Windows Phone 7 Design

Designing Integrated Mobile Experiences for Apps

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Today

The Road to 7

The Difference: Personal, Relevant, Connected

Designing Apps for Windows Phone


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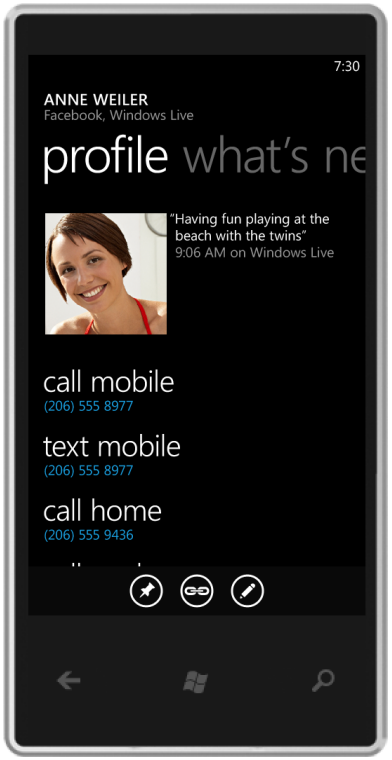
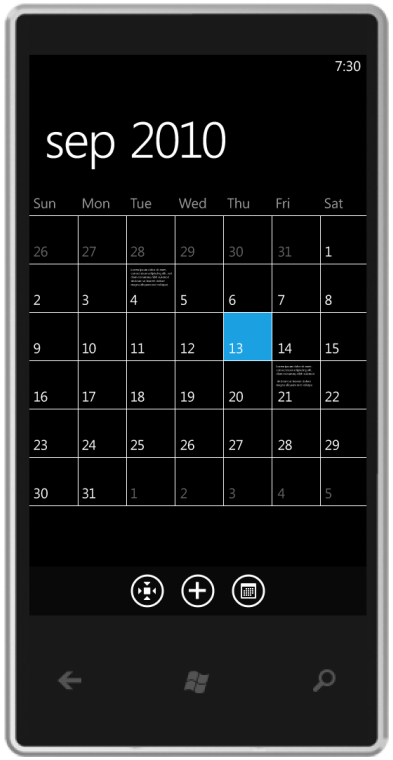
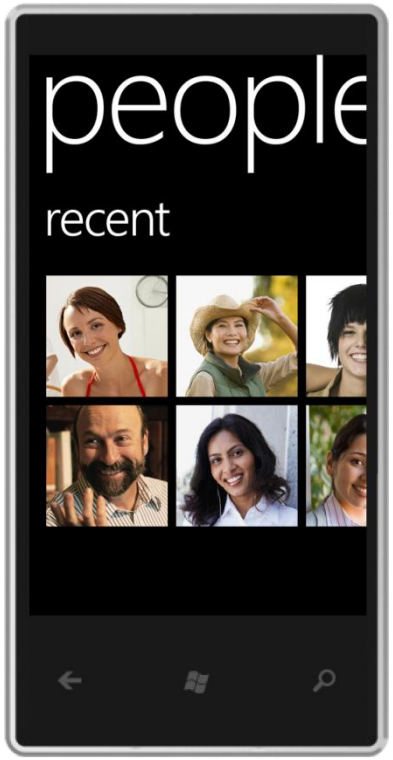
Windows Phone 7









