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

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

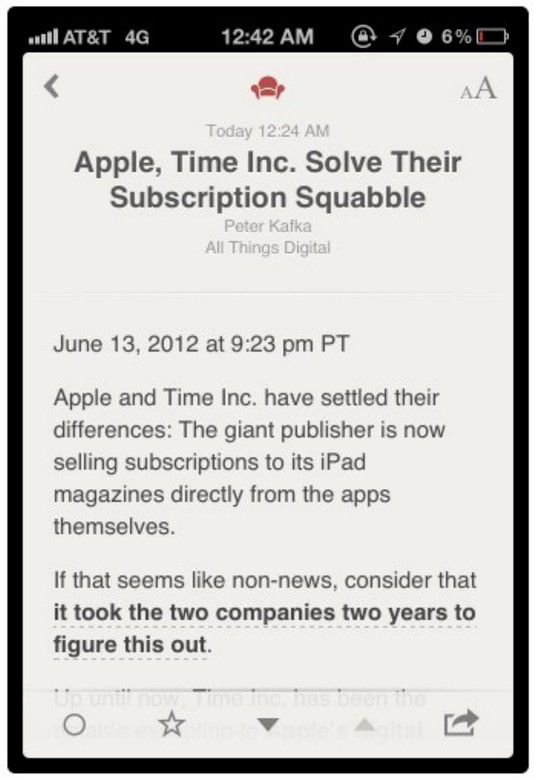
Information is our our key visual element that is delivered using type.

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

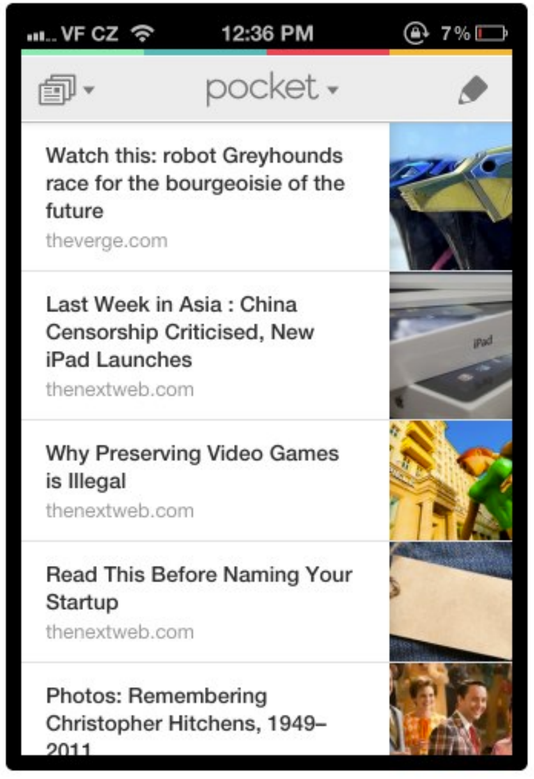
Knowledge graphs or reading experiences similar to us use **large type open line height and color to enable continuous reading**

