

Designing Windows Phone 7 Series

Design language (codenamed Metro)

Designing delightful applications for Windows Phone

Call to action

Albert Shum – That Dude
Michael Smuga – Studio Director
Chad Roberts – UX Design Lead

Windows Phone 7 Series
MIX10 THE NEXT WEB NOW

Story of Metro

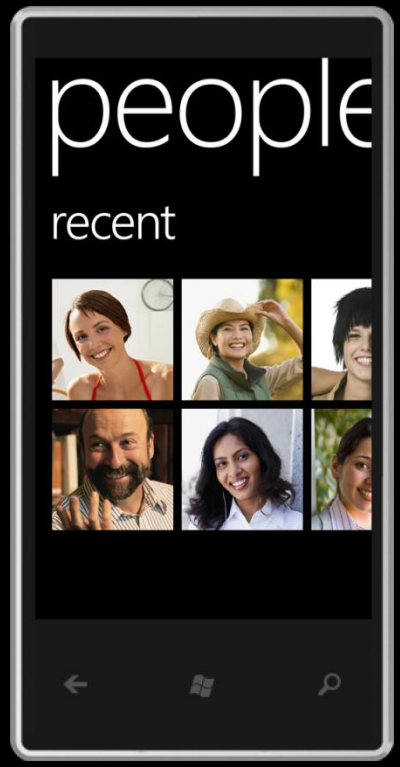

Beta
No appointments
Thursday, October 16, 2008
11:53 AM
No new messages
Alarms
Contacts
Notes
Photo
Settings
Settings
Connections
Quick List
Personalize
Profile
Normal
Ringtone
Df1_ring_a
Visual Theme
Unknown
Flight Mode
Off
Connections
No connections
Vibrate
Loud
Phone
Fake Network
00:05
Caller Info
Speaker
Keypad
Shai Bassli
1
2 abc
3 def
4 ghi
5 jkl
6 mno
7 pqrs
8 tuv
9 wxyz
*
0 +
#
Call
Hide Keypad
Contacts
All History
All Contacts
Outlook
<Unnamed>
411 & More
411
Edit
New
Outlook Cont
Shai Bassli
MICROSOFT
History
Communication
Contact
Call Work
Send E-mail
@exchange.microsoft
Call
Edit
Outlook E-ma
Important
All
Unread
Shai Bassli
Corporate Services Auto N 10/17
Re: prototype Start concepts
Corporate Services Auto N 10/17
RE: Friday
Corporate Services Auto N 10/17
RE: Friday
Corporate Services Auto N 10/17
RE: Friday
Delete
New

Metro


12:38
2
Phone
People
3
Text
20
Outlook
Pictures
Me
XBOX
LIVE


7:30
ANNE WEILER
Facebook, Windows Live
profile what's ne
"Having fun playing at the beach with the twins"
9:06 AM on Windows Live
call mobile
(206) 555 8977
text mobile
(206) 555 8977
call home
(206) 555 9436


7:30
sep 2010
Sun Mon Tue Wed Thu Fri Sat
26 27 28 29 30 31 1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31 1 2 3 4 5


people
recent


WWW
INTERNET


G 09
H 08
M 16
銀座駅
Ginza Sta.


MADRID


Ankomst


TIME
10
3B
準點
25
3A
準點
30
3B
準點
45
3A
準點


Wall Street
Uptown
4 5
Underpass to Downtow


Nishi-Ōi
8
品川
Shinagawa
3
新橋
Shimbashi
東京
Tōkyō
2
新日本橋
Shin-Nihombashi
4
馬喰町
Bakurochō
錦糸町


WARSCHAU
BERLIN-TEGEL
OSLO
STUTTGART
PEKING
STUTTGART HBF.
BASEL
SAN FRANCISCO
SHANGHAI PUDONG
SALZBURG
PERM-N. NOVGOROD
MOSKAU-DOMODEDOVO

