

## Bridger Screens

The design brief includes images of all Bridger screens. The following pages are included to give you further information about several of these screens and what we expect.

**A set of images and screens of our current designs are available for your use.**

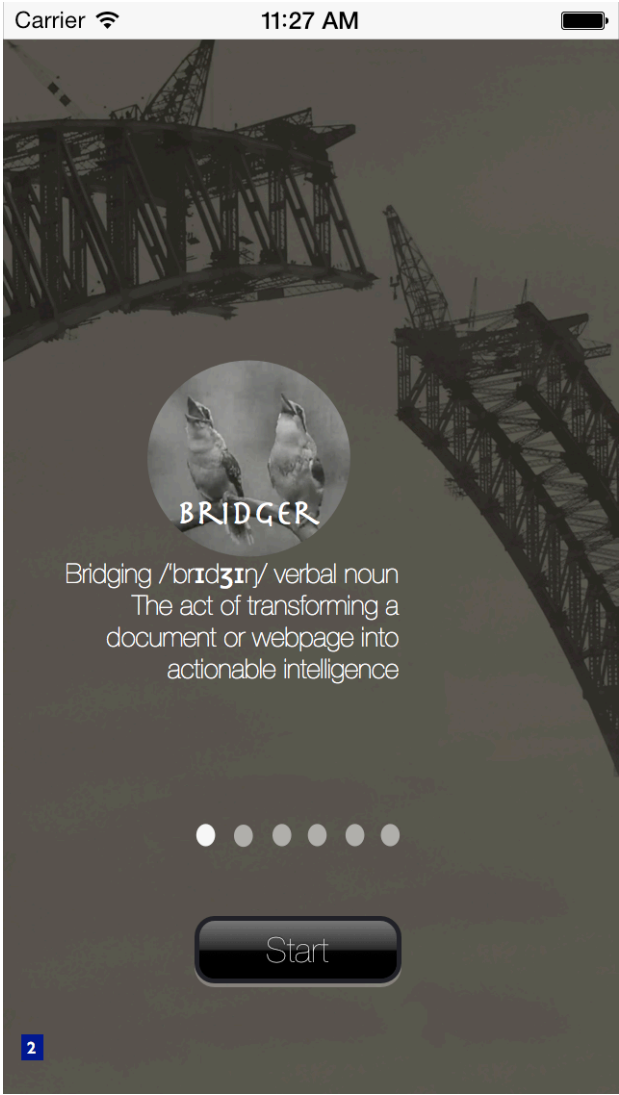
## Background

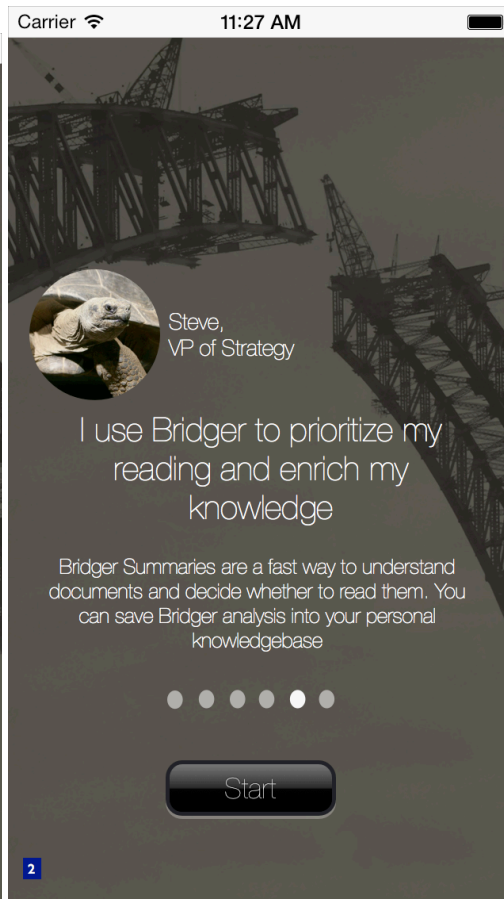
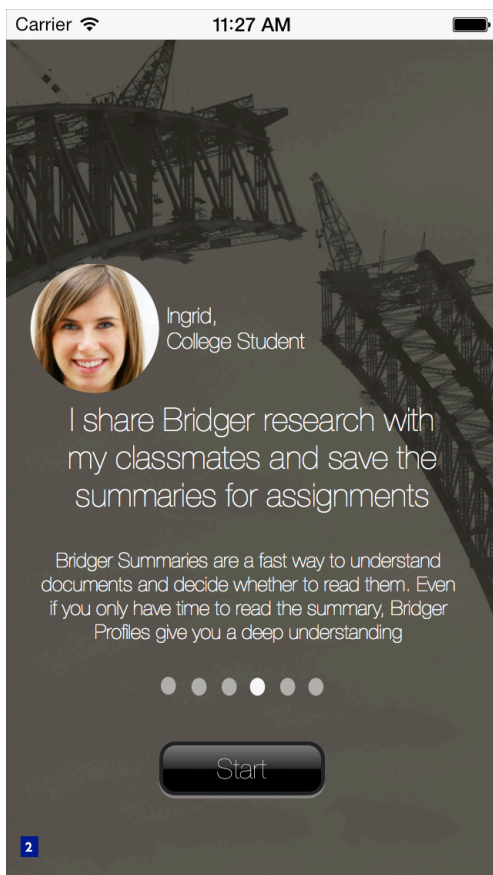
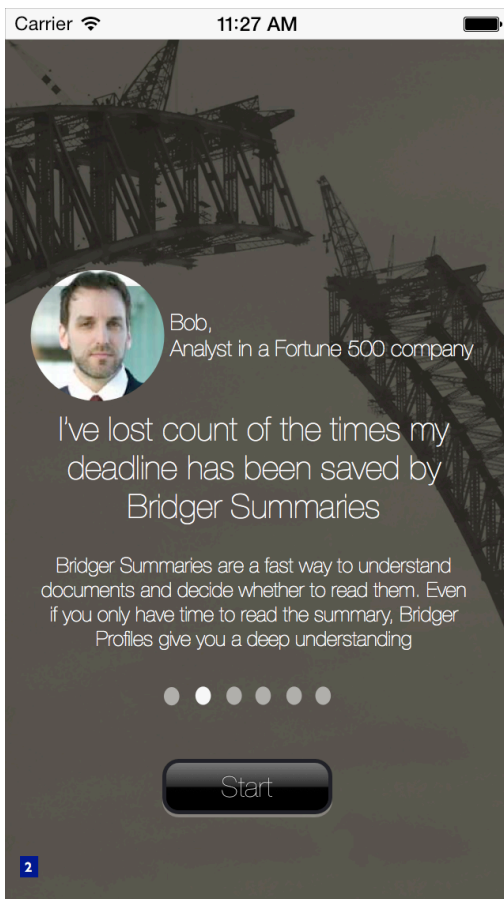
All app screens are to have a new background featuring the Sydney Harbour Bridge under construction. For example:



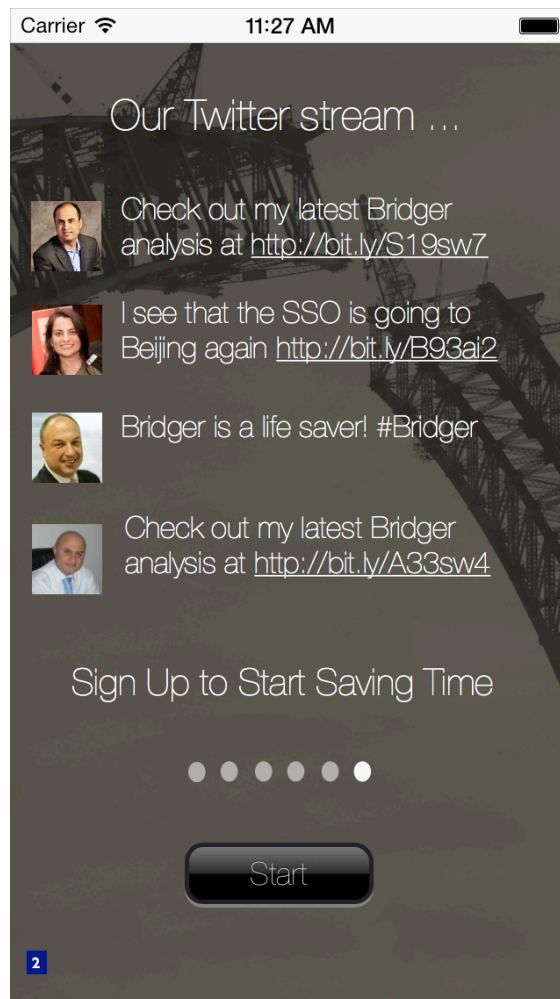
## Splash Screen

As shown below. This screen is to appear when the app icon is selected or when the web homepage is opened

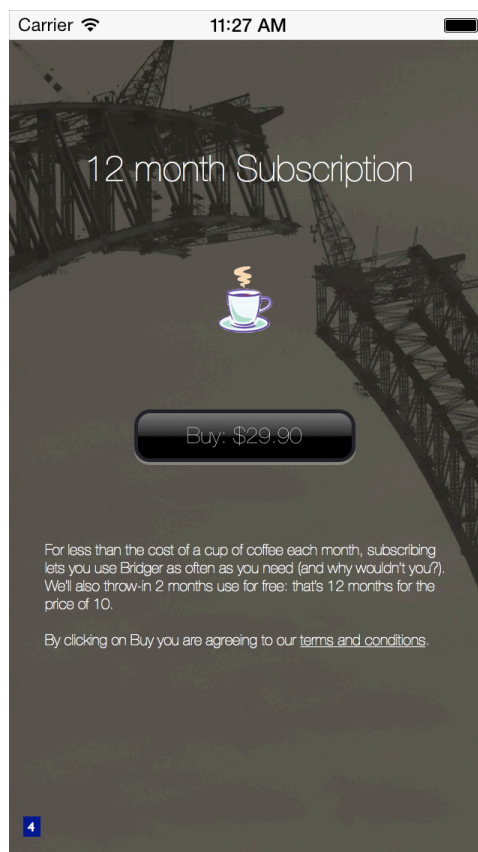
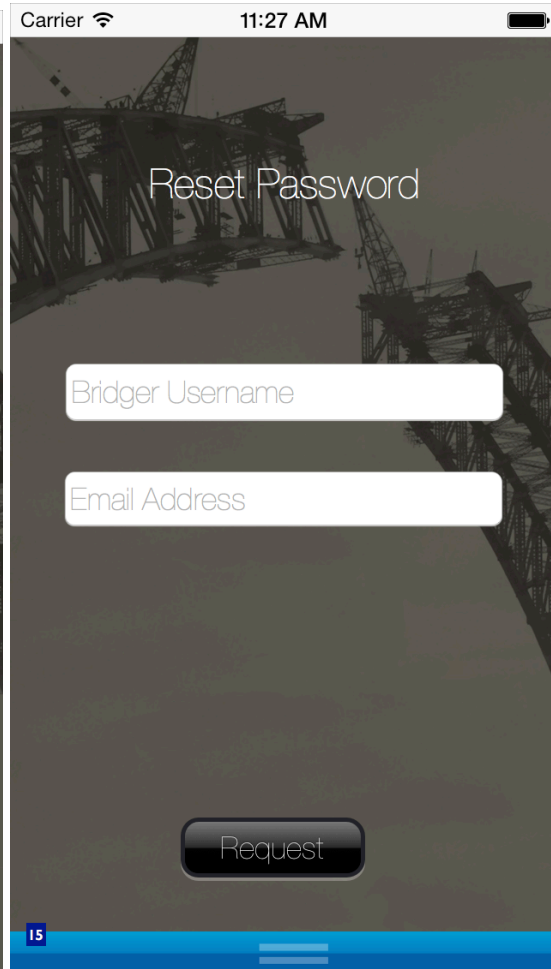
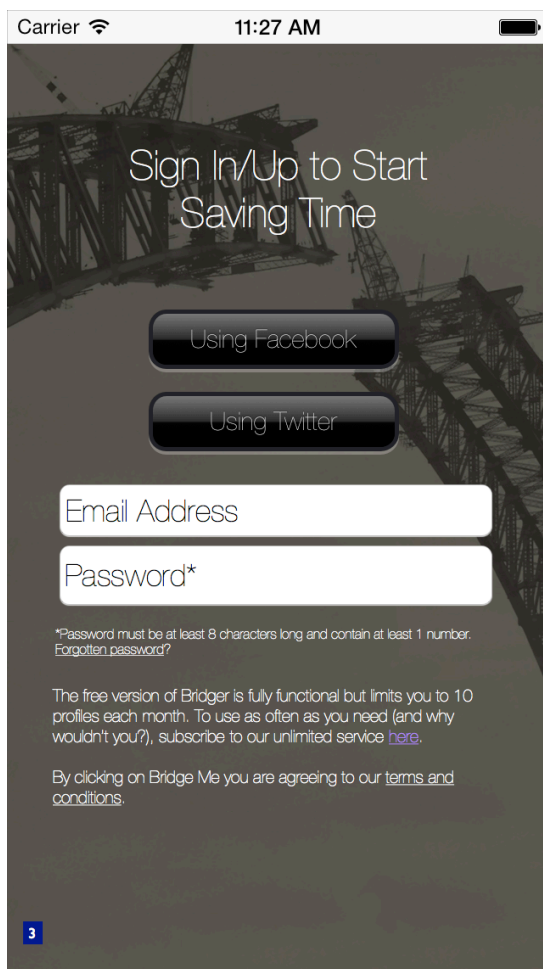