There is **scant use of heavy chrome**

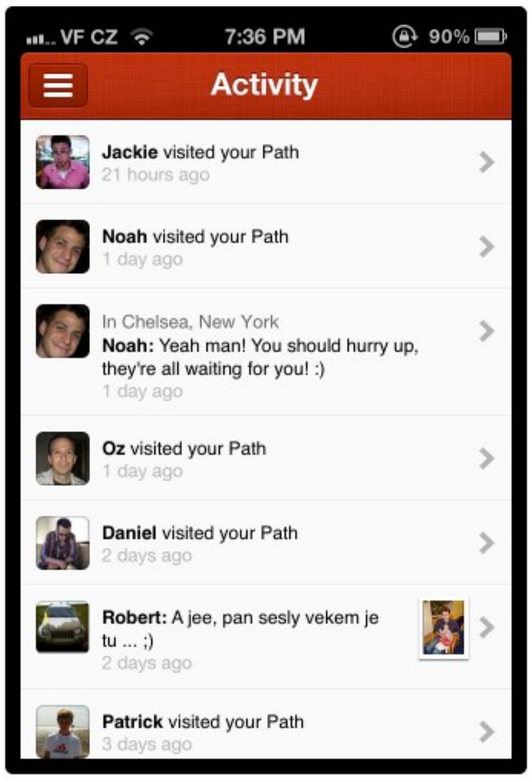
Reeder Article View



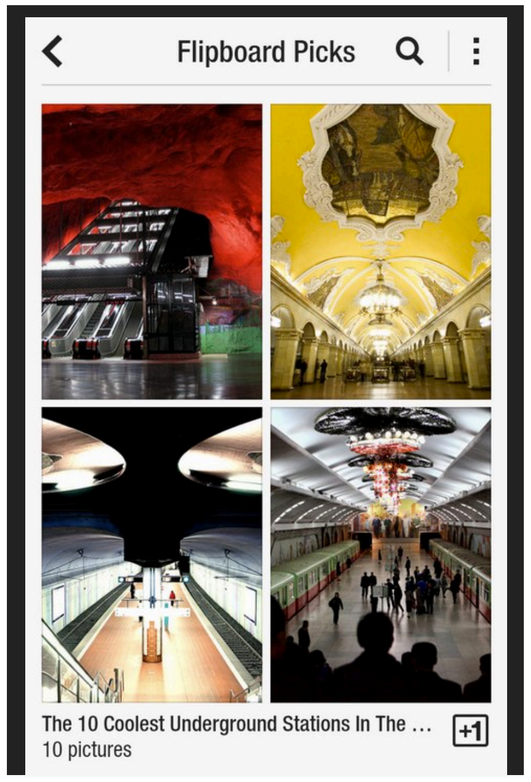
Pocket List



Path Actvity

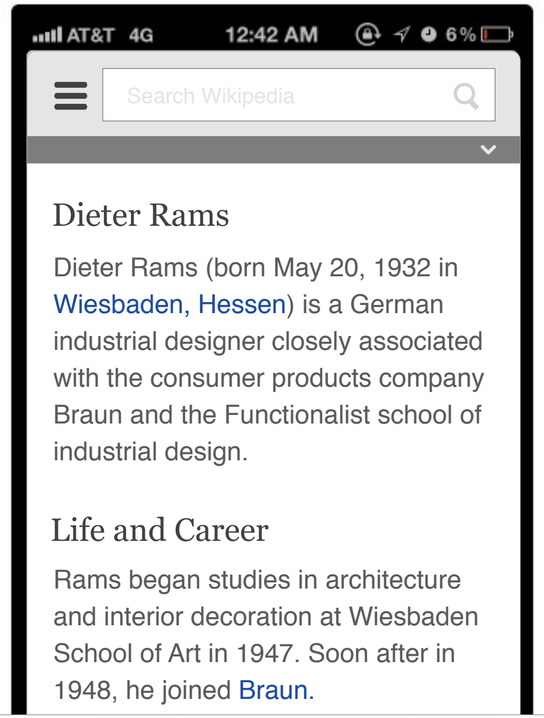


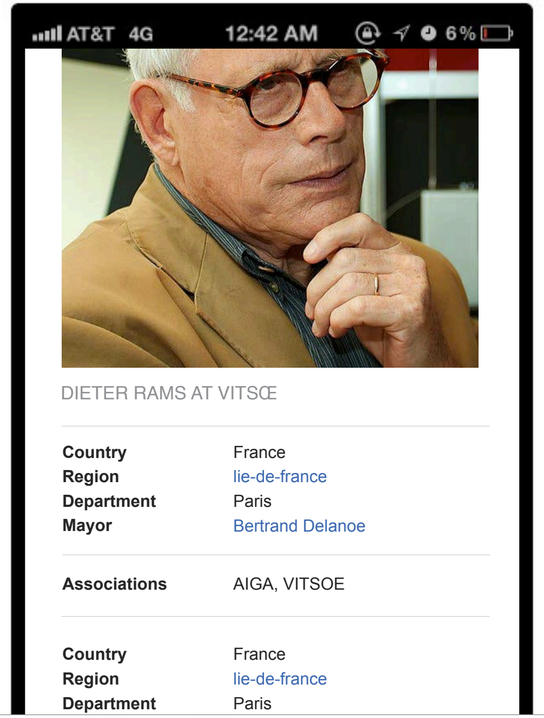
Flipboard Photos



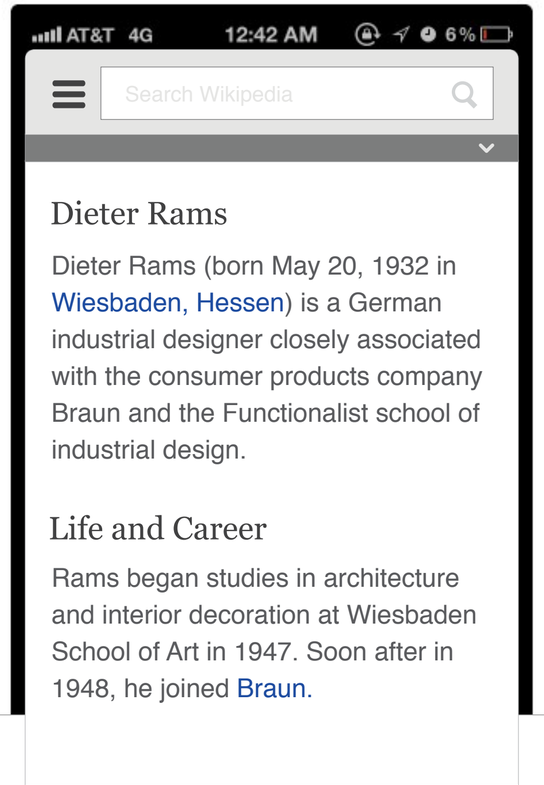
Current

