



# Windows Phone 7 Design

A different kind of phone

Story of Metro

Prepare, design, build

Key points to remember

Bryan Agnetta – UXPM

A different kind of phone

# A different kind of phone



# Integrated experiences



Focus on the individual and their content

Help organize information from multiple sources

12:38



→ People

Messaging + Calendar

Internet Explorer

Games

Music + Video + Photos

Marketplace

Office

# Integrated with you!

Consumers are looking for your application

Your brand, your story your product can co-exist, and even thrive, when you . . .

- first [design](#), then [build](#)

- apply our [UX](#) and [style](#) practices

- use the tools made available to you

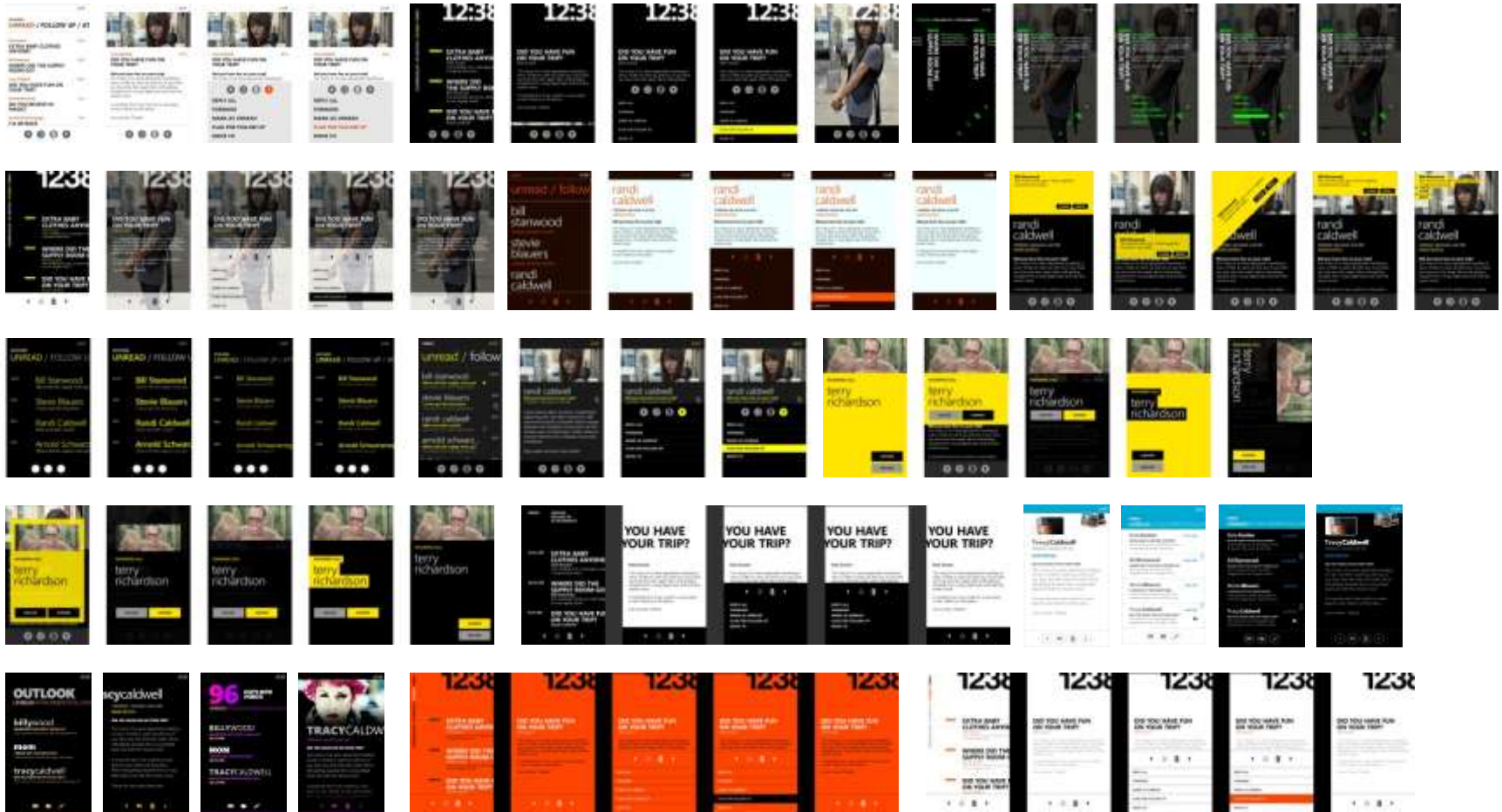
The UX team is available to collaborate with you, and we are now [blogging](#) and [tweeting](#) to help you do more with your applicaitons.

# Story of Metro

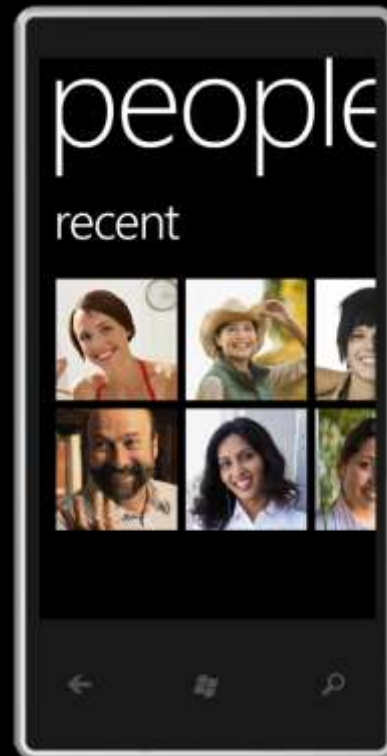
METRO IS OUR DESIGN LANGUAGE. WE CALL IT METRO BECAUSE IT'S MODERN AND CLEAN. IT'S FAST AND IN MOTION. IT'S ABOUT CONTENT AND TYPOGRAPHY. AND IT'S ENTIRELY AUTHENTIC.

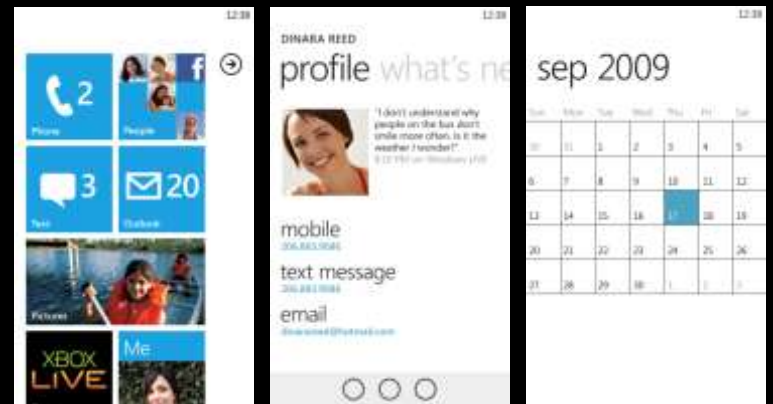
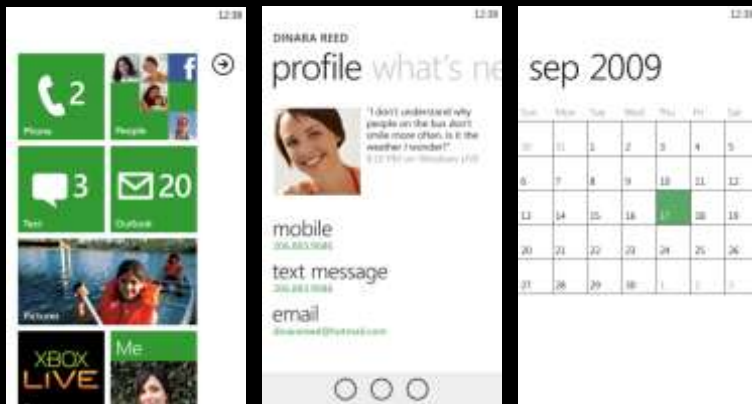
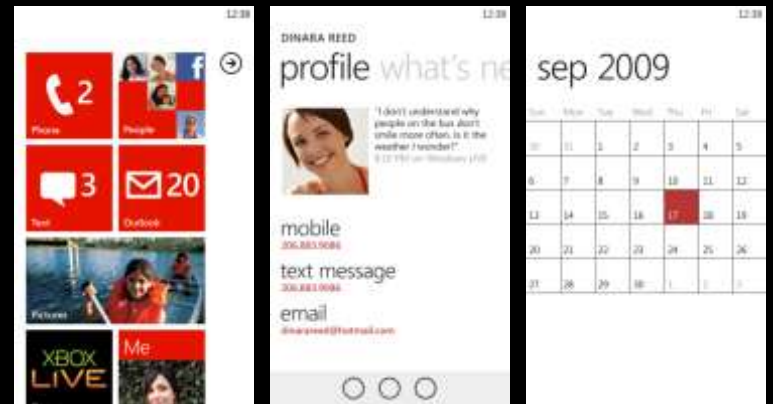
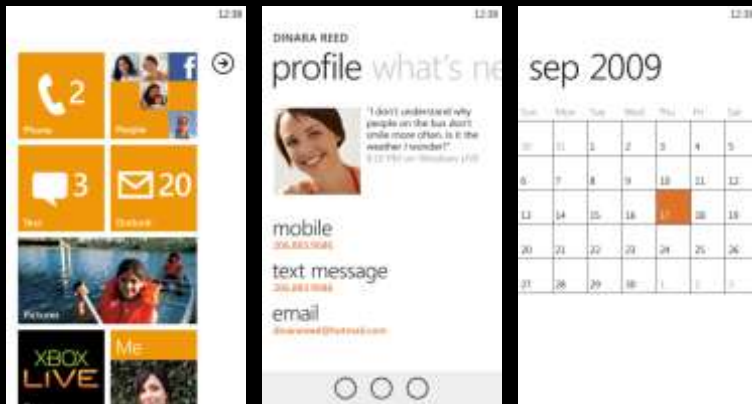


