

UI Library: Foundations

Colour

UI Colour Palettes

Typography

Icons & Navigation

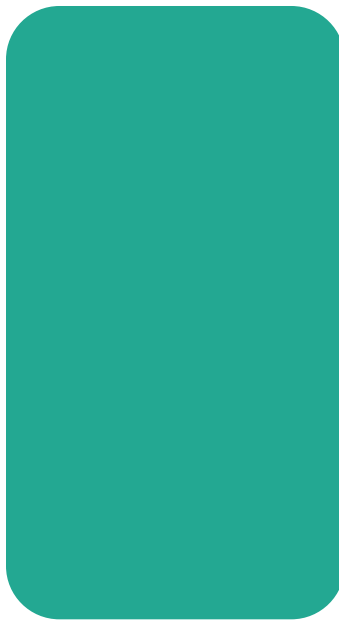
Grids & Spacing

Colour

Colour is the foundation of the User Experience with the Wavelength mobile app. It communicates the mood and vibe of the product to the user through a cohesive colour palette.

Here, you can see the Brand Colours expand into primary, accent, neutral, and semantic colours that appear at specific instances throughout the Wavelength app.

Brand Colours



#241B47

#016476

#23A892

#FDFCFF

#EF4795

Primary Colour



#241B47

#66607E

#928DA3

#CBC6D1

Accent Colour



23A892

#65C2B3

#91D3C8

#C8E9E4

Neutrals



#9894A8

#FDFCFF

#FFFFFF

Semantic Colours



#23A892 to
#EF4795

#EF4795

UI Colour Palettes

Wavelength’s mobile User Interface has two different colour states: a Light UI (used for Exploratory and Functional screens), and a Dark UI (used for search function takeovers and loading screens).

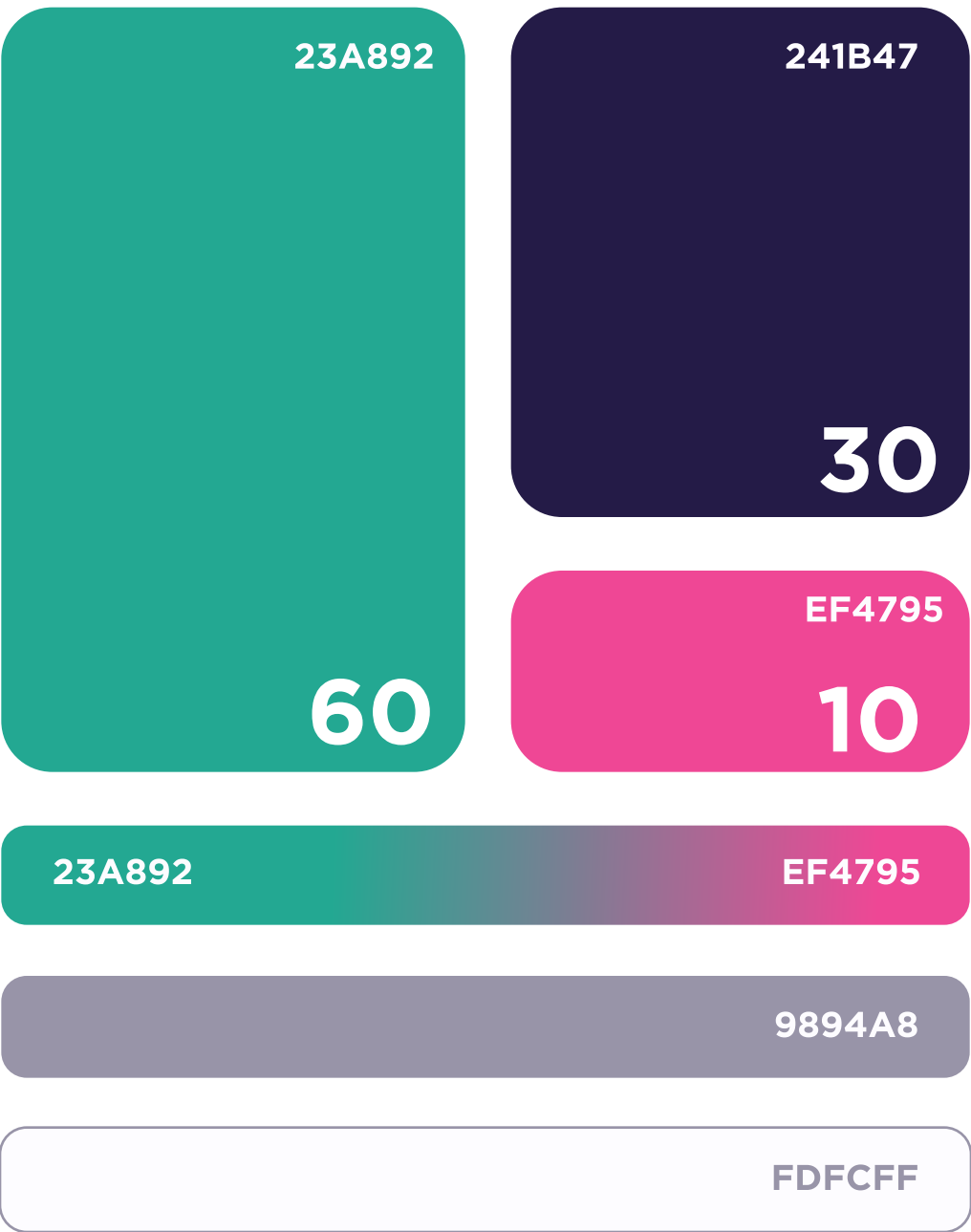
Using the traditional 60-30-10 colour palette guide, the two colour states are inversely related, and complement each other well. The changing UI colour states visually communicate which portion of the app is displayed on screen to the user.

Light UI

Background Colour



UI Colour Palette

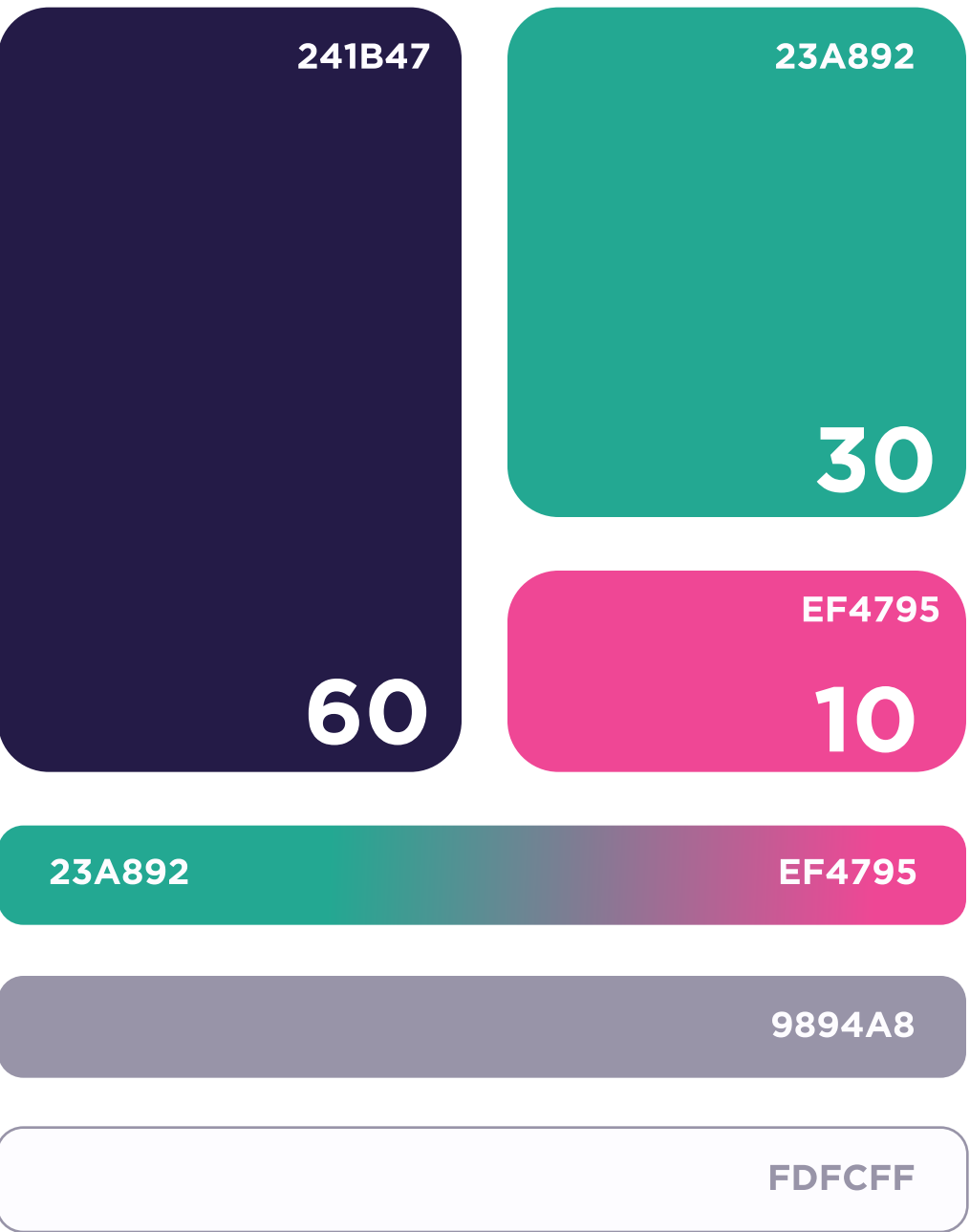


Dark UI

Background Colour



UI Colour Palette



Typography

Gotham is a sans-serif typeface with a large family of fonts that was created in the year 2000 by the type foundry Hoefler & Co. commissioned by GQ Magazine.

I selected Gotham for multiple reasons: it has extremely versatile and varied fonts, as well as being very legible for both print and screen use. Gotham is also an extremely familiar and recognizable font for our persona Harry and his millennial age group: Gotham is the face of GQ Magazine, the 2008 Presidential Campaign of Barak Obama, the official font of New York University, and the official font of Taco Bell. While all of these instances are indeed very American in nature, they are universally recognized and appeal to a wide swath of our target audience of Millennial users.

Aa
GOTHAM
©Hoefler&Co., 2000

Light
Medium
Bold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

3 Categories of Type were used in the Wavelength mobile app. All type in the UI Library has specified Weight, Size, Line Height, Letter Spacing, and Tracking.

While there is a large variety of Bold and Paragraph fonts used in the Wavelength app, they feel cohesive and appropriate for their given function due to the consistency of using the single Gotham typeface.

Headings

Section | Weight | Size | Line Height | Letter Spacing | Tracking

H1

GOTHAM BLACK 30
Woven silk pyjamas exchanged for blue quartz.

Gotham | Black | 30 | Line Height 50 | 0 | 0

H2

GOTHAM BLACK 24
Woven silk pyjamas exchanged for blue quartz.

Gotham | Black | 24 | Line Height 24 | 0 | 0

H3

GOTHAM BLACK 18
Woven silk pyjamas exchanged for blue quartz.

Gotham | Black | 18 | Line Height 18 | 0 | 0

Typography

Bold

Section | Weight | Size | Line Height | Letter Spacing | Tracking

B1

GOTHAM BOLD 24
Woven silk pyjamas exchanged for blue quartz.

Section | Weight | Size | Line Height | Letter Spacing | Tracking

B2

GOTHAM BOLD 18
Woven silk pyjamas exchanged for blue quartz.

Section | Weight | Size | Line Height | Letter Spacing | Tracking

B3

GOTHAM BOLD 14
Woven silk pyjamas exchanged for blue quartz.

Section | Weight | Size | Line Height | Letter Spacing | Tracking

Zz

Paragraph

Section | Weight | Size | Line Height | Letter Spacing | Tracking

P1

GOTHAM MEDIUM 18
Woven silk pyjamas exchanged for blue quartz.
Gotham | Medium | 18 | Line Height 18 | 0 | 0

P2

GOTHAM MEDIUM 14
Woven silk pyjamas exchanged for blue quartz.
Gotham | Medium | 14 | Line Height 18 | 0 | 0

P3

GOTHAM MEDIUM 12
Woven silk pyjamas exchanged for blue quartz.
Gotham | Medium | 14 | Line Height 18 | 0 | 0

P4

GOTHAM LIGHT 14
Woven silk pyjamas exchanged for blue quartz.
Gotham | Light | 14 | Line Height 30 | 0 | 0

P5

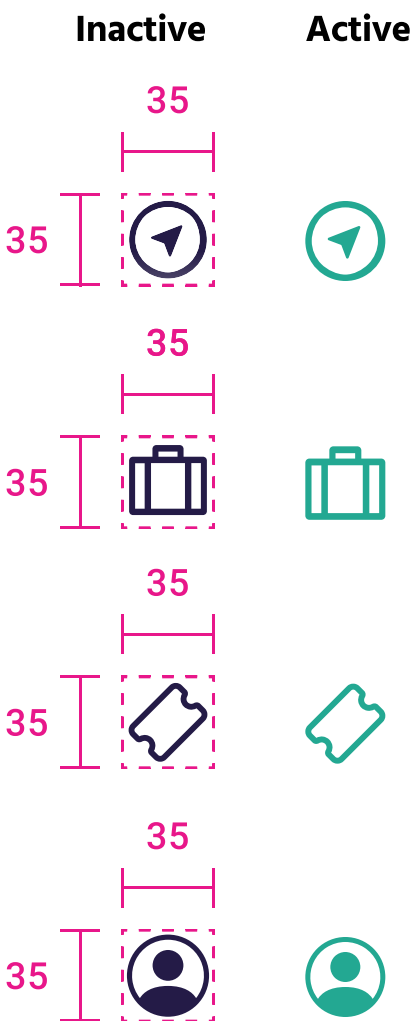
GOTHAM LIGHT 12
Woven silk pyjamas exchanged for blue quartz.
Gotham | Light | 12 | Line Height 20 | 0 | 0

Icons & Navigation

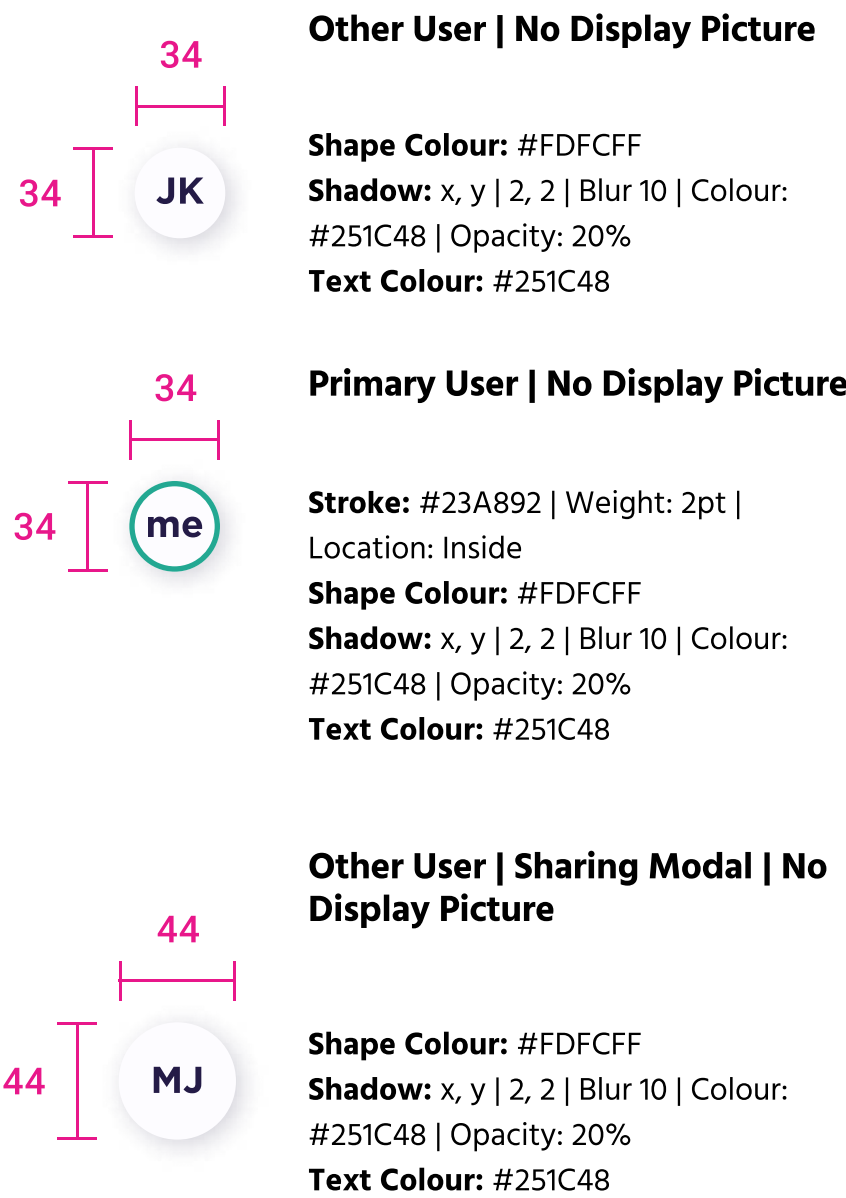
Iconography plays a large role in communicating the functionality and features of the Wavelength mobile app.

Four categories of Icons with consistent designs enable for clear communication to the user.

