

ANGLERCAST

# Visual System & Final Refinements



## THE PROBLEM

For all levels of fishermen, interpreting and understanding complex weather reports and forecasts correctly can be challenging.

## SOLUTION

A responsive web app that allows fishers of all levels to quickly check and understand weather conditions and forecasts for them to have good and safe fishing experiences when heading out to the water.

## THE PROCESS

During the concept phase, **initial sketches** were made for key moments of the app. After the initial flows were fleshed out, the sketches were moved into **mid-fidelity prototypes** in Adobe XD. Another round of improvements were made to increase legibility for the **high-fidelity prototype**. Following user testing and preference testing, more updates were made to **enhance the usability and functionality**.

The following deliverables showcase **further refinements to the design** of the app.

ANGLERCAST

# Visual Design Principles

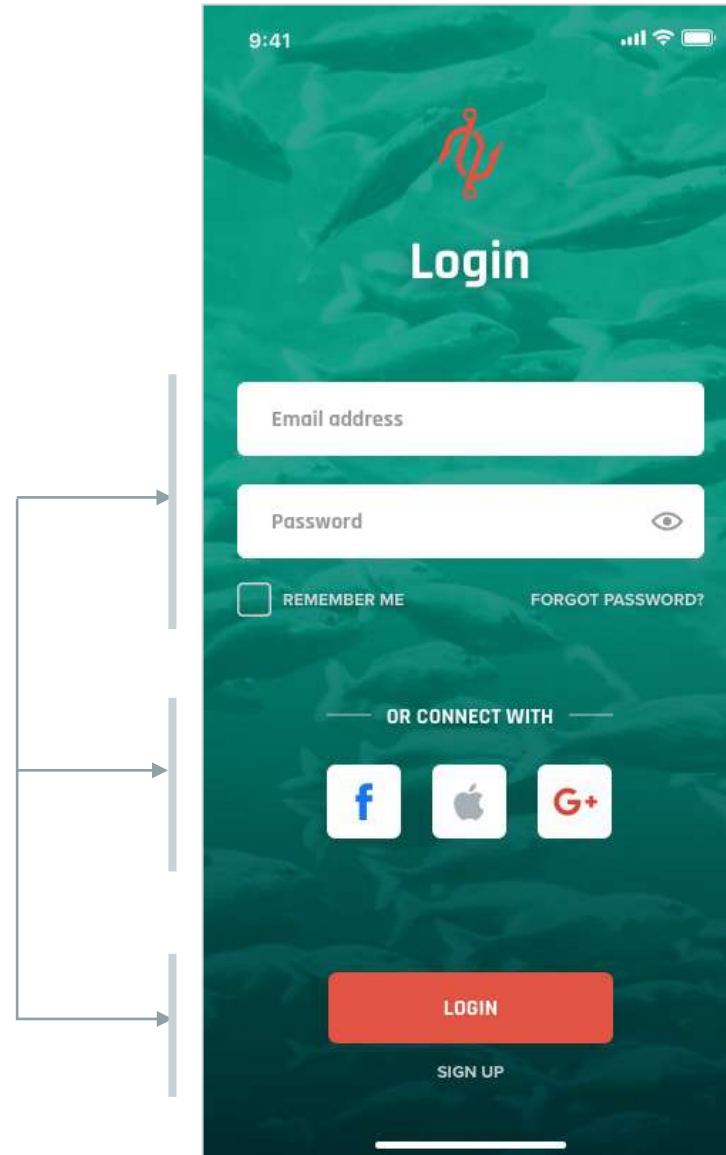
# Login Screen

## LAW OF PROXIMITY

Similar items of the login screen have been grouped together to denote that they are related to each other.

Groups such as:

- Email login fields and actions
- Social media login buttons
- CTA buttons



## LAW OF SIMILARITY

Buttons that have similar purpose have been formatted visually the same. Items such as:

- Remember Me & Forgot Password links
- Social Media buttons

## LAW OF GOOD CONTINUATION

The line elements next to the “Or Connect With” text are recognized as one line, even though the text runs through it, as the items are grouped together.

