

SIMON

**YOUR PERSONAL
FREELANCE ASSISTANT**

MOBILE APP STYLE GUIDE

DEIGN & SYSTEMS

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SIMON

is an organizational platform that allows freelance workers, to manage their projects and their relationship with clients. The app is a personal assistant for freelancers in the creative industry. The goal of this app is to help freelancers stay organized and help manage their projects. It functions quite similarly to having a personal assistant with the freedom of voice commands.

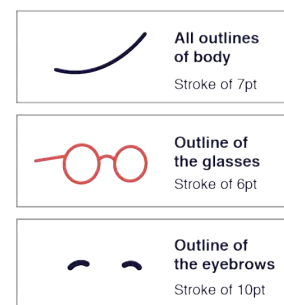
THE IDENTITY OF SIMON

This is Simon! He is the application's A.I. assistant that will help the user with any needs they have. He can be called upon anywhere when using the app. Below shows Simon's style and the colour palette he is displayed in. His aesthetic is laid back and relatable look. His style is inspired by a stereotypical designer.



This is Simon's colour palette to be cohesive with the overall app itself with a mixture of shades of blue and salmon. The outline of the stroke is 7 points, except for his glasses and eyebrows which are 6 points, and the eyebrows are 10 points. We gave Simon a light blue skin tone so it would be ambiguous, not defying any race to make it more open.

Different Stroke Elements:



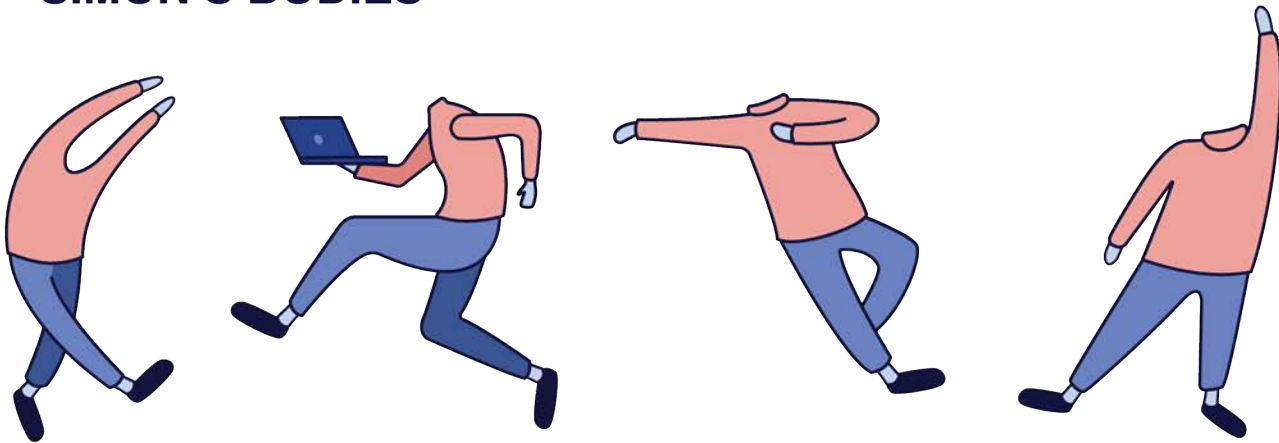
THE ILLUSTRATIONS OF SIMON



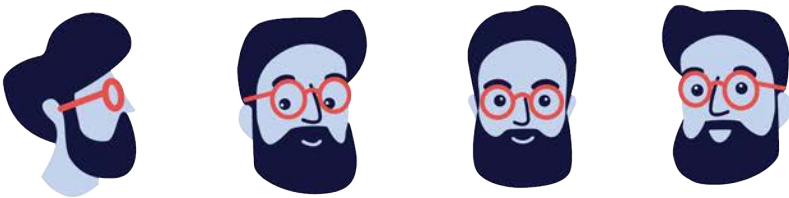
In the illustration above are some different illustration variations of jack in action that can be seen within the app, more specifically in the onboarding. He is illustrated to be very laid back, friendly and approachable to the user. To encourage the user to ask for Simon's assistance, he is designed to have a playful and welcoming aesthetic.

