

An abstract graphic design featuring a large, stylized white shape on the left side, composed of several overlapping, curved, ribbon-like segments. Some of these segments are decorated with blue and white horizontal stripes. Scattered around and extending from this shape are numerous small, blue and white geometric shapes, including triangles and circles, some of which are also striped. The background is a light, neutral color with a subtle gradient.

Design guideline and User Experience

Samsung Electronics
Seokhee Na

TIZEN[™]
**DEVELOPER
CONFERENCE**
2013
SAN FRANCISCO

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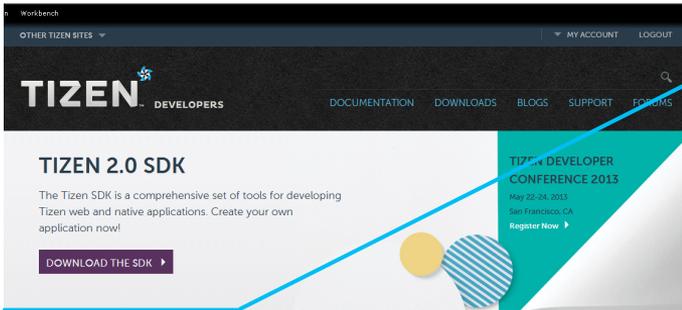
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Tizen.org Design guideline



Workbench

OTHER TIZEN SITES

MY ACCOUNT LOGOUT

TIZEN DEVELOPERS

DOCUMENTATION DOWNLOADS BLOGS SUPPORT FORUMS

TIZEN 2.0 SDK

The Tizen SDK is a comprehensive set of tools for developing Tizen web and native applications. Create your own application now!

[DOWNLOAD THE SDK](#)

TIZEN DEVELOPER CONFERENCE 2013

May 22-24, 2013
San Francisco, CA
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DESIGN

Get the complete UX guidelines to help you design your app for Tizen.
Coming Soon - UX Guidelines

DEVELOP

Learn everything you need to know about developing for Tizen with helpful tutorials, documentation and tools.

- [Getting Started with Tizen](#)
- [Web App Guide](#)
- [Web API References](#)
- [Native App Guide](#)
- [Native API References](#)
- [Sample Web Applications](#)

DELIVER

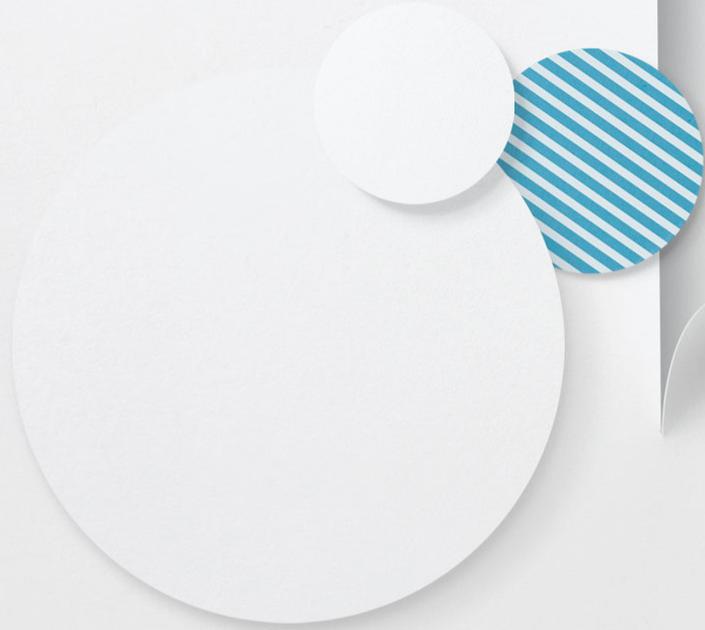
Whether you want to sell your app or distribute it for free, learn about the Tizen publishing process.

- [Running and Debugging Web Applications](#)
- [Packaging Web Applications](#)
- [Running and Debugging Native Applications](#)
- [Packaging Native Applications](#)

DESIGN

Get the complete UX guidelines to help you design your app for Tizen.

Coming Soon - UX Guidelines



Design Principle

UX Design principle: Three Keywords

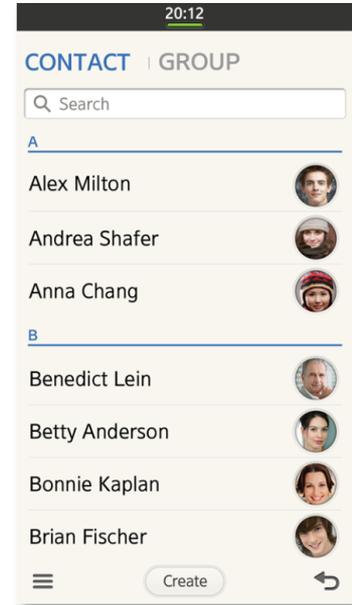
Content-driven: The main information easily visible and accessible

Focused: Major function always on the top

Tailored: Optimized for individual taste

Content-driven | Easily visible and accessible

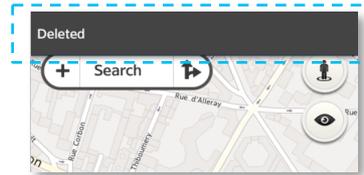
- **Make primary contents stand out**
- : **Compose the content so that important information stands out. Highlight primary content by applying different font sizes and colors or changing the layout.**



Content-driven | Easily visible and accessible

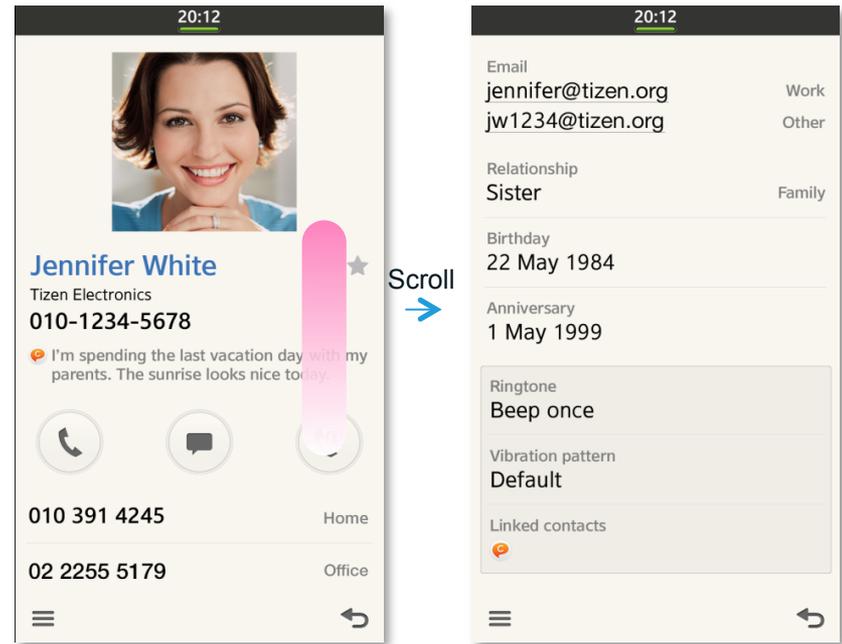
- Provide Provision on information according to importance
: Offer information based on its degree of importance.

For example, deliver simple messages, such as "Deleted" or "Shared" on the status bar to avoid interrupting the user.



Content-driven | Easily visible and accessible

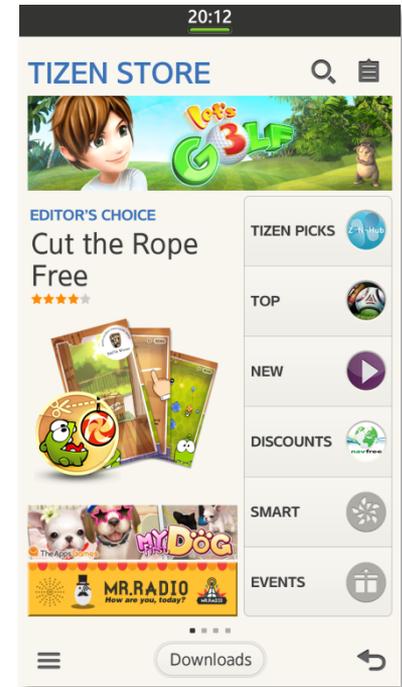
- Bring essential information to the front
- : Place essential information visible in the detail view. Make the most important information visible on the first screen and scroll down to see additional information.



