

UI Design Pilot for Clariti

In this simple pilot program, you are requested to design a very small part of the Clariti user interface when provided with a common set of guidelines and tools.

To set up for the project, you should sign up for Clariti first. All communications about this project will only happen via Clariti.

To sign up, you should have a GMAIL address handy. (Do not use any other social media login !!).if you don't want to use your personal GMAIL id for this test, please create a new one. Then go to:

<http://app.clariti.io/auth/signup.html>

Use the 'Sign up with Google' near the bottom of the page.

After successfully signing up, you should be able to login with the same GMAIL address at

<http://app.clariti.io/auth/login.html>

Again using the 'Log in with Google' near the bottom of the page.

Once inside the app, complete the Profile page fully by entering your full name, company name, phone number and location, and then go on to configuring your GMAIL address. On successfully completing the email configuration, you can skip the visiting card setup. Now you should see the app fully.

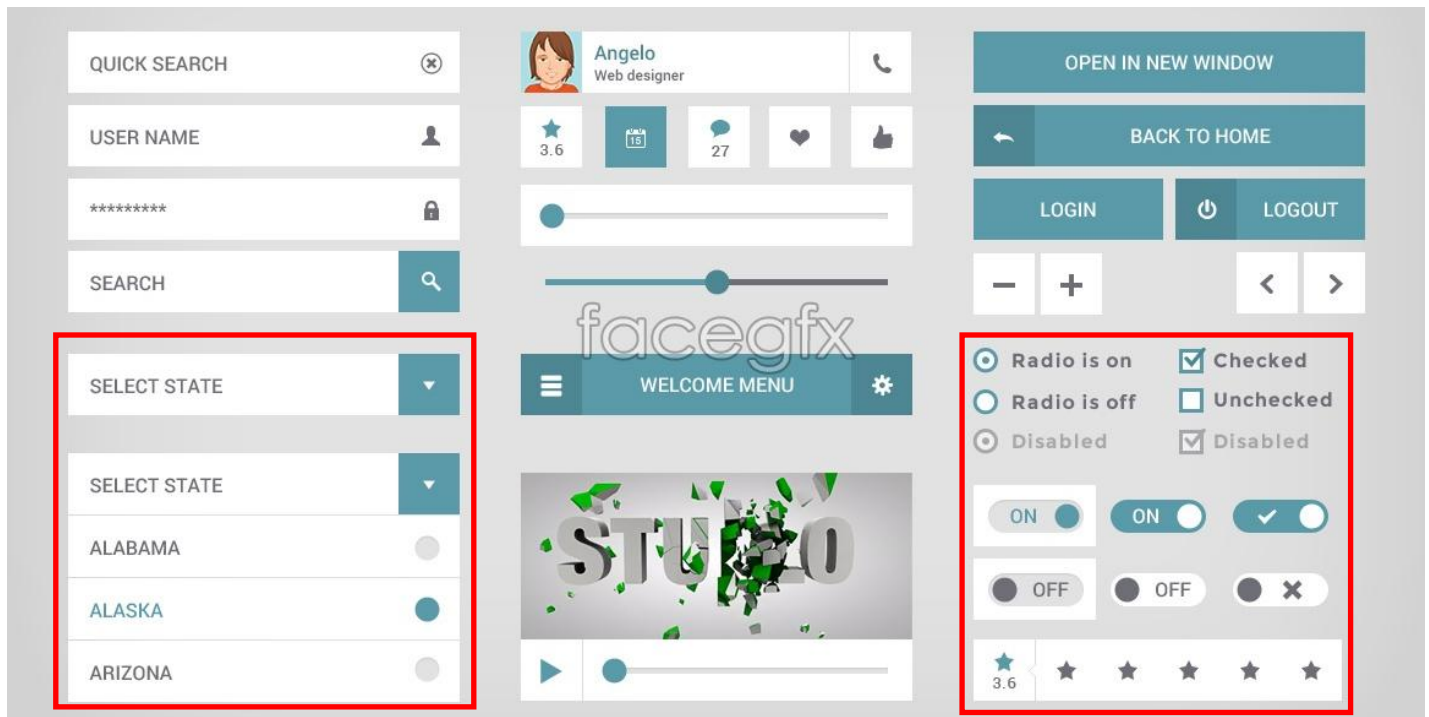
In 'My Contacts' section, enter 'Kris' in the 'search & invite to join me' field, and select the search button. From the results, invite 'Kris Reddy' – me. The system will send me your invite, but you cannot chat or email me until I accept your invitation. Which may take 12-24 hours AFTER you invite me (since I am based in Fort Lee, New Jersey, USA, I am only available online from 8am to 5pm US time – i.e. 5:30pm to 2:30am IST).

