



Multiple Digital Goods
(MDG) StyleGuide

Jan 28, 2013

MDG Introduction

The MDG product is the most consumer facing part of our brand.

After the consumer has completed an action of our choice (eg: completing a purchase, signing up for a newsletter, etc.), it is used by the consumer to select the digital good reward of their choice (eg: facebook credits, itunes code, etc) and then share their experience with their friends in order to propagate the experience (via social media channels such as facebook, twitter, etc).

Statement of Need

The main goals when designing the MDG experience were...

- 1) An immediate use case of 1-3 digital goods. This means that the main UX is centered around consumers making a choice between at the most 3 digital goods and in a majority of cases the consumer will be fed a single digital good (no choice). The single digital good experience will be referred to as the SDG.
- 2) Easy to add on. The MDG UX had to be designed so as to allow future expansion of the growing digital goods catalog as everyday we continue add more and more digital reward goods.
- 3) Mobile Friendly. The Desktop version of the MDG was designated to be developed first but since the Mobile version was soon to follow, the UX had to be designed to be streamlined for both experiences.
- 4) Facebook emphasis. Currently we are tightly integrated with Facebooks API and receive the best verification and client information from them. So we want to promote a user to choose Facebook as an option for redemption and verification.
- 5) Fast conversions. Our business is based on incentivizing our users and converting them to consumers and demonstrating this to our clients. So the UX has been designed to be short, simple and to the point, with as few steps as possible.
- 6) Share is a critical component. The Share module at the end of the redemption experience is a critical part of the process because of the ability to gain more exposure through word-of-mouth and the obvious multiplication factor. Even though the consumer has already received their code at this stage, the UX has been designed to place the Share Module ahead of the displayed code or to otherwise direct the consumers attention to the Share Module first when entering the page.
- 7) Template structure with standardized images and dynamic text. The UX/UI has been designed to use a standard image/logo/card provided by the client/provider with as little re-touching as possible. Perhaps only an image resizement process. Dynamic text is designed to be limited to a certain number of characters.

MDG Audience Description

The audience for our product is quite literally anybody and everybody. An age demographic range of 18 years - 80 years. We are creating campaigns and distributing a wide variety of digital goods to an internet audience. While individual campaigns or clients might differ in their own designs/styles, currently we do not plan to craft their branding look/feel on our MDG (other than their logo).

What this means is that the UI/UX design has to be neutral and simple. Avoid too gamey a look/feel. Keep the fonts clean and professional.

Our major competitor in this circle are the numerous scammy cheap looking offers that are strewn all over the internet. Our goal is to avoid looking and feeling like these offers. We must stand apart and above these players so as to assure the consumers that when they deal with us they are dealing with a professional, trustworthy company. All our designs must keep this in mind.

MDG Misc Particulars

Minimize audience backtracking. While we do want to provide a positive experience for the consumer, we also want to convert the consumer and move them through our MDG process as quickly as possible. To this end, once a product is chosen, the back button is de-emphasized and less obvious.

Serving our DG choice first. Even if we are serving 2 or more digital good reward choices to our consumer, we will still have an internal preference of which digital good we want to promote to them (which DG we would prefer they choose for themselves). To this end, we will serve the DG of our choice as the first choice in the list of rewards. Currently this is the only way we have designated to promote the DG of our choice.

A 3 step process. Currently the MDG is a simple 3 step process. Step 1-Choose a Reward, Step 2-Choose a redemption method, Step 3-Share your experience. The SDG is even simpler 2 step process. Step 1-Choose a redemption method, Step 2- Share your experience.

MDG UXUI Styleguide (this document)

[Synology](#) > [Shared Folder](#) > [Design](#) > [Product](#) > [MDG experience](#) > [MDG-rework-2012](#) > [styleguide](#)

This document and all its accompanying assets (images, fonts, past revisions) will be found in this folder and its subfolders. Use the latest numerical version of the indesign document (.indd) to update this document. Then render a .pdf version and store in the root folder of this structure.