garage

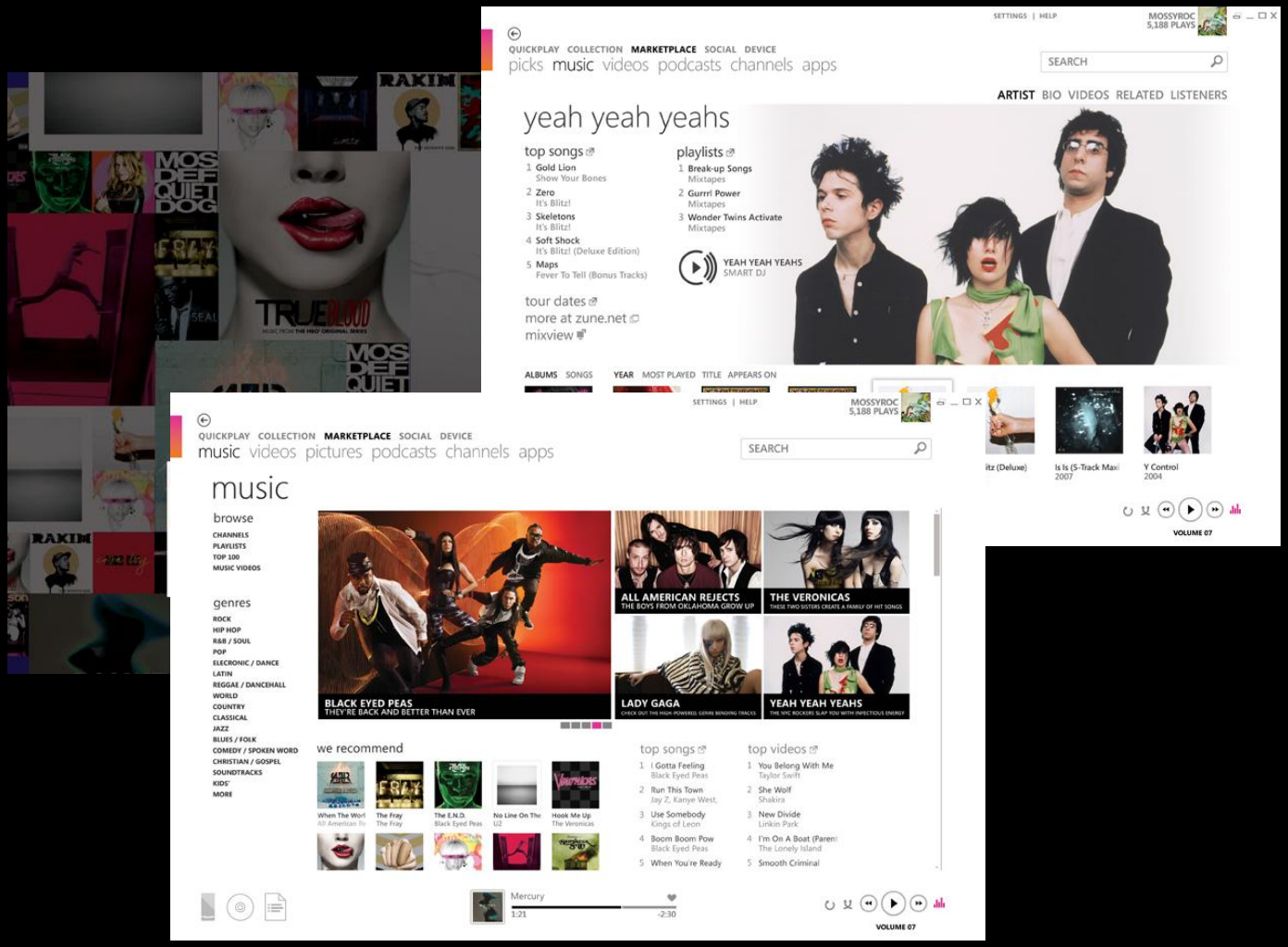


Please select an option •••

Vehicles

Statistics

Achievements



Windows Phone 7 Series

MIX10 THE NEXT WEB NOW



Windows Phone 7 Series

MIX10 THE NEXT WEB NOW

METRO IS OUR DESIGN LANGUAGE. WE CALL IT METRO BECAUSE IT'S MODERN AND CLEAN. IT'S FAST AND IN MOTION. IT'S ABOUT CONTENT AND TYPOGRAPHY. AND IT'S ENTIRELY AUTHENTIC.

