



# America's Best Mobile Pix Web Design Guide

Phase One Design Requirements | Last Updated: February 5, 2007

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# Introduction

The America's Best Mobile Pix (aPix) community is growing in membership and expanding from its original intention of being solely a contest application. A thriving community has emerged within aPix. To help facilitate the community, features have been added to the mobile application to foster interaction between aPix members, however, there is an expectation that community should not be limited to the phone. So, an online community for aPix members has been under development to enhance the current service, retain the subscriber base, and market to new prospects.

Through the website users will be able to use their mobile aPix account (universal login) online and stay in touch with the community via the web and their mobile phone. The convergence of the two technologies will give the community members freedom and a link to the community no matter where they are. This document outlines the creative branding, web design, and specification for Phase One of the aPix web project.



## Branding

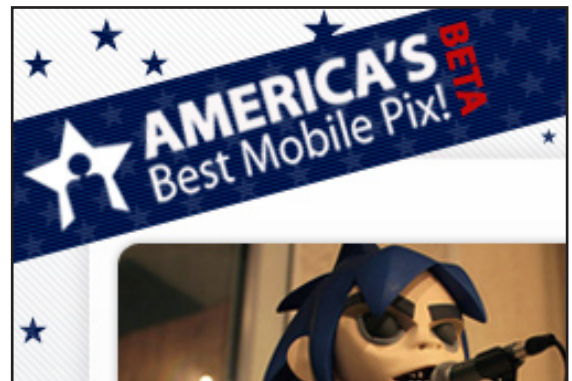
The America's Best Mobile Pix brand will remain the same on the web as it is on the mobile since it is an established application that is currently being used by customers and approved by the carriers.

## Name for Web and Mobile

America's Best Mobile Pix

## Identity

To make users feel "safe" that they have arrived at the right spot on the web and make them feel that the service is the same we must stay with current brand as to maintain credibility with the consumer. The current brand on the phone has a corporate feel and cannot be easily changed, so the logo treatment for the web will attempt to diverge from the corporate feel to something that will make more sense to the aPix community/demographic. The identity, shown to the right, was simplified and implemented to add a more consumer friendly feel and help it stand apart from the mobile experience while still remaining part of the overall aPix brand.



## URL

**http://www.myapix.com (main url)**

http://www.apixweb.com (forward/redirect)

http://www.abmponline.com (forward/redirect)

http://www.americasbestmobilepix.com (forward/redirect)

http://www.apix.funmobility.com (forward/redirect)

## Web Design

The goals of the site are to enable the aPix community to expand their reach when engaging the community – give them access to their community via the phone and web. The target demographic of aPix is defined as:

- Teens and others who use their phone as much as the computer to communicate
- People who like to spend time on community driven websites like MySpace, FaceBook, et al
- People who like to submit to and vote in contests
- People who like to use their phone to generate content – text messages, pics, etc.

Based on the demographic and user expectations of online communities the site must feel “fun” like it’s a cool place to hangout. It also must feel active and alive. Since the site is an extension of the mobile experience it must communicate mobility (the major value proposition of the whole project). In addition, the site should be easy to use, memorable, and exceed the expectations of the “normal” user.

The tone of the site and brand should be warm and inviting but have an edge that gives it a hipness factor. It should be: authoritative but not corporate, artistic but not conceptual or ethereal, bold but not overpowering, crisp but not rigid, fun but not cute, urban but not trendy or aggressive, simple but not boring.

Some good examples of where we didn’t want to be creatively were: hi5, MySpace, Facebook, mozilla, xanga, ecrush.

Some good examples of where we wanted to be creatively were: last.fm (although it’s done in a 2.0 style it is high design), TagWorld (not branding), MTV community, fon, apple, yelp, lala, napster, helio, and BT Digital Music.

## Layout and Color

The goal of the site design was to retain good usability (ease of discovery) but give a fun active layout that would make for a memorable user experience. Another goal was to keep the page clean and clutter free (this was a complaint of our focus group participants when asked about MySpace). Users we talked to wanted a space they could possibly customize with colors, etc. (phase 2) but with limitations. They wanted elements like profile information, friends, and comments, for example, to always be in the same spots so that they could easily traverse the site without having to fish for information each time they went to a different profile.

We designed the site to help facilitate these user suggestions/requirements while still maintaining business objectives and scalability requirements. The site is simplified to a two column layout with tools/profile information in one column and content in the other. Staying true to the current brand we used the midnight blues of the current ABMP brand but used them sparingly on the web to help highlight information. We then used a lighter, more neutral palette for the overall shell for a balance of color and contrast that would appeal to males and females.

The idea for these color and layout decisions were to make the site a "stage" for the user generated content (UGC) which should be the "star" of the site – the site recedes and does not detract or interfere with UGC. Another reason for the coloring, besides brand reasons, is that they are not overly harsh or offensive and can be easily stared at for long periods of time. From a business perspective the site fits into the overall brand and has the ability to scale gracefully. New sections, features, etc. can be added without "breaking" the overall usability or aesthetics of the site.





# General Web Design

**NOTE:** This design documentation will not go into actual coding implementation such as defining CSS, DHTML, or javascript, however examples and techniques will be cited that could use these techniques. It is up to the web developer to decide on the best course of action when developing the specified UI requirements. Also the components in this section will be detailed with more clarity in the sections following this one.

## Color

The color choices are based on the assumption that most users will have monitors that can handle, and are set to display millions of colors.

### Neutrals

Name: black Hex: #000000 RGB: 0, 0, 0
Name: 80black Hex: #333333 RGB: 51, 51, 51
Name: 60black Hex: #666666 RGB: 102, 102, 102
Name: 40black Hex: #999999 RGB: 153, 153, 153
Name: 20black Hex: #CCCCCC RGB: 204, 204, 204
Name: 10black Hex: #E1E1E1 RGB: 225, 225, 225
Name: white Hex: #FFFFFF RGB: 255, 255, 255

### Dark Blue

Name: dblue Hex: #000539 RGB: 0, 5, 57
Name: 80dblue Hex: #333761 RGB: 51, 55, 97
Name: 60dblue Hex: #666988 RGB: 102, 105, 136
Name: 40dblue Hex: #999bb0 RGB: 153, 155, 176
Name: 20dblue Hex: #CCCdd7 RGB: 204, 205, 215
Name: 10dblue Hex: #E5E6EB RGB: 229, 230, 235

### Medium Blue

Name: mblue Hex: #00265D RGB: 0, 38, 93
---

### Red Accent

Name: red Hex: #FF0000 RGB: 255, 0, 0
---

### Yellow/Orange Accent

Name: orange Hex: #FFCC00 RGB: 255, 204, 0
Name: highlight Hex: #FFFF99 RGB: 255, 255, 153

## Fonts

The fonts specified here are for global settings. There may be amendments to the style sheet as sections and pages are specified throughout this document.

### Body (Used on Light Backgrounds)

Family: Myriad, Arial, Helvetica, Sans-serif

Size: 12px

Leading: 14px

Color: Black

Weight: Normal

### Body Links (Used on Light Backgrounds)

**Link:** color - mblue, underlined

**Hover:** color - 60dblue, underlined

**Active:** color - orange, no decoration

**Visited:** color - 80dblue, underlined

### White Copy (Used on Dark Backgrounds)

Family: Myriad, Arial, Helvetica, Sans-serif

Size: 12px

Leading: 14px

Color: White

Weight: Normal

### White Links (Used on Dark Backgrounds)

**Link:** color - white, underlined

**Hover:** color - white, underlined

**Active:** color - highlight, no decoration

**Visited:** color - 10dblue, underlined

## Meta Data/Search Engine Optimization

Wherever possible the site should try and be optimized for search engines.

This will include:

1. Unique page titles that describe the page where possible
2. 25 keywords and a succinct 25 word description - if each template can have their own set that would be good
3. "alt" tags on all images with distinct messages
4. a robots.txt file
5. a site map

### Myriad Roman (Normal)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()?

### Myriad Roman Italic

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()?*

### Myriad Bold

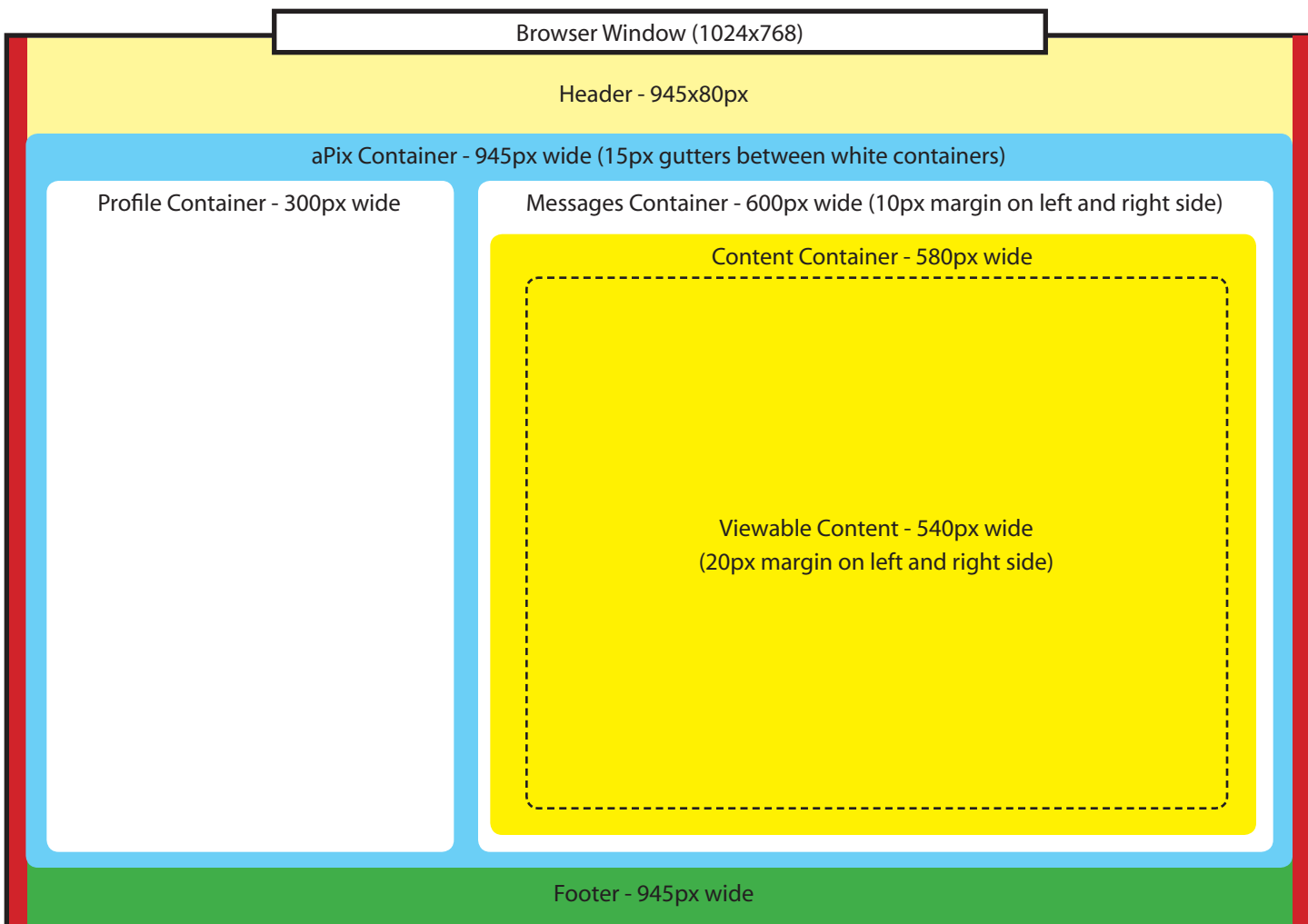
**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()?**


### Myriad Bold Italic

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()?***

## Grid

The design is based on the assumption that most users will have a screen resolution of 1024x768 or higher screen.



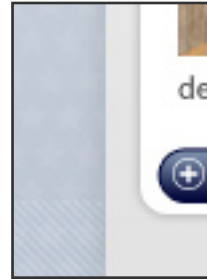
 35px wide margin on left and right sides of the page - only the site's background shows through

### Layout Notes

1. The design is all fixed pixel widths and centered in the browser
2. Height should be dynamic and expand to content the profile container and message.content container work independently of each other
3. All images used in the construction of the basic structure of the site should have an alt tag associated with it. Each tag should have a unique message associated with it - actual messaging TBD.

## Background

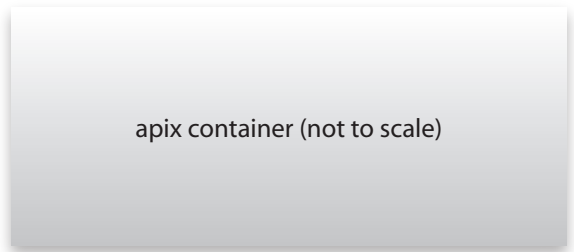
The background uses an image that is tiled along the x-axis. The image incorporates a gradient, stars, and diagonal lines, to achieve the desired effect, shown to the right. The background will show more or less based on the size of the user's browser window. A 35px margin on the left and right sides of the main container should be given in order to allow the background to show through even if the user shrinks the width of their browser window.



## aPix Container

The aPix container is the next layer above the background. It is the framework that houses all of the aPix content.

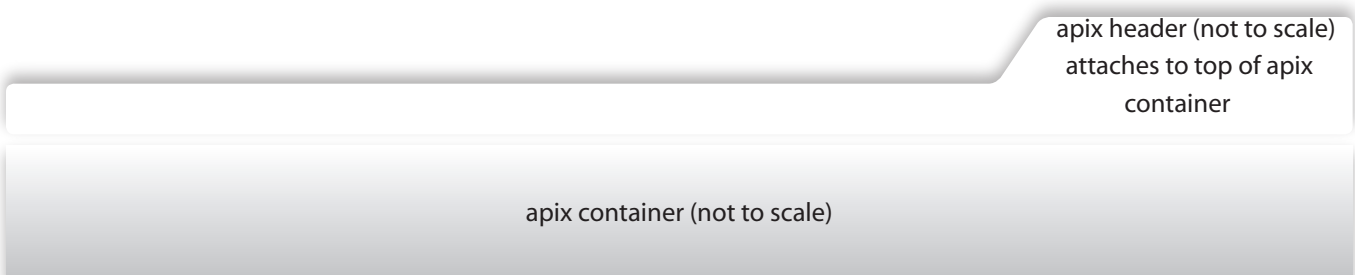
- Basic box at 945px wide
- Positioned centered 70px from top
- Corners are 90 degrees
- Background color is white
- Gradient fill with image aligned to the bottom and set with x-axis repeat
- Left, right, and bottom borders have a slight 10px wide shadow that allows the background to show through



## Header Container

The Header (shown below) consists of the aPix logo, search box, apix container cap and tab, and login/out controls.

