



# Design guideline and User Experience

Samsung Electronics  
Seokhee Na

**TIZEN**<sup>™</sup>  
**DEVELOPER  
CONFERENCE**  
2013  
**SAN FRANCISCO**

# Table of Content

## 01 Design principle

Content-driven / Focused / Tailored

## 02 UI Overview

Lock & Home screen / Notification Tray /  
Basic Application Screen

## 03 Style

Display / Theme / Icon /Font /  
Terminology / Touch Feedback

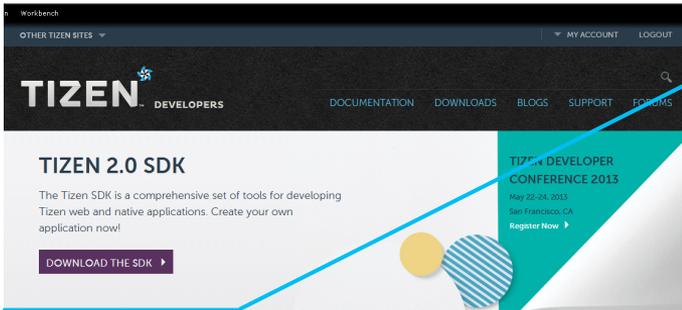
## 04 Basic Interaction

View mode / Multi window /  
Notification / Settings / Accessibility

## Design Library / Asset Library

UI component

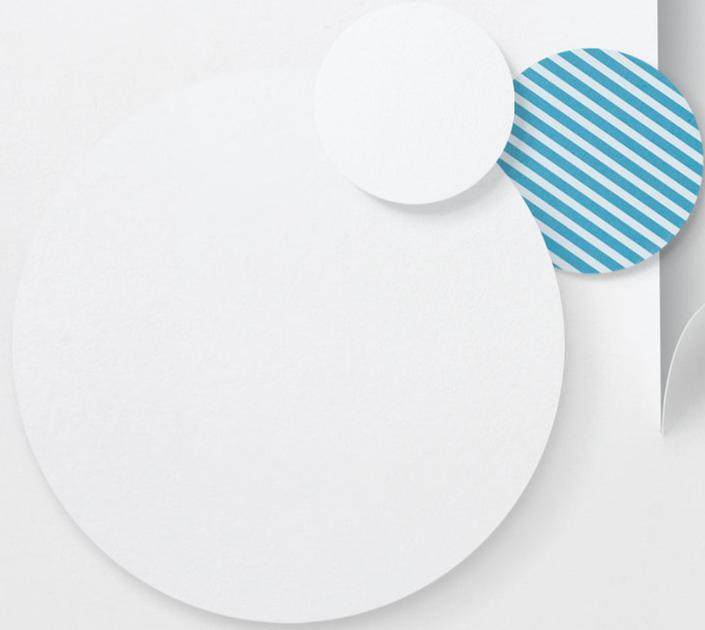
# Tizen.org Design guideline



## 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

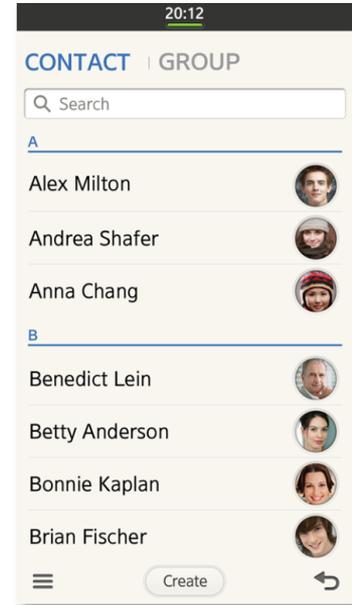
**C**ontent-driven: The main information easily visible and accessible

**F**ocused: Major function always on the top

**T**ailored: 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.**

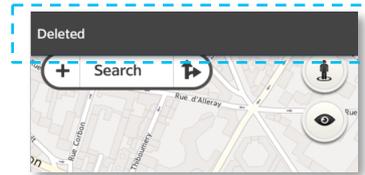


# Content-driven | Easily visible and accessible

- **Provide Provision on information according to importance**

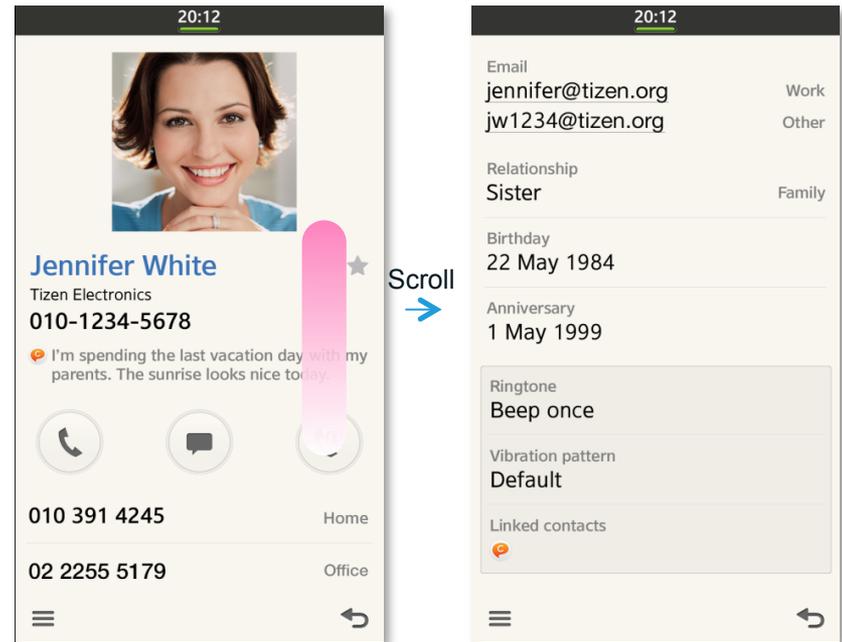
: Offer information based on its degree of importance.

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

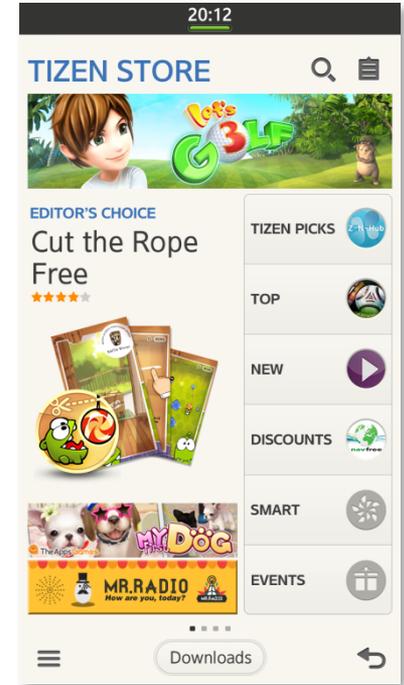
- Bring essential information to the front
- : Place essential information visible in the detail view. Make the most important information visible on the first screen and scroll down to see additional information.



# Content-driven | Easily visible and accessible

- Create a fun experience

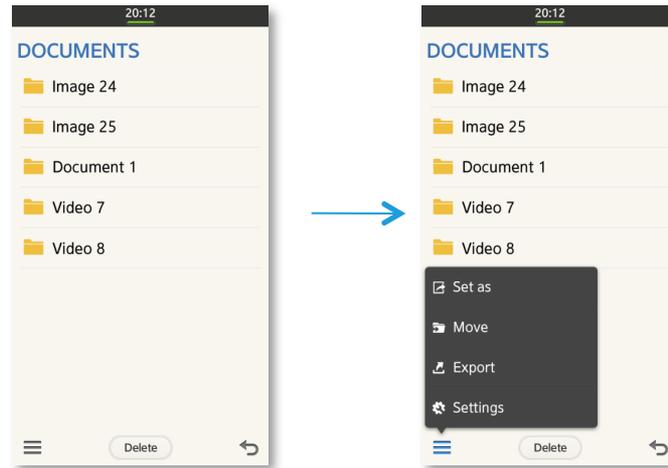
: Make access to content enjoyable. Creative, unique layouts and fun, interactive graphics add pleasure to the user experience.



