# AfyaTrack v3.0 – Design Guidelines

These guidelines set the visual and interaction standards for AfyaTrack v3.0. They ensure consistency across mobile and web platforms and provide a foundation for developers and designers to create intuitive, accessible, and polished experiences. The design system should be documented and versioned for future iterations.

## 1. Colour Palette

* **Primary Colour (#0046a5):** A deep royal blue conveying trust, stability, and health. Use it for headers, primary buttons, active icons, and links.
* **Accent Colour (#ffbb01):** A warm golden yellow for call‑to‑action elements, highlights, progress indicators, and notifications.
* **Secondary Colours:** Use complementary neutrals to support the primary palette:
* Dark text (#333333) for main body copy.
* Light background (#f9f9f9) for cards and surfaces.
* Medium grey (#cccccc) for dividers and disabled states.
* Success (#24b47e), warning (#f5a623), and error (#d0021b) for status messages.
* Maintain WCAG AA contrast ratios (minimum 4.5:1 for text) across all combinations. Use colour sparingly to draw attention to the most important actions.

## 2. Typography

* **Primary Font:** Use a modern, highly legible sans‑serif typeface such as “Montserrat” or “Roboto” across all platforms. It should be available as a web font and packaged with the app. Use the same font family for headings and body text with varying weights (Light, Regular, Medium, Bold).
* **Headings:** Use larger font sizes and bold weights.
* Page titles: 24–28 pt, Bold.
* Section headings: 18–20 pt, Medium.
* **Body Text:** 14–16 pt, Regular. Ensure line height of ~1.4× font size for readability.
* **Captions/Metadata:** 12 pt, Light or Regular.
* Support dynamic type for accessibility; allow users to increase text size via settings.

## 3. Layout & Spacing

* **Grid System:** Employ an 8‑point grid; sizes, margins, and paddings should be multiples of 8 px (e.g. 8, 16, 24). This creates visual rhythm and simplifies responsiveness.
* **Cards:** Use elevated cards for content sections such as Current Info, Wiki Hii, Reminders/Jamii, Makala Zaidi. Cards should have 16 px padding inside and 8 px vertical spacing between them. Apply subtle shadows (e.g. elevation 2 in Material Design) with 2–4 px radius and 10% opacity.
* **Navigation Bars:** Bottom navigation height 56 px with icons and labels centred. Top navigation (where used) height 48 px; include back button and title.
* **Forms & Inputs:** Inputs should have a height of 44 px, 12 px padding, and clear labels. Use outlines or filled styles consistent with Material guidelines. Keep tap targets at least 48 px for accessibility.
* **Responsive Behaviour:** On larger screens (tablets/web), increase margins and widths to maintain comfortable reading widths (600–800 px content width) and group related elements into columns. On narrow mobile screens, stack elements vertically.

## 4. Components & Interactions

* **Slider Bar:** Use a full‑width carousel with auto‑advance and manual swipe. Animate transitions with 300 ms ease‑in/out. Indicators or progress bars below the slider help users know their position.
* **Number Slider:** Synced with sliders; use a horizontal scroll with snap to each value. Provide haptic feedback on mobile when sliding to a new date/week.
* **Cards:** Use drop shadows and rounded corners (8–12 px radius). Titles should be left‑aligned; action buttons (e.g. Add Reminder) right‑aligned. Use icons sparingly inside cards to denote actions (e.g. + for add, chat bubble for forum preview).
* **Buttons:** Primary buttons use the primary colour and full‑width or contained shapes with 4 px radius. Secondary buttons use outlined style with primary colour text. Disabled buttons use 40% opacity. Include icon buttons only when necessary.
* **Bottom Navigation:** Use icons with labels; active tab is indicated by primary colour and bold text. Use micro‑animations on tab change.
* **Forms:** Group related fields with vertical spacing. Show helper text and error messages inline. Use segmented controls or radio buttons for cycle length options.
* **Feedback & States:** Provide clear visual feedback on interactions—hover states on web, pressed states on mobile, loading spinners on asynchronous actions, and toast or snackbar notifications for success/failure.

## 5. Imagery & Iconography

* **Illustrations & Photos:** Use inclusive and culturally relevant imagery. Avoid text in images. Maintain consistent styles—soft colours, friendly characters, and minimal backgrounds.
* **Icons:** Use a cohesive icon set (e.g. Material Icons or Feather). Use filled icons for active states and outlined for inactive. Icons should be 24 px with 16 px padding in buttons or lists.
* **Avatars:** Use placeholder silhouette icons until the user uploads a profile picture. Display user avatars at 40 px in the top right of the screen.

## 6. Animation & Motion

* **Duration & Easing:** Use animations sparingly to guide attention. Standard durations: 200–300 ms for simple transitions, 500 ms for complex sequences. Use easing functions such as cubic‑bezier (0.4, 0.0, 0.2, 1) to achieve natural movement.
* **Micro‑Interactions:** Provide subtle feedback for button taps, checkbox toggles, and list completion. Use scale or colour changes rather than heavy animations.
* **Page Transitions:** Use slide or fade transitions between main sections; avoid abrupt changes. Keep transitions consistent across platforms (e.g. slide from right for forward navigation, slide from left for back on mobile; fade cross‑dissolve on web).
* **Loading States:** Use skeleton loaders or activity indicators when fetching content. Avoid blocking spinners whenever possible.

## 7. Accessibility

* **Contrast & Readability:** Ensure all text meets WCAG AA contrast standards. Allow users to switch between light and dark modes; design both themes at the same time.
* **Text Scaling:** Support dynamic text sizes and respect system accessibility settings. Avoid fixed height containers that might truncate enlarged text.
* **Touch Targets:** Maintain minimum tap target sizes of 48 px and provide sufficient spacing between interactive elements to avoid accidental taps.
* **Language Support:** Write content in plain Swahili and English (future languages). Provide translations for buttons, labels, and error messages. Use RTL support if new languages require it.
* **Screen Readers:** Add semantic labels to all controls and images. Provide accessible descriptions for slider positions and progress states. Use logical navigation order and group elements properly.

## 8. Branding & Tone

* **Logo Usage:** Place the AfyaTrack logo prominently on onboarding screens, splash screen, and marketing materials. Maintain clear space around the logo equivalent to its height.
* **Voice & Messaging:** Use a friendly, supportive tone. Content should be empathetic and informative, avoiding medical jargon. Encourage community participation and personalise messages by referring to the user or their baby by name (where permission is granted).
* **Consistency:** Apply branding elements consistently across mobile, web, email, and social channels. Avoid distortions of colour or logo proportions.

## 9. Conclusion

These guidelines will evolve as AfyaTrack grows. Adhering to them ensures a cohesive and delightful user experience while upholding usability, accessibility, and our brand values. Designers and engineers should collaborate continuously to refine the system based on user feedback and emerging best practices.