- Header height is 80px
- Right tab can grow based on content size
- Corners are curved 10px
- Background color is white
- top border and tab have a slight 10px wide shadow that allows the background to show through



## Profile Container

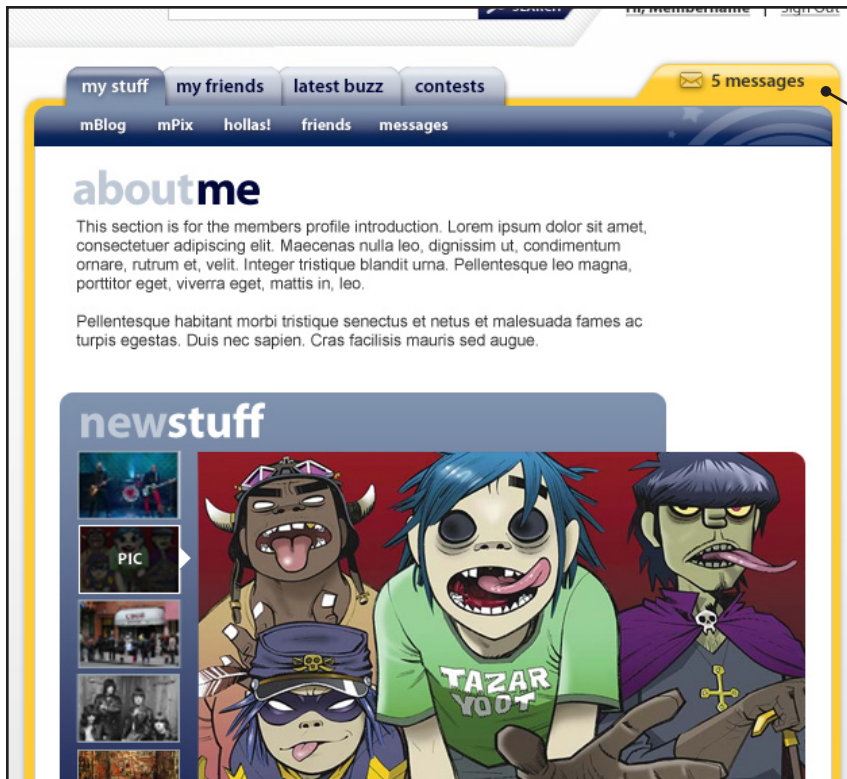
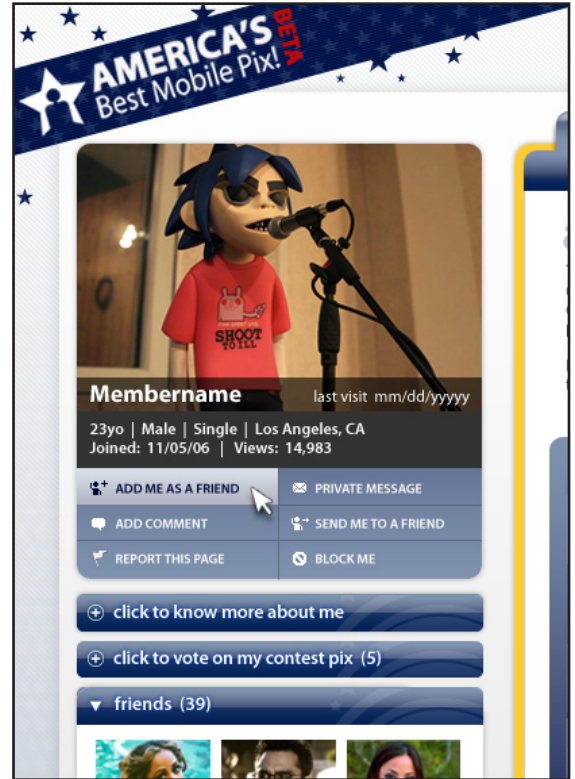
The profile container (shown to the right) sits in the left side of the aPix container. It is the framework that houses all of the profile content and subnavigation for the management and messages areas of the site. On profile pages, for example, the container is made up of a series of modules: profile information, profile copy, entered contests, and friends.

- Basic box at 300px wide that houses stacked modules
- Positioned 15px in from the left side of the apix container
- Background color is nothing - the apix container bg should be allowed to show through

## Messages Container

The messages container (shown below in orange) sits in the right side of the aPix container. It is the framework that houses the content container.

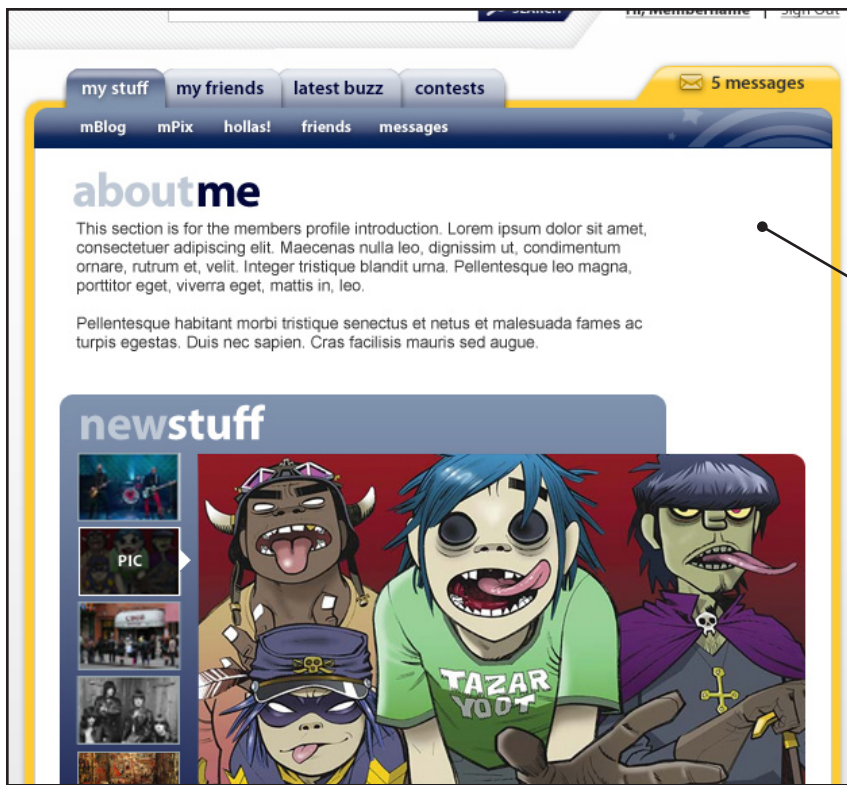
- Basic box at 600px wide that houses stacked modules
- Positioned 15px in from the left side of the profile container and 15px from the right side of the apix container
- Background color is dblue when there are no new messages and orange when there are new messages
- Has a 10px padding all around it
- Corners are rounded to 10px



## Content Container

The content container (shown below) sits on top of the message container. It is the framework that houses all of the user generated content (UGC) and subnavigation for the personal home pages (PHP).

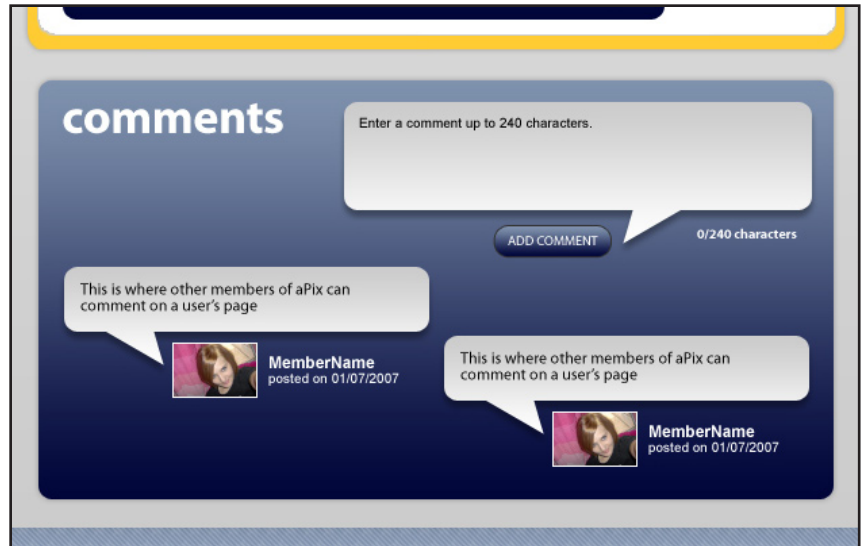
- 10px indent all the way around to let the message center box to show through except at the top where the tabs break the plane.
- Basic box at 580px wide
- Corners are rounded to 10px
- Actual content viewing area is 540 pix wide with 20px margins on left and right sides
- Background color is white



## Comments Container

On some pages there will be a comments container (shown below) that sits below the message container. It is the framework that houses all of the user's comments on an owner's user generated content (UGC) and personal home page (PHP). This container only appears on pages where comments are defined as a feature requirement in the UI.

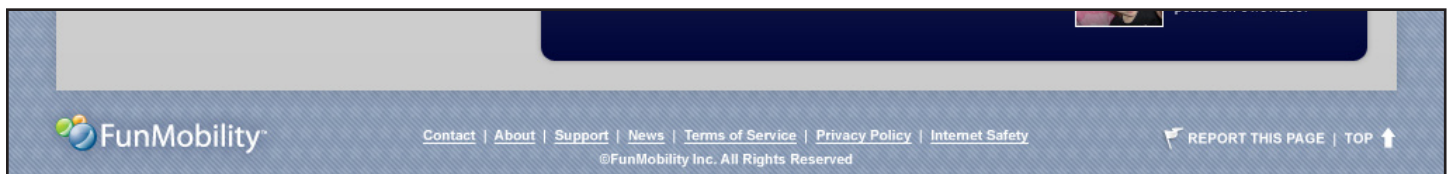
- Basic box at 580px wide
- Box starts 20px below message container and 25px above the apix container
- Corners are rounded to 10px
- Actual content viewing area is 540 pix wide with 20px margins on left and right sides
- Background color is a gradient image positioned at the bottom of the container and repeated along the x-axis, the rest of the container is filled with 60dblue



## Footer Container

The footer container (shown below) that sits below the apix container. It is the framework that houses all of the footer links information. It appears on every page of the site.

- 945px wide
- 70px high
- Starts immediately below the apix container
- No background color - the page background image should show through

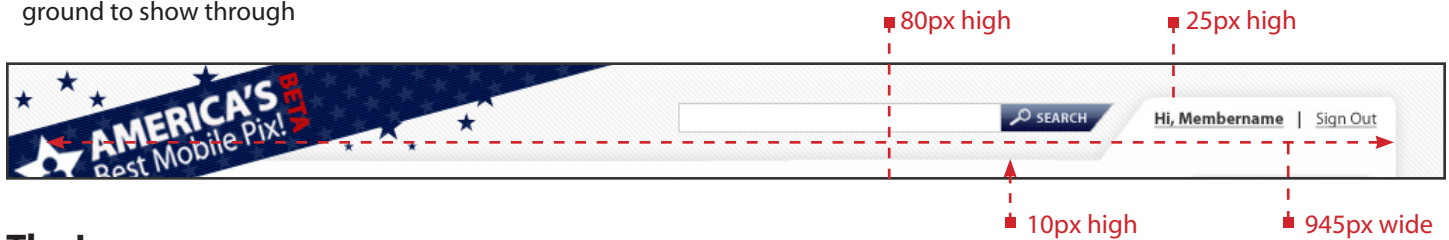


# Detailed Container Requirements

## Header Container

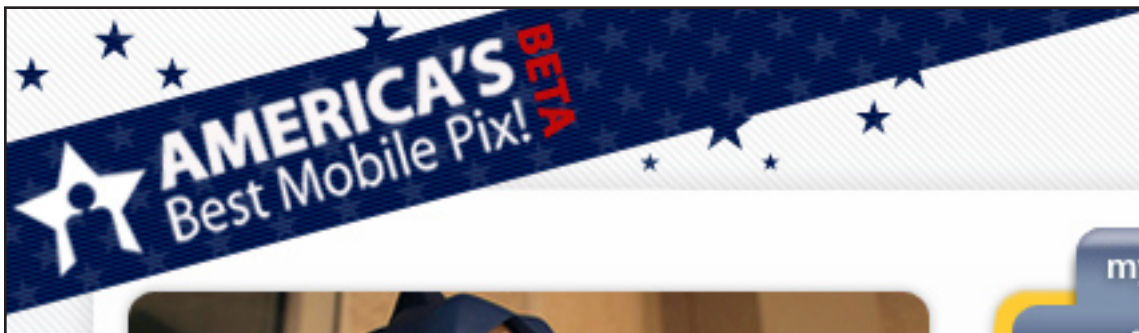
The Header (shown below) consists of the aPix logo, search box, apix container cap and tab, and login/out controls. This container is displayed on every page of the site.

- Header height is 70px
- Corners are curved 10px
- Background color is white
- top border and tab have a slight 10px wide shadow that allows the background to show through



## The Logo

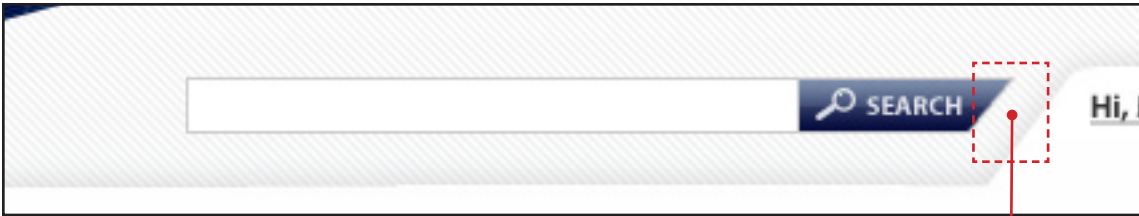
The logo will be a transparent image that will float over the whole page and be ncored in the top left corner. The logo consists of the banner, brand, and stars. The image should have an alt tag with actual meta information TBD.





## Search

The search box is positioned approximately 20px away from the start of the header tab and vertically positioned slightly higher than halfway up the tab.

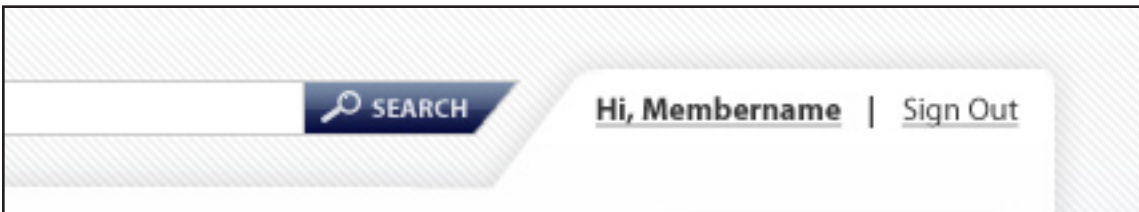


- Search text field is 225px wide and 25px tall
- The submit button will be an image with width TBD and height of 25px - it will be positioned (butted up against) directly after the text form field with no space between the button and field.
- The search button image should have an alt tag associated with it - messaging TBD.

Could be a problematic area. We may have to move out the search box to the left a bit more?

## The Header Tab & Its Contents

The content in the tab will include the login/out link, a register link (when logged out), and a member name (when logged in). The tab should expand and retract horizontally according to the content being displayed. The content displayed in the tab should maintain a margin of approximately 10px all the way around it.