Proposed





Proposed



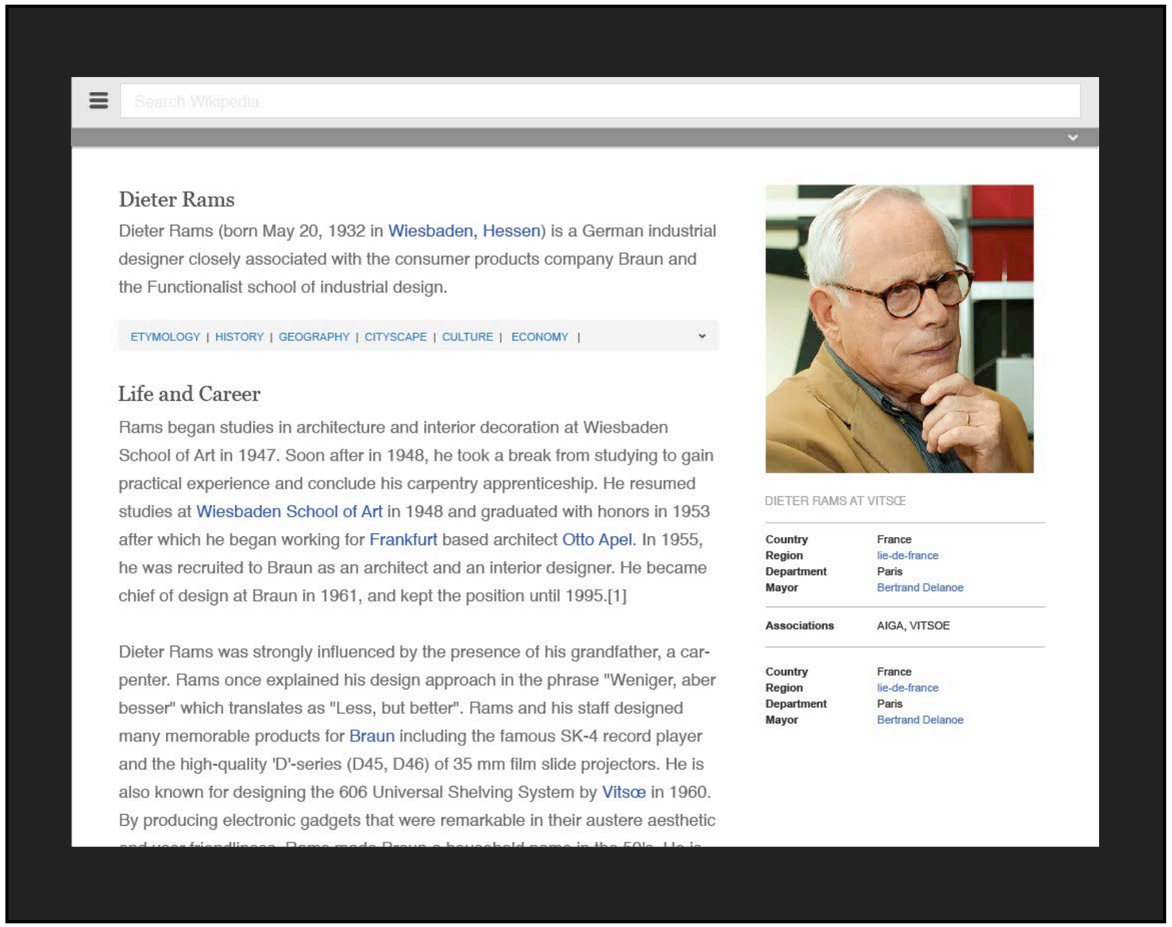
Employ Serif Headings to reflect authenticiy

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



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

(-6)

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
For search help, please visit Help:Searching.

