



DESIGN PRINCIPLES

Behind the Firefox OS UX

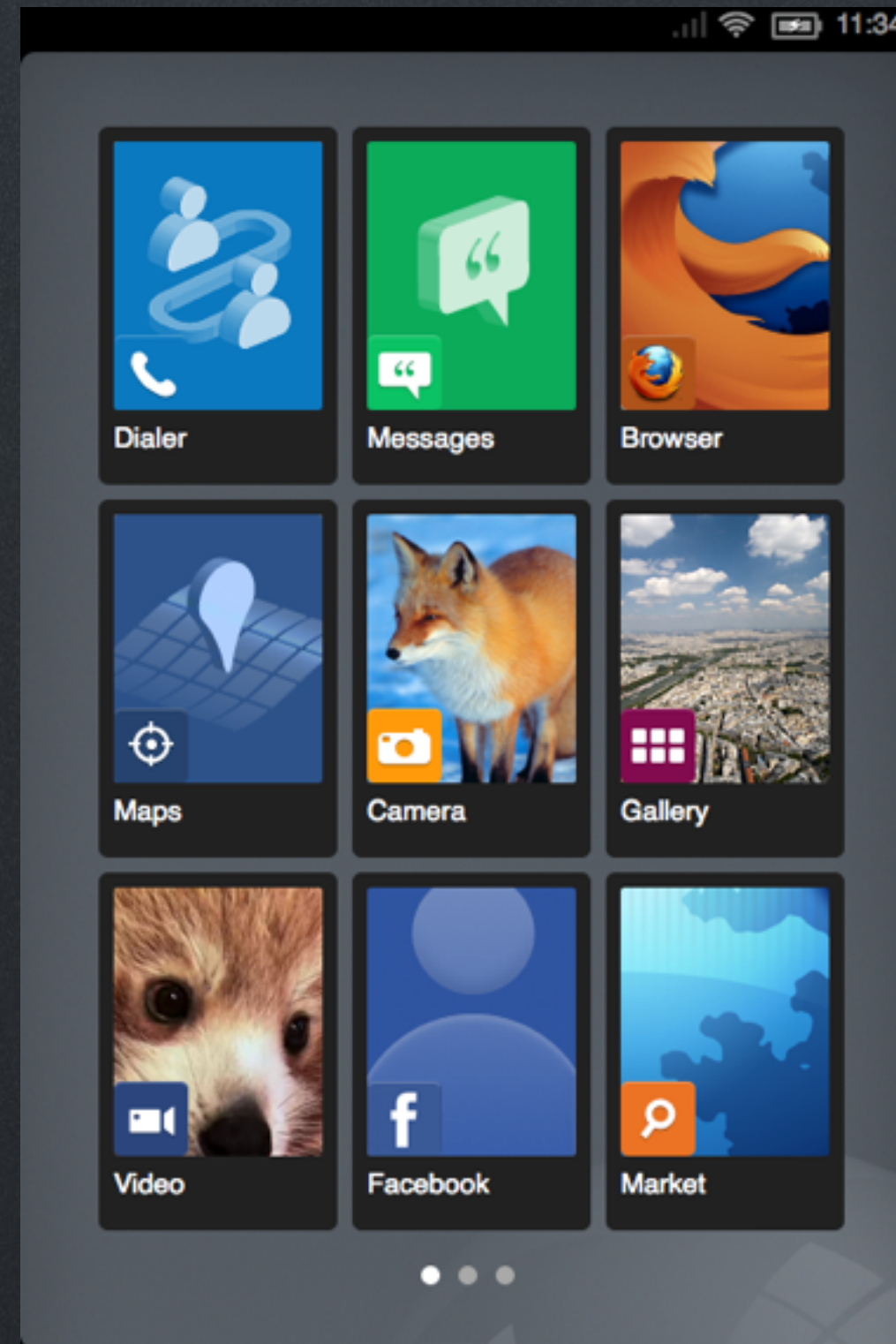
MWC 2012

WHERE WE WERE...

Telefonica



Mozilla



Telefonica



Firefox

VISUAL IDENTITY MAP



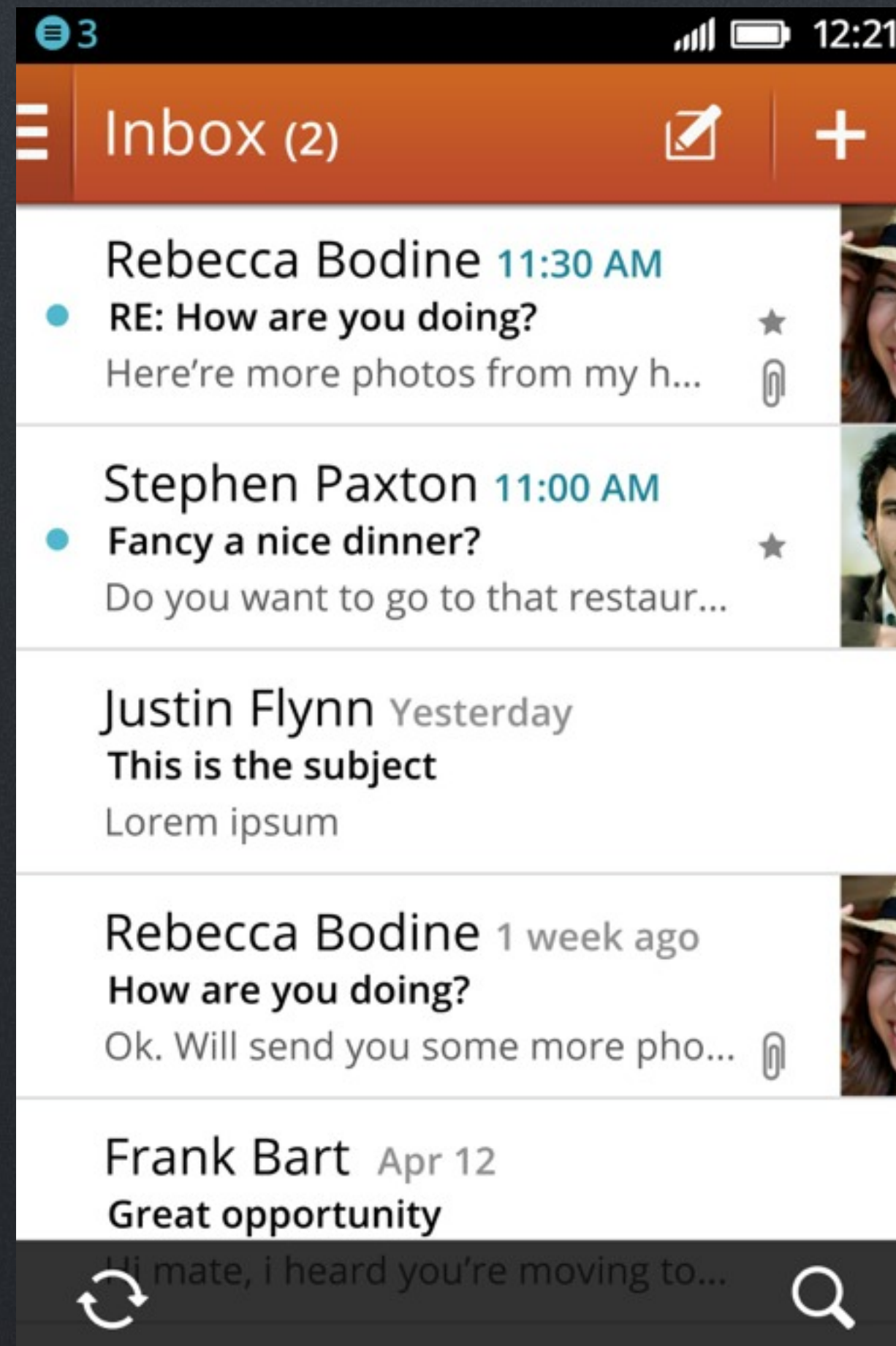
Unconventional Engaging Honest Human Smart Confident



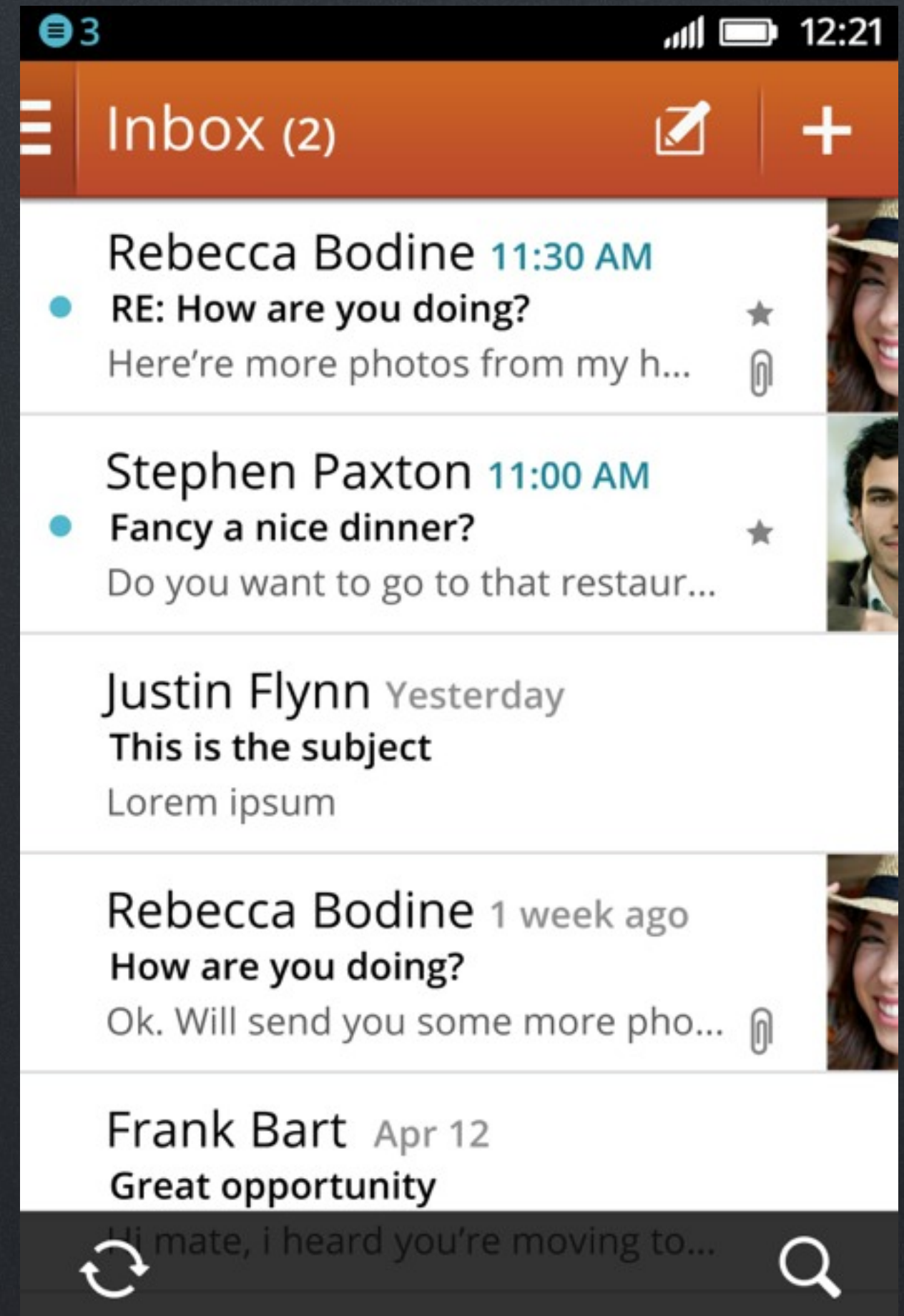
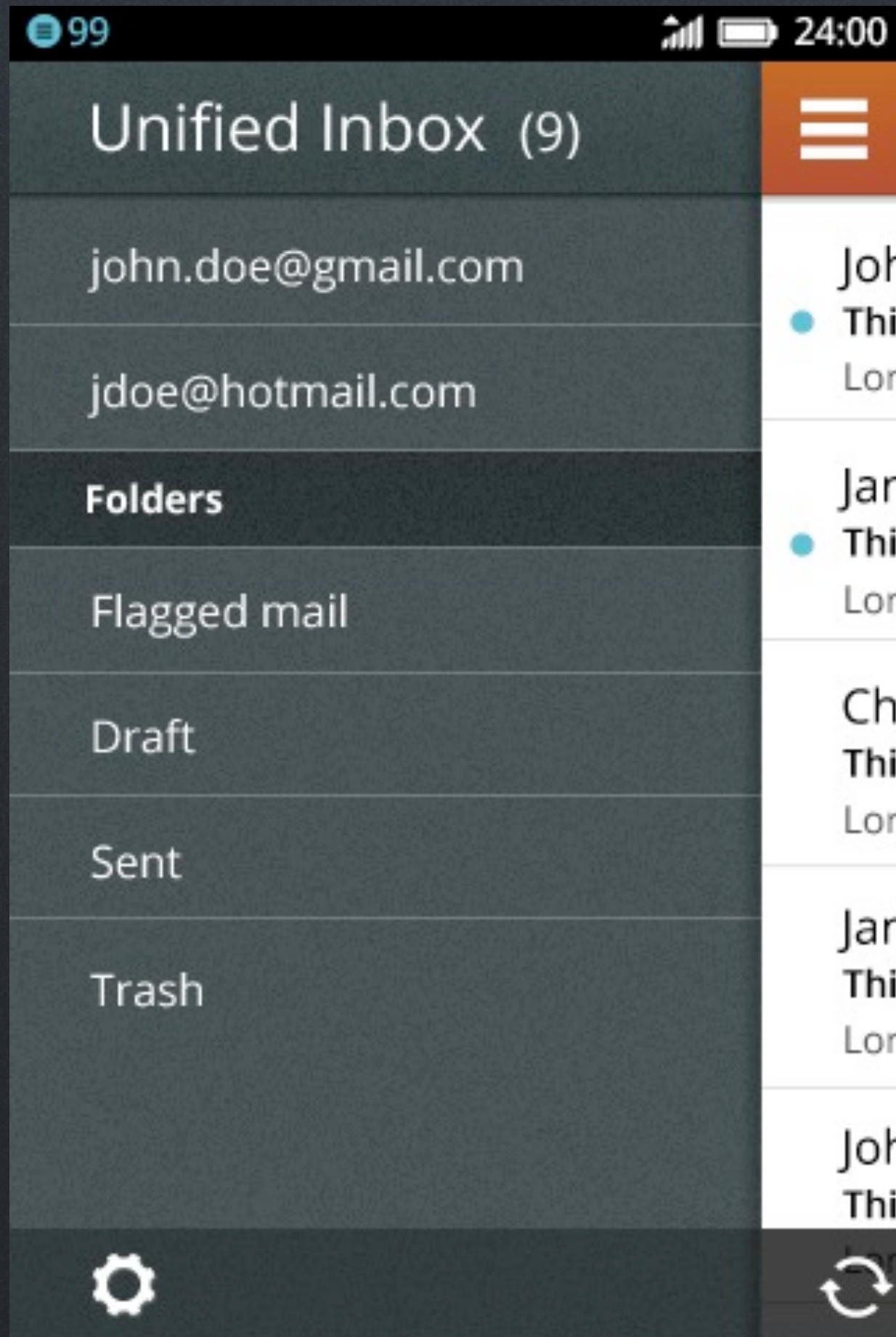
FIREFOX OS DNA

