# Portr

Style Guide

Introduction

The increasing amount of new establishments around the city can make it difficult for users to keep track of which locations they should go to and check out. Current applications of location reviews rely on strangers and can be inaccurate pertaining to each user.

Portr is an app that allows users to send and receive recommend locations to their friends to build a more personalized directory. It provides users with intimate and insightful recommendations from their closest social network in comparison to relying on the ratings of people they dont know.
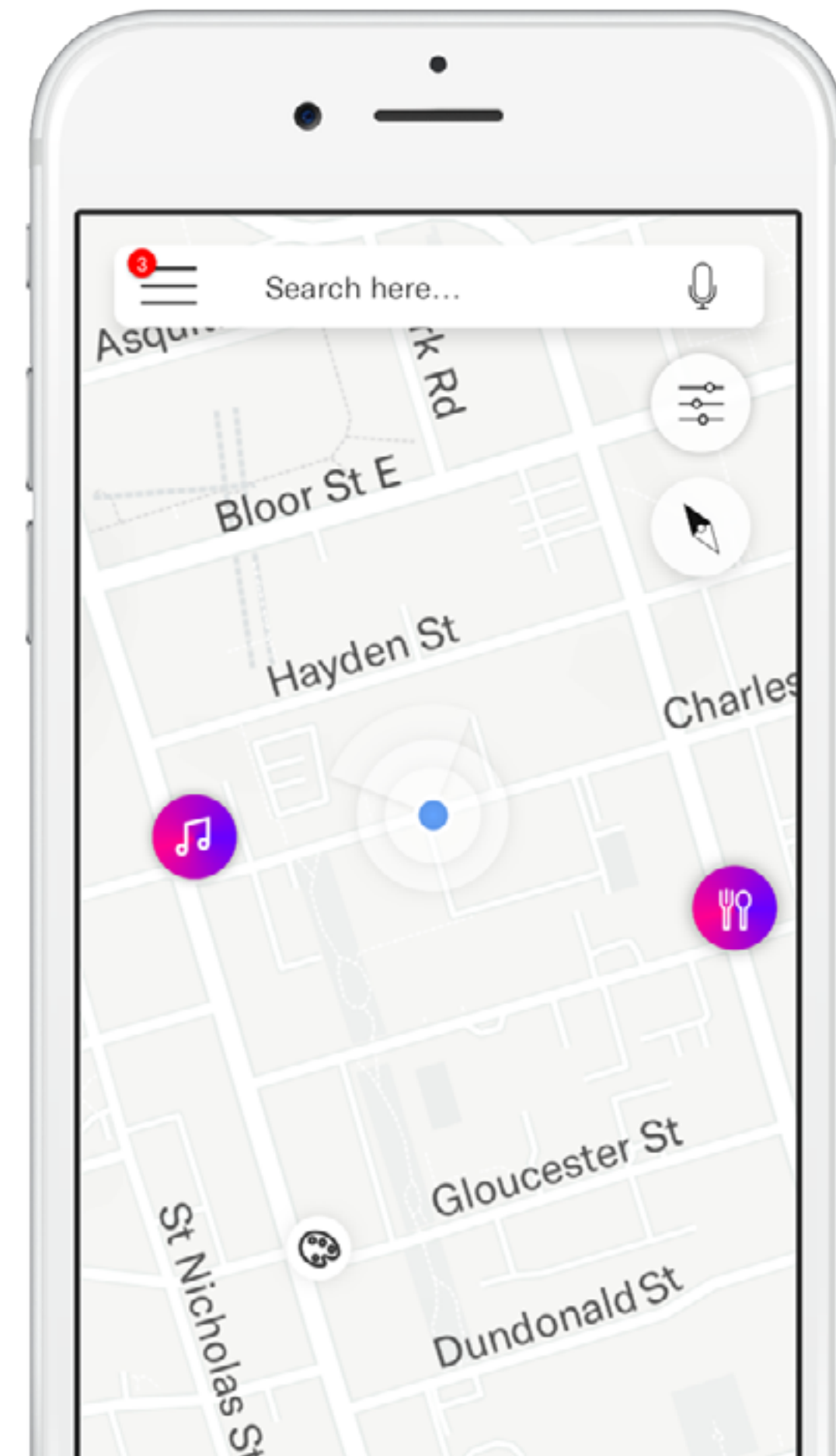
Typography

The typeface that we chose was a grotesque sans serif called GT America, designed by Grilli Type. It allows for good readability due to its low contrasting strokes and medium weight. This gives the type formal aspects with a hint of character.

