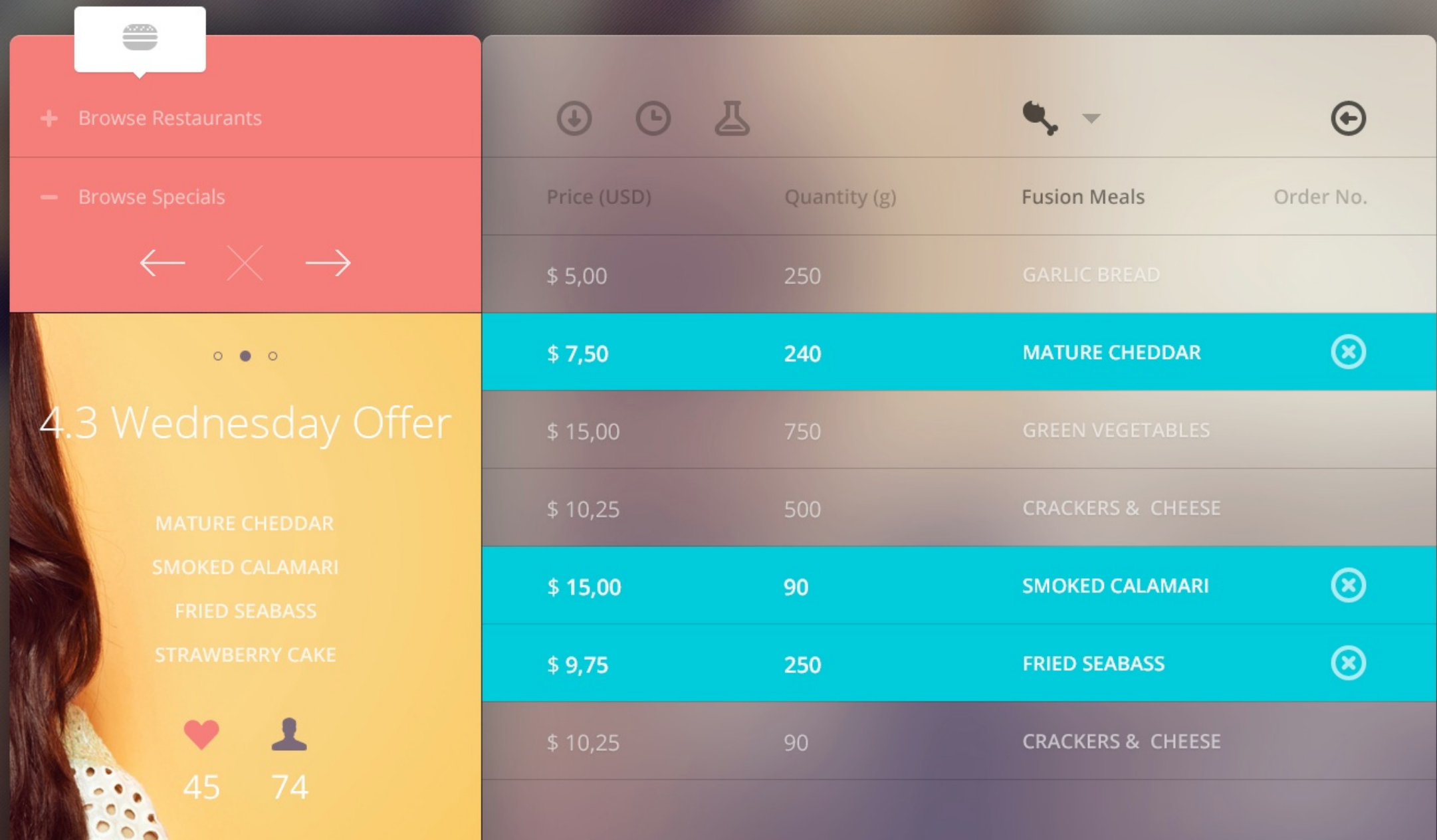




DESIGN STYLES FLAT VS METRO

PREPARED EXCLUSIVELY FOR SECURUS TECHNOLOGIES

BY SLALOM CONSULTING



1

AN OVERVIEW OF FLAT DESIGN

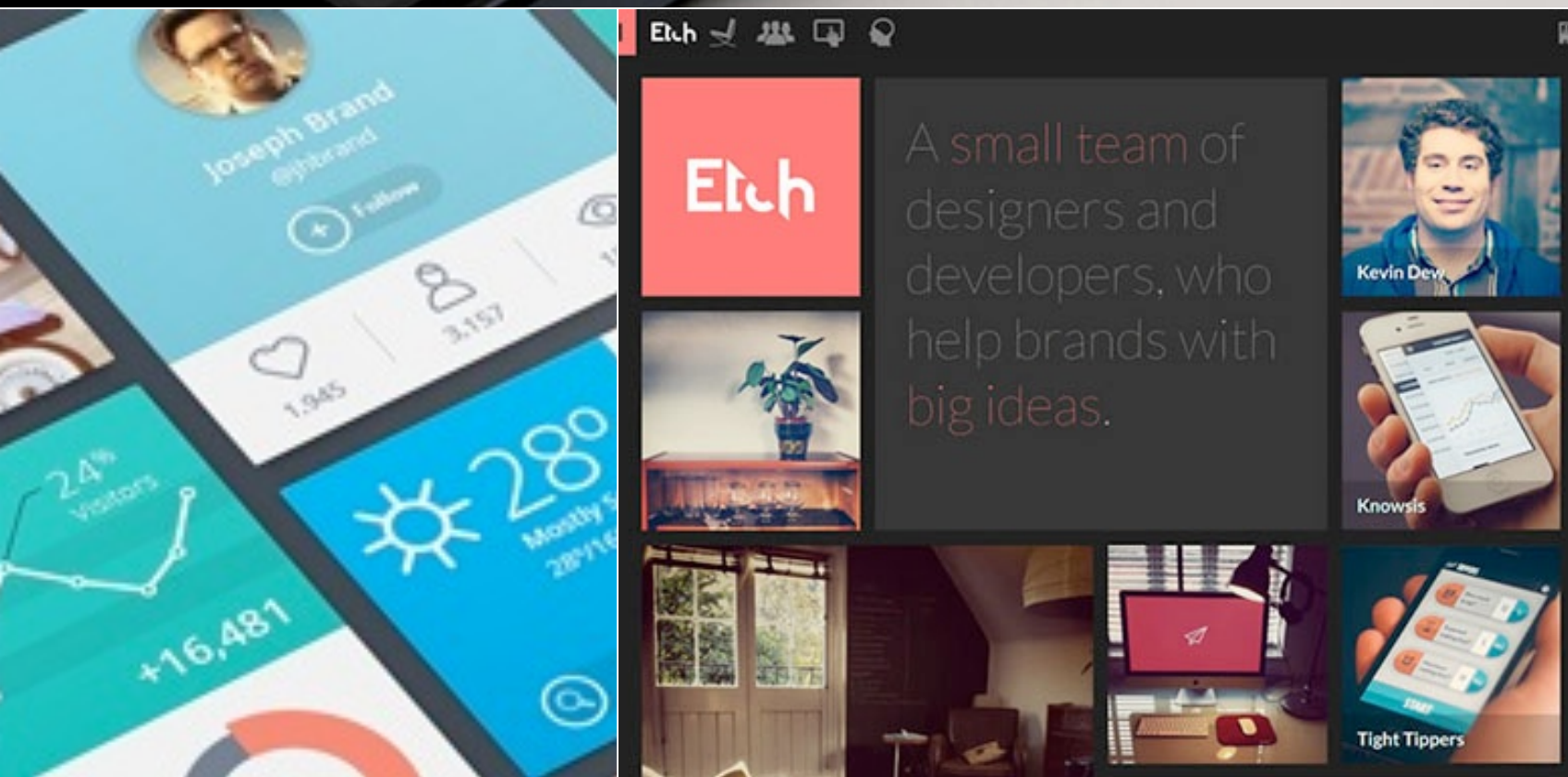


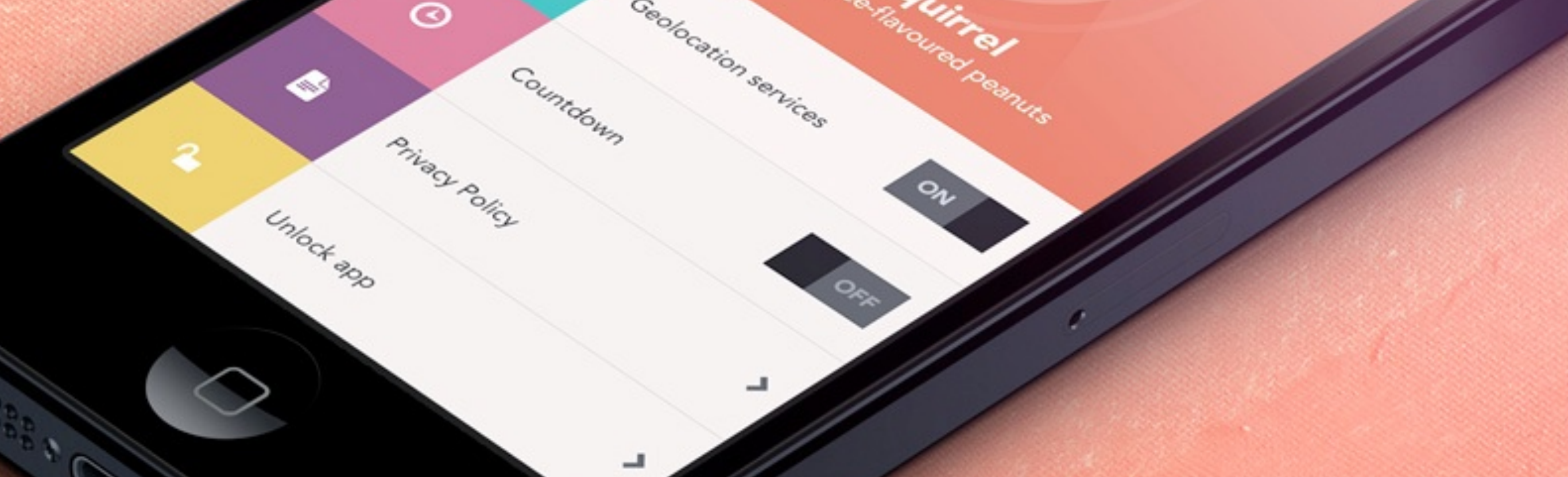
There are two main graphical style approaches to interface design, traditional **skeuomorphic** (3D effects to mimic real-world textures) and modern **flat**.

Flat design is a technique in which no added effects are used to make a UI component.

*“**Flat design** refers to a style of interface design which removes any stylistic choices that give the illusion of three-dimensions (such as drop shadows, gradients, or textures)., and is focused on a minimalist use of simple elements, typography and flat colors.” -Wikipedia*

Metro is a type of flat design. For clarity in this discussion, we make the distinction between flat design as a category and the “Flat” design style based on the Twitter Bootstrap UI look and feel. Both “Flat” and “Metro” are a variant of the overall flat design category.





BENEFITS OF FLAT DESIGN

Simplicity. From the design of each individual component - the buttons, tabs, and icons, keeping them simple with a vibrant with contrasting colors, surrounded by plenty of uncluttered white space is the goal. The guiding principle of **Flat** design is user friendliness and ease of use. On each screen no uncertainty should ever exist about navigation and purpose. All functions are clear and easy to understand.

Flat design can accommodate a wide variety of devices i.e., desktop, laptop and smartphones.

On the other hand **Metro** can easily accommodate touch devices but for desktop usage, it is cumbersome and not intuitive for users that are accustomed to chrome, global navigation and breadcrumb UI conventions.