# 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.



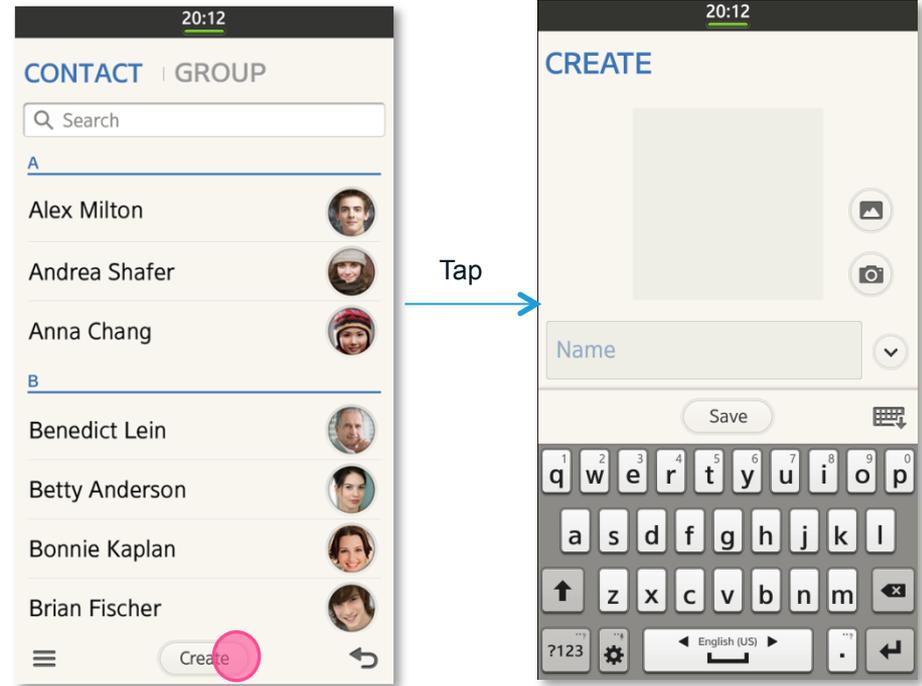
## **Focused | Major function always on the top**

- **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.



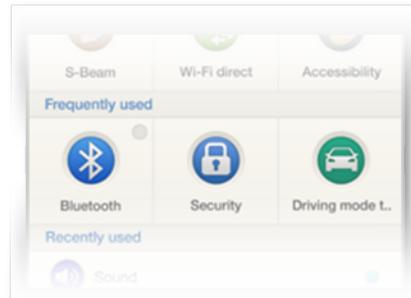
# Tailored | Optimized for individual taste

- **Provide user satisfaction via customization**

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

- **Understand individual patterns**

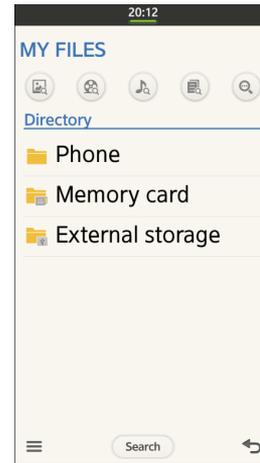
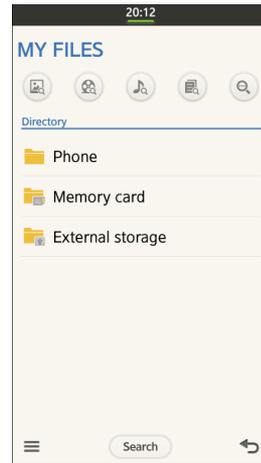
- : **Understanding the behavioral patterns of the user helps you offer a more personalized experience. For example, the user can easily find an application or content, if the most frequently or recently used applications are easily accessible.**



# Tailored | Optimized for individual taste

## - Use customization to improve usability

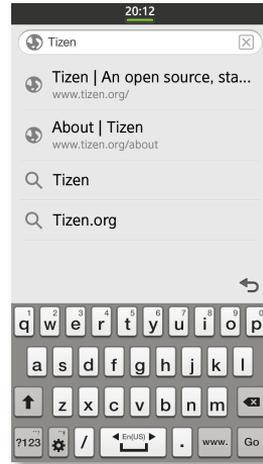
: Support customization that improves not only aesthetics but also usability. Accessibility functions, such as font sizes and screen reader, help users navigate Tizen applications more conveniently.

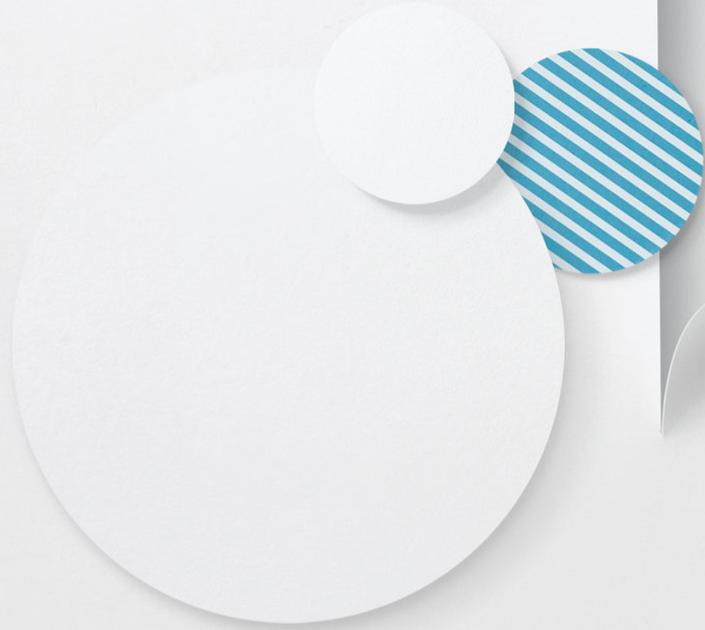


# Tailored | Optimized for individual taste

## - 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

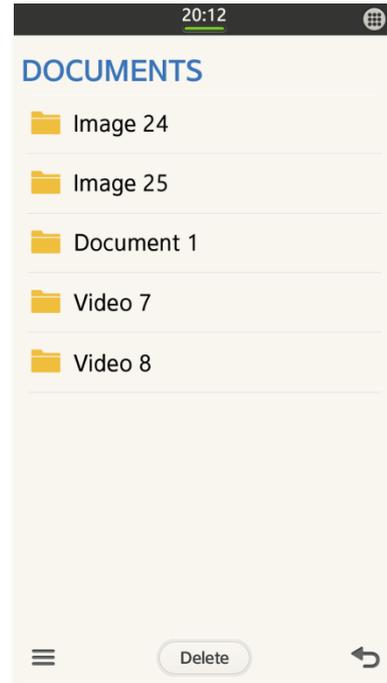
# Basic screen



Lock screen

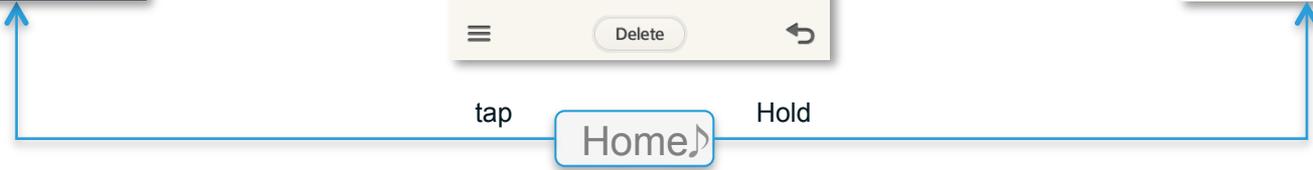
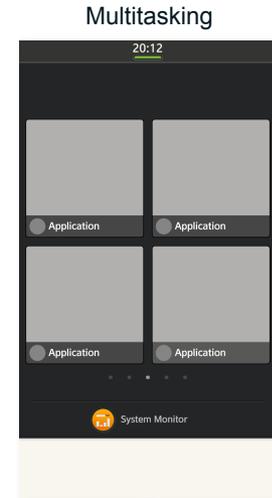
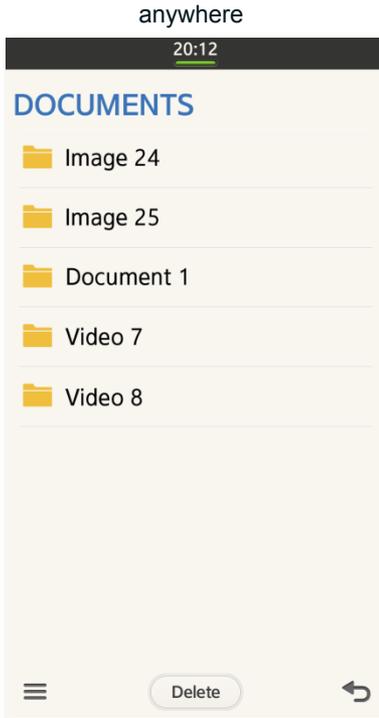


