

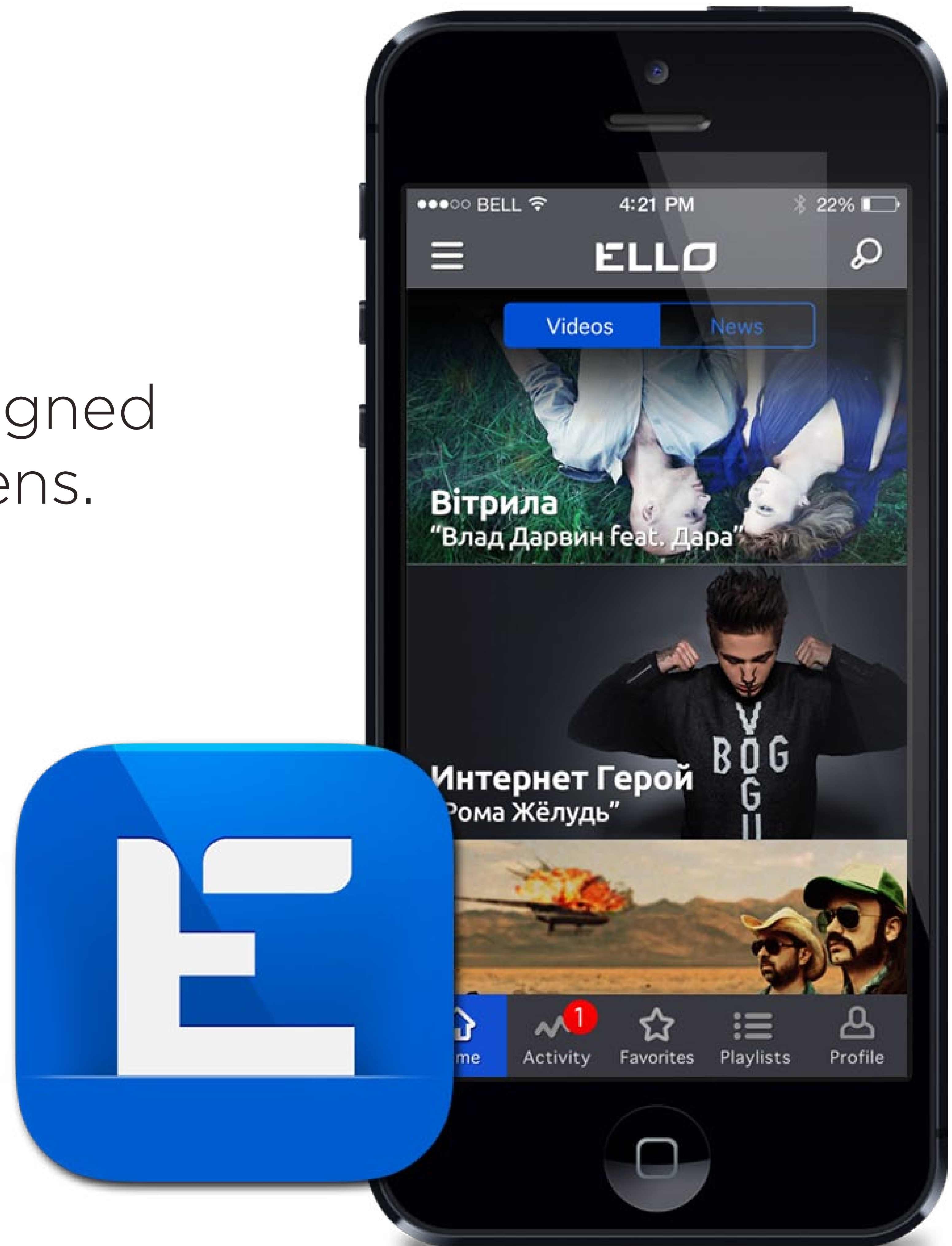
Ello.tv mobile: UI Design Technical Guide



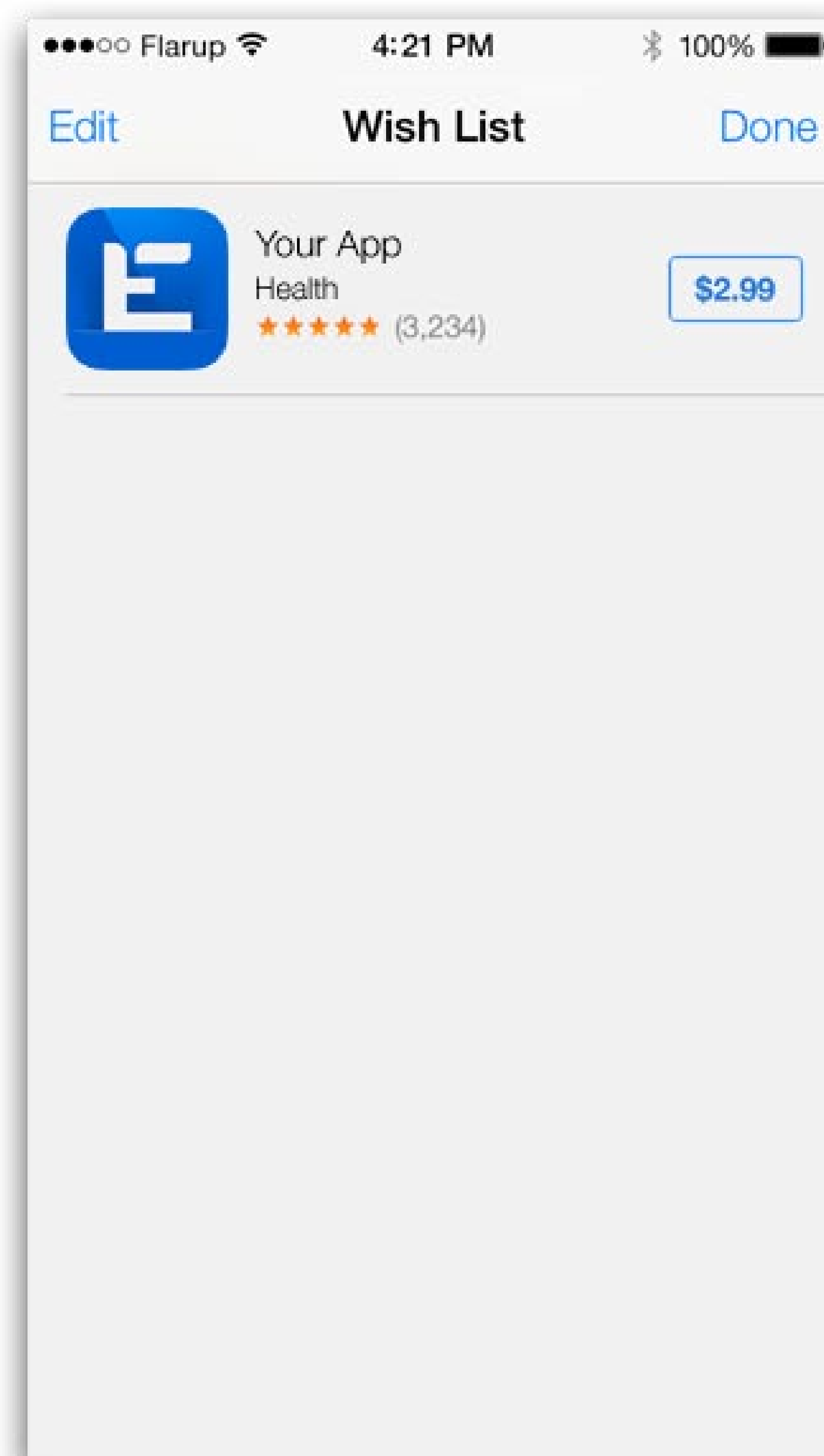
client: Ello Networks
work: UX/UI app design
October the 19th, 2013



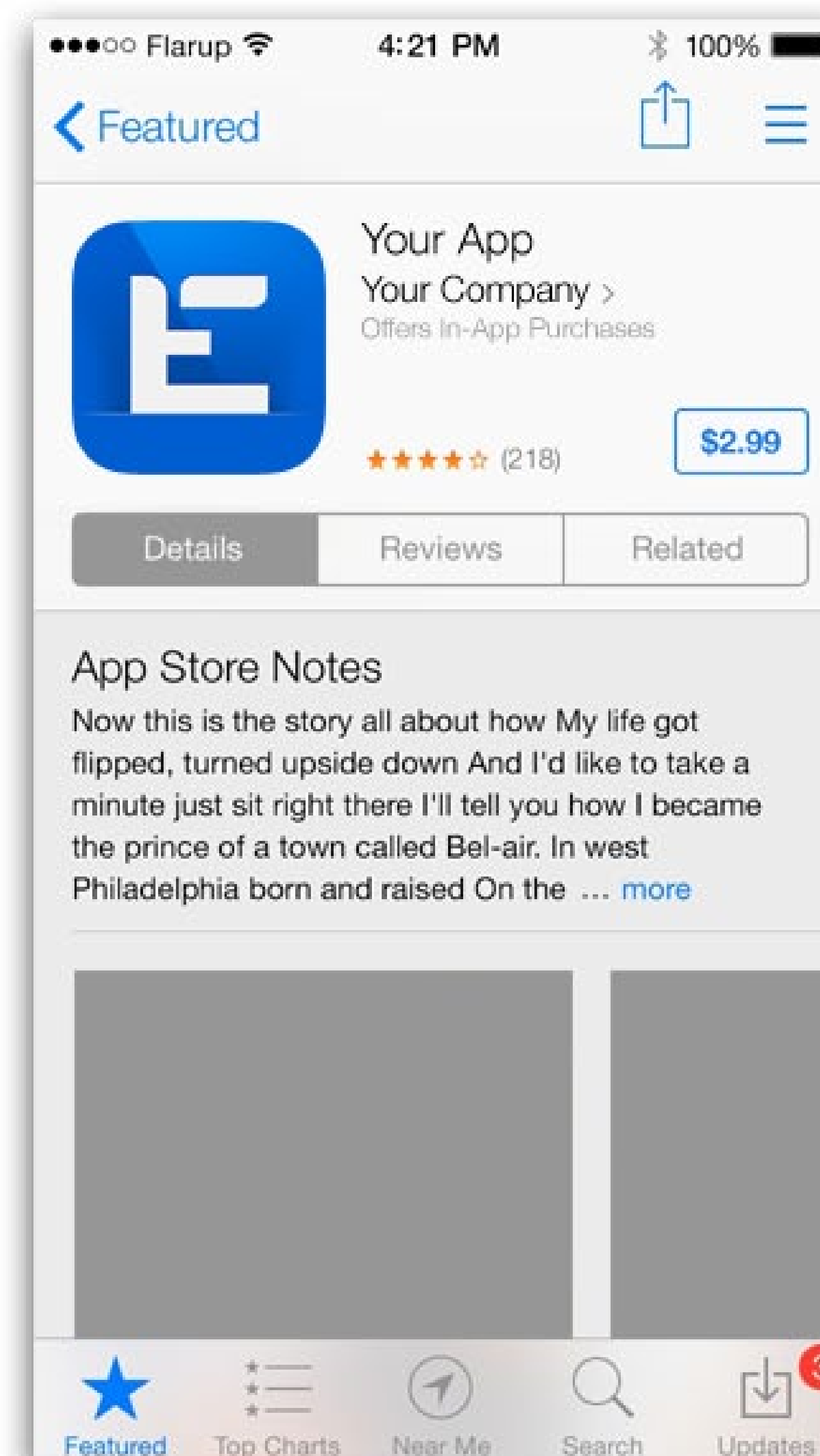
Ello mobile has been designed
for Retina Display screens.



App icon



App Store Wish List

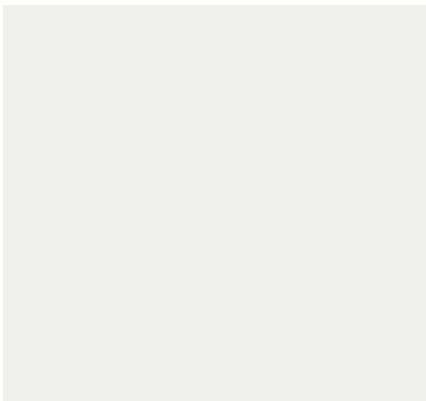


App Store App



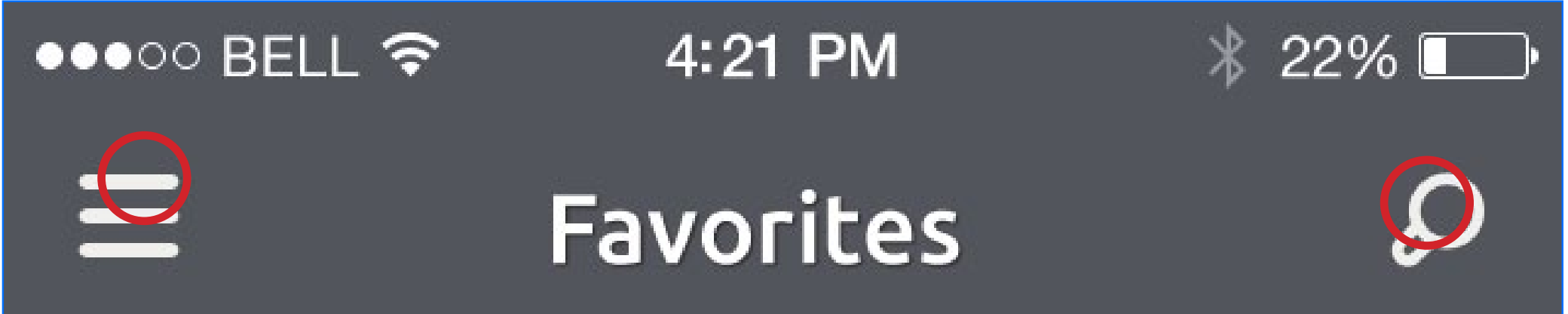
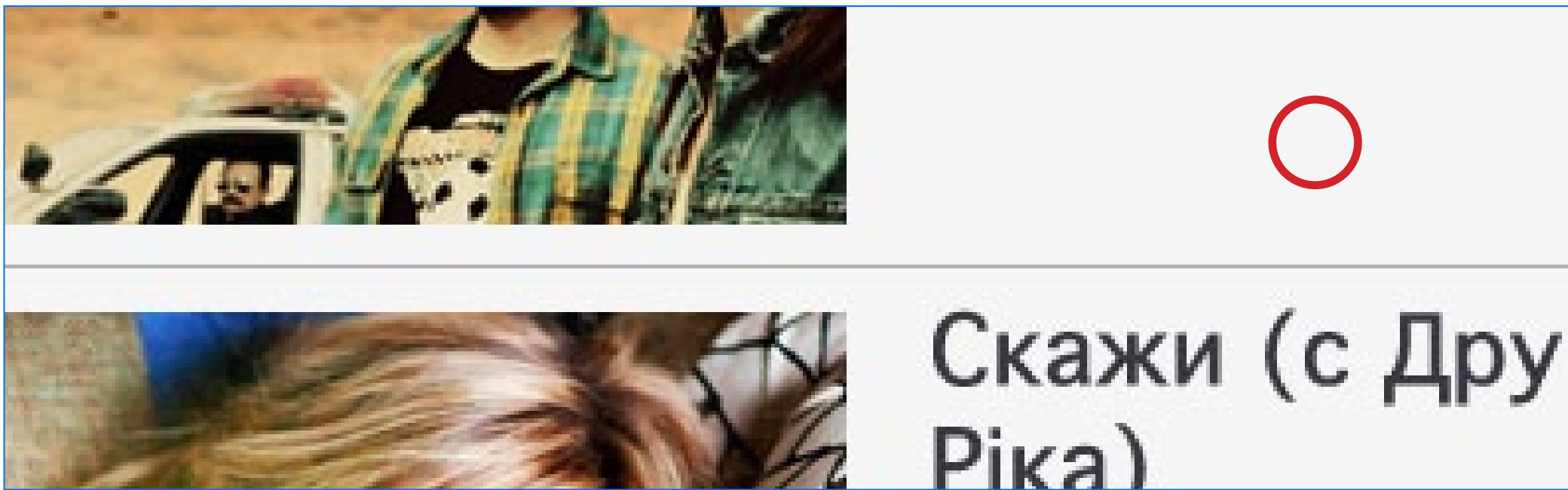
Home Screen

Color usage



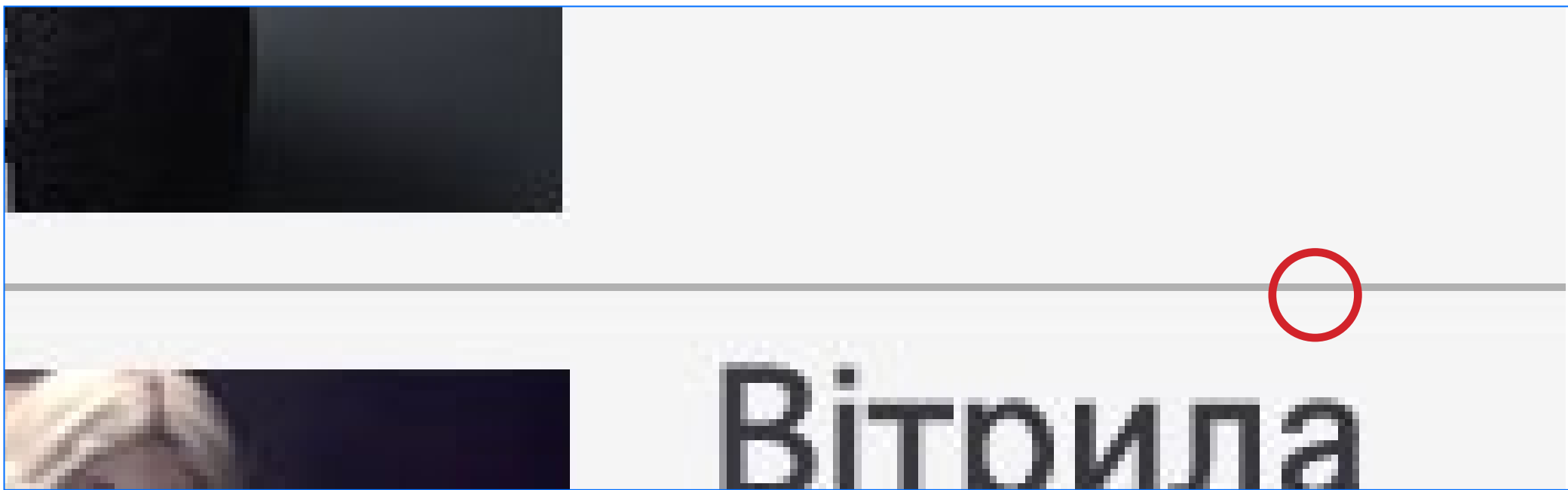
R: 240
G: 240
B: 236

#f0f0ec



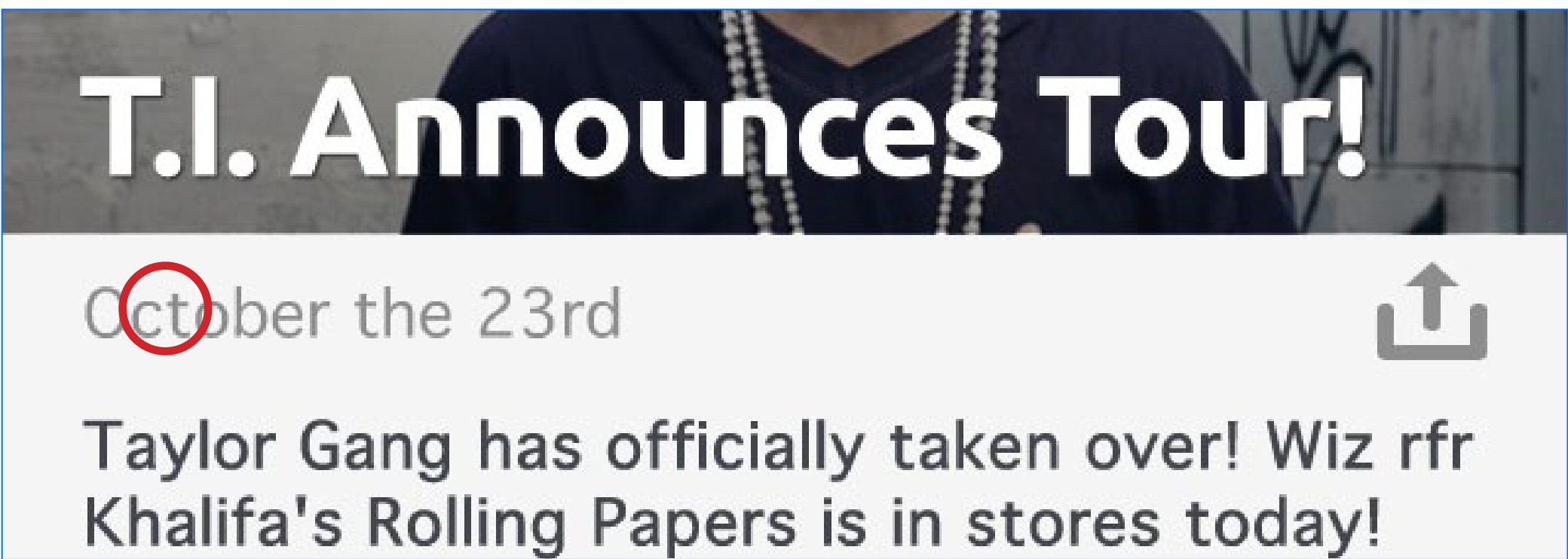
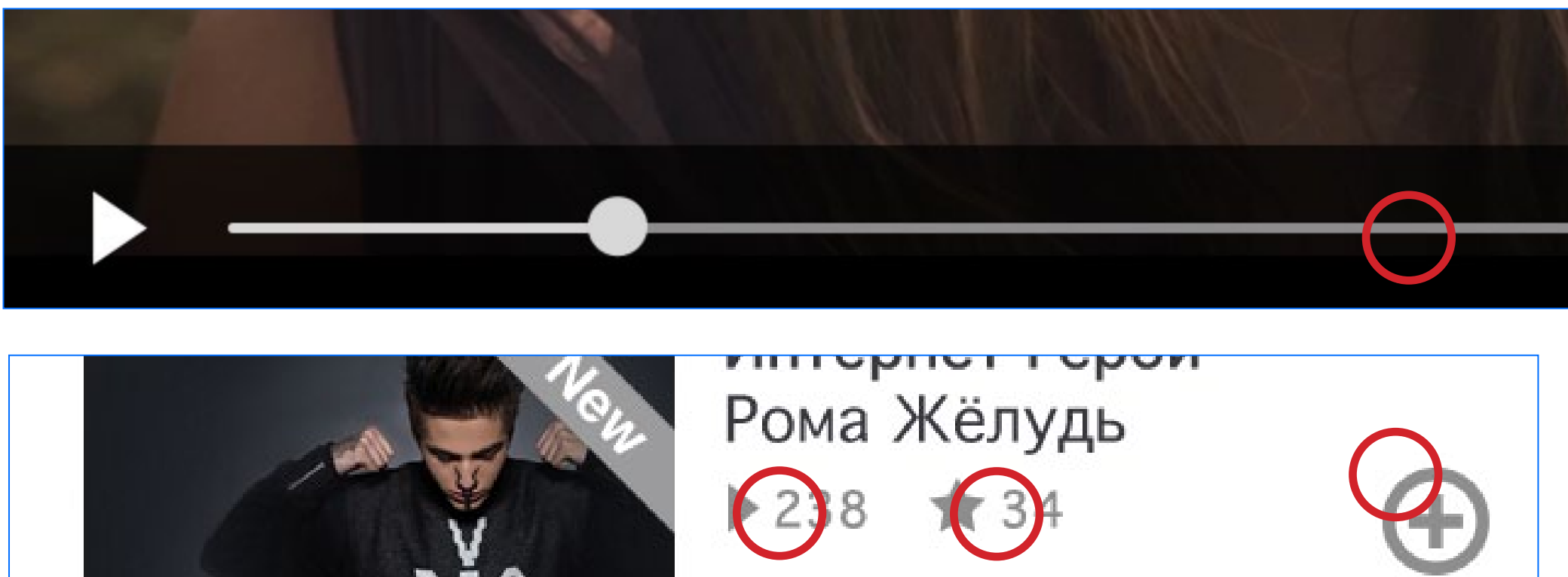
R: 169
G: 171
B: 171

#a9abab



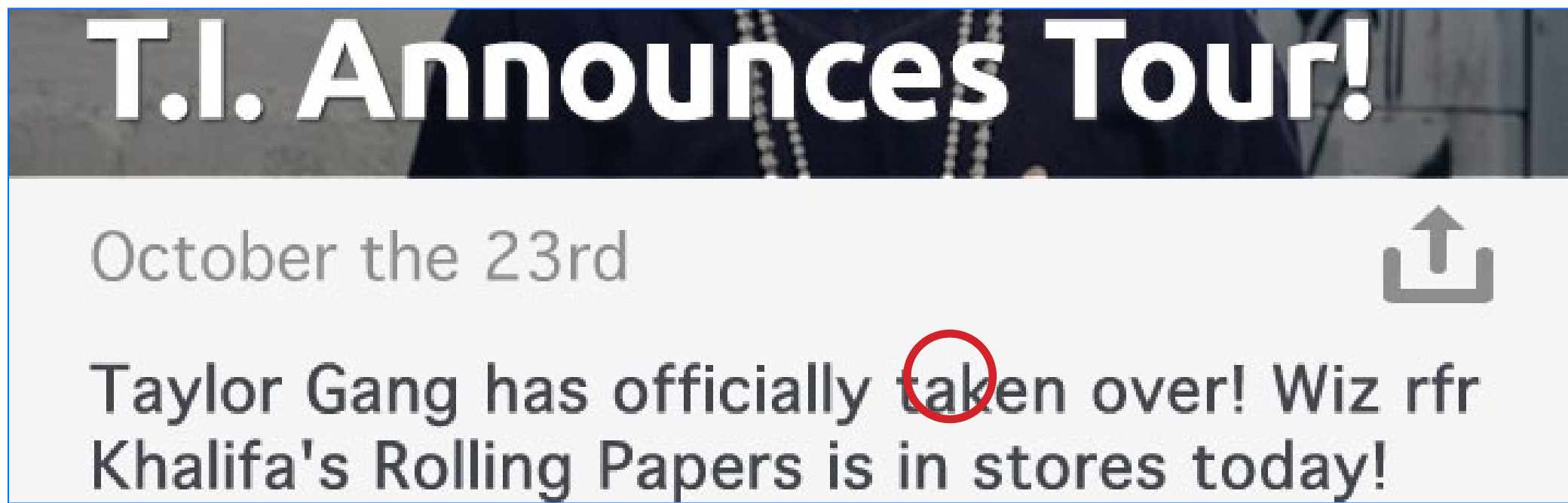
R: 141
G: 141
B: 141

#8d8d8d



R: 66
G: 70
B: 77

#42464d

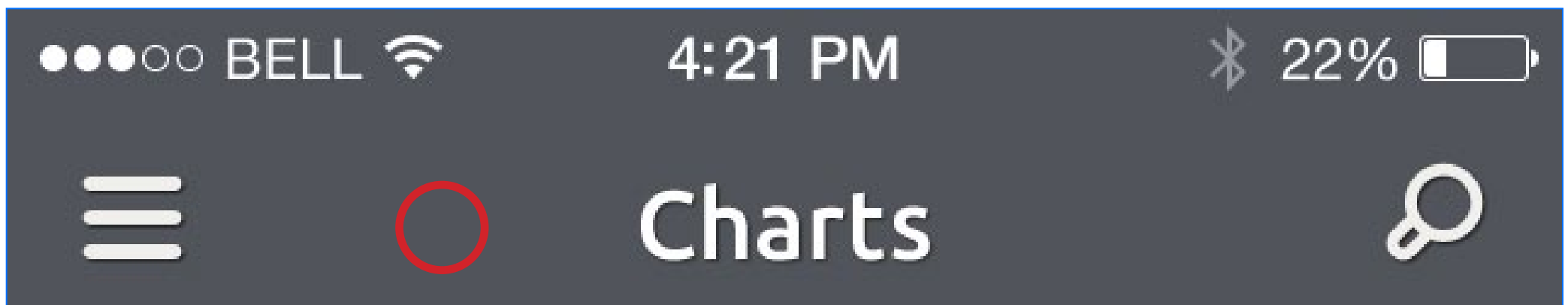
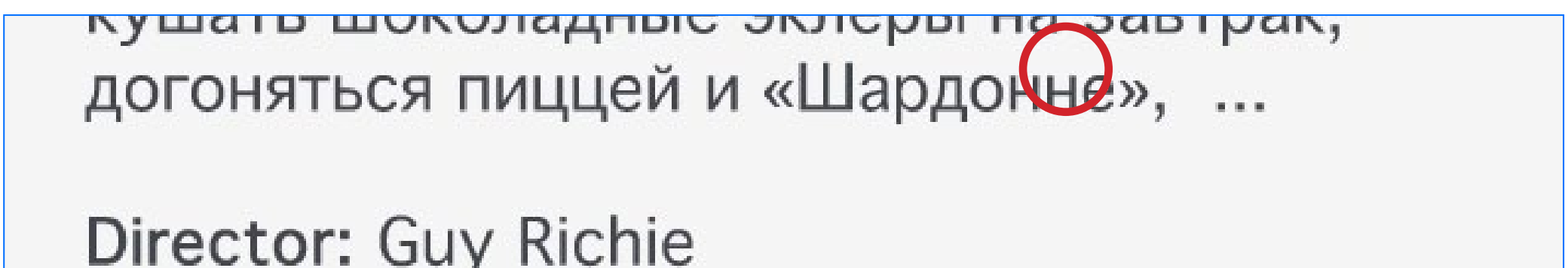


Color usage



R: 55
G: 56
B: 54

#373836

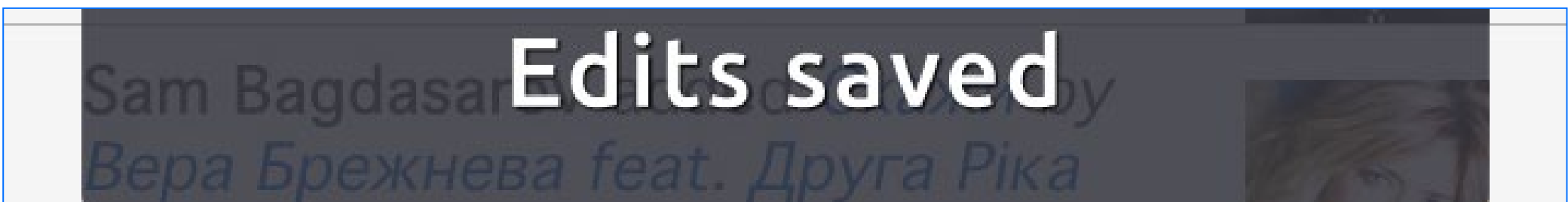
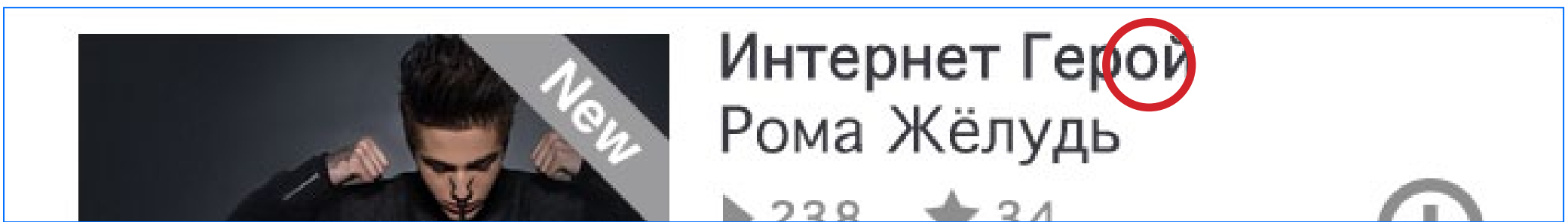


NOTE:
the navigation bar background opacity is 95%.

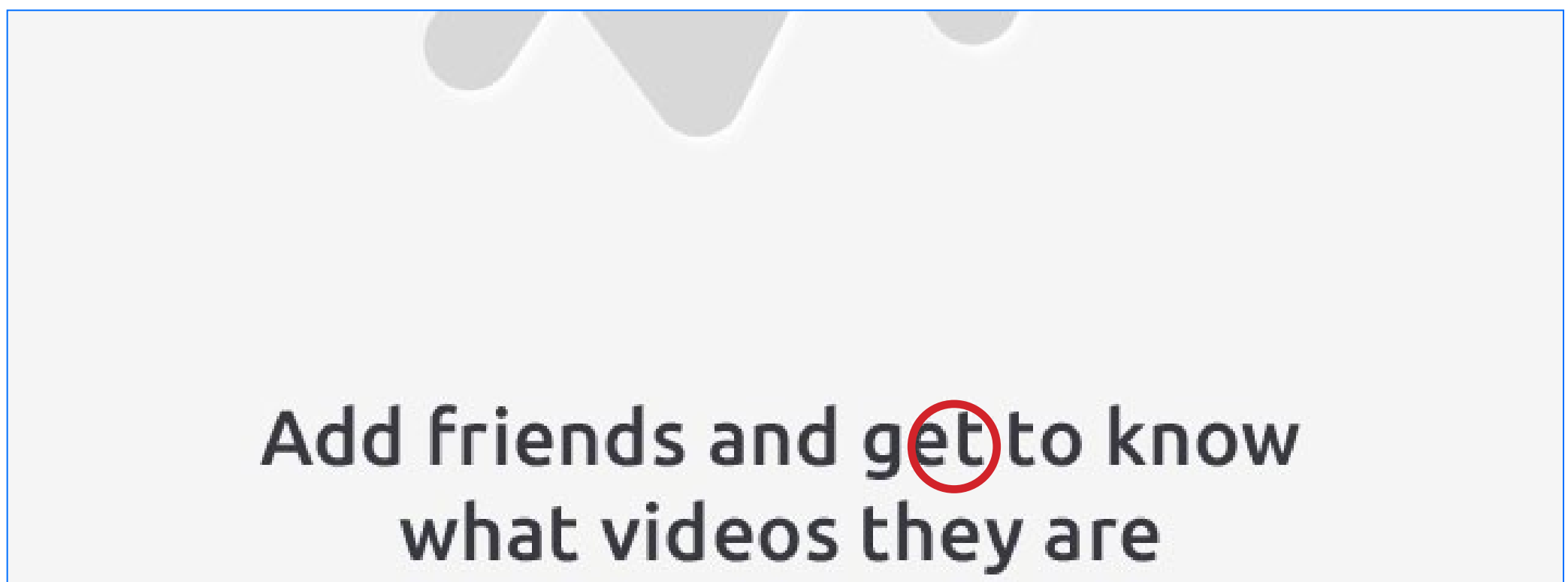


R: 55
G: 56
B: 64

373840

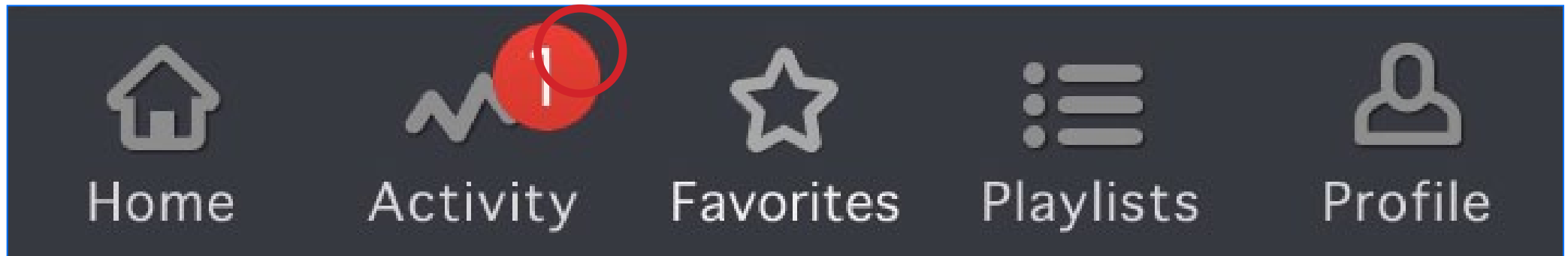
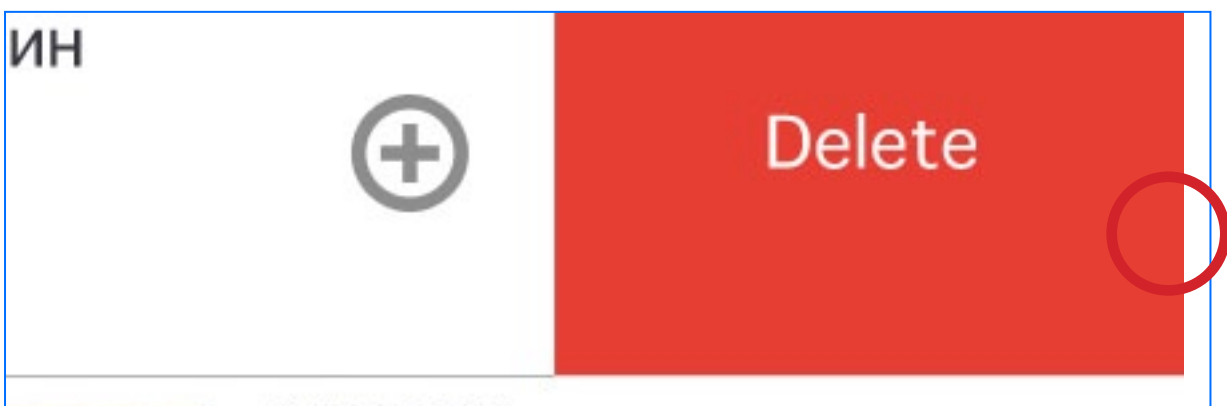


NOTE: the opacity of this background is 88%.