**MANY OF THE DESIGN ELEMENTS SHOWN HERE
ARE STILL WORK IN PROGRESS*

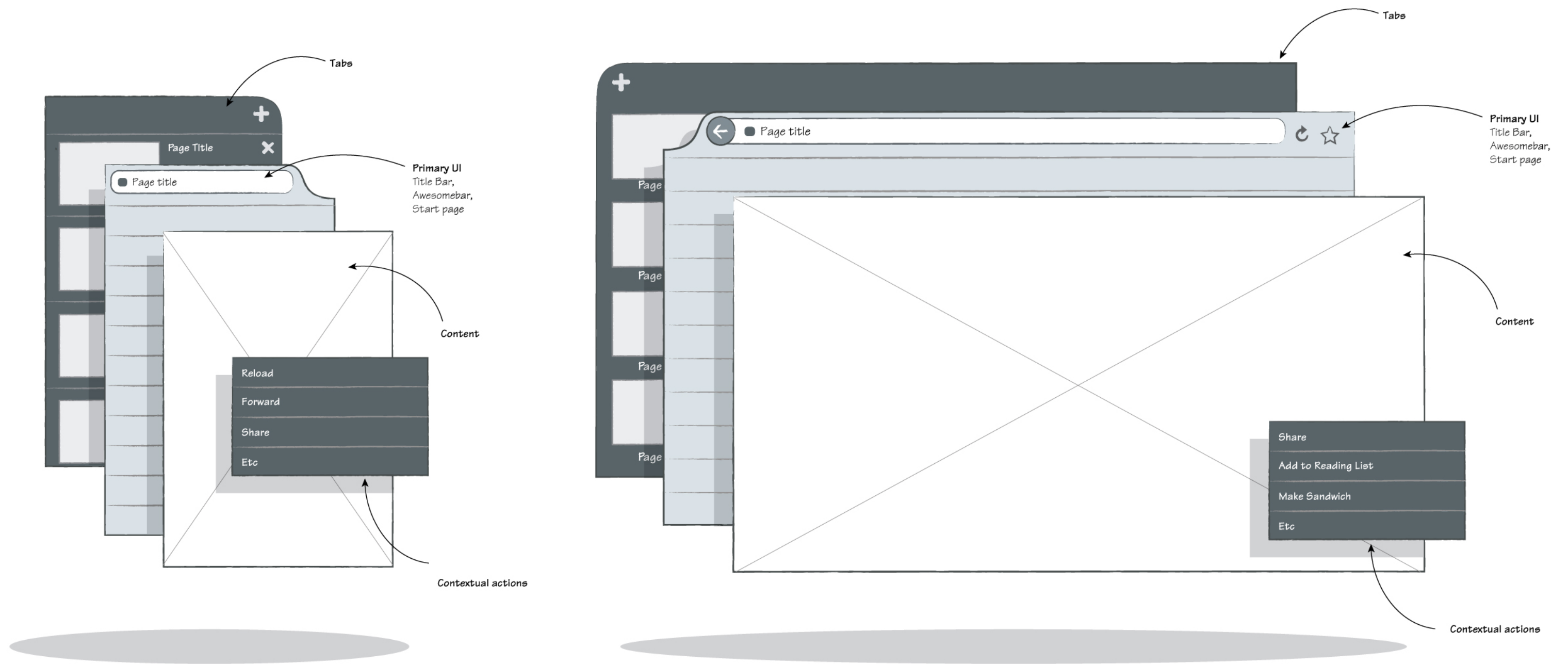
PURPOSEFUL DESIGN



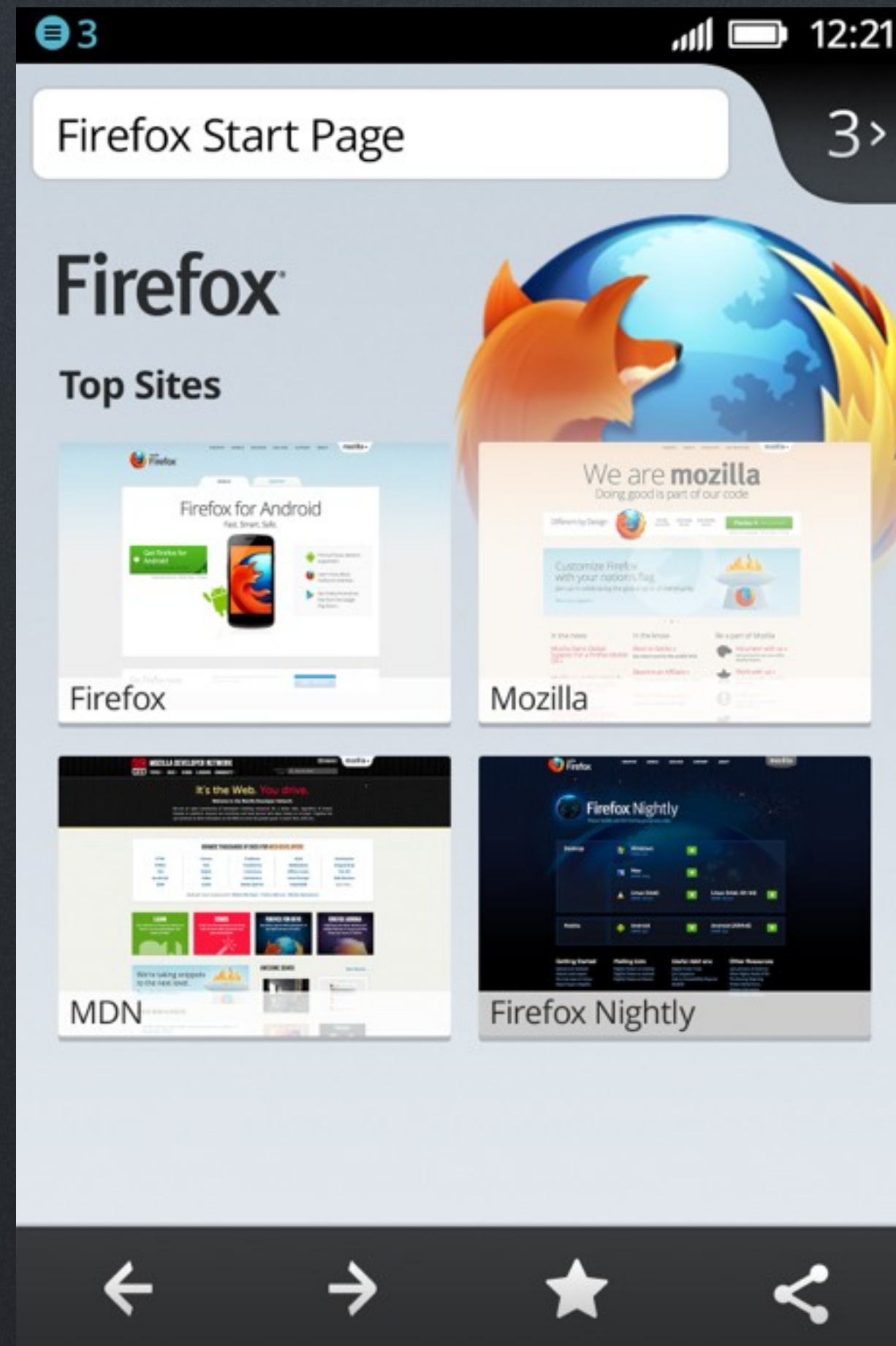
PURPOSEFUL DESIGN



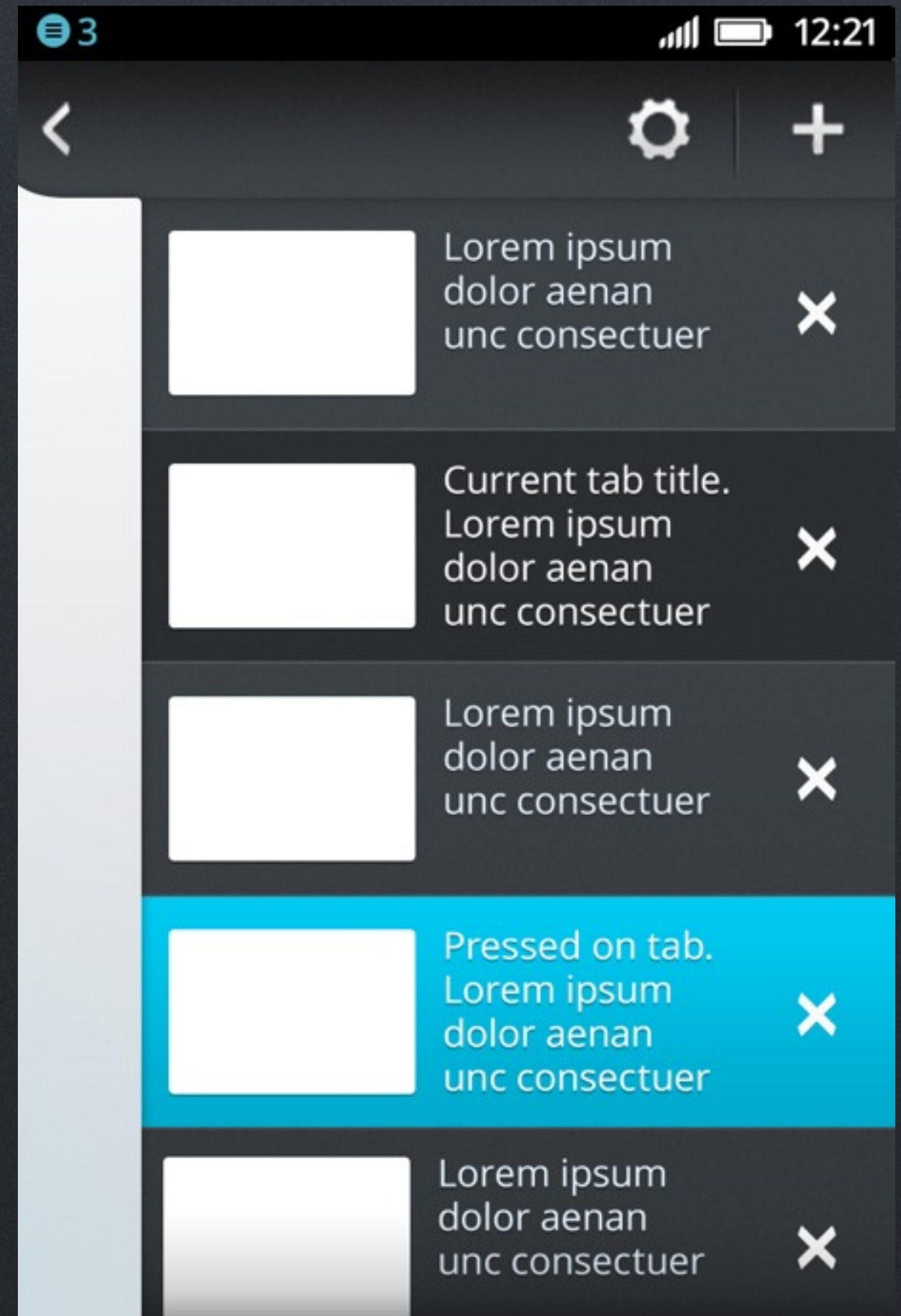
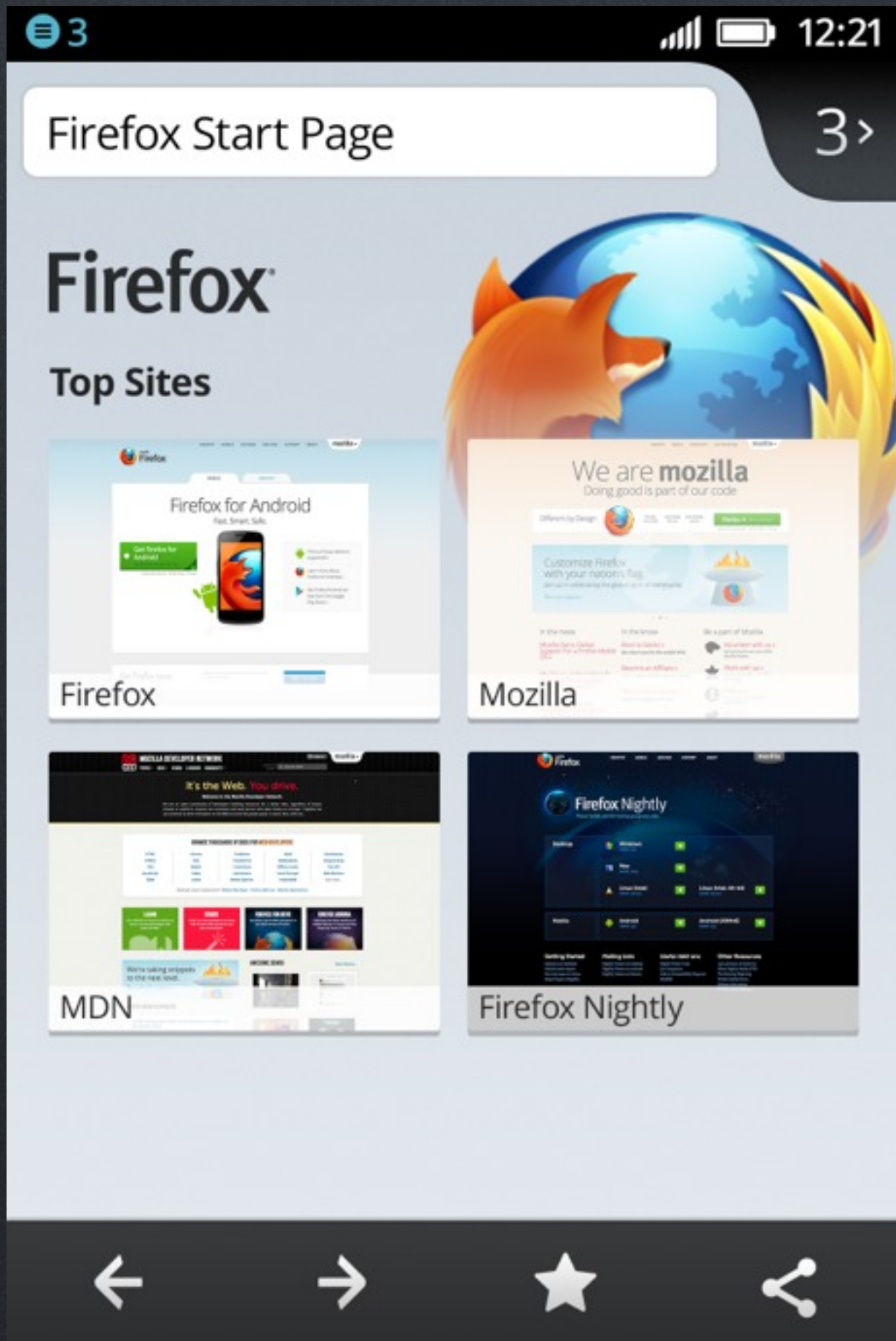
CONTENT LAYERING