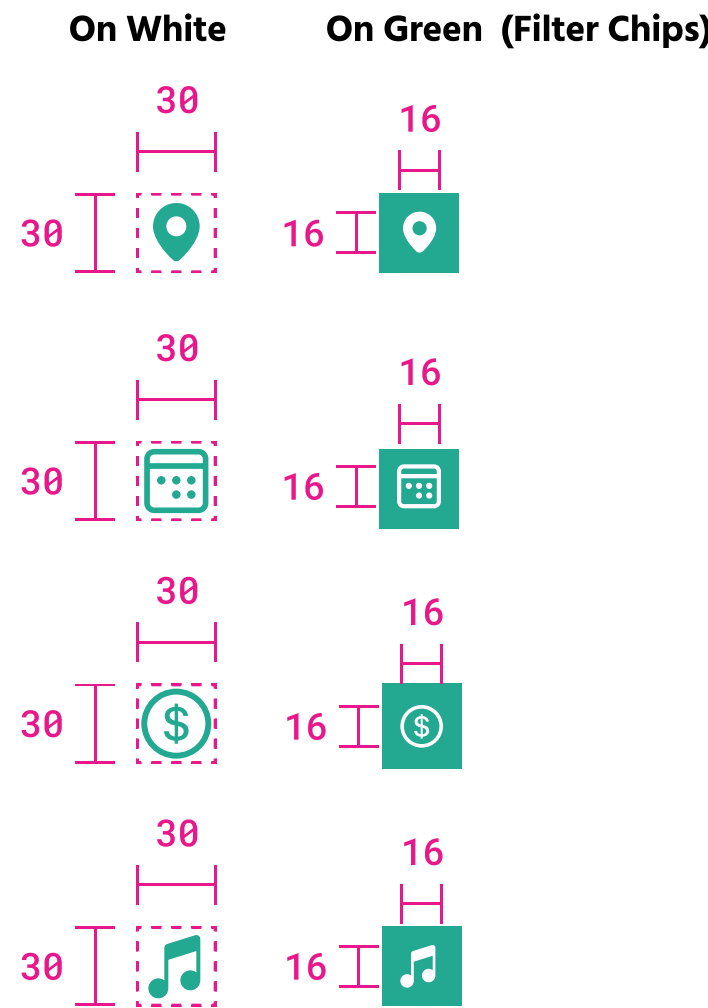
Global Nav



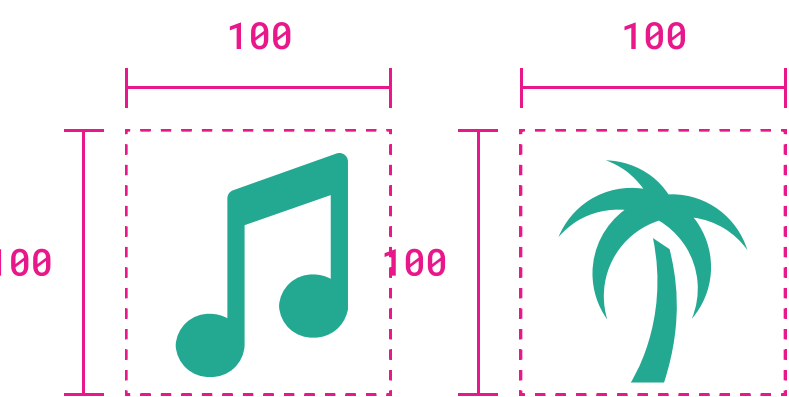
Profile Icons



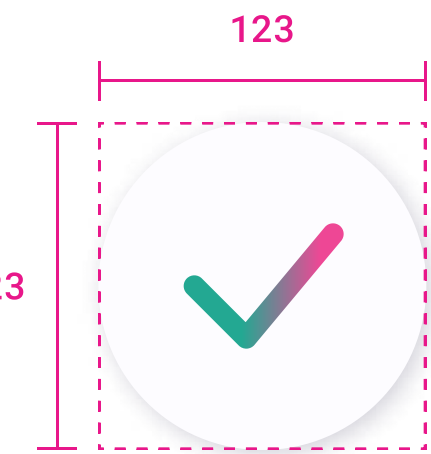
Filter Icons



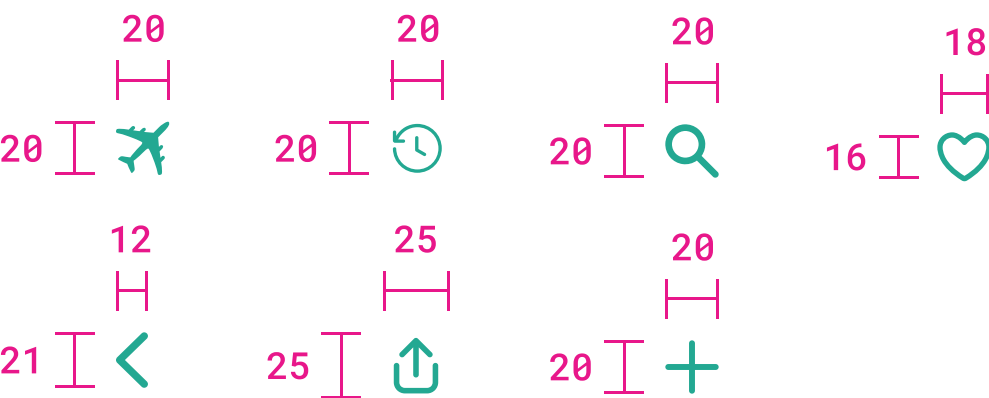
Decorative Icons



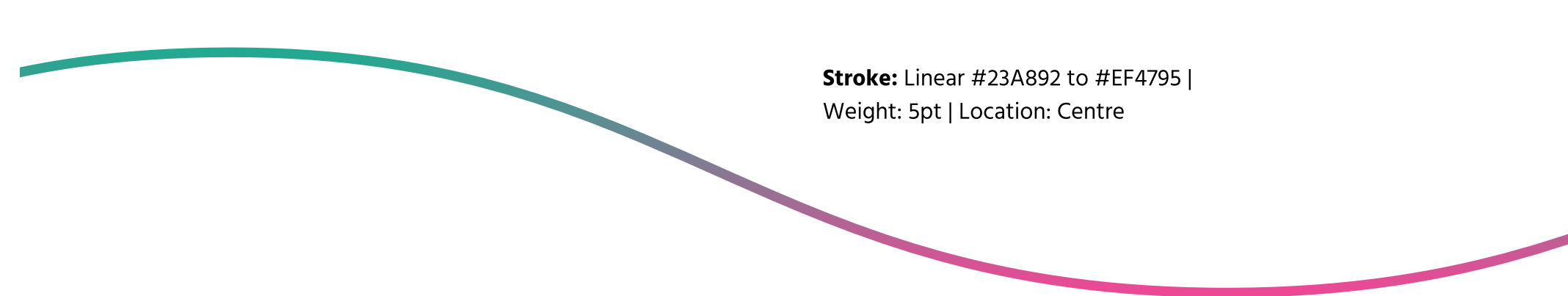
Confirmation Icon



Functional Icons



Gradient Wave

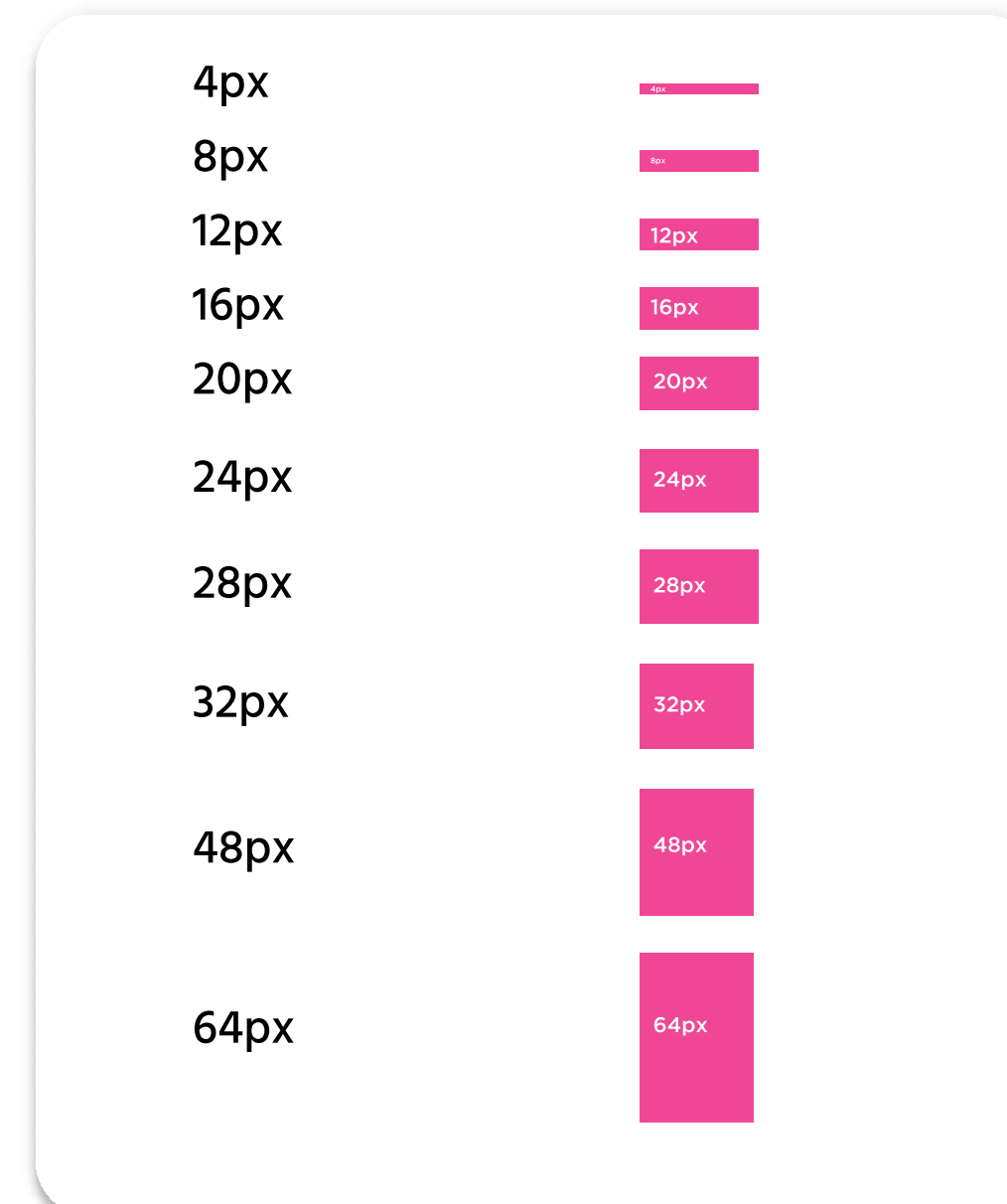


Grids & Spacing

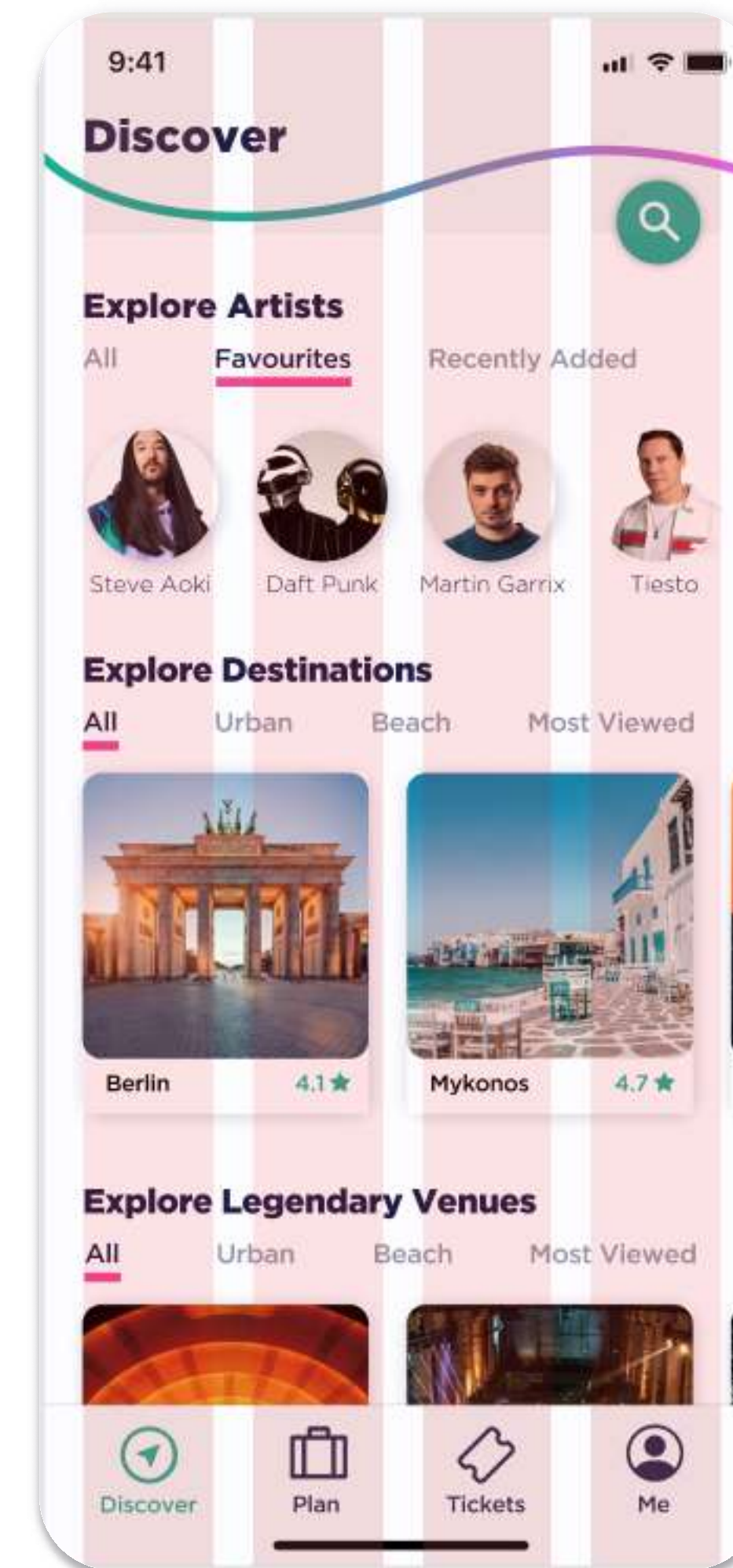
I used two corresponding grid systems when designing the Wavelength mobile app.

For the Vertical Spacing, I used a 4px soft grid using spacing blocks, and a standard 4 column horizontal grid, with 20px margins and gutters.

Vertical Spacing



Horizontal Grids



UI Library: Components

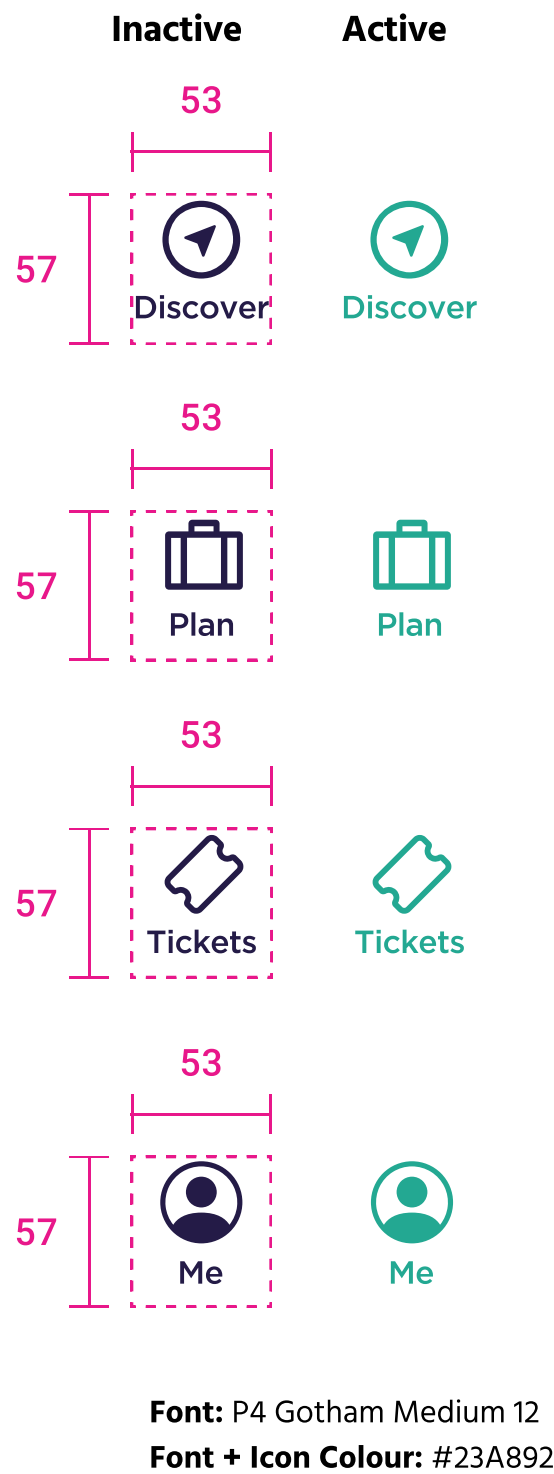
Buttons

Search & Forms

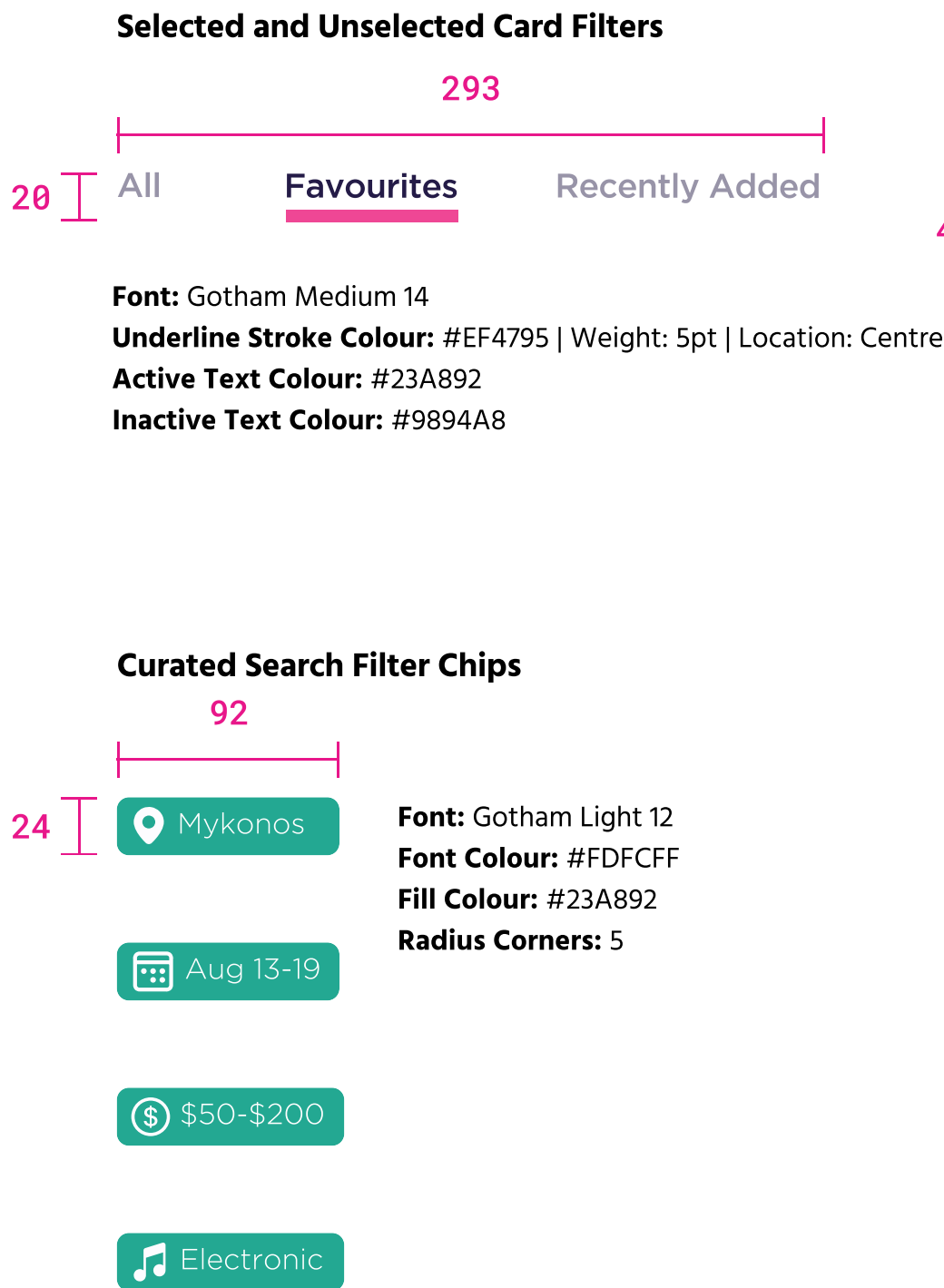
Buttons

Buttons are the primary interaction element within the Wavelength mobile app. Buttons are composed of both icons and text, and use colour to indicate active, inactive, unavailable, and selected states for clear communication to the user.

