LivingSocial iPhone App Style Guide

Note: All measurements listed in density-independent-pixels, but assets are created at 2x resolution.

Typography

The app uses Proxima Nova Soft Regular and Bold. There are no italics.

The app follows a flexible type scale, including the following font sizes:

28px Use for large buttons

24px Use for large headers

20px Use for medium headers and the nav bar title

16px Use for any text the user is likely to read.

14px Use for less important, supplimental text.

12px Use very sparingly for slugs, dates, etc.

10PX ALL CAPS (TO BE DEPRECATED)

Colors

#262626

#0899bc (Links)

#e9ba26

#dddddd

#f0812b

#999999

#5fb8dd

#666666

#ea0b8c

The app also occasionally uses colors from the LivingSocial secondary color palette.

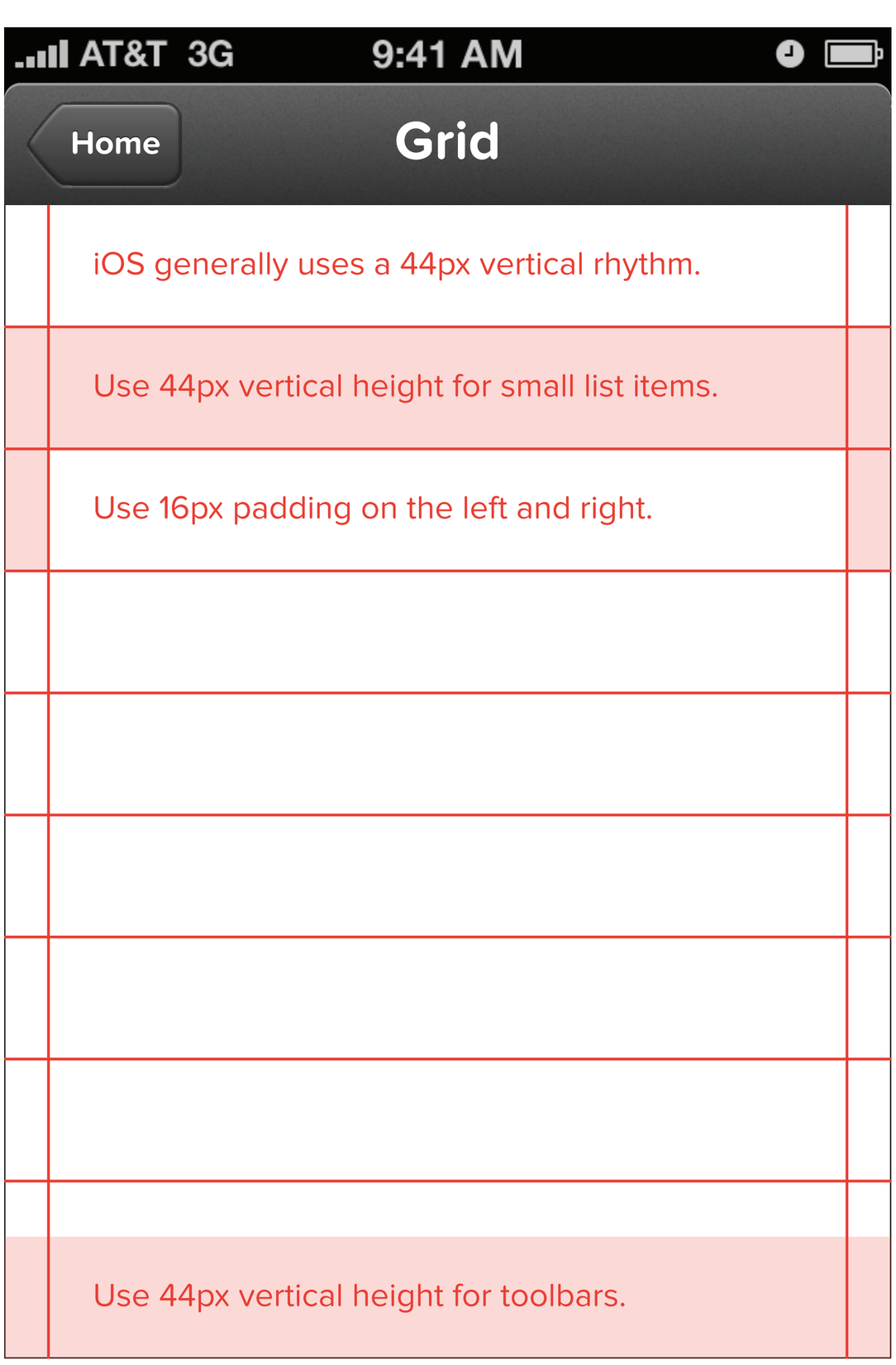
Grid

iOS generally uses a 44px vertical rhythm.

