

Tizen Mobile UX Introduction

UX R&D Team, Samsung Electronics

Wonkyu Park



Demo Video

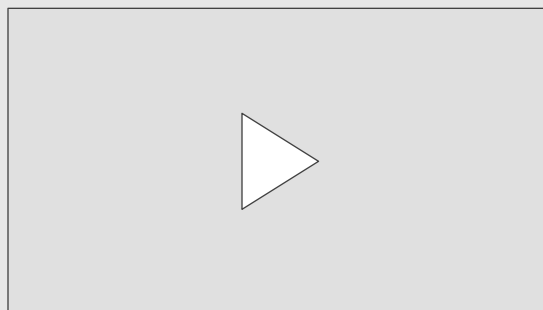


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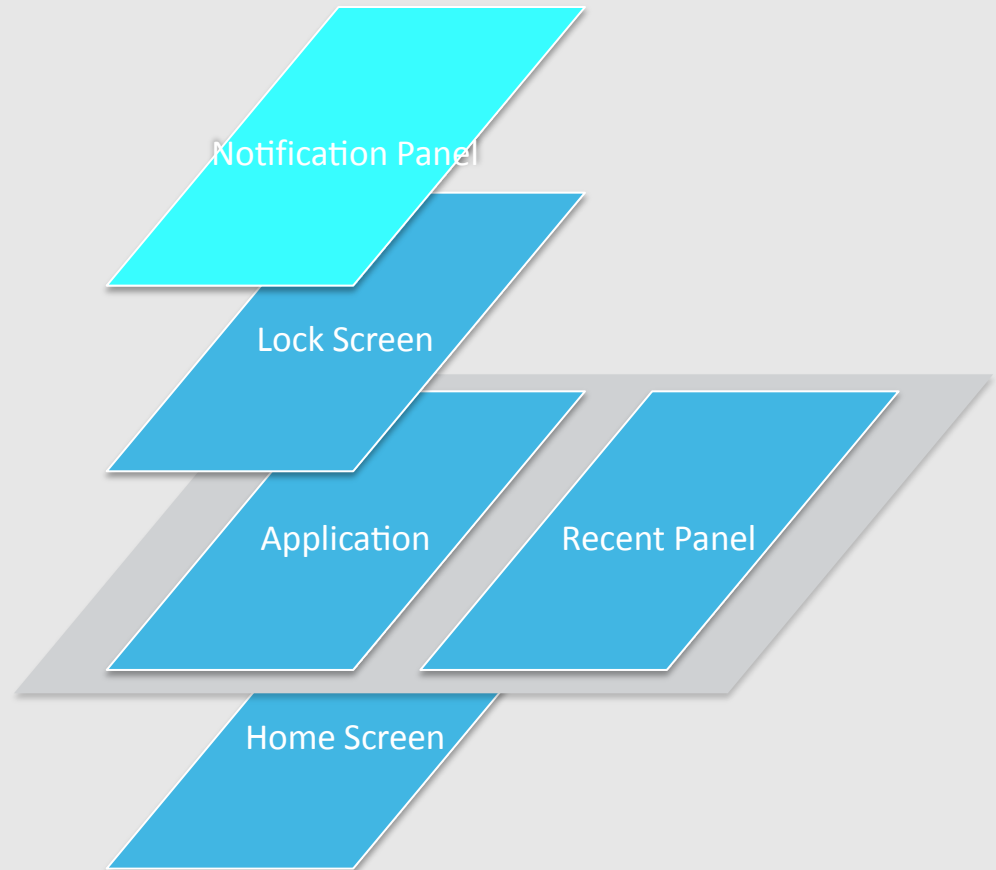
Icons / Colors / Typography



UI Overview

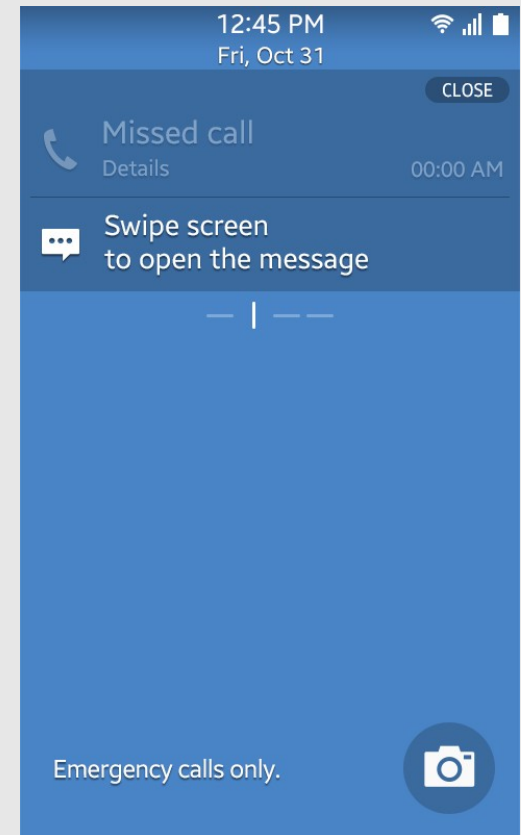
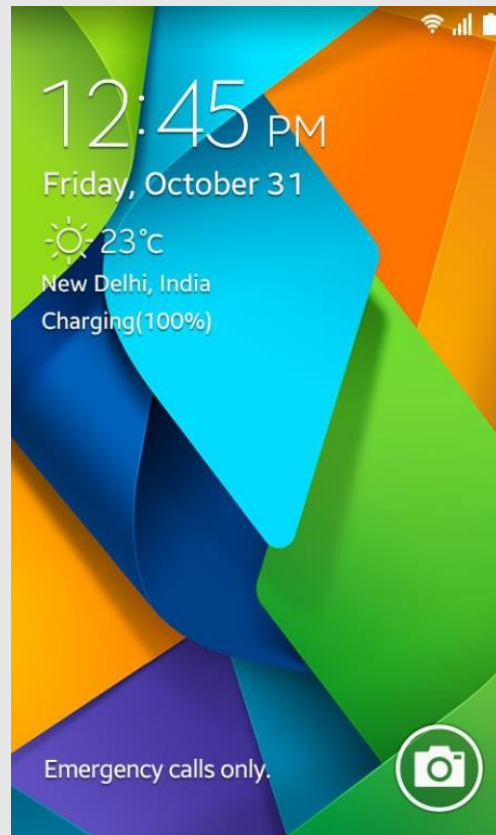
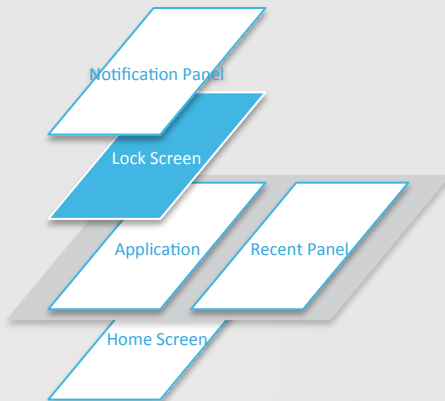
Core UI Components

- **Lock Screen**
- **Home Screen**
- **Application**
- **Recent panel**
- **Notification panel**