After I accept your invitation, you will be able to chat with me. However, if you want to email me in the mean time or if you have any questions, you can use kr07430@gmail.com

Pilot Project Rules

Here are some rules governing the simple pilot project:

1. The UI shall have a 'simple' but high-tech, edgy look& feel. Elegance is more important than flashy.
2. Remember this pilot sample is for a web App(lication), NOT for a web site.
3. The UI shall use only explicit controls. Explicit here means the user should be able to see and understand unambiguously all data items and/or interaction options visibly on the screen. Avoid using controls redlighted below.



*** The above UI elements are only shown as examples, you are free to render your own UI conforming to the above ideas.

4. Use only the following fonts in the entire UI:

<https://www.google.com/fonts/specimen/Open+Sans>

<https://www.google.com/fonts/specimen/Roboto>

<https://fonts.google.com/specimen/Raleway>

5. You must adhere to this style guide:



Basic UI Elements

colors



typography

H1 / Asap / 50px / Bold

Tab Text / Asap / 20px / Bold

Body Copy / Asap / 18px / Regular

Text Link / Asap / 18 / Bold

Button Text / Asap / 16 / Bold

Caption Text + Form Text / Asap / 14 / Regular

navigation

hover and active page native item

shadow



Gradient (SASS)



```
background-color: rgba(153,123,245,1);
background: @include filter-gradient
(#997bf5, #490081, horizontal);
background: @include
background-image(linear-gradient(left bottom,
rgba(153,123,245,1) 0%, rgba(73,0,129,1) 100%));
```

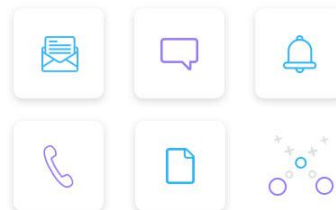
tabs



buttons

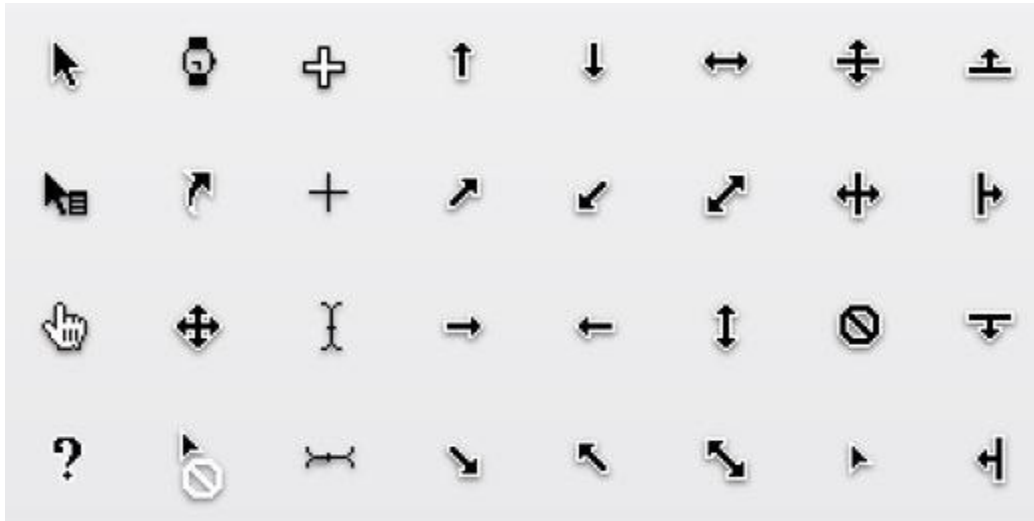


icon style



Of course, you can also use white and black.