# Getting to Metro Principles



# Metro





# Principles

Clean, Light, Open, Fast

Celebrate Typography

Alive in Motion

Content, Not Chrome

Authentically Digital



# Windows Phone 7

prepare

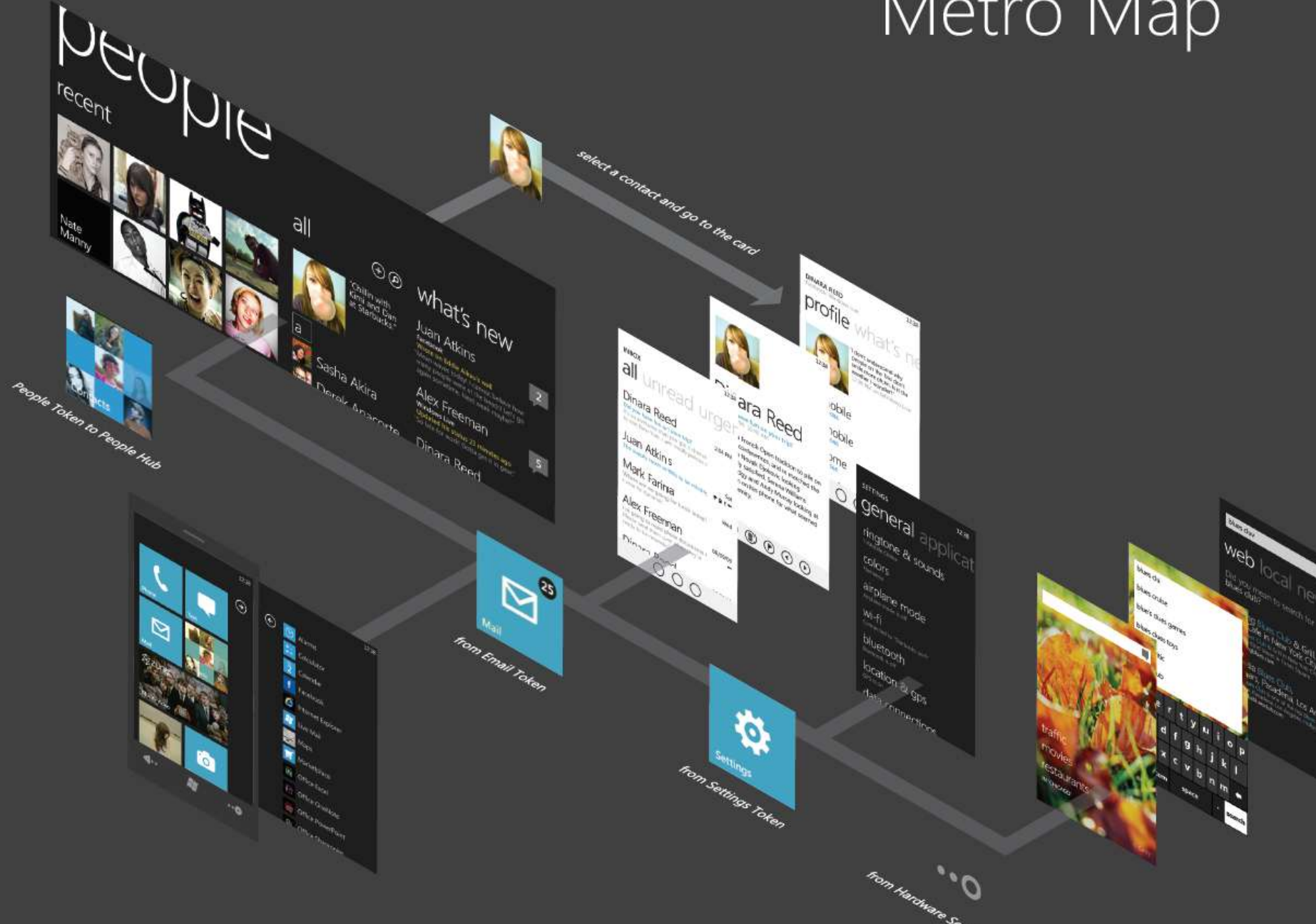
design

build



Prepare today for the demands  
of tomorrow. Plan your move.

# Metro Map



# Users and Goals



Anna

Part time PR professional and busy mom



Miles

Growing his own architectural biz

...and what do they want to do?