Lock screen

- Simple and sophisticated look



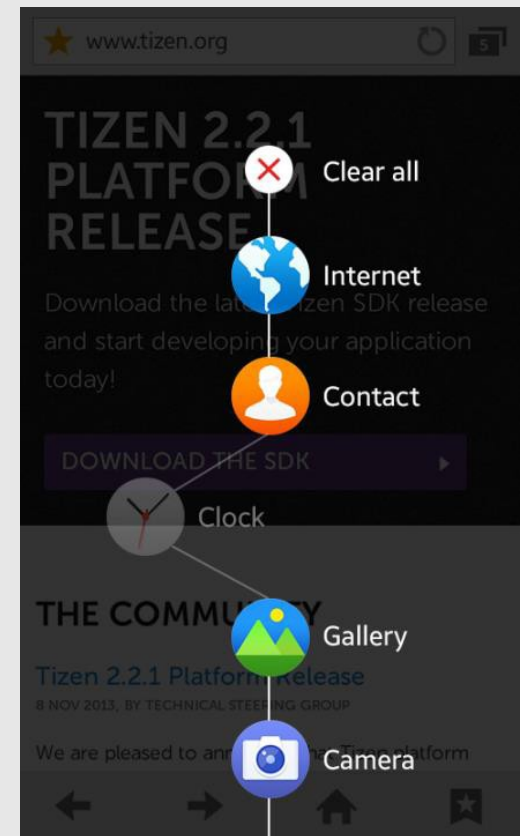
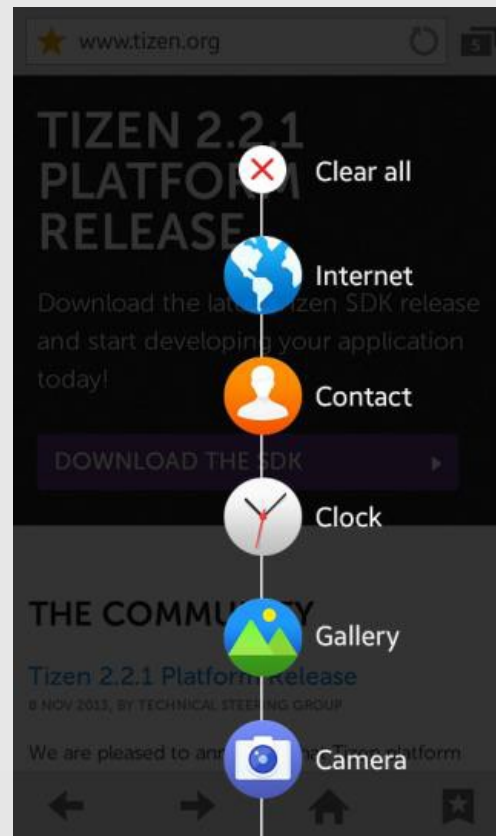
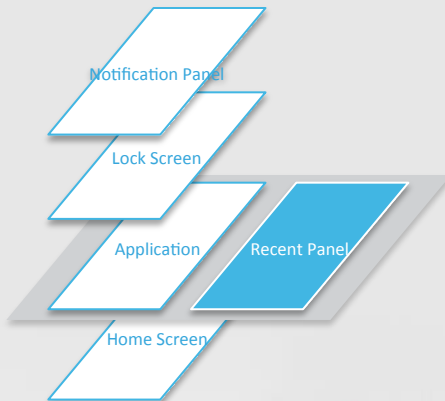
Home screen

- Structured and understandable



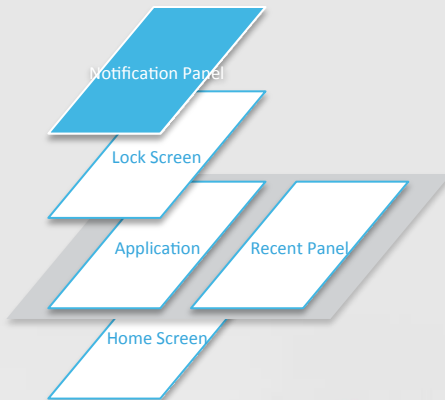
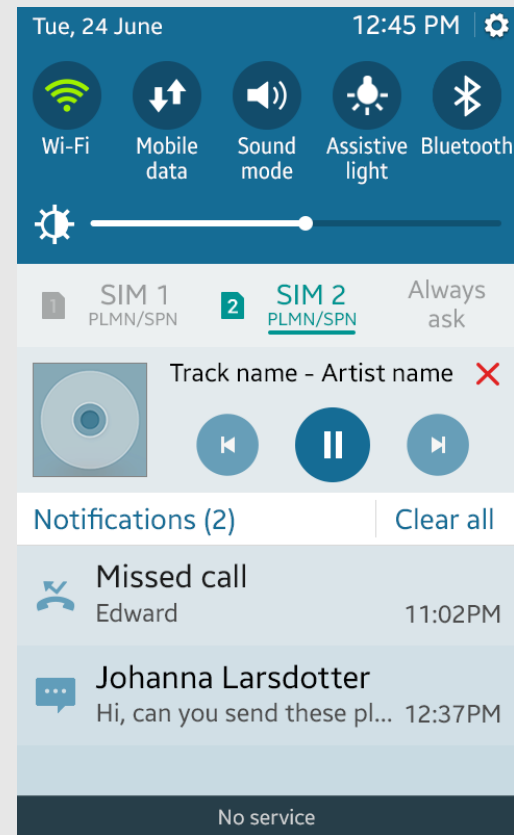
Recent Applications

- Easy to jump between running apps or close the app



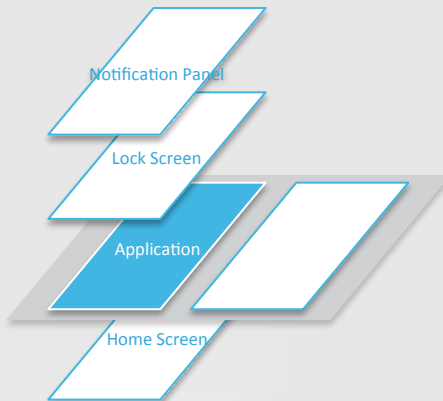
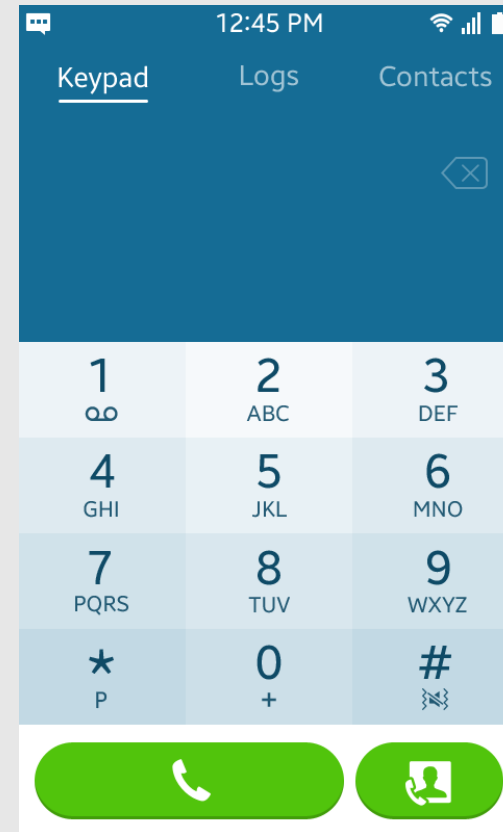
Notification Panel