ILLUSTRATION BREAKDOWN

SIMON'S BODIES



SIMON'S FACES

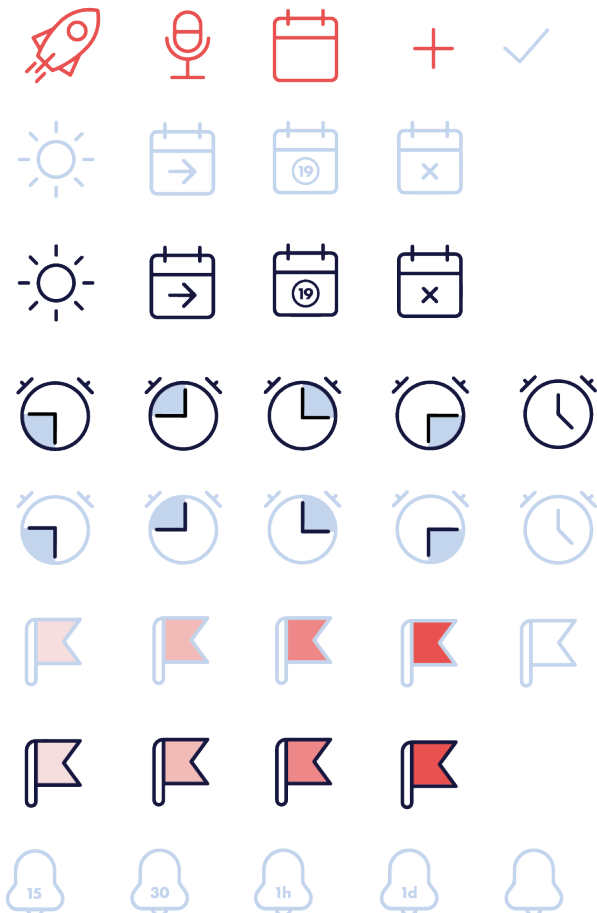


SIGN-UP PAGE ILLUSTRATIONS



Shown are different illustrations of Simon's body and facial expressions. This is a break down to see what the different bodies and faces look like detached from one another to give a better understanding about the form and proportions of the character.