Content-driven | Easily visible and accessible

- Create a fun experience

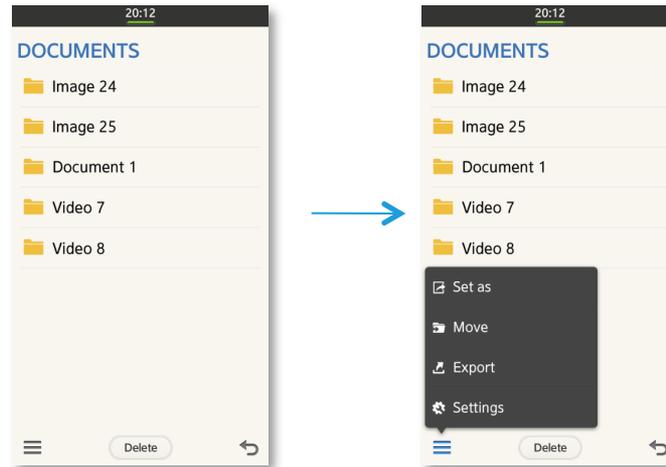
: Make access to content enjoyable. Creative, unique layouts and fun, interactive graphics add pleasure to the user experience.



Focused | Major function always on the top

- Display major function on the first screen

: The most used functions must be quickly and easily accessible in the first screen while less used functions can be included behind the More (≡) button even if there is enough space in the footer.



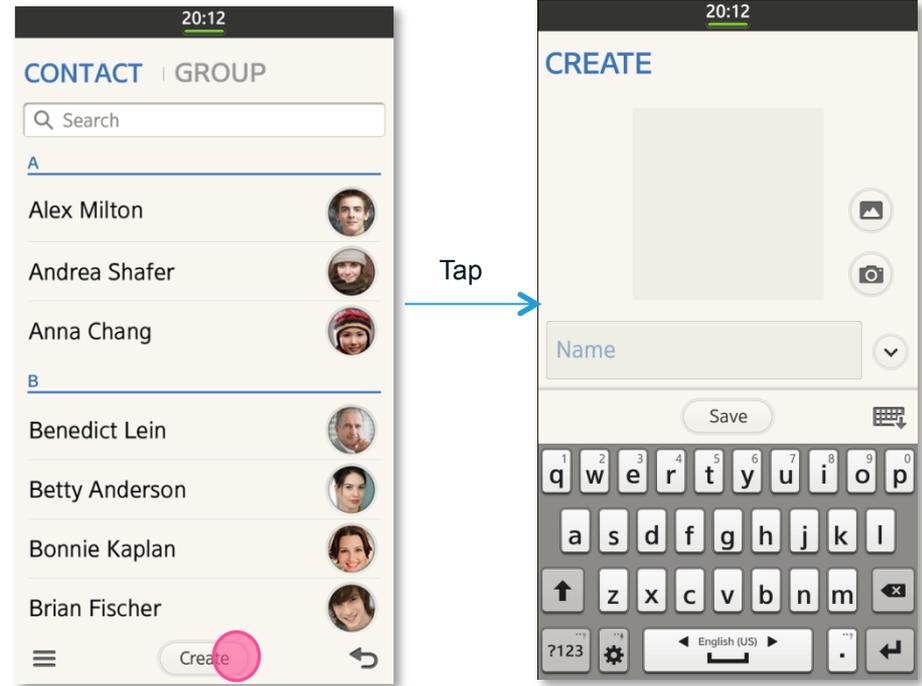
Focused | Major function always on the top

- **Always display essential information and the rest by request**
: Refine essential function, differentiate between the essential information always displayed, and additional information displayed by user request.

Focused | Major function always on the top

- Minimize user effort

: Minimize user input and operation by promoting user access to major functions. For example, when the user wants to create a new item, reduce user input by automatically moving the focus to the required input field and offering the virtual keypad.



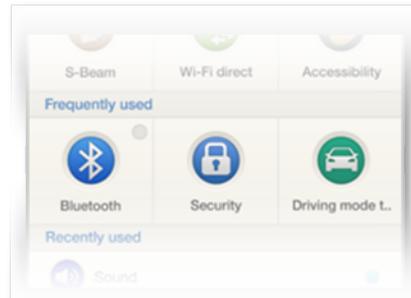
Tailored | Optimized for individual taste

- Provide user satisfaction via customization

- : Support customization based on the individual taste of the user.

- Understand individual patterns

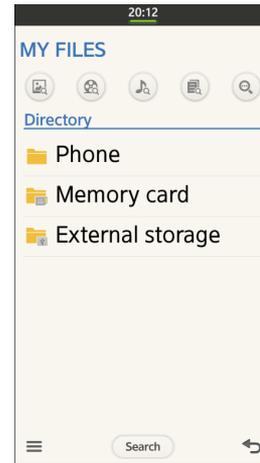
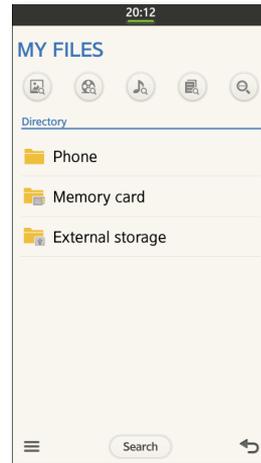
- : Understanding the behavioral patterns of the user helps you offer a more personalized experience. For example, the user can easily find an application or content, if the most frequently or recently used applications are easily accessible.



Tailored | Optimized for individual taste

- Use customization to improve usability

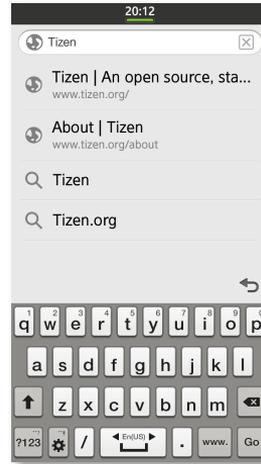
: Support customization that improves not only aesthetics but also usability. Accessibility functions, such as font sizes and screen reader, help users navigate Tizen applications more conveniently.

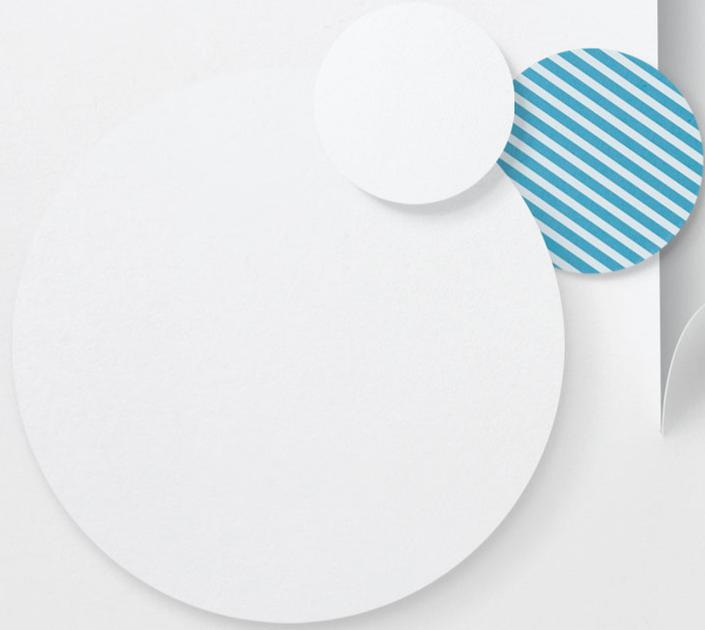


Tailored | Optimized for individual taste

- Make recommendation

: Based on the use history, you can understand and recommend content the user may want. Providing recommendations, Favorites, or History helps the user perform tasks more conveniently and efficiently.



