DEVELOPERS

UBER API DESIGN GUIDELINES
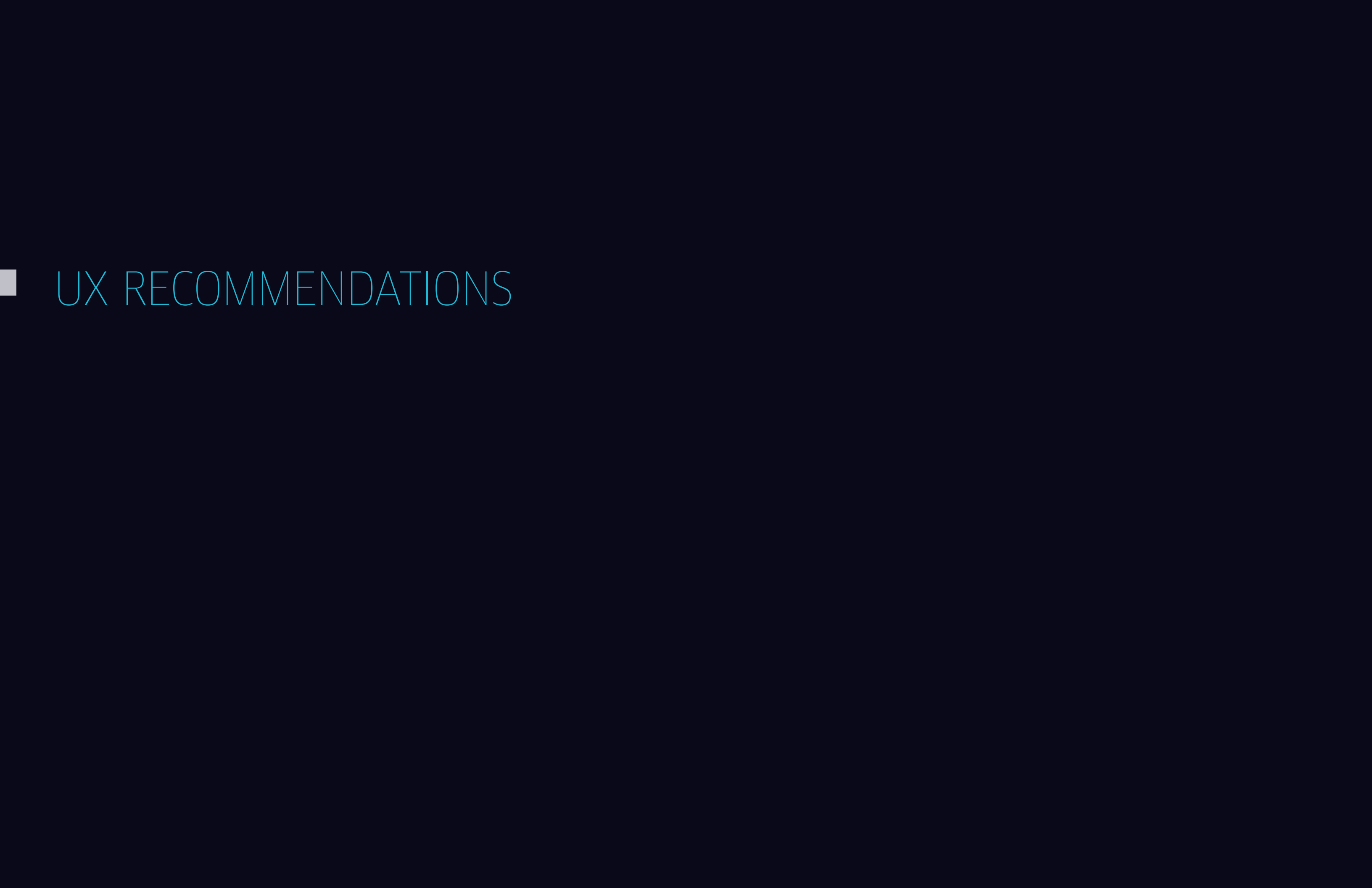
TABLE OF CONTENTS

INTRODUCTION
THE UBER BRAND

Our brand is more than the Uber name and logo – it's our values and our reputation. And that's why the details matter so much to us. Following these design guidelines consistently within your app and adhering to the policies described in our Terms of Use will provide the best results from the Uber brand.

UX RECOMMENDATIONS

CURRENT UBER RIDER

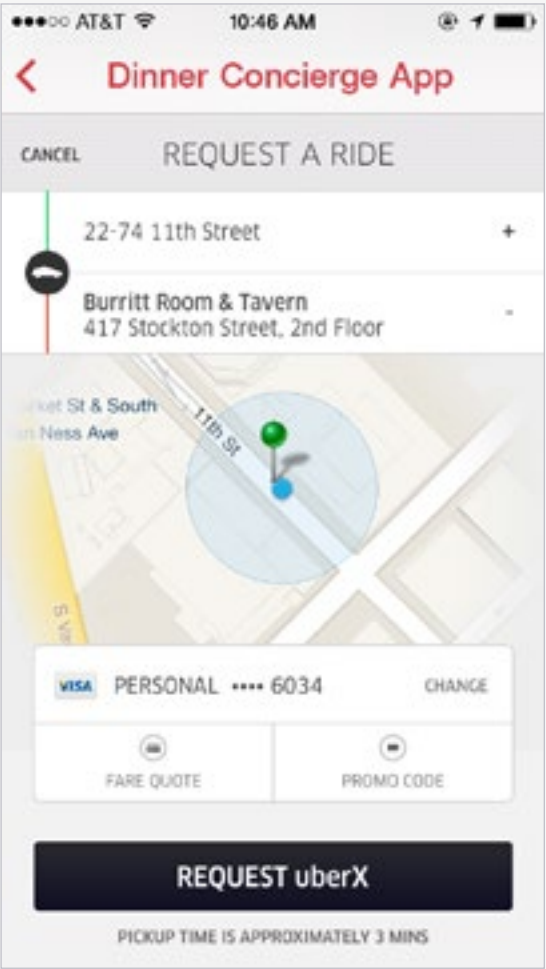People who know Uber already understand how it works. This user experience flow is the quickest way to get them a ride.