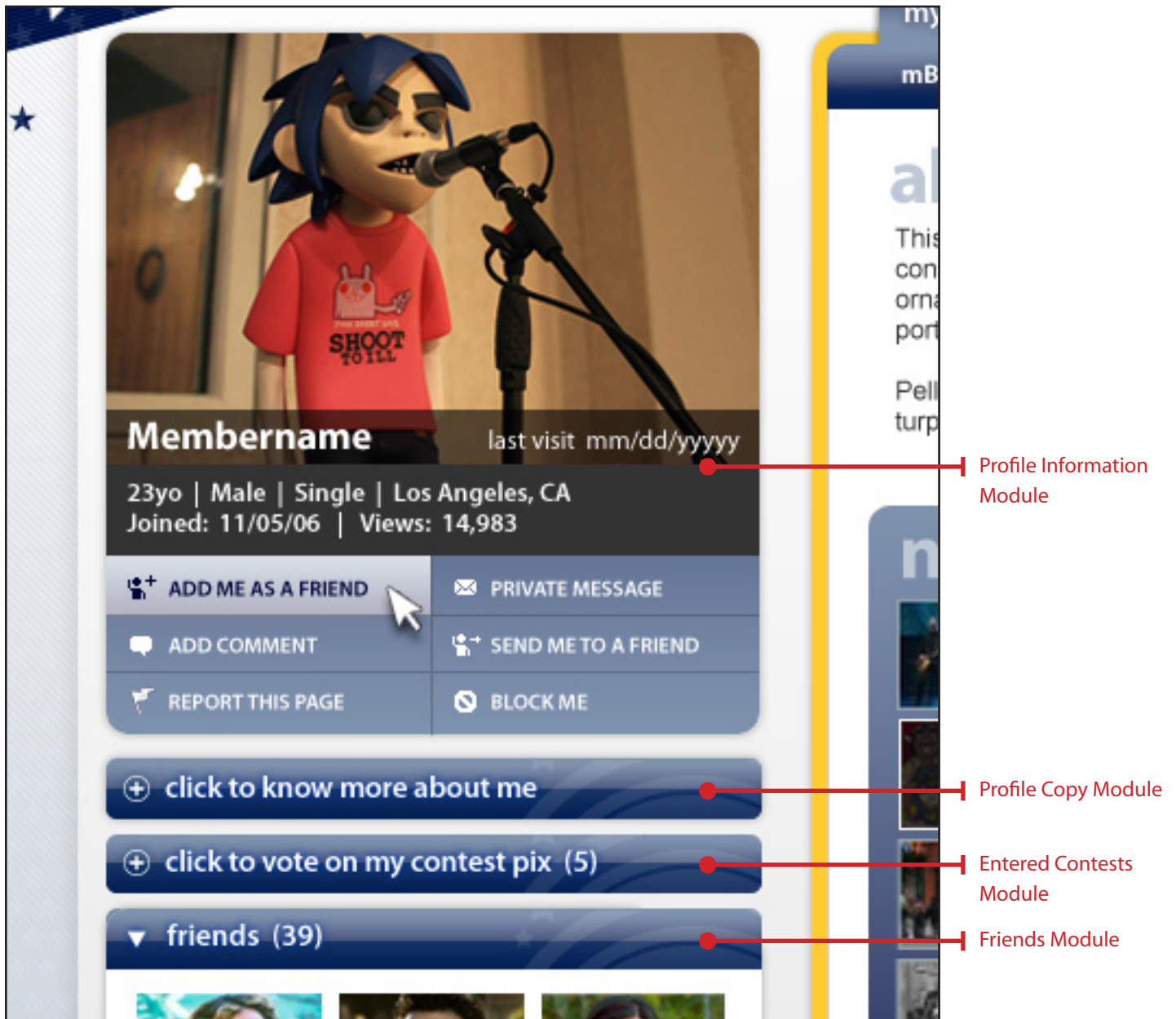


- The tab is 45px high
- The tab is positioned on the right edge and directly on top of the apex container and 25px below the top of the browser window - actual tab construction needs to be discussed with UI developer
- Membername: links to logged-in user's profile page, uses standard link coloring and decoration, bolded, font-size is 12px
- All links in the tab are separated by two non-breaking spaces then a pipe colored dblue
- Sign out/in and register links are standard (already described previously in font section) and have a font-size of 12px

## Profile Container

The profile container sits in the left side of the aPix container. It is the framework that houses all of the profile content and subnavigation for the management and messages areas of the site. On profile pages, for example (shown below), the container is made up of a series of modules: profile information, profile copy, entered contests, and friends.

- Basic box at 300px wide that houses stacked modules
- Positioned 15px in from the left side of the apix container
- Background color is nothing - the apix container bg should be allowed to show through

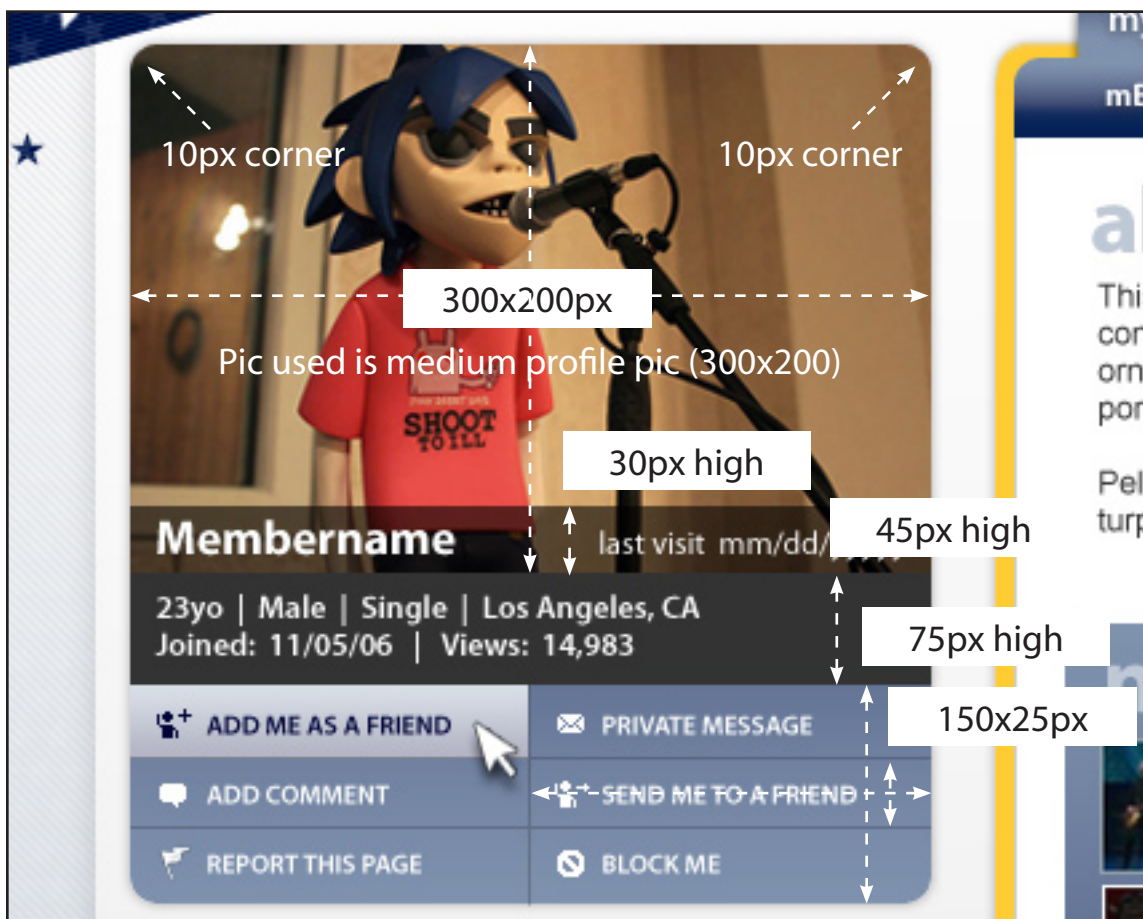


## Profile Module

The profile module houses all of the basic profile information for the aPix member including: their profile pic, membername, online status, age, gender, relationship status, location, date joined, number of views the profile has garnered, and action buttons.

- 300px wide
- Profile pic uses medium pic size 300x200
- Corners are curved 10px - white transparent gif anti-aliased to a grey color are positioned on top of the image in the upper left and right corners of the image
- A 300x30px black bar is layed over the image and made transparent to 75% using CSS, the bar houses the profile membername and online status which lays on top of the bar
- Membername text is white, bolded, 18px, aligned left with a 10px indent and vertically aligned in the middle of the bar
- Online status text is white, normal, 12px, aligned right with a 10px indent from right side and vertically aligned in the middle of the bar
- The bar below the image is colored 80black and is 45px tall
- The text in the 80black bar is white, 12px, and each item is separated by a white pipe with two non-braking spaces on wither side of the pipe

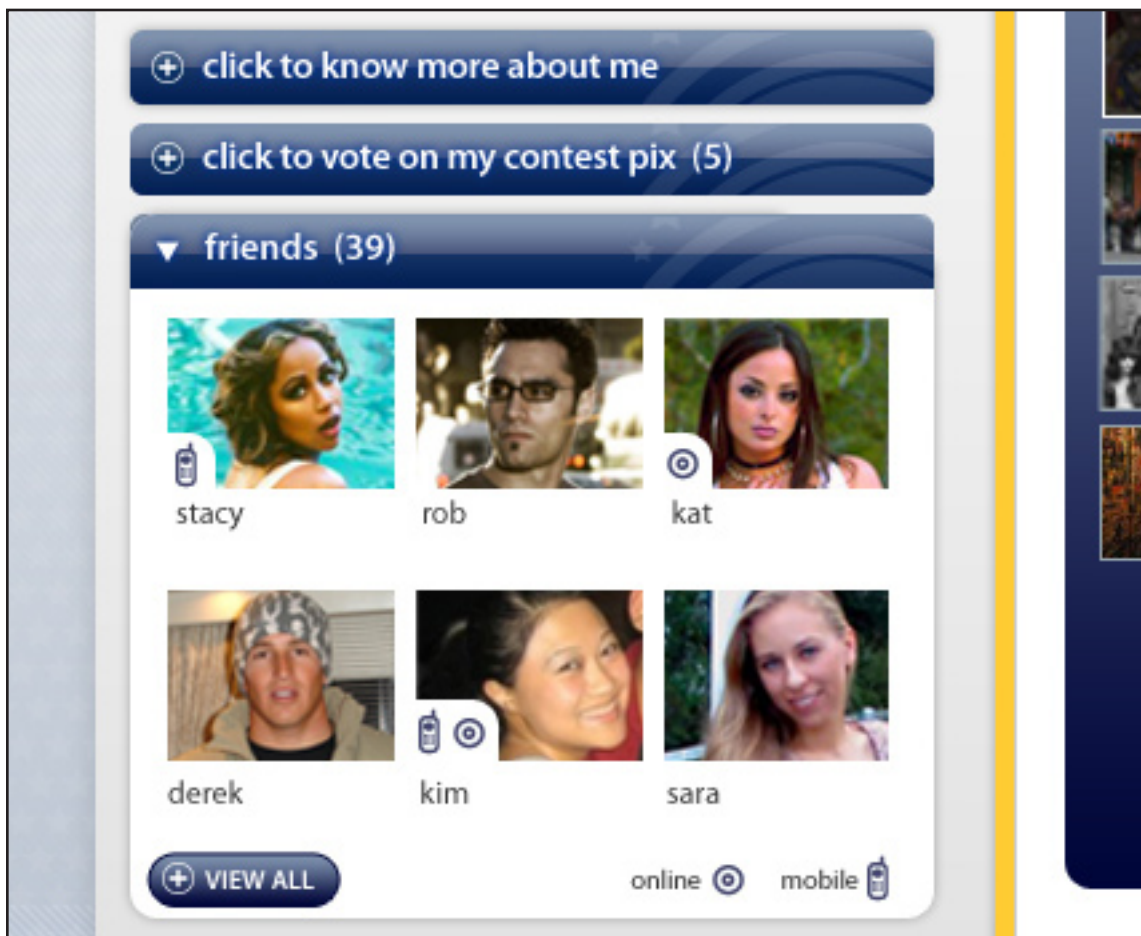
(Continued)



- Button area is 300x75px
- The button area has a gradient background that should be sized to 300x75px with 10px rounded corners in the bottom left and right corners
- Each button is 150x25px
- The off-state of the button is transparent to allow the background gradient to show through all of the buttons
- The roll-over state of the button will have a highlight that looks like the background gradient is highlighting (specific button action/design requirements will be covered later in this document)

## Sliding Drawer Modules

The other profile modules work like buttons that have sliding drawers. This means that when a bar is selected content is revealed via a sliding drawer mechanism that slide out from beneath the selected bar. When the button/bar is selected again the content slides back underneath the bar. Opening another bar does not close a previously opened bar. So all drawers may be opened or closed at the same time. Opening a drawer will push the bar/content below the selected bar down if the user is clicking the bar to reveal the content. If the bar is selected to hide the content then any bar/content below that bar will fill in to close the gap in a "sliding" way.



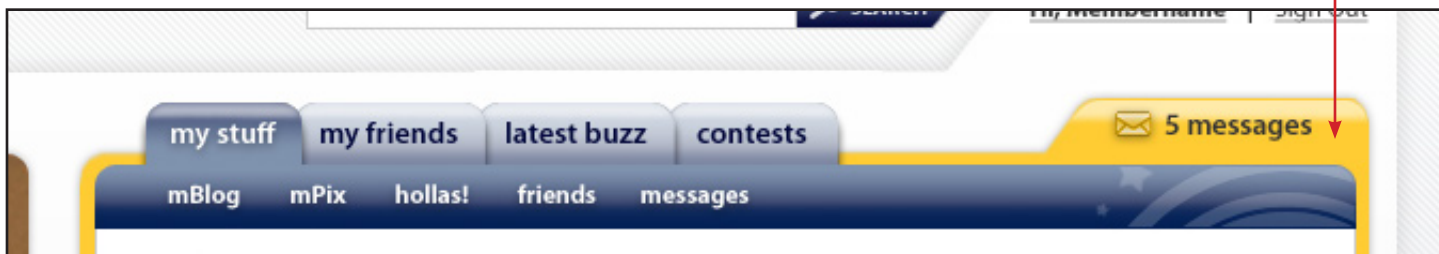
- Each bar has 10px between them, this distance is maintained when the drawer is opened or closed
- 300x30px button/bar with an image for a background that has text layed on top, the whole bar and text are selectable for the drawer action (drawer animation TBD)
- Selecting a button bar will change the text and icon on the bar (these will be detailed later).
- Image Icon is aligned left and vertically aligned in the middle of the bar then indented 10px
- Text is white, normal, 14px, no underline, aligned left with a 5px indent from the icon and vertically aligned in the middle of the bar
- The drawer that opens is 280px wide and is centered under the selected button/bar, the background color is white, it also has 10px rounded corners in the bottom left and right corners, as well as a 1px solid border colored dblue (the contents of the drawers will be detailed later)

See this page for an example of the sliding concept:

[http://www.dhtmlgoodies.com/index.html?whichScript=show\\_hide\\_content\\_slide](http://www.dhtmlgoodies.com/index.html?whichScript=show_hide_content_slide)

## Messages Container

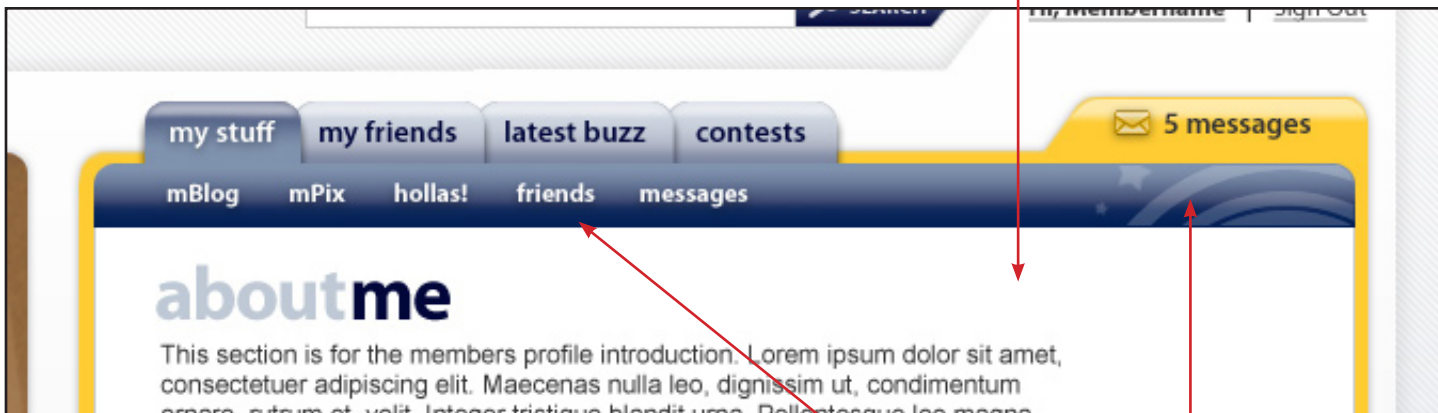
The messages container (shown below in orange) sits in the right side of the aPix container. It is the framework that houses the content container.