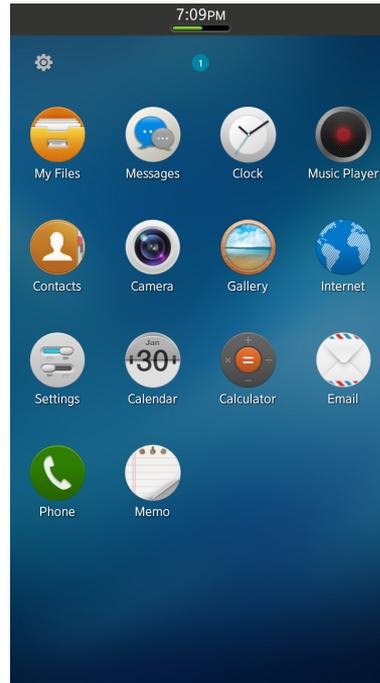


UI Overview: Basic Structure

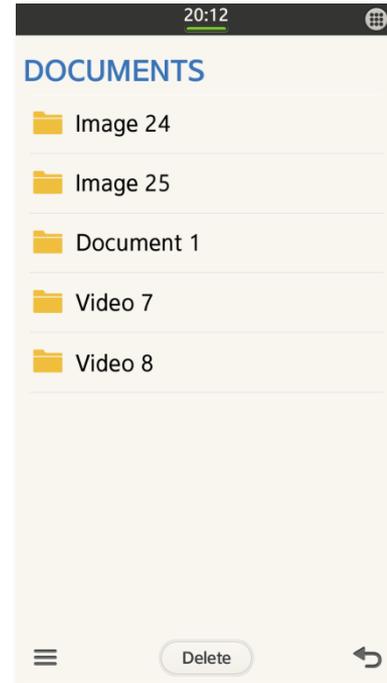
Basic screen



Lock screen

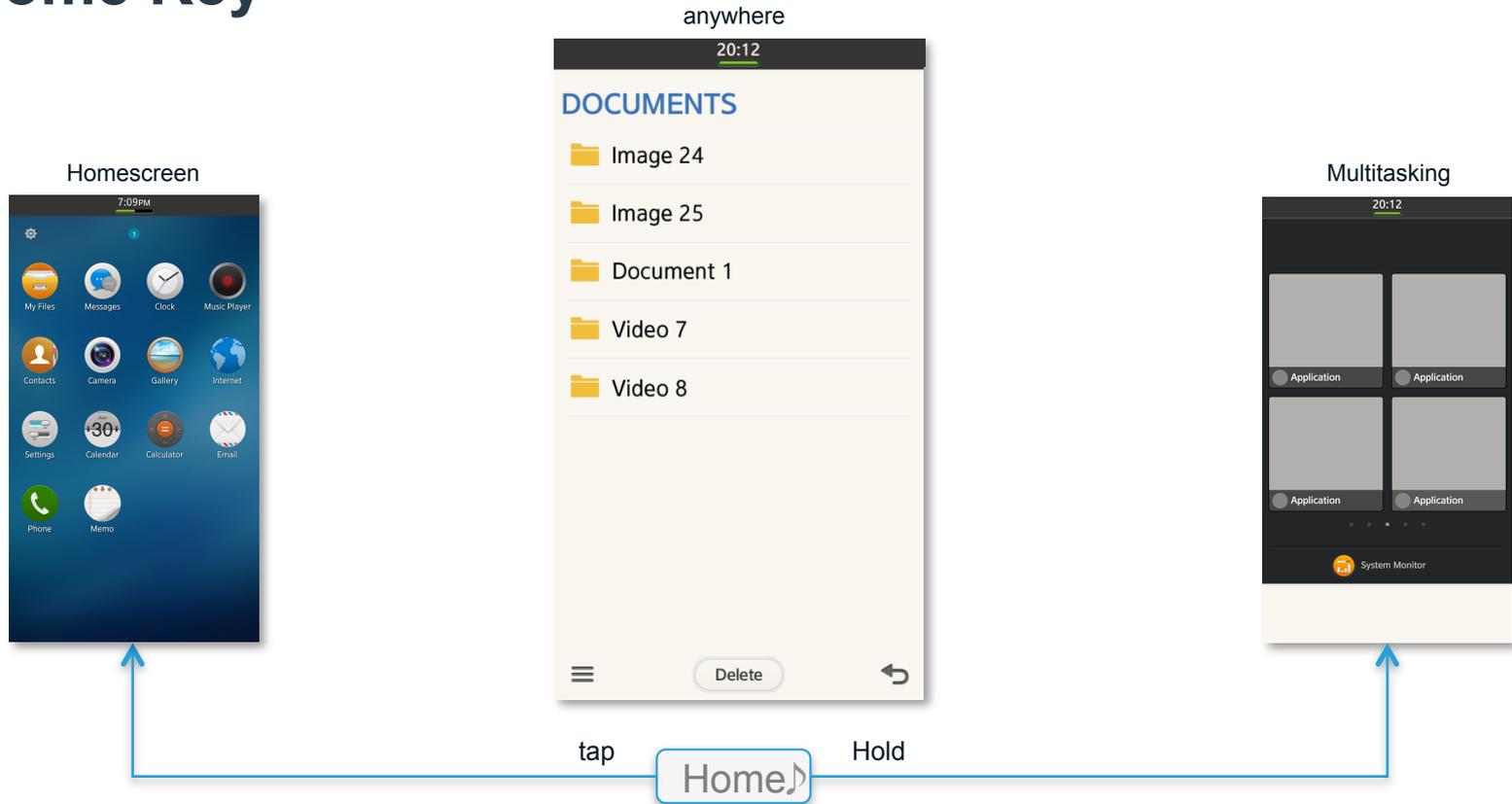


Homescreen

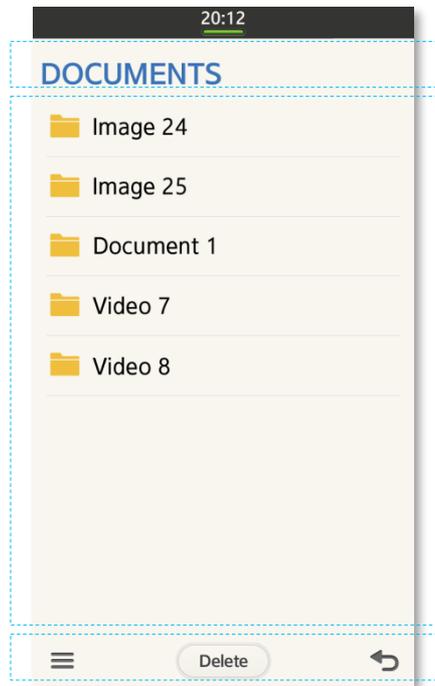


Basic application screen

Home Key



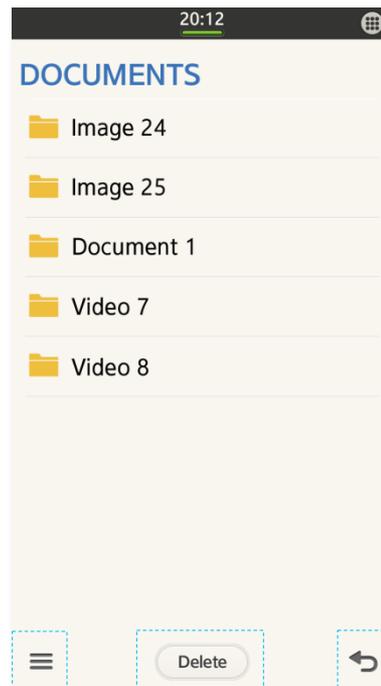
Basic application screen



Header: Title, Tab

Body

Footer

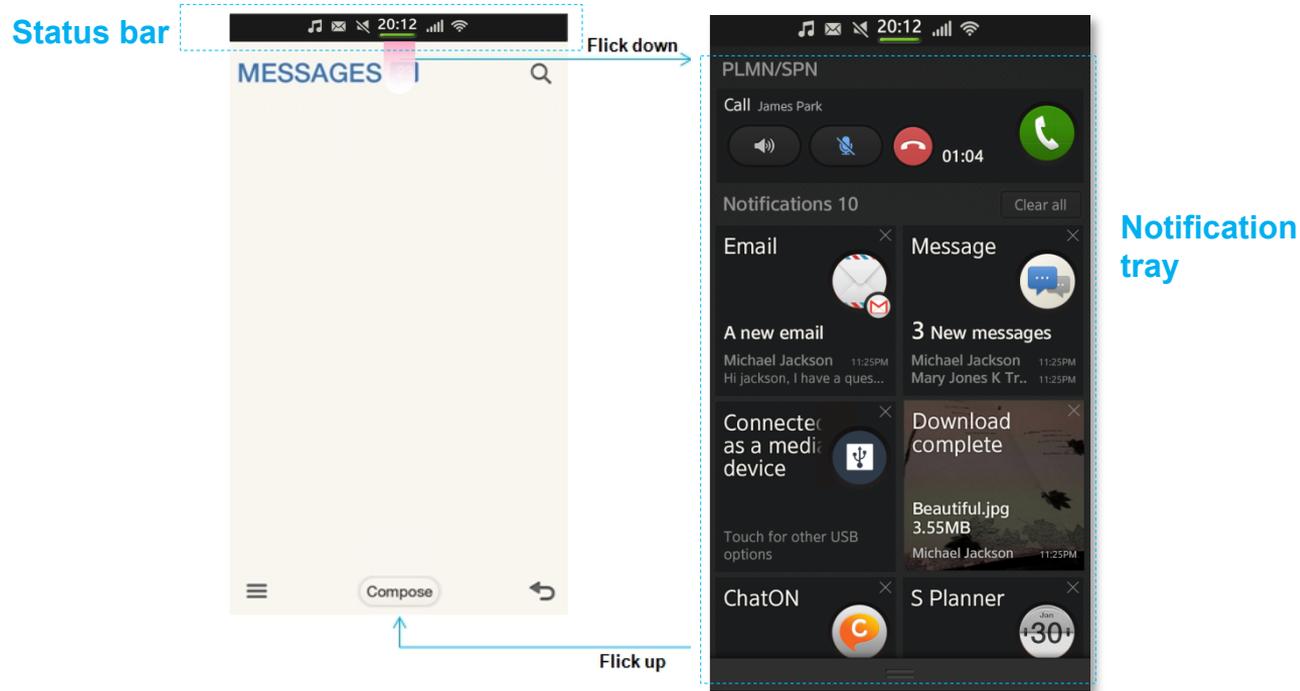


More

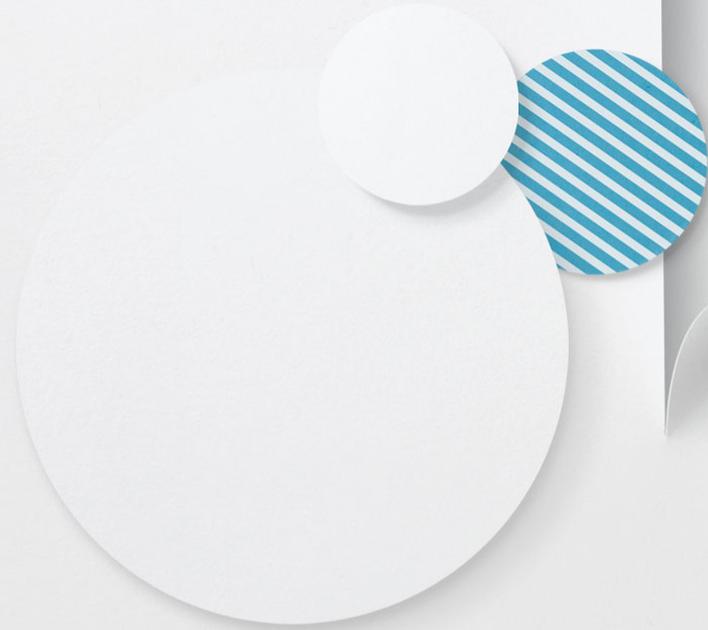
Back/Cancel

Main Function

Status bar / Notification tray



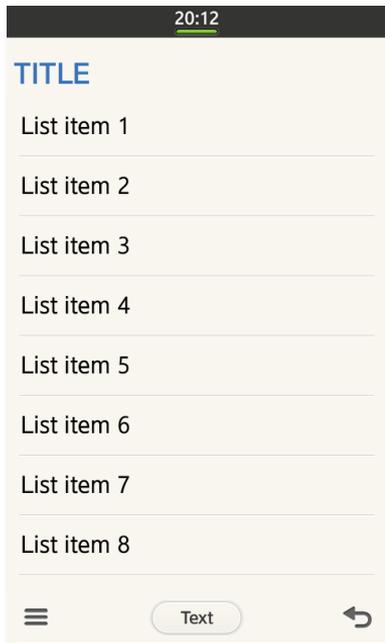