1. Your Uber Button
To make sure the Uber button in your app is clear and effective, refer to our guidelines for CTAs.

2. Ride Options
Use the native action sheet in iOS or create a custom menu page to let people choose their Uber, with ETA and price, before sending them to our app.
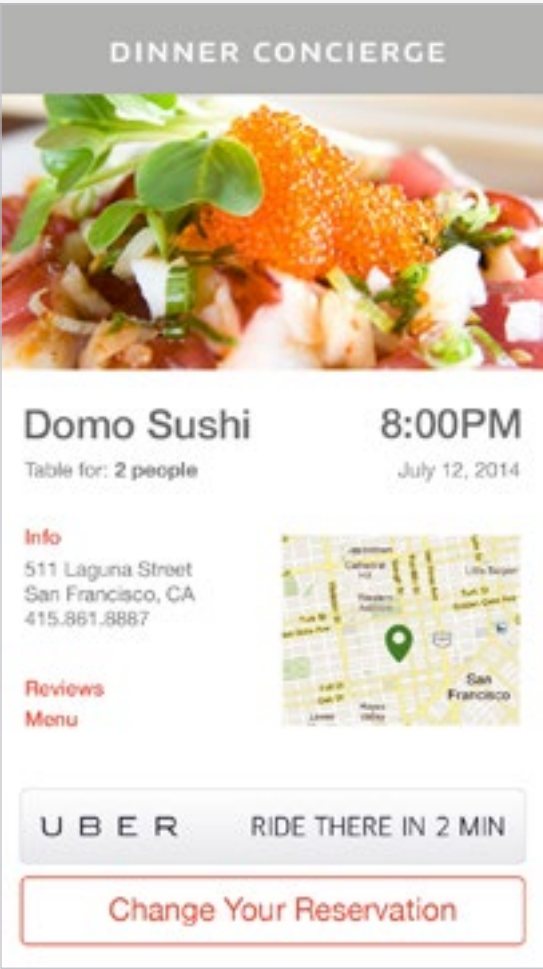
3. Completing Request
The pickup location and ride choice should be teed up (depending on your app, the destination might be too), so all the rider has to do is tap Request.

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FIRST-TIME UBER RIDER

This is the experience we recommend for people who don't already have the Uber app. It provides a little more information and helps them get started.
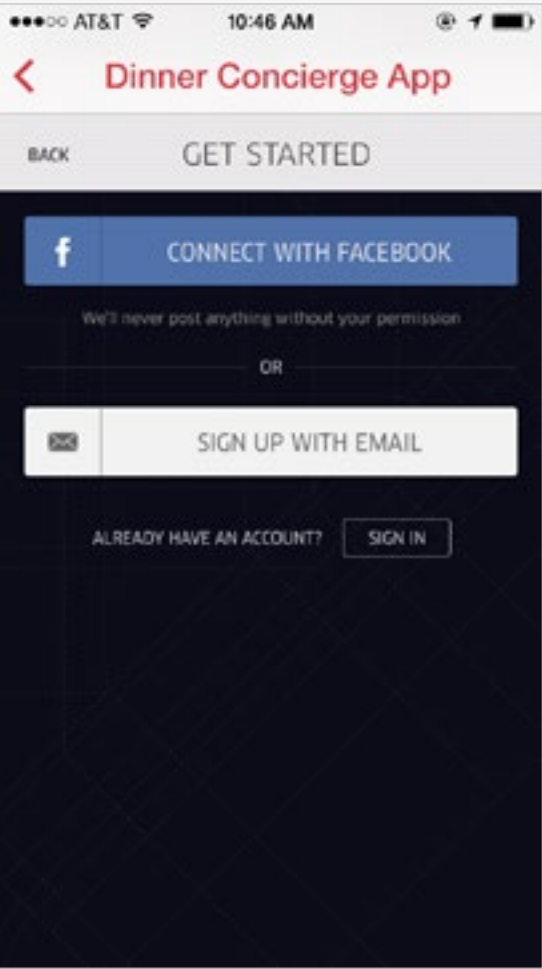

