AT&T CONSUMER DESIGN LANGUAGE SYSTEM Stage One Master Documentation

Welcome.

The AT&T Consumer Design Language System (CDLS) serves to define a consistent branded visual experience across AT&T consumer products and platforms. This document introduces the central design philosophy and guidelines for design based on an understanding of different user behaviors. **Stage One.** In the first stage of development of the CDLS, design guidelines have been applied to key touchpoints of both digital and physical products to demonstrate how the AT&T consumer product portfolio can be unified in character, look and feel.

The goal of this initial work has been to provide directional recommendations while still leaving room for innovation and creative exploration.

Stage One is just the beginning. Development and refinement of the CDLS will be an ongoing process with continual input needed from all product teams. **A Better Paperclip.** From far away, this is just an ordinary paperclip. But use this clip just once and you realize something special: those rounded ends protect the paper and allow the clip to come off smoothly.

A basic experience becomes surprisingly better and somehow more engaging with a brilliantly simple new feature...



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Design Philosophy. An overarching Design Philosophy describes the role of design and the vision for the product experience.

The philosophy is built on the idea that design should be simple and focused, but also meaningful and engaging.

The Philosophy is the conceptual vision that product teams should design toward. Having a common directional statement for design explorations is the starting point for unifying the visual experience of AT&T products.

Keep it simple

"People react positively when things are clear and understandable." - Dieter Rams

things are clear and understandable. - Dieter R

Let purpose be the hero

"A lot of what we are doing is getting design out of the way." - Jonathan Ive



Own the story

"Every object tells a story if you know how to read it." - Henry Ford



Inspire behavior

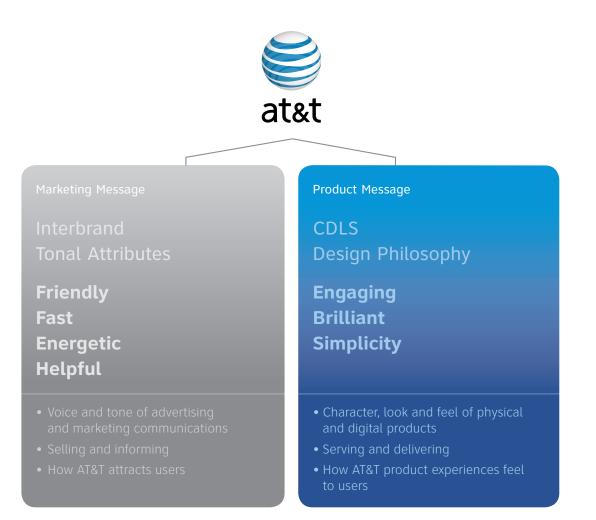
"Design needs to be plugged into human behavior. Design dissolves in behavior." - Naoto Fukasawa



Our Philosophy. Our consumer products should be engaging. They should look great, and make people want to use them. They must be simple enough to understand, but still smart and interesting. With focused functionality and extra-special touches designed into the user experience, our products will be **Engaging, with Brilliant Simplicity.**



Supporting the Brand. The CDLS works alongside the Marketing Message to support the AT&T brand. While the Marketing Voice serves to attract people to AT&T products, the CDLS makes sure AT&T products deliver on the promise of a **great user experience**.



Framework. A Framework brings together the primary components of the CDLS into a common structure so teams can approach design using the same methodology.

The Framework combines Universal Principles with an understanding of different User Behaviors to create Design Guidelines.

The framework guides in design decision-making and the creation of new elements. It breaks down the key design considerations that will help ensure that all platforms are considered equally and appropriately. **Core Components.** The three main components of the Framework include Universal Principles, User Behaviors & Modes, and Design Guidelines.



Universal Principles

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Nine key design considerations that are fundamental to expressing the central Philosophy.



User Behaviors & Modes

The four types of User Behaviors & Modes which require different product experiences.



Design Guidelines

Specific design recommendations based on the Principles that focus on delivering a particular type of product experience.

Framework Breakdown

When Principles are considered through the lens of a particular type of User Behavior, they become specific Design Guidelines that help achieve the desired product experience while still expressing the central Design Philosophy.

Together these CDLS components become the recommended approach to design so that explorations can be discussed and evaluated using a common vocabulary. **Universal Principles.** There are 9 Universal Principles in the CDLS that must be taken into consideration in the design of every consumer product. These principles are the **foundation of the Design Guidelines** and work together to express the central Philosophy.

Engaging, with Brilliant Simplicity

Keep it Open and Approachable Make it Obvious Be a Supportive Brand Make the Hello Moments Matter Be Consistent and Coherent Reveal as Needed Use Color Wisely Create Intentional Touchpoints Give Just Enough Feedback



1 Keep it Open and Approachable

Open space in design helps to focus attention on the most important elements, and makes a product less intimidating.



2 Make it Obvious

All design elements should work together to immediately convey the product's purpose and core functionality. Users should be able to quickly understand a product based on references to known archetypes.



3 Be a Supportive Brand

Brand presence in products should be reserved for key moments, such as in providing guidance. Appearance of brand will then have more meaning to user.



4 Make the Hello Moments Matter

Products can greet people in a way that sets the tone for the experience to come. This "hello moment" can be a signature element (physical, visual or auditory) that is used to present a facet of the brand to the user.



5 Be Consistent and Coherent

Individual elements of a product should relate to each other by a common logic or interaction model. Main components should resemble similarly functioning components to other products in ecosystem. The overall expression of a product should be appropriate for its context.



6 Reveal as Needed

Show only what is absolutely needed and appropriate for the point in the customer journey.



Vse Color Wisely

Colors have meaning. They should be carefully chosen and selectivly used because of their associations and ability to attract the eye.



8 Create Intentional Touchpoints

The elements that users interact with the most should be detailed to signal how a product should be used. These touchpoints can be defined by color, materiality, finish, surfacing, dimensionality, etc.



9 Give Just Enough Feedback

Video and audio elements must provide appropriate levels of feedback so that the user understands options, and never feels lost. Navigation and feedback elements should not distract from the core product function and activities.

User Behavior & Modes. At the core of the CDLS is the understanding that people **behave and engage differently** with AT&T products depending on their interests and activity modes. These Behaviors influence and focus how Principles are considered and applied.



Different Product Experiences

The level of engagement that a user has with products can range from passive and casual to active and involved. Users also look to products to fulfill different objectives that span from utilitarian tasks to entertaining diversions.

When these two factors are taken into consideration, the core purpose of every product of the AT&T consumer portfolio can begin to be described by the matrix created by these two vectors. **Design for Behavior.** Design should adjust for these behaviors, but the products must still embody the AT&T experience.



Consume

Users want to lean back and be entertained.

Visual design should focus attention on the primary media and on the main interaction elements that support or enhance the viewing experience.



Immerse

Users want to be highly engaged in their entertainment and diversions.

A rich, immersive setting helps draw the user into the product and its multiple features.



Understand

Users need information, guidance, and service to be presented in a clear and simple way.

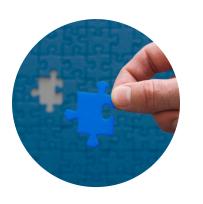
Only the most essential information should be shown to the user in manageable amounts and at appropriate points in the customer journey.



Manage

Users need to manage their everyday digital lives.

The user's content should be the focus of the experience, so design elements should stay simple and subtle, and work together to help them explore and organize their content. **Design Guidelines.** The Guidelines in the following section are specific recommendations based on the Principles that focus on delivering a particular type of User Behaviors & Modes.



Universal Principles

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User Behaviors & Modes

How to design toward the central Philosophy What the product experience should address



Design Guidelines

How to apply the Principles when designing for the product experience

Principles become Guidelines

While the Guidelines provide design direction, they are still flexible enough to leave room for innovation and creative exploration.

Design Guidelines were applied to key touchpoints of Reference Products to demonstrate how User Behaviors & Modes influence the way Principles are considered.

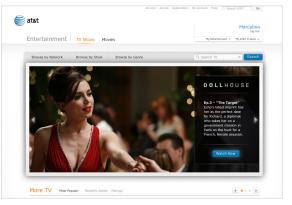
[+] Each Universal Principle is documented with its complete set of related Design Guidelines in the Appendix.

Reference Products. Design Guidelines were applied to a selection of products to illustrate how the CDLS can unify the character, look and feel of products across multiple platforms.

For Stage One, each Reference Product represents a User Behavior type. Actual consumer products include features and functions that address multiple types of User Behaviors.

Design Guidelines serve as a blueprint for teams as they develop products for market release. Each callout in the following section is an example of how and why Guidelines are used in the design process.

Final Output Reference Products



Entertainment

Entertainment portal that links content across AT&T platforms



Netbook AT&T-centric services device UI



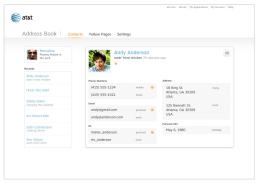
U-verse Overview	Install Guide Features		
Get Started	🕑 Setup	Power Up	Activate
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HSIA/CVOIP Online Installation Assistant

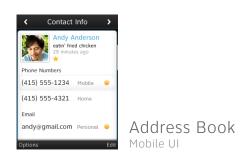
Customer assistant to install U-verse voice

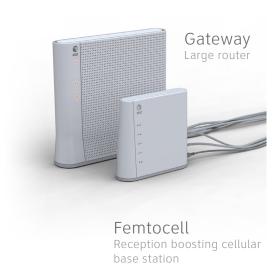


CPE Packaging

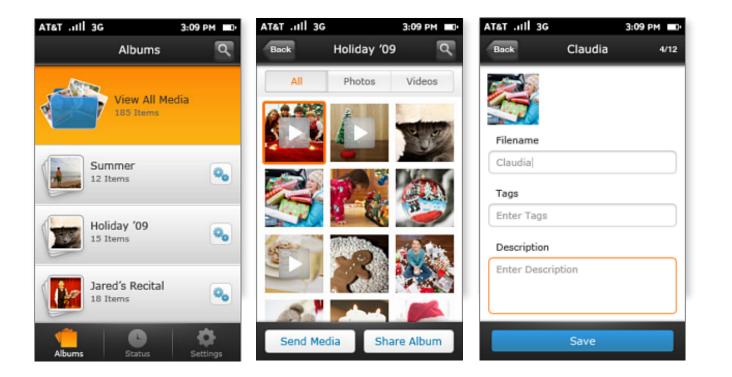


Address Book Next-generation network-synced address book





Device UI Mobile Share





Active – Entertaining Active – Utilitarian

Users are often highly engaged with their mobile device.

A rich, immersive setting helps draw users into the multiple options available for exploration. Additionally, the device must also allow for content-focused experiences.

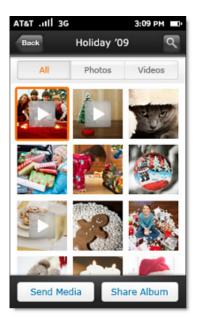
Device UI Mobile Share



2 Make it Obvious Create an Immersive Setting

Products that have Active x Entertainment behaviors usually have multiple functions and interaction points. A rich immersive setting can draw the user in and focus attention on one or two core functions at a time.

For example, a radial background glow and shape skewing centers and draws user attention on the core elements of the page: albums and photos. Also important but supportive and secondary in visual presentation are the text titles and action buttons.



7 Use Color Wisely

Orange for Wayfinding & Guidance In order to have the most effective impact, orange should be used with intention and consistent meaning. Here, orange denotes the currently selected filter and content item.

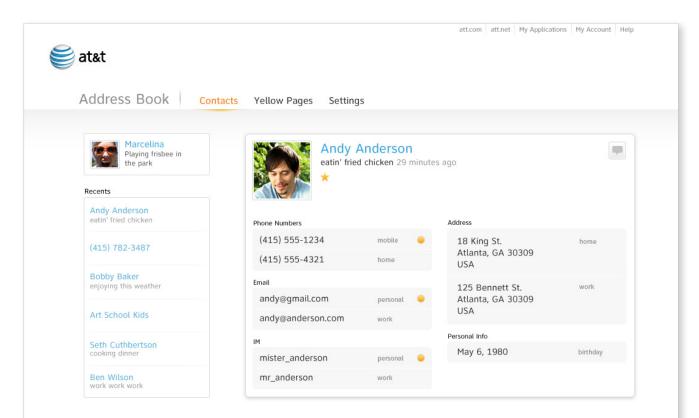
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Back	Claudia	4/12
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Claudia		
Tags		
Enter Tags		
Description		
Enter Descri	iption	
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3 Be a Supportive Brand AT&T is Energetic

The brand colors of orange and blue should be used sparingly and support the core functions of the product or page.

For instance, color glows prompt the user through interactions with visual cues. More pronounced and deliberate coloring for the Save button constructs obvious, easily understood visual hierarchy.

web ui Address Book



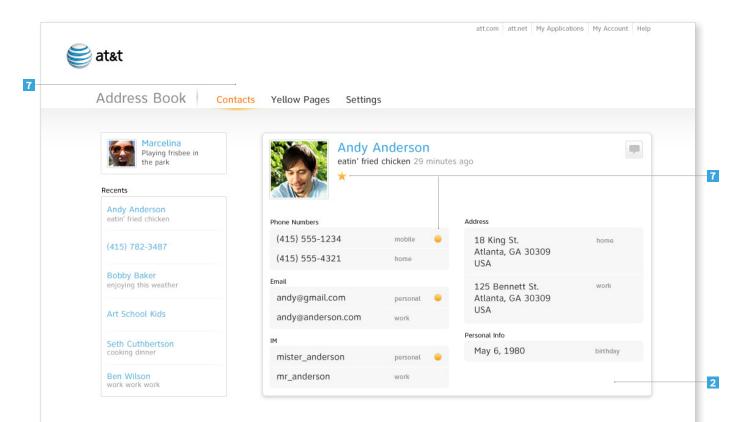


Active - Utilitarian

Users need to manage their everyday digital lives.

The primary purpose and functionality of products that assist with this should be immediately understood, and core features must be easy to use. The user's content should be the focus of the experience, so design elements should stay simple and subtle, and work together to help the user to explore and organize content.

web ui Address Book



Manage

2 Make it Obvious Prominent Product POV

The proportion and depth of a container should help orient the user. Because we are now looking at a contact detail, what was before a list of content is now a large card centered in the user's screen. A slight drop shadow helps the user associate the individual card with the one we saw in the list rollover, or in the "Art School Kids" group. Translucency and lighting gradients can also help direct a user's focus to different tasks on the screen.

7 Use Color Wisely Limited Color Creates Impact

Because there are likely to be multiple functions in management products, colored wayfinding elements should be limited in number to most effectively guide the user. Here, orange is only used for top level navigation, "favorites", and primary modes of contact. Size, shape, and saturation allow the user to distinguish between the three different indicators.