Homescreen

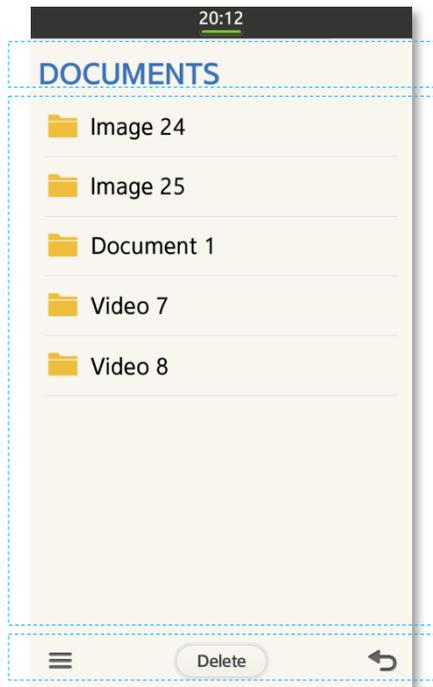


Basic application screen

# Home Key



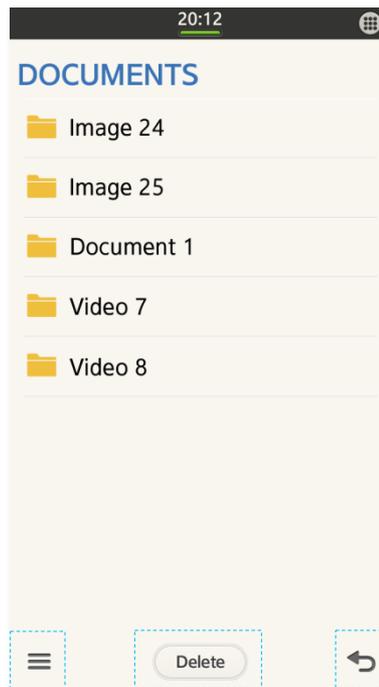
# Basic application screen



Header: Title, Tab

Body

Footer

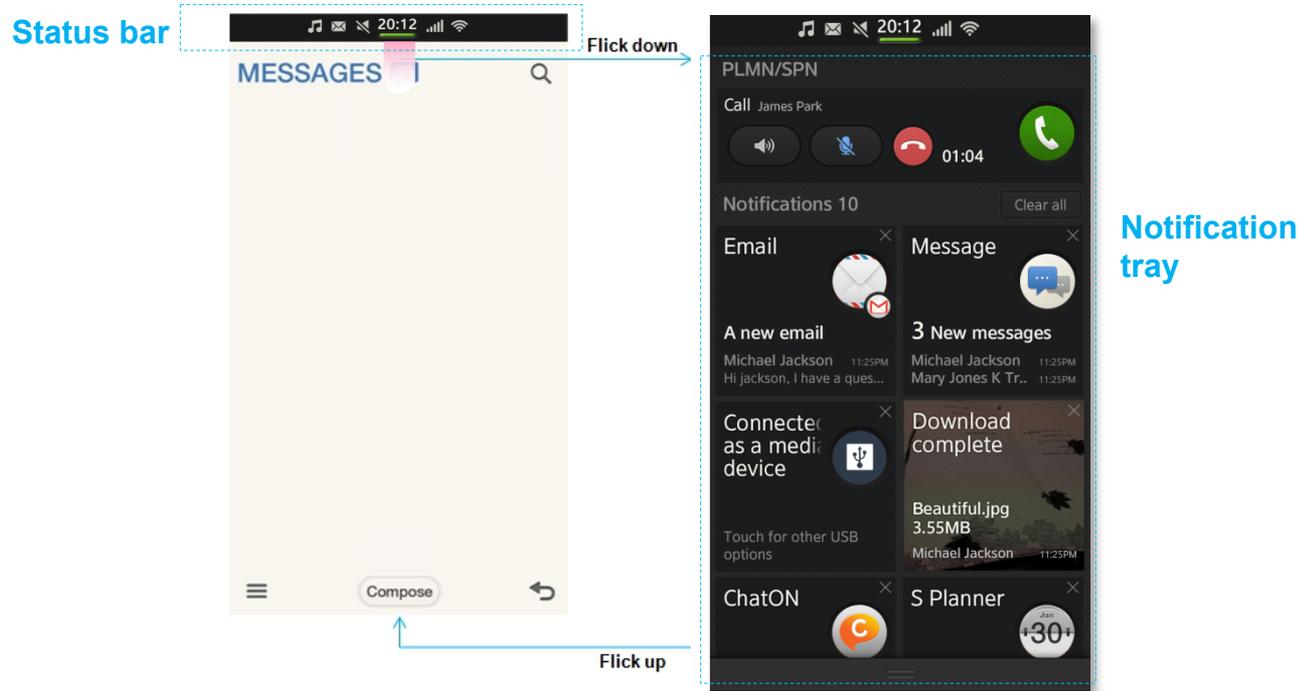


More

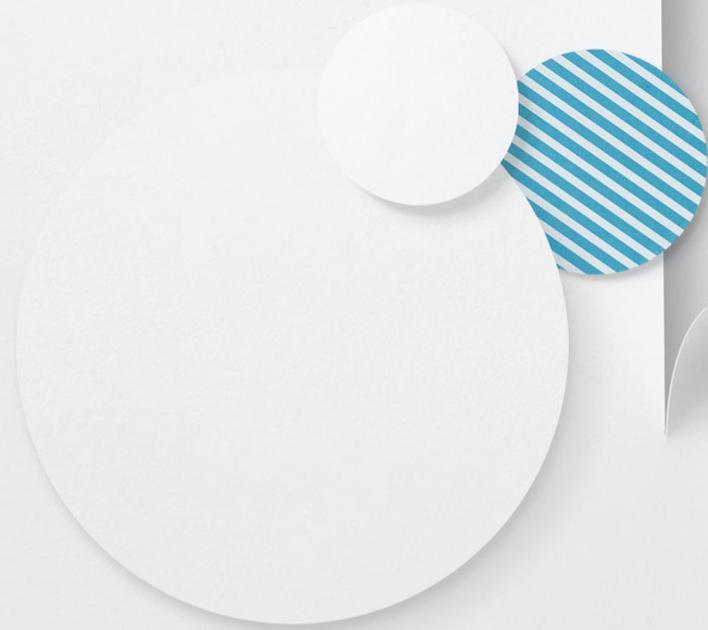
Main Function

Back/Cancel

# Status bar / Notification tray



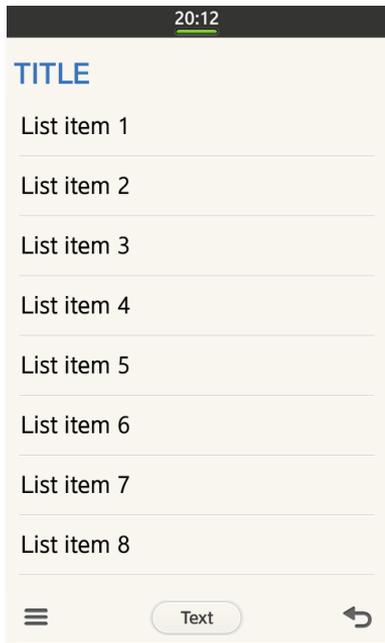
The status bar is pulled down, the Notification tray appears



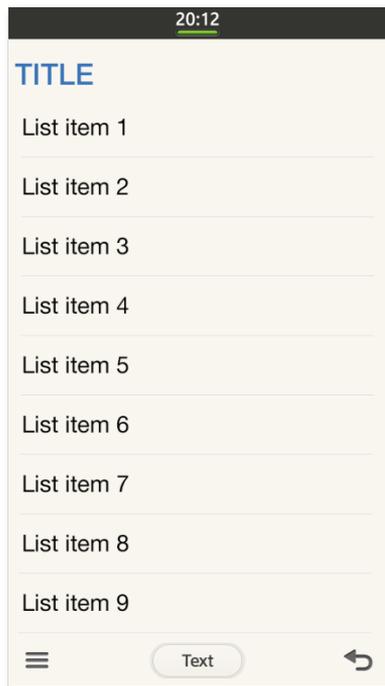
**Style:** Resolution, Orientation, Theme, Icons, Colors, Typography, Touch Feedback and Terminology