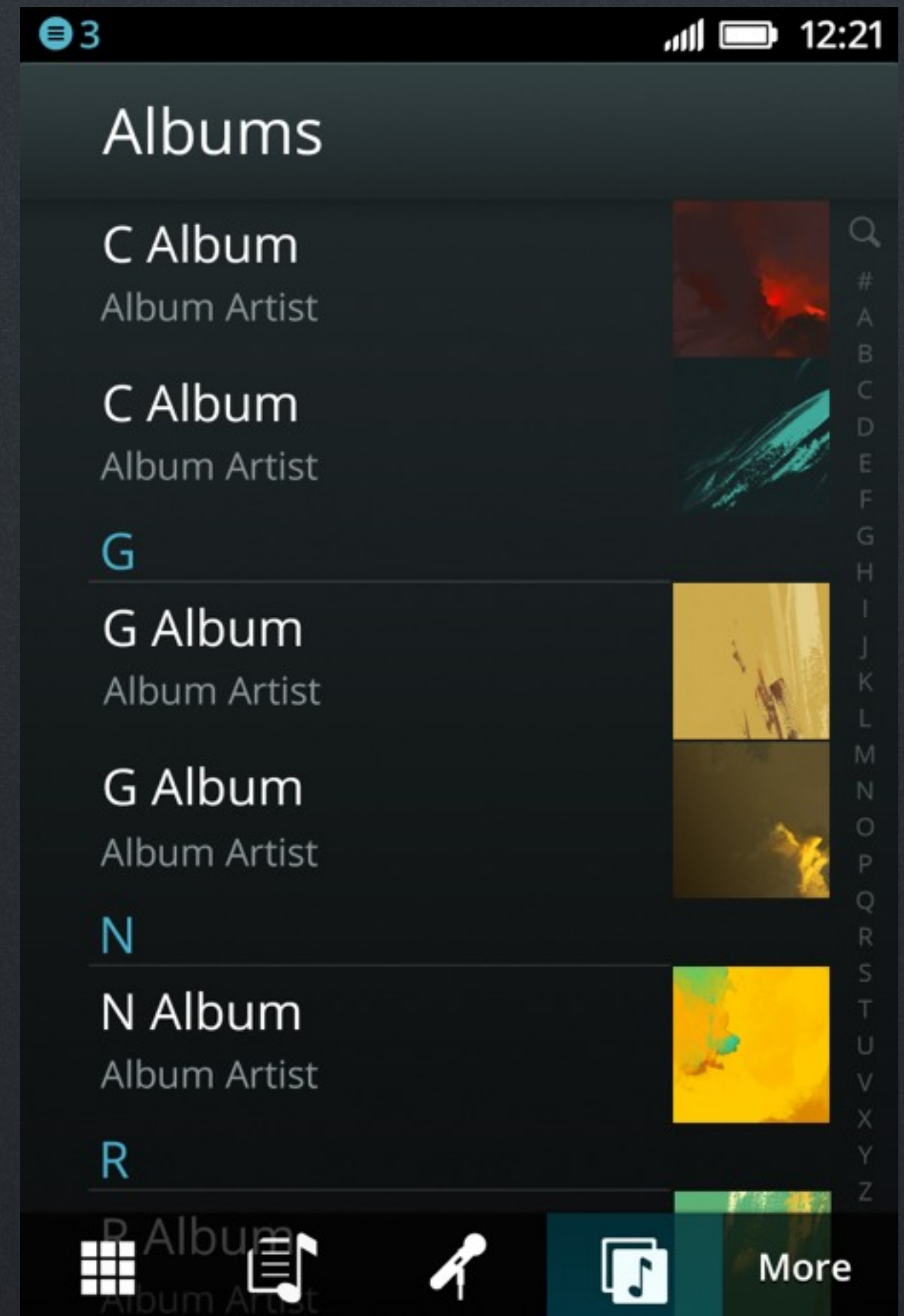
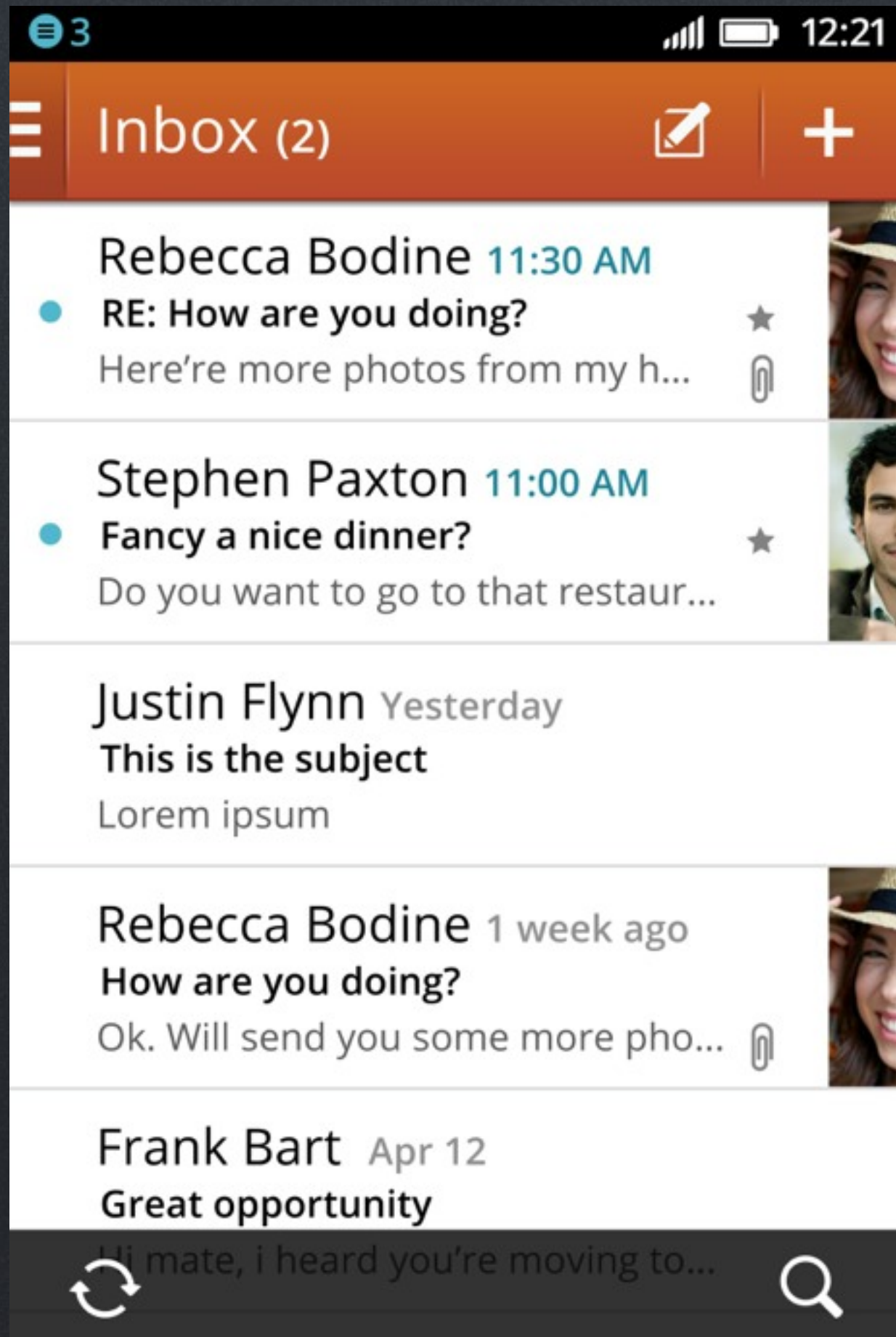
PURPOSEFUL DESIGN