Web UI Address Book

	ntacts Yellow Pages Settings		
Marcelina Playing frisbee in the park	A-B C-D E-f G-H I-K	L-M N-P Q-S T-U	V-W X-Z
Recents Andy Anderson	Andy Anderson eatin' fried chicken 29 minutes ago	(415) 555-1234	
eatin' fried chicken (415) 782-3487	Art School Kids		"∖
Bobby Baker enjoying this weather	ROD Atwell headed to class 5 minutes ago	(415) 555-1234	-
Art School Kids	American Airlines \$60 from ATL to NYC	(415) 555-1234	
Seth Cuthbertson cooking dinner	Aunt Jackie	(415) 555-1234	
Ben Wilson work work work	В		
	Betsy Baker saving lives 3 hours ago	(415) 555-1234	
	Basketball Team	18 people	

Manage

1 Keep it Open and Approachable Light and Open

When the core functionality is management, a light and airy background allows the user to quickly scan for information and content. Especially for heavy text-based interactions, a white background provides optimal reading contrast.

A single gray rule separates sections, keeping the composition clean and unadorned. Avoid using boxes within boxes; a rounded corner box or the barest minimum of linear rules is preferable.

6 Reveal as Needed

Only What's Necessary

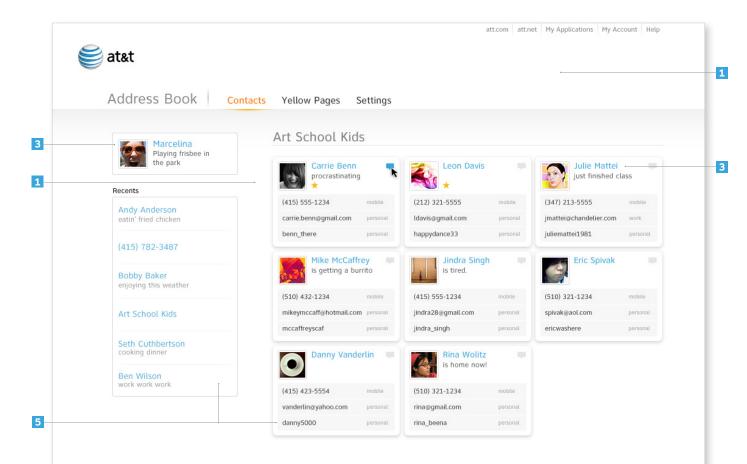
Content should be parsed out in scannable amounts, revealing only what's absolutely necessary to making a decision. Here, a contact list displays only the username, status update, and phone-number for each individual. On rollover, "8 people" changes to miniature avatars to give the user more visuals that will be helpful in making an interaction decision.

Also, consider which interaction display is appropriate for the type of content. Images, such as avatars or photo thumbnails, will benefit from a rollover that scales up on rollover, while additional text would be more appropriately displayed in a pop-up.

8 Create Intentional Touchpoints Focus on Content

Materiality should bring visual hierarchy to user interaction. The individual card that the user is focusing on has a hint of a drop shadow that reinforces its physicality and encourages interaction.

web ui Address Book



Manage

1 Keep it Open and Approachable Generous White Space

Especially when managing high volumes of content, it is imperative to use generous negative space within and around content. Here, ample leading and margins gives enough breathing room to textheavy information.

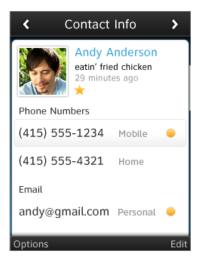
3 Be a Supportive Brand AT&T is Energetic

Brand colors should be reserved for key touchpoints. Usernames use blue to reinforce the user's association of friends with AT&T.

5 Be Consistent and Coherent Sticking Together

Similar content should have a likeminded visual treatment. Here, the individuals in "Art School Kids" are grouped closely together as cards all with a similar amount of information and sitting just above the background. Recent contacts are grouped together in an adjacent box that has no shadowing, signaling that it is lower in priority.

Mobile UI Address Book



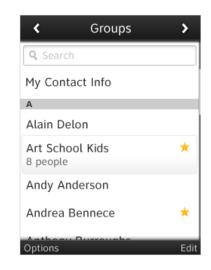
3 Be a Supportive Brand AT&T is Energetic

When the section requires heavy content management, brand colors should be reserved for key touchpoints. Here, orange highlights favorite and primary contacts. Usernames are blue to reinforce the user's association of friends with AT&T.

Contact Info	>
Q Search	
My Contact Info	
A	
Alain Delon	
Art School Kids	*
Andy Anderson	
Andrea Bennece	*
Anthony Burroughs	E alla
Options	Edit

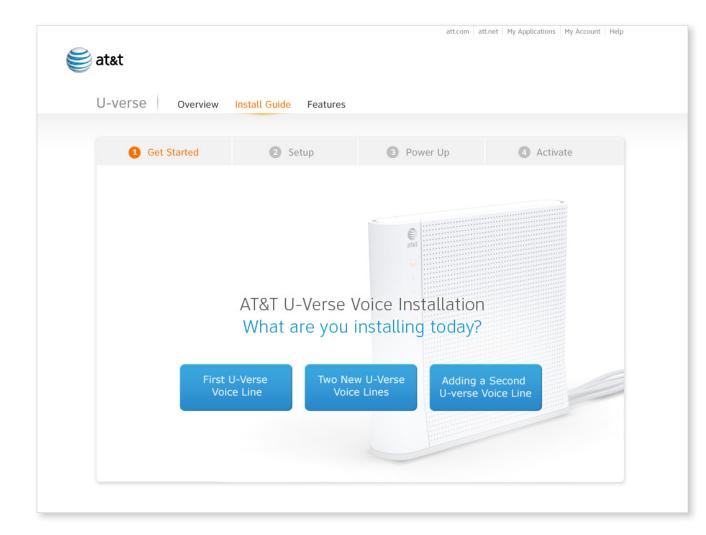
2 Make it Obvious Light and Open

When a multi-functional device is in management or utility mode, an airy, light background allows the user to quickly scan for information and content. Especially for heavy text-based interactions, a white background provides optimal reading contrast.



6 Reveal as Needed Only What's Necessary

Content should be parsed out in scannable amounts to the user, and revealing only what's absolutely necessary to making a decision. Additional information can be revealed on focus.

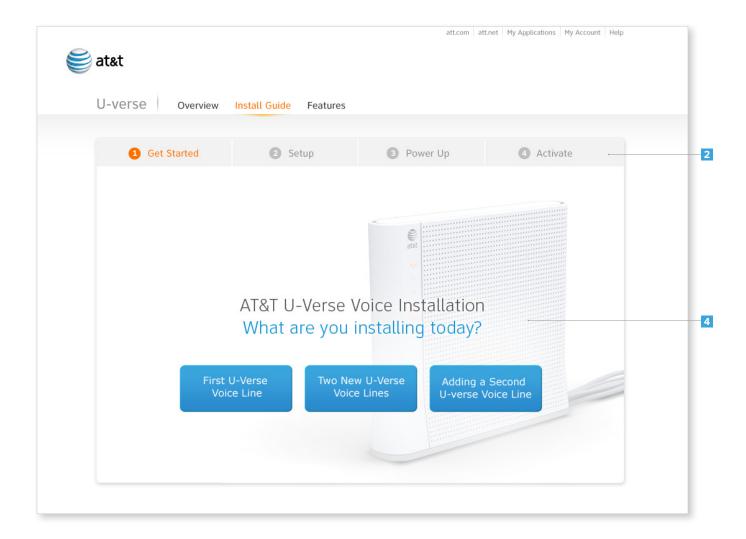


Understand	

Passive - Utilitarian

Users need information, guidance, and service to be presented in a clear and simple way.

Only the most essential information should be shown to the user in manageable amounts and at appropriate points in the customer journey. The composition should provide a focused experience that helps the user to understand the purpose of the product and to achieve intended tasks.



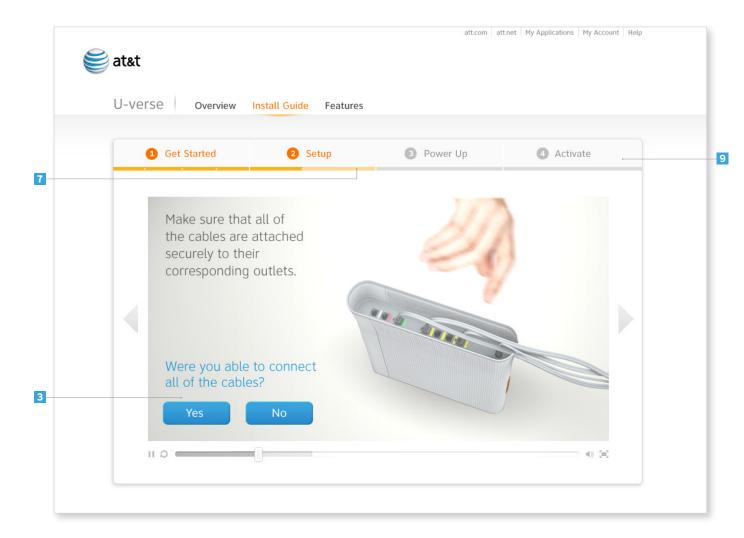
Understand

2 Make it Obvious The Bare Essentials

For products that are meant to inform and teach the user, the primary content should dominate the product screen in size and proportion. The overall color palette should be based on a white or light-tone, eliminating colorful distractions and enhancing clarity. Here, the content is contained in a large rounded corner panel that makes the process appear focused and manageable.

4 Make the Hello Moments Matter You're in Good Hands

For tasks that can be potentially intimidating, the opening screen is an opportunity to reassure the user that the upcoming experience will be manageable and supported. A photograph of the product to be installed is a reassuring element that lets the user know they are in the right place. Bold typography can take the place of imagery to orient the user.



Understand

9 Give Just Enough Feedback

Spatial Relationship of Controls Subnavigation elements should be visible and easily available to the user. Here, the fourstep progress bar is housed within and sized proportionally to the video container it controls.

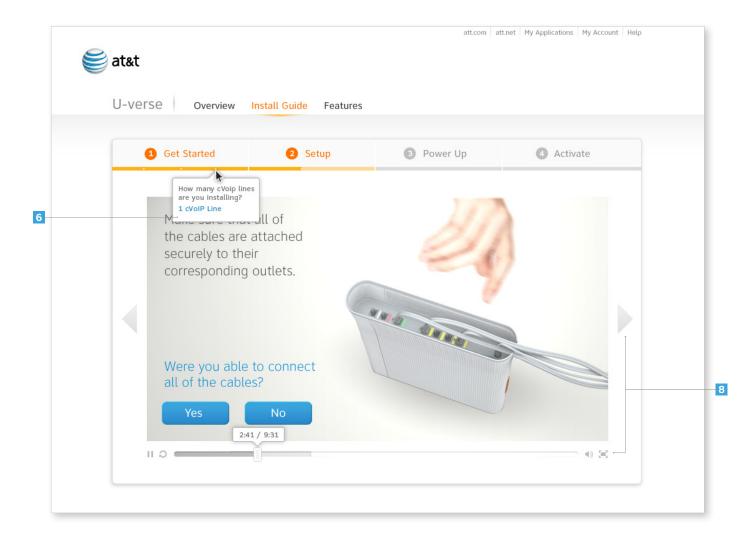
7 Use Color Wisely

Limited Color Creates Impact

Orange should be used sparingly for highlevel wayfinding. A gentle orange glow shows where the user is in the global navigation. In the four-step progress bar, varying saturations of orange indicate how much the user has completed.

3 Be a Supportive Brand AT&T is Friendly

Brand colors are used in questions to the user, reinforcing the core AT&T philosophy that conversation is key. The voice and tone of copy can achieve the same effect.



Understand

6 Reveal as Needed

Reveal Only as Needed To encourage engagement and not overwhelm the user, material should be parsed out in manageable sections. Here, content is limited to one video, one question and one choice that will advance the user to the next step.

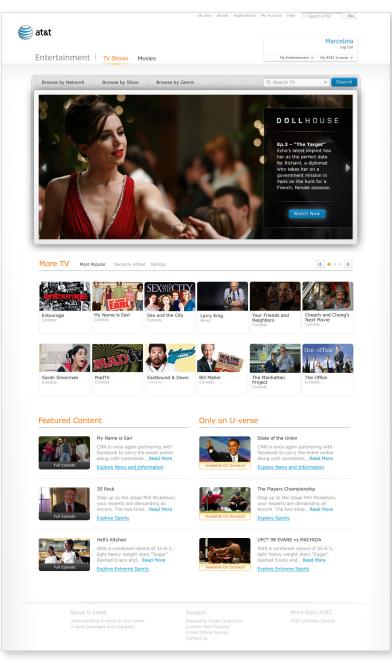
Previewing Information

Pop-up windows of content can be used on rollover to remind the user of key information or definitions. Here, the user can refer back to completed questions at each step. In this way, supporting information is available, but not distracting.

8 Create Intentional Touchpoints Secondary Elements Recede

Saturation and materiality help distinguish between primary and secondary interactions. Here, the left/right arrows and video scrubber controls are light grey, allowing them to play a secondary role to the main task in this screen: the blue button choice.

web ui Entertainment



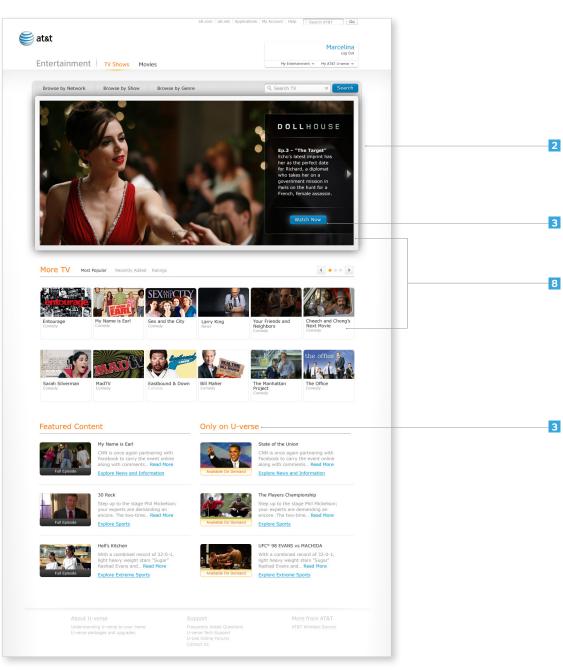
Consume

Passive – Entertaining

Users want to lean back and be entertained.

The content should be the hero of the composition. Visual design should focus attention on the primary media and on the main interaction elements that support or enhance the viewing experience. Secondary content and functionality may need to be present and readily available to user, but should not distract or command attention.

Web UI Entertainment



Consume

2 Make it Obvious

Set the Stage

Primary media/content should dominate the page using proportion and central placement. Layers and depth can focus user attention on interactive content and anticipate an immersive viewing experience. Lighting and gradients in the background can also convey a more dramatic/theatrical setting.

3 Be a Supportive Brand AT&T is Helpful

The brand colors of blue and orange gently guide the user to key touchpoints and tasks. Brand colors should be used sparingly and not as decorative additions.