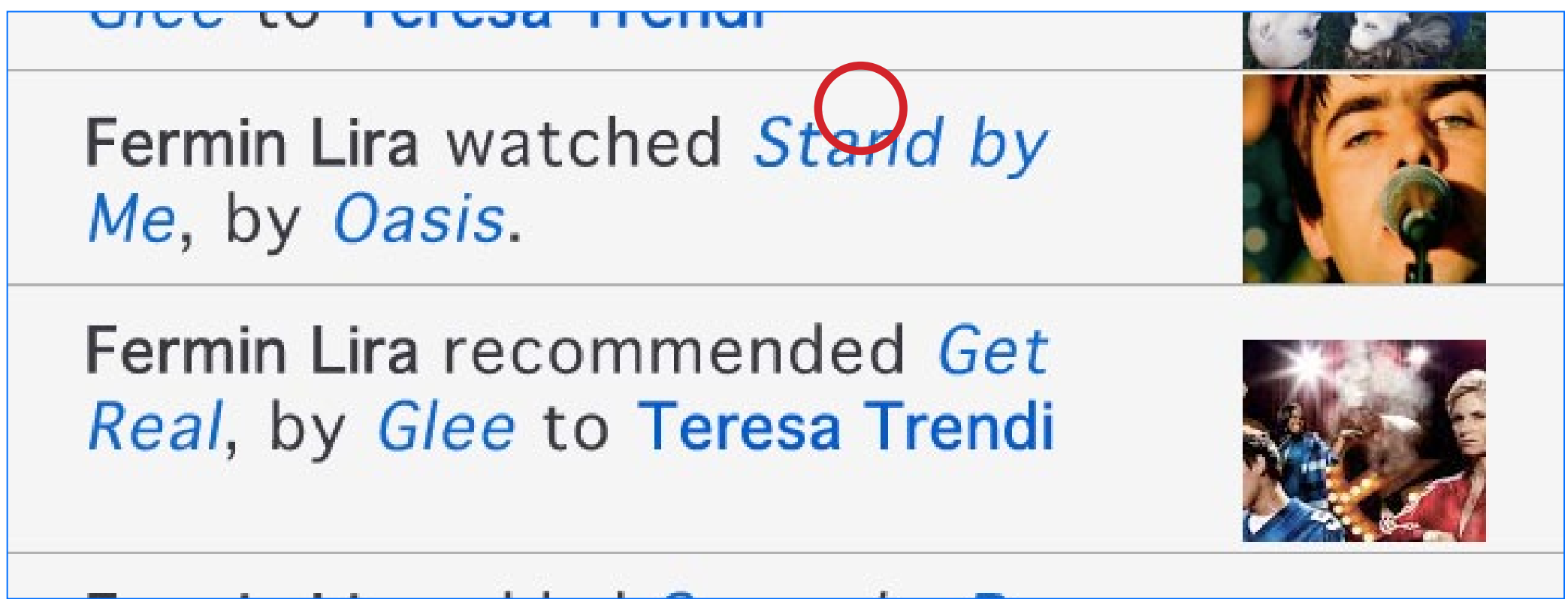
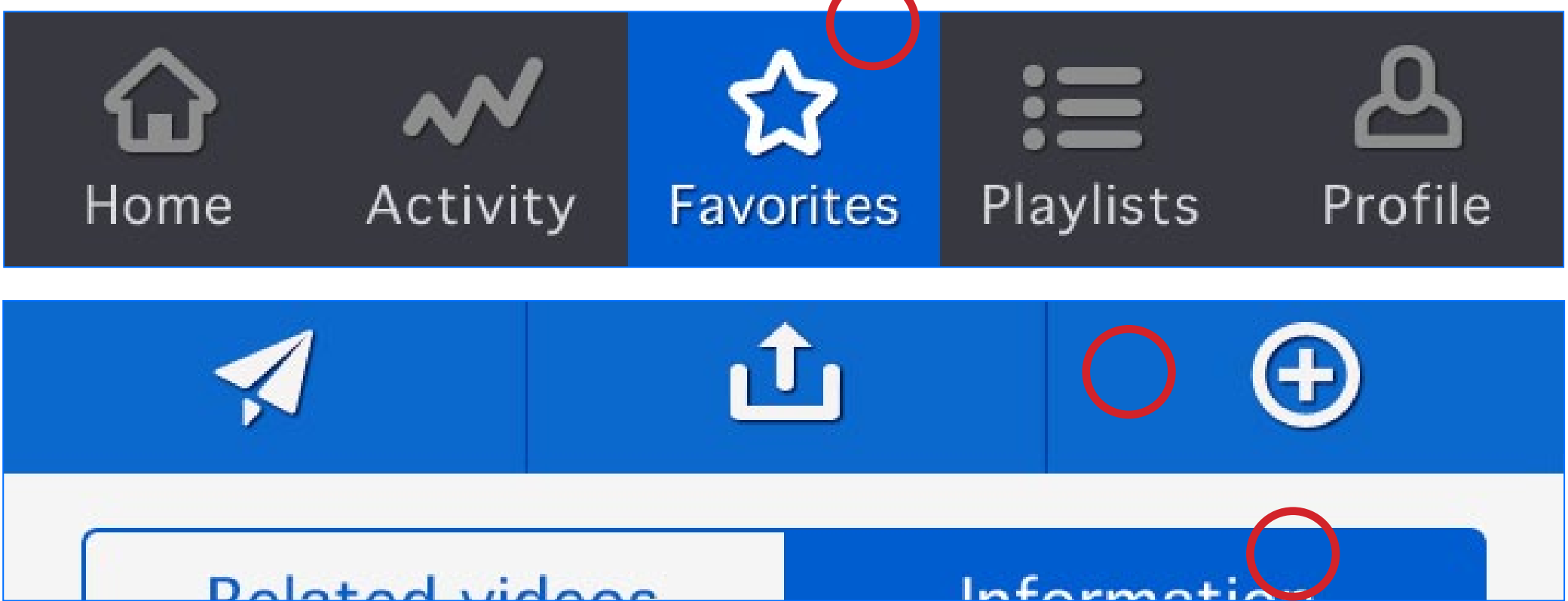
R: 250
G: 0
B: 0

fa0000



R: 0
G: 93
B: 210

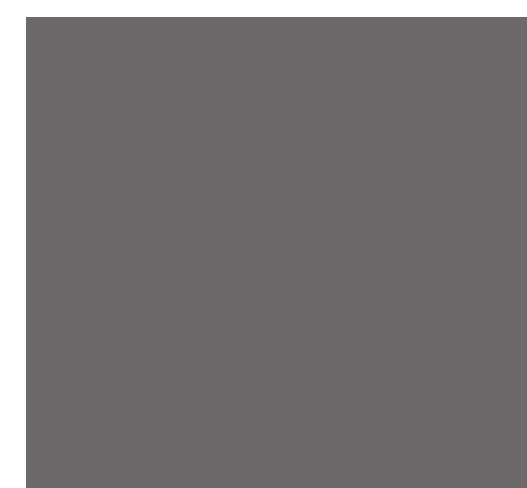
005dd2



Dimensions

/44pixels module

Ello mobile UI design makes use of a 44pixel module and its halves and quarters whenever possible.



44x44 pixels

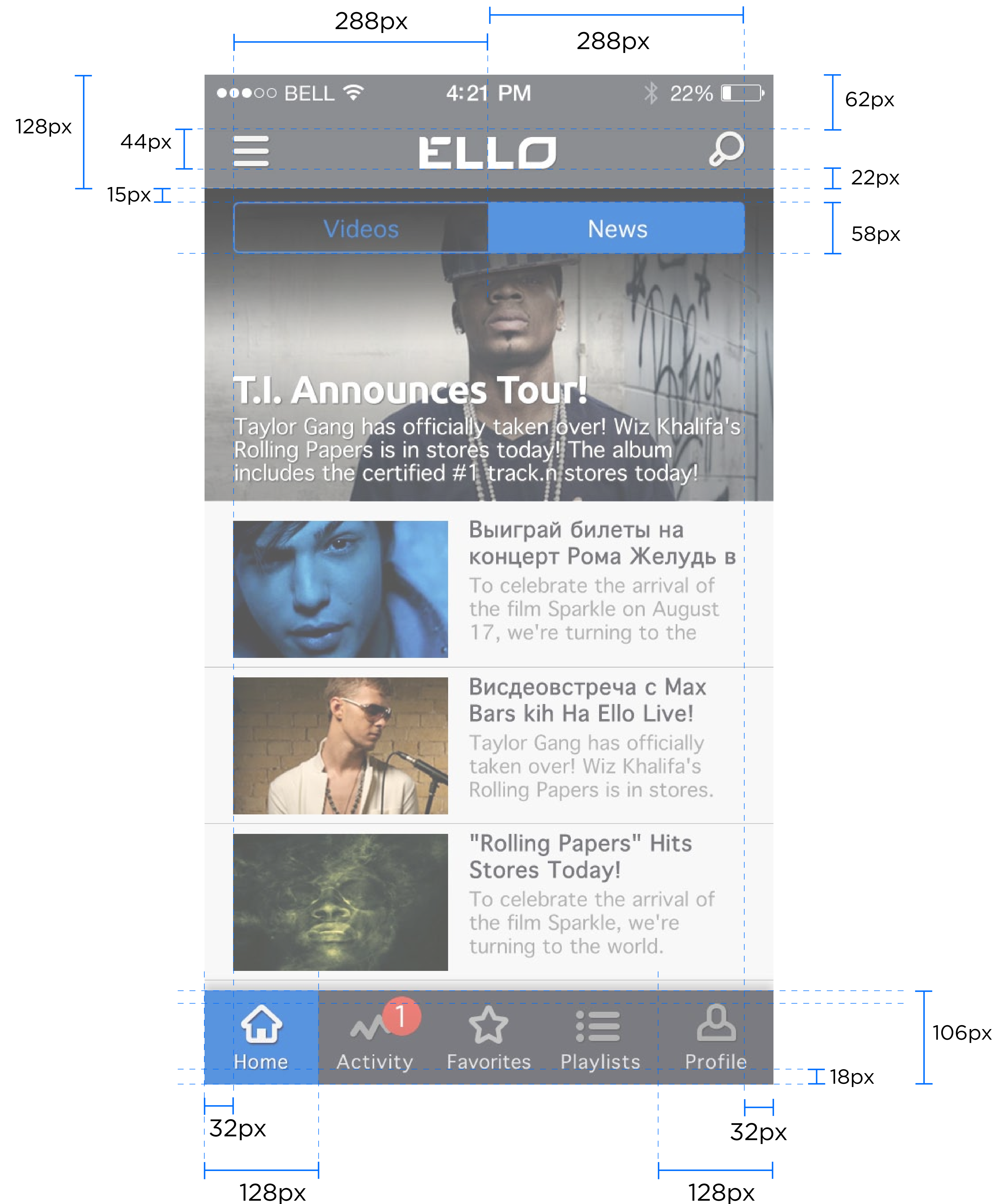


22x22 pixels

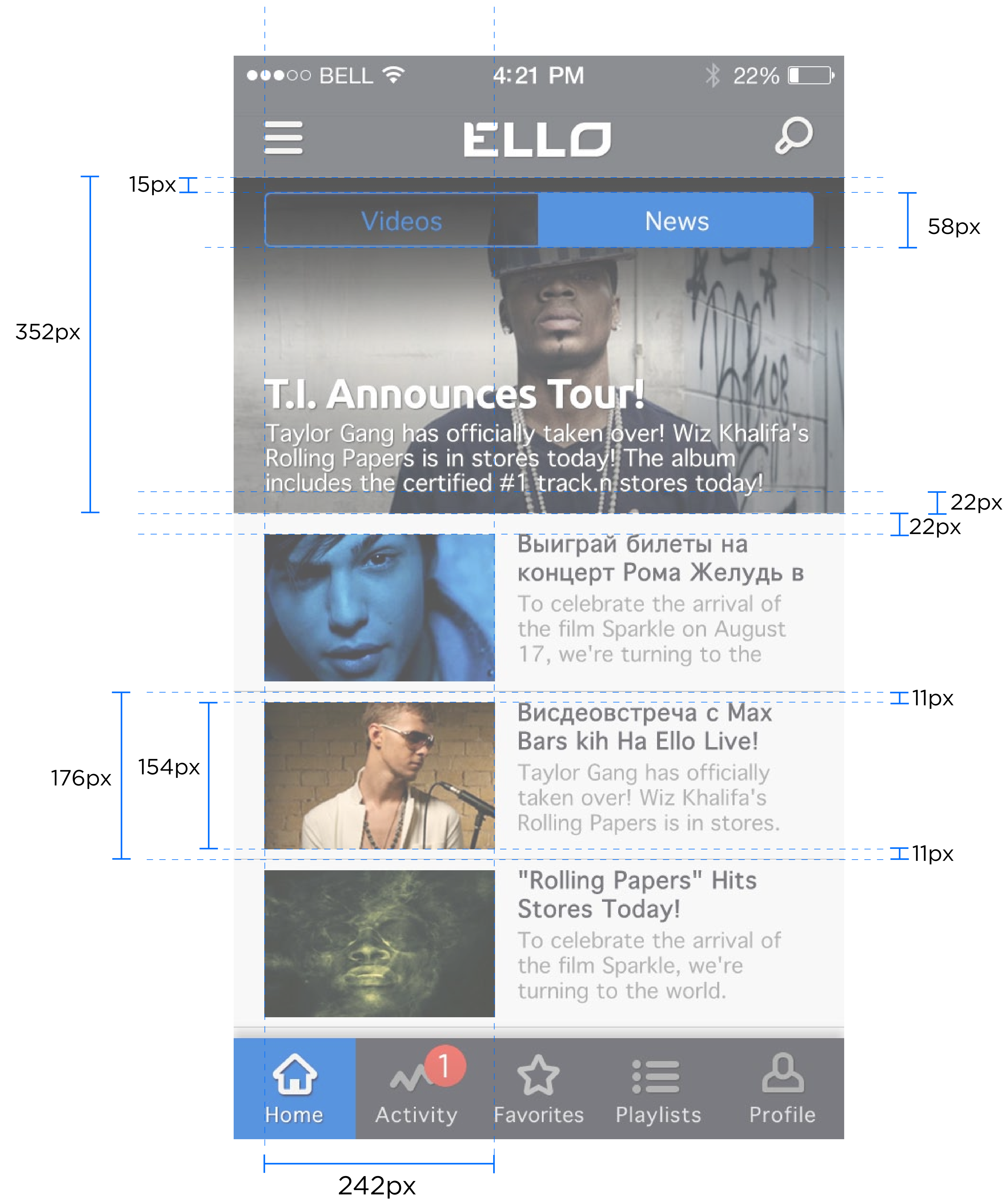


11x11 pixels

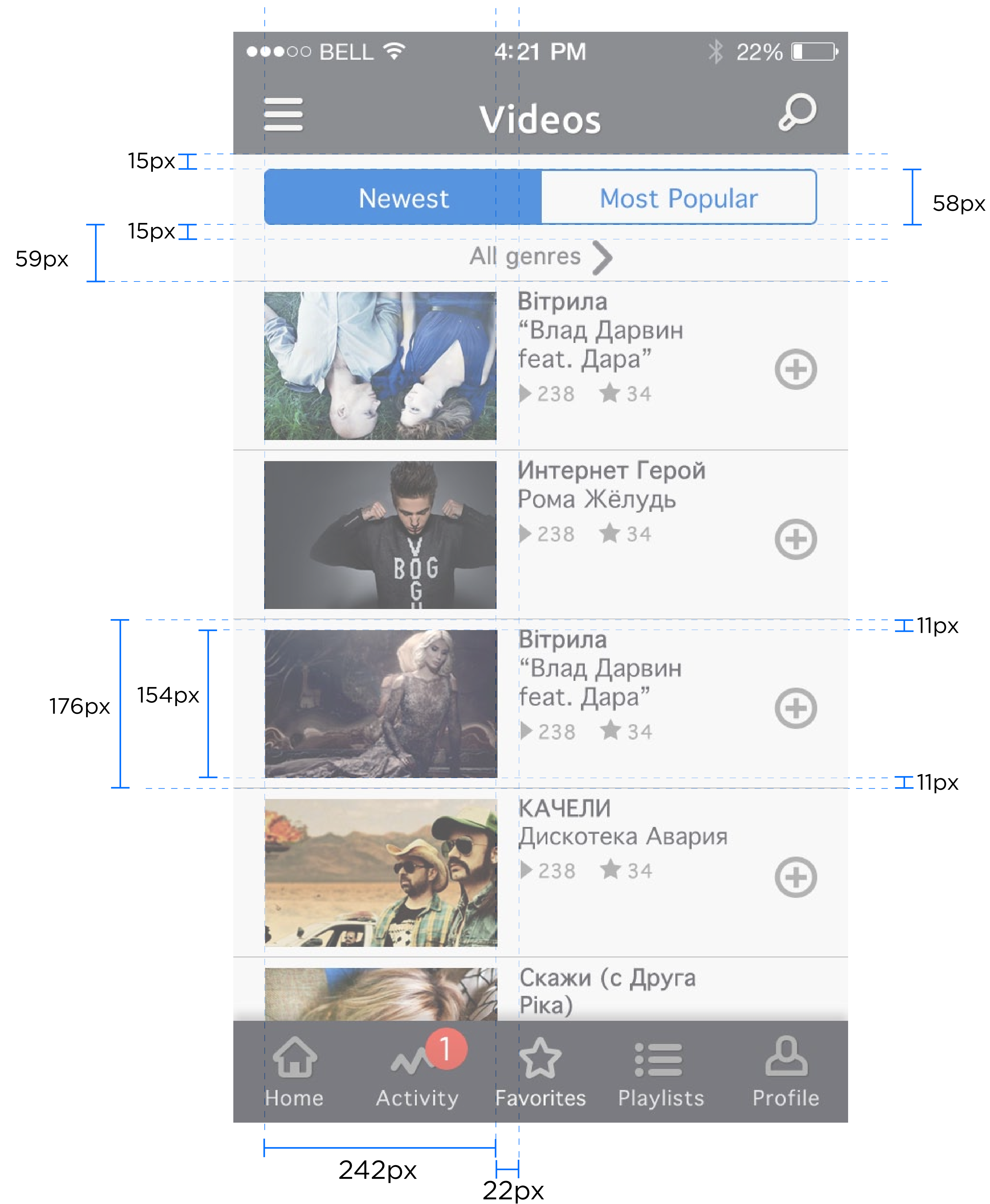
Dimensions /main margins



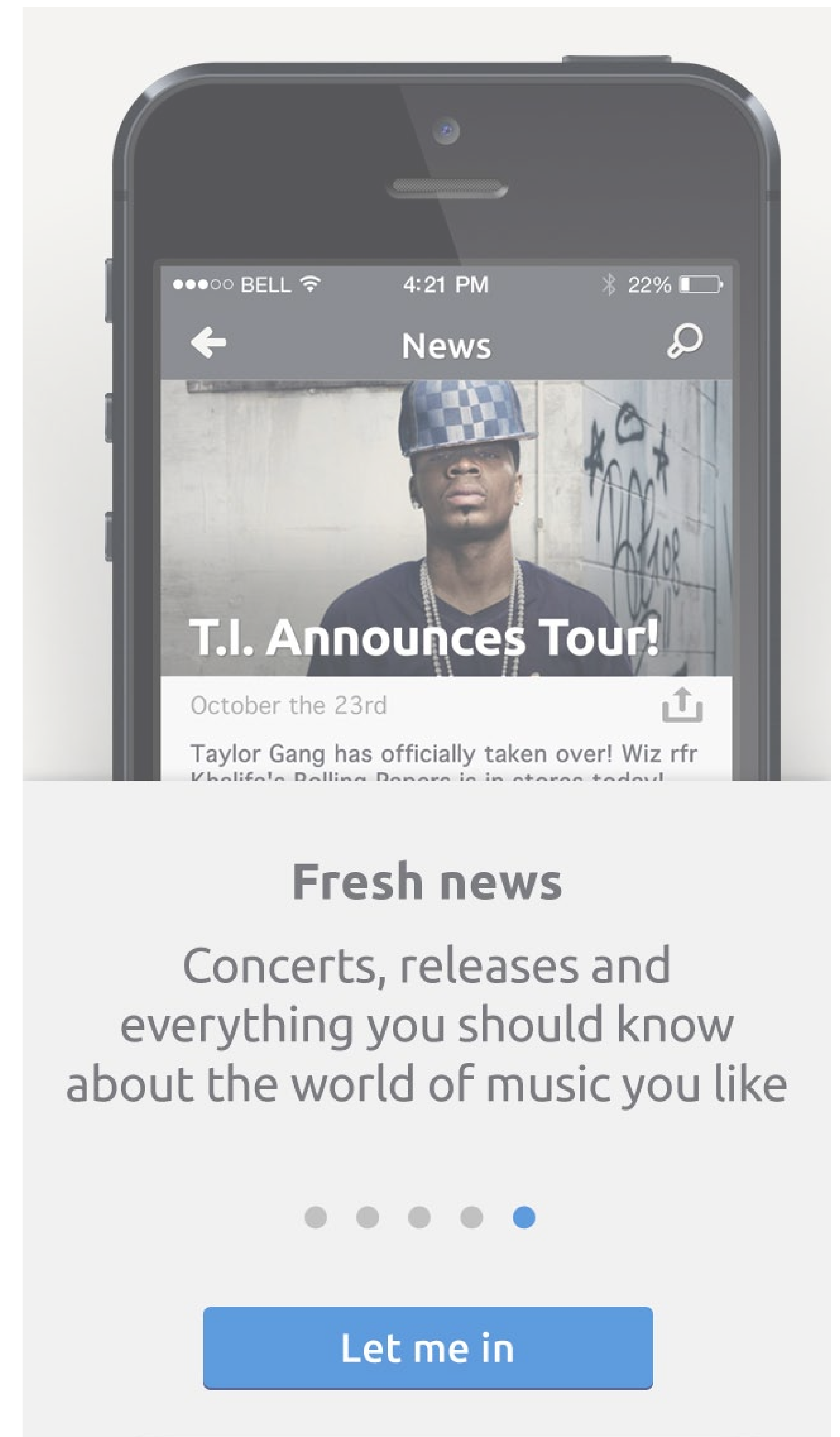
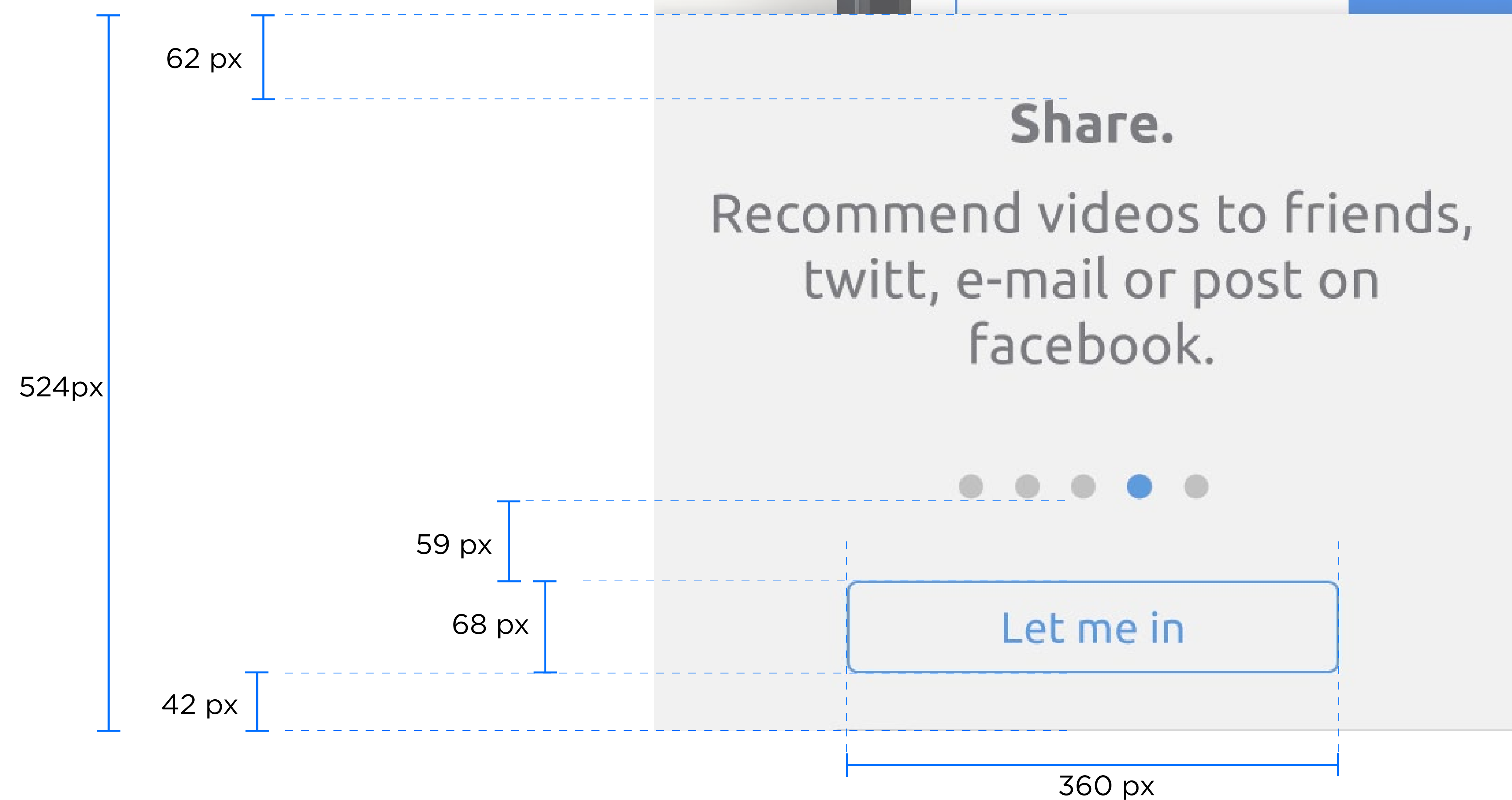
Dimensions /news lists



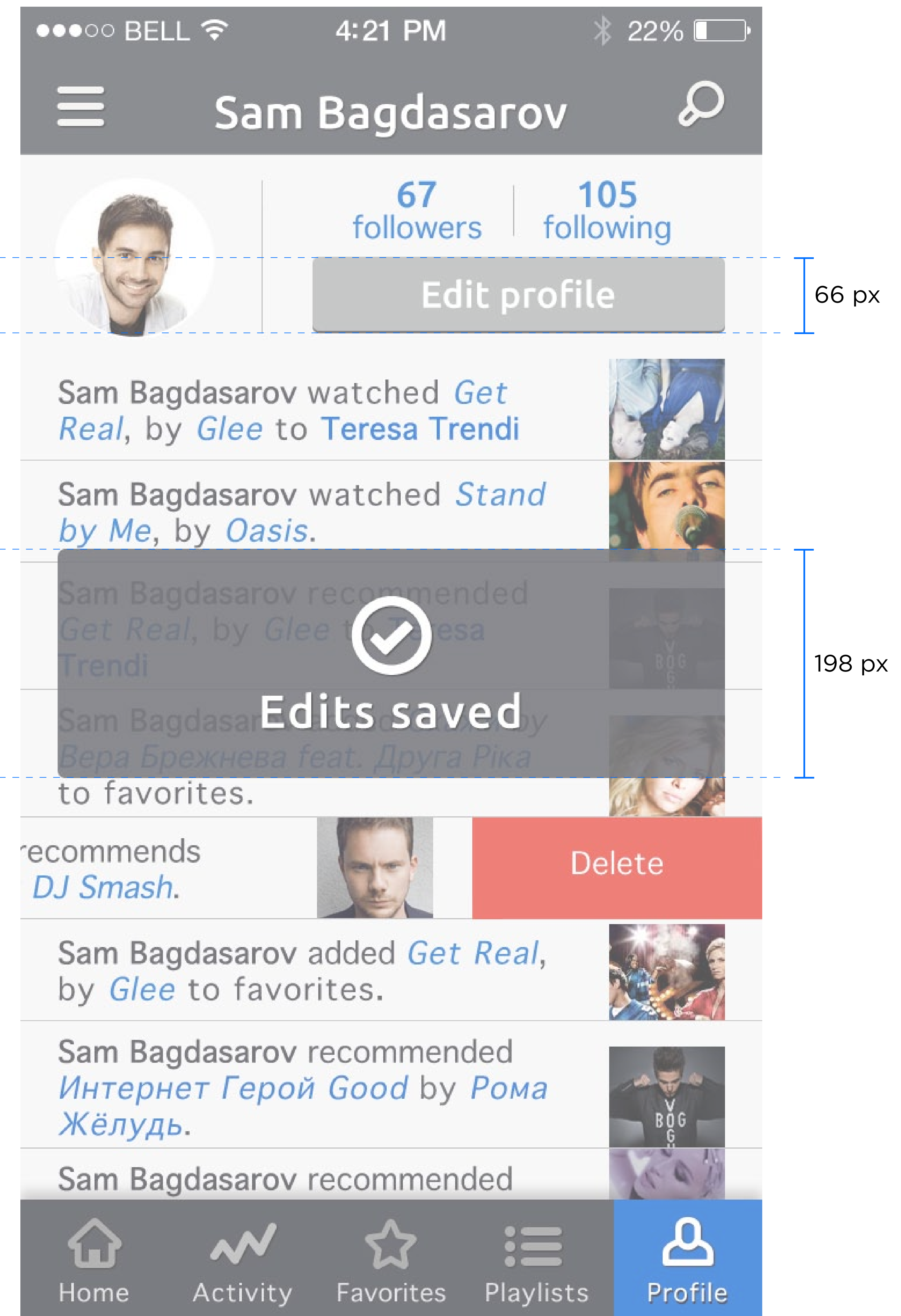
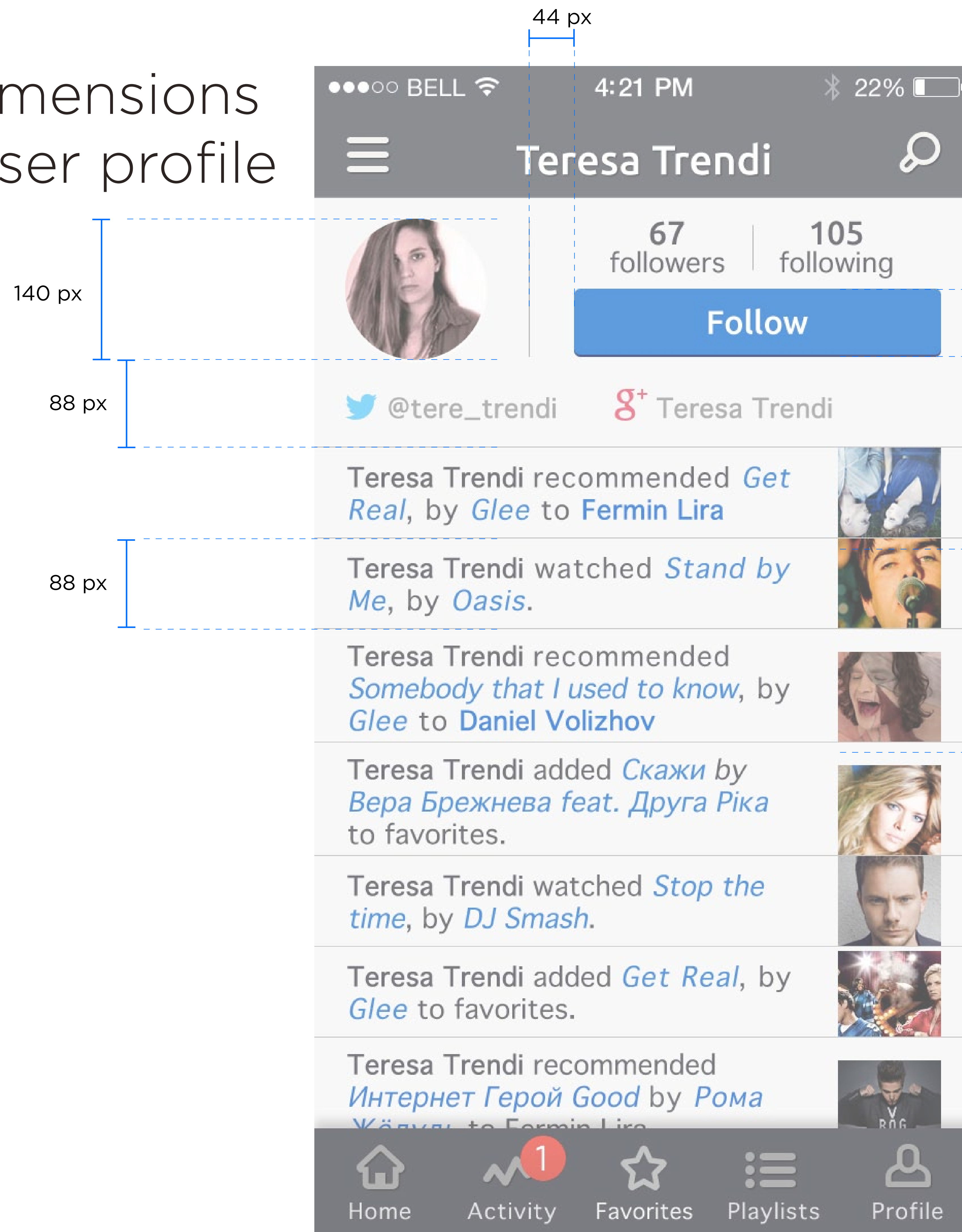
Dimensions /video lists