Heading   GT America Regular / 30pt

Sub Heading   GT America Light / 20pt

Body   GT America Regular / 16pt

Sub Info   GT America Regular / 12pt

GT America Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

GT America Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Colour Palette

The main colour scheme was used was off grey, followed by vibrant pink and purple as secondary colours. The supporting colours provide analogy for our brand and allows for contrast between important information. The mood of our brand is formal, clean and friendly.
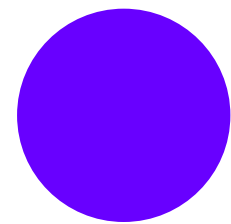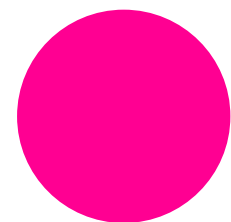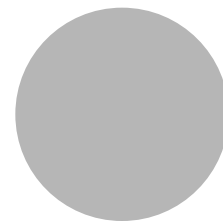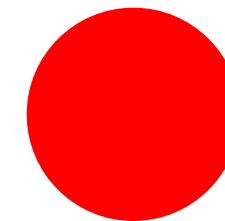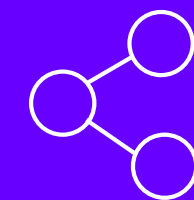
#6800ff
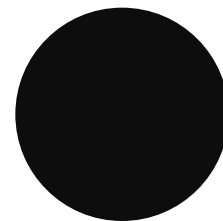
#0D0D0D