MDG UXUI Development Process

[Synology](#) > [Shared Folder](#) > [Design](#) > [Product](#) > [MDG experience](#) > [MDG-rework-2012](#) > [process](#)

A large collection of all the files that went into the 2 month long process to rework the MDG in 2012. The structure is divided into 'rounds' which each round adding to the evolution of the MDG design. Early rounds are for the initial UX sheets and fundamental design needs. The next few rounds are the evolution of the UI design layout and look/feel. The rounds after that are about the development particulars of the Desktop version. The ones after that are for the evolution of the Mobile Version. Finally the last folder contains the Styleguide creation.

MDG UX sheets (finals)

[Synology](#) > [Shared Folder](#) > [Design](#) > [Product](#) > [MDG experience](#) > [MDG-rework-2012](#) > [finals](#) > [UX sheets](#)

This folder contains .pdf UX sheets that highlight the early design process and thinking behind the design of the current MDG. It covers both the design for the Desktop and Mobile version. The Mobile UX version was designed first and then the desktop UX version.

MDG UXUI videos (finals)

[Synology](#) > [Shared Folder](#) > [Design](#) > [Product](#) > [MDG experience](#) > [MDG-rework-2012](#) > [finals](#) > [UXUI videos](#)

This folder contains .mov videos that show a complete animated demo of what the MDG will look like when completed by the developers. The best reference to review for transitions, button states and other misc animations. Currently the folder contains a video for the desktop version and a video for the mobile version.

Videos can also be viewed online at www.vimeo.com

Desktop Version - <https://vimeo.com/56057859>

Mobile Version - <https://vimeo.com/55954731>

MDG UXUI files (finals)

[Synology](#) > [Shared Folder](#) > [Design](#) > [Product](#) > [MDG experience](#) > [MDG-rework-2012](#) > [finals](#) > [UXUI files](#)

This folder contains the final versions of .psd (Photoshop files).

These files can be used to hand over to the developers so that they can extract any graphic resources they need to develop the MDG.

These files have also been used to develop the Movies. Please see inside the MDG UXUI Development Process structure (MDG-rework2012 > process) folder for final files for the movies.

Desktop Version .psd file - /desktop/step_all_ex_camp_1_7.psd

Mobile Version .psd file - /mobile/

The Desktop version has a single file with layers for each state. The Mobile has separate files for each state.

*All these files are finals as of Jan 2nd, 2013. If files are updated and new versions/latest are created please update this document with the locations and names of these files.

Example Screenshots

MDG Desktop UI/UX

The following is one possible flow example of the MDG Desktop UI/UX. Other variants could include different number of digital goods rewards, different redemption options or different share modules. But essentially the core process remains the same.

Step 1 - Select a DG



Step 2 - Collect your DG



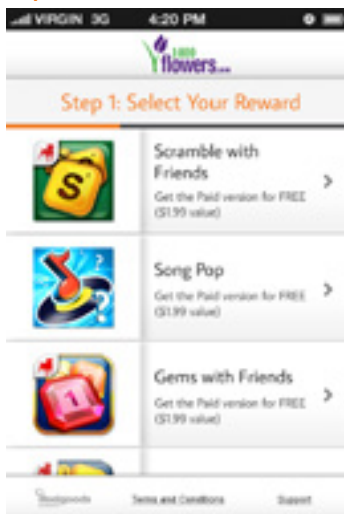
Step 3 - Share with your friends



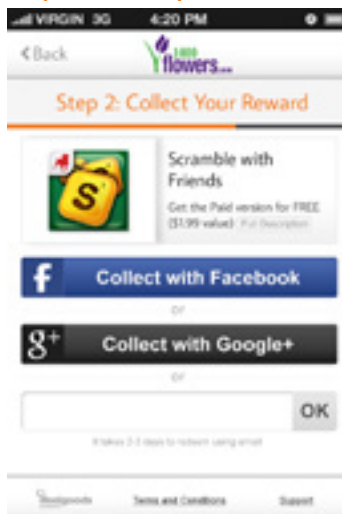
MDG Mobile UI/UX

The following is one possible flow example of the MDG Mobile UI/UX. Similar to the above flow, other variants could include different number of digital goods rewards, different redemption options or different share modules. But essentially the core process remains the same.