Metro Principles

Principle: Clean, Light, Open, Fast

Feels Fast and Responsive

Focus on Primary Tasks

Do a Lot with Very Little

Fierce Reduction of Unnecessary Elements

Delightful Use of Whitespace

Full Bleed Canvas

Principle: Celebrate Typography

Type is Beautiful, Not Just Legible

Clear, Straightforward Information Design

Uncompromising Sensitivity to Weight, Balance and Scale

Principle: Alive in Motion

Feels Responsive and Alive

Creates a System

Gives Context to Improve Usability

Transition Between UI is as Important as the Design of the UI

Adds Dimension and Depth

Principle: Content, Not Chrome

Delight through Content Instead of Decoration

Reduce Visuals that are Not Content

Contents is the UI

Direct interaction with the Content

Principle: Authentically Digital

Design for the Form Factor

Don't Try to be What It's NOT

Be Direct

Principles

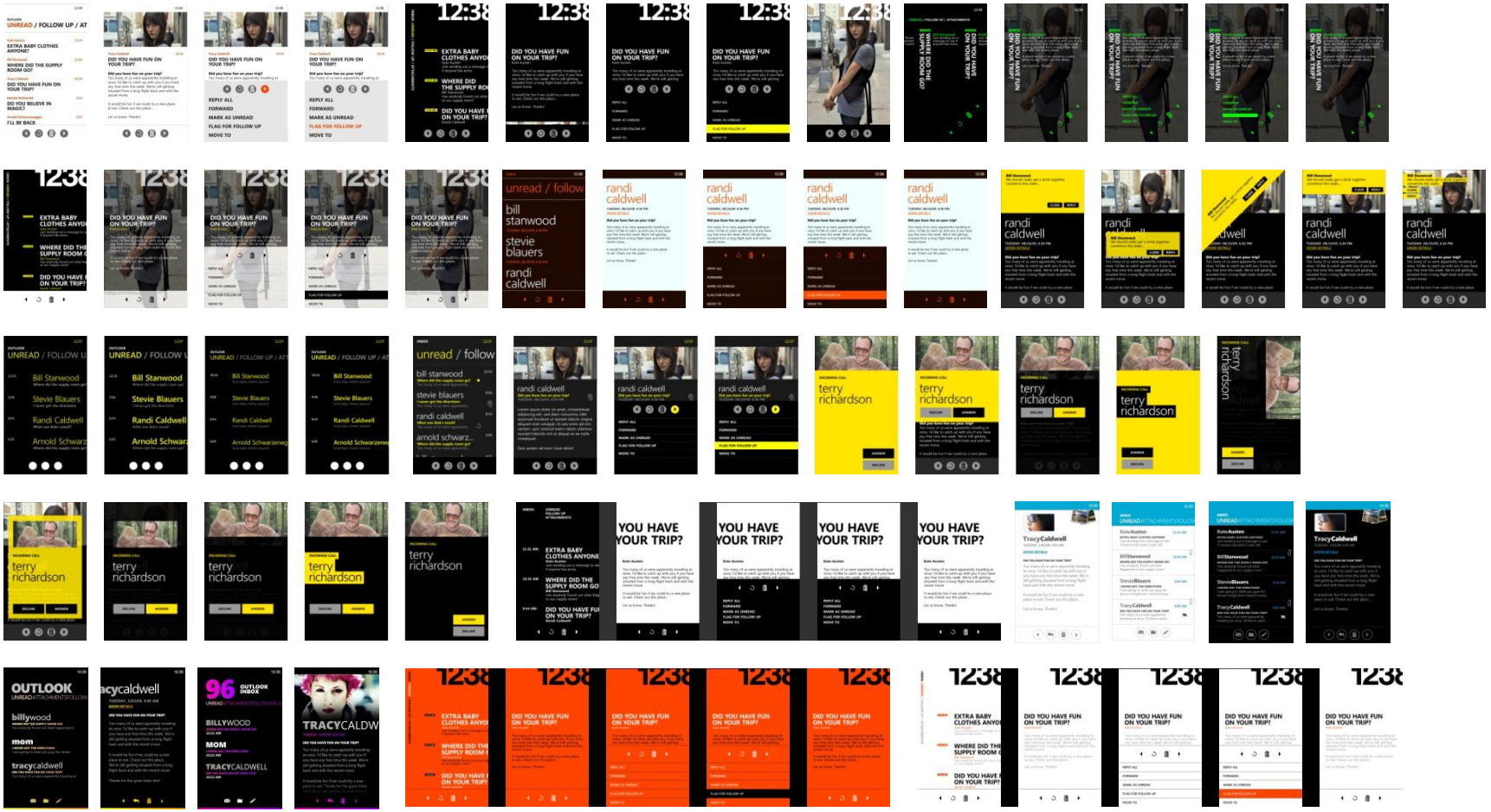
Clean, Light, Open, Fast

Celebrate Typography

Alive in Motion

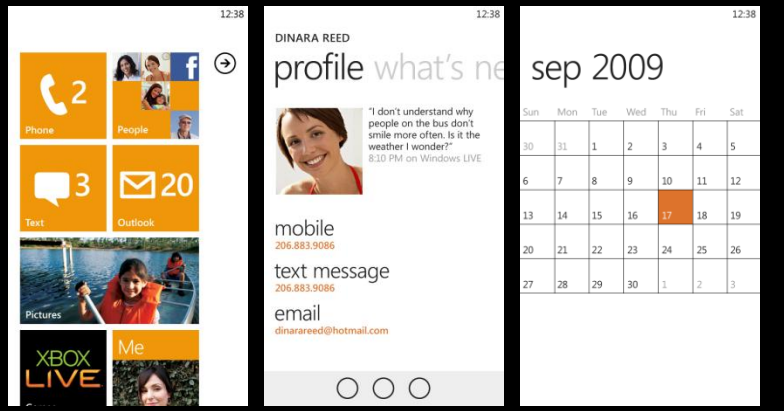
Content, Not Chrome

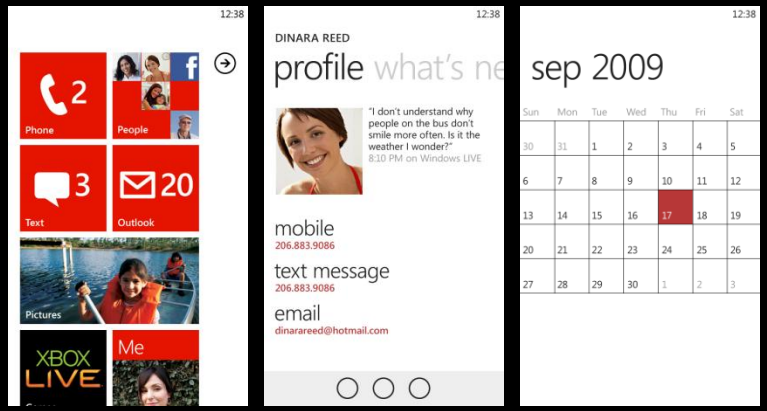
Authentically Digital



Windows Phone 7 Series

MIX10 THE NEXT WEB NOW


12:38
Phone
People
Text
Outlook
Pictures
XBOX LIVE
Me
DINARA REED
profile what's ne
"I don't understand why people on the bus don't smile more often. Is it the weather I wonder?"
8:10 PM on Windows LIVE
mobile
206.883.9086
text message
206.883.9086
email
dinarareed@hotmail.com
sep 2009
Sun Mon Tue Wed Thu Fri Sat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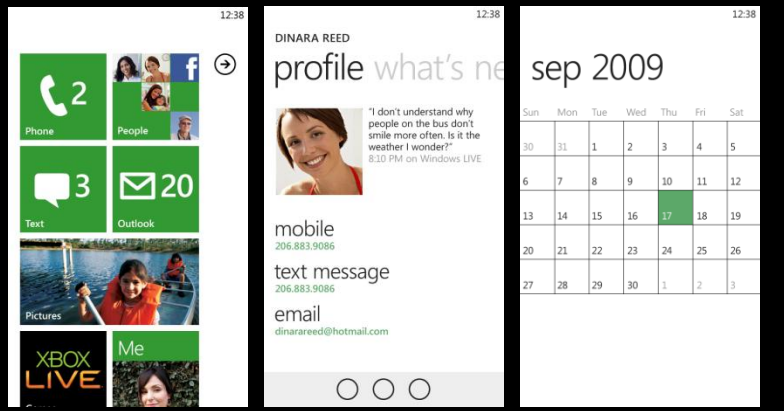
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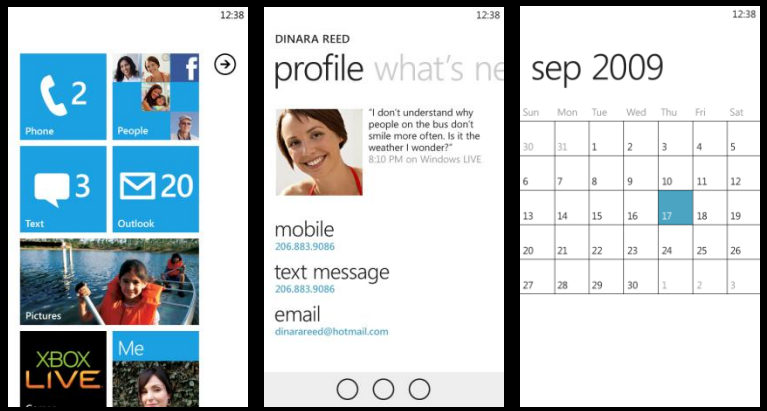
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sep 2009
Sun Mon Tue Wed Thu Fri Sat

Metro User Experience

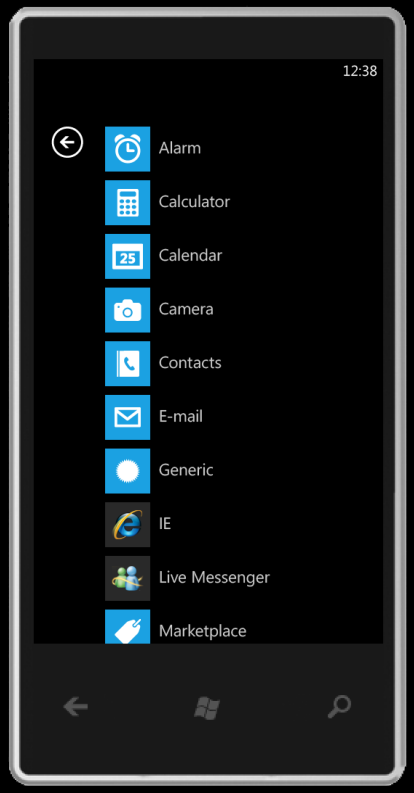
Focuses on the individual and their tasks