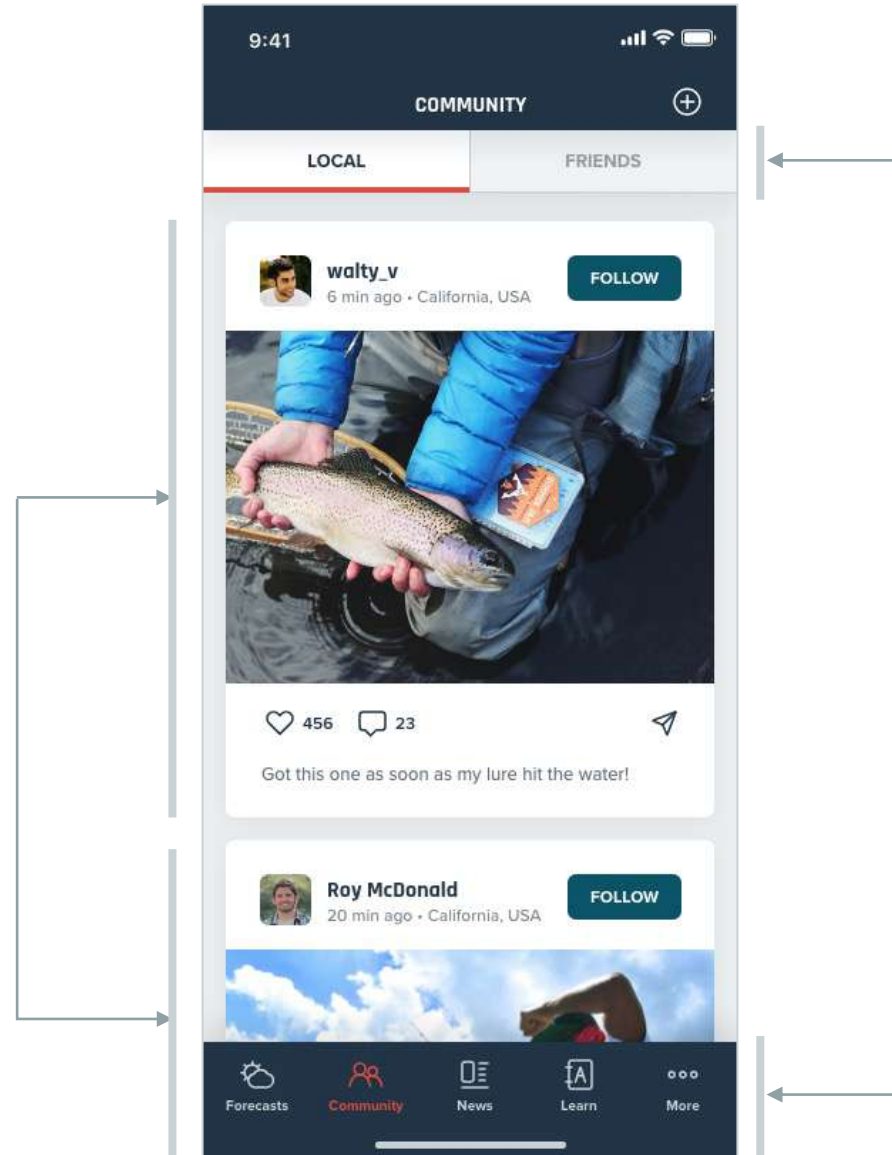
## BALANCE

Items on this page are symmetrically balanced as the layout is centered vertically and one side does not feel heavier than the other.

# Community

## EMERGENCE

Since all social post items are grouped into one card (white tile), it is recognized as one item. Each card is seen as one single post.



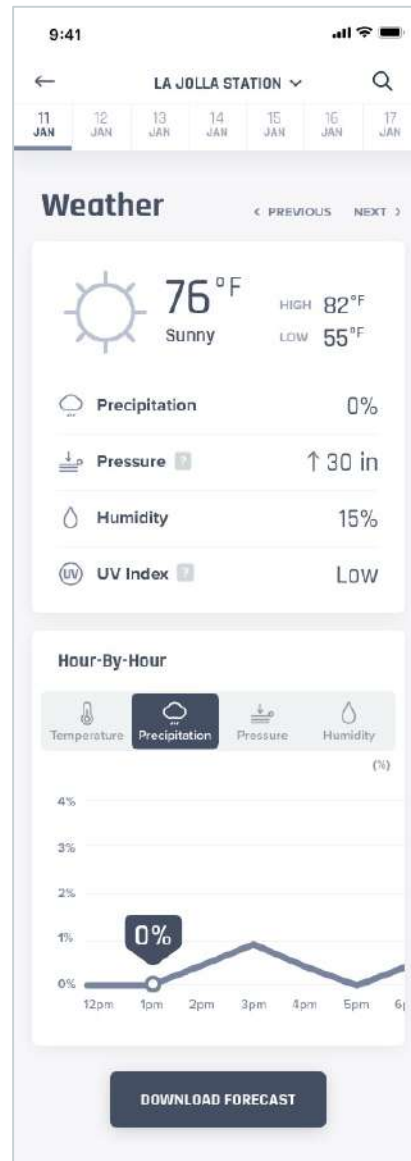
## EMPHASIS

The red/orange color is used to emphasize where the user is on the page, such as in areas of:

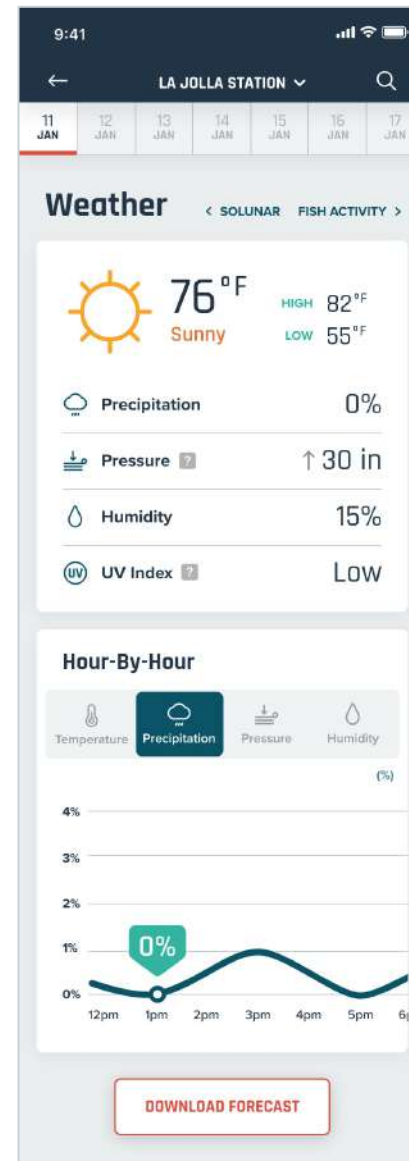
- The Local/Friends tab buttons
- The bottom navigation menu

# Weather Detail

BEFORE



AFTER



## HIERARCHY

The font sizes were revised to present visual order on the screen. The title of the page (“Weather”) is the largest font size, followed by a subtitle “Hour-By-Hour”. Smaller body copy sizes can be found underneath the titles.

