veuve Clicquot in restaurant Momo

5 H / 14:00 \$ 200

Nederland, Amsterdam, Park str 1211

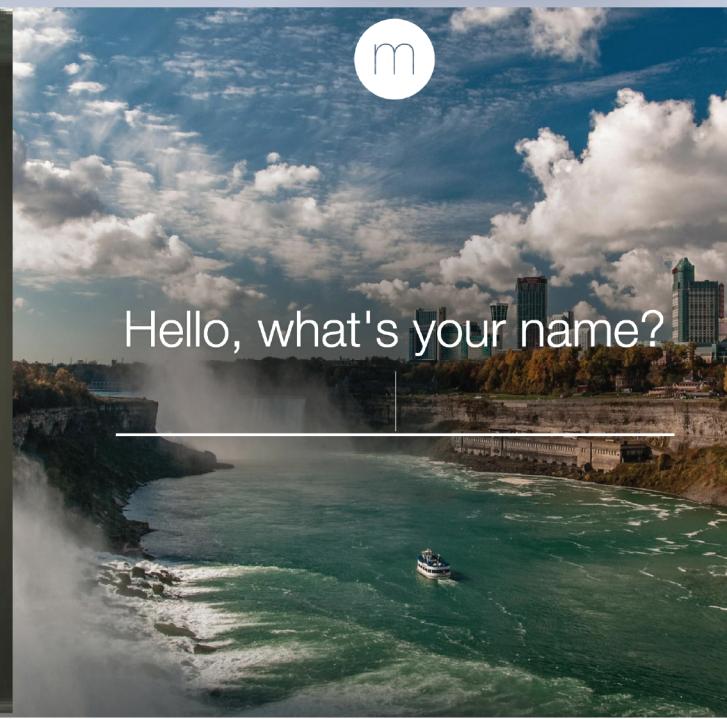
TOMORROW

91 check the status of order processing in one partner sites

12.06.2015 / 11:00 \$ 200

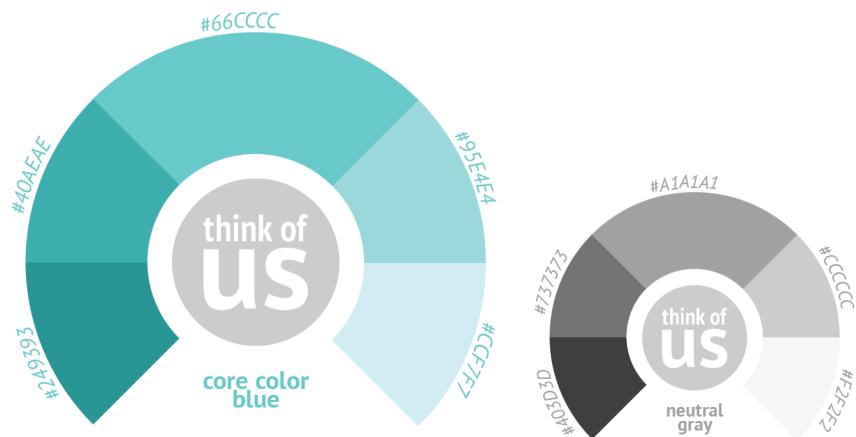
Nederland, Amsterdam, Park str 1211

galshir.com



Hello, what's your name?

Core Colors



Blue

Our core color is a youthful, calming blue-green. Taking into account the population of our users who are overly stressed and potentially traumatized, we want our colors to be calming and trustful. To give it more of a neutrally gendered feel, we went with pastel colors to be acceptable for both males and females.



Grayscale

Gray is used for small details that need a minimal degree of separation from negative space or the rest of the color scheme. Lighter colors can be used for "white space". The darkest our blacks will get is #403D3D. In our research we found that it is better for a user's eyesight if the colors are not stark black against white. We also want to stick away from anything appearing too dark or gloomy for our users.

+ Colors

#F4AB37

#F4B73B

#FEC869

Orange

Orange in particular is used as a signifier for a call to action and generally positive connotations.

#61B966

#96CF99

Green

We use green to complement orange as another positive color.
Green is specifically used for notifications.

