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Introduction

Our city is constantly breaking down.

Issues such as potholes, water leaks, and dead animals must be taken care of by the municipal government. Oftentimes, issues go unreported because citizens don't know who to contact or do not wish to wait to be transferred on the phone.

Better City is an app which allows users to report problems they see on the street.

We hope the app can help bridge the gap between the city and the people it serves by simplifying the process of reporting issues.

This style manual is a guide for the visual design of the Better City app.

For more information and further assistance, please contact Yvonne Qiao at yqclockwork@gmail.com.

Branding

Logo

The Better City logo can be used flexibly outside of the app. You may reverse the logo on a dark background. Make sure to always provide significant contrast between the logo and the background.



Horizontal



Better City

Vertical



Horizontal Reversed

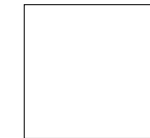


Vertical Reversed



Primary Orange

#F7931E



White

#FFFFFF



Dark Grey

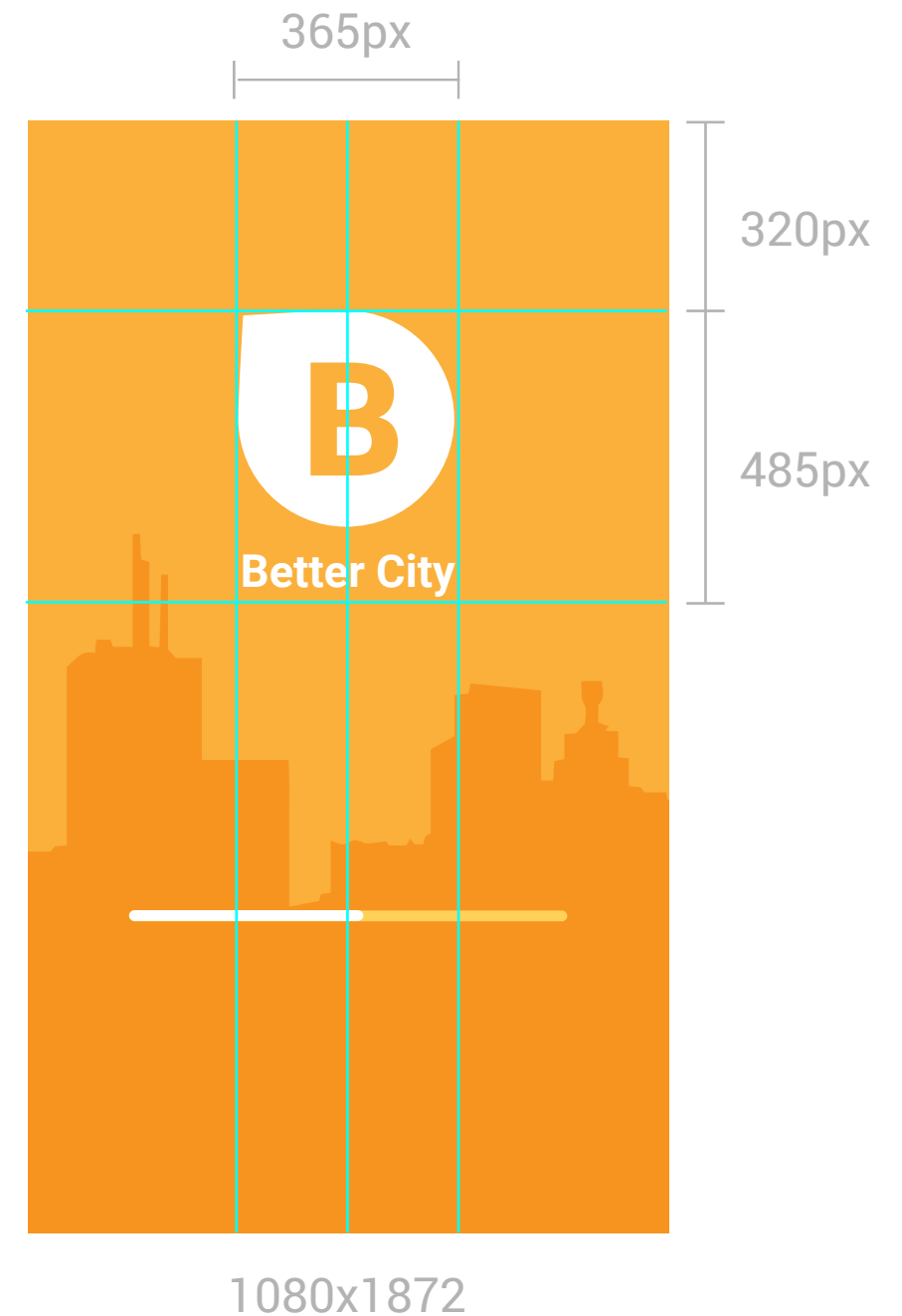
#4D4D4D

Branding

Splash Screen

There are two places designated for branding within the app, the splash screen (including the log-in and language selection screens) and the navigation bar of each page.

Within the splash screen, the Vertical Reversed logo must be used and centered horizontally.



B Branding

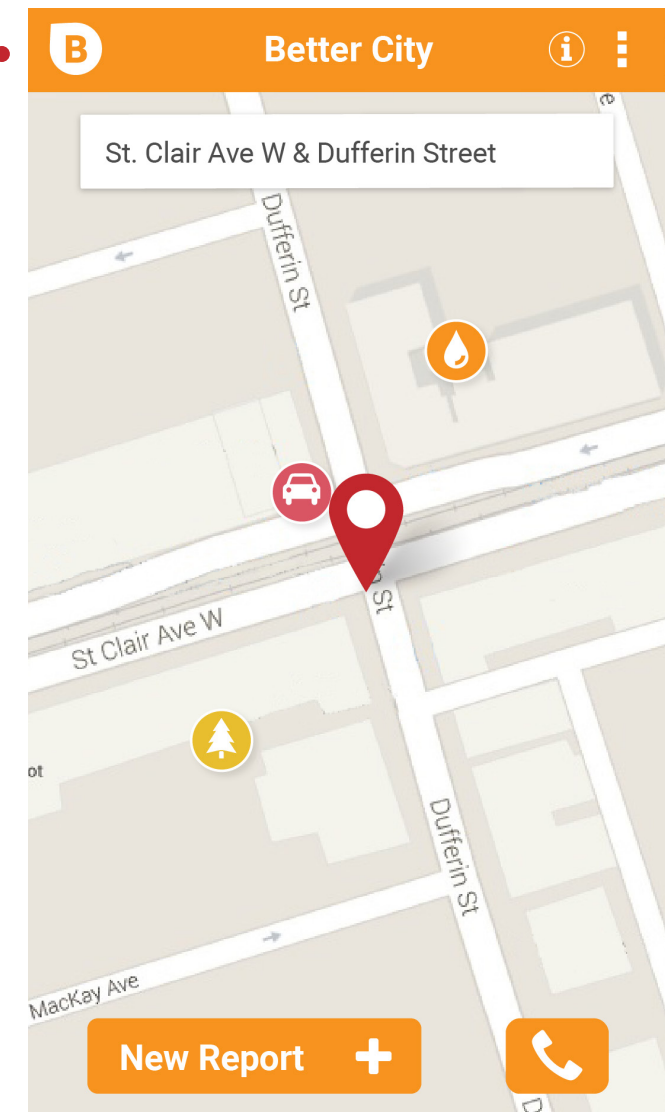
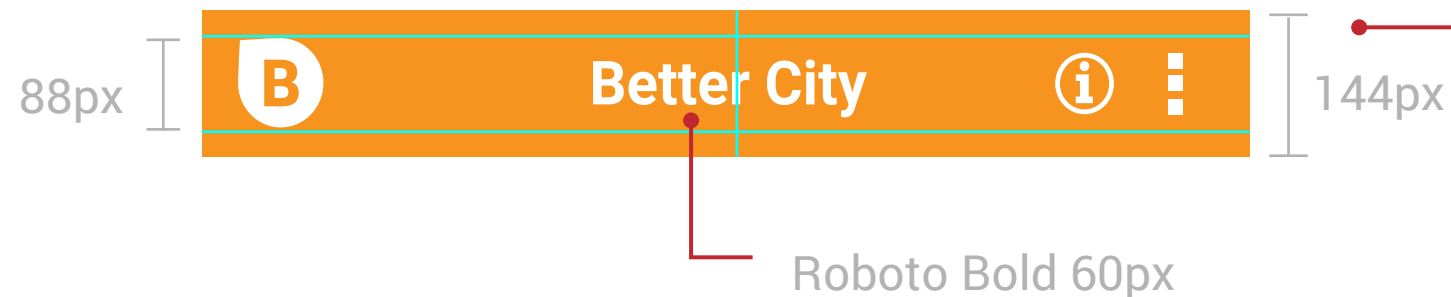
Navigation Bar

The navigation bar appears at the top of every page, in a fixed position.

A reversed icon of Better City, without text, must be placed on the left corner of the navigation bar. This icon must link to the home page

The title of the page should be centered in the bar.

The menu and info button must be placed at the right side of the navigation bar.