Helps organize information and applications

Start

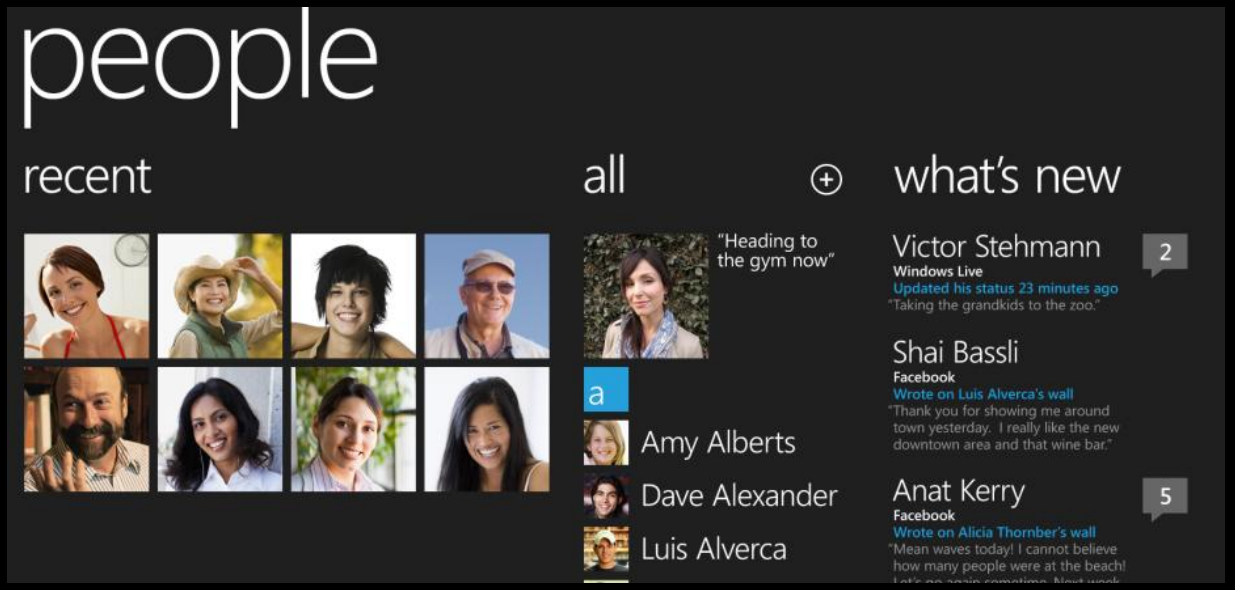


Glance & Go



Get Me There


pictures
gallery
albums
all
favorites
family hike
what's new
Lori Penor
Facebook
Vacation
Jeff Stammler
Windows Live
Birthday Party


people
recent
all
what's new
"Heading to the gym now"
a
Amy Alberts
Dave Alexander
Luis Alverca
Victor Stehmann
Windows Live
Updated his status 23 minutes ago
"Taking the grandkids to the zoo."
2
Shai Bassli
Facebook
Wrote on Luis Alverca's wall
"Thank you for showing me around town yesterday. I really like the new downtown area and that wine bar."
Anat Kerry
Facebook
Wrote on Alicia Thornber's wall
"Mean waves today! I cannot believe how many people were at the beach!
5

Metro


12:38
2
Phone
People
3
Text
20
Outlook
Pictures
Me
XBOX
LIVE


7:30
ANNE WEILER
Facebook, Windows Live
profile what's ne
"Having fun playing at the beach with the twins"
9:06 AM on Windows Live
call mobile
(206) 555 8977
text mobile
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(206) 555 9436


7:30
sep 2010
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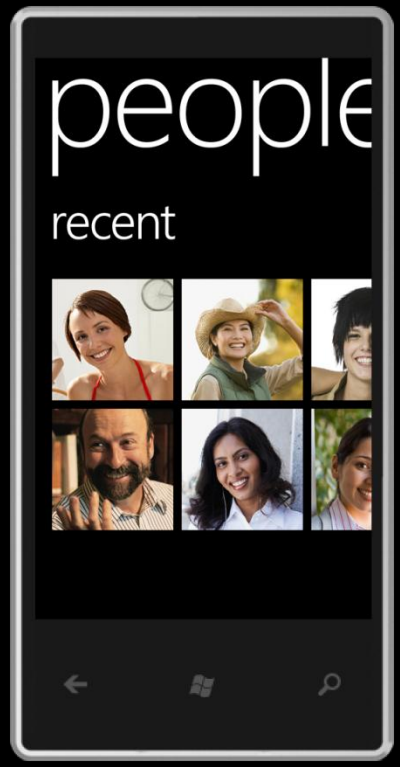

people
recent

Building Great Windows Phone Applications

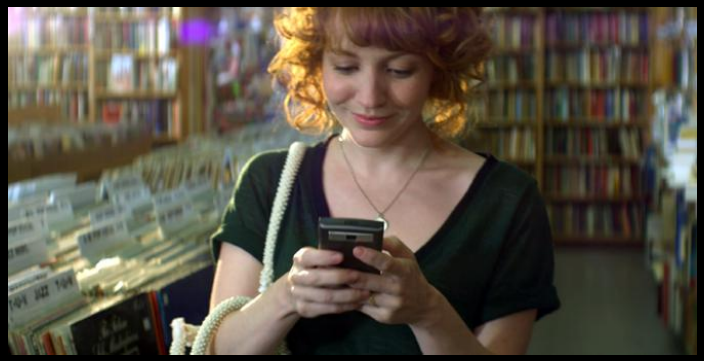
Focus on designing the experience

Build delightful experiences

Build experiences that are easy to use

Michael Smuga – Studio Director

Who we design for: Anna + Miles



Anna

Part time PR professional and busy mom

"My life is a balancing act between work, family, friends, and my own personal needs."



Miles

Growing his own architectural biz

"I love running my life real-time so I can take advantage of whatever is inspiring me…whether it's a new project, a pick up game or a stolen moment with Anna."

RED THREADS.