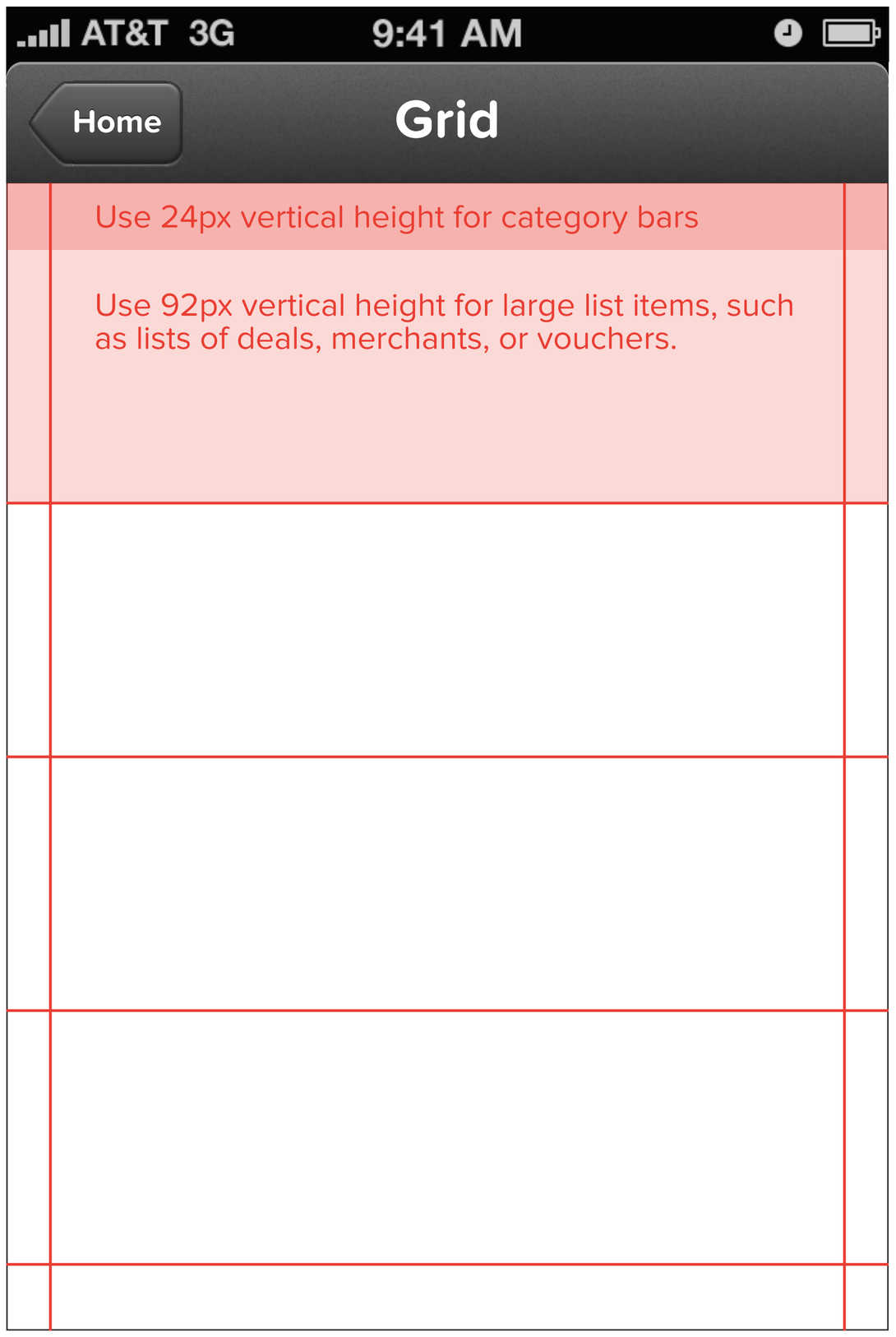
Use 44px vertical height for small list items.

Use 92px vertical height for large list items.

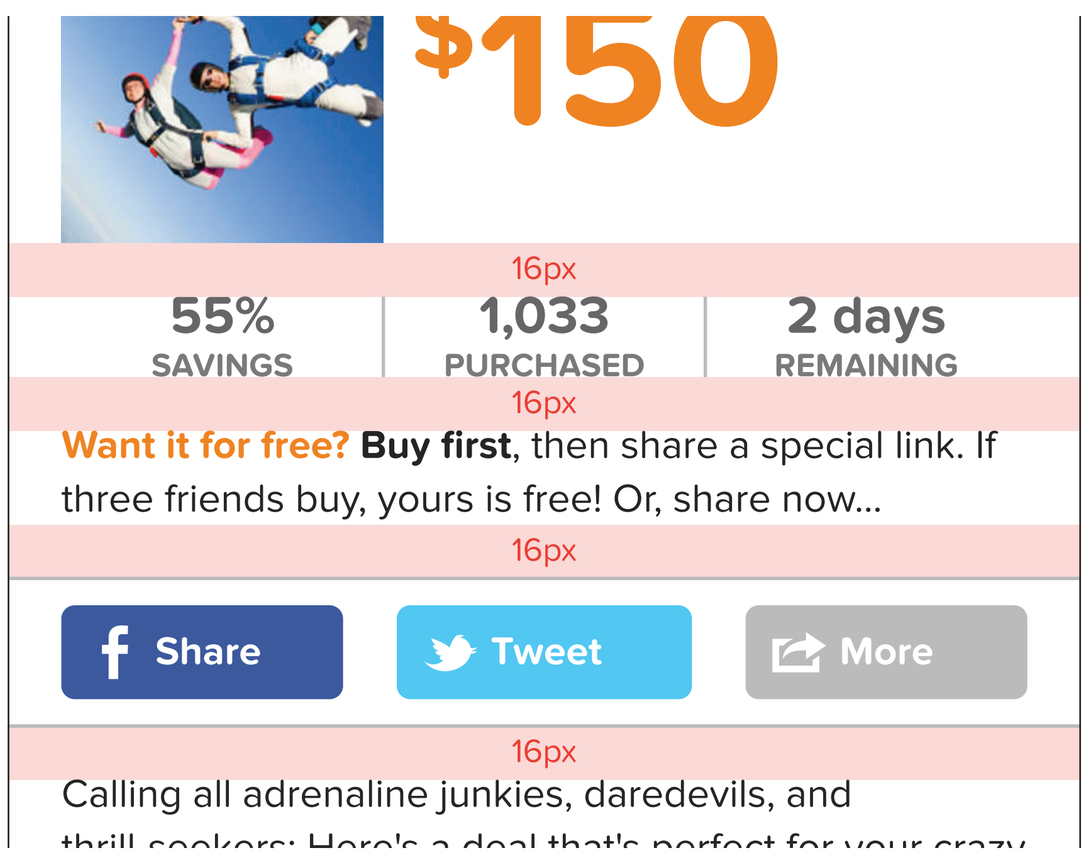
Use 16 padding on the left and right of views and around UI elements and blocks of content.