PAGE DOES NOT EXIST

scribes

Did you mean: ***series***

INFORMATION DESIGN

NOTIFICATIONS

Complete

STAR RATING

Happy Sad Confused

NEGATIVE EMOTIONS

Complete

STAR RATING

This article has been placed on artic
subject to other administrative remedie
sanctions/Obama article probation for t
Administrators: when sanctioning an editor fo
and log" on the sanction's row in the table.

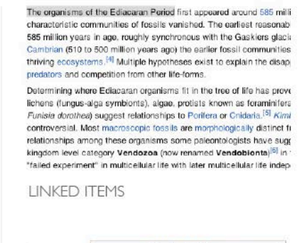
ICONS

EMPHASIZED ACTIONS

INFORMATION DESIGN

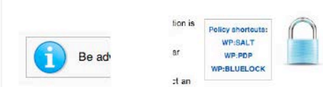
Read Edit View history

MONITOR ACTIONS



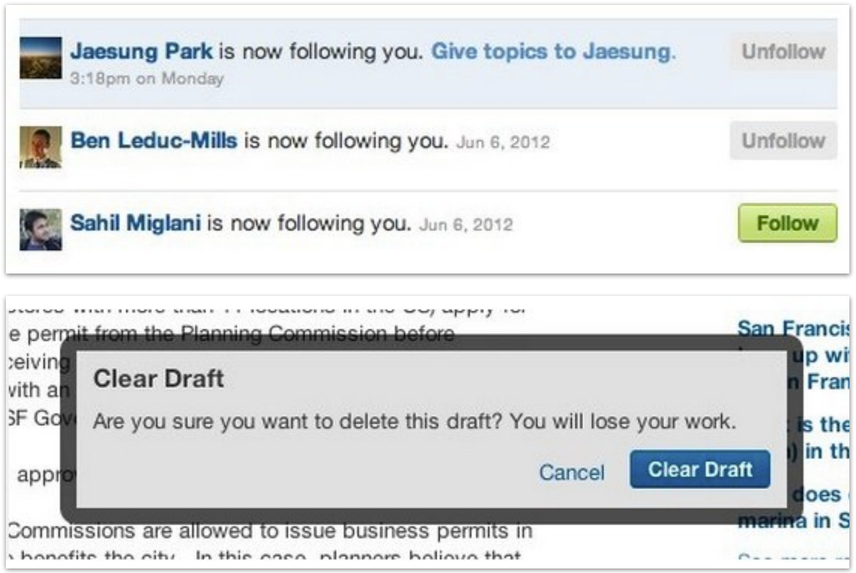
LINKED ITEMS

BACKGROUND FILLS

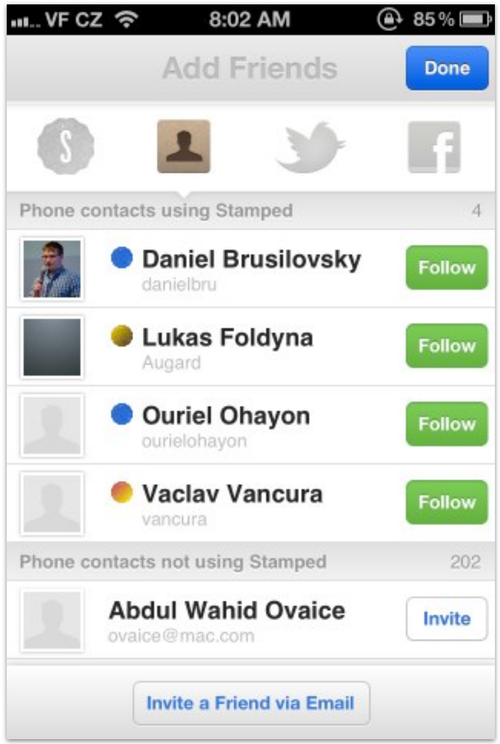


INFORMATION ICONS

Quora



Stamped



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

Add Something + Kermit — default
Add Something + Submit the Kermit — on hover
Add Something + Submit the Kermit — active