Rules

The best practice is to follow a basic 60-30-10 rule. Sixty percent of a design should be white space or the core blue, with the remaining thirty and ten percent left to secondary colors or grays. Avoid using too much of the darkest values of each color, with the exception of the darkest gray for text.

PT SANS

regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

narrow
regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

narrow

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

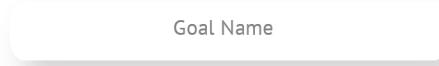
Header 1
Header 2
Header 3

Body example, pellentesque habitant
morbi tristique senectus et netus et
malesuada fames ac turpis egestas.
Vestibulum tortor quam, feugiat vitae,
ultricies eget, tempor sit amet, ante.

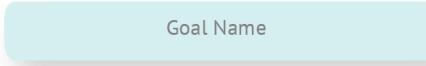
This is an example of an inline link.

Buttons

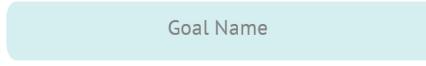
Neutral



Hover



Feedback



UI Elements

Mobile Navigation



Default

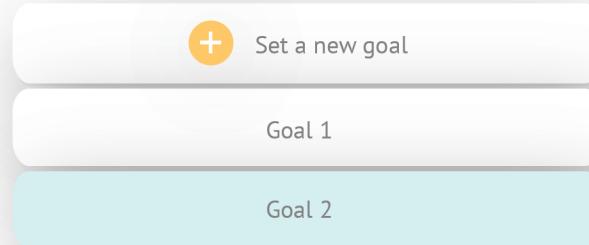


Click links



Click center button

Goal List Collection



Create a goal call-to-action button

Default collection element

Feedback after clicked

Name List Collection

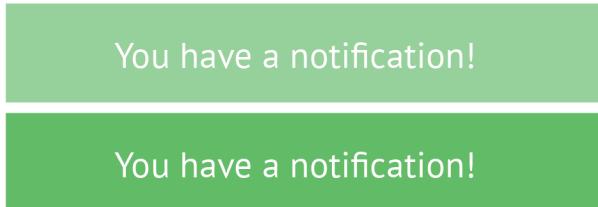


Default collection element

Feedback after clicked

UI Elements

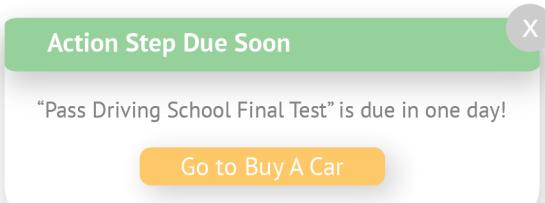
Notification Pop-up



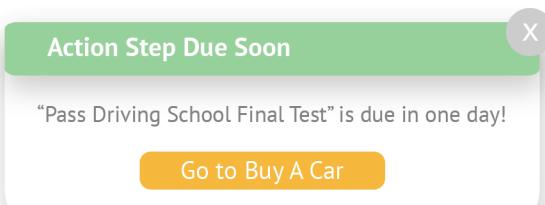
Default

Feedback after clicked

Notification Modal



Default



Feedback after call-to-action clicked

Progress Bar



In Action

The image shows three iPhone screens demonstrating the Unify app's features:

- My Goals:** This screen lists personal goals. A user can "Create a new goal" or choose from existing ones like "Buy a Car", "Obtain a Credit Card", "Become a stronger reader", "Reunite with Sam", and "Learn Photography". Navigation icons for "My Wall", "Home", "My Support", and a thumbs-up icon are at the bottom.
- My Supporters:** This screen lists supporters with their names, emails, and phone numbers. Each entry has a yellow "View" button. Navigation icons for "My Wall", "Home", "My Support", and a thumbs-up icon are at the bottom.
- Goal Creator:** This screen asks, "This type of goal is...". It lists categories: Academic, Job Oriented, Personal, Passion, Financial, Physical Health, Mental Wellbeing, and Uncategorized. A large yellow "Submit" button is at the bottom, along with a progress bar showing one dot filled. A "Back" button is at the bottom left.