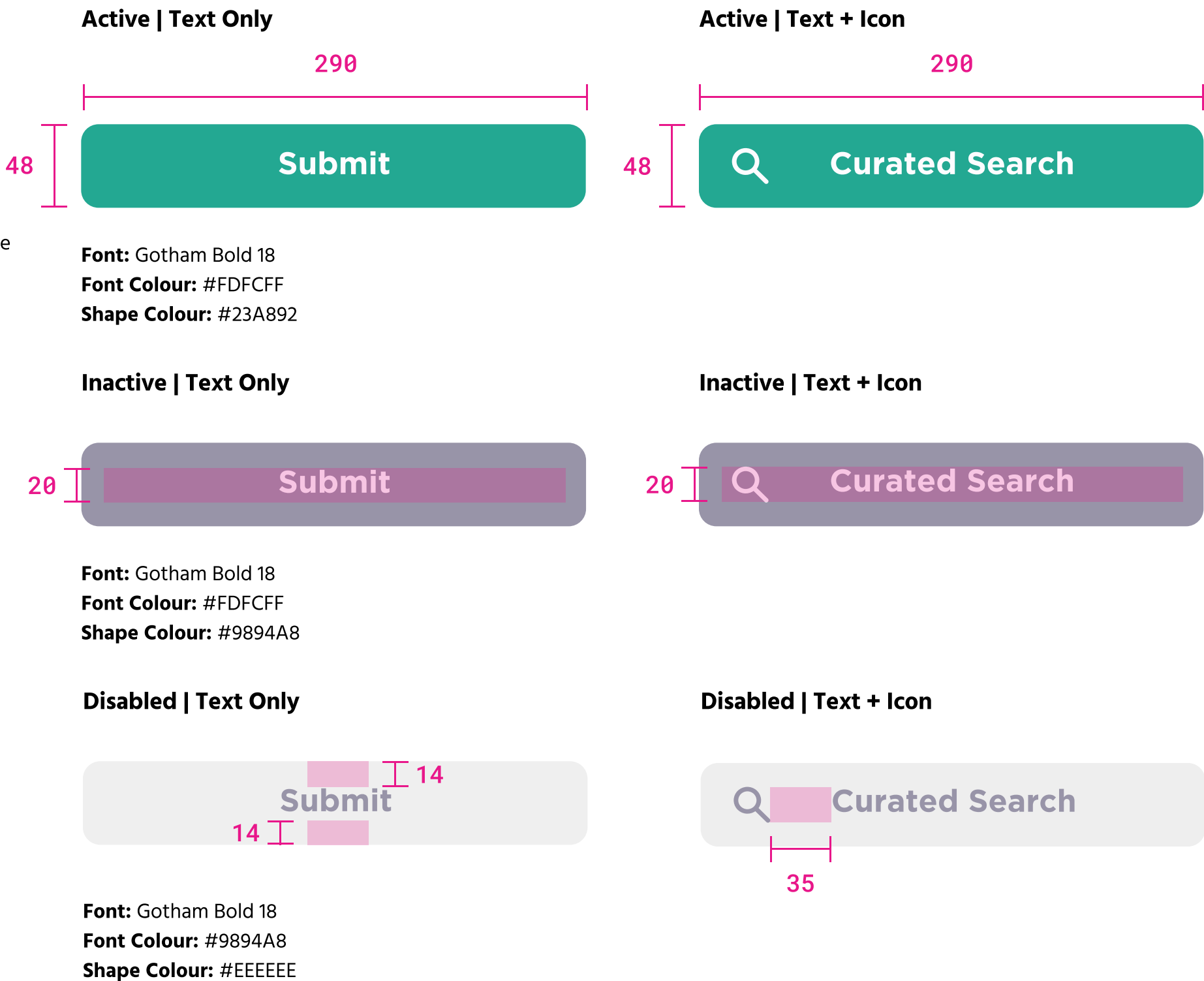
Global Nav



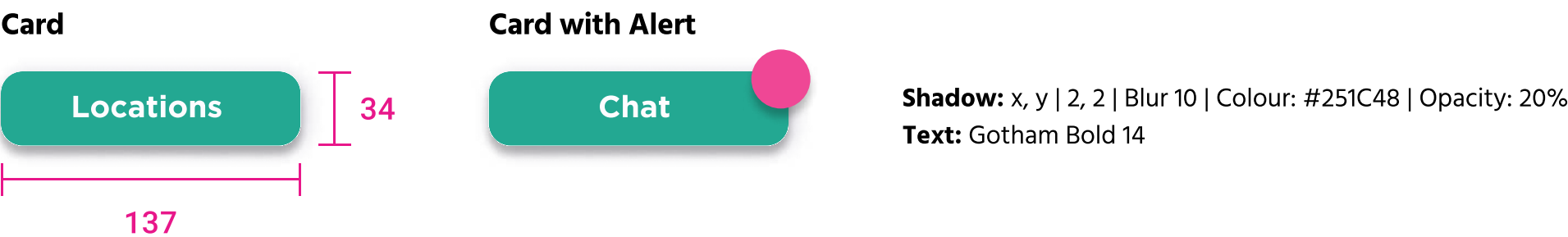
Filters



Primary CTAs

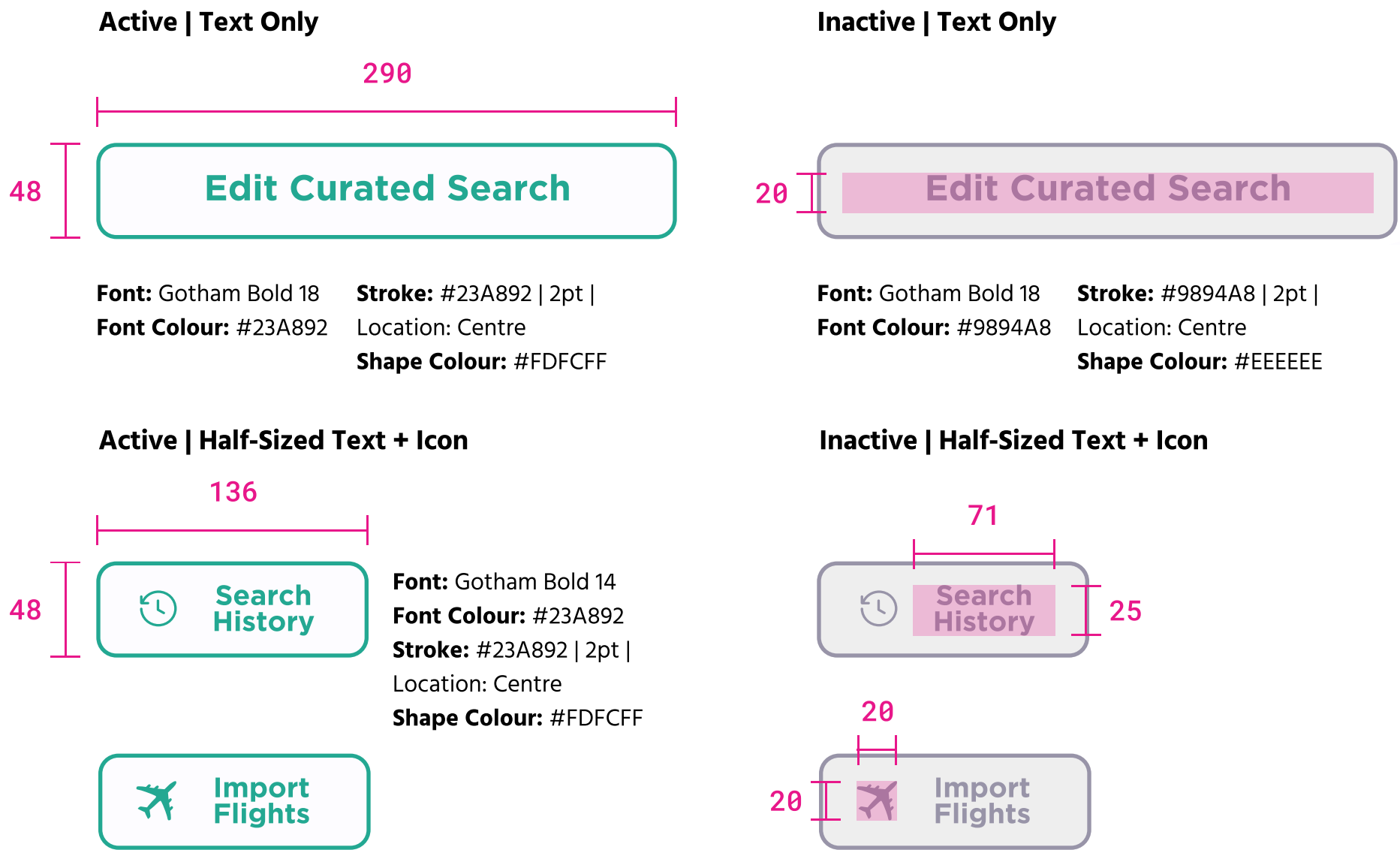


Card Buttons

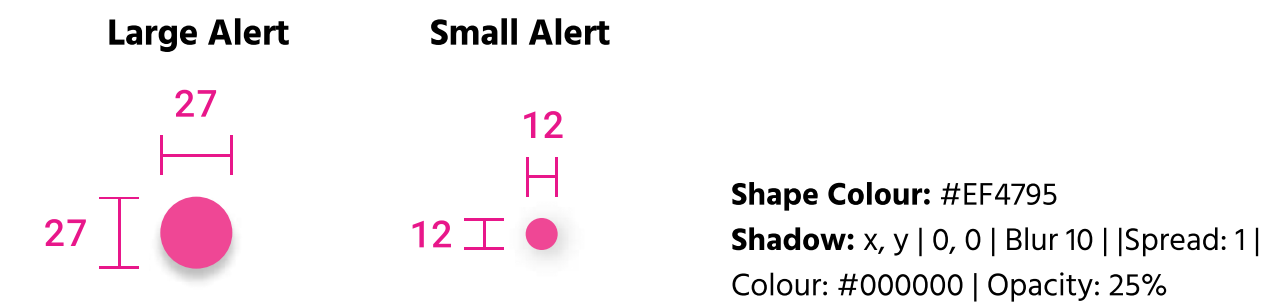


Buttons (Continued)

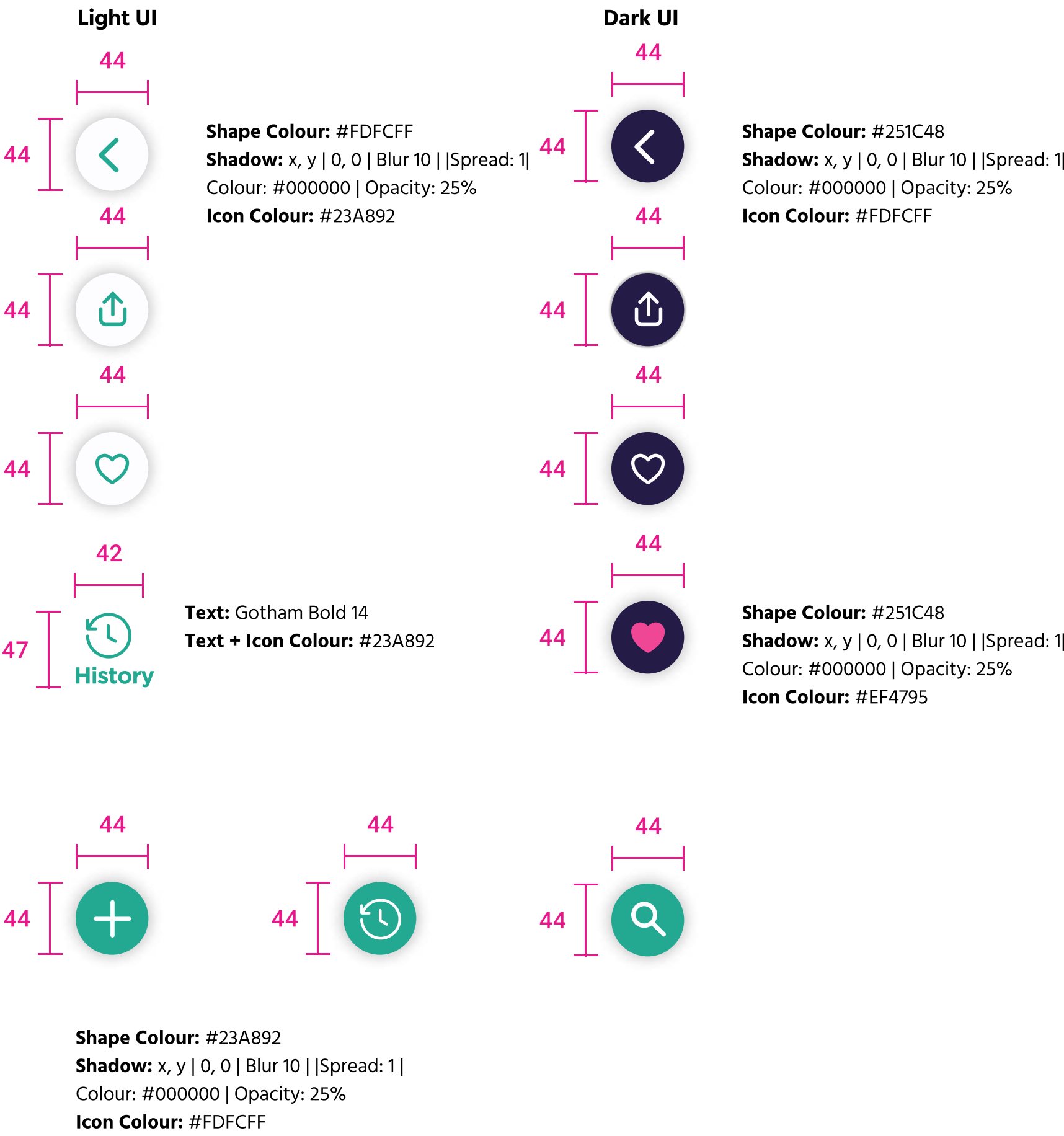
Secondary CTAs



Alert Badges



Action Buttons



Search & Forms

Wavelength’s search function moves into the Dark UI colour state to focus the User’s search, and demonstrate a departure from “Browsing” content to “Curation”.

Here, the search elements are placed on a Wavelength Dark Plum background.

Global Search

iOS Search Bar - Dark

36

343

Q Search

Curated Seach Form

Destination | Blank

36

309

Enter Destination

Font: Gotham Light 14
Font Colour: #9894A8
Stroke: #23A892 | 2pt |
Location: Centre

Destination | Entered

36

309

Mykonos

Font: Gotham Medium 18
Font Colour: #23A892
Stroke: #23A892 | 2pt |
Location: Centre

Dates | Blank

36

309

Enter Dates

Font: Gotham Light 14
Font Colour: #9894A8
Stroke: #23A892 | 2pt |
Location: Centre

Dates | Entered

36

309

Aug 13 to Aug 19

Font: Gotham Medium 18
Font Colour: #23A892
Stroke: #23A892 | 2pt |
Location: Centre

Cost | Blank

36

309

\$0

\$1K

Font: Gotham Light 14
Font Colour: #9894A8
Stroke: #23A892 | 2pt |
Location: Centre

Cost | Entered

36

309

\$0

\$200

Font: Gotham Medium 18
Font Colour: #23A892
Stroke: #23A892 | 2pt |
Location: Centre

Genre | Blank

36

309

Enter Genre

Font: Gotham Light 14
Font Colour: #9894A8
Stroke: #23A892 | 2pt |
Location: Centre

Genre | Entered

36

309

Electronic/Dance

Font: Gotham Medium 18
Font Colour: #23A892
Stroke: #23A892 | 2pt |
Location: Centre

UI Library: Patterns

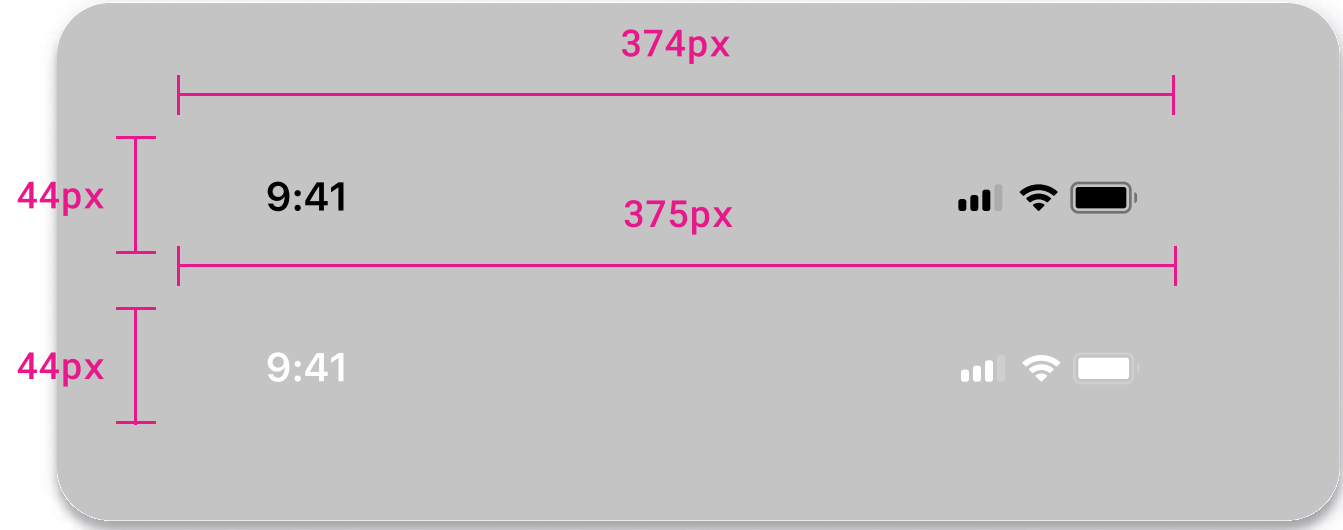
Headers

Footers

Cards

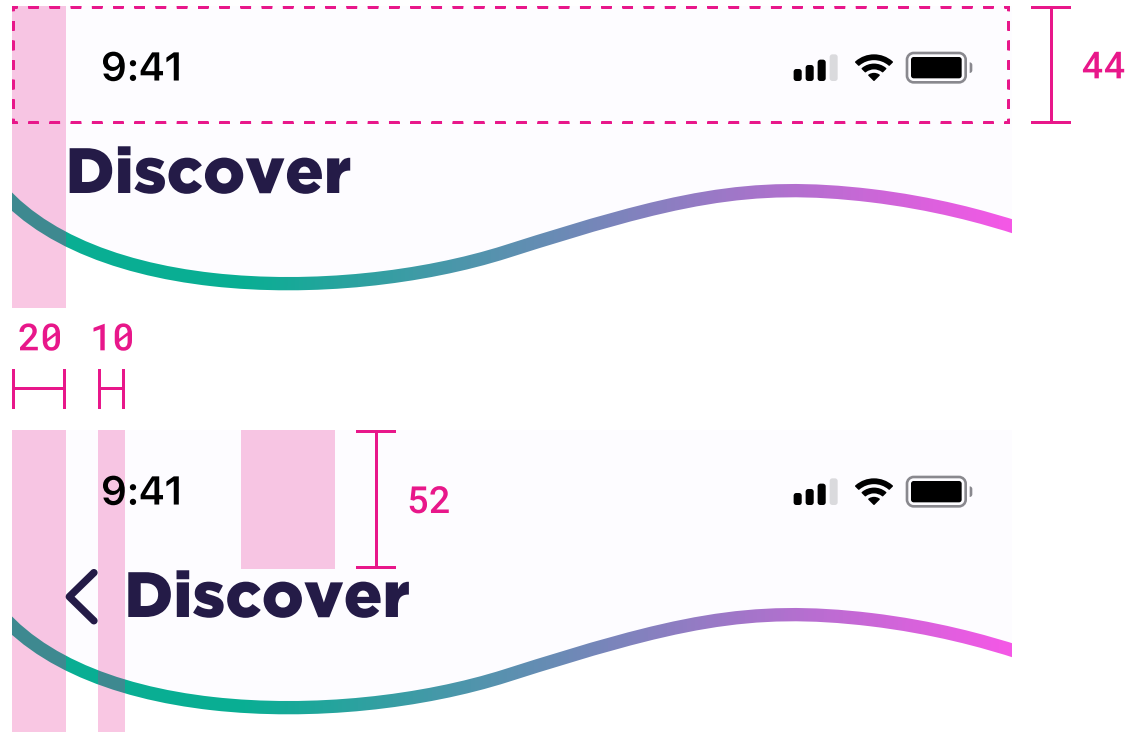
Headers & Footers

Headers and Footers anchor the UI design for the Wavelength mobile app. They are Patterns composed of foundations and componenets that work together to create an easily understanble interaction point for the user. They also serve as the primary navigation tools and are accessed globally.



