

Agora

Agora

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

Agora

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

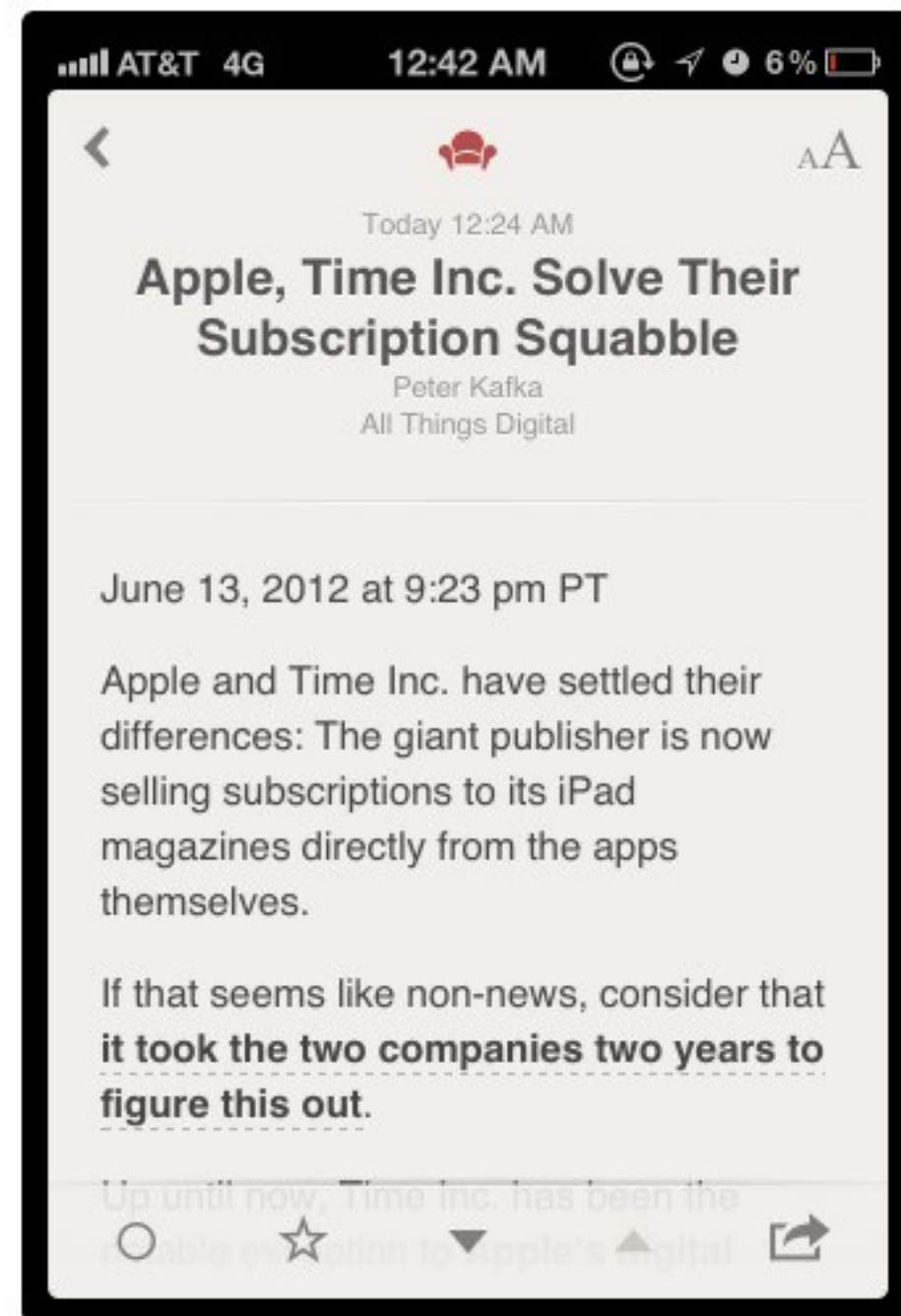
Information is our our key visual element that is delivered using type.