PURPOSEFUL DESIGN



LIGHT VS DARK APPS

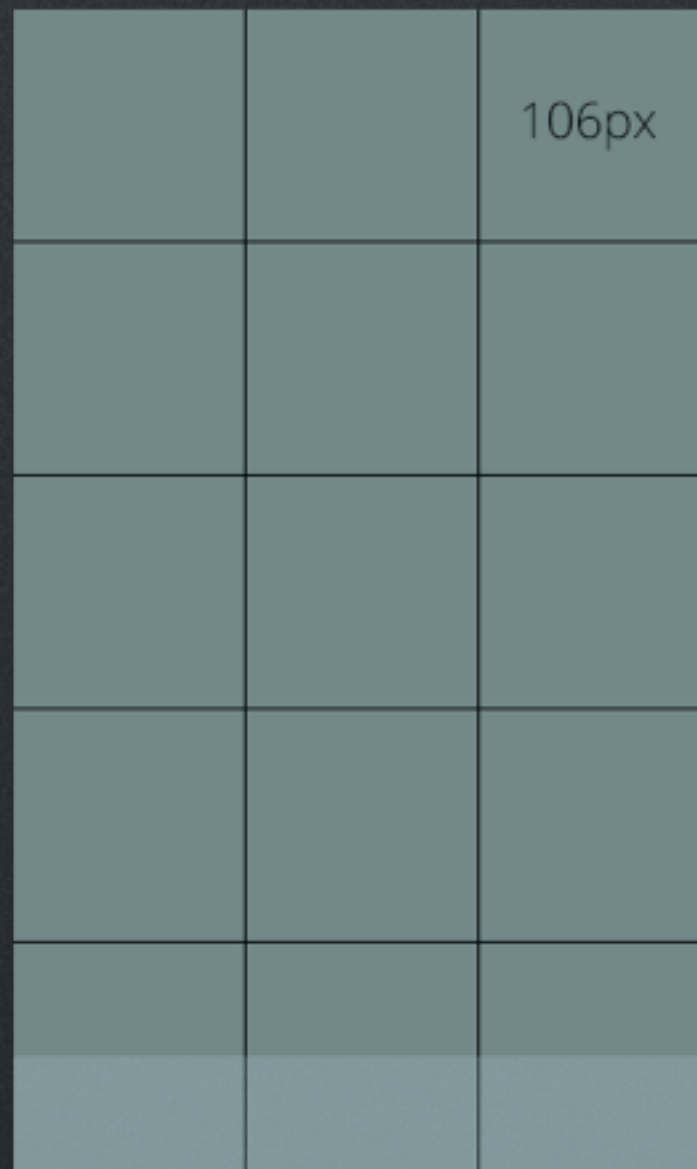


THEATRE EXPERIENCE

Music



Gallery



Videos

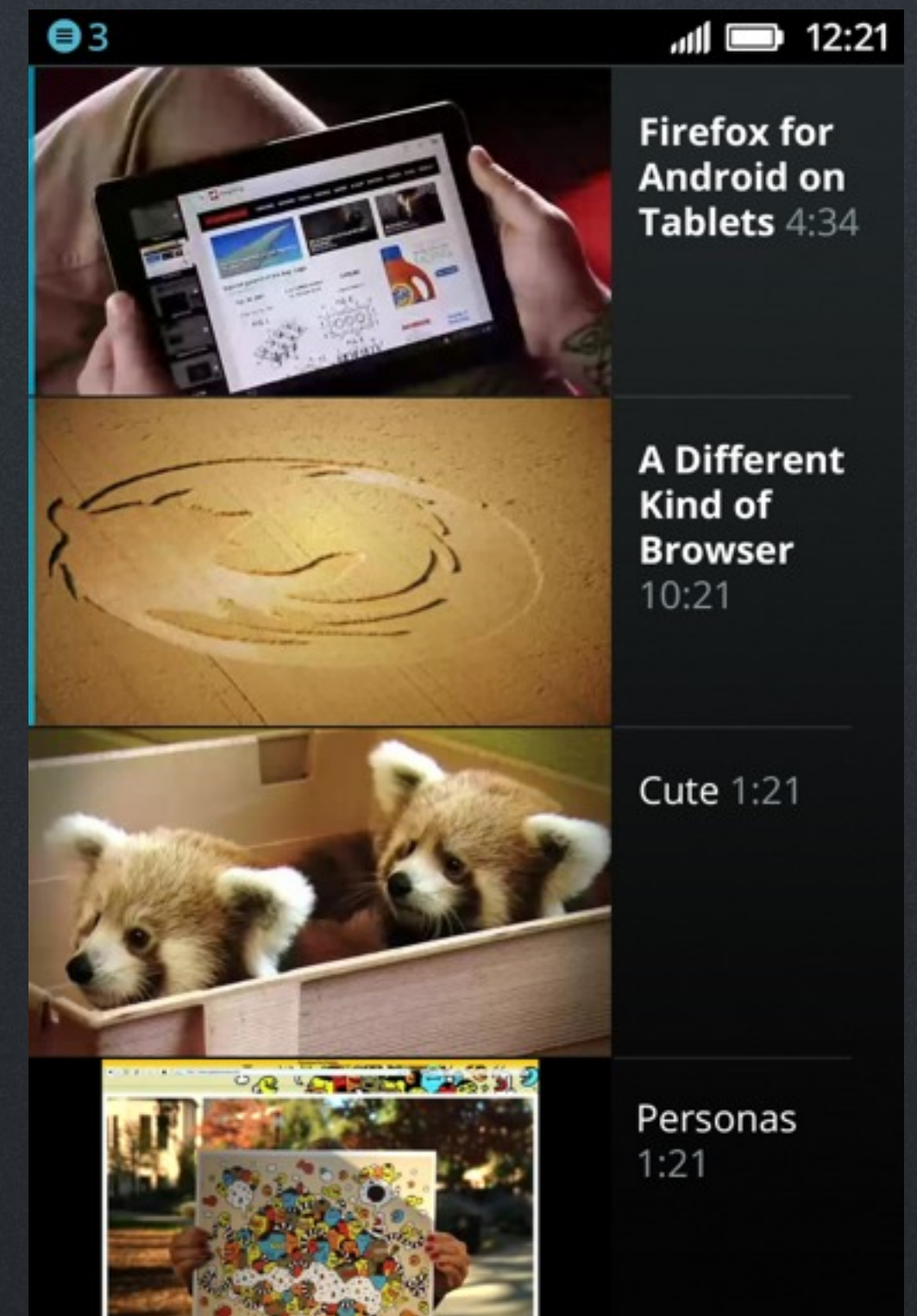
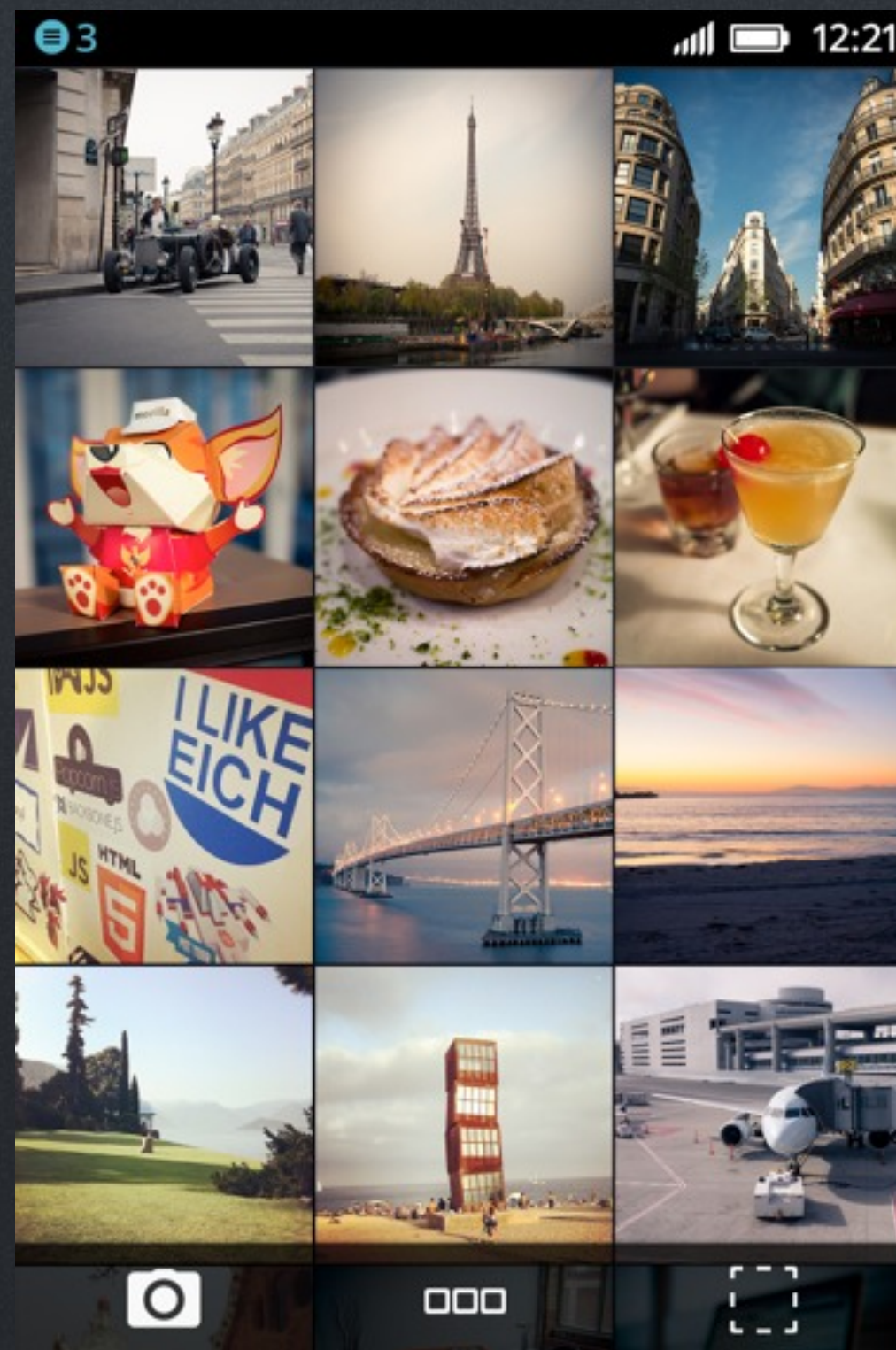
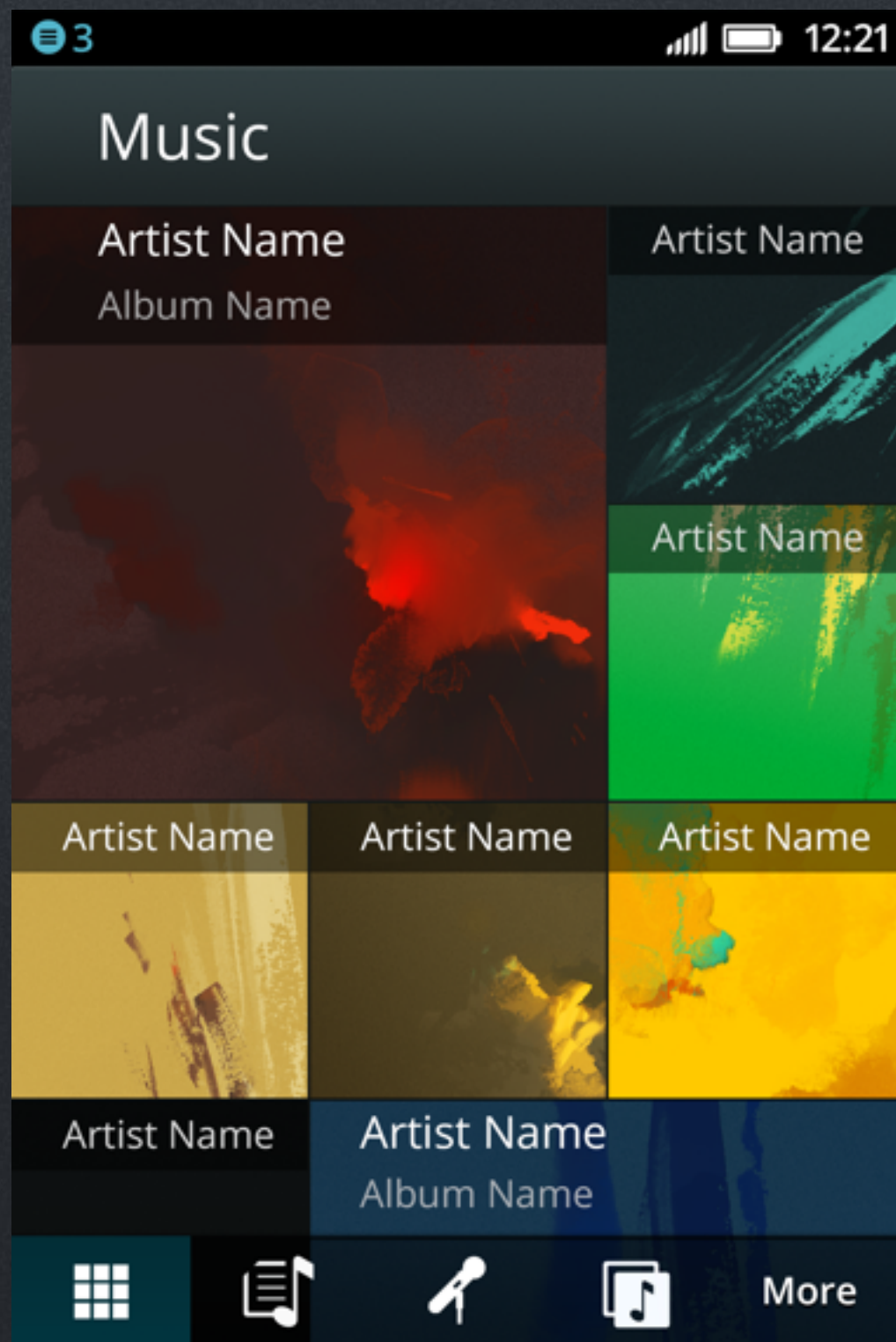


CONTENT IS KING

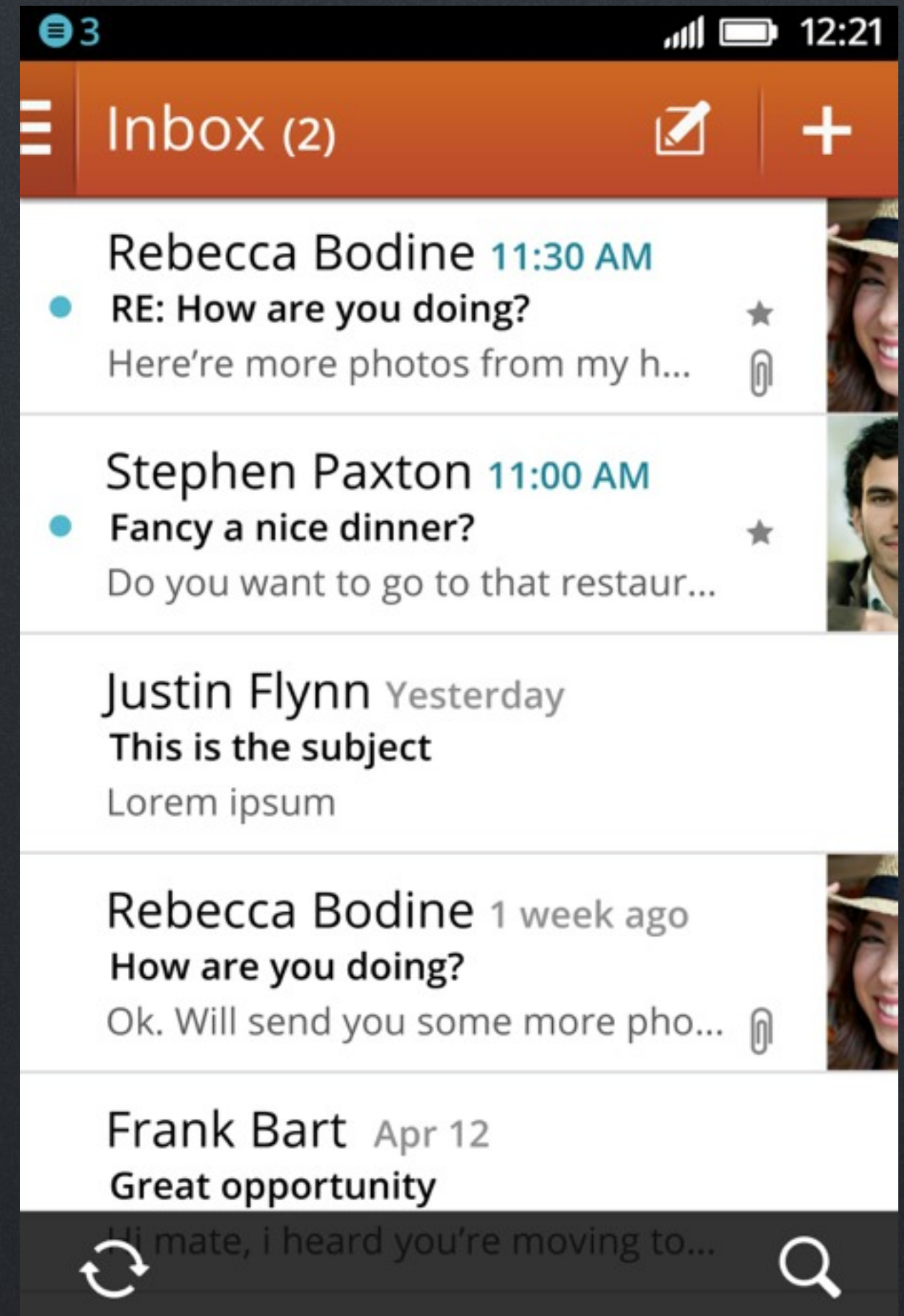
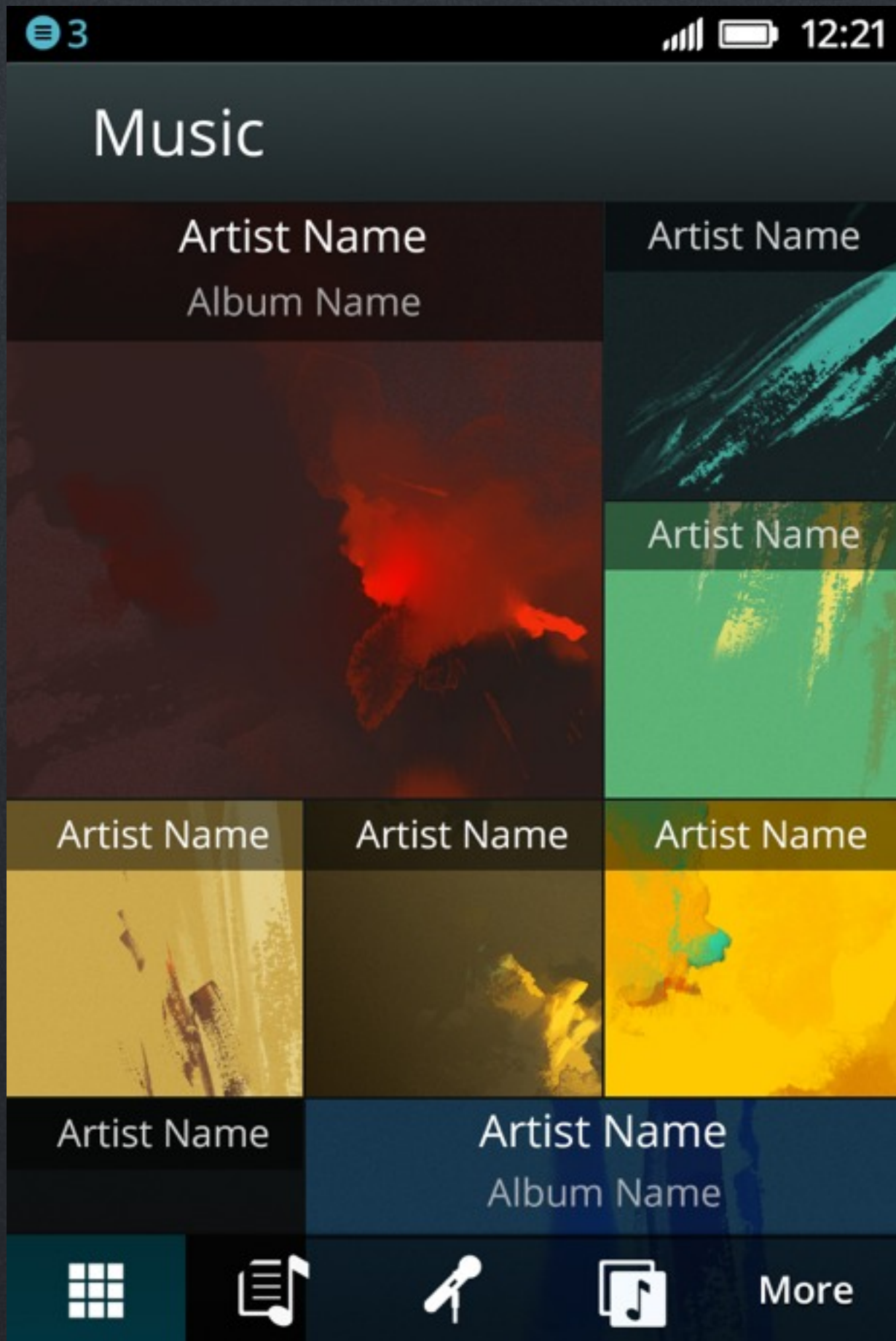
Music