# design goals



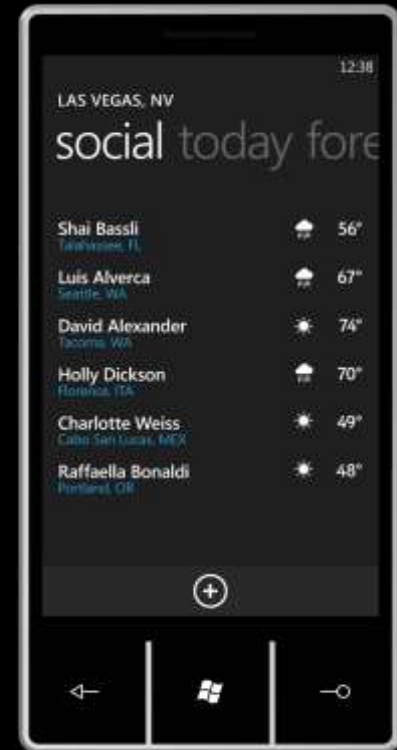
## Personal

Weather surfaced on the live tile in Start



## Relevant

Weather updated based on your location



## Connected

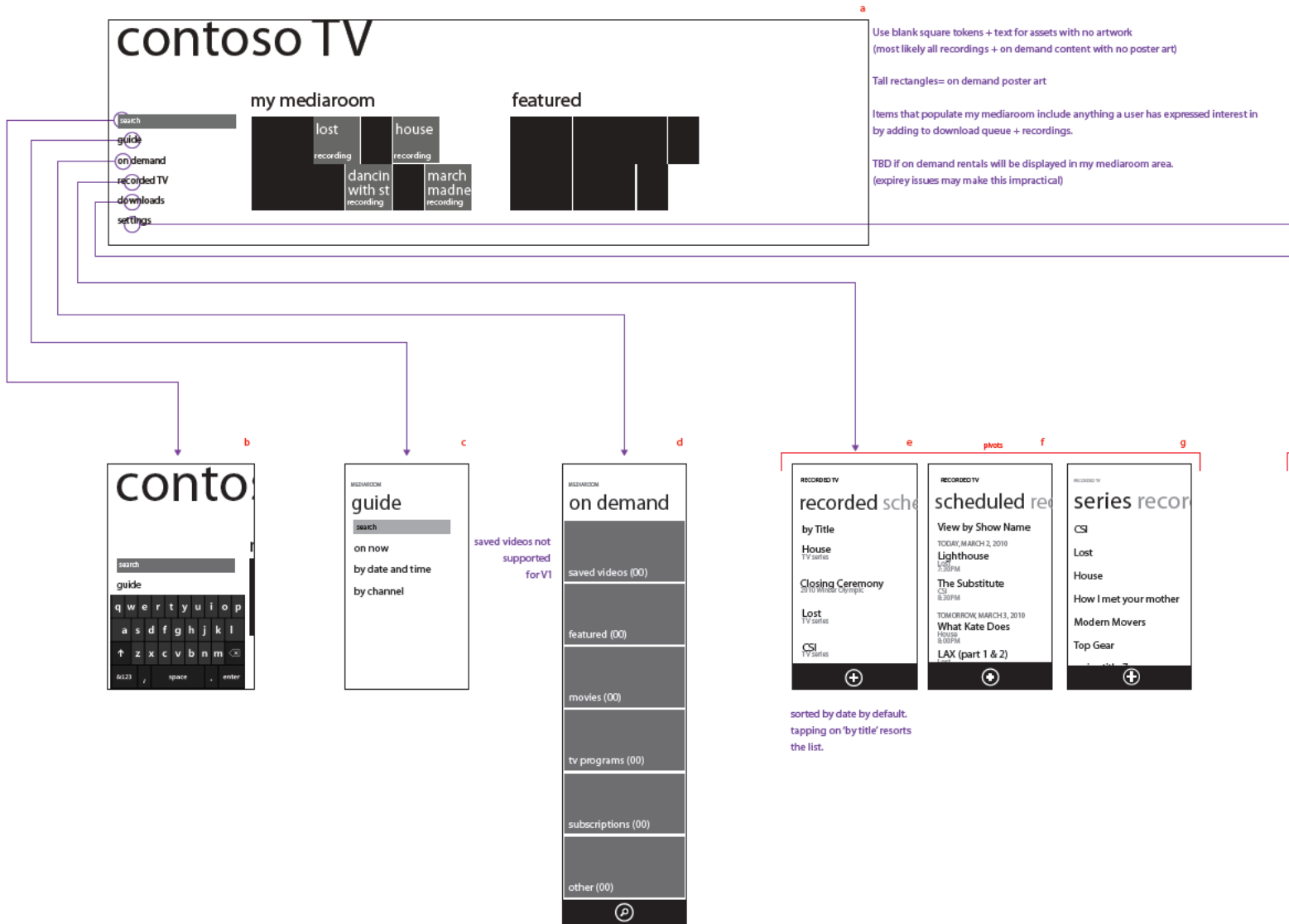
Weather for your contacts

# Windows Phone 7: design

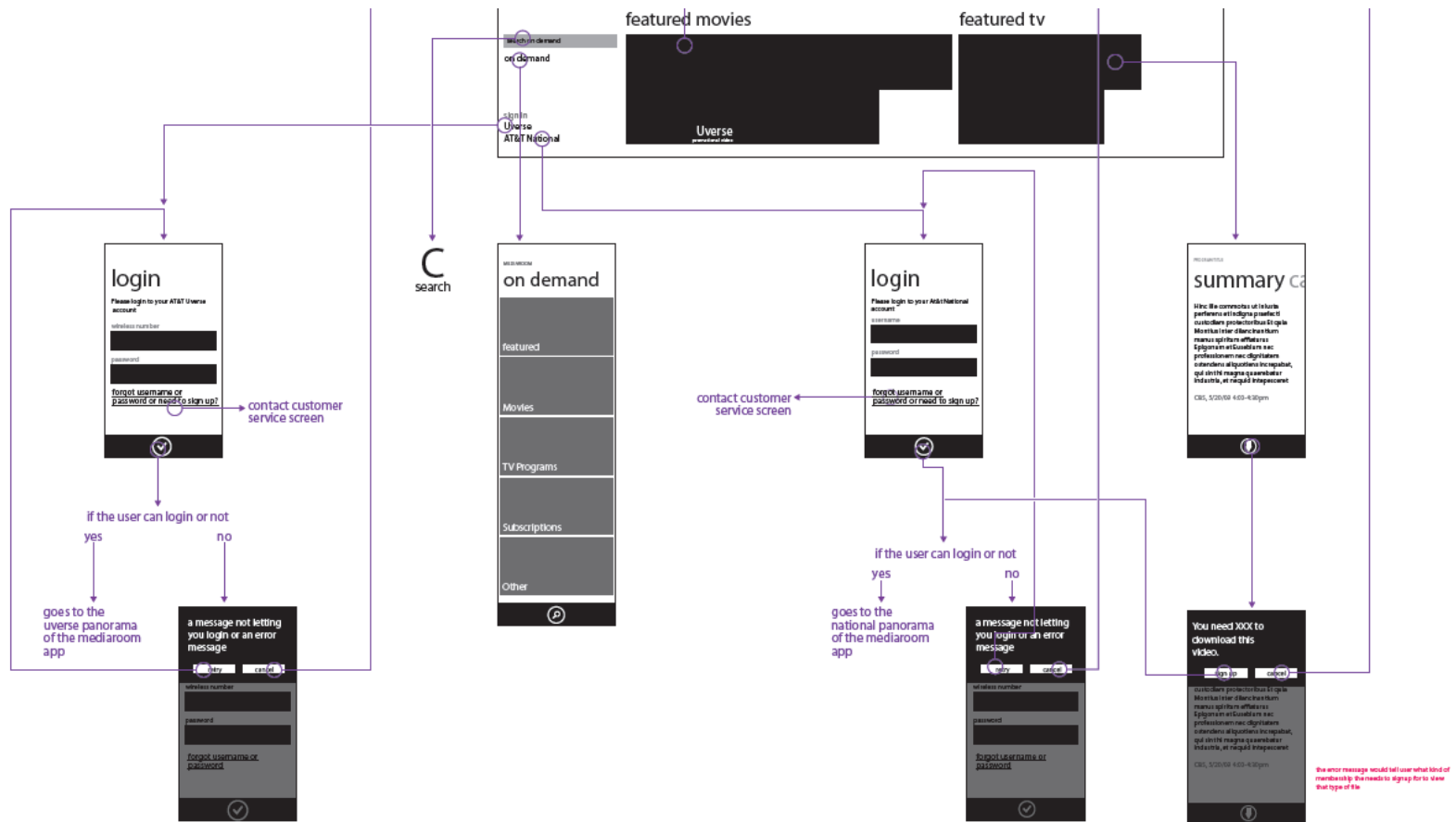


1

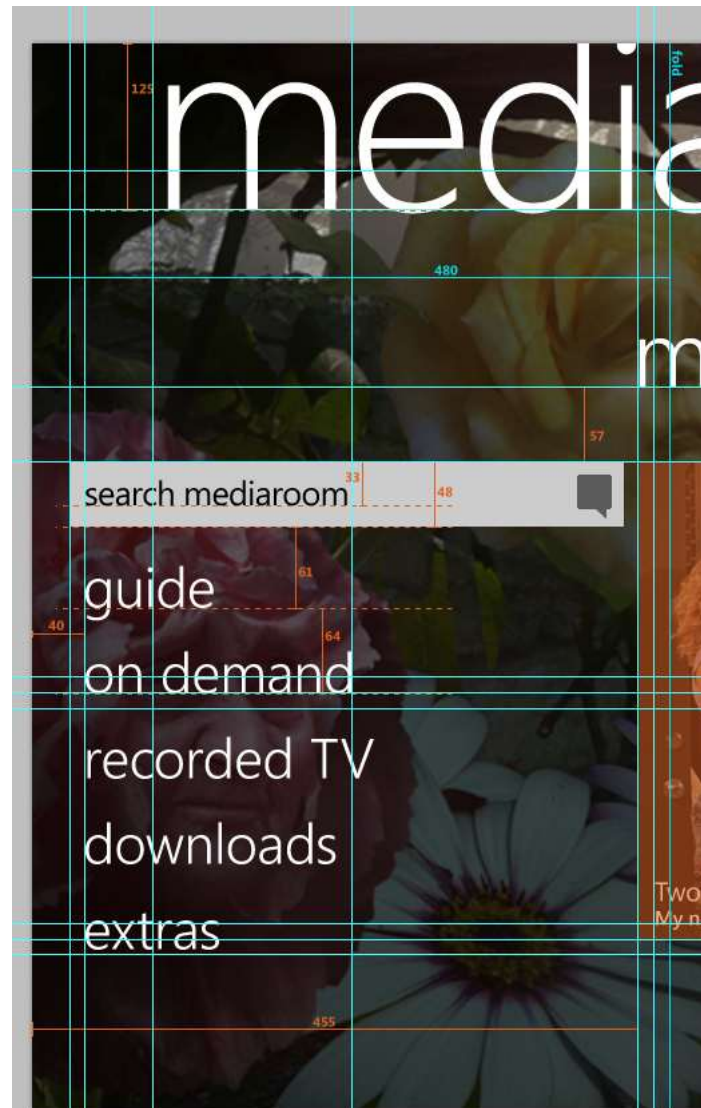
# information architecture: should align to user goals