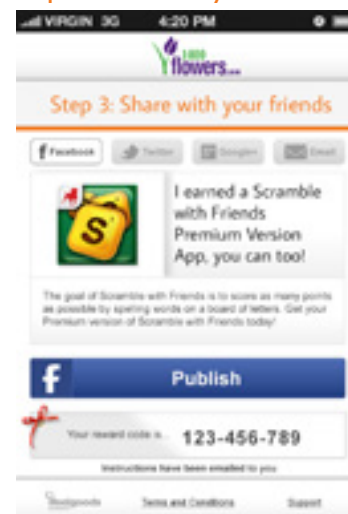
Step 1 - Select a DG



Step 2 - Collect your DG



Step 3 - Share with your friends



Colors

The colors for the project were chosen with a white-space, minimilastic, semi-flat design point of view. The bright orange is iFeelGoods official logo color and is used for creating focal points and in animation to draw the users attention. The rest of the color scheme is built with the above design point of view in mind and compliments the focal color while never overwhelming it.



Official IFeelgoods Orange color.
Used in all highlights for boxes, buttons,
hover text, headline text.

f37b21



Dark Grey
Used in all main headline text, guideline text,
DG header text and regular body text.

4d4d4d



Light Grey
Used in all wizard text, muted text,
secondary button text

9d9d9d



Blue Grey
Used in main container hairline borders

c4cde0



Lightest Grey
Used in container borders and hairline dividers

e7e7e7



Background Off White
Used in main container background

f5f5f5

Type

The MDG uses type from the Google Fonts open source project.

The main font chosen is Average Sans. There is only one variant (Regular) available to use. Average Sans was chosen because of its qualities - simplicity, neutrality and elegance. It is used in all special text including headers, sub headers, titles, etc.

The secondary font is Arial. This is used in all body text and is chosen for its commonality and easy recognition. It compliments the main font well while still allowing the main font to take center stage. In addition to body text, Arial is also used for any supplementary text such as terms, support, etc.

MDG Desktop Typography

Font-Family: Average Sans
Weight: Regular
Size: 38 pt
Color: #f37b21

Font-Family: Average Sans
Weight: Regular
Size: 28 pt
Color: #4d4d4d

Font-Family: Average Sans
Weight: Regular
Size: 18 pt
Color: #9d9d9d

Font-Family: Average Sans
Weight: Regular
Size: 20 pt
Color: #4d4d4d

Font-Family: Arial
Weight: Regular
Size: 12 pt
Color: #4d4d4d

Font-Family: Arial
Weight: Regular
Size: 11 pt
Color: #9d9d9d

1800 flowers is pleased to offer you
the reward you love from our selection

1 Select 2 Collect 3 Share

Shop for music, movies, apps, eaudiobooks and more.
\$10 iTunes Code
An iTunes Code lets you shop for anything at the iTunes Store, 24 hours a day, 7 days a week. Shop for music, movies, TV shows, apps, audiobooks, and more.

skype
60 mins Skype Credit
Skype Credits are both versatile and easy to use. You can use them to make calls to landlines and mobiles, and send text messages, all at Skype's low rates (2.3 cents/min)...

amazon.com
\$15 Amazon Gift Card
Amazon.com Gift Cards can be used toward millions of items at Amazon.com and on the affiliate www.endless.com and never expire.

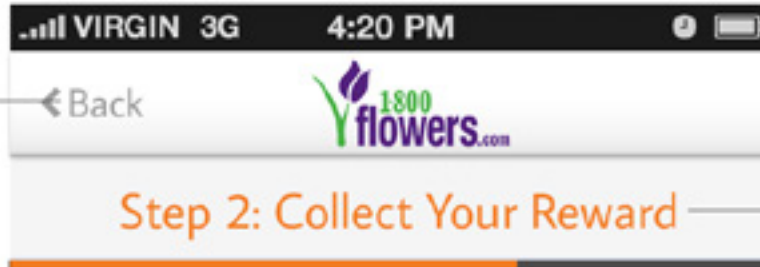
facebook
100 Facebook Credits

[Terms and Conditions](#)