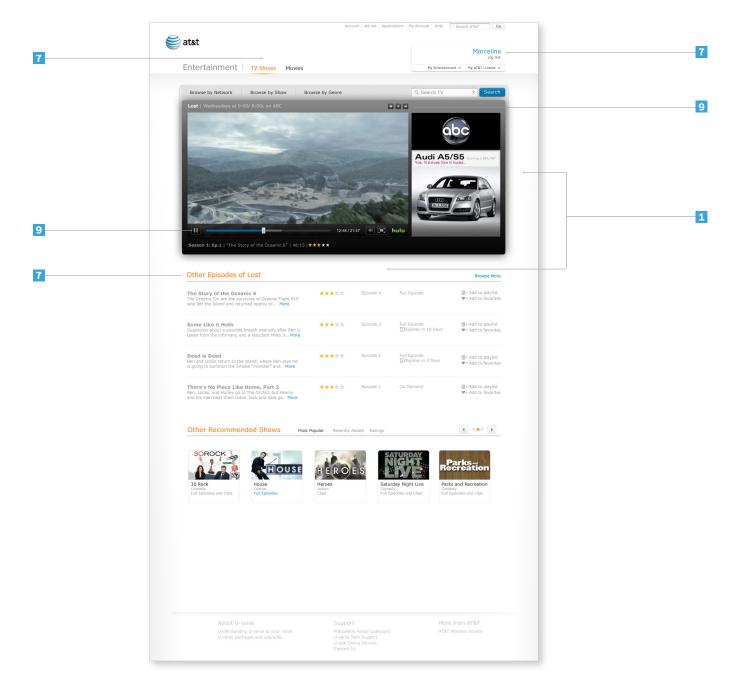
8 Create Intentional Touchpoints Material Hierarchy of Elements

Primary interaction elements should have the most dimensionality, materiality, and detail. Here, the main viewing screen appears the closest to the user through the use of lighting and drop shadows.

Secondary elements can appear on the same plane as the background so as to recede from the viewer. Here, individual show cards have only a slight shadow so as to seem almost on the surface of the background.

Other techniques include giving a slightly convex or concave appearance to elements, and using translucency to suggest the stacking of many layers.

web ui Entertainment



Consume

1 Keep it Open and Approachable Immersive Media Viewing

The composition should include generous margins to reflect a theatrical/cinematic environment. Secondary content not directly enhancing the core experience should recede into the background.

7 Use Color Wisely Wayfinding

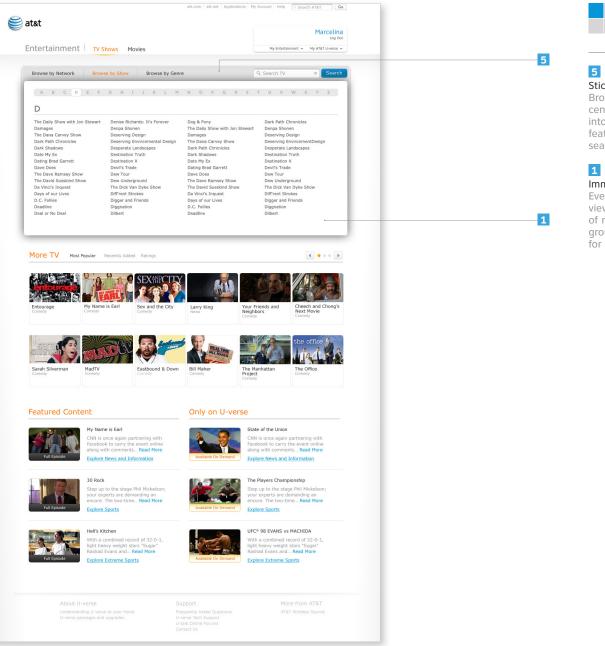
Orange should be used for primary wayfinding and guidance, while blue indicates personal links and secondary tasks. An orange glow demonstrates where the user is in the main navigation. Orange is also used for key headings and highlights premium content.

Blue is used for the username and for links to access additional information.

9 Give Just Enough Feedback Feedback Tied to Media

Visual feedback elements, such as the video playhead, should clearly indicate where the user is in the viewing/downloading experience. Additional viewing tools, such as full-screen mode or favoriting, are grouped around the viewing window for easy and intuitive access. Similar coloring or materiality can also be used to visual group functions together.

web ui Entertainment



Consume

5 Be Consistent and Coherent Sticking Together

Browsing functions that would affect the central viewing space are grouped together into a subnavigation. The area that previously featured new shows is now refreshed with a searchable database of shows.

1 Keep it Open and Approachable Immersive Media Viewing

Even utilitarian sections of an immersive viewing product should reflect generous use of negative space within and around content groupings. Lists of information should be easy for a user to scan and click.



Immerse

Active – Entertaining

Users want to be highly engaged in their entertainment and diversions.

A rich immersive setting helps draw users into the multiple options available for exploration. Elements and groupings can be rendered with more dimensionality, detail, color, and contrast in a way that still provides clear navigation and good usability, but is presented in a full, rich interface.



Immerse

2 Make it Obvious A Rich Setting

When a product includes active user engagement and entertainment-focused activities, its composition should convey rich layers and an immersive feel. Radial glows can create a sense of depth while still highlighting the central areas of focus. Stay within the spectrums of deep blue and black, and utilize drop shadows and translucency.

Show the Options

Interactive elements have enough prominence in detail and size to signal that the user can easily navigate to and from different types of experiences.

1 Keep it Open and Approachable Open in All Directions

In products with a high level of user activity and numerous elements sharing space in a composition, negative space should be used generously. Leading and margins around groups of content can aid this cause. Gradients can also be used to imply depth and a sense of openness in 3-D space.

4 Make the Hello Moments Matter Start-up Greeting

Entertainment-based products can have a start-up audio experience to greet users. A simple loading animation should inform the user of progress toward device readiness.



Immerse

7 Use Color Wisely Immediacy

Orange should be used for wayfinding and guidance. Here, an orange glow indicates a panel handle that the user can click and open. Saturated orange marks indicate new messages in a conversation. Avoid using orange for all links, just the most important and immediate actions.

6 Reveal as Needed Primacy of Core Features

Core features and functionality with a high-level of interaction should be centrally positioned in the user's view. Here, secondary content such as contacts list and media albums, are hidden in sliding panels on the sides. Hidden layers beneath the front panel are another way to create hierarchy of content.

5 Be Consistent and Coherent More Than Meets the Eye

Compose interactive elements together in such a way as to signal to the user that there are additional modes/activities to experience beyond/adjacent to the main screen. Slide out panels to the right and left are slightly taller than the central media panels, appearing closer in the user's depth of field. Similar coloration, treatments, and transparencies help bring disparate containers together in style, while distinguishing between their different functions.



Immerse

5 Be Consistent and Coherent No Nascar

For products with cross-functionality, elements such as 3rd-party logos, should be as quiet as possible. Here, different social networking sites are referred to by name only, focusing attention on the user participants and their conversations, NOT the application from which they are messaging. If forced to include logos or graphics from a third-party, they should be clearly grouped and rendered with simple cues and just enough detail for a user to distinguish between them.

8 Create Intentinal Touchpoints Richer Interaction

Content containers should have dimensionality and/or surfacing treatments to support the feel of a richer interactive environment. Here, panels have a translucent appearance, highlights that suggest light shining through glass, and a light diagonal stripe pattern to give texture. Lighting, interior glows and drop shadows in different mixes and transparencies can aid this feeling of materiality.

9 Give Just Enough Feedback Previewing Media

Lensing (a "scaling-up" on roll-over) will help the user preview a selection. On rollover, square thumbnails can expand into a more proportional view of the media, inactive conversations can expand to show an entire exchange, and contact names can expand to reveal phone numbers and addresses.

Customer Premises Equipment



Passive – Utilitarian

Users need information, guidance, and service to be presented in a clear and simple way.

Utilitarian products with lowlevel of interaction should be quiet in presentation, but smart and thoughtful in providing the essentials at appropriate points in the customer journey. The overall composition should be honest in communicating its purpose, and approachable with its functionality.



Customer Premises Equipment

Understand

2 Make it Obvious

The Promise Of Quality Service CPE products should communicate a smart and professional aesthetic that correspond to the high-quality level of service that the devices are enabling. Attention to design details implies that the same care and attention has been spent on other (less visible) parts of the product - which implies a trustworthy product.

The main body color of products in this category should primarily be a neutral color (black, grey, white) because the product purpose is to deliver service. Fit and finish of final products should be set to a standard beyond typical OEM manufacture.



Customer Premises Equipment



3 Be a Supportive Brand AT&T Is Standing By

Color and placement of AT&T logo should not attract unnecessary attention. Brand presence should be reserved for key moments in customer journey so colored logo is not required to be visible at all times.

3

In this example the logo is placed on the side so that it does not need to be seen. Logo could also be debossed or etched onto main surface to remain quiet on a front-facing side.



Customer Premises Equipment

Understand

2 Make It Obvious

Taking a Stance

Devices with passive interaction and highutilitarian functionality are likely to be primarily stationary, or occasionally movable. As such, a stationary product has form and features that provide (and clearly indicate) stability and a static posture.

In this example the accented foot and tapered shape give weight to the bottom of the product. The accented foot acts as a visual grounding element.



Customer Premises Equipment



2 Make it Obvious

Communicating Orientation

Product form and base features should clearly inform user of orientation required for best performance, if any, and similarly should deter from allowing user to position product in a way that would impede performance.

Here the vertical tapered shape clearly messages an upright orientation. The cutout for the connector panel signals front and back.



Customer Premises Equipment

Understand

5 Be Consistent and Coherent

Hide In Plain Sight

Products that have passive use and a low level of user engagement typically should be unassertive in their context, and should not command visual attention. Here the product has dominant forms that are geometrically simple. The sides have fullradii that soften the main body to be more appropriate for the home environment.

Simpler forms and neutral colors will allow products to fit into a broader range of environments. Giving consumers a choice of light or dark colors will give them options for how to integrate these products in their home.

5

1

1 Keep it Open and Approachable Show Only What Is Needed

Functional aspects of the product that the user does not need to be aware of can be hidden or in-tegrated so as not to complicate the product composition. Here the required venting is treated as a surface pattern across the entire surface. This leaves manufacturing flexibility to position open and blind holes for optimal cooling while reducing visual complexity.

The consumer does not need to know exactly where the venting is located on the side. The consumer only needs to know that there is venting on the side

Approachable Technology

Electronic equipment can be intimidating to users, so form and details should avoid making the product look too technical or industrial. The rounded ends make the product feel consumer-friendly and appropriate for the home.



Customer Premises Equipment



8 Create Intentional Touchpoints

Quiet Contrast

Primary touchpoints of products with low level of interaction should have color, materials, and/or finish that contrast with the main product body to signal functionality and importance, but should not detract from the overall composition.

In this example, the connectors have a slight color contrast and discreet color coded labels. Because of the low-interactive nature of this product, there are few touchpoints to design for. (Other types of user touchpoints include grips, buttons, switches, plugs, etc.)



Customer Premises Equipment



5 Be Consistent and Coherent Keeping It Clean

Functional details can be custom-designed and new features can be introduced to prevent the product from becoming a visual distraction or a pain-point for the user.

Here the base hides the jacks and routes cables neatly out the back, giving the completed installation a more permanent, protected and intentional look.

6 Reveal as Needed Efficient Instruction

Device set-up must be presented in clear and manageable steps. Cable plugs can be uniquely matched to corresponding sockets to clearly map the connections in the set-up process.

Here the color of the label on the plug is matched to the color of the socket label. Alternately the plugs themselves can be color-coded and/or uniquely-shaped to quickly signal how they correspond to sockets.



Customer Premises Equipment

Understand

7 Use Color Wisely

Starting Point

Details and features can be added to create an elegant new way for users to set-up their service. Orange is a strong color so it can be used to point to where to begin first.

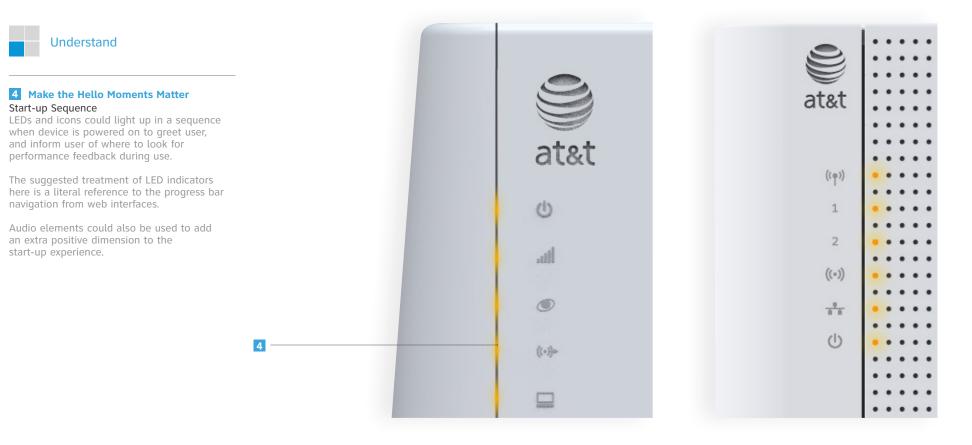
In the example shown, a card could be provided that electronically contains the account and service information for set-up. The orange slot would signal the first step of the set-up.

The card is a centralized and sophisticated way to permanently store account information for service and troubleshooting. Currently this information typically resides on manuals and paperwork that can be easily misplaced.

7



Customer Premises Equipment



 Get Started 	2 Setup	3 Power Up	4 Activate
Online Installation As	sistant		
Progress Bar	SISTAIL		

Customer Premises Equipment

Understand

9 Give Just Enough Feedback

Ambient Availability

Service equipment performance feedback should be ambient and continually available to user, but not command visual attention until user interaction is needed.

A Simple Thumbs-up

A successful installation or connection is an opportunity to associate the brand to a positive moment in the customer journey, and can be identified by a signature element (visual or auditory).

LED Indicator Feedback

The examples here shows how minimally intrusive feedback could be implemented.



Power Up

Product turns on with a greeting and light testing sequence.

Connect

Indicators blink until connection is active, then turn solid.

((•))

+-



Operate

In normal operation the indicator lights can be dimmed or turned off by a timer. The power icon stays fully lit, providing a quiet ambient feedback on device status.

(i-i)

Warning Warnings appear as blinking or alternate colored light indicator.

Customer Premises Equipment



Passive - Utilitarian

Users need information, guidance, and service to be presented in a clear and simple way.

Utilitarian products with low level of interaction should be quiet in presentation, but smart and thoughtful in providing the essentials at appropriate points in the customer journey. The overall composition should be honest and straightforward in communicating its purpose.



Customer Premises Equipment

Understand

7 Use Color Wisely Orange in Messaging

In-store packaging can be used to draw consumers to purchase products, so it can partially function as a marketing message. For such instances, orange can be used more liberally to represent the brand or highlight a brand promise.