The status bar is pulled down, the Notification tray appears



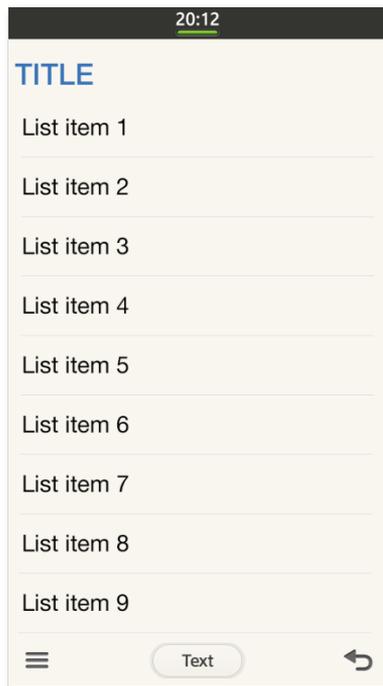
Style: Resolution, Orientation, Theme, Icons, Colors, Typography, Touch Feedback and Terminology

Resolution / Screen Orientation

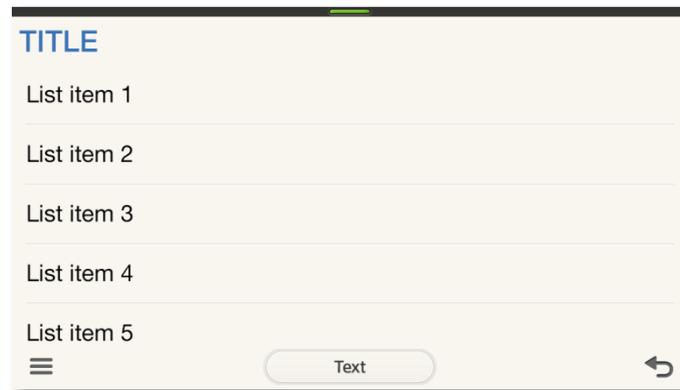
WVGA (480x800)



HD (720x1280)



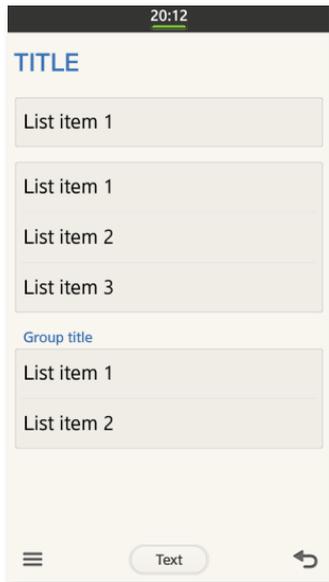
Landscape mode



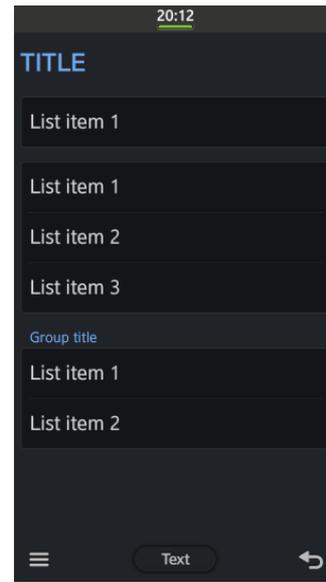
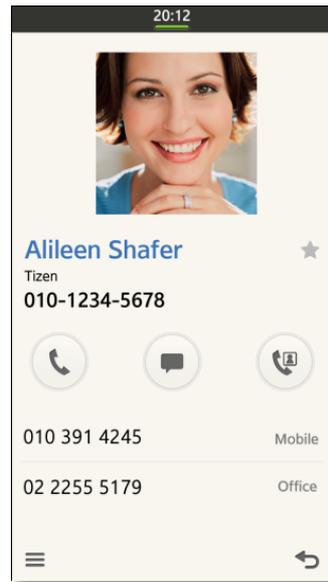
Screen Orientation

2 resolution supported

Theme



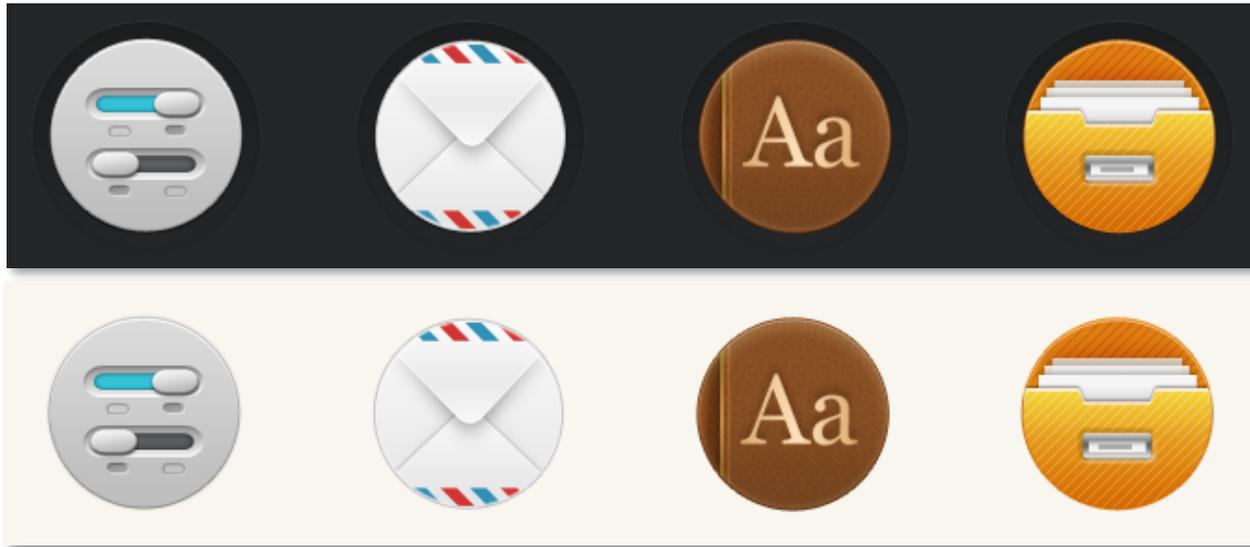
Light Theme



Dark Theme

Tizen offers 2 themes.