Type

MDG Mobile Typography

Font-Family: Average Sans
Weight: Regular
Size: 34 pt
Color:#9d9d9d



Font-Family: Average Sans
Weight: Regular
Size: 42 pt
Color:#f37b21



Scramble with Friends

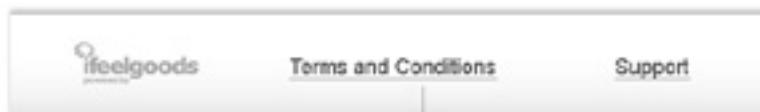
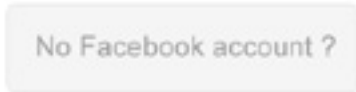
Get the Paid version for FREE
(\$1.99 value)

Font-Family: Average Sans
Weight: Regular
Size: 34 pt
Color:#4d4d4d

Font-Family: Arial
Weight: Regular
Size: 20 pt
Color:#4d4d4d

The goal of Scramble with Friends is to score as many points as possible by spelling words on a board of letters. Each round is 2 minutes long. Connect to Facebook, ask a friend for their username, or let us match you with a random opponent! You win the game by scoring more poi... [More](#) ▼

Font-Family: Average Sans
Weight: Regular
Size: 24 pt
Color:#4d4d4d

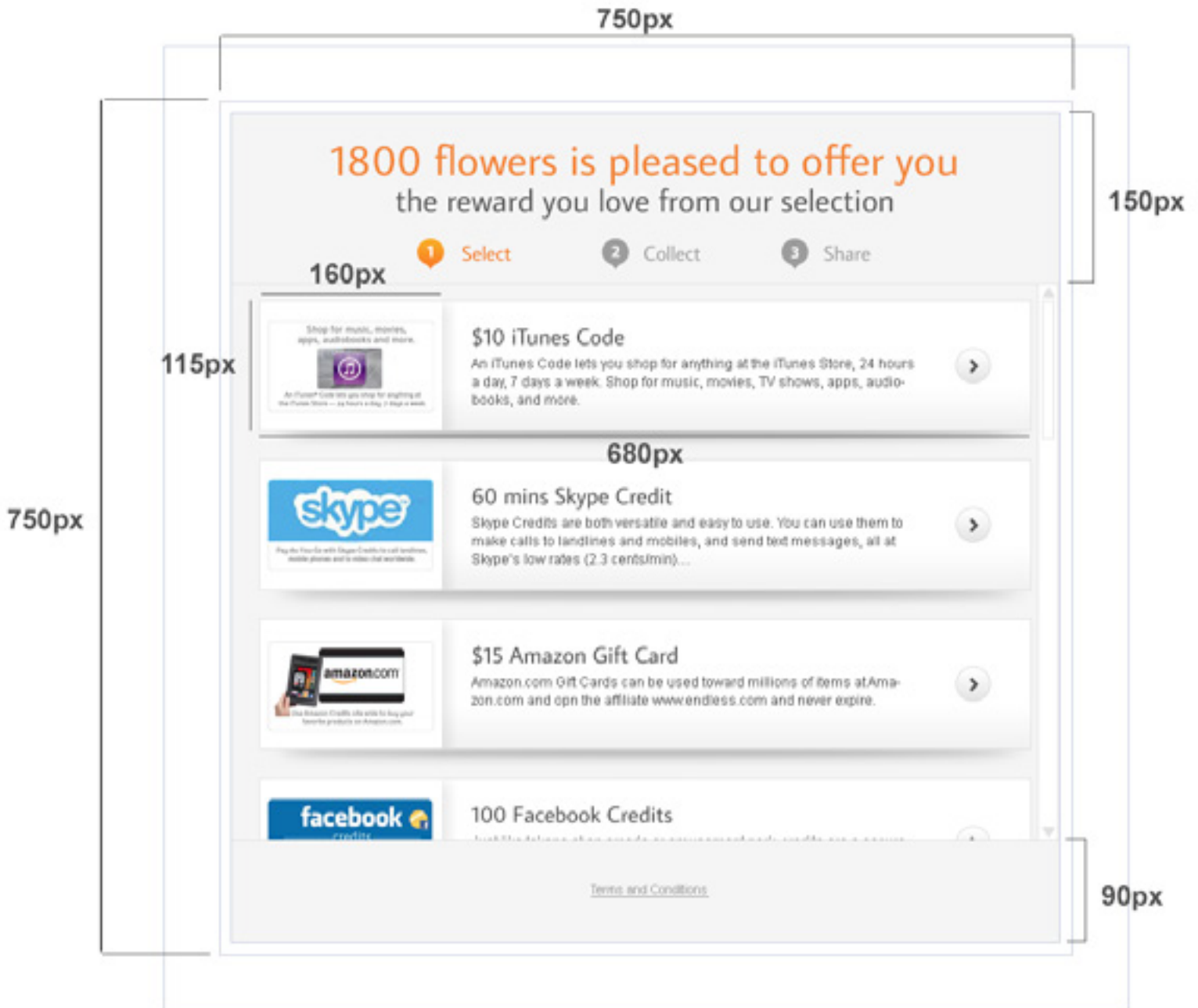


Font-Family: Arial
Weight: Regular
Size: 18 pt
Color:#9d9d9d

Grid

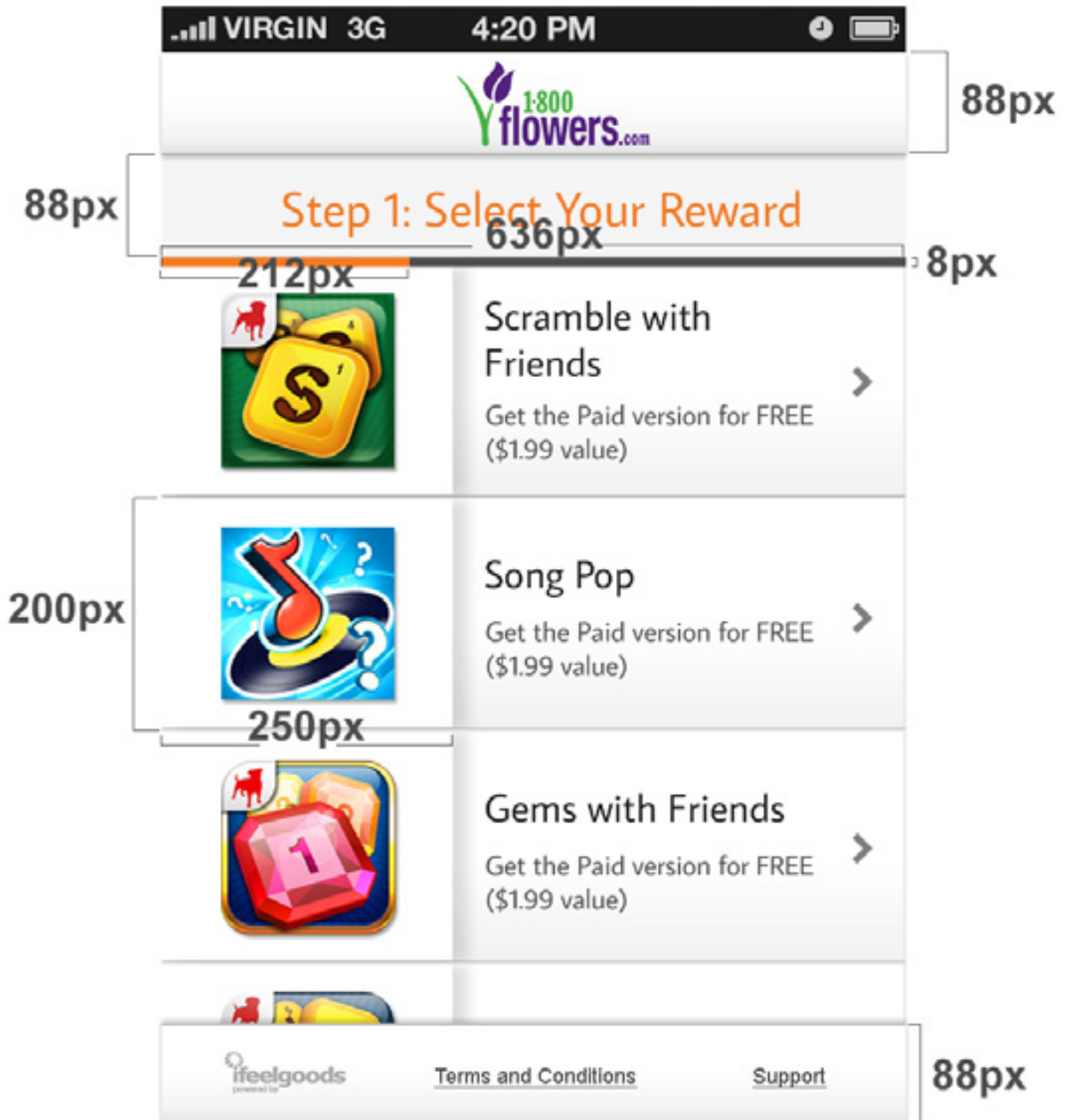
The MDG project aims to have lots of white space (or perceived white space through light colors). Ample room is placed around elements. In certain cases, the actual buttons have a hit box larger than the actual size of the button, in order to allow for visual white space around the button.