Visuallization of 44px rhythm

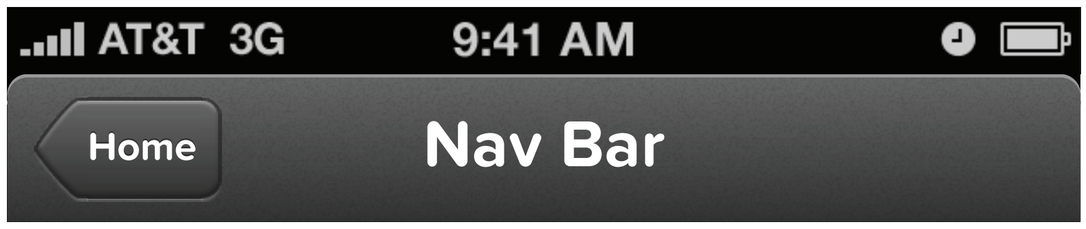


24px and 92px are other sizes commonly used in many iOS apps.



Use 16px padding between elements within the content.

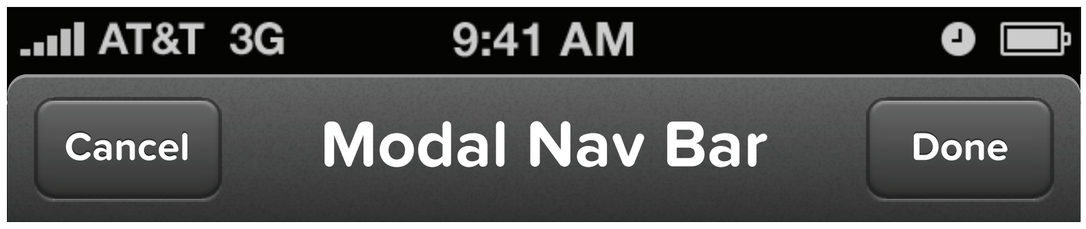
Navigation



The title in the nav bar should tell the user exactly where they are, much like the title of a web page. The nav bar is a bare-bones breadcrumb pattern for small screens.

Label back buttons according to the content that it points to. The back button label should match the nav bar title of the view it links to. Be sure to take this into consideration when creating titles for the nav bar to avoid truncation when possible.

The app follows a strict spatial relationship to hierarchy, where scrolling up and down reveals content at the same hierarchical level, right moves down the hierarchy, and left moves back up. Apple refers to this navigation scheme as Table Views, which work similarly to Miller Columns.



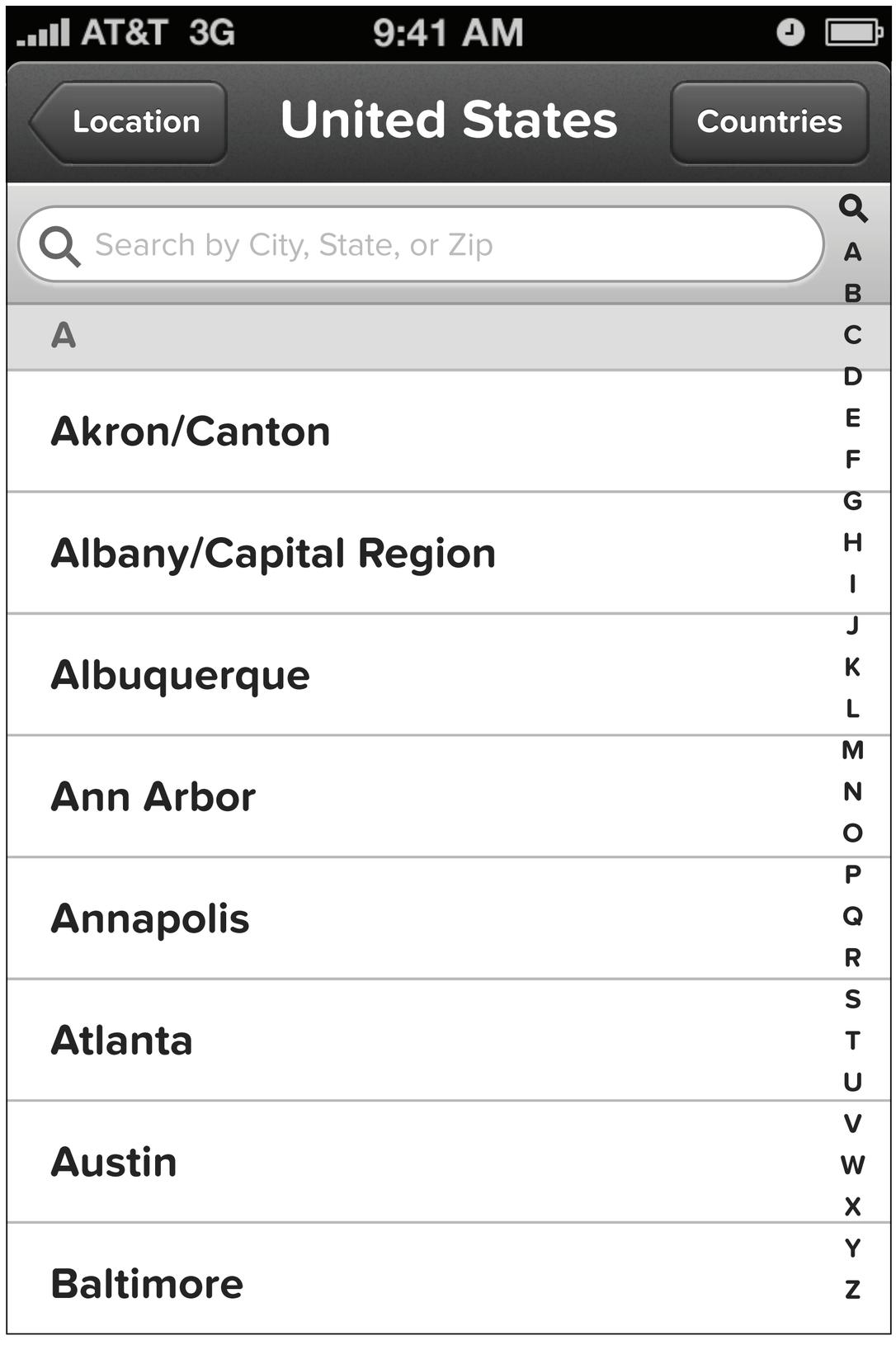
For modal views, the app uses the standard iOS modal that slides in from the bottom of the screen. The Back button is replaced with a Cancel button that dismisses the modal. A Submit button may appear in the right side of the nav bar and should use a verb that clearly describes the action that the user can take.