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

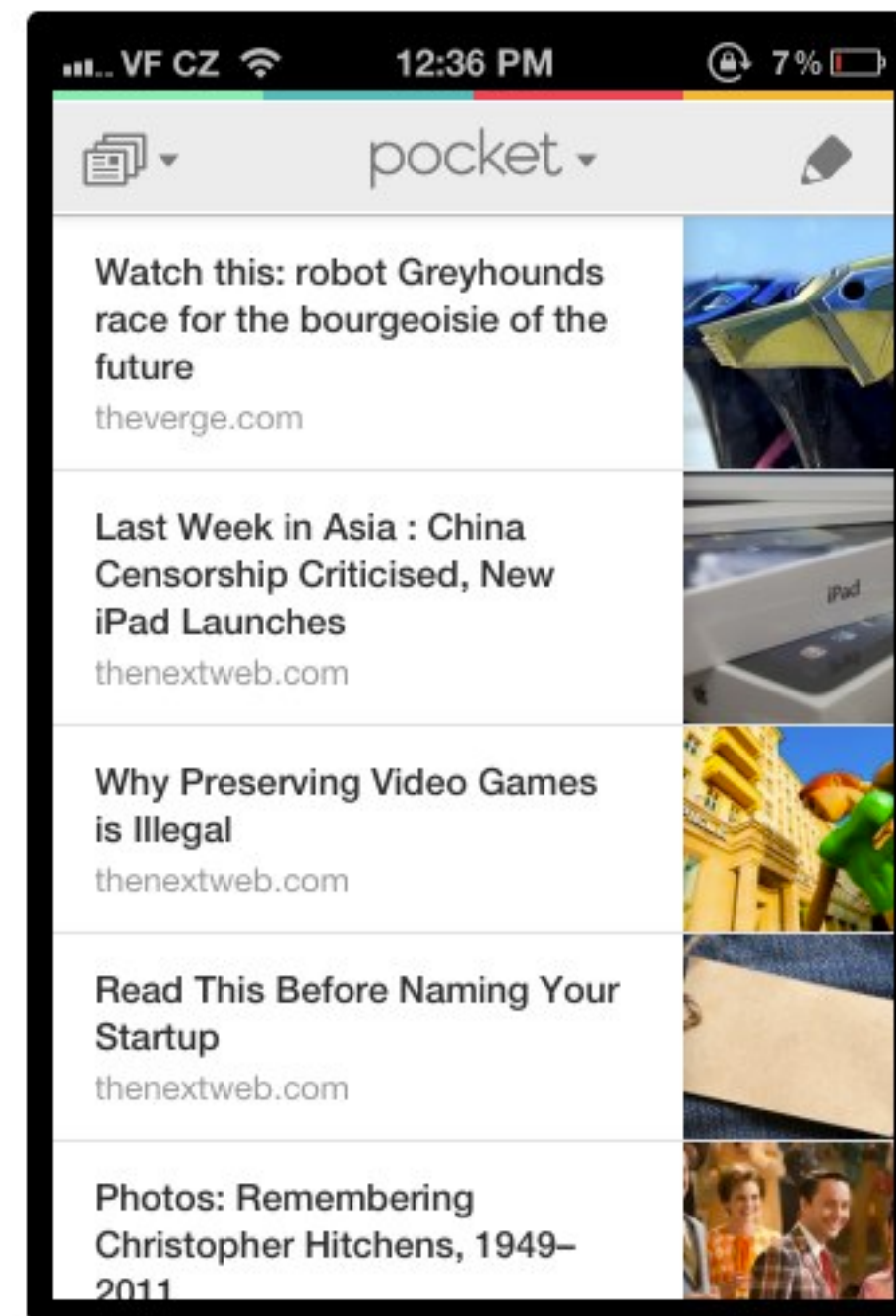
Knowledge graphs or reading experiences similar to us use **large type open line height and color to enable continuous reading**