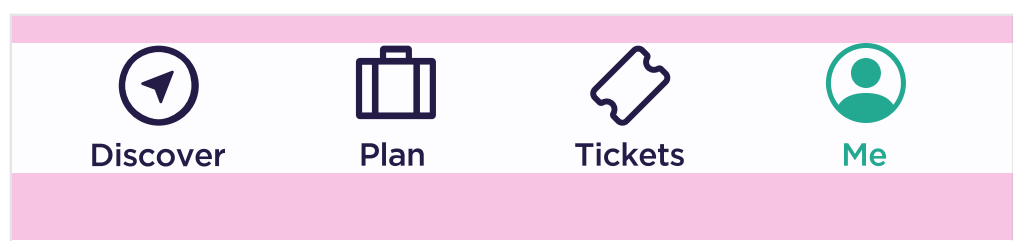
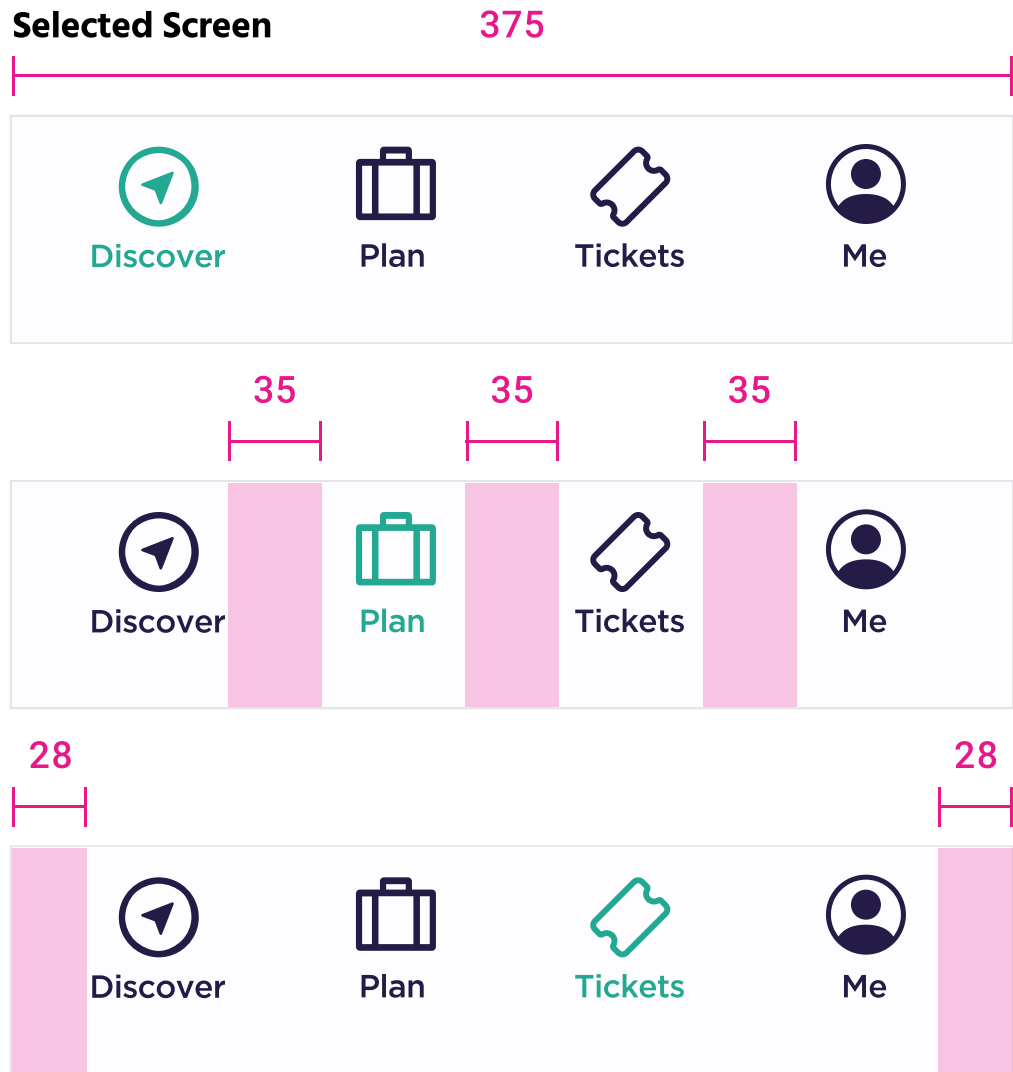
Header

Light UI

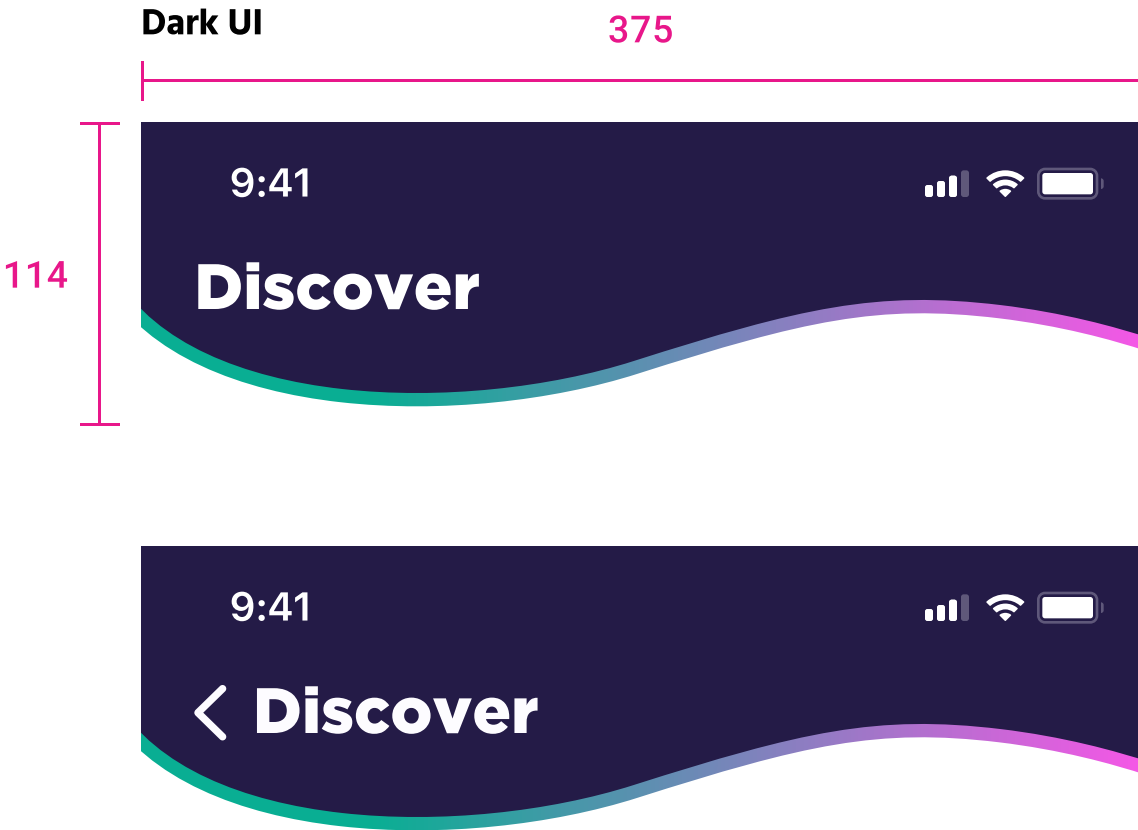


Nav Bar | Footer

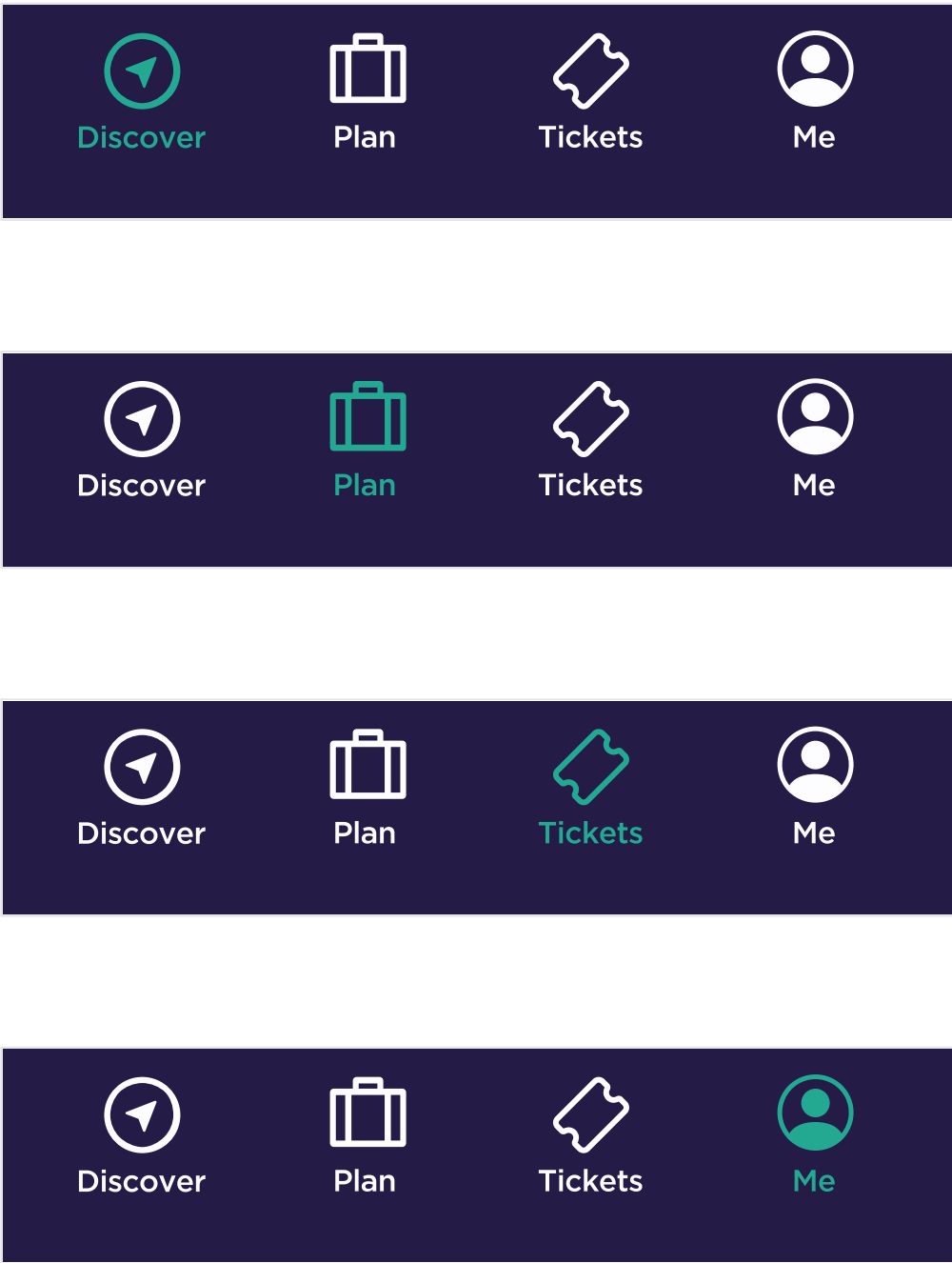
Selected Screen



Dark UI



Selected Screen



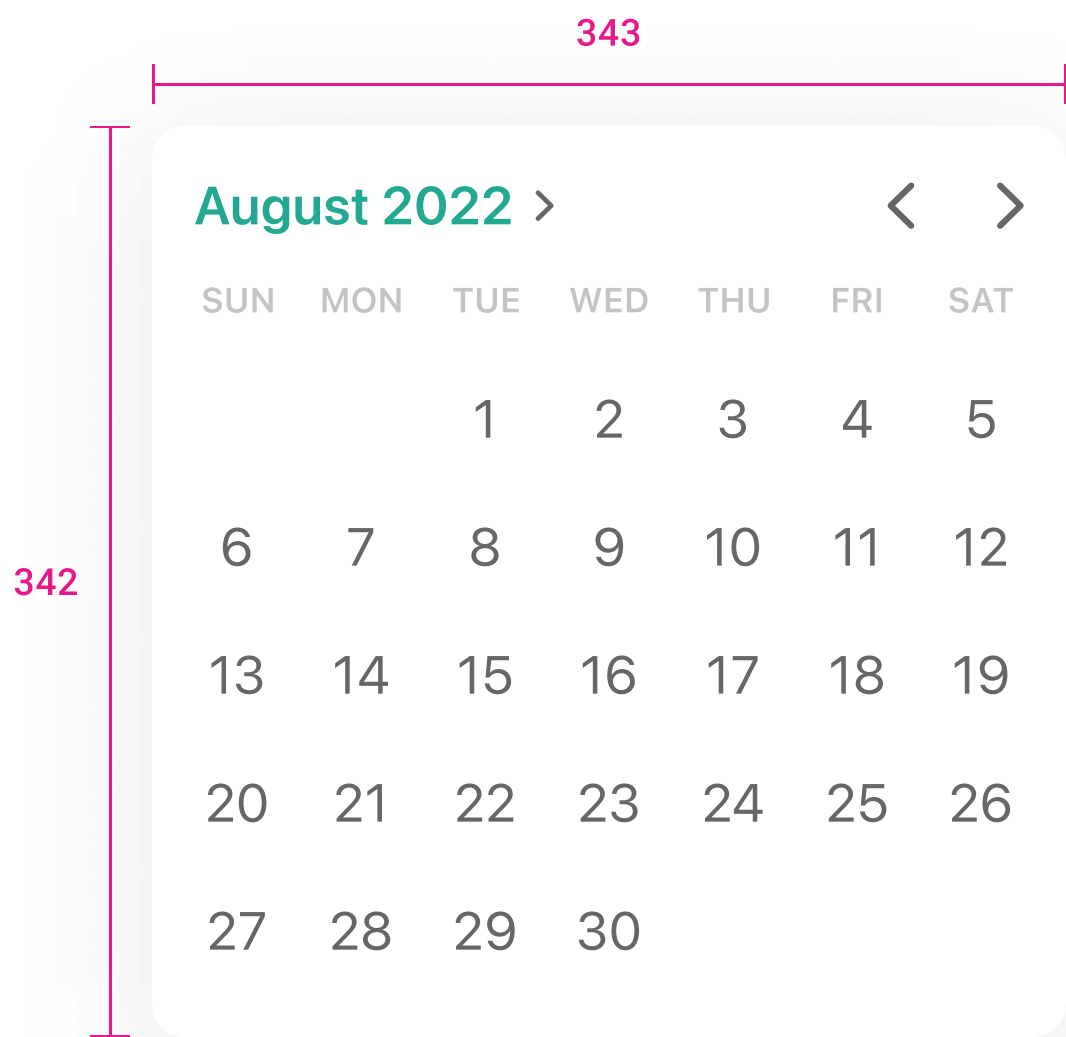
Modals

Modals are a unique UI feature that allow for a purposefully limited interactive moment for the user. This focuses their attention on the actions within the Modal.

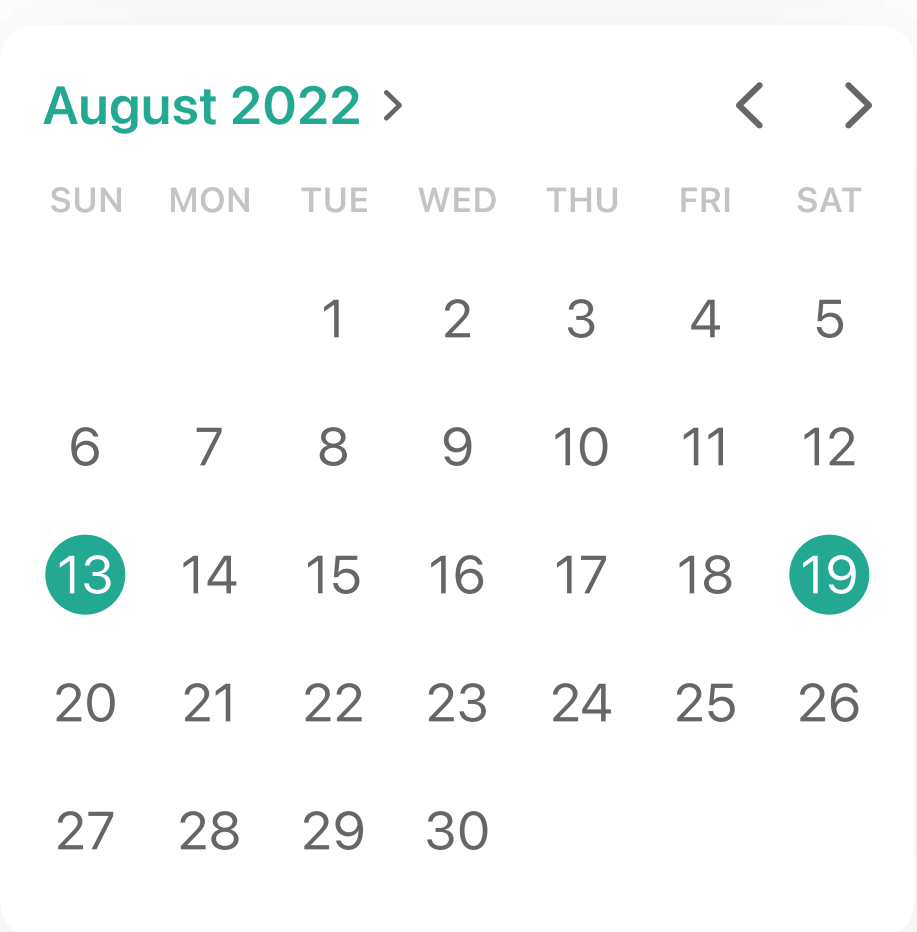
Users will encounter the familiar iOS Keyboard modal, a branded Calendary Date Entry, as well as Sharing modals, among others.