Gallery

Videos

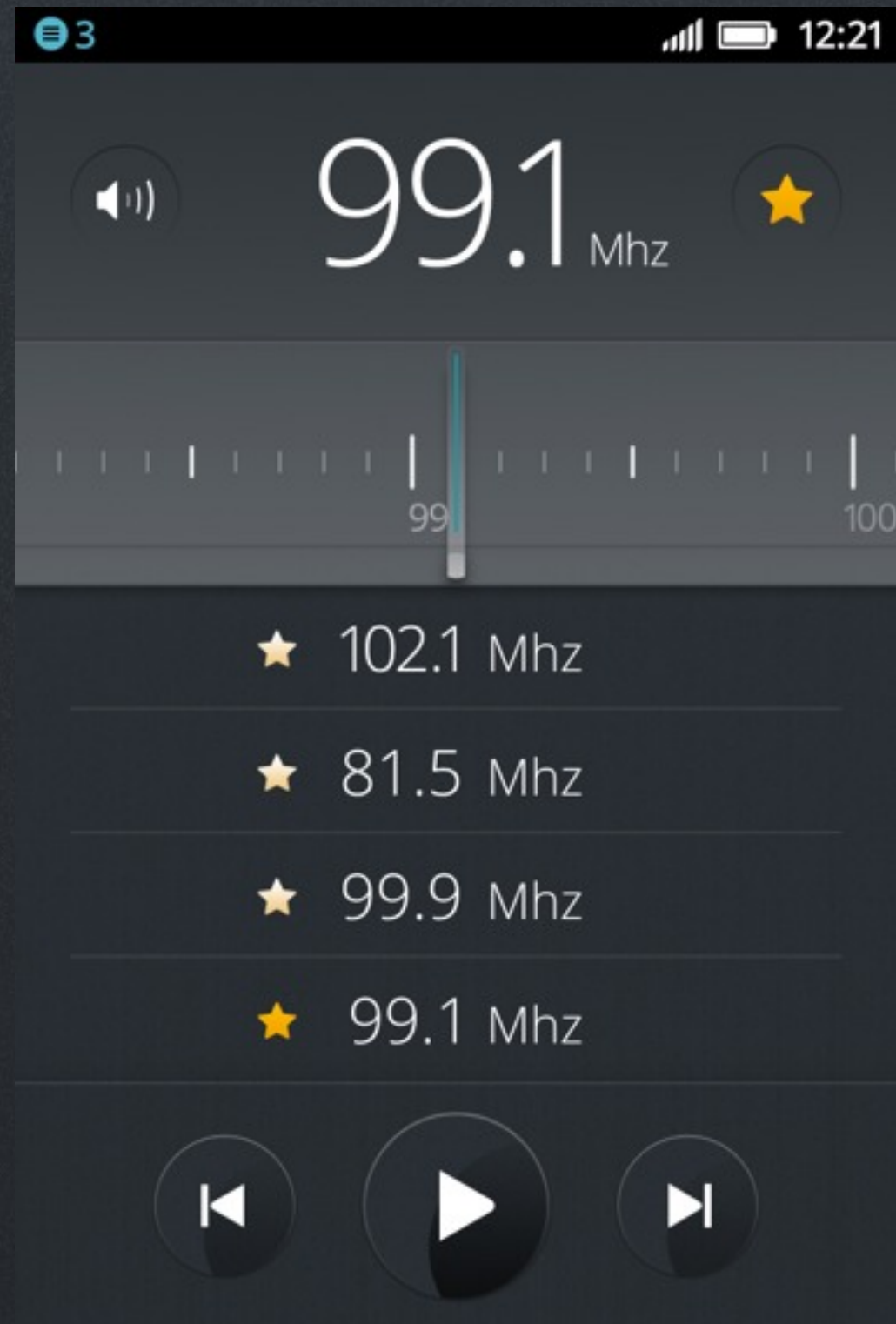


FOCUSED IMAGERY

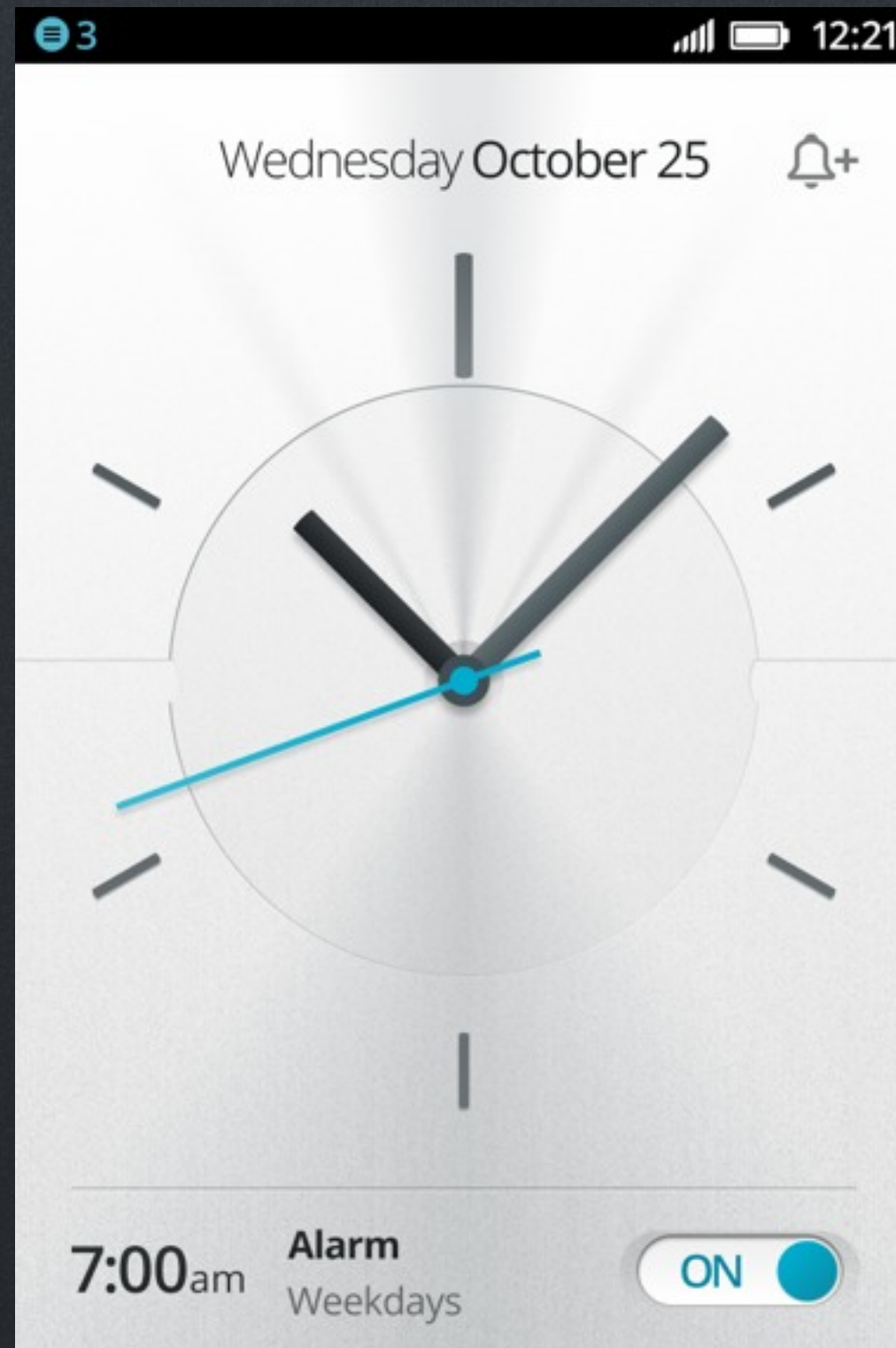


HAND CRAFTED DESIGN

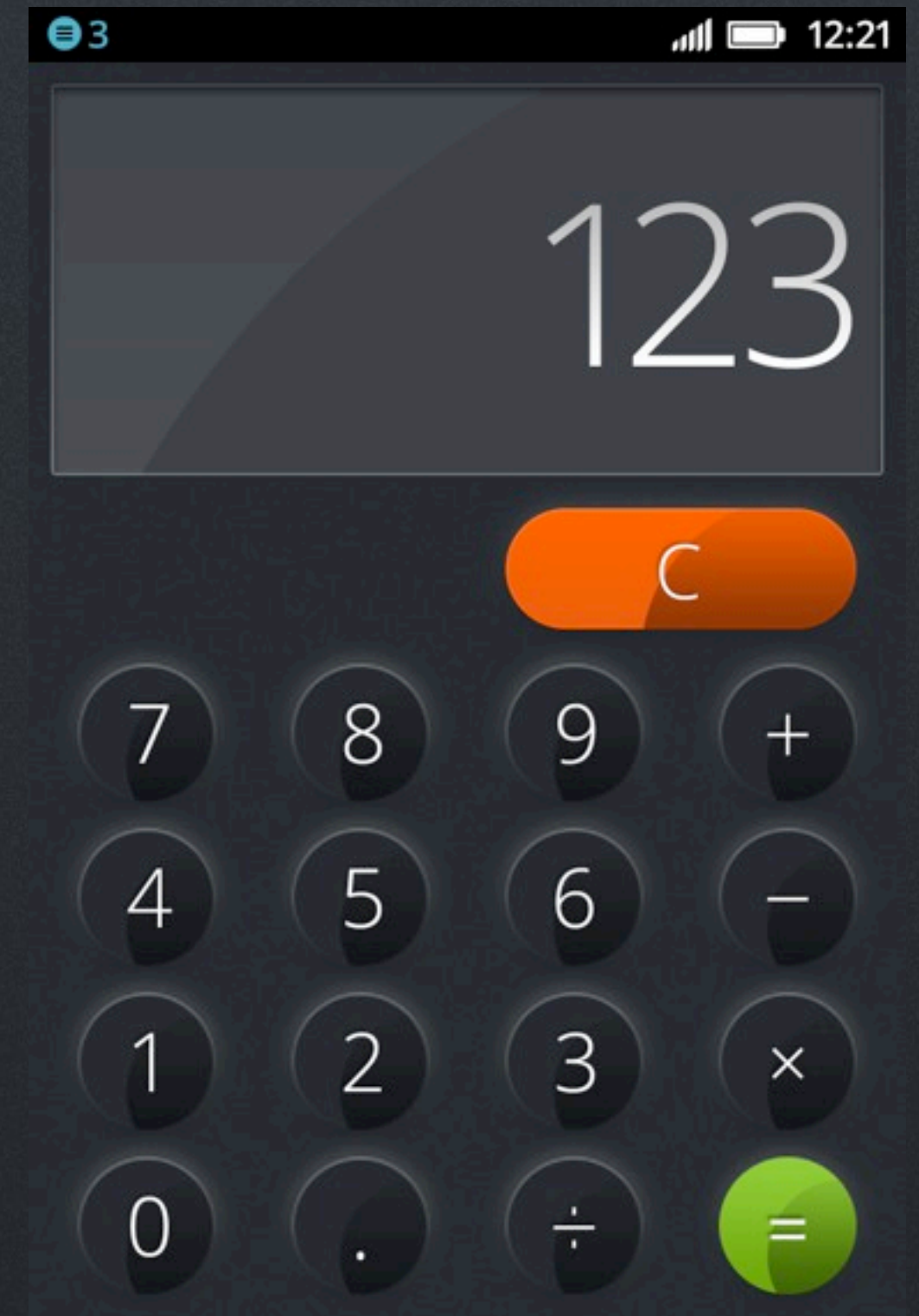
Radio



Clock



Calculator

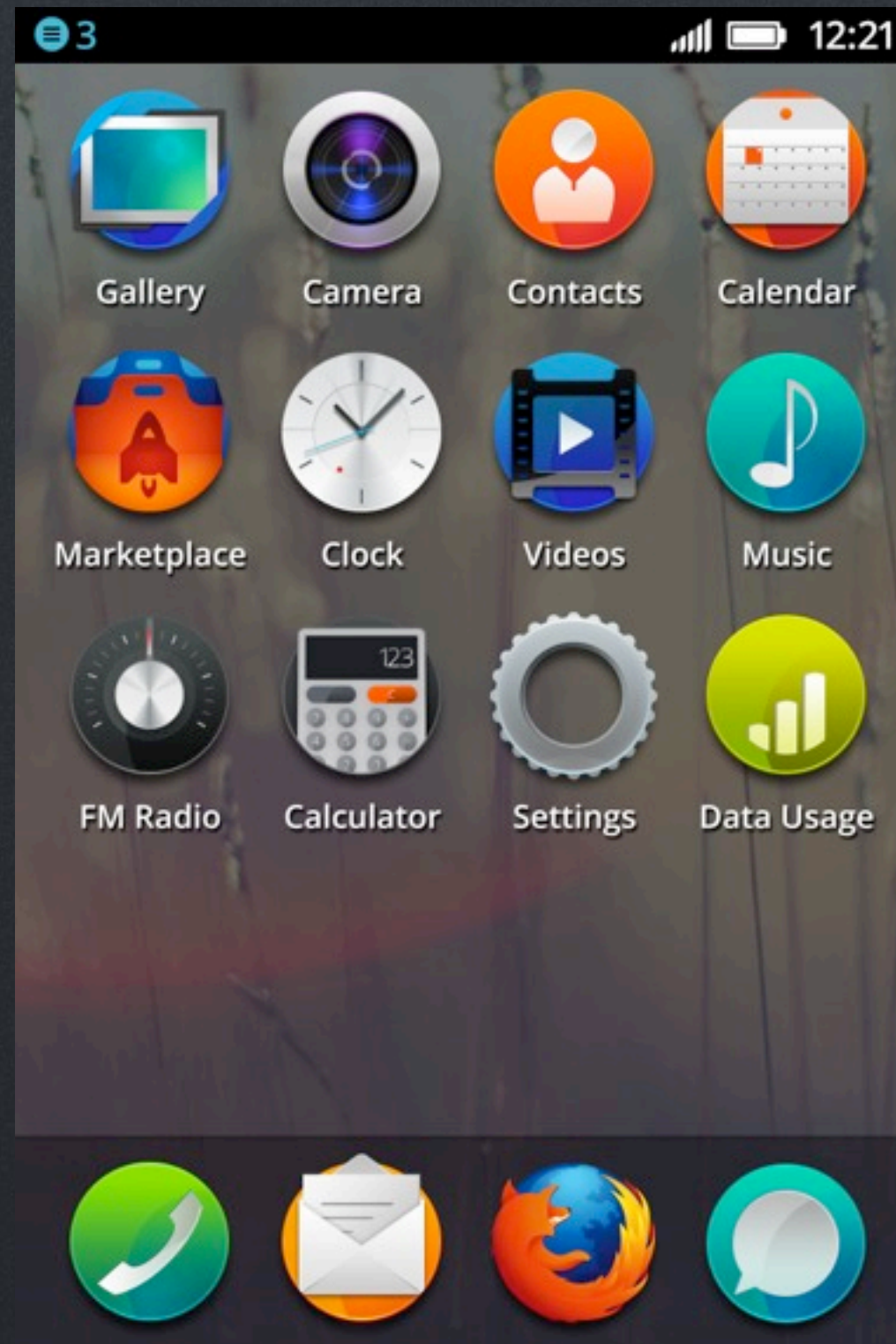


CONTENT CATERED TO YOU

Homescreen

App. Grid

Lock Screen

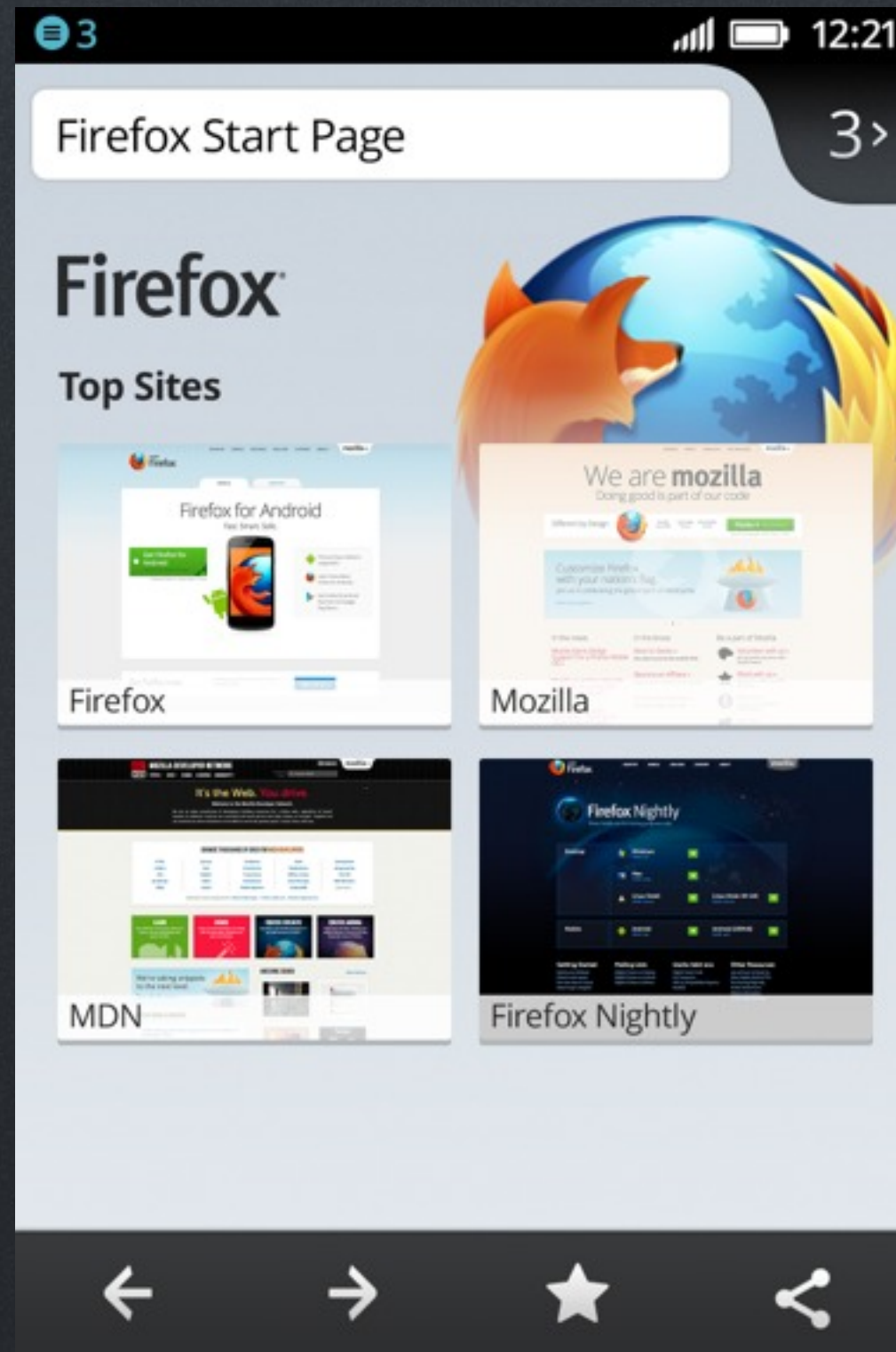


ENGAGING DESIGN

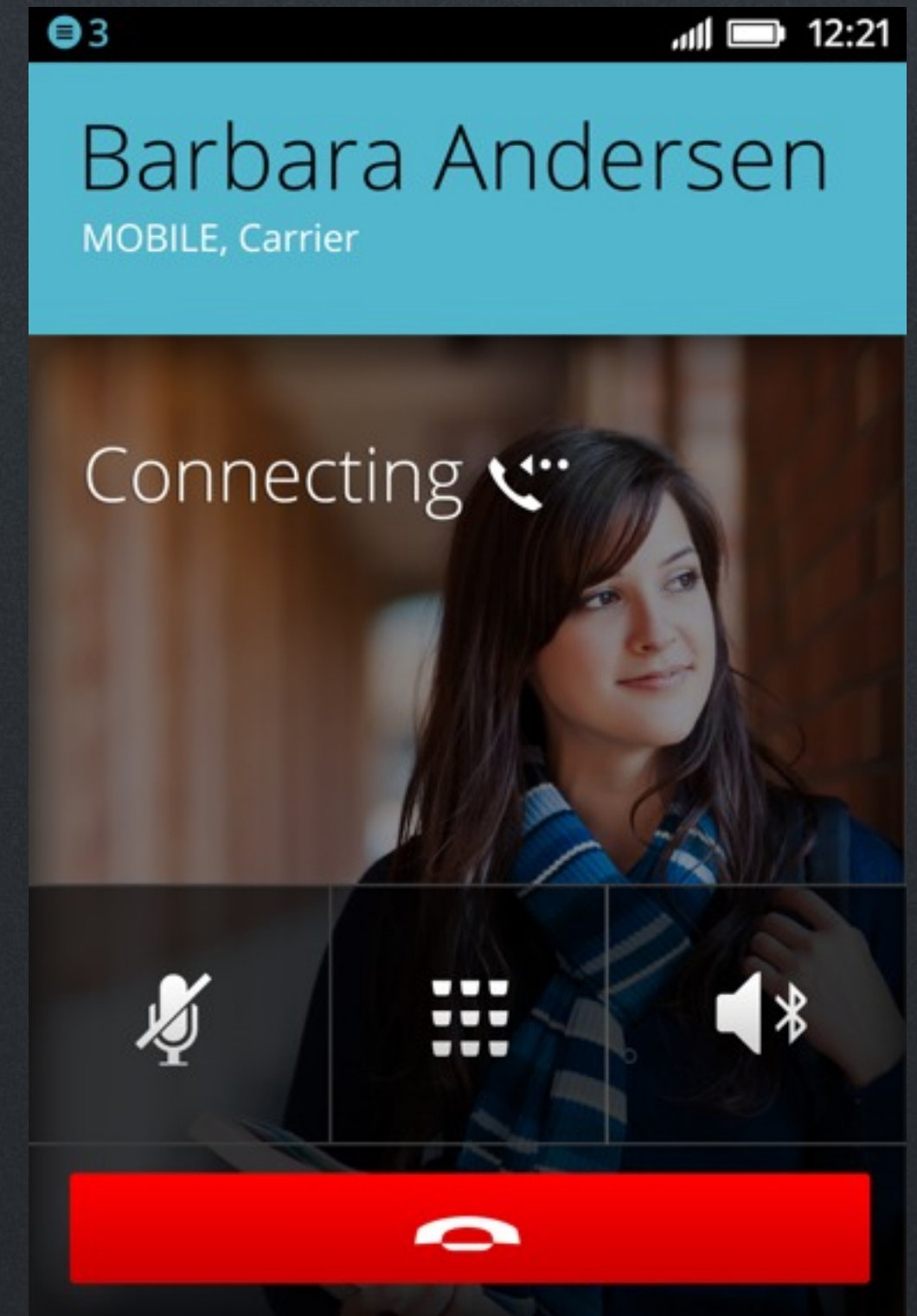
Date Select



Firefox



Outgoing Call



APP ICONS: FACE OF THE OS

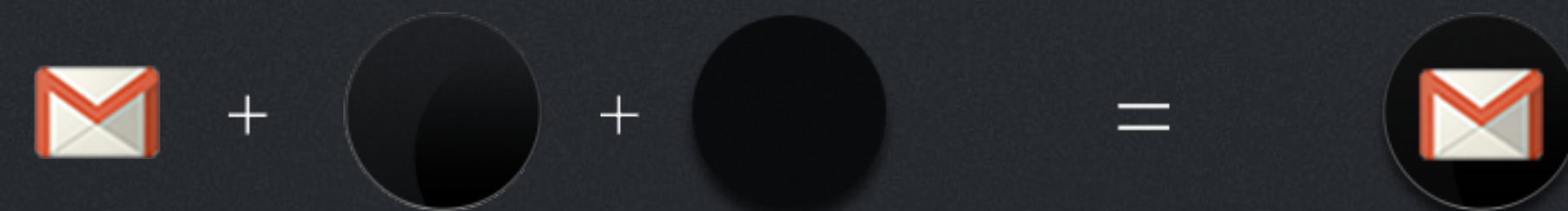
Video App



Phone App



Bookmark saved onto the Homescreen



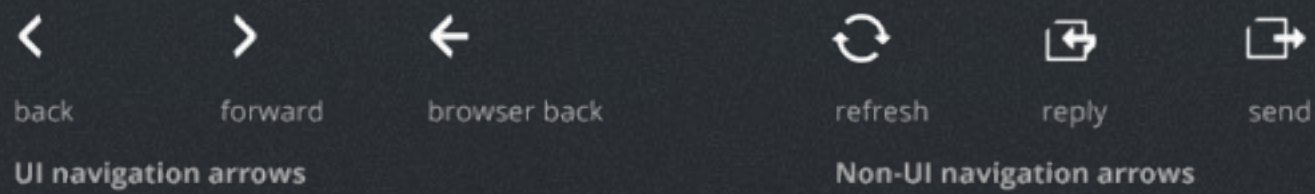
ACTION ICONS

FRIENDLY + CONFIDENT

rounded rect + straight or ellipse cut
angles are consistently 45 degrees