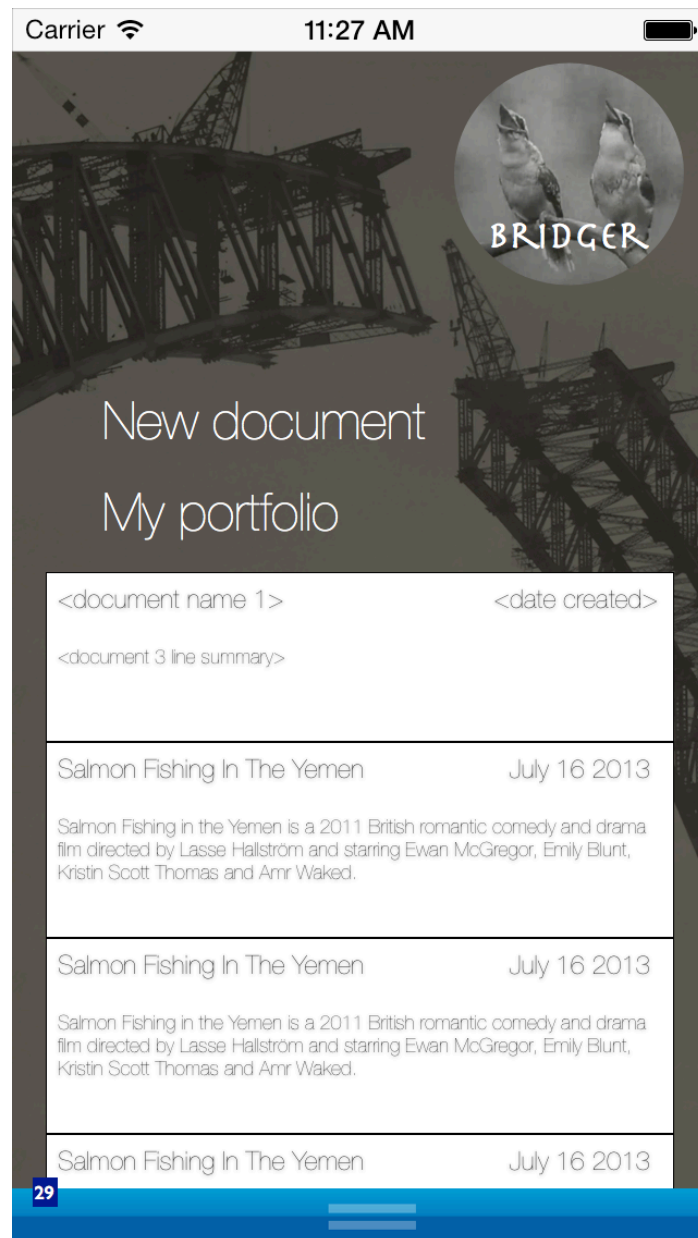


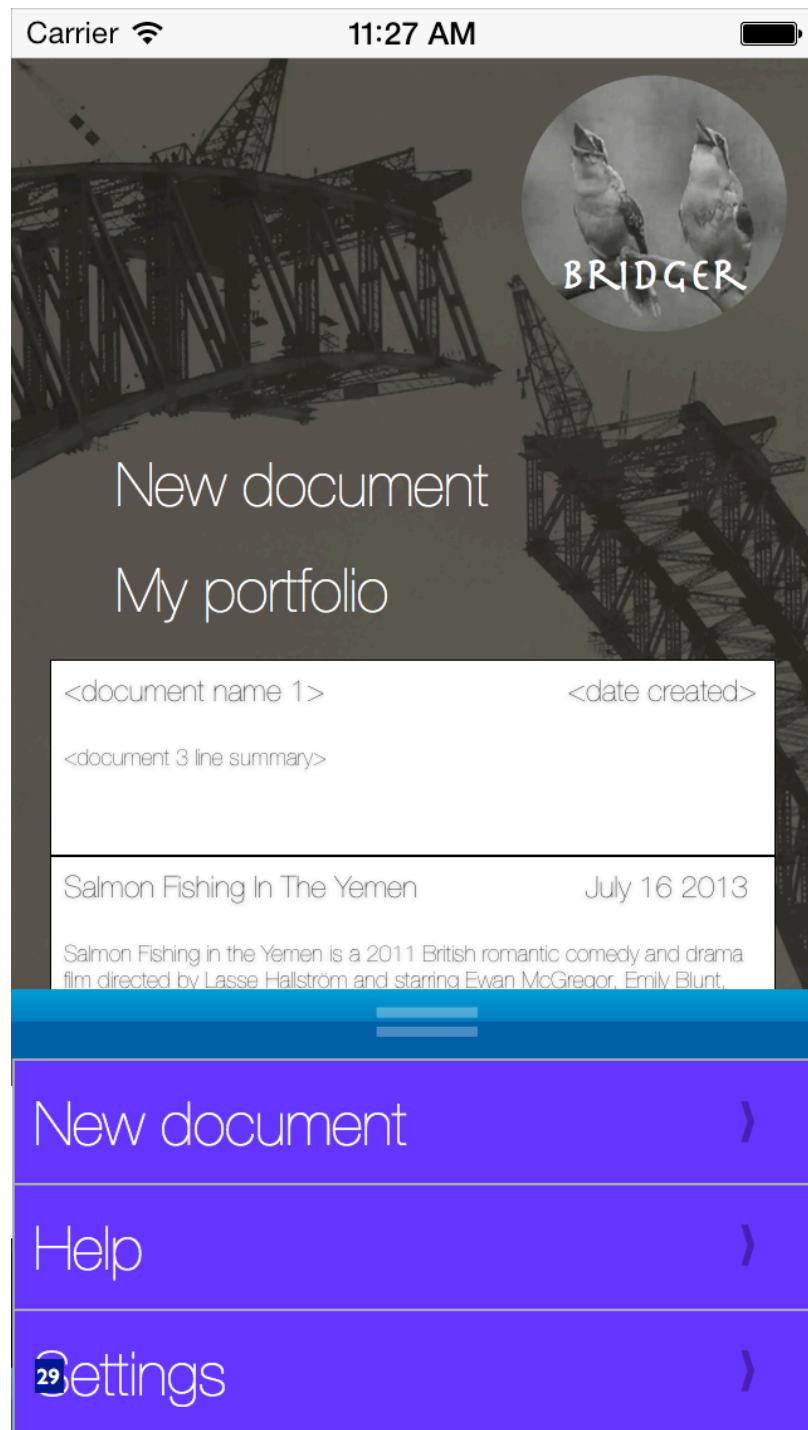


## Long-in and Register Screens

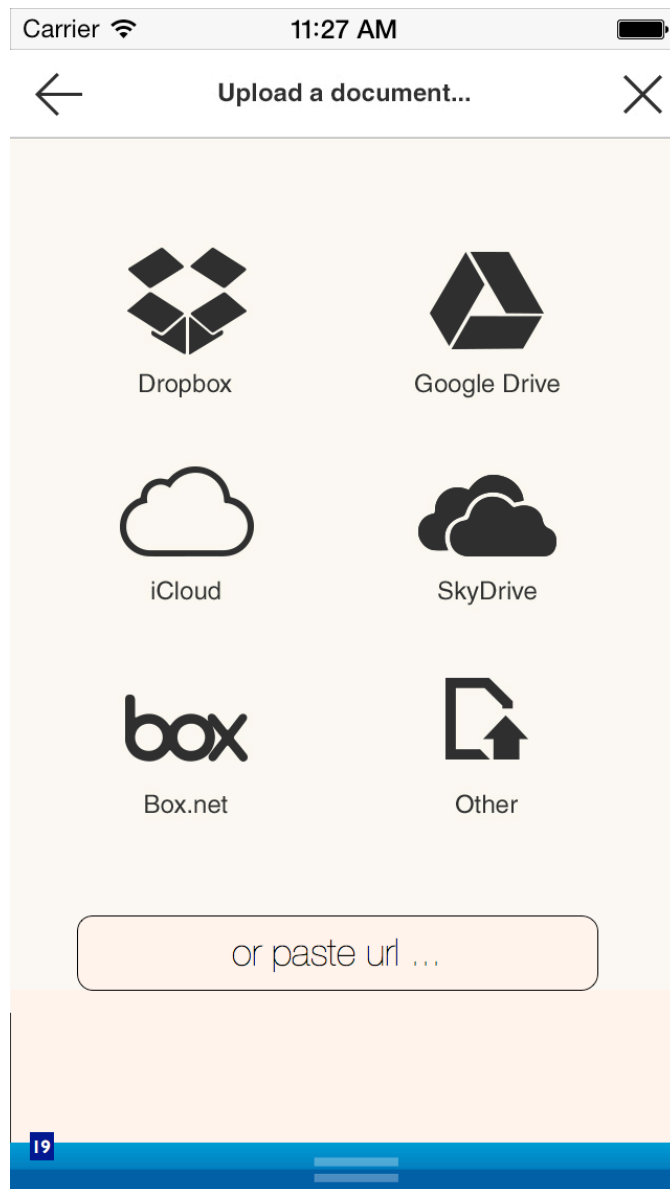


## Main Registered User Screens



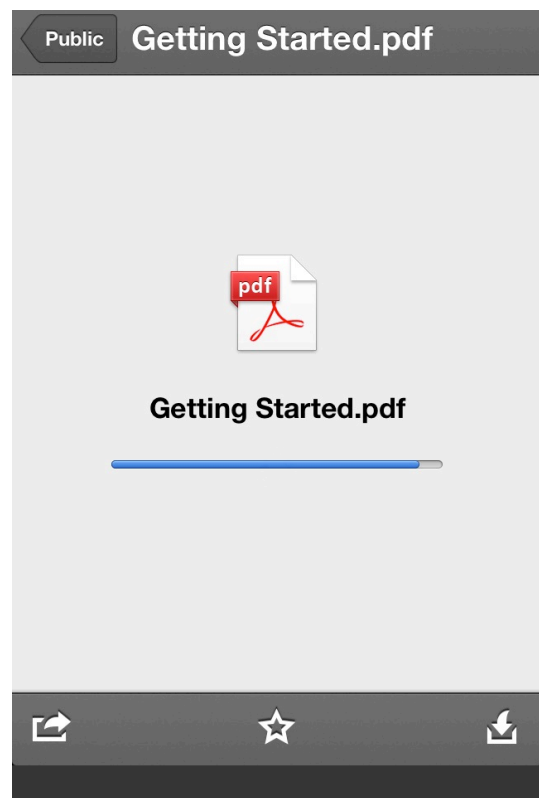
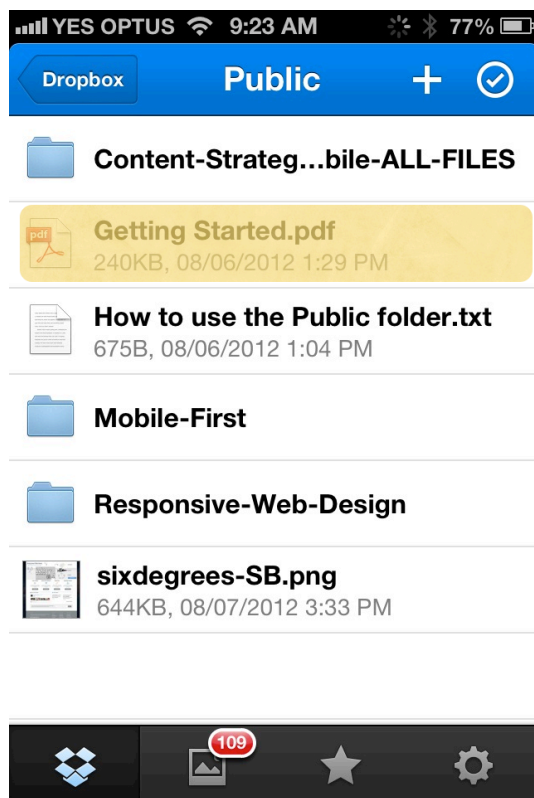
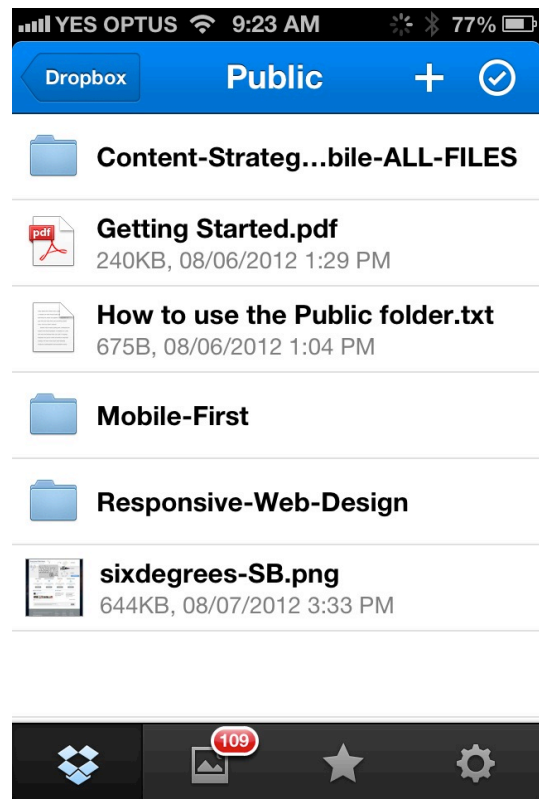