The large panels of orange on the sides in the packaging example here will call attention to the product on the shelves of a retail environment.

7



Customer Premises Equipment

7

1

7 Use Color Wisely

Understand

Starting Point

For more functional product messaging, orange can be directional in indicating a starting point of an experience.

In this example orange has been placed on the surface that is the opening of the packaging

1 Keep it Open and Approachable Keeping it Clean

Packaging must clearly convey product functionality and benefits. On both the primary front and back surfaces, text and graphics are used sparingly to communicate contents and service.

Generous use of negative space helps the perception of simplicity, which signals easy installation and use.



Customer Premises Equipment

Understand

5 Be Consistent and Coherent

Master Layout

Titles, images, brand signature and symbols must follow a consistent template across packaging for product families. Users will be able to compare features and services at a glance.



Customer Premises Equipment



Understand

8 Create Intentional Touchpoints 4 Make the Hello Moments Matter A Handshake and Promise

Features and details that enhance simple aspects of the customer journey can be opportunities to demonstrate a higher level of thoughtfulness.

Here a handle is provided for the box as if extending a hand in friendship. The grip is firm and ergonomic. It naturally functions to assist in transport and carry. But it also inspires a feeling of confidence in the package structure and thus the service.

On opening the box, the user is greeted with the concise brand promise that immediately conveys the core user benefit: "Advance Your Home"





Customer Premises Equipment

Understand

6 Reveal as Needed

Managing complexity

Managing information complexity by only providing necessary information at any given time is a means of managing the perception of activity complexity. This is crucial to ensuring that customers take advantage of instructional materials and setup resources

Upon opening, the user is presented with introductory materials before the hardware is unveiled. Those materials familiarize the user with the contents and avoid revealing too many pieces at once.

3 Be a Supportive Brand Immediate Guidance

Important account information, such as activation codes, helpline numbers and other customer support information, is immediately presented and delivered on media that is durable, valuable and easy to store or locate.

6

3

The cover of the Installation Guide is orange to represent the brand as a helpful and supportive presence.



Customer Premises Equipment

Understand

6 Reveal as Needed

Seeking Order

Contents must be presented in a logical orderly way. Clear placement and visibility will allow user to identify and check for all components as described in support materials.

In this example the device components are physically laid out in the tray to map to the flow of the recommended set-up process. The contents have been grouped into sections. Box inserts with cavities were used to hold contents in place while bringing order and neatness to the presentation.

6



Common Elements. While visual design may need to adjust slightly for User Behaviors & Modes, there are Common Elements that can provide a thread of consistency and tie the family of AT&T products together.

The following pages give a high-level description of Common Elements that are applicable across modes and platforms.

This section provides basic specifications that should be followed when creating and detailing design elements so that products have consistency across platforms.

Palette



Orange should be used at a high level for primary wayfinding. On the web, it's used to show state in primary navigation, and in device UIs it highlights the primary interaction model. It's also used as an indicator to help in decision making.

A high saturation usage of orange can be used to signal immediacy, when user attention and/or response is required. Blue is used as secondary navigation for use in buttons and links.

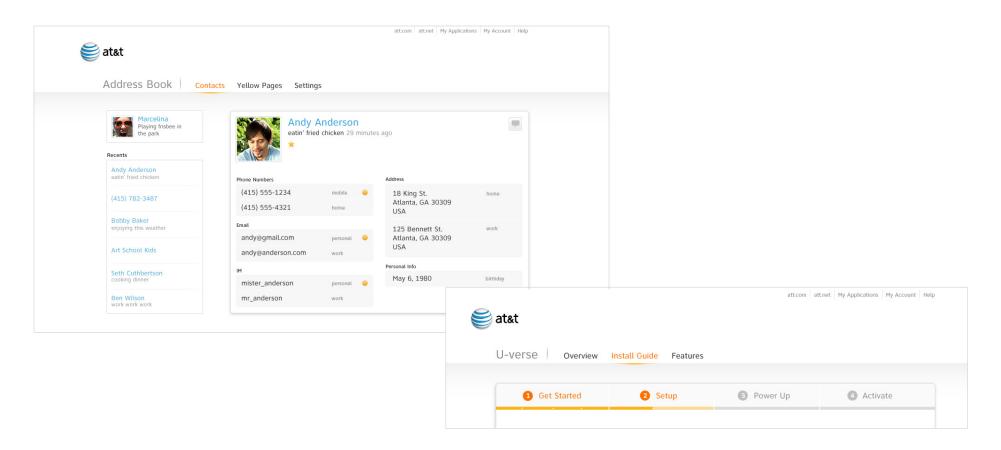
It may also be used to indicate personal information, e.g. contact names and open conversations.

Used as support and expository text.

CDLS | Stage 1 Master Documention | May 2009

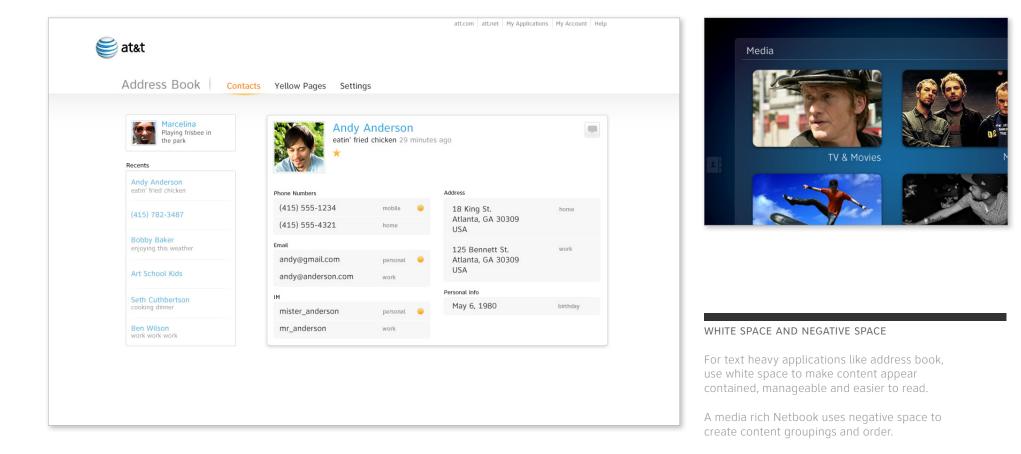
Orange

Vibrant orange plays a large part in AT&T branding and marketing to create a dynamic, energetic feel. To deliver on the brand promise, consumer products should use orange in a meaningful way. In the CDLS orange is used judiciously. The vibrant energetic color is reserved for key moments that support core functionality, act as way-finding and alert the user to exciting new activity.



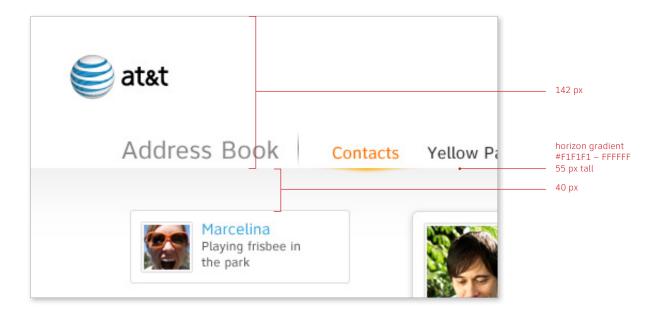
Layout Generous White Space

Use generous white space to make screens feel open and approachable. If the UI has a dark background, use negative space to create the same effect.



Layout Generous Margins

Use distance between objects to create hierarchy. This allows the most important elements on the screen to be prominent.

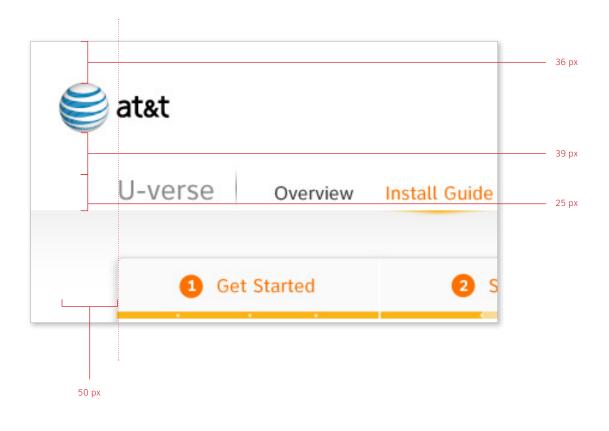


GENEROUS WHITE SPACE

Cluster similar content together, and use a generous amount of space between groups.

Layout Logo Placement

On the web specifically, the logo should be an introduction to the page that is confident but not overpowering. The logo should be prominently placed, but moderately sized.

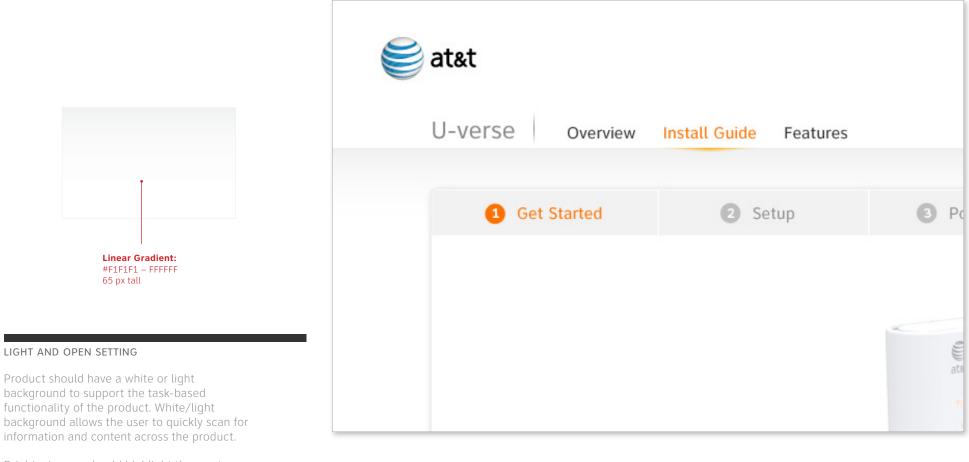


ENERGETIC BRAND

On the web, the logo type aligns with the body of the page. The mark hangs from the left creating a generous left margin.

Layout Open Background

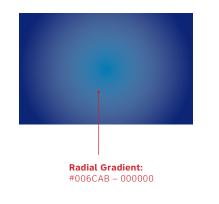
For products that support task based functionality it's important to keep the background white or light for contrast and scanability.



Brightest areas should highlight the most important focus points for user.

Layout Immersive Background

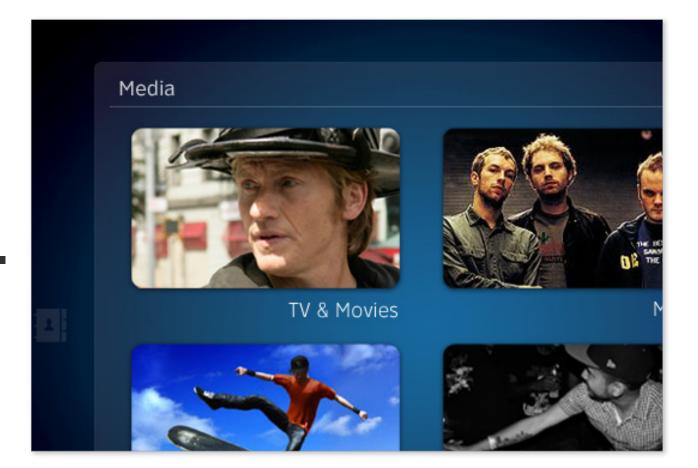
For products with active user engagement and entertainment-focused activities, create a rich immersive setting. Use gradients and layers to create depth and focus, and to guide user activity. The background should either be all dark or light. Do NOT use a dark and light background together. This will create a heavy bar or strip with harsh contrast.



A RICH SETTING

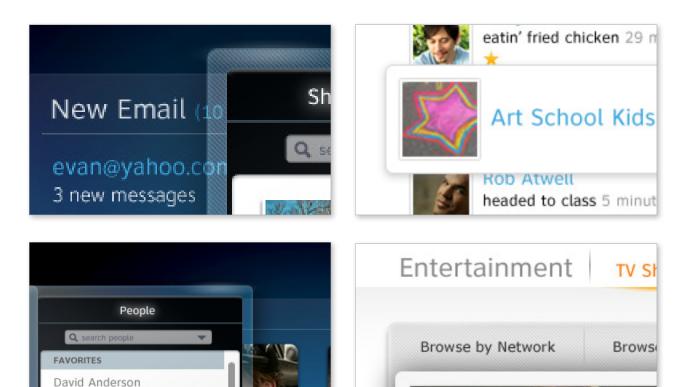
Separate the background plane from the content space with a container layer.

Gradients should be used cohesively as a lighting effect that emanates from a consistent direction. This lighting should be used to highlight important content and interactivity.



Layout Layered Treatments

Layering is used to create depth and simplify large amounts of content in a rich immersive setting. A similar but more shallow technique is used to simplify complex sets of content in a utility application that generally has a light or white background.



MATERIALITY AND DEPTH

All elements with dimensionality should be consistent in conveying the same message about materiality, levels of depth, light sources, etc. Products supporting taskbased user behaviors will likely have fairly flat elements, but layering can signal a more engaging experience.