# Resolution / Screen Orientation

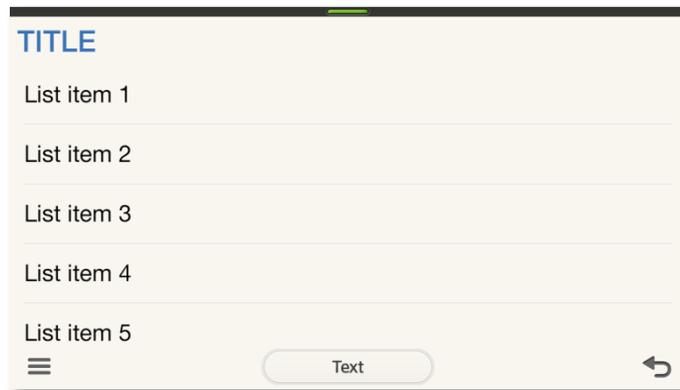
WVGA (480x800)



HD (720x1280)



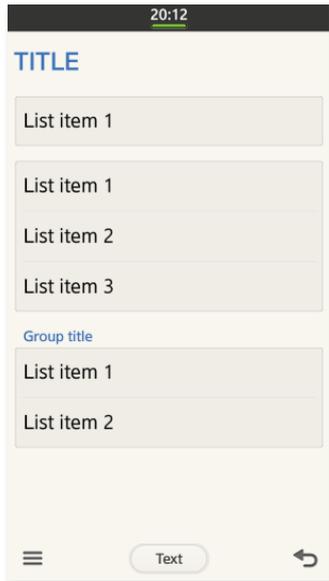
## Landscape mode



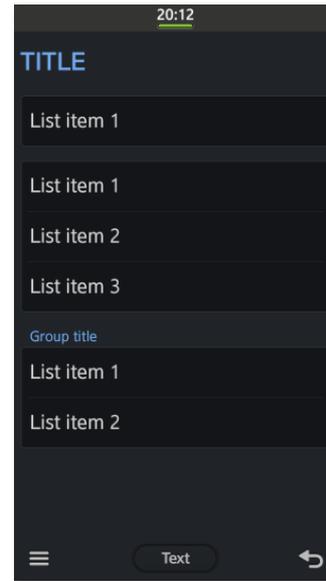
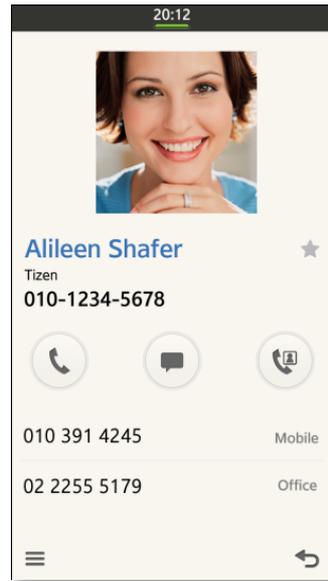
Screen Orientation

2 resolution supported

# Theme



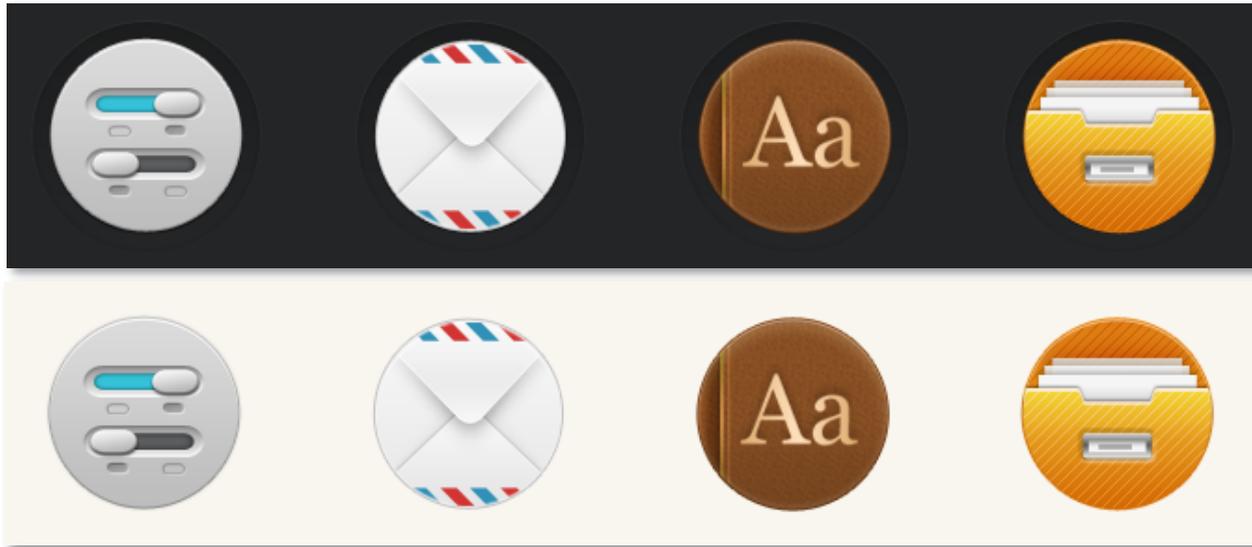
Light Theme



Dark Theme

Tizen offers 2 themes.

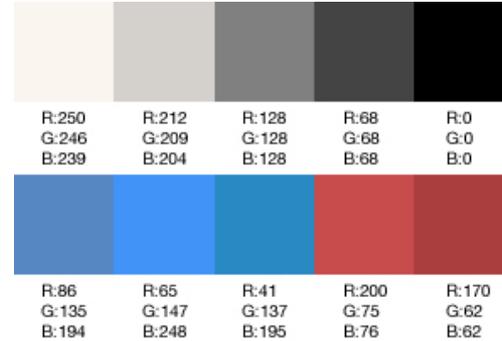
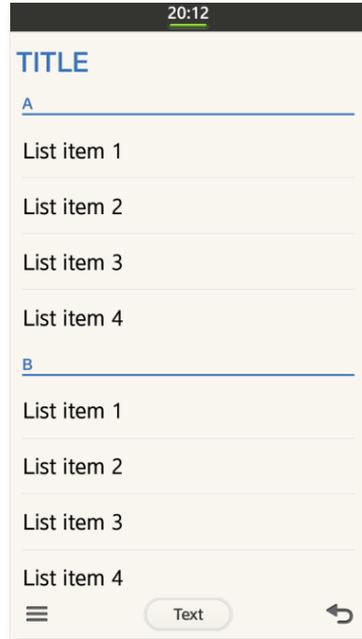
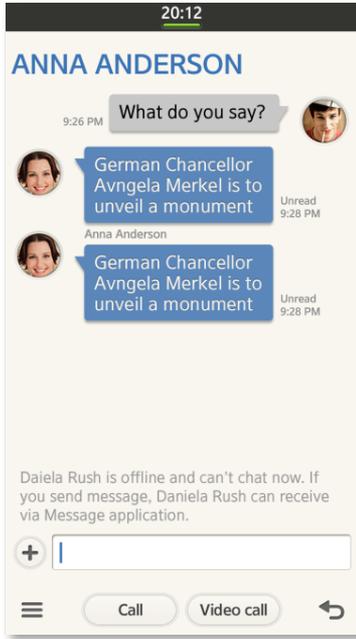
# Icons



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

You can download preset icons in [tizen.org](http://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