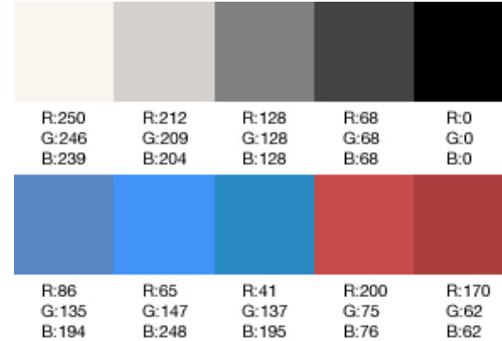
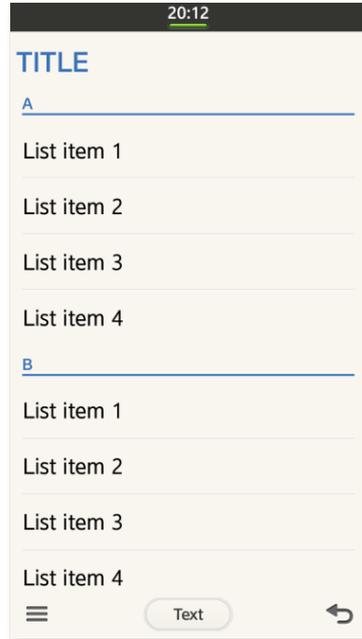
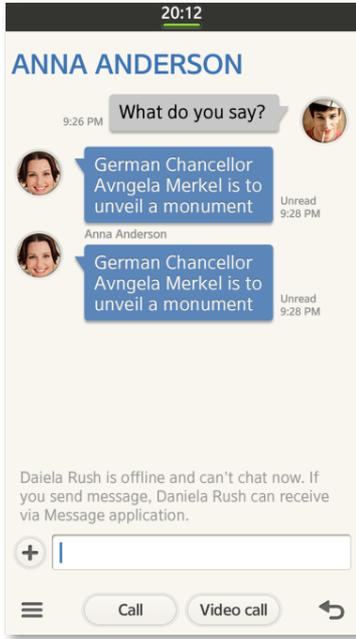
Icons



The main icon represents the application and should have a circular shape.

You can download preset icons in tizen.org

Colors



Winset color

The main color theme is an ivory tone that gives a comfortable impression

Typography | TizenSans

TIZENSANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

TIZENSANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

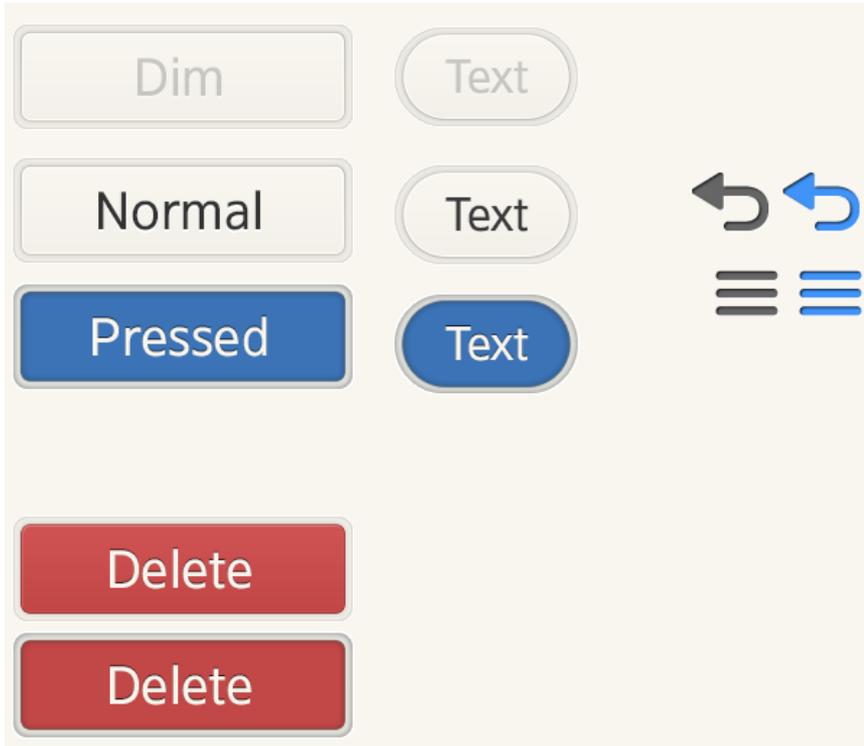
Main text

Sub text

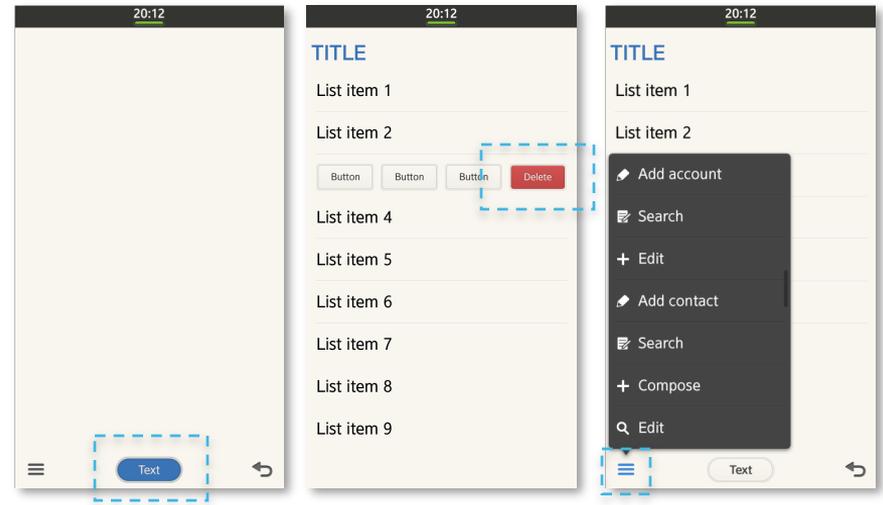
The main text uses **black text with regular weight**, while the sub text uses **gray text with bold weight**.

You can download TIZENSANS font in tizen.org

Touch Feedback



The buttons have separate statuses (normal, press, and dim) for each button type



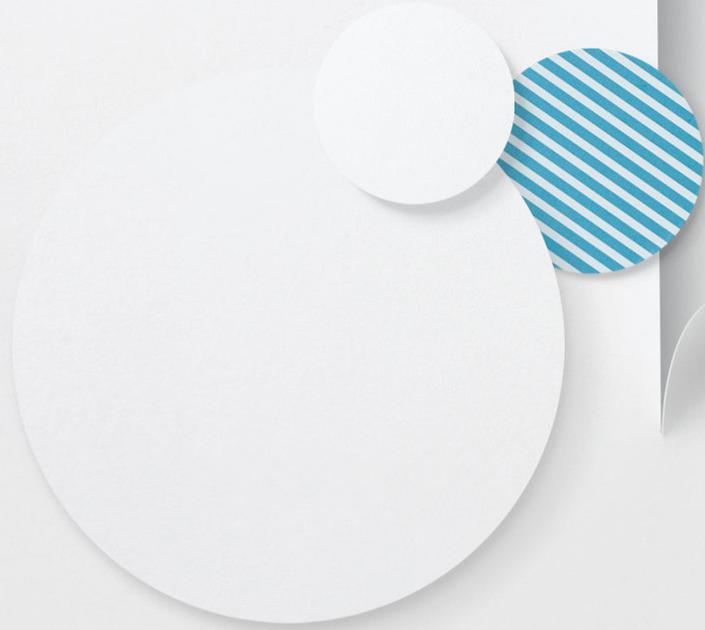
Terminology: Texting guide

- **Using a Positive tone**

Avoid	Prefer
Cannot complete request	Unable to complete request
Network failed	Network unavailable
Synchronization started Organizer not accessible	Synchronizing... Organizer is unavailable

- **Do not to criticize user behavior or accuse the user**

Avoid	Prefer
You have reached the maximum number of folders	Maximum number of folders reached
You need to check for adding recipients	Select recipients



Basic Interaction/winset

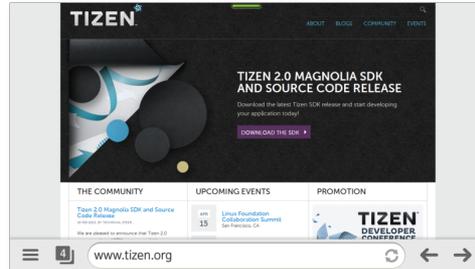
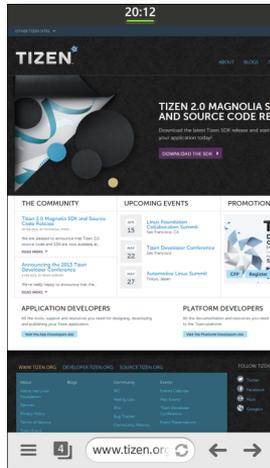
Touch Gesture

- The Tizen platform supports various touch gestures.