Barbara Billingsly

Typography

FACES

ClearviewATT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ClearviewATT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ClearviewATT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz SIZES

ClearviewATT Light 22px ClearviewATT Book 22px

ClearviewATT Light 16px ClearviewATT Book 16px ClearviewATT Bold 16px

ClearviewATT Light 14px ClearviewATT Book 14px ClearviewATT Bold 14px

ClearviewATT Light 13px ClearviewATT Book 13px ClearviewATT Bold 13px

ClearviewATT Light 12px ClearviewATT Book 12px ClearviewATT Bold 12px DEFAULT WEB

Verdana Regular 20px

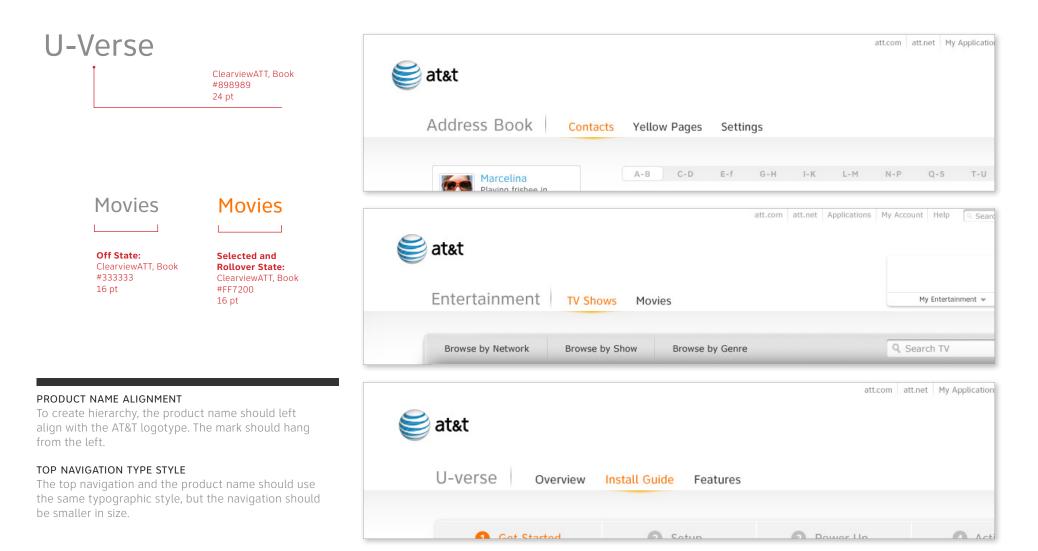
Verdana Regular 14px Verdana Bold 14px

Verdana Regular 12px Verdana Bold 12px

Verdana Regular 10px Verdana Bold 10px

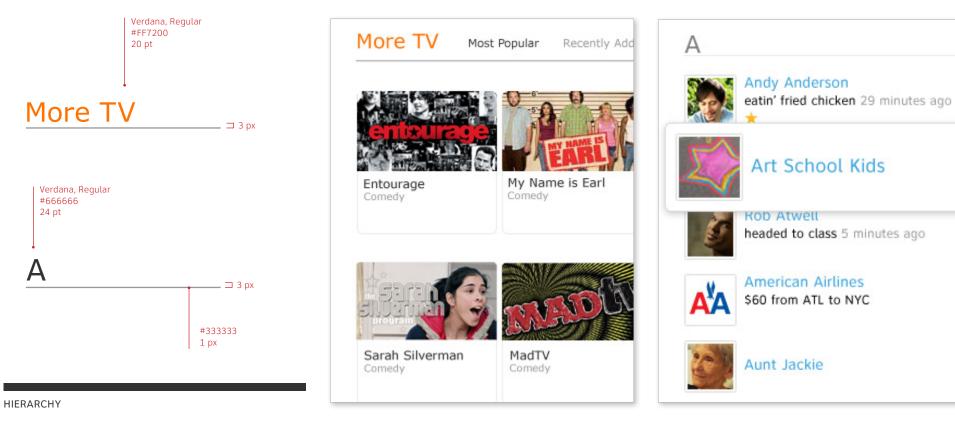
Typography Header Hierarchy

Specifically on the web, there should be a strong AT&T logo to product hierarchy. Secondary to this relationship, the top-level navigation should closely relate to the product name.



Typography Web Headings

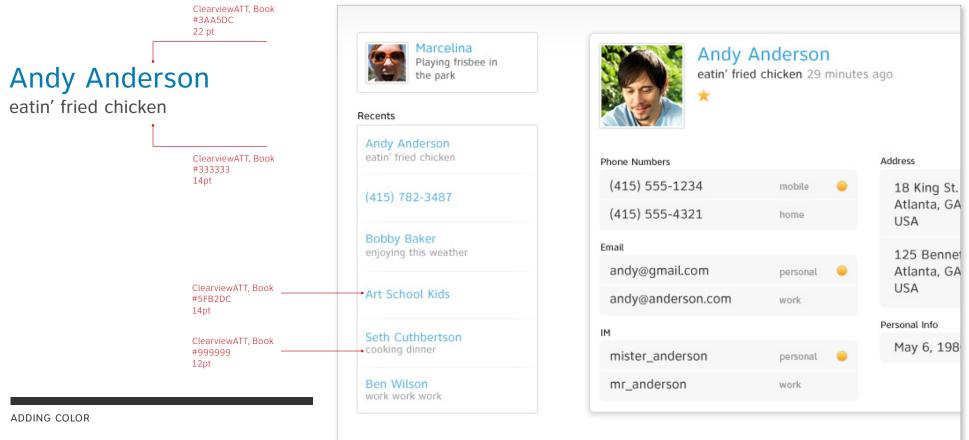
At a glance section headings should give an overview of the page's structure and the content within.



Use orange for major headings. Secondary or less important content should be gray.

Typography People

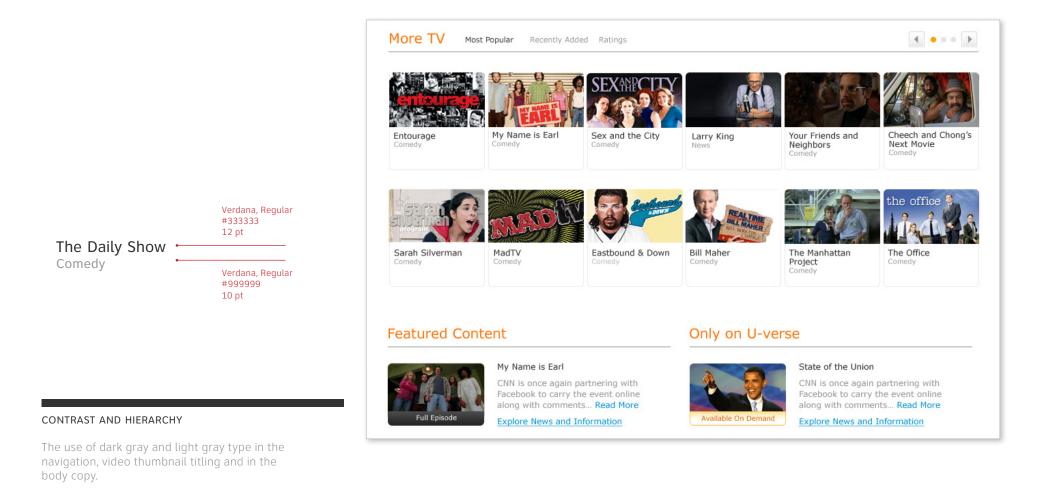
Color can be used to add personality to content and information that relates to people and conversation.



Blue adds a pop of color and personality to a contact card that consists primarily of gray type.

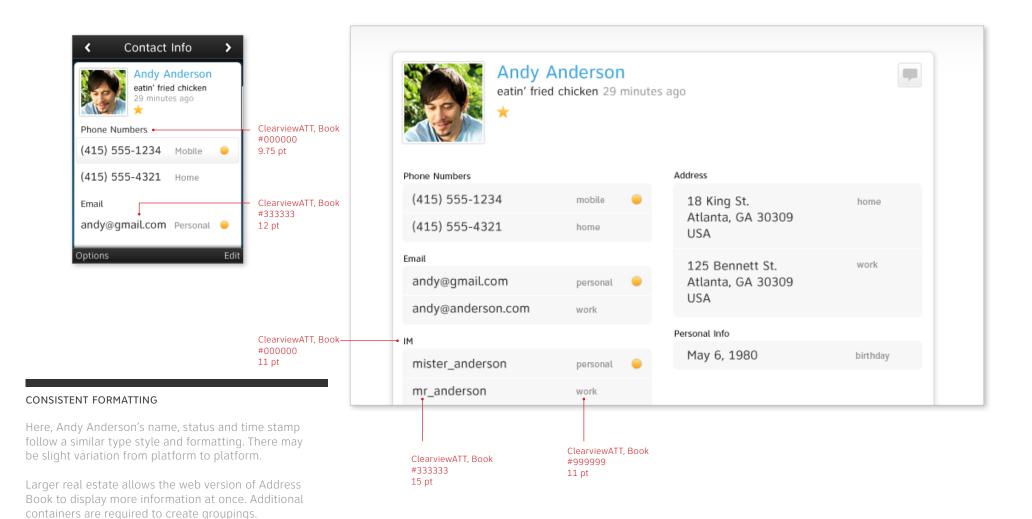
Typography Titling

Use a dark gray for titles and light gray for secondary information to create hierarchy.



Typography Body Copy

Type will vary in size depending on platform and product focus. Where possible use consistent content formatting and relative proportioning.



Typography Lists

Across platforms, lists will vary in scale and interaction. Section titling should remain consistent within platforms, but list item styling should remain faithful to the content it represents.

		G H I J K L M		Contact Card List: ClearviewATT, Book	A-B C-D E-f G-H I-K L-M N-P Q-
Text List:				# 3AA5CD 14 pt	A
Verdana, Regular # 666666 11 pt	D The Daily Show with Jon Stewart	Denise Richards: It's Forever	Dog & Pony	<u>14 pr</u>	eatin' fried chicken 29 minutes ago (415) 555-12
<u> </u>	Damages The Dana Carvey Show Dark Path Chronicles Dark Shadows	Denpa Shonen Deserving Design Deserving Environmental Design Desperate Landscapes	The Daily Show v Damages The Dana Carvey Dark Path Chroni Dark Shadows	Contact Card List:	Art School Kids 8 peo
	Date My Ex Dating Brad Garrett Dave Does The Dave Ramsey Show	Destination Truth Destination X Devil's Trade Dew Tour	Date My Ex Dating Brad Garr Dave Does	ClearviewATT, Book # 999999 12 pt	Rob Atwell headed to class 5 minutes ago (415) 555-12
	The David Susskind Show Da Vincl's Inquest Days of our Lives	Dew Underground The Dick Van Dyke Show Diff'rent Strokes	The Dave Ramse The David Susski Da Vinci's Inques		American Airlines \$60 from ATL to NYC (415) 555-12
			۲.	Contact Info	Contact Card List: ClearviewATT, Book # 000000 12 pt AT&T .11 3G 3:09 AM
			Sea	rch	Mobile Touch Screen:
		Mobile Freature ClearviewATT, Bo	Filly CO	ntact Info	ClearviewATT, Book # 333333
		# 333333 12 pt	A		12 pt My Contact Info
LIST STRUCTURES			•Alain I	Delon	A
In the top row, Entertainr	ment uses a text list		Art Sc	hool Kids 🛛 🔶 📩	Alain Delon
to display TV shows, and minimized contact card i				Anderson	Amy Adamson frog design
			Andre	a Bennece 🛛 🖈	Andrea Ponneco
Mobile touch and feature	2 010065 056 3				

Navigation Web Global

Global Navigation should be consistent across all web properties. It should appear available and easy to access, but it should not draw attention away from the application.

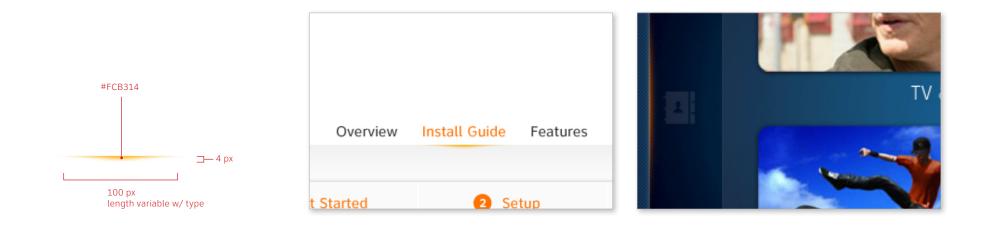


TOP NAVIGATION

Here, the global web navigation is rendered in a light gray small type. Small divider lines start solid from the top of the page, and fade out leading into the content of the page.

Navigation Orange Glow

The orange glow is a special branded moment that should be used sparingly, and reserved solely for primary navigation elements. Slight variations and adjustments will be needed to apply the glow to additional platforms in a way that maintains a similar minimal application.



LIMITED COLOR CREATES IMPACT

The soft glow has a strong saturated edge that quickly fades out.

NAVIGATION

Orange should solely be used at a high level for primary wayfinding. This should be considered one of the highest levels of choice or guidance.

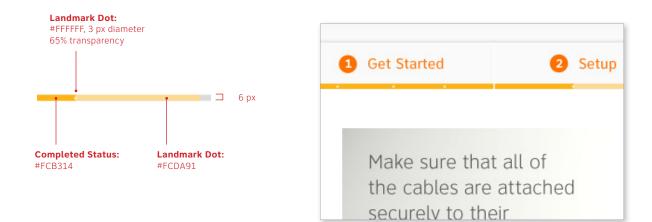
ADDITIONAL PLATFORM APPLICATION

In Netbook, the orange glow is used vertically to highlight the main interaction model. It suggests something additional for the user to access.

Intensify the orange glow on a dark background.

Navigation Status Bar

A successful installation or connection is an opportunity to associate the brand to a positive moment in the customer journey, and is identified by a signature element.



ORANGE STATUS

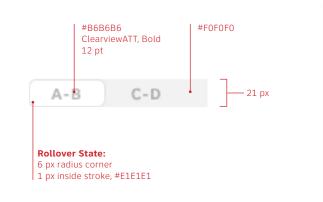
Here AT&T orange indicates progress while a light version of denotes next steps.

IN CONTEXT

For processes that require mutliple steps or stages, the orange status bar enables the user to quickly scan where they are.

Navigation Alphabetical Listings

Navigational elements that page through content alphabetically should use interaction components that are straightforward and appear seamless with the background or palette.



CAPITALS

Here, the current page indicator rest on the same plane as the items on the list. Additional page indicators are in gray to appear slightly recessed.

A-B C-D E-f G-H I-K	Browse by Network Brow
A	A B C D E F
Andy Anderson eatin' fried chicken 29 minutes ago	D
Art School Kids	The Daily Show with Jon Stewart Damages The Dana Carvey Show Dark Path Chronicles
ROD Atwell headed to class 5 minutes ago	Dark Shadows Date My Ex Dating Brad Garrett
American Airlines \$60 from ATL to NYC	Dave Does The Dave Ramsey Show The David Susskind Show Da Vinci's Inquest
Aunt Jackie	Days of our Lives D.C. Follies Deadline Deal or No Deal

Browse by Show

H.

Denise Richard

Denpa Shonen

Deserving Des

Deserving Env Desperate Lan Destination Tru Destination X Devil's Trade

Dew Tour Dew Undergro

The Dick Van [

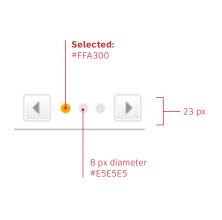
Diff'rent Stroke Digger and Frid

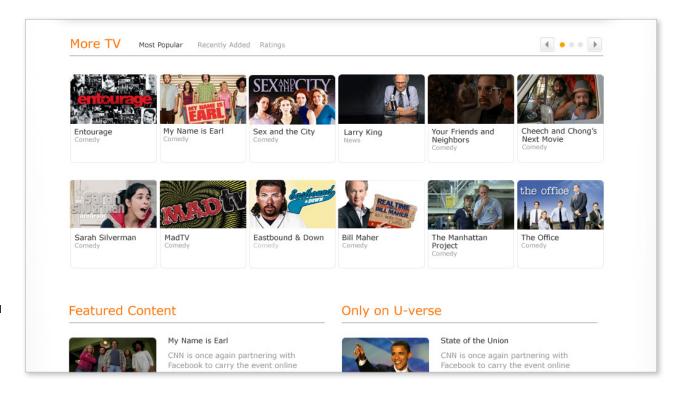
Diggnation

Dilbert

Navigation Pagination

Iconic dots can graphically represent small sets of data. This is an opportunity to subtly introduce brand colors into the wayfinding system. The slight chrome materiality of the buttons ground the controls to the background plane.