ICONOGRAPHY

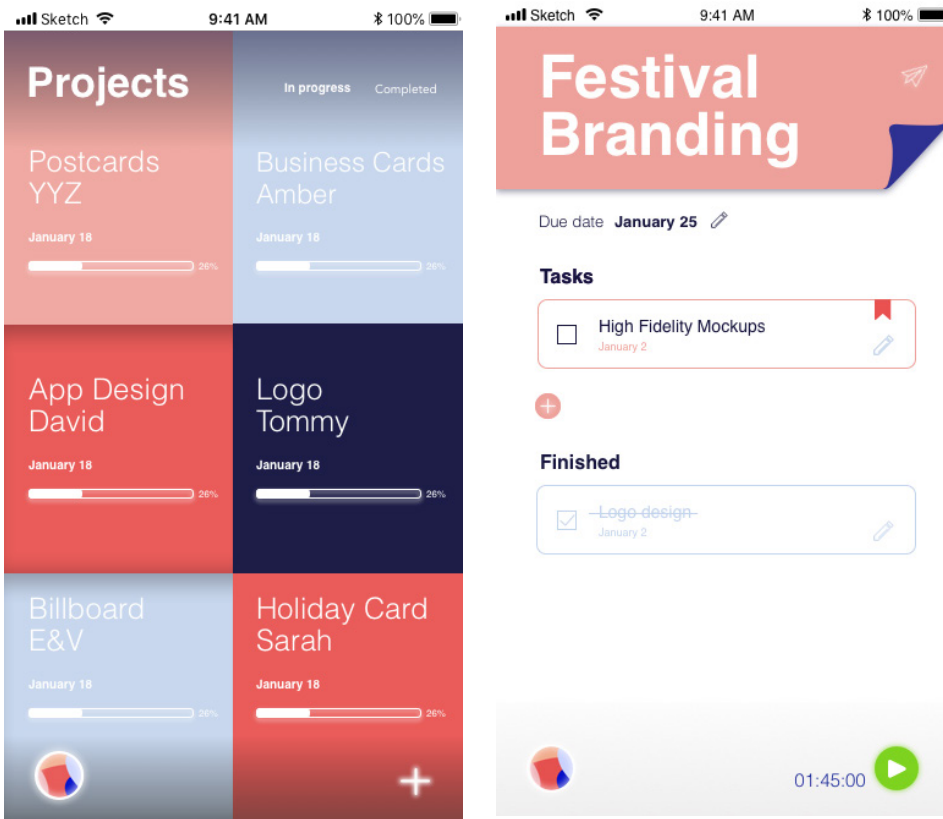


This is the Iconography set for the Simon app. Included are a number of different icons that have their set of visual meaning used throughout the app. The coloured icons displayed represent the status of a page being active or clicked.

The icons that are active are outlined in the navy blue and the icons that are inactive are outlined in the light baby blue. The flags are coloured differently based on their importance. The most opaque colour means the task is of the least importance and the darkest colour means the task is high priority.

THE EXPERIENCE / INTENTIONS

Sticky Note Inspiration



The visual design is inspired by the look of sticky notes used in the process of ideation. The layered squares reference the way sticky notes pile-up and layer.

Unclicked Nav



Clicked Nav



In place of a hamburger menu or fixed bottom navigation, the app uses a circle with a combination of project colours inside. When clicked on, three bubbles pop out to navigate the user through the app's three main functions: project home, calendar and Simon (Ai assistant).

APPLICATION / VARIATIONS

All typography measurements are designed for phones with a resolution of 2436 by 1125 pixels.