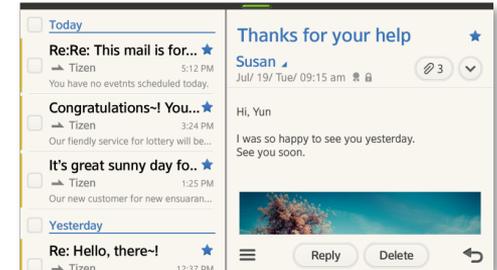
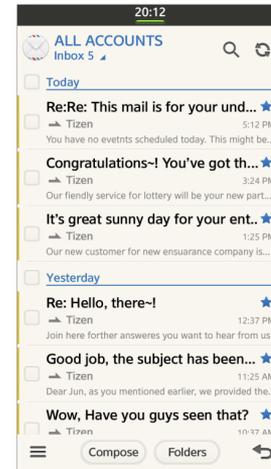
Gesture	Description
Touch	To execute function immediately when touched
Tap	To select an item or execute functions if the area has no other touch interaction applied
Double Tap	To return to default view level in zooming
Long Tap	To open context specific options menu. In home screen, to enter editing mode
Swipe	To scroll a list or items. Also, horizontally used to execute quick menu
Flick	To swipe or pan quickly.
Drag and drop	To touch, hold, drag an object to the desired location by releasing a finger.
Pinch Zoom in/out	Pinch open/close to zoom in/out

View Mode

- Tizen offers portrait and landscape view modes

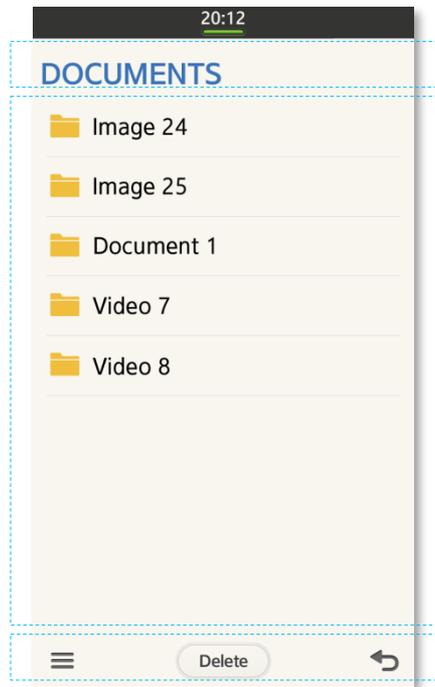


Portrait and Landscape View



Portrait view with a Split View

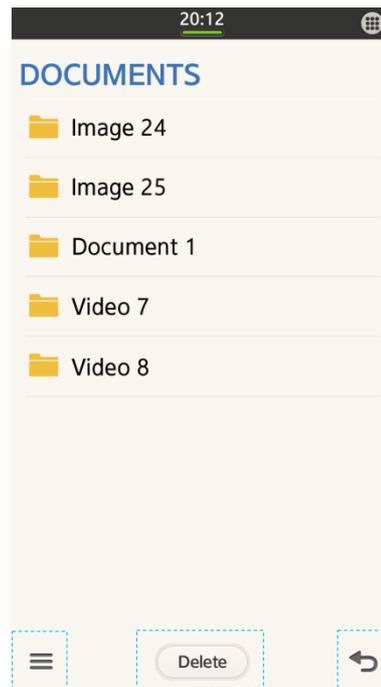
Basic application screen



Header: Title, Tab

Body

Footer



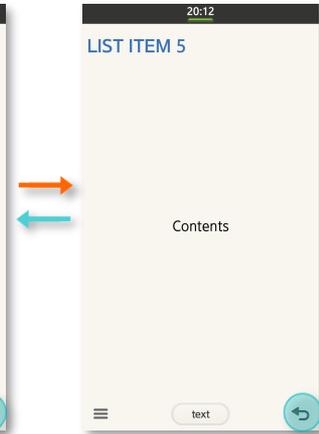
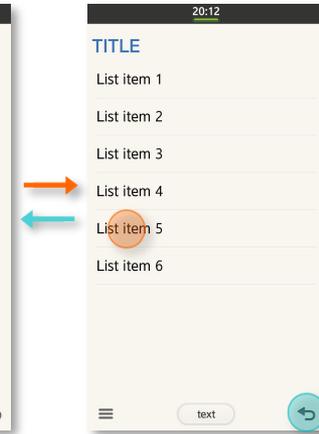
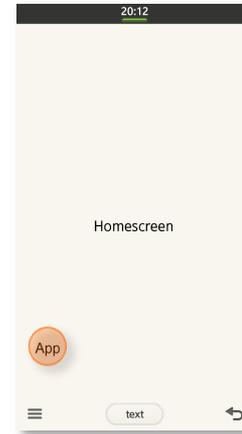
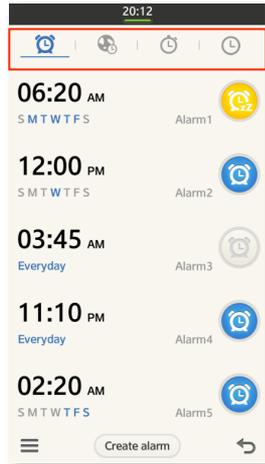
More

Main Function

Back/Cancel

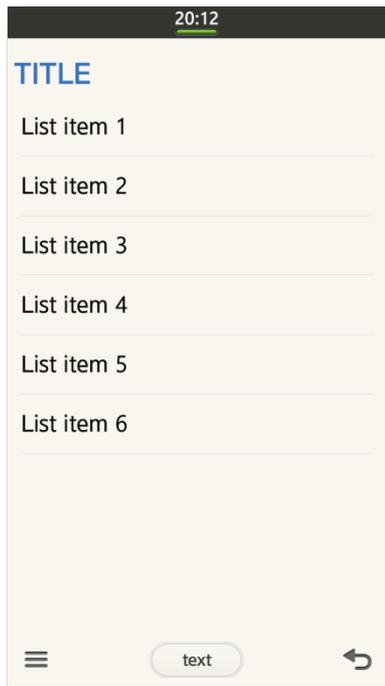
Navigation

- Navigation with Header, Footer(Back)

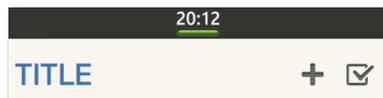


Type of Header

Default Header



Header with buttons



Tab

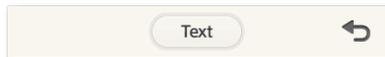
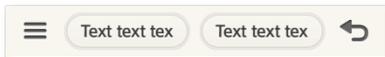
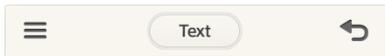


Tab with title



Type of Footer

Footer variation

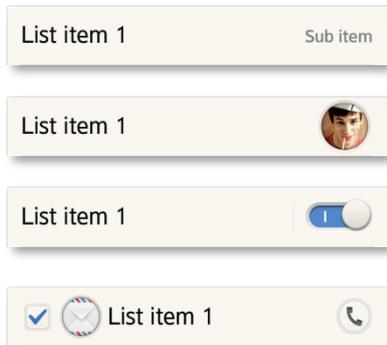


Footer with segments

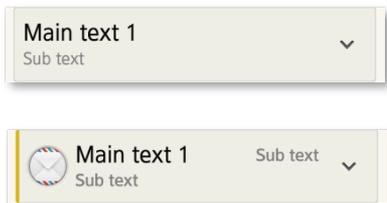


Body: Type of List

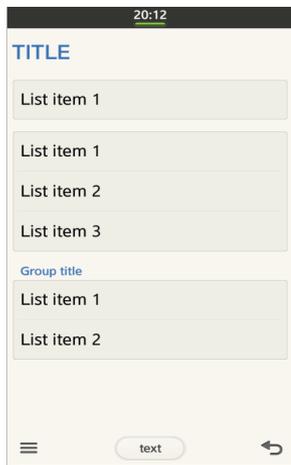
List items



Expandable list



Grouped list



Index list

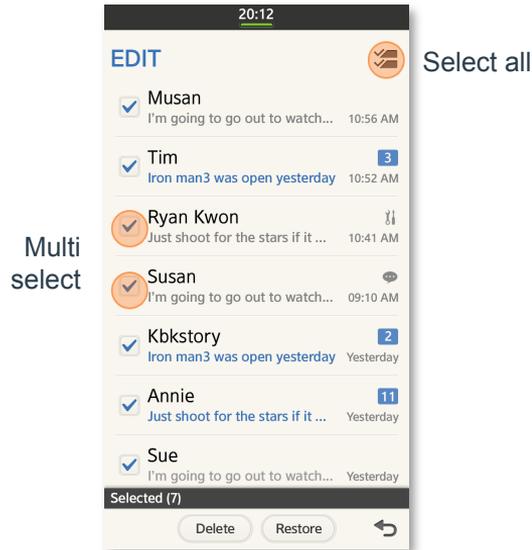


Grid list

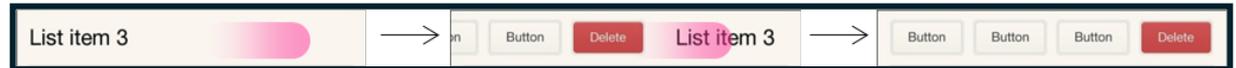
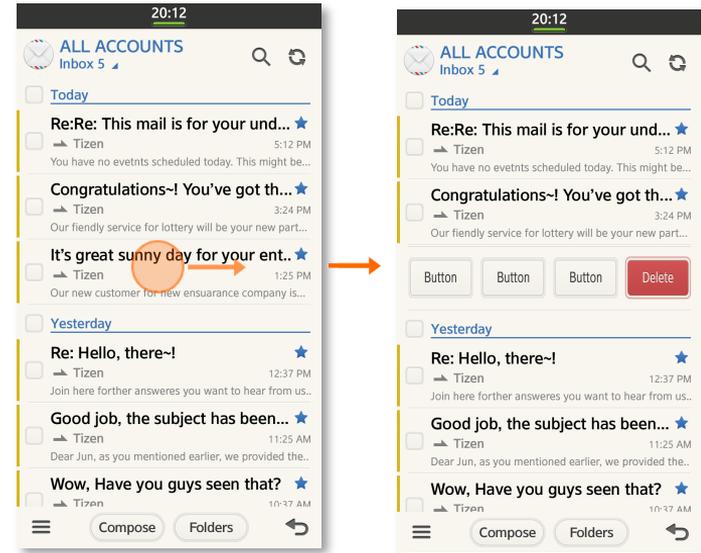