## UNITY

To promote visual unity on the page, the graph line was revised to a curved line vs. cornered line. This harmonizes with the rest of the visual elements on the page, which all have rounded corners.

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# Design System

# 1 Color Palette

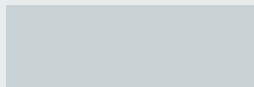
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## PRIMARY PALETTE



### Dark Blue

HEX: #223546    *#ACC0D5, #607F9D, #435D74*



### Lt. Gray

HEX: #C8D1D3



### White

HEX: #FFFFFF



### Red Orange

HEX: #E15443

- Page Backgrounds are Lt. Gray at 40% opacity.
- Body Copy should be Dark Blue on light backgrounds or White on dark backgrounds.
- Red Orange should be used sparingly and only to emphasize or highlight an element.

## SECONDARY PALETTE



### Dark Teal

HEX: #0B5468



### Teal

HEX: #33B5A1



### Olive

HEX: #506041



### Orange

HEX: #E87F37



### Yellow

HEX: #FAAD13



### Beige

HEX: #B9B0A2

- Secondary Palette to be used minimally on accents only, like icons and illustrations.
- Dark Teal, Teal, and Olive can be used as solid backgrounds for full background photos.
- Orange is reserved for alerts, errors, or notifications.



## 2 Typography

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### PRIMARY TYPEFACE

**Rajdhani**

Rajdhani

### SECONDARY TYPEFACE

**Proxima Nova**

Proxima Nova

**Header 1**

Font: Rajdani Bold, 36/36 PT

**Header 2**

Font: Rajdani Bold, 24/30 PT

**Header 3**

Font: Rajdani Bold, 18/18 PT

**Body**

Font: Proxima Nova Medium, 16/22 PT

**Body Bold**

Font: Proxima Nova Bold, 16/22 PT

**Body Small**

Font: Proxima Nova Bold, 13/22 PT

**Body Emphasis**

Font: Rajdani Medium, 28/36 PT

**PRIMARY BUTTON, HEADER NAV**

Font: Rajdani Bold, Caps, 16/21 PT

**SECONDARY BUTTON, TEXT LINK**

Font: Proxima Nova Bold, Caps, 12/22 PT

**Bottom Tab Bar**

Font: Proxima Nova Bold, 10/22 PT

# 3 Grids & Layouts

## MOBILE

The mobile app interface features a grid with 8 columns. Red dimension lines at the top indicate a column width of 28px and a gutter width of 16px. A settings menu is open, showing the following grid configuration:

- Layout:  Layout
- Columns: 8
- Gutter Width: 16
- Column Width: 28
- Margin: 19

Mobile Grid is an 8-column grid with 19px margins and 16px gutters.

## DESKTOP

The desktop website interface features a grid with 12 columns. Red dimension lines at the top indicate a column width of 119px and a gutter width of 32px. A settings menu is open, showing the following grid configuration:

- Layout:  Layout
- Columns: 12
- Gutter Width: 32
- Column Width: 119
- Margin: 70

Desktop Grid is a 12-column grid with 70px margins and 32px gutters.

# 4

## Logo

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### PRIMARY LOGO

Full-Color, Tagline



### PRIMARY LOGO

Full-Color Reverse, Tagline



Recommended Usage: Print, collateral, UI, web, advertising, packaging, merchandise

### SECONDARY LOGO

Full-Color, No Tagline



### SECONDARY LOGO

Full-Color Reverse, No Tagline



Recommended Usage: Print, collateral, UI, web, advertising, packaging, merchandise, in instances where the tagline cannot be legible

### TERTIARY LOGO

Logo, No Wordmark



### TERTIARY LOGO

Logo, No Wordmark



Recommended Usage: Only use in conjunction with Primary or Secondary Logos in the same application.

## 5

# UI Elements

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## BUTTONS

PRIMARY BUTTON

PRIMARY BUTTON

SECONDARY BUTTON

SECONDARY BUTTON

f



G+

+

×

### DESIGN

- All buttons have rounded corners set to 6px and black shadows set to 15% opacity.
- All copy buttons have padding set to 16px 32px 16px 32px.
- Primary Button and social media button heights are 54px.
- Secondary Button height is 32px.
- Icon button height is 44px.
- Outlined buttons have fill of white and border of 1.5px.

### DOs

- Use Primary Buttons for important CTAs.
- Use Secondary Buttons for actions that are secondary for the user.
- Use solid fill buttons for preferred result and outlined buttons if additional button is needed on page.

### DON'Ts

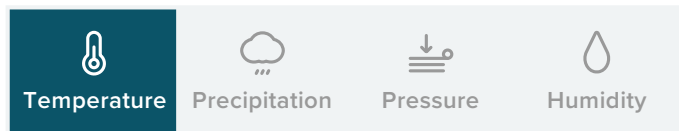
- Don't combine primary and secondary buttons together for one decision.

## 5

# UI Elements (cont.)

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## TAB BARS



### DESIGN

- Highlighted tab colors are white or dark teal background, dark blue or white text.
- Highlighted tab selector line is red orange, 4px height.
- Unselected tabs are Lt. Gray @ 40% tint background with 40% tint of black for text.
- Inset tab bars have rounded corners of 6px.

### DOs

- Use tabs when content or views are closely related, mutually exclusive.
- Use tabs when users don't need to see more than one content pane at a time.
- Place content sequence in order of relevance.
- Use short and simple labels for tabs.