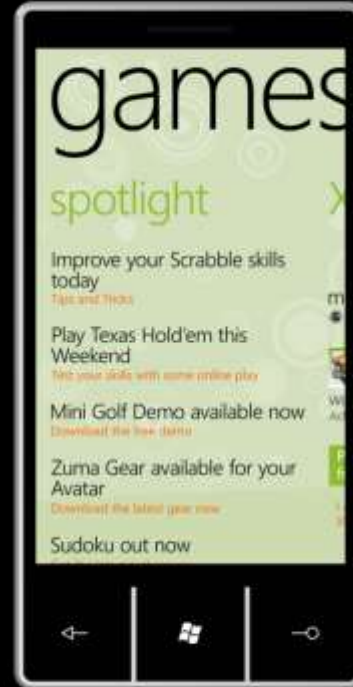
# 2 Interaction model



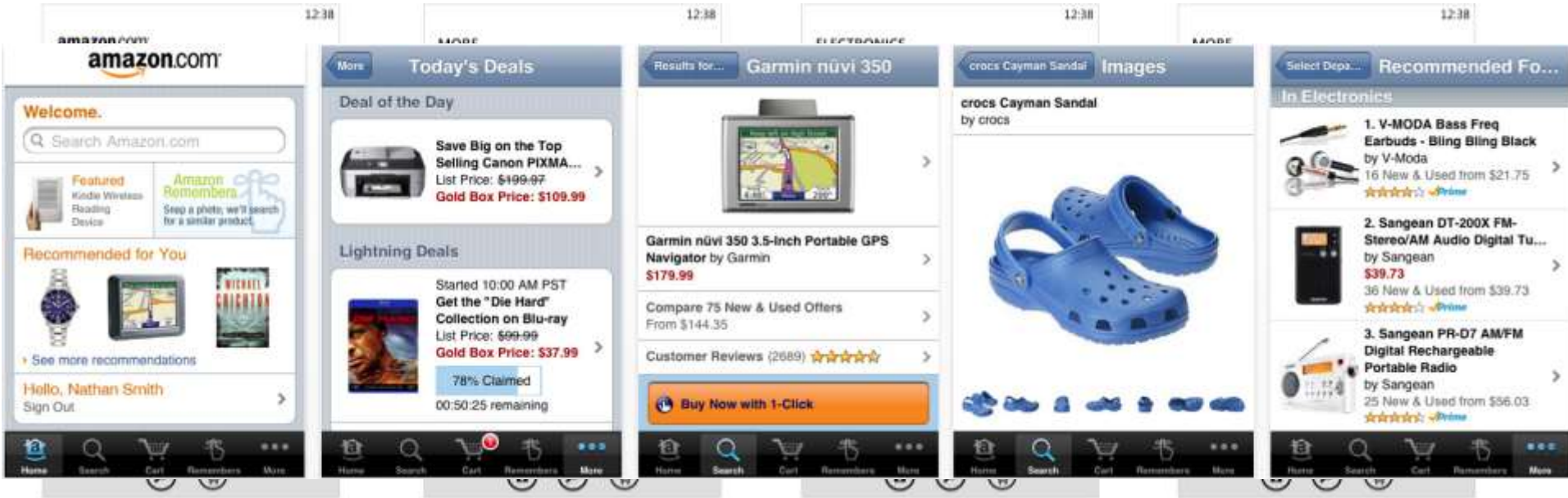
### 3 Final visual design & measured UI



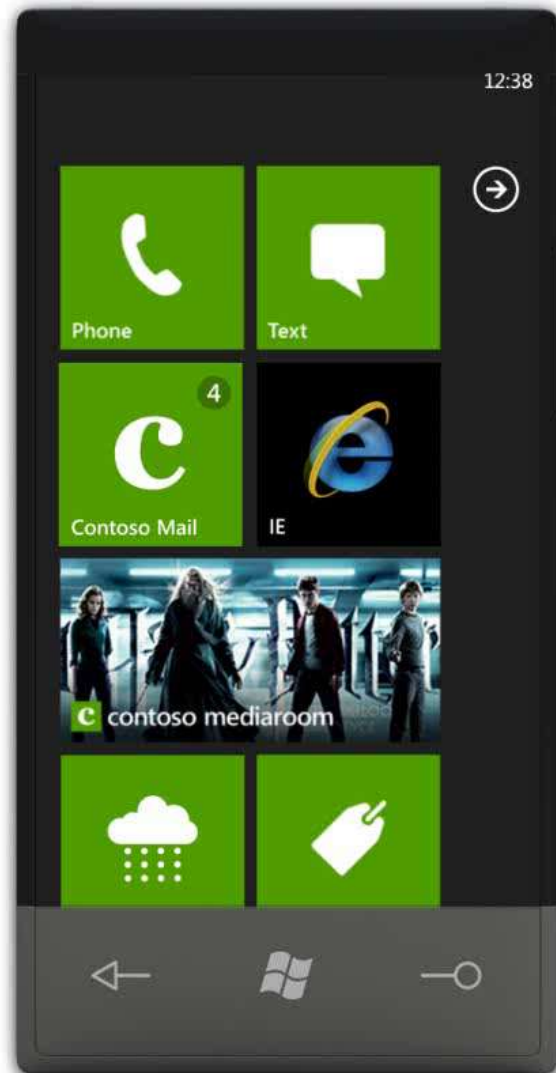
# Make metro work for you...



...and it will

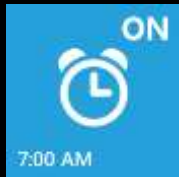
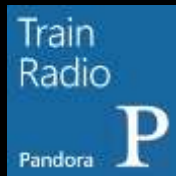


# Motion

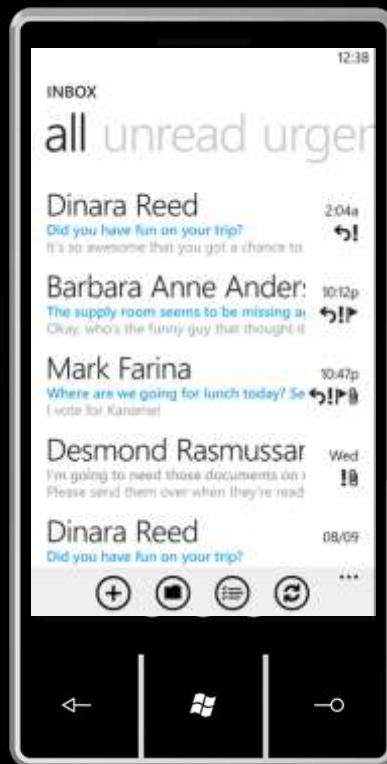


Windows Phone 7: build

# Live tiles on Start



# Pivots



# Hubs



dynamic – aggregating – promotional  
organize information from multiple sources

# Sailing hub

**sailing**

**conditions**      **route**      **destination**      **alerts**

Puget Sound  
SE Wind  
**15 kt.**

Latitude 37°, 48 M north

points of interest

puget sound advisories

open sea buoys

tides

Grays Harbor Bar  
Waters of Strait of Juan de Fuca  
Central U.S. waters of Strait of Juan de Fuca  
East Entrance of Strait of Juan de Fuca  
Northern inland waters San Juan Islands  
Admiralty Inlet  
Puget Sound and Hood Canal  
Cape Flattery to James Island, out 20 nm  
James Island to Point Grenville, out 20 nm  
Point Grenville to Cape Shoalwater, out 20 nm  
Cape Flattery to James Island 20 to 60 nm  
James Island to Point Grenville 20 to 60 nm  
Point Grenville to Cape Shoalwater 20 to 60 nm

Cape Elizabeth #46041 ENE  
Halibut Bank #46042 N  
West Point #46043 NE  
Smith Island #46044 ENE