use open arrow heads (chevrons) for UI navigation, close/filled arrow heads for all other actions

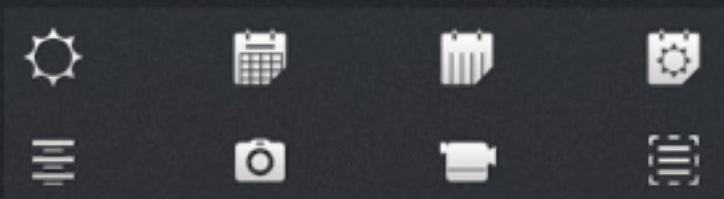


documents are shown with a 45 degree cut on the upper left



rendering

to create a subtle touchability, surface is white + gradient to 20% black with subtle drop shadow



ACTION ICONS



Agenda View



Camera



Video Recorder



Back (Nav)



Forward (Nav)



Back (Browser)



Menu



Edit



Bookmark (Favorite)



Send



Share



Sync



Dismiss Keyboard



Close / Cancel



Mark Read



Recents (Comms)



Messaging



Delete



New / Add



Copy



Cut



Dial Pad



Select



Phone



Paste



Reply



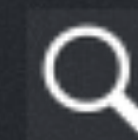
Reply All



Forward (Message)



SMS



Search



Contact Detail



Today (Go To)



Month View



Week View



Day View



Forward (Browser)