TYPEFACE - SAN SERIF

Helvetica

HELVETICA REGULAR - 16 PX

Body Text

HELVETICA REGULAR - 13 PX

Instructional Notes

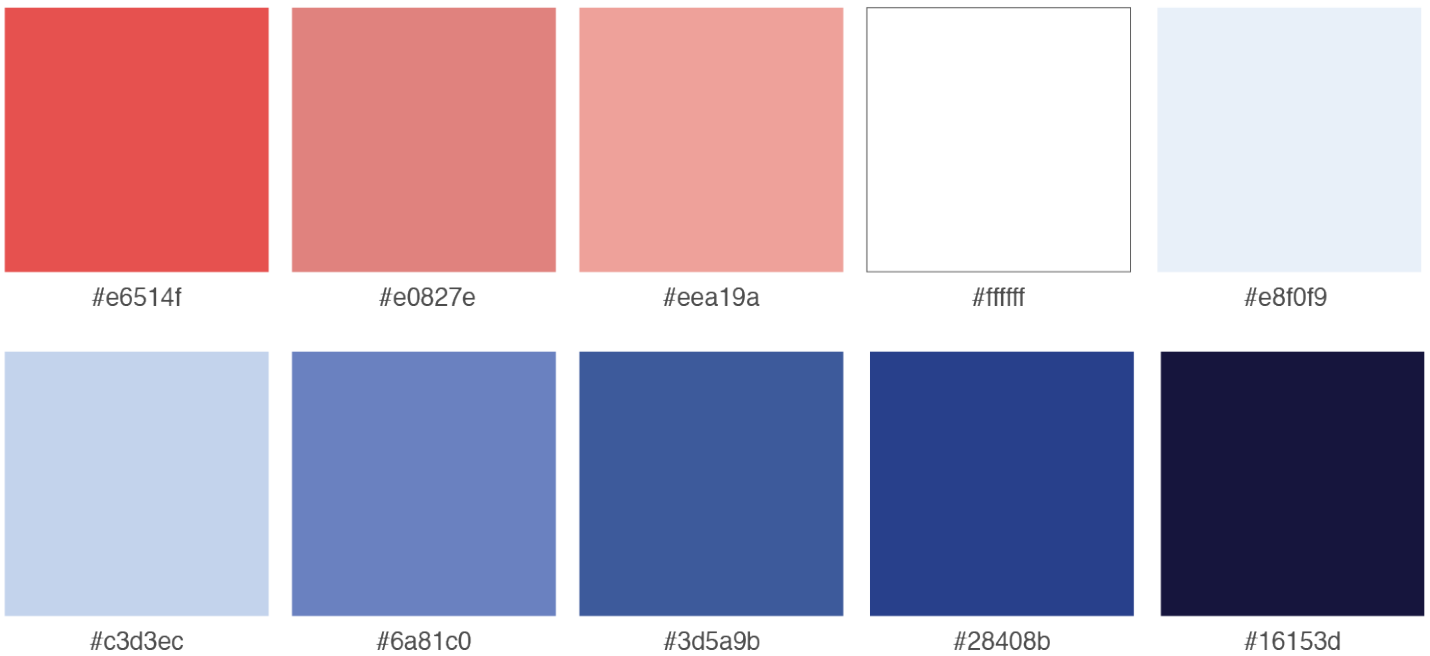
HELVETICA BOLD - 40 PX

Headers

HELVETICA THIN - 23 PX

Instructional Notes

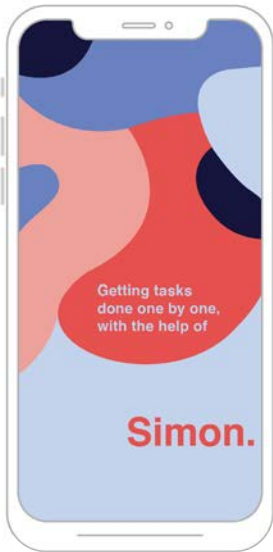
THE COLOUR PALETTE



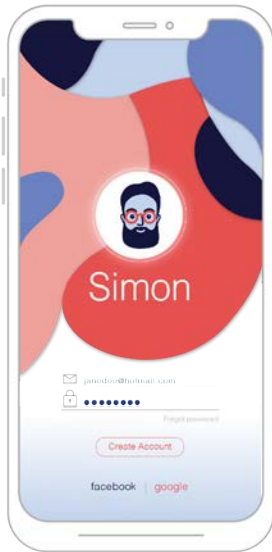
This is the colour palette that has been used throughout the Simon app. This palette is meant to brighten up the mood of users and keep them calm. Soft blues and soft corals with some hints of yellow keeps the theme playful and keeps the user's interest.

SCREEN DESIGN - Splash, Login, Signup, Onboarding

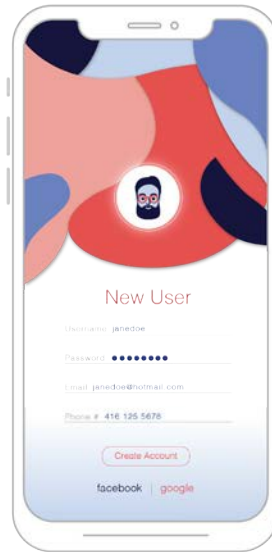
Splash Screen



Login Screen

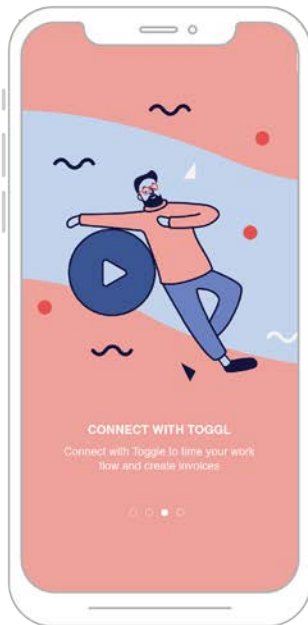
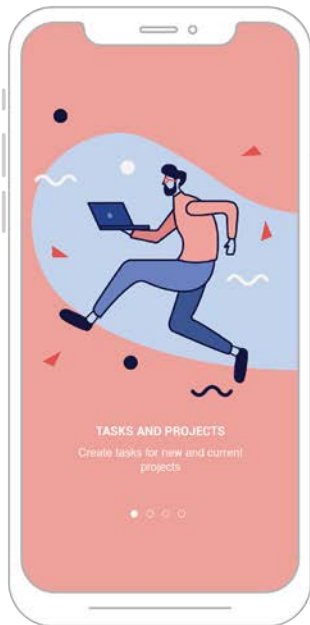


Signup Screen



The first screen is the splash screen that welcomes the user into the app. Following are the onboarding pages that explain to the user how the application works and the highlights of the app. After the onboarding, the login and signup pages appear for the user.