Port Townsend 44.1° F  
Barkley Sound 44.3° F

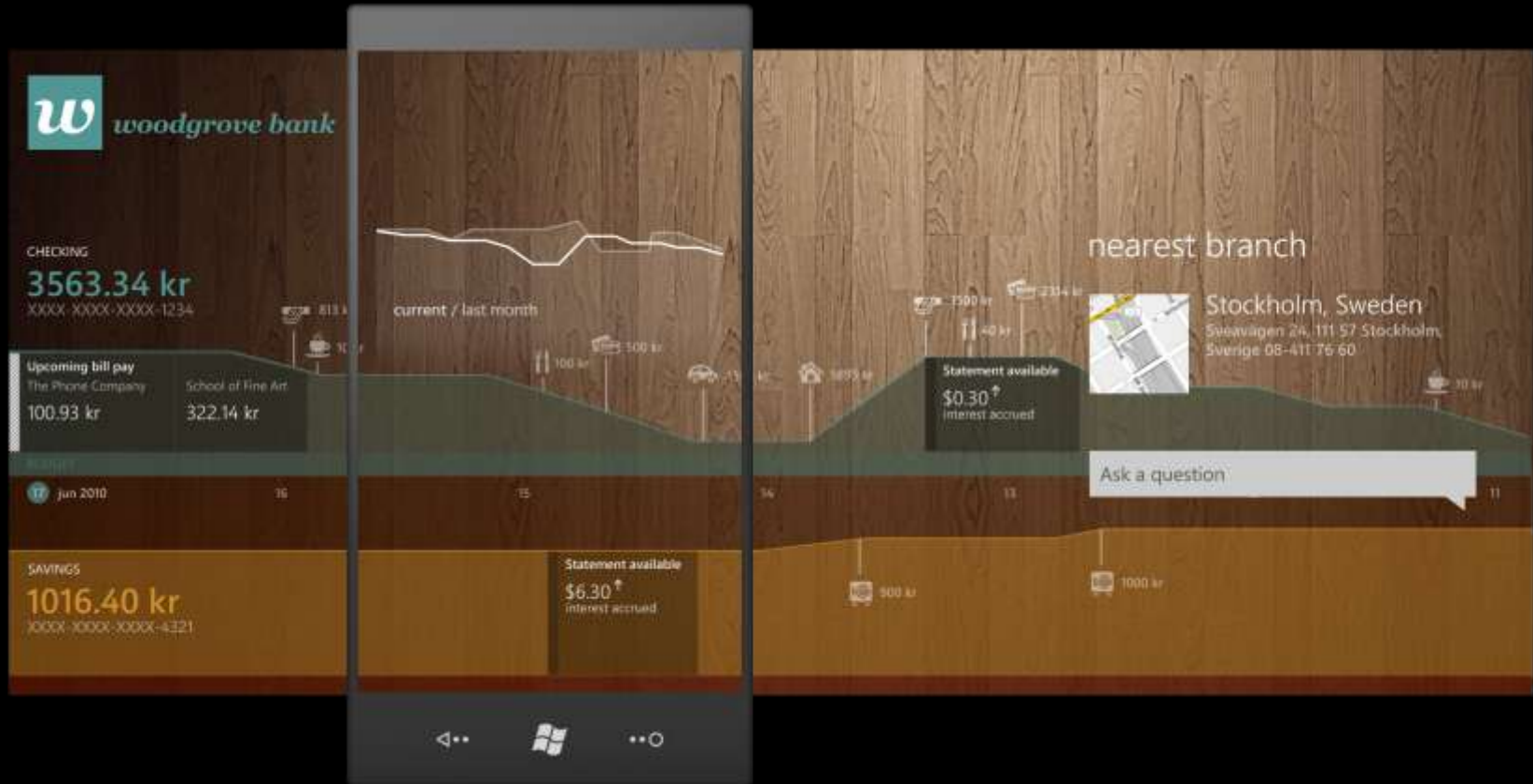
1 Point Defiance  
1300 1st Ave. Tacoma, WA  
0.1 mile ★★★★★

2 West Marine  
1400 E Prospect St. Tacoma, WA  
0.1 mile ★★★★★ ⓘ

3 Port Ludlow Resort  
2218 3rd Ave. Port Ludlow, WA  
0.2 miles ★★★★★

4 Bangor Naval Base  
1300 1st Ave. Bremerton, WA  
0.3 miles ★★★★★

# Personal Finances hub



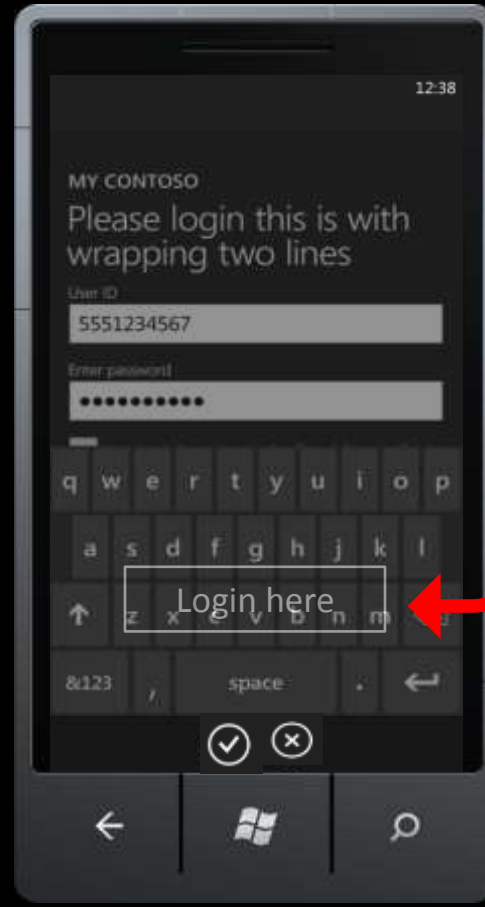
Windows Phone 7: remember!

# Buttons hidden under keyboard

correct



incorrect



AVOID

Putting buttons anywhere that when the SIP is activated will hide the button to complete the task.

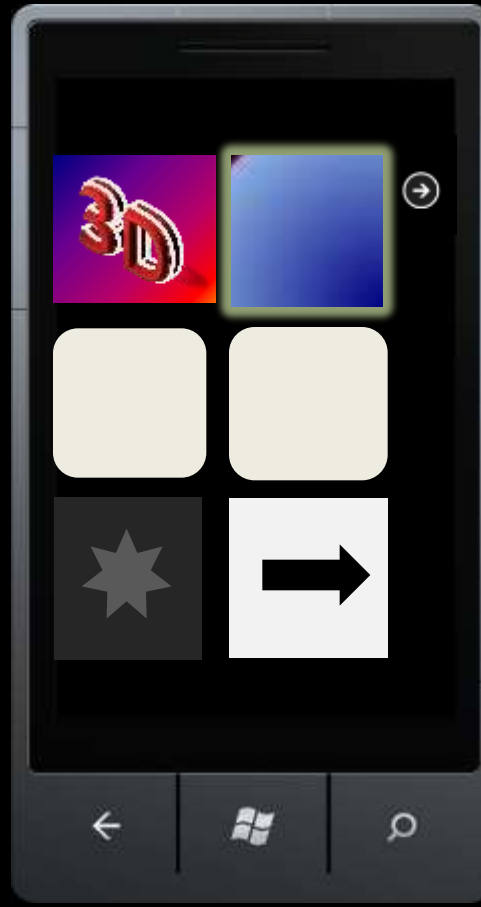
# Start Tile Design

correct



Fits within Metro design principles with branding.

incorrect



AVOID

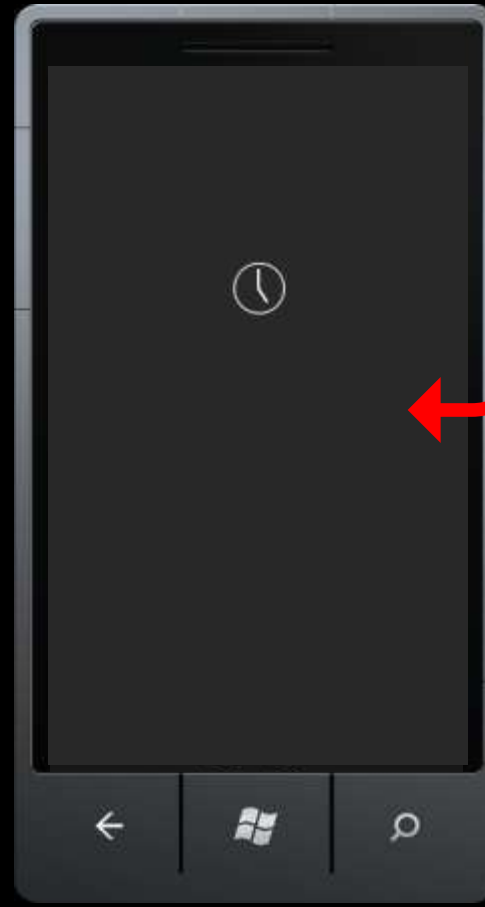
- 3D type
- Gradients
- Rounded corners
- Black on white color ways
- Using non-descript icons
- Make sure logo is readable on light and dark themes

# Create a splash screen

correct



incorrect



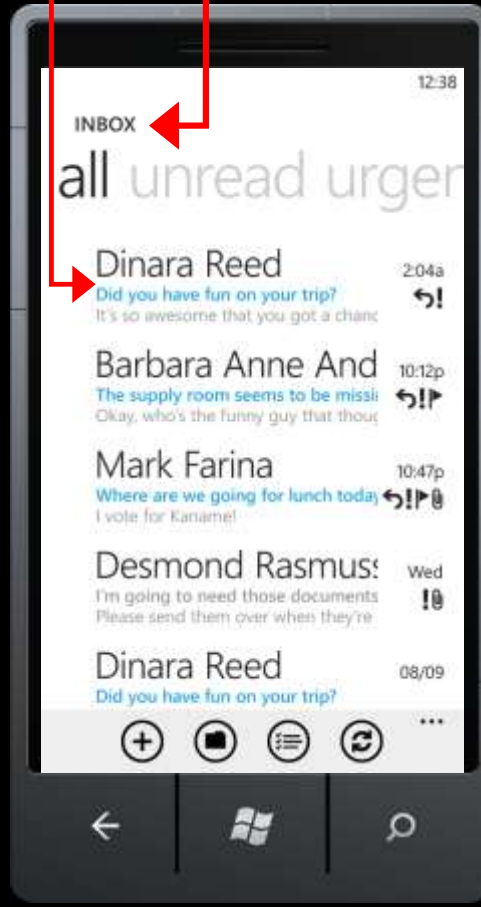
No indication to user what is happening.