There is **scant use of heavy chrome**

Reeder Article View



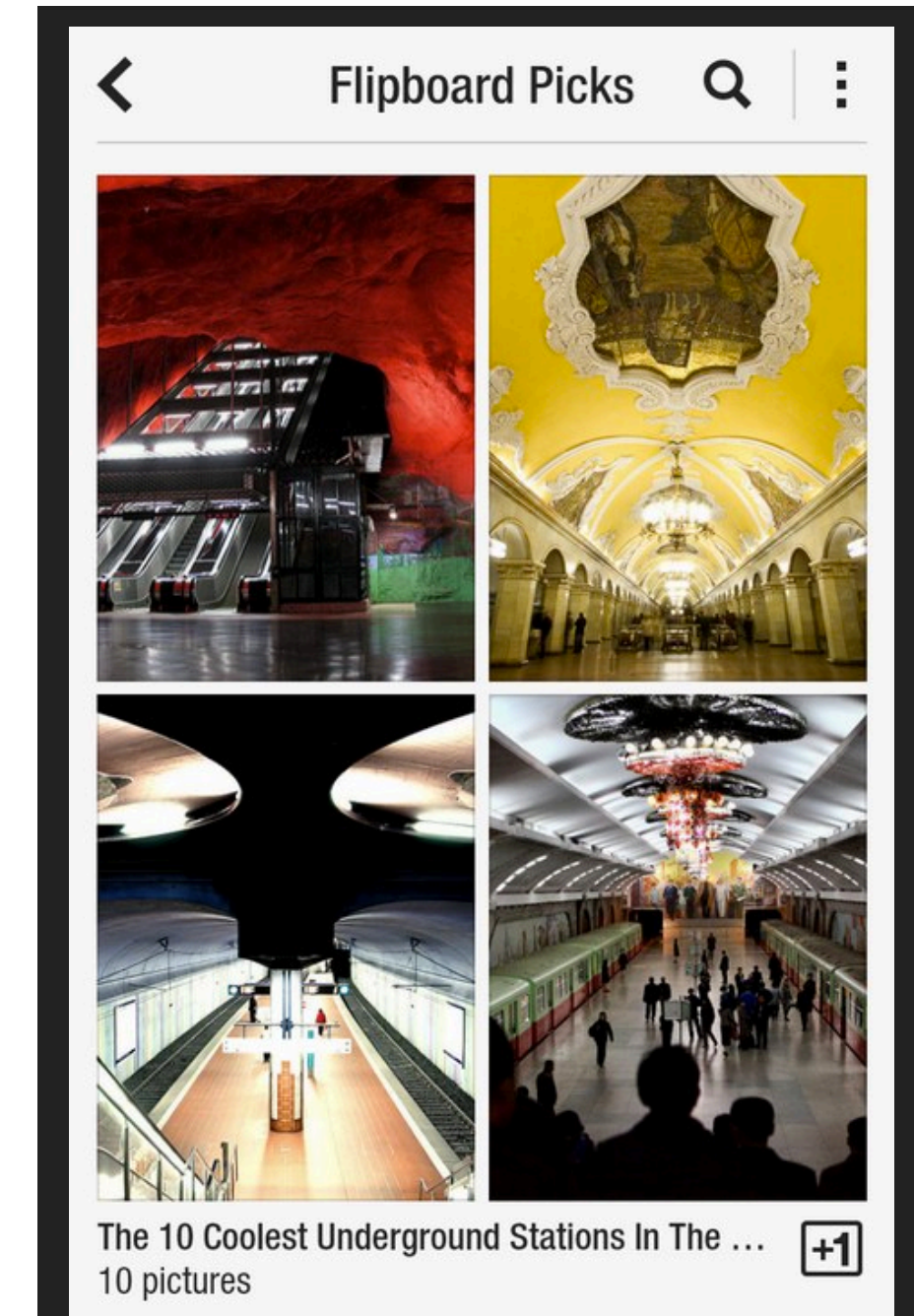
Pocket List



Path Activity



Flipboard Photos



Current

AT&T 3G 8:37 AM 86%

Search Wikipedia

Remment Lucas "Rem" Koolhaas (/rɛmˈkoʊlhɑːs/; born 17 November 1944) is a Dutch architect, architectural theorist, urbanist and Professor in Practice of Architecture and Urban Design at the [Graduate School of Design](#) at [Harvard University](#). Koolhaas studied at the [Architectural Association School of Architecture](#) in London and at [Cornell University](#) in Ithaca, New York. Koolhaas is the founding partner of [OMA](#), and of its research-oriented counterpart AMO, currently based in Rotterdam, Netherlands. In 2005 he co-founded [Volume Magazine](#) together with [Mark Wigley](#) and Ole Bouman.

In 2000 Rem Koolhaas won the [Pritzker Prize](#). In 2008 *Time* put him in their top 100 of *The World's Most Influential People*.^[1]

Proposed

AT&T 4G 12:42 AM 6%

Search Wikipedia

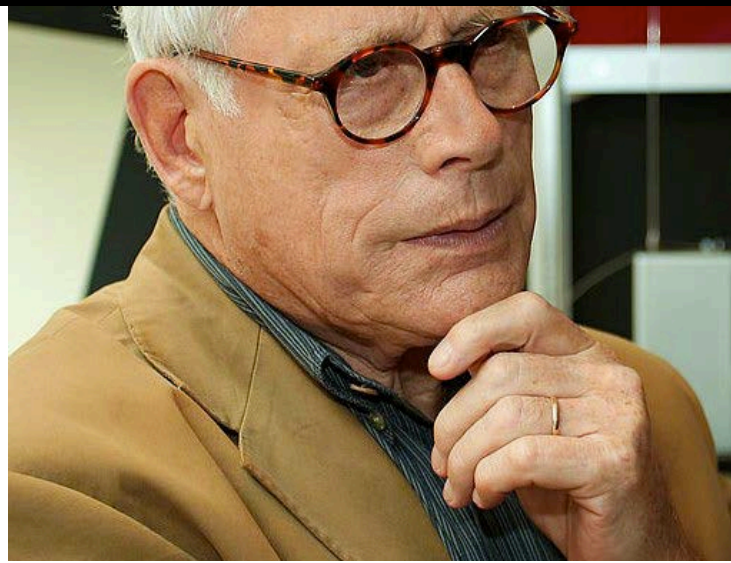
Dieter Rams

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](#).