Onboarding Screens

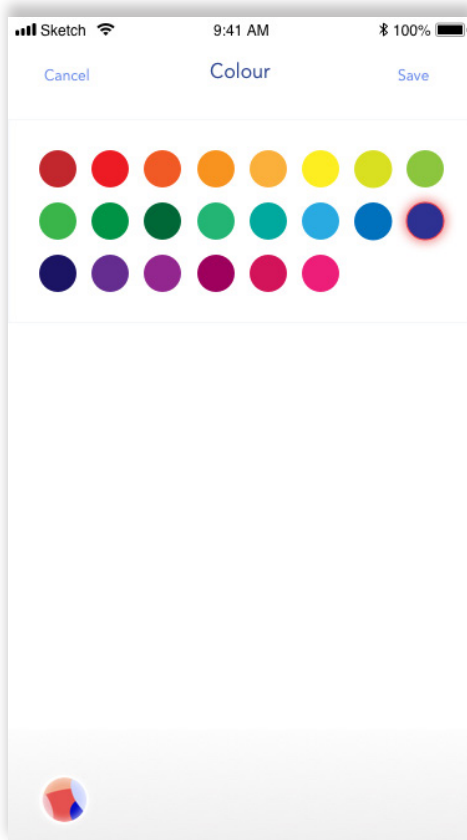
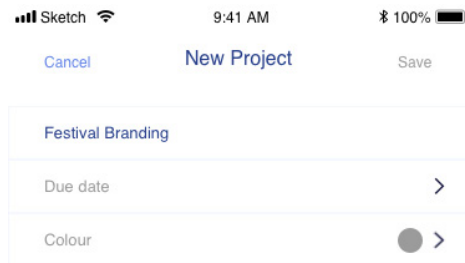
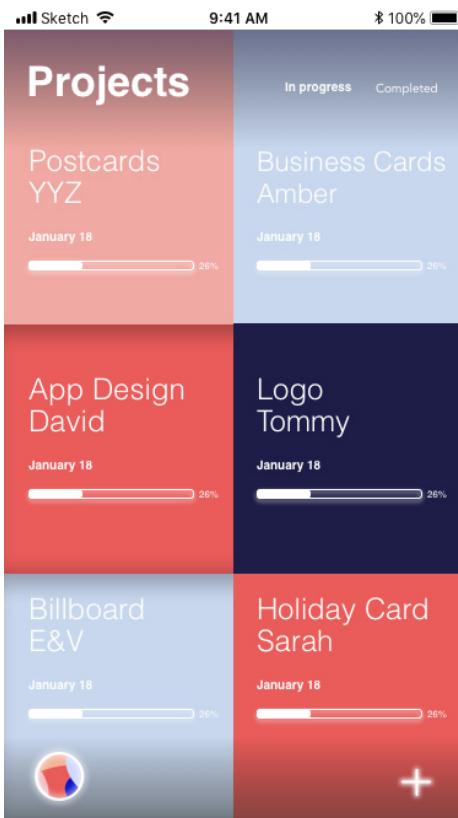


SCREEN DESIGN - Simon User Interaction

These are the screens with a scenario example of how the interaction would be between a user and the A.I, Simon. When the user summons Simon through the nav, a navy blue overlay screen on the same page will appear that is 95% opacity with the voice recognition and text boxes. As the user speaks and responds to Simon, the user will know jack is listening because the illustration at the bottom will appear with three circles instead of one. In addition, Simon's face is in the center to make sure and remind the user it is Simon they are speaking too.