1080x1872

Icon



MDPI
48px



HDPI
72px



XHDPI
96px



XXHDPI
144px



XXXHDPI
192px

B Colours



Primary Orange

RGB: 247/147/30

CMYK: 0/50/99/0

For interactive elements, such as buttons.



Dark Grey

RGB: 77/77/77

CMYK: 0/0/0/70

For primary text.



Primary Grey

RGB: 179/179/179

CMYK: 0/0/0/35

For secondary interactive elements, such as inactive buttons. Also used for secondary text.



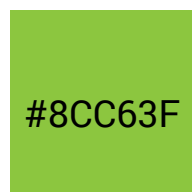
White

RGB: 255/255/255

CMYK: 0/0/0/0

For the background.

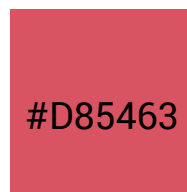
Secondary Colours



Green

RGB: 247/147/30

CMYK: 50/0/99/0



Red

RGB: 217/84/99

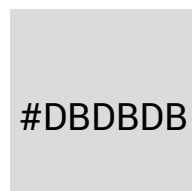
CMYK: 11/82/52/0



Light Orange

RGB: 250/176/59

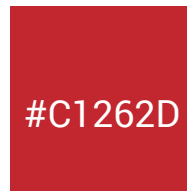
CMYK: 0/35/87/0



Light Grey

RGB: 219/219/219

CMYK: 0/0/0/5



Dark Red

RGB: 194/38/46

CMYK: 17/98/92/7



Yellow

RGB: 255/209/89

CMYK: 0/17/76/0

Typography

Roboto Family

All typography in the app is Roboto. Hierarchy is created by using the various weights provided in the Roboto family. No additional typeface should ever be used in this app.

For related promotional materials and display, consider using other weights and style within the Roboto family for a harmonized visual style.

Roboto Light

Roboto Light Italic

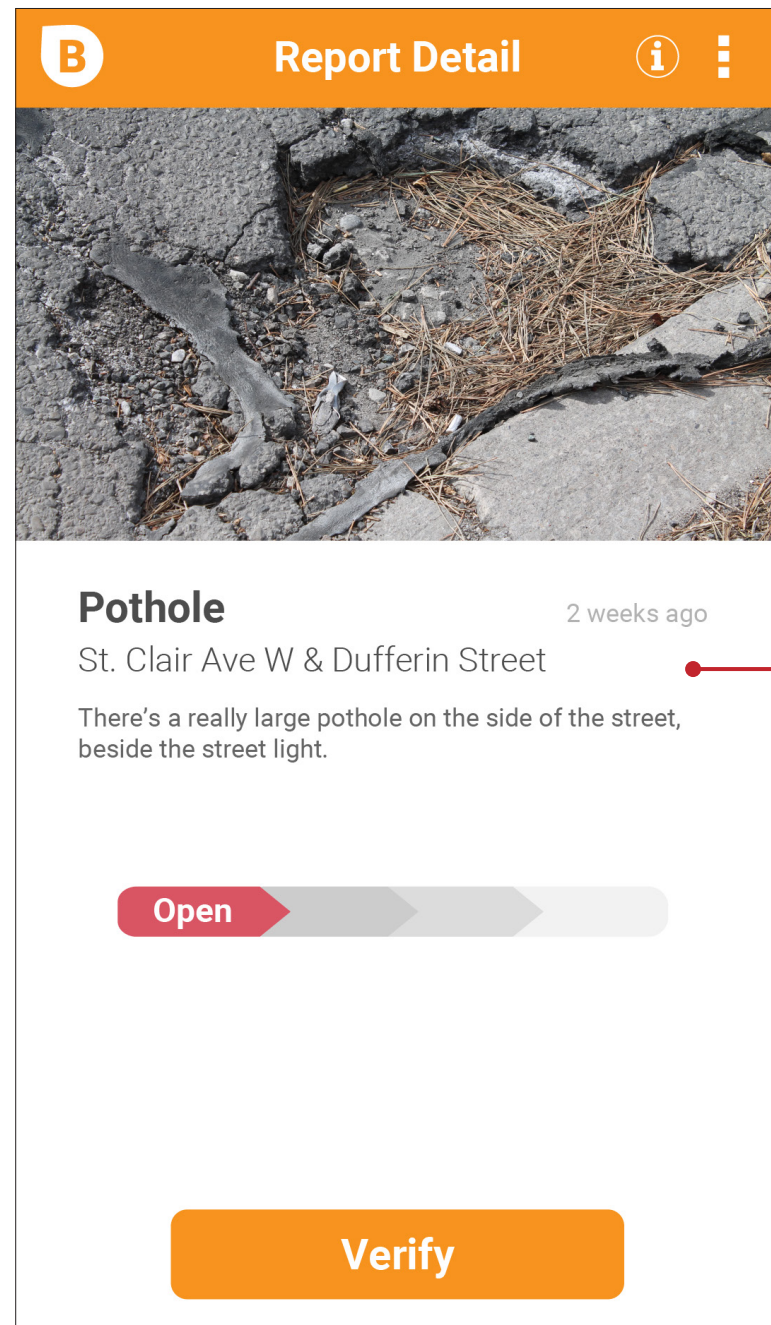
Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

B Typography



Heading

Subhead

This is an example of details.
More information about a report
goes here

Roboto Bold 60px

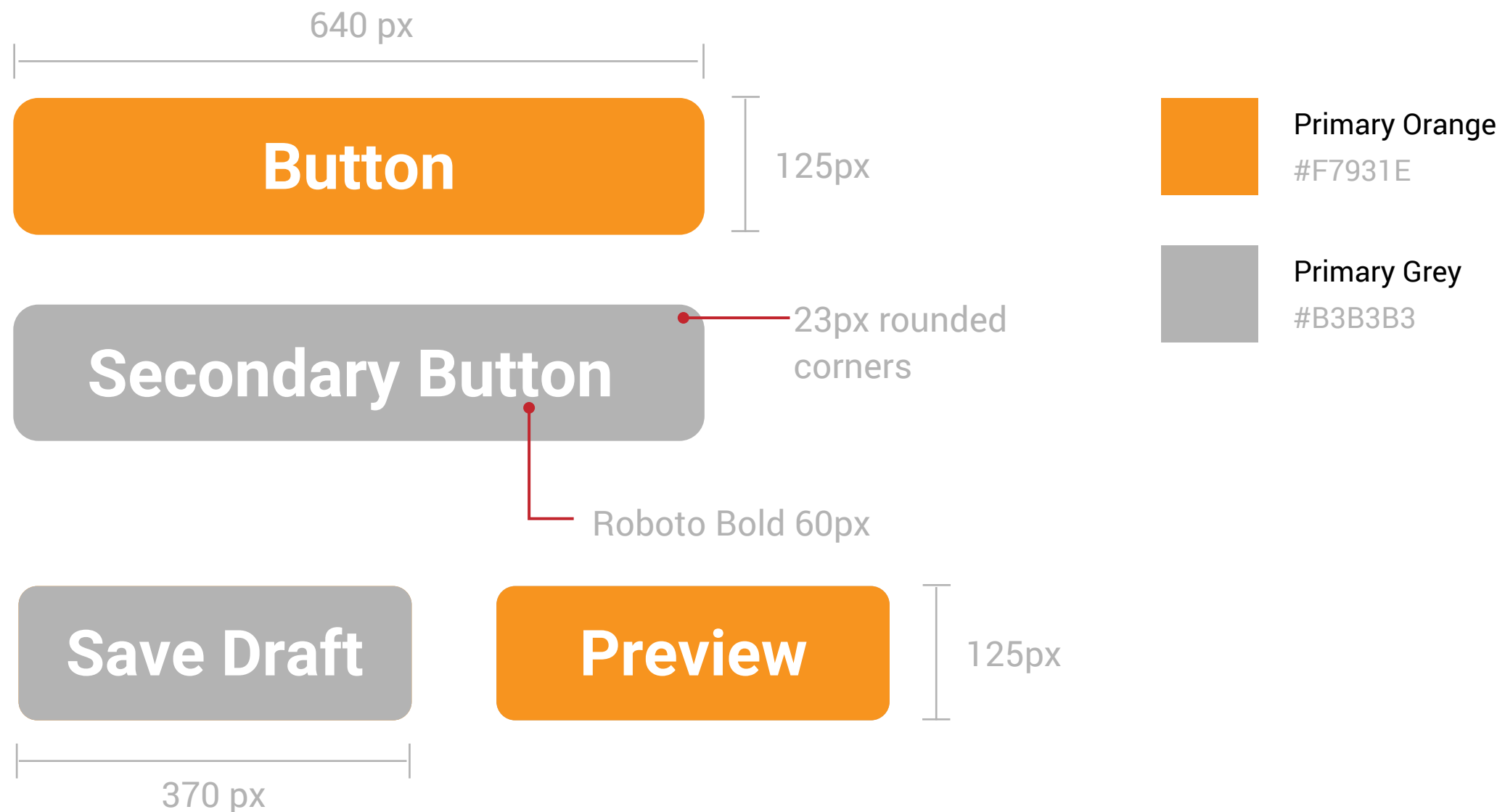
Roboto Light 48px

Roboto Regular 36px

B Elements

Buttons

The primary colour for a button is the Primary Orange. When there are buttons for two choices on a page, use Primary Grey for the less important button. Buttons are used for taking the user to another page. There should never be more than two buttons of the same hierarchy on the same page.