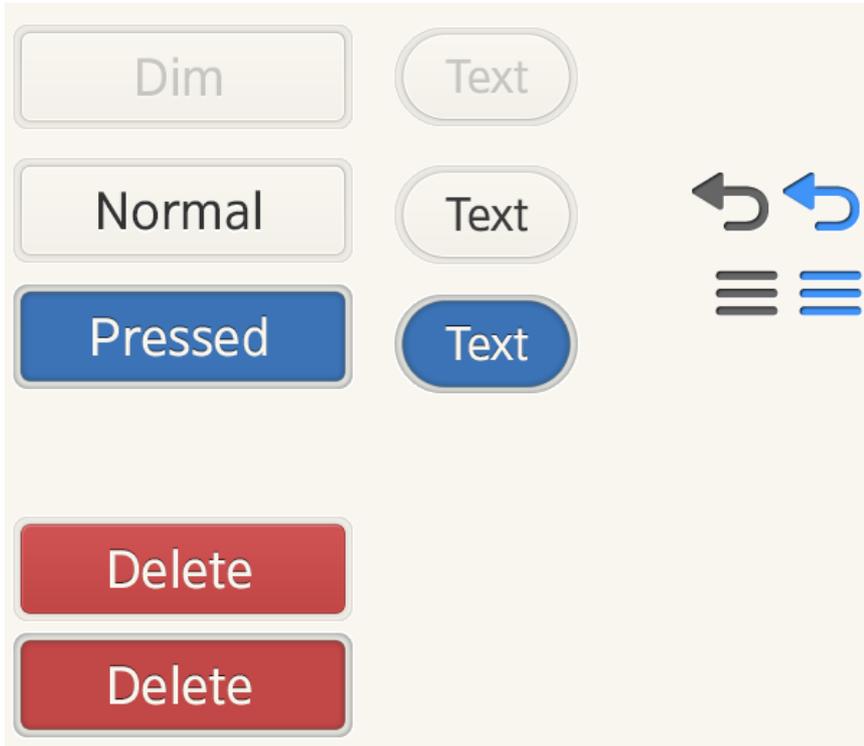
Main text

Sub text

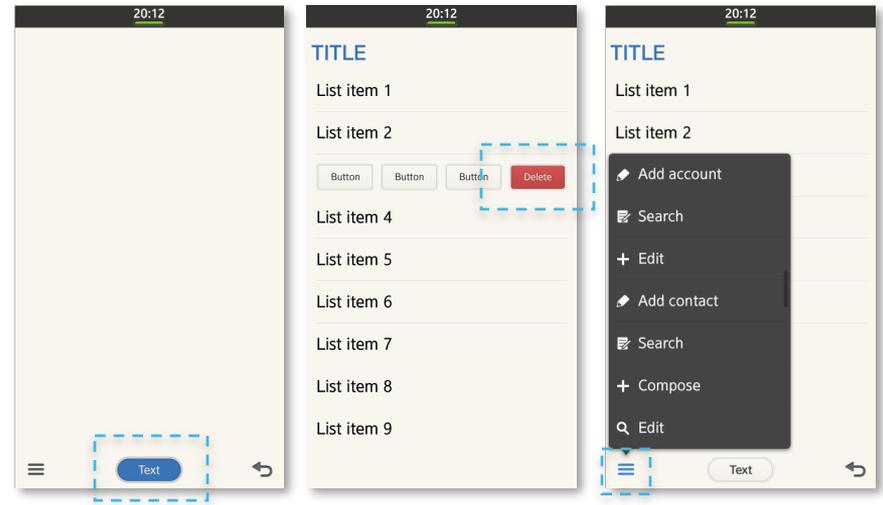
The main text uses **black text with regular weight**, while the sub text uses **gray text with bold weight**.

You can download TIZENSANS font in [tizen.org](http://tizen.org)

# Touch Feedback



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



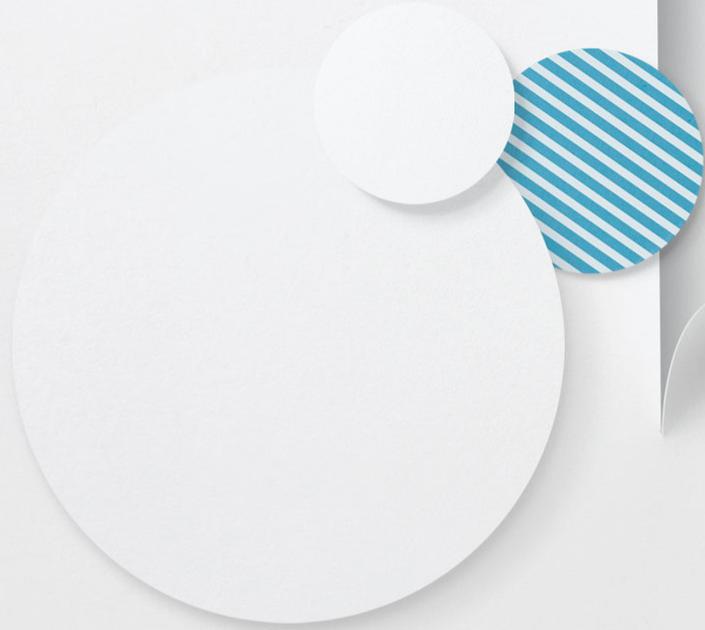
# Terminology: Texting guide

- **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

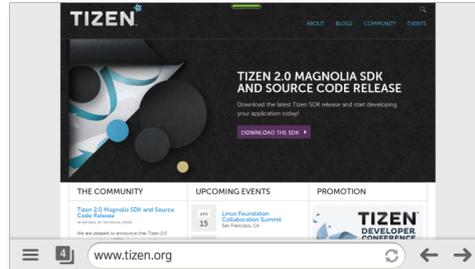
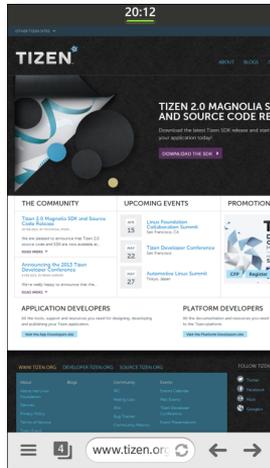
# Touch Gesture

- The Tizen platform supports various touch gestures.

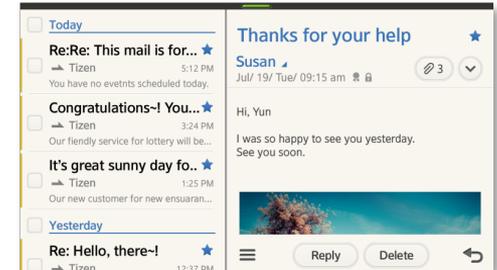
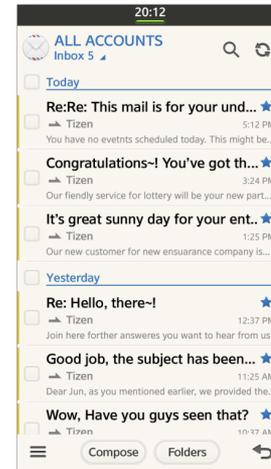
Gesture	Description
Touch	To execute function immediately when touched
Tap	To select an item or execute functions if the area has no other touch interaction applied
Double Tap	To return to default view level in zooming
Long Tap	To open context specific options menu. In home screen, to enter editing mode
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