## Start Analysis Screens

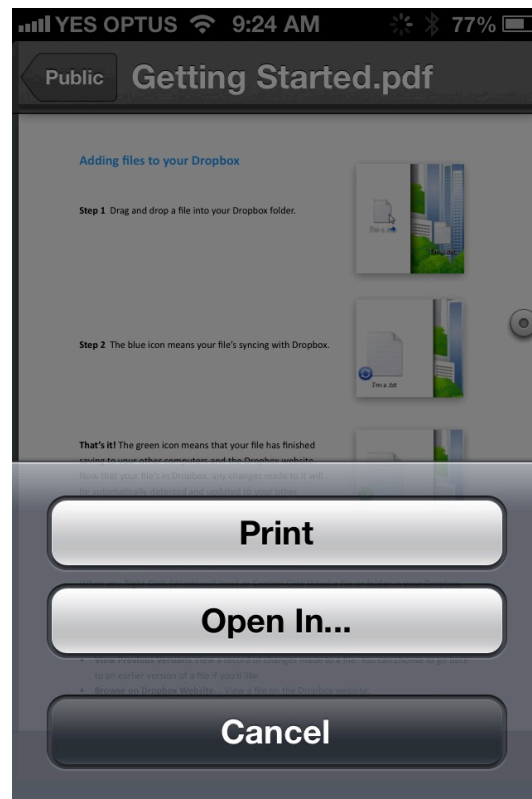


## Document Selection Screens

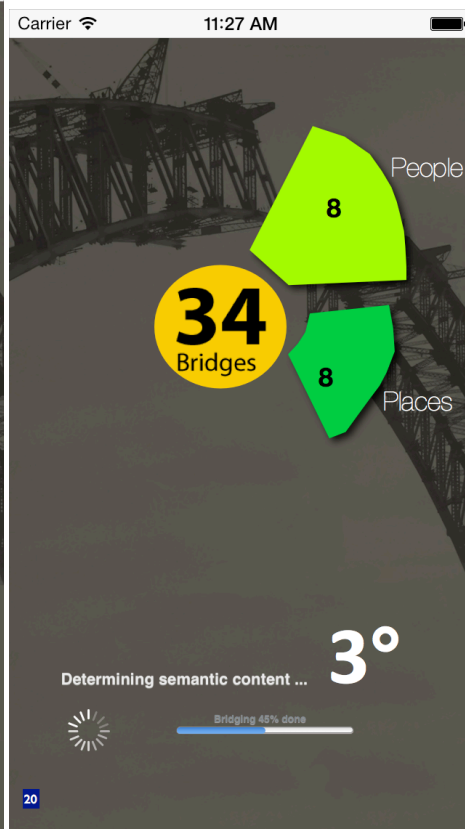
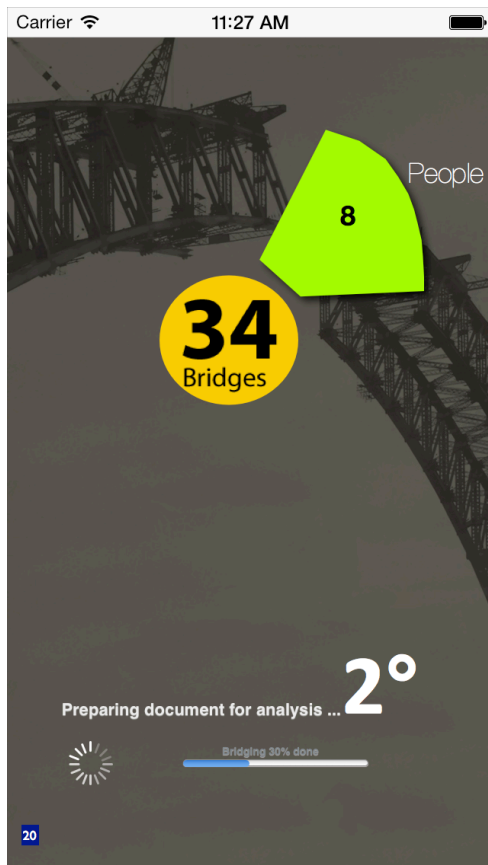
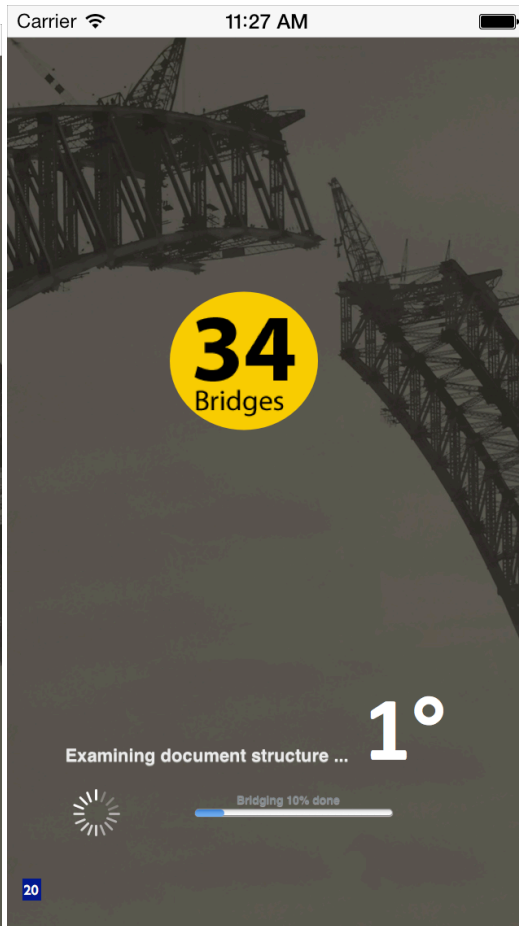
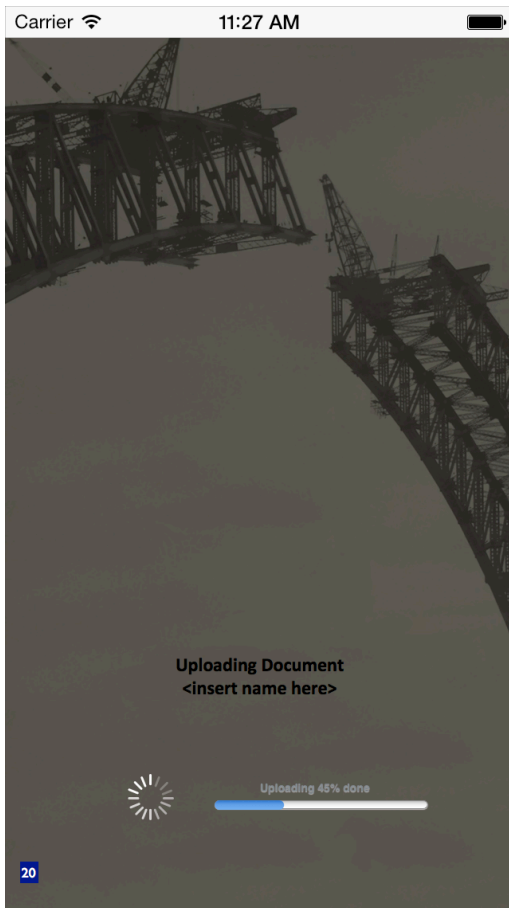
Dropbox example:

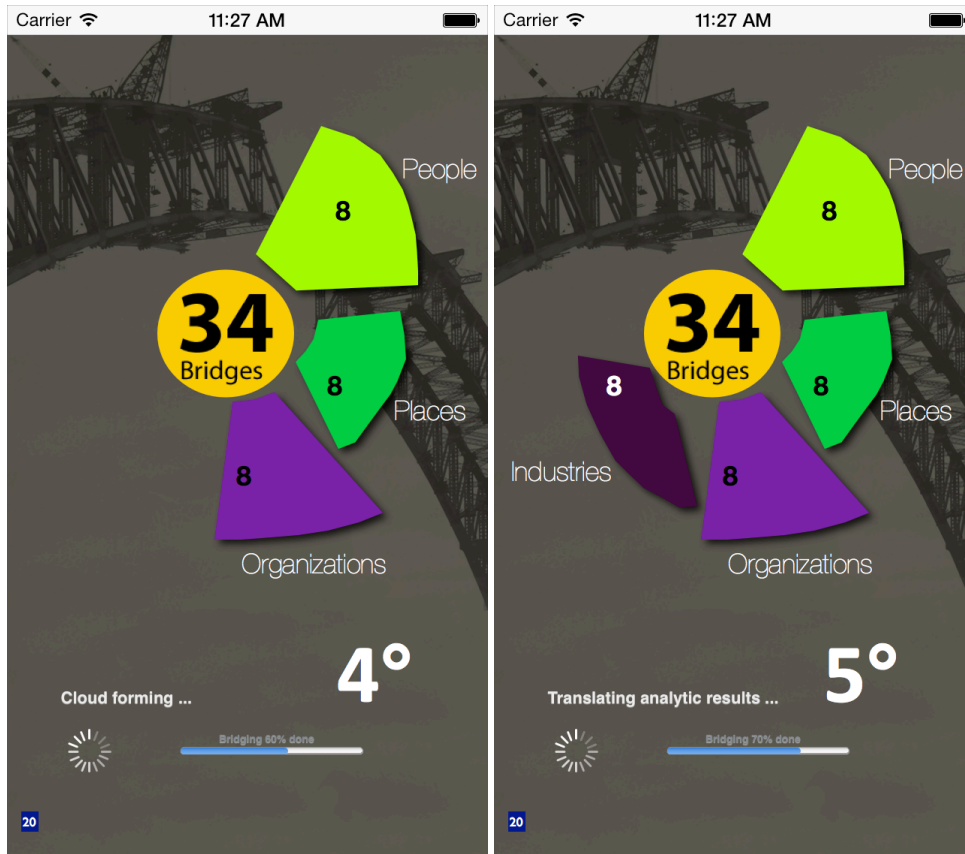


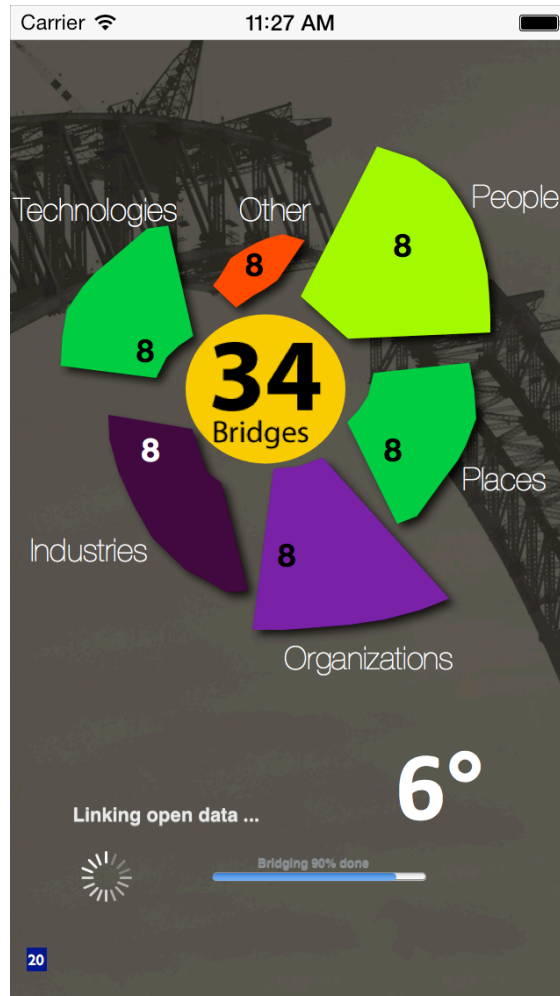


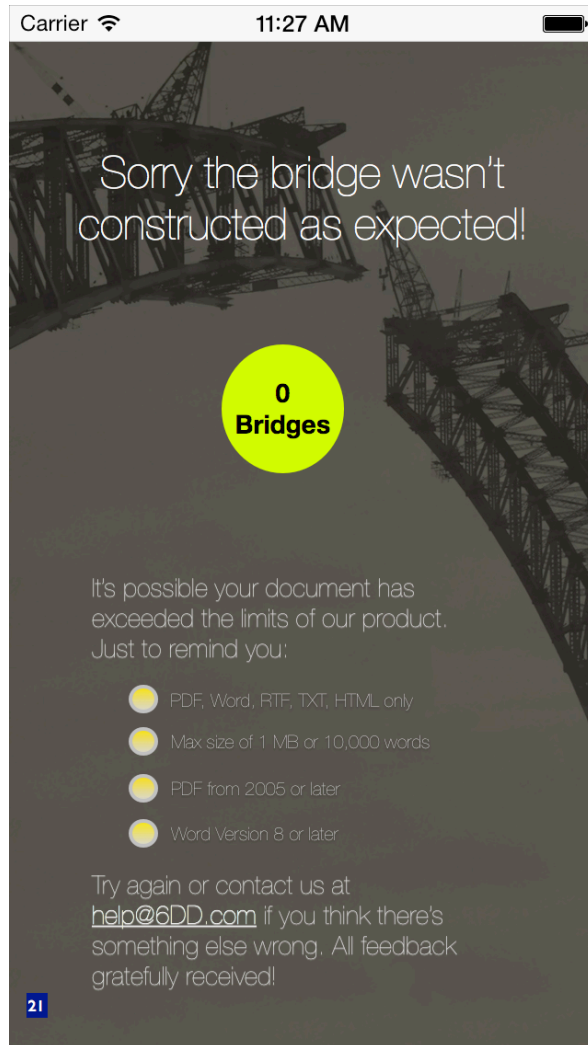


## Generating Screens







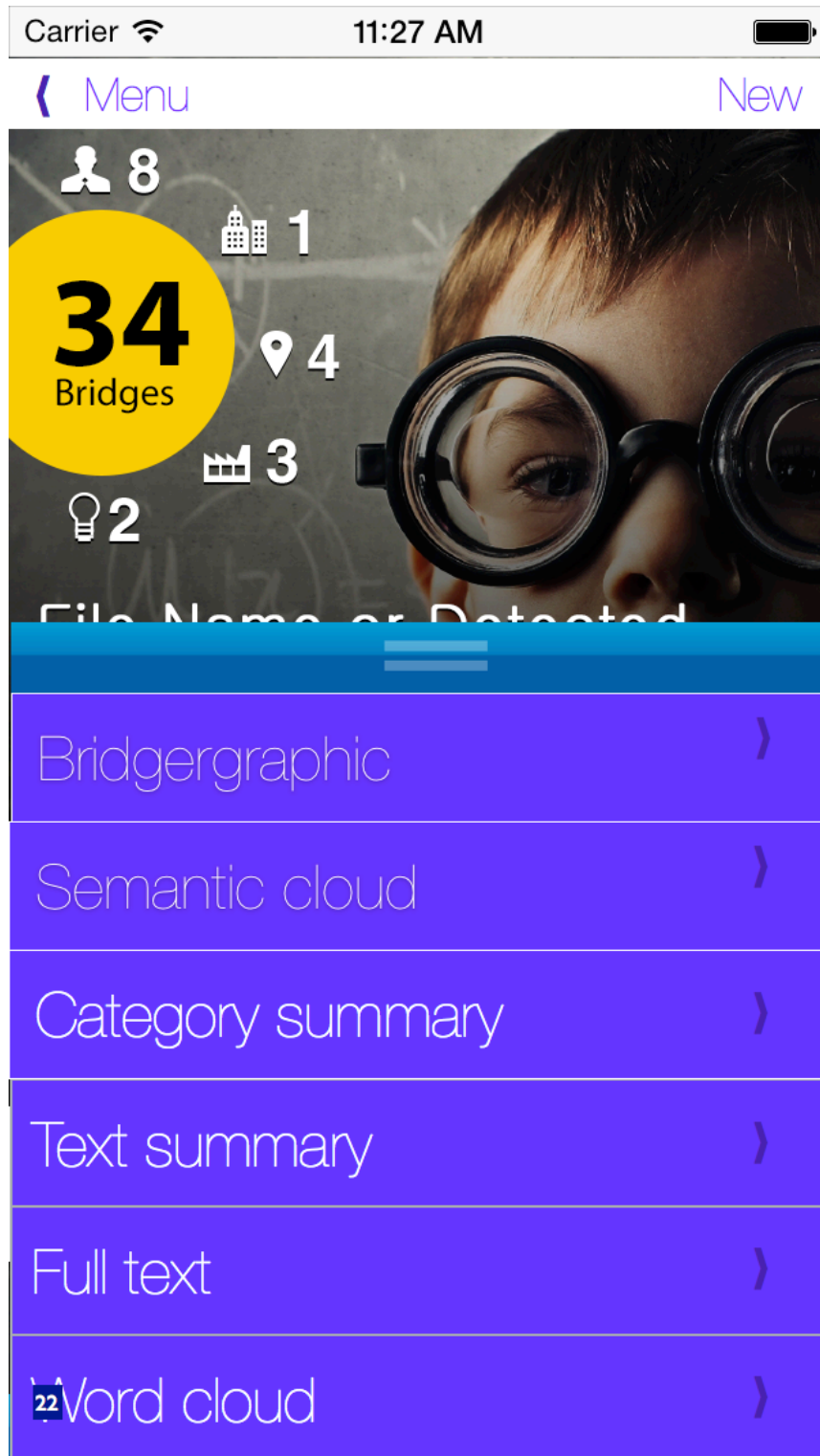


## Document Text Summary Screen









**Infographic Summary Screen**

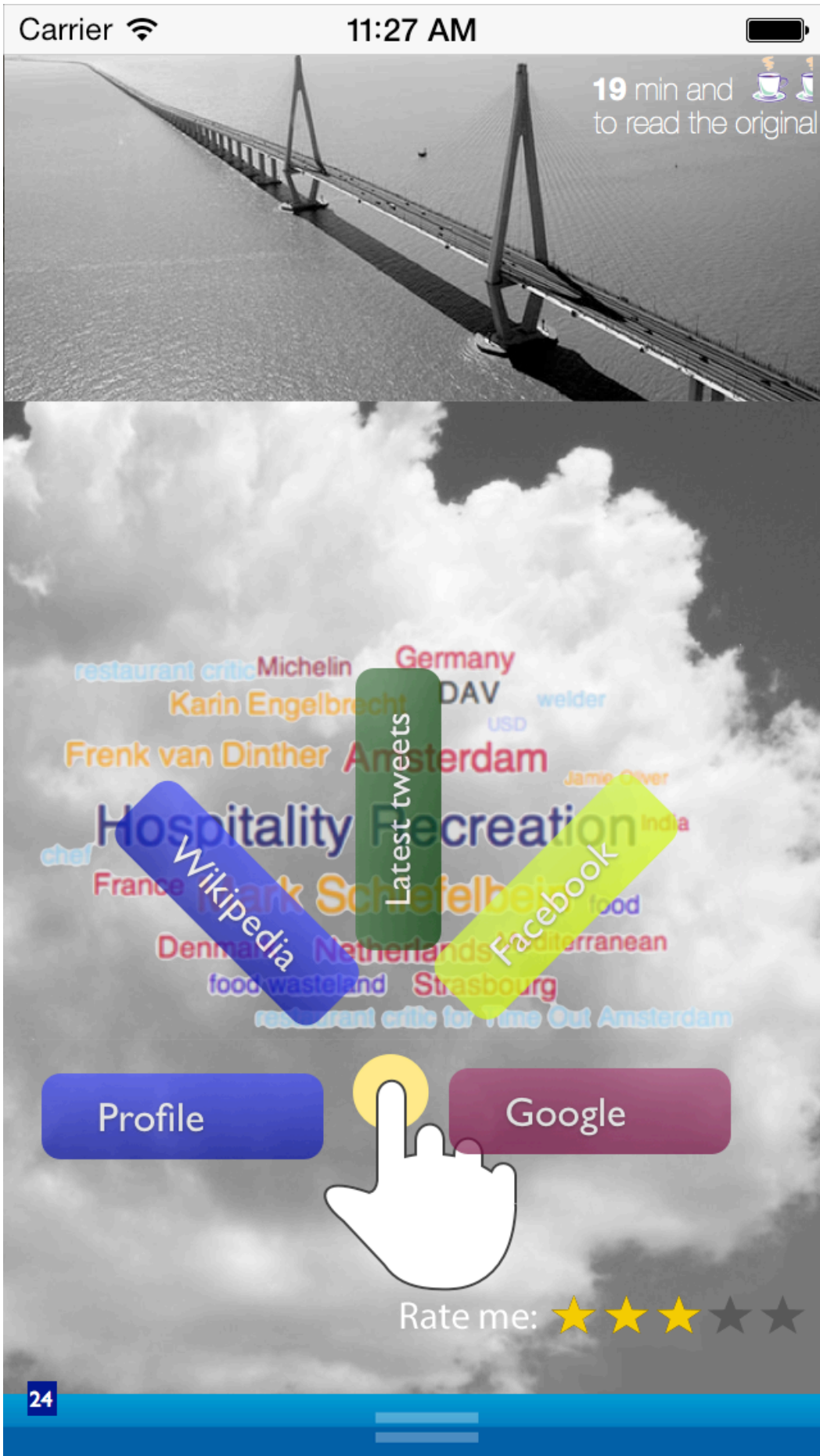


Rate me: ★★★★★

Document Cloud Summary Screen



Document Share Screen



## **Document Dashboard Summary Screens**



1. <u>John Travolta</u>	0.504
2. <u>Tim Berners Lee</u>	0.211
3. <u>Andrew Denton</u>	0.192
4. <u>Jesus</u>	0.108
5. <u>Krishna</u>	0.103

People are color coded **GREEN** in the clouds

Rate me: ★★☆☆☆





1.	<u>John Travolta</u>	0.504
2.	<u>Tim Berners Lee</u>	0.211
3.	<u>Andrew Denton</u>	0.192
4.	<u>Jesus</u>	0.108
5.	<u>Krishna</u>	0.103

People are color coded GREEN in the clouds

Rate me: ★★☆☆☆

## **Document Full Text Screen**



NOVEMBER 2012

# McKinsey Quarterly

business technology office

## How 'social intelligence' can guide decisions

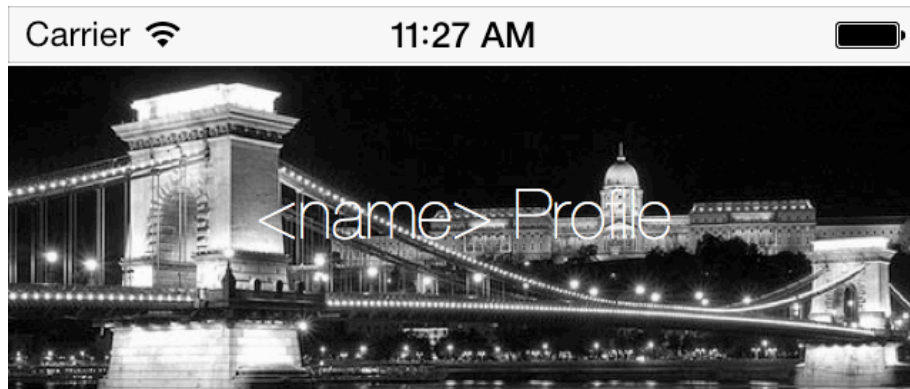
Martin Harrysson, Estelle Metayer, and Hugo Sarrazin

By offering decision makers rich real-time data, social media is giving some companies fresh strategic insight.

In many companies, marketers have been first movers in social media, tapping into it for insights on how consumers think and behave. As social technologies mature and organizations become convinced of their power, we believe they will take on a broader role: informing competitive strategy. In particular, social media should help companies overcome some limits of old-school intelligence gathering, which typically involves collecting information from a range of public and proprietary sources, distilling insights using time-tested analytic methods, and creating reports for internal company "clients" often "siloes" by function or business unit.

Today, many people who have expert knowledge and shape perceptions about markets are freely exchanging data and viewpoints through social platforms. By identifying and engaging these players, employing potent Web-focused analytics to draw strategic meaning from social-media data, and channeling this information to people within the organization who need and want it, companies such as IBM can develop a "social intelligence" that

## Profile Screens



Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino,



California that designs, develops, and sells consumer electronics, computer software and personal computers. Its best-known hardware products are the Mac line of computers, the iPod music player, the iPhone smartphone, and the iPad tablet computer. Its software includes the OS X and iOS operating systems, the iTunes media browser, the Safari web browser, and the iLife and iWork creativity and production suites.

The company was founded on April 1, 1976, and incorporated as Apple Computer, Inc. on January 3, 1977. [6] The word "Computer" was removed from its name on January 9, 2007, reflecting its shifted focus towards consumer electronics after the introduction of the iPhone.

Apple is the world's second-largest information technology company by revenue after Samsung Electronics, and the world's third-largest mobile phone maker after Samsung and Nokia. Fortune magazine named Apple the most admired company in the United States in 2008, and in the world from 2008 to 2012. However, the company has received ...

Rate me: ★ ★ ★ ★ ★

[Menu](#)[New](#)

Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino,



California that designs, develops, and sells consumer electronics, computer

software and personal computers. Its best-known hardware products are the Mac line of computers, the iPod music player, the iPhone smartphone, and the iPad tablet computer. Its software includes the OS X and iOS operating systems, the iTunes media browser, the Safari web browser, and the iLife and iWork creativity and production suites.

The company was founded on April 1, 1976, and incorporated as Apple Computer, Inc. on January 3, 1977. [6] The word "Computer" was removed from its name on

Longer profile

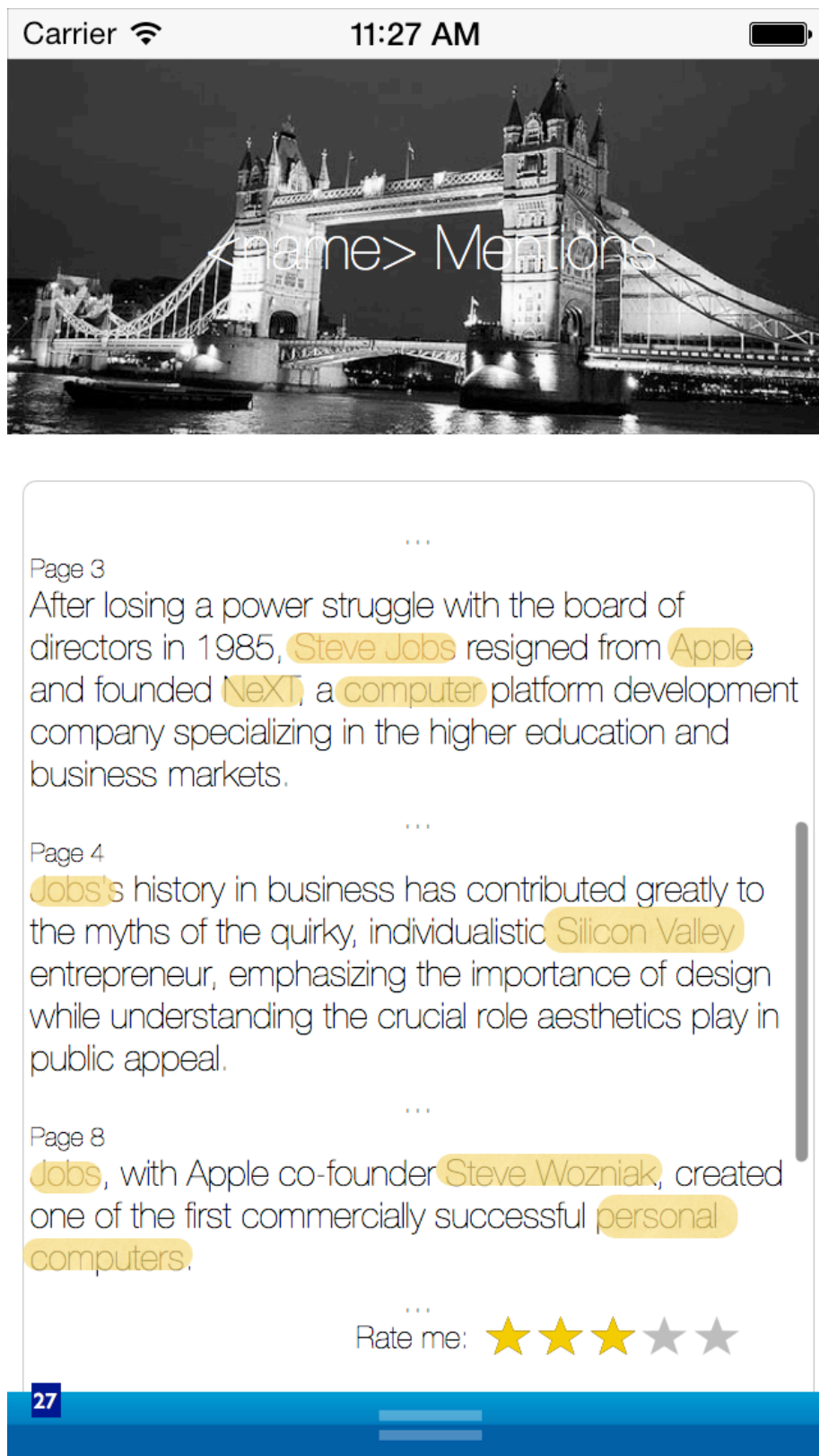
Other <profile name> mentions

26

Full Text



## In Context Screens





 Menu

New



Page 3

After losing a power struggle with the board of directors in 1985, Steve Jobs resigned from Apple and founded NeXT, a computer platform development company specializing in the higher education and business markets.

Page 4

Jobs's history in business has contributed greatly to the myths of the quirky, individualistic Silicon Valley entrepreneur, emphasizing the importance of design

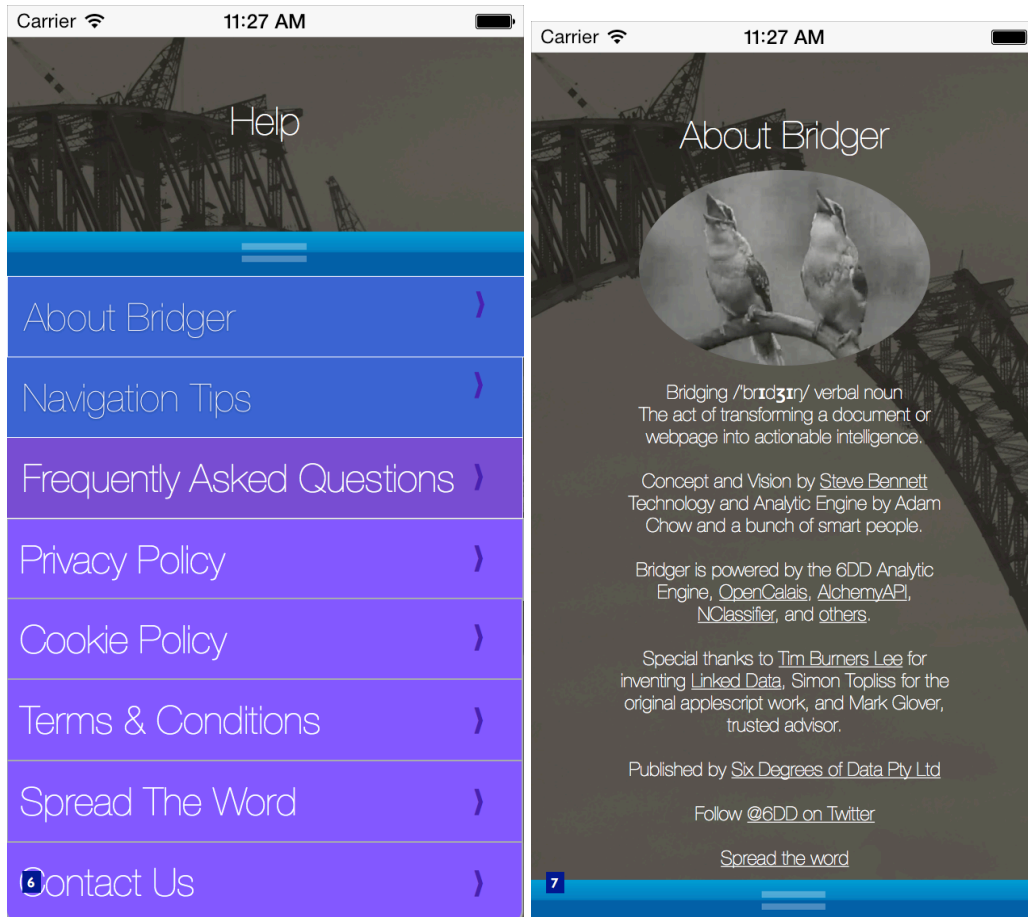
Longer profile

Other &lt;profile name&gt; mentions

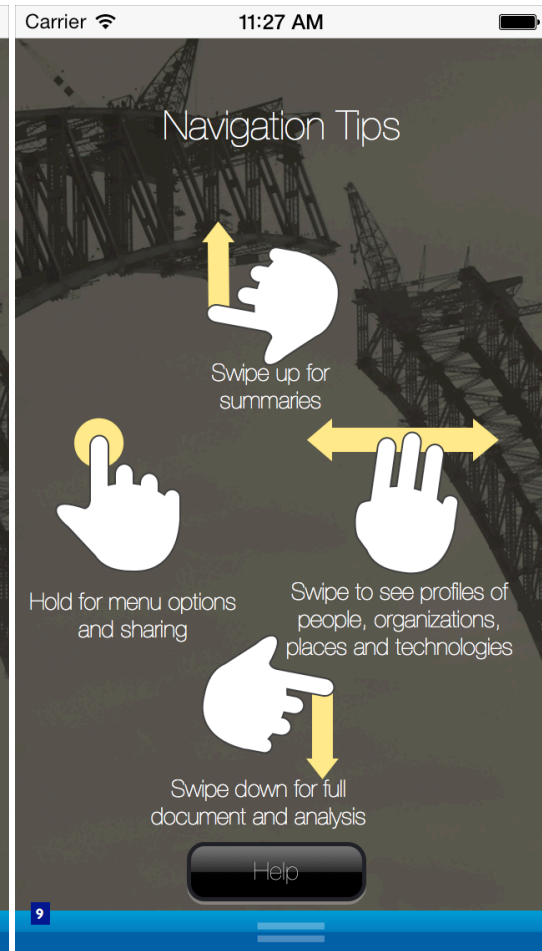
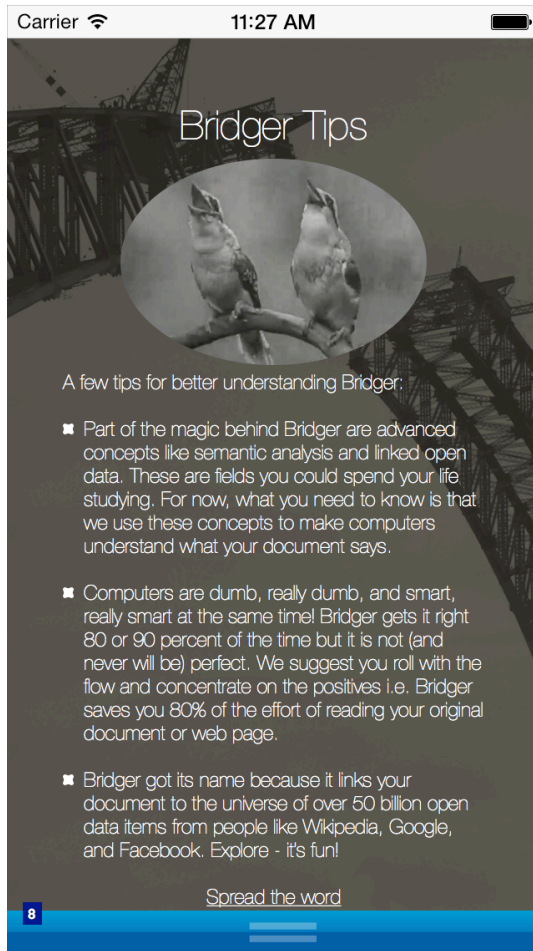
27