Edit

- Multi-selection: Edit mode

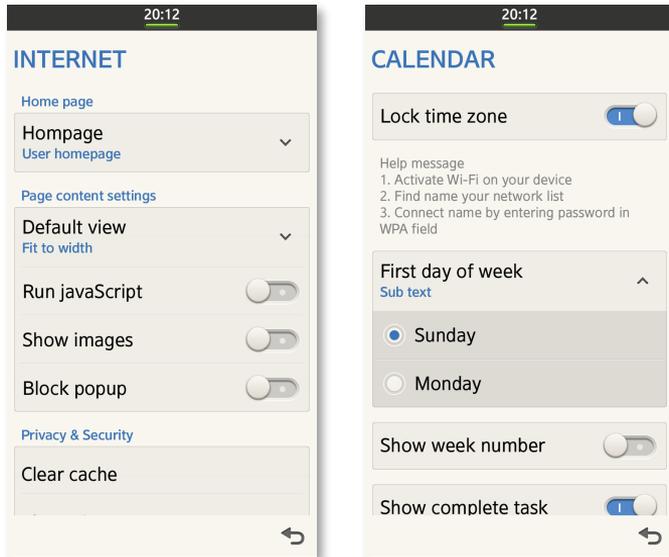


- Single-selection: Quick Menu



Settings

- Application settings



- Preference UI Control Types

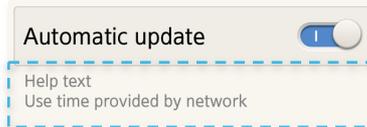
Status



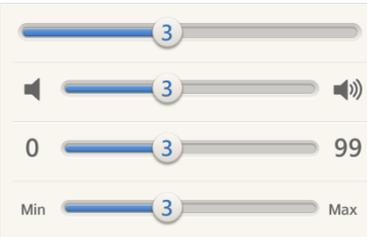
On/off Switch



Help Text

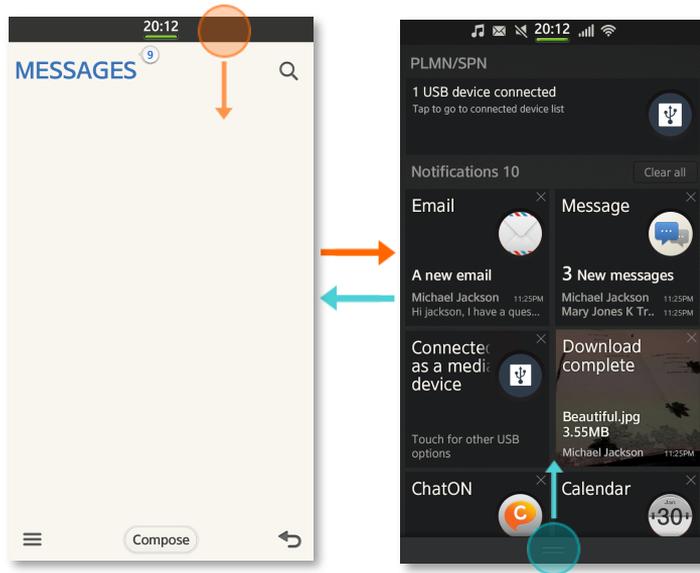


Slider Types



Notifications

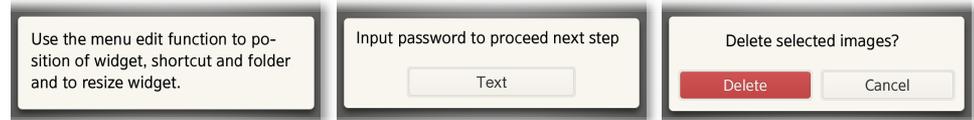
- Tizen provides various methods to notify users of new events



Notification Tray



Ticker notifications



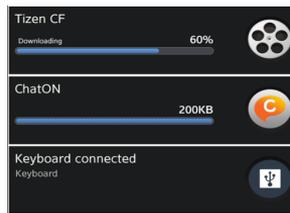
Pop-up notifications



Badge

Notifications in notification Tray

- On-going task notification: List type



- Event notification: Box type

[an event]

App/Event name

Call

Dismiss button

App icon (Not button)
If there is not icon of the event,
Icon is omitted.

Detail info

Missed calls

Albert 11:25PM

[more than 2 event]

Call

3 Missed calls

Albert 11:25PM
James 11:10PM

Detail info
If there is missed/new event more than 2,
the most recent 2 items are displayed.

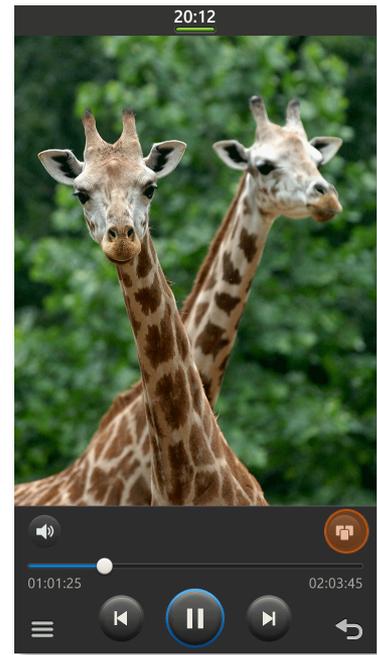
Unread count/ missed event count
(including dismissed events from notification tray)

The diagram shows two notification boxes. The first, labeled '[an event]', has a dark background with the text 'Call' at the top left, a green phone icon in a circle on the right, and 'Missed calls' followed by 'Albert 11:25PM' at the bottom. The second, labeled '[more than 2 event]', has the same top section but a blue box with the number '3' and the text 'Missed calls' below it, followed by 'Albert 11:25PM' and 'James 11:10PM'. Blue arrows point from the text labels to the corresponding elements in the notification boxes.

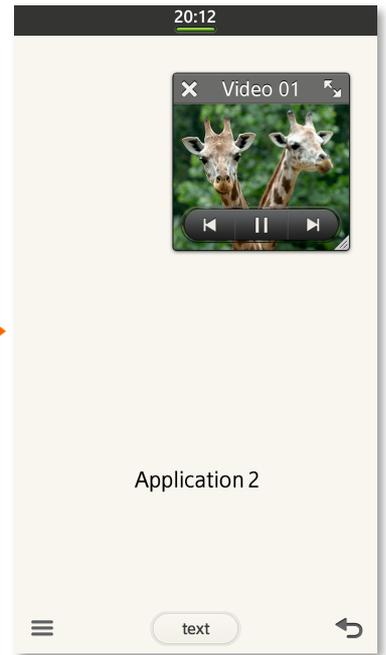
Multi-window

- **Multi window**

- Use a title when necessary
- Include “Close app” and “Change to full window” function
- Support Resize, Move function