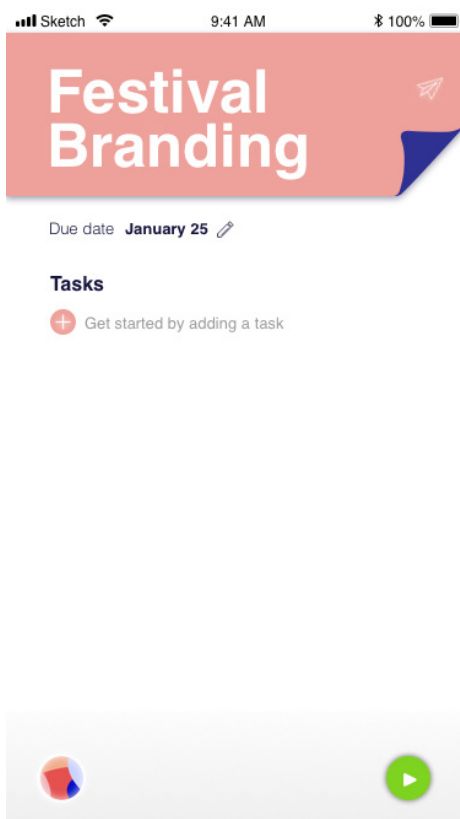


SCREEN DESIGN - Projects Page

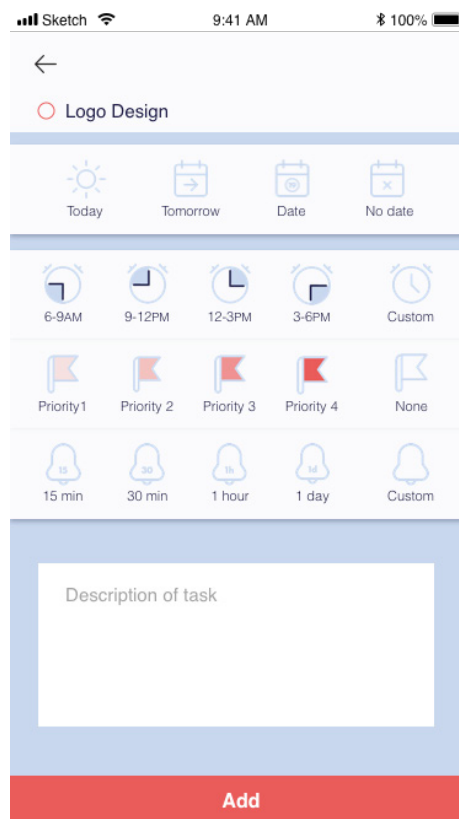


Displayed are some screens apart of the project's page. Using our brand's theme of sticky notes and colours, each project has the appearance of a sticky note being stuck to a wall. Each project shows the title, deadline, and the progression of the assignment. When a project is clicked, the square becomes hollow. To add a new project the user must click on the plus symbol on the bottom right corner of the screen. The user is then presented with a simple form where they must fill out the name, due date and designated colour to represent that project on the calendar.

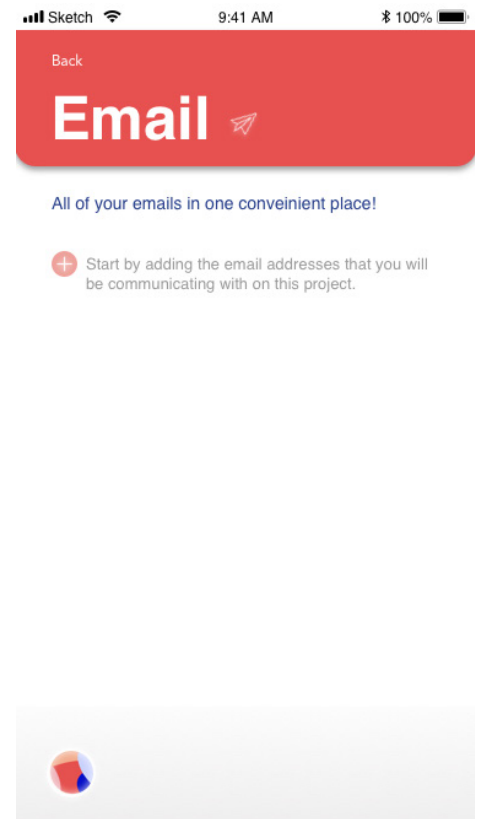
SCREEN DESIGN - Projects Page



Above is our project's page where users can organize their projects with tasks. Another feature the app offers is to time each task using toggle. Toggle then inputs those times and creates invoices to send out to clients in charge of that project.