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DIETER RAMS AT VITSOE

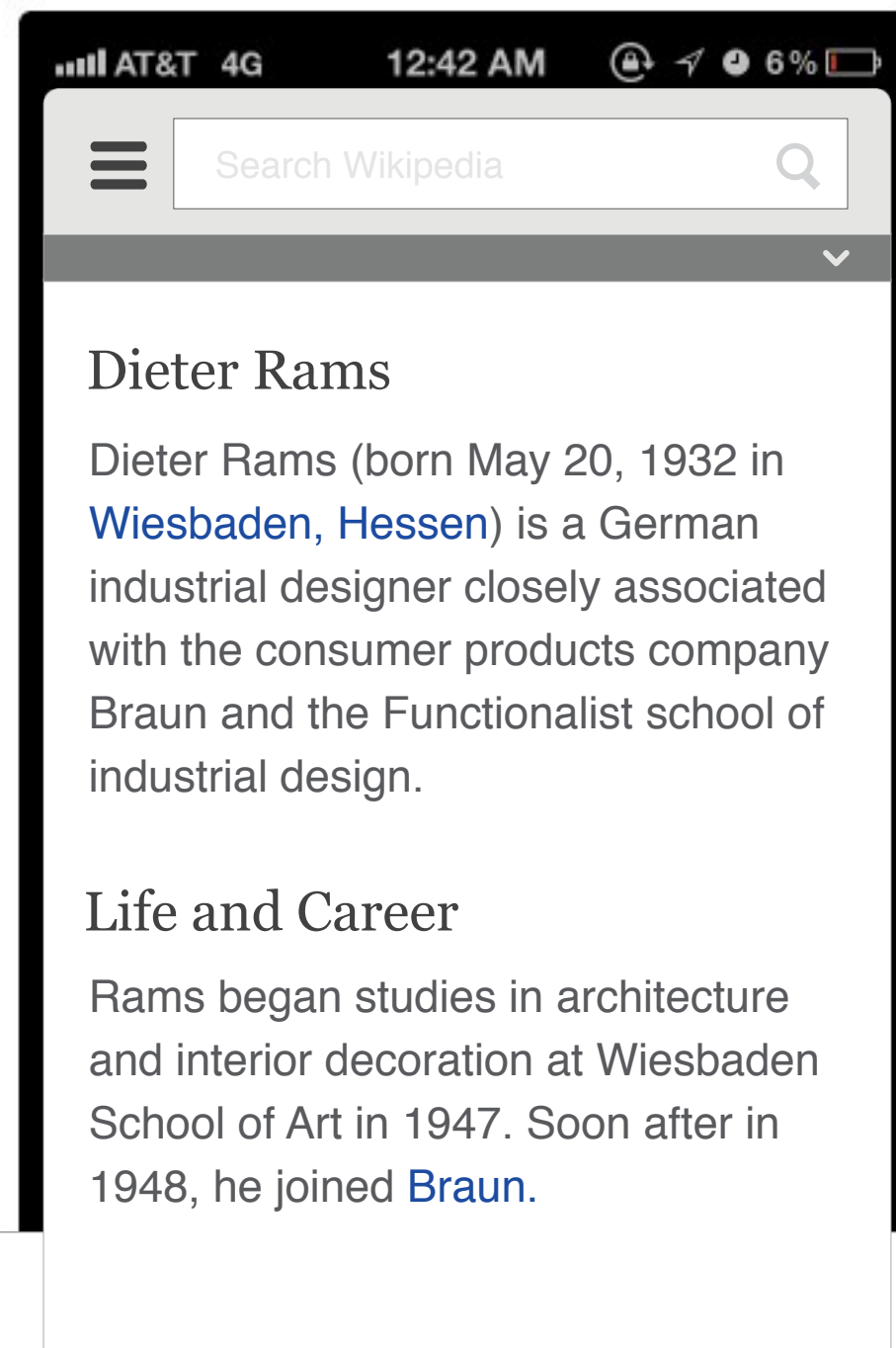
Country	France
Region	lie-de-france
Department	Paris
Mayor	Bertrand Delanoë