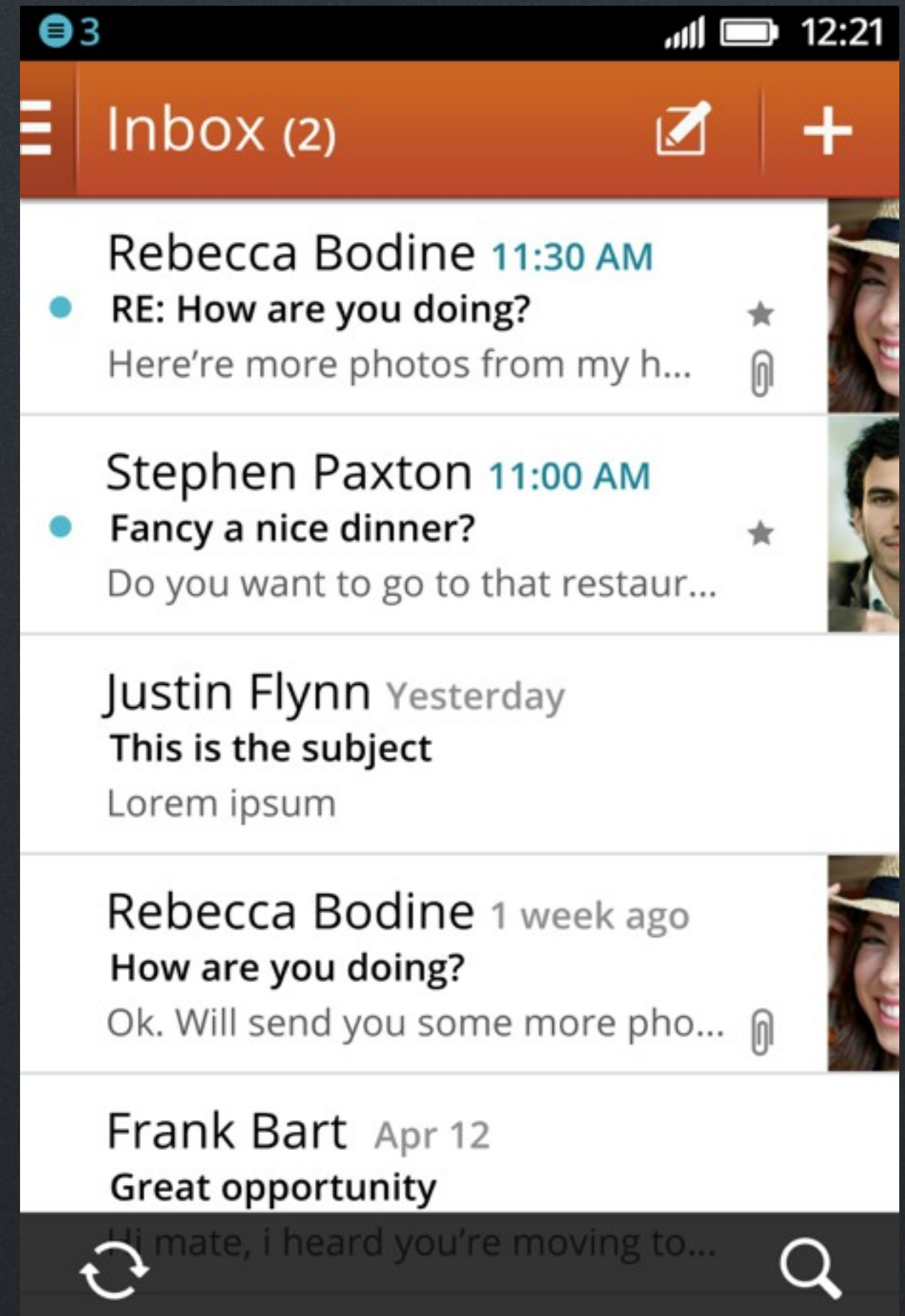
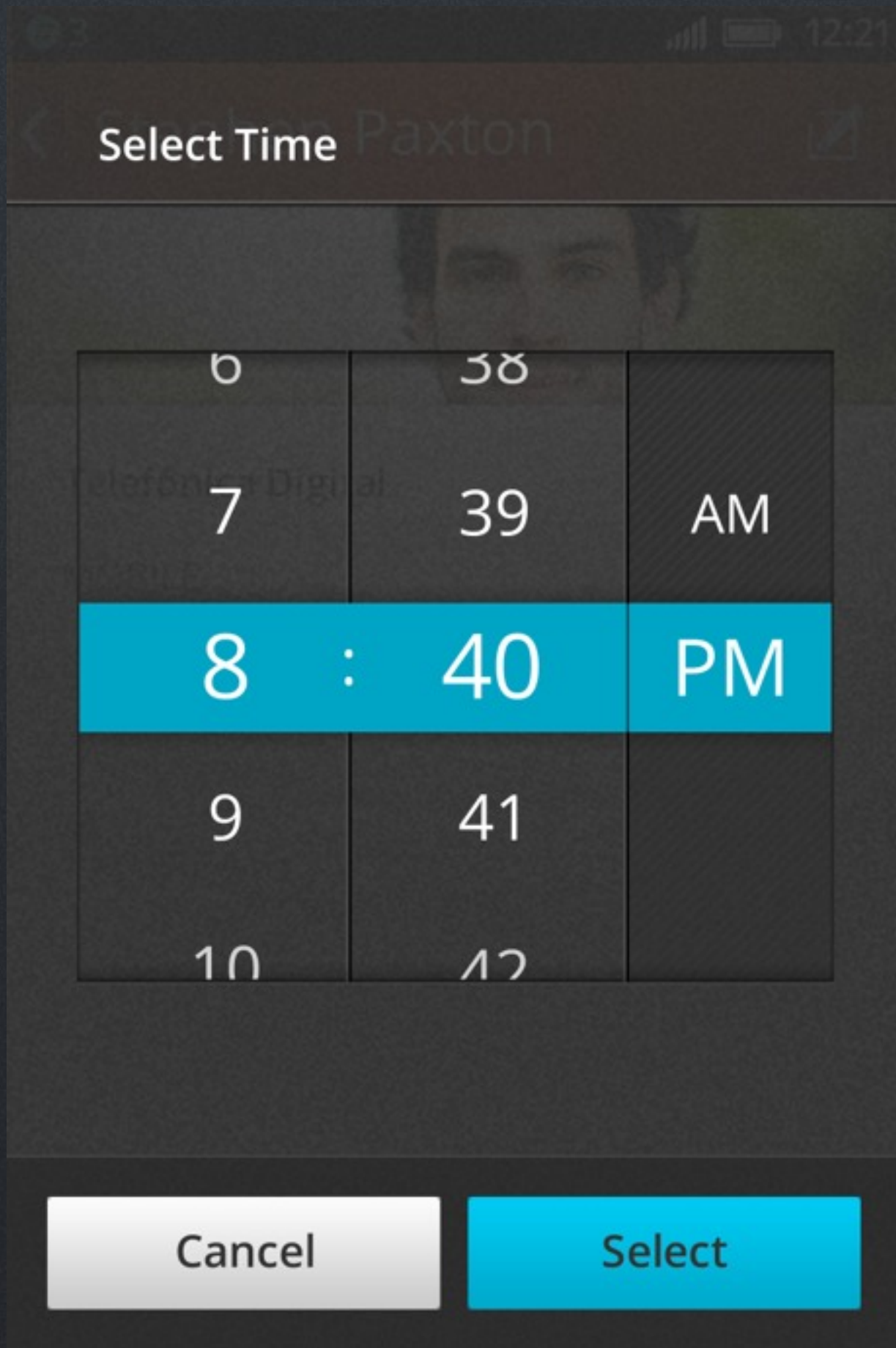


Settings



Bookmarked

COLOUR



Firefox OS Design Stencil

All elements have a pixel density of 165dpi and created in vector shapes

COLORS

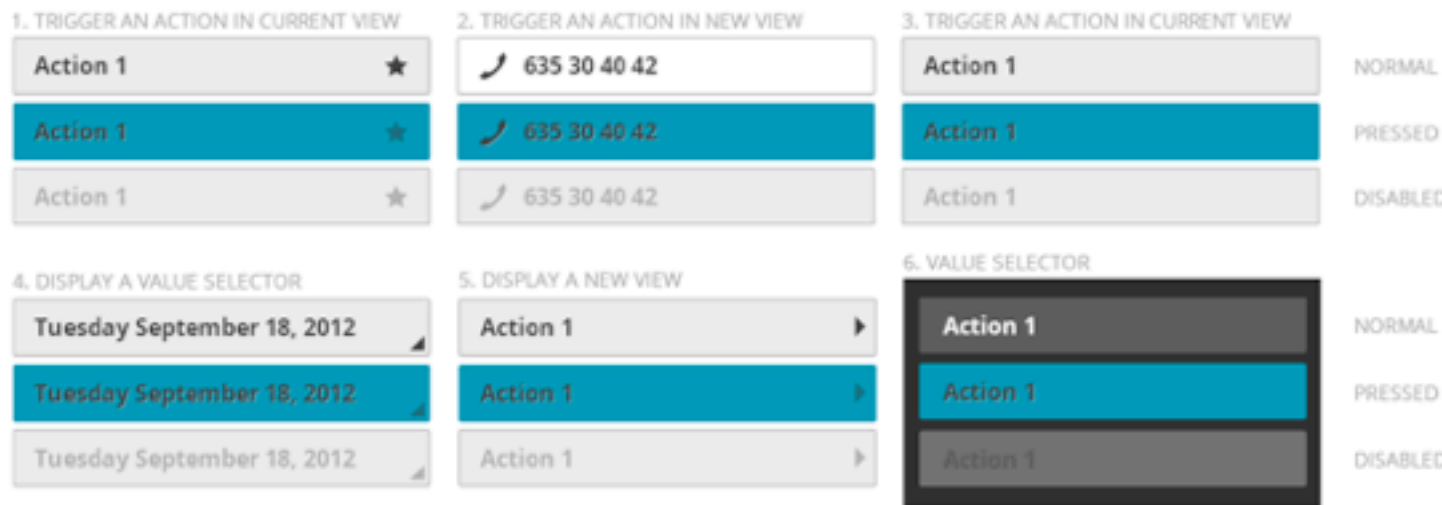
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#858585	#a6a6a6	#e7e7e7	#f4f4f4
#FFFFFF	#eaeae7		
#008caa	#00aac8	#00c8f0	#b1f1ff
#820000	#b90000	#c88282	
#ff4e00	#992f21	#be462d	
#cd6723	#faebe1		
#4b780a	#5f9b0a	#82c82d	
#1c2224	#222b2d	#2c393b	



ACTION BUTTONS



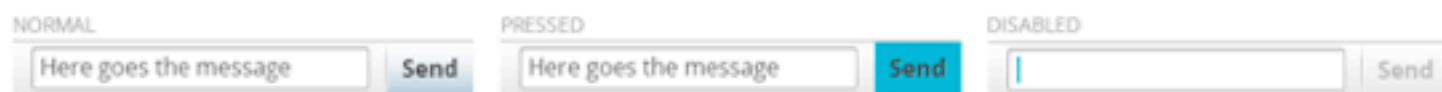
LIST BUTTONS



SPECIAL BUTTONS



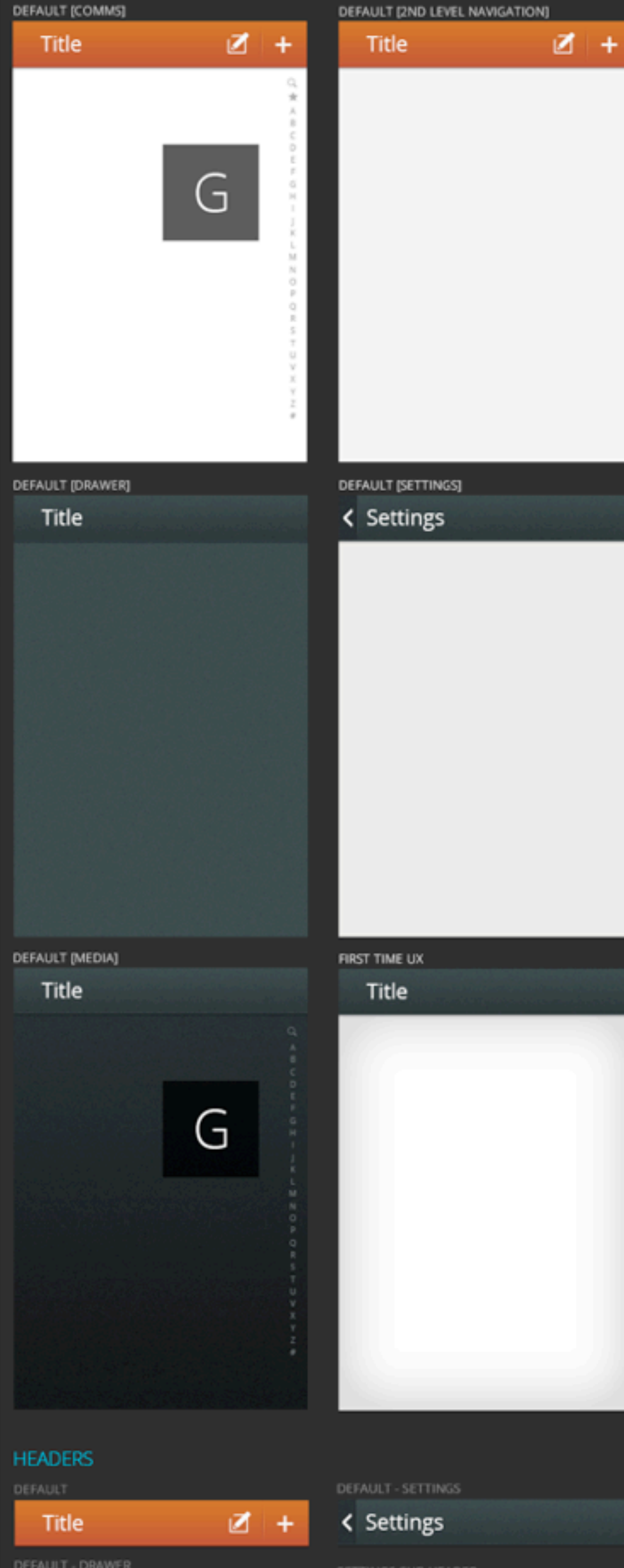
INPUT FIELD BUTTONS



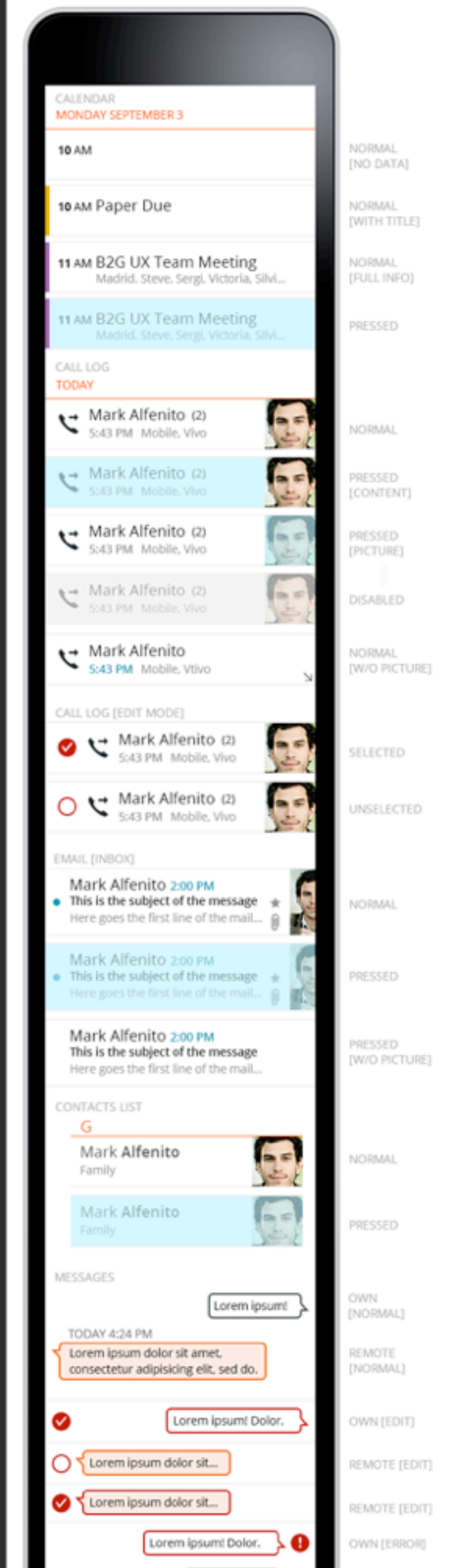
NOISE OVERLAY



BACKGROUNDS + HEADERS



LISTS



TYPOGRAPHY

TYPOGRAPHY

Firefox[®]