With the exception of the back button, segmented controls, and some nav bar buttons, try to avoid using buttons for navigation. For example, the Deals list view has no buttons. iOS users are trained to tap on content to navigate. This helps keep focus on important information within the limited screen real estate and aids in scannability. Use buttons when they envoke an action that the user can take.

Avoid desktop-like pagination. Scrolling is much easier to navigate with on the iPhone. If there are loading concerns, use the Show More... link pattern.

For really long scrollable lists, try to utilize the iOS alphanumeric scrubber, like in the Contacts app.

When there is secondary information that is less relevant to the user, use progressive disclosure to put the information another level down in the hierarchy.

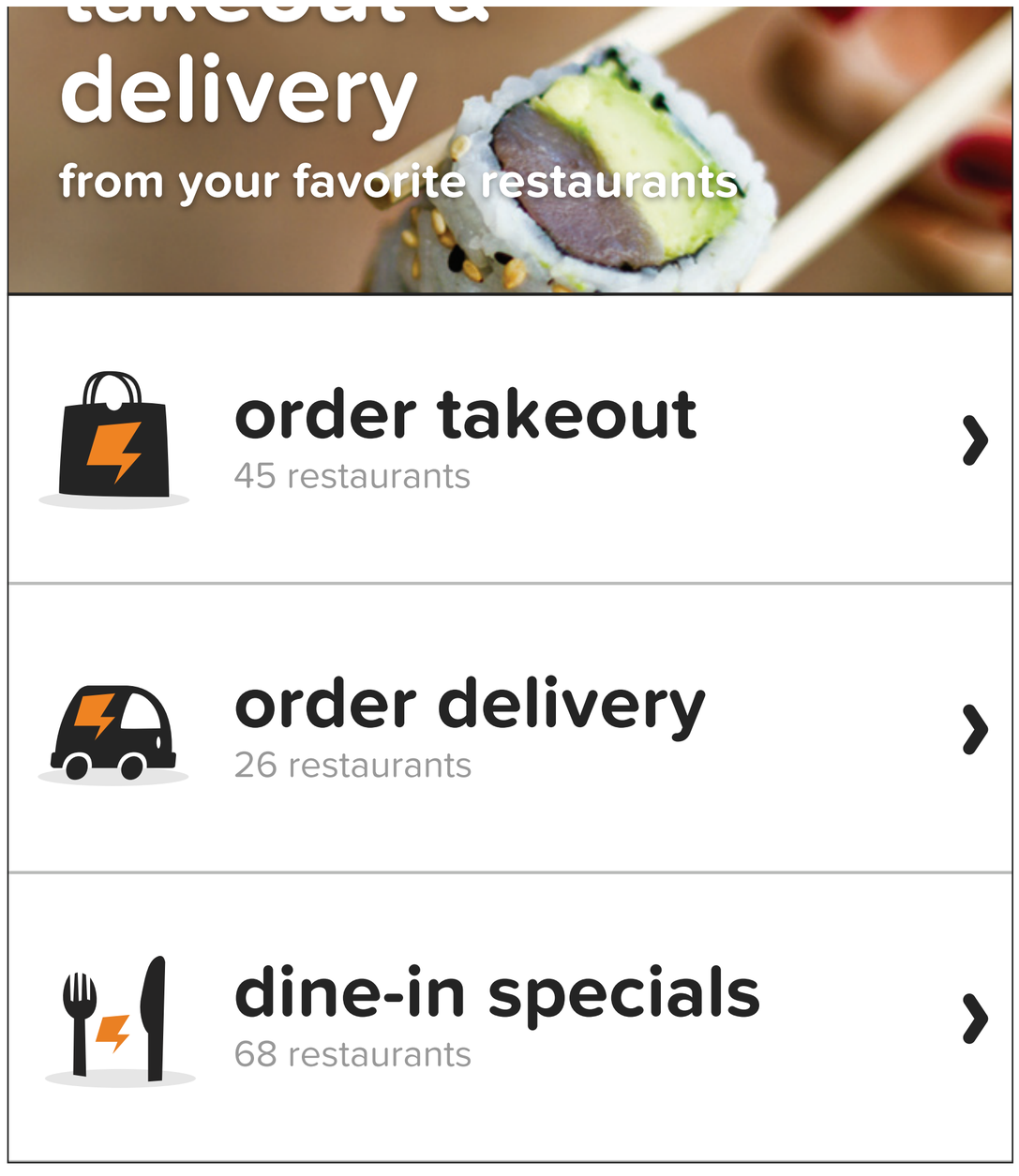


Example of the iOS alphanumeric scrubber.

Content

Where appropriate, list items should tease the content that it points to. For example, showing the number of restaurants in the list one level down.

All tap targets, including links should be a minimum of 44px by 44px even if the tap target has no visual container.



Example of content teasers.