MDG Desktop Grid



Grid

MDG Mobile Grid



Animation

Any animation in the MDG project aims at being simple, quick and goal oriented. Animation is used to either clearly designate a change in context or to draw a viewers attention to a certain element or area. The following are some examples of animation and approximate lengths in milliseconds.

MDG General Animation lengths

Screen to Screen Transitions - 200 milliseconds

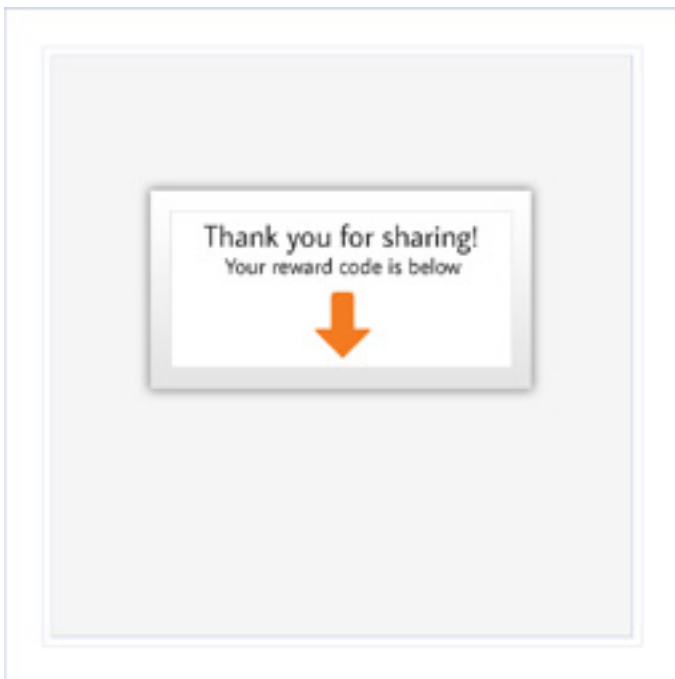
Opacity Fades In/Out - 200 milliseconds

Individual Reward Items Slide in - 200 milliseconds

Wizard bar animation - 200 milliseconds

Reveal all Redemption option buttons (Facebook, Google+, Email) animation - 800 milliseconds

MDG Specific Animation example breakdown



Share Module Thank you popup

Here is a quick example of how any future animation can be designed.

The incoming animation for the popup is as follows: The module comes in with slight animation from top to bottom, the text enters with a slight fade and animation from top to bottom and the arrow morphs to point downwards.

The outgoing animation is similar with the popup and text fading away quick within 200 milliseconds. The arrow then enlarges and animated downward before fading away.

All this is ment to gesture to the viewer that their reward code is below the share module, ready for them.



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THE END