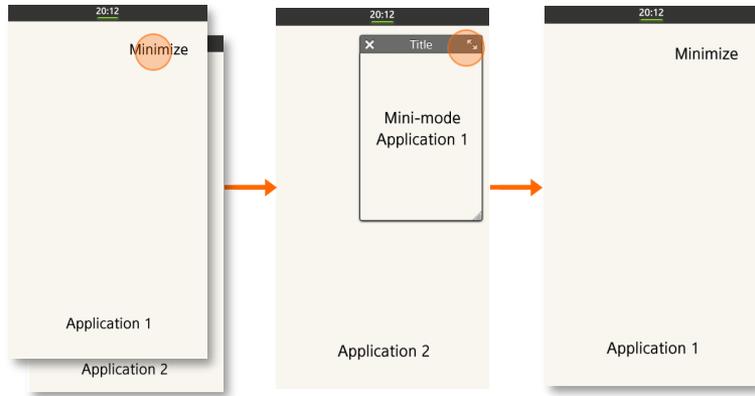
Full window



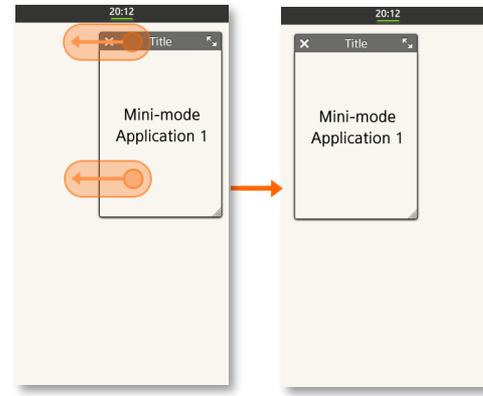
Mini window

Multi-window

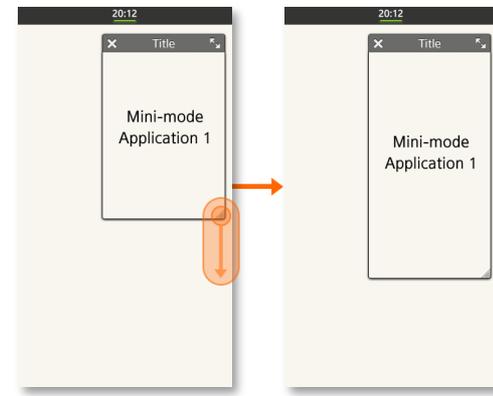
- **Switching**



- **Moving**



- **Resizing**

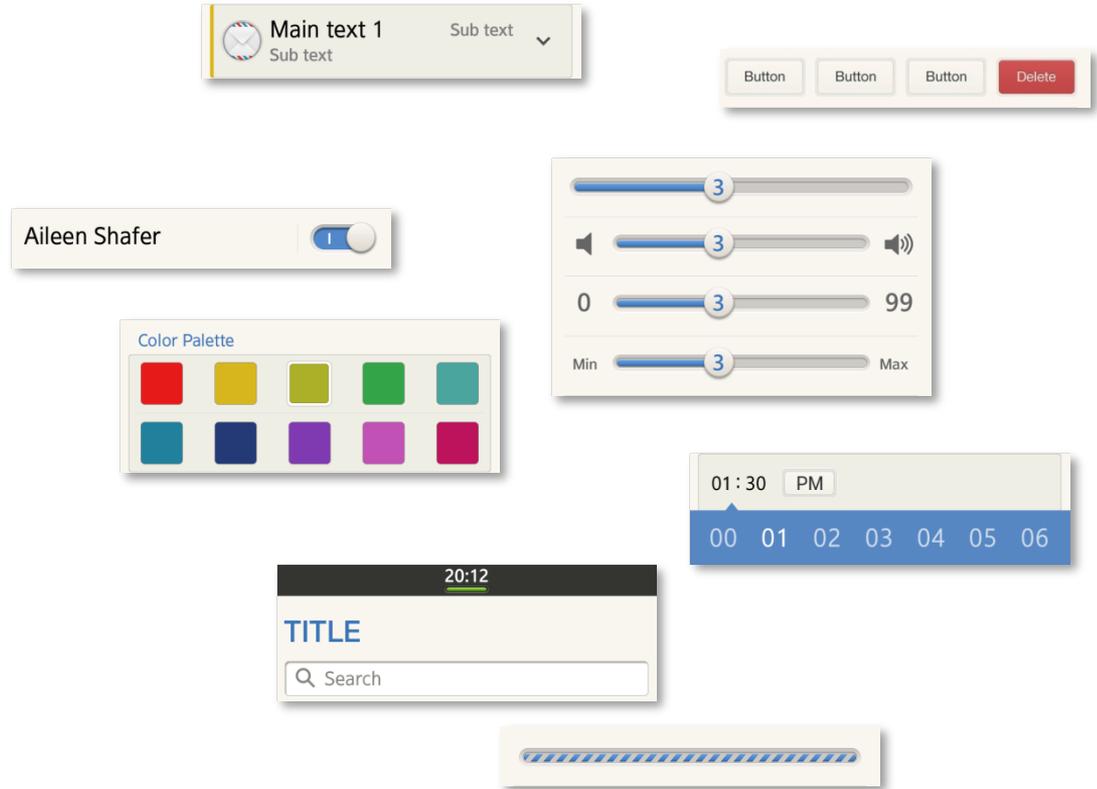




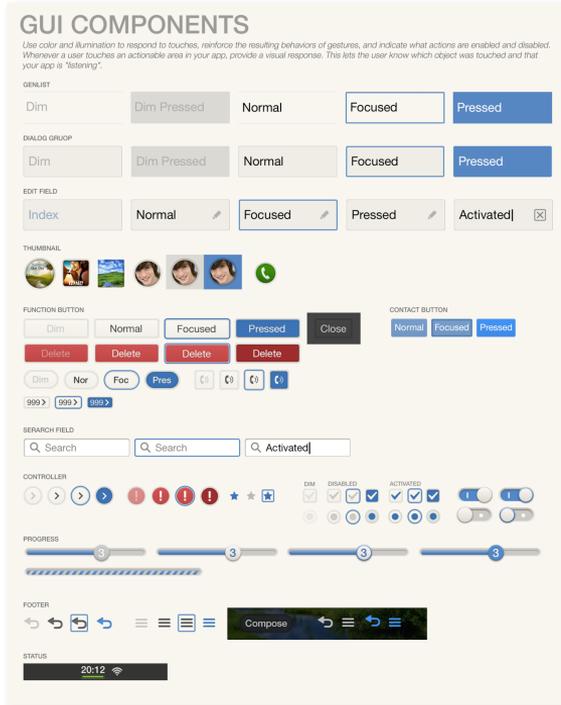
Design Library / Assets Library

Design Library

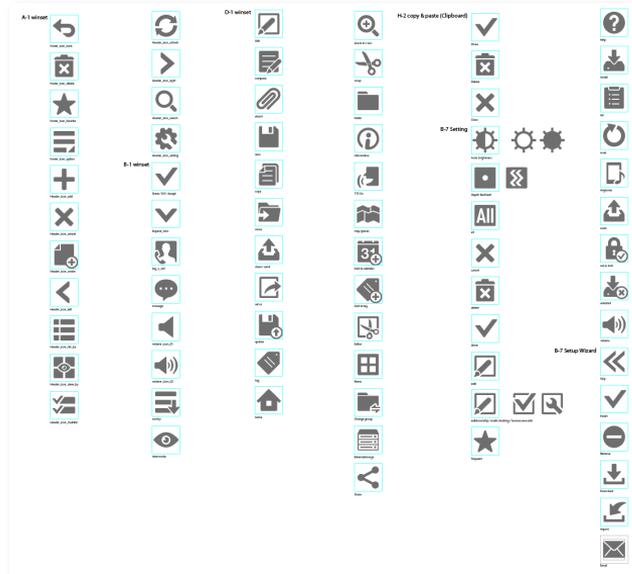
- **UI components**
 - Header
 - Footer
 - Body
 - Scroll
 - Controls
 - Text field
 - Slider
 - Picker
 - Progress and process
 - Pop-up
 - Search



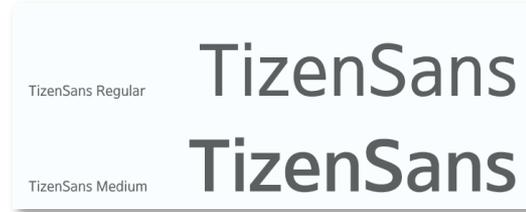
Assets Library



Stencils



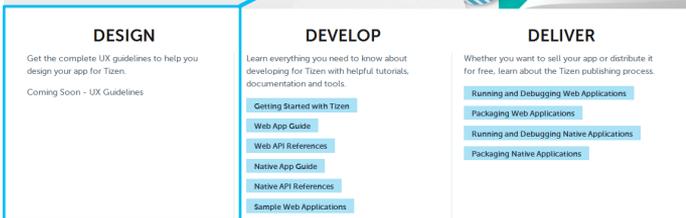
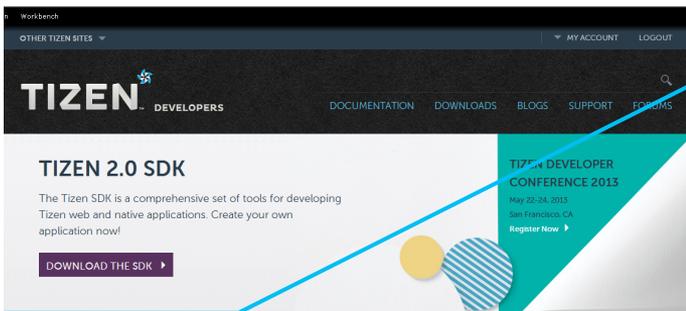
Icons



TizenSans TizenSans Fonts

You can download Design Assets in tizen.org

Tizen.org Design guideline



DESIGN

Get the complete UX guidelines to help you design your app for Tizen.

Coming Soon - UX Guidelines



Thank You! Any Question?



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CONFERENCE**

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SAN FRANCISCO