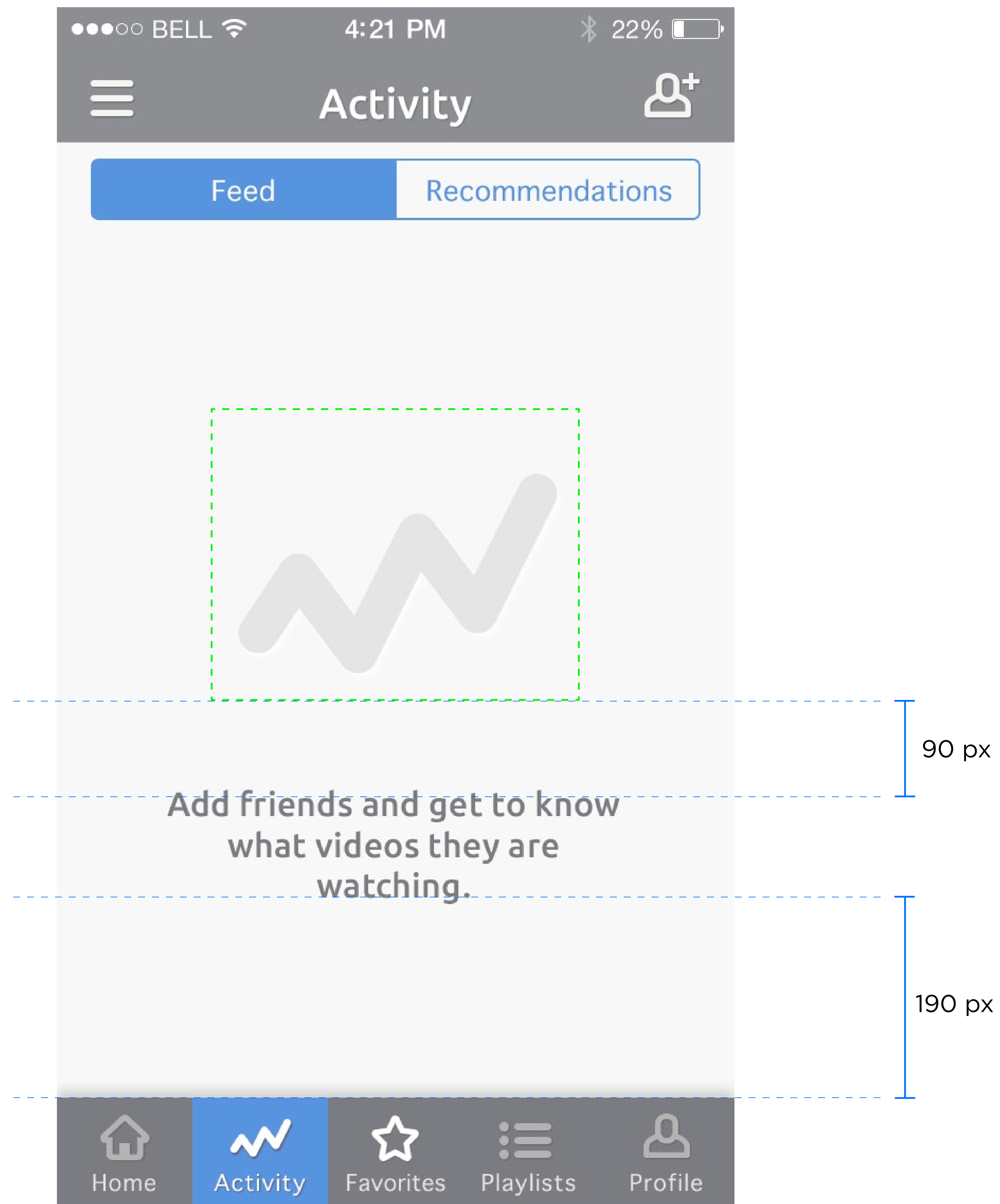
Dimensions /features



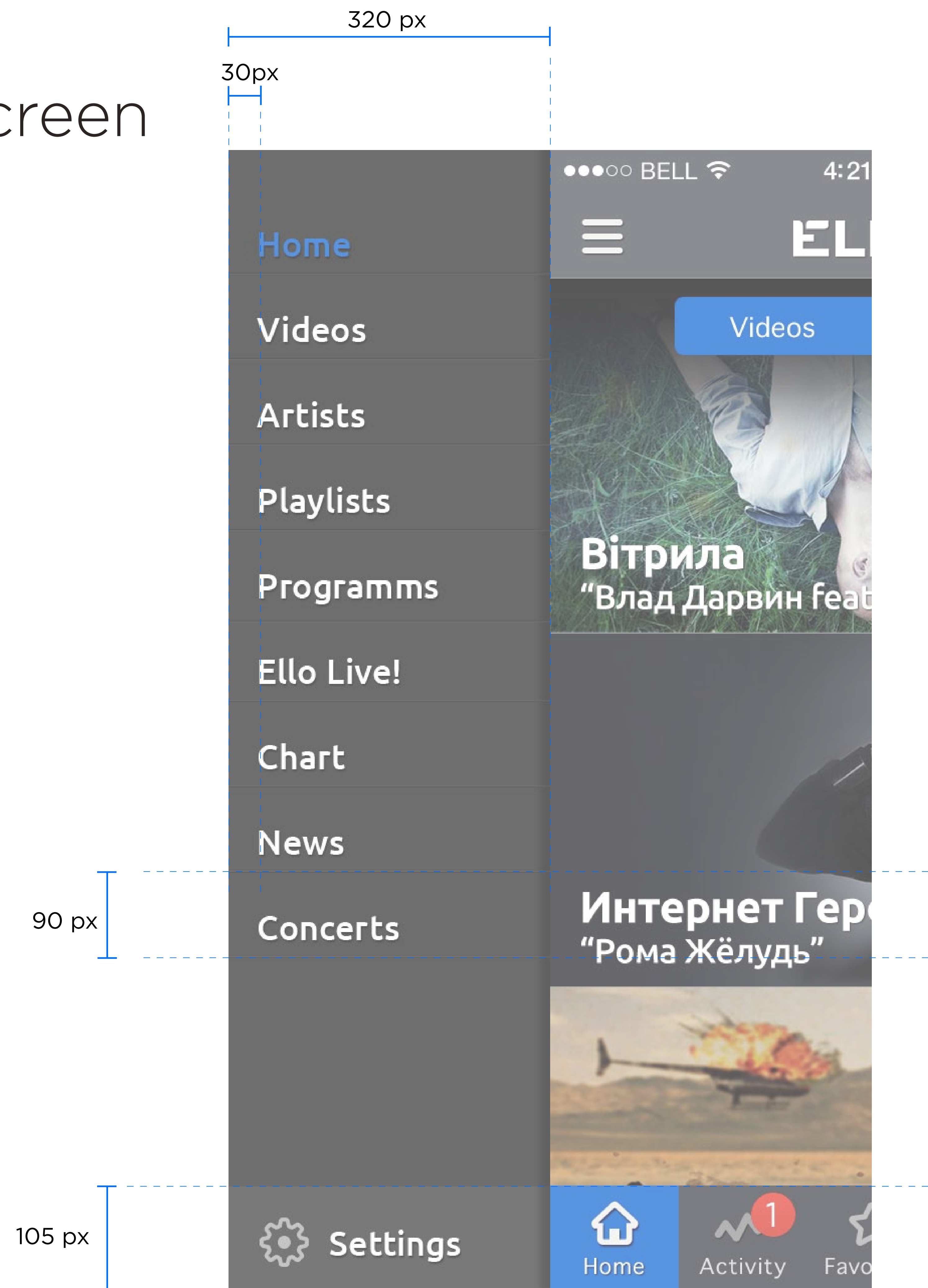
Dimensions /user profile



Dimensions /empty data screen



Dimensions /empty data screen



Dimensions /sign up

A mobile app sign-up screen with a light gray background. The screen features a status bar at the top with the carrier 'BELL', signal strength, time '4:21 PM', and battery level '100%'. Below the status bar is the 'ELLO' logo. The form consists of several input fields: 'E-mail', 'Name', 'Surname', 'Password', 'Repeat Password', and 'Birth Date'. The 'Birth Date' field is pre-filled with '1/1/1990'. At the bottom are two buttons: a blue 'Sign Up' button and a gray 'Back' button. Dimensions are indicated by blue lines and text: the total width is 464 px; the status bar is 30px high; the 'E-mail' field is 88px wide and 40px high; the 'Name' field is 64px high; the 'Surname' field is 44px high; the 'Password' field is 44px high; the 'Repeat Password' field is 44px high; the 'Birth Date' field is 44px high; the 'Sign Up' button is 88px high; and the 'Back' button is 72px high.