A different kind of phone











Personal, Relevant, Connected

Designing Apps for WP7

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

Make It Easy to Use

Familiar = Easy to use

Provide consistent and predictable experience

Typography

Make words feel welcome

Pay attention to balance, weight & scale

Motion

Use motion to delight the user

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

Content, Not Chrome

Delight through content instead of decoration

Reduce visuals that are not content

Contents is the UI

Direct interaction with the content

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

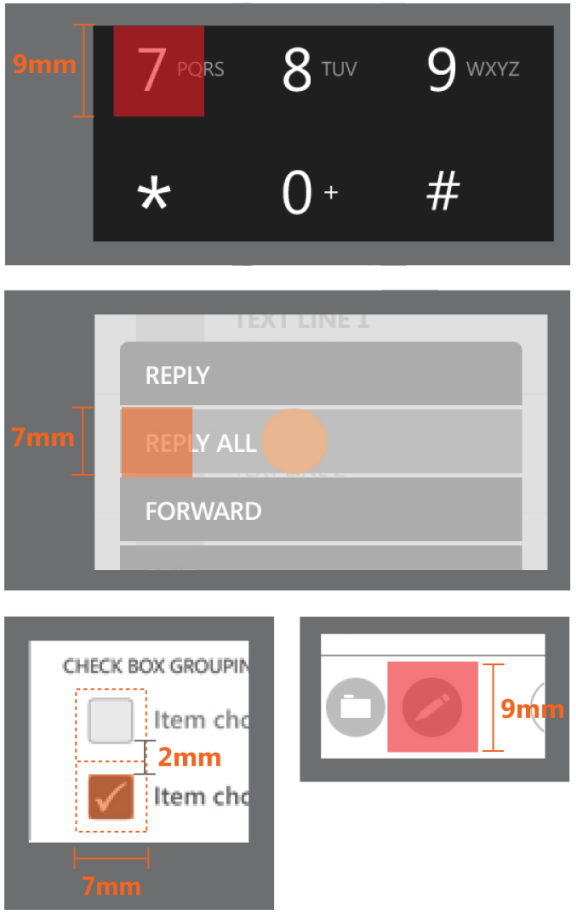
Touch

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



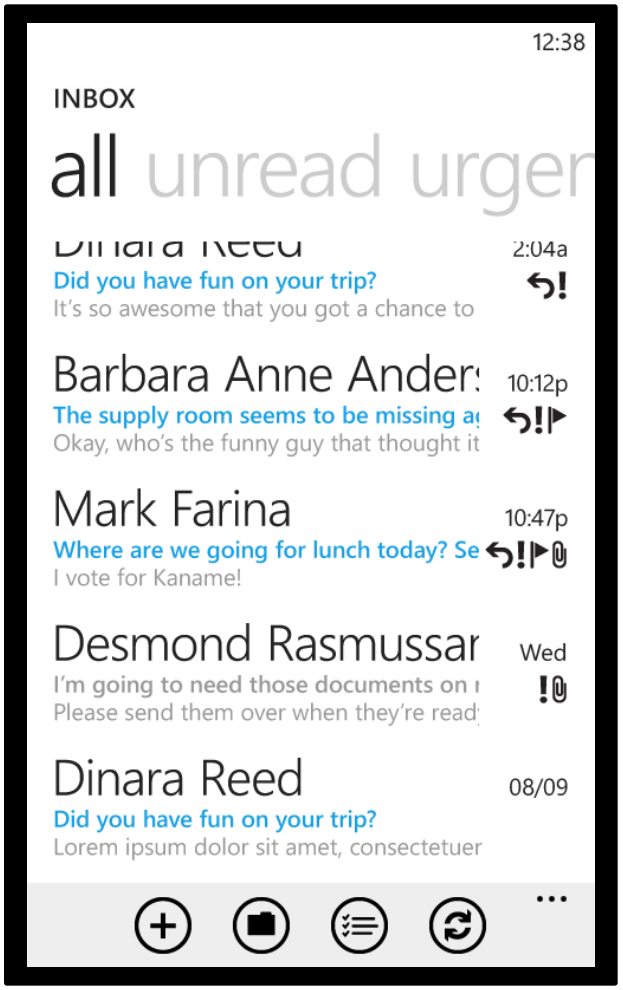
Application Bar + Menu

Up to 4 icons

Don’t fill all 4 slots if not needed

Swipe up the bar to bring up the menu

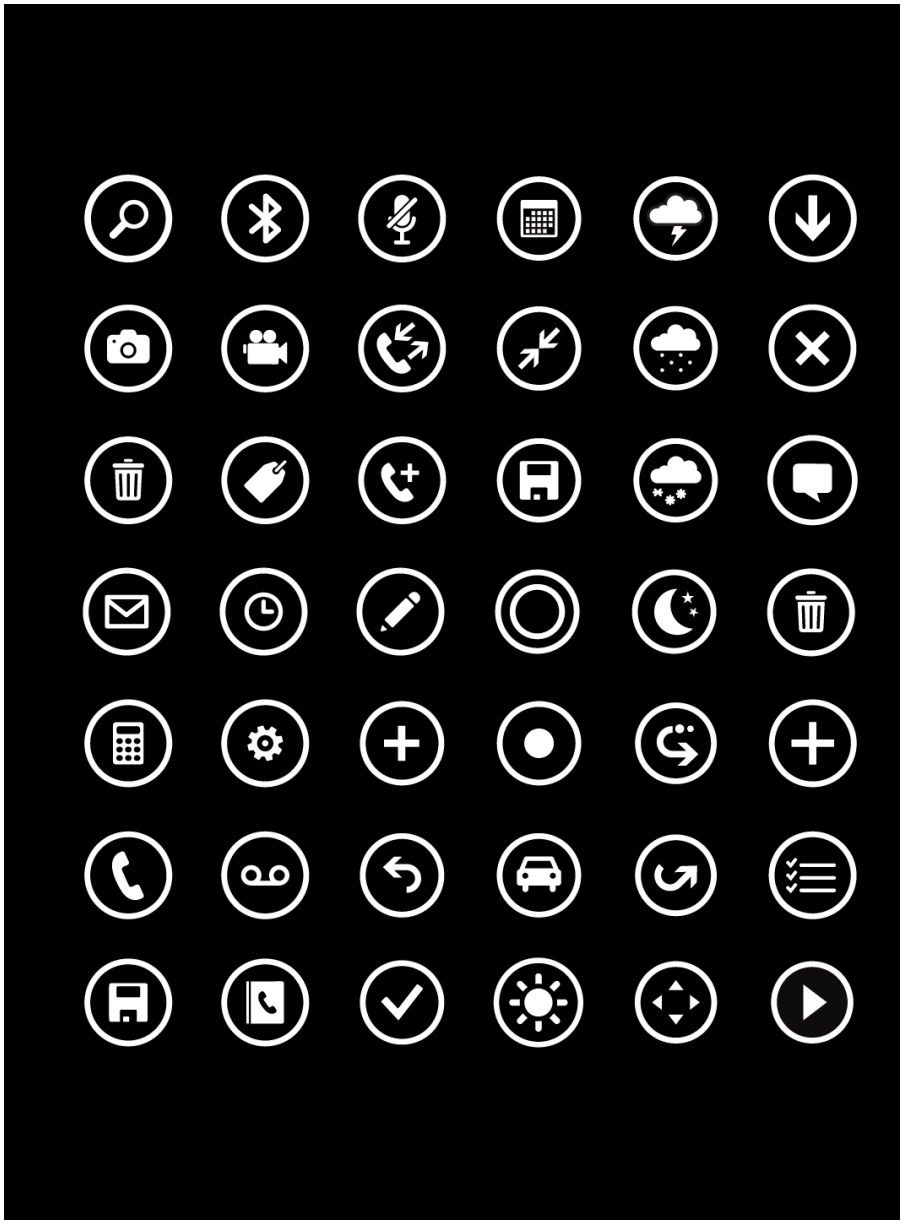
Three dots to the right of icons Indicates there is overflow and more option are available