### DON'Ts

- Don't use when the contents of each tab are not related nor related to the parent page.

## 5

# UI Elements (cont.)

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## TEXT FIELDS

 Lorem Epsom error

### DOs

- Use placeholder text (Rajdhani Bold, #ACC0D5) for input fields.
- Use sentence case for type in input fields.
- Use a clear button when the user is typing.
- Use a visible icon when user a field is used for passwords.
- Use field validation for any errors. Field highlights in Orange with error icon and explanation underneath.

### DON'Ts

- Don't punctuate placeholder text.

## TABLES

### GROUP NAME

	Title	>
	Title	>
	Title	>

### DOs

- Use tables to organize large or small list of data cleanly and efficiently.
- Use Grouped tables if you have more than 7 rows of data.
- Keep text succinct.

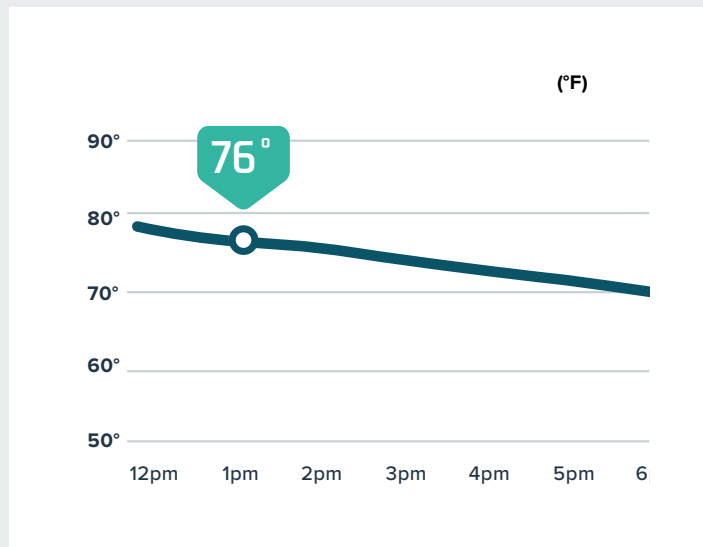
### DON'Ts

- Don't use a table for just one row.

## 5

# UI Elements (cont.)

## GRAPHS



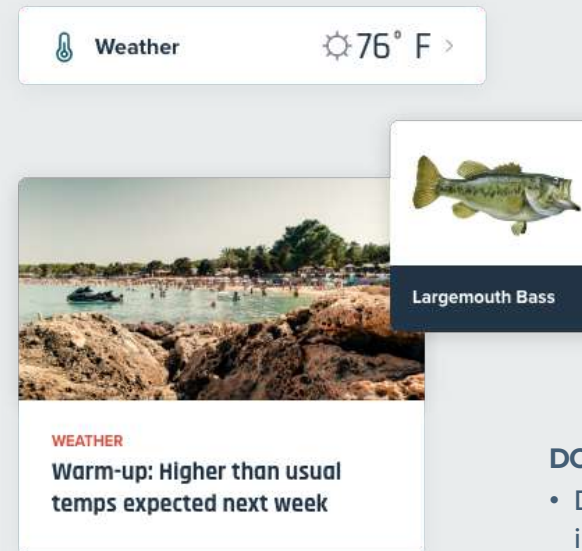
### DOs

- Use Lt. Gray as the color for axes and for areas of graph that are de-emphasized.
- Use Dark Blue for axes labels.
- Use color to emphasize the graph area you want to highlight.

### DON'Ts

- Avoid filling the graph area with too many elements, as it will impact the user's ability to interpret the data.

## CARDS



### DON'Ts

- Don't overload cards with too much information or data.

### DOs

- Use cards when you need to display a collection of data that includes both images and text.
- Use 6px rounded corners on all cards.
- Use black shadow with 15% opacity.
- Use cards as an entry point for more detailed information.

## 6 Imagery/Illustrations

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### ILLUSTRATIONS



#### DOs

- Use flat style illustrations to help convey concepts, such as onboarding pages.
- Use no more than 5 colors to help with consistency.
- Use solid colors for illustrations and apply subtle shadow gradients (30% black to transparent) behind illustrations for added depth.

#### DON'Ts

- Don't combine Illustrations with Photographic images.
- Don't use illustrations on a small scale.



## Imagery/Illustrations (cont.)

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### PHOTOGRAPHY



#### FULL BACKGROUND PHOTOS

Can only be monochromatic, combined with the primary color (Dark Blue) or these secondary colors: Dark Teal, Teal, or Olive.

#### Design Specs

- Background set to solid color
- Layer photo on top of background, set to Luminosity at 20% opacity
- Layer a dark gradient of same background to from full opacity to 0% opacity set to Multiply on top



#### FISH SPECIES PHOTOS

Photographs for fish species should feature just the fish on a white background.