Icons

Our team has created six icons to visualize the six main categories of issues: Graffiti & Litter, Road, Water, Winter Issues, Trees and Others.



Graffiti & Litter



Road



Water



Winter Issues



Trees



Others

Font Awesome

Font Awesome is used for functioning icons. Icons will only serve as secondary level of information and should be accompanied by text.

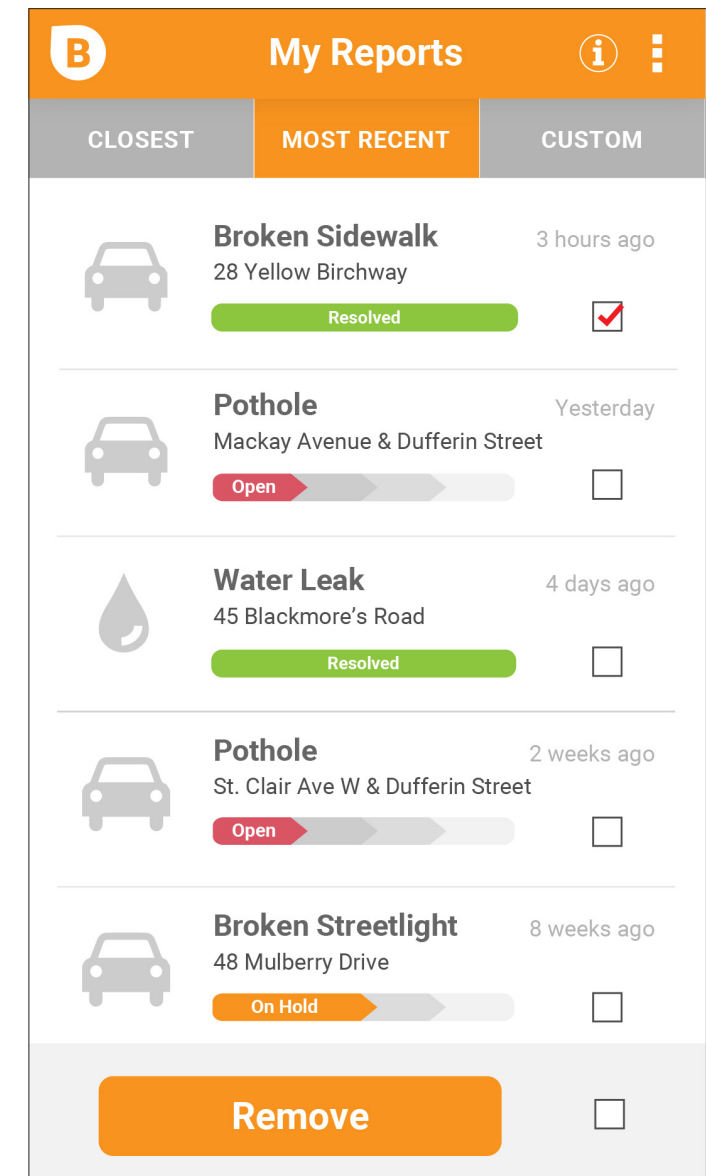
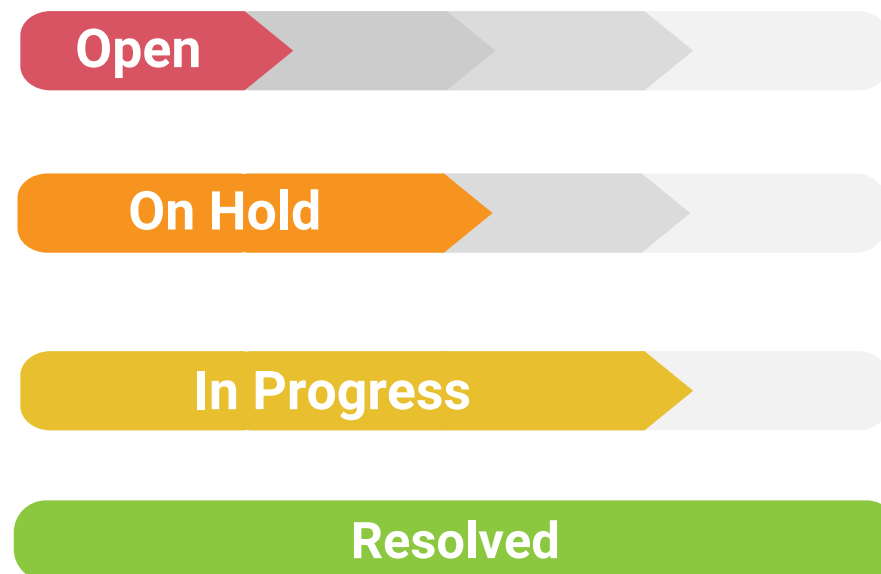


**Your report
have been submitted!**

Thank you for making your city a better place.

Status Bars

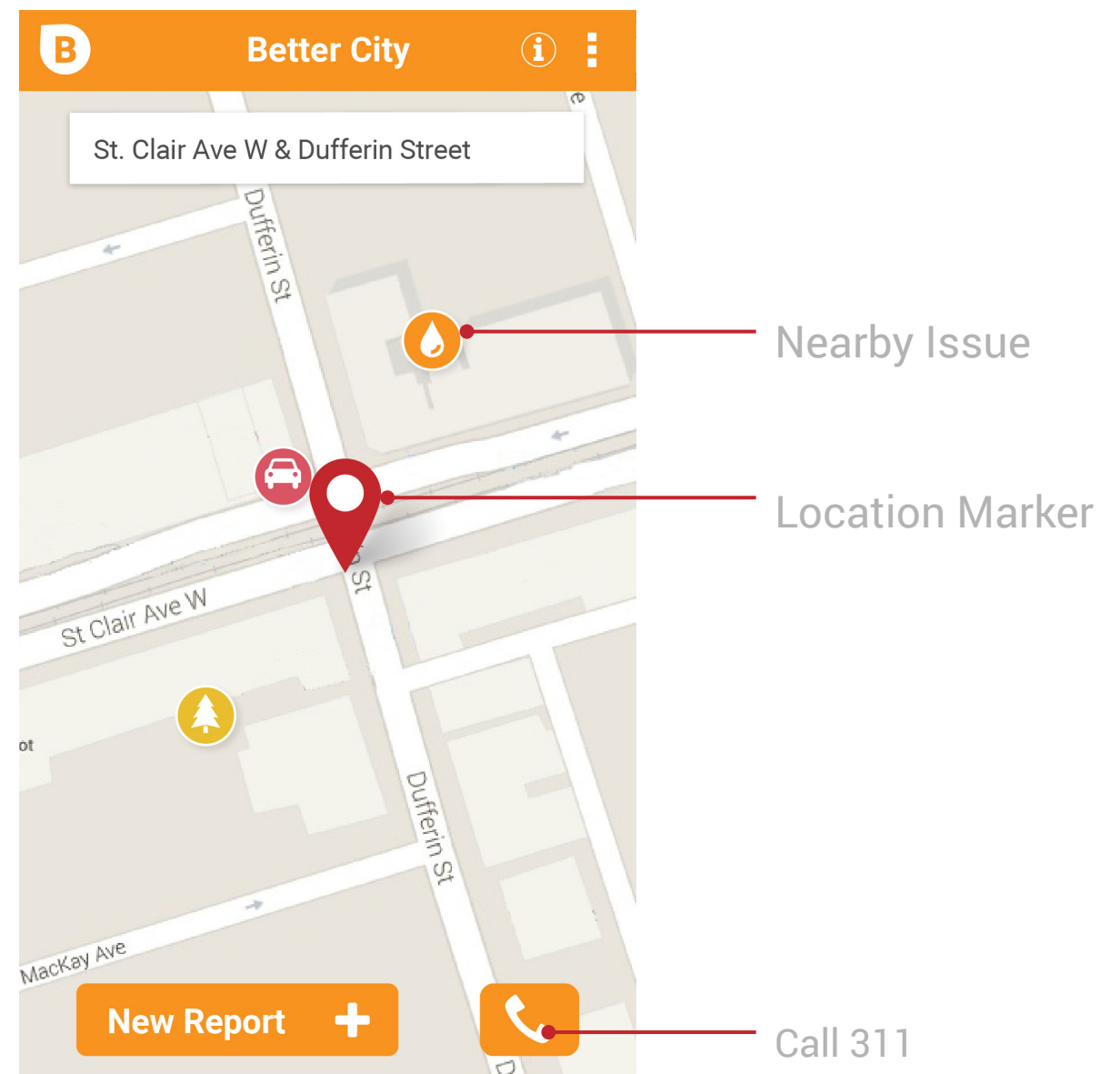
Status bars show the status of the report. The default setting once a report is submitted is 'open.' The status can be updated by city workers on the other end and can also be closed by the creator of the report.



B Elements

Map

The map is location sensitive and you can drag the location marker. The icons of nearby issues can be tapped to check nearby issues. The map is in grayscale not colour with only street information provided, no business information, transit routes, etc. The icons and marker pins are in colour.