- Basic box at 600px wide that houses the content container
- Positioned 15px in from the left side of the profile container and 15px from the right side of the apix container
- Background color is dblue when there are no new messages, the bg color changes (blinks twice from dblue to orange to dblue then stays on orange) when a new message comes in to the user's message center
- Has a 10px padding all around it to make the content container indent
- Corners are rounded to 10px
- The tab has a message icon and text that are centered vertically and horizontally in the tab
- The text is dynamic and changes the number when a new message is added to the user's message center, the text is 14px, bold, and colored 80black, and indented 5px to the right of the message icon
- the whole message container is selectable, when a user selects any portion of the message container whether it be the sides or the tab, the container is moved to the forefront of whatever page the user is looking at

# Content Container

The messages container (shown below in orange) sits in the right side of the aPix container. It is the framework that houses the content container.



- Basic box at 580px wide that houses the user generated content
- Positioned 10px in from the all sides of the message container
- Background color is white
- Has a 10px padding all around it to make the content container indent
- Corners are rounded to 10px
- The subnav bar is 30px tall with a background image
- The text in the bar are hyperlinks with no text decoration and are 12px, bold, and colored white, and spaced 20px from each link, aligned to the left and vertically aligned in the middle
- The whole container has a tab/navigation system (detailed below)

Content Container

Subnav Links  
 weight: bold  
 size: 12px  
 color: white  
 visited: white  
 hover: 20dblue  
 active: orange  
 decoration: none

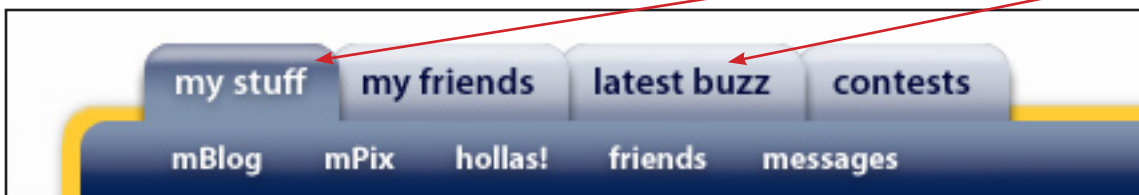
Sub-Nav Bar

## Main Tabs

- Tabs have three states: selected, off, hover
- Tabs are 30px tall and can grow to any length to accommodate text
- The text in the tab is HTML (see text specification to the right)
- The text link is centered vertically and horizontally in the tab with a 15px padding on either side of the text (this could be accomplished by making the tab end caps 15px wide)
- When any tab is rolled over there will be a hover state for the tab - one for selected state and one for off state (design TBD)
- When a tab is selected that tab receives an selected state and is moved to the front of all the other tabs

Selected Tab  
 weight: bold  
 size: 14px  
 color: white  
 visited: white  
 hover: white  
 active: white  
 decoration: none

Off Tab  
 weight: bold  
 size: 14px  
 color: dblue  
 visited: dblue  
 hover: dblue  
 active: dblue  
 decoration: none



**NOTE:** It may be necessary to reconfigure the tabs from an overlapping system to a side by side system to make development easier.

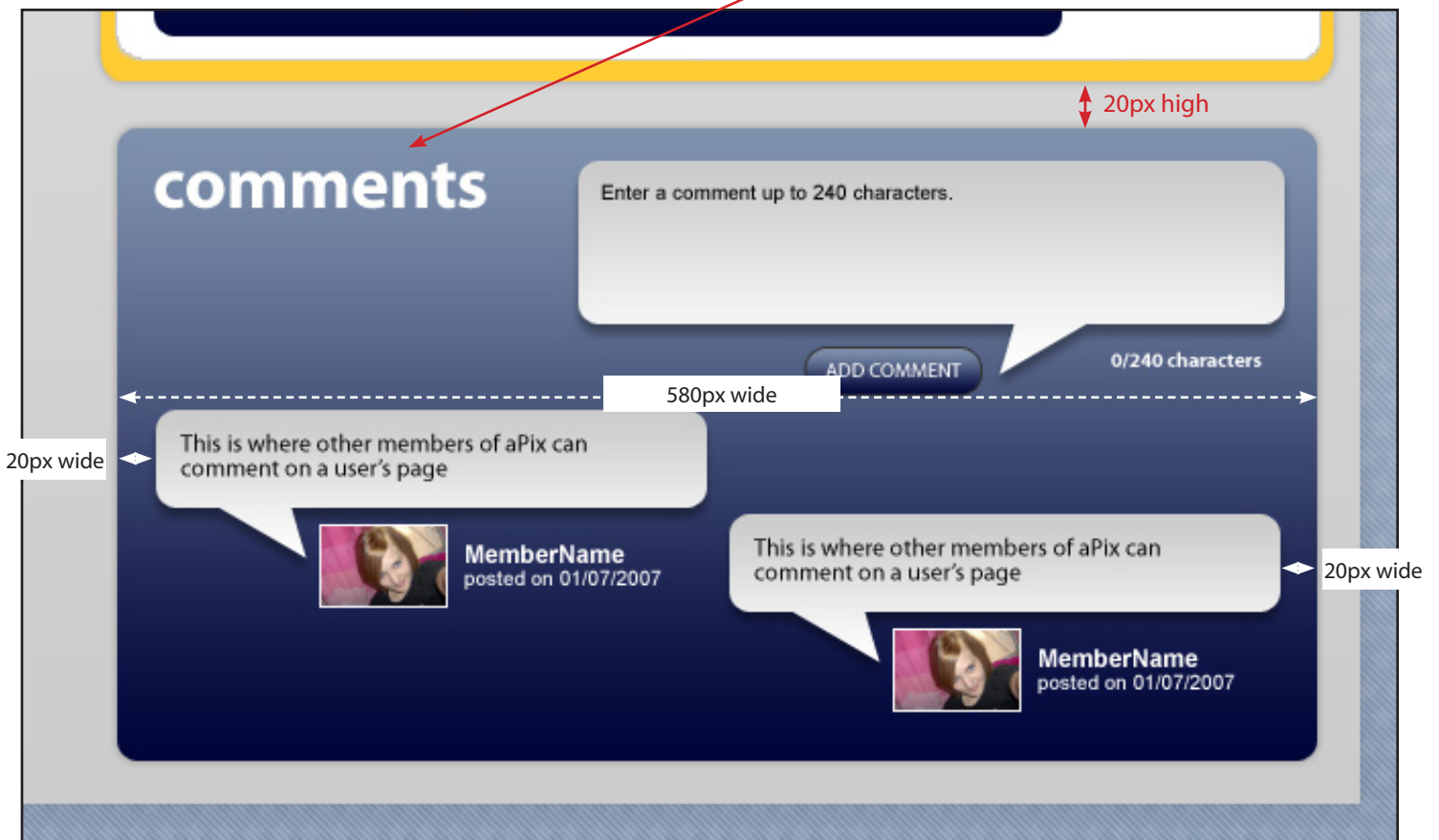


## Comments Container

On some pages there will be a comments container (shown below) that sits below the message container. It is the framework that houses all of the user's comments on an owner's user generated content (UGC) and personal home page (PHP). This container only appears on pages where comments are defined as a feature requirement in the UI.

- Basic box at 580px wide centered under the messages container
- Box starts 20px below messages container and 25px above the apix container
- Corners are rounded to 10px
- Actual content viewing area is 540 pix wide with 20px margins on left and right sides
- Background color is a gradient image positioned at the bottom of the container and repeated along the x-axis, the rest of the container is filled with 60dblue
- The comments header is HTML text (defined to the right)
- The elements in the comments container will be detailed next

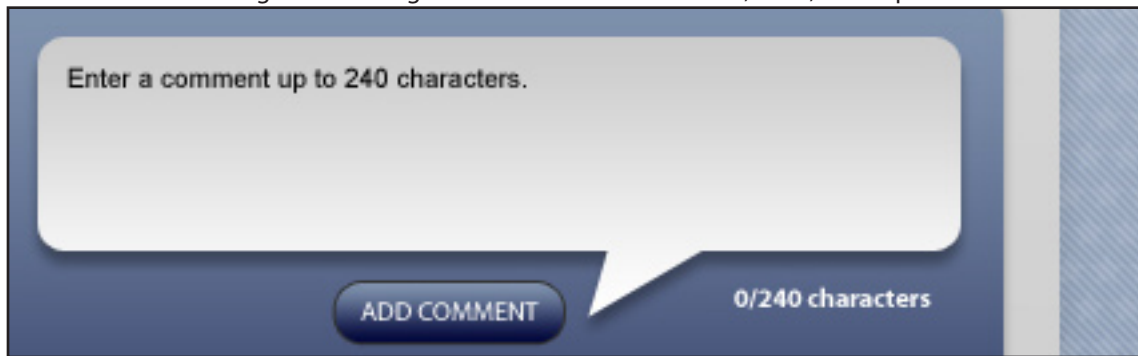
Comments head  
weight: bold  
size: 36px  
color: white



## Comment Form

The comment form is an input text area that allows users to submit comments on UGC.

- Text area input field with no borders and multi-lined to 5 lines with no scrolling
- Width 345px
- Box starts 10px below and 20px in from right side of the comments container
- Corners are rounded to 10px
- There is a background gradient positioned to the top and repeated along the x-axis, however, this may be removed if it's not possible to implement in a clean way
- Background color is white
- The comments field is defaulted with "Enter comments here" in 12px text
- The submit button is an image and aligned 10px to the left of the balloon tail
- The counter text is aligned to the right of the balloon and is white, bold, and 10px



## Comment Modules

The comments submitted are arranged into two columns and staggered.

- Balloons are 270px wide and grow as tall as needed, corners are rounded to 10px
- Text in the balloons is HTML black, 12px, aligned to the left with a 10px padding around the whole paragraph
- The box has a gradient background image aligned to the top and repeated along the x-axis, also has a background color of white
- Corners are rounded to 10px
- The first box starts in the left column 10px below the input form module's end, the second comment is placed in the right column 10px to the right of the first column's comment and starts right where the first comment ends (so at the bottom of the rounded box), the comments alternate this way up to twenty before pagination begins (pagination look TBD)
- The commentor's image is their thumbnail profile pic sized to 60px wide. The thumbnail is linked to user's PHP
- Membername and posted date is HTML text
- If the user hovers over the profile pic for a time then a detail balloon will appear (detailed later in this document)

Membername

weight: bold

size: 12px

color: white

visited: white

hover: underline

active: white

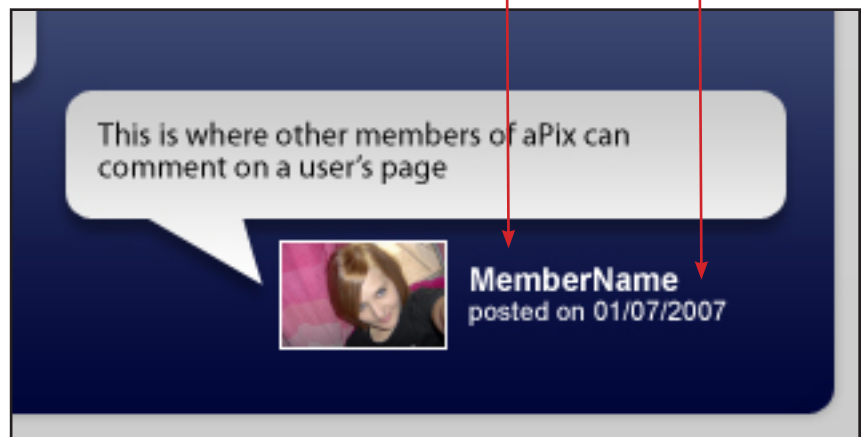
decoration: none

Posted

weight: normal

size: 10px

color: white

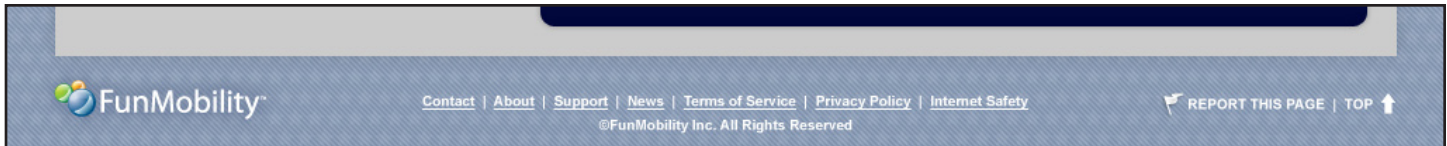




## Footer Container

The footer container (shown below) that sits below the apix container. It is the framework that houses all of the footer links information. It appears on every page of the site.