Associations

AIGA, VITSOE

Country	France
Region	lie-de-france
Department	Paris

Proposed



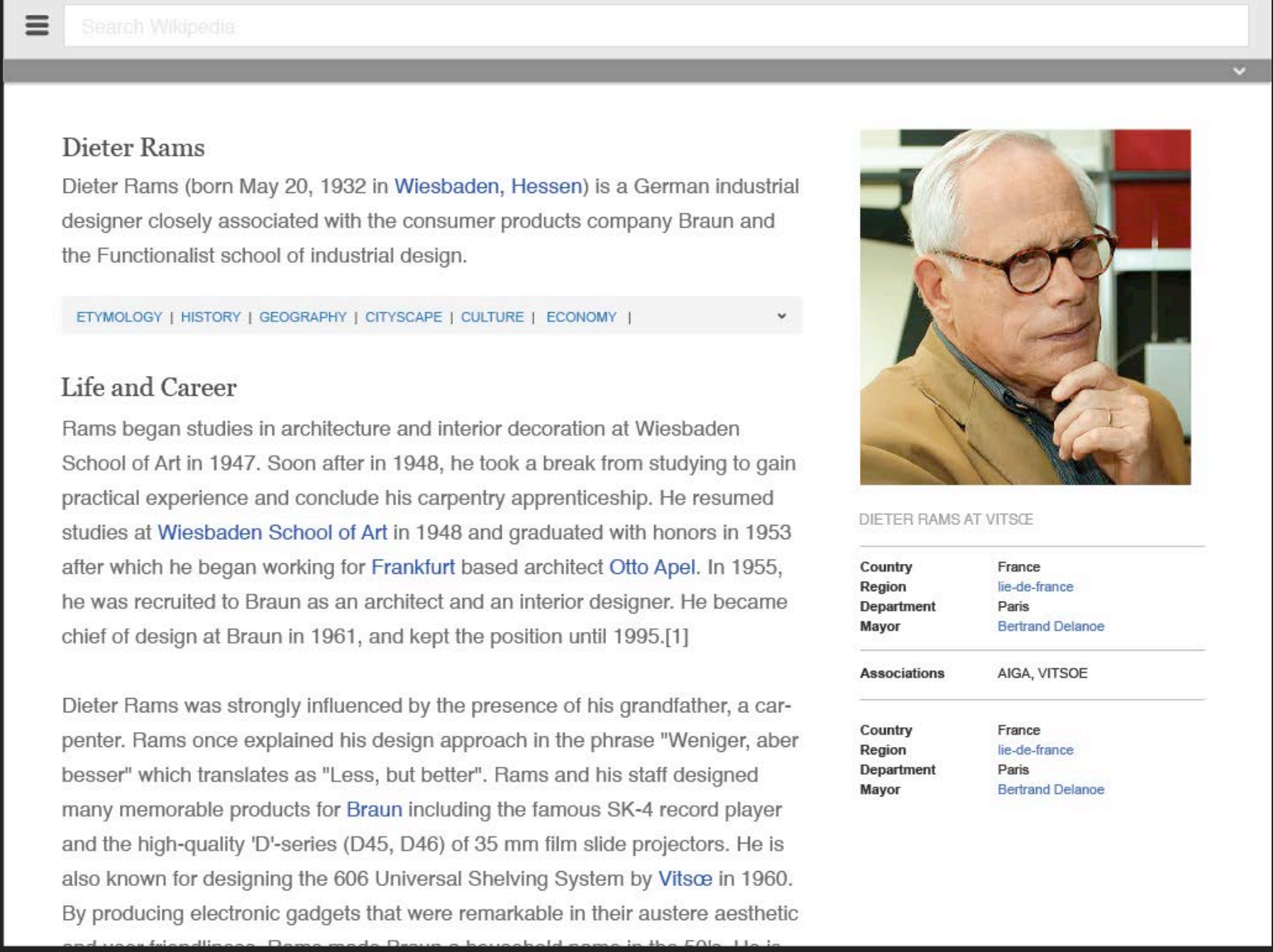
Employ Serif Headings to reflect authenticity

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

Proposed



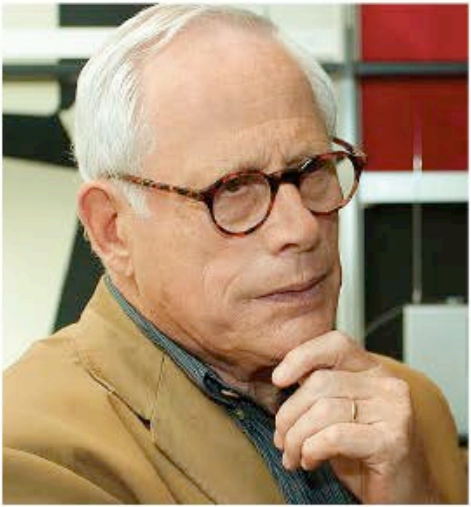
Dieter Rams
Dieter Rams (born May 20, 1932 in [Wiesbaden, Hessen](#)) is a German industrial designer closely associated with the consumer products company Braun and the Functionalist school of industrial design.