TYPE

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
10 Jim Brown | 564 Edits | Last Edit: 24th June

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

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

CONFIRMATIONS

Thanks for editing wikipedia

ICONS

EMOTION

SYMBOLS

BLUE #3366bb

BUTTONS

Do Something — default
Do Something — on hover
Do Something — active

TYPE

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
10 Jim Brown | 54 Edits | Last Edit: 24th June

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12 Jim Brown | 564 Edits | Last Edit: 24th June

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 ve ullamcorper consectetur risus, id bibendum erat
14 Jim Brown | 564 Edits | Last Edit: 24th June

INFO MESSAGES

Guidelines for creating a new Page

Thanks for editing. Your 18th Edit was saved.
Watch this Page | See Related Articles you can Edit

Thanks for editing. Your 18th Edit was saved.
Watch this Page | See Related articles you can Edit

ICONS

SYMBOLS

Grey #c9c9c9 #fofofo #c9c9c9

FILLS

Guidelines for creating a new Page	Guidelines for creating a new Page
Watch Out...	Watch Out...
Done! Saved, Thanks!	Done! Saved, Thanks!
Donec odio dui: tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper Jim Brown | 564 Edits | 24th June	**Donec odio dui:** tincidunt vel tincidunt vel, vestibulum eget augue. Nunc ullamcorper Jim Brown | 564 Edits | 24th June

BUTTONS

Submit — disabled
Cancel — active
Cancel
Cancel

DISABLED ICONS

EMOTION UNSELECTED STATE

Red #cc0000

BUTTONS

Delete — default
Delete — on hover
Delete — active

ERRORS

Donec odio dui — User Name does not exist
hah — Incorrect Password

SEARCH

Did you mean: PARIS HILTON

NOTIFICATIONS

16 16 16 16

ICONS

EMOTION

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

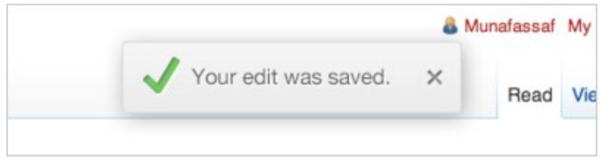
Sudha Chatterjee 12:35 pm
Reasons: Notability — Address

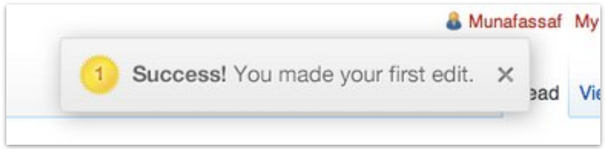
Reversions (3)

Asterisk and Obelix 12:35 pm
Reasons: Notability — Address

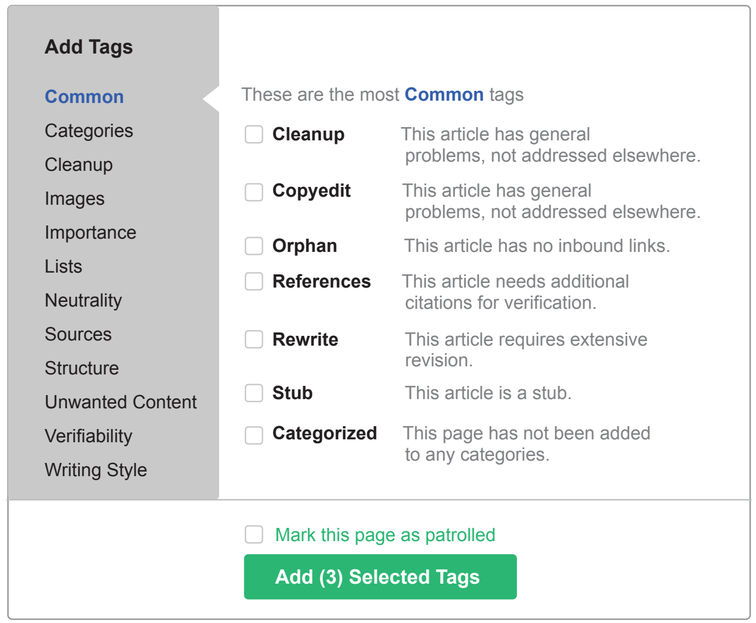
The Old English Books 12:35 pm
Reasons: Notability, Copyright Violation — Address