- 945px wide
- 70px high
- Starts immediately below the apix container
- No background color - the page background image should show through



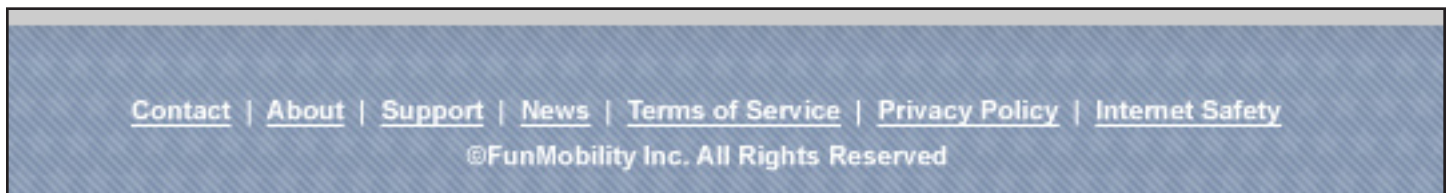
### FunMobility Logo

- Image that is 150x40px
- Horizontally aligned to the left
- Vertically aligned in the middle



### Footer Links

- HTML text, White, 10px, decoration:underline, hover: 20dblue, visited: 20dblue, active: orange
- Each link is sepearted by a white pipe with two non-breaking spaces on either side of the pipe
- Copyright text is white, 10px HTML text



### Footer Actions

- Flag image icon with HTML text next to it, White, 12px, decoration:none, hover: white, visited: white, active: 20dblue
- Each link is sepearted by a white pipe with two non-breaking spaces on either side of the pipe
- Top icon with HTML text next to it, White, 12px, decoration:none, hover: white, visited: white, active: 20dblue
- Actions are horizontally aligned to the left and vertically aligned in the middle

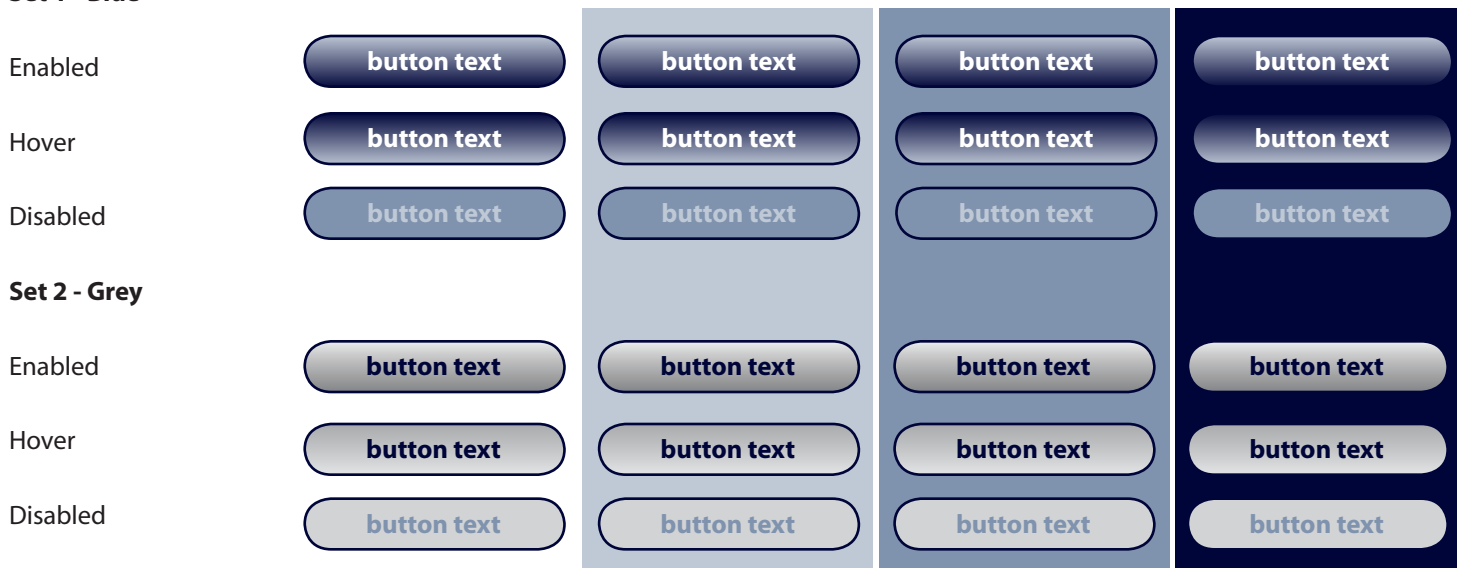


# Graphic Elements

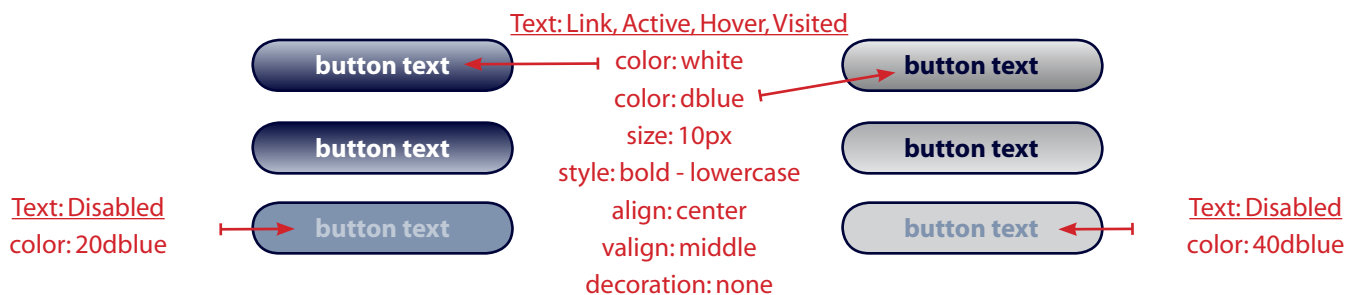
## Buttons

There will be two types of buttons: standard form buttons, and a hybrid graphic/HTML text link. The Form buttons, more often than not, will not need any customization (styling). The hybrid button will come in a few flavors. The blue buttons are used for main actions and the grey buttons are used for cancelling actions or for links to editing functions. We may want to use the Dojo Toolkit buttons in lieu of the ones specified below.

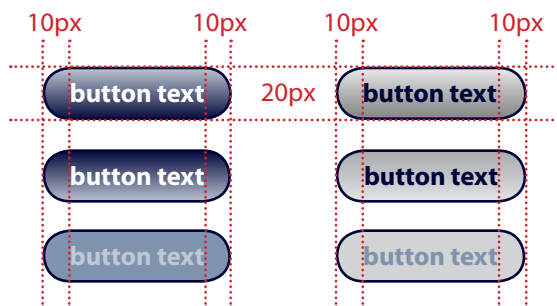
### Set 1 - Blue



### Set 2 - Grey



Each button has its own set of graphics. There are three graphics involved in the construction for each state of the button. There are two 10px rounded end caps that are 10x20px and a 10x20px background that is tiled in the middle along the x-axis and aligned to the top. The text is aligned in the center of the button using the end caps as indents.



## Lines

Any lines used will be HTML <hr>. They will have no shade be 1px tall and may be colored either white, dblue, or 40black.

On a white background:

dblue: 

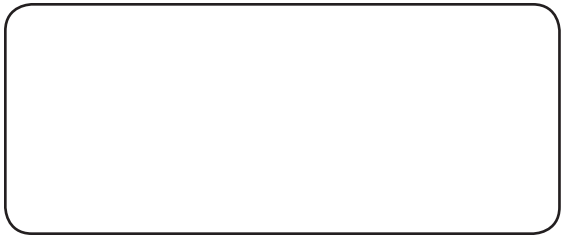
40black: 

On a dark background:

white: 

## Boxes

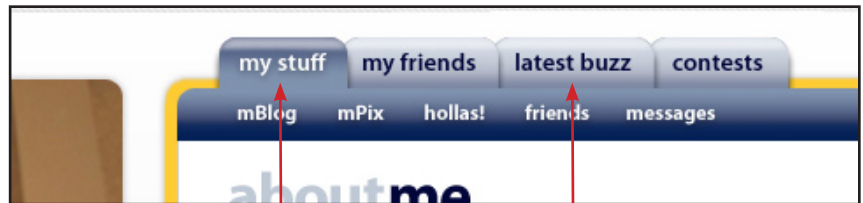
Boxes will usually be fixed width and have a flexible height with 10px rounded corners. Boxes may also be squared in some instances. Both box styles must accommodate different color backgrounds (with or without images) and be able to be placed on different colored backgrounds (with or without images). The boxes must also be able to house text of varying character counts.



# Navigation

## Main Tabs

The site uses a tabbing system with sub-navigation (if necessary) underneath the tab. Each blue tab has three states: selected, hovered, and idle. For the initial release we will use the tabs from the dodjotoolkit. When a blue tab is selected that tab is given an on state and the previously on state tab is given an idle state. Only idle tabs will have a hover state. If the selected on tab has subnavigation it will appear. The tabs will be constructed using a set of 9 images or 3 sets of 3 images. Each state will have three images a left tab cap, a right tab cap, and a tiled middle background image. HTML text is layed on top of the tabs.



Tab Text: Selected  
 color: white  
 size: 14px  
 style: bold - lowercase  
 decoration: none

Tab Text: Idle, Hovered  
 color: dbblue  
 size: 14px  
 style: bold - lowercase  
 decoration: none

The orange message tab/box could possibly use the same code fo making the tab however it is disconnected from the main tabs. The tab will have two states: no messages (blue) and new messages (orange, shown below). When the user has checked all of their messages the message tab is given a blue color and the number is set to 0 in the tab text. If a new message comes in during the logged-in user's session then the tab and message container blink twice alternating between dbblue and orange until finally resting on orange. The number in the tab tetx changes to the number of new messages the user has aquired. To get to the message center the user can select the tab, text, or message container. There is no hover state on this tab, however the text will have a hover state.



Tab Text When Blue  
 color: 20dbblue  
 size: 14px  
 style: bold - lowercase  
 decoration: none

Tab Text When Orange  
 color: 80black  
 size: 14px  
 style: bold - lowercase  
 decoration: none

Tab Text Hover When Blue  
 color: white  
 size: 14px  
 style: bold - lowercase  
 decoration: none

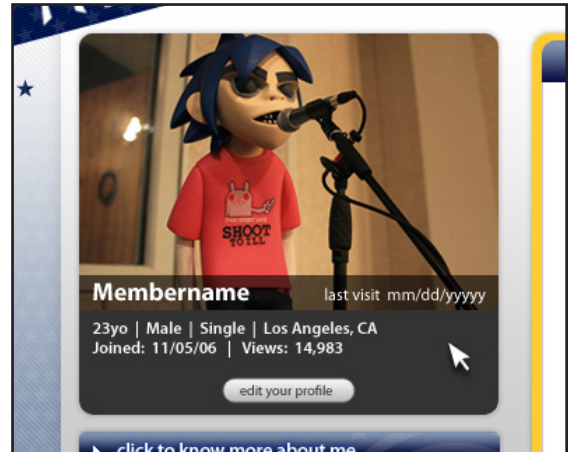
Tab Text Hover When Orange  
 color: black  
 size: 14px  
 style: bold - lowercase  
 decoration: none

## Side Navigation

The site has a two column layout. In the smaller left column there will occasionally be a content shift based on what section of the site the user is in. There will be a shift when in the message center, manage pages area, and contests area.

## Message Center

The message center navigation box (shown below) will appear where the profile pic and buttons would normally appear when the user is in their message center. The box is a 10px rounded corner box with a gradient background. When a main menu item section is selected the text turns white and any subsections follow underneath the selected main menu. To accentuate the selected item the expanded item's "dot" graphic/background expands to the height of all of the sub-menu items.



Text: Selected

color: white  
size: 14px  
style: bold  
decoration: none

Text: Selected Hover

color: white  
size: 14px  
style: bold  
decoration: underline

Text: subsection

color: white  
size: 14px  
style: normal  
decoration: none

Text: subsection hover

color: white  
size: 14px  
style: normal  
decoration: underline

Text: Idle Menu

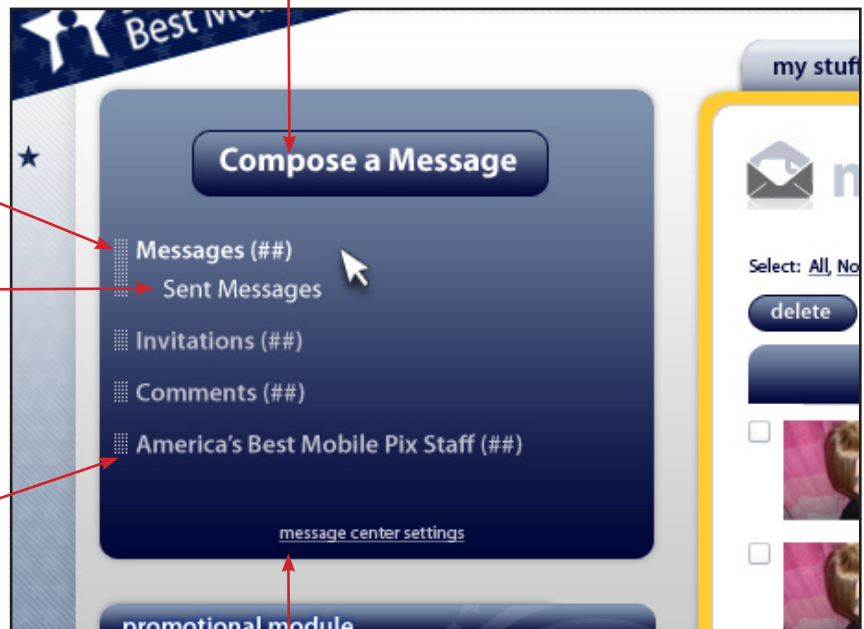
color: 20dblue  
size: 14px  
style: bold  
decoration: none

Text: Idle, Visited

color: 20dblue  
size: 18px  
style: bold  
decoration: none

Text: Hover

color: white  
size: 18px  
style: bold  
decoration: none



Text: Idle, Visited

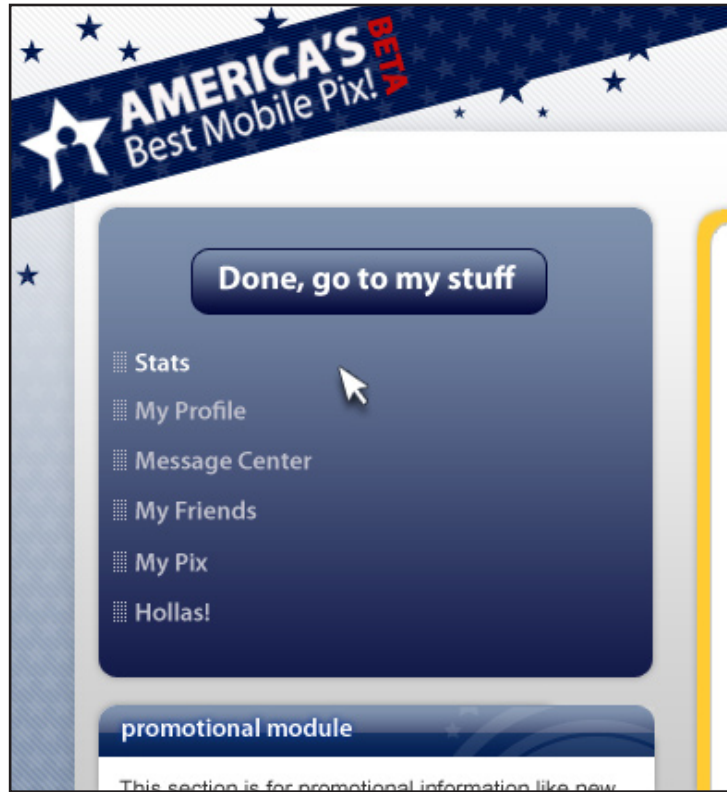
color: 20dblue  
size: 10px  
style: normal  
decoration: none

Text: Hover

color: white  
size: 10px  
style: normal  
decoration: none

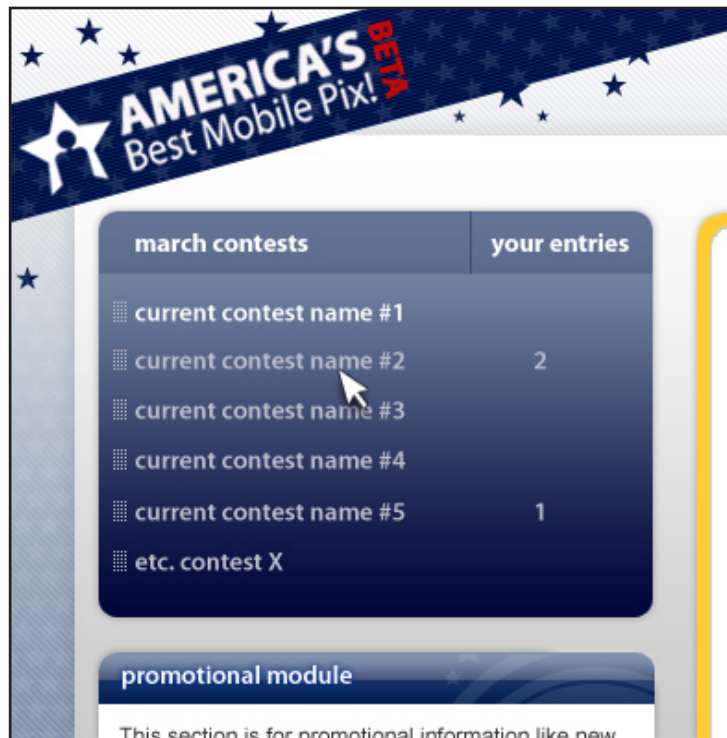
## Manage Pages

See Message Center on the previous page.