- Showing overview and quick setting



Application

- New but familiar design based on principles



Our Principles

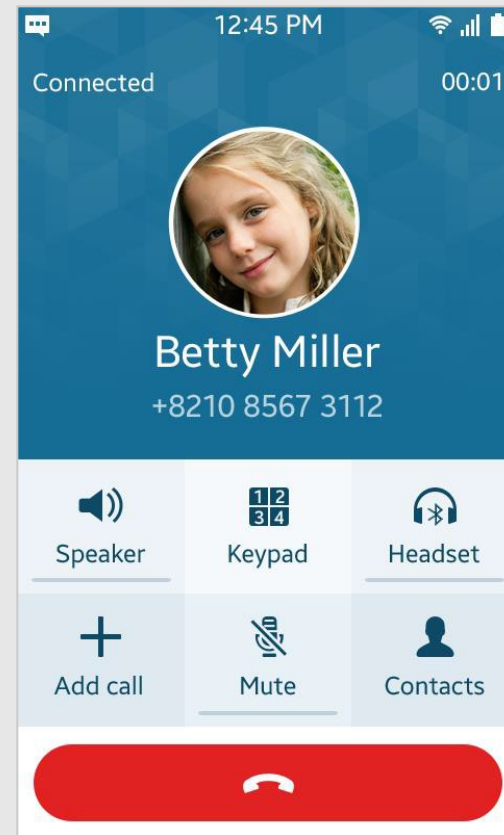
A decorative graphic in the top right corner featuring a large white circle, a smaller white circle, and a blue and white striped circle. A white paper-like shape is partially visible behind them. The background is light gray with scattered blue and green confetti. A stylized city skyline is visible in the upper right corner.

Design principles

- **Focus on the primary user goals**
- **Ensure understanding at a glance**
- **Support curiosity & individual needs**

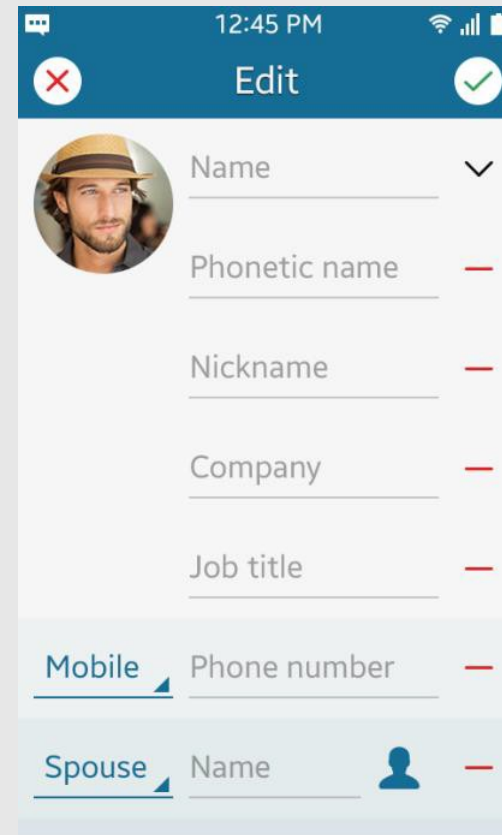
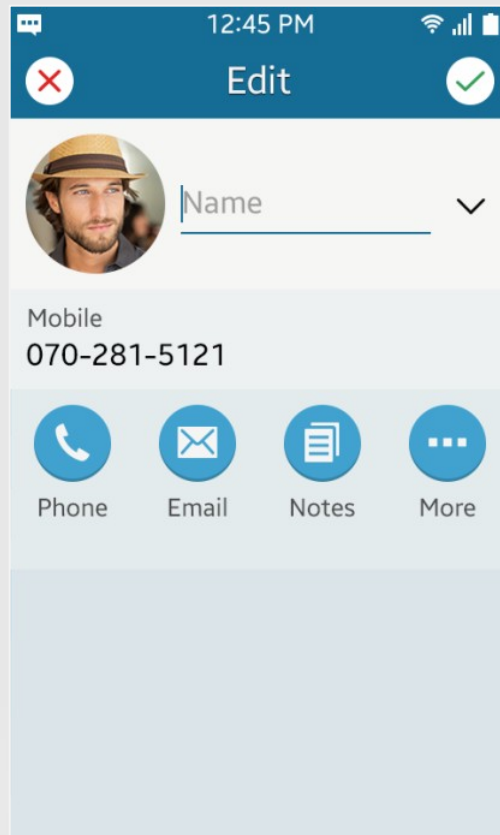
Focus on the primary user goals

- Put focus on the primary goal



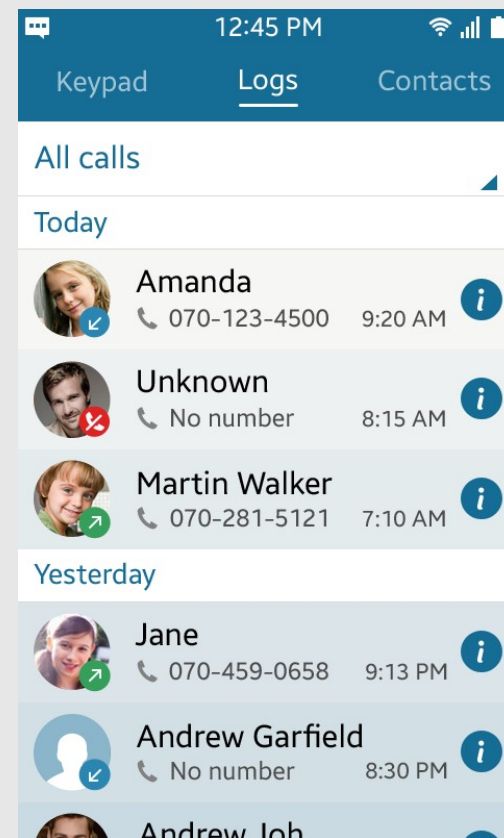
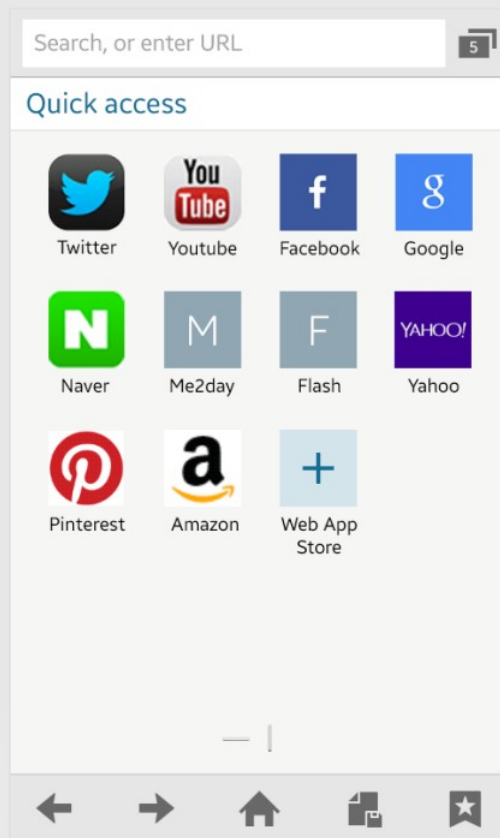
Focus on the primary user goals