1. Your Uber Button
Be sure to use the button style specifically for new riders, and check our guidelines for CTAs for tips on how to make it clear and effective.
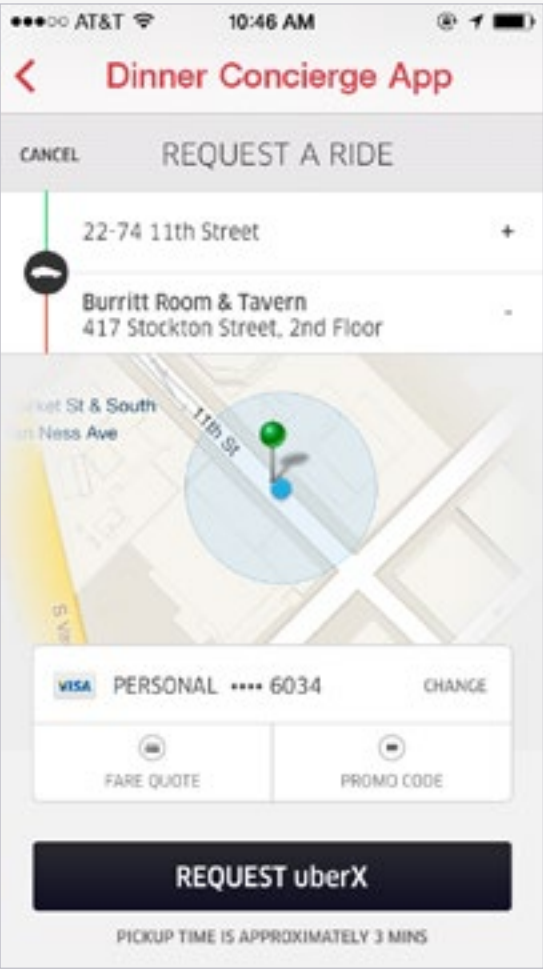
2. Making the Intro
It's good to tell new people a little bit about Uber before they sign up. Send them to m.uber.com so they can see the first-time-user slideshow for a quick overview.

3. Account Setup
When the new rider taps on "Get Started," they are taken to a screen that prompts them to sign up through Facebook or with email.

4. Completing Request
Once signup is complete, the pickup location and ride choice should be teed up (depending on your app, the destination might be too). All the rider has to do is tap Request.

GENERAL IN-APP EXPERIENCE

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CALL TO ACTION (CTA) CATEGORIES

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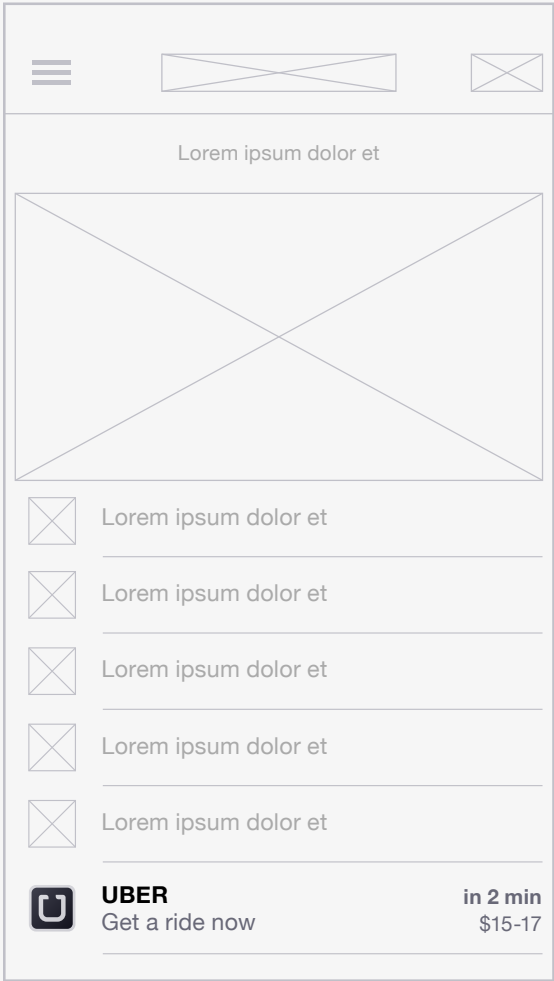| San Francisco, CA 94103

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CTA CATEGORIES

While integrating uber into your app, you have the following options for a CTA.

To provide the best experience, add the Uber CTAs to screens with that have the highest intent to travel and contextually make the most sense.

1. Uber Button Full Width
Use this option when you need a stand-alone CTA within the context of a calendar event, address, etc.

2. List View
Add this Uber CTA to a list of other actions a user can take.

3. Uber Button Small
This option should only be used if our full width button does not work with your design.

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1. UBER BUTTON FULL WIDTH

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UBER BUTTON - USE CASES
API Guidelines

EXISTING USERS

MAIN HEADLINE

DO

Recommended (destination known)

| U B E R | IN 2 MIN | $5-7 |

Recommended (destination unknown)

| U B E R | IN 2 MIN |

DON'T

Do not show only "Uber"

| U B E R |

*Do not show price estimate **while surge is active** without providing surge context i.e. which product, multiplier, etc.*

| U B E R | IN 2 MIN | $5-7 |

NEW USERS

MAIN HEADLINE

DO

Recommended (destination known)

| U B E R | RIDE IN 2 MIN | $5-7 |

Recommended (destination unknown)

| U B E R | RIDE THERE IN 2 MIN |

(destination unknown)