# Layout misalignment

correct



incorrect



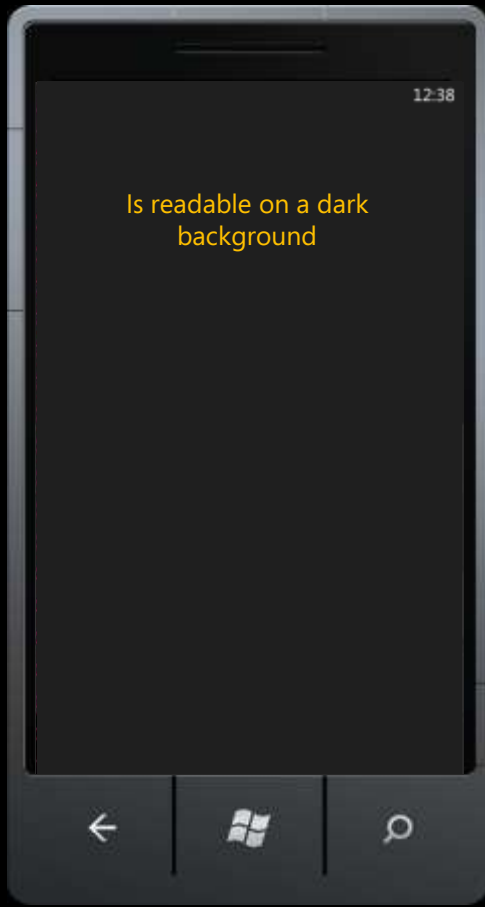
Metro is a grid system - all onscreen font has to adhere to a 24 pixel left screen margin that is left justified. This is for pivots and panoramas

Templates are provided to illustrate various examples of list items that can be used.

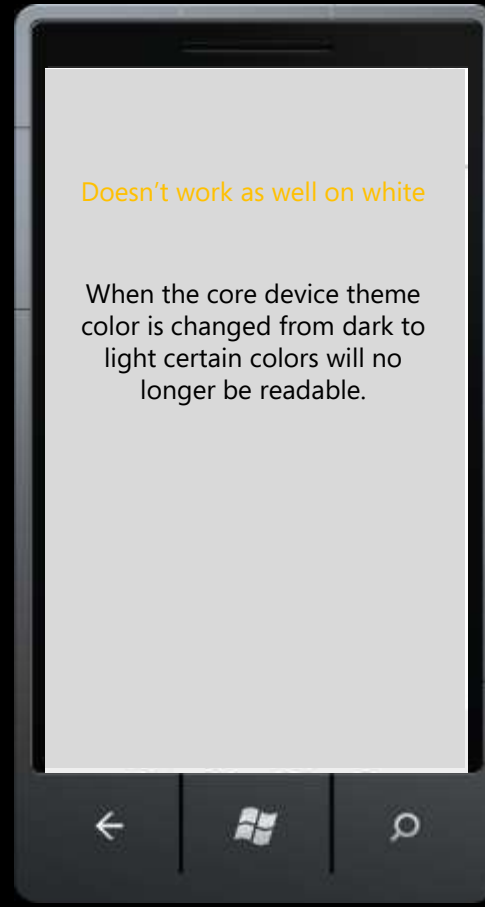
Pivots content is optimized to screen size and should be vertically aligned.

# Design for theme color changes

correct



incorrect



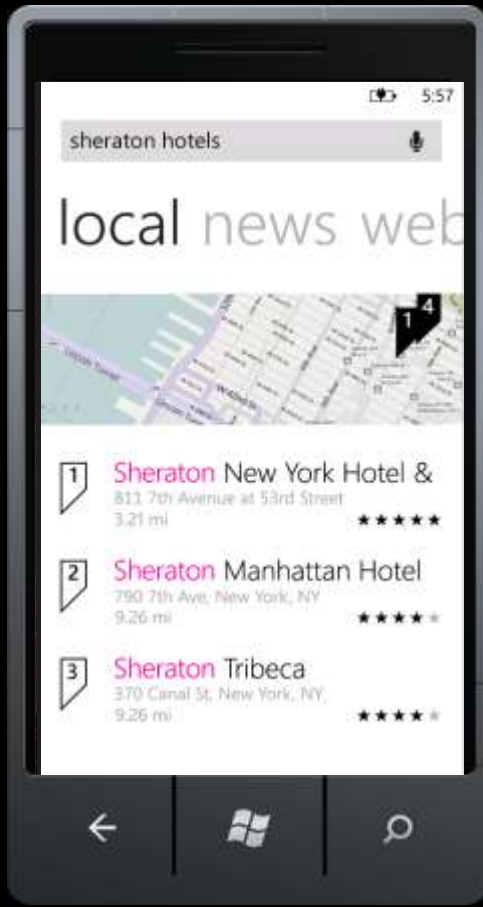
Be sure to test that your design and color used will work both in the core device theme colors of light and dark.

Make sure your controls and content are respecting the core theme color.

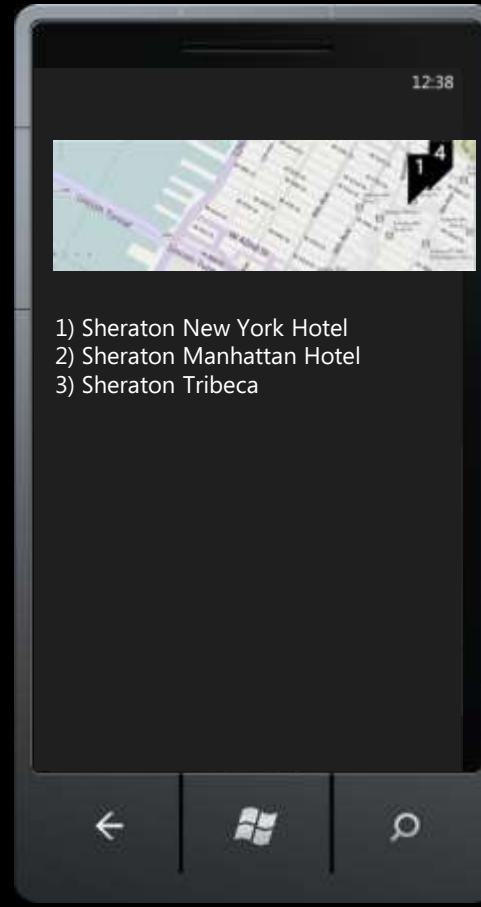
If your app has a strong dependency on a color palette, lock it to a specific color.

# Design for touch

correct



incorrect



Minimum font size is 15 pt.

Recommended touch target size is 9mm

Minimum touch target size is 7mm

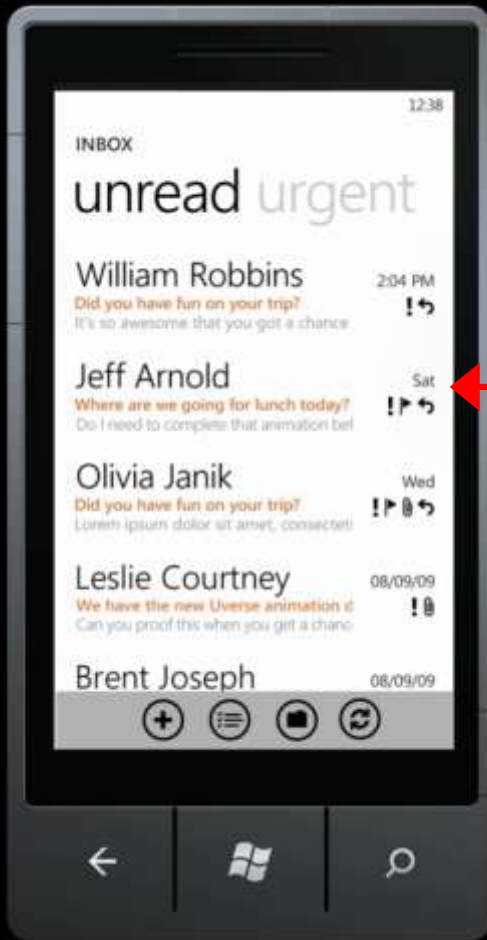
Minimum spacing between elements is 2mm

Visual size is 60-100% of the touch target size

Provide feedback when an item is touched.