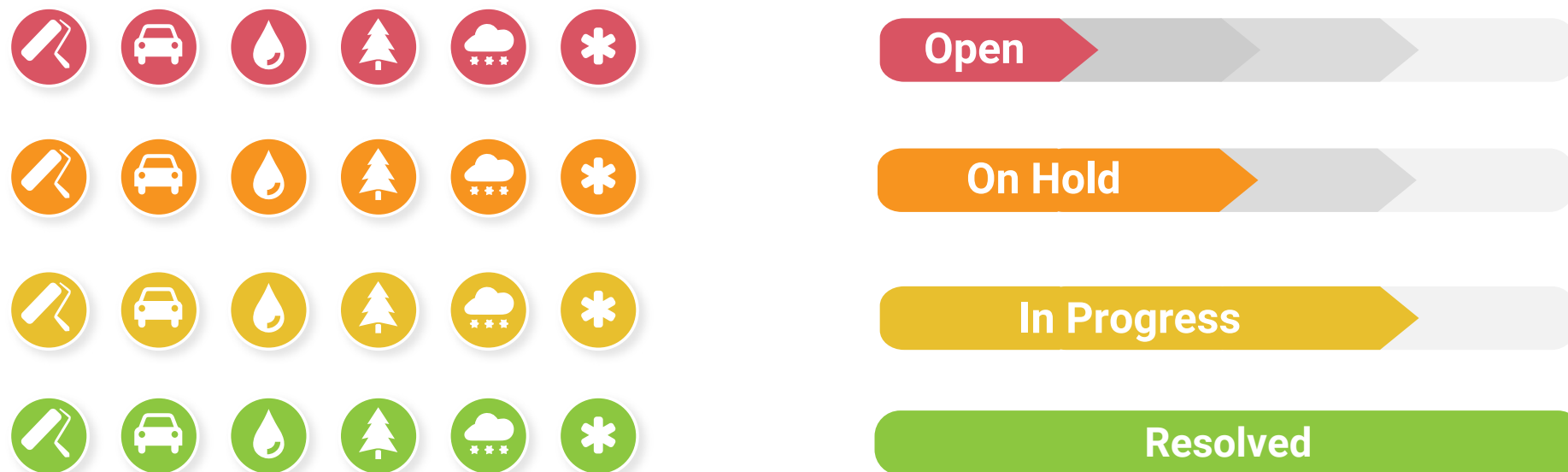


1080x1872

B Elements

Map Iconography

The icons show the sub-categories of the issues nearby. Resolved reports are hidden by default. The colour of the icons shows the status of the report. This allows users to see the status of the report and what category it falls under before they even tap to view the report's details.







The location marker uses the dark red from the colour palette while the 'open' status uses the red. It contains a white center as well as a dropshadow which always falls behind it, to the top right as shown.

B Layout

Buttons at the bottom

Action buttons should be kept at the bottom of the page for the sake of consistency. Some of the other button types are in other locations, as indicated on the following page. The key is wherever the buttons are at the beginning of the activity it should continue in the same location.

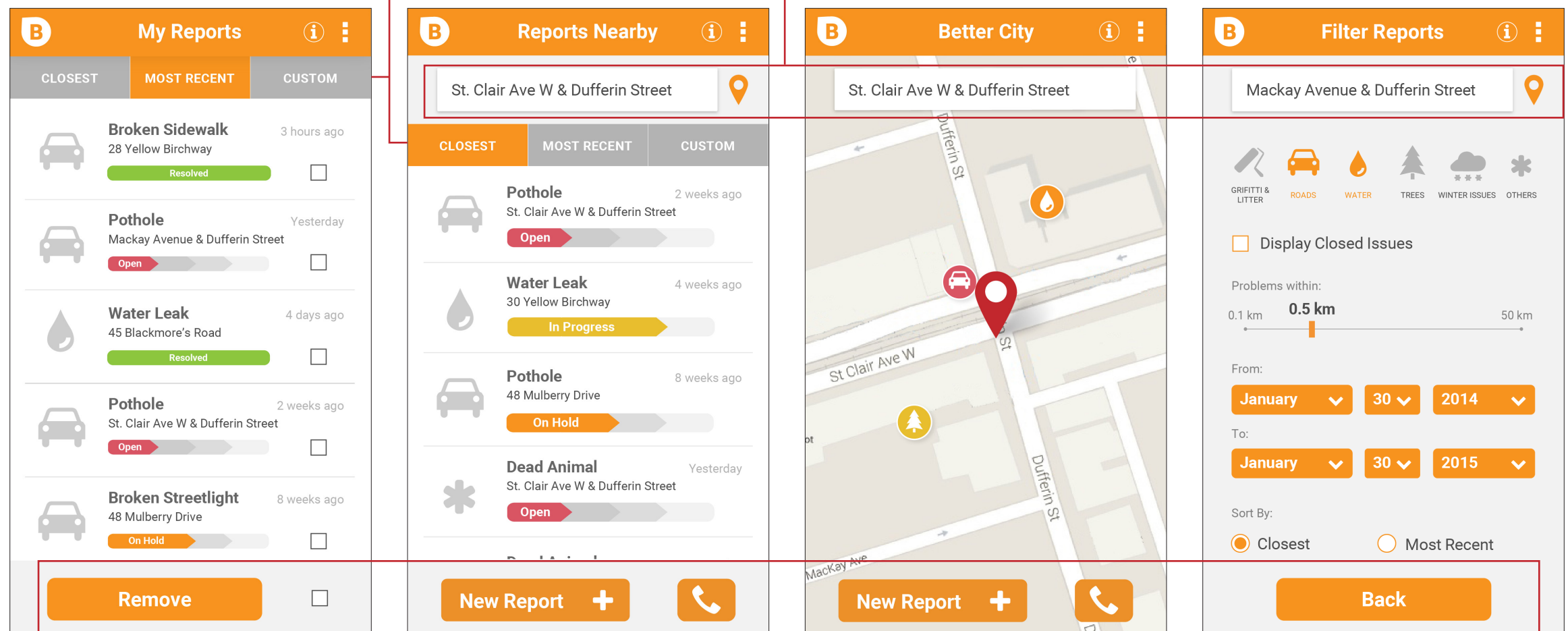
| Report Detail | Report Detail | Preview Report | New Report |
|---|--|--|---|
|  <p>Pothole 2 weeks ago St. Clair Ave W & Dufferin Street There's a really large pothole on the side of the street, beside the street light.</p> <p>Open</p> |  <p>Pothole 2 weeks ago St. Clair Ave W & Dufferin Street There's a really large pothole on the side of the street, beside the street light.</p> <p>Open</p> |  <p>Pothole St. Clair Ave W & Dufferin Street There's a really large pothole on the side of the street, beside the street light.</p> <p><input checked="" type="checkbox"/> Notify Me</p> |  <p>Pothole St. Clair Ave W & Dufferin Street There's a really large pothole on the side of the street, beside the street light.</p> <p><input checked="" type="checkbox"/> Notify Me</p> |
| Verify | Update | Edit Submit | Save Draft Preview |

Action buttons remain at the bottom of the page.

Filter Buttons, Location Bar & Action Button

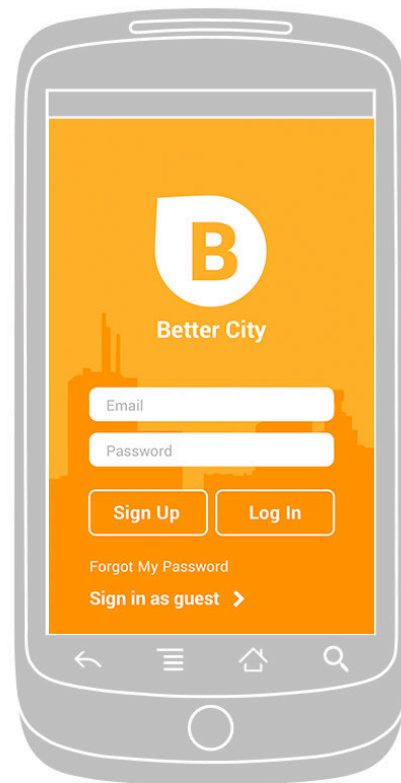
Filter buttons always at the top of the page.

Location bar also consistently on the top of the page. It is always above the filters

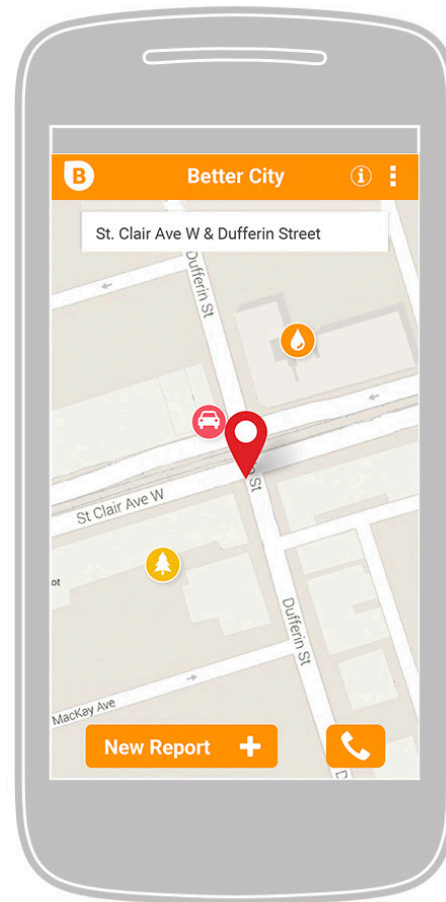


Action buttons remain at the bottom of the page.