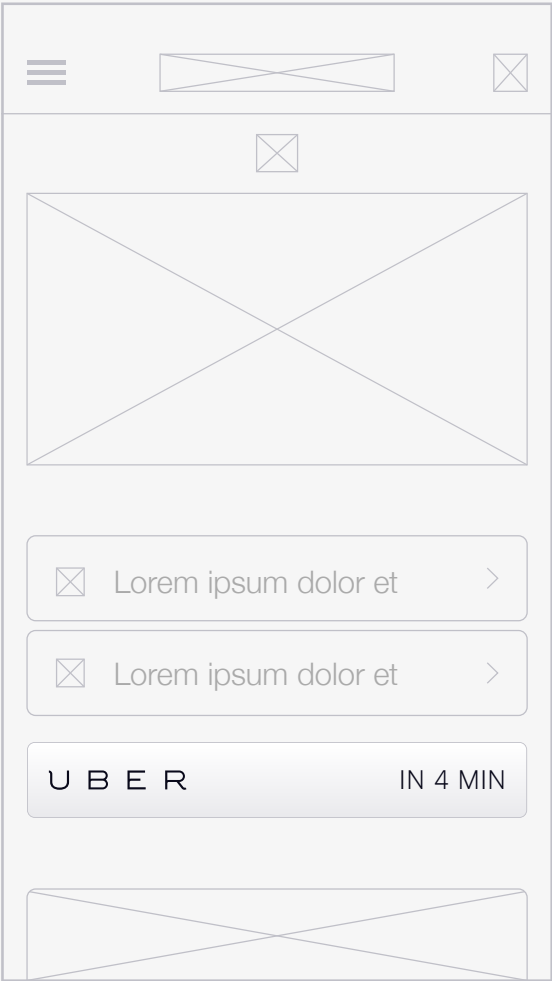| U B E R | GET A RIDE IN 2 MIN |

| U B E R | RIDE IN 2 MIN |

DON'T

Do not show only "Uber"

| U B E R |

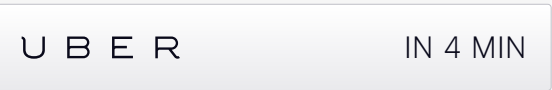*Do not show price estimate **while surge is active** without providing surge context i.e. which product, multiplier, etc.*

| U B E R | RIDE IN 2 MIN | $5-7 |

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UBER BUTTON - COLOR

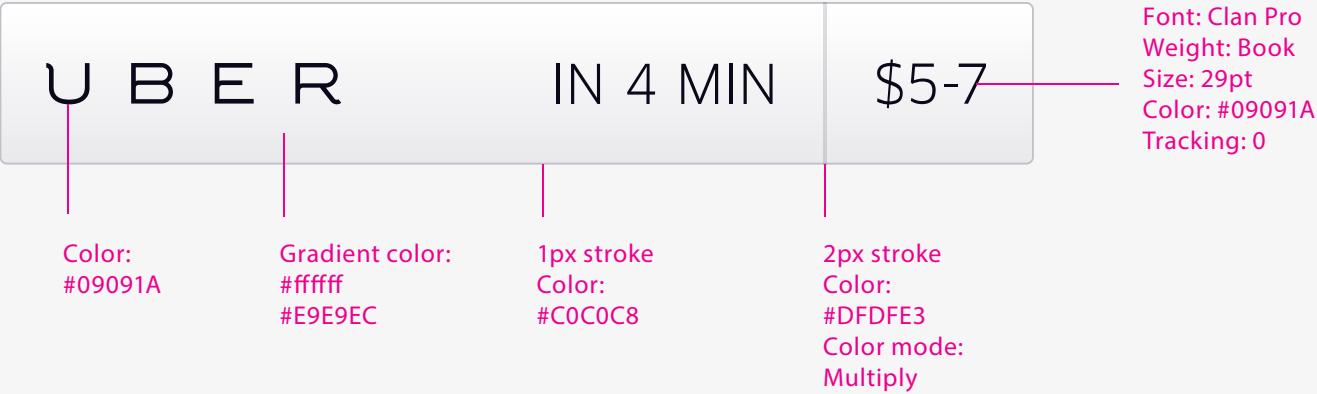There are two color choices for the Uber button: Uber Grey and Uber Black. Please do not use any other color.