## Contests

See Message Center on the previous page.



# Pagination

There will be times when a user needs to view a subset of data that will not be easy to display within a single page. In these instances we will be using a pagination mechanism. aPix will employ two types: Item Pagination and Search Pagination. Item pagination is where the user needs to view data items from a potentially large set of sorted data that will not be easy to display within a single page. Search Pagination is where the user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.

## Item Pagination

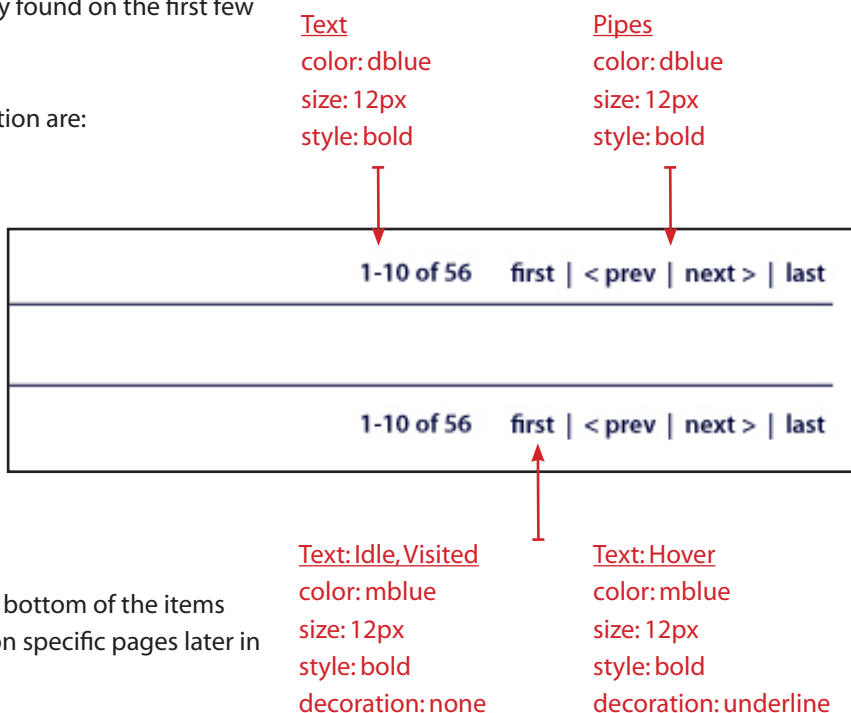
This is used when there is more information than can comfortably fit within one screen and/or the items of interest can be usually found on the first few pages.

Areas within aPix that should use this type of pagination are:

- Personal Home Page > Hollas!
- Personal Home Page > Pix
- Friend's Personal Home Page > Hollas!
- Friend's Personal Home Page > Pix
  
- View all friends display
- Viewing more comments
- Contests
- Messages/Invitations
- Manage My Stuff/Pages

The paging controls should be placed at the top and bottom of the items being paged through (details on this will be shown on specific pages later in the document)

The controls formation shown above right should be displayed no matter if there are 2 or 200 results. If there are less than 10 results to display for example 9, the the number display should read 1-9 of 9 then first, prev, next, and last should be disabled but still displayed. The disabled state will be 40 black text. If there are more than 10 results and the user is on the first page then the first and prev links will be disabled until either the next or last link is selected. Conversely, if the user is on the last page of results the next and last links are disabled until the user either selects the first or previous link.



## Search Pagination

This is used when the user needs to view a set of search results ranked by relevance that is too large to easily display within a single page.

Areas within aPix that should use this type of pagination are:

- Search Results



Pipes  
color: dblue  
size: 12px  
style: bold

Text  
color: dblue  
size: 12px  
style: bold

The paging controls should be placed at the bottom of the items being paged through while the displaying #-## of ### should be displayed at the top of the items being paged through (details on this will be shown on specific pages later in the document).

Text: Idle, Visited  
color: mblue  
size: 12px  
style: normal  
decoration: underline

Text: Hover  
color: dblue  
size: 12px  
style: normal  
decoration: underline

- Display the navigation controls as a row of links.
- Present links in the following order: 'Prev', page links, 'Next'.
- Display a left arrow after the label 'Prev'.
- Display a right arrow before the label 'Next'.
- Make the arrow(s) clickable.
- The page links should contain a maximum set of 10 page links. If fewer pages of results exist, only show page links for the available pages.
- When on pages 1-6, the page links should always start at '1'.
- When on any page after 6 (7 and onward), the page links should start at the current page minus 5. For example, when on page 7, the first page will be 2 (7 - 5 = 2) and the last page will be 11 (still shows 10 pages.)
- When on first page of results do not display the label or arrow for 'Prev'.
- When on the last page of results do not display the label or arrow for 'Next'.
- Do not display a hyperlink for the current page in the page links. Bold the page number in dblue



# Forms

The form elements and examples shown in this document will be used globally where ever a form is needed. Only a few form pages will be mocked up in this document as an example. Refer to the wireframe UI for actual form fields and validation.

## Niceforms

Niceforms (shown right) is a script that replaces most commonly used form elements with custom designed ones. The script may be customized to match the look of the site. As you can tell, the form elements take on a more rounded shape when using the script.

Niceforms works just like a regular web form while adding a few usability improvements as well. The form fields and the buttons created via Niceforms are fully scalable. Form items may be specified using width (and height for textareas) through regular HTML properties such as size, cols and rows. For the select field, its width may be modified by simply adding a CSS class. Buttons will automatically expand to accommodate the text. For our purposes, the default "theme" should work into the look of the site without major modifications.

The script is fully compatible with most major browsers, including Firefox, IE6+, Safari and Opera. Since Safari insists on styling input fields and buttons the Mac-way no matter what, Niceforms isn't applied on these elements for this browser, leaving the default styling in place.

An example of the form and the .js classes can be found [here](#).

The next page has examples of the form in practice.

Test area no. 1

And another one

foo  
 bar  
 another option

foo  
 bar  
 another option

Username:

Password:

Comments:

## Valid/Invalid (Client Side)

Using the niceforms script there is a fair amount of flexibility in design. The form validates server and client side. Since there is some client side validation we can check the fields as the user moves through the form. If a form item is required a red asterisk should be placed in front of the form item's label.

### Text Area & Text Fields

The text and text area fields are white until the user puts their cursor in the field. When the cursor enters the field the form item's background changes from white to red (#ff0000). As the user types in their information the field is being validated client side. When the field validates the background color changes from red to green (#99CC66). This validation process is only for required fields. If the form item is not required then the background changes from white to green when the cursor is entered into the field.

### Pulldowns

The pulldown backgrounds are black until the user makes a selection. If the field validates the background color changes from grey to green (#99CC66) on release. If the selection does not validate the background goes from grey to red on release. This validation process is only for required fields. If the form item is not required then the background changes from white to green on release.

The screenshot shows the 'joinapix' registration form. At the top, there is a logo and a brief description of the service. Below this, a section titled '\* Required information' contains an email input field. A green tooltip bubble points to the email field with the text 'Enter a valid email address so we can send you the information'. Below the email field is a section titled 'mobile information' with a sub-header 'We need to see if your phone is compatible with aPix.'. This section includes dropdown menus for 'carrier', 'phone make', and 'phone model', a checkbox for 'I don't see my phone listed', and a phone number input field with a 'verify phone' button.

### Radios & Checkboxes

Even though there may be some client side validation on these items there will be no feedback as to whether or not the item was filled in properly until server-side validation has taken place.

### Form ToolTips

Some form items could have a tooltip. If it does, it should fade in and appear to the right of the form field being hovered over. When the form field, box, button, etc. is clicked on or into the tool tip fades out of view.

This is a close-up of the email input field from the registration form. A green tooltip bubble is positioned to the right of the field, containing the text 'Enter a valid email address so we can send you the information'. The field is currently empty and has a white background.

## Invalid Form (Server Side)

When the form's submit button is selected the form is validated server side. If there are errors, a message in bold red letters appears above the form letting the user know that there were errors and to check the form. If a form item is inputted incorrectly the the label of that form item is colored red and bolded.

## Text Area & Text Fields

The text and text area fields are backgrounds are painted with a light red color (# ffdcd). Client side validation still applies. See the previous page for more details.

## Pulldowns

The pulldown backgrounds are painted red. Client side validation still applies. See the previous page for more details.

## Radios & Checkboxes

Labels are painted bold red.

## Form ToolTips

An instruction will display to the right of the invalid form field with an instruction on what to fix.

The screenshot shows the 'joinapix' registration form. At the top, the logo 'joinapix' is displayed. Below it, a paragraph of text explains the service. A red asterisk indicates required information. A message in bold red text states: 'There were some problems see the red areas below.' The 'email' field is highlighted in light red, with a tooltip that says 'We need your email address.' The 'mobileinformation' section has a heading and a sub-heading. The 'carrier' pulldown menu is highlighted in red, with a tooltip that says 'You need to selet your wireless carrier.' Other fields like 'phone make' and 'phone model' are also visible, along with a 'verify phone' button.

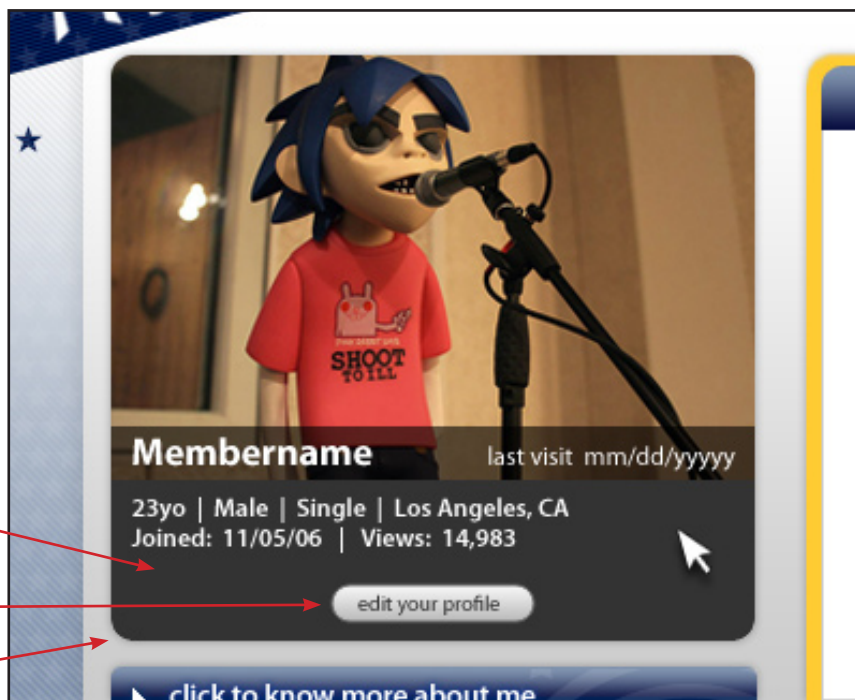
This is a close-up of the 'carrier' pulldown menu from the previous screenshot. The pulldown menu is highlighted in red, and a tooltip is visible to its right that reads: 'You need to selet your wireless carrier.'

# Personal Home Page (PHP)

## Modules

### Profile - Owner

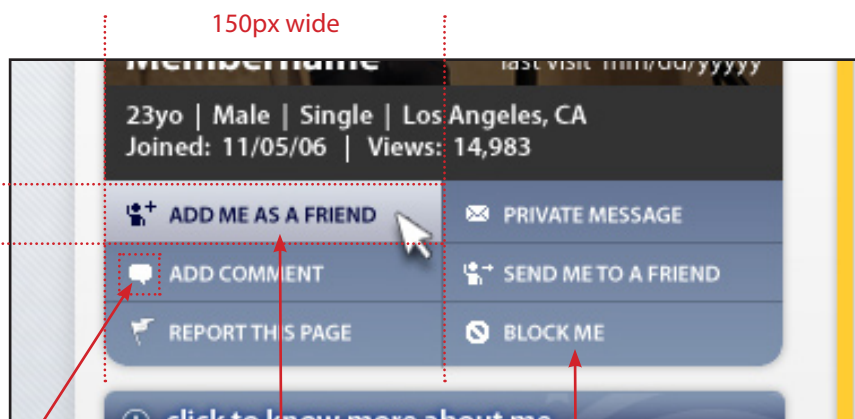
Every member of aPix has a PHP where information about the profile owner is displayed for public viewing. If the member is looking at their own PHP they will have access to editing capabilities for managing their profile information and User Generated Content (UGC). An example of this is shown to the right. When the owner is viewing their own information the communication control buttons like "add me as a Friend," "block Me," etc., are removed and an edit profile button is added which links to the edit profile area in their management area.



- Button Text  
color: 80black  
size: 10px  
style: normal - lowercase  
align: center  
valign: middle
- Background  
color: 80black
- Corners  
color: 80black  
rounded: 10px

### Profile Buttons

Every PHP (except the owner's PHP) has a set of communication buttons. The controls allow members to communicate with other members. Each button is 150x30px and has a 16x16px icon along with HTML text that is aligned left, indented 5px to the right of the icon and vertically aligned in the middle. Each button has an idle and a hover state.