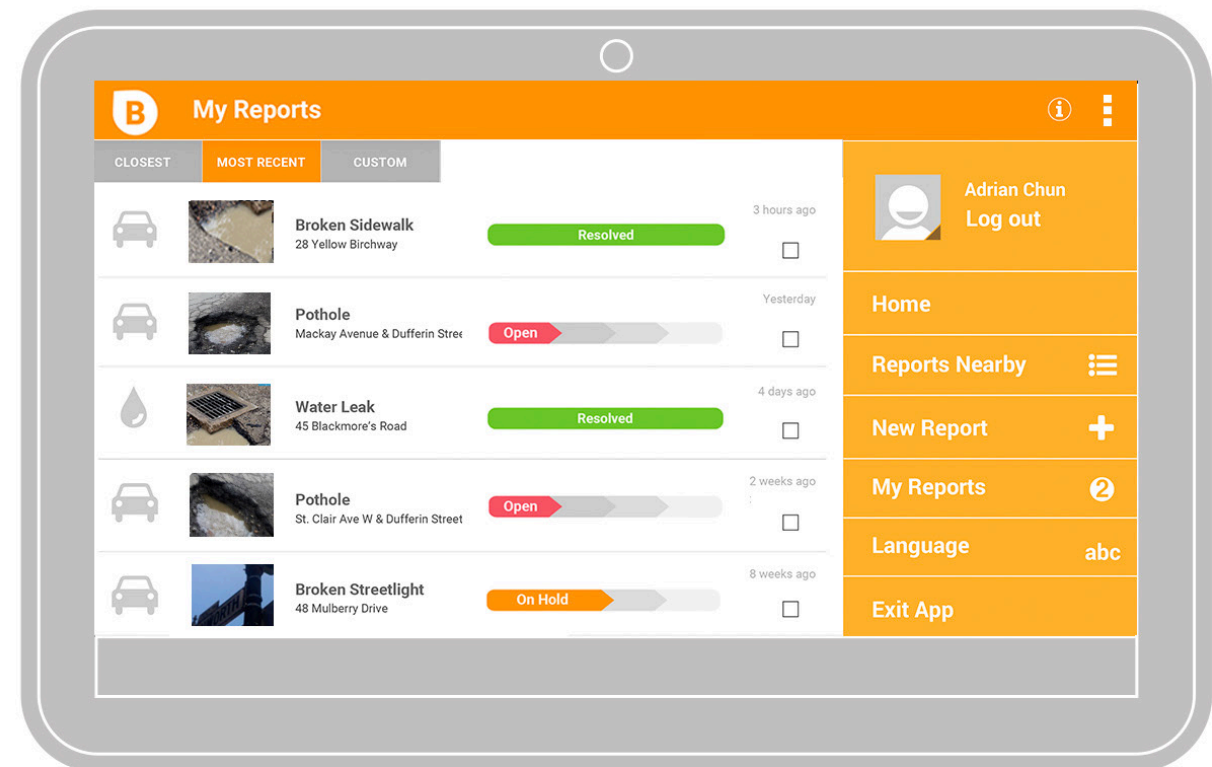
Screen Dynamics



small
320 x 426 dpi



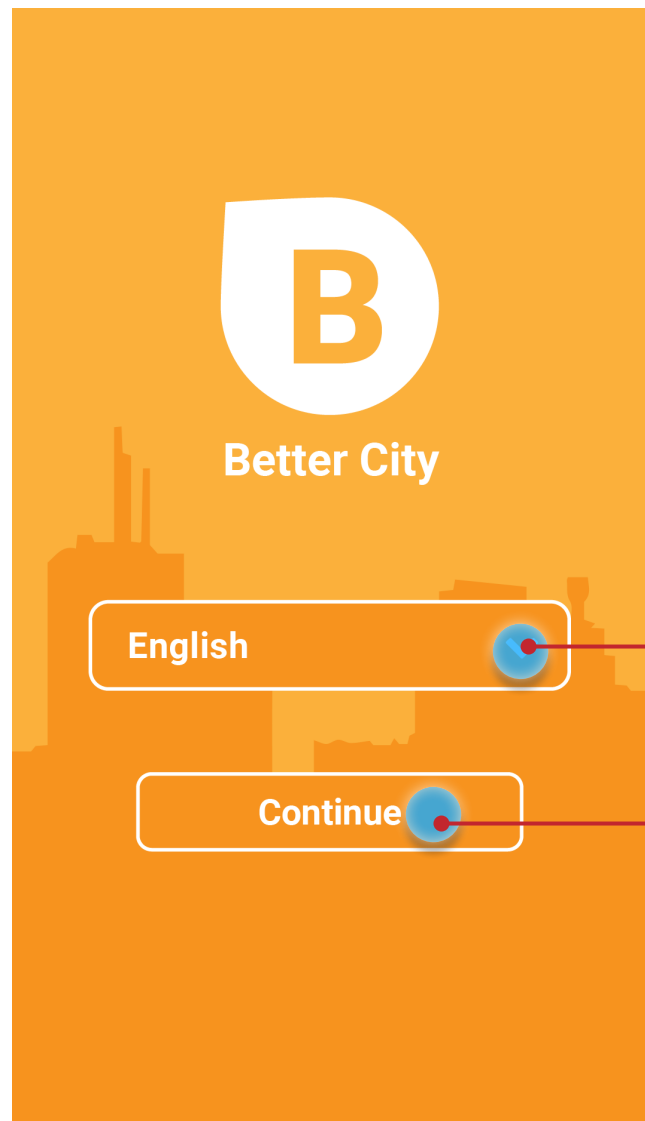
normal
320 x 470 dpi



large
480 x 640 dpi

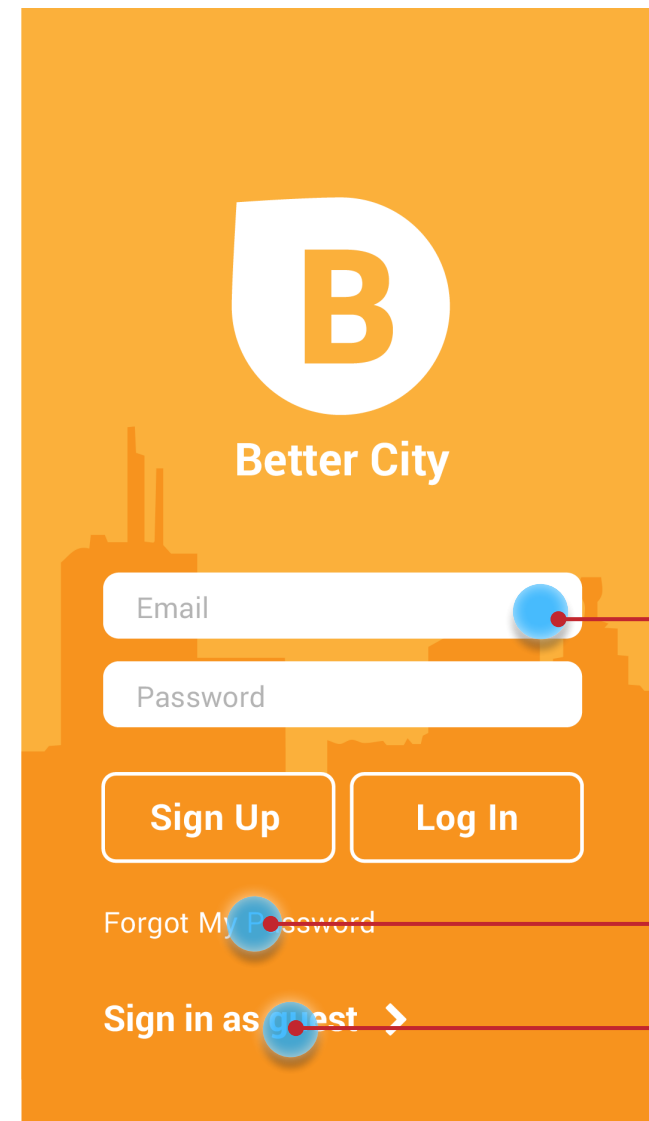
B Interactivity

Touch Control - language & log in page



Tap (drop down)

Tap (button)