#E0E0E0

#FF0092

#B6B6B6

#FF0000

Iconography

Layout

Width = 284px

Padding = 30px

Height = 100%

Layout

Width = 284px

Height = 43px
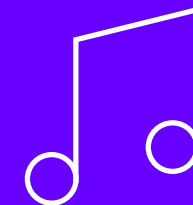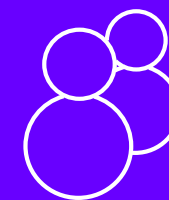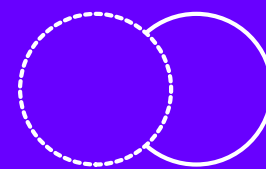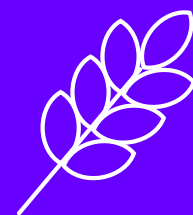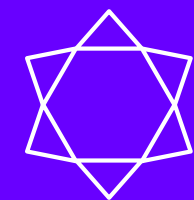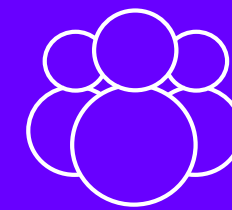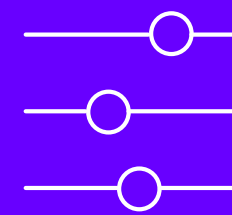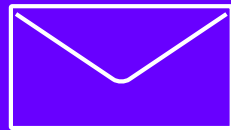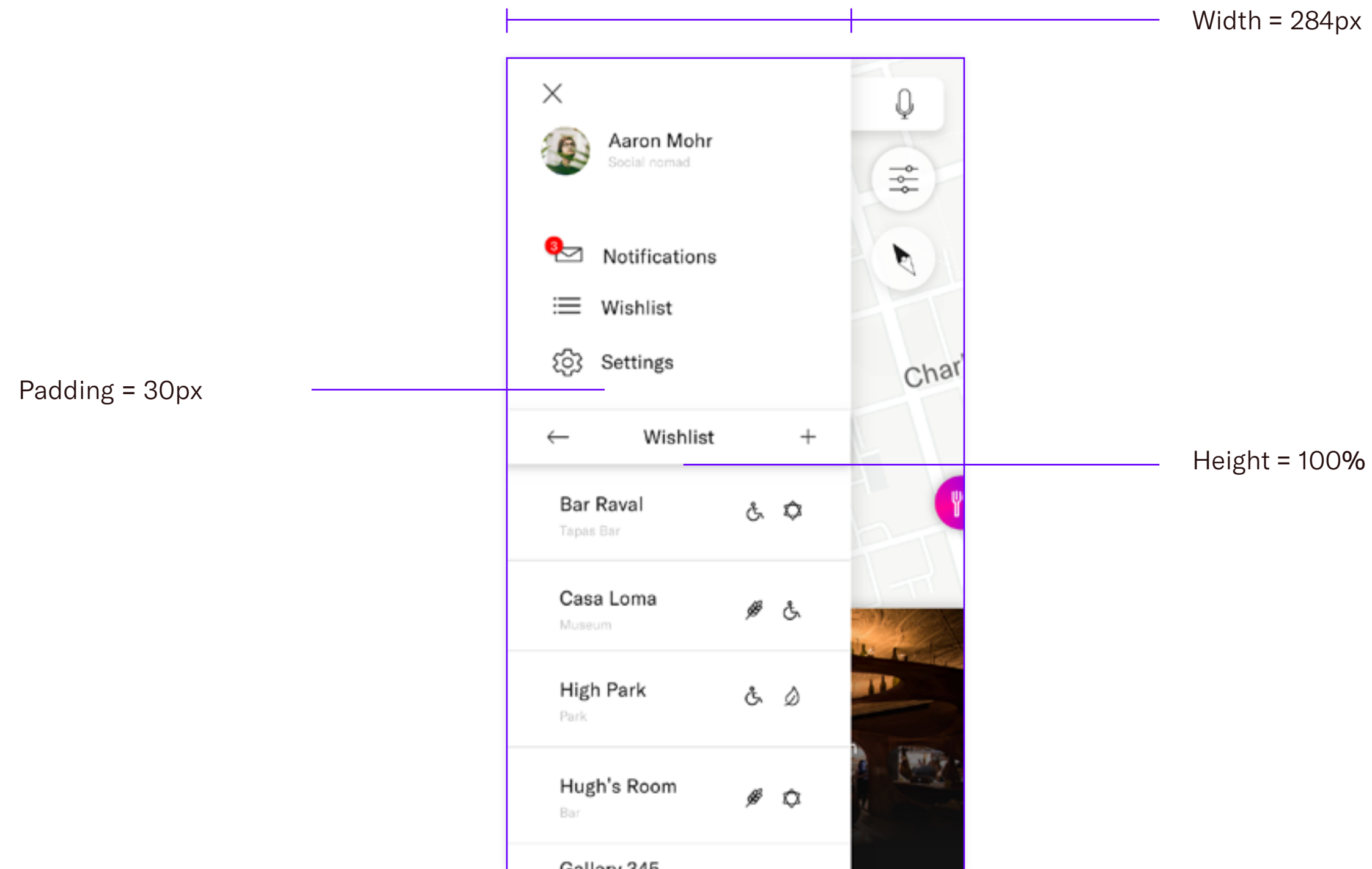
Icon is coloured and
pushes when the
location is open