Iconography

Icons in the application menu should be consistent

Test icons with users
(pay attention to context)



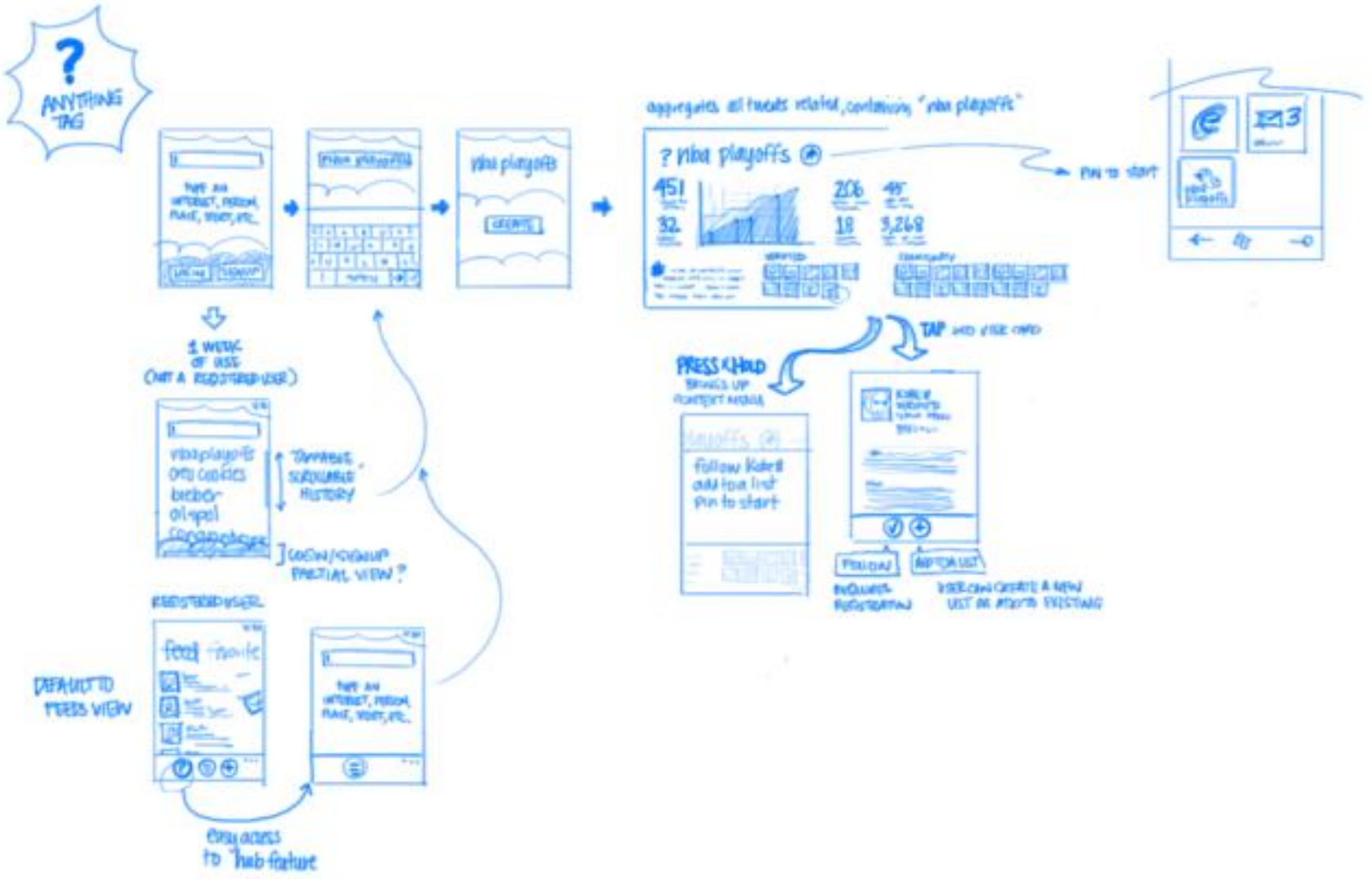
Design Process

Design process for applications

1 Define goals, tasks, functionality

After setting priorities for functions and user tasks, produce sketches to explore how to display content and leverage the metro navigation and interaction models. Here is where you also want to create a functional spec.

Ways of displaying content are explored here:



Panoramas + Pivots

Best controls to build applications

Breaks up data into consumable chunks for the user

Physically similar (cyclical, l-to-r gestures, backstack)

Graphically similar (lists of data, off-screen content)

Pivots

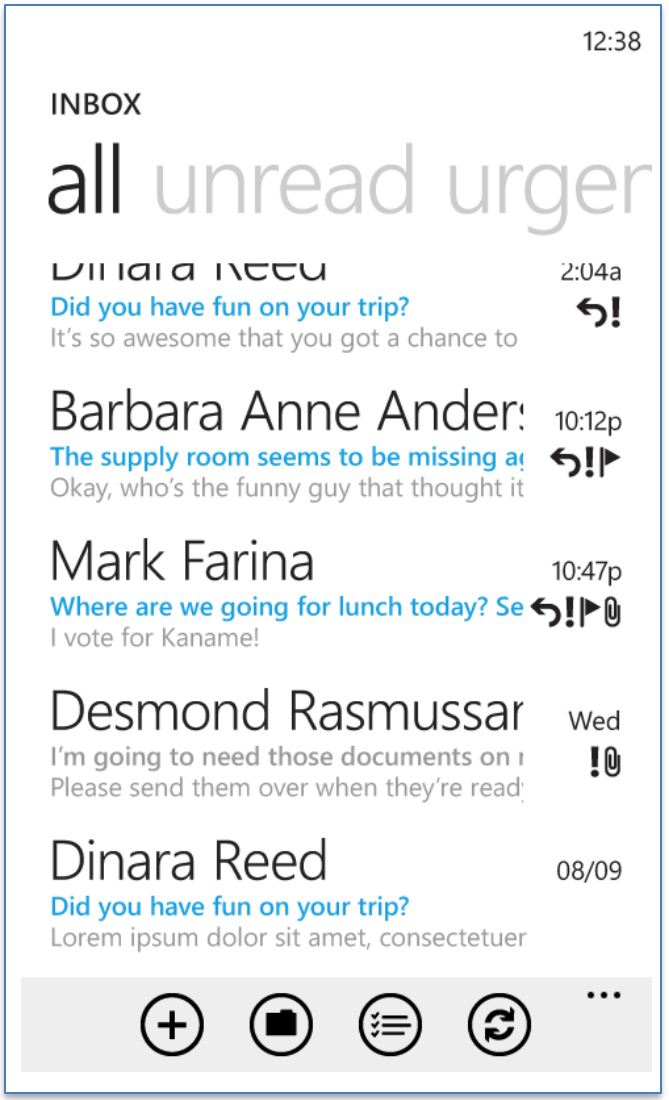
Application view manager
- filters data
- related content
- focused tasks