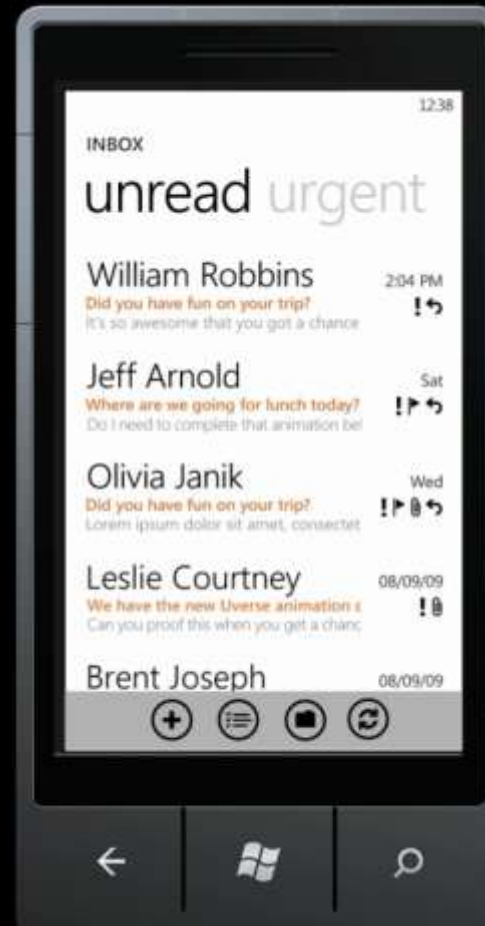
# Include a feedback state

correct



The selected list text item scales and moves to indicate which items was selected.

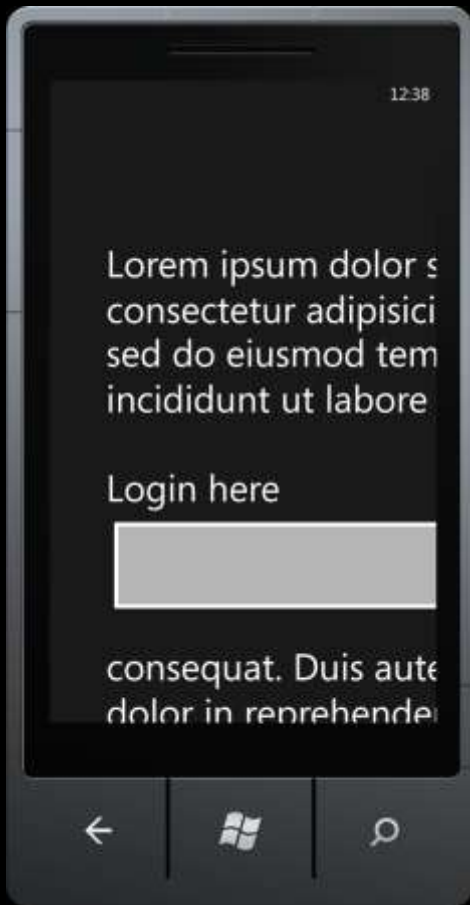
incorrect



The tilt effect on the **selected text** provides additional visual feedback to the user confirming that the interaction was understood and in progress. Without this the User is not sure until the check mark is revealed if their action was initiated.

# Embedded web content behaving as web browser content

incorrect



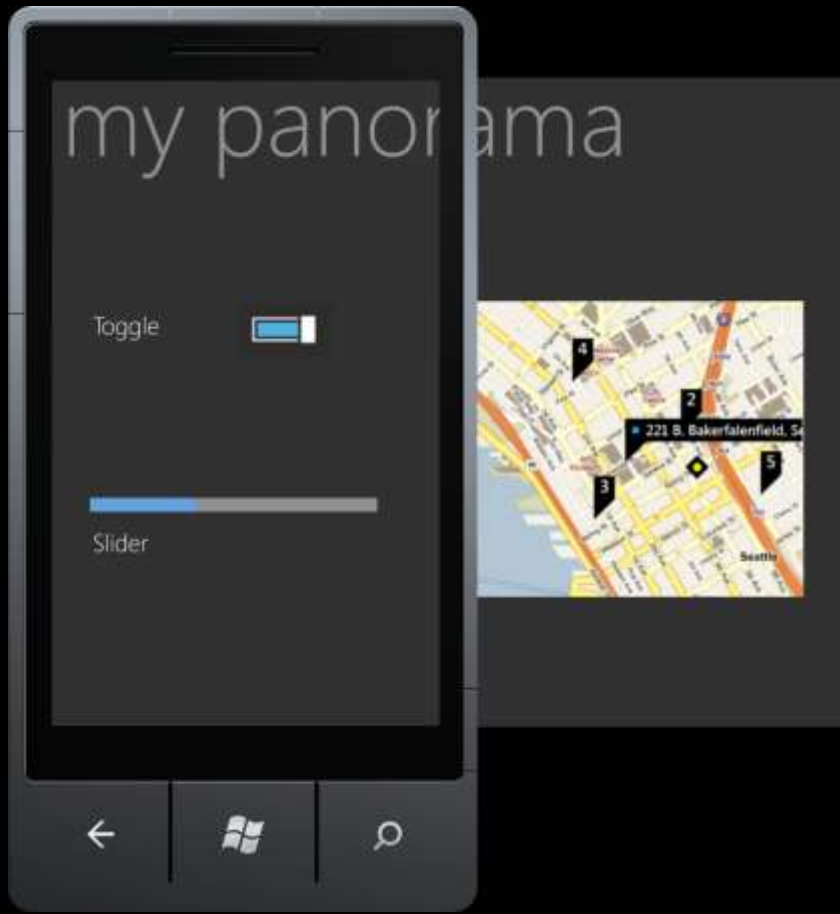
Use our Silverlight controls and refrain from using embedded web content.

If you must embed web content in your application:

- 1) Do not** enable pinching, zooming, or panning.
- 2) Ensure** that it is completely readable.

# Misuse of common controls

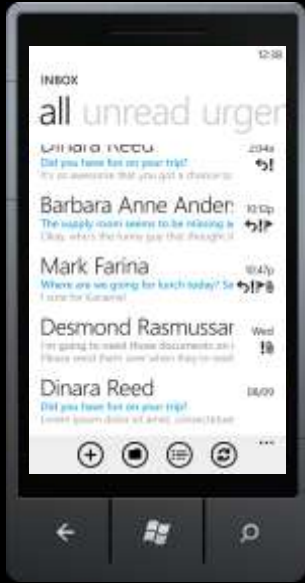
incorrect



Use the WP7 **common controls** appropriately.

**Don't use** sliders, toggles or map controls under panoramas or pivots – as they both need the same gestures to work.

# Pivots and panoramas



Pivots are:

Efficient

Focused

Habitual

Examples: email, calendar

Panoramas are:

Expansive

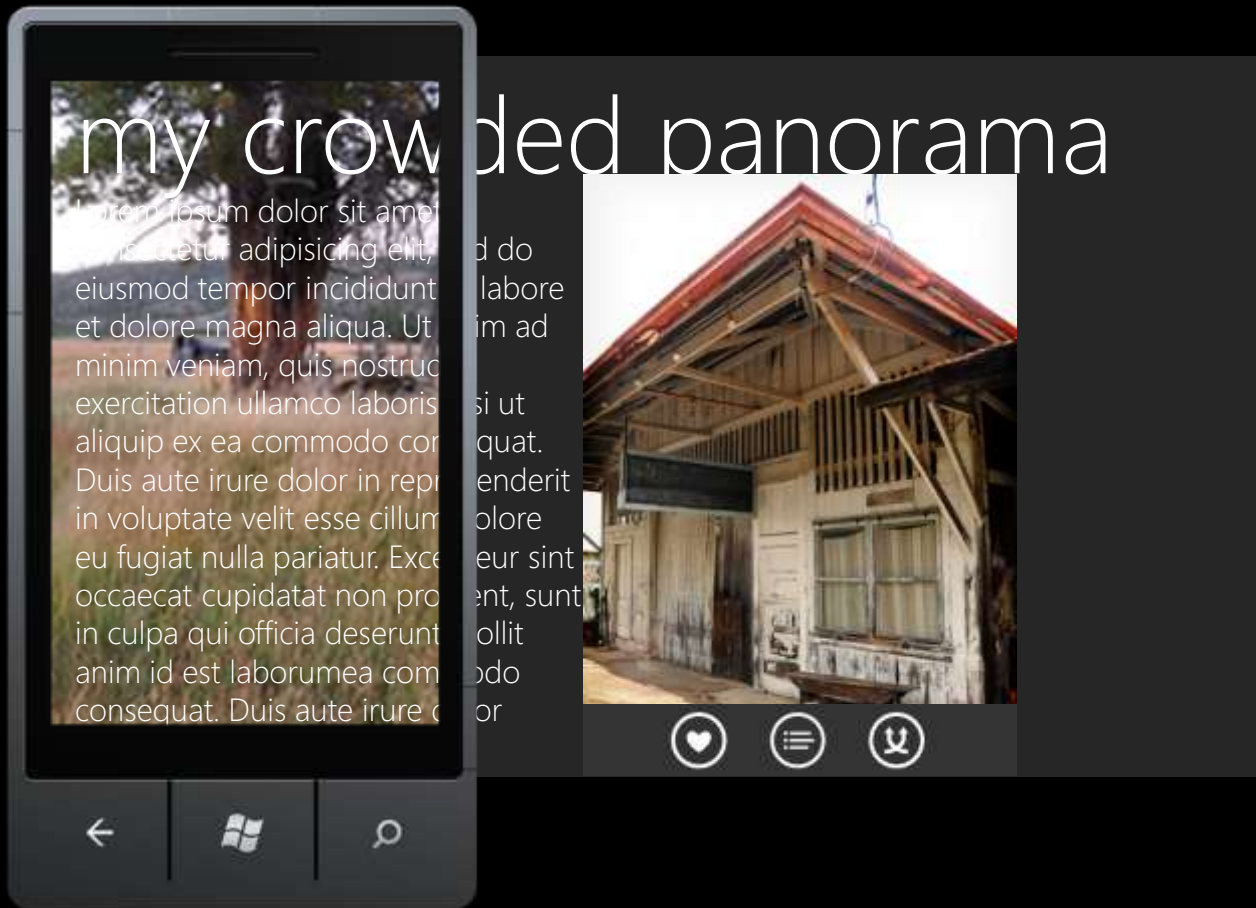
Explorative

Dynamic

Examples: games, photos

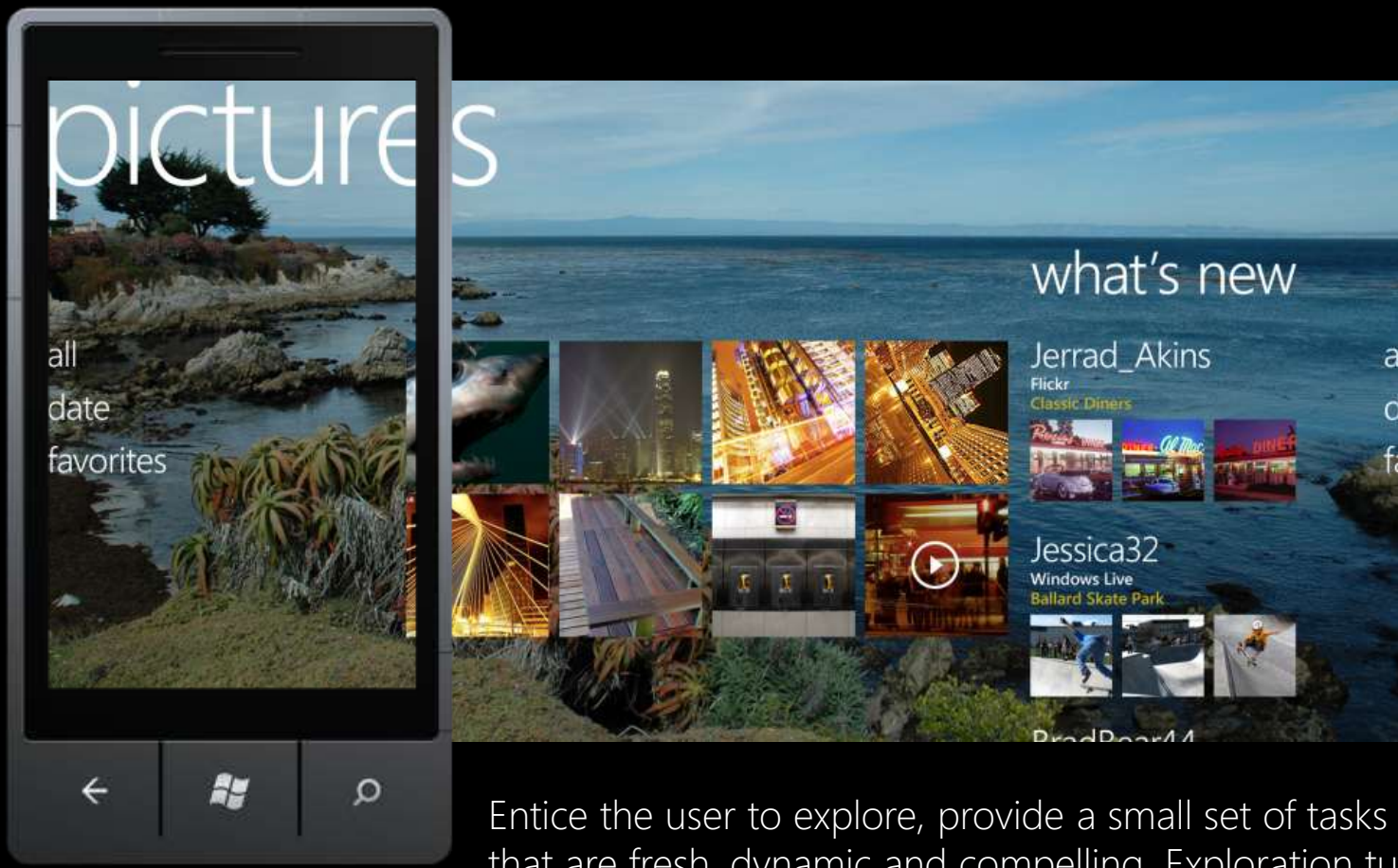
# Avoid common panorama mistakes

incorrect



- Content overflow
- Using app bars
- Background too noisy
- Multiple scrolling

# Correct panorama usage



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.

# home buttons

Be careful



Creating new mechanisms for moving through the UI will interfere with the back stack.

# Thank you!

Bryan T. Agnetta – that guy from the design studio

Michael Smuga – Studio Manager

Check us out:

**Twitter:** @WPdesignteam

**Blog:** [http://windowsteamblog.com/windows\\_phone/b/wpdev/archive/tags/design+team](http://windowsteamblog.com/windows_phone/b/wpdev/archive/tags/design+team)

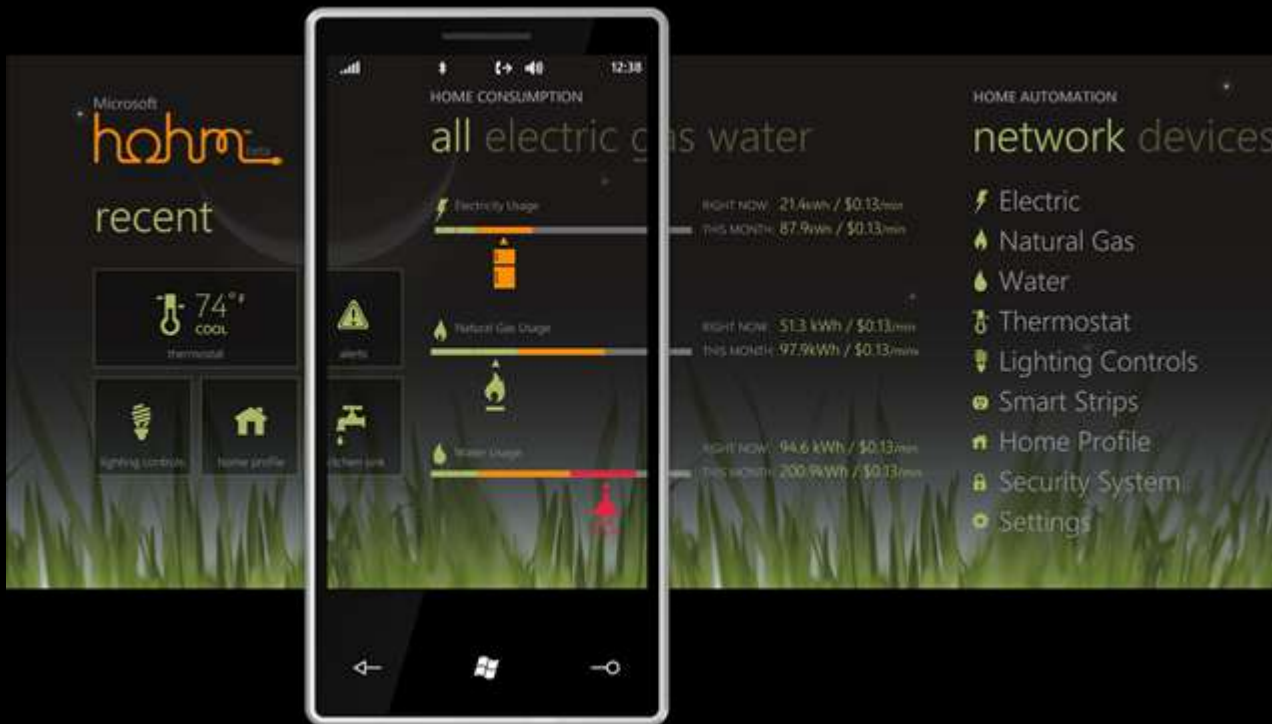


appendix

# Clarity Consulting



# Clarity Consulting



# Clarity Consulting



# Metro Map