Height = 226px
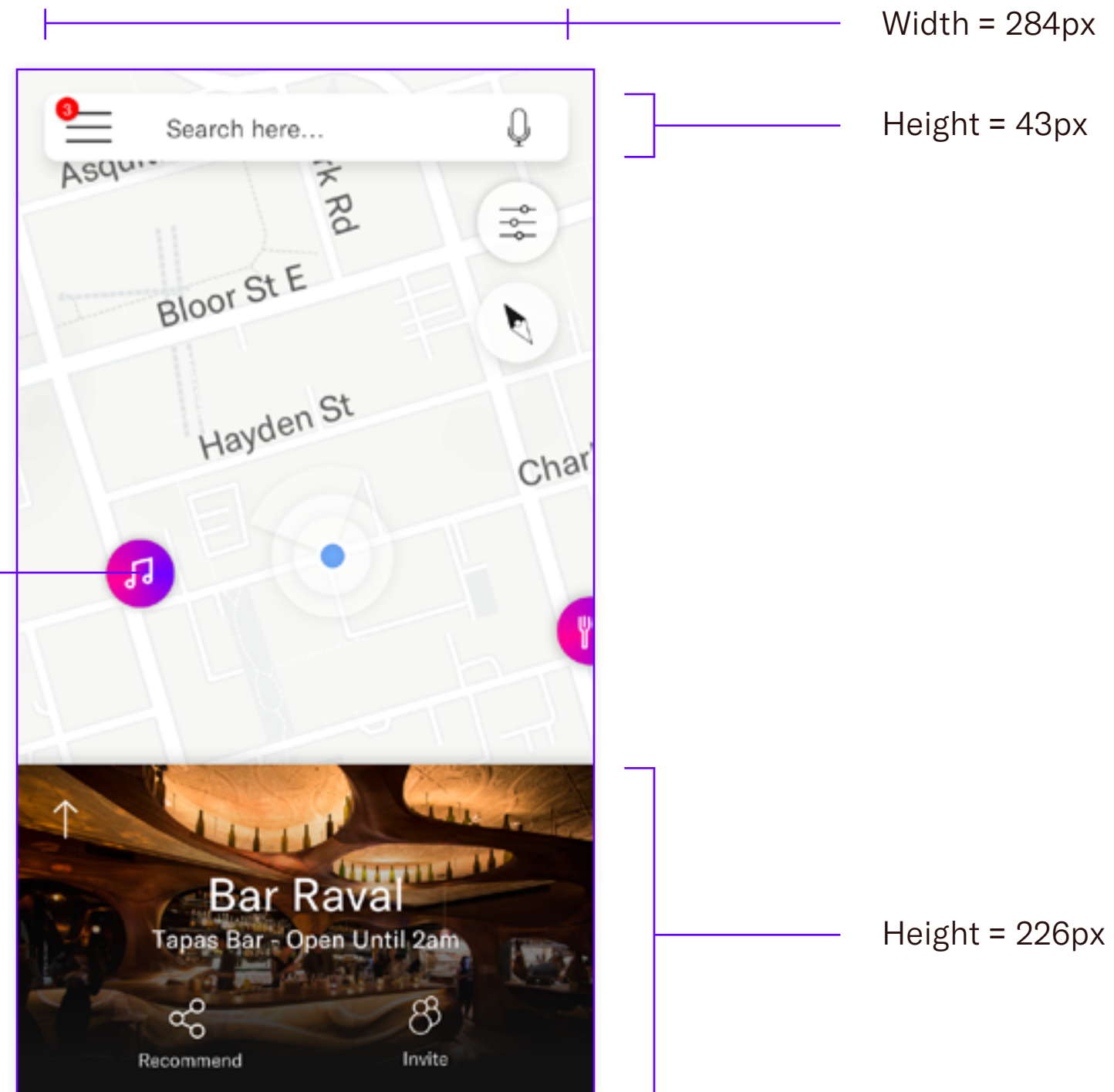
Interaction

Tap and Respond

Tapping the location tracking icon will automatically place the user in the center of the screen based on their current location.
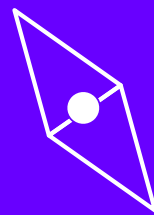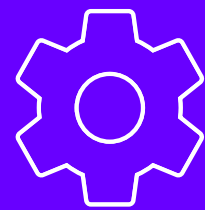
Tap and Zoom

Tapping on a location icon will reveal the location details preview as well as zoom in on the most direct path to the desired location.