ETYMOLOGY | HISTORY | GEOGRAPHY | CITYSCAPE | CULTURE | ECONOMY |

Life and Career

Rams began studies in architecture and interior decoration at Wiesbaden School of Art in 1947. Soon after in 1948, he took a break from studying to gain practical experience and conclude his carpentry apprenticeship. He resumed studies at [Wiesbaden School of Art](#) in 1948 and graduated with honors in 1953 after which he began working for [Frankfurt](#) based architect [Otto Apel](#). In 1955, he was recruited to Braun as an architect and an interior designer. He became chief of design at Braun in 1961, and kept the position until 1995.[1]

Dieter Rams was strongly influenced by the presence of his grandfather, a carpenter. Rams once explained his design approach in the phrase "Weniger, aber besser" which translates as "Less, but better". Rams and his staff designed many memorable products for [Braun](#) including the famous SK-4 record player and the high-quality 'D'-series (D45, D46) of 35 mm film slide projectors. He is also known for designing the 606 Universal Shelving System by [Vitsœ](#) in 1960. By producing electronic gadgets that were remarkable in their austere aesthetic and user-friendliness, Rams made Braun a household name in the 50s. He is



DIETER RAMS AT VITSOE

Country	France
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Associations [AIGA](#), [VITSOE](#)

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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.

Current

REMOVED BITS

Login error
Incorrect password or confirmation code entered. Please try again.

LOGIN ERRORS

SIGNALLING ISSUES

The page "Aza raskin" does not exist. You can search for it. For search help, please visit [Help:Searching](#).

PAGE DOES NOT EXIST

scribes

Did you mean: [series](#)

INFORMATION DESIGN

NOTIFICATIONS

STAR RATING

NEGATIVE EMOTIONS

STAR RATING

ICONS

This article has been placed on administrative sanctions/Obama article probation for 30 days. Administrators: when sanctioning an editor for disruptive behavior, please add "and log" on the sanction's row in the table.

Help improve this article

Did you find what you were looking for? Yes No

Test

Post your feedback

Rate this page

What's this?

Trustworthy Objective Complete Well-written

I am highly knowledgeable about this topic (optional)

Your ratings have not been submitted yet

Submit ratings

EMPHASIZED ACTIONS

INFORMATION DESIGN

Read Edit View history

MONITOR ACTIONS

The organisms of the Ediacaran Period first appeared around 585 million years ago. The earliest recognizable characteristic communities of fossils vanished. The earliest recognizable fossils date to the Cambrian (510 to 500 million years ago) the earlier fossil communities thriving ecosystems.^[9] Multiple hypotheses exist to explain the disappearance of these organisms and competition from other life-forms.

Determining where Ediacaran organisms fit in the tree of life has proved controversial. Some fossils, such as Dickinsonia, are morphologically distinct from modern organisms. Some fossils, such as Dickinsonia, are morphologically distinct from modern organisms. Some fossils, such as Dickinsonia, are morphologically distinct from modern organisms.

LINKED ITEMS

BACKGROUND FILLS

INFORMATION ICONS

Quora

 **Jaesung Park** is now following you. [Give topics to Jaesung.](#) Unfollow
3:18pm on Monday

 **Ben Leduc-Mills** is now following you. Jun 6, 2012 Unfollow

 **Sahil Miglani** is now following you. Jun 6, 2012 Follow

stores that more than 11 locations in the Bay Area...
e permit from the Planning Commission before...
ceiving...
with an...
SF Gov...
appro...
Commissions are allowed to issue business permits in...
benefits the city. In this case, planners believe that...





Clear Draft
Are you sure you want to delete this draft? You will lose your work.
Cancel Clear Draft

San Francisco...
up with...
n Fran...
is the...
in th...
does...
marina in S...