Calendar Date Entry

No Date Selected

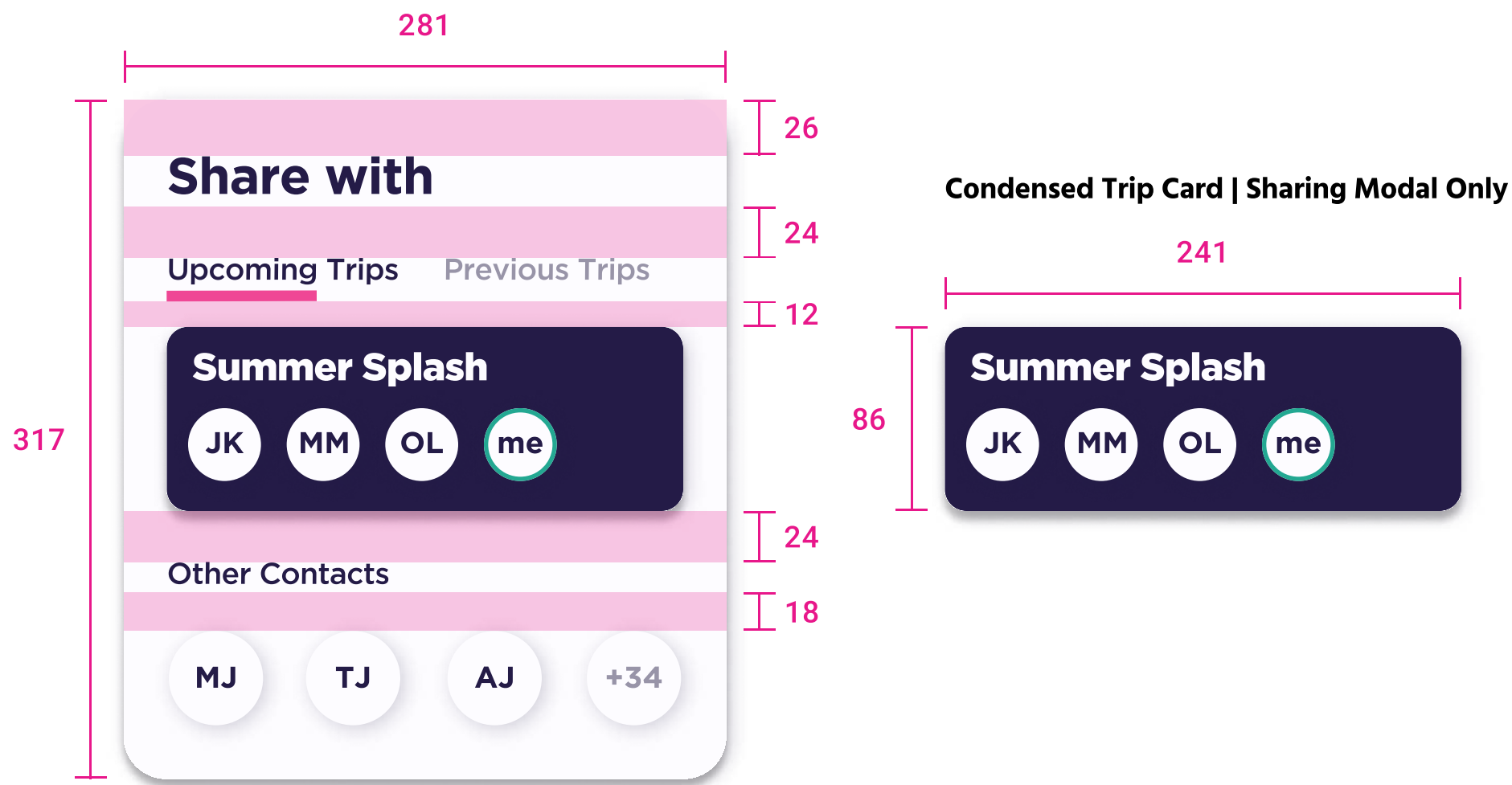


Date Selected

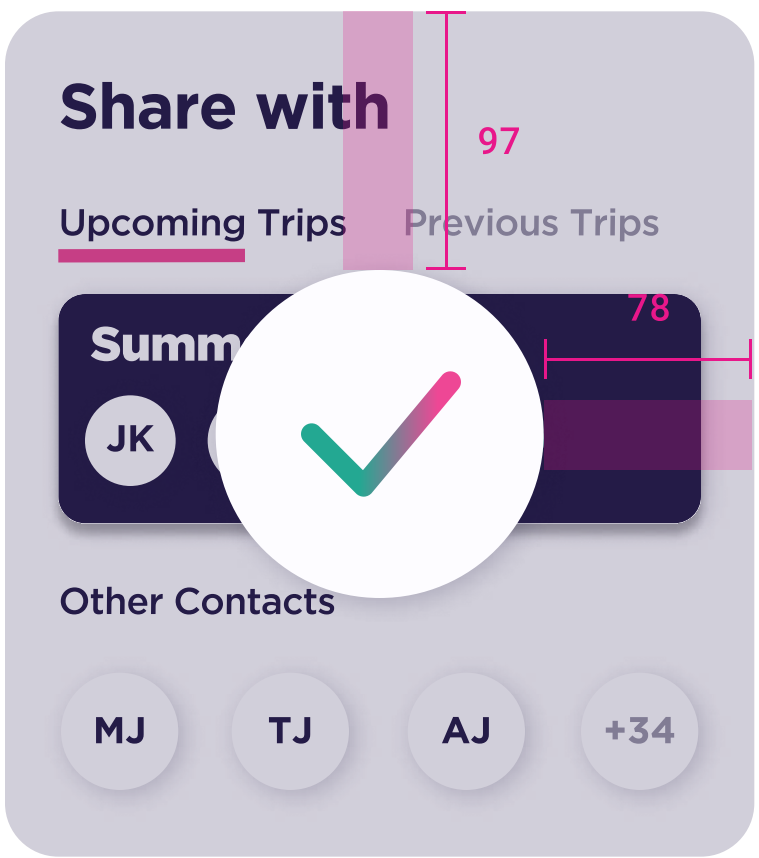


Share With

Sharing Options



Share Successful



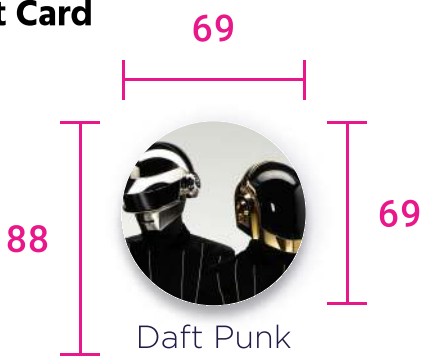
Cards - Discover

Cards are the default information buckets used throughout the Wavelength app.

They allow foundations and components to be grouped together in a way that visually communicates that they related to the same content. The use of drop shadows in a 25% opacity of the Wavelength Dark Plum, further emphasizes the unified card content.

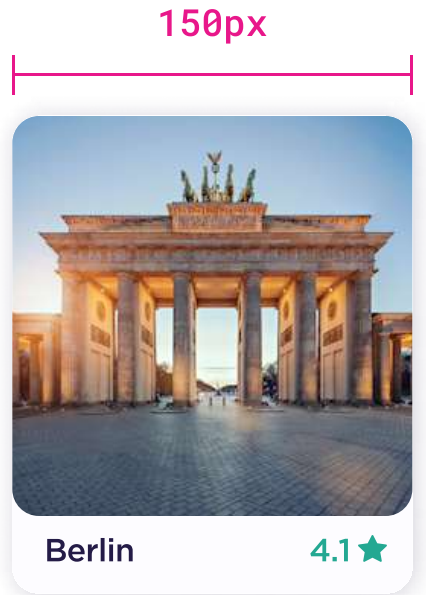
Discover Cards

Artist Card



Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%
Text: Gotham Light 12
Text Colour: #251C48

Destination Card



Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%
Text: Gotham Medium 12
Text Colour: #251C48

Genre Card



Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%
Text: Gotham Medium 12
Text Colour: #251C48

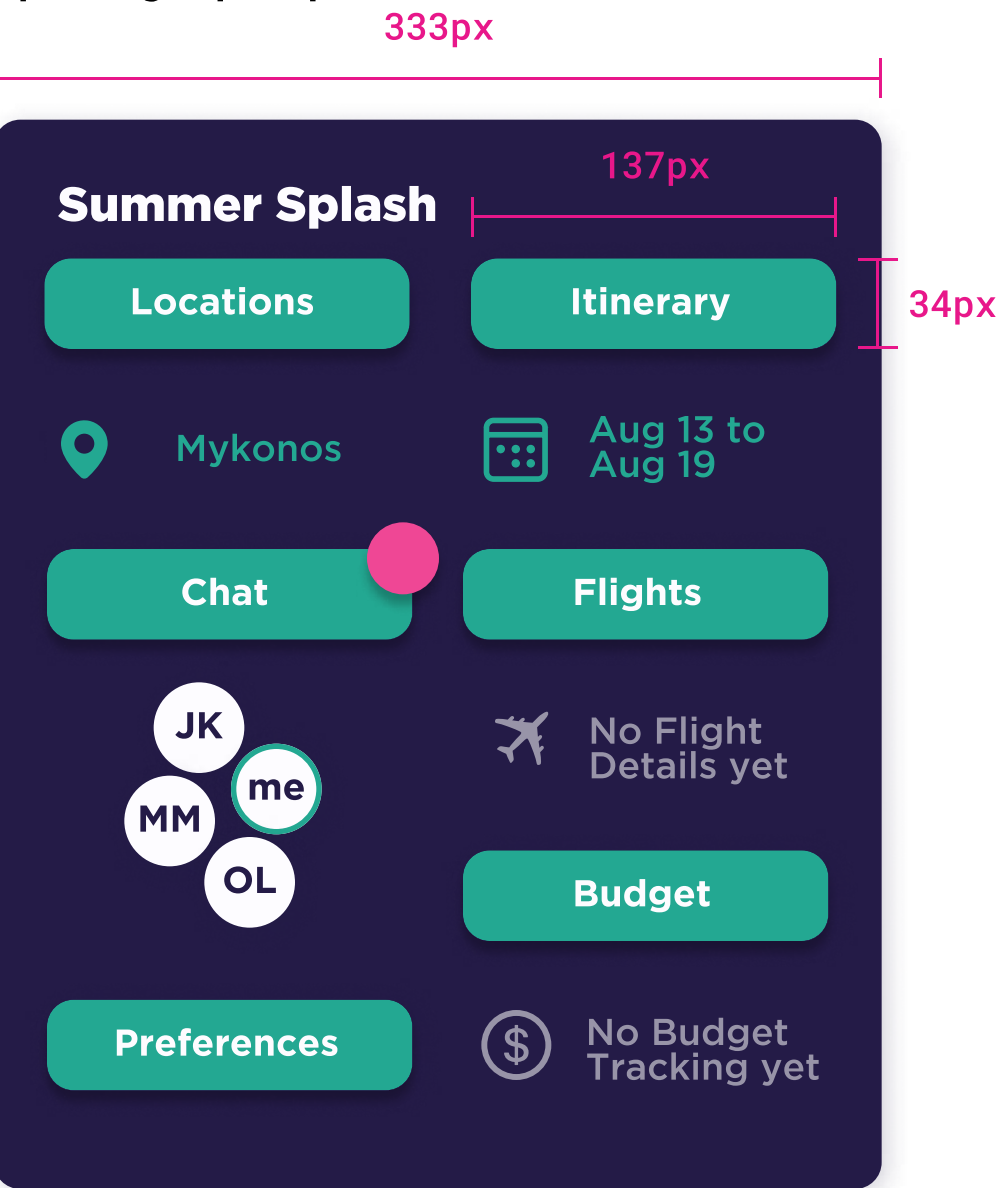
Plan Cards

Upcoming Trip

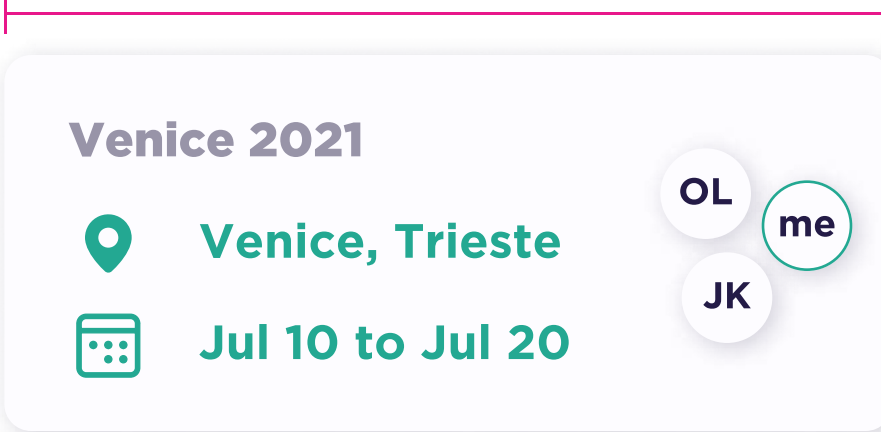


Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%
Title Text: Gotham Black 18
Detail Text: Gotham Bold 18

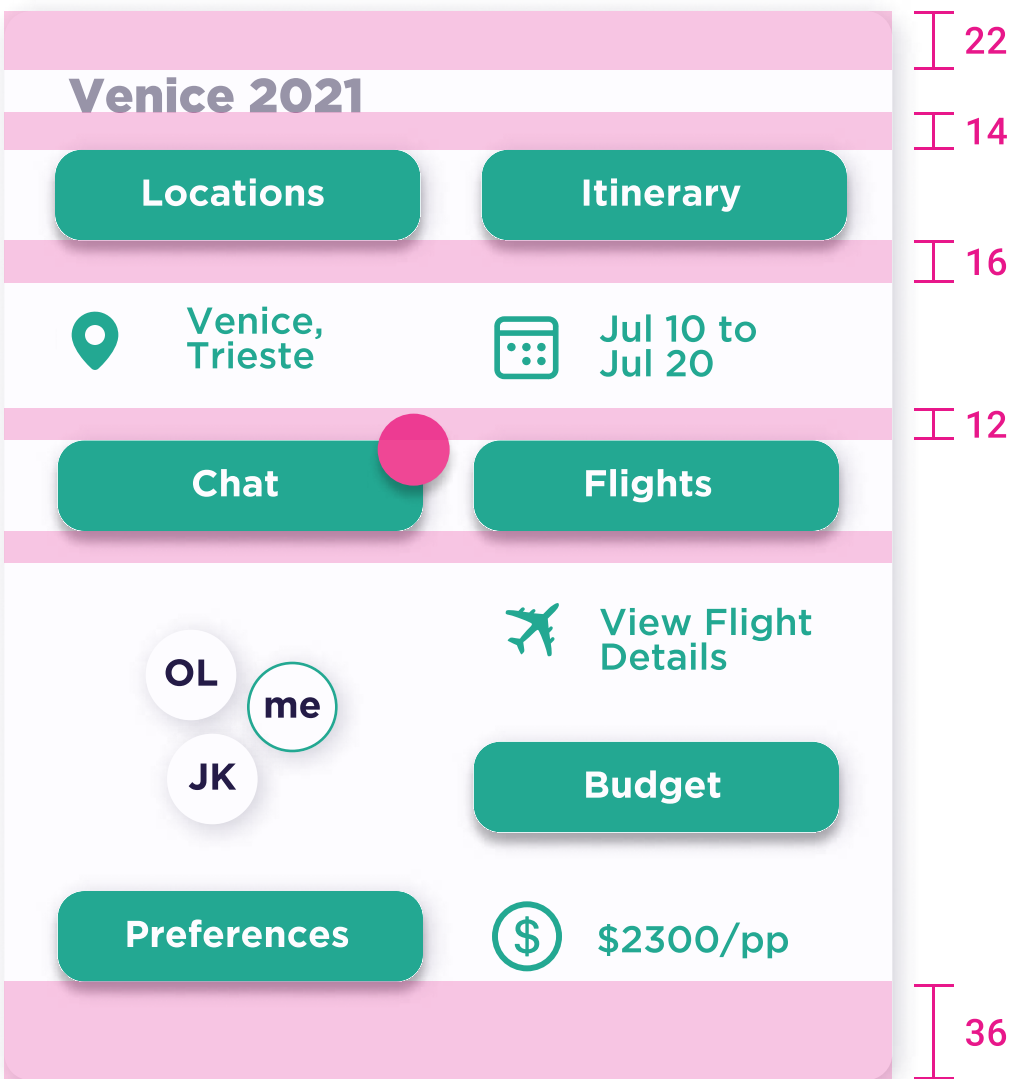
Upcoming Trip - Expanded View



Previous Trip



Upcoming Trip - Expanded View



Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%
Title Text: Gotham Black 18
Button Text: Gotham Bold 14
Body Text: Gotham Medium 14

Cards - Curated Results / Events

Here we can see some instances of Cards being stacked one on top of the other. This is a way to display grouped information within a larger category to show interactivity for the user. Each Card element will open up to include more details about the content.

Cards should only be stacked up to 2 layers.

Curated Category Expanded

Category Expanded

334

Local Artists (6)



Vangelis

The Acropolis

Thursday, August 15th, 2022

\$98



Vangelis

The Acropolis

Friday, August 16th, 2022

\$98



Nikko Sunset

Underground Station

Saturday, August 17th, 2022

\$70



Mihalis Safras

Paradise Beach Club

Wednesday, August 15th, 2022

\$80



Mihalis Safras

Paradise Beach Club

Thursday, August 15th, 2022

\$80



Mikael Delta

Mover

Saturday, August 17th, 2022

\$119

^

629

33

Event Card

314



Vangelis

The Acropolis

Thursday, August 15th, 2022

\$98

22

80



Nikko Sunset

Underground Station

Saturday, August 17th, 2022

\$70

8

4

4

8

Shadow: x, y | 2, 2 | Blur 10 | Colour: #251C48 | Opacity: 20%

Title Text: Gotham Bold 18

Detail Text: Gotham Medium 12

Text Colour: #251C48

Curated Destination Card

331

150

Check out Mykonos



157

24

Festivals (15)



157

141

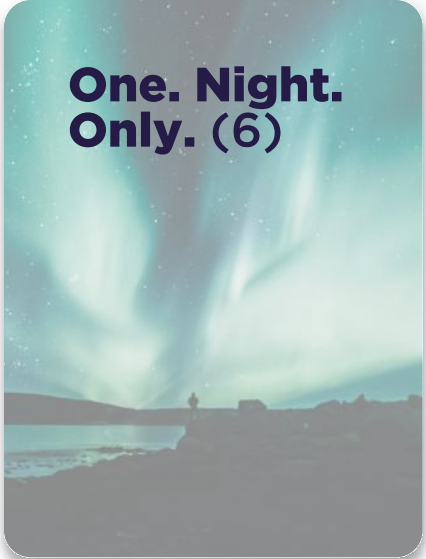
Small Venues (8)



157

209

One. Night. Only. (6)



333

141

International Tours (4)