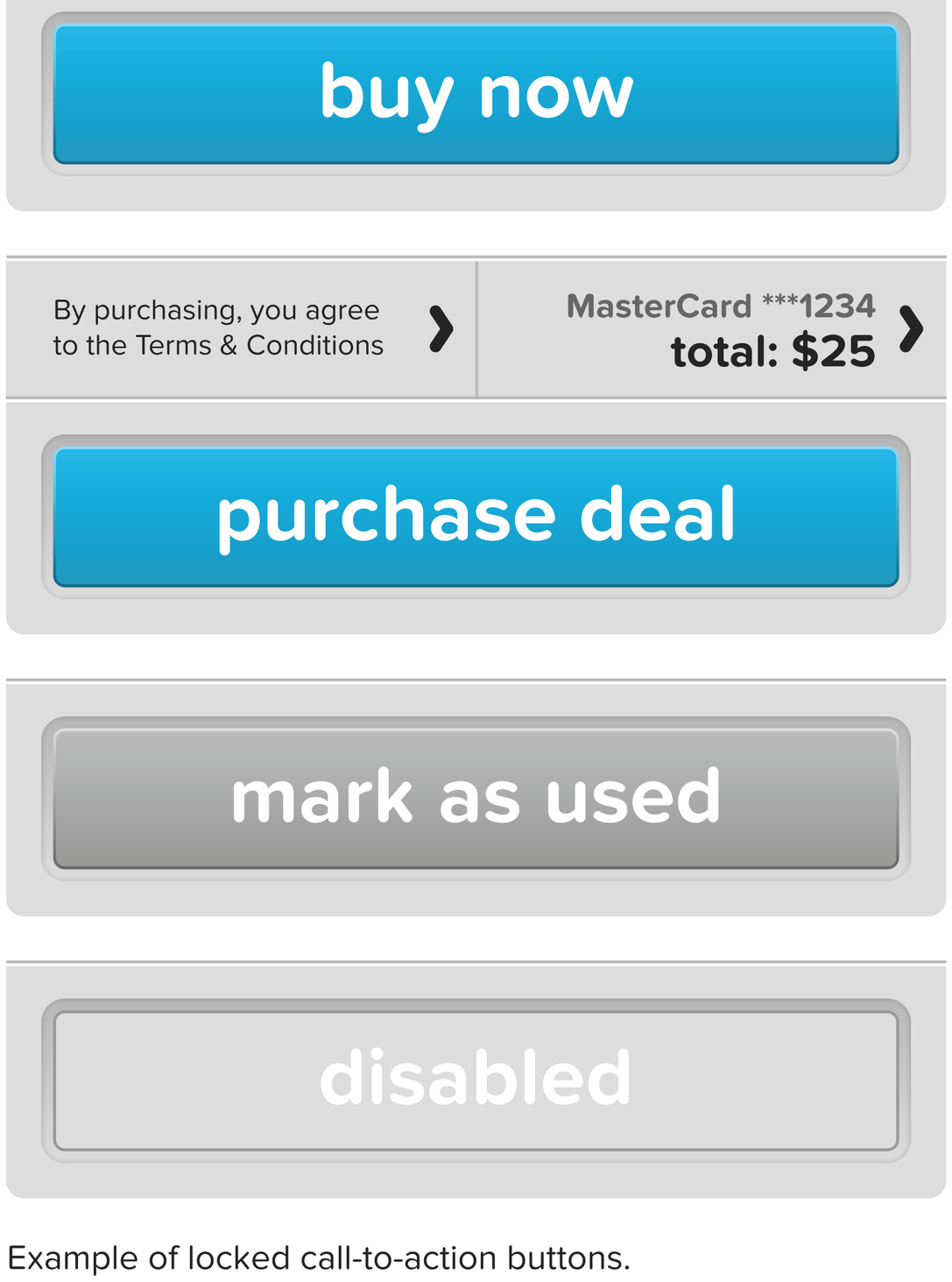
Buttons & Actions

The app uses big, locked call-to-action buttons when there are clear actions that the user can take to proceed through a flow. For example, a ‘buy now’ button is always visible on deal detail views.

Segmented controls can be used to sort and filter lists or other content. The concepts of sorting and filtering do not need to be treated separately in the UI.

Example of segmented controls.

Share buttons.



Example of locked call-to-action buttons.

Messaging & Information

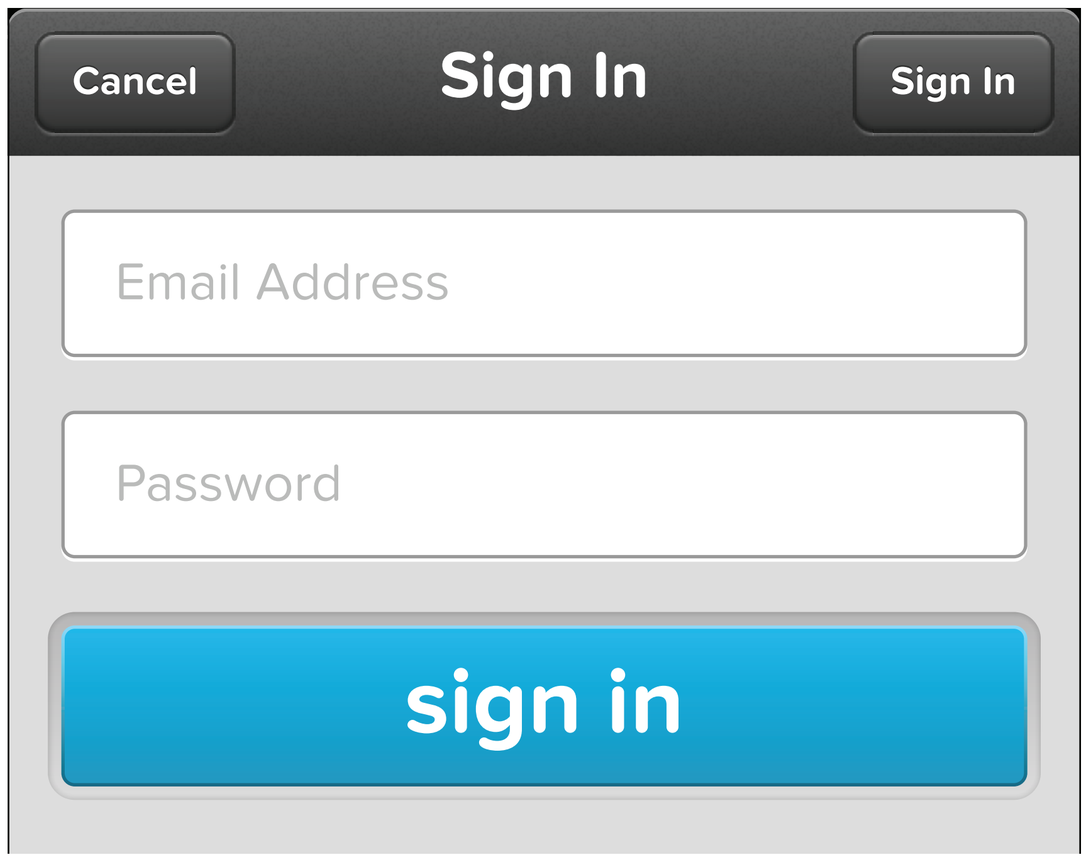
Small bits of information that cannot be clicked on can be housed in 24px tall bars – the same size as category labels in lists.