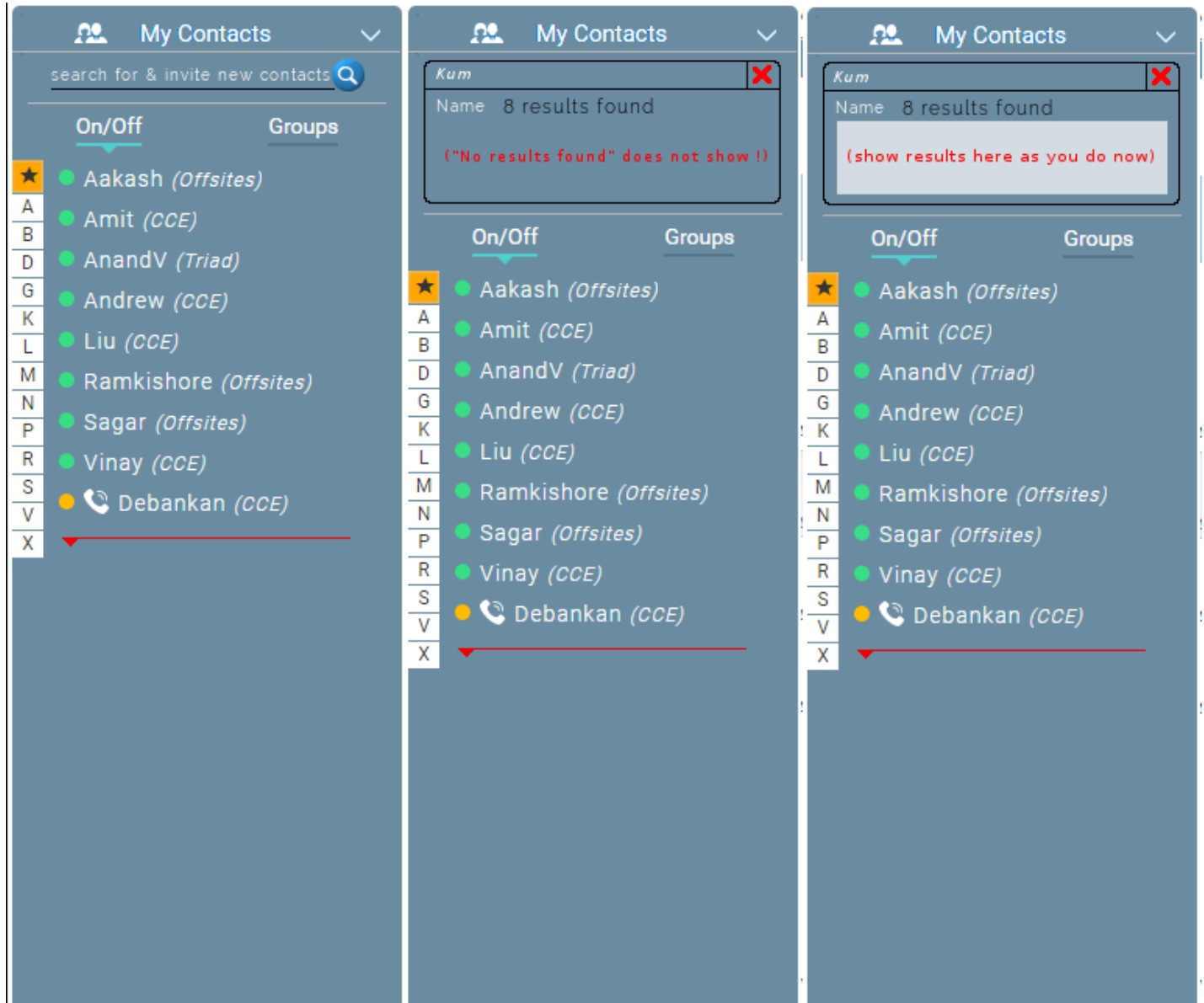
6. The UI must have the 'flat' Metro look as you see above. Do not use 3D-look as it takes a lot more time to render.
7. Static images for buttons and other controls must be in PNG format. Images used in/for animations must be in GIF format. Why? See <http://www.scantips.com/basics09.html>
8. Do not use gradients or any other image or color manipulations not allowed by the styleguide.
9. Do not use shadows.
10. Avoid use of horizontal scrolls. Vertical scrolls are fine.
11. If required, use cursors liberally to show states. Use cursors only from this palette.



12. If an user element is defined using background color 'B', foreground color 'A' and text font color 'F', then the colors used to display that user element in HOVER mode should only contain colors A, B, & F and must be visually significantly different from the original user element.
13. See annex '[ClaritiBranding Guide](#)' for additional information and guide lines.
14. Dimensionally (pixel width and height), your design must match existing design.