Sudha Chatterjee 12:35 pm
Reasons: Notability — Address

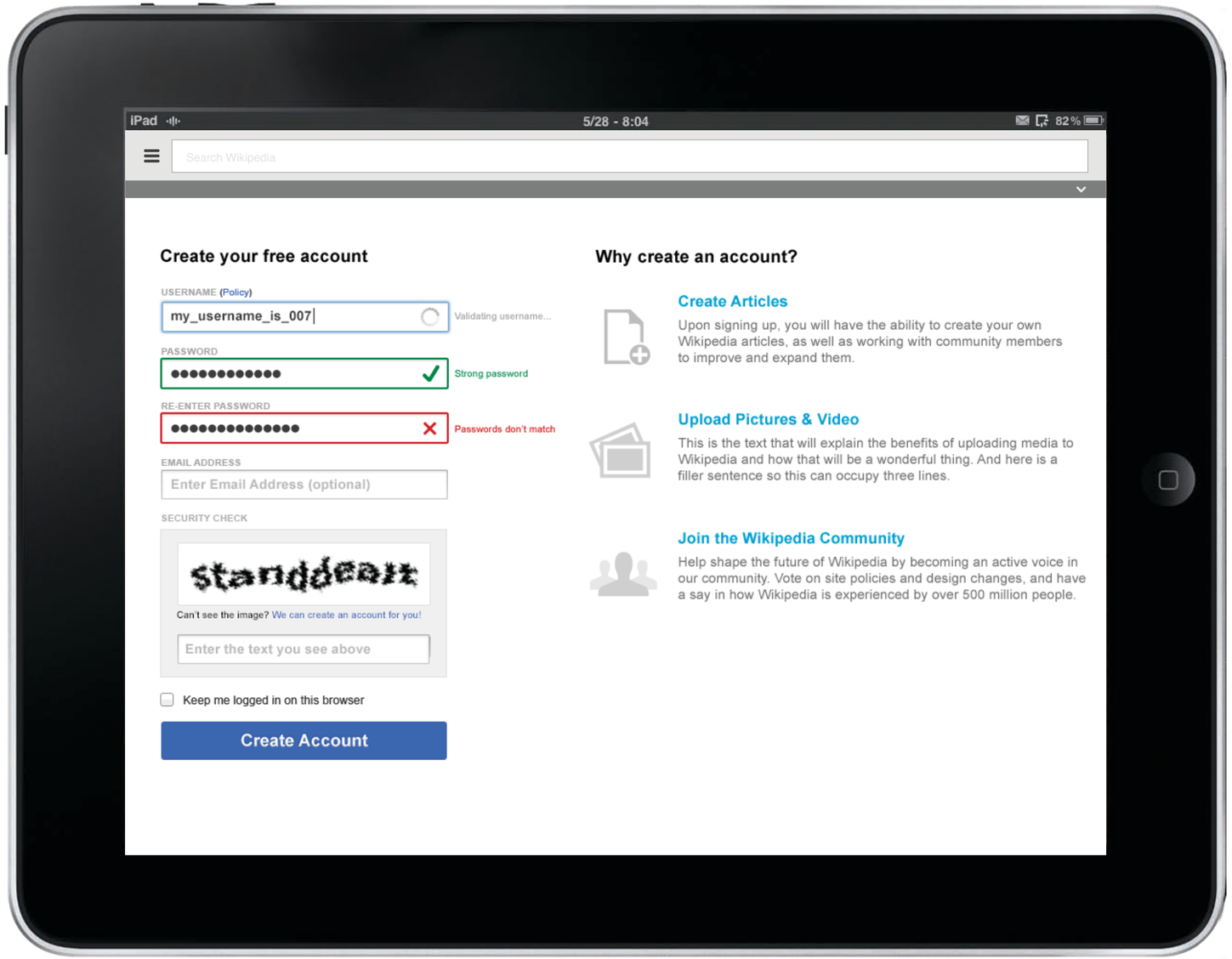




Indicate Call to Action



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

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.

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...