57

UI Library: Templates

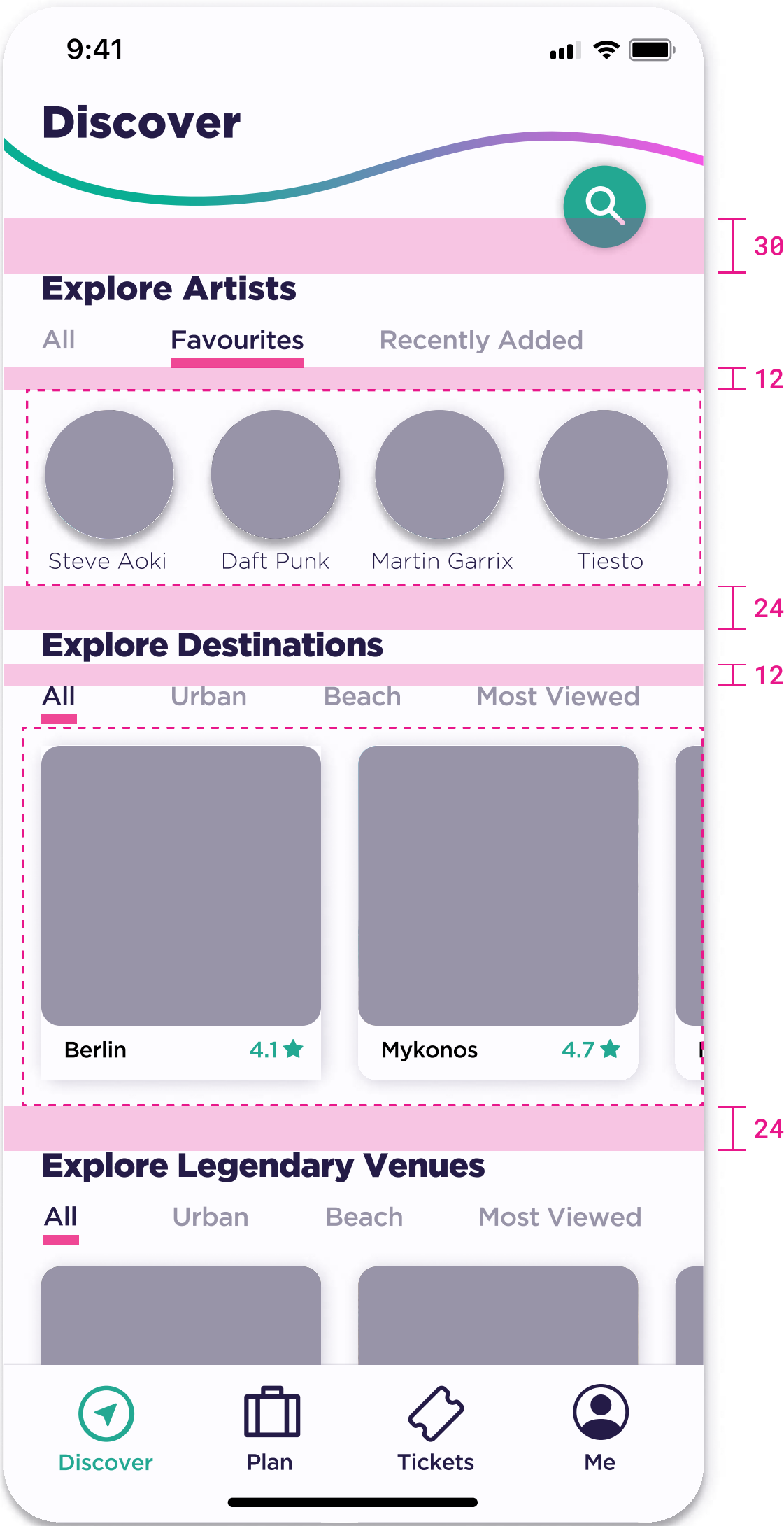
Discover

Curated Results

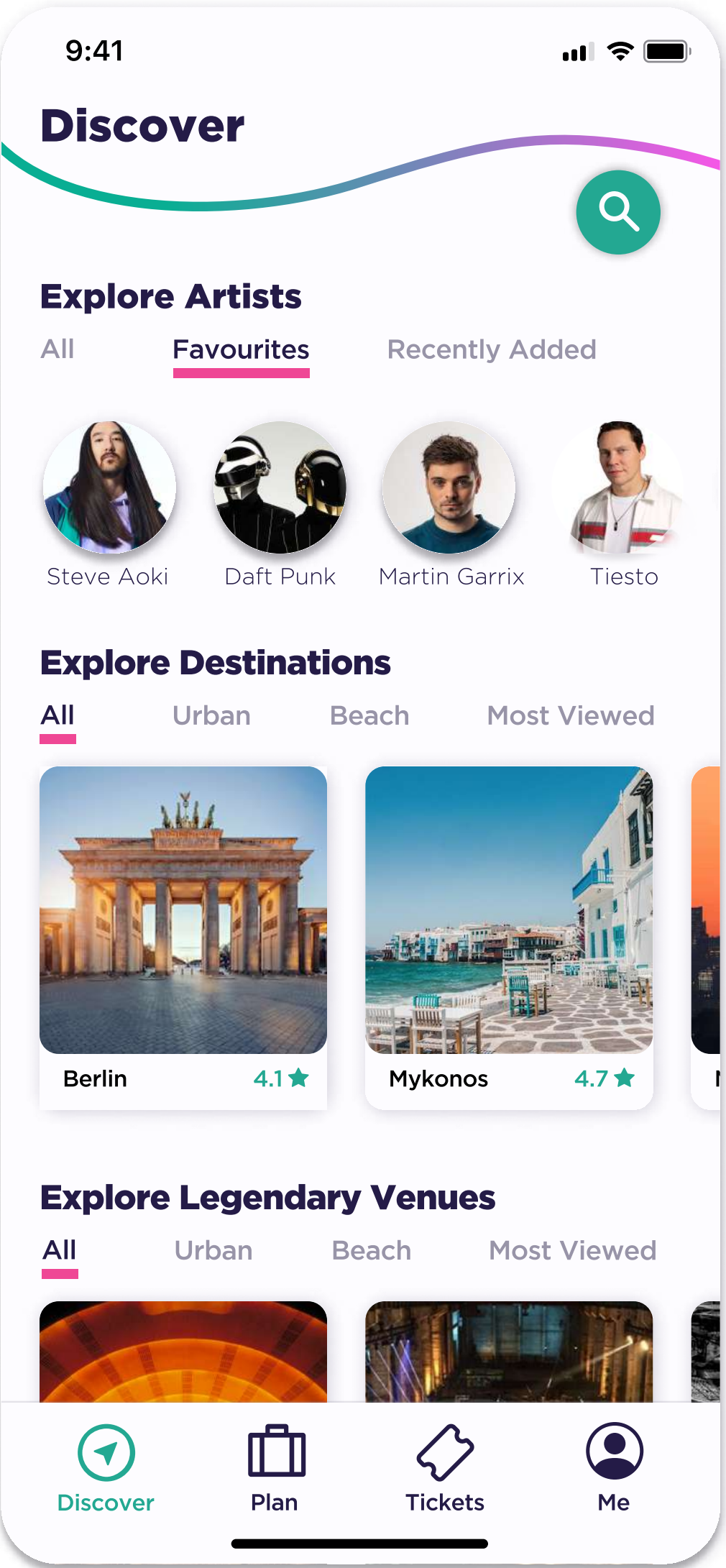
Artist/Event Expenaded

Template - Discover

Template

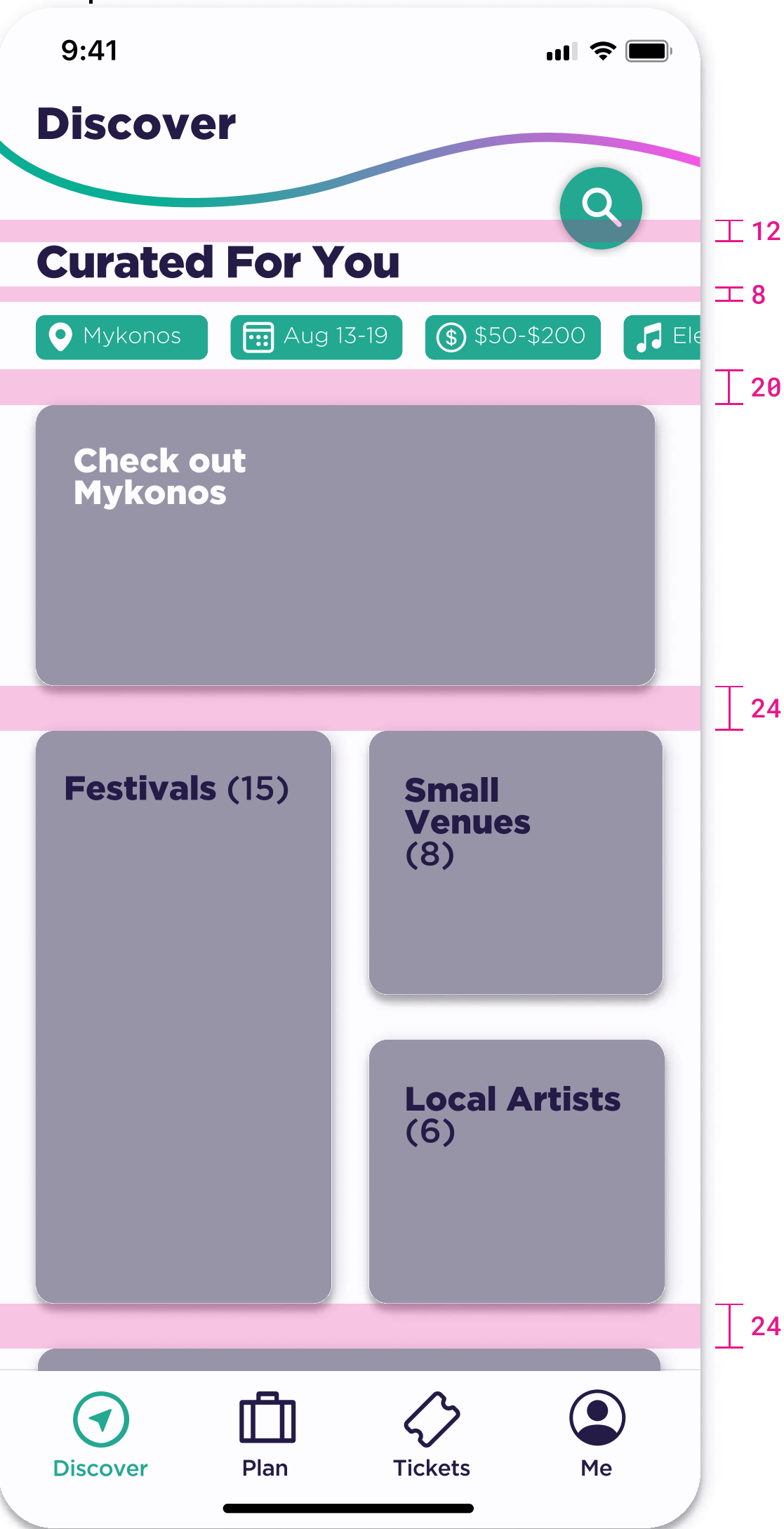


Screen

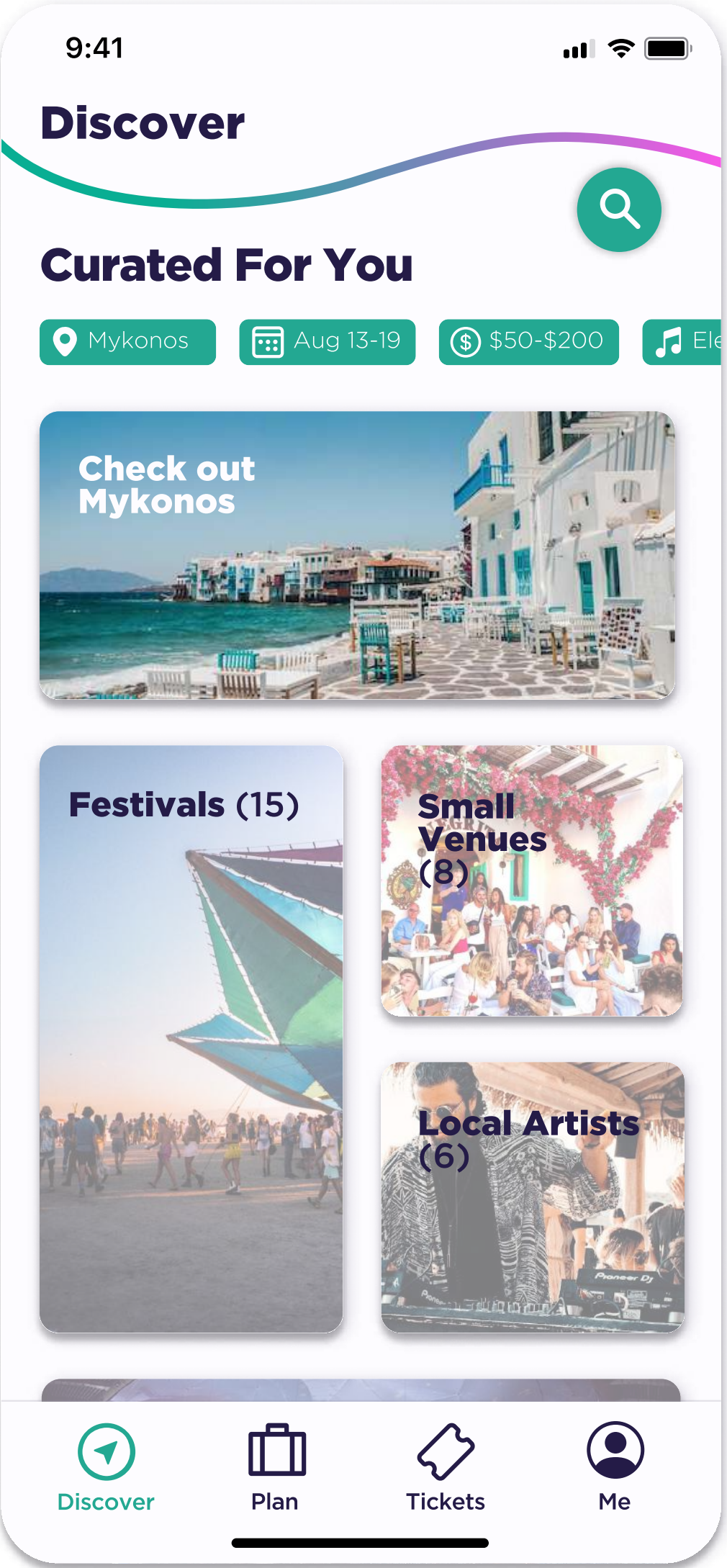


Template - Curated Results

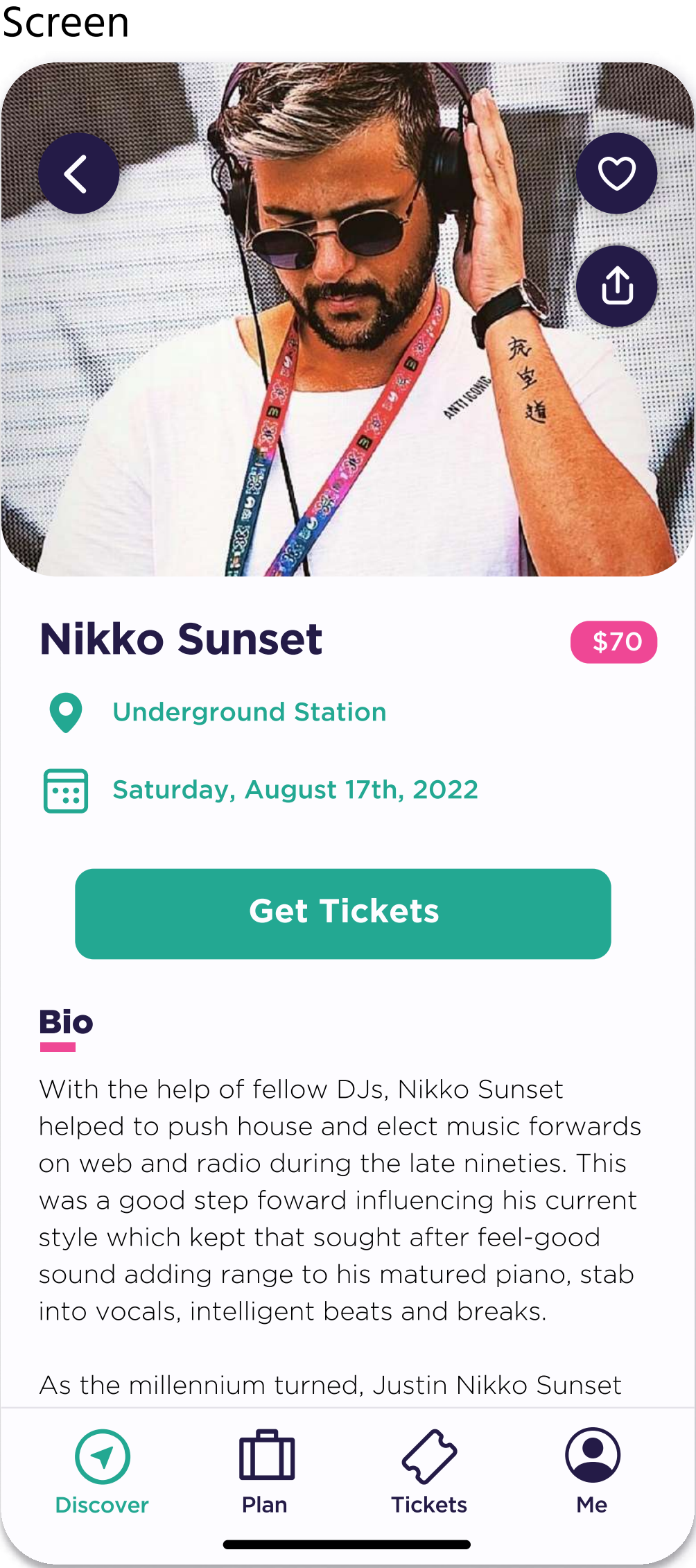
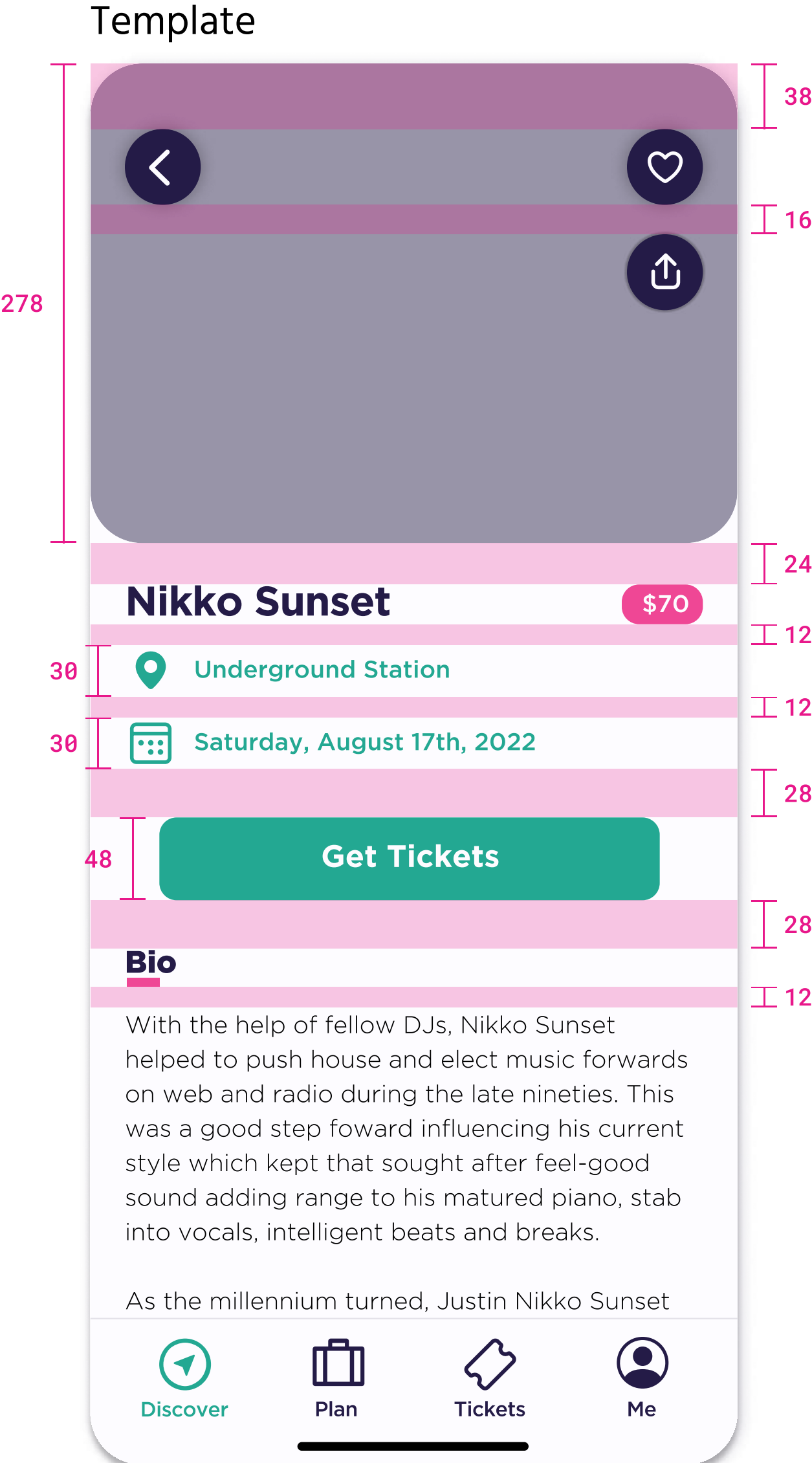
Template