UBER   IN 4 MIN

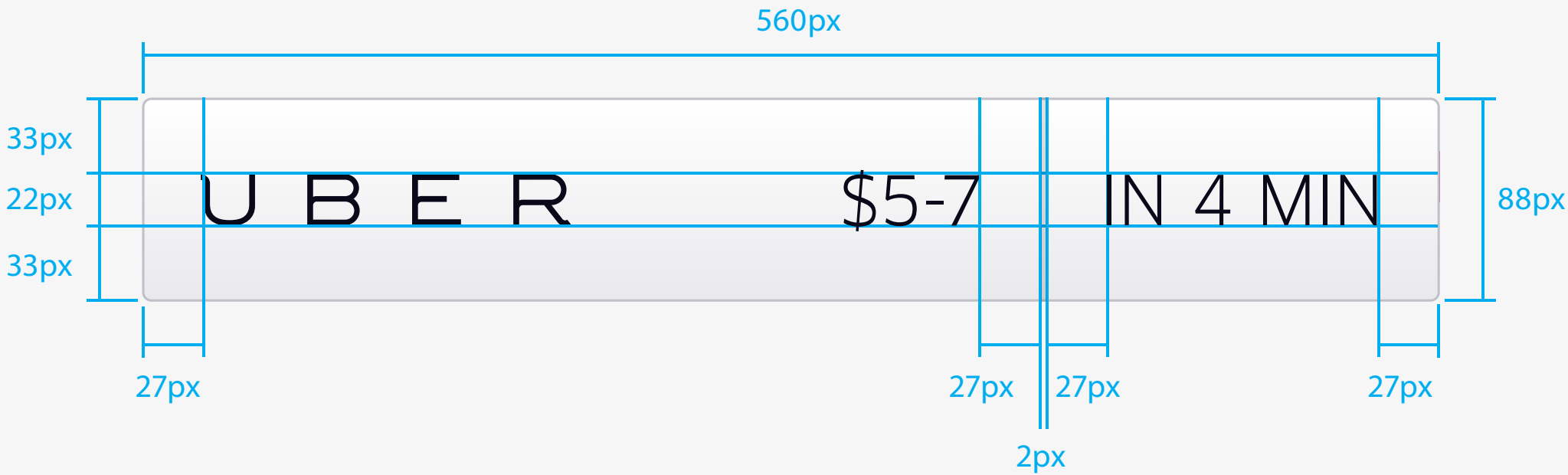*Uber Grey*

UBER   IN 4 MIN

Uber Black

UBER BUTTON - SPECS

U B E R   IN 4 MIN $5-7

Font: Clan Pro
Weight: Book
Size: 29pt
Color: #09091A
Tracking: 0

Color:
#09091A

Gradient color:
#ffffff
#E9E9EC

1px stroke
Color:
#C0C0C8

2px stroke
Color:
#DFDFE3
Color mode:
Multiply

U B E R   IN 4 MIN $5-7

Font: Clan Pro
Weight: Book
Size: 29pt
Color: #C0C0C8
Tracking: 0

Color:
#C0C0C8

Gradient color:
#2E2E3C
#09091A

1px stroke
Color:
#09091A

2px stroke
Color:
#09091A
Color mode:
Multiply

Fonts Options:

In order of priority:
1. Clan Pro (Weight Book)
2. Helvetica Neue (Regular)
3. Standard Helvetica

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UBER BUTTON - SPECS CONT.

560px

33px

22px

33px

U B E R $5-7   IN 4 MIN
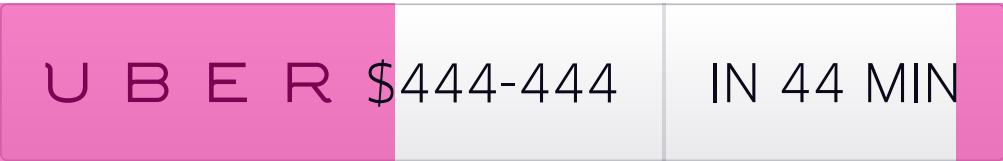
88px

27px   27px   27px   27px

2px

The area available for editable content spans 313px. Adhere to the guide below and do not overstep the clear space around the Uber logotype (left) or the end of the button (right).
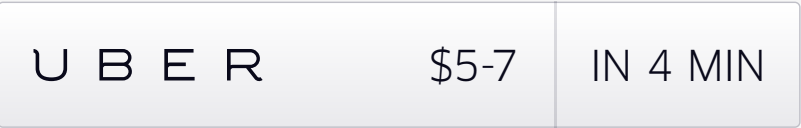
Max 313px available for content

UBER $111-411   IN 44 MIN

88px   27px

Do not allow content to pass the clear space around the Uber logotype (left) or the end of the button (right). If there is not enough room to include all pertinent information, prioritize the time estimate over the price estimate.
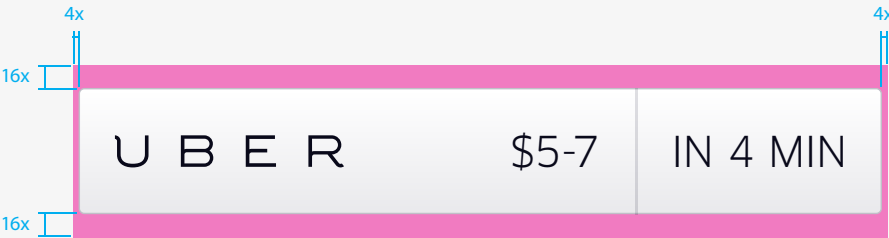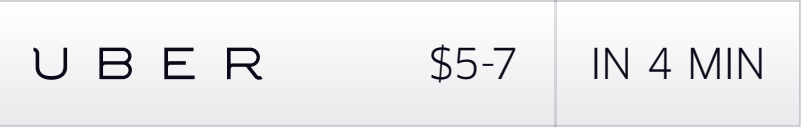
UBER $444-444   IN 44 MIN

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UBER BUTTON -
FORM
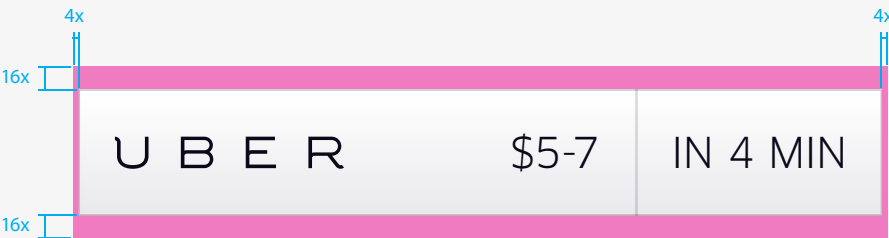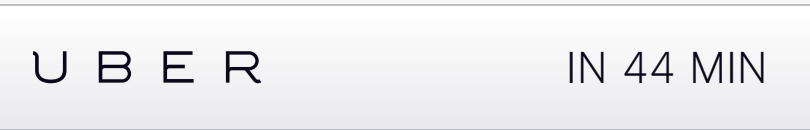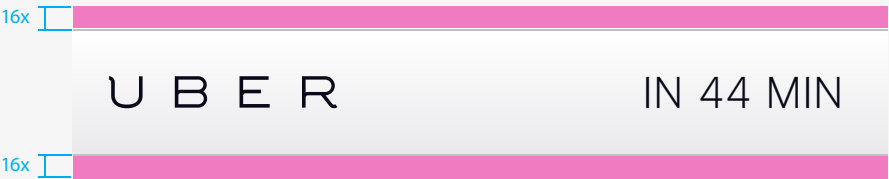# VARIATIONS