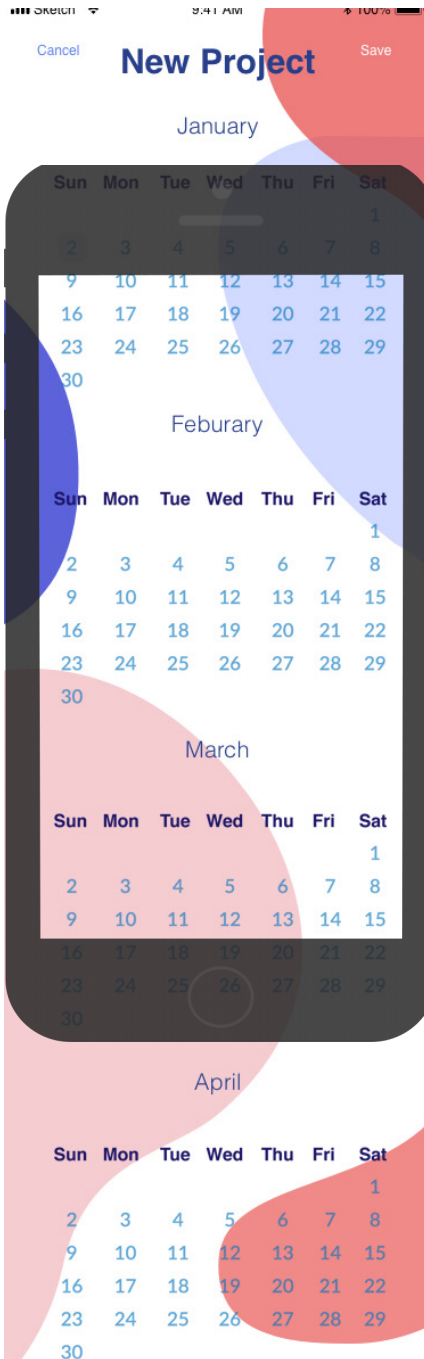


To further organize a project the user has the option of adding a task where they will need to fill out a playful form with questions represented by icons. When an icon is clicked, the strokes turn into our brand's navy blue.



A final feature of the project's page is that users can access all the emails associated within that project by adding the emails of group members affiliated with that project.