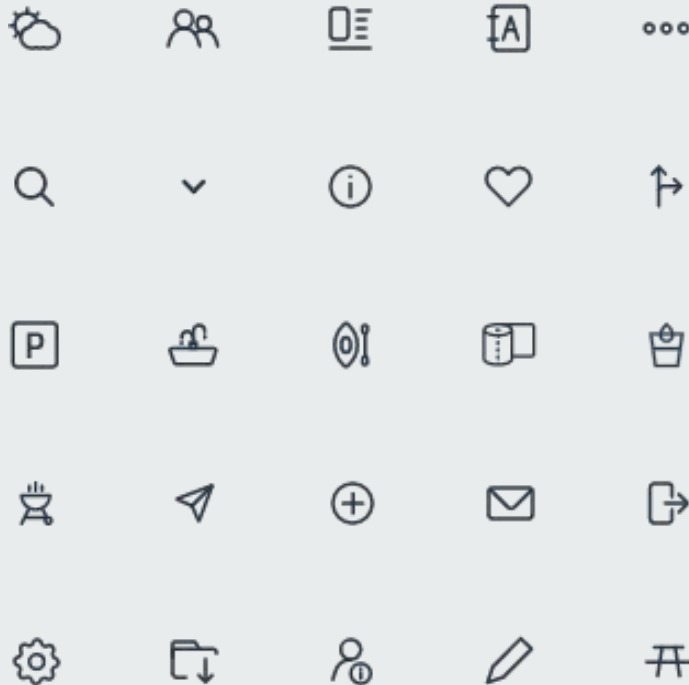
#### NEWS PHOTOS

Photographs for News cards should have rounded top left and right corners (set to 6). Photographs should try and have wide, expansive shots.

# 7 Icons

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## GENERAL ICONS



### DESIGN

- Line style icons with rounded caps and rounded edges are preferred in the Anglercast app.
- Icons have a padding of at least 2px all the way around.
- Stroke widths are set to 1.5px stroke for 24px icon, 2px stroke for 32px icon.
- Icons are aligned to the center of the boundary box.

### DOs

- Do make icons monotone.
- Do center align icons when they're next to text.
- When creating new icons, use straight-on vantage points, rather than dimensional or perspective representations.

### DON'Ts

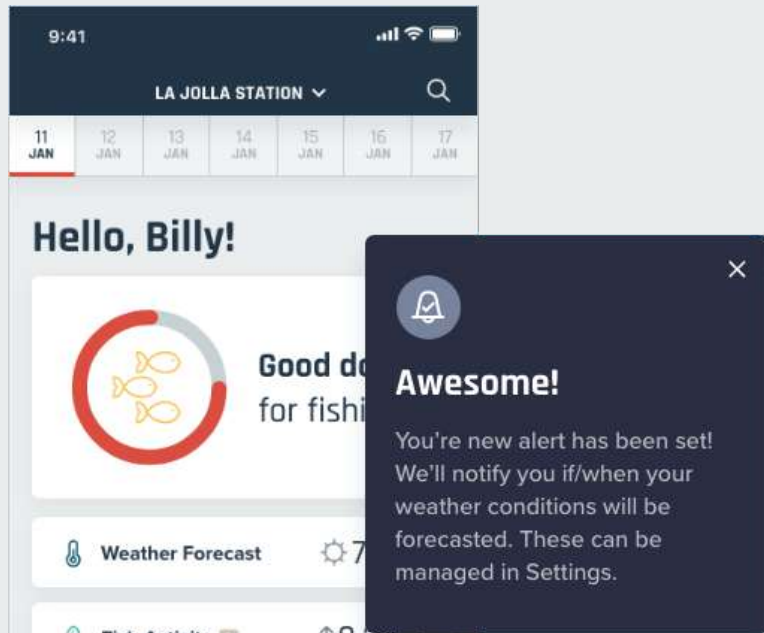
- Don't use line style icons for icons less than 20px, use solid flat icon style instead for anything smaller than 20px.
- Don't use more than one color in an icon.

## 8

## Tone of Voice

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The Anglercast app's voice should be understandable, simple and clear. Since the sport of fishing is a fun and relaxing hobby, the language of the app should be approachable, relaxed, friendly, and encouraging. The users should feel welcome and invited. In addition, the wording of the app should also include fishing jargon and familiar language to feel authentic and to establish trust and credibility with the user.



## 9

## Accessibility

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Anglercasts' goal is to ensure our products meet the criteria in the Web Content Accessibility Guidelines 2.0

### DOs

- Include alt text for images, icons and controls, where possible.
- Check color contrast. Small text below 24px requires a 4:5:1 contrast ratio. Large text above 24px requires 3:1 contrast ratio.
- Keep font size, and weight legible and readable when designing.

### DON'Ts

- Don't use the red orange text as small text on a dark blue background.
- Don't use color alone to indicate status. Always include icons with text to make things clear.

### RESOURCES

- Color contrast checker: <https://marijohannessen.github.io/color-contrast-checker/>
- WCAG Checklist: <https://www.wuhcag.com/wcag-checklist/>
- Adobe XD, Sketch, Figma Plugin: <https://www.getstark.co/>

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# Design Collaboration

# Onboarding

## COPY READS FUNNY

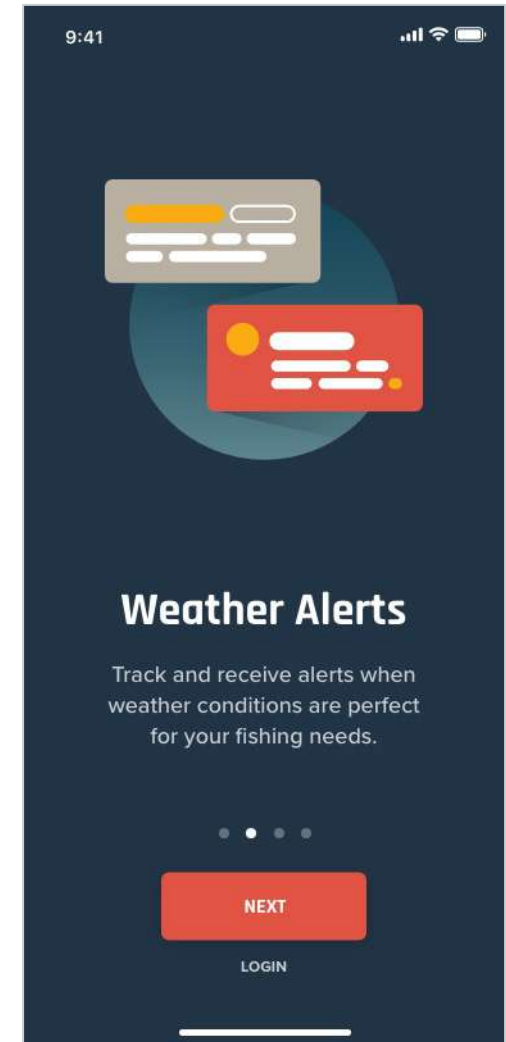
For this issue, I agreed that the original descriptive copy read awkward. The copy was updated with better flow and with a more casual feel, which aligns with the tone of the app more.