Stamped

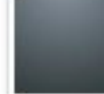
VF CZ 8:02 AM 85%


Add Friends Done


   

Phone contacts using Stamped 4


 **Daniel Brusilovsky**
danielbru Follow

 **Lukas Foldyna**
Augard Follow

 **Ouriel Ohayon**
ourielohayon Follow

 **Vaclav Vancura**
vancura Follow

Phone contacts not using Stamped 202

 **Abdul Wahid Ovaice**
ovaice@mac.com Invite

Invite a Friend via Email

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-a-bility.

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)

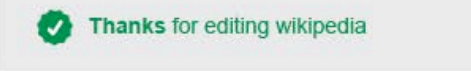
Range of grays for information, accent, highlight and chrome

GREEN #008740

BUTTONS



CONFIRMATIONS



TYPE

10 Donec odio dui, tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper consectetur risus, id bibendum erat molestie eget. Donec tinc Donec odio dui, tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper consectetur risus, id bibendum erat Jim Brown | 564 Edits | Last Edit: 24th June

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ICONS



EMOTION



SYMBOLS

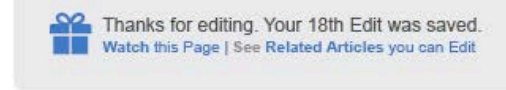
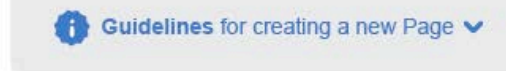


BLUE #3366bb

BUTTONS



INFO MESSAGES



TYPE

10 Donec odio dui, tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper consectetur risus, id bibendum erat molestie eget. Donec tinc Donec odio dui, tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper consectetur risus, id bibendum erat Jim Brown | 54 Edits | Last Edit: 24th June

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ICONS

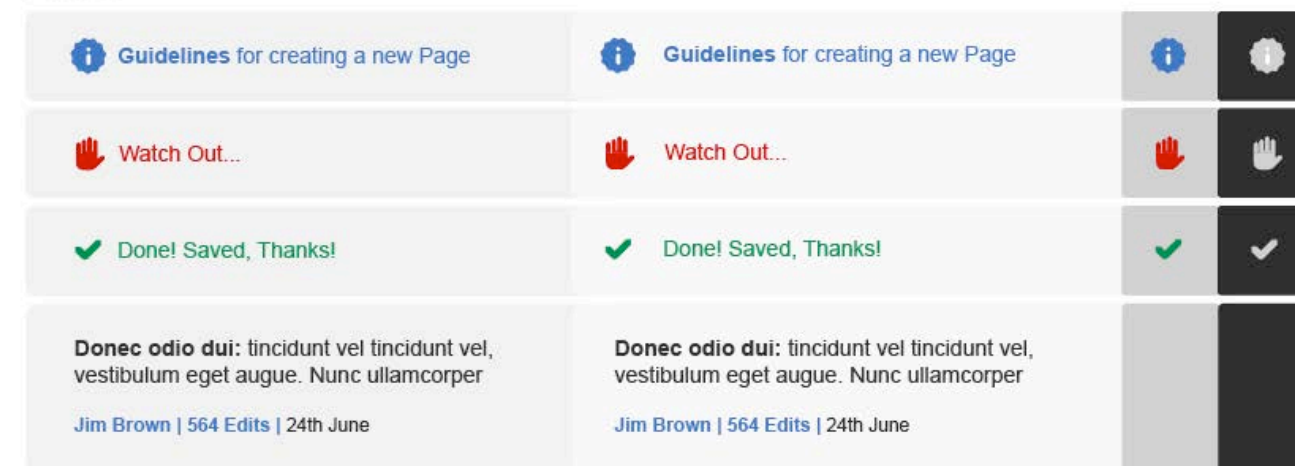


SYMBOLS

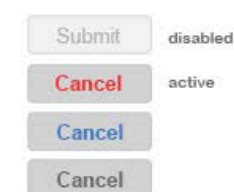


Grey #c9c9c9 #fofofo #c9c9c9

FILLS



BUTTONS



DISABLED ICONS

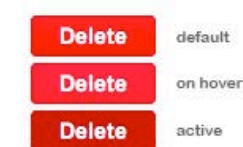


EMOTION UNSELECTED STATE



Red #cc0000

BUTTONS



NOTIFICATIONS



ERRORS



ICONS



EMOTION



SEARCH

Did you mean: PARIS HILTON

SYMBOLS



Break Up Dense Areas of Information with Clear entry points and actions

Talk Page Messages (7)

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
[Mark as Helpful](#)

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
[Mark as Helpful](#)

[4 more...View All](#)

Proposed Deletions (3)

Asterisk and Obelix 5:35 pm Reasons: Notability	Address
The Old English Books 12:35 pm Reasons: Notability, Copyright Violation	Address
Sudha Chatterjee 12:35 pm Reasons: Notability	Address