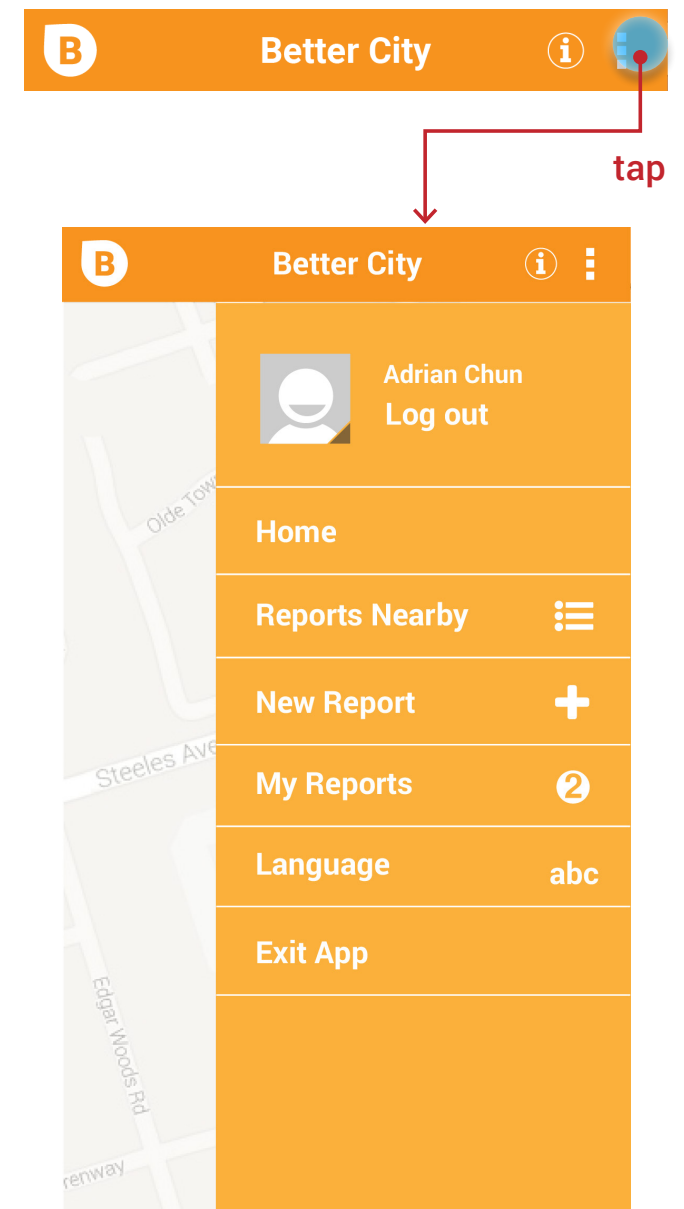
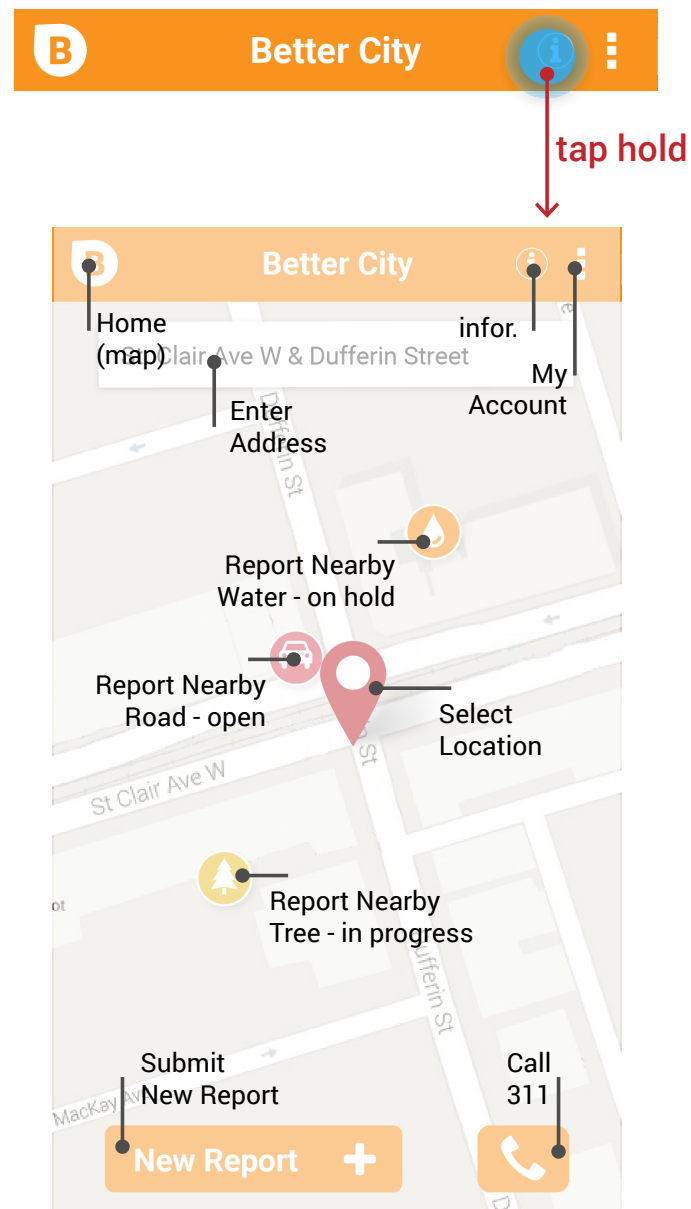
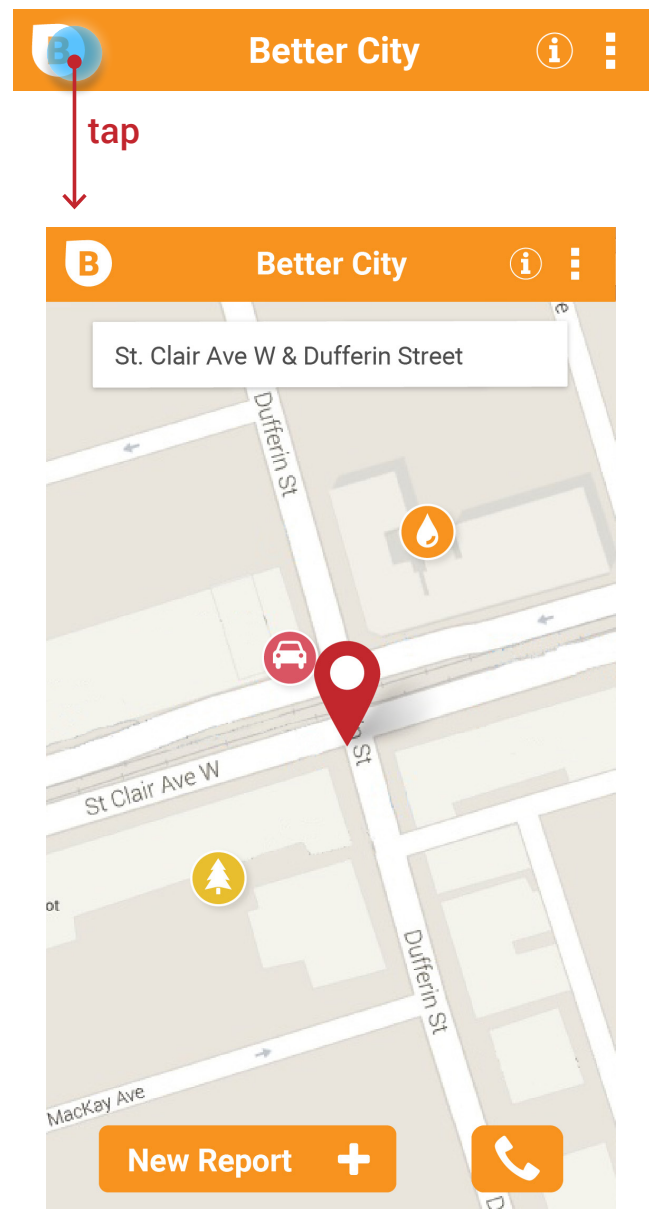


Tap (enter)

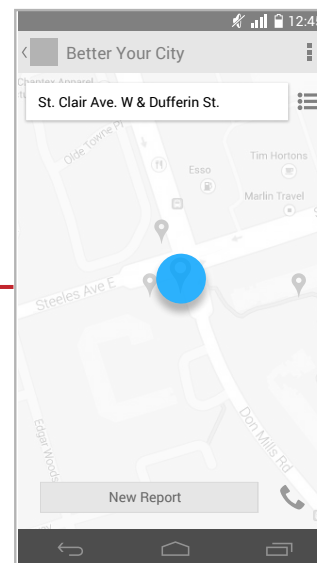
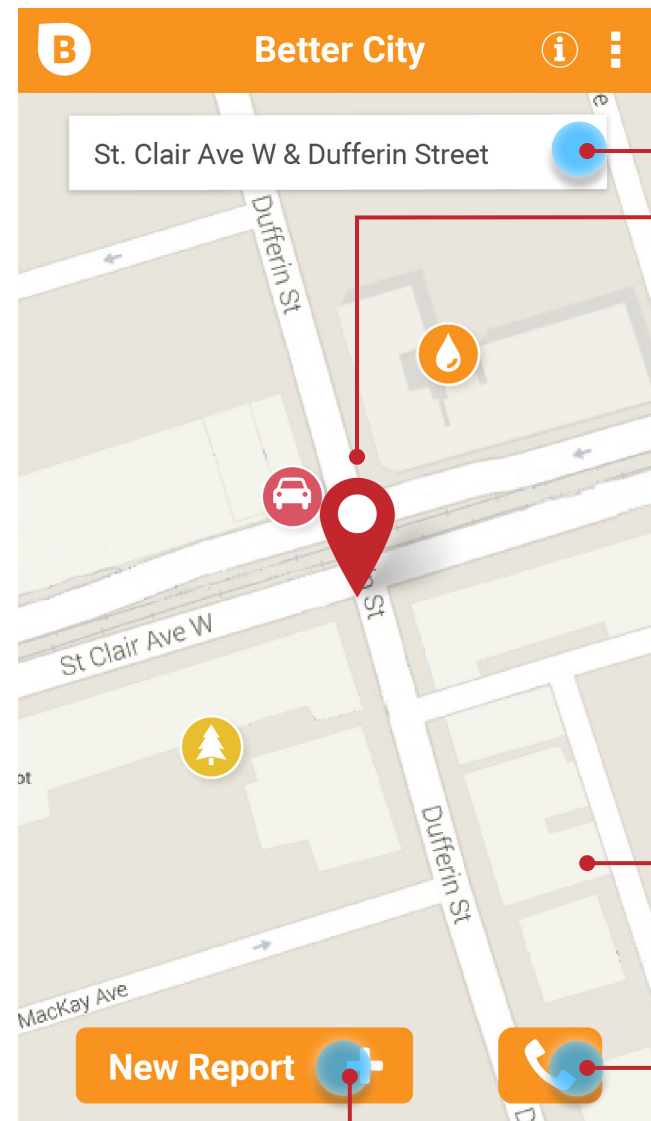
Tap (button)