Swiping Actions

Swiping up on the location detail preview will reveal the full location details page.

Interaction

Swipe Back

Swiping down on the location details page header to take your back to the main menu.

Sliding Details

Swiping up and down through the main content will allow your to view more details about the selected location

Weekly Hours

Tapping the hours arrow will reveal a list of the hours for every day of the week. This will be updated automatically to include any closures.

Interaction

User Profile

Tapping on your user icon will guide you to your user profile where you can access you contact list and view past history.
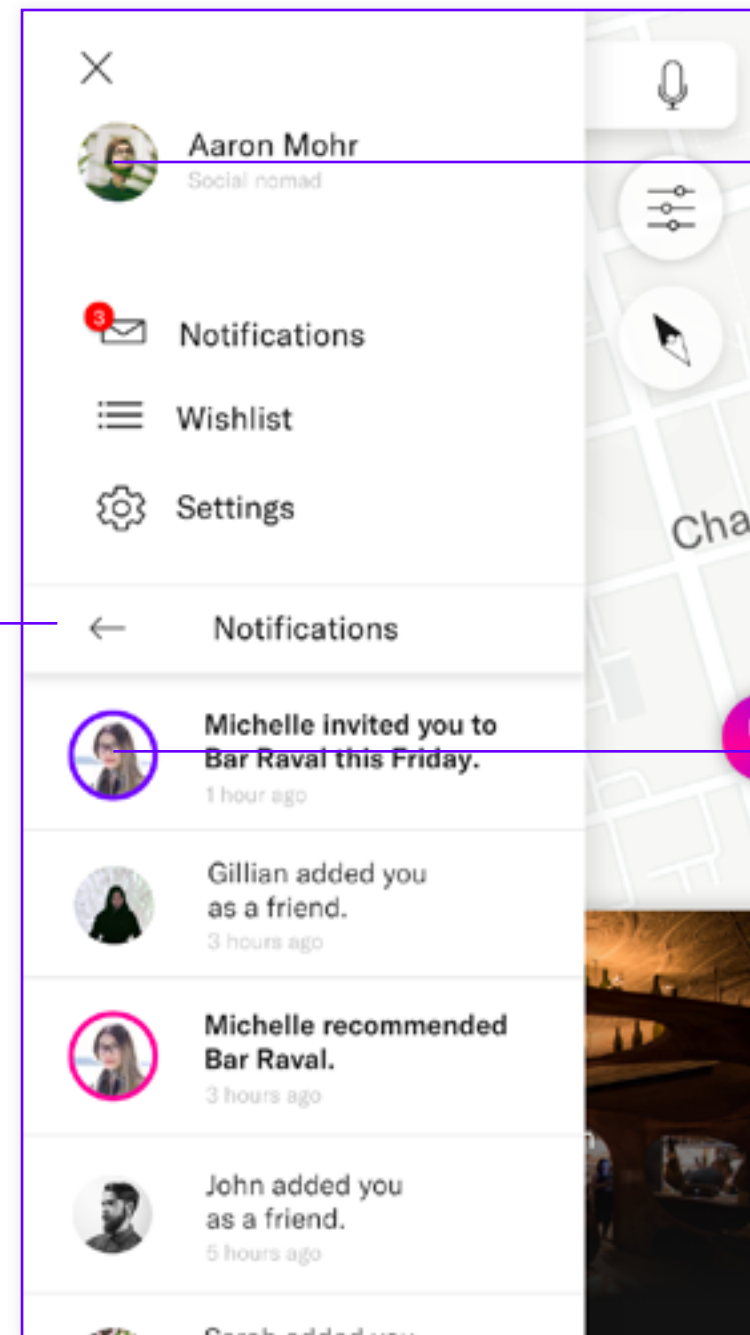
Menu Navigation