There are different buttons, each with a different radius of rounded corner. Choose the one with corners most similar to your app's design..

Round corners - ideal radius of 4px

Clear space

U B E R $5-7   IN 4 MIN

4x   4x
16x
U B E R $5-7   IN 4 MIN
16x

Sharp corners

Clear space

U B E R $5-7   IN 4 MIN

4x   4x
16x
U B E R $5-7   IN 4 MIN
16x

No side edges

Clear space

U B E R   IN 44 MIN

16x
U B E R   IN 44 MIN
16x

15

2. LIST-VIEW

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LIST VIEW -
USE CASES
API Guidelines

EXISTING USERS

MAIN HEADLINE

DO

Destination known:

⊎ Uber in 2 min – $5-7

⊎ Uber in 2 min
    $5-7

Destination unknown:

⊎ Uber in 2 min

SUBHEAD

DO

Destination known:

⊎ Uber in 2 min – $5-7
    Get a ride now

⊎ Uber in 2 min
    Get a ride to ... (destination)

Destination unknown:

⊎ Uber in 2 min
    Get a ride now

EXISTING AND NEW USERS

MAIN HEADLINE AND SUBHEAD

DON'T

*Do not show only "Uber"

⊎ Uber   ✕

**Do not show price estimate **while surge is
active** without providing surge context i.e.
which product, multiplier, etc.*

⊎ Uber in 2 min – $5-7

⊎ Uber in 2 min – $5-7   ✕
    Get a ride now

NEW USERS

MAIN HEADLINE

DO

Destination known:

⊎ Ride there with Uber in 2 min – $5-7

⊎ Ride there with Uber in 2 min
    $5-7

Destination unknown:

⊎ Ride with Uber in 2 min

⊎ Get a ride in 2 min

SUBHEAD

DO

Destination known:

⊎ Ride there with Uber in 2 min
    First ride free

⊎ Ride there with Uber in 2 min – $5-7
    Get a ride now

⊎ Ride there with Uber in 2 min
    Get a ride to ... (destination)

Destination unknown:

⊎ Ride with Uber in 2 min
    Get a ride now

⊎ Get a ride in 2 min
    First ride free

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LIST VIEW - BADGE SPECS

Lorem ipsum dolor et

Lorem ipsum dolor et

Lorem ipsum dolor et

Lorem ipsum dolor et

Lorem ipsum dolor et

Lorem ipsum dolor et

UBER   **in 2 min**
Get a ride now $15-17

The clear space around all badges is equal to 4x the thickness of the character. Maintaining this clear space will allow maximum brand recognition and impact.

4x   x   4x

4x

4x

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LIST VIEW - BADGES SIZES

The Uber badge comes in 10 sizes. Do not alter the dimensions or create a custom size without first consulting Uber.

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3. UBER BUTTON SMALL

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UBER BUTTON SMALL - USE CASES

API Guidelines

EXISTING USERS

MAIN HEADLINE

DO

UBER

SUBHEAD

DO

UBER
in 2 min

NEW USERS

MAIN HEADLINE

DO

UBER

SUBHEAD

DO

UBER
in 2 min

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UBER BUTTON SMALL - EXAMPLES

Uber Button Small - Existing Users

Uber Button Small - New Users

For existing users, implement the Uber Badge. For new users, show the car icon.

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UBER BUTTON SMALL - EXISTING USERS

Lorem ipsum dolor
Lorem ipsum dolor
Lorem ipsum

UBER
in 2 min

Lorem
ipsum dolor

Lorem
ipsum dolor

Lorem
ipsum

Existing users know what Uber is. We can show the Uber badge without confusing the audience.