Content optimized to screen size

Consistent behavior

Use the app bar

Usually limited to 7 headers or views



Panoramas

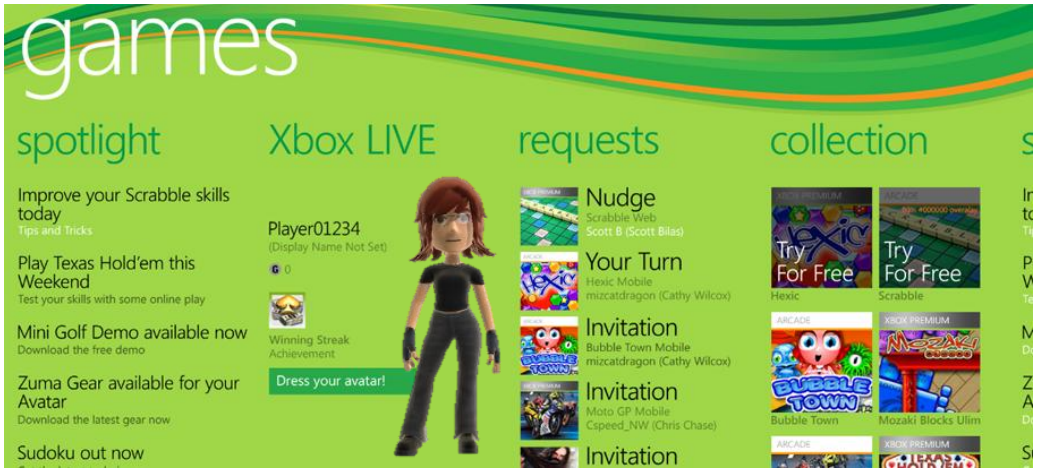
Horizontal canvas, use of full-bleed image in the background

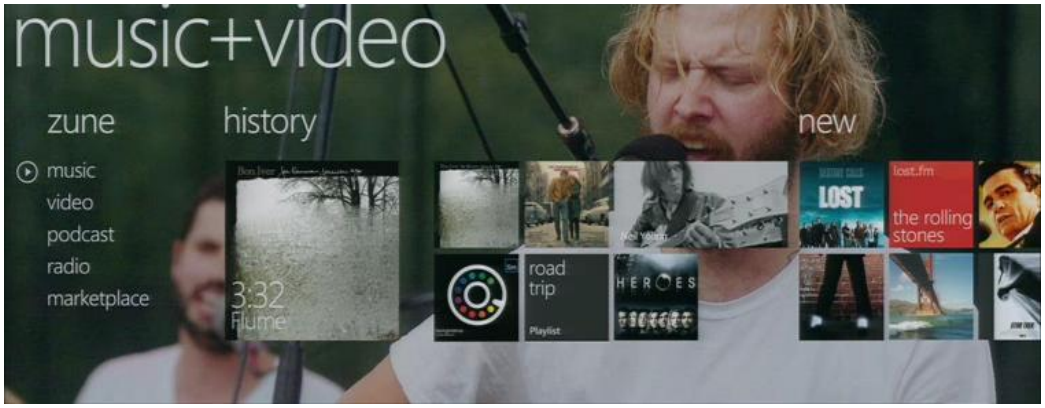
Layered animations and UI controls, different presentations of data (lists, grids. Etc)

Top layer takes the user to different experiences - one part may take user to a list, another may take user to a grid, etc

Its an aggregator of different experiences,
provides relevant, personal, and connected content

Usually limited to 4 views





Panoramas vs. Pivots

Panoramas are:

Expansive

Explorative

Dynamic

Examples: games, photos

Pivots are:

Efficient

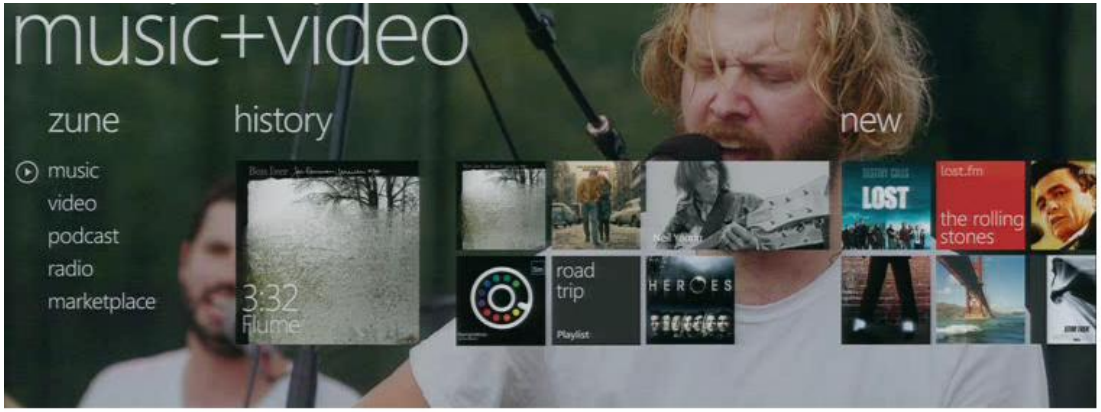
Focused

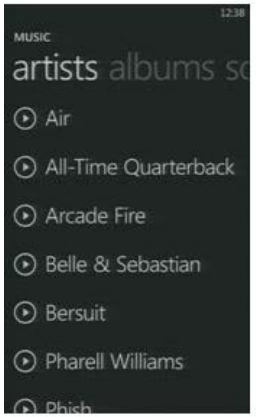
Habitual

Examples: email, calendar

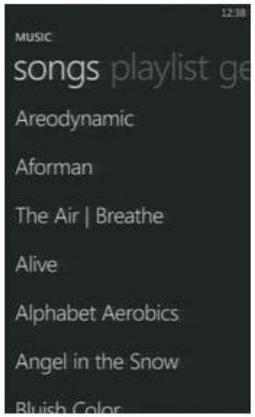
Panorama Guidelines

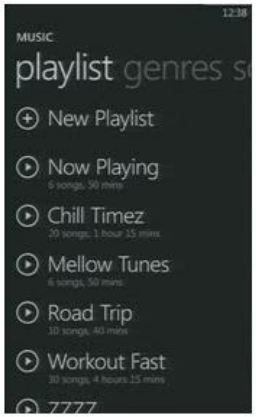
Entice the user to explore, provide a small set of tasks at this level that are fresh, dynamic and compelling. Exploration turns to focused task.