Reversions (3)

Asterisk and Obelix 12:35 pm Reasons: Notability	Address
The Old English Books 12:35 pm Reasons: Notability, Copyright Violation	Address
Sudha Chatterjee 12:35 pm Reasons: Notability	Address

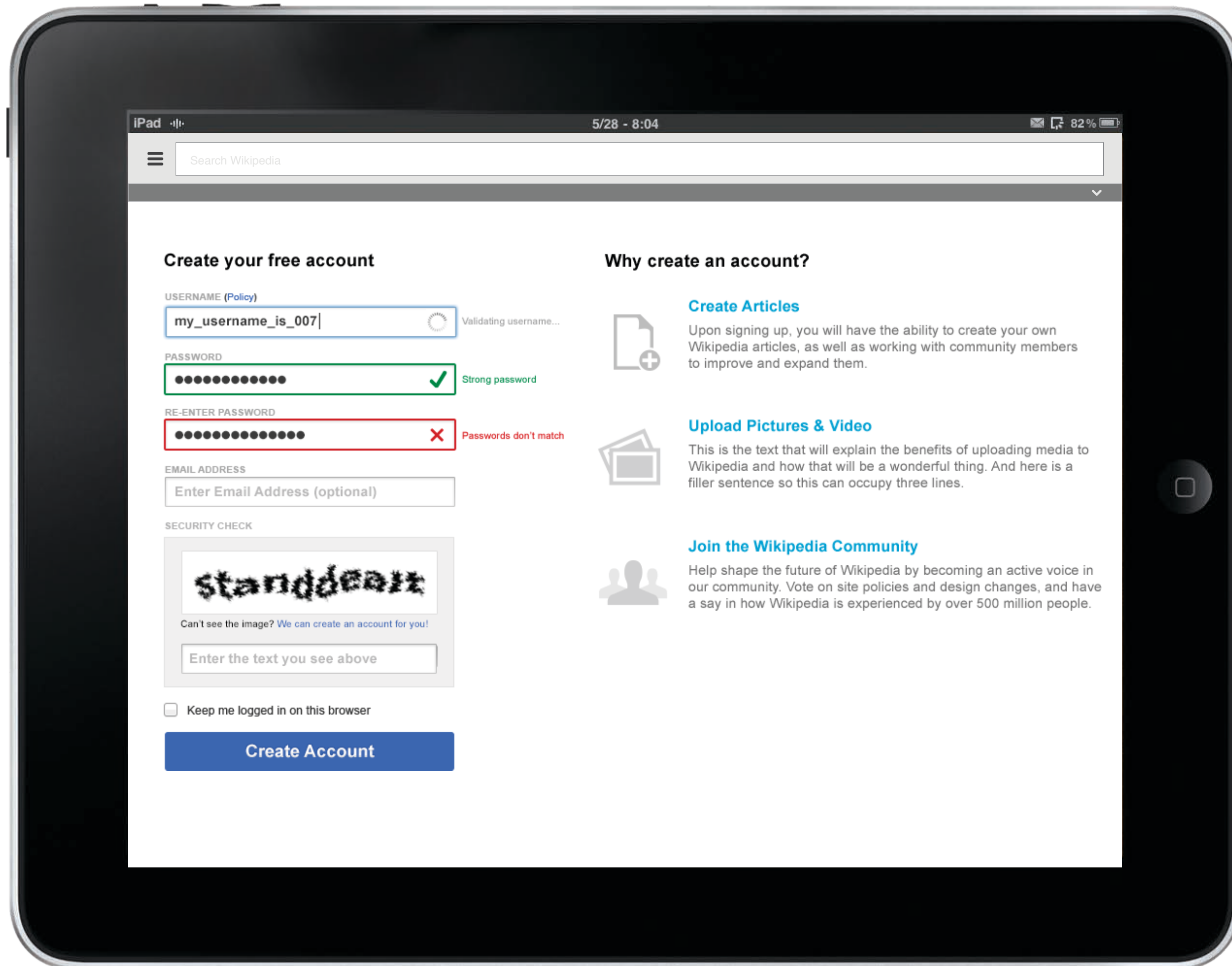
Munafassaf My

✓ Your edit was saved. X Read Vie

Munafassaf My

1 Success! You made your first edit. X Read Vie

Use Color to indicate states



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

Hover target

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. [Learn more >>](#)

Tooltips 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.



Integer posuere erat a ante venenatis dapibus posuere velit aliquet. [Learn more >>](#)



Dedicated Page

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...