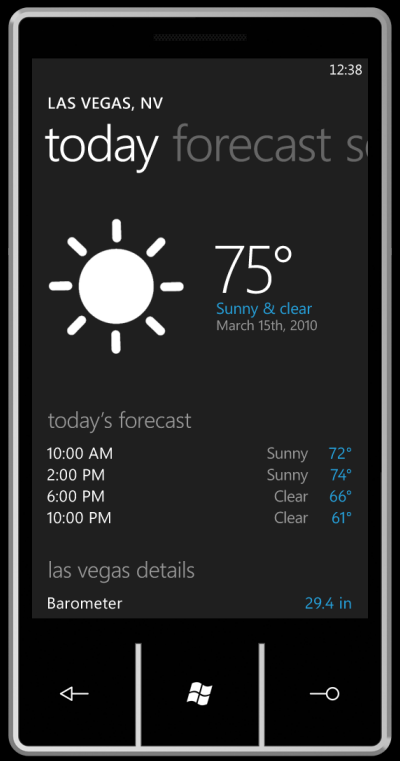
THESE ARE
THE PRINCIPLES
THAT GUIDE THE
EXPERIENCES

Weather



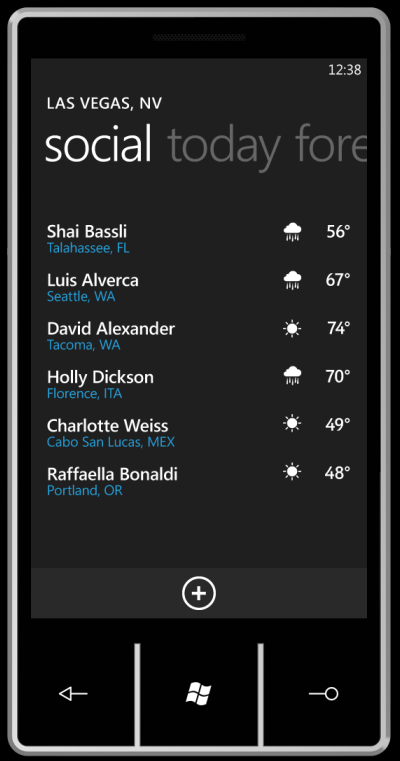
Personal

Weather surfaced on the live tile in Start



Relevant

Weather updated based on your location



Connected

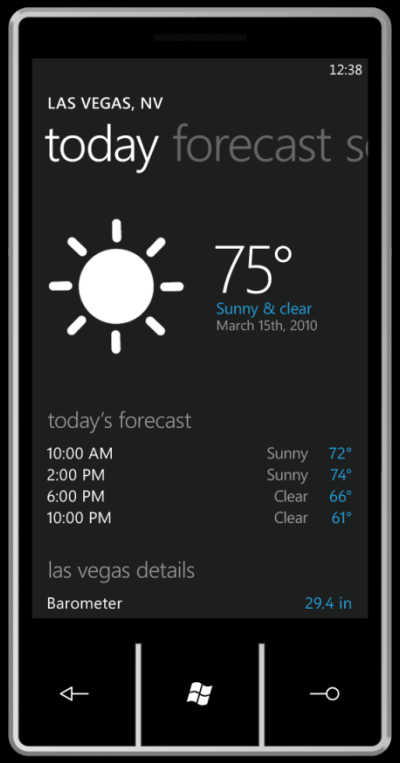
Weather for your contacts

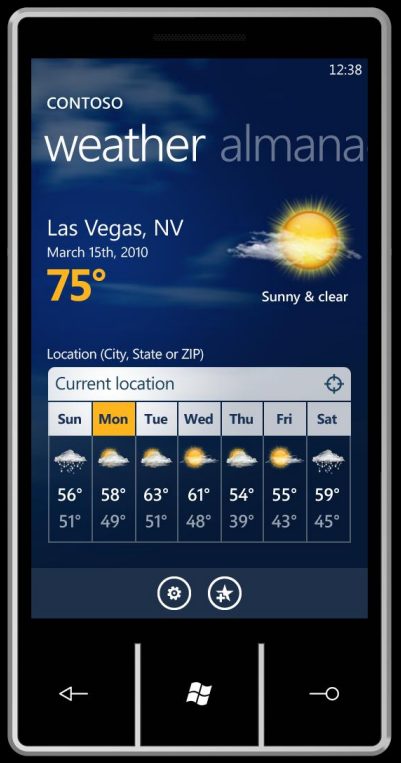
Build delightful experience

Be inspired by Metro

…but look for balance between the Metro principles and your own style


Las Vegas
75°


12:38
LAS VEGAS, NV
today forecast s
75°
Sunny & clear
March 15th, 2010
today's forecast
10:00 AM Sunny 72°
2:00 PM Sunny 74°
6:00 PM Clear 66°
10:00 PM Clear 61°
las vegas details
Barometer 29.4 in


12:38
CONTOSO
weather almana
Las Vegas, NV
March 15th, 2010
75°
Sunny & clear
Location (City, State or ZIP)
Current location
Sun Mon Tue Wed Thu Fri Sat
56° 58° 63° 61° 54° 55° 59°
51° 49° 51° 48° 39° 43° 45°


Las Vegas, NV
75°
Contoso

Color

Use color to delight the user

Use color to personalize experience

Use color to emphasize hierarchy


12:38
Phone
People
Text
Mail
Pictures
XBOX LIVE
Me
7:30
ANNE WEILER
Facebook, Windows Live
profile what's ne
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call mobile
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text mobile
(206) 555 8977
call home
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7:30
sep 2010
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(206) 555 8977
call home
(206) 555 9436
7:30
sep 2010
Sun Mon Tue Wed Thu Fri Sat

Typography

Make words feel welcome

Pay attention to balance, weight & scale

Segoe Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Segoe Black

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789


7:30
ANNE WEILER
Facebook, Windows Live
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"Having fun playing at the beach with the twins"
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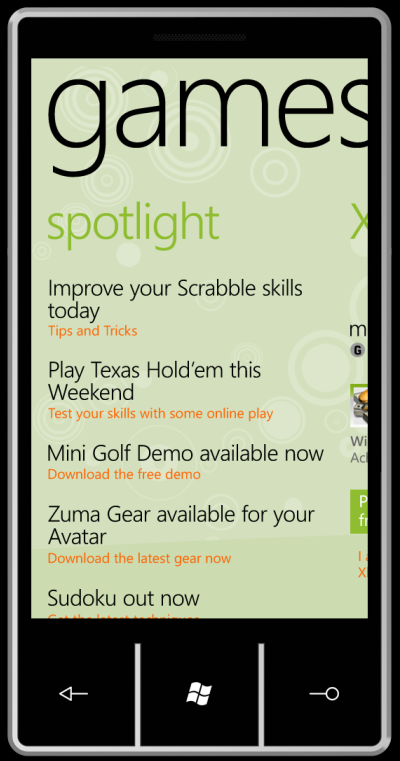
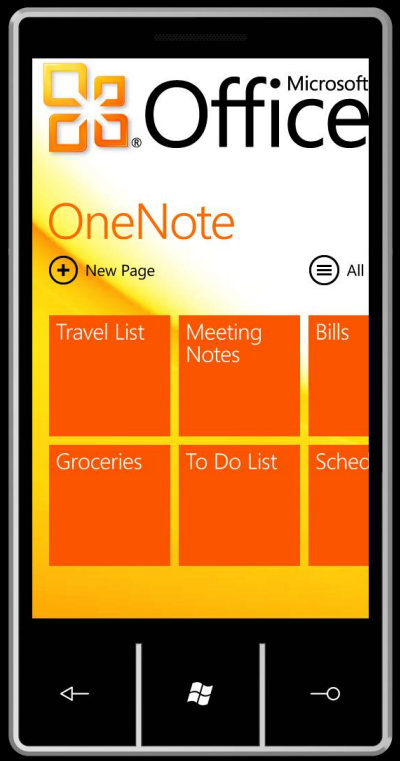

games
spotlight
Improve your Scrabble skills today
Tips and Tricks
Play Texas Hold'em this Weekend
Test your skills with some online play
Mini Golf Demo available now
Download the free demo
Zuma Gear available for your Avatar
Download the latest gear now
Sudoku out now


Microsoft
Office
OneNote
New Page
All
Travel List
Meeting Notes
Bills
Groceries
To Do List

Motion

Use motion to delight the user

Remember that pacing is important: the more you use it, the less special it becomes

