Design Brief

Team Iceberg

Introduction

A Design Language is an overarching scheme or style that guides the design of a complement of products or architectural settings. A commonly used example is iOS, which is the language behind Apple applications on mobile phones. There are guidelines that the design applications should follow, such as rounded corners, Gaussian blurs, Helvetica Neue font, and the use of UI elements such as segmented controls. Another popular design language is Google's Material Design, which focuses on material metaphors such as paper, ink, surfaces and edges. These elements contribute to the look and feel that design languages define.

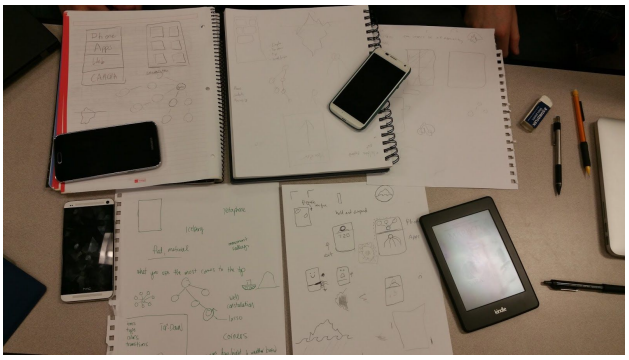
Market Trends and Audience Needs

There are several market trends in design languages right now. With the release of iOS 8 and Android Lollipop, flat design has become an industry standard. Scrolling is one of the most popular forms of navigation, i.e. in web design, where web pages showcase content on "one page" and scrolling can trigger certain events or interactions. Another trend is an increase in screen real estate--many mobile phones are increasing the surface area of their touch screens. In concern to user needs, simplicity and efficiency when interacting with their phones are things that are valued.

Ideation Workshop

Our Ideation Workshop consisted of open discussion, rapid prototyping, and sketching. We listed ideas and design languages that we liked from our research, particularly we wanted to rethink and the idea of the traditional home screen, where app icons are simply listed or tiled. Instead, we wanted to create a desktop metaphor that relied on easier and smarter navigation. Our main goal was to allow quicker access to what the user wants to access. Additionally, the

metaphor of an iceberg is the theme of our application, where the most important or frequently used app is at the “tip” of the iceberg.



Vision Statement

When your life can be stored on a device, simplicity is key. Sometimes the complexities of life need to stay below the surface and only the tip of your life needs to stay above. Much like the elegance of the tip of an iceberg. Popular modern mobile operating systems use a desktop metaphor to navigate between applications. This is problematic because it forces users to make unnecessary steps unnatural/slow gesture. By using simplicity as our guide and the top-down approach based on the ideas of an iceberg we have created a design language that complements keeping the tip of your life simple but letting you still have the complexities hidden beneath the surface. This is done with our top-down model and subtle visual cues that allow users to interact with our OS with little learning necessary.

Design Language

Overall

Iceberg focuses on simplicity on its surface, but also continues that theme for its interactions and throughout the experience. The visual cues users will meet while using Iceberg allow them to intuitively navigate the OS and its features. Interactions that the user will use in the app follow known and intuitive functionality that don’t require users to learn how to use a feature but know without thinking. The visuals of the operating system follow a flat design theme with gradients to allow for 3D effects.

Hardware

The phone hardware itself has some slight changes compared to your average phone. First off our phone is going to be reversible in any direction you pick it up and would have built in compatibility for left and right handed individuals. This would mean the hardware would be reflected on both sides of the phone including the cameras to be on the top and bottom of the phone. This would prove to be multi-functional as they would allow the phone to be right-side no

matter how you pick it up. Also you would be able to take 3D pictures because you now have two different cameras on your phone. To complete the full reversibility we would also have implemented speakers and microphones on the top and bottom of the phone.

On the back of the phone our design has a second screen between the two cameras. This would be similar to an E-Ink Screen the YotaPhone 2's implementation. This would allow for many layers of functionality as well as allowing a second screen for users to use to see notifications and have a screen for saving batteries.