EXAMPLES OF FLAT DESIGN



Proposed Login Screen Mockup - Next Gen SCP



Proposed Layout for CDR Search Screen - Next Gen SCP



Dashboard

Search

Admin

Logout

COMMUNICATIONS SEARCH

Facility

Site

All Sites

Date

04/08/2014 02:02 pm - 04/09/2014 02:02 pm

Inmate Name

Custody Account #

Prepaid Account #

PIN #

Phone Number

Duration

Minutes

RESET

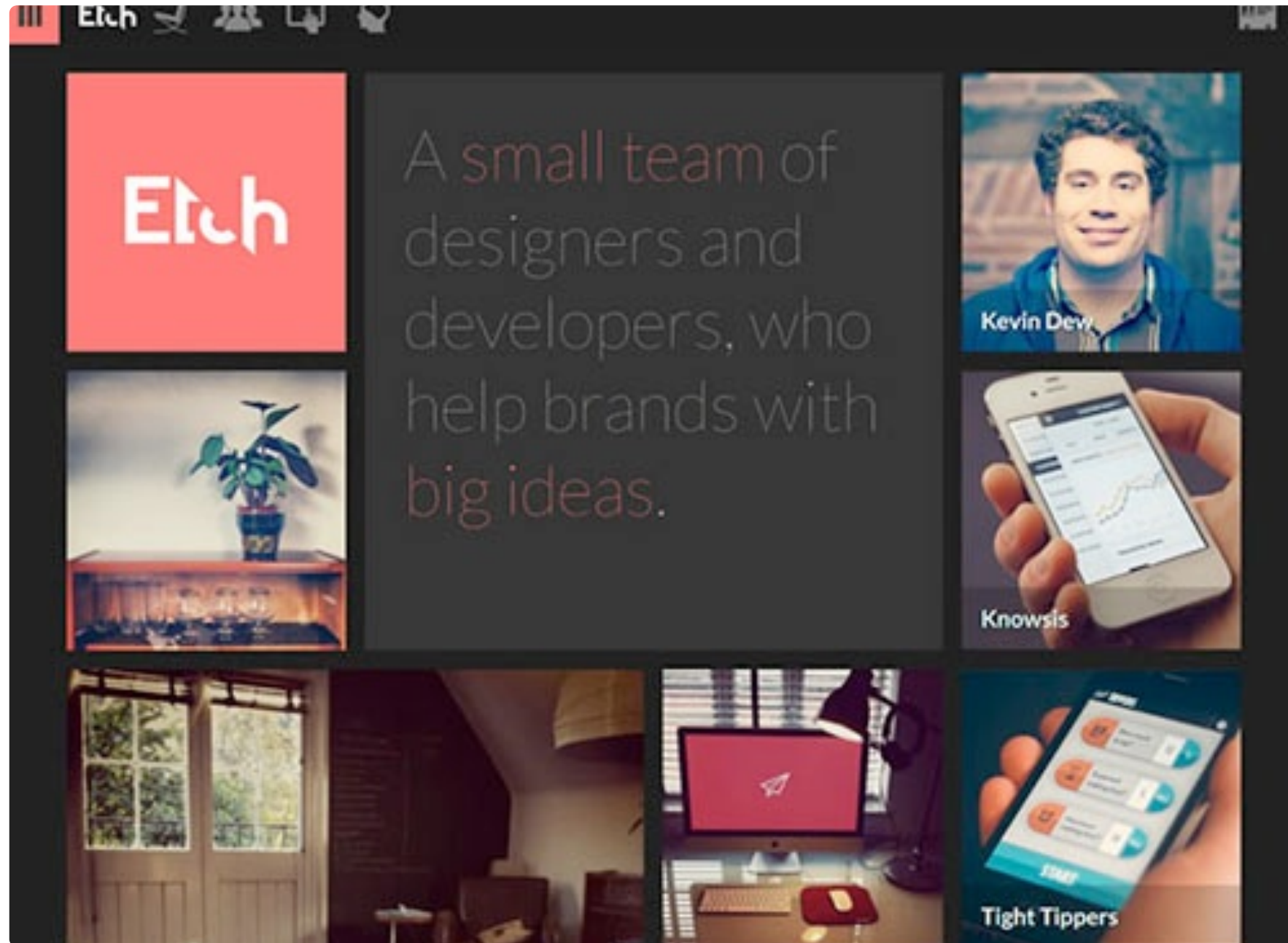
SEARCH

Source Sans Pro Font

Flat "Chrome" Navigation

Clean & simple lines

FLAT
DESIGN:
ETCH APPS



<http://etchapps.com/>



FLAT
DESIGN:
SUPEREIGHT
STUDIO



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WORK JOURNAL ABOUT SHOP CONTACT