Make It Easy to Use

Familiar = Easy to use

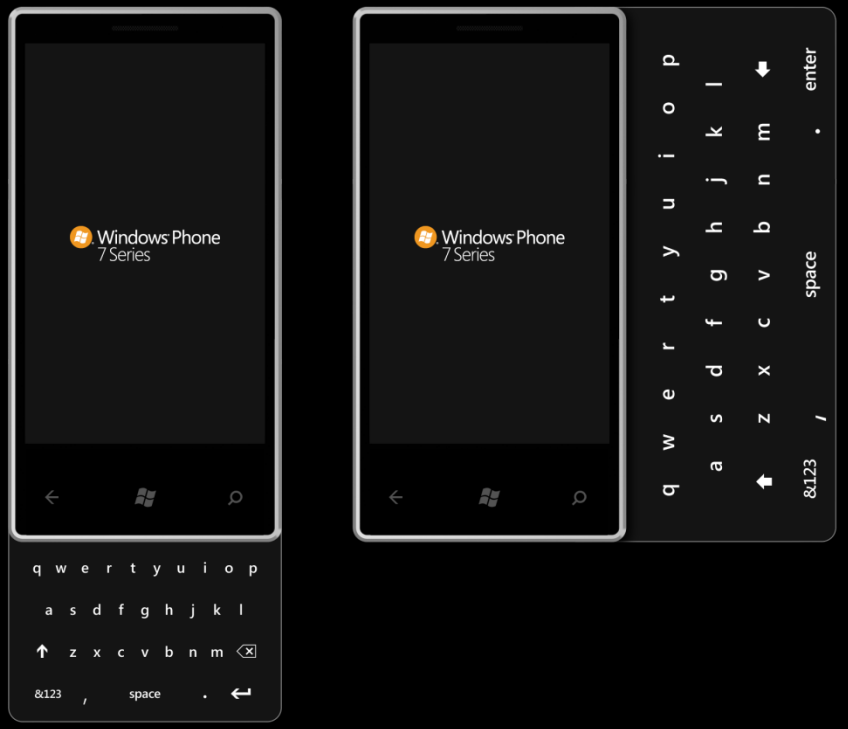
Provide consistent and predictable experience

Hardware Implications

Hardware buttons

Optional landscape keyboards

Design for one hand usage whenever possible



Gestures



tap

Actions on an item in a two step process
Stop a list from scrolling



double tap

Toggles between “in” and “out” zoom states of a control or application



touch & hold

Shows options (context menu) for an item



pan

Moves content via direct manipulation (content sticks to the fingter and follows)