Love the overall onboarding experience. Very informative, not too long, and the images and contrast all work together really nicely. My only note is on the wording of "get alerted when forecasted". Not sure if its my lack of fishing/weather tracking experience or not but this line just reads a little funny to me. So might want to look into that, but overall I liked the onboarding.

BEFORE



AFTER



**\*UNCHANGED\***

# Sign Up

## TEXT FIELDS TOO HEAVY

While I appreciate the feedback, I decided not to make any color changes to the input fields. Only 1 reviewer out of 3 commented on this issue.

Also, altering the transparency of the input fields would change the visual unity of the app's design.

The white boxes feel a bit heavy. Maybe they could be semi-transparent, and then white when the user selects them?

9:41

Full name

Email address

Create username

Create password

OR CONNECT WITH

f Apple G+

SIGN UP

LOGIN

# Home

## CONFUSION ON FISHING INDICATOR METRIC

Multiple peers expressed confusion on the meaning of the pie chart. I replaced the fish icons with a metric and added details explaining what the metric is based on to the back of the card to improve clarity. The card now has a flip animation when tapped.

Also, I updated the pie chart active color to the Anglercast Teal to associate a positive feeling. When conditions are poor, the active color will be Red-Orange. Fair conditions can be yellow.

## TOOLTIP ICONS SMALL

The size of the tooltip info icons were increased to improve the tapping area.

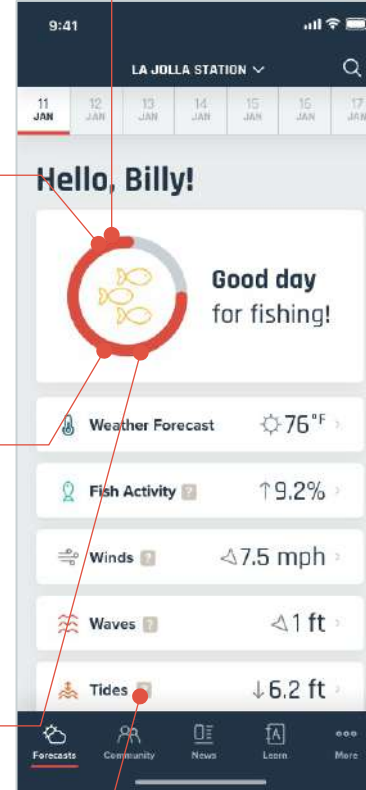
I'm confused by what this partially red filled circle is. Is this an image used by the fishing community often? Is this telling me that the fishing area at La Jolla Station is at 75% capacity with fish? I'm confused.

It's not totally clear to me from the offset what the circle bar means. I can't tell if it's referring to temp, some kind of consolidated overview of the conditions, # of fish?

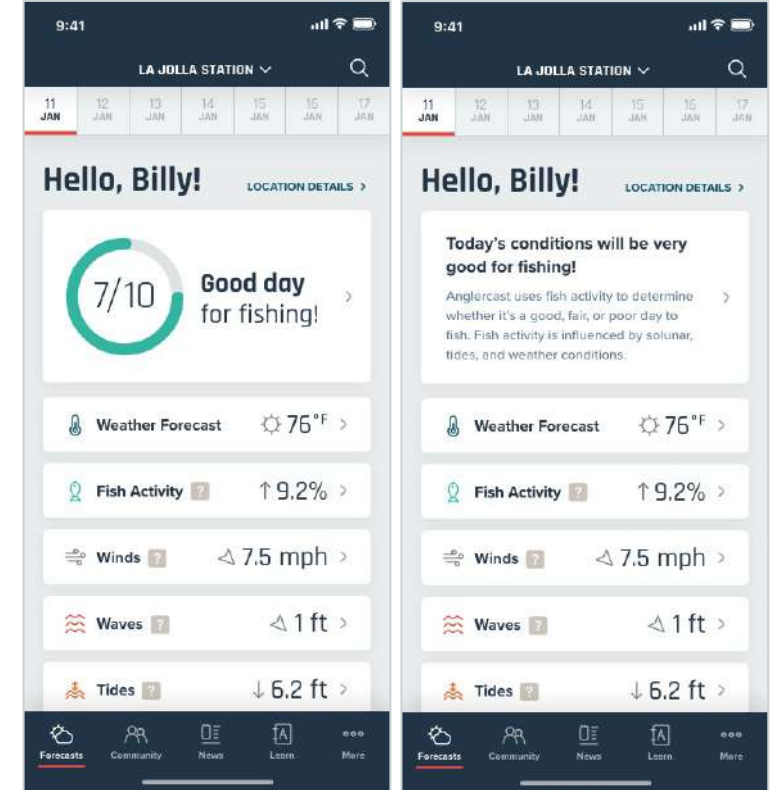
I looks like this circle could go around to 100%? If it is a "good" day I would change the color from red to something more positive like green (or maybe a sea-green to stay on theme!) Red seems like "NO, don't go fishing today"

I like the circle a lot, but since this is a good fishing day I would maybe change the color for blue or green to indicate "good to go" message. The question/info icons next to weather parameters are pretty small - I like the idea of getting more info/explanation on them but I just wonder if I would need to tap specifically just on the question mark icon or the entire field would give me the same outcome?