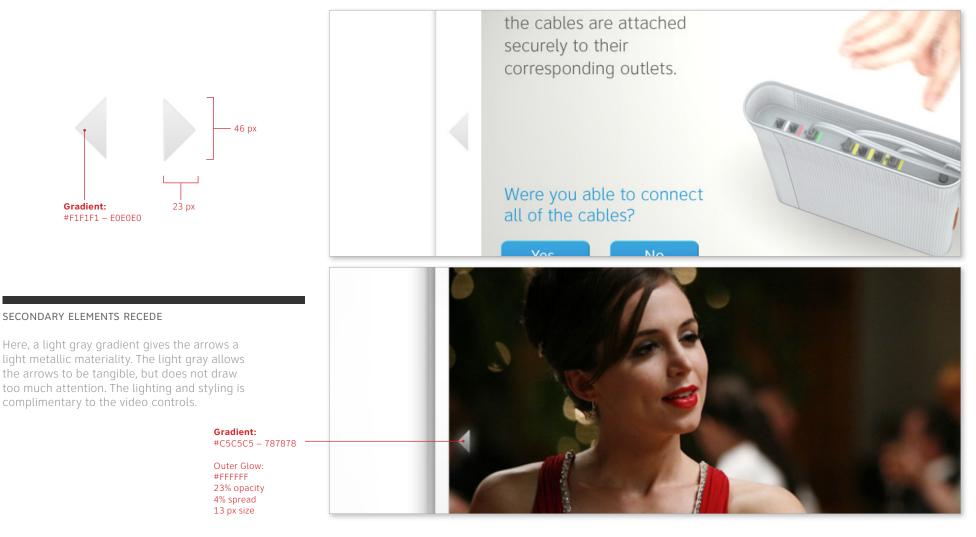


FRIENDLY APPROACH

For instances where there are larger data sets use a textual pagination system that is complimentary (not shown here).

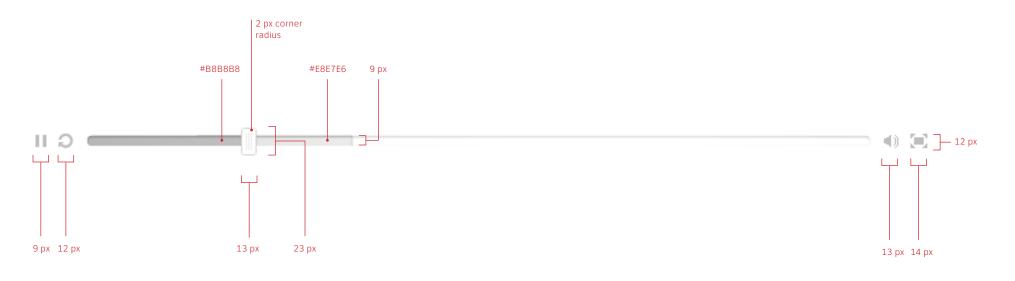
Navigation Arrows

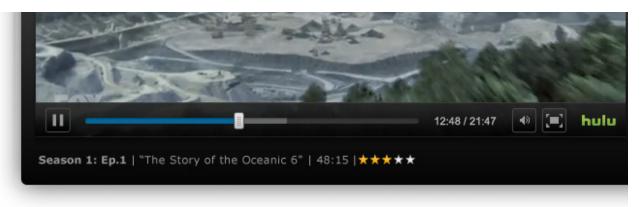
Navigational arrows should be rendered as filled right angled isosceles triangles. The materiality should be congruous with the surrounding background and environment.



Navigation Video Controls

Video controls should feel seamless in the context of the UI. The shape and proportions of the individual components should remain consistent. The color and materiality should be complimentary with the background or environment.





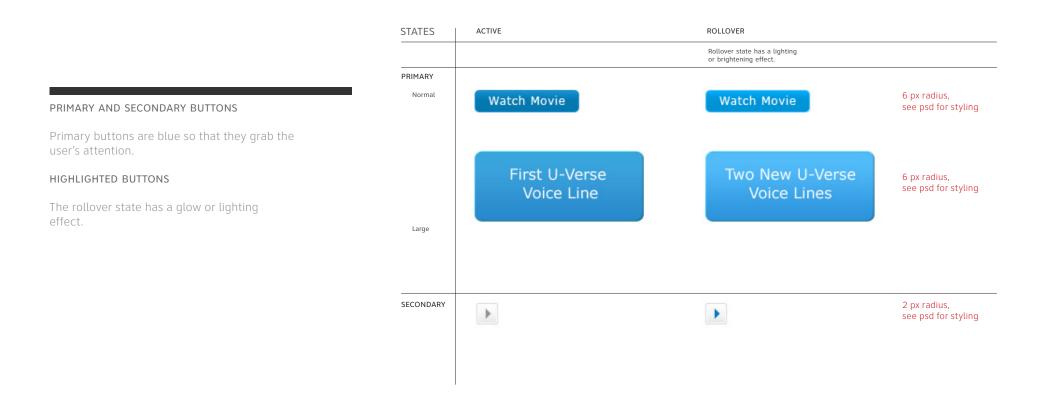
PLAY HEAD

The overall video experience should be as streamlined as possible. Freestanding icons refer to basic play functions, and pop-up reveals (not shown) allow additional options.

The play head should stand out from the status bar so as to distinguish between what is playing and loading.

Navigation Buttons

Buttons will vary in scale and materiality based on the product and platform. The basic shape and proportions should remain consistent. Use blue buttons for primary functionality to give it extra attention. The majority of buttons should follow the secondary more subdued button style.



Design Elements Content Containers

Use containers to organize and group similar content together. Containers can exist on the background plane using a thin light rule, or can hover above using a drop shadow to create a layered effect. The radius should scale based on the proximity of the layers to each other and the background.

6 px radius	3 px radius
Stroke: 1 pt, #DADADA	Stroke: 1 pt, #D8D8D8
Drop Shadow: 90°, 40% opacity 2 px distance 5% spread 7 px size	
	Recents
Valerie de la Gomez > 12:22pm	Andy Anderson eatin' fried chicken
Let's meet at the front door of the South Street auditorium entrance. The show starts at 9 but we	(415) 782-3487

PRIMARY CONTAINERS

Generally the primary container should have a 6 pixel radius and an appearance of being on a higher plane with a deeper shadow. Primary media/content should dominate the main screen using proportion and placement.

SECONDARY CONTAINERS

Interaction elements that do not support the main viewing experience should have less dimensionality, materiality, and detail than primary interaction elements.

The corners may have a smaller radius and less drop shadow.

Design Elements Conversations

The conversation bubble is a signature element that is core to the AT&T brand promise. The shape of the bubble, the bottom caret and the glow below are specifications that should remain consistent in all AT&T products.



RESPONSE

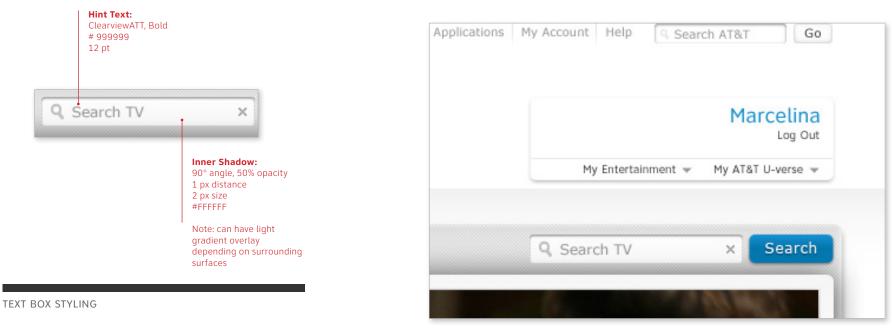
The same rounded text bubble with an orange underglow indicates a response. The direction of the caret and the written name is justified to the left of the conversation container.

MESSAGE SHAPE

A rounded text bubble with a blue underglow indicates the user's outgoing message. The direction of the caret and the written name are justified to the right of the conversation container.

Design Elements Text Boxes

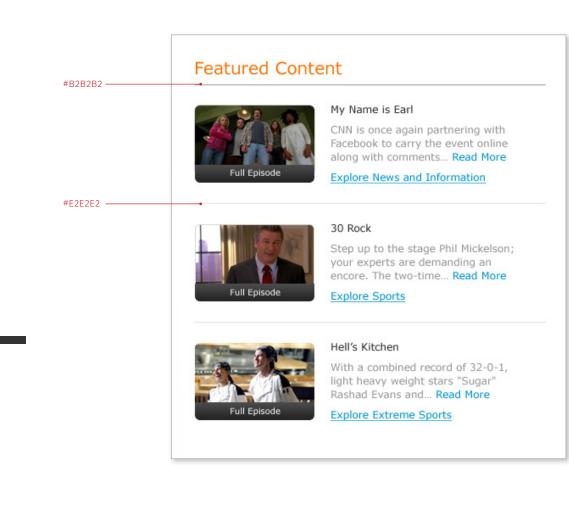
Text boxes may vary in size to reinforce hierarchy, but the proportion, styling and corner radius should remain consistent.



The moderately long and thin text box is styled with a 3 pixel radius, and an inner shadow that falls on a flat solid plane.

Design Elements Rules

To keep the page feeling light and open avoid using boxes within boxes.

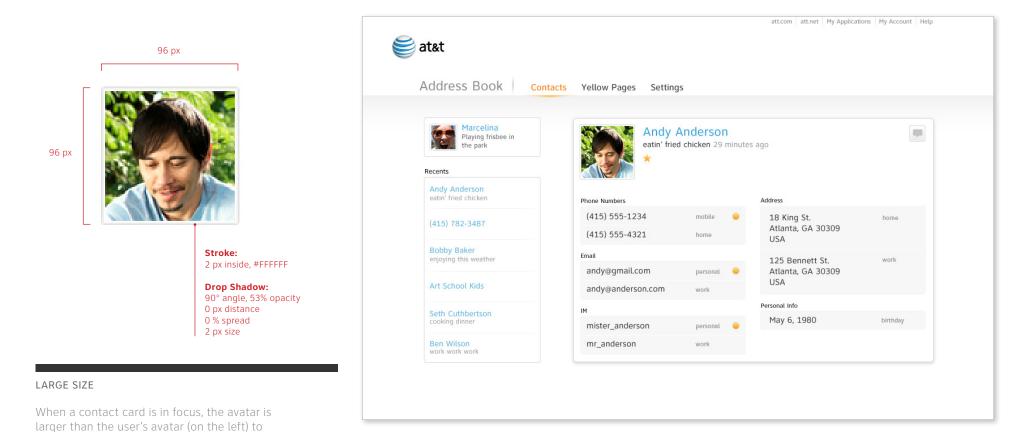


RULE HIERARCHY

To reinforce the hierarchy the top rule is a darker gray while the content divider rules are a lighter gray.

Design Elements Avatars Web

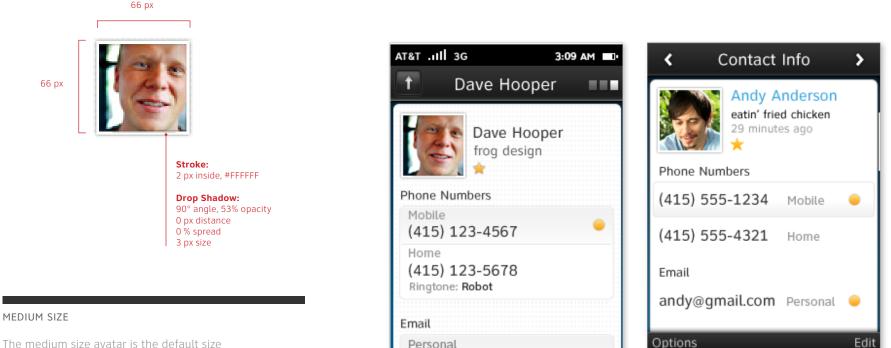
Avatars are a signature element that should be treated consistently in all AT&T products. Specifically they should be cropped to a square without rounded corners. It should have a white stroke and a slight drop shadow. The size will vary depending on platform and context.



create hierarchy.

Design Elements Avatars Mobile

When compared to the web contact card, the mobile contact card avatar is scaled relative to the type. Mobile avatars are treated consistently across applications as seen below in a touch screen (on left) and feature phone (on right). The context may vary, but the structure should remain the same: a square with a white border and drop shadow.

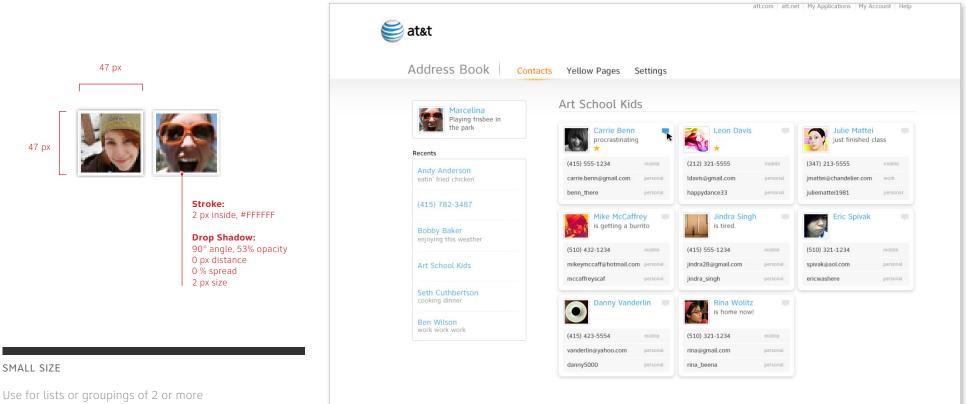


Personal

The medium size avatar is the default size used for mobile, and smaller devices.

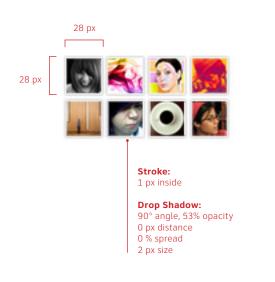
Design Elements Scaling Avatars

Again the contact card avatar is scaled relative to the type in order to maintain a consistent data structure. At this size the stroke and drop shadow remain consistent.



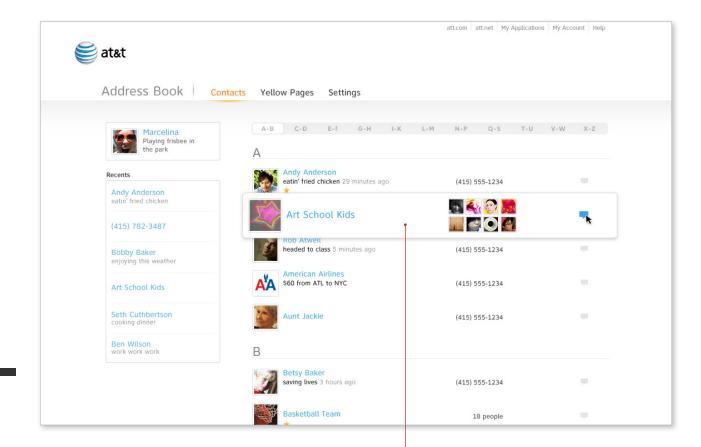
Design Elements Avatars Web Scaling

When scaling the avatars to an extreme small or large size, styling will need to adjust.