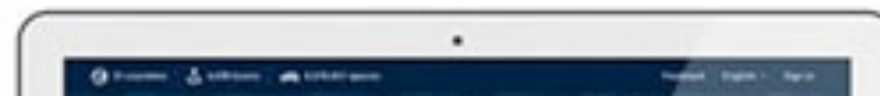
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FLAT
DESIGN:
RECOMMENDED
FONT

Source Sans Pro

Regular

ExtraLight

Light

Semibold

Bold

Black

Italic

ExtraLight Italic

Light Italic

Semibold Italic

Bold Italic

Black Italic

Source Sans Pro is recommended -clear legibility, web safe and distributed under the Open Font license.

• • •



ARE METRO

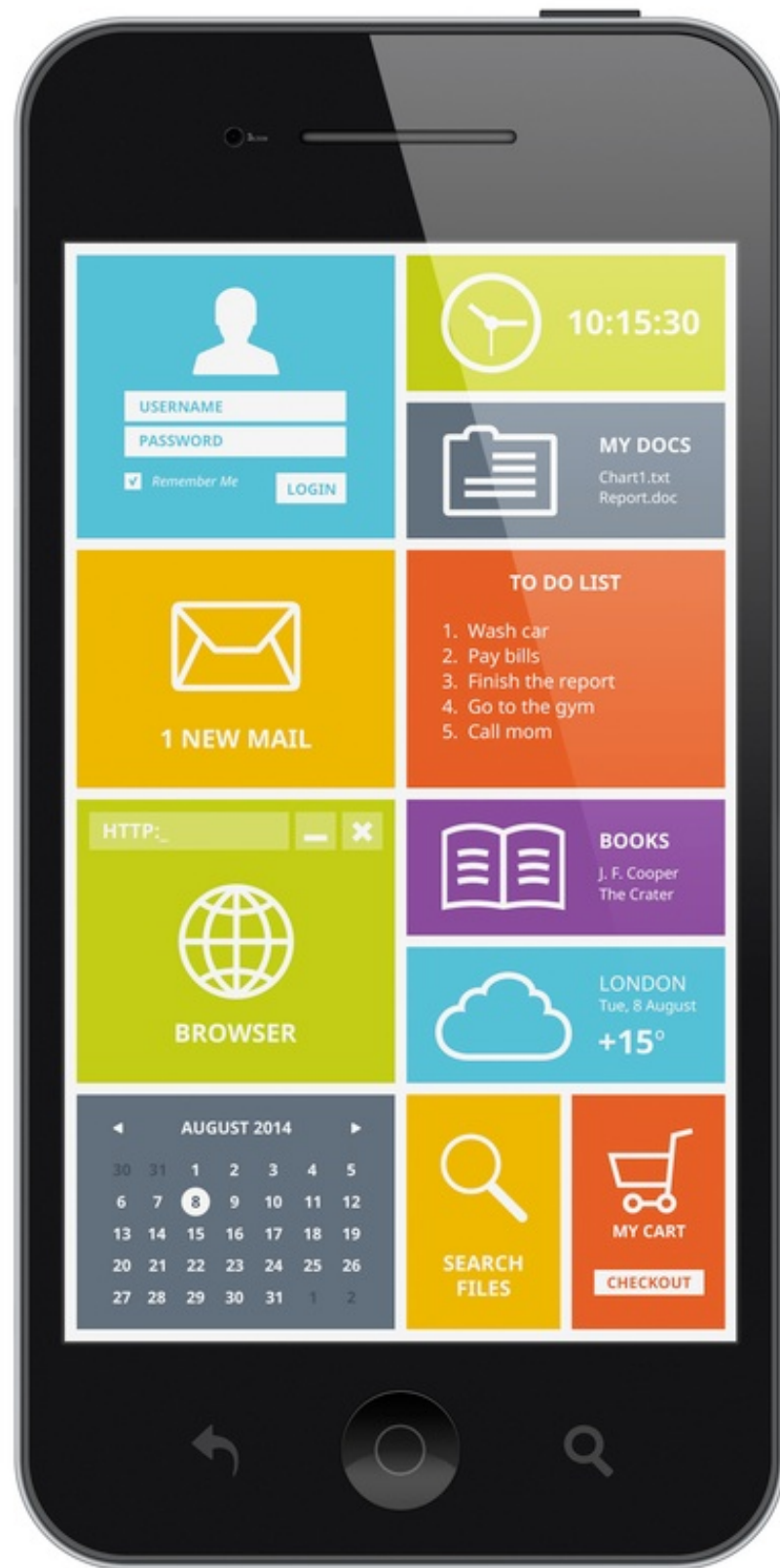
WIN AS ON

WORK TOGETHER
COMPIET

3

EXAMPLES OF METRO DESIGN

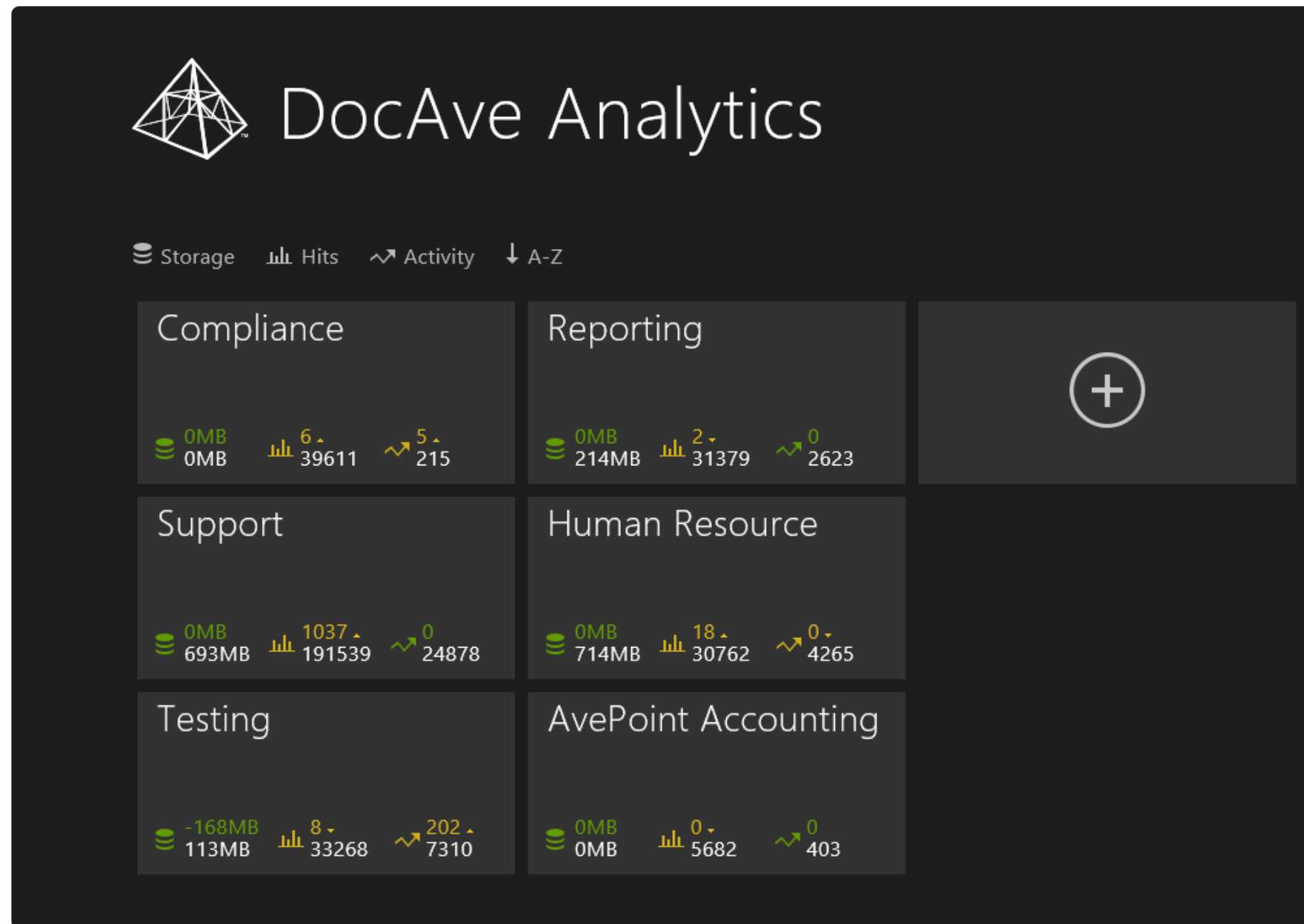
EXPERIENCE THE



“**Metro** is the codename of a typography-based design language by Microsoft, later renamed to Microsoft design language. A key design principle is better focus on the content of applications, relying **more on typography** and **less on graphics**.”