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Near Zero

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz UltraLight 150

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Thin 400

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Light 550

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz SemiLight 750

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz LessRegular 900

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Regular C

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Medium 1250

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0124

TelMoz Bold 1500

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TelMoz Black 2000

SOUND DESIGN

SOUND DESIGN: PERSONAS

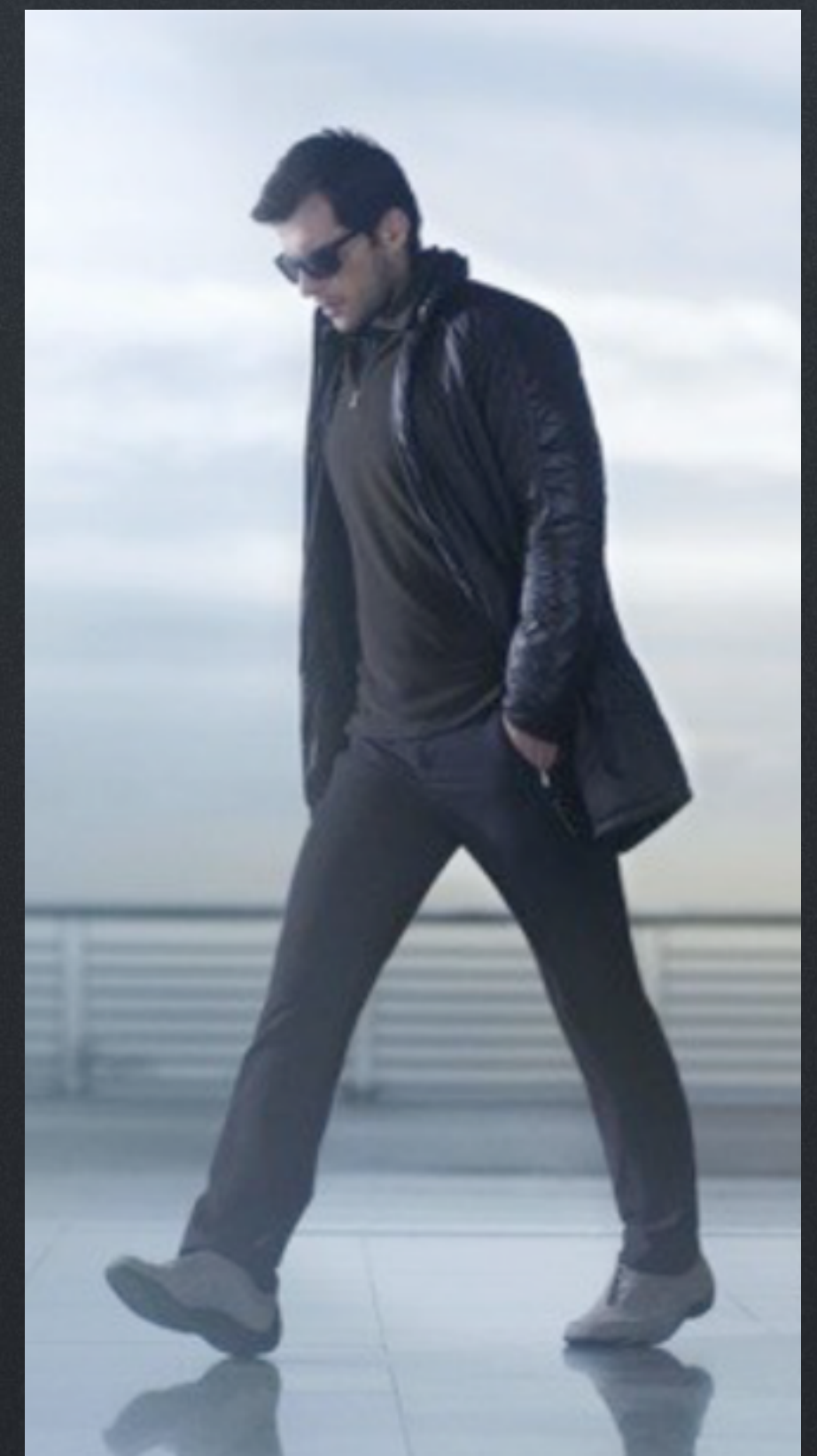
Elegant



Contemporary



Performance



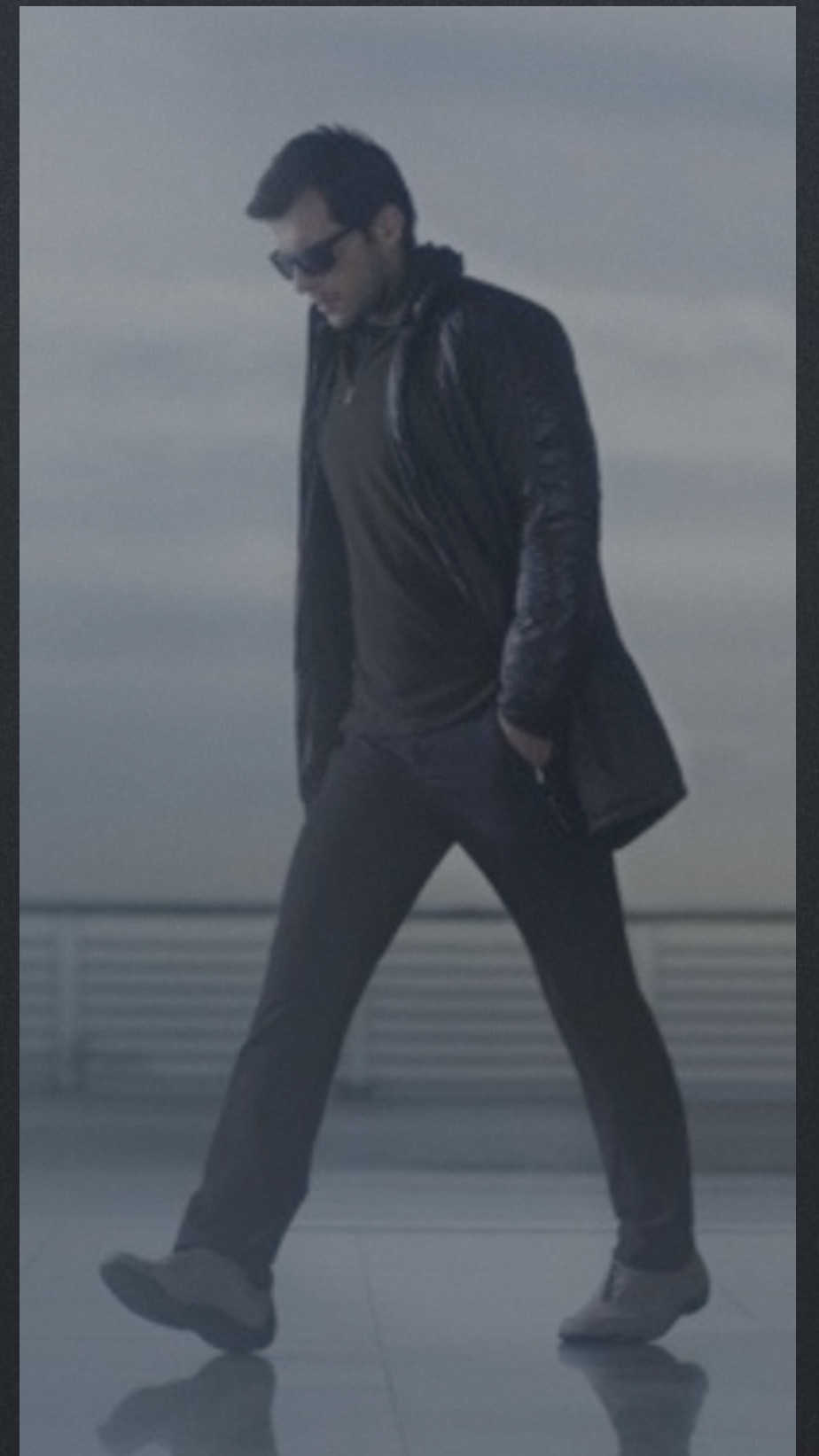
SOUND DESIGN: PERSONAS

Contemporary



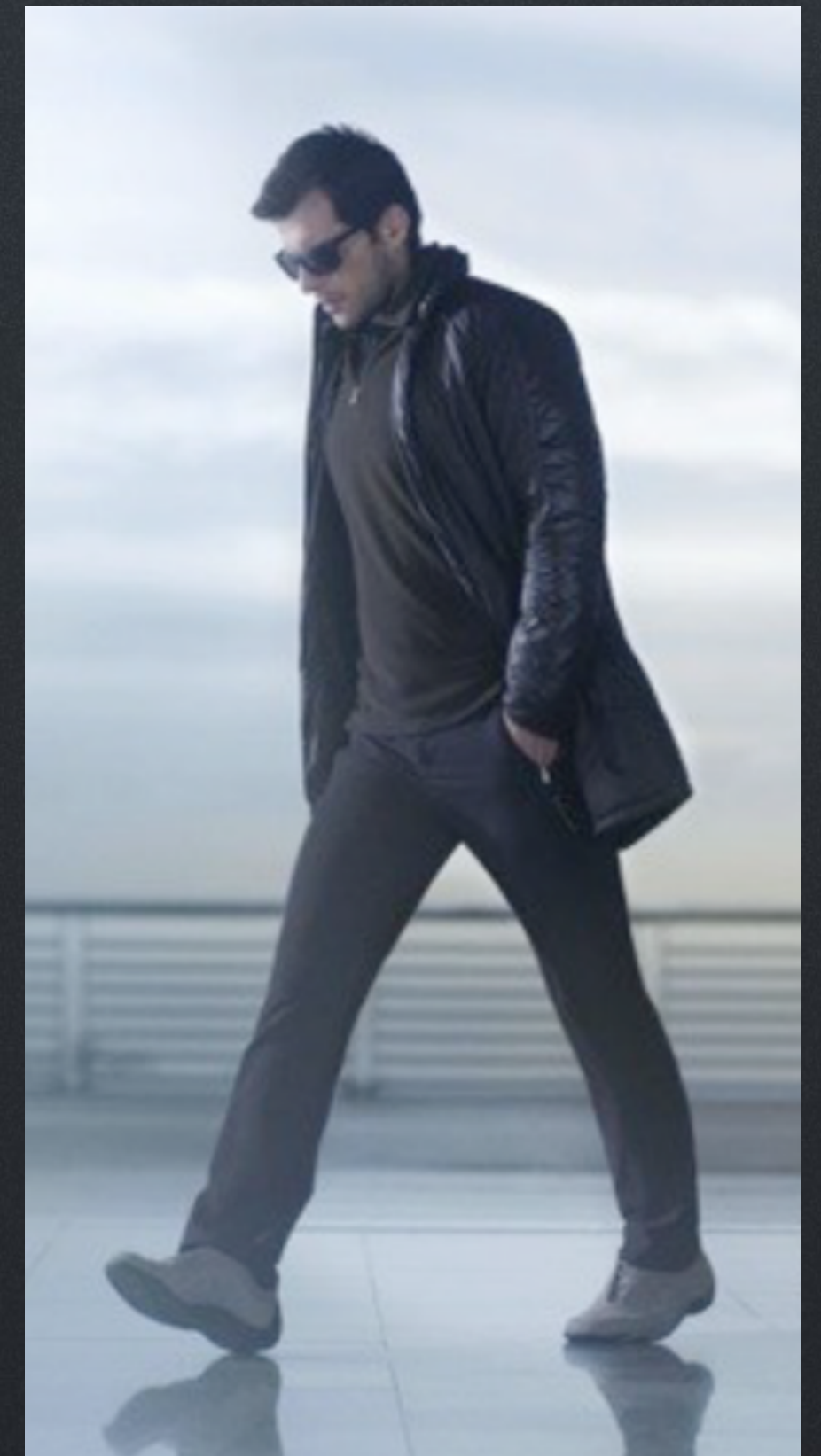
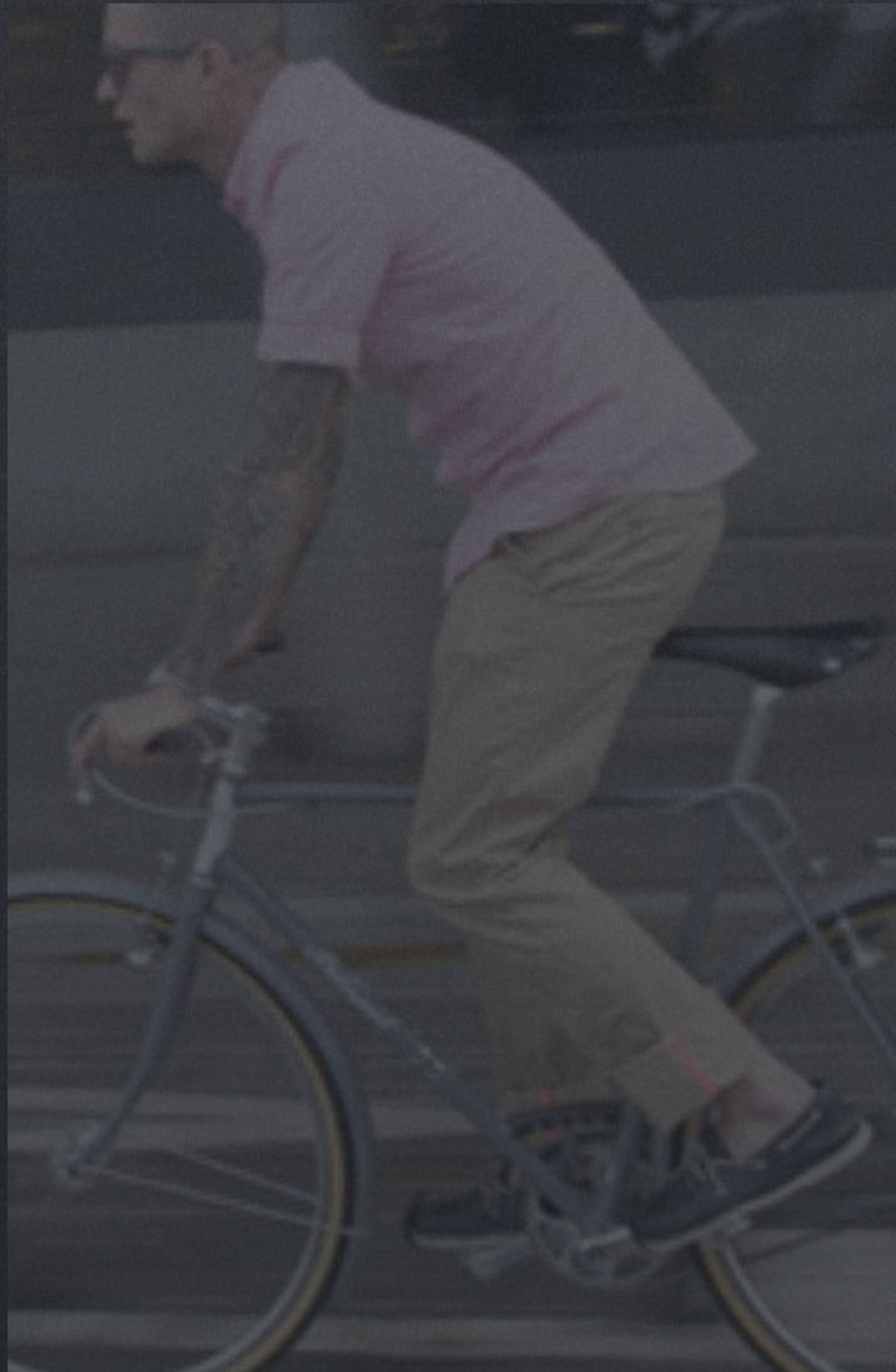
SOUND DESIGN: PERSONAS

Elegant



SOUND DESIGN: PERSONAS

Performance



QUESTIONS?

assets: <http://tinyurl.com/dy3gayd>

github: patrykdesign

bug label: needsVISUALinput

irc: patryk #gaia

padamczyk@mozilla.com

mozilla.org/styleguide