Example of 24px tall messaging.

Forms

Forms use the iOS standard of placing labels directly in the form field. The benefits of saving screen real estate outweigh the disadvantage of the user potentially forgetting what the label is after beginning to type.

The submit button in forms should use a verb that clearly describes the action that the user can take. Include a submit button in the right side of the nav bar where appropriate.



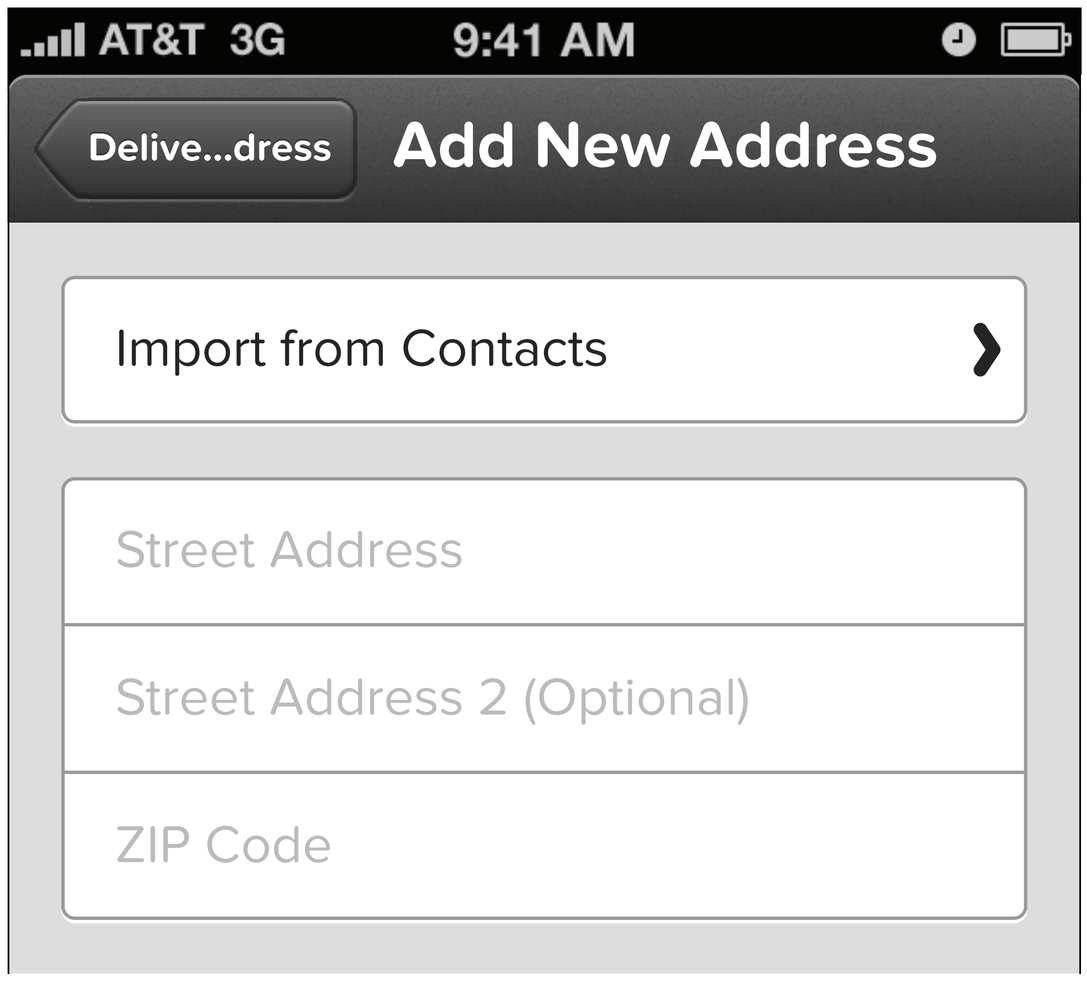
iOS in-line form field labels.