Tap (button)

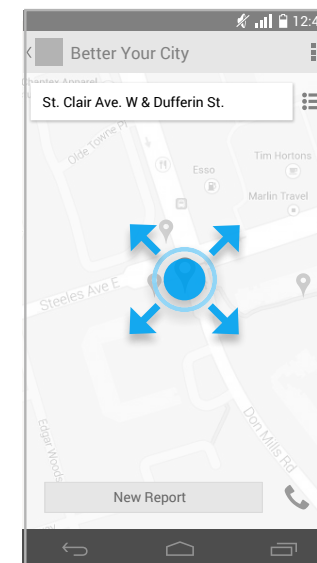
Touch Control - navigation



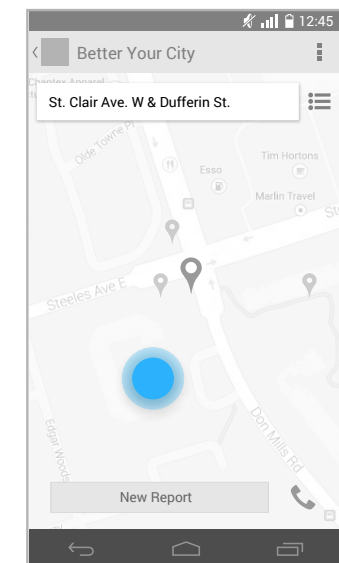
Touch Control - map



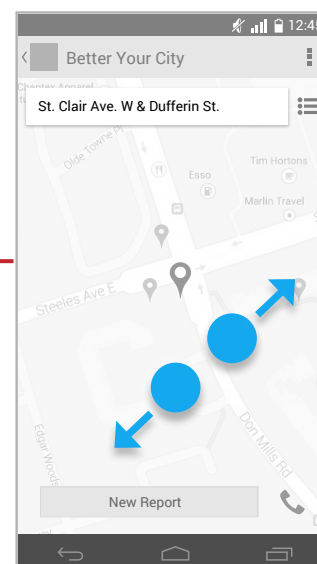
tap
(view report nearby)



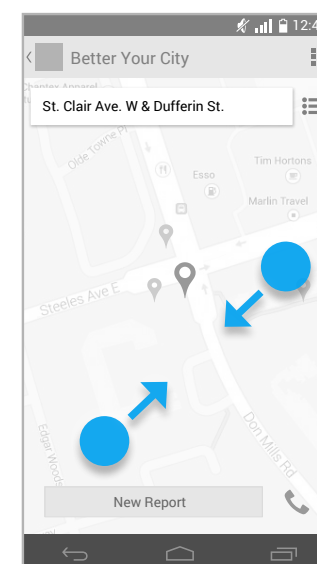
double tap - drag
(move to different location)



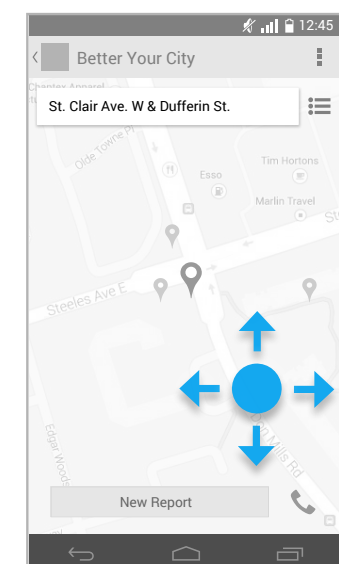
tap hold
(add new report)



2x zoom out

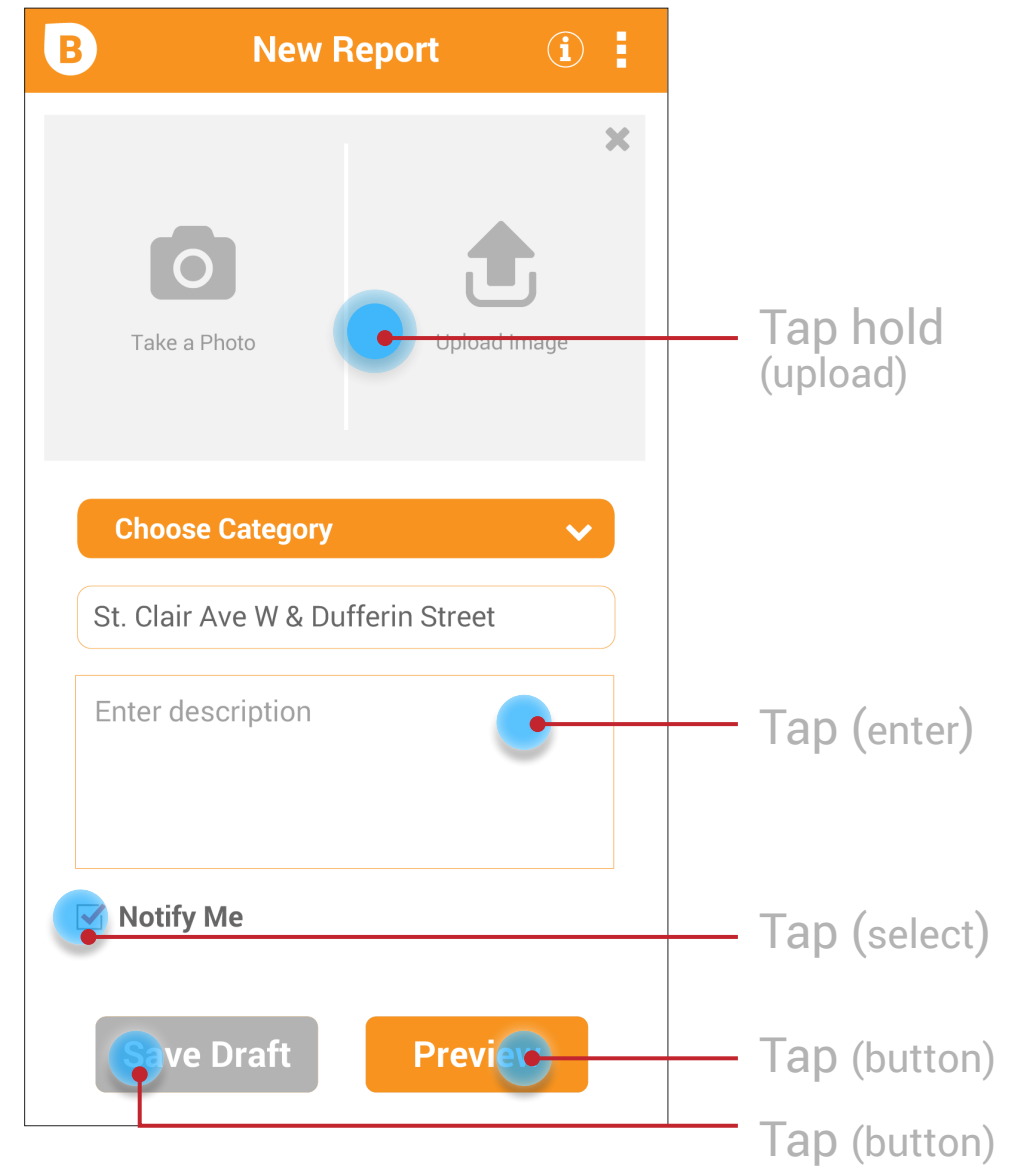
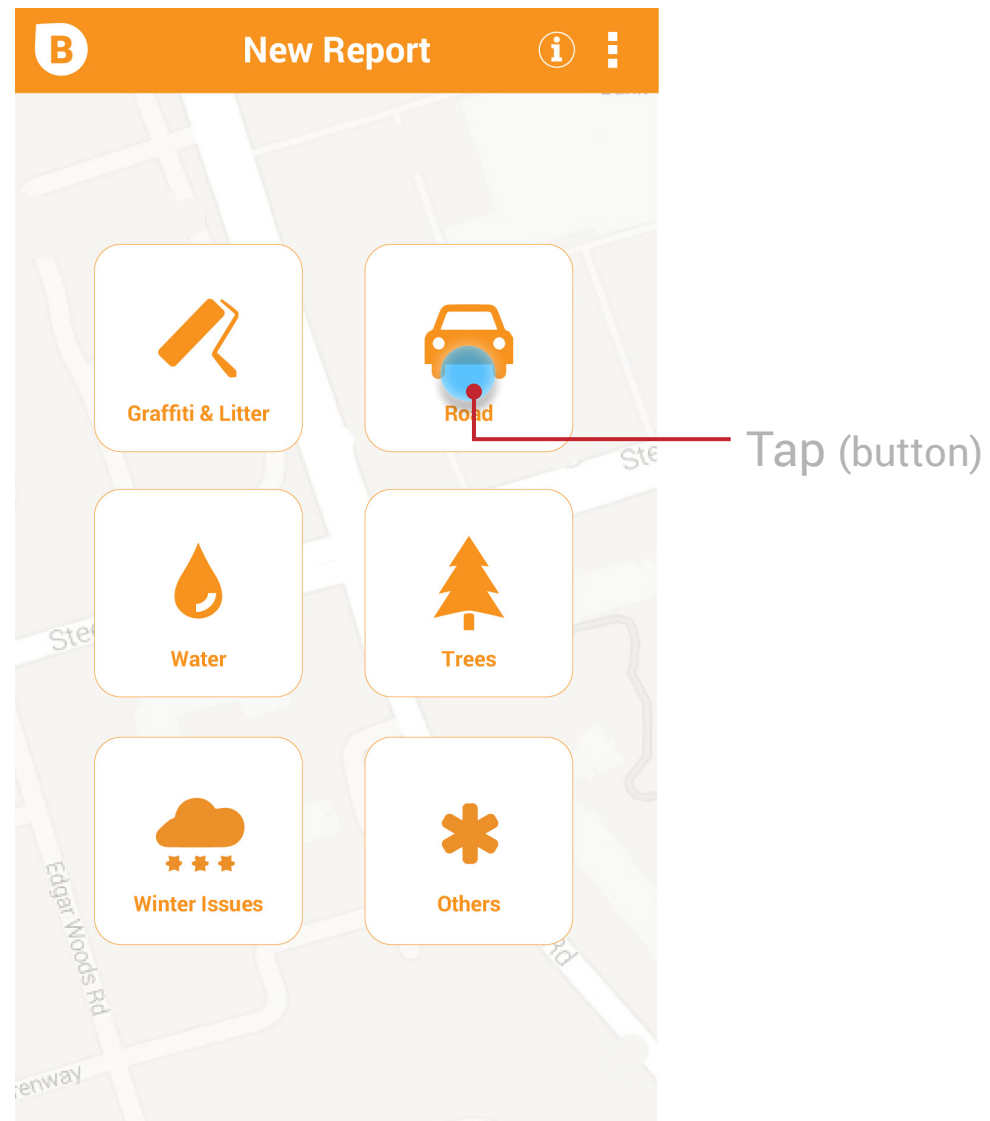