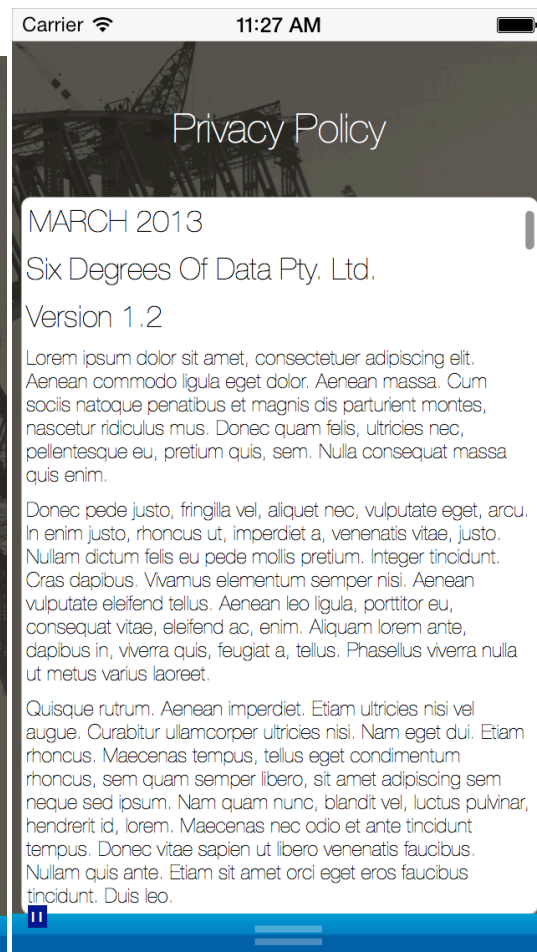
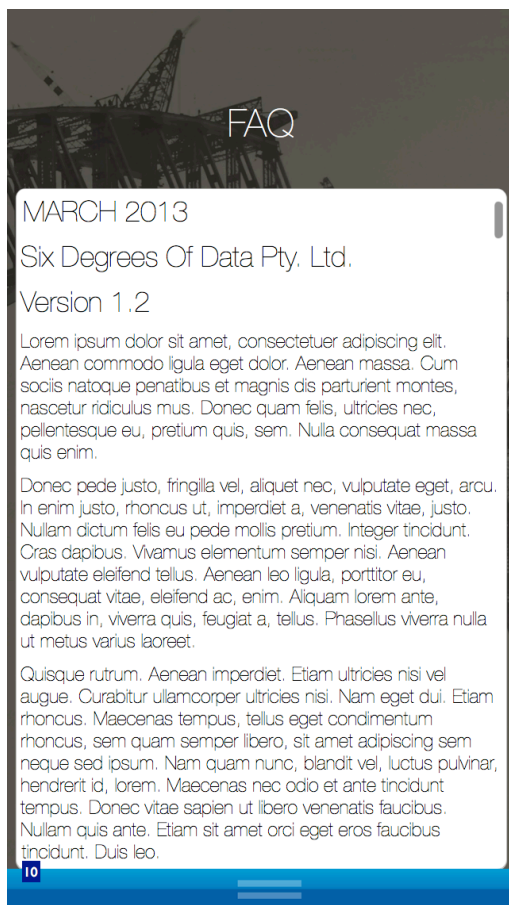
Full text

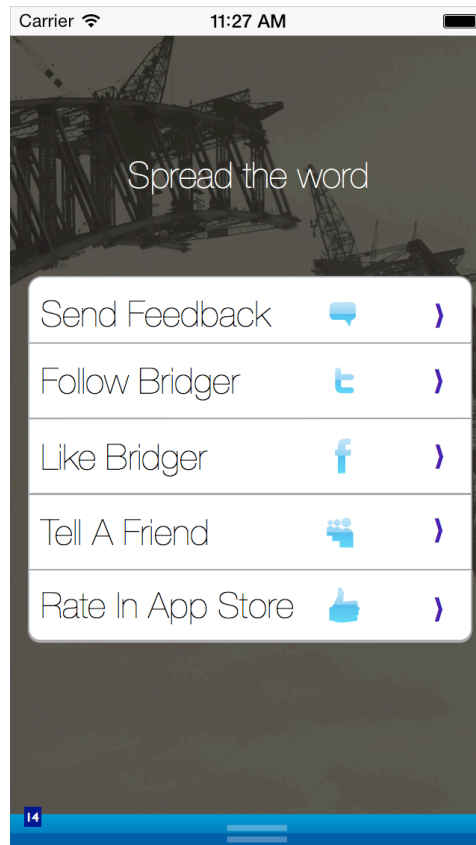
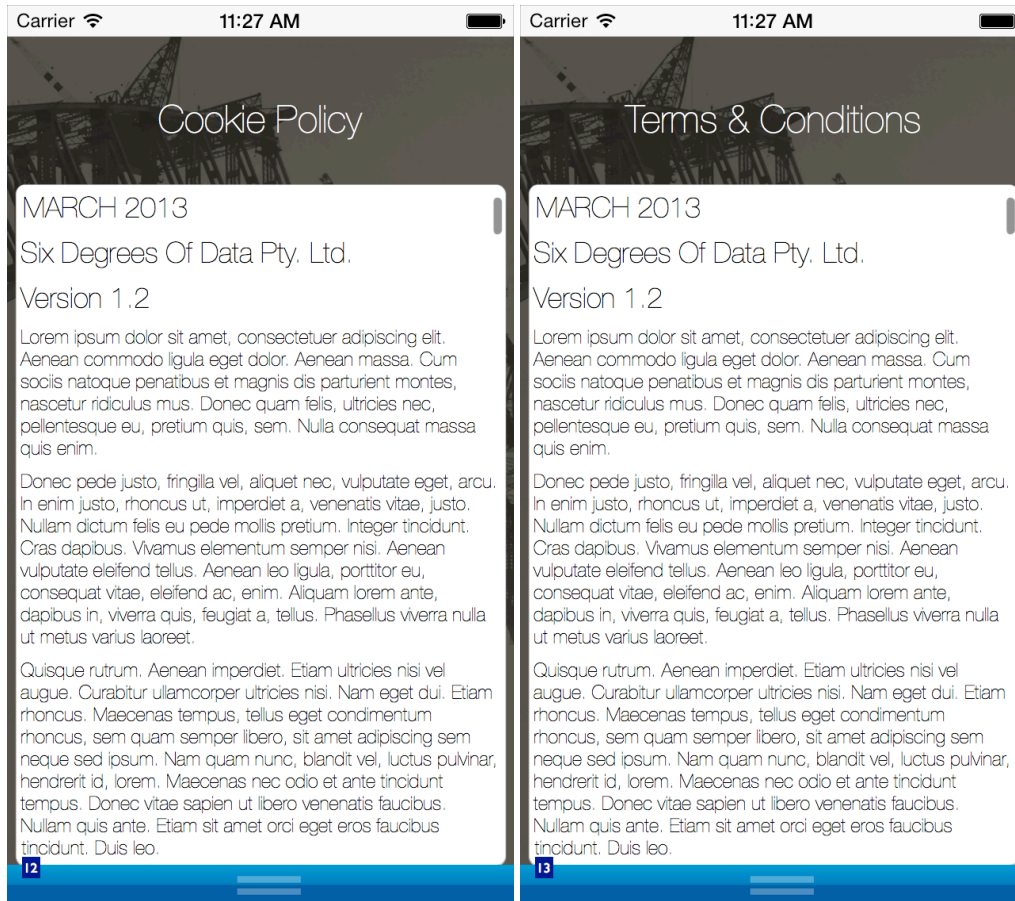
## Help Screens



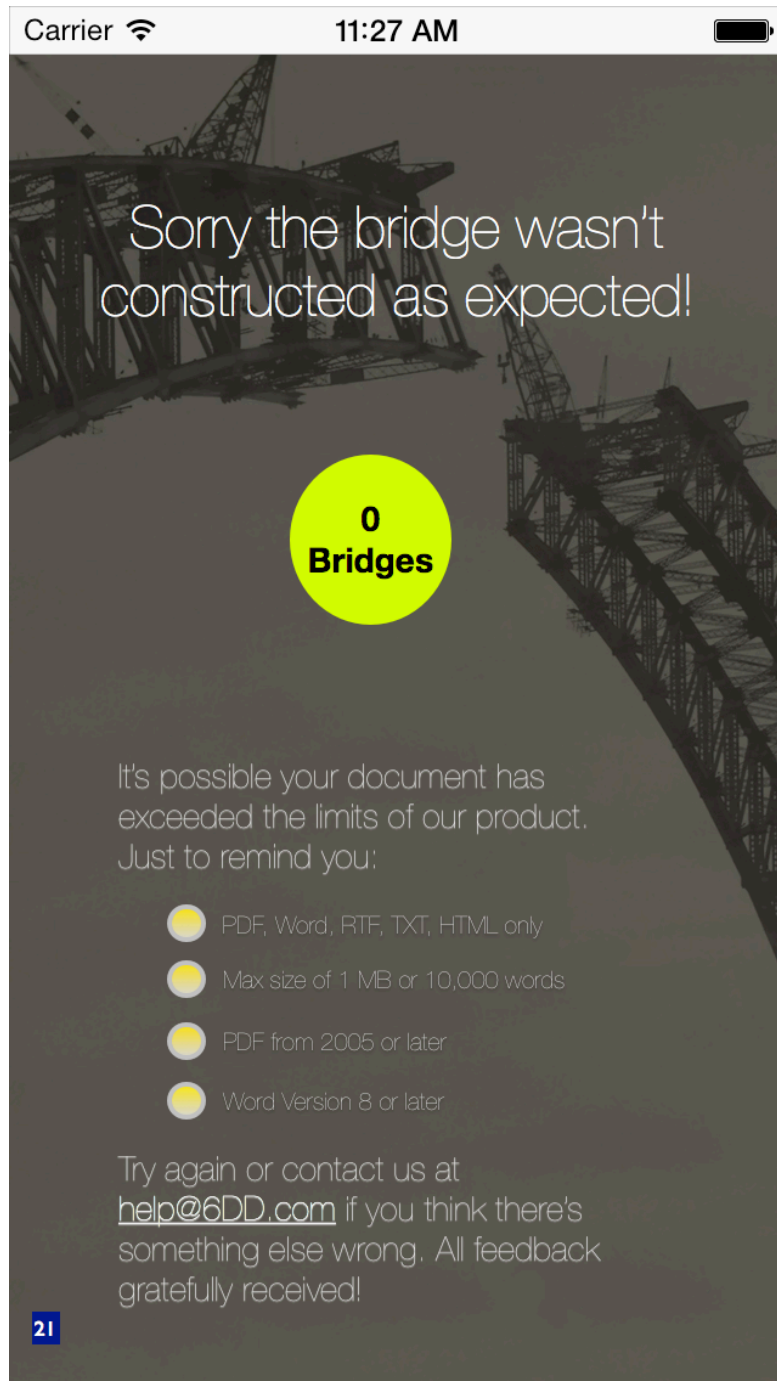
We have an idea to have the kookaburras as a small movie/animated GIF with the sound of them singing. A movie of this is included in the design pack.