Other Considerations

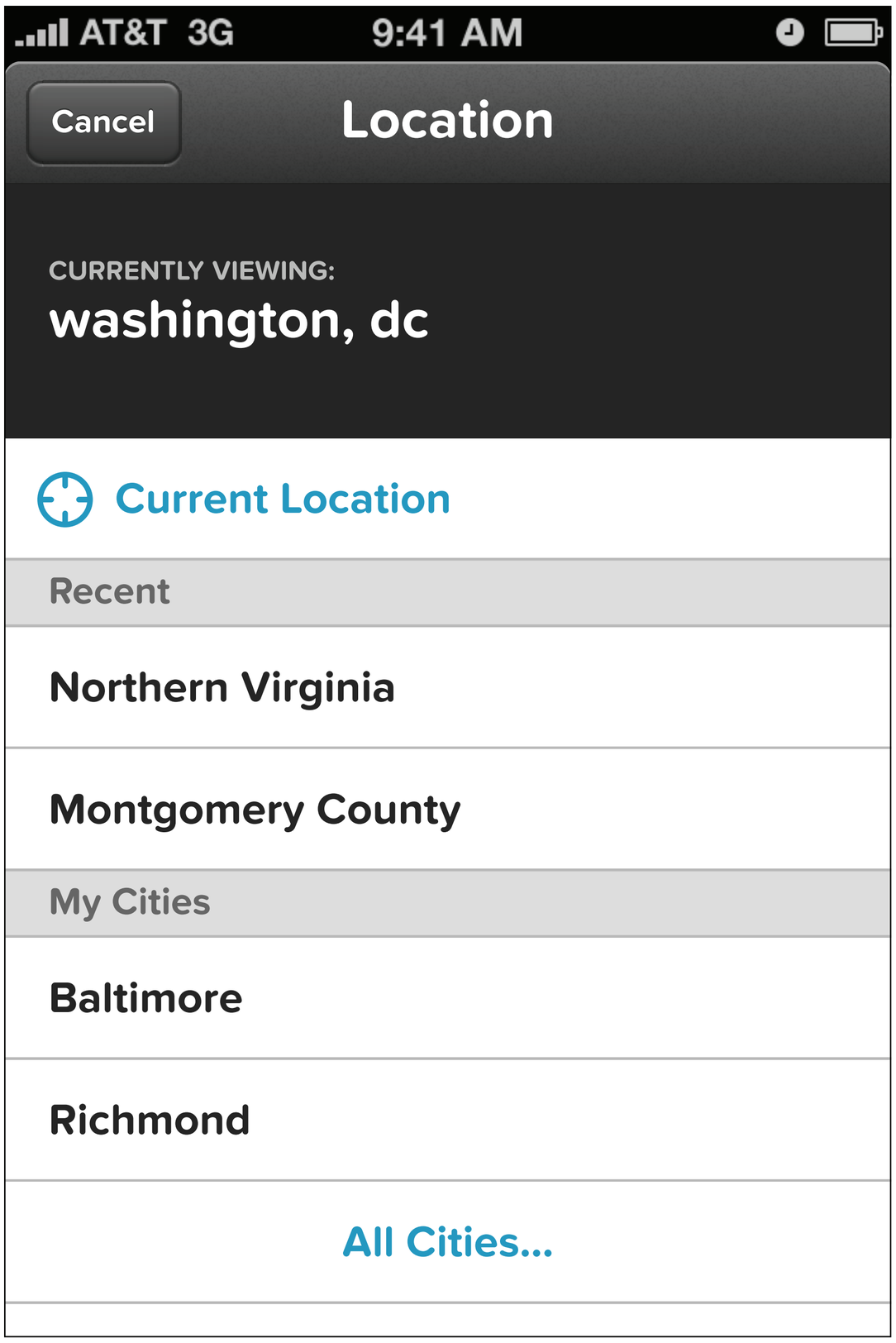
As much as possible, try to avoid making the user enter data via keyboard. iOS provides alternatives to many typical desktop keyboard tasks, such as the date picker. Use these alternatives when possible.

Consider the capabilities of the hardware & software, such as using geolocation to know where the user is, or using the contacts list to fill in addresses.

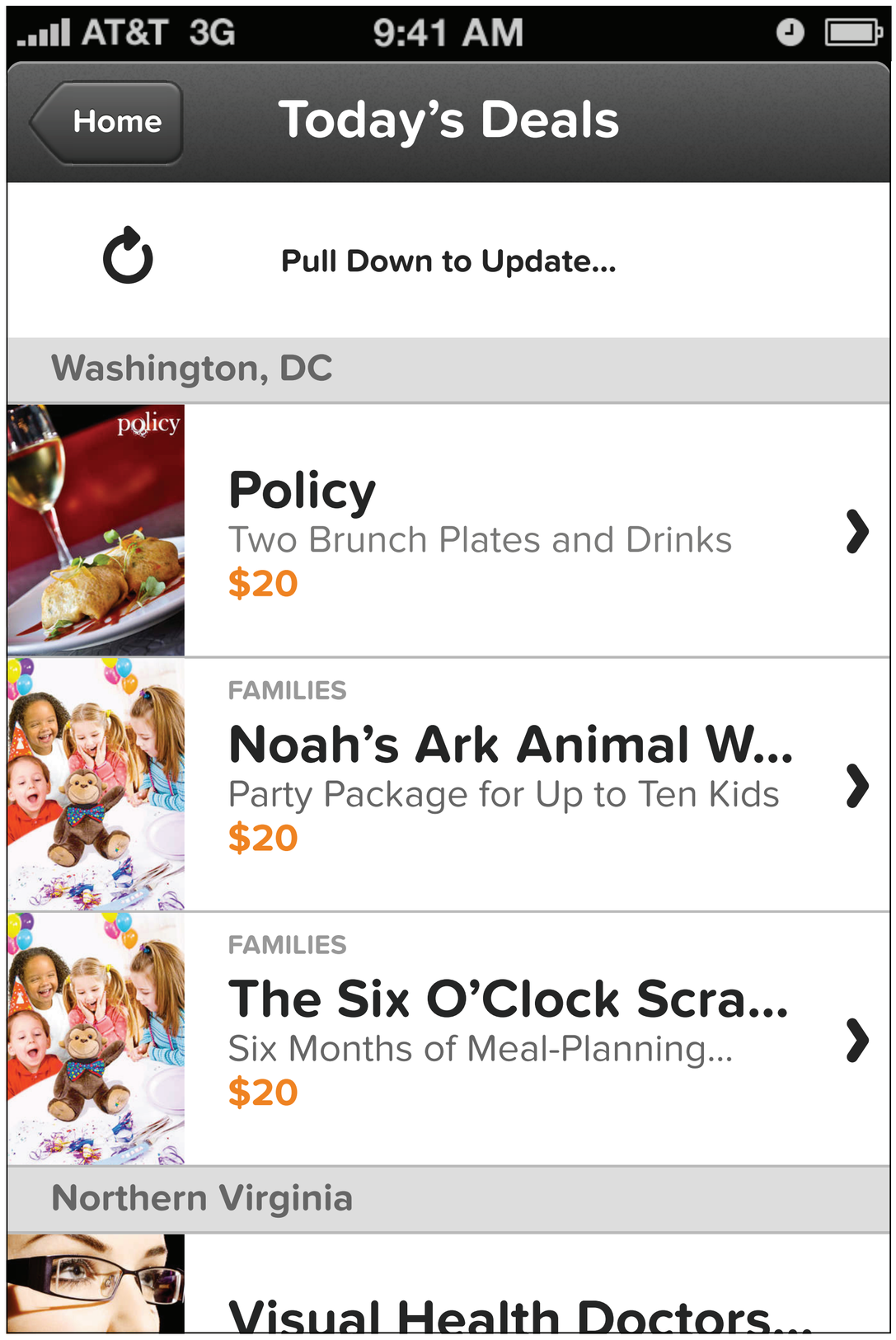
Try to keep locked chrome to a minimum. The Table View requires 44px for the nav bar at top at all times. Try to avoid adding locked chrome below the nav bar. Similarly, avoid locked chrome at the bottom of the screen that is taller that 44px. The exception to this in the LivingSocial app is the locked action button, which is used to encourage purchases and continuing through flows.