X-SMALL SIZE

At a small size the white stroke on the avatar is reduced to 1 pixel.

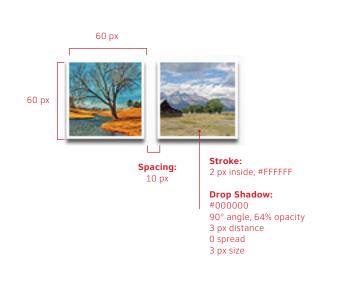


Drop Shadow:

90° angle, 40% opacity 2 px distance 5% spread 7 px size

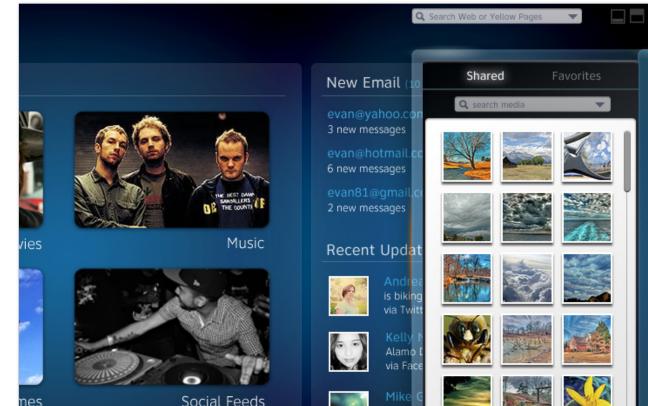
Design Elements Photos

Photos are another signature element that should be treated consistently across AT&T products and platforms. When displayed in a grid, photos should be cropped to a square with a drop shadow that distances the image from the surface. On rollover and in 1-up view the photo should be displayed in its original portrait or landscape orientation.



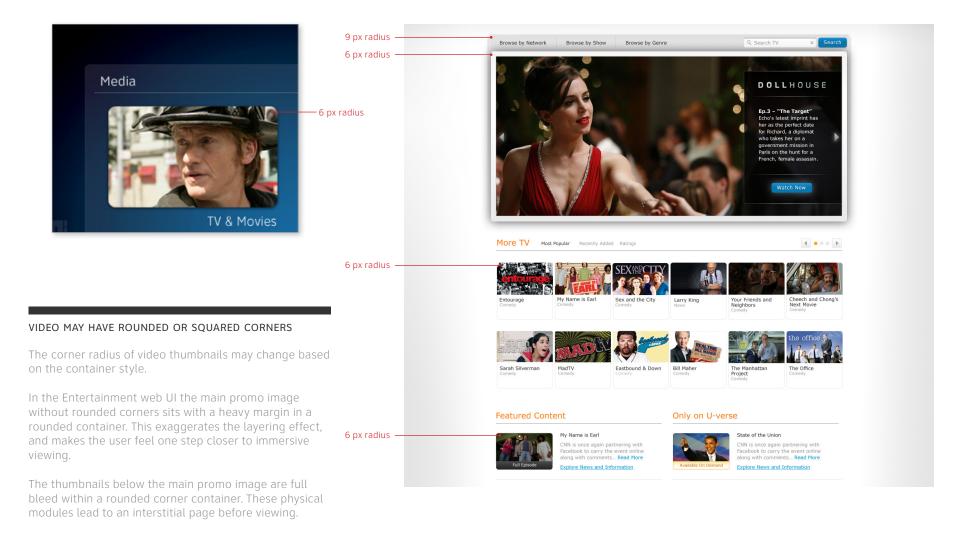
PHOTOS HAVE A LARGER DROP SHADOW

Photos have a larger drop shadow than avatars so that they sit a little further off the surface.



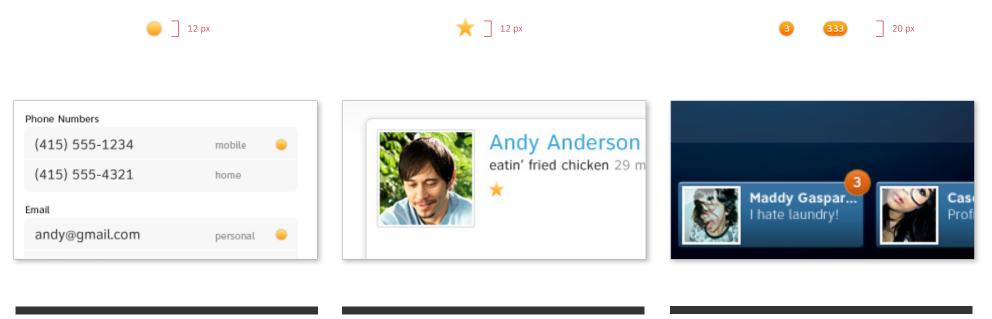
Design Elements Videos

Videos thumbnails are another signature element that should remain consistent across AT&T products and platforms. To differentiate video thumbnails from other images on the screen, video should maintain a cinematic aspect ratio.



Design Elements Indicators and Notifications

Notifications and Indicators are signature elements that should be used consistently in meaning, color and form. Try to keep the materiality of these items consistent. However, in different contexts the materiality may need to vary slightly.



INDICATOR

In Address Book an orange circle indicates a default phone number.

STARRED FAVORITE

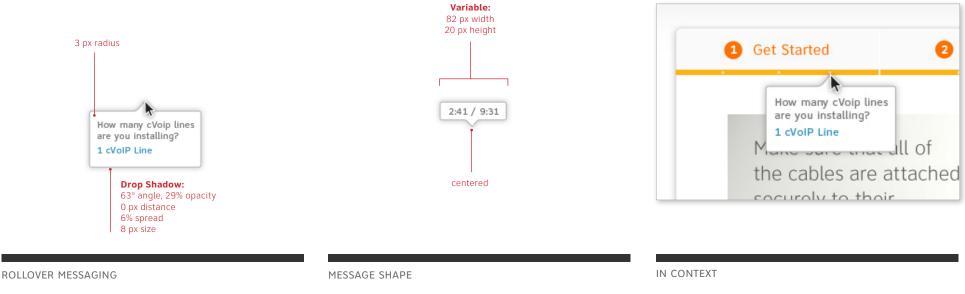
A star indicates a favorite contact. It can also be used for rating video.

NOTIFICATION

A notification is typically placed in the top right corner of an item overlapping by approximately 1/4 of the circle.

Design Elements Rollover Pop-ups

Use rollover pop-ups to reveal additional or complimentary information. The containers are a signature element that should remain consistent in shape and style to differentiate the pop-up from the conversation bubble.



Roll-over pop-ups can be used to provide additional information.

A small right-angled point is centered to the main body of the pop-up. A drop shadow creates distance between the item and the additional information. On mouseover, a small container reveals important information.

Design Elements Rollover Reveals

Items that use a physical metaphor should scale up in size to reveal more information. In the Address Book web UI on rollover a contact card scales up, and reveals additional avatars in the group.

Andy Anderson eatin' fried chicken 29 minutes ago	(415) 555-1234	Andy Anderson eatin' fried chicken 29 minutes ago	(415) 555-1234	
Art School Kids	8 people	 Art School Kids		•
Rob Atwell headed to class 5 minutes ago	(415) 555-1234	ROD Atwell headed to class 5 minutes ago	(415) 555-1234	
American Airlines \$60 from ATL to NYC	(415) 555-1234	American Airlines \$60 from ATL to NYC	(415) 555-1234	
Aunt Jackie	(415) 555-1234	Aunt Jackie	(415) 555-1234	
			Drop Shadow:	

Contact Info Groups < **Q** Search Q Search My Contact Info My Contact Info Α А Alain Delon Alain Delon Art School Kids * Art School Kids * 8 people Andy Anderson Andy Anderson Andrea Bennece \star Andrea Bennece + Anthony Burroughs Edit

ROLLOVERS

7 px size

Address Book mobile reveals the number of people in a group on focus. Because of additional real estate Address Book Web reveals the group members' avatars on rollover. **More to Come.** This document has been an introduction to the core components and Reference Products from the first stage of development of the CDLS.

New stages of CDLS work are underway, applying the design to more products and platforms and building internal tools for using the CDLS in the AT&T product development process.

Stay tuned, there's more to come!

Thank You. This project was completed in partnership with frog design. If you have any further questions or comments please contact the representatives listed below.

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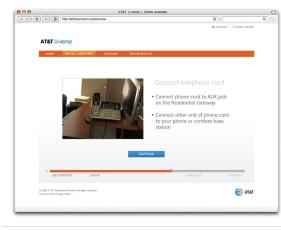


Program Inputs. The following products were audited at the beginning of the CDLS program to identify influential visual elements of existing, best-of-breed consumer products across verticals. These products were used as key inputs into the definition of the Universal Principles.

Next Generation Messaging



Online Install Assistant demo



HSIA/CVOIP Out-of-Box-Experience



Media Share (Video Exchange)





Mobile Share





VEX

Colors have meaning.

Orange is always highlighting the primary function of the screen.

Interaction elements are rendered with details to convey layers and depth. Rollovers cause image to enlarge, lift off the screen plane and get a drop shadow, making image feel like it is a layer closer to the user.

Interaction element details correspond to their function. Elements that are buckets for dragging other elements into are concave. Elements that are buttons for pressing are convex.

Swift & Seamless Modal Transitions: When switching from managing to viewing photos, the transition is swift, but has continuity. The image scales up while the background dims to black.

Orange navigation bar is used as a signature element, but treatment is too strong and draws too much attention away from content.

CDLS | Stage 1 Master Documention | May 2009



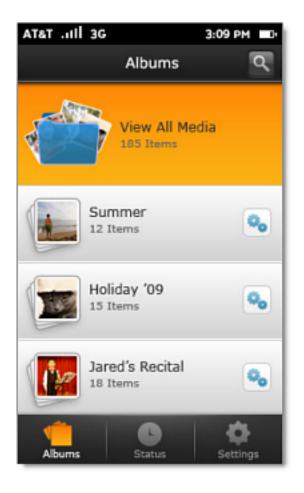
< Aimee, Caitlin, Joel & Cind	y >
to the Madonna concer	rt with me?
I hear it's a non-stop dance party.	
Count me in! Aimee	
OMG! I've always wanted to see her in Caitlin 3:35pm 🛠	concert.
Options F	Reply to All
Conversations	
Conversations	2:41pm
	2:41pm 1:32pm
Bart Pinkston	
• Bart Pinkston • Dimitri, Ivan & Amy	1:32pm
 Bart Pinkston Dimitri, Ivan & Amy Brian & Sandra Francois, Nicolette, Arnauld & 3 more Guess what? I just bought a brand 	1:32pm Yesterday Sat, Aug 23
 Bart Pinkston Dimitri, Ivan & Amy Brian & Sandra Francois, Nicolette, Arnauld & 3 more ≪ Guess what? I just bought a brand new car! 	1:32pm Yesterday Sat, Aug 23 4:12pm

Next Generation Messaging

Strip the design to the essentials: Texting should be easy. Don't allow design to get in the way of the experience.

Openness: Containers for conversation bubble is literally open. Composition is minimal so that user can focus on content.

Careful use of color: Subtle playful color doesn't compete with the content, but still provides subtle cues to identify who is texting.









Mobile Share

Branding is more successful when used with restraint.

The content is the hero: Use light and subtle glows that highlight the content.

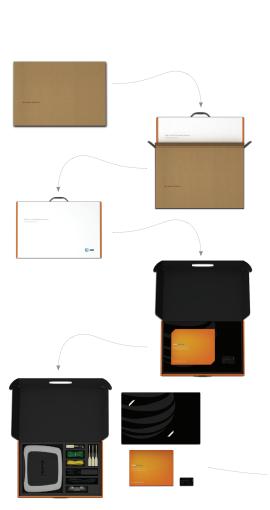
Screens have a different look and feel depending on whether it is an immersive or functional experience.

Orange is reserved for key value proposition, conversation moments, special notifications.

Interaction touchpoints have different materiality treatments depending on importance. Primary buttons are shiny, and static. Secondary buttons are matte, and scroll up/down the screen.

Darkness is necessary for contrast on a smaller screen.

Spacial physics: Shapes conform to material physics, so a corner radius gets smaller if it is scaled down.



HSIA/CVOIP OOBE packaging

The 'initial handshake' to AT&T service should be as clear as their service itself. Installation process can make a big first impression as a reflection of quality of service.

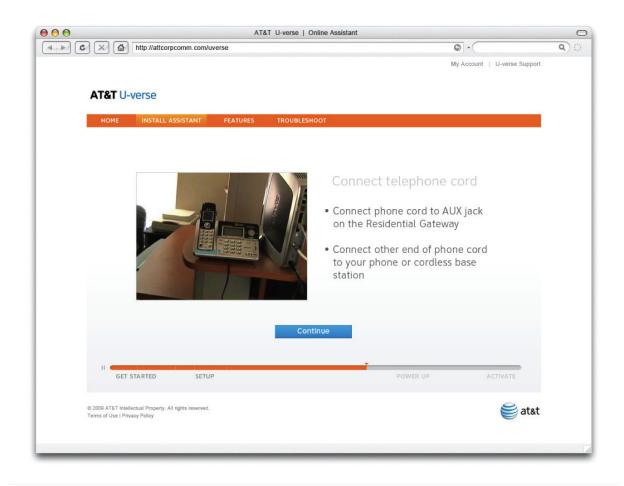
Progressive disclosure: Only reveal what is needed. Technology can be intimidating, so AT&T should make the process simple and clear. Layers are used to not overwhelm user with too much at once.

The proprietary plastic handle is unique ergonomic experience that is comfortable.

Logical mapping: Components are arranged as per diagram in install guide.

White packaging is a simple clear presentation of the packaging to reflect the simple clear installation process.

Design recedes into the background: AT&T provides the data service. Users don't need to be aware of the connection.



Online Installation Assistant

Step the user through each phase of the process.

Primary content is the only thing on the screen to allow user to focus.

Having the progress displayed and transparent to the user puts them at ease.

Principles and Guidelines. The following pages document how each Universal Principle can yield different Design Guidelines across the User Behavior framework.



#1 Keep it Open and Approachable

Consume



Immersive Media Viewing

The composition should include generous margins to reflect a theatrical/cinematic environment. Secondary content not directly enhancing the core experience should recede into the background.

Even utilitarian sections of an immersive viewing product should reflect generous use of negative space within and around content groupings. Lists of information should be easy for a user to scan and click.



Open in All Directions

In products with a high level of user activity and numerous elements sharing space in a composition, negative space should be used generously. Leading and margins around groups of content can aid this cause. Gradients can also be used to imply depth and a sense of openness in 3-D space.