## No Analysis Possible Screen

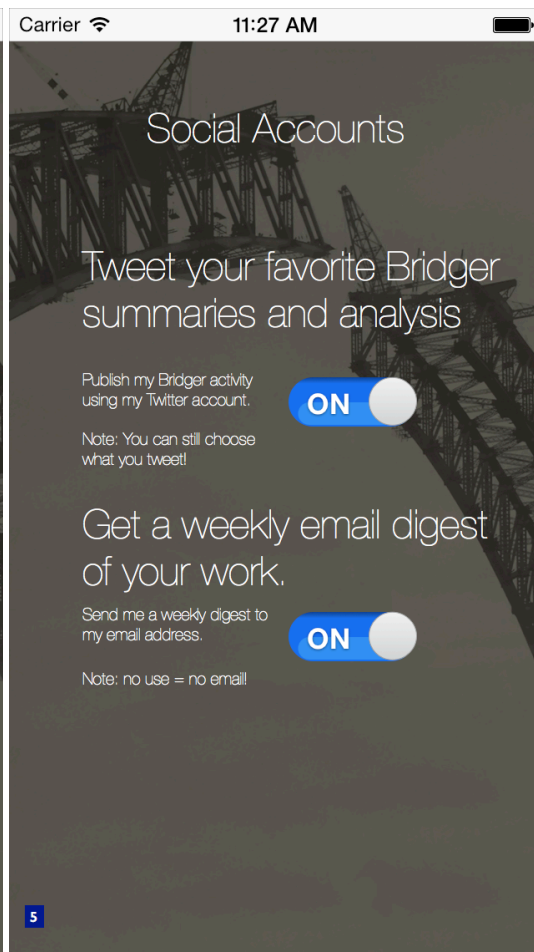
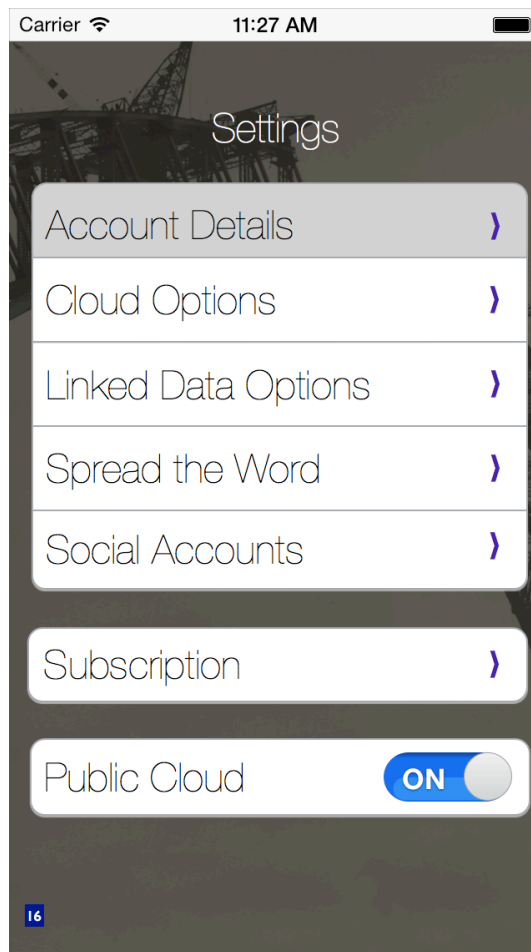


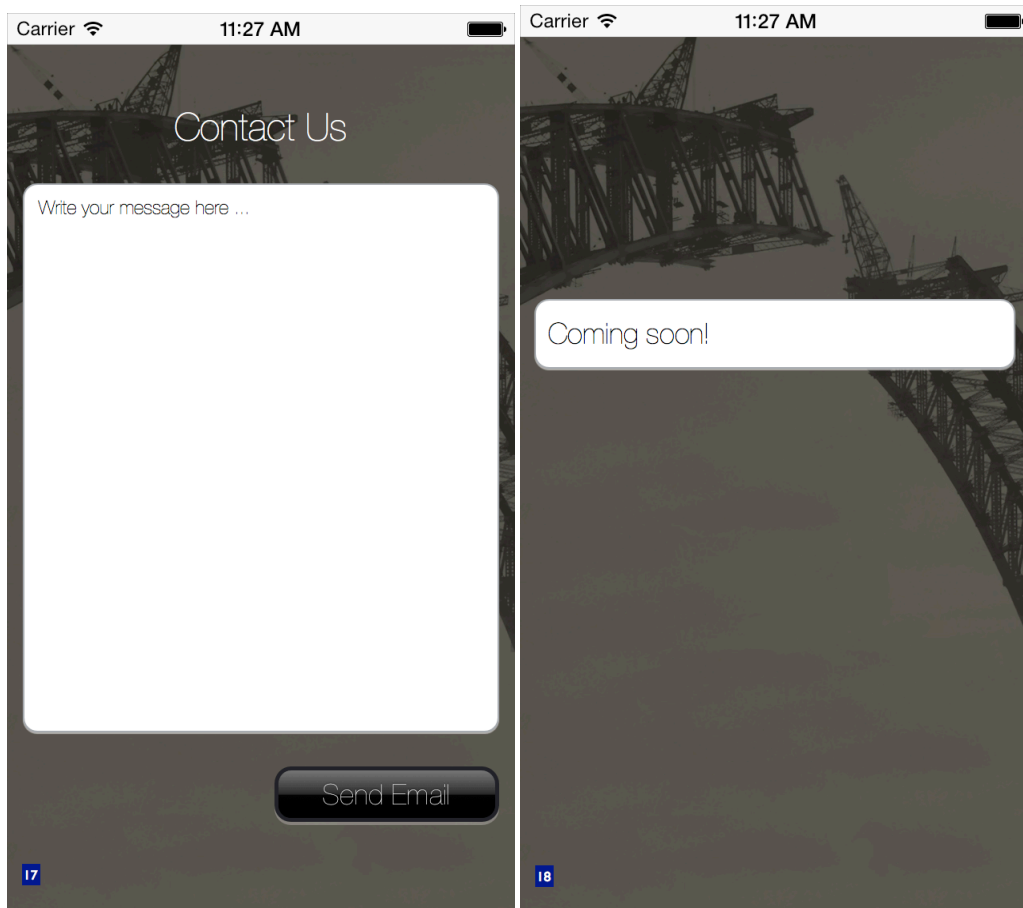
An idea would be to have a bird fly slowly across the top of the screen – maybe even do a loop-the-loop or something whimsical.

There should, of course, be a 'try again' button.



## **User Profile Screen**





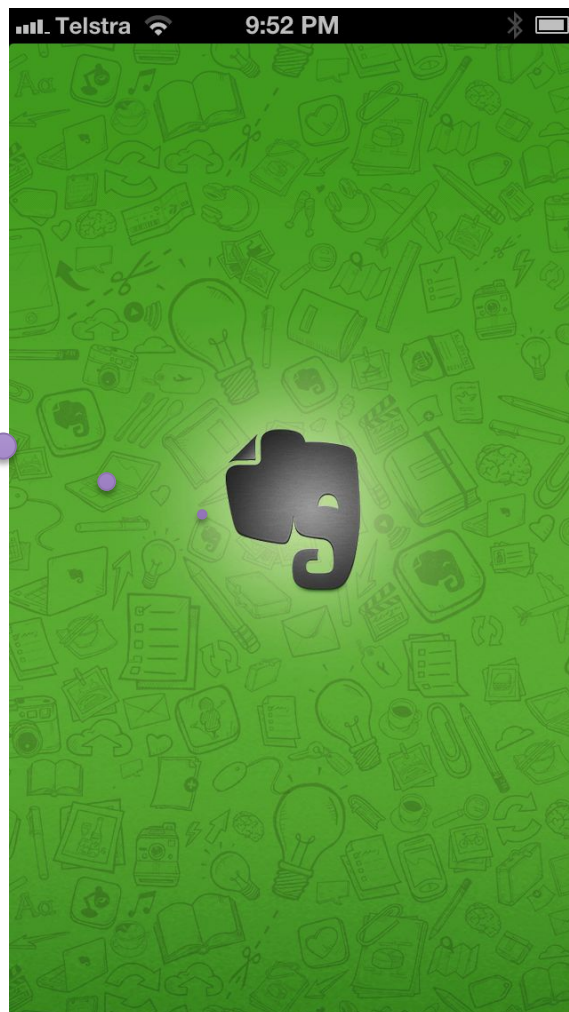
## Design Scrapbook

A collection of screens from existing apps. Each has a feature we like and can perhaps serve as a design or function cue that you can use in your design.

### Page Layouts

#### Splash Screens

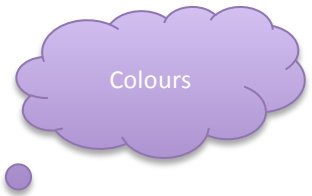
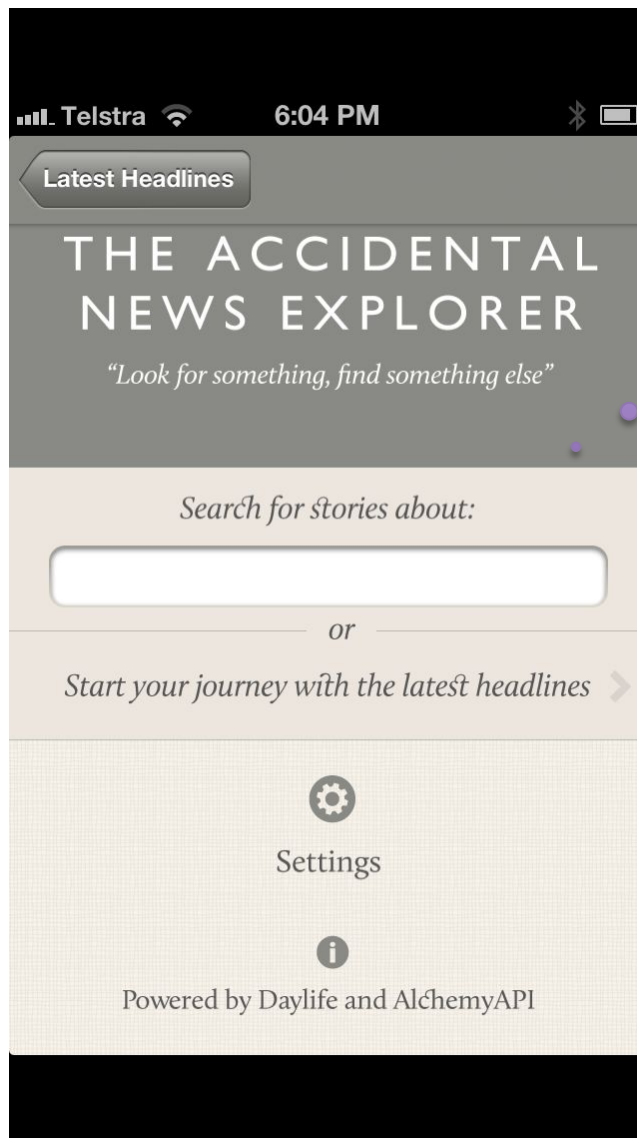
Highlighting  
logo



Wallpaper



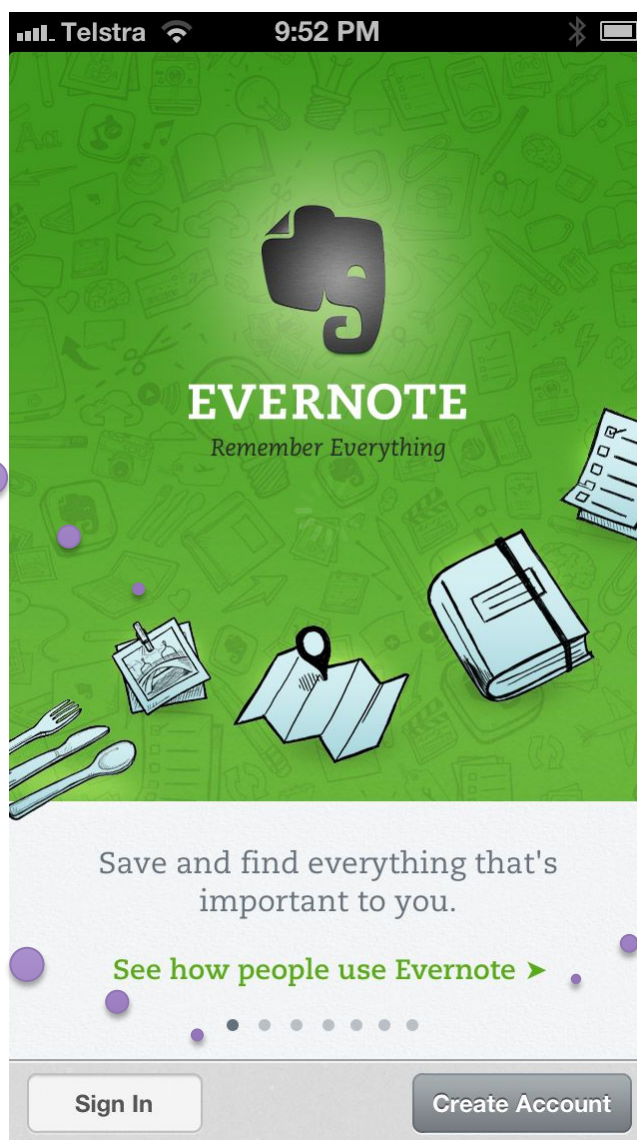
Home Screens





Evolution  
from the  
splash screen

Indication of  
multiple  
screens



Link to use  
cases

Definition

# 99+



## Unread Summlys

Summly | səmlē | \n.

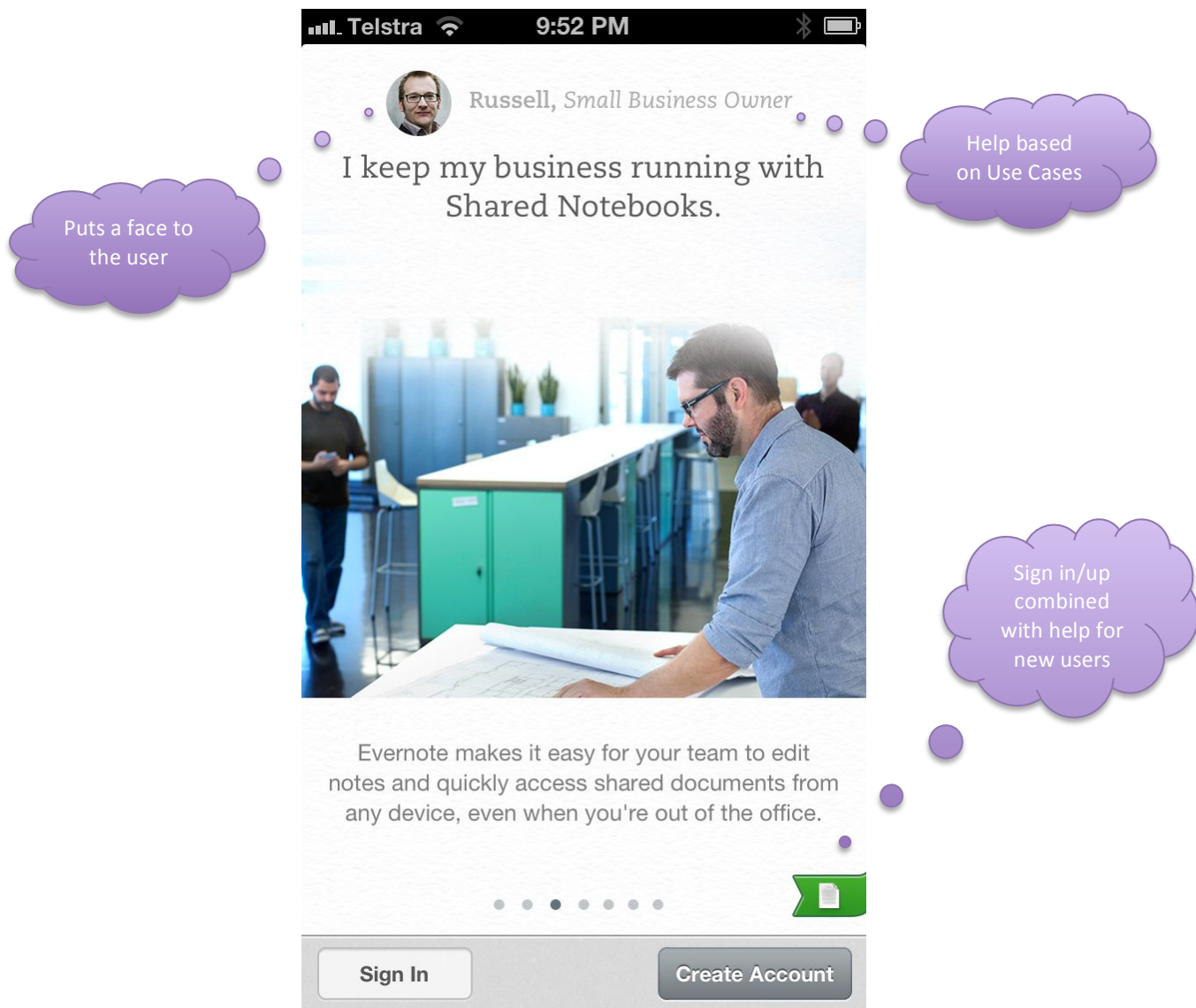
A summarised version of a website or article