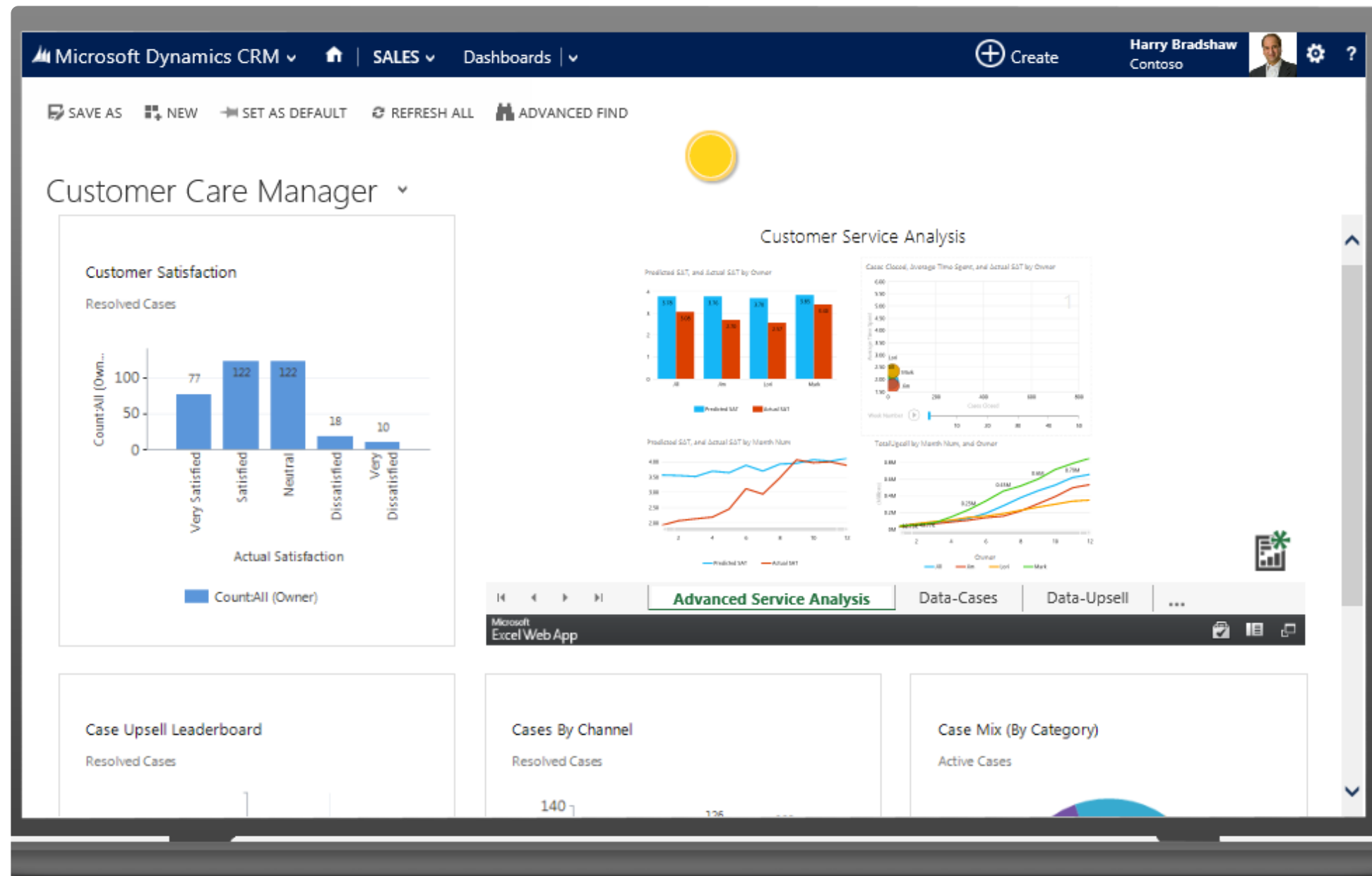
- **Wikipedia**

Metro (later renamed Windows 8 Modern due to trademark infringement) is a UI philosophy based around **chromeless, touch-friendly** interfaces with content driven navigation.