464 px

30px

88px

40 px

64 px

44 px

ELLO

E-mail

Name

Surname

Password

Repeat Password

Birth Date

1/1/1990

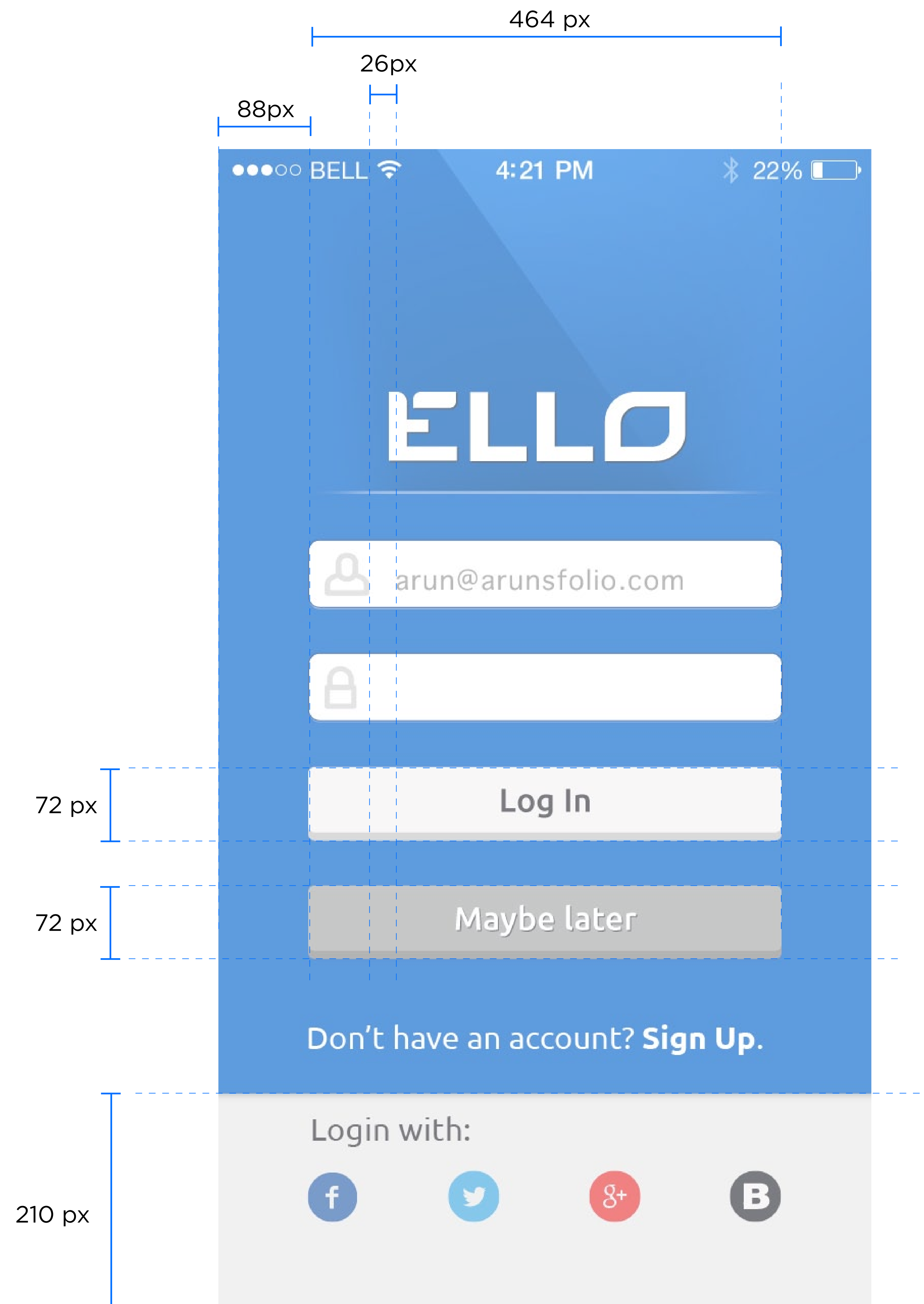
88 px

72 px

Sign Up

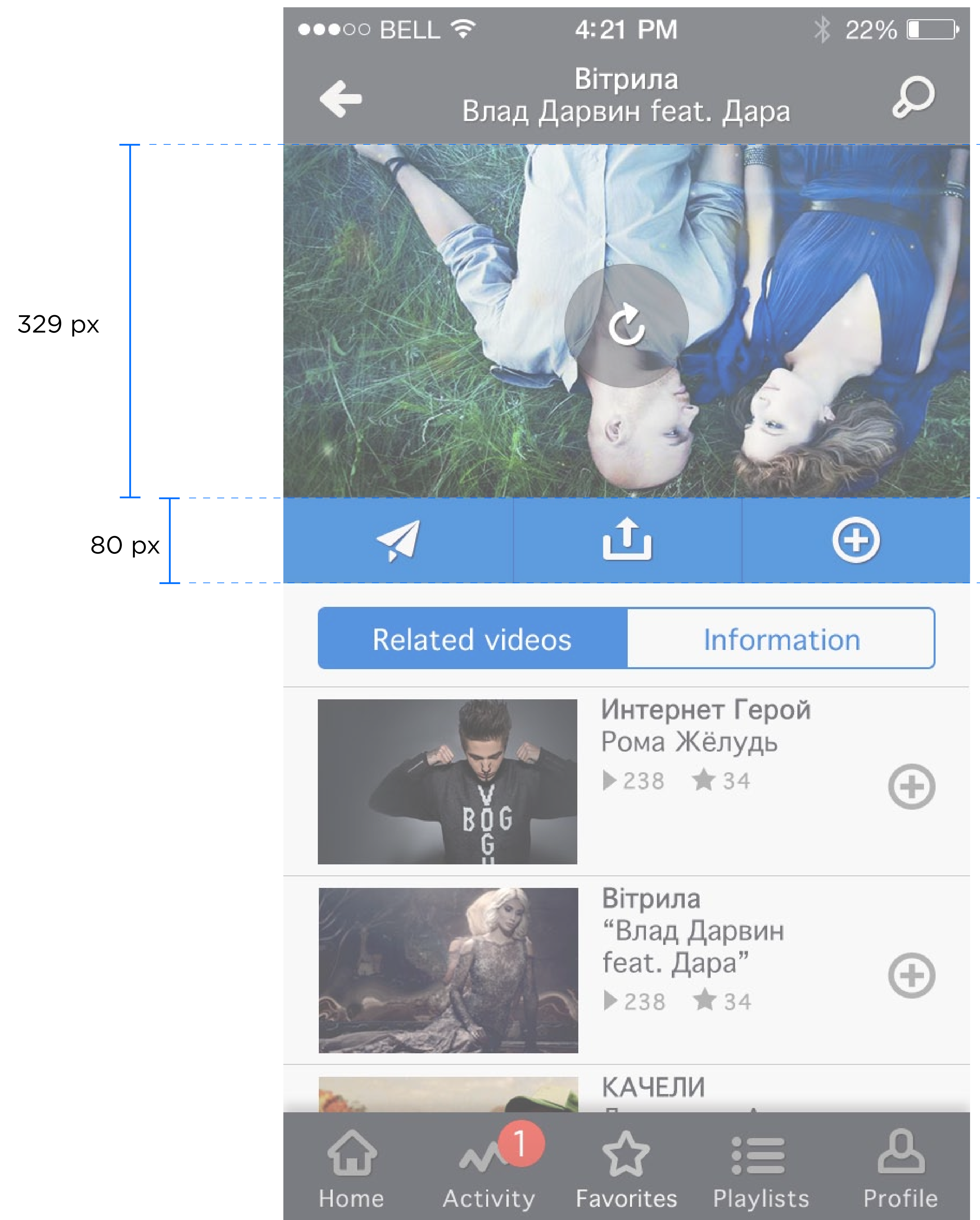
Back

Dimensions /sign up



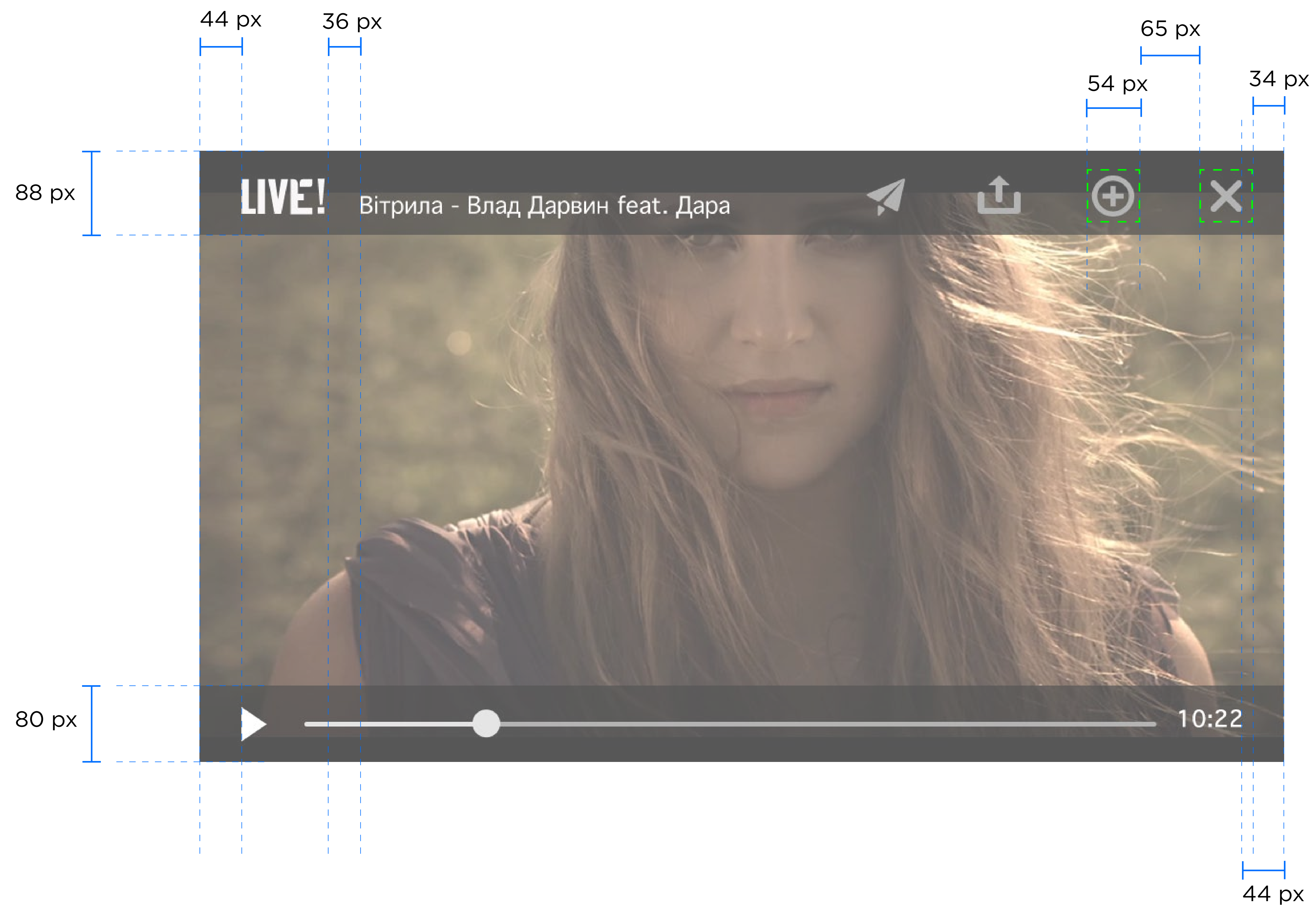
Dimensions

/video info screen



Dimensions

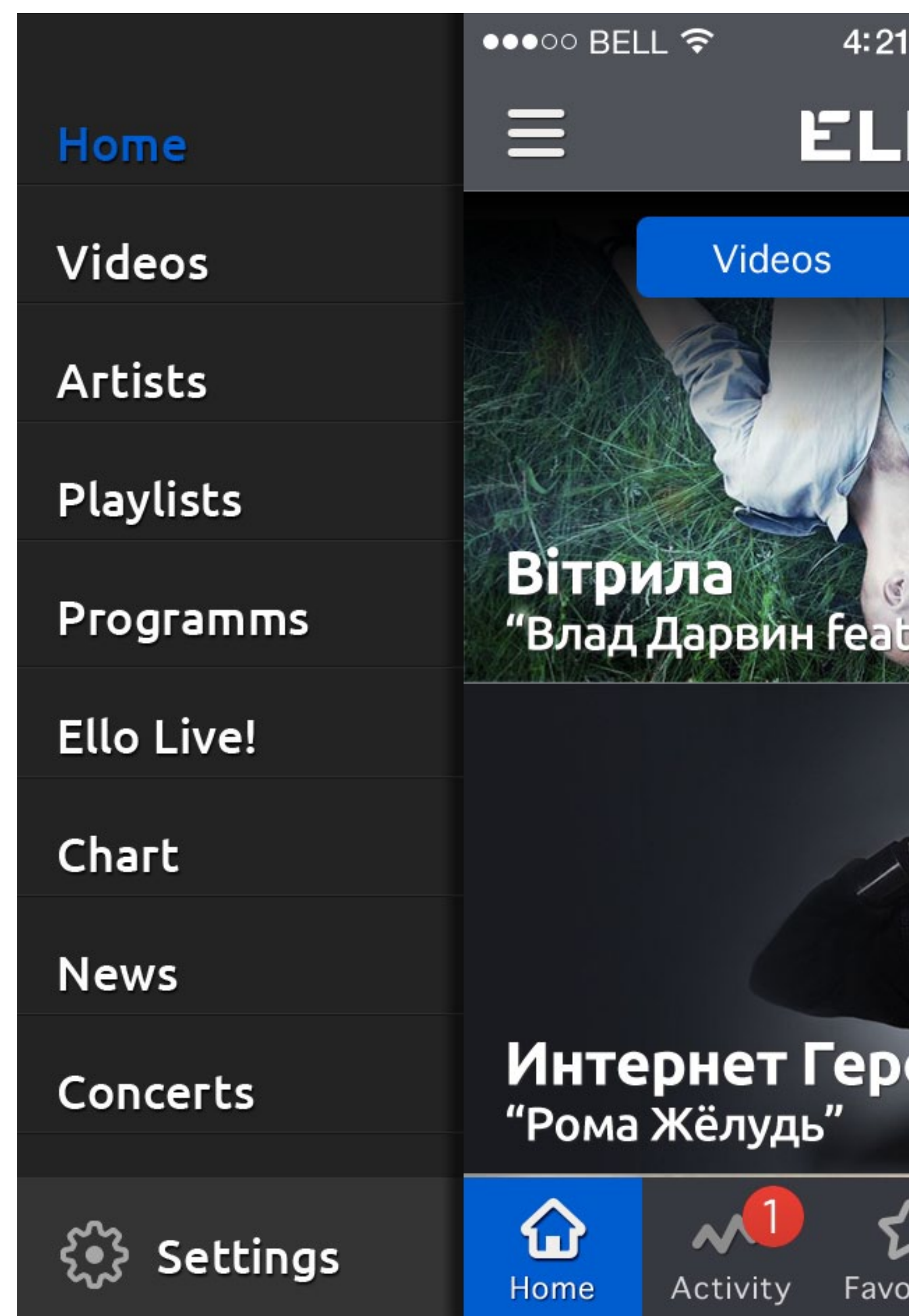
/Ello LIVE! video screen



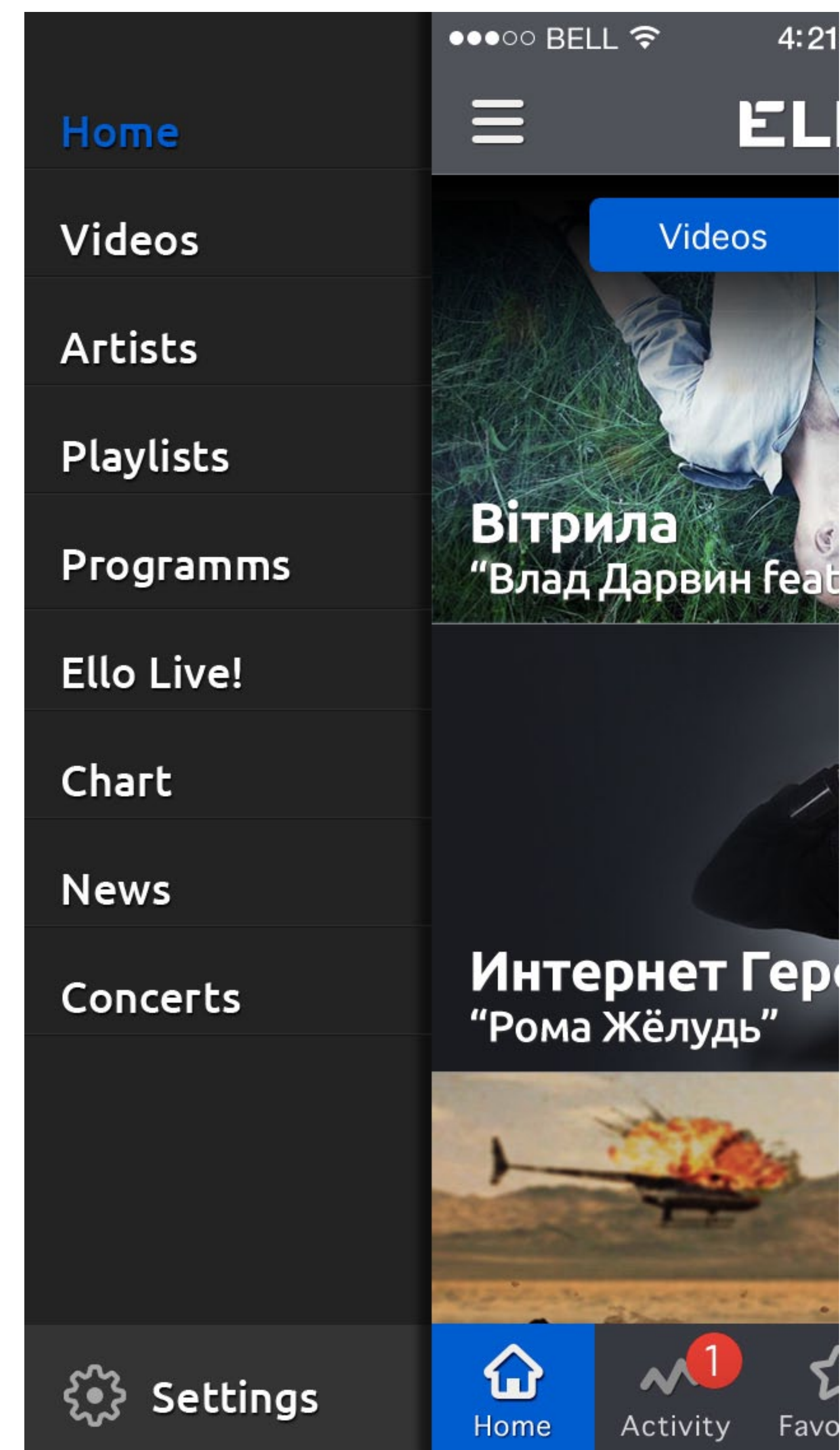
Layout Constrains

Areas that should be flexible
and areas that should stay fixed

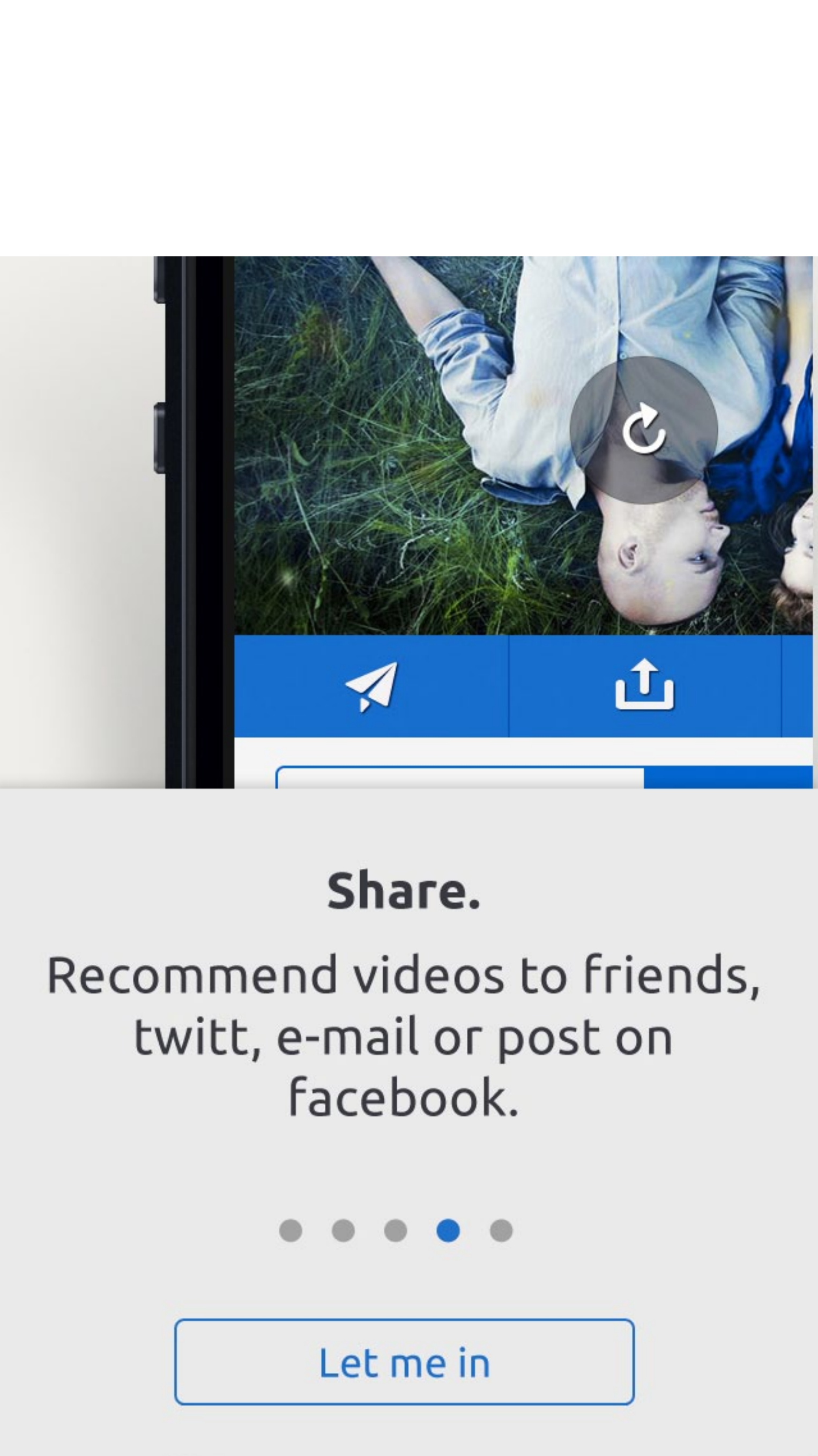
iPhone 4, 4S



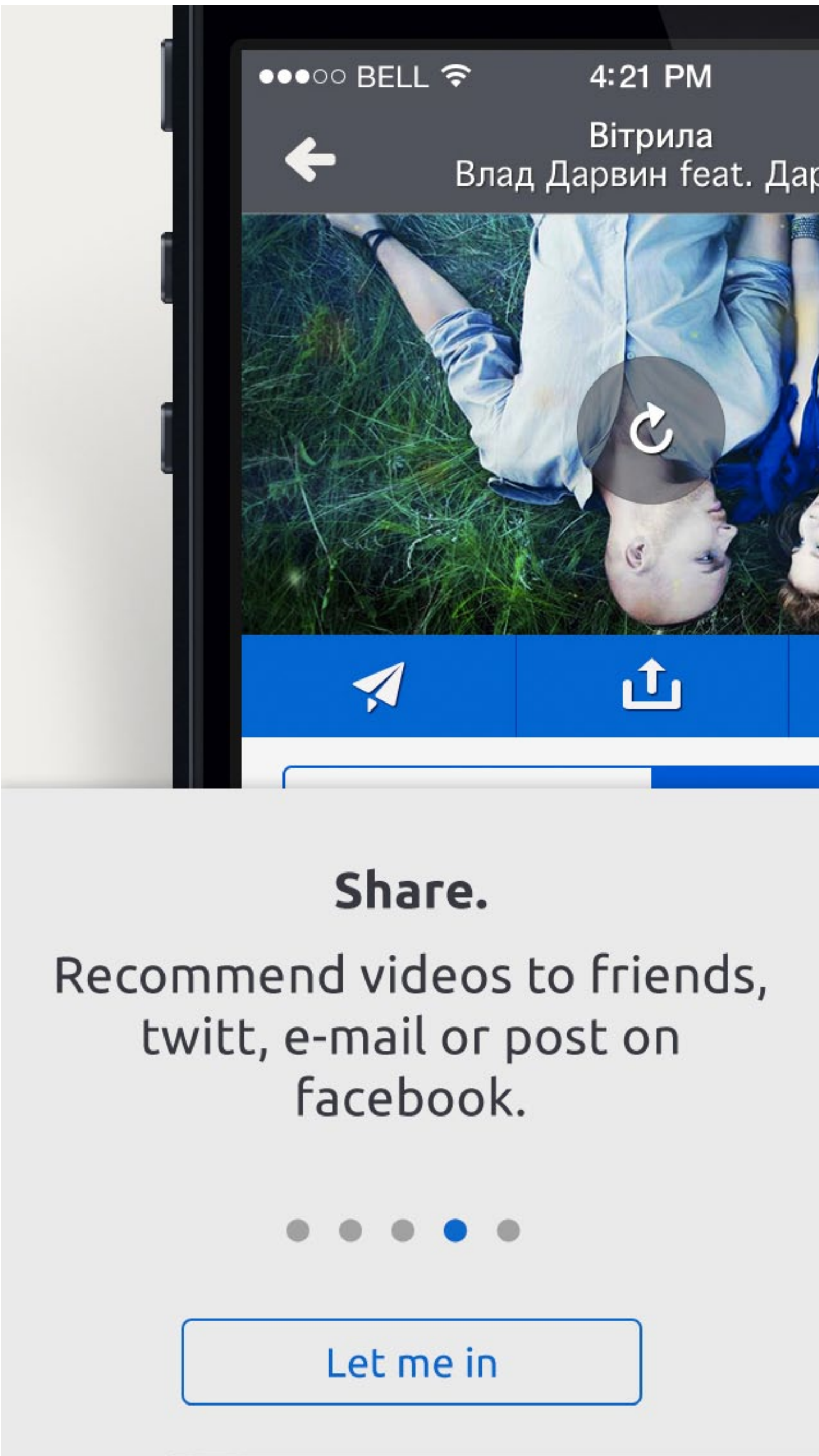
iPhone 5



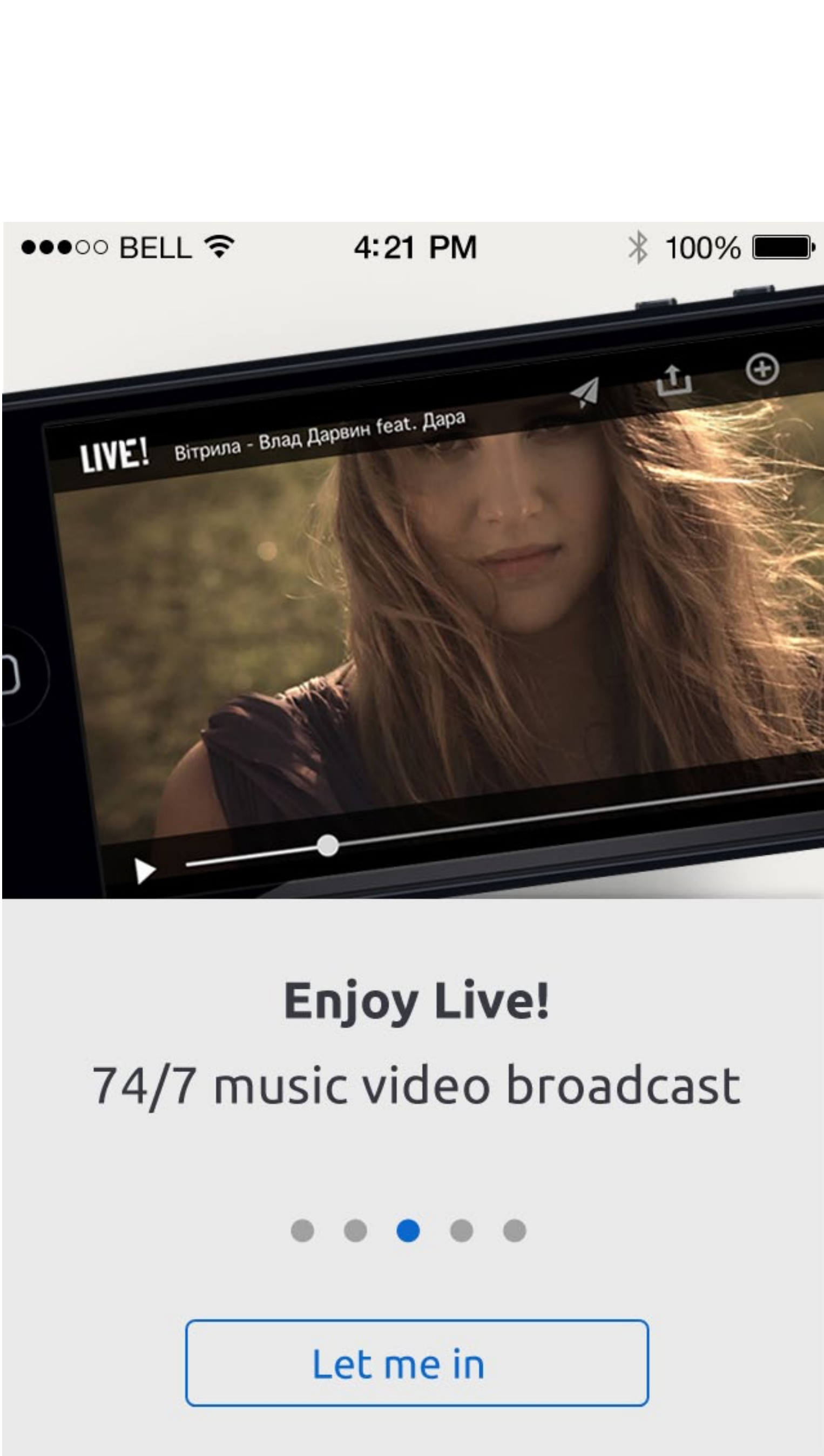
Layout Constrains



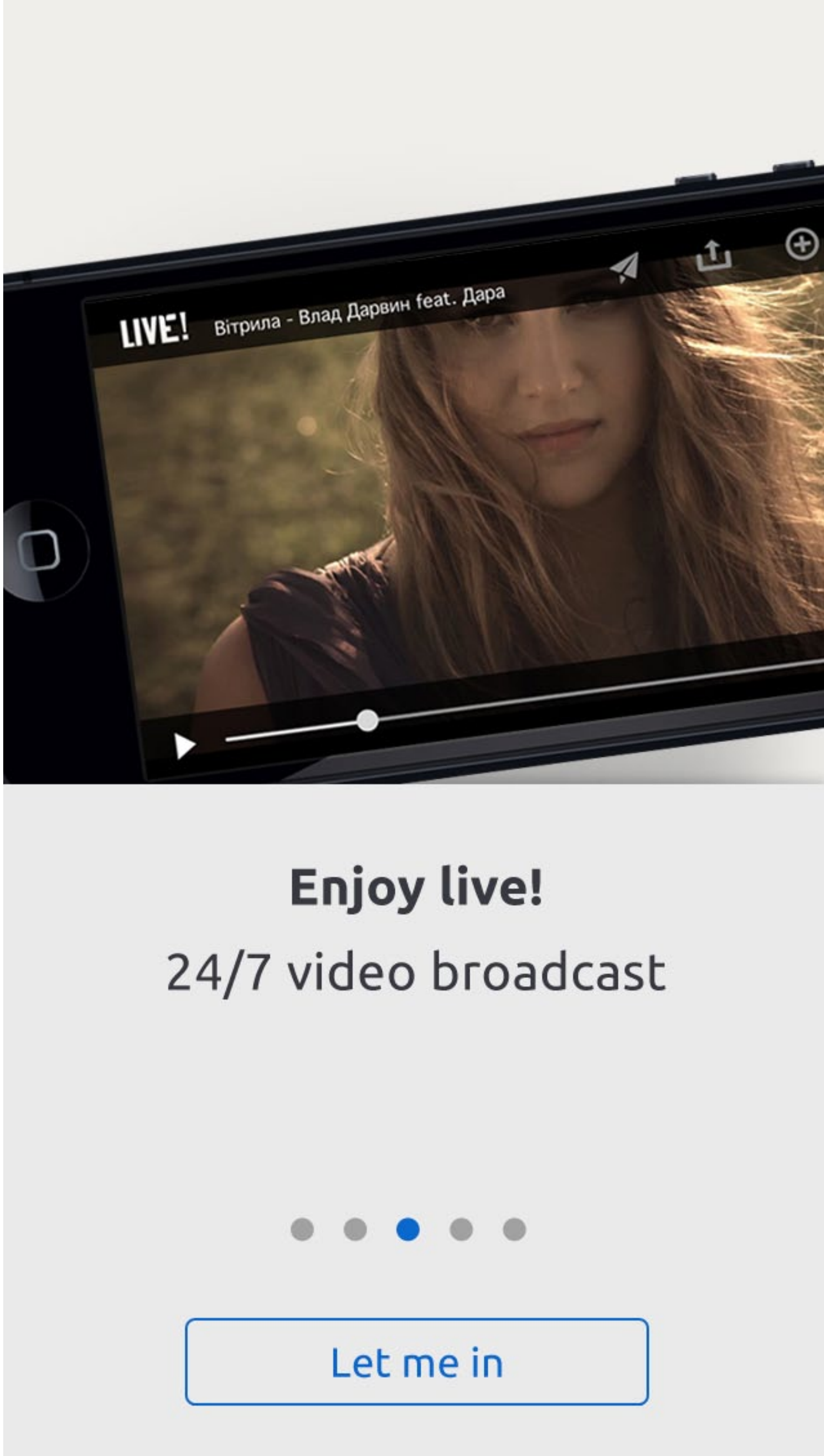
iPhone 4, 4S



iPhone 5



iPhone 4, 4S



iPhone 5

Layout Constrains

●●●○○ BELL 4:21 PM 100%

E-mail

Name

Surname

Password

Repeat Password

Birth Date

1/1/1990

Sign Up

Back

iPhone 4, 4S

●●●○○ BELL 4:21 PM 100%

ELLO

E-mail

Name

Surname

Password

Repeat Password

Birth Date

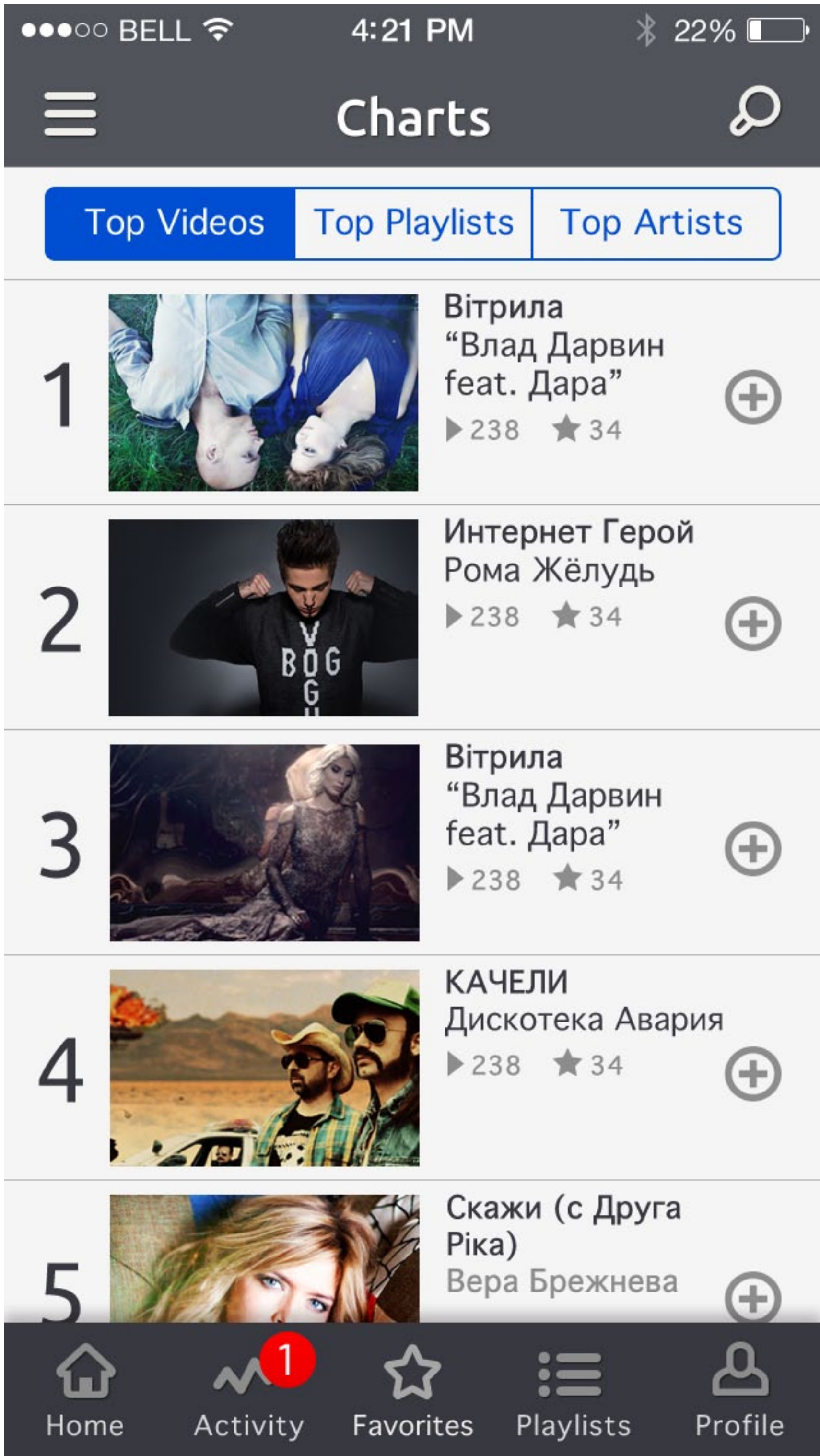
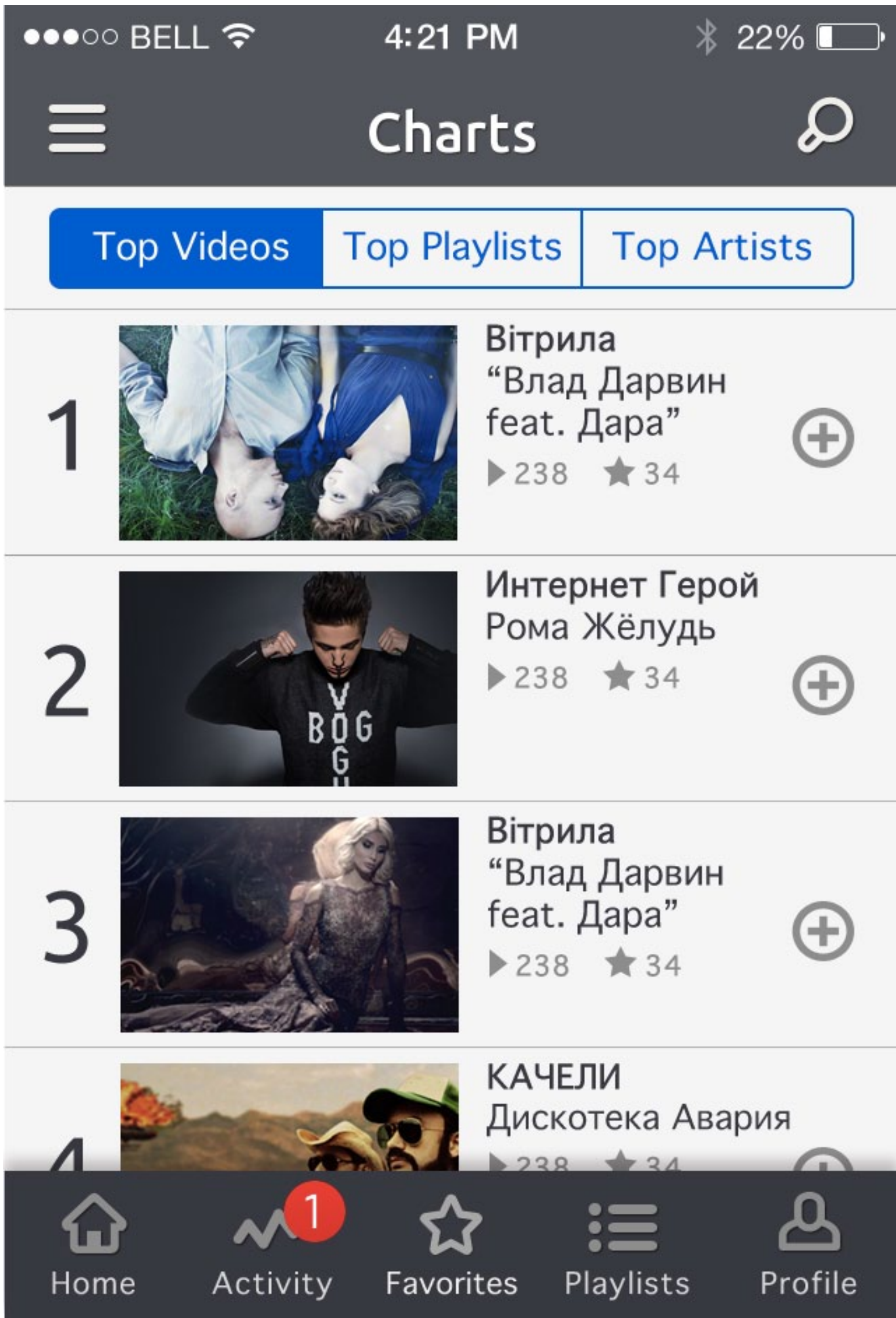
1/1/1990

Sign Up

Back

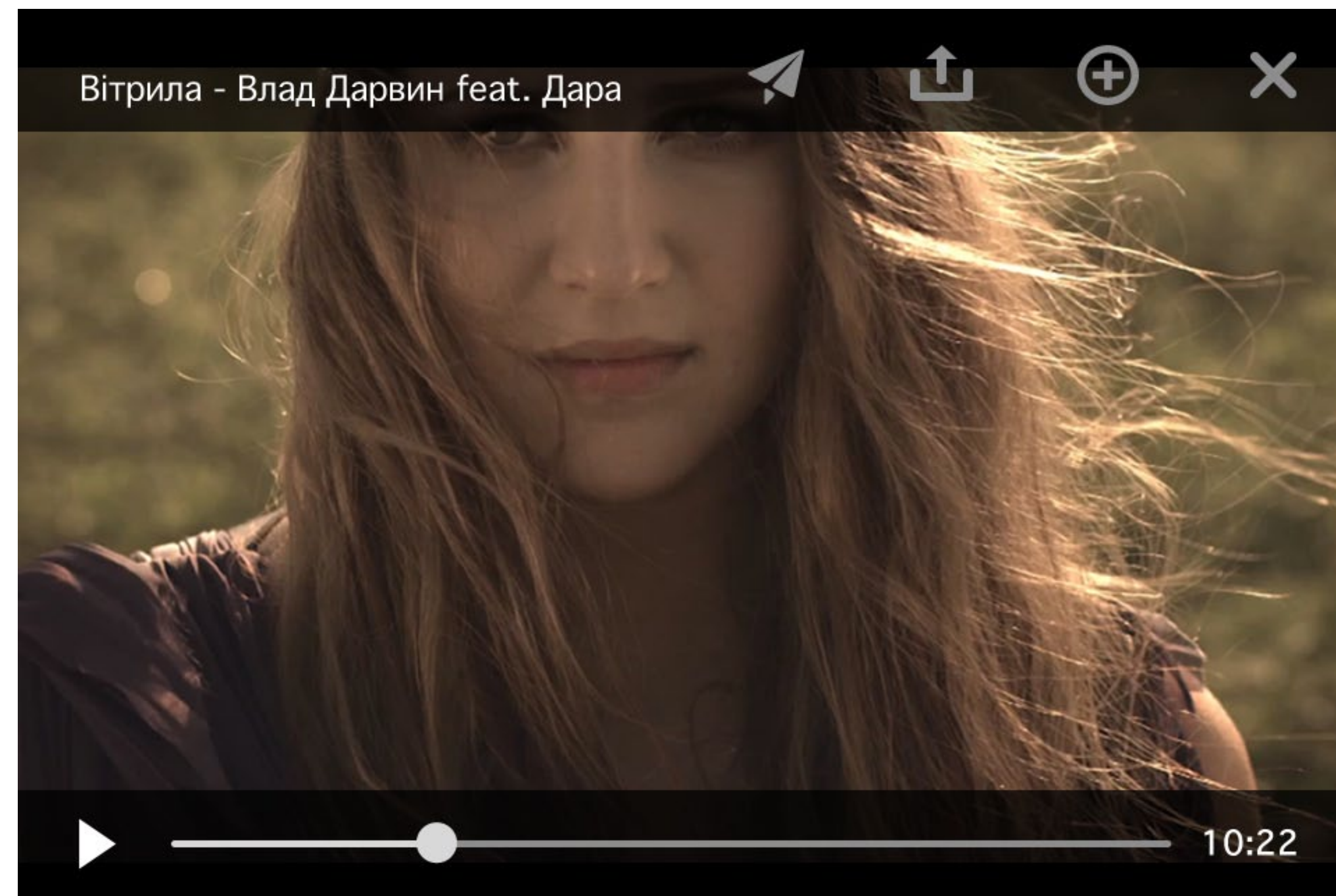
iPhone 5

Layout Constrains

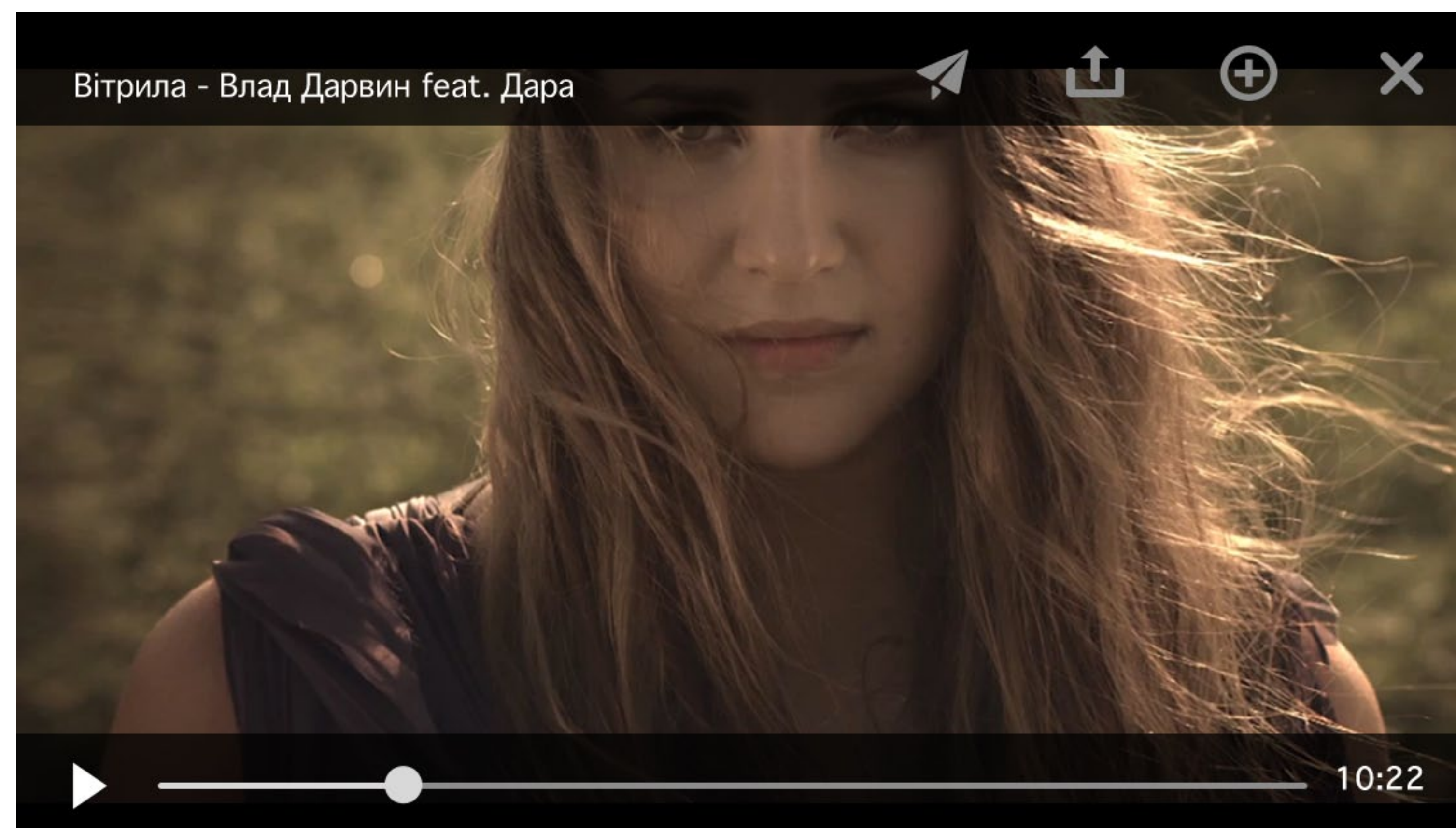


Layout Constrains

iPhone 4, 4S

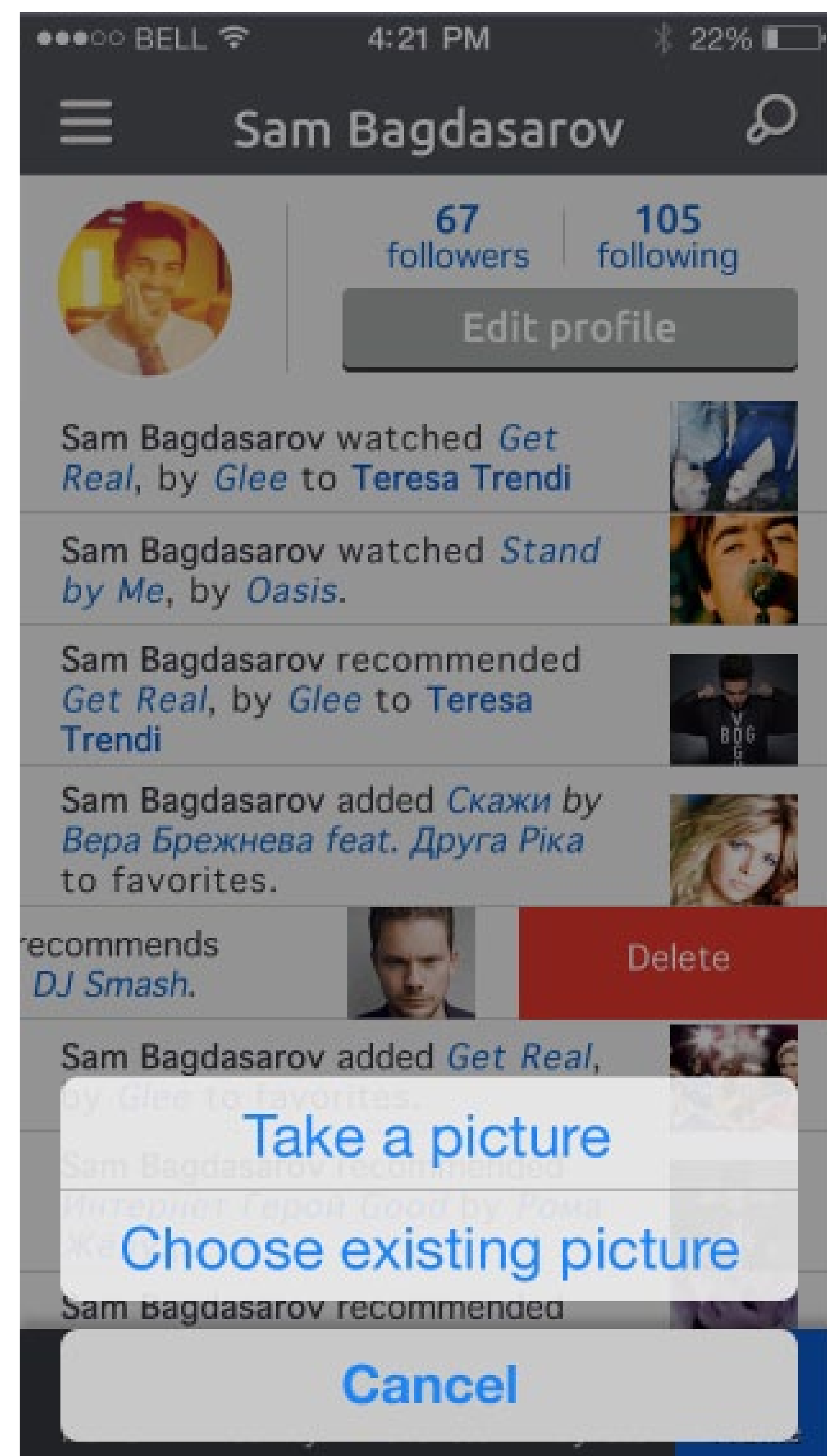


iPhone 5

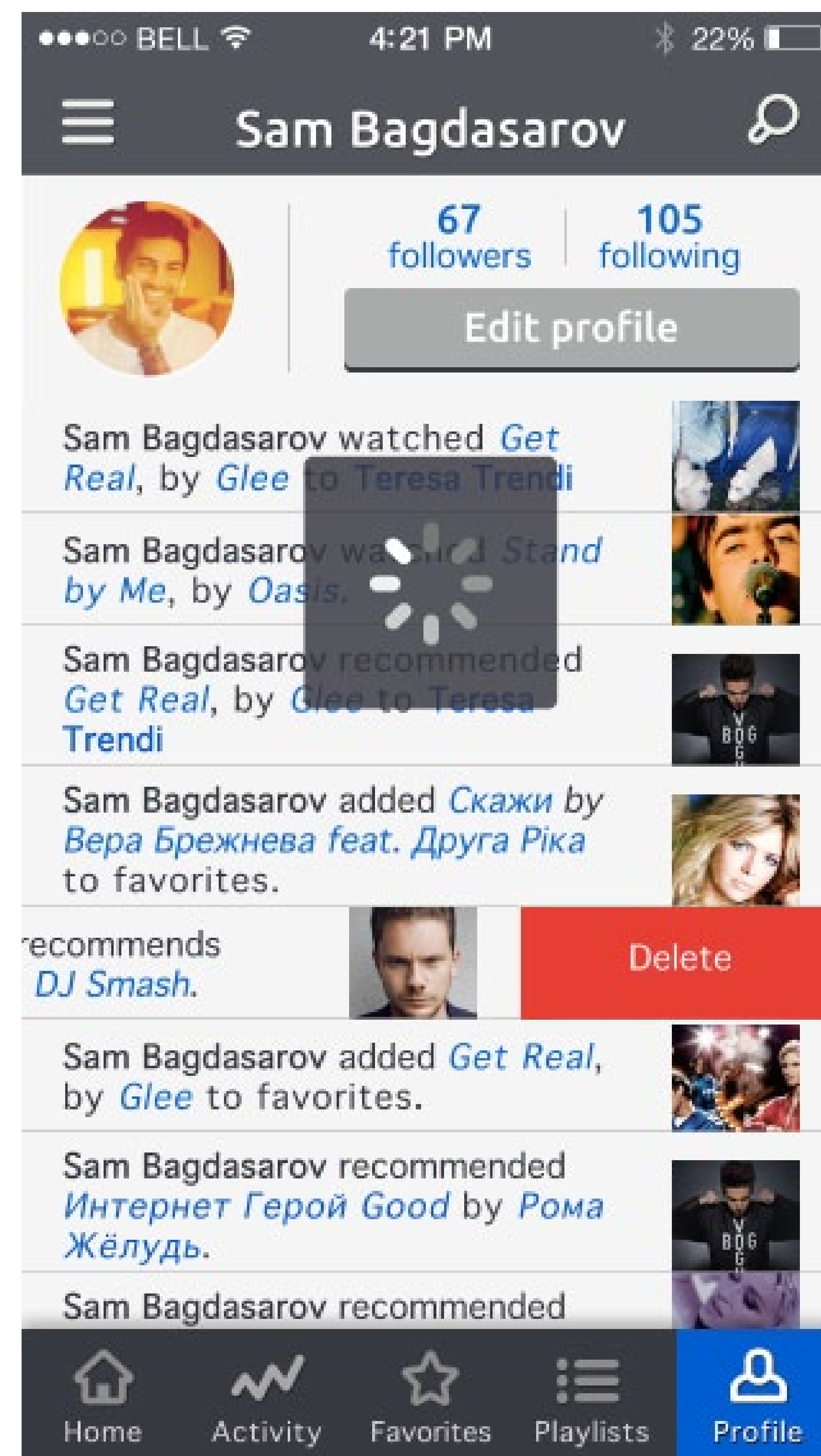


Modifying the profile picture

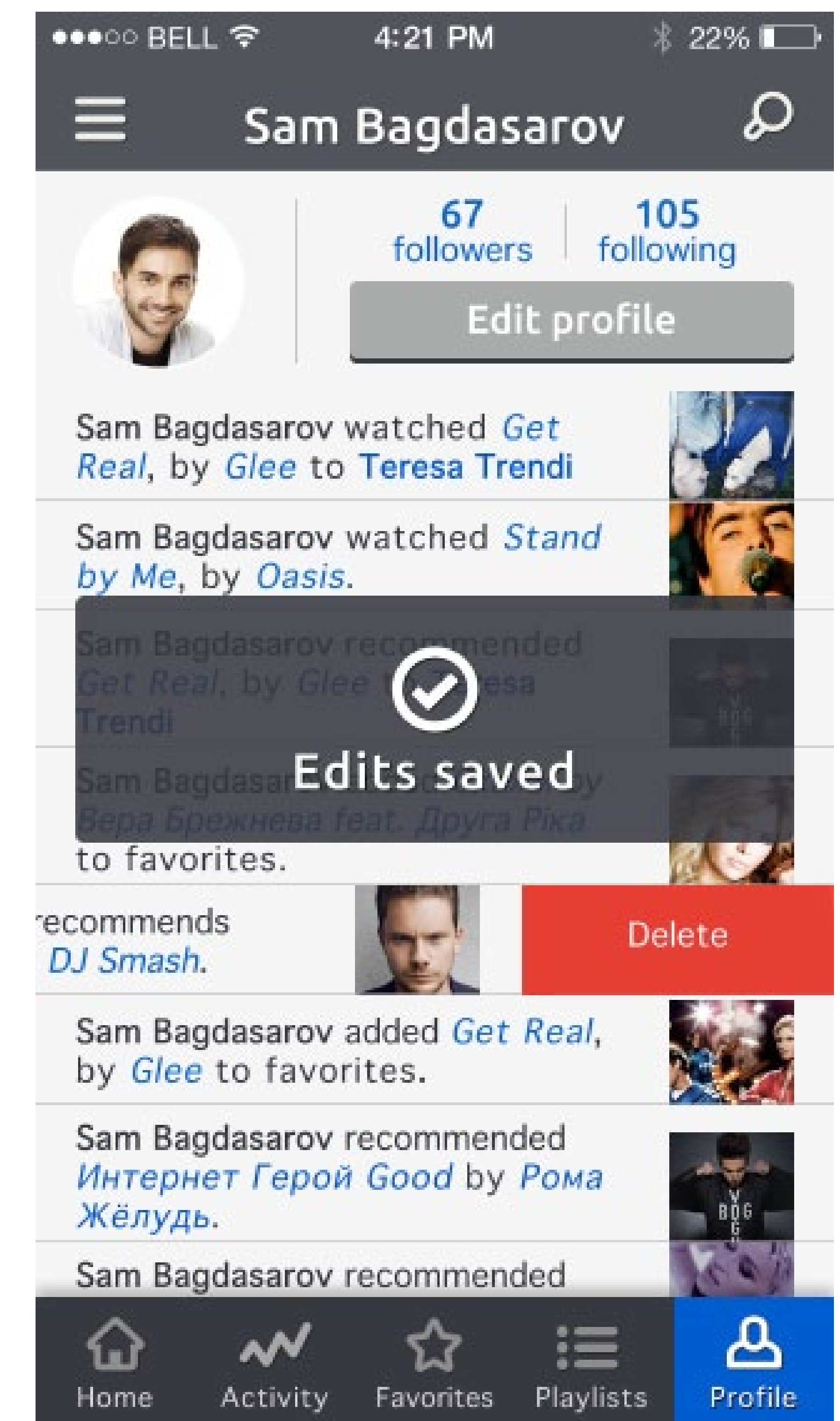
After tapping the profile picture, the screen increases its opacity and this modal appears, offering the user two options for changing the picture.



After choosing a new picture, a loading spinning icon appears while information is being updated.