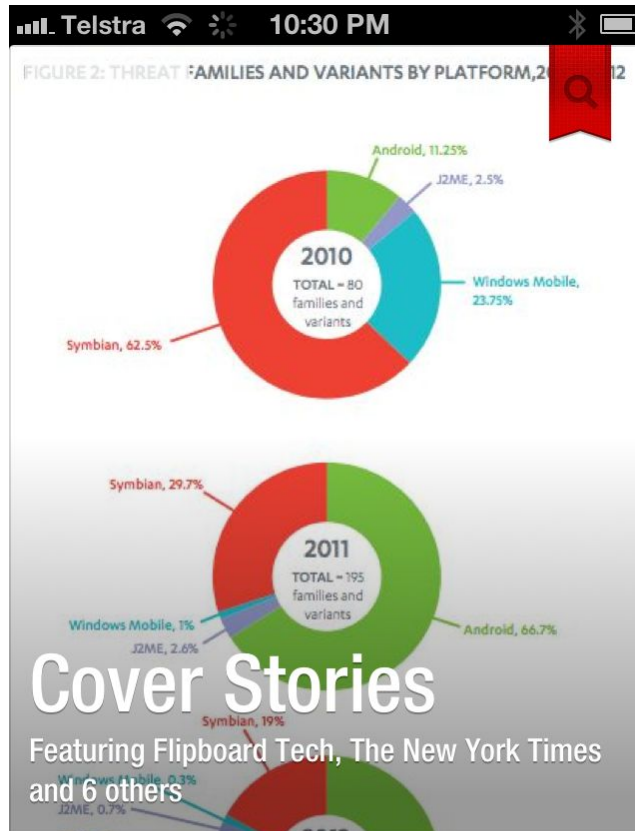
Typography

Use of photo

## Lion shot after killing handler

TRENDING TODAY  
VIA DAILY TELEGRAPH WORLD  
World News



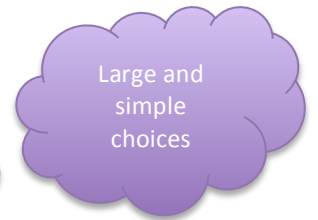
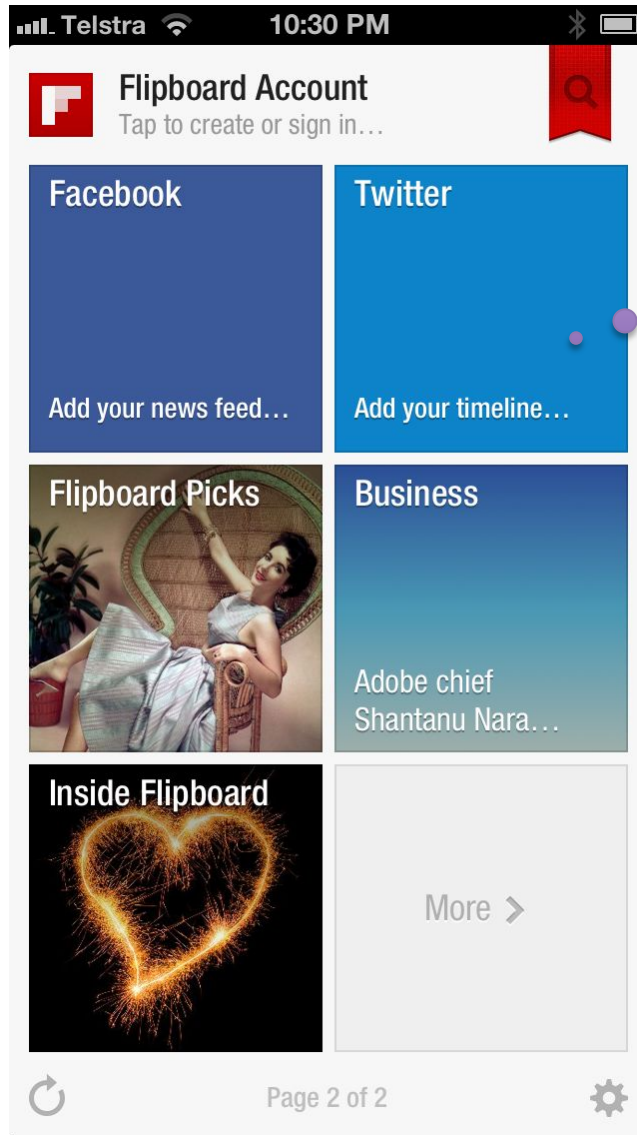


**News**

PM - Former freeloader backs le...



Flip action





When you find something  
you want to view later,  
put it in Pocket.

Explains why  
you use this  
app

Why Sign Up?

Nice use of  
whitespace



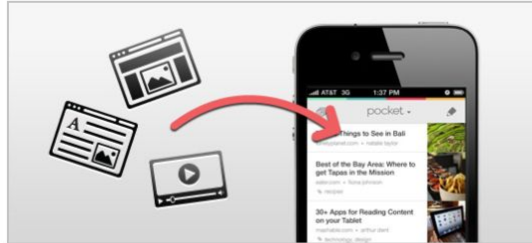
Log In

Sign Up





## What You Can Pocket



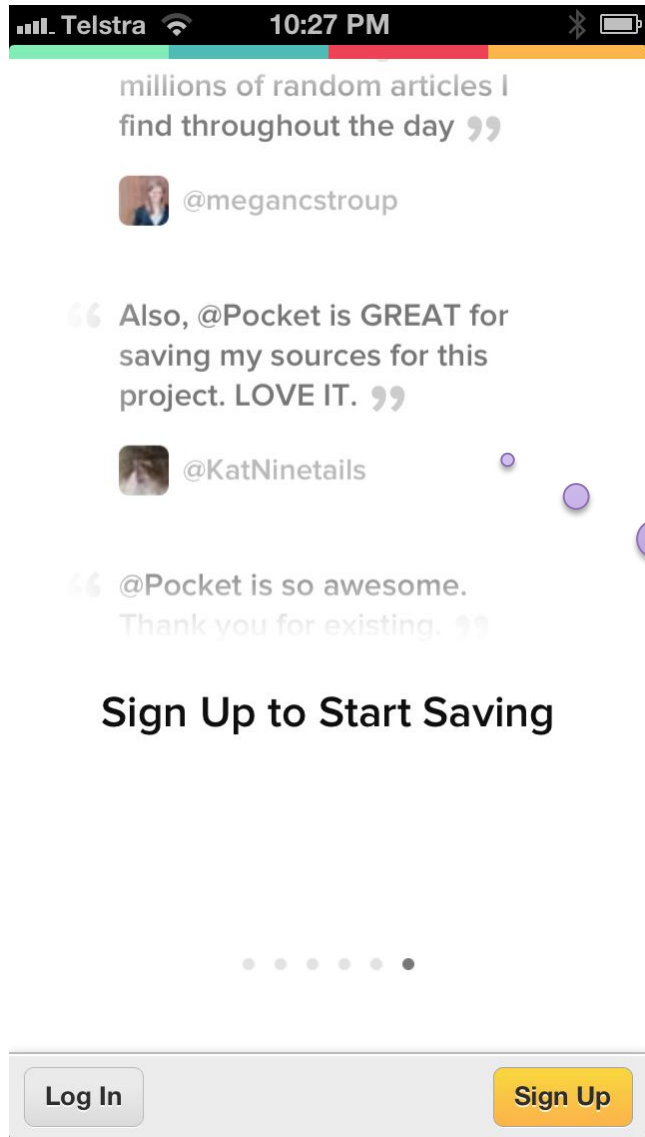
Use Pocket when you discover an interesting article, video or web page, but don't have time to view it.

Sign in/up  
combined  
with help for  
new users



Log In

Sign Up



## Account Creation Screens



Clear sign in/up  
choices

Telstra 9:52 PM

## Create Account

Email

Evernote Username

Password

Register

By clicking Register, I agree to the [Terms of Service](#) and [Privacy Policy](#).