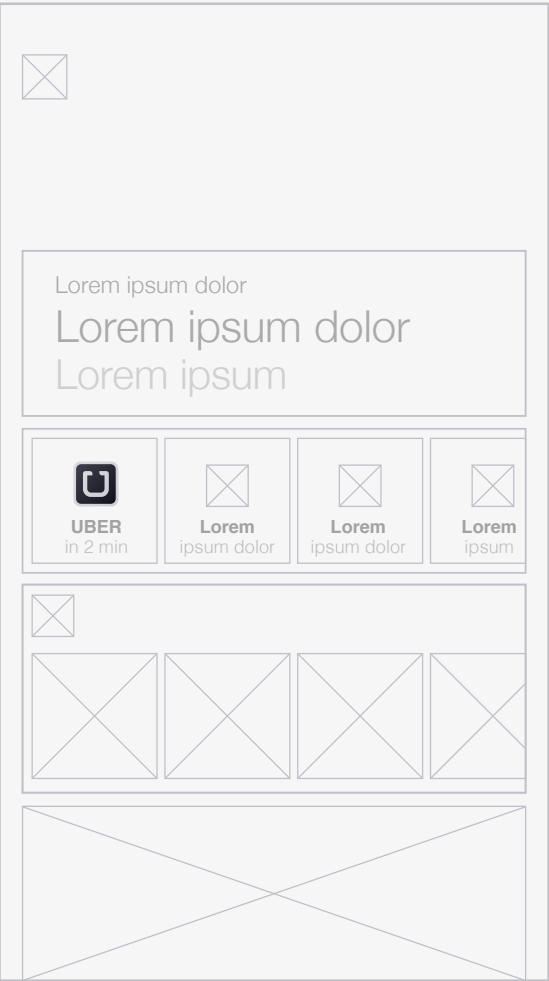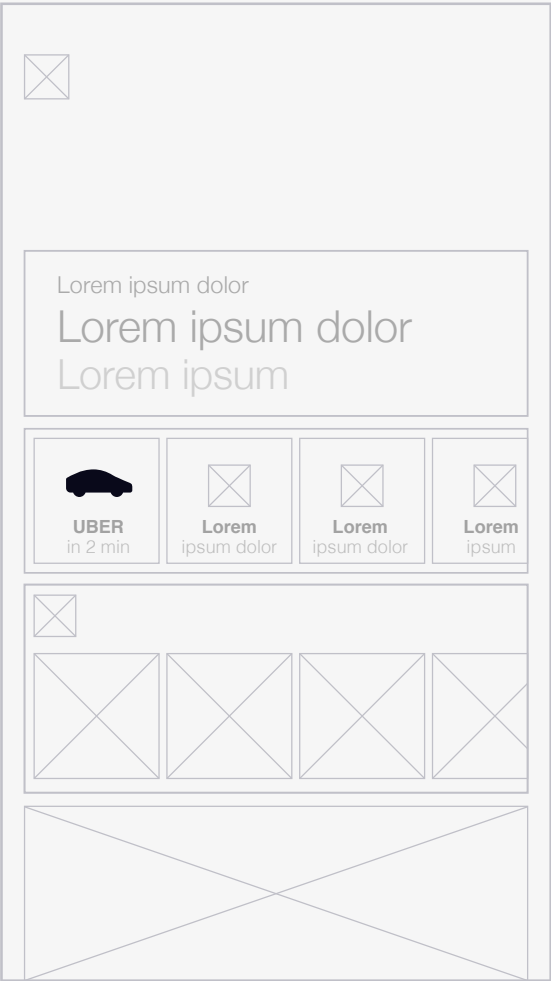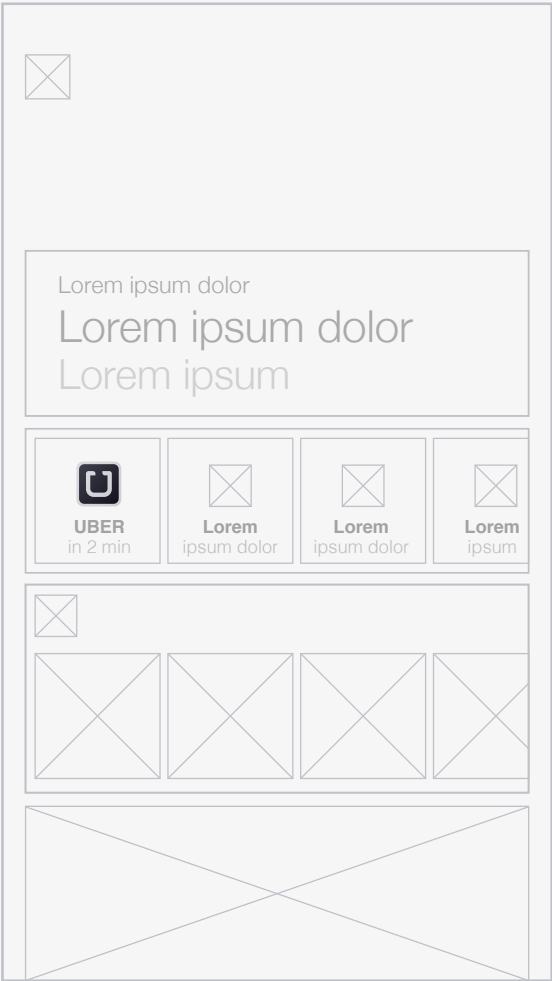The Uber badge comes in 10 sizes. Do not alter the dimensions or create a custom size without first consulting Uber.