- The first screen should satisfy 80% of user needs



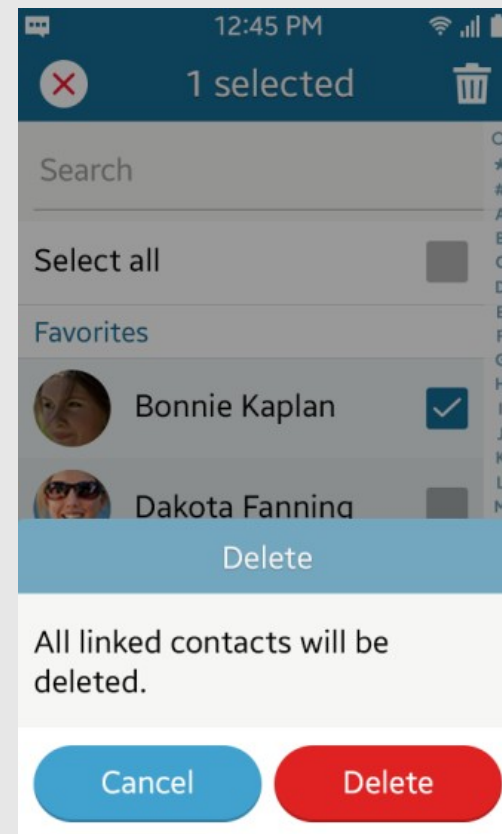
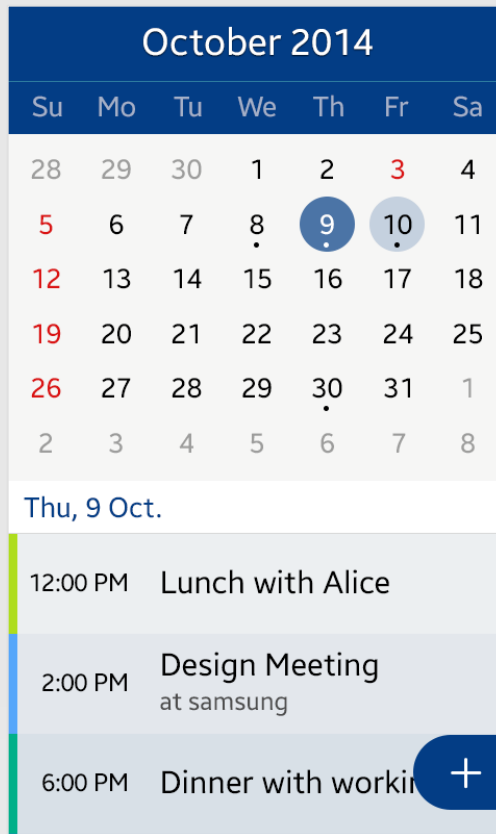
Focus on the primary user goals

- Provide the most important as defaults



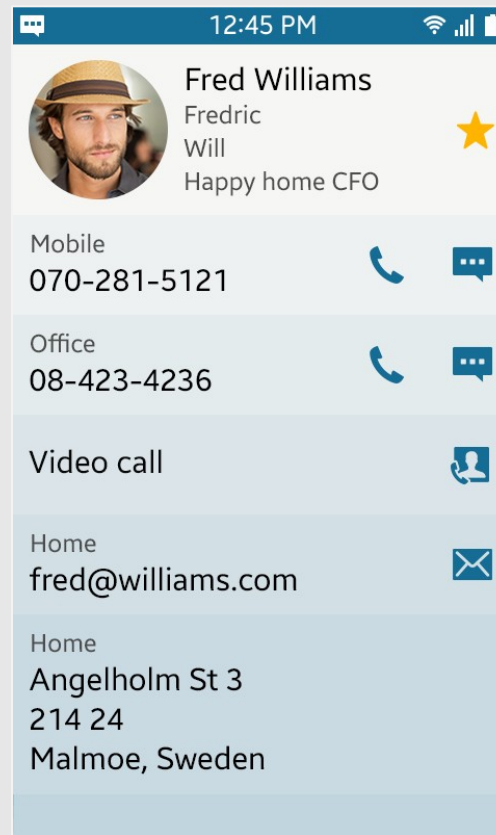
Ensure understanding at a glance

- Create clear distinctions



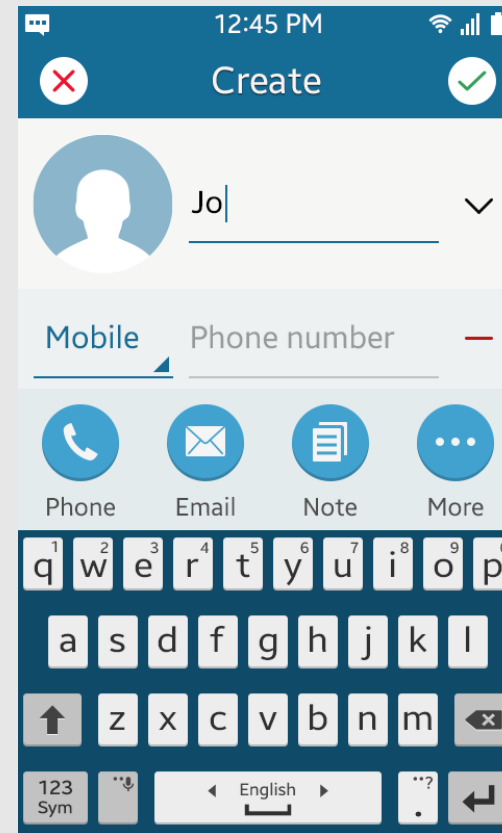
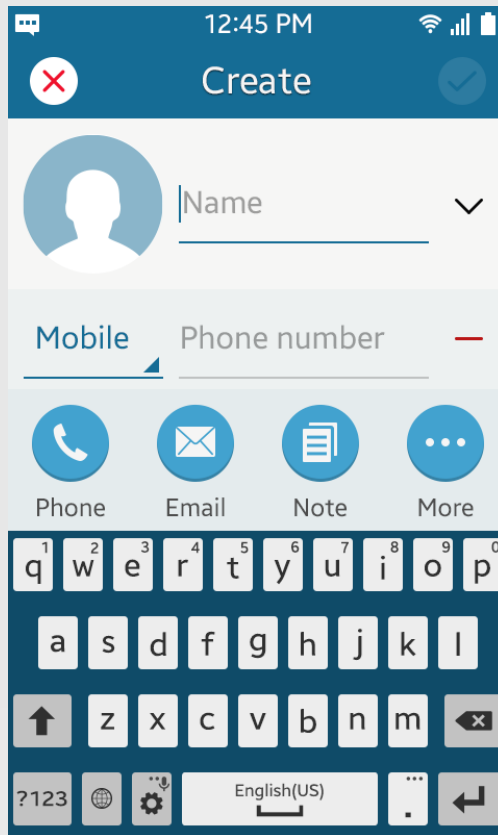
Ensure understanding at a glance