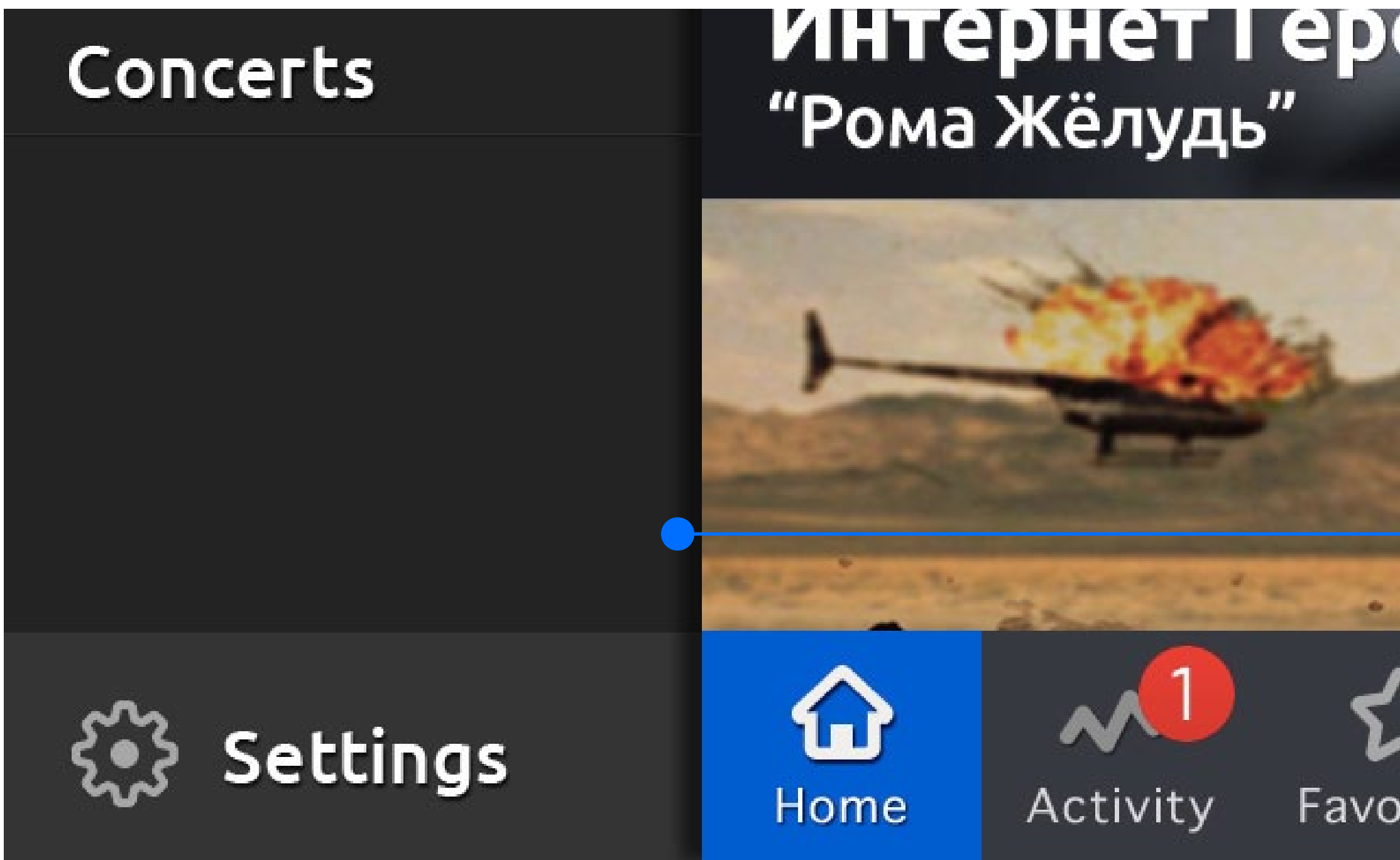
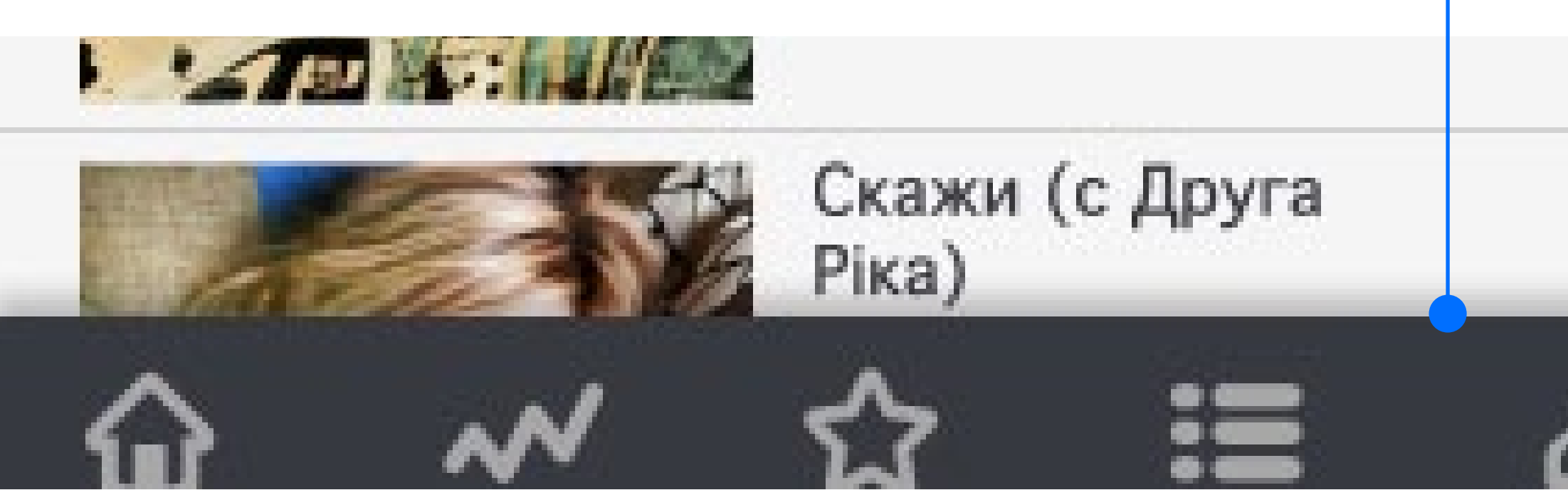


When the picture is updated, a confirmation message indicating that the edit is done appears.



Shadows

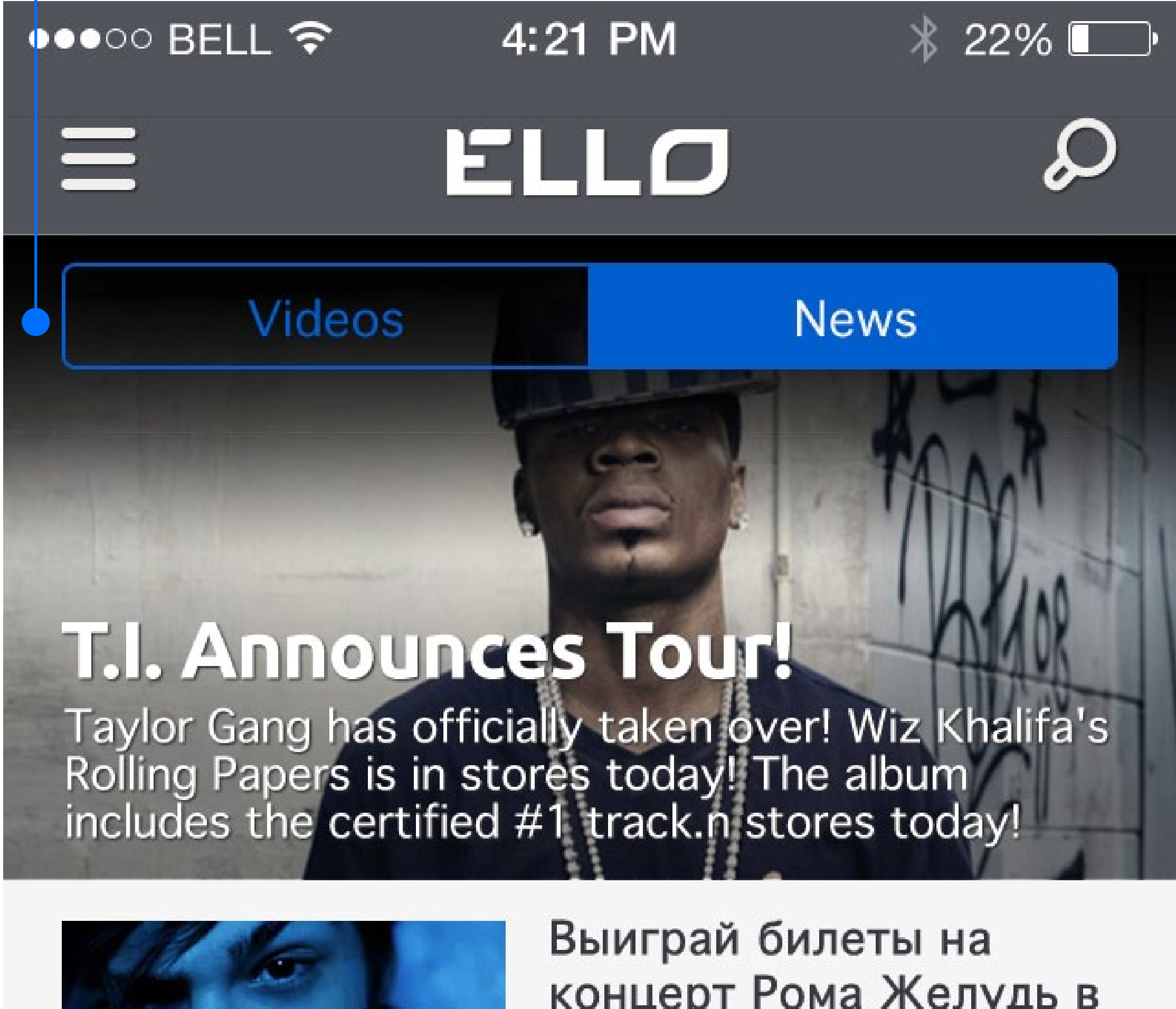
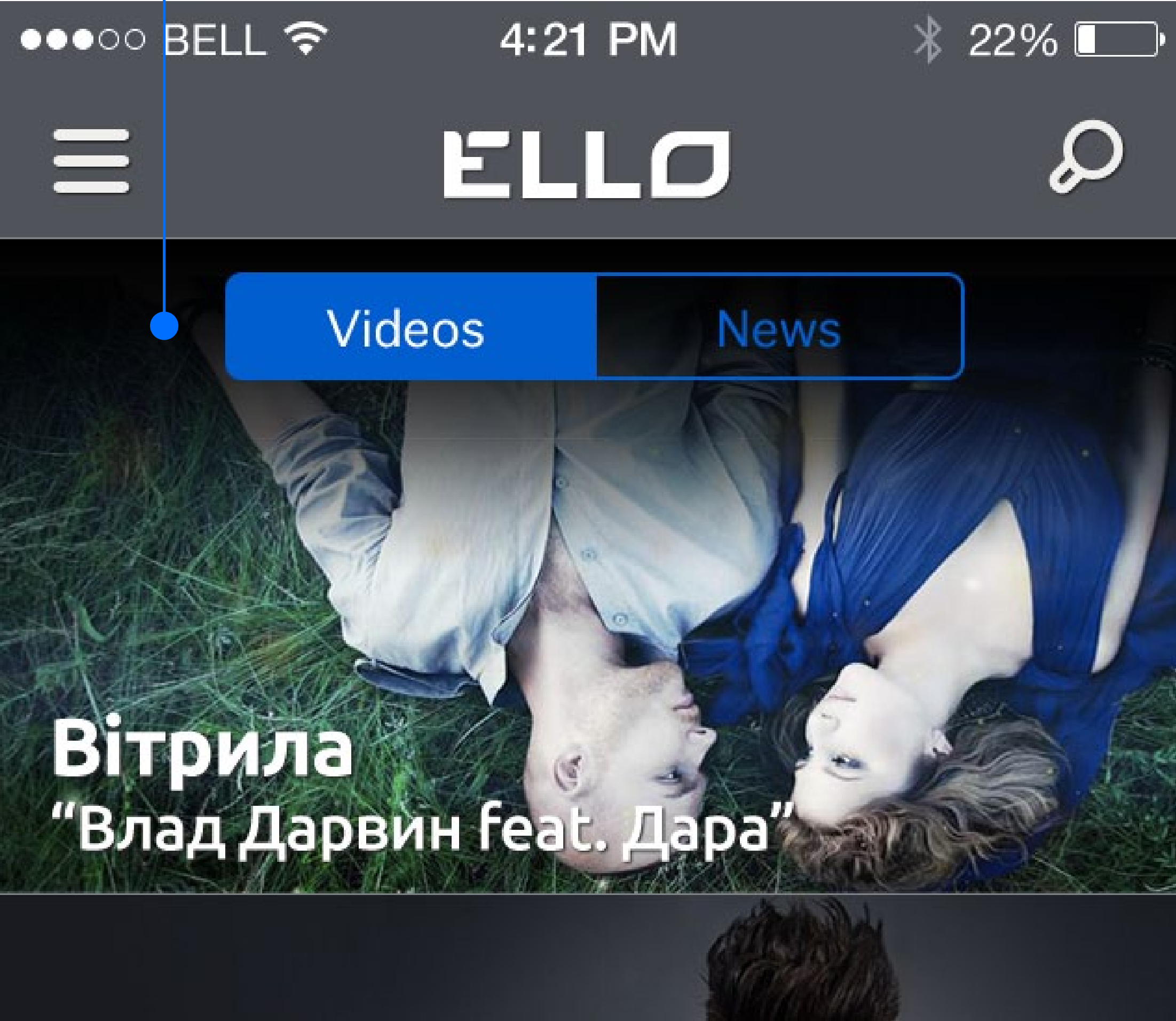
The toolbar always drops a shadow over the background content. Please see PSD files to check the opacity and size of this shadow.



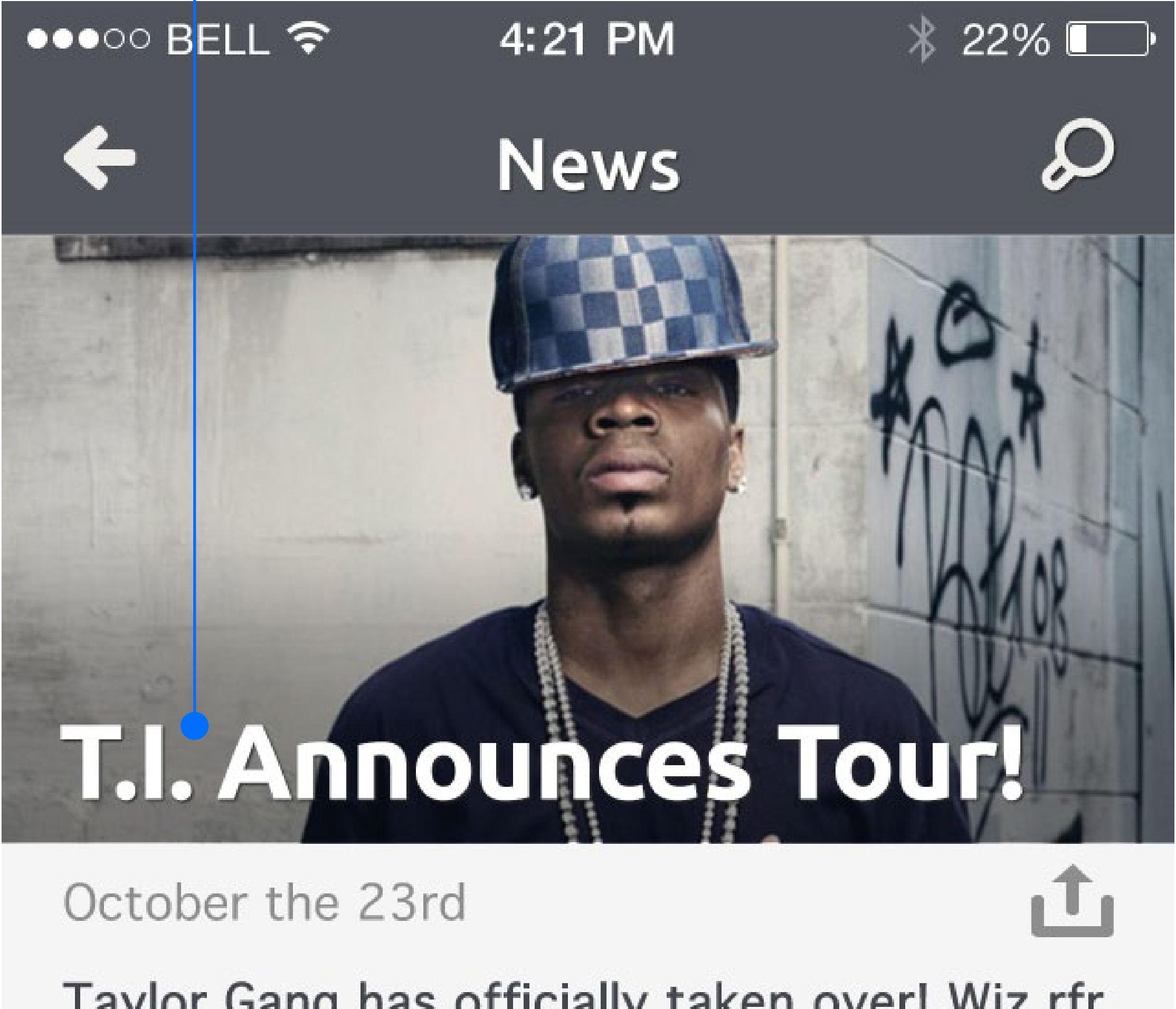
While the sidebar “Hamburguer” menu is displayed, the screen that’s moved to the right drops a shadow over the menu.

When selector tabs (in these cases “News” and “Videos”) are placed over photos, a shadow should be dropped between the photo and the selectors.

The shadow is a gradient from black to transparent.



There is always a shadow between the title of a news article and the picture of that news article.



Typography

Ubuntu Bold
40pt

■ R: 55
G: 56
B: 64

Ubuntu Regular
32pt

■ R: 0
G: 93
B: 210

Enjoy live!

24/7 video broadcast

Ubuntu Regular
40pt

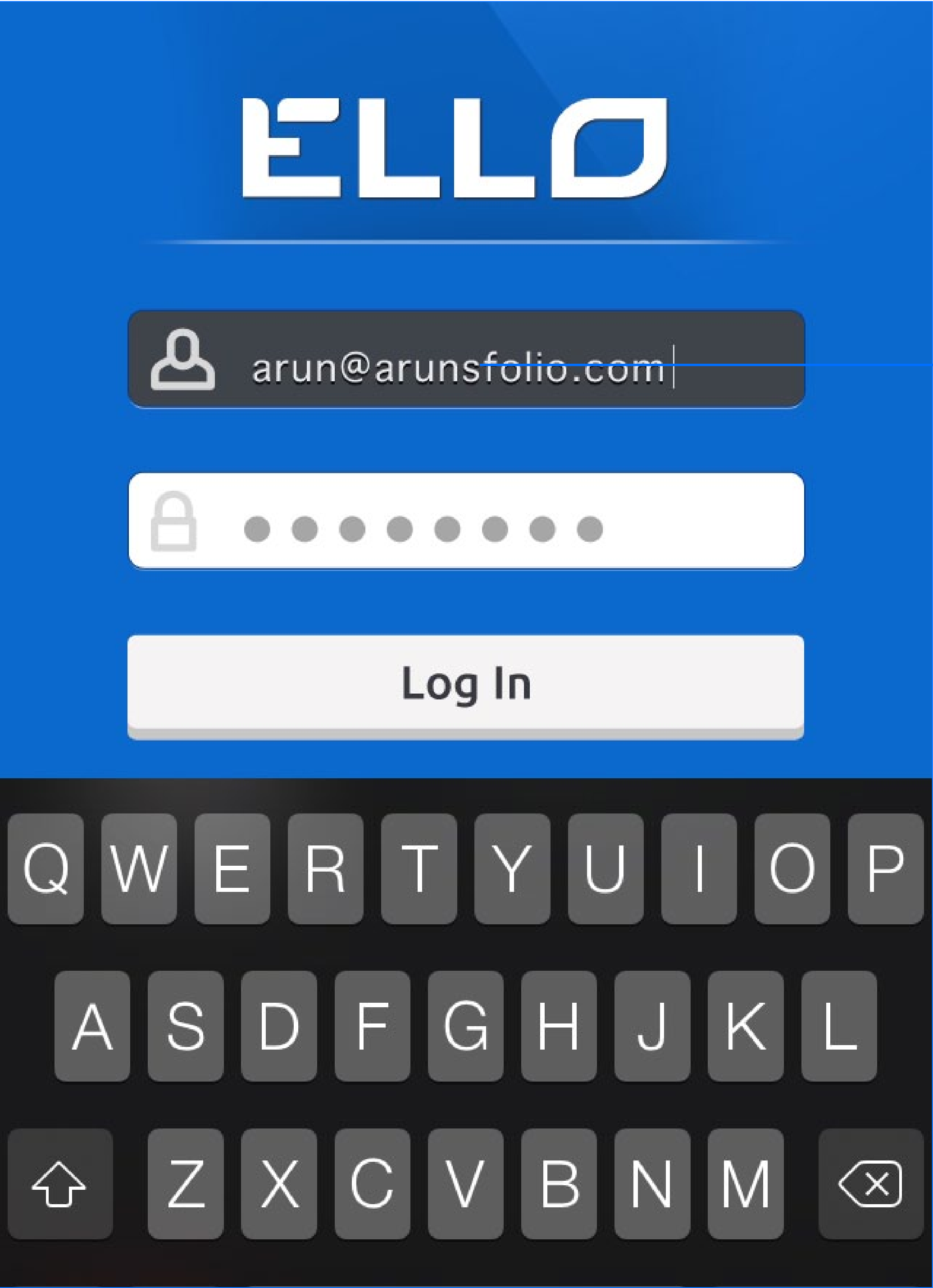
■ R: 55
G: 56
B: 64

Let me in

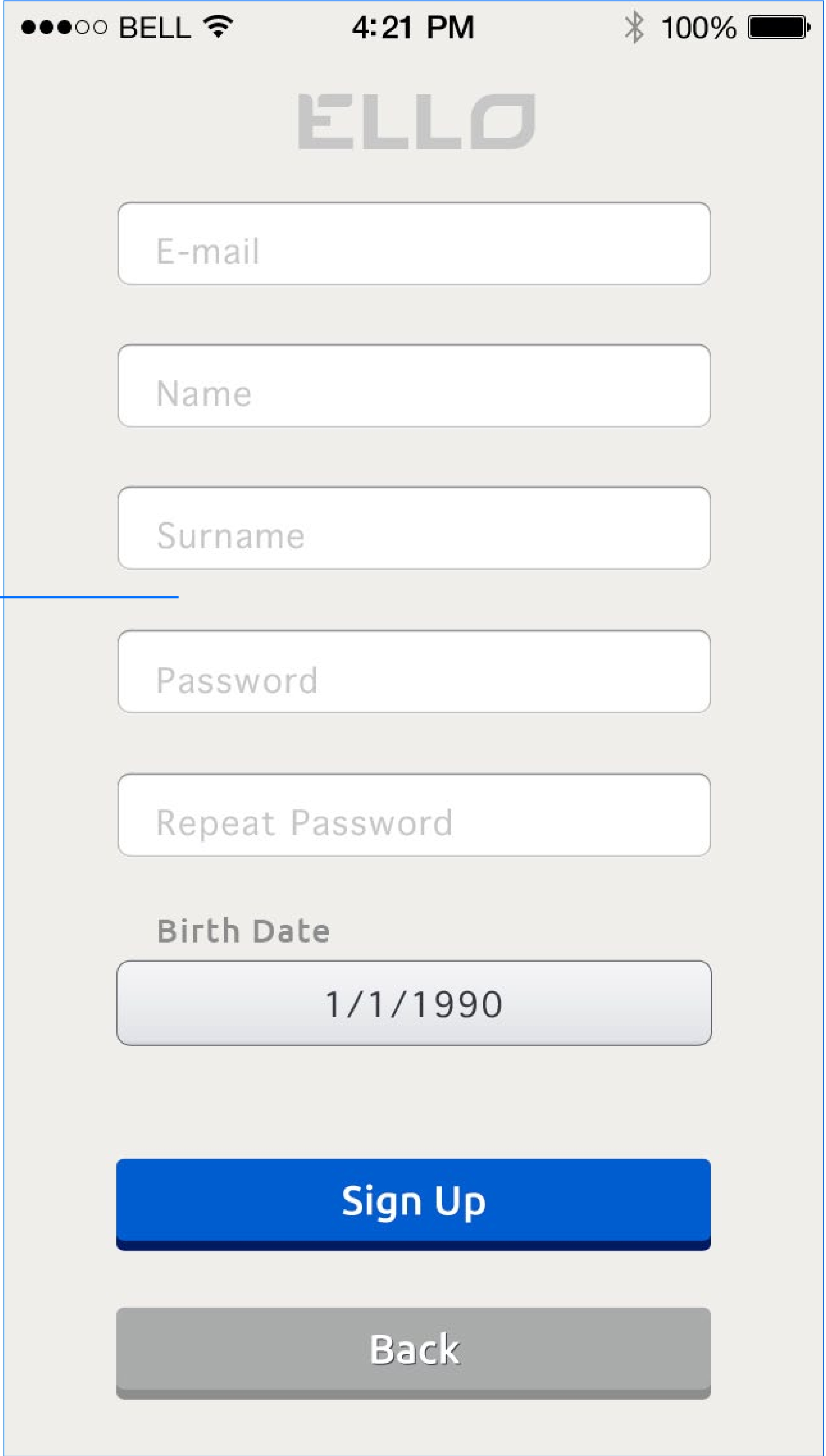
Ubuntu Medium
32pt

□ R: 255
G: 255
B: 255

Typography



Thonburi
26pt
R: 169
G: 171
B: 171



Typography

Thonburi Regular
26pt

R: 255
G: 255
B: 255

Ubuntu Bold
44pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

Thonburi Regular
21pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

Thonburi Regular
26pt

R: 0
G: 93
B: 210

Ubuntu Medium
34pt

R: 255
G: 255
B: 255

Shadow: 1px

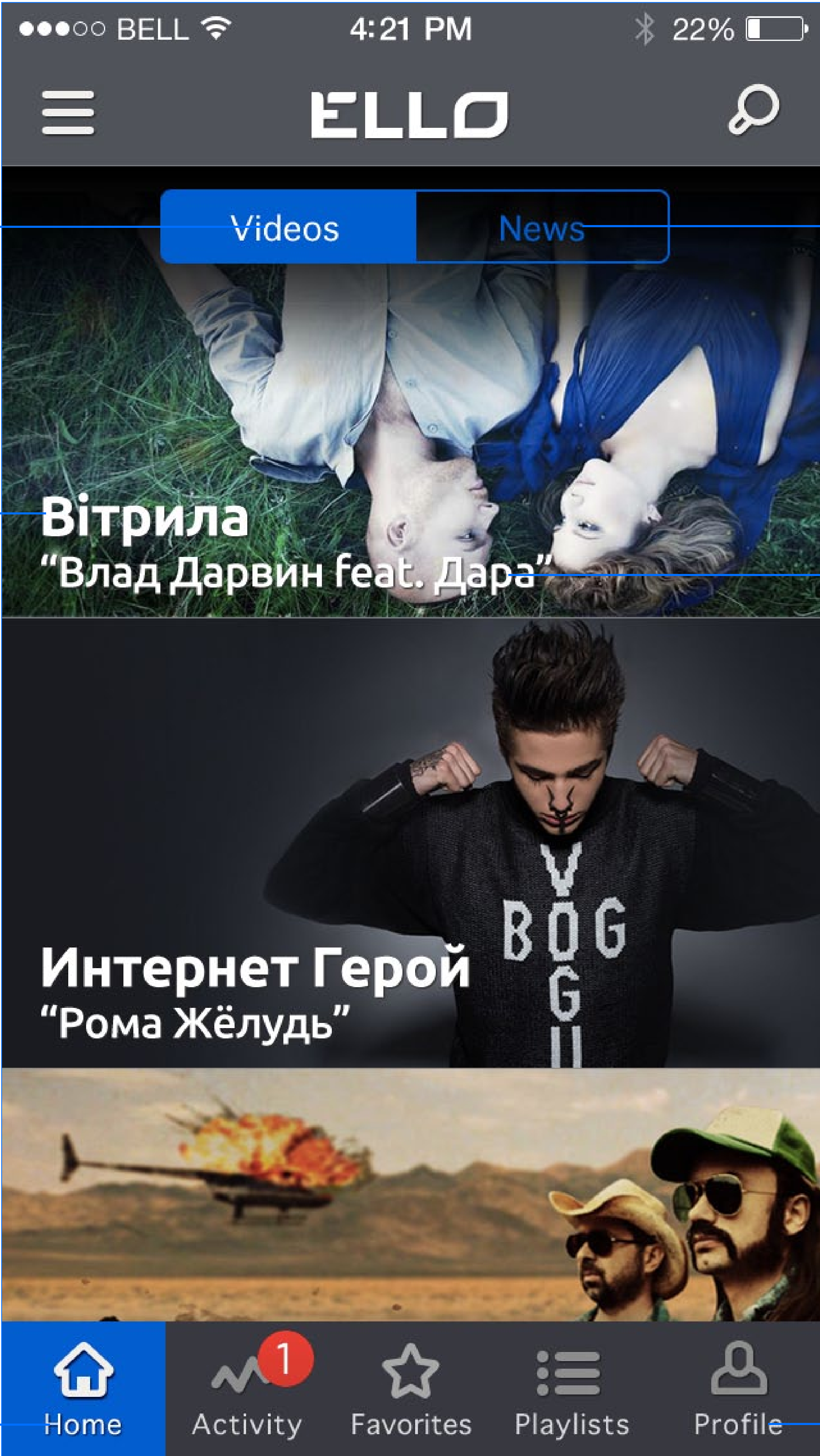
R: 41
G: 41
B: 41

Thonburi Regular
21pt

R: 216
G: 216
B: 216

Shadow: 1px

R: 41
G: 41
B: 41

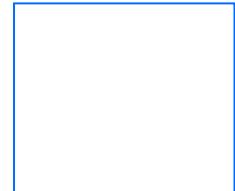


The image shows a mobile application interface for 'ELLO'. At the top is a dark header with a menu icon, the 'ELLO' logo, and a search icon. Below the header are two tabs: 'Videos' (active, blue) and 'News'. The main content area features three video thumbnails. The first thumbnail shows a couple lying on grass with the text 'Вітрила' and 'Влад Дарвин feat. Дара'. The second thumbnail shows a man in a 'BOG II' sweatshirt with the text 'Интернет Герой' and 'Рома Жёлудь'. The third thumbnail shows two men in hats with a helicopter in the background. At the bottom is a navigation bar with five icons: Home (active, blue), Activity (with a red notification badge '1'), Favorites, Playlists, and Profile. Blue lines connect the typography specifications to the corresponding text elements in the app interface.