Screen



Templates - Artist/Event Expanded



UI Library: Pages

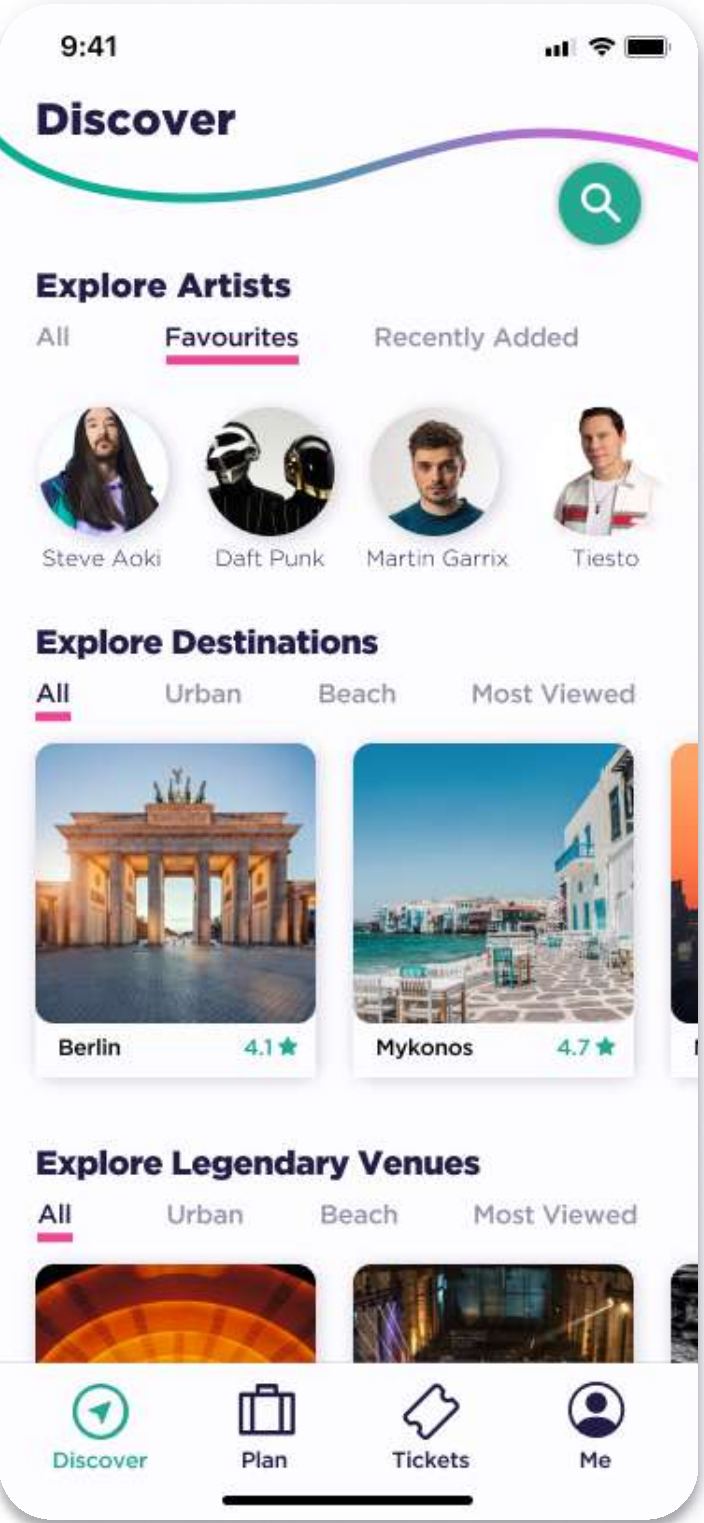
Primary User Flow

Secondary User Flow

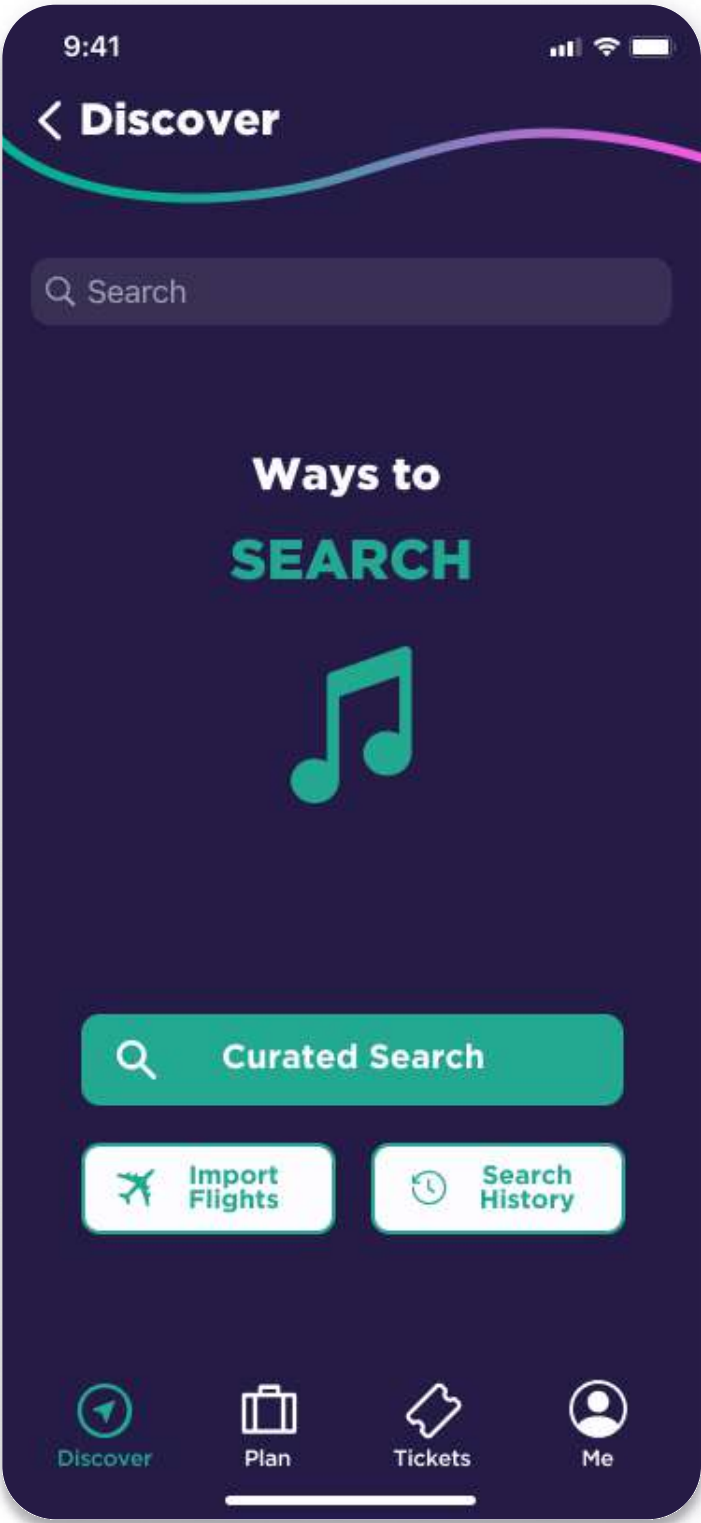
Pages - User Flows

Primary: Discover Artists and Concerts that are playing at my destination

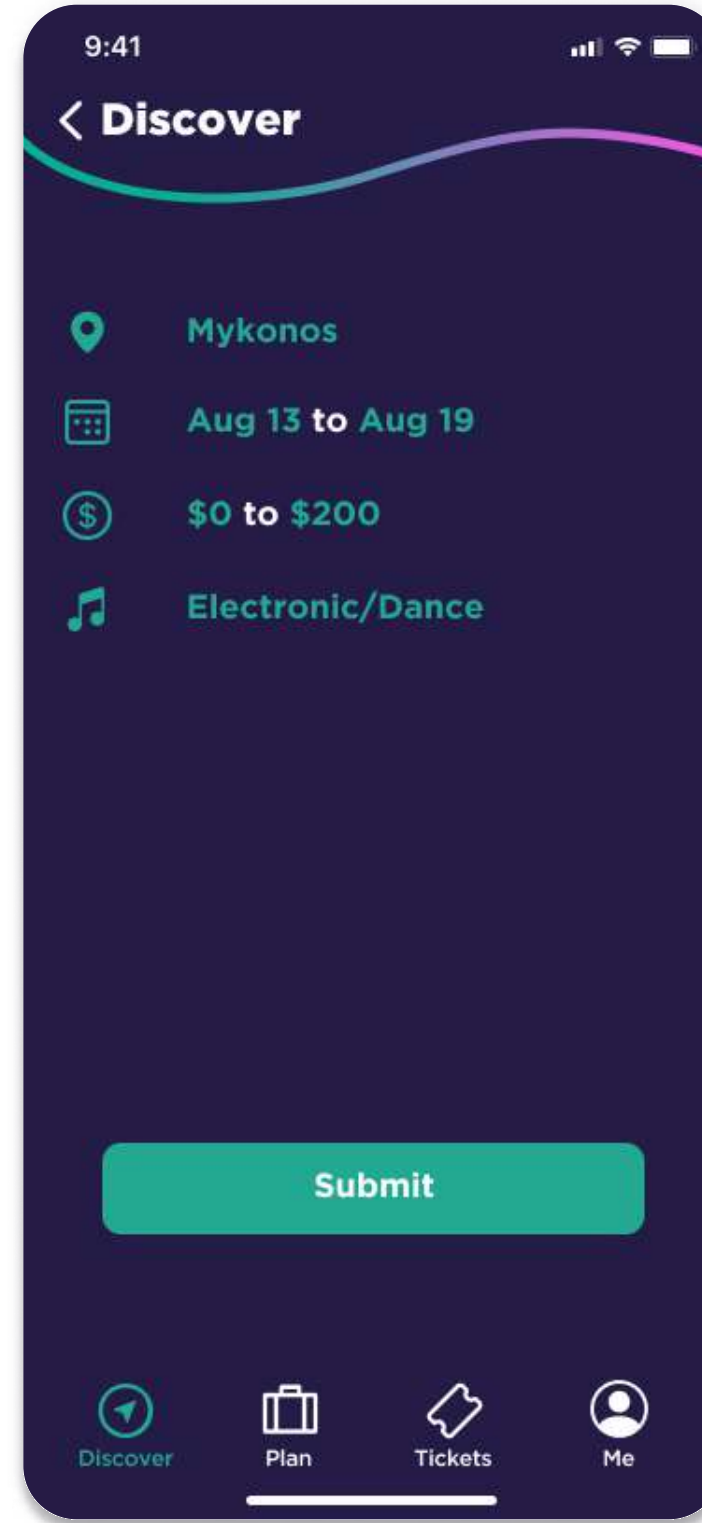
Discover Landing



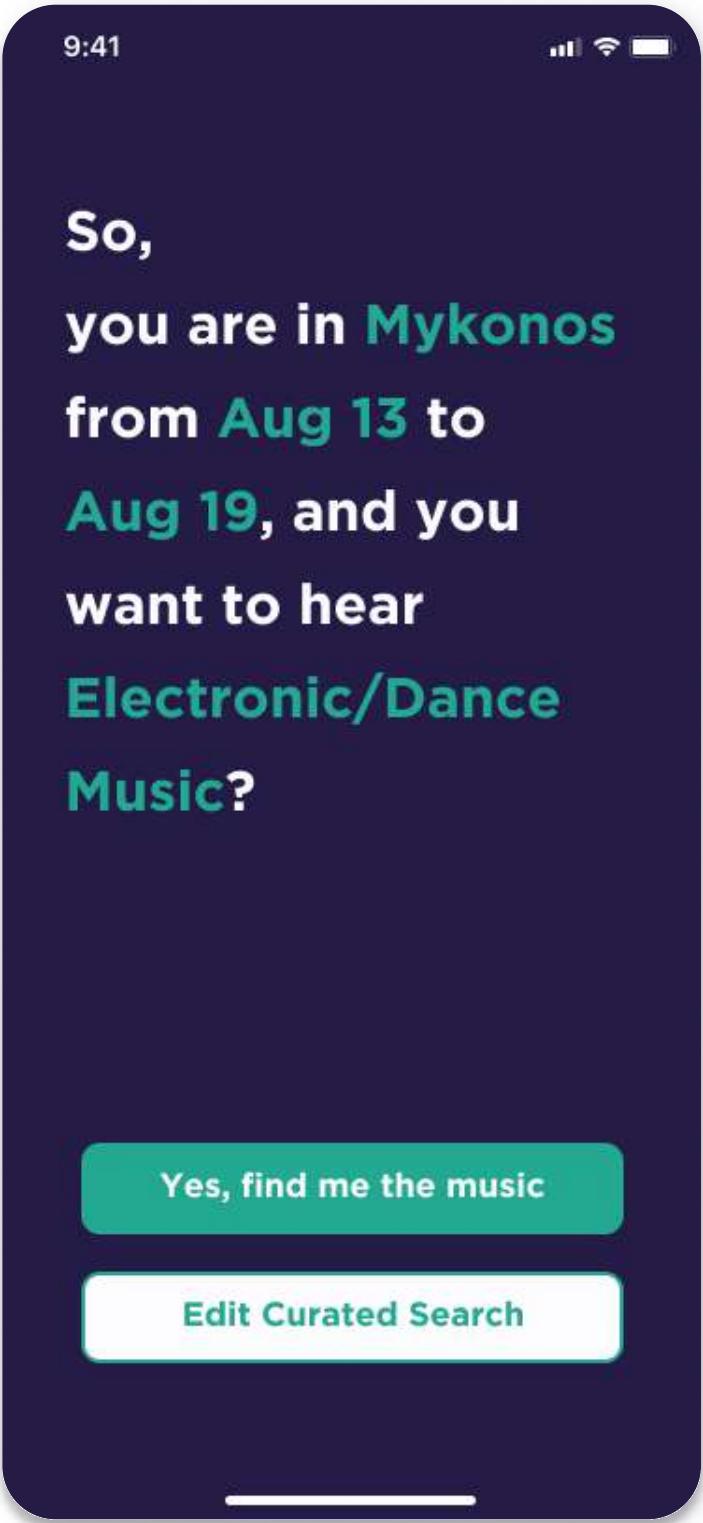
Discover Search Launch



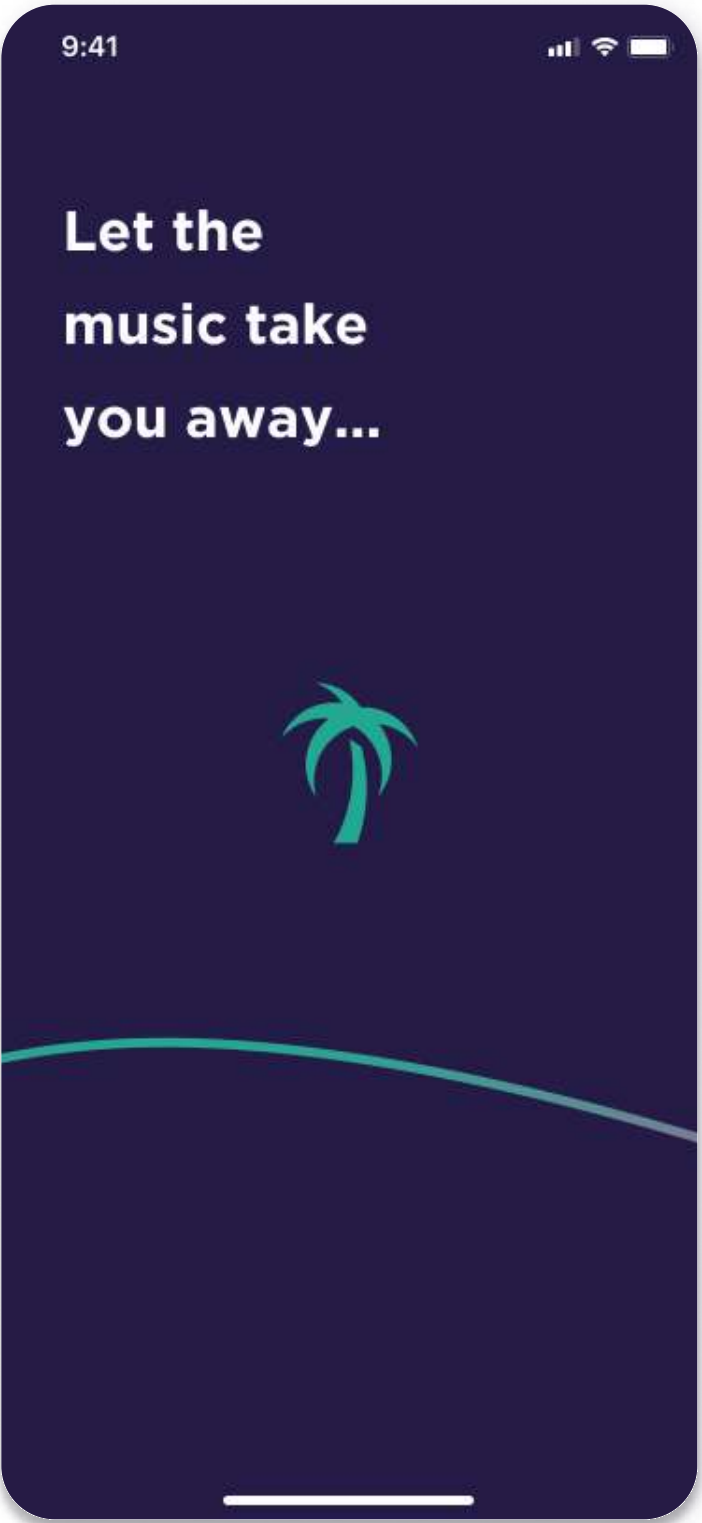
Discover Curated Done