4x   x   4x

4x

4x

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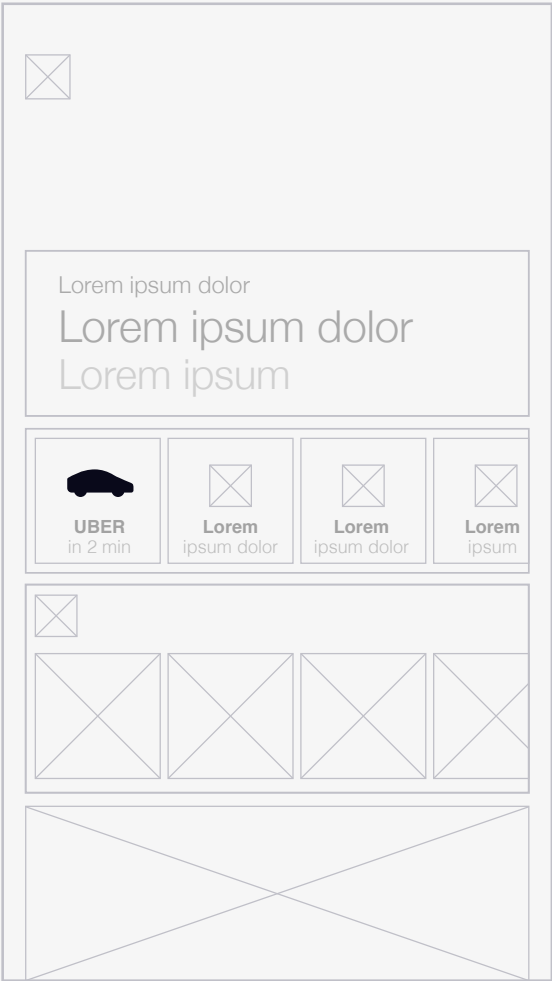08.20.2014

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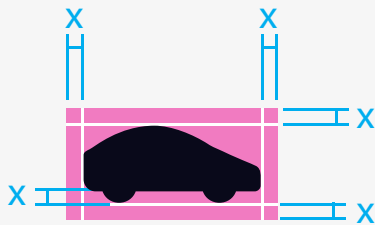| uber.com

UBER BUTTON SMALL - NEW USERS

New users may not understand what Uber is, so use the car icon to help educate about the brand.

Do not alter the car icon dimensions or create a custom size without first consulting Uber.

Lorem ipsum dolor
Lorem ipsum dolor
Lorem ipsum

UBER
in 2 min

Lorem
ipsum dolor

Lorem
ipsum dolor

Lorem
ipsum

ENDPOINT-SPECIFIC EXPERIENCE

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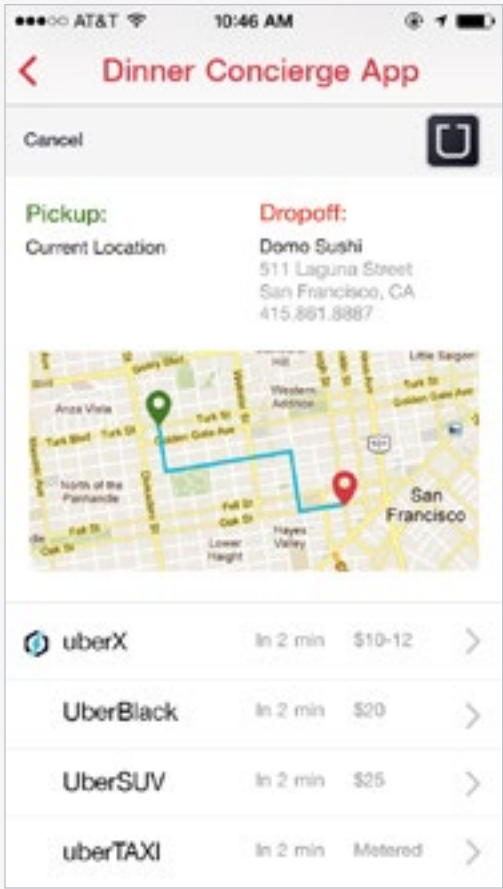
Endpoint: Product Types

Guidelines

- Always use the exact display name returned by our API. When listing one or more products, order them in the same positions returned by our API.

- Always use proper casing (e.g., do not capitalize the "u" in uberX).

- If the Products endpoint returns no products, hide the Uber placement, if possible, or show the following message: "Uber is not yet available at this location."

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Endpoint: Product Types

iOS Action Sheet

Custom product selection page

Product selection for existing users

- Should only be shown to users who have the Uber app installed.

- Either use the default action sheet or build a custom page.

- Show the Surge Icon (available in the Assets subfolder in the Uber API box folder) to the right of the product name.

Endpoint: Time Estimate

Guidelines

- Always show time estimates in minutes and round up while doing the conversion from seconds. Example, 55 seconds should be shown as 1 min not 0 min
- If the Time Estimates endpoint returns no results, please ensure that the respective Uber product(s) are suppressed.
- If the Product endpoint returns products but the Time Estimates endpoint returns no results, hide the Uber placement, if possible, or show this message: "All nearby cars are full but one should free up soon. Please try again in a few minutes."

Examples

For total trip duration estimate including pickup time:
24 min

Choose one of these options for displaying pickup time:

- in 2 min
- Pickup in 2 min
- 2 min away

Endpoint: Price Estimate

Guidelines

Choose one of these options:

- If the Product and Time endpoints returns products but the Price estimates returns no results, hide the Uber placement, (if possible) or show this message: "The distance between pickup and dropoff is a little too far to estimate"
- Show exact value or range returned by estimate field.

- If you would like to do currency conversions, you should use values returned by currency_code, low_estimate, and high_estimate fields if they are populated.

  - Show the "- low_estimate" only if the *low_ estimate* is not the same as the *high_estimate.*

  - Always include the currency symbol.

- No price estimate should be shown when destination is not known.

Follow specific guidelines for Surge outlined in the guidelines when surge_multiplier is >1. Do not show price estimate in the Uber call to action button. No price estimate should be shown without providing surge context, i.e. which product, multiplier, etc.

Examples

- $13-15
- $13-15 (surge)
- $15
- Metered

THANK YOU.

Questions? developers@uber.com