Generous White Space

Especially when managing high volumes of content, it is imperative to use generous negative space within and around content. Here, ample leading and margins gives enough breathing room to text-heavy information.



Show Only What Is Needed

Functional aspects of the product that the user does not need to be aware of can be hidden or integrated so as not to complicate the product composition. In the Gateway reference product example, the required venting is treated as a surface pattern across the entire surface. This leaves manufacturing flexibility to position open and blind holes for optimal cooling while reducing visual complexity.

The consumer does not need to know exactly where the venting is located on the side. The consumer only needs to know that there is venting on the side

Approachable Technology

Electronic equipment can be intimidating to users, so form and details should avoid making the product look too technical or industrial. Rounded ends make the product feel consumer-friendly and appropriate for the home.

Keeping it Clean

Packaging must clearly convey product functionality and benefits. On both the primary front and back surfaces, text and graphics are used sparingly to communicate contents and service.

Generous use of negative space helps the perception of simplicity, which signals easy installation and use.

#2 Make it Obvious

Consume



Set the Stage

Primary media/content should dominate the page using proportion and central placement. Layers and depth can focus user attention on interactive content and anticipate an immersive viewing experience. Lighting and gradients in the background can also convey a more dramatic/theatrical setting.



Create an Immersive Setting

Products that have Active x Entertainment behaviors usually have multiple functions and interaction points. A rich immersive setting can draw the user in and focus attention on one or two core functions at a time.

For example, a radial background glow centers user attention on the core function of the device: continuing conversations with friends. Equal in importance but secondary in urgency are the darker "to call" or "to text" buttons on the sides.

A Rich Setting

When a product includes active user engagement and entertainment-focused activities, its composition should convey rich layers and an immersive feel. Radial glows can create a sense of depth while still highlighting the central areas of focus. Stay within the spectrums of deep blue and black, and utilize drop shadows and translucency.

Show the Options

Interactive elements have enough prominence in detail and size to signal that the user can easily navigate to and from different types of experiences.



Light and Open

When a multi-functional device is in management or utility mode, an airy, light background allows the user to quickly scan for information and content. Especially for heavy text-based interactions, a white background provides optimal reading contrast.

When the core functionality is management, a light and airy background allows the user to quickly scan for information and content. Especially for heavy text-based interactions, a white background provides optimal reading contrast.

A single gray rule separates sections, keeping the composition clean and unadorned. Avoid using boxes within boxes; a rounded corner box or the barest minimum of linear rules is preferable.

Prominent Product POV

The proportion and depth of a container should help orient the user. Because we are now looking at a contact detail, what was before a list of content is now a large card centered in the user's screen. A slight drop shadow helps the user associate the individual card with the one we saw in the list rollover, or in the "Art School Kids" group. Translucency and lighting gradients can also help direct a user's focus to different tasks on the screen.

Understand

The Bare Essentials

For products that are meant to inform and teach the user, the primary content should dominate the product screen in size and proportion. The overall color palette should be based on a white or light-tone, eliminating colorful distractions and enhancing clarity. Here, the content is contained in a large rounded corner panel that makes the process appear focused and manageable.

The Promise Of Quality Service

CPE products should communicate a smart and professional aesthetic that correspond to the high-quality level of service that the devices are enabling. Attention to design details implies that the same care and attention has been spent on other (less visible) parts of the product - which implies a trustworthy product.

The main body color of products in this category should primarily be a neutral color (black, grey, white) because the product purpose is to deliver service.

Taking a Stance

Devices with passive interaction and highutilitarian functionality are likely to be primarily stationary, or occasionally movable. As such, a stationary product has form and features that provide (and clearly indicate) stability and a static posture.

In the CPE example the accented foot and tapered shape give weight to the bottom of the product. The accented foot acts as a visual grounding element.

Communicating Orientation

Product form and base features should clearly inform user of orientation required for best performance, if any, and similarly should deter from allowing user to position product in a way that would impede performance.

For the Femotocell example, the vertical tapered shape clearly messages an upright orientation. The cutout for the connector panel signals front and back.

#3 Be a Supportive Brand

Consume



AT&T is Helpful

The brand colors of blue and orange gently guide the user to key touchpoints and tasks. Brand colors should be used sparingly and not as decorative additions.



AT&T is Energetic

The brand colors of orange and blue should be used sparingly and support the core functions of the device. For instance, soft color glows below conversation bubbles act as a gentle reminder of AT&T's primary goal: enabling conversation.

When the section requires heavy content management, brand colors should be reserved for key touchpoints. Here, orange highlights favorite and primary contacts. Usernames are blue to reinforce the user's association of friends with AT&T.



AT&T is Energetic

Brand colors should be reserved for key touchpoints. Usernames use blue to reinforce the user's association of friends with AT&T.



AT&T is Friendly

Brand colors are used in questions to the user, reinforcing the core AT&T philosophy that conversation is key. The voice and tone of copy can achieve the same effect.

AT&T Is Standing By

Color and placement of AT&T logo should not attract unnecessary attention. Brand presence should be reserved for key moments in customer journey so colored logo is not required to be visible at all times.

In the Femotcell example the logo is placed on the side so that it does not need to be seen. Logo could also be debossed or etched onto main surface to remain quiet on a front-facing side.

Immediate Guidance

Important account information, such as activation codes, helpline numbers and other customer support information, is immediately presented and delivered on media that is durable, valuable and easy to store or locate.

The cover of the Installation Guide is orange to represent the brand as a helpful and supportive presence.

#4 Make the Hello Moments Matter

Consume



Entertainment-based products should have

a start-up audio experience to greet users. A

simple loading animation should inform the

user of progress toward device readiness.

Start-up Greeting





You're in Good Hands

For tasks that can be potentially intimidating, the opening screen is an opportunity to reassure the user that the upcoming experience will be manageable and supported. A photograph of the product to be installed is a reassuring element that lets the user know they are in the right place. Bold typography can take the place of imagery to orient the user.

Start-up Sequence

LEDs and icons could light up in a sequence when device is powered on to greet user, and inform user of where to look for performance feedback during use.

The suggested treatment of LED indicators here is a literal reference to the progress bar navigation from web interfaces.

Audio elements could also be used to add an extra positive dimension to the start-up experience.

A Handshake and Promise

Features and details that enhance simple aspects of the customer journey can be opportunities to demonstrate a higher level of thoughtfulness.

On the CPE packaging, a handle is provided for the box as if extending a hand in friendship. The grip is firm and ergonomic. It naturally functions to assist in transport and carry. But it also inspires a feeling of confidence in the package structure and thus the service.

On opening the box, the user is greeted with the concise brand promise that immediately conveys the core user benefit: "Advance Your Home"

#5 Be Consistent and Coherent

Consume



Sticking Together

Browsing functions that would affect the central viewing space are grouped together into a subnavigation. The area that previously featured new shows is now refreshed with a searchable database of shows.



More Than Meets the Eye

Compose interactive elements together in such a way as to signal to the user that there are additional modes/activities to experience beyond/adjacent to the main screen. Slide out panels to the right and left are slightly taller than the central media panels, appearing closer in the user's depth of field. Similar coloration, treatments, and transparencies help bring disparate containers together in style, while distinguishing between their different functions.

No Nascar

For products with cross-functionality, elements such as 3rd-party logos, should be as quiet as possible. Here, different social networking sites are referred to by name only, focusing attention on the user participants and their conversations, NOT the application from which they are messaging. If forced to include logos or graphics from a third-party, they should be clearly grouped and rendered with simple cues and just enough detail for a user to distinguish between them.



Sticking Together

Similar content should have a likeminded visual treatment. Here, the individuals in "Art School Kids" are grouped closely together as cards all with a similar amount of information and sitting just above the background. Recent contacts are grouped together in an adjacent box that has no shadowing, signalling that it is lower in priority.



Hide In Plain Sight

Products of this category that have a low level of user interaction typically should be unassertive in their context, and should not command visual attention. The Gateway and Femtocell reference products have dominant forms that are geometrically simple. The sides have full-radii that soften the main body to be more appropriate for the home environment.

Simpler forms and neutral colors will allow products to fit into a broader range of environments. Giving consumers a choice of light or dark colors will give them options for how to integrate these products in their home.

Keeping It Clean

Functional details can be custom-designed and new features can be introduced to prevent a product from becoming a visual distraction or a pain-point for the user.

On the Gateway example, the base hides the jacks and routes cables neatly out the back, giving the completed installation a more permanent, protected and intentional look.

Master Layout

Titles, images, brand signature and symbols must follow a consistent template across packaging for product families. Users will be able to compare features and services at a glance.

#6 Reveal as Needed

Consume



Primacy of Core Features

Core features and functionality with a high-level of interaction should be centrally positioned in the user's view. Here, secondary content such as contacts list and media albums, are hidden in sliding panels on the sides. Hidden layers beneath the front panel are another way to create hierarchy of content.



Only What's Necessary

Content should be parsed out in scannable amounts, revealing only what's absolutely necessary to making a decision. Here, a contact list displays only the username, status update, and phone-number for each individual. On rollover, "8 people" changes to miniature avatars to give the user more visuals that will be helpful in making an interaction decision.

Also, consider which interaction display is appropriate for the type of content. Images, such as avatars or photo thumbnails, will benefit from a rollover that scales up on rollover, while additional text would be more appropriately displayed in a pop-up.



Reveal Only as Needed

To encourage engagement and not overwhelm the user, material should be parsed out in manageable sections. Here, content is limited to one video, one question and one choice that will advance the user to the next step.

Previewing Information

Pop-up windows of content can be used on rollover to remind the user of key information or definitions. Here, the user can refer back to completed questions at each step. In this way, supporting information is available, but not distracting.

Efficient Instruction

Device set-up must be presented in clear and manageable steps. Cable plugs can be uniquely matched to corresponding sockets to clearly map the connections in the set-up process.

For the CPE hardware examples, the color of the label on the plug is matched to the color of the socket label. Alternately the plugs themselves can be color-coded and/ or uniquely-shaped to quickly signal how they correspond to sockets.

Managing complexity

Managing information complexity by only providing necessary information at any given time is a means of managing the perception of activity complexity. This is crucial to ensuring that customers take advantage of instructional materials and setup resources

Upon opening, the user is presented with introductory materials before the hardware is unveiled. Those materials familiarize the user with the contents and avoid revealing too many pieces at once

Seeking Order

Contents must be presented in a logical orderly way. Clear placement and visibility will allow user to identify and check for all components as described in support materials.

#7 Use Color Wisely

Consume



Wayfinding

Orange should be used for primary wayfinding and guidance, while blue indicates personal links and secondary tasks. An orange glow demonstrates where the user is in the main navigation. Orange is also used for key headings and highlights premium content.

Blue is used for the username and for links to access additional information.



Immediacy

Orange should be used for wayfinding and guidance. Here, an orange glow indicates a panel handle that the user can click and open. Saturated orange marks indicate new messages in a conversation. Avoid using orange for all links, just the most important and immediate actions.



Orange for Wayfinding & Guidance

In order to have the most effective impact, orange should be used with intention and consistent meaning. Here, orange denotes contacts that the user has marked as a "favorite," the primary contact method, and new messages that require attention.

Limited Color Creates Impact

Because there are likely to be multiple functions in management products, colored wayfinding elements should be limited in number to most effectively guide the user. Here, orange is only used for top level navigation, "favorites", and primary modes of contact. Size, shape, and saturation allow the user to distinguish between the three different indicators.



Limited Color Creates Impact

Orange should be used sparingly for highlevel wayfinding. A gentle orange glow shows where the user is in the global navigation. In the four-step progress bar, varying saturations of orange indicate how much the user has completed.

Starting Point

Details and features can be added to create an elegant new way for users to set-up their service. Orange is a strong color so it can be used to point to where to begin first.

For the Gateway router, a card could be provided that electronically contains the account and service information for set-up. The orange slot would signal the first step of the set-up.

The card is a centralized and sophisticated way to permanently store account information for service and troubleshooting. Currently this information typically resides on manuals and paperwork that can be easily misplaced.

Orange in Messaging

In-store packaging can be used to draw consumers to purchase products, so it can partially function as a Marketing message. For such instances, orange can be used more liberally to represent the brand or highlight a brand promise.

The large panels of orange on the sides in the packaging example here will call attention to the product on the shelves of a retail environment.

Starting Point

For more functional product messaging, orange can be directional in indicating a starting point of an experience.

In this example orange has been placed only on the side where the package opens.

#8 Create Intentional Touchpoints

Consume



Material Hierarchy of Elements

Primary interaction elements should have the most dimensionality, materiality, and detail. Here, the main viewing screen appears the closest to the user through the use of lighting and drop shadows.

Secondary elements can appear on the same plane as the background so as to recede from the viewer. Here, individual show cards have only a slight shadow so as to seem almost on the surface of the background.

Other techniques include giving a slightly convex or concave appearance to elements, and using translucency to suggest the stacking of many layers.

Richer Interaction

Content containers should have dimensionality and/or surfacing treatments to support the feel of a richer interactive environment. Here, panels have a translucent appearance, highlights that suggest light shining through glass, and a light diagonal stripe pattern to give texture. Lighting, interior glows and drop shadows in different mixes and transparencies can aid this feeling of materiality.



Focus on Content

Materiality should bring visual hierarchy to user interaction. The individual card that the user is focusing on has a hint of a drop shadow that reinforces its physicality and encourages interaction.



Secondary Elements Recede

Saturation and materiality help distinguish between primary and secondary interactions. Here, the left/right arrows and video scrubber controls are light grey, allowing them to play a secondary role to the main task in this screen: the blue button choice.

Quiet Contrast

Primary touchpoints of products with low level of interaction should have color, materials, and/or finish that contrast with the main product body to signal functionality and importance, but should not detract from the overall composition.

On the Gateway example, the connectors have a slight color contrast and discreet color coded labels. Because of the lowinteractive nature of this product, there are few touchpoints to design for. (Other types of user touchpoints include grips, buttons, switches, plugs, etc.)

#9 Give Just Enough Feedback

Consume



Feedback Tied to Media

Visual feedback elements, such as the video playhead, should clearly indicate where the user is in the viewing/downloading experience. Additional viewing tools, such as full-screen mode or favoriting, are grouped around the viewing window for easy and intuitive access. Similar coloring or materiality can also be used to visual group functions together.



Previewing Media

Lensing (a "scaling-up" on roll-over) will help the user preview a selection. On rollover, square thumbnails can expand into a more proportional view of the media, inactive conversations can expand to show an entire exchange, and contact names can expand to reveal phone numbers and addresses.





Spatial Relationship of Controls

Subnavigation elements should be visible and easily available to the user. Here, the four-step progress bar is housed within and sized proportionally to the video container it controls.

Ambient Availability

For CPR products, performance feedback should be ambient and continually available to user, but not command visual attention until user interaction is needed.

A Simple Thumbs-up

A successful installation or connection is an opportunity to associate the brand to a positive moment in the customer journey, and can be identified by a signature element (visual or auditory).