- Icons:  
16x16px  
idle: white  
hover: dblue  
10px indent from left
- Button Text: Hover  
color: dblue  
size: 10px  
style: bold - uppercase  
decoration: none
- Button Text: Idle  
color: white  
size: 10px  
style: bold - uppercase  
decoration: none

## Add me as a Friend

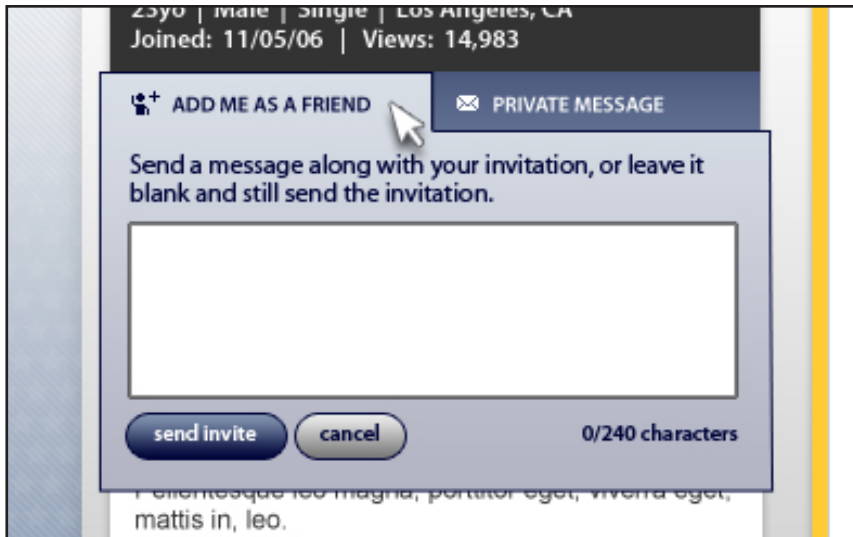
Clicking on a button will cause the button to expand into a tabbed pop-over/window. So, the window will grow out of the button that was clicked leaving the icon and button label as the "header" in the tab then the rest of the window will expand to 300px wide and a variable height to accommodate the content of the window. In this case the "add me" window has a text area box and two buttons.

All content items, items below the tab, should be indented 10px all the way around the window. The instruction text should be colored dblu and be 12px. The text area box should be 280px wide and tall enough to accommodate 240 characters.

The submit button should use the blue style button and the cancel button should use the grey style button. The counter text (0/240 characters) should be dbblue and 10px. Selecting the cancel button will close the window and return the button (tab) to its idle state. Selecting the send invite button will cause the form to disappear and a message to show within the window that the message has been sent along with a "close" button in blue that acts like the cancel button.

The background is a gradient image aligned to the bottom and repeated along the x-axis. The background color is 10blue. This will be true for all windows on all of the control buttons.

If what is being described is too difficult to accomplish in the time allotted we can use this technique from the Dojo Toolkit instead.



## Add Comment

See above.

Adding a comment here will automatically add it to the comments area (the area with the dialogue balloons).

Selecting the cancel button will close the window and return the button (tab) to its idle state. Selecting the send invite button will cause the form to disappear and a message to show within the window that the comment has been added along with a "close" button in blue that acts like the cancel button.



## Report as Inappropriate

See "Add me as a Friend"



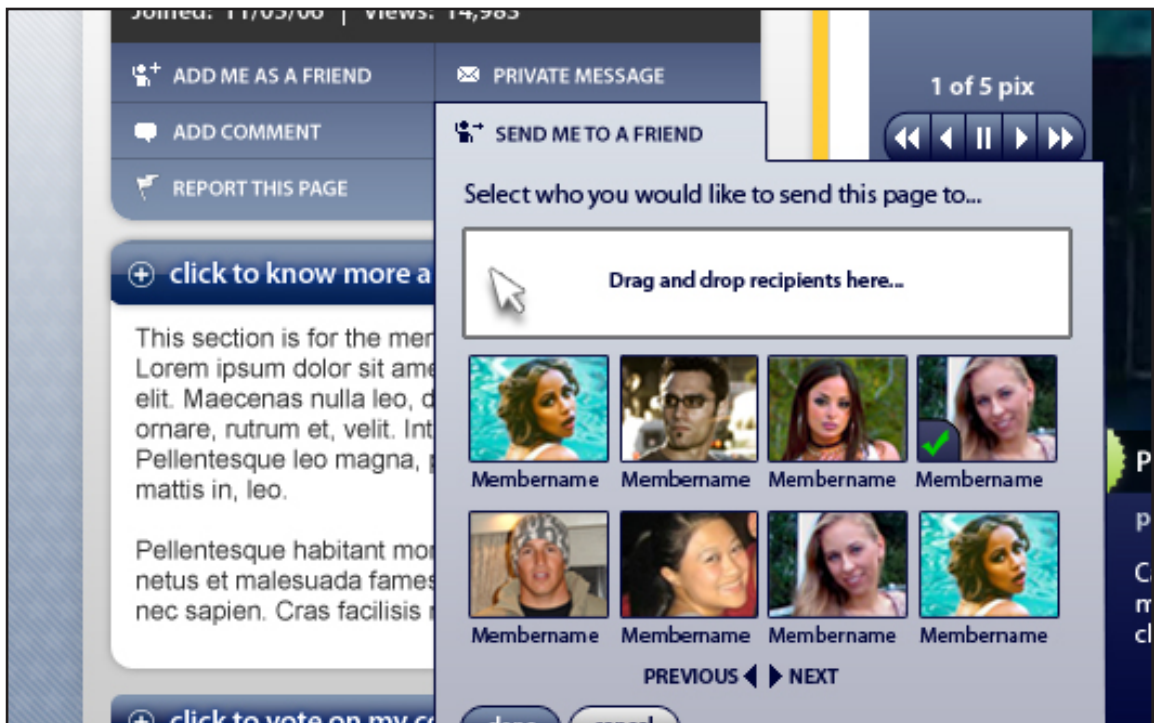
## Private Message

See "Add me as a Friend"



## Send to a Friend

See "Add me as a Friend" - needs to be defined with the help of the UI engineer so UI design is TBD.

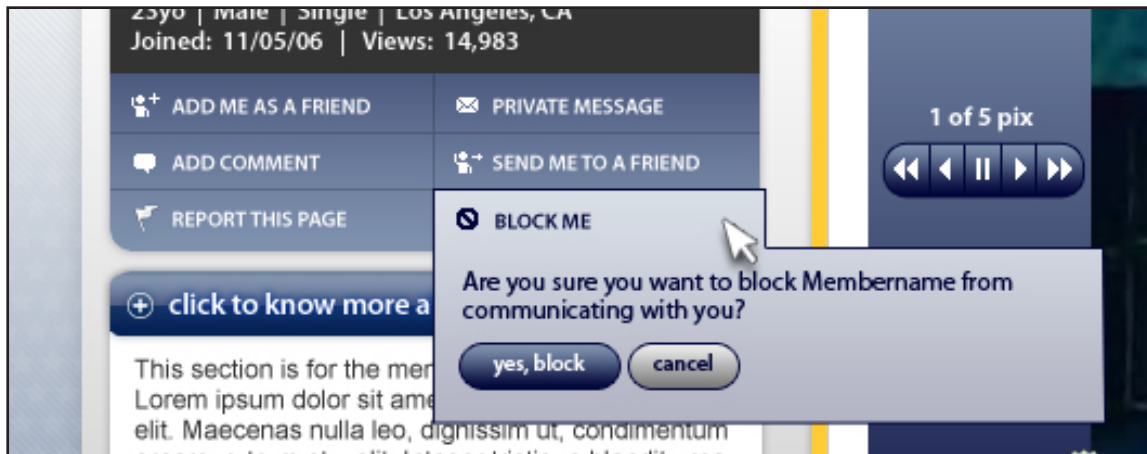


*Displays who the To: button is selected.*

## Block Me

See "Add me as a Friend"

Selecting the "yes, block" button will close the window and change the button link text "Block Me" to "Unblock Me." Selecting the unblock me button will bring up a similar window with the blue button text reading "yes, unblock."

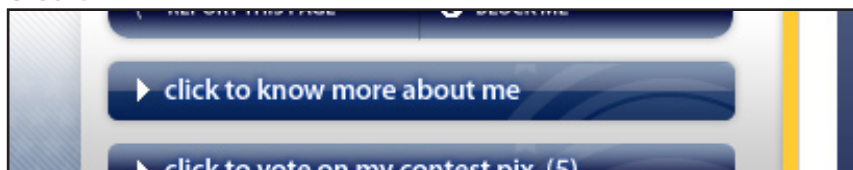


## Profile "Drawers"

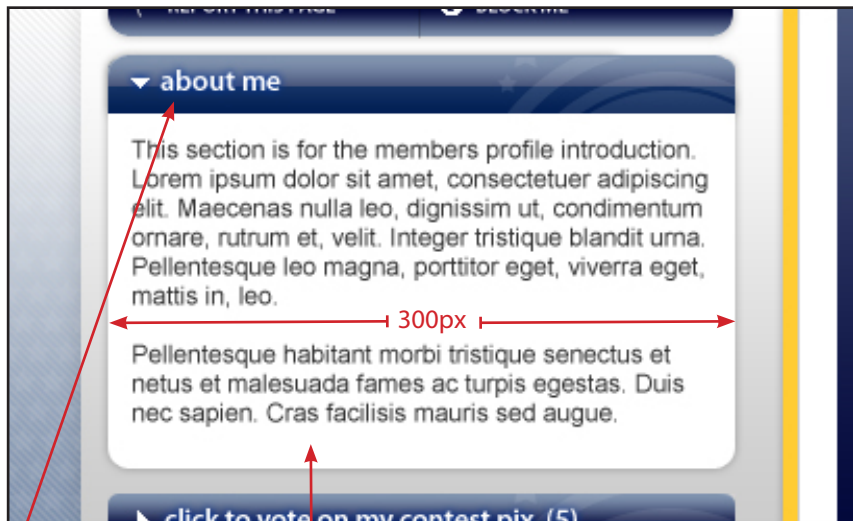
The button bars beneath the profile module in the left column are selectable elements that house and reveal information when clicked on. Each bar is a graphic measured at 300x30px. Placed on top of the graphic will be a toggle icon (16x16px) and HTML text. When the bar is clicked on the icon changes its state from pointing right to pointing down, the HTML text changes, and a drawer or window shade with content is revealed.

The drawer that comes out should look like it is sliding out from underneath the button bar. The drawer should be able to support text and graphics. It is 300px wide and should grow in height to accommodate the content being housed in the drawer. Any or all drawers may be open or closed at any point, so it is possible to have all drawers open at once. See the Accordion and TitlePane demos in the dojotoolkit.

CLOSED



OPEN



Button Text  
color: white  
size: 14px  
style: bold

Drawer  
bottom corners: 10px  
padding: 10px  
background: white



## Profile Description

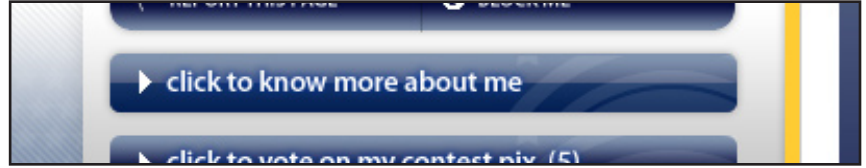
Example shown to the right in three states.

**Idle Text:** click to know more about me

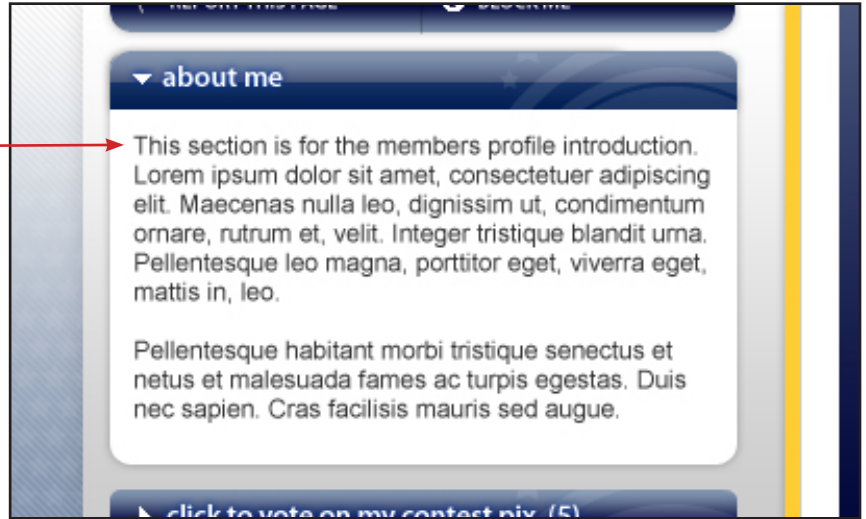
**Open Text:** about me

**Edit button Text:** edit your profile - button only appears at the top of the profile description if the the person logged in is the owner of the PHP being viewed.

CLOSED

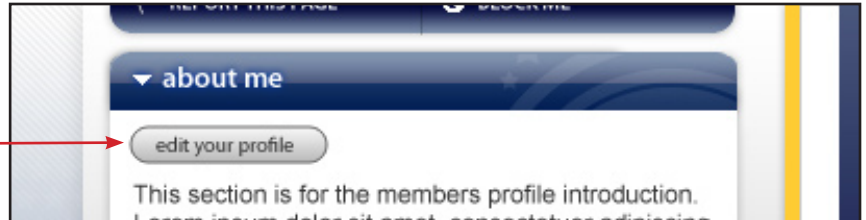


OPEN



TEXT  
Style: body

EDIT (OWNER ONLY)



Button  
Style: Grey button

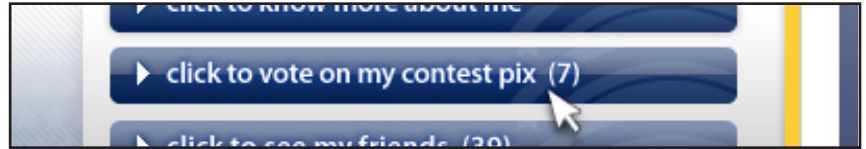
## Entered Contests

Example shown to the right in three states.