SCREEN DESIGN - Calendar Page



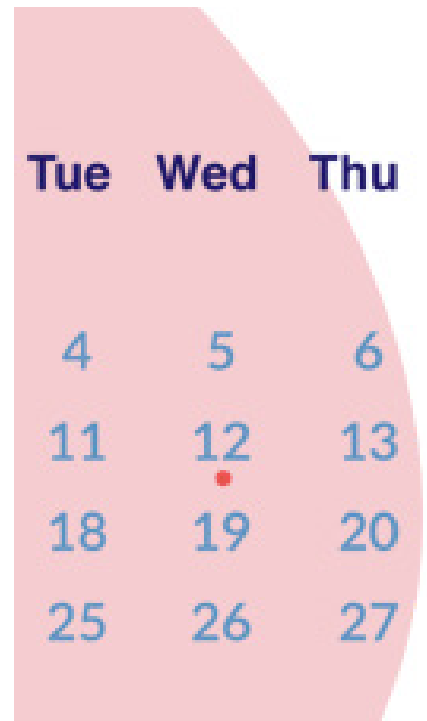
Scrollable calendar



When a day is clicked

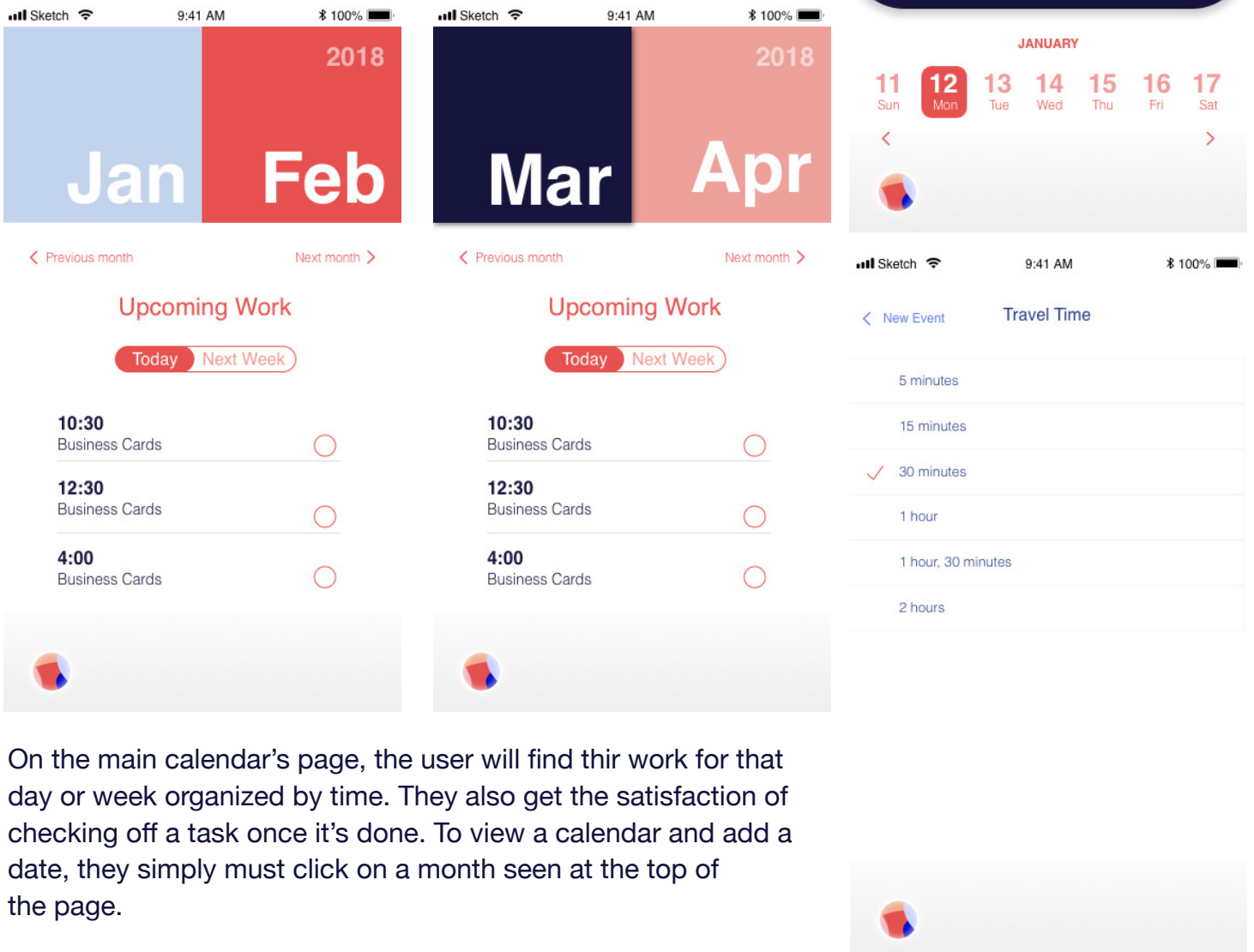


Today's date



When an event is created and represented on that day

SCREEN DESIGN - Calendar Page



On the main calendar's page, the user will find their work for that day or week organized by time. They also get the satisfaction of checking off a task once it's done. To view a calendar and add a date, they simply must click on a month seen at the top of the page.

Artificial Intelligence



Simon is the AI of the app. He is uncommonly a male AI and acts as a personal assistant. This challenges notions male gender AI as well as male assistants. When Simon is activated, he appears on a navy blue screen with a greeting. Simon records what the user says and this action is represented by sound waves.



FURTHER DIRECTIONS:

Some features the app will take in the future include:

- Images of various versions of an assignment to refer back to process work.
- Organization templates in relation to projects.
- Animations of Slmon.
- Sharing timeline with clients