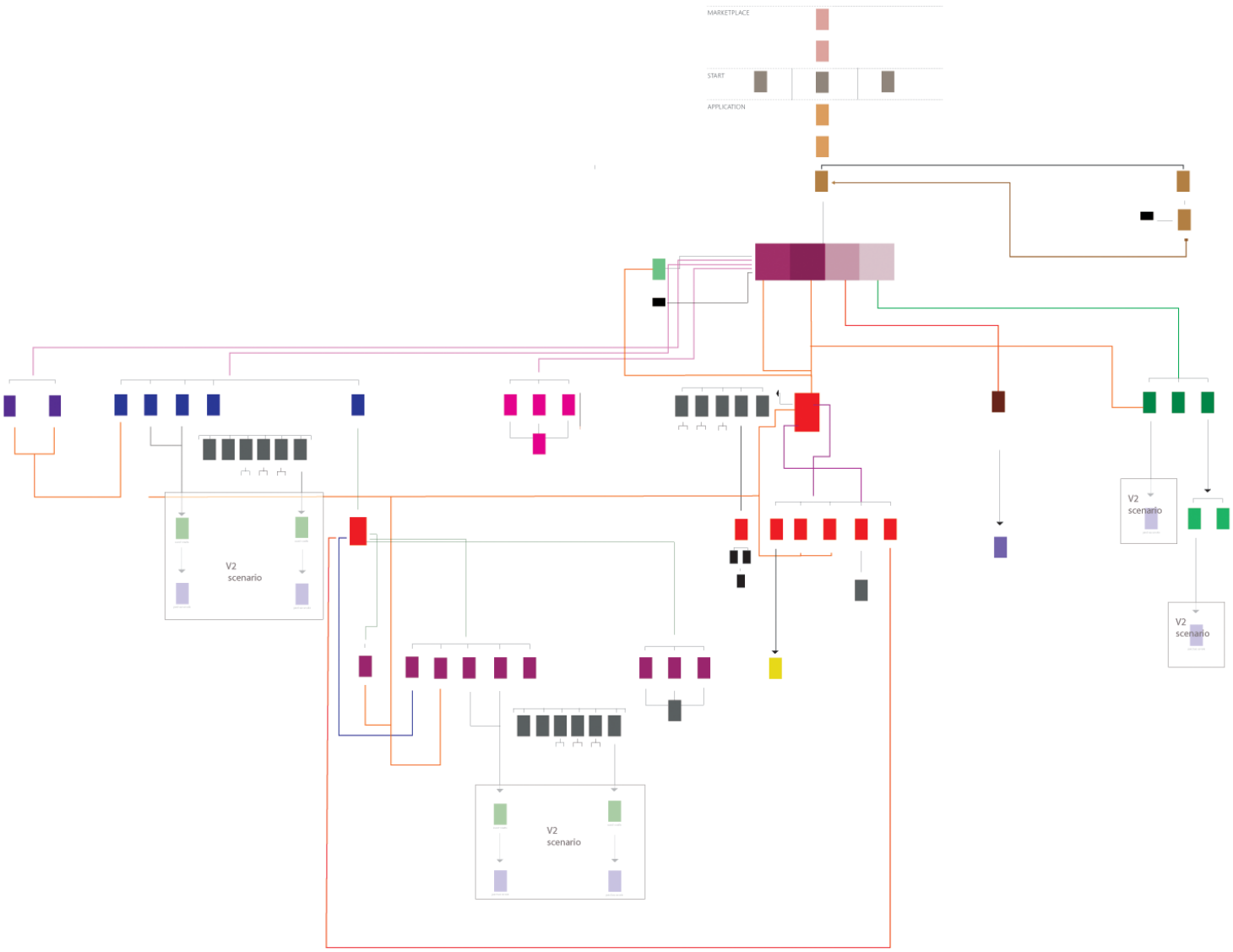


Design process for applications

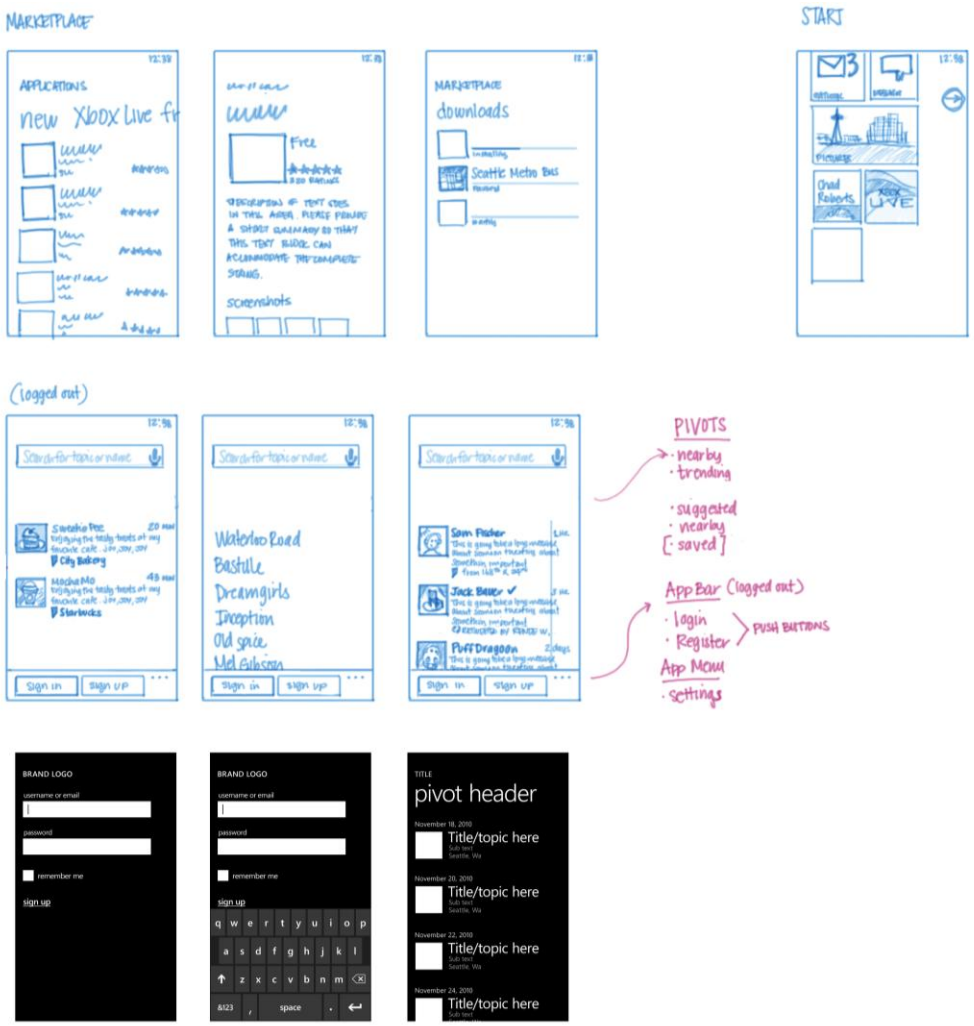
2 Create information architecture, explore visual design

The information architecture is one of the most important tasks