BEFORE



AFTER



**\*UNCHANGED\***

# Weather Details

## HIGH & LOW DIFFERENT COLORS

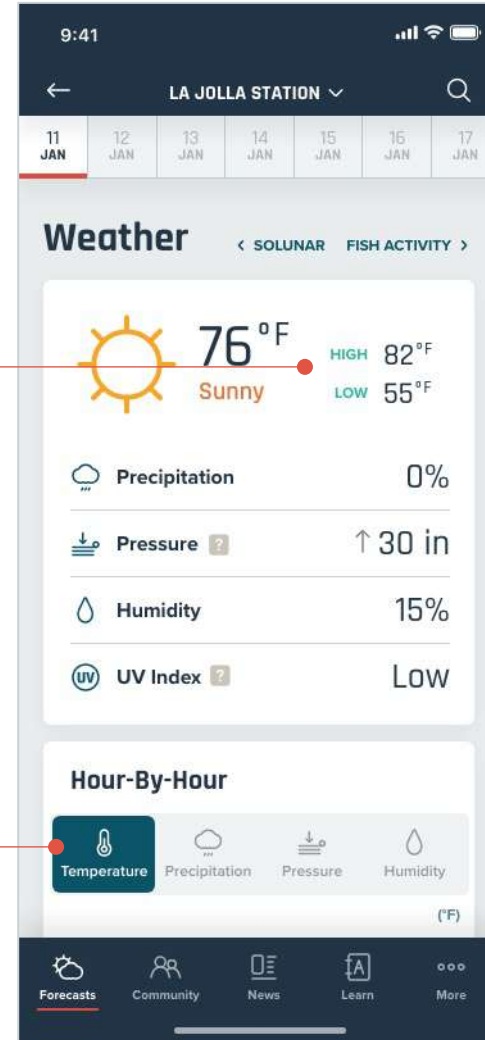
While I understand changing the colors of the High and Low can make them more distinguishable, I decided not to introduce more colors onto this page, as there's already enough. Also all metric numerals are in the Dk. Blue color throughout the app and I'd like to keep that for consistency.

## INCREASE MARGINS

While I agree with this feedback, I don't have the room to increase the margins more. That would result in a smaller font size for the tab bar, which will become a legibility issue.

High and low could be different colors

This is like super picky now, as I see very little 'problems' with your UI. Its beautifully. BUT maybe the margins in this area is to tide. Would work better if aligned with the title 'Hour by hour'. But honestly not groundbreaking.





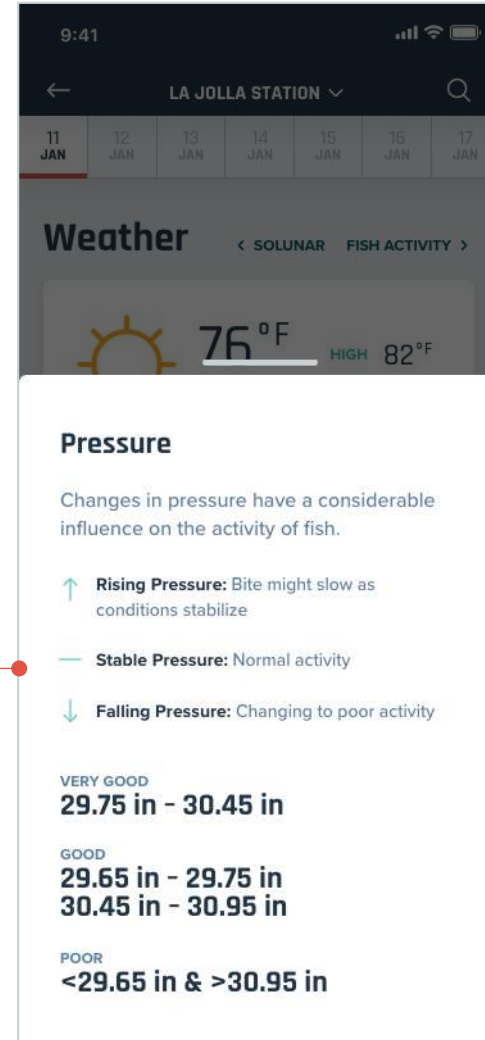
\*UNCHANGED FOR NOW\*

# Tooltip Overlays

## TOOLTIP OVERLAYS

I really do like this feedback about creating a visual animated illustration to explain the weather condition metrics. For now, I left as is due to time constraints, but it could be implemented in the next iterations of the app.

I really like the explanation - very easy to read and understand. The only thing I would suggest is unify typography - pressure measurements could be smaller font...or better - visual expansion - illustration of barometer with pressure measurements and info which one is good, which one is not.



The screenshot shows a mobile weather application interface. At the top, the time is 9:41, and the location is LA JOLLA STATION. Below the location, there is a date selector showing days from 11 JAN to 17 JAN. The main weather display shows a sun icon, a current temperature of 76°F, and a high of 82°F. A tooltip overlay is positioned over the bottom part of the screen, titled "Pressure". The tooltip contains the following text: "Changes in pressure have a considerable influence on the activity of fish." Below this, there are three entries: "Rising Pressure: Bite might slow as conditions stabilize", "Stable Pressure: Normal activity", and "Falling Pressure: Changing to poor activity". At the bottom of the tooltip, there are three categories of pressure ranges: "VERY GOOD 29.75 in - 30.45 in", "GOOD 29.65 in - 29.75 in 30.45 in - 30.95 in", and "POOR <29.65 in & >30.95 in".