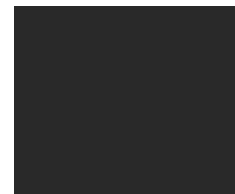
Typography

Thonburi Regular
24pt



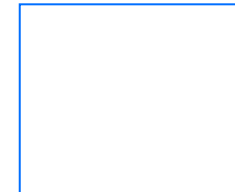
R: 255
G: 255
B: 255

Shadow: 1px



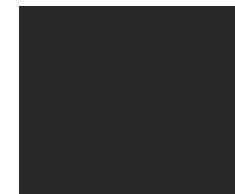
R: 41
G: 41
B: 41

Ubuntu Bold
44pt



R: 255
G: 255
B: 255

Shadow: 1px



R: 41
G: 41
B: 41

Thonburi Bold
25pt

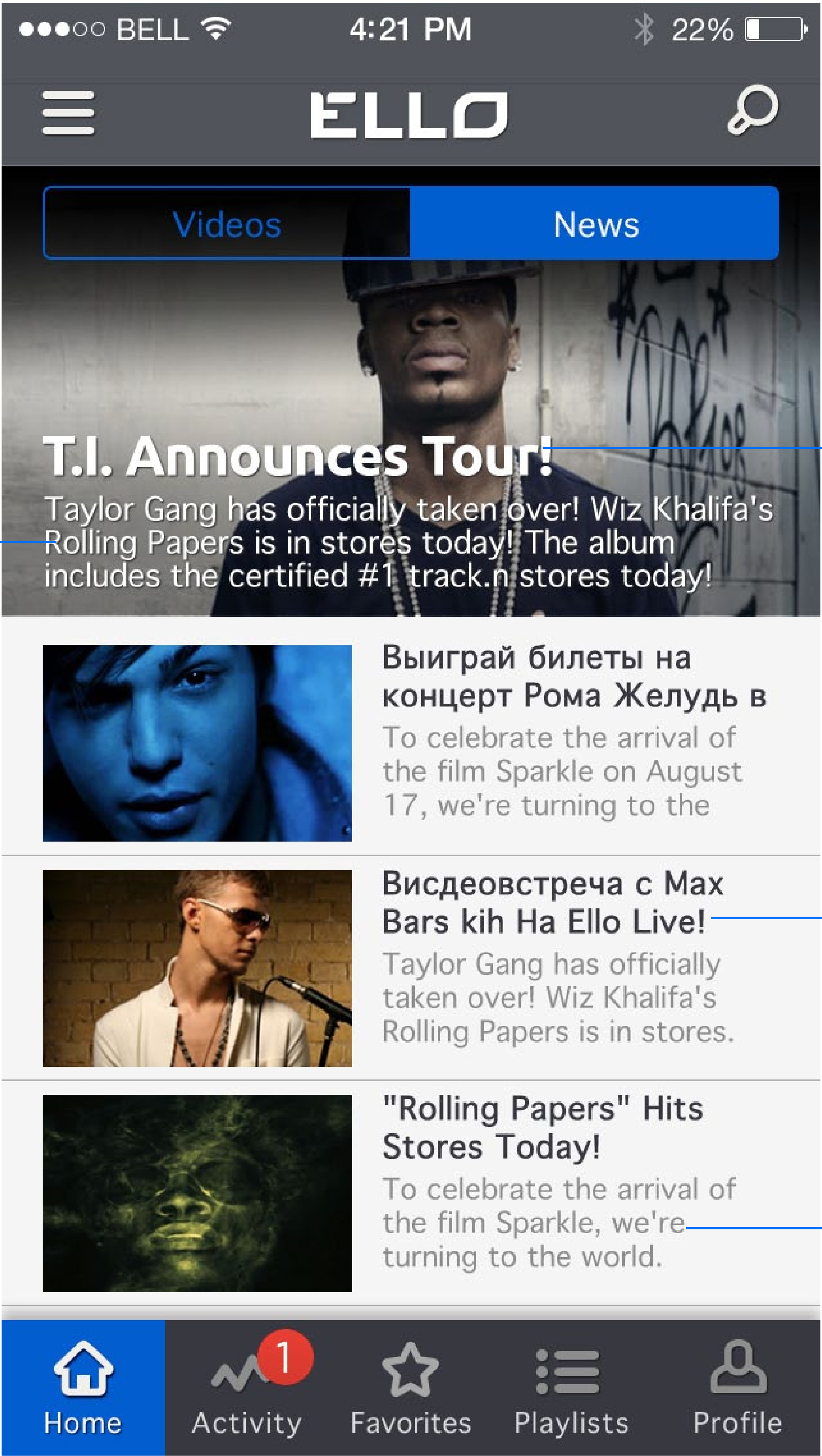


R: 55
G: 56
B: 64

Thonburi Regular
22pt



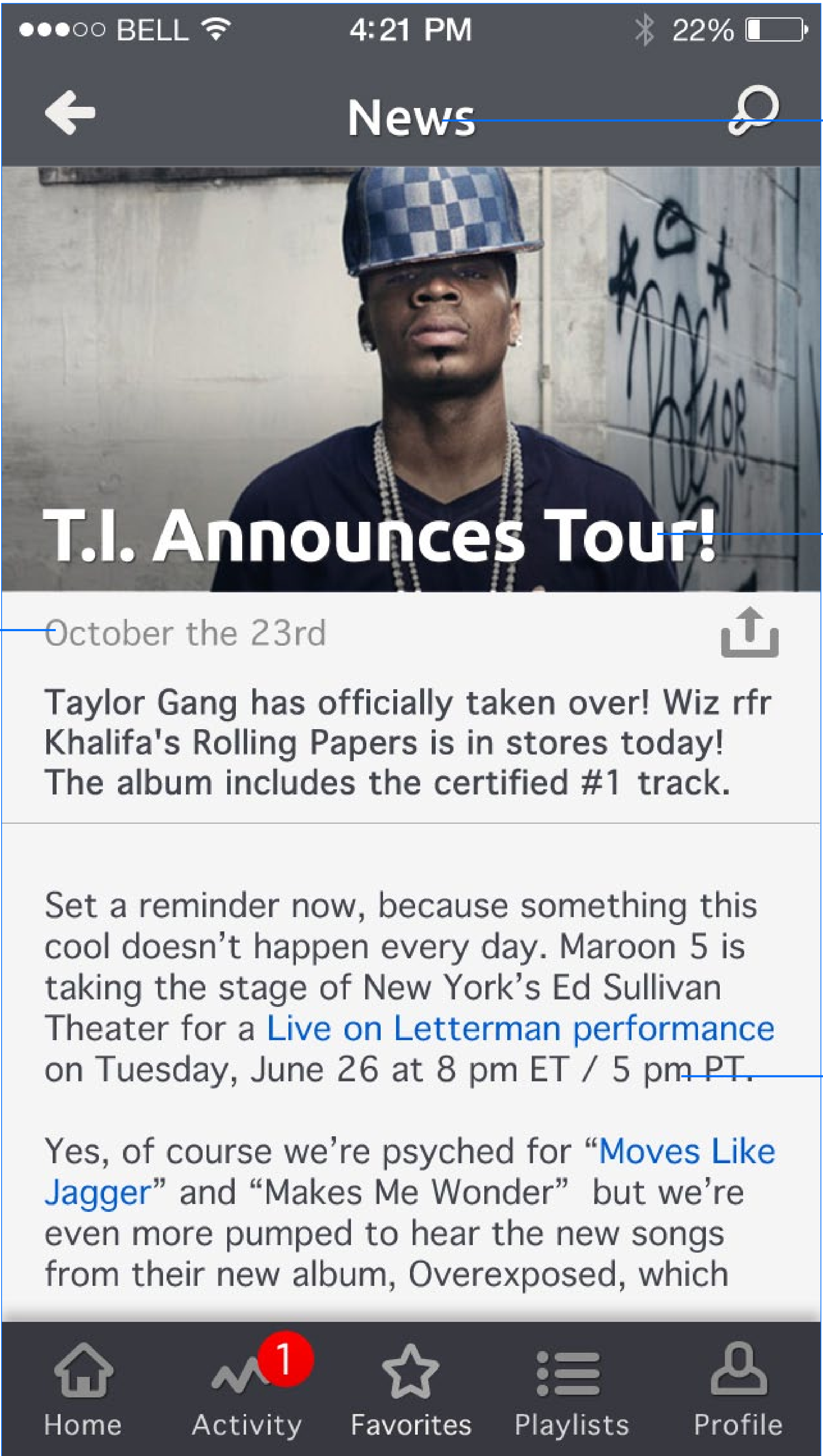
R: 141
G: 141
B: 141



Typography

Thonburi Regular
26pt

R: 141
G: 141
B: 141



Ubuntu Medium
40pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

Ubuntu Bold
58pt

R: 255
G: 255
B: 255

Shadow: 1px

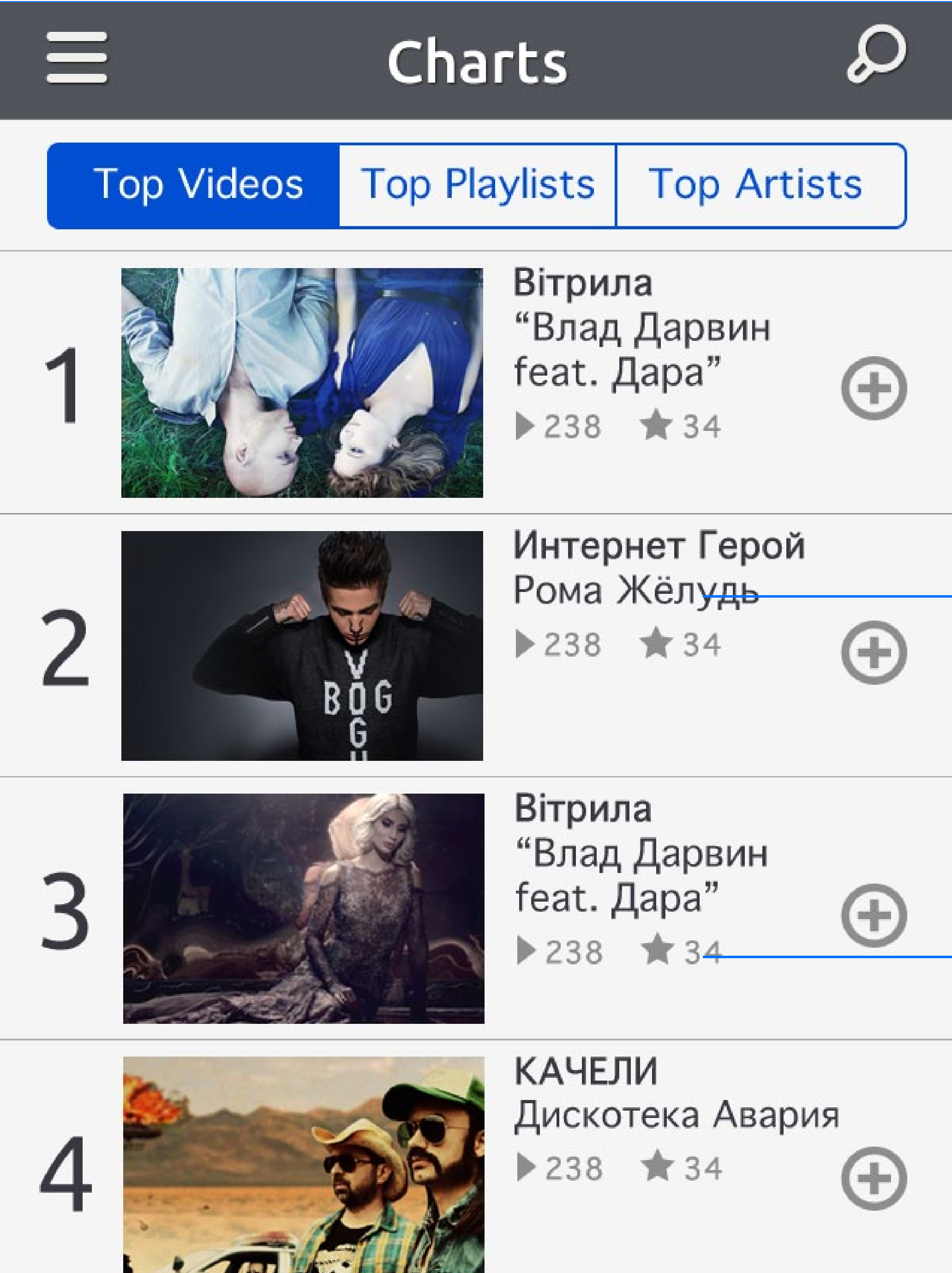
R: 41
G: 41
B: 41

Thonburi Regular
26pt

R: 66
G: 70
B: 77



Typography



Ubuntu Medium
34pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

Thonburi Bold
25pt

R: 55
G: 56
B: 64

Thonburi Bold
20pt

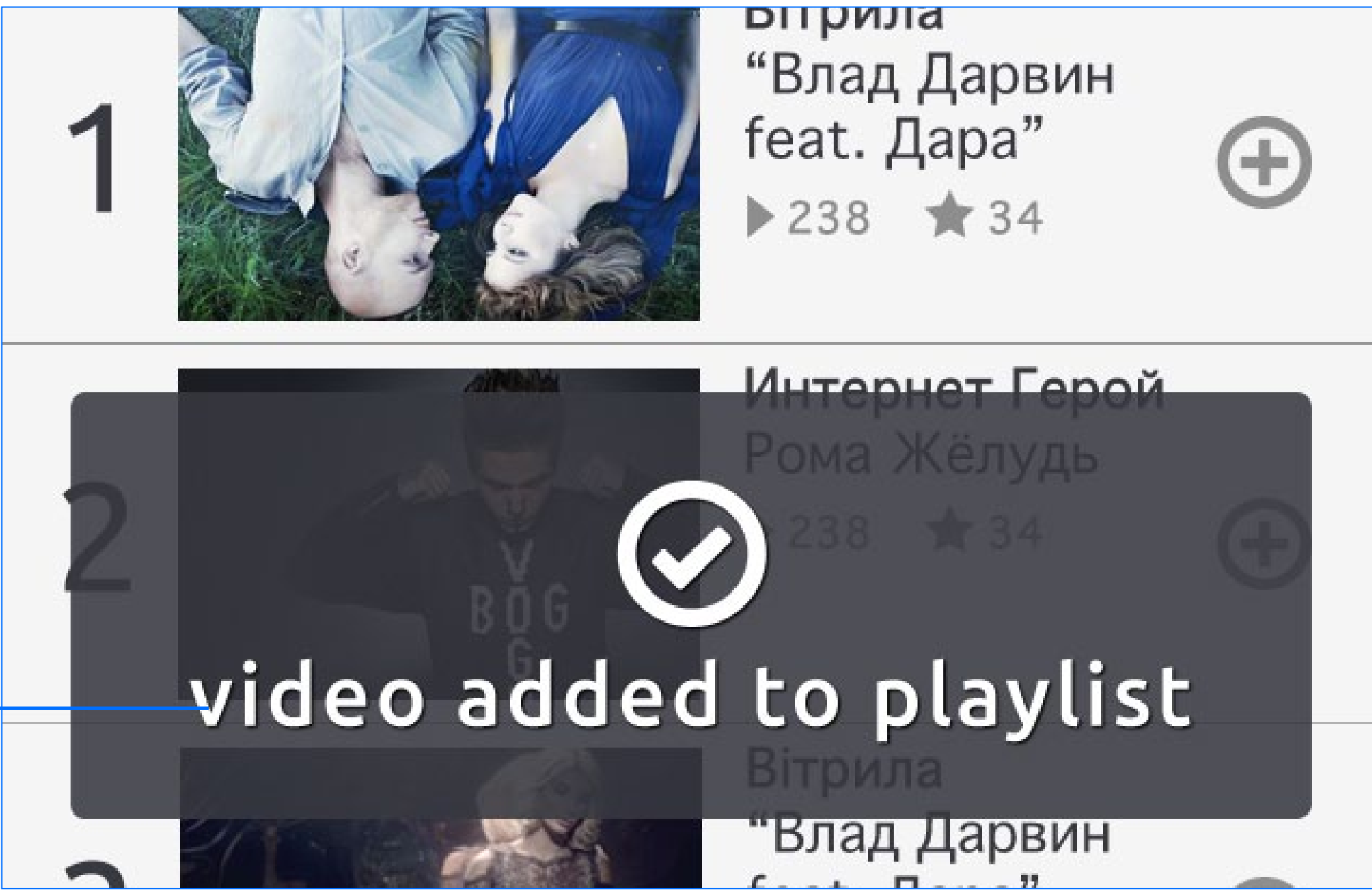
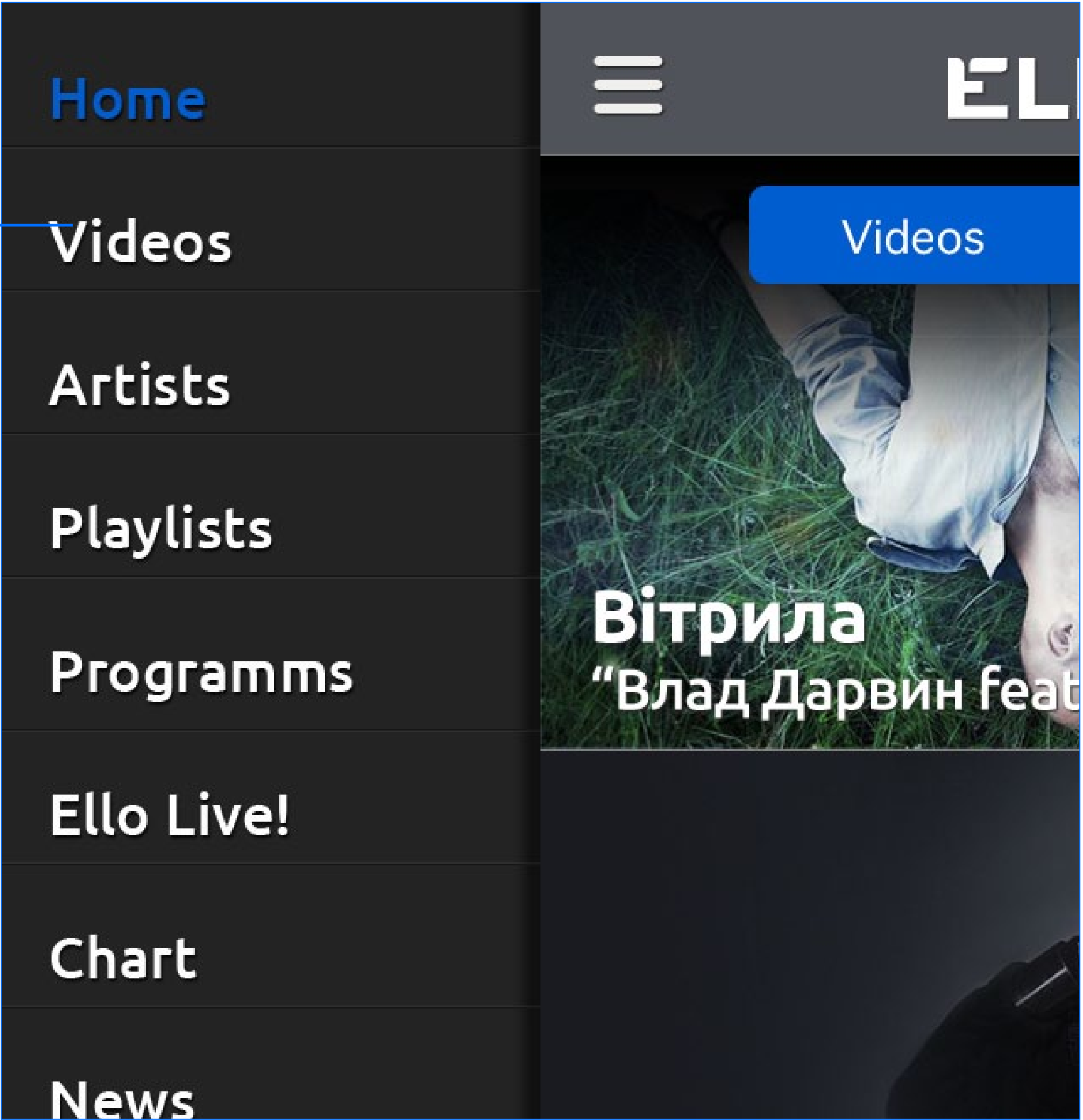
R: 141
G: 141
B: 141