to perform early on as it defines your navigational model and user interactions.

IA and interaction diagram

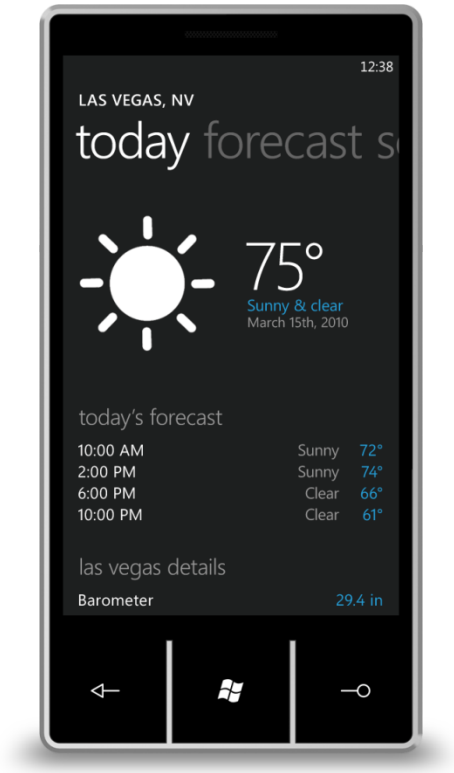


Start exploring how to transform sketches and wireframes into a visual direction:



Incorporate your brand into Metro





Purely Metro





Your brand with Metro principles

Color

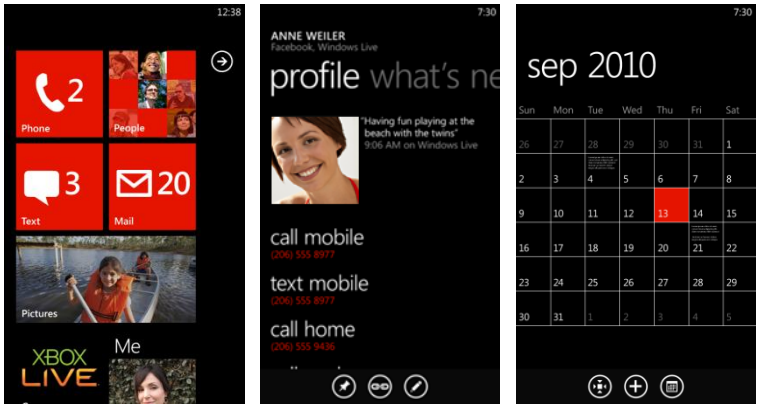
Use color to delight the user

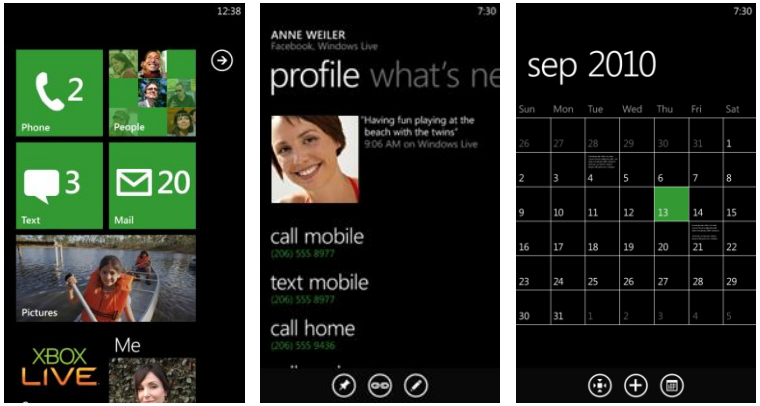
Use color to personalize experience

Use color to emphasize hierarchy

Themes/color









Typography

Make words feel welcome

Pay attention to balance, weight & scale

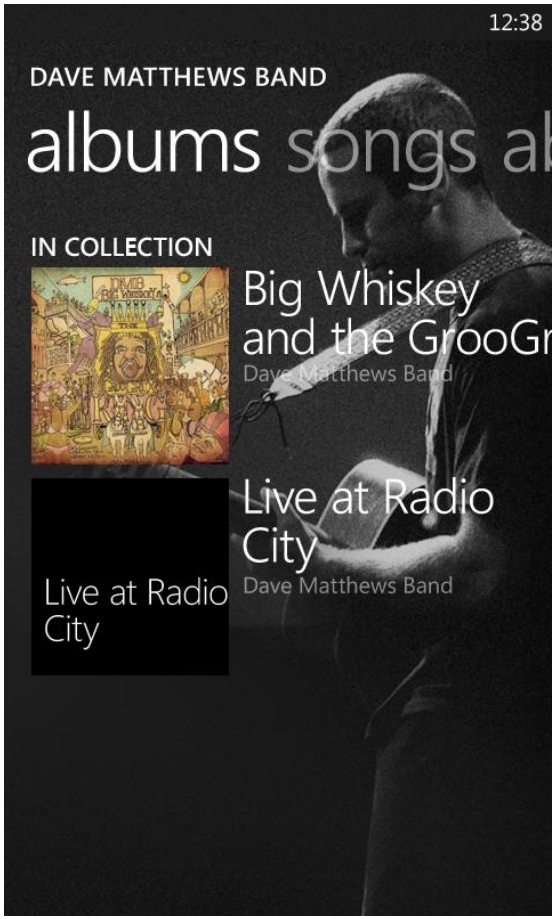
Let it breathe

Design process for applications

3 Create final visual design and redlines for UI

Once the final visual direction is decided the UI screens need to be measured and pixel perfect for code. These measurements are crucial for the UI.

Final Visual Design and Redlines





Design process for applications

4 Working code and dogfooding

Test, test, test! This is the best way to ensure your app has a great user experience, reviews of the xap file and filing bugs are crucial.

Personal

My Content, Customization, Entry point into Live feeds

Relevant

Don’t Overdo It, New Opportunities, Context

Connected

Compliment - don’t duplicate, Optimize for the scenario



Summary: Design process for applications

1. Define goals, tasks, functionality
2. Create information architecture, explore visual design
3. Create final visual design and redlines for UI
4. Working code and dogfooding

Get Started

Check the latest updates at the Windows Phone Developer Blog

Download the final release of WP developer tools

For general information visit our Developer Portal or www.windowsphone.com

For more information related to Windows Phone Design:
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Thank you.

Questions?