- Display essential information first



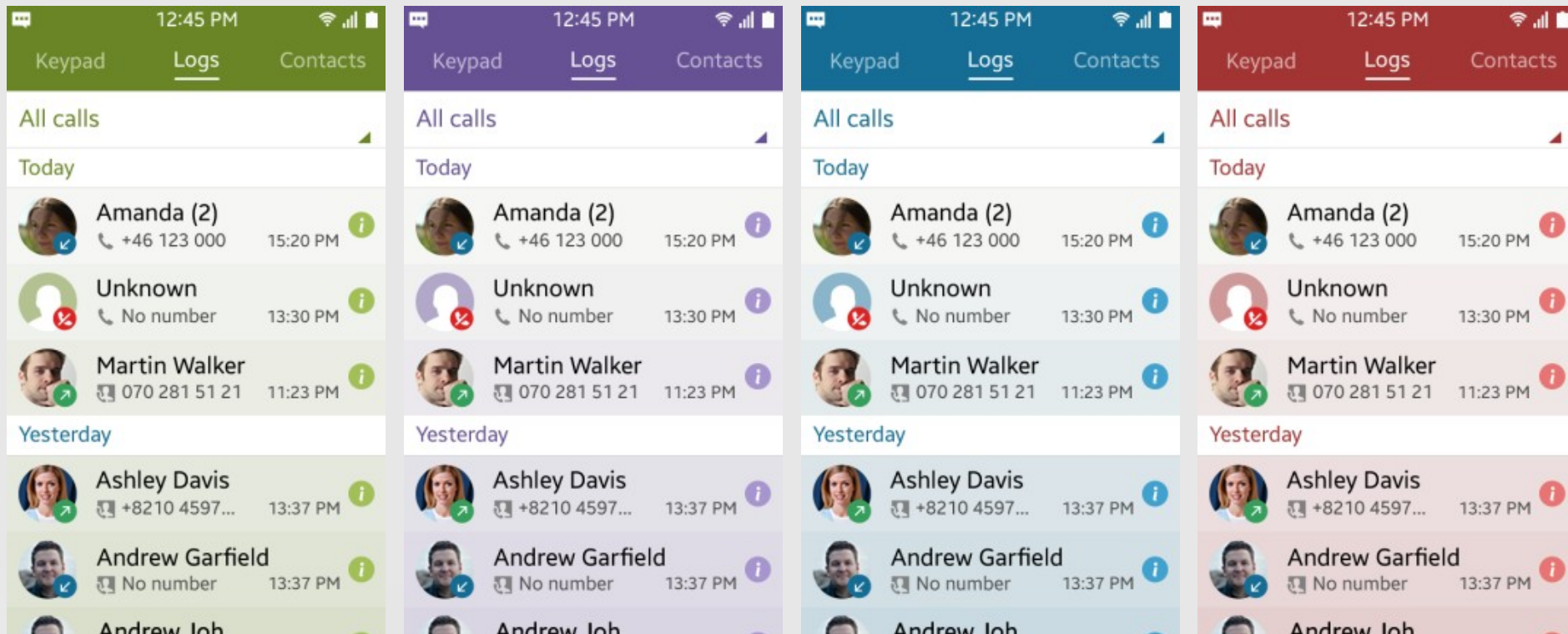
Ensure understanding at a glance

- Show what is possible with consistent visual language



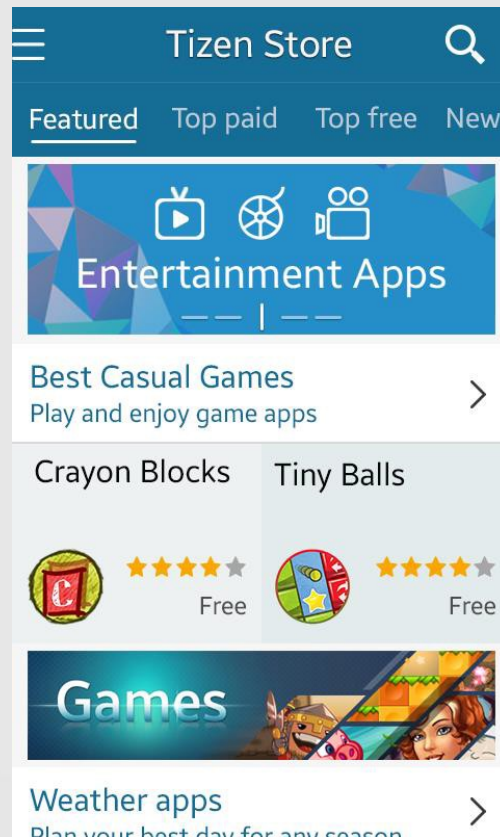
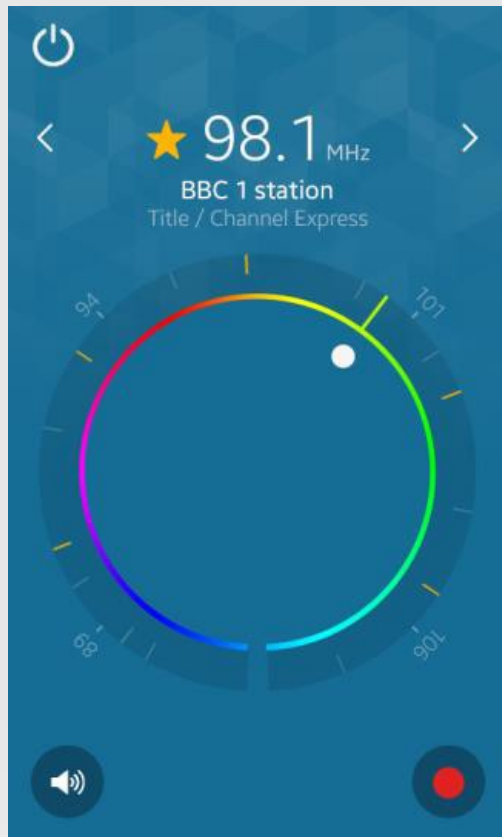
Support curiosity & individual needs