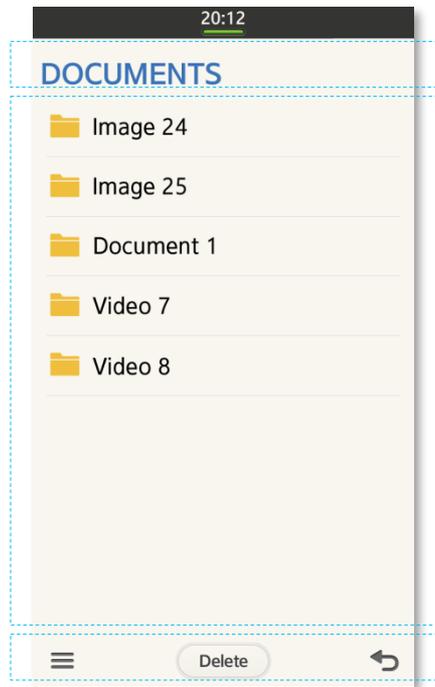


Portrait and Landscape View



Portrait view with a Split View

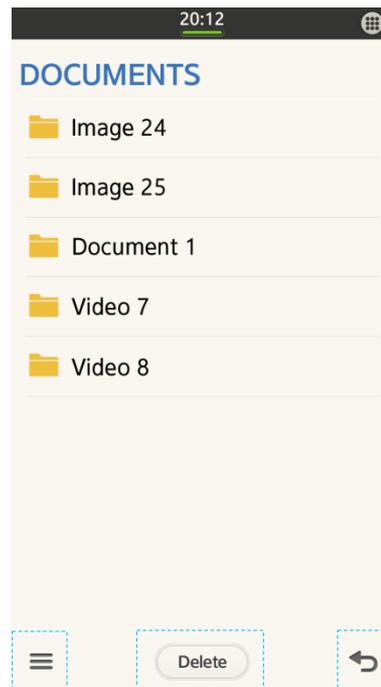
# Basic application screen



Header: Title, Tab

Body

Footer



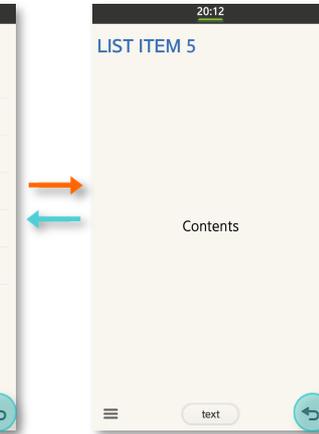
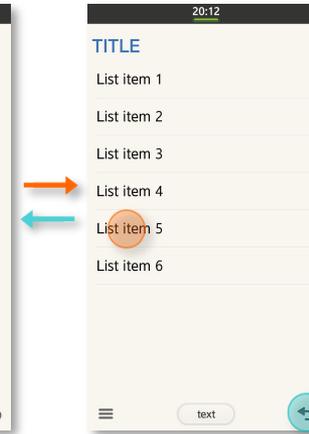
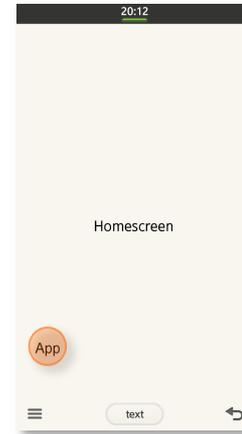
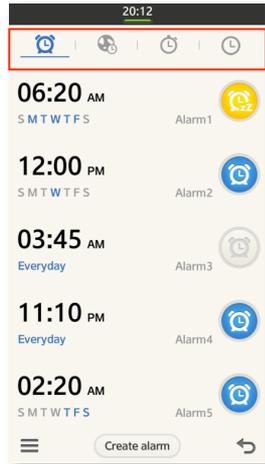
More

Main Function

Back/Cancel

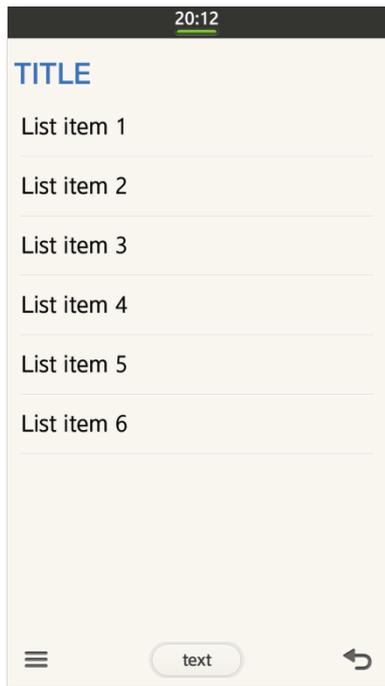
# Navigation

- Navigation with Header, Footer(Back)

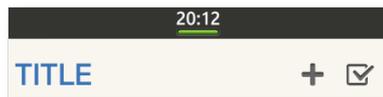


# Type of Header

Default Header



Header with buttons



Tab

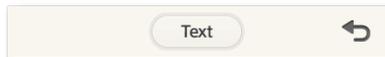
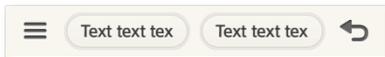
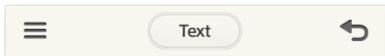


Tab with title



# Type of Footer

## Footer variation

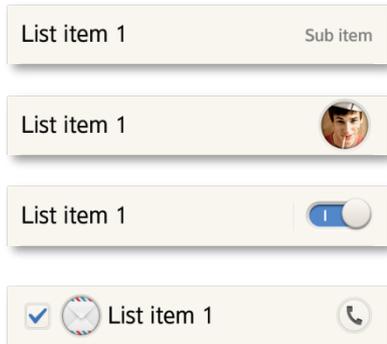


## Footer with segments

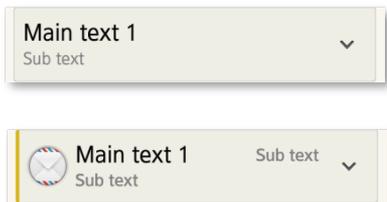


# Body: Type of List

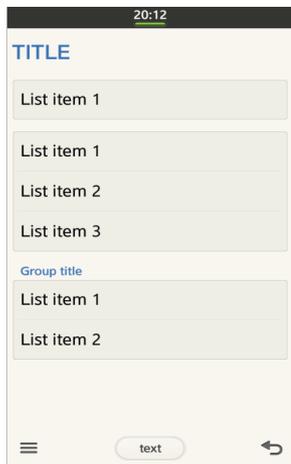
## List items



## Expandable list



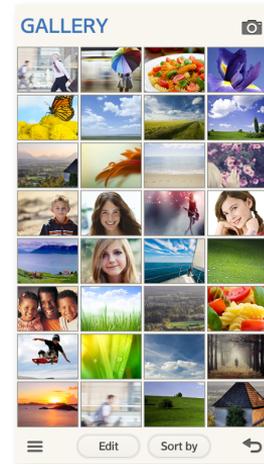
## Grouped list



## Index list

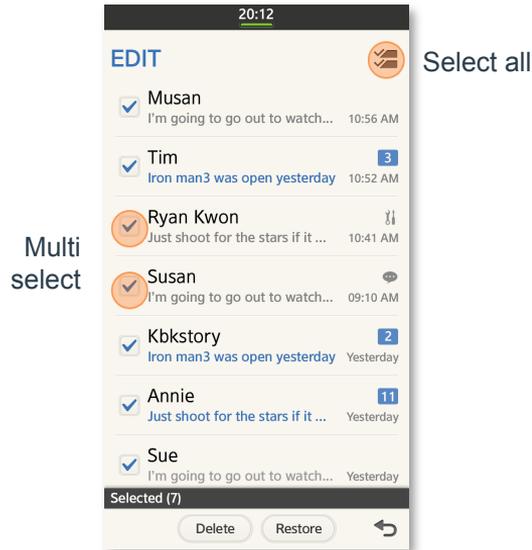


## Grid list

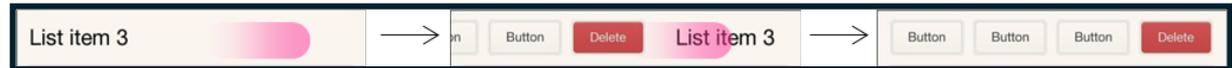
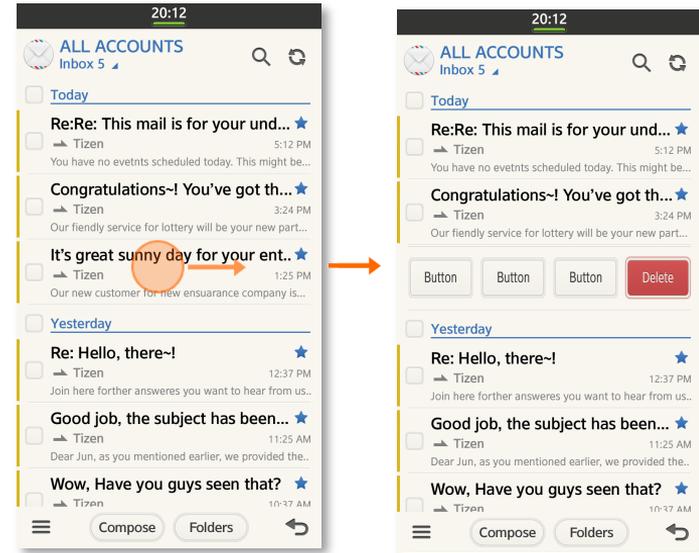