The back of the phone will also serve as the area that will display time, date, and notifications again. This helps take away the clutter from the front screen to let both screens stay as simple as possible.

Interactions

Scrolling is the main navigation interaction in Iceberg, apart from the traditional tap and click methods found in mobile operating systems. This type of interaction isn't a burden to users due to our applications machine learning aspect--it will place your most used applications closer to you as you scroll.

Grouping

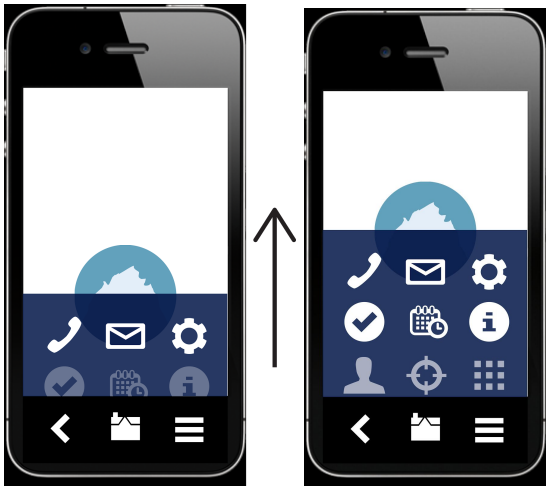
Apps are stored in a group below the surface of the home screen. By using a background AI that intelligently moves apps that are most used to the surface (your home screen) you can always have your most used apps at quick access.

Users are also able to customize app locations as they feel necessary. If they feel that the AI has misplaced an app on the surface they can remove it and replace it with what they feel is

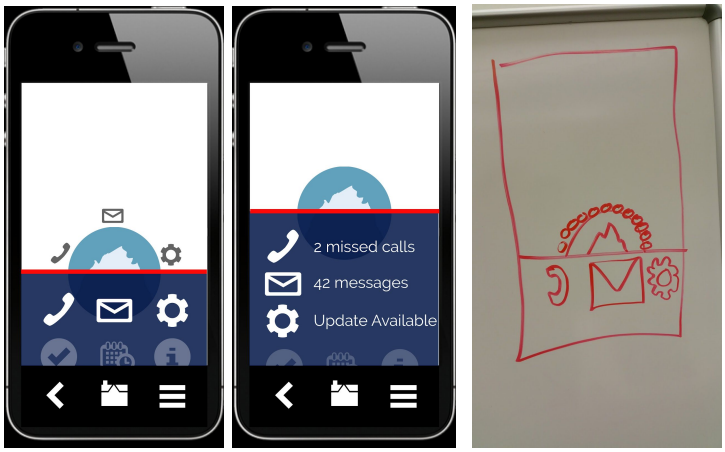
correct. The complexity of the apps below the surface can also be organized into user controlled folders if the user so does desired. These folders will also be subjected to the algorithm that sorts the most used applications as well.

Visual cues

Gradients are used both aesthetically and with functionality. They are used to subtly conceal icons further away from you in order to prevent sensory overload, and allow the user to focus on what they're looking for.

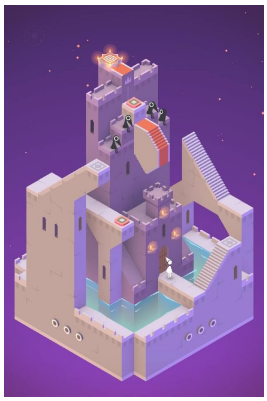


Notifications will appear on the home screen around the Iceberg image, indicating which application needs to be addressed through an icon. If the user is mid-scroll, it will visually change into a horizontal bar that provides more context, and a red line will appear at the top of the app shelf, indicating that a notification occurred.



Visuals

The OS as a whole for visuals is going to have a heavy flat design influence while taking pulls from Monument Valley for using gradients to show depth of field. There will also be slight hints of material design through the visuals elements of the OS. The overall look and feel of the the Mobile OS should feel similar to the simplicity of flat and material design, but would make use of gradients to help give the feel of our top-down model.



Icons and symbols used through out the visual design would emphasize using simple symbols that don’t stray from material users are familiar with.