- Let users express their own style



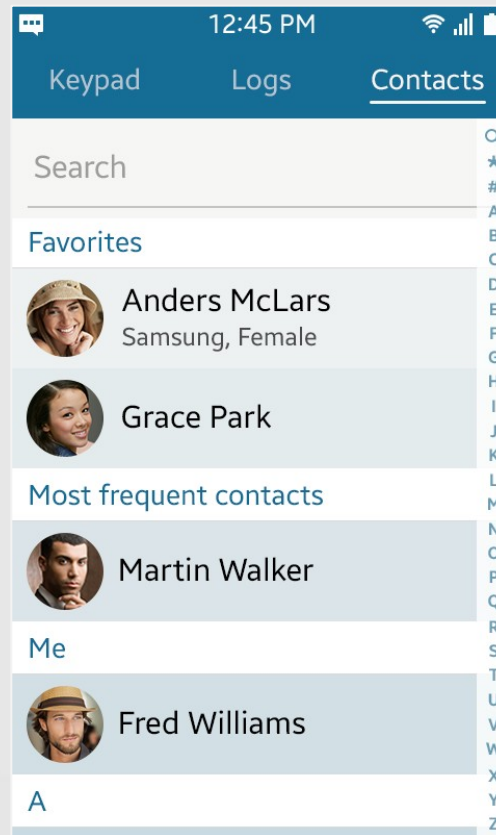
Support curiosity & individual needs

- Put the emphasis on fun



Support curiosity & individual needs

- Learn the users preferences and adapt

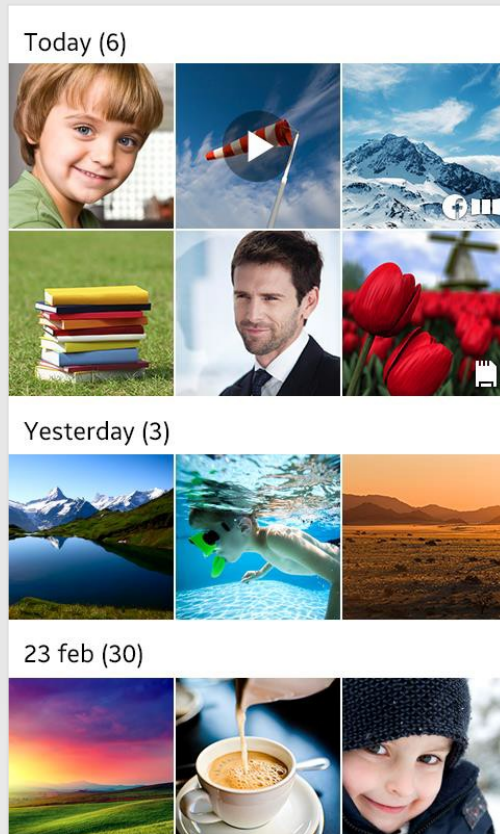




Design Pattern

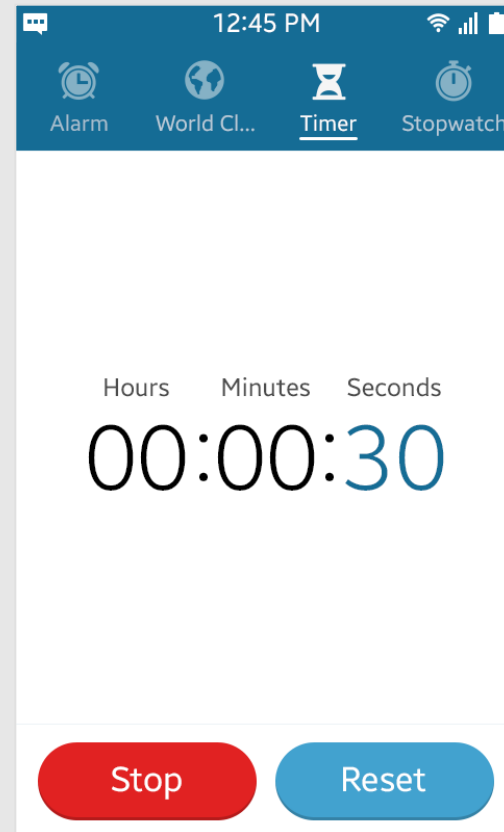
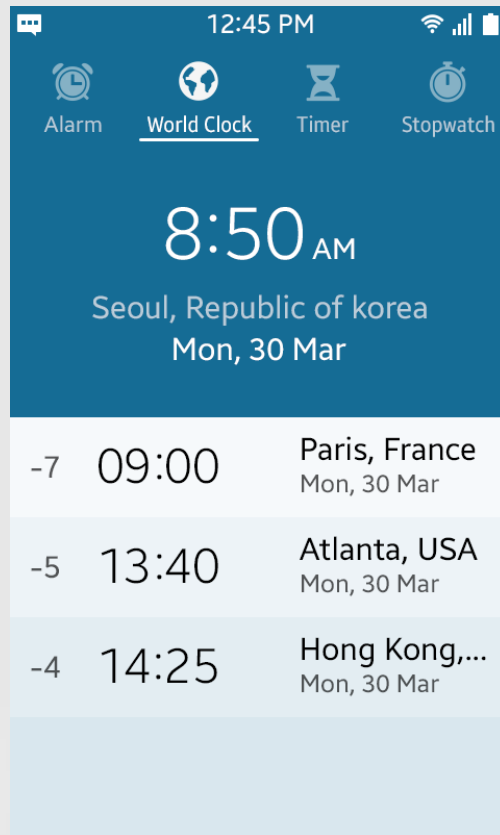
App structure

- Item navigation



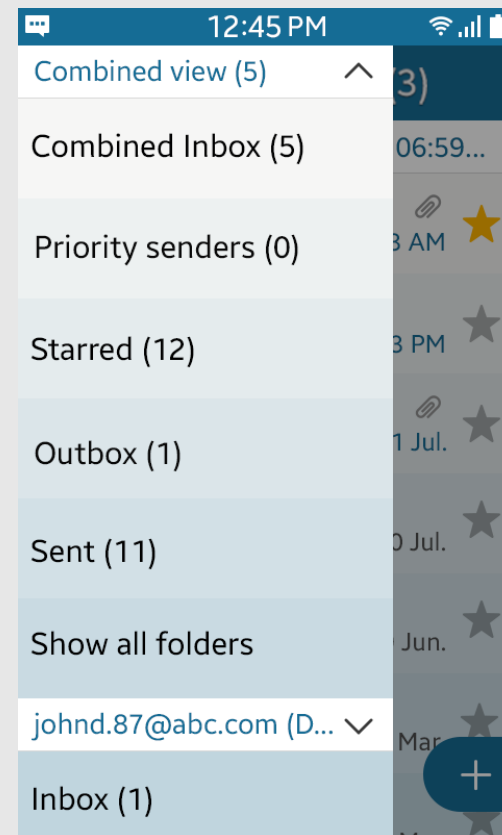
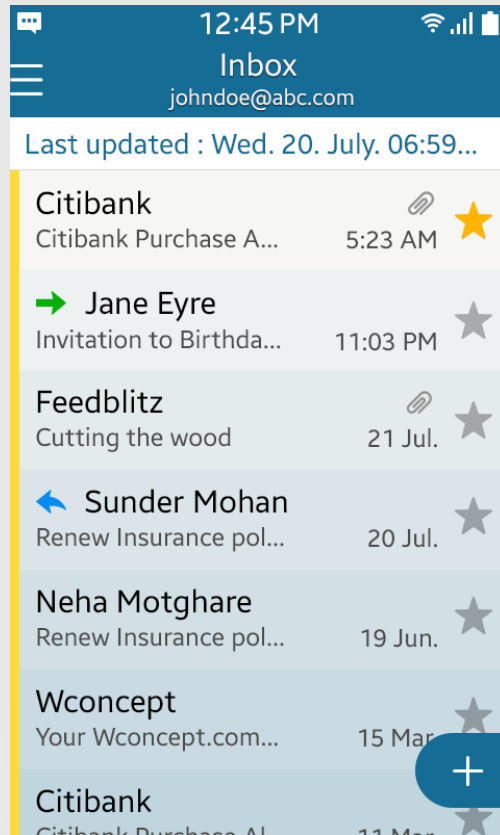
App structure