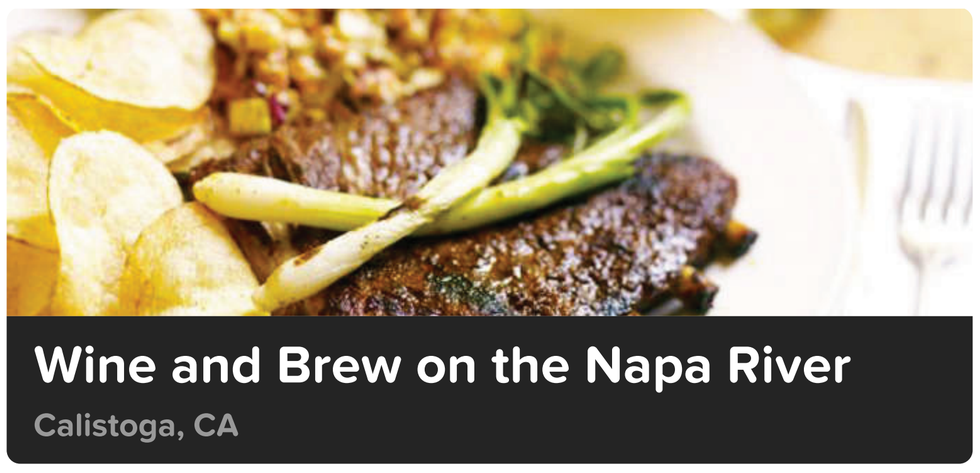
Consider using features such as the contacts list to prevent the user from having to use the on-screen keyboard.



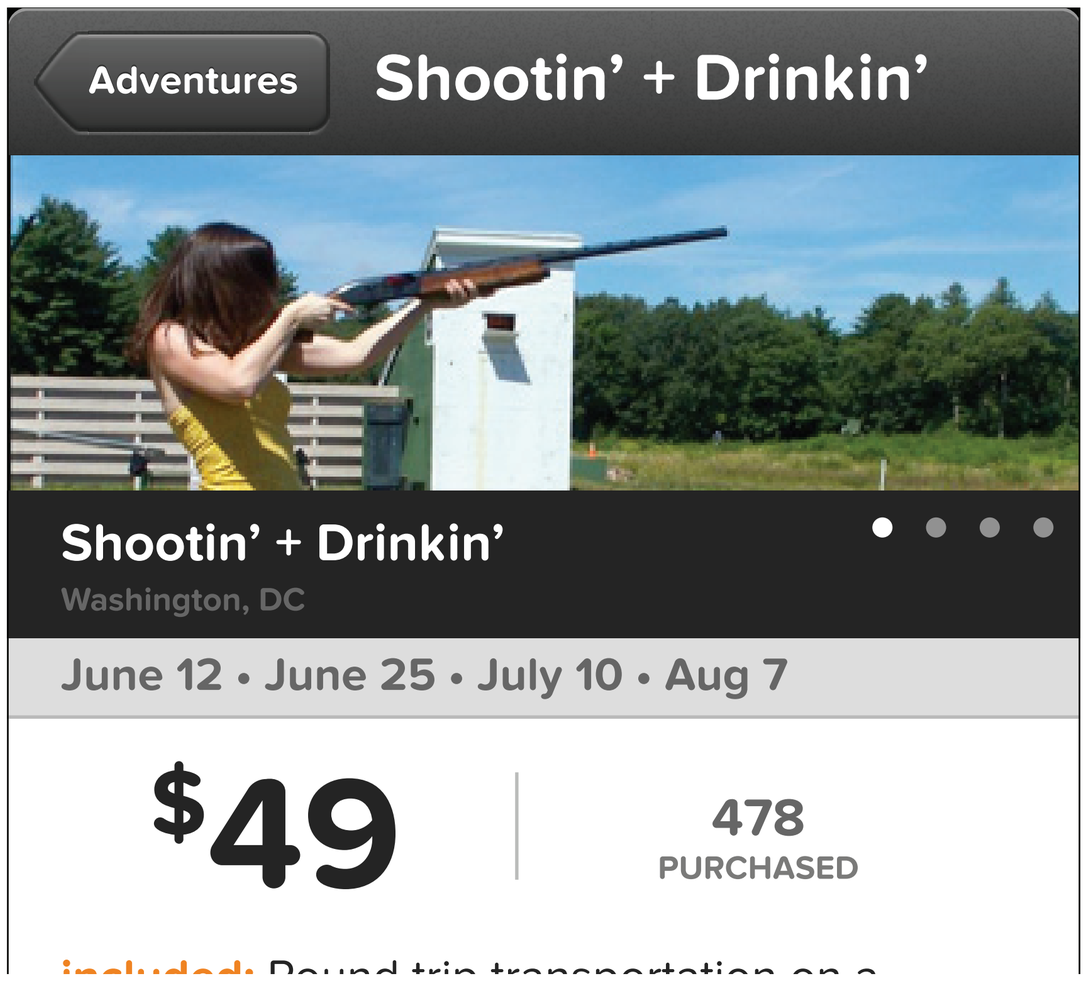
The user can see nearby deals based on geolocation.



The pull-down-to-refresh pattern is used to reduce the amount of visual noise on-screen.



Example of tiles for Escapes and Adventures.



Example of an image carousel.