9:41 LA JOLLA STATION

11 JAN 12 JAN 13 JAN 14 JAN 15 JAN 16 JAN 17 JAN

Weather < SOLUNAR FISH ACTIVITY >

76°F HIGH 82°F

**Pressure**

Changes in pressure have a considerable influence on the activity of fish.

- ↑ **Rising Pressure:** Bite might slow as conditions stabilize
- **Stable Pressure:** Normal activity
- ↓ **Falling Pressure:** Changing to poor activity

VERY GOOD  
**29.75 in - 30.45 in**

GOOD  
**29.65 in - 29.75 in**  
**30.45 in - 30.95 in**

POOR  
**<29.65 in & >30.95 in**

**\*UNCHANGED\***

# Location Search – Body of Water

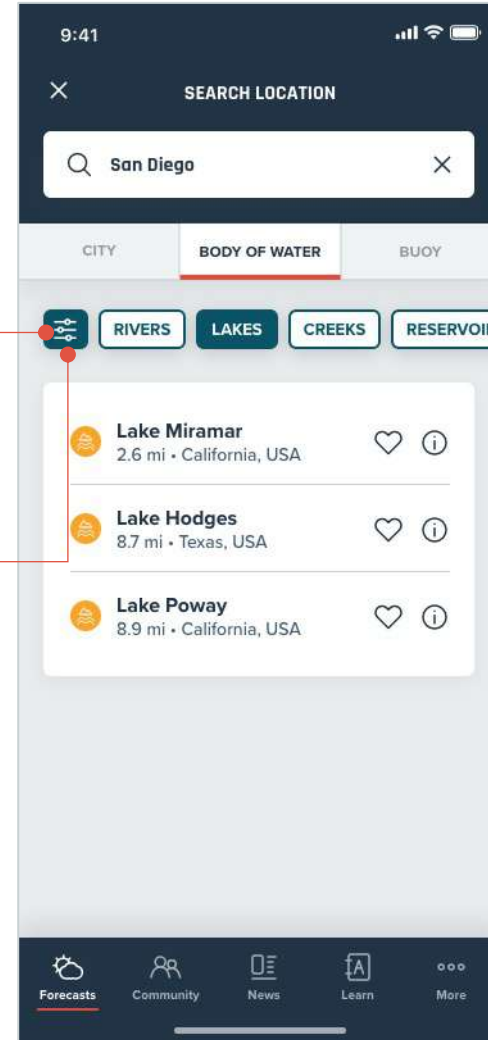
## FILTER BAR FLOATING & FILTER ICON

I left the filter bar as is. It is a fixed/static bar if the search results become scrollable.

I also decided to leave the filter icon. It's not an actual button, but an indicator for the user. If a filter category is turned on, the filter icon will be active, indicating that filters are on. Since the filter bar is scrollable horizontally, if a filter is turned on where the user cannot see, the filter icon will be active, indicating filters are still active.

Why is the filter floating? Shouldn't that be something fixed?

I like the subcategories, but wonder if the filter button is necessary since there are no other filter categories other than what is shown



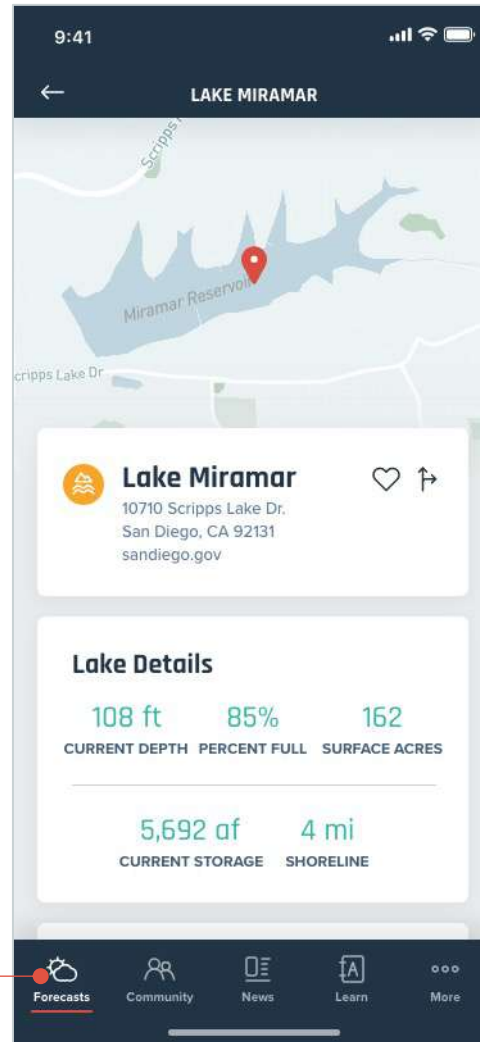
# Location Details

## LOCATION DETAILS IA

As part of the original IA, the location detail page did fall under Forecasts. To help make this connection and the usability better, I've added a button on the location detail page that will take the user directly to the forecast for that page. In turn, the forecast (home page) page will also have a button to shortcut to the location detail page.

I really like the information and layout of this screen. The only question I have is the bottom navigation - is the location details connected to forecast?

BEFORE



AFTER