- Tabs



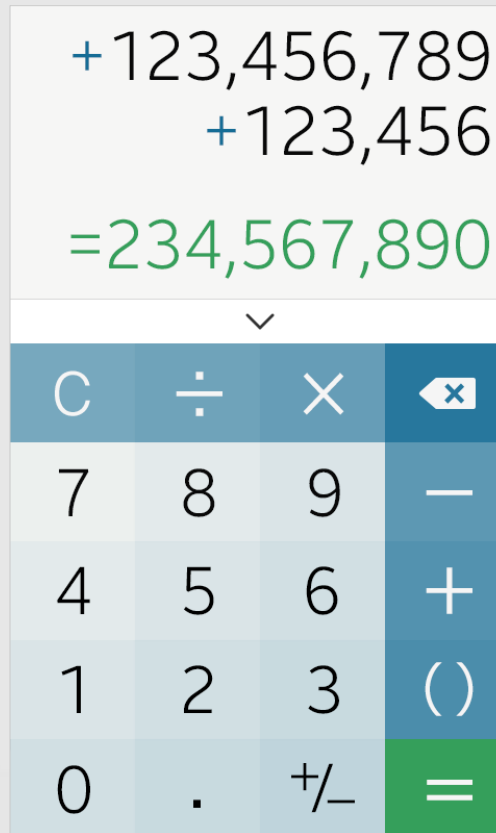
App structure

- Drawer



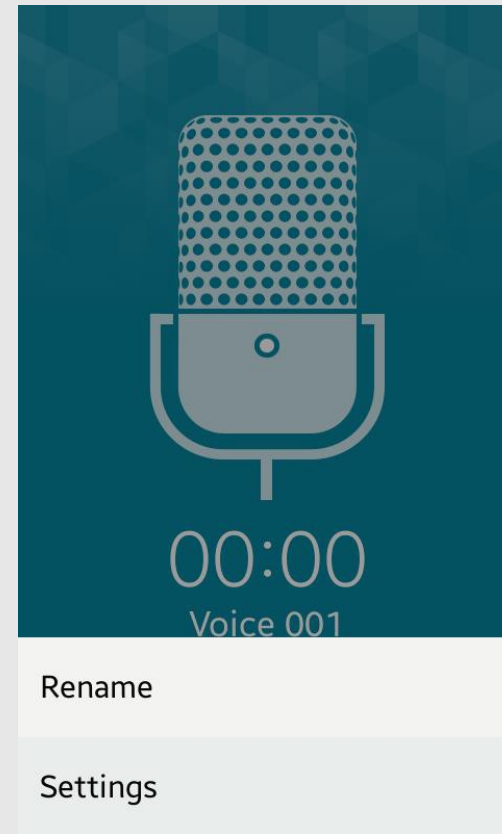
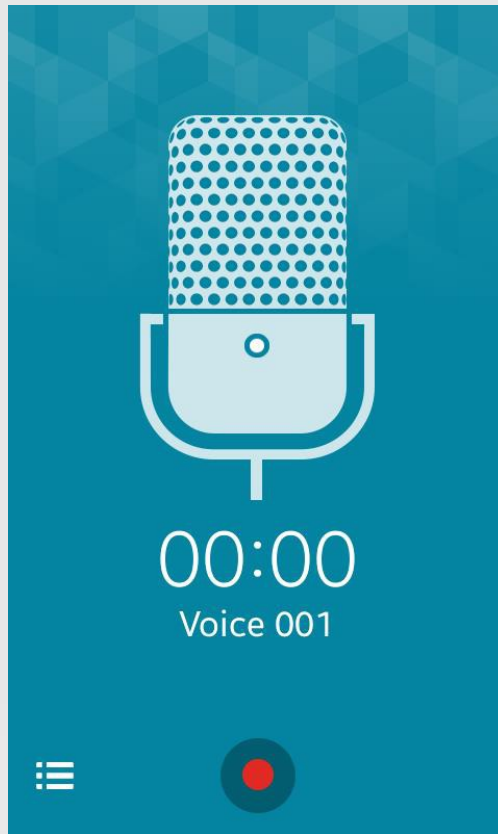
App structure

- Single view



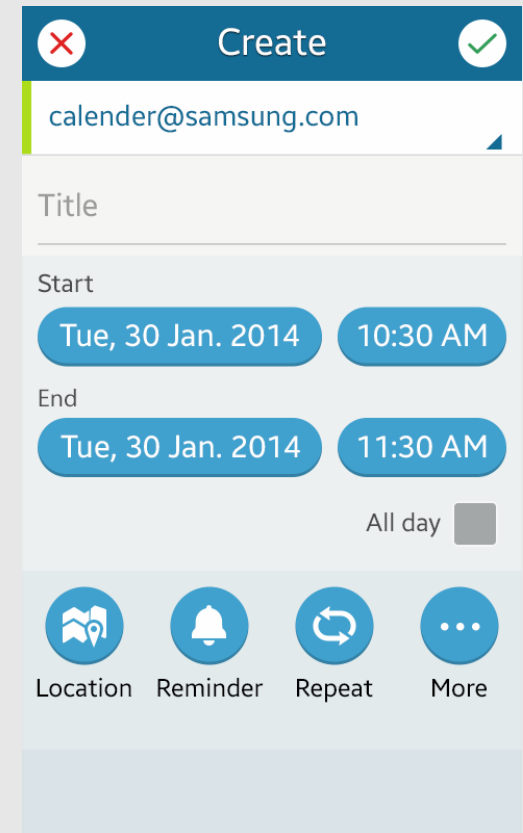
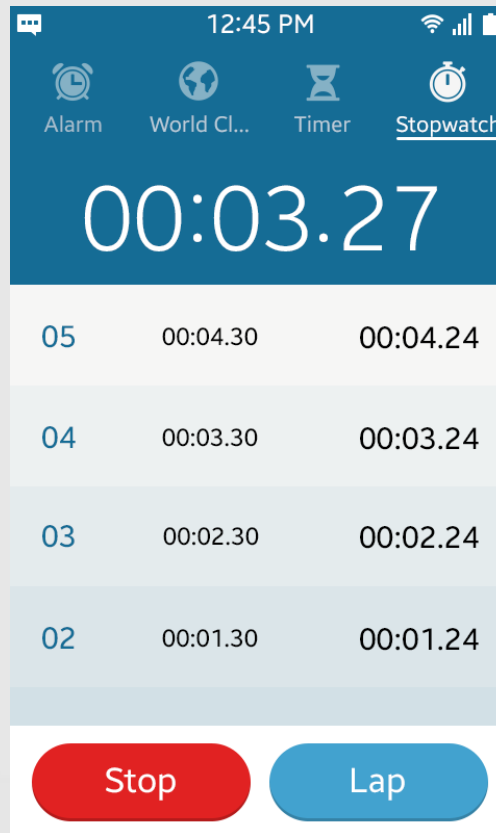
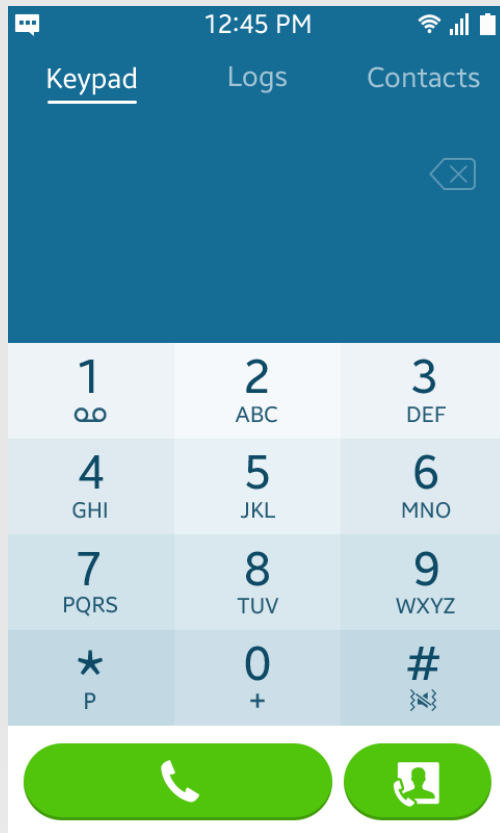
Actions