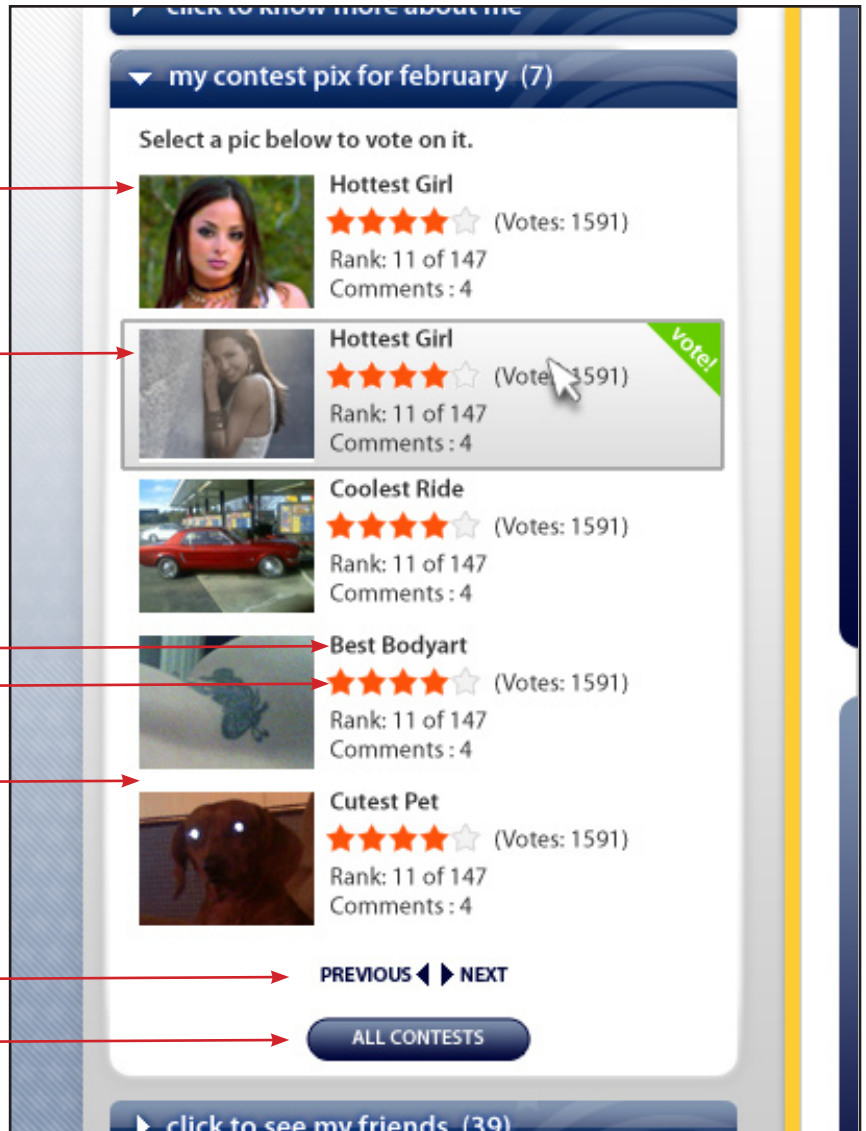
**Idle Text:** click to vote on my contest pix (#)  
- where # is the number of successful entries the person has entered for the current month.

**Open Text:** my contest pix for MONTH (#) - where MONTH is the current calendar month

CLOSED



OPEN



Pics

thumb size pic 120x80px sized in the HTML tag to 80px width

rollover/hover highlight

image that appears under the line item when hovered over. Image is 290x72px and is centered horizontally and vertically under line item. When hovered, the arrow should become a pointer.

Bolded Category

Stars are representative only, they are not interactive

7px gap between line items

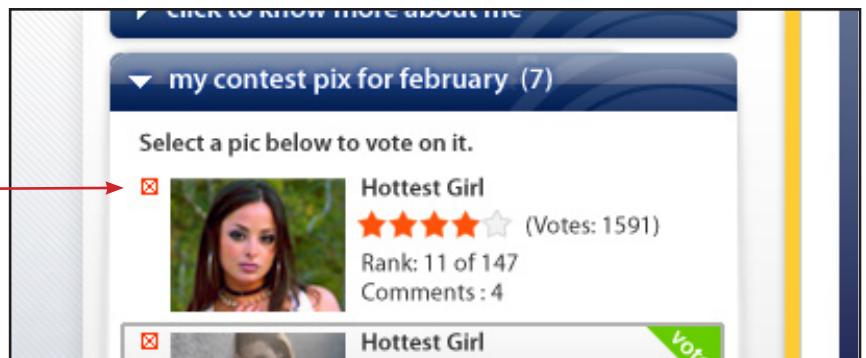
Previous/Next Buttons

color: dblue, size: 10px, style: bold, decoration: none  
arrow icons: 10x10px with a idle and disabled state

All Contests

style: blue button

EDIT (OWNER ONLY)



Delete Button

red X button icon image - 10x10px. Content indents 3px to right of the delete button

## Friends Network

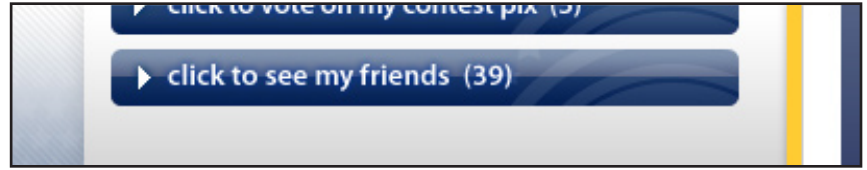
Example shown to the right in three states.

**Idle Text:** click to see my friends (#) - where # equals the number of friends in the member's network

**Open Text:** friends (#)

**Edit button Text:** manage your network and invite friends to join aPix - buttons only appear at the top of the friends items if the the person logged in is the owner of the PHP being viewed.

CLOSED



OPEN

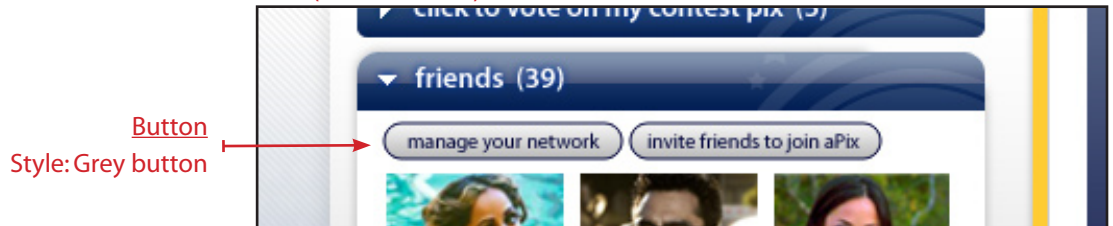


**Icons** are layered on top of the image depending on the friend's status. There are two icons: mobile and online. When a user is online the online icon is layed on top of the image, the same is true for mobile. Each status icon has two images: a rounded end cap and a squared off version. When there is only one status to show the end cap should be used and aligned in the bottom left corner of the image. If there is more than one status the order should be squared mobile icon then rounded online icon. So, theoretically the online icon only needs one image produced.

**View All Button**  
style: blue button

**Text and Icons**  
2 images: one for online and one for mobile: sizes are TBD. For legend purposes only - they are not selectable.

EDIT (OWNER ONLY)



**Button**  
Style: Grey button

# Profile Balloon

Whenever a member's profile pic or name is hovered over for a period of time a profile detail balloon will pop-over the the hovered area. When the balloon appears it should "gracefully" fade into view. The balloon should remain sticky as long as the cursor is hovered over the content or the balloon itself. If the cursor is moved away from the content or balloon then the balloon fades away "gracefully." The balloon is 350px wide with rounded corners (10px) box with a tail that points to the profile being displaye in the balloon.

## Balloon Example

Fade example

Another Fade Example

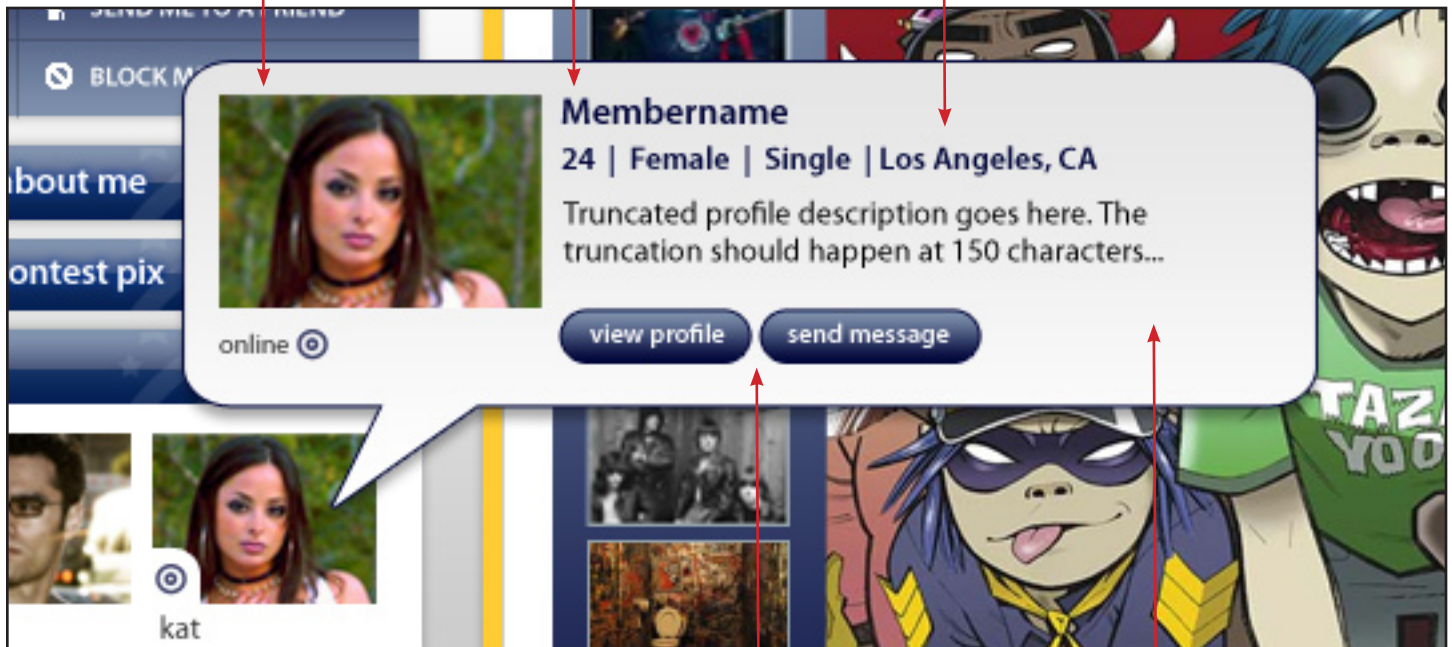
Balloon example

Another Balloon Example

Image  
thumb size (120x80px)  
links to profile

Membername Header  
link to profile  
size: 14px  
weight: bold  
color: dblue  
hover: 80dbblue  
active: orange  
visited: dblue  
decoration: none

Membername Stats  
size: 14px  
weight: bold  
color: dblue  
2 non-breaking spaces on  
either side of pipe



Button Style  
blue

Background  
color: white w/ a  
background gradient  
image

# Message Center Tables

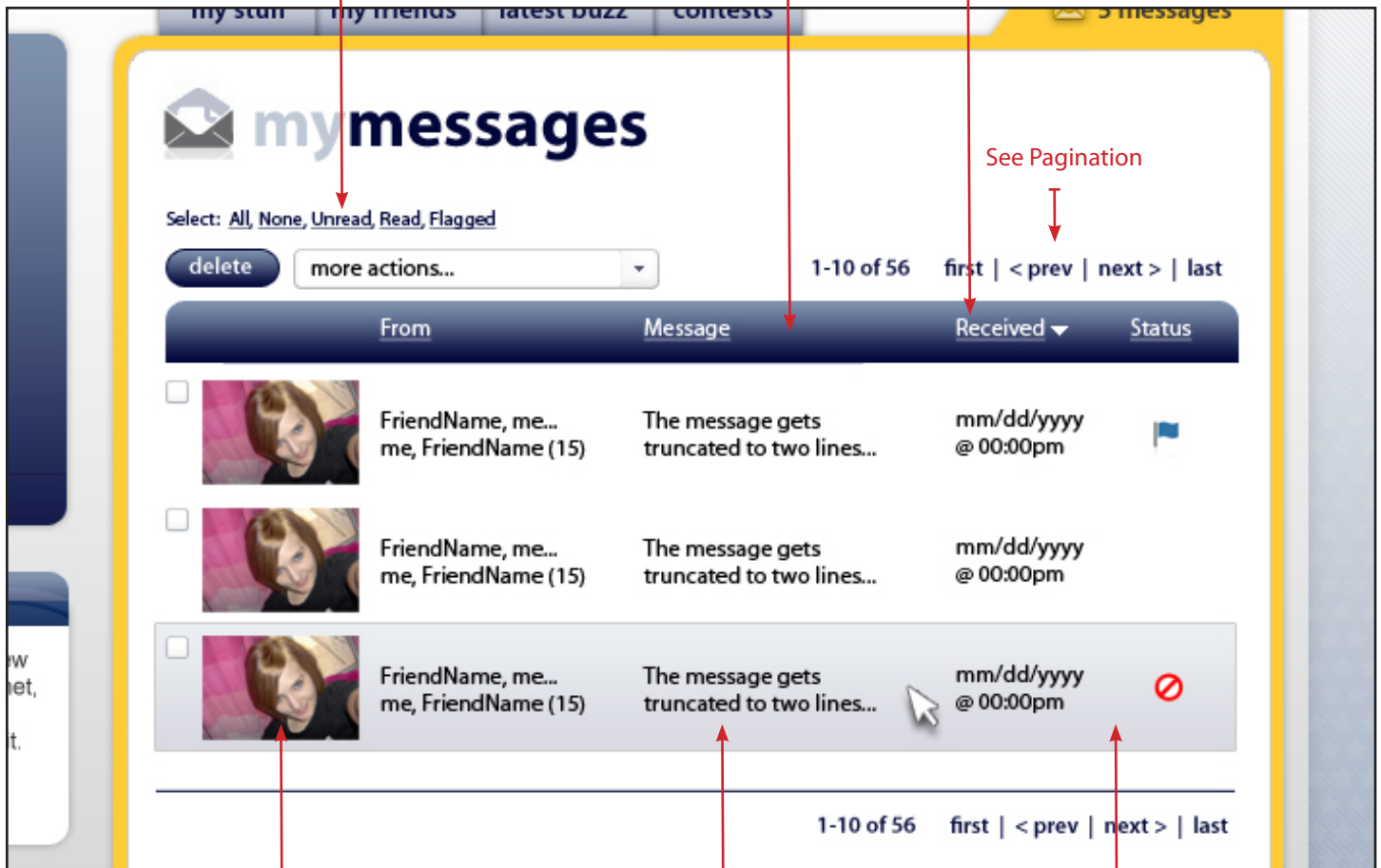
Although the column headers and content will be different, this table format will be used for these message center pages:

- Messages Inbox
- Sent Messages
- Invitations Inbox
- Sent Invitations
- Comments
- Flagged Comments
- From the Staff Inbox

Select Links  
 size: 10px  
 weight: normal  
 color: dblue  
 hover: 80dblue  
 active: orange  
 visited: dblue  
 decoration: underline

Sort Links  
 size: 12px  
 weight: bold  
 color: white  
 hover: 20dblue  
 active: orange  
 visited: white  
 decoration: underline

The table is 100% wide  
 blue bar 30px high



See Pagination

Pix  
 use thumbnail size  
 (120x80px) but scale  
 using width tag to 80px

Text  
 size: 12px  
 weight: normal or bold  
 depending on read state  
 color: black

Highlight Background  
 stroked box: 1px solid  
 #CCCCCC with a gradient  
 image background

# Page by Page Requirements

**Coming Soon!**