The icons and back arrow allow the user to navigate through all of the main menu options.
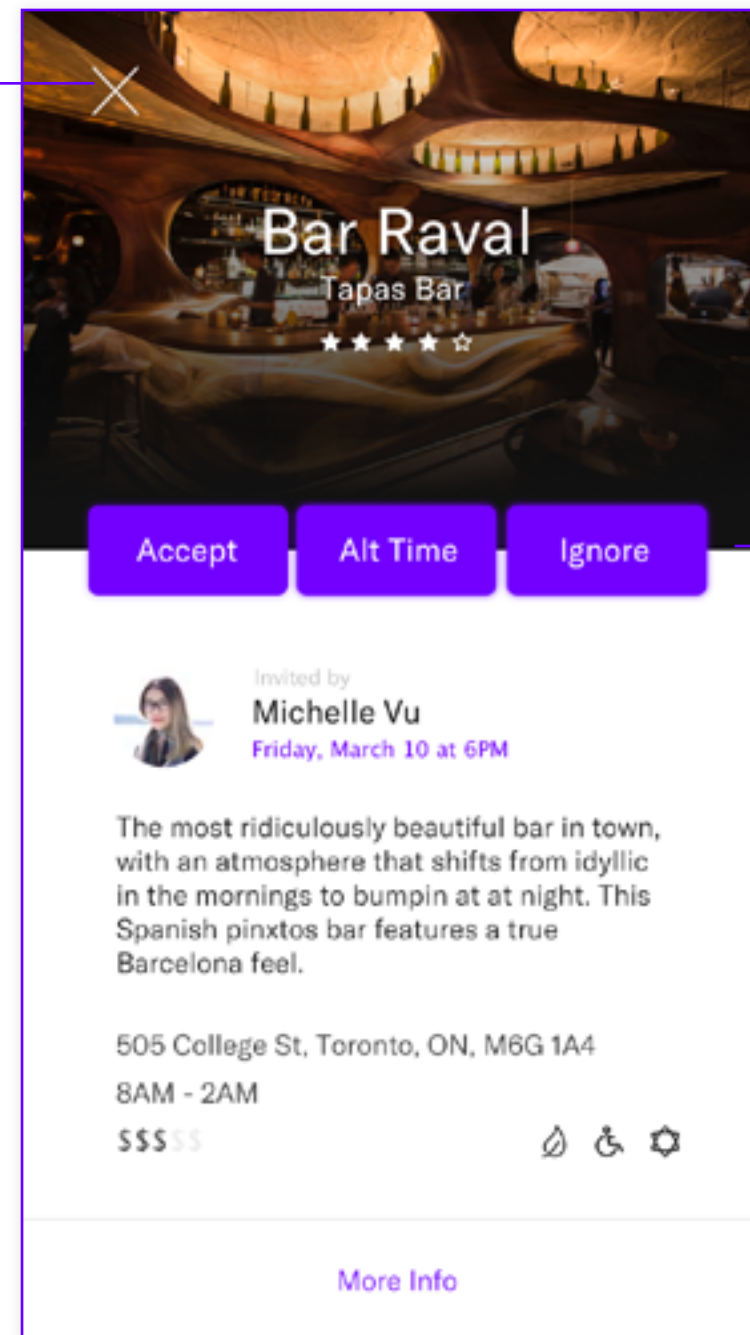
Manage Notifications

Tapping on your notifications will take you to the original recommendation/invitation request. Once access, they will automatically be saved into your directory.

Interaction

Return

Tapping the X will take the user back to their most recent page

Response Options

Accept

Tapping accept will add the invitation to your calendar.

Alt Time

Tapping Alt Time will allow you to send back an alternate time to meet.

Ignore

Tapping Ignore will ignore the request and return to the previous page.

Conclusion

We hope that Portr will help people to gain a beneficial experience and connect with both their friends and their city. We do wish that we could have pushed the project further, with the possibility of adding new sorts of features such as more in-depth user profiles, social media integration and a more advanced user interface.

Regardless, this guide will act as a way to continue on with this project and help it to progress to become the best product that it can be.

YSDN 3005

John Kowalski
Aaron Mohr
Gillian Wu