- Menu button



Actions

- In-line actions

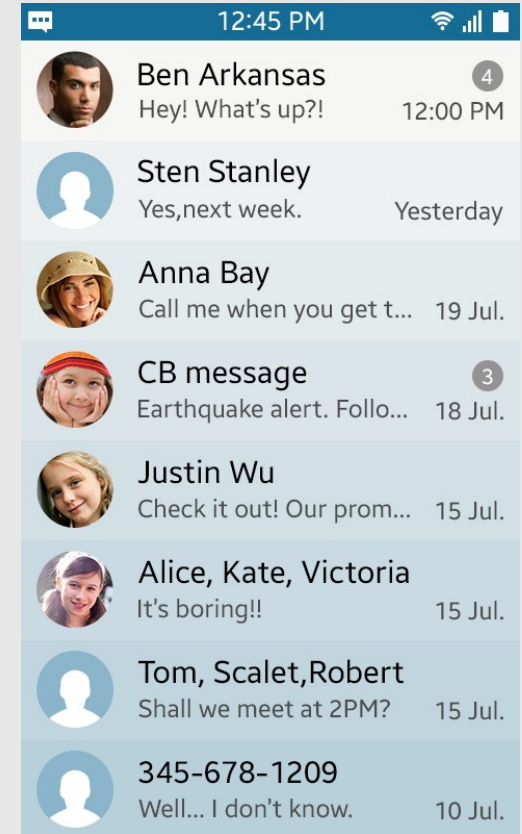
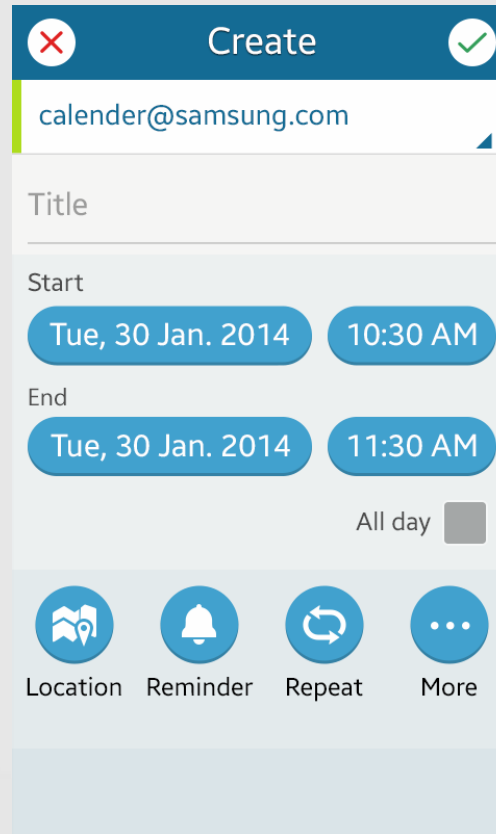
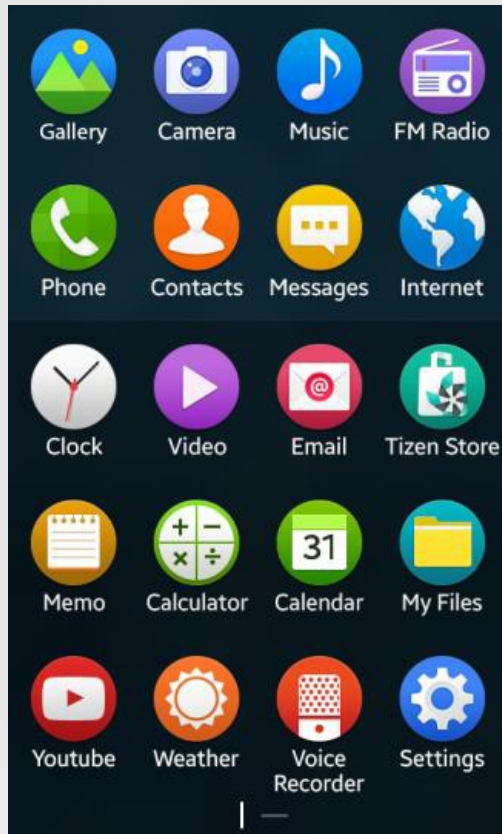


STYLE



Icon

- Round shape



Colors

- The point color is blue

Theme color	#166c95	Primary text	#000000	System color	#349e5b
Button color	#42a2cf	Secondary text	#4d4d4d	System color	#e12222
Icon	#73a7bf	Guide text	#7f7f7f		
Text, Icon	#ffffff	Dim color	#b2b2b2		

Typography

SAMSUNG SANS REGULAR

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z

SAMSUNG SANS LIGHT

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z

Summary

12:45 PM

Seoul 23°C

Tue 13° | 27° Wed 12° | 27° Thu 12° | 25° Fri 11° | 23°

AccuWeather.com 8/11 9:00 AM

Icons: Camera, Music, Radio, Phone, Contacts, Browser

12:45 PM

Dialling...

Betty Miller
+8210 8567 3112

Speaker Keypad Headset

Add call Mute Contacts

12:45 PM

Keypad Logs Contacts

Search

Favorites

Anders McLars
Samsung, Female

Grace Park

Most frequent contacts

Martin Walker

Me

Fred Williams

A

12:45 PM

Ben Arkansas
Hey! What's up?! 12:00 PM

Sten Stanley
Yes, next week. Yesterday

Anna Bay
Call me when you get t... 19 Jul.

CB message
Earthquake alert. Follo... 18 Jul.

Justin Wu
Check it out! Our prom... 15 Jul.

Alice, Kate, Victoria
It's boring!! 15 Jul.

Tom, Scalet, Robert
Shall we meet at 2PM? 15 Jul.

345-678-1209
Well... I don't know. 10 Jul.

October 2014

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	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	6	7	8

Thu, 9 Oct.

12:00 PM Lunch with Alice

2:00 PM Design Meeting at samsung

6:00 PM Dinner with working ...

Camera (1250) Favorites (35)

Screenshot (20) Download (13)

Icons: Camera, Music, Radio, Phone, Contacts, Browser

Most played

Shuffle 6 tracks

Truth about love
Pink

Wake up!
John Legend

Love
Beatles

Sweeter than fiction
Taylor Swift

Suitcase
Mary Blige

Track 6
Wake up! - John Legend

Rio 2, 2014

02:41 05:00

Icons: Speaker, Play, Stop, Next, Full Screen

98.1 MHz
BBC 1 station
Title / Channel Express

Icons: Power, Back, Forward, Volume, Record

www.tizen.org

TIZEN 2.2.1 PLATFORM RELEASE

Clear all

Internet

Contact

Clock

Gallery

Camera



TIZENTM

DEVELOPER SUMMIT



SHANGHAI

fil!:mlmiil.9fil!:mlmiil.9fil!:ml

TIZENTF:At ||\$ (..t fi)