# Edit

- Multi-selection: Edit mode

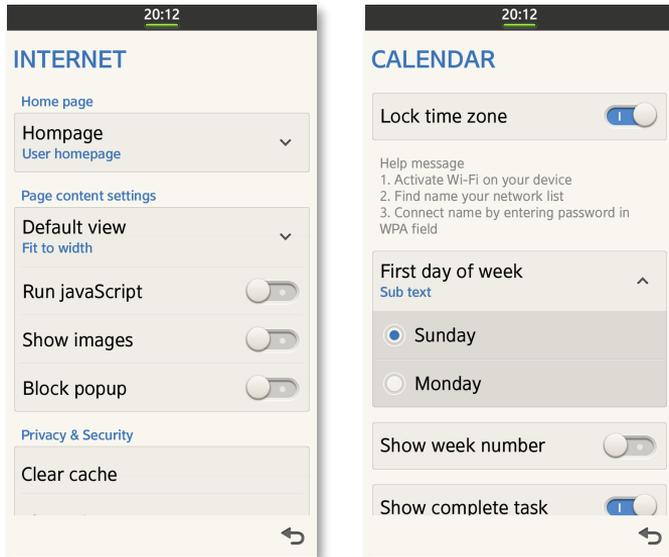


- Single-selection: Quick Menu



# Settings

- Application settings



- Preference UI Control Types

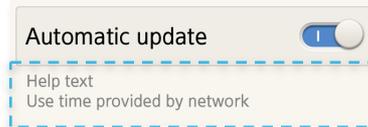
Status



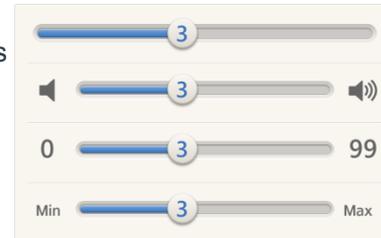
On/off Switch



Help Text

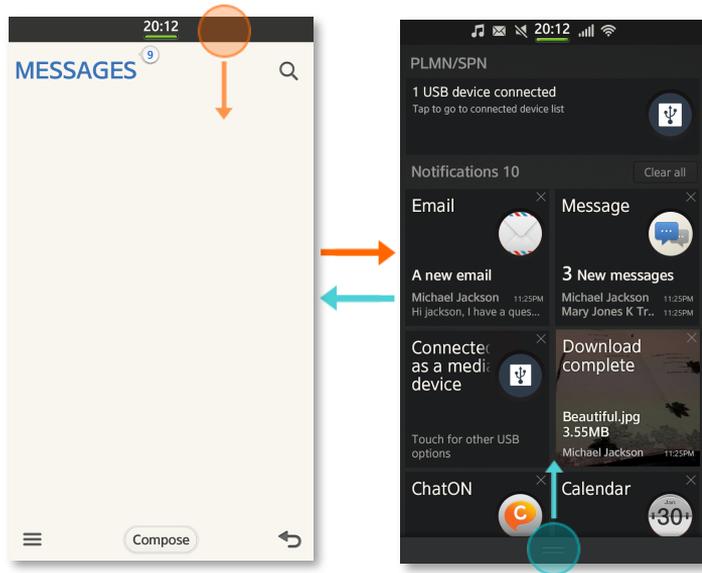


Slider Types



# Notifications

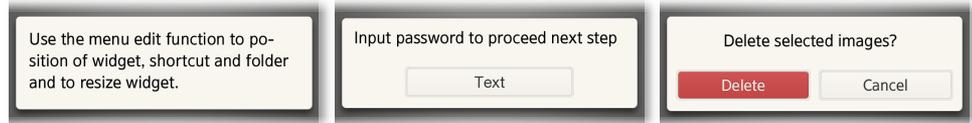
- Tizen provides various methods to notify users of new events



Notification Tray



Ticker notifications



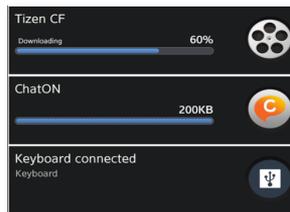
Pop-up notifications



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.

Missed calls

Detail info

Albert 11:25PM

**[more than 2 event]**

Call

3 Missed calls

Detail info

Albert 11:25PM  
James 11:10PM

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

The diagram shows two notification boxes. The first, labeled '[an event]', is a dark box with 'Call' at the top, a green phone icon, and 'Missed calls' with 'Albert 11:25PM' below. The second, labeled '[more than 2 event]', is a similar box but with '3 Missed calls' and a list of 'Albert 11:25PM' and 'James 11:10PM'. Blue boxes and arrows highlight the 'App/Event name', 'Dismiss button', 'App icon', and 'Unread count/ missed event count' in both examples.