Ubuntu Medium
40pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41



Typography

Ubuntu Medium
32pt

R: 0
G: 93
B: 210

Thonburi Regular
26pt

R: 0
G: 93
B: 210

Thonburi Bold
26pt

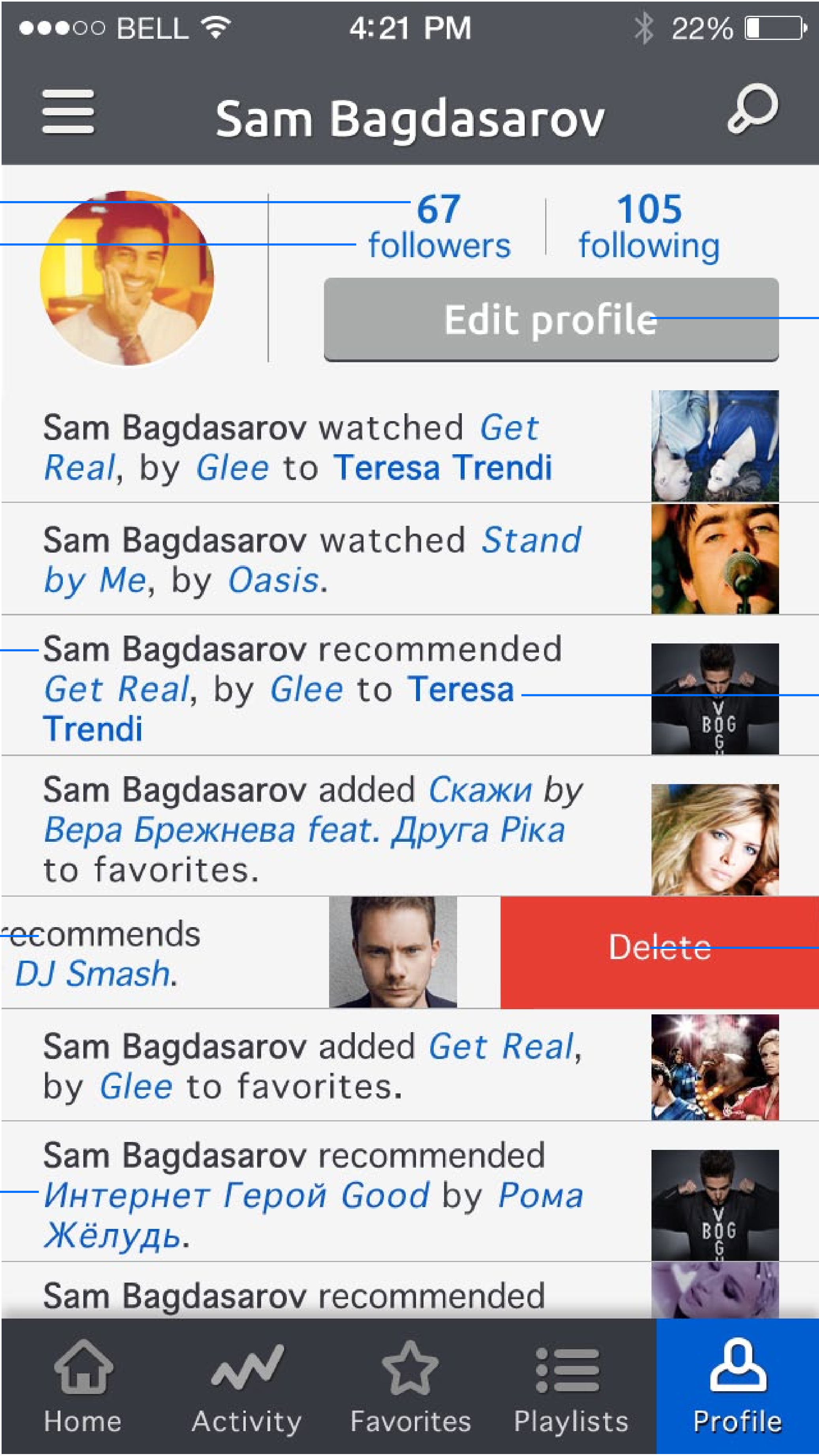
R: 55
G: 56
B: 64

Thonburi Regular
26pt

R: 55
G: 56
B: 64

Thonburi Regular
26pt

R: 0
G: 93
B: 210



Ubuntu Medium
32pt

R: 255
G: 255
B: 255

Thonburi Bold
26pt

R: 0
G: 93
B: 210

Thonburi Regular
26pt

R: 255
G: 255
B: 255



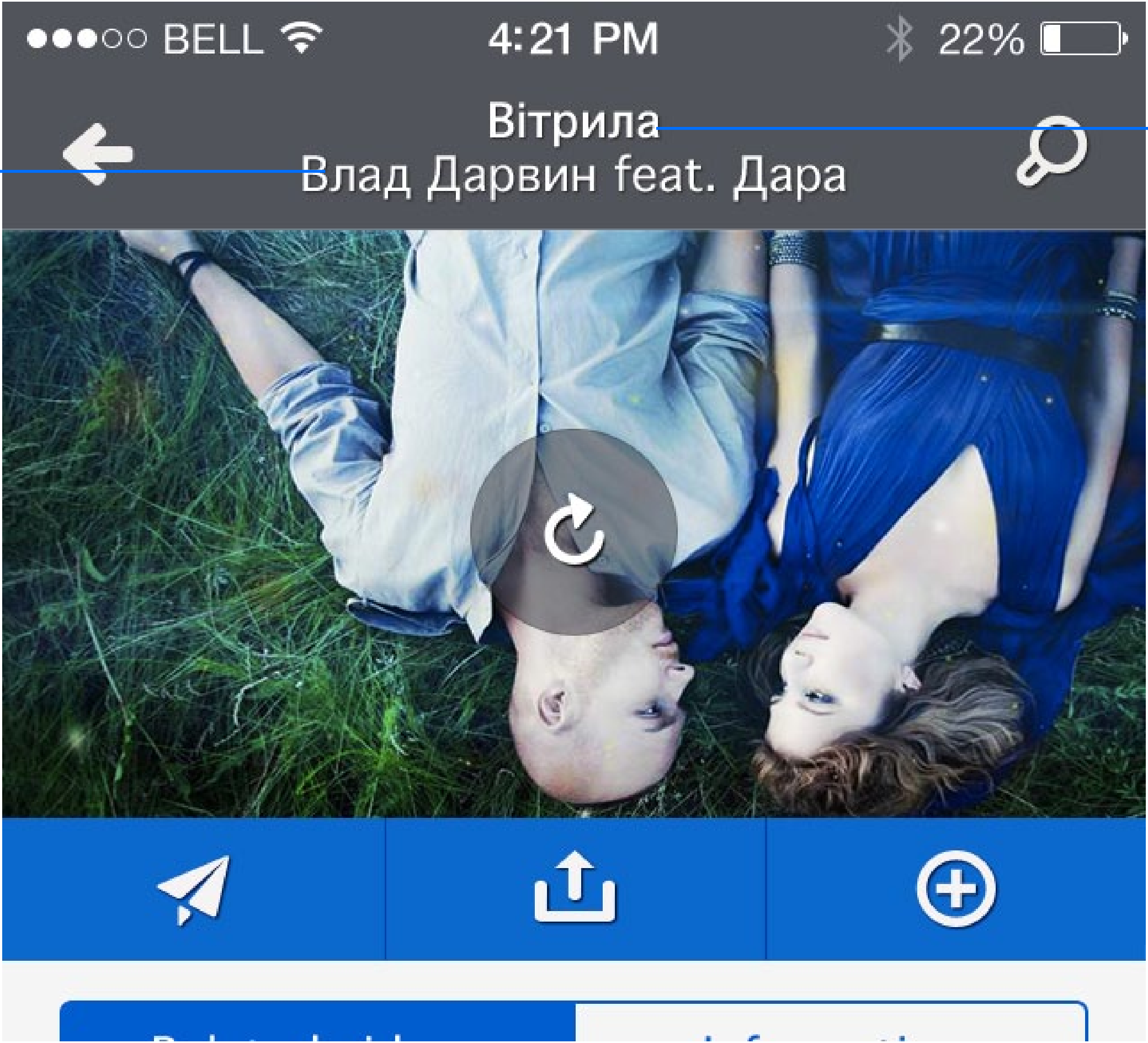
Typography

Thonburi Regular
26pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

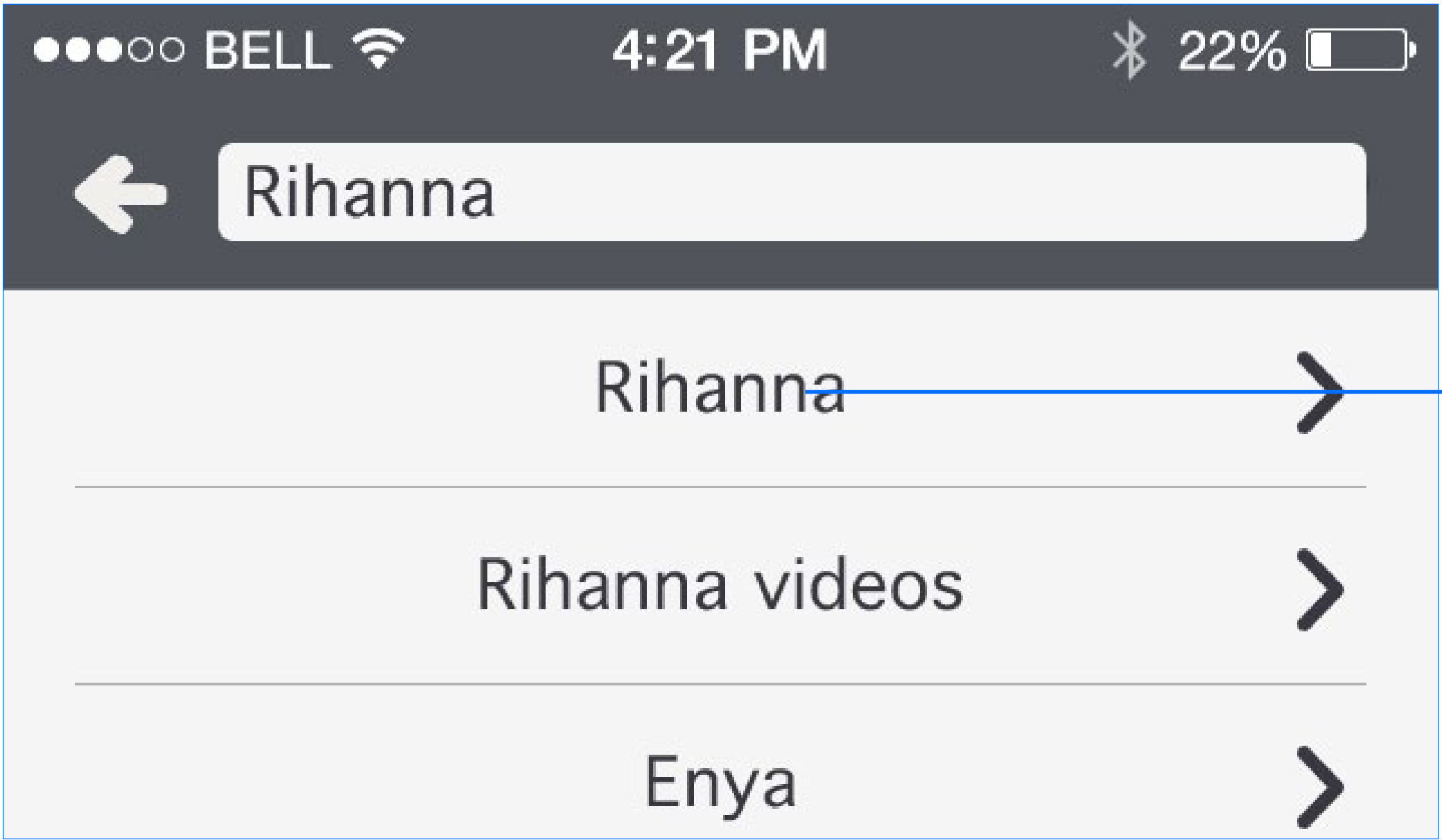


Thonburi Bold
26pt

R: 255
G: 255
B: 255

Shadow: 1px

R: 41
G: 41
B: 41

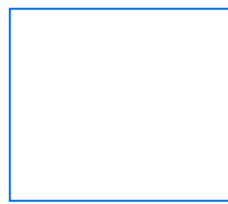


Thonburi Regular
30pt

R: 66
G: 70
B: 77

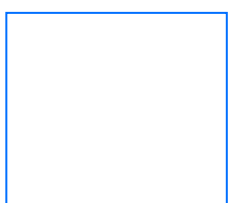
Typography

Thonburi Regular
24pt

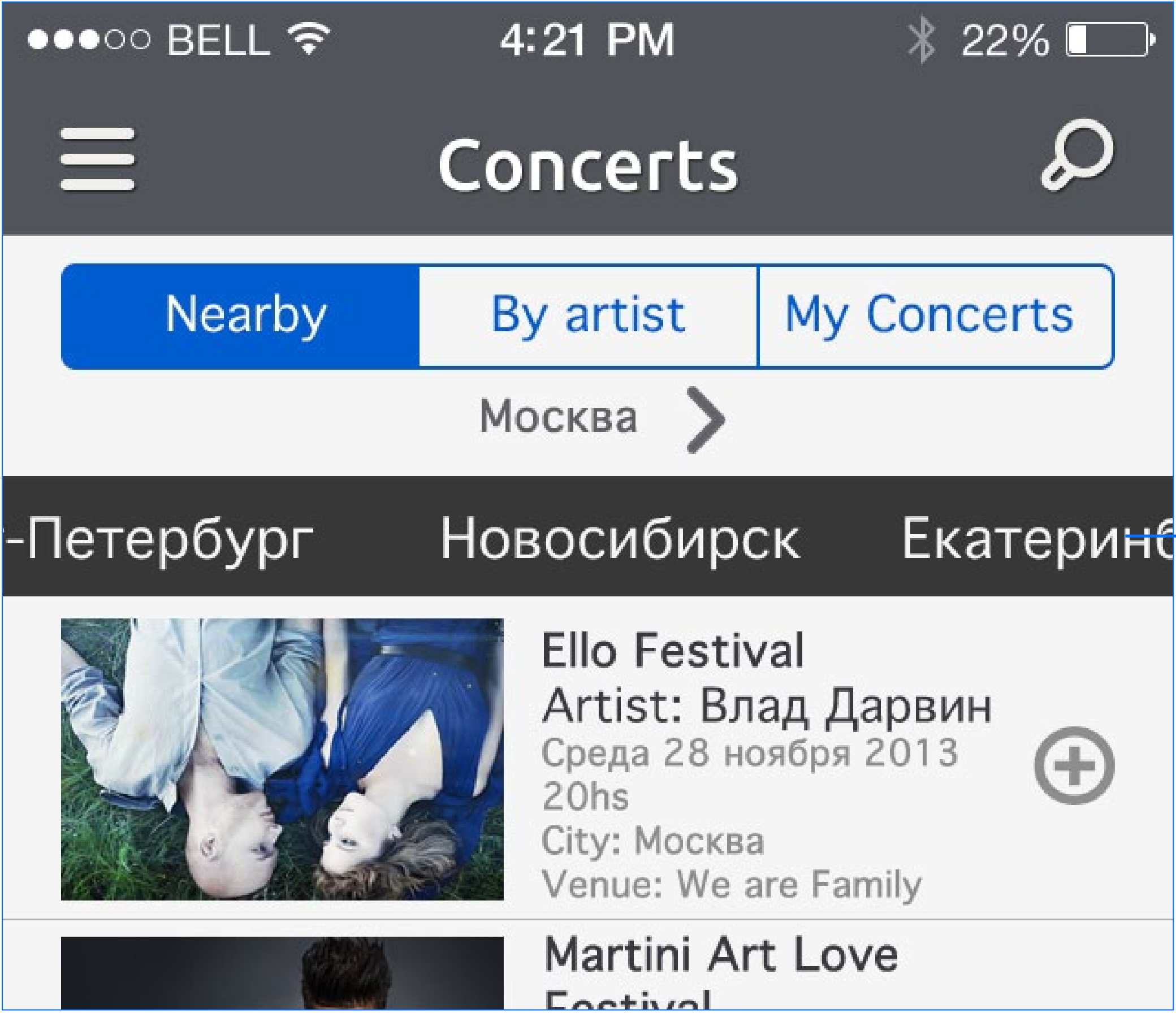
 R: 255
G: 255
B: 255



Thonburi Bold
24pt

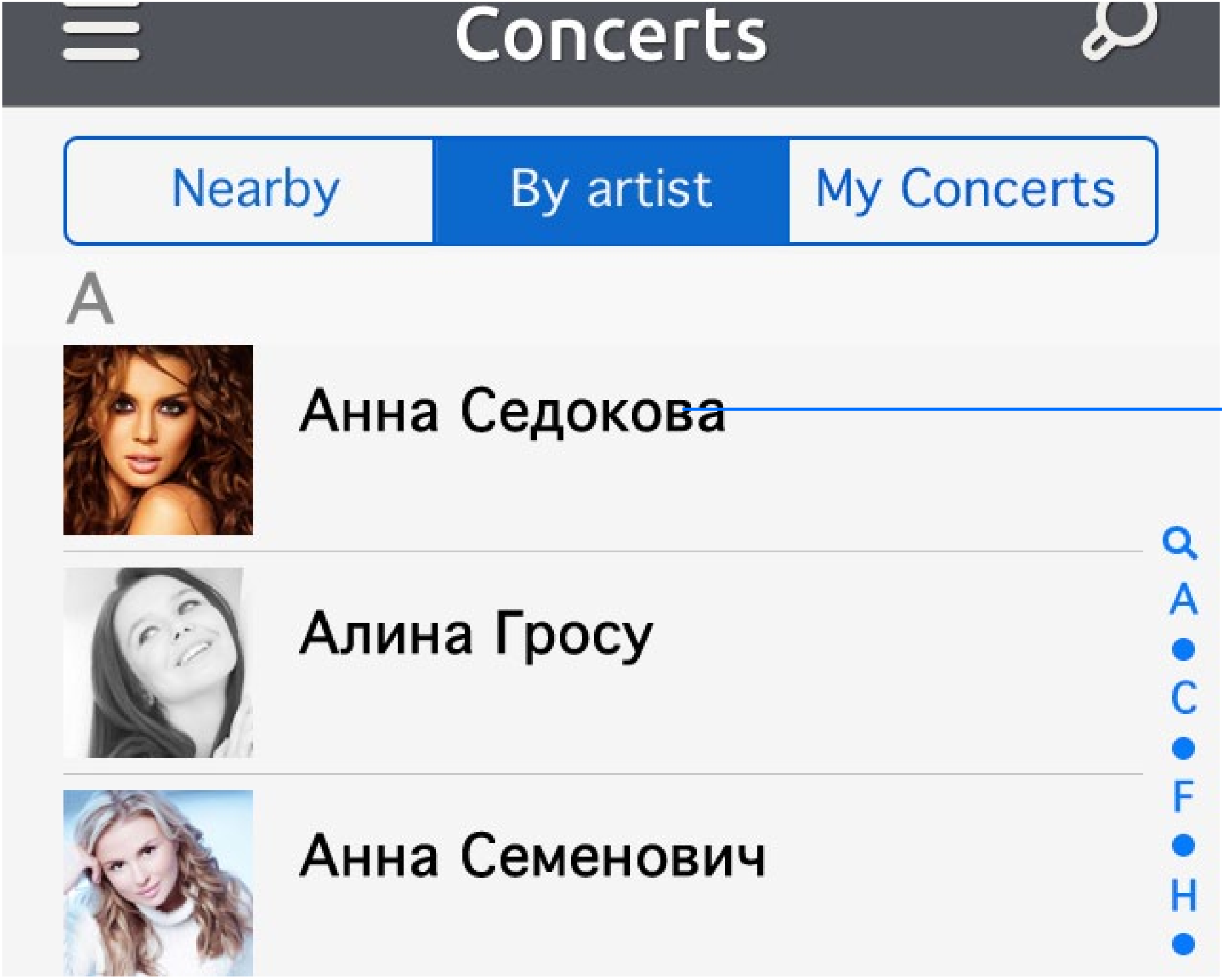
 R: 255
G: 255
B: 255

Typography



Thonburi Regular
30pt

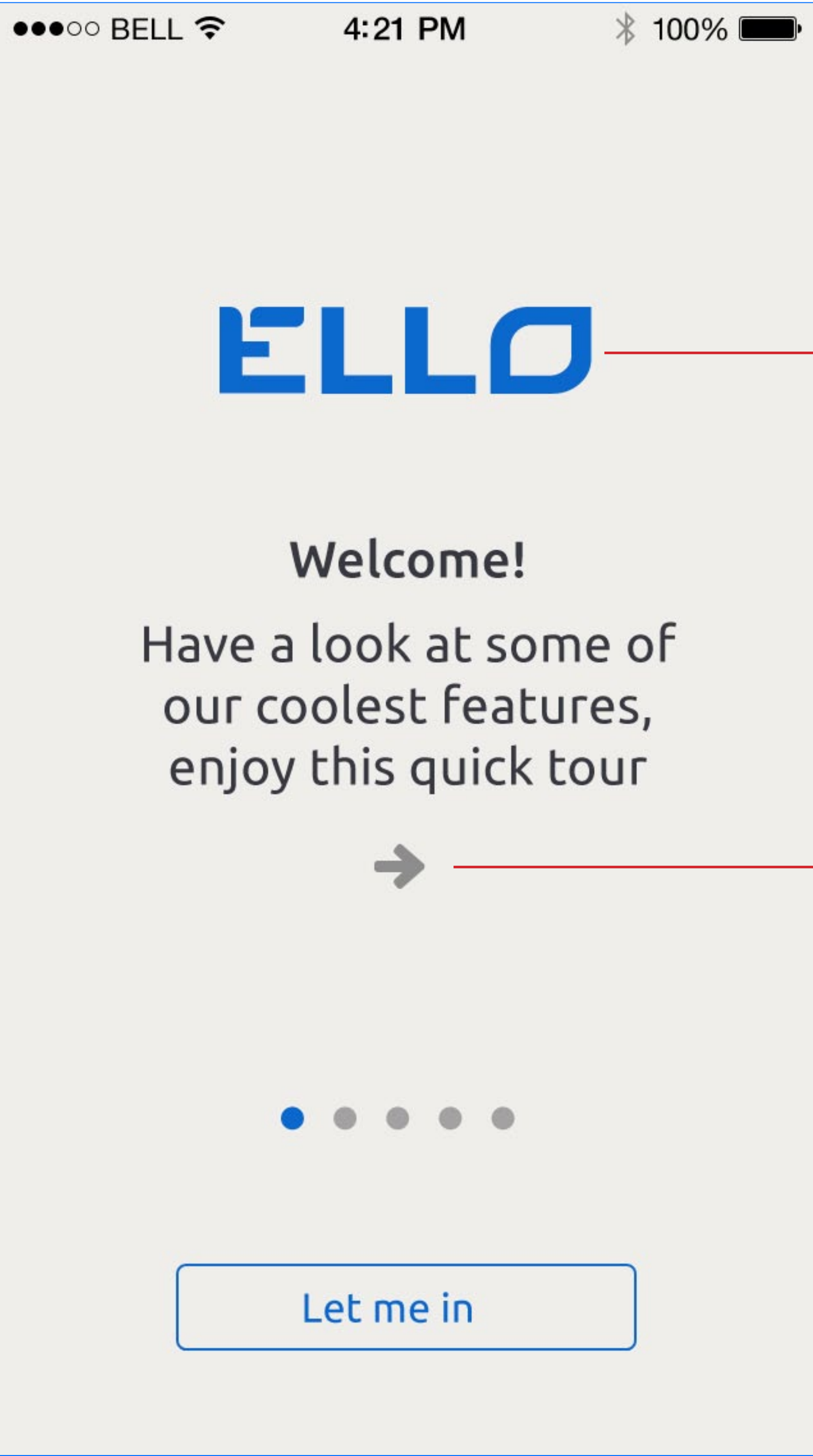
R: 255
G: 255
B: 255



Thonburi Bold
30pt

R: 66
G: 70
B: 77

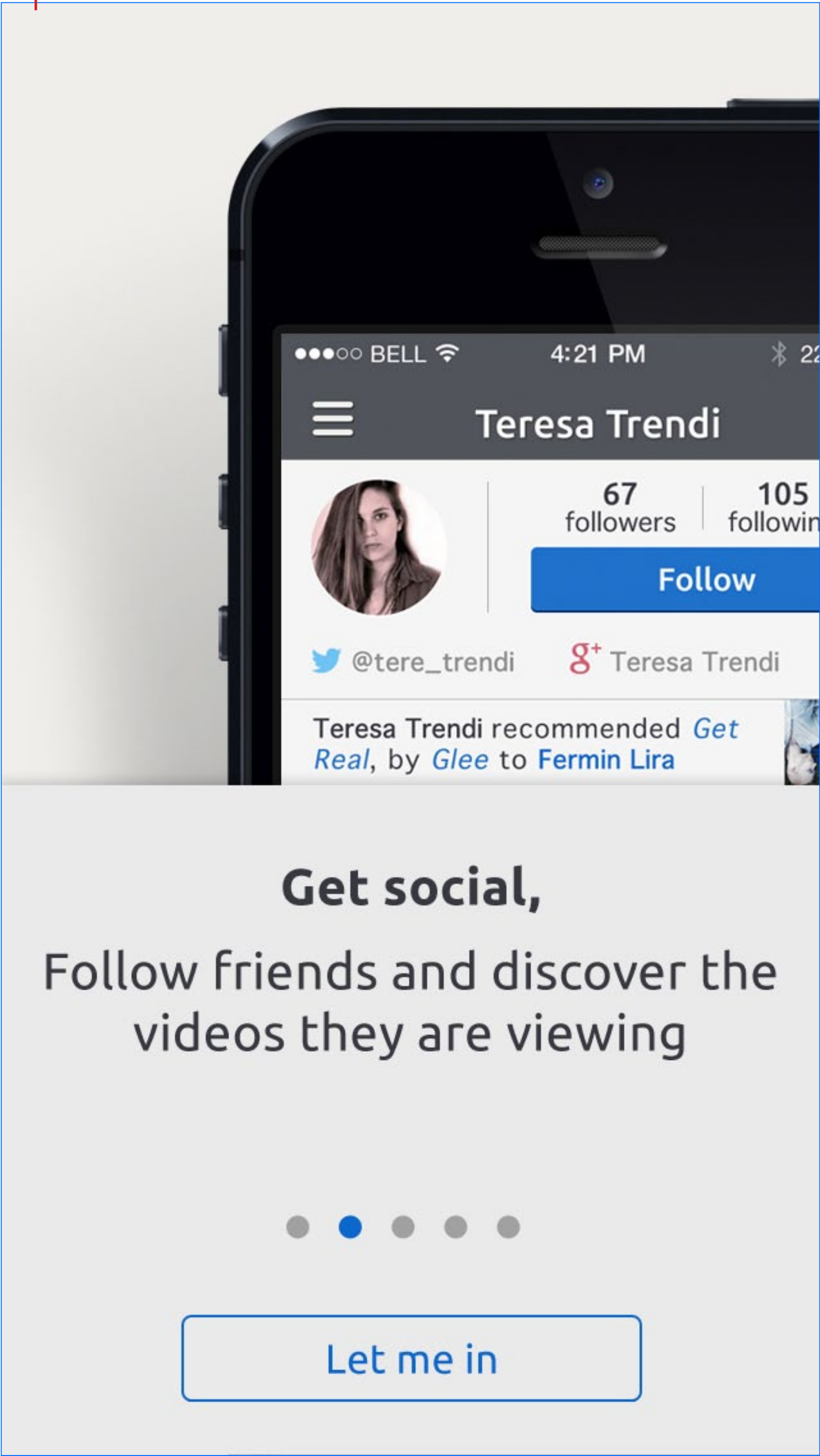
Resources



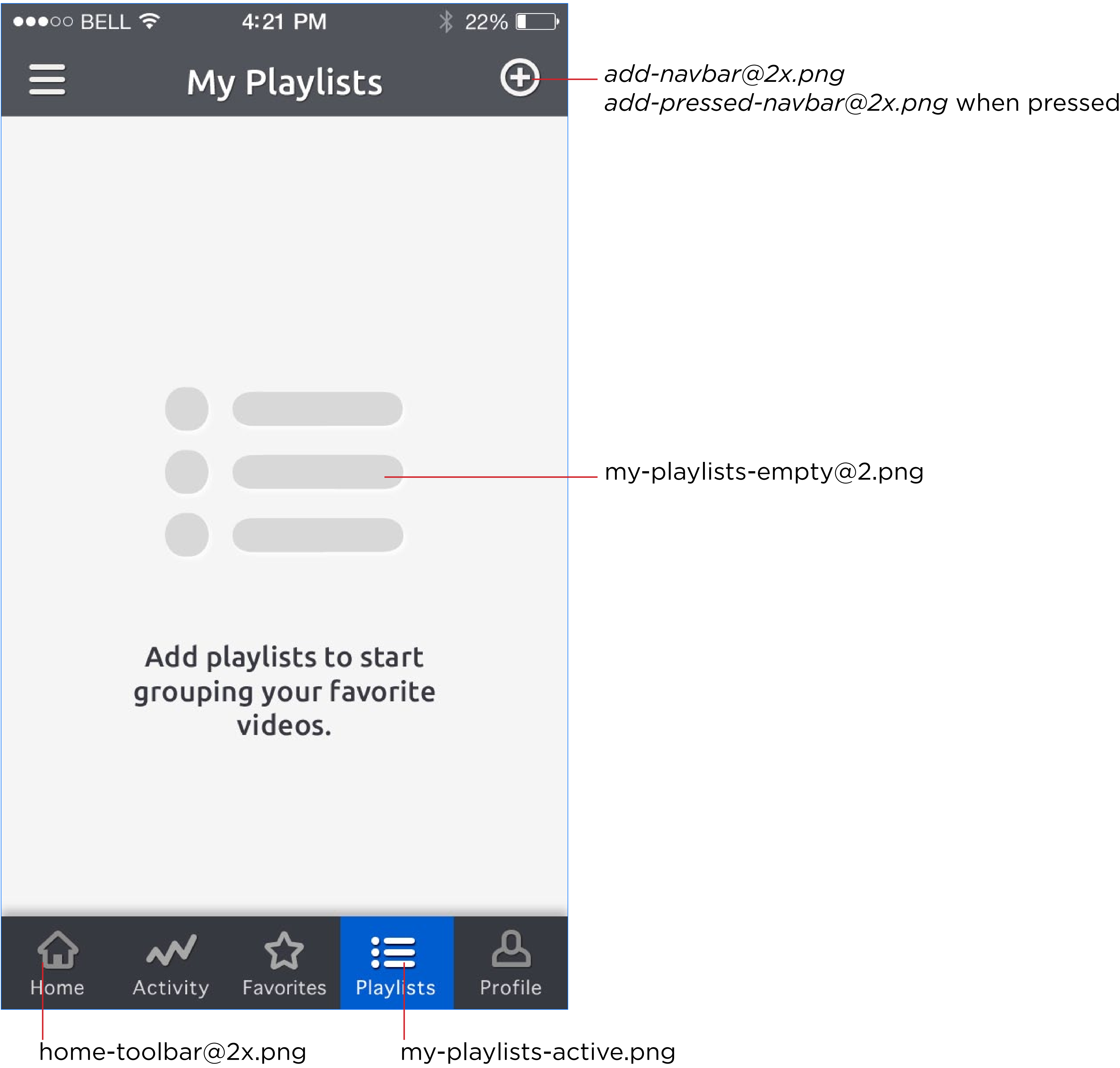
Welcome-logo@2x.png

next-welcome@2x.png

The images of the start up screens can be found inside folder *images/ StartUp-screens*

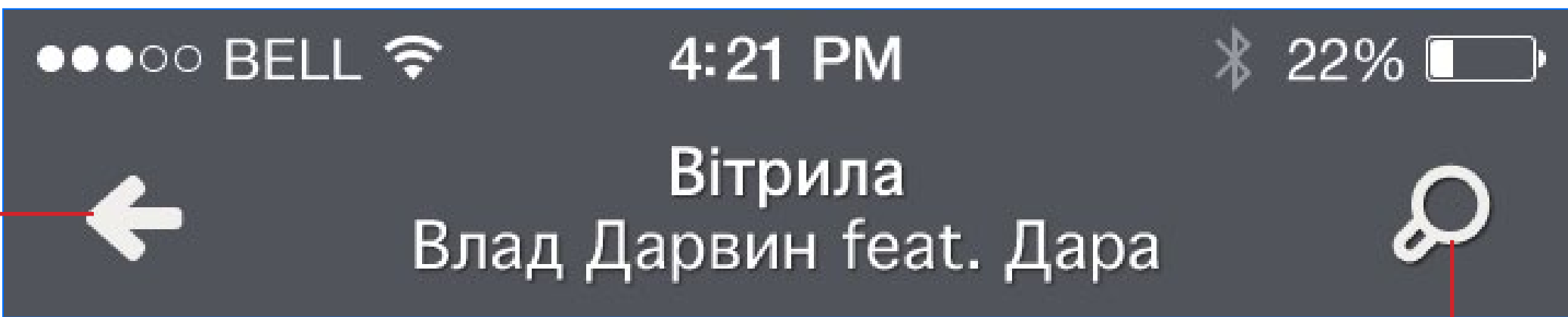


Resources

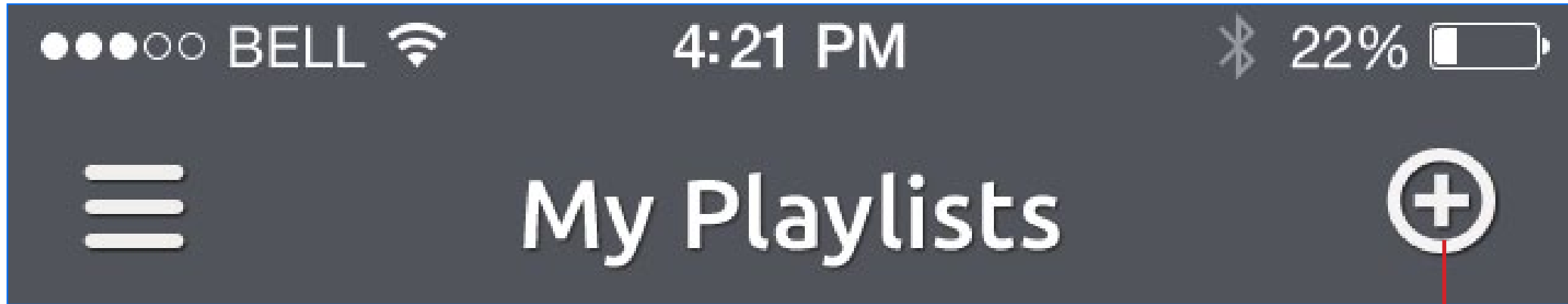


Resources

back-navbar@2x.png
back-pressed-navbar@2x.png when pressed

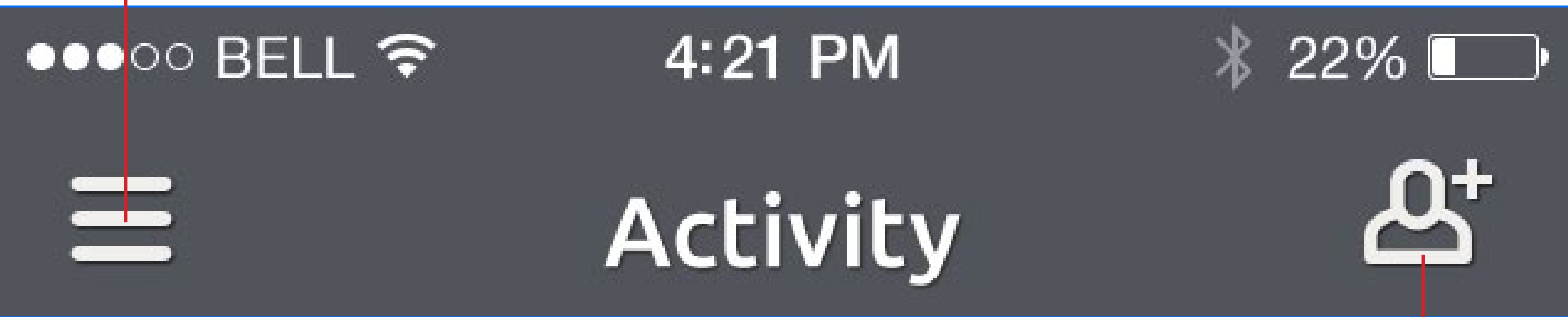


search-navbar@2x.png
search-pressed-navbar@2x.png when pressed

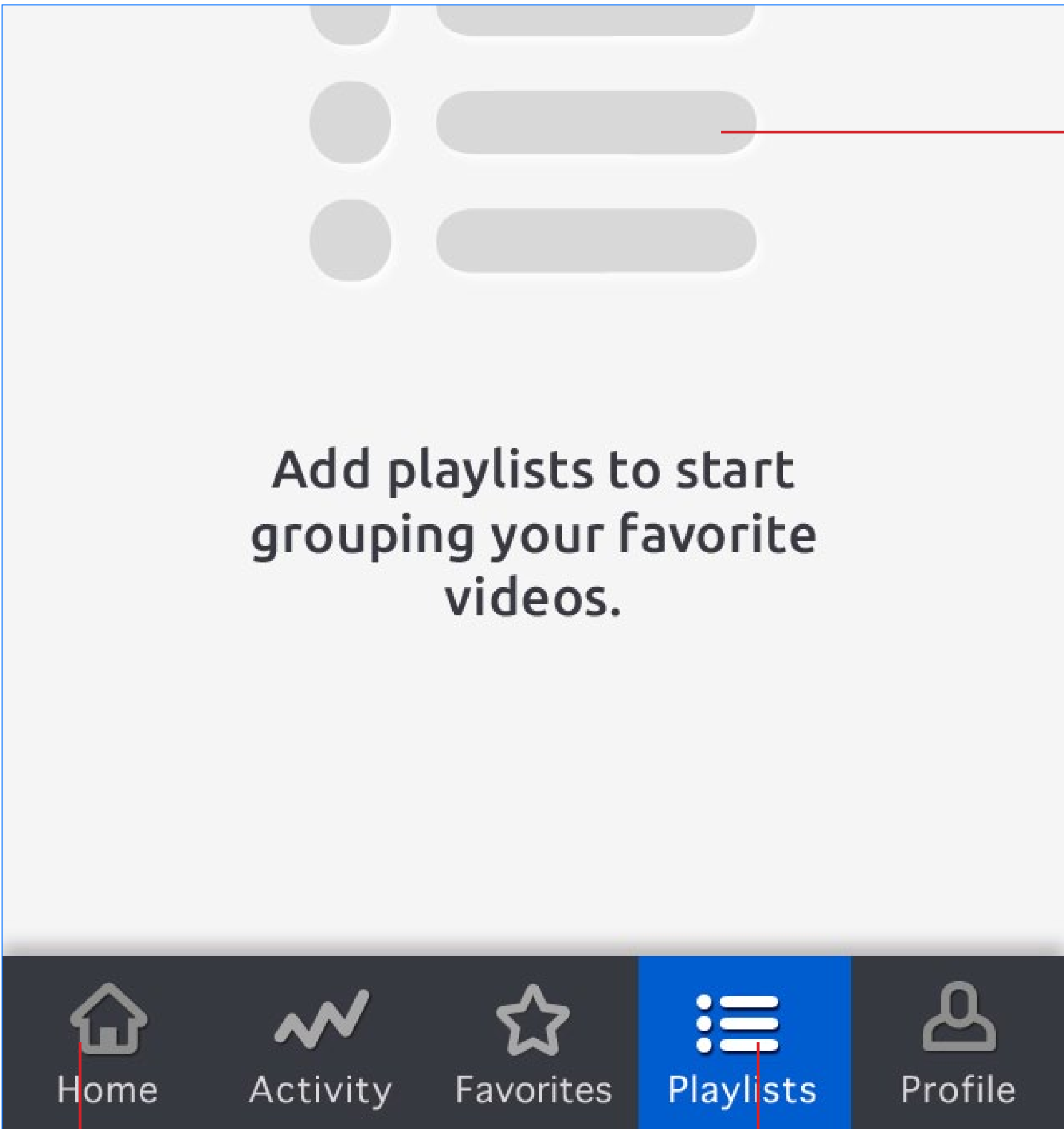


add-navbar@2x.png
add-pressed-navbar@2x.png when pressed

menu-navbar@2x.png
menu-pressed-navbar@2x.png when pressed



add-friend-navbar@2x.png
add-friend-pressed-navbar@2x.png when pressed



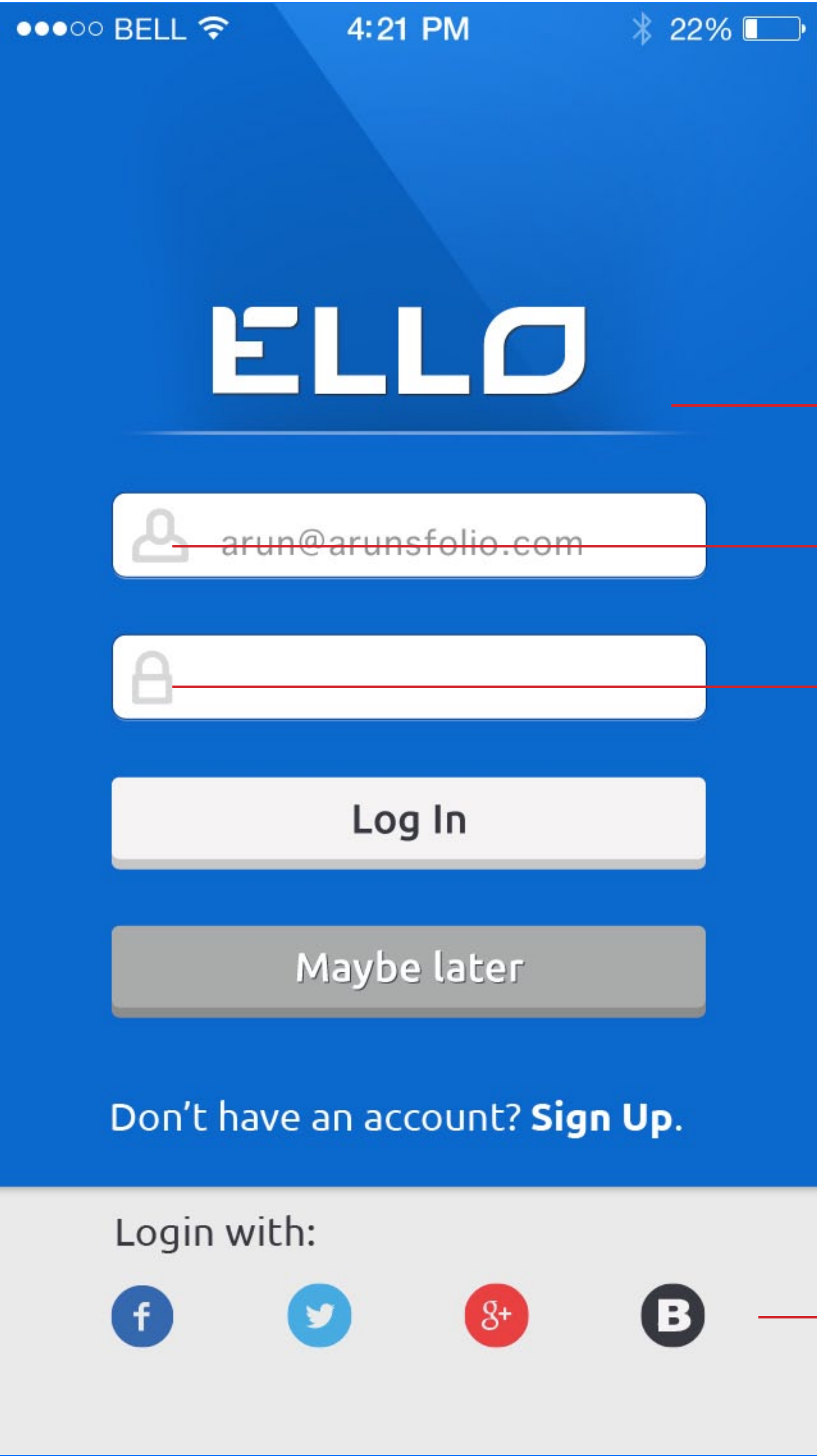
my-playlists-empty@2.png

home-toolbar@2x.png

my-playlists-active.png



Resources



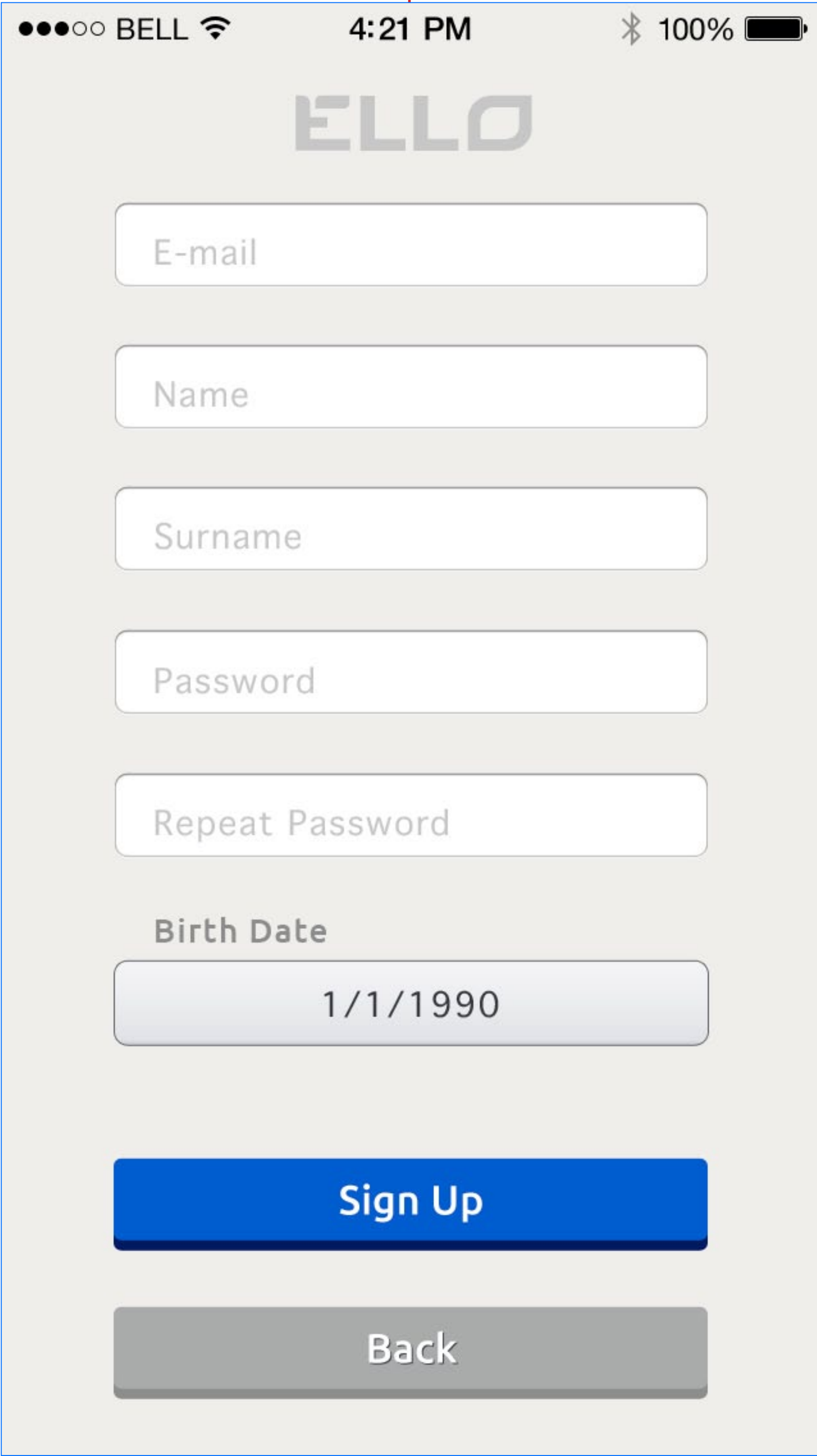
LogIn-hader@2x.png

password-input@2x.png

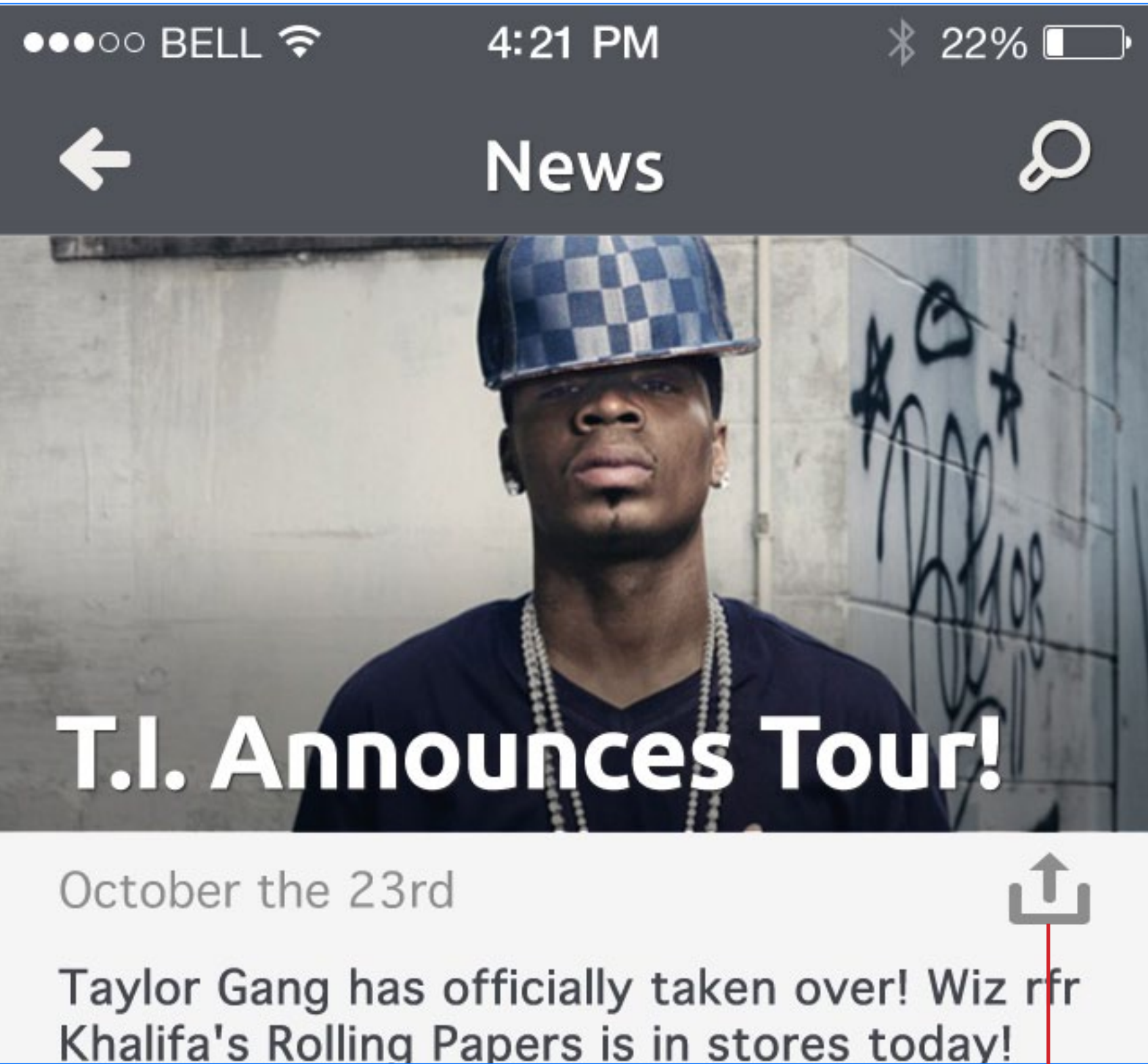
e-mail-input@2x.png

LogIn-facebook@2x.png
LogIn-google-plus@2x.png
LogIn-twitter@2x.png
LogIn-vk@2x.png