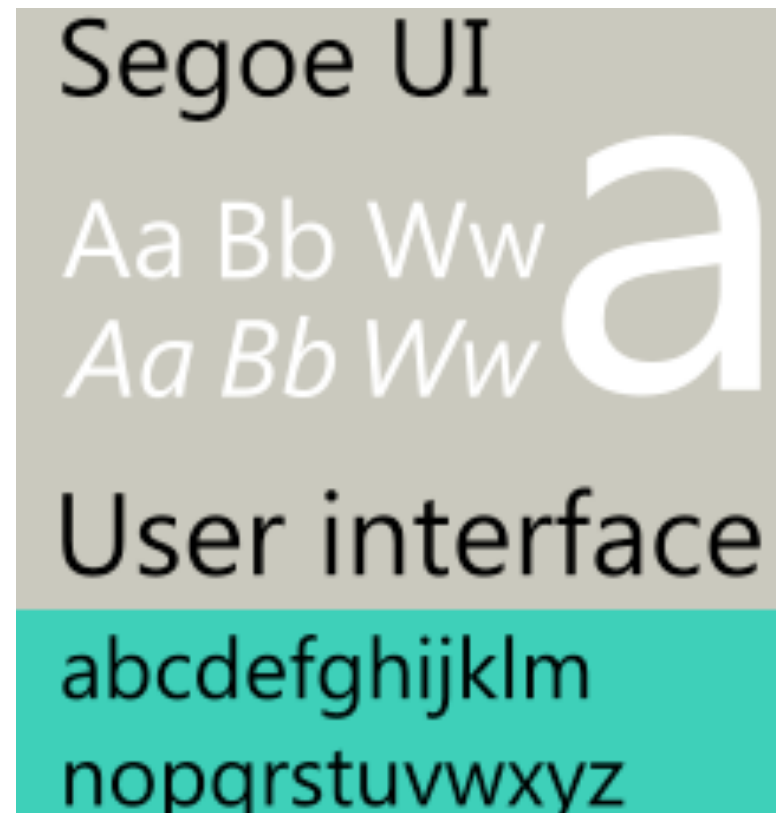
<http://www.avepoint.com/community/team-blog/introducing-docave-analytics-for-sharepoint/>

**METRO
DESIGN:
MICROSOFT
DYNAMICS CRM**



<http://crmtestdrive.dynamics.com/en-us?role=4&size=4&location=2>

METRO DESIGN: THE FONT - SEGOE UI



Segoe UI is the Microsoft font used for
Metro design interfaces.





METRO DESIGN CONSIDERATIONS FOR NG

Navigation – Built in “Back” functionality is a navigation pattern included in the Metro theme. Incorporating this pattern would require updates to existing screens as well as require more design around how the built in back button works in comparison to the browsers default back button.

Application Flow – Typically Metro applications have a very linear flow, where the next step or action is very obvious/guided. This might be a challenge for a more “investigative” user who will want to browse/navigate around in a less linear fashion.

WHY WE RECOMMEND FLAT OVER METRO FOR NG:

Flat

1. Less of a learning curve for users
2. Hierarchy follows the conventions users know
3. No navigation is hidden and clickable items are clearly indicated
4. Greater flexibility in animation techniques
5. Balanced use of design techniques, typography, iconography, images for emphasis
6. Desktop-friendly

Metro

1. Greater learning curve to understand unique interface
2. Hierarchy is more linear so navigation choices are unclear
3. Navigation is hidden and clickable items are not obvious
4. Animation choices are limited
5. Relies heavily on typography for content making giving all content similar visual weight
6. Friendly for mobile but challenging on desktop