Pilot Project Definition

This was the original design of the 'People' area of the software, before the style guidelines were created. This UI has been replaced.



The older interface for the 'People' area (which is My Contacts + My Email Address Book together) was replaced by the following AFTER the style guide was developed. You should recognize this interface when you login Clariti. It has been annotated with notes in red, and high light boxes in yellow:

Thumbtack for quick access to contact names which is displayed in sorted, alpha order by default



Search for new Clariti users. Try "kiran" to see users with that string in their name

List of online users
Some of them may be busy/away which has to be indicated in this list

List of offline users. When the list is long, there is a separator between online & offline sections

- You will not see the menu items 'Names' and 'Groups' when you login
- You also will not see the red separator between the online & offline sections (these 2 user interface elements are displayed only when you have a significant number of contacts (>20) in your list)
- The design for the dialog of the search action is outside the scope of this pilot and can be ignored
- Anything related to Groups (also known as Circles) is outside the scope of this pilot and can be ignored
- You should show a snapshot of the design in the "hover over contact" condition

You should design the 'My Contacts' area based on the following:

1. Style guide
2. The Clariti branding guide
3. Rules in this document
4. Your impressions and user experience from Clariti itself
5. Your imagination and inspiration

You can request any clarification or additional information but only via Clariti chat with me (Kris Reddy). Please avoid emails on this project. All information shall be shared to all pilot project participants equally, even if you did not request the information yourself.

Your output should be the following:

1. Approximate person-hours to complete the pilot project (only work time, not elapsed time)
2. List of software tools used
3. Any deviations from style guidelines must be clearly noted
4. The images (preferably JPG) you deliver should show as many of the following elemental ideas as possible
 - Displaying contact names
 - Displaying contact status (online, away/busy, offline)
 - A design proposal for how the idea of 'Names' and 'Groups' can be done
 - A design proposal for how 'Search' can be done
 - A design proposal for filtering contacts based on first character (thumbtack)
 - A design proposal for displaying group name for each contact
 - A design proposal for hiding all offline contacts to reduce clutter

All output must be provided by 5pm IST, July 25, 2017 to be considered.

Annexure

Clariti Branding Guide



brand guidelines



context is clarity

A cohesive brand begins and ends with rules. These rules are set forth to provide a clear path for the brand, allowing it to remain professional and aesthetic.

brand guidelines



brand guidelines



primary logo

The primary logo for clarity is the combination of a wordmark and a logomark. The main wordmark employs a rounded, clean typeface that invites ease and playfulness.

The logomark is combination of the Zen symbol ensō, a circle routed in complete enlightenment and clarity, and the letter "C", utilizing the typeface's rounded nature for cohesion. The ensō mark is typically created with a single brush stroke and is broken in its creation. We have utilized the circle to represent the common data found in clariti and the connection of the completed mark.

brand guidelines



clear space

When using the logo along side other brands or in advertising materials, ensuring a legible clear space is important for maintaining the integrity and readability of the logo. The full logo should always have a spacing as wide or as tall as the “C” in the logo font.

brand guidelines



logo usage: media

When using the logo over a photograph or a gradient, a single-color option is preferred, but if the full-color logo is required it is important to make sure readability is paramount.

In the event of ample white-space, the full-color logo should always be employed.

The usage will be determined case by case - a few examples are on the subsequent page.

brand guidelines





typography

Typography is perhaps the most difficult aspect of a brand to keep consistent.

Addressing both print and web standards helps to define an overall consistency for the brand.

brand guidelines



somatic rounded

rounded

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

0 1 2 3 4 5 6 7 8 9

print

Somatic rounded should only be used for print headlines from 14pt and above.

When somatic rounded is used in a headline, all letters are to be lower case to match the branded font styling.

brand guidelines

asap

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

0 1 2 3 4 5 6 7 8 9

asap

medium

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

0 1 2 3 4 5 6 7 8 9

asap

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

0 1 2 3 4 5 6 7 8 9

print & web

For all uses of body copy in both print and web, the Google font "asap" will be used for its flexibility, cohesion with somatic rounded, and availability.

Reference the web style guide for sizes and uses.

brand guidelines



color palette

When used correctly color can become the ballast of a brand, allowing it to either work alone or collaboratively with other elements; such as photography and typography.

brand guidelines