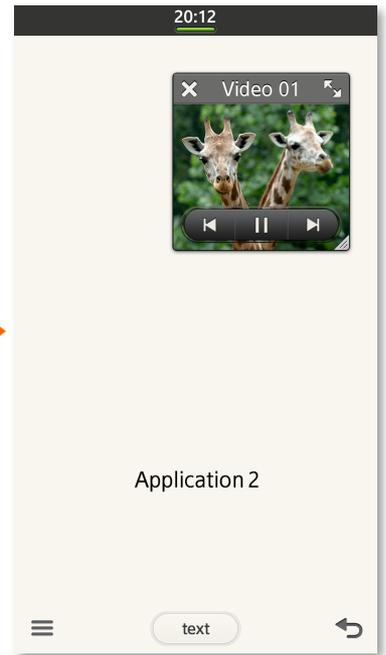
# Multi-window

- **Multi window**

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



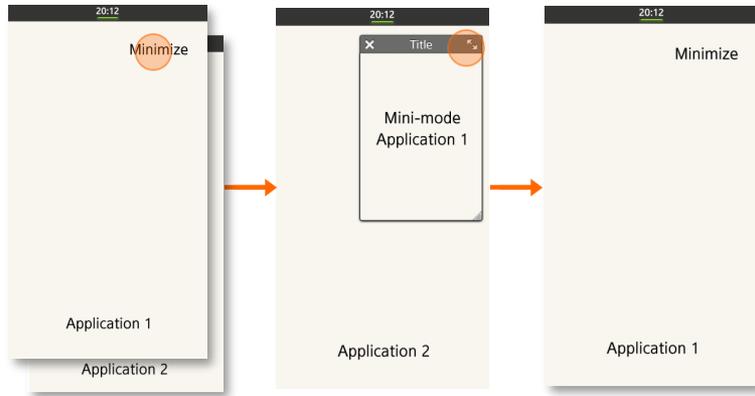
Full window



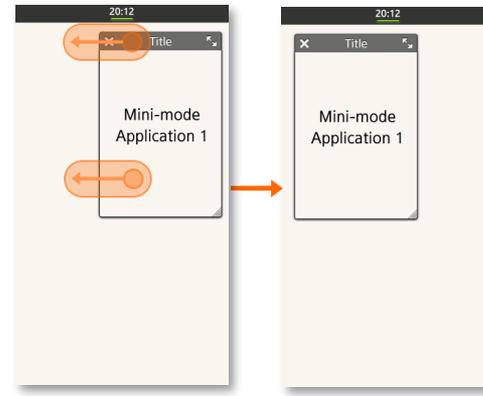
Mini window

# Multi-window

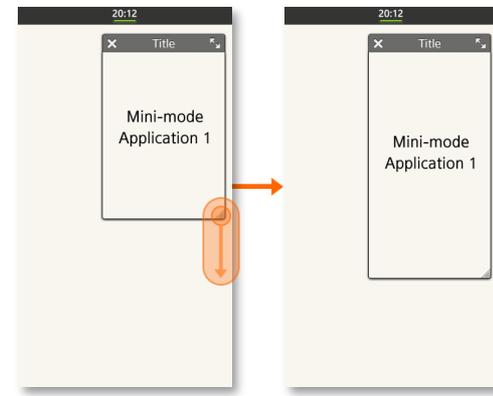
- **Switching**

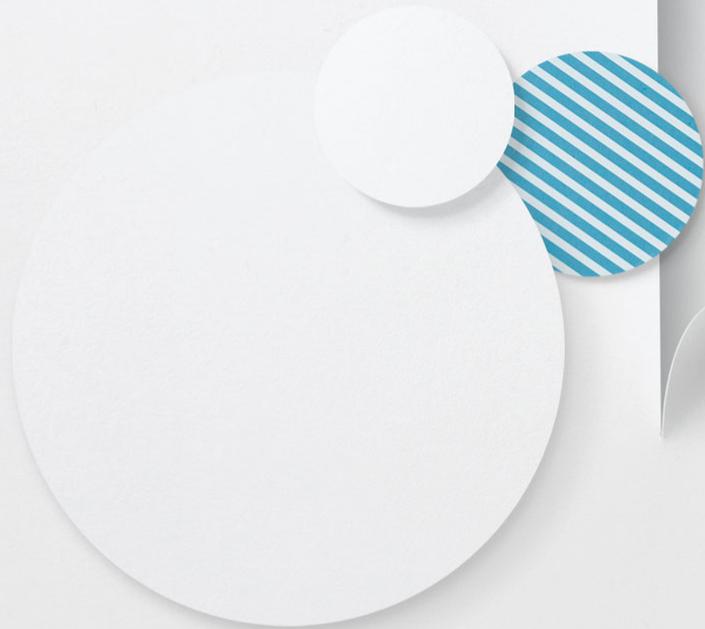


- **Moving**



- **Resizing**

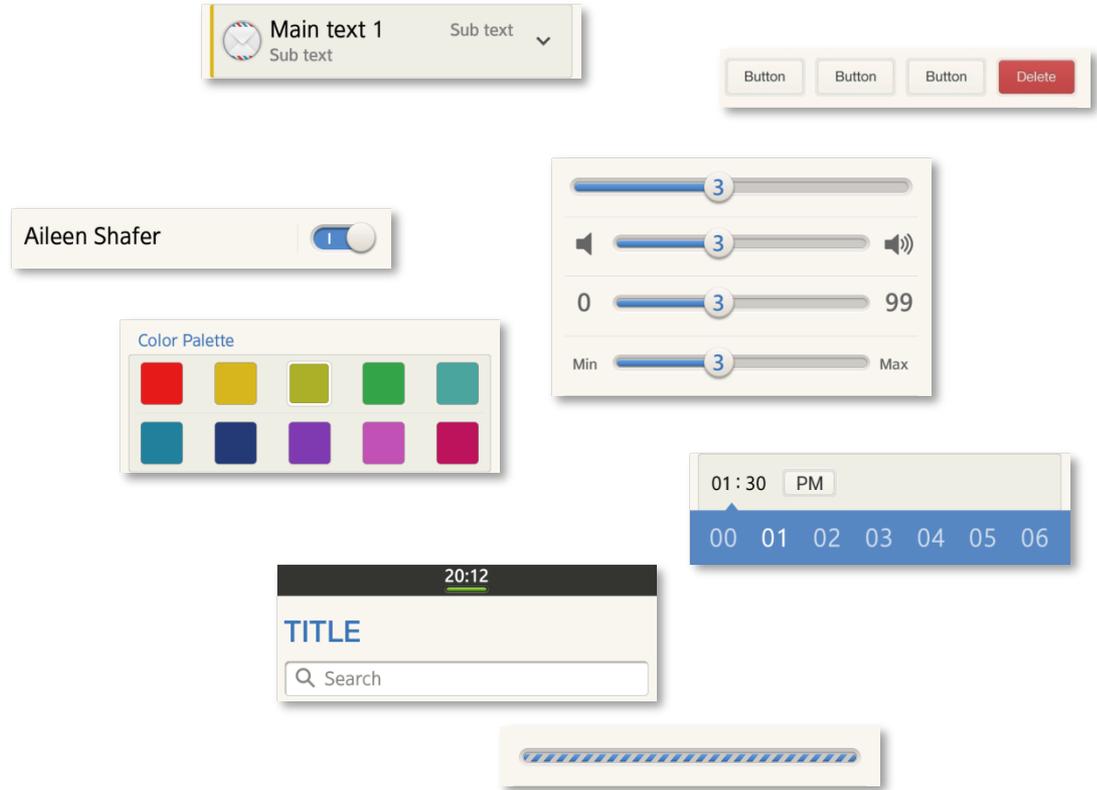




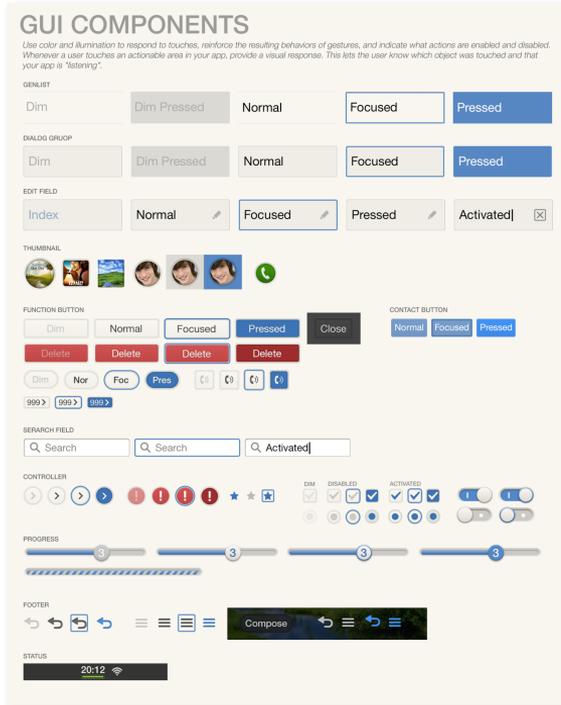
**Design Library / Assets Library**

# Design Library

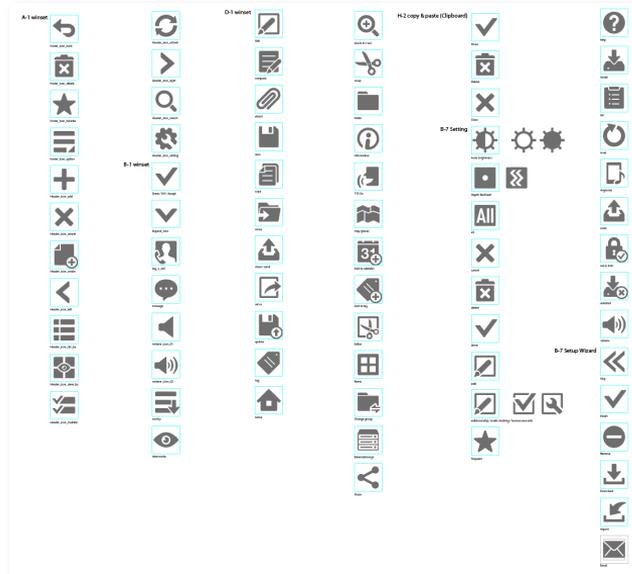
- **UI components**
  - Header
  - Footer
  - Body
  - Scroll
  - Controls
  - Text field
  - Slider
  - Picker
  - Progress and process
  - Pop-up
  - Search



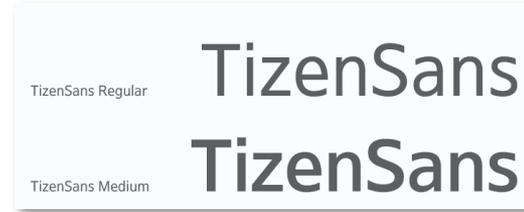
# Assets Library



## Stencils



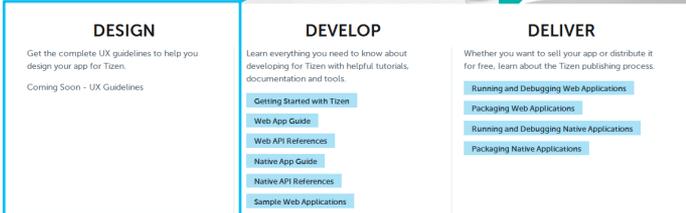
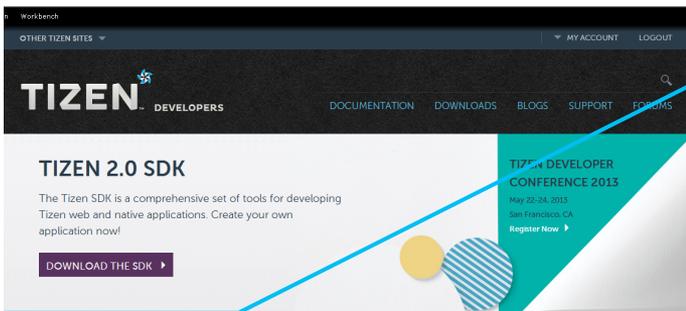
## Icons



# TizenSans TizenSans Fonts

You can download Design Assets in [tizen.org](http://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?



**TIZEN™**

**DEVELOPER  
CONFERENCE**

2013

**SAN FRANCISCO**