Tizen
Mobile UX
Introduction

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Demo Video
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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
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

Today (6)

Yesterday (3)

23 Feb (30)
App structure

• Tabs
App structure

• Drawer
App structure

- Single view

```
+123,456,789
+123,456
=234,567,890
```
Actions

• Menu button
Actions

- In-line actions

![Keypad](image)

![Stopwatch](image)

![Create](image)
Icon

- Round shape
# Colors

- The point color is blue

<table>
<thead>
<tr>
<th>Theme color</th>
<th>Primary text</th>
<th>System color</th>
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<td>#166c95</td>
<td>#000000</td>
<td>#349e5b</td>
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<tr>
<td>Button color</td>
<td>Secondary text</td>
<td>System color</td>
</tr>
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<td>#4d4d4d</td>
<td>#e12222</td>
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<tr>
<td>Icon</td>
<td>Guide text</td>
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<td>#73a7bf</td>
<td>#7f7f7f</td>
<td></td>
</tr>
<tr>
<td>Text, Icon</td>
<td>Dim color</td>
<td></td>
</tr>
<tr>
<td>#ffffff</td>
<td>#b2b2b2</td>
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</tbody>
</table>
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
abcdefghijklmnopqrstuvwxyz

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
abcdefghijklmnopqrstuvwxyz