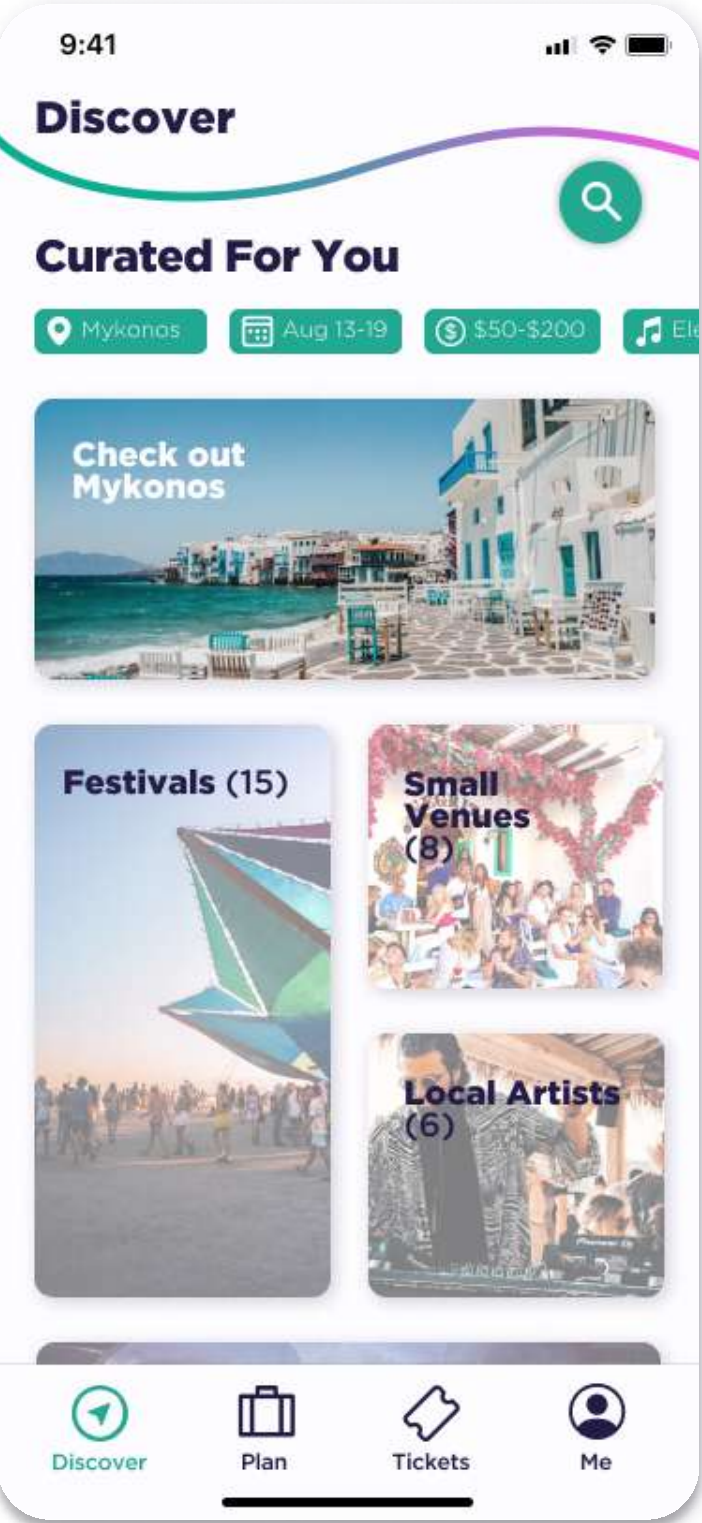
Discover Summary



Loading Screen



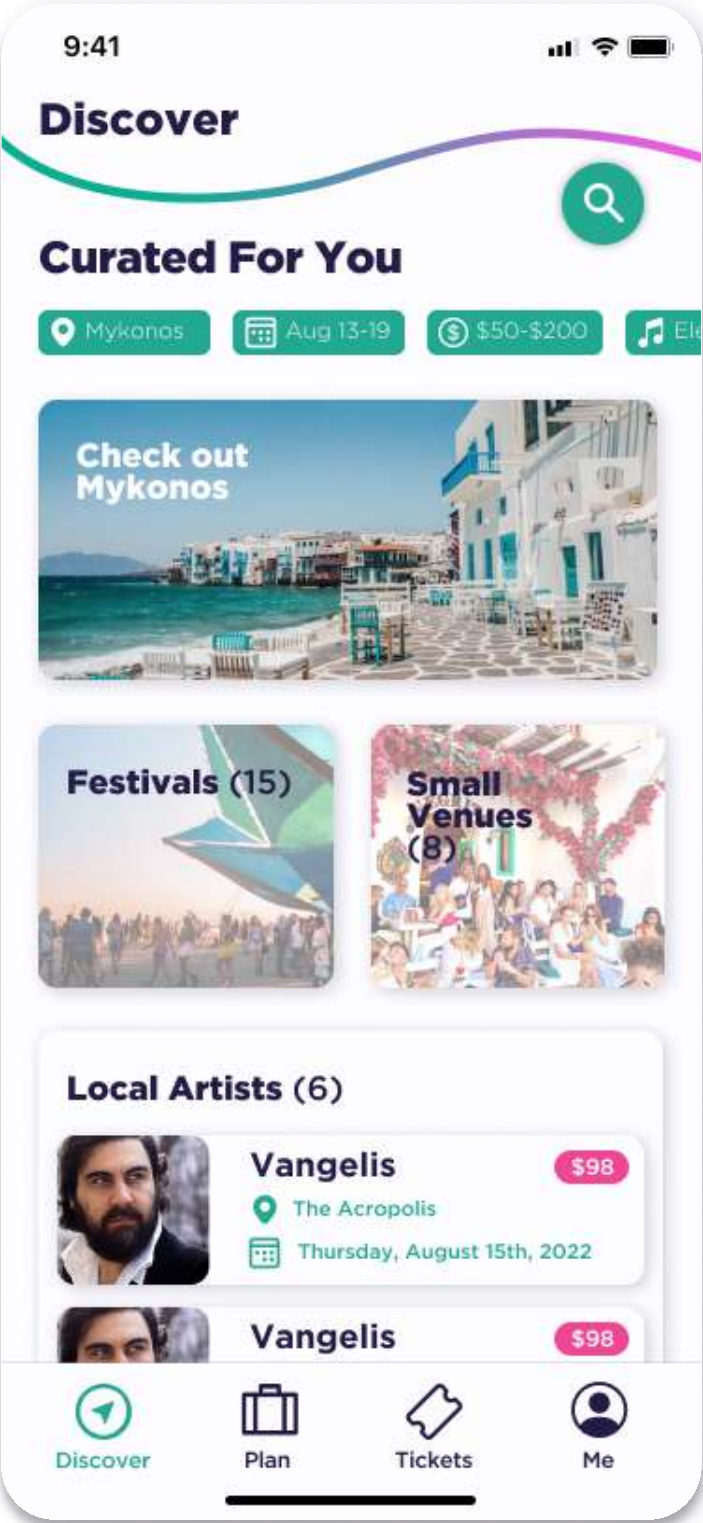
Discover Curated Screen



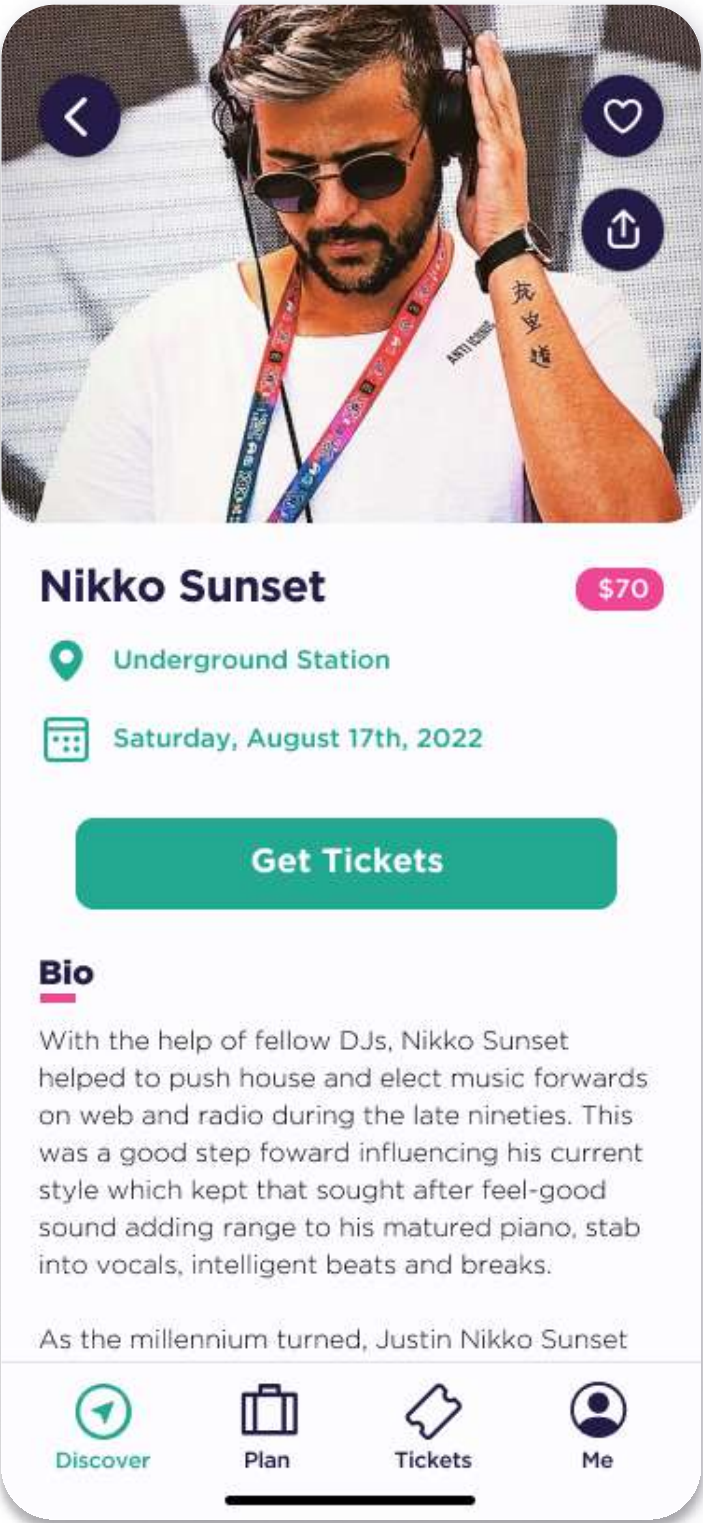
Pages - User Flows

Secondary: Send Concert to Friends

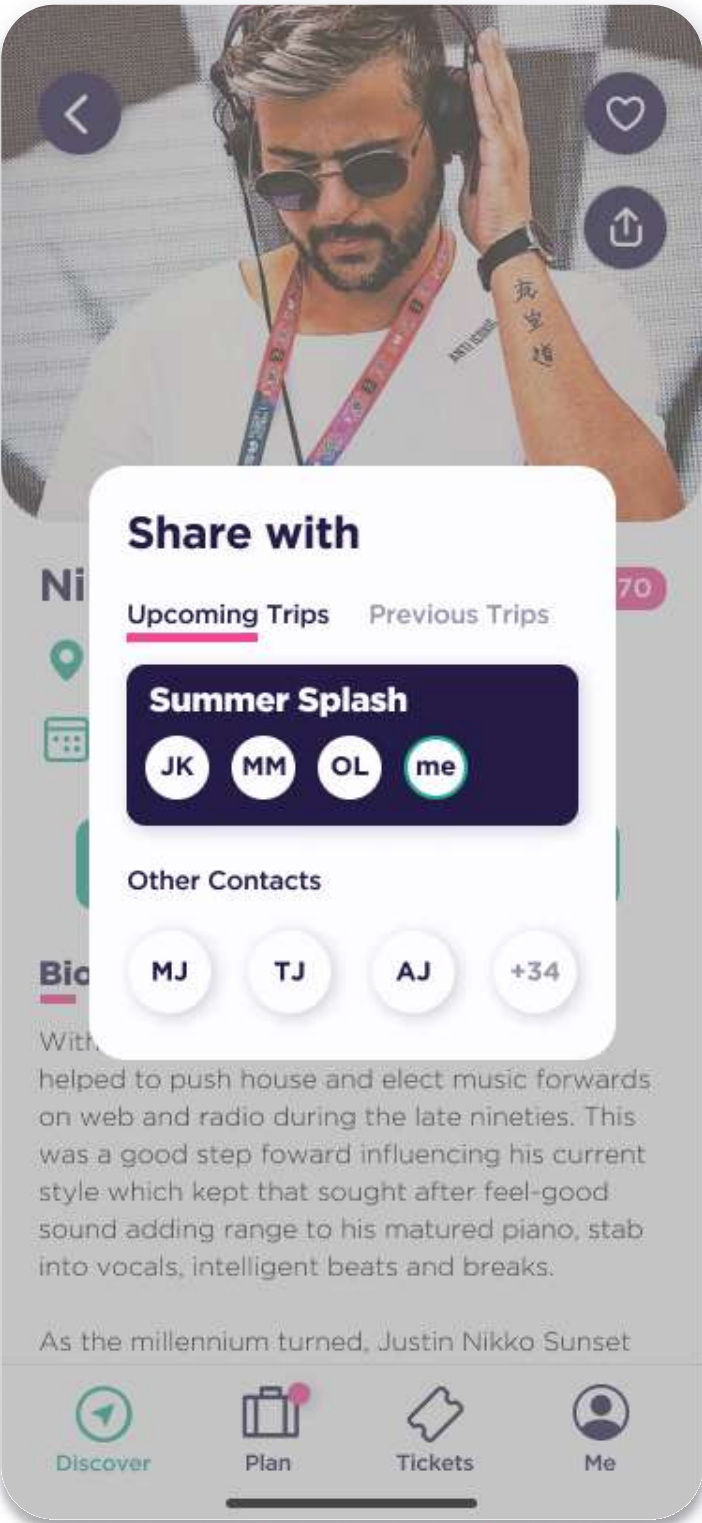
Discover Curated Screen



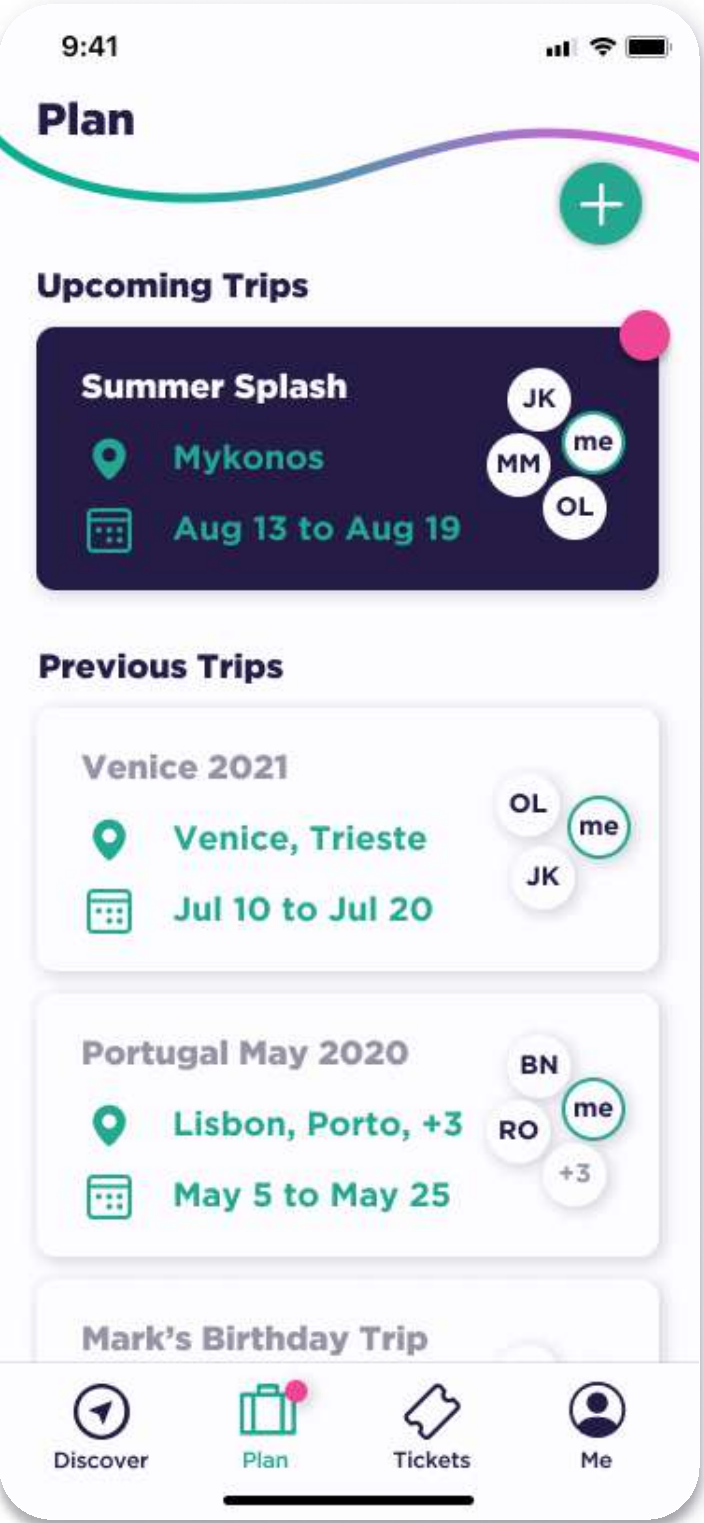
Artist/Event Expanded



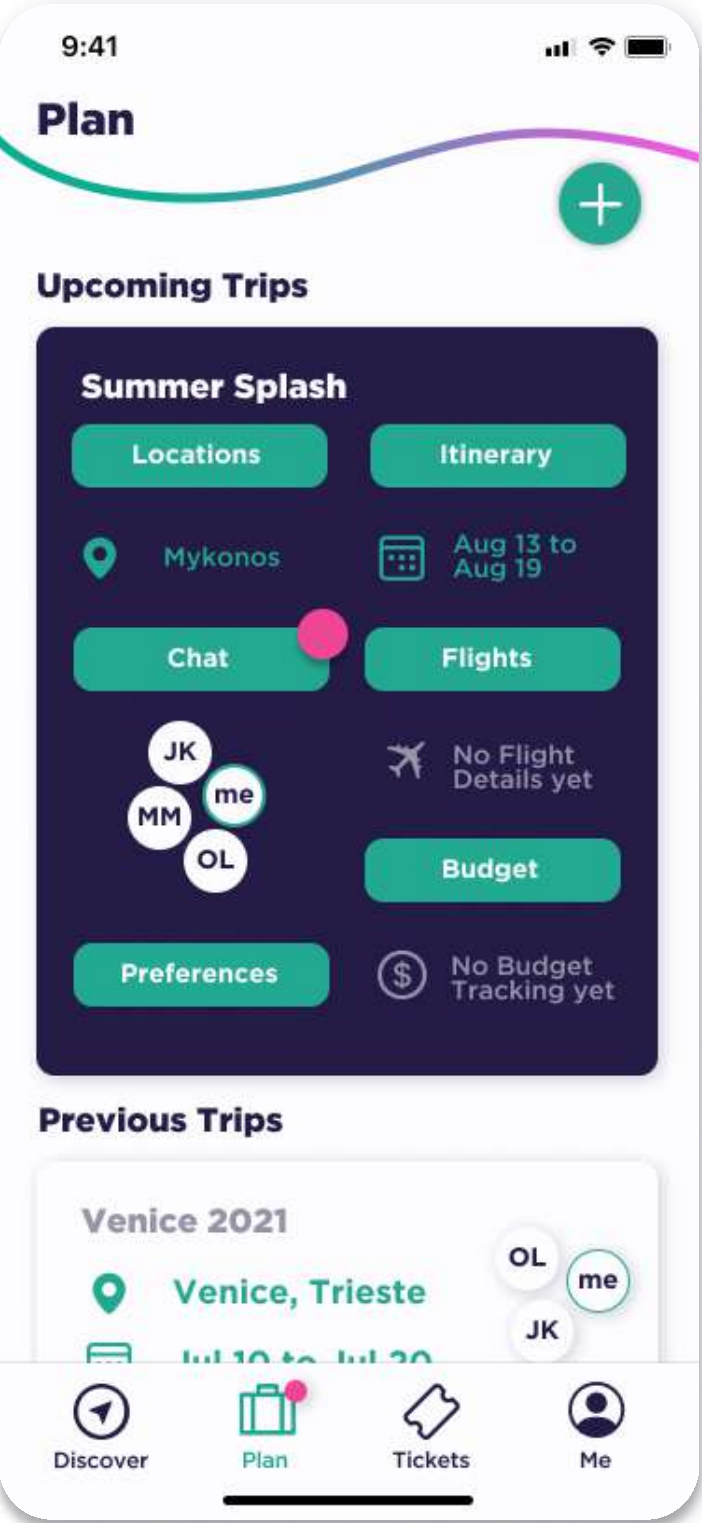
Share Modal



Plan Landing-Notif



Plan Expanded-Notif



Chat Screen