flick

Moves content



pinch & stretch

Continuous zoom

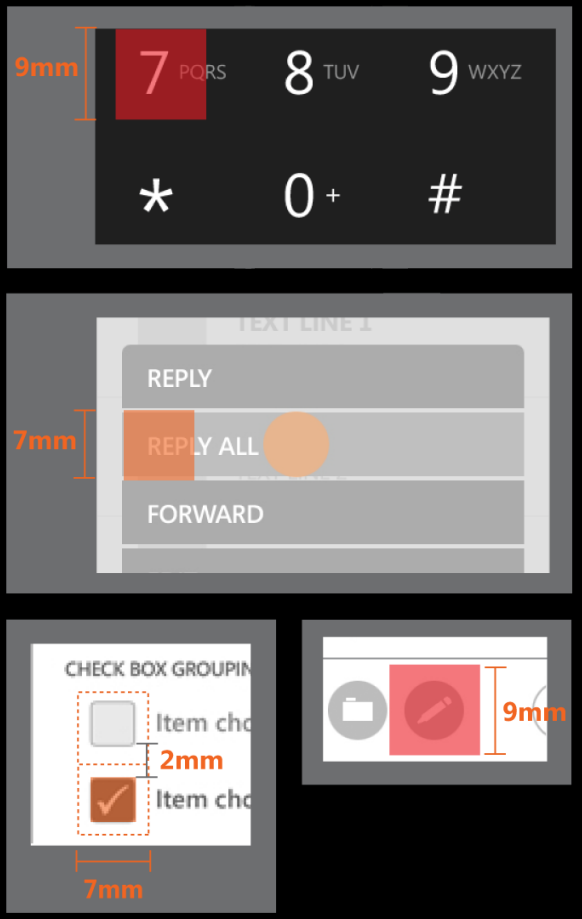
Touch

Recommended touch target size is 9mm

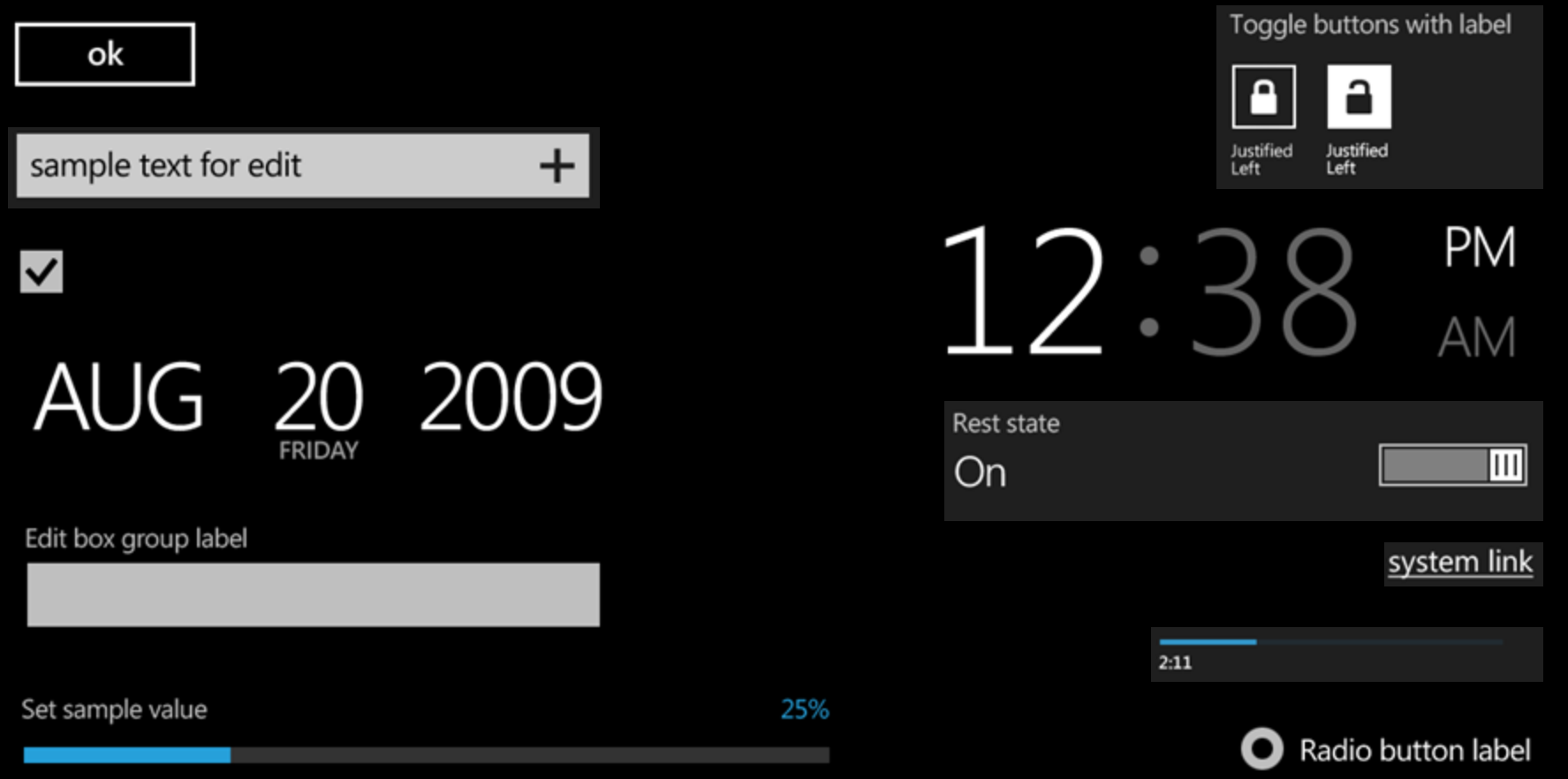
Minimum touch target size is 7mm

Minimum spacing between elements is 2mm

Visual size is 60-100% of the touch target size



Common controls

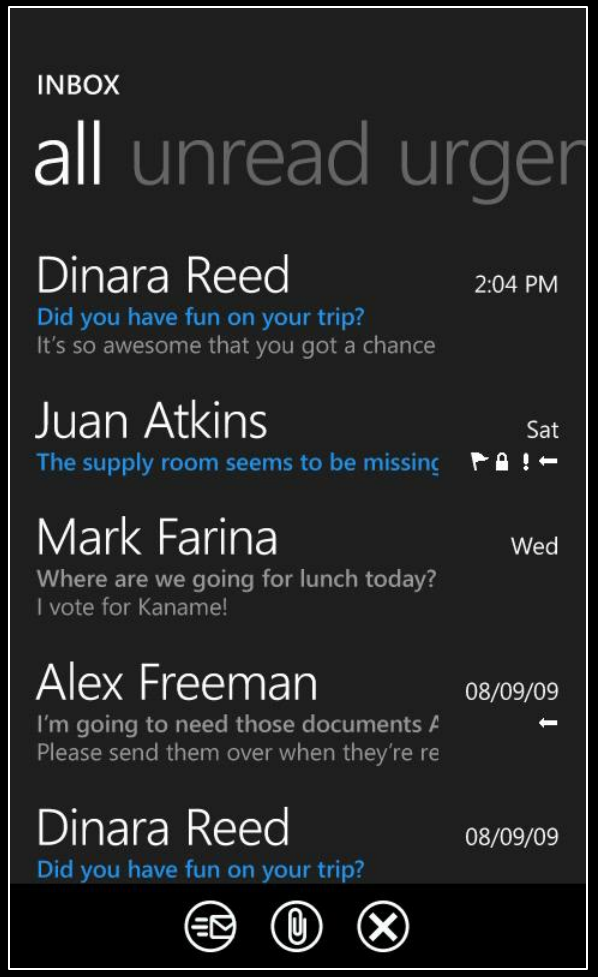


Application Bar + Menu

Up to 4 icons

Don’t fill all 4 slots if not needed

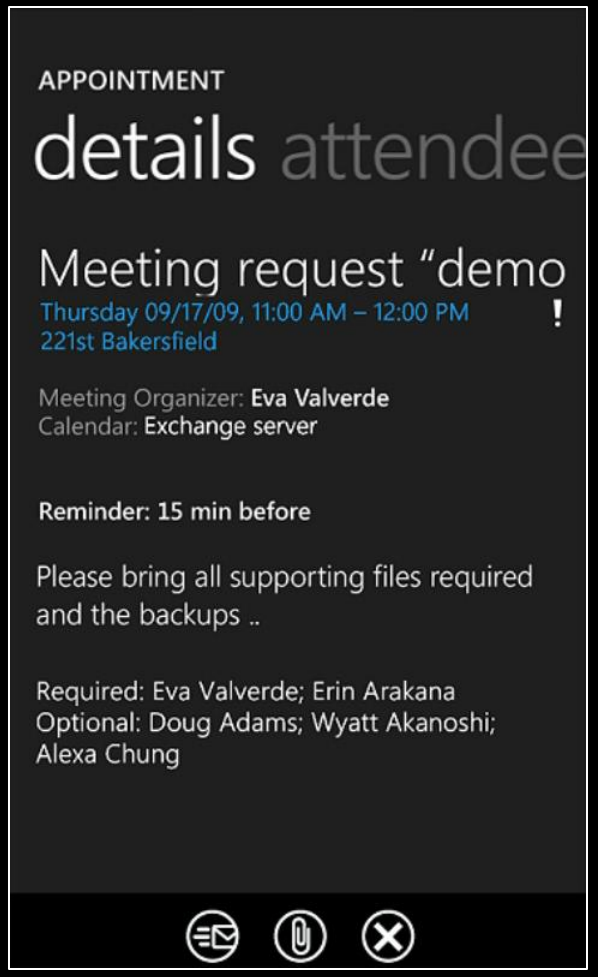
Swipe up the bar to bring up the menu



Tabs

Separate multiple tasks

Tap or flick tabs to change them

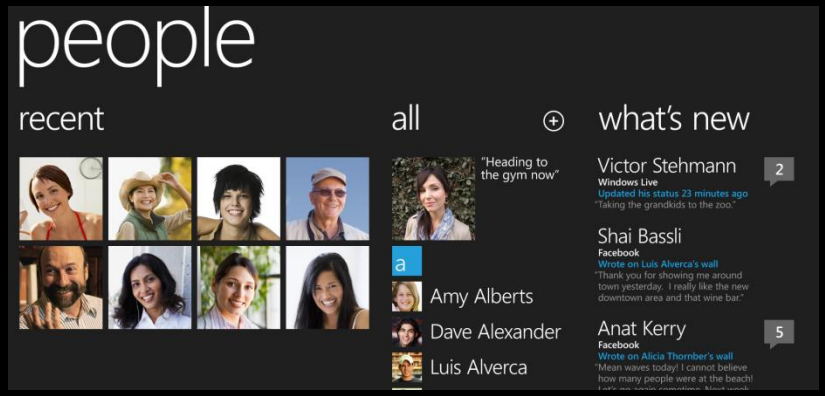


Hubs

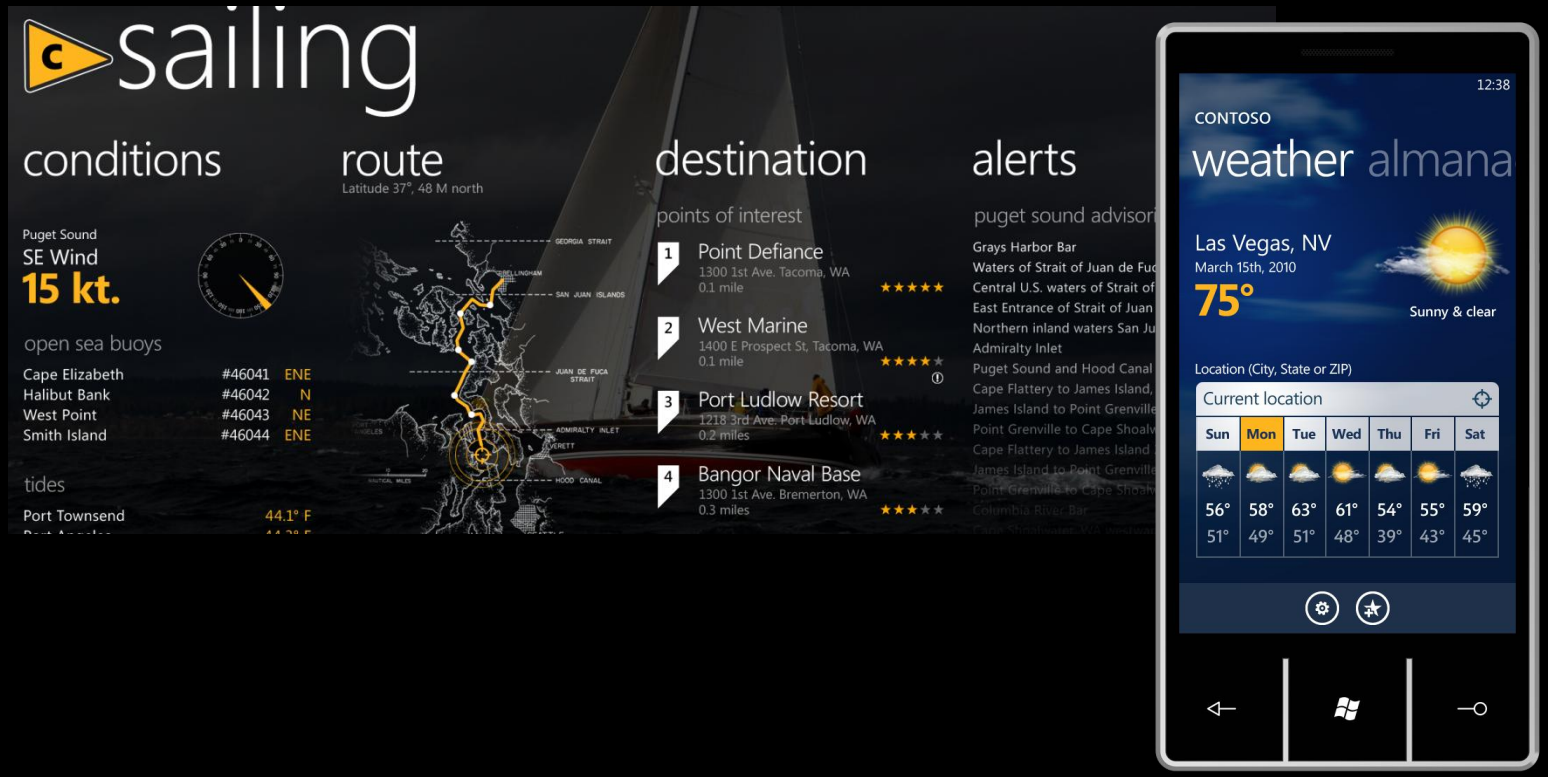
Rich experience

Aggregate multiple sources





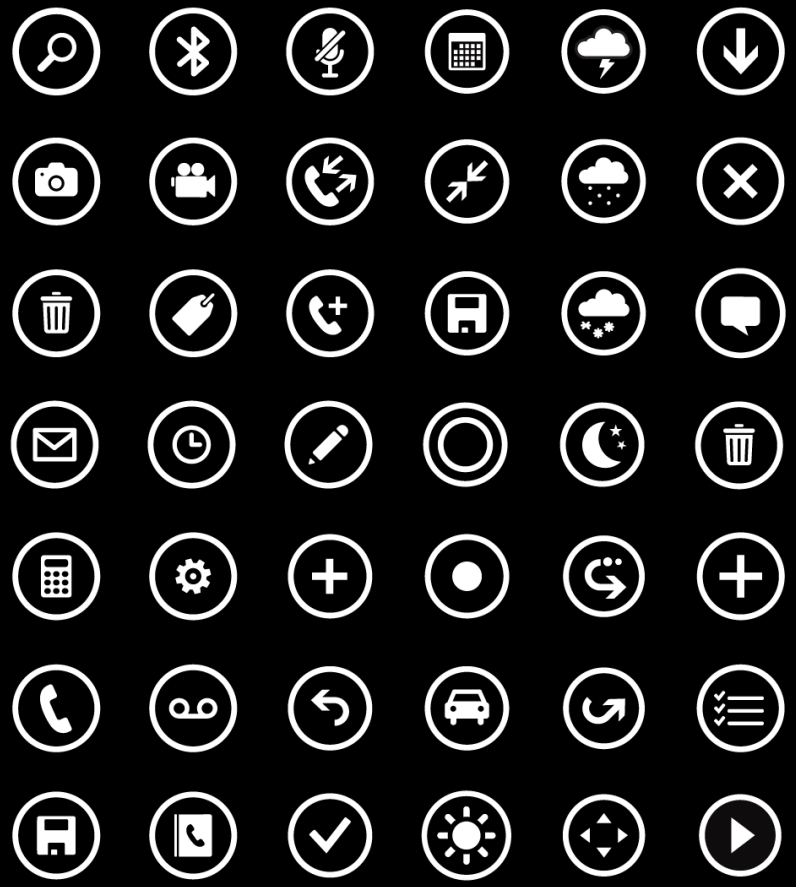
Hubs vs. Single-Page Apps



Iconography

Icons in the application menu should be consistent

Test icons with users
(pay attention to context)



Call to Action

Familiarize yourself with Metro

Stay Connected & Get Informed

Download & Start Creating

Chad Roberts – UX Design Lead

Summary

Metro

Personas

Red Threads

Focus on designing the experience

Make applications delightful and easy to use

Stay Connected & Be Informed

Attend "An Introduction to Developing Applications for Microsoft Silverlight".

Watch "Authoring for Microsoft Silverlight 4 with Microsoft Expression Blend.

Read about design on Christian Schormann's blog.
http://electricbeach.org

Download & Start Creating

Get the Windows Phone Developer Tools

Download the UI Design and Interaction Guide

Interact with the design tools when Available

http://developer.windowsphone.com

Thank you!

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Michael Smuga – Studio Director

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