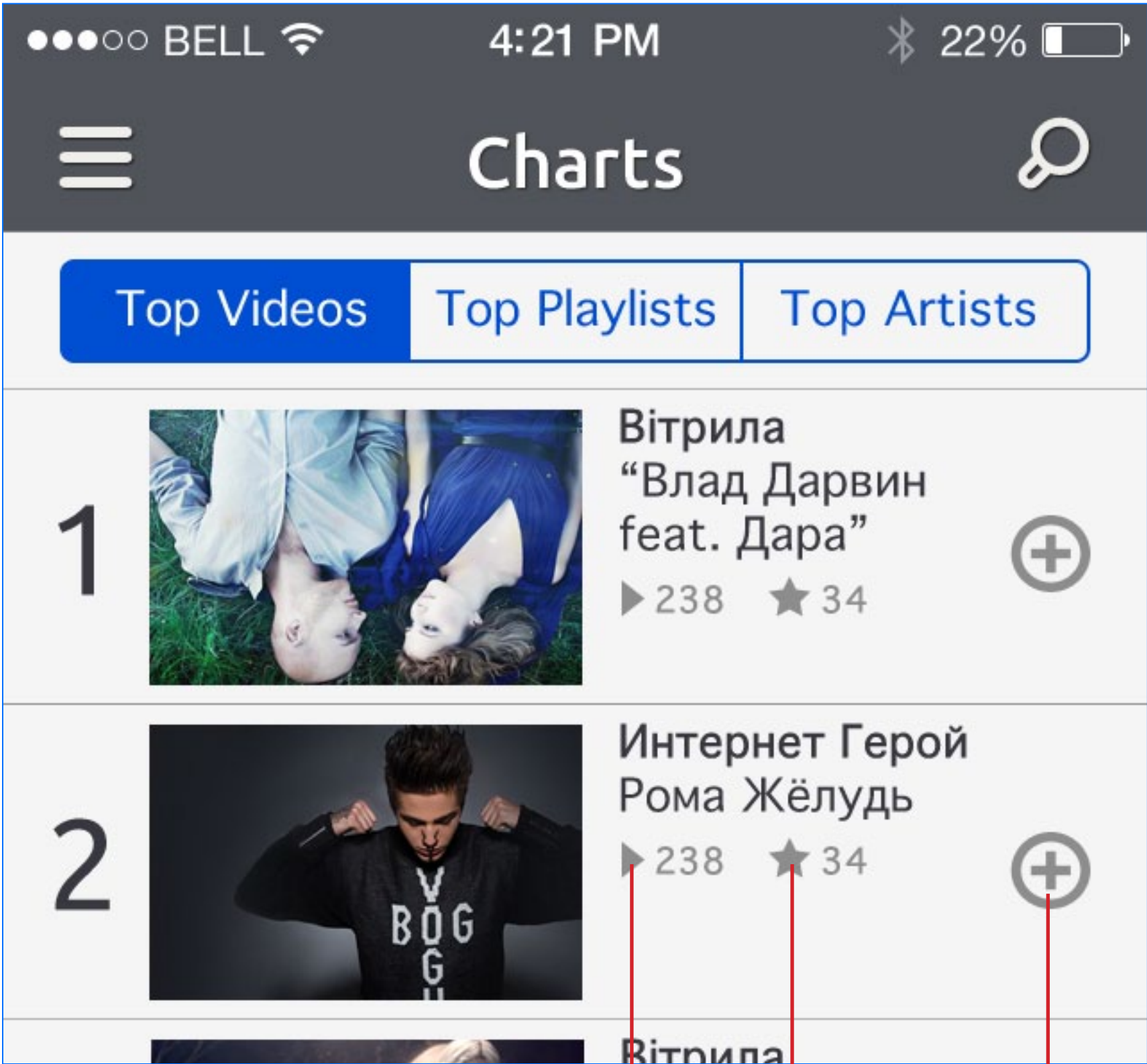
logo-SignUp@2x.png



Resources



share@2x.png

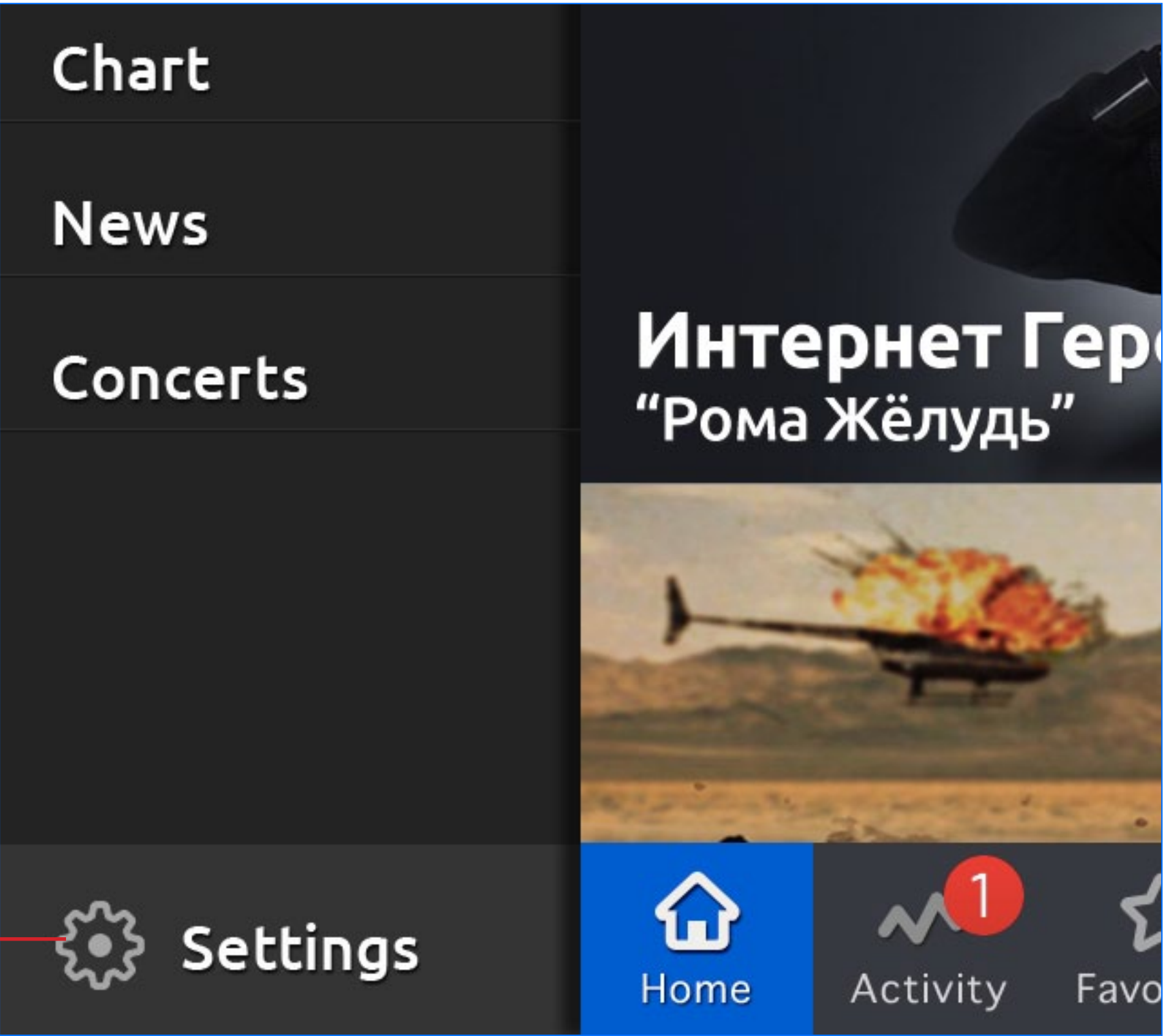
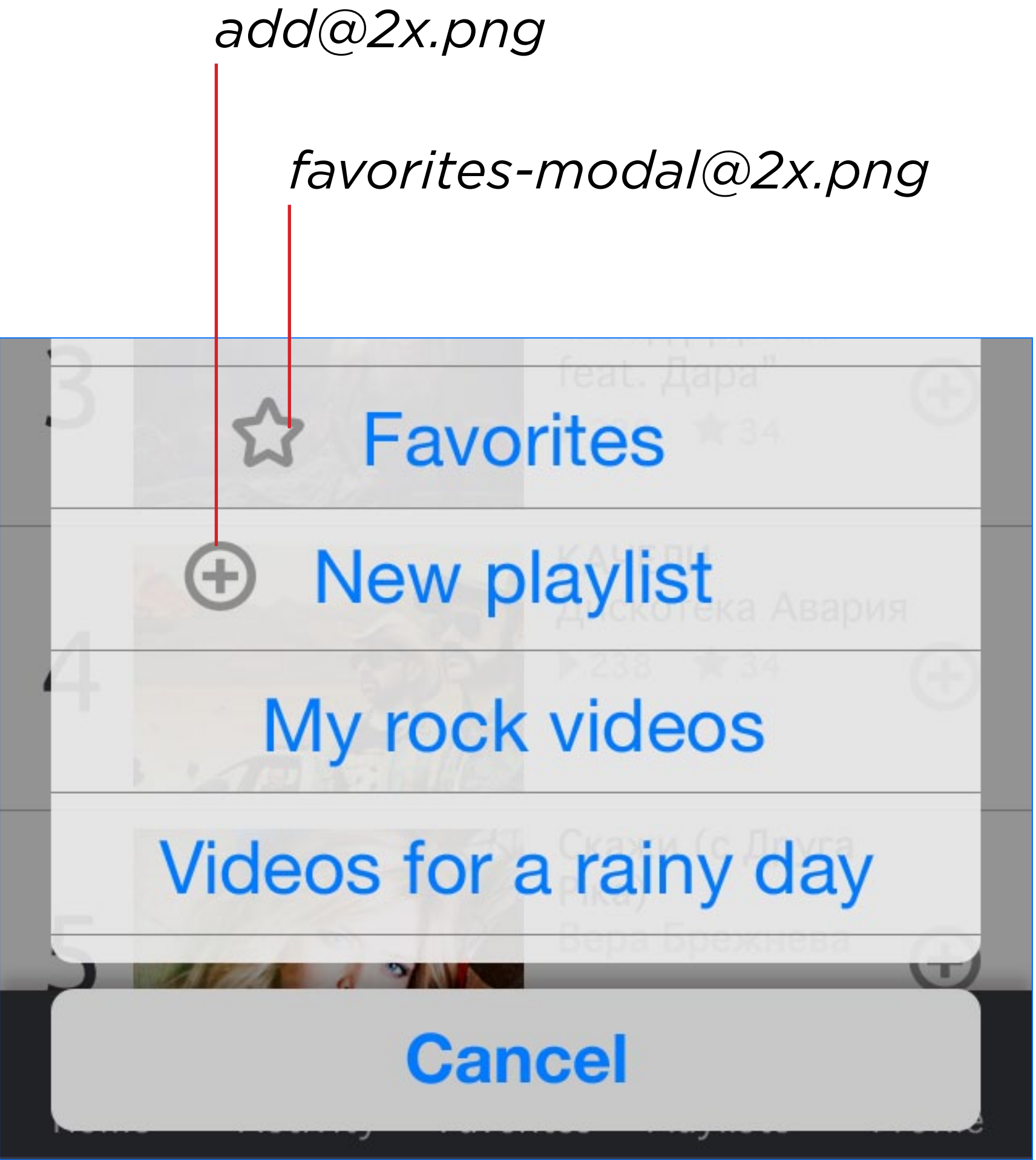


add@2x.png

favorites-modal@2x.png

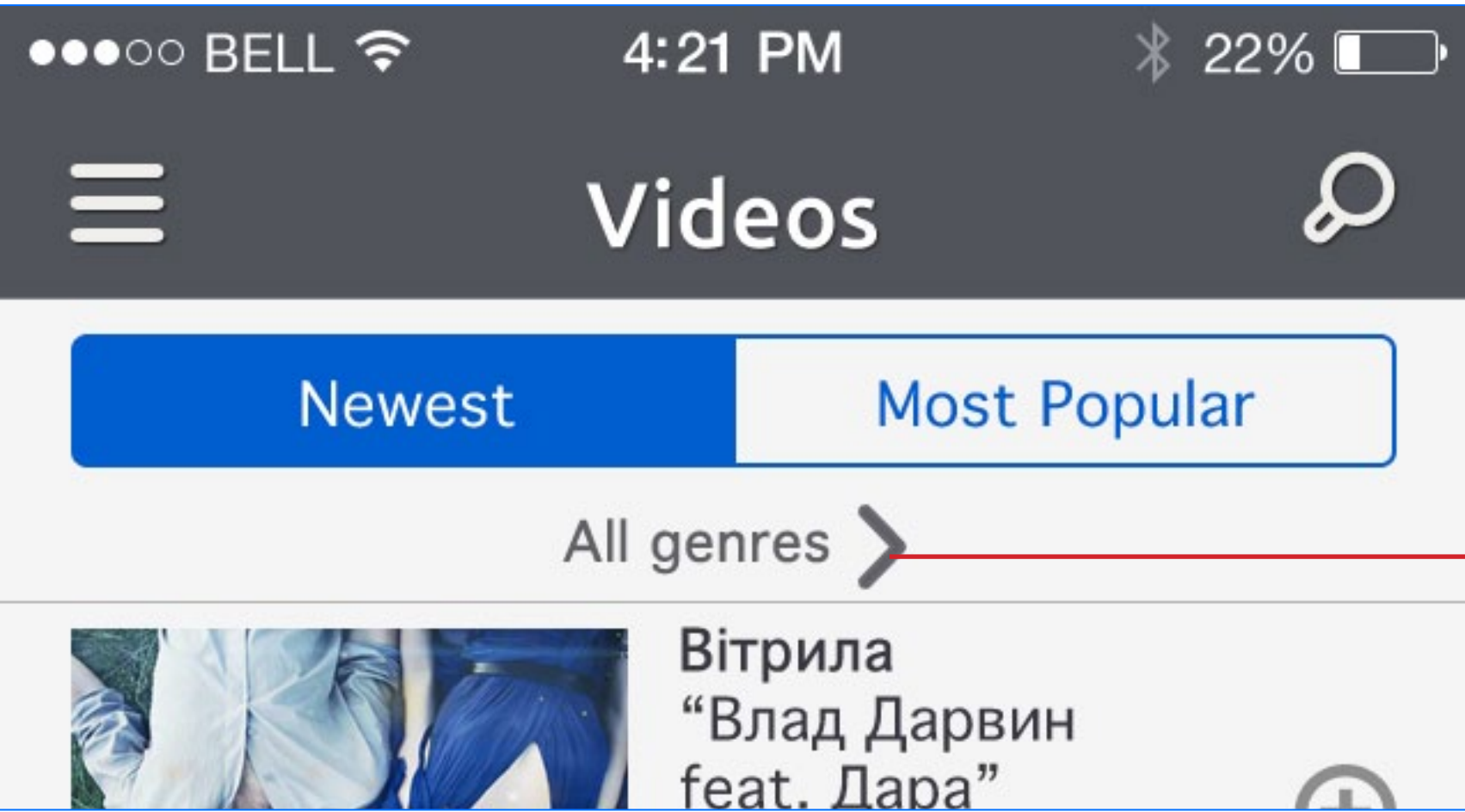
times-played@2x.png

settings@2x.png
settings-pressed@2x.png when pressed



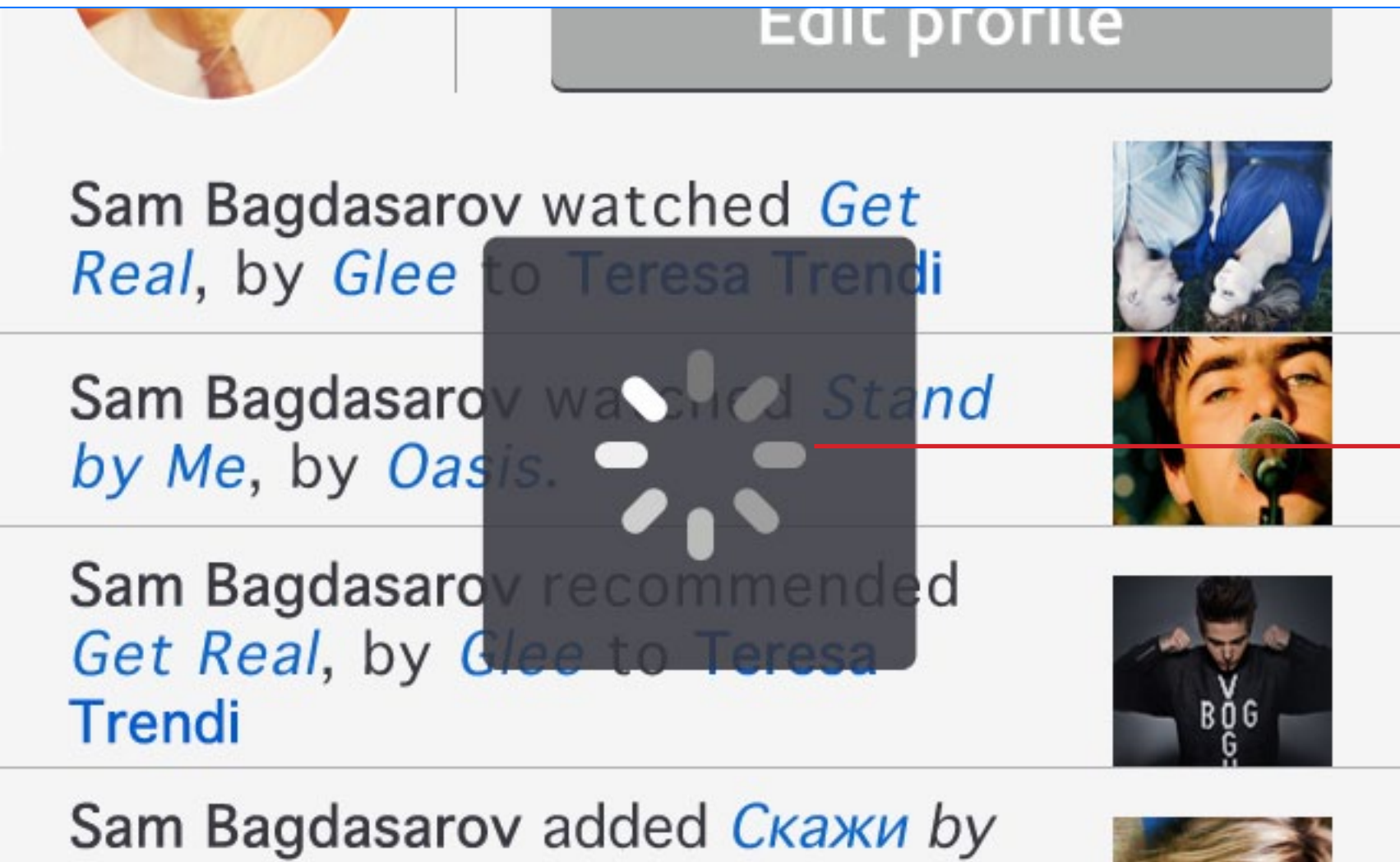
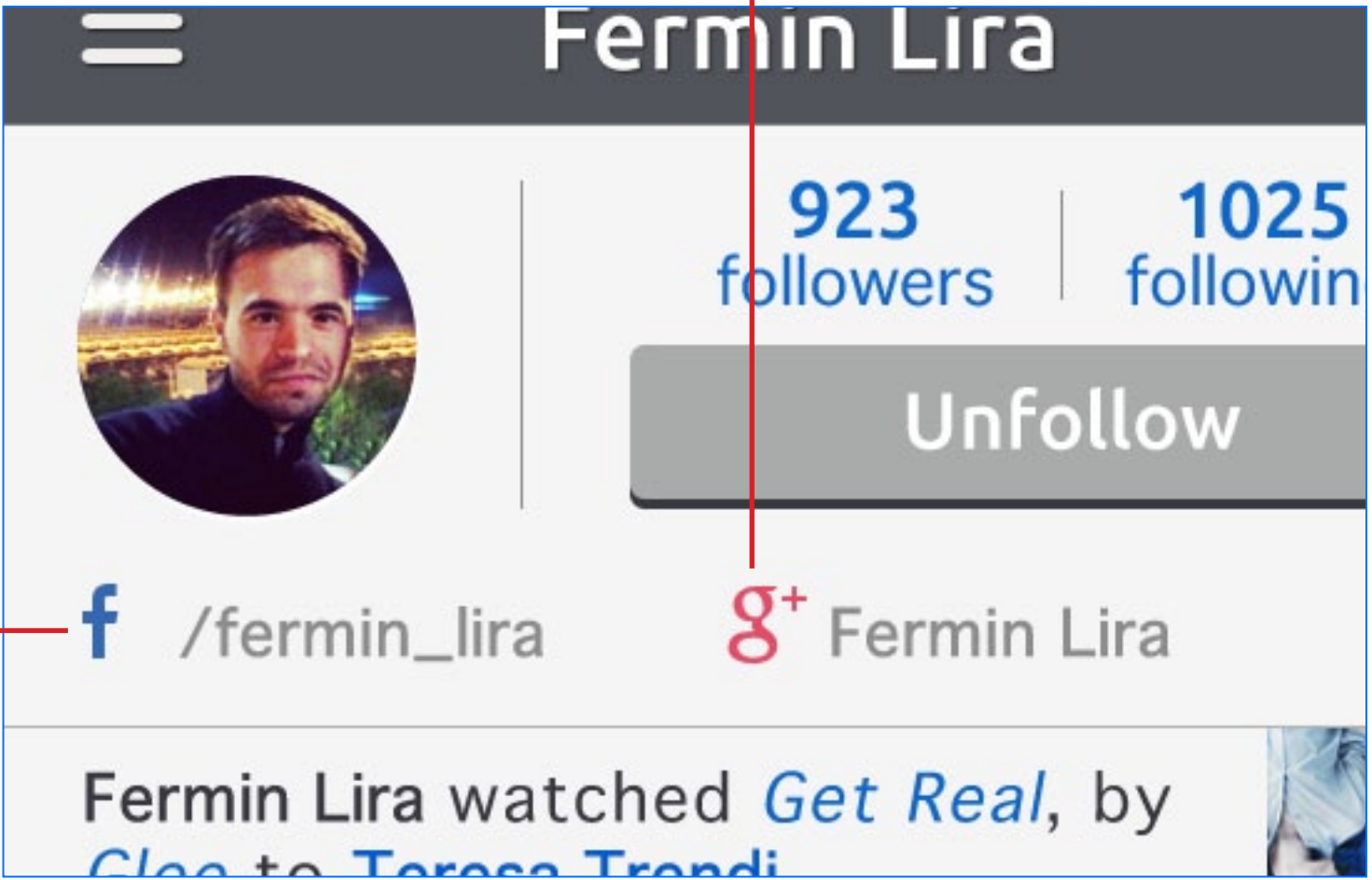
Resources

google-plus.png



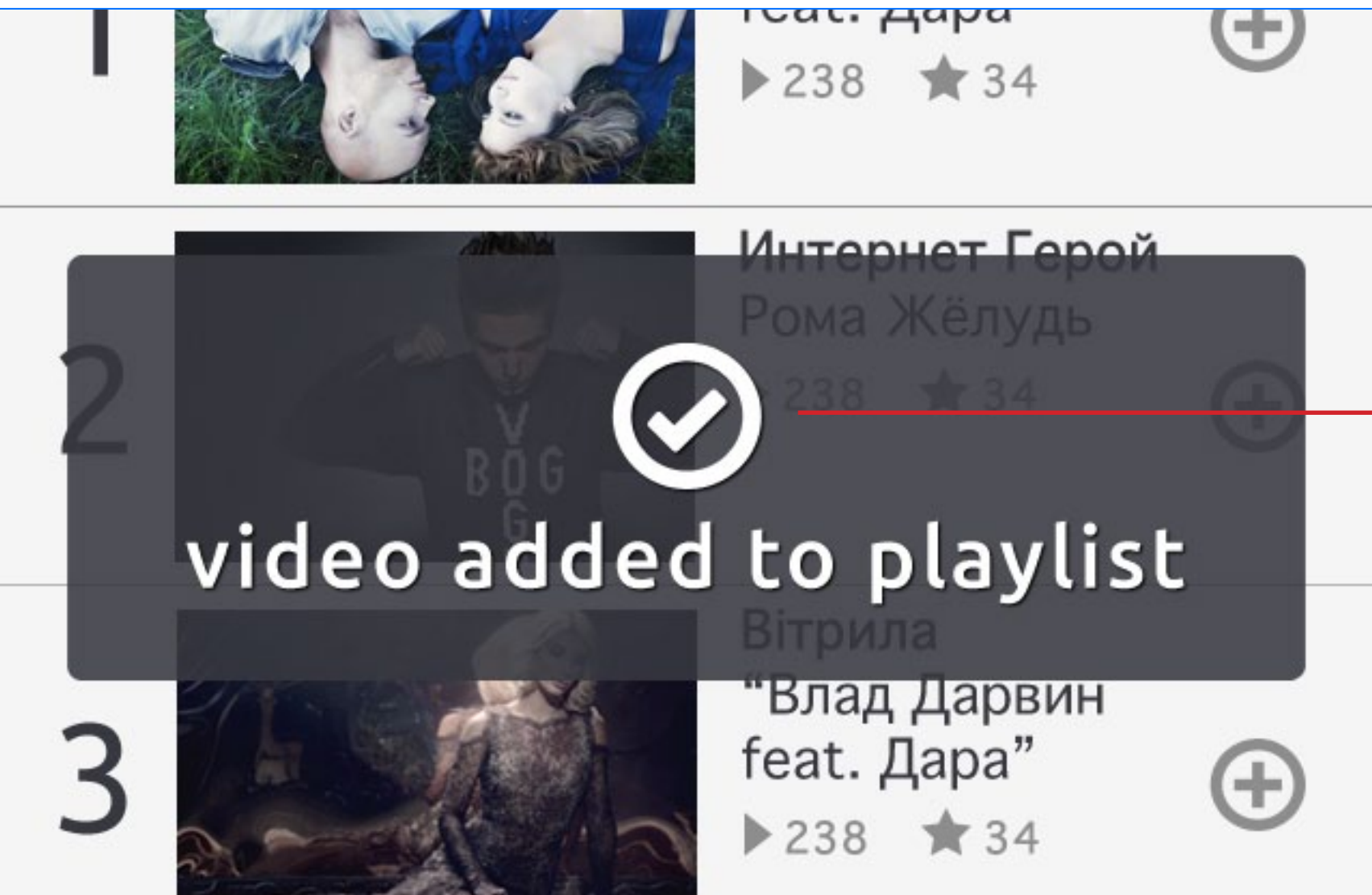
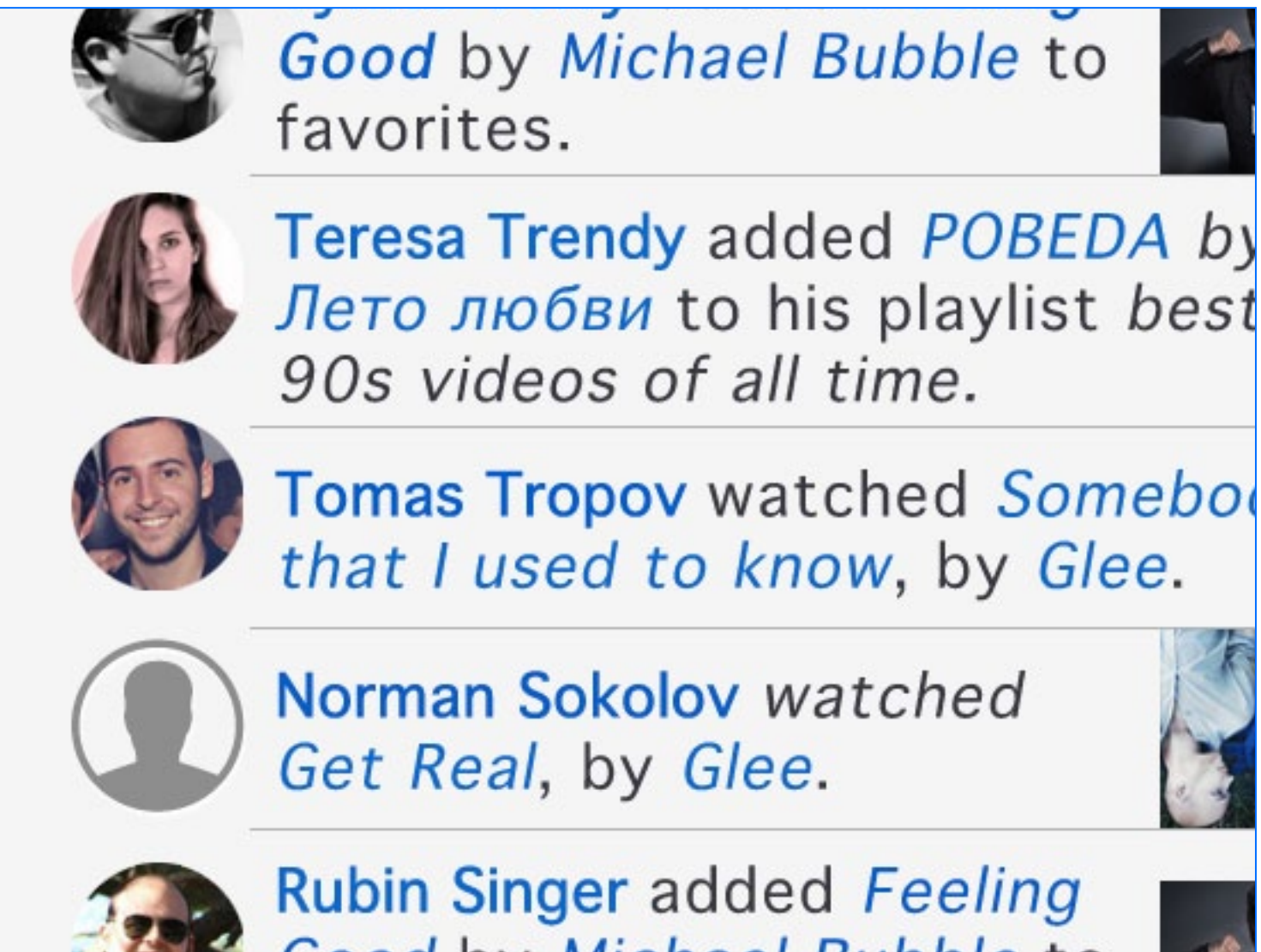
arrow@2x.png
arrow-active@2x.png when active

facebook.png



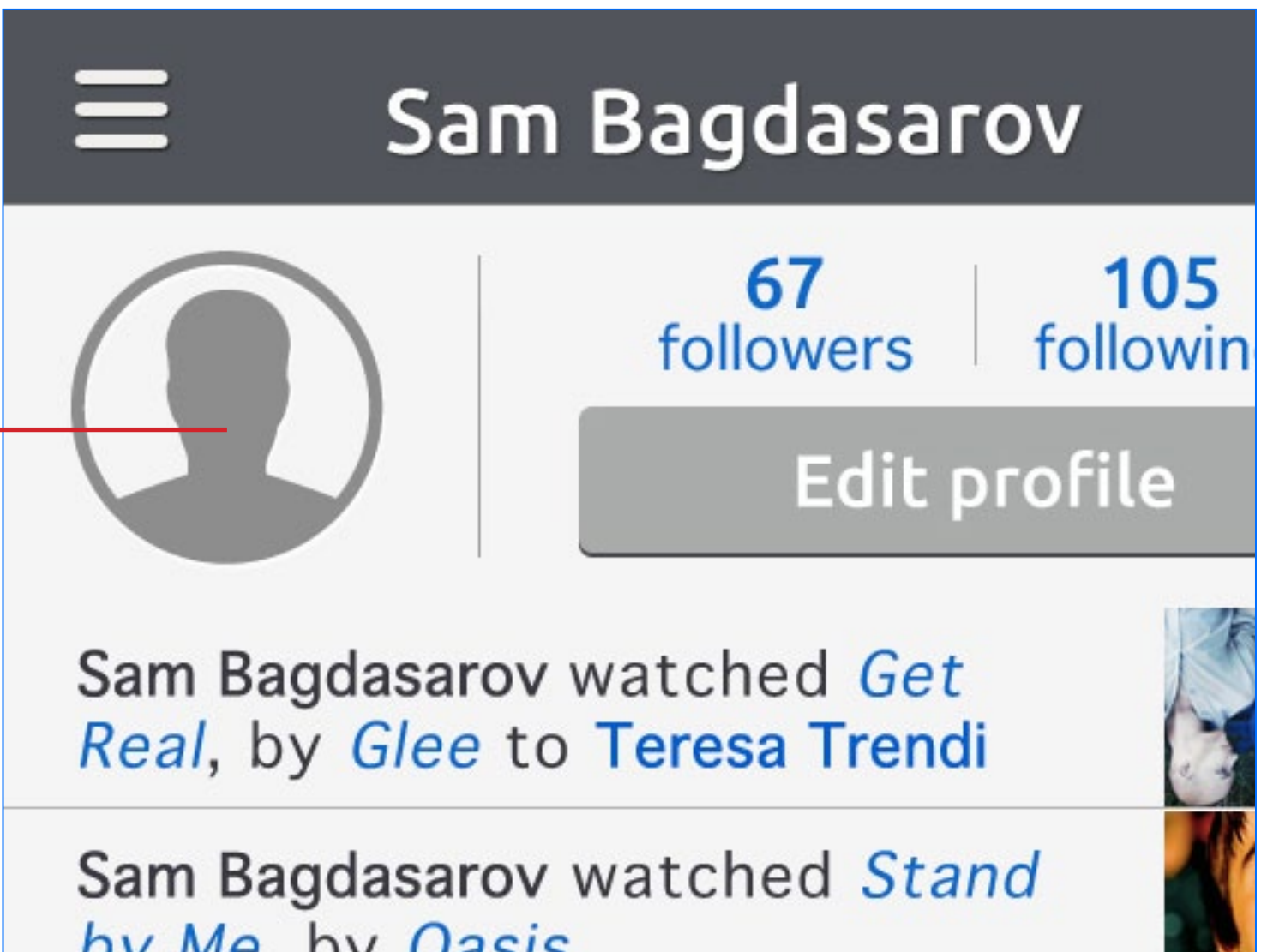
spinner@2x.png

profile-default-pic-small@2x.png



Done@2x.png

profile-default-pic@2x.png



Resources

recommend@2x.png
recommend-pressed@2x.png when pressed

share@2x.png
share-pressed@2x.png when pressed

add@2x.png
add-pressed@2x.png when pressed

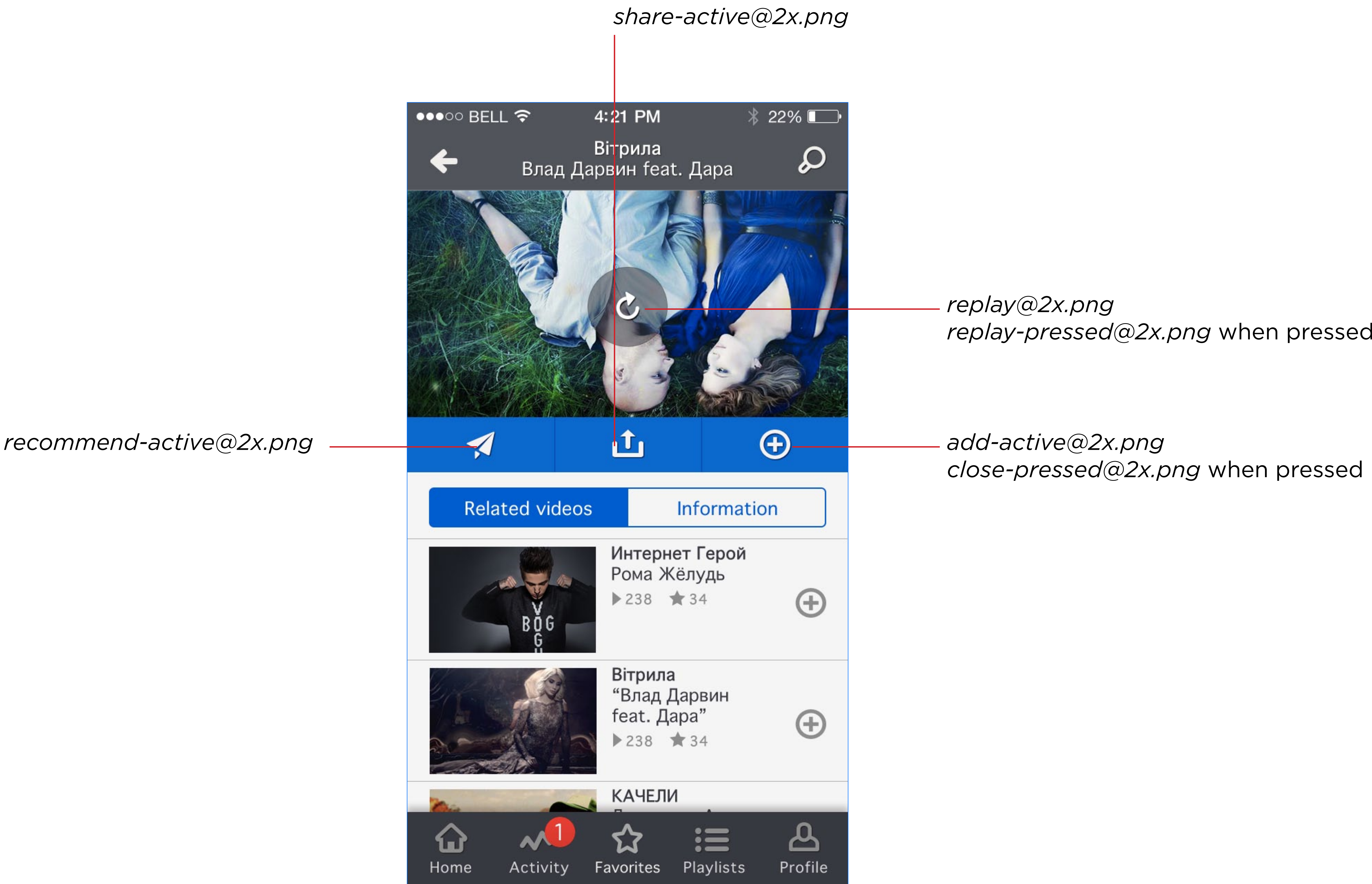
close@2x.png
close-pressed@2x.png when pressed



play@2x.png
replaced by *pause@2x.png* when video is on pause



Resources



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