Agora
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Agora is a design toolkit that will help shape the way we build Wikipedia experiences with a focus on mobile.

Eventually, it will provide consistency and help implement our design philosophy across devices.
Design Principles
Typography
Color
Patterns & Components
Design Principles

Content before Interface

Mobile First

Reliable, Authentic, Accurate

Encourage participation (Eliminate Barriers)
Content before interface

Ensure that content is the foreground.
Prevent Fatigue. User engagement periods can be continuous.
Avoid ornamental or excessively heavy treatments around the UI elements.

This principle must be balanced against encouraging participation or guiding the eye for a critical call to action.
Reliable, Authentic, Accurate

The look and feel must engender trust in the encyclopedia. Visual Elements, Type & Iconography must speak to these values. Carry just enough visual treatment for collaborative software without steering away from our core.

This principle must be balanced against encouraging participation or guiding the eye for a critical call to action.
Mobile First

Focus on the reading & contribution experiences for small screens.
Consider carefully how experiences will scale for tablets and
large screens without demanding new understanding from users.

Start with mobile constraints and eventually move to tablets/web
Encourage Participation

Clarify Entry Points
Eliminate barriers to entry with focus and better information design
Organize Information so a user knows what to do without having to spend hours going through help pages.
Use color and type to emphasize hierarchy and call to actions
Typography
Typography

The Wikipedia reading experience could be optimized.

Type is dense, lacking in emphasis and hierarchy

The measure is too wide for user attention on web & tablet

We could leverage device capabilities better.
Typography

Information is our key visual element that is delivered using type.

Type can be considered as part of a larger visual system which can help emphasize critical pieces of information.

Knowledge graphs or reading experiences similar to us use large type open line height and color to enable continuous reading.

There is scant use of heavy chrome.
Apple, Time Inc. Solve Their Subscription Squabble

June 13, 2012 at 9:23 pm PT

Apple and Time Inc. have settled their differences. The giant publisher is now selling subscriptions to its iPad magazines directly from the apps themselves.

If that seems like non-news, consider that it took the two companies two years to figure this out.
Dieter Rams

Dieter Rams (born May 20, 1932 in Wiesbaden, Hessen) is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design.

Life and Career

Rams began studies in architecture and interior decoration at Wiesbaden School of Art in 1947. Soon after in 1948, he joined Braun.

Life and Career

In 2000 Rem Koolhaas won the Pritzker Prize. In 2006 Time put him in their top 100 of The World's Most Influential People.\(^1\)
Proposed

**Dieter Rams**
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**Life and Career**
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**Employ Serif Headings** to reflect authenticity

**Increase type size** to ~17px for mobile web

**Open line height** so negative space helps reading

**Reduce measure to 75 characters** for tablets/web making it easy to read
Create a Layout which can easily scale to tablets for a consistent and easy browsing experience.
Color
Color

Color can be **consistently employed** in our system.

Currently, it **does not help establish trust or reliability**. There are more than 12 shades for each color creating an **ad-hoc color palette**.

Overall, **color does not accomplish basic goals** such as detecting call to actions in a mission critical workflow.
Color

Color is used to attract attention to specific affordances such as: Errors, Call to Actions, Notifications etc.

It invites new users by creating comfort and familiarity.

It helps break up information for scan-ability.

It helps establish mental models around content
Color Coding

**Red** as an umbrella Alert Color (Alerts, Errors, Missing Information, Destructive Actions)

**Blue** for continuity and information design (Links, Emphasized actions, Icons etc)

**Green** for constructive action (Positive Action, Confirmation)

**Range of grays** for information, accent, highlight and chrome
Break Up Dense Areas of Information with Clear entry points and actions

Salma Vian responded to your feedback
Yeah. Whenever you make an edit, you make a big difference. Feel free to leave me a message on my talk page if you ever need any help. 12:35 pm

Lectonar sent you a message
Do not be alarmed; I've been around for over 7 years, and still do not feel confident doing some things. :) 12:31 pm

Asterisk and Obelix
Reason: Notability

The Old English Books
Reason: Notability, Copyright Violation

Sudha Chatterjee
Reason: Notability

Asterisk and Obelix
Address

The Old English Books
Address

Sudha Chatterjee
Address

Asterisk and Obelix
Address

The Old English Books
Address

Sudha Chatterjee
Address
Use Color to indicate states

Create your free account

Why create an account?

Create Articles
Upon signing up, you will have the ability to create your own Wikipedia articles, as well as working with community members to improve and expand them.

Upload Pictures & Video
This is the text that will explain the benefits of uploading media to Wikipedia and how that will be a wonderful thing. And here is a 155 sentence so this can occupy three lines.

Join the Wikipedia Community
Help shape the future of Wikipedia by becoming an active voice in our community. Vote on site policies and design changes, and have a say in how Wikipedia is experienced by over 500 million people.
Patterns
Patterns

Similar interactions should have **consistent behavior** so we may **build upon existing mental models**. This enables users to manipulate frequently used components such as ToolTips, Tables, Lists, Menus, Searching, Filtering etc. without having to think about the interface.
Eg. Tooltips

Toolips will assist help hooks provide immediate content.
A tooltip is reversed out to draw attention.
It can carry both text and links.
There is a single way of dismissing it.
Next Steps

Work with Mobile team to share tools and processes for styling.
Play with an experimental framework & implement click-tracking for mobile.
Continuously Update a code repository with the CSS with all closed design decisions
A/B testing to validate mobile concepts
End...