2x zoom in



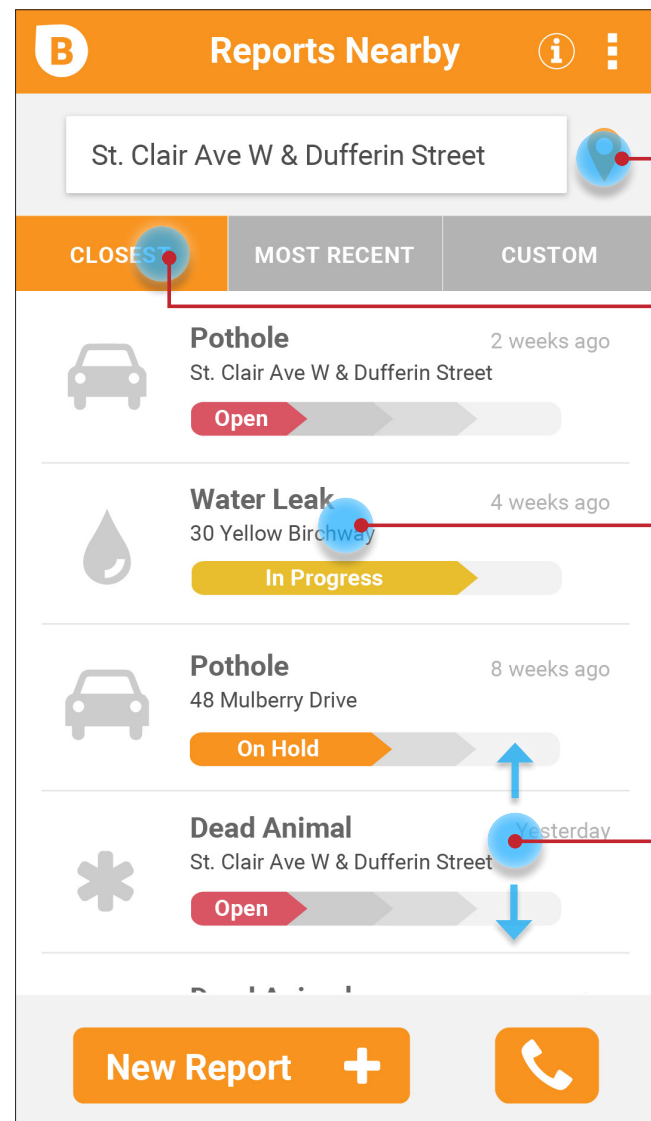
drag
(view different location)

Touch Control - others



B Interactivity

Touch Control - listing page

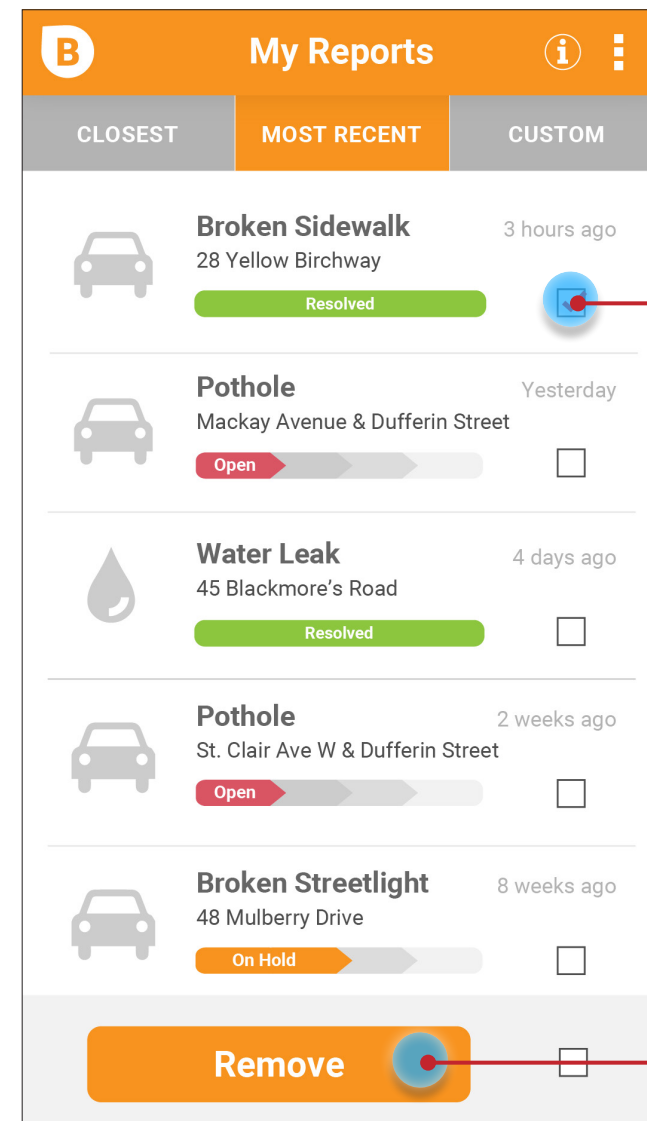


Tap (map)

Tap (filter)

Tap
(report detail)

Swipe
(more listing)



Tap
(select)

Tap
(button)

Friendly

Always address your users in a friendly and positive manner. The goal is to encourage citizens in reporting issues.

Forgiving

Do not punish your users for mistakes with an error message. Always direct users to where you think they intend to go.

Simple

The simpler the words are to understand, the better. Omit needless words and do not use big words. Toronto is full of people with English as a second language, do not make this app difficult for them.

Conclusion

Accessibility First

The primary target audience of the app include senior citizens. If you're unsure how things should look, always use the most user-friendly, intuitive design. Refer to Accessibility for Ontarians with Disabilities Act (AODA) for reference.

Never sacrifice functionality or user-friendliness for visual effects.

Contact

For more information and further assistance, please contact Amanda Theyers at atheyers@my.yorku.ca, Wei Wang at wain5201@gmail.com or Yvonne Qiao at yqclockwork@gmail.com.