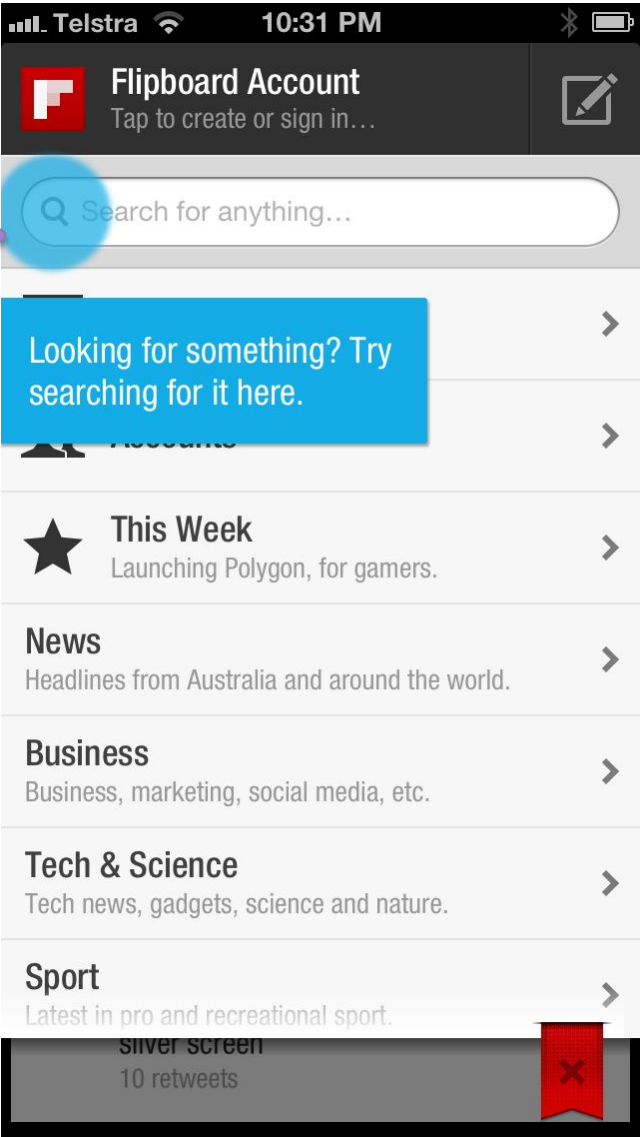
Already have an account? >

Sign In Create Account

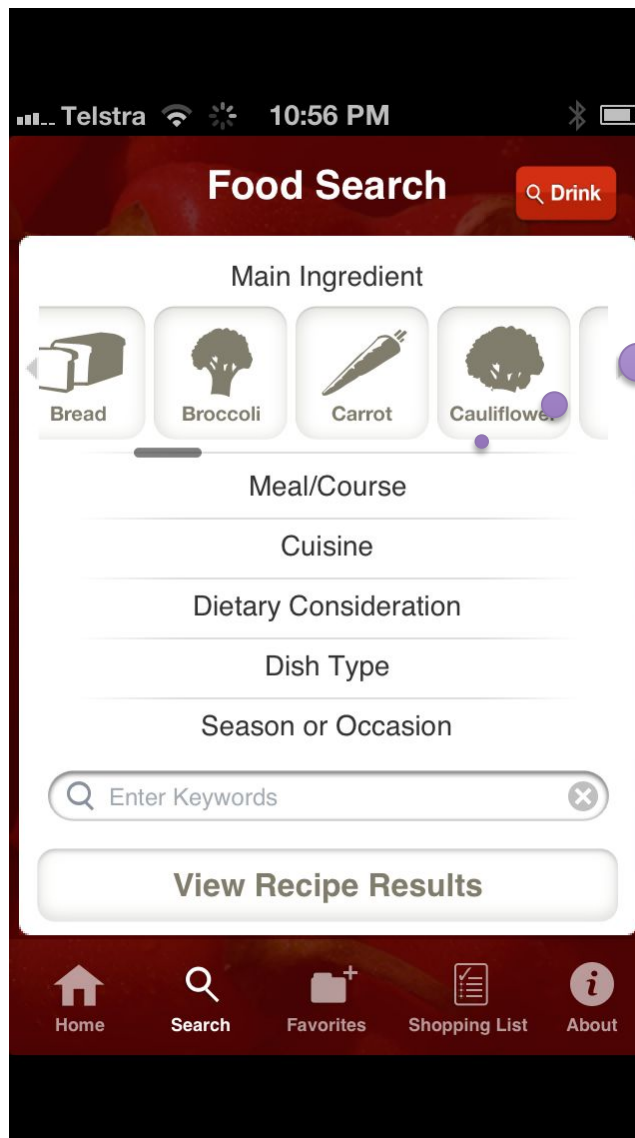
Boring but  
unambiguous



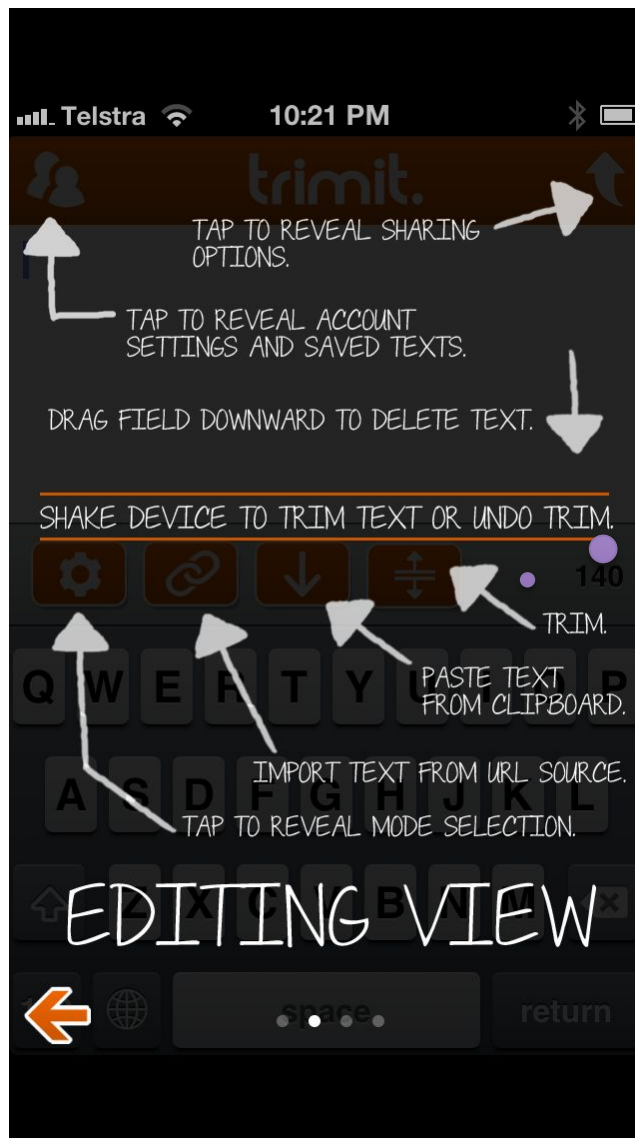
## Search and Select Screens



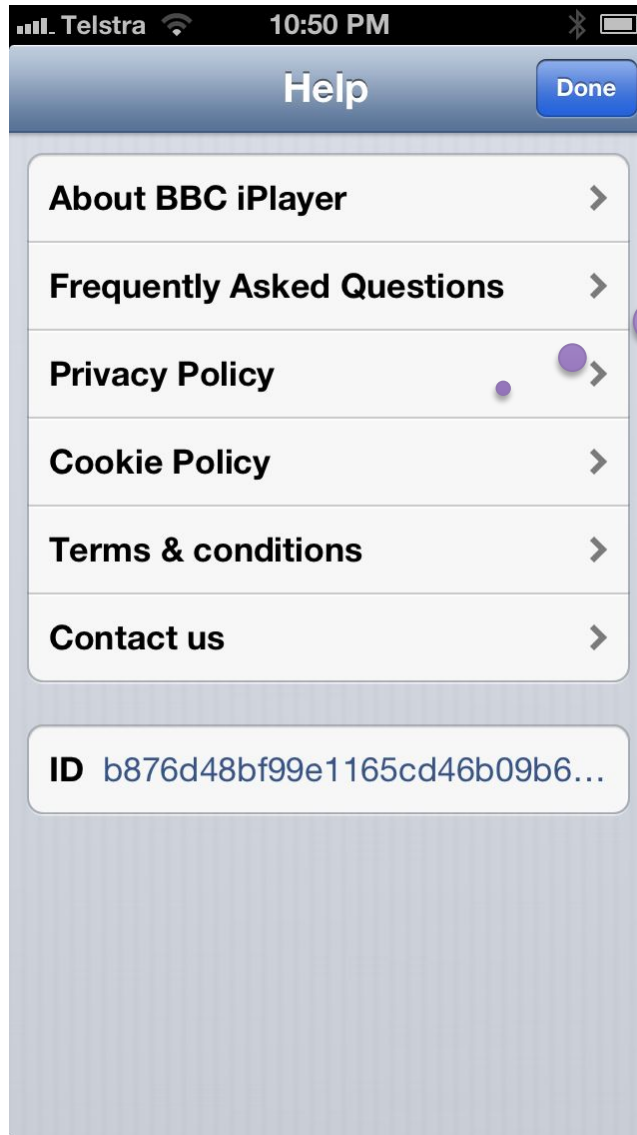


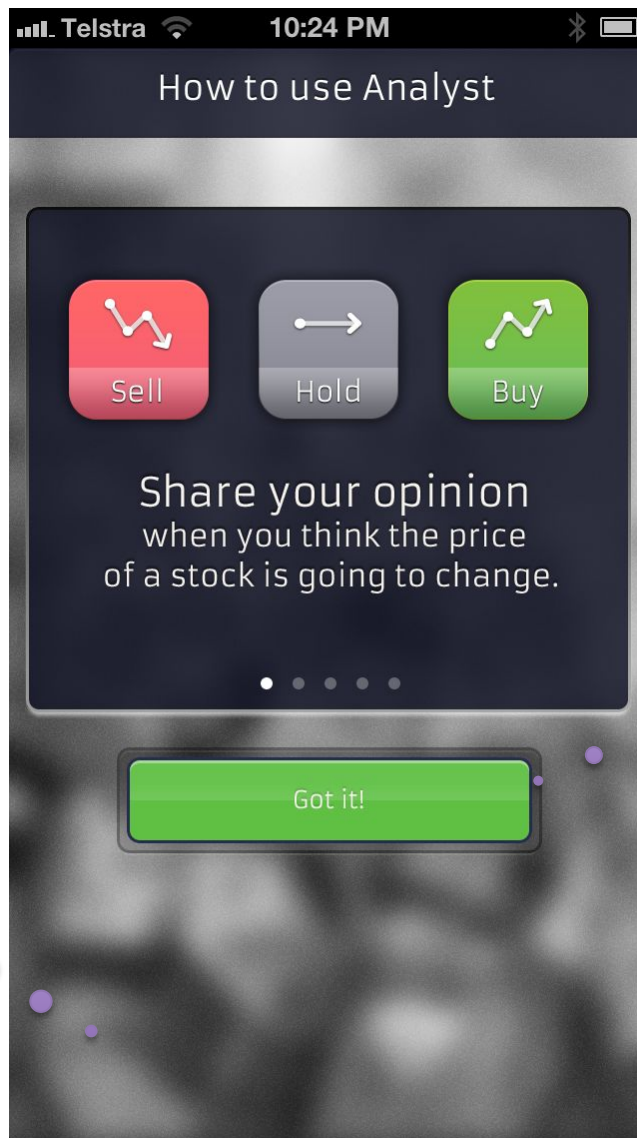


## Help Screens



Informal help text  
superimposed over  
app screens

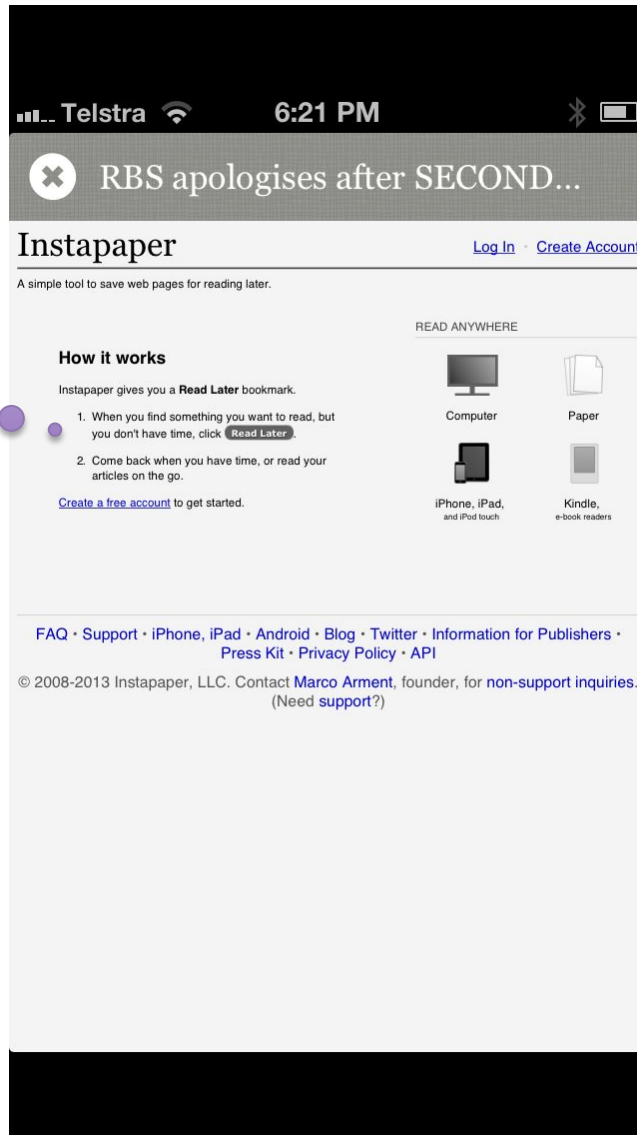






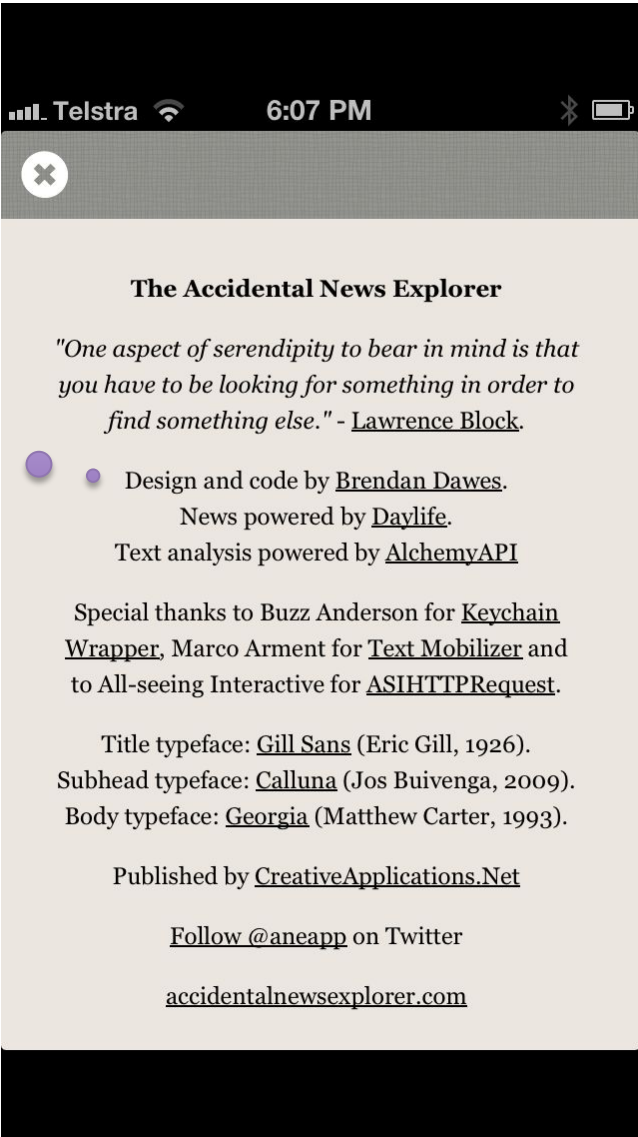
## FAQ/T&C Pages

Nice to have everything on 1 page – but too small



## About Pages





**Content Pages**

## Summaries





## A Plea To Women To Stay In 'Big Law'

**F** **Forbes** 449 WORDS · 11h ago

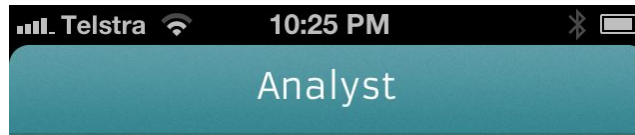
Furlong contends that “Women who enter law firms quickly and accurately diagnose that these are amateurish organizations that employ archaic workflow systems, inept pricing mechanisms, skewed compensation structures, and largely ineffective management, not to mention a whole lotta personal dysfunction.”. Follow the Power Nearly two of every five U.S. Senators are lawyers, which might account for the adversarial dysfunction of the place. There’s nothing at all wrong with that, of course.

Nice additional info

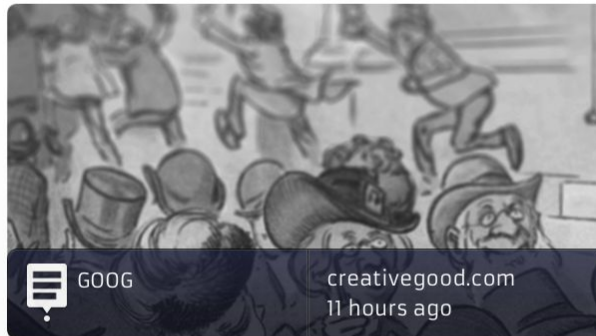
Nice background related to story

Great font

Great summary fits on screen

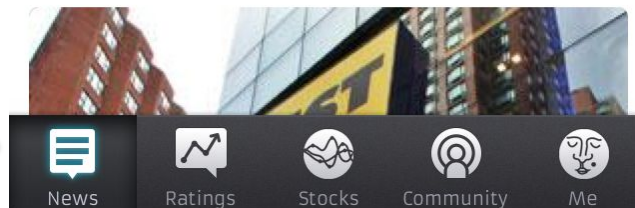
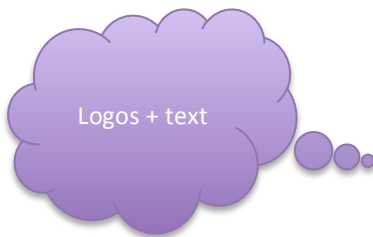


The Google Glass feature no one is talking about



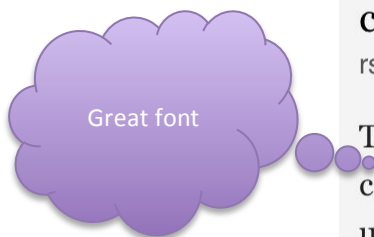
FEBRUARY 28, 2013 | by Mark Hurst  
(Also: en español, 繁體中文)  
Google Glass might change your life, but not in the way you think. There's something else Google

Best Buy follows Yahoo in banning flexible work



Full Text





# Nexus 7 dock reaches the Google Play Store: also, unicorns are real

Engadget · SUMMLY ALGORITHM 1.3

The official Nexus 7 dock has been one of the more elusive beasts in the accessory world, especially for anyone who wanted it from an official source.

Google just brought that months-long pursuit to a close -- the dock is now sitting in the Google Play Store.

Update: If you're wondering just where the dock is available, worry not.

Just don't try to overcompensate by buying docks en masse; Google caps the order limit at two.

So long as you have \$30 to spend and can endure up to one or two weeks of waiting,

you too can give your Nexus 7 an ASUS

Great font

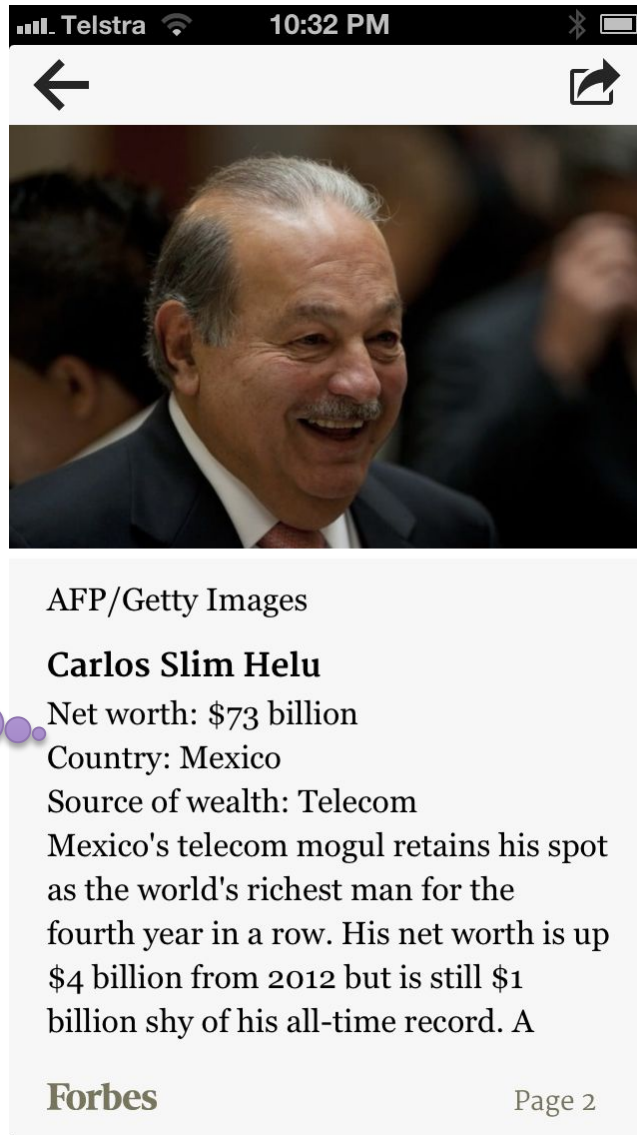
Single icon is good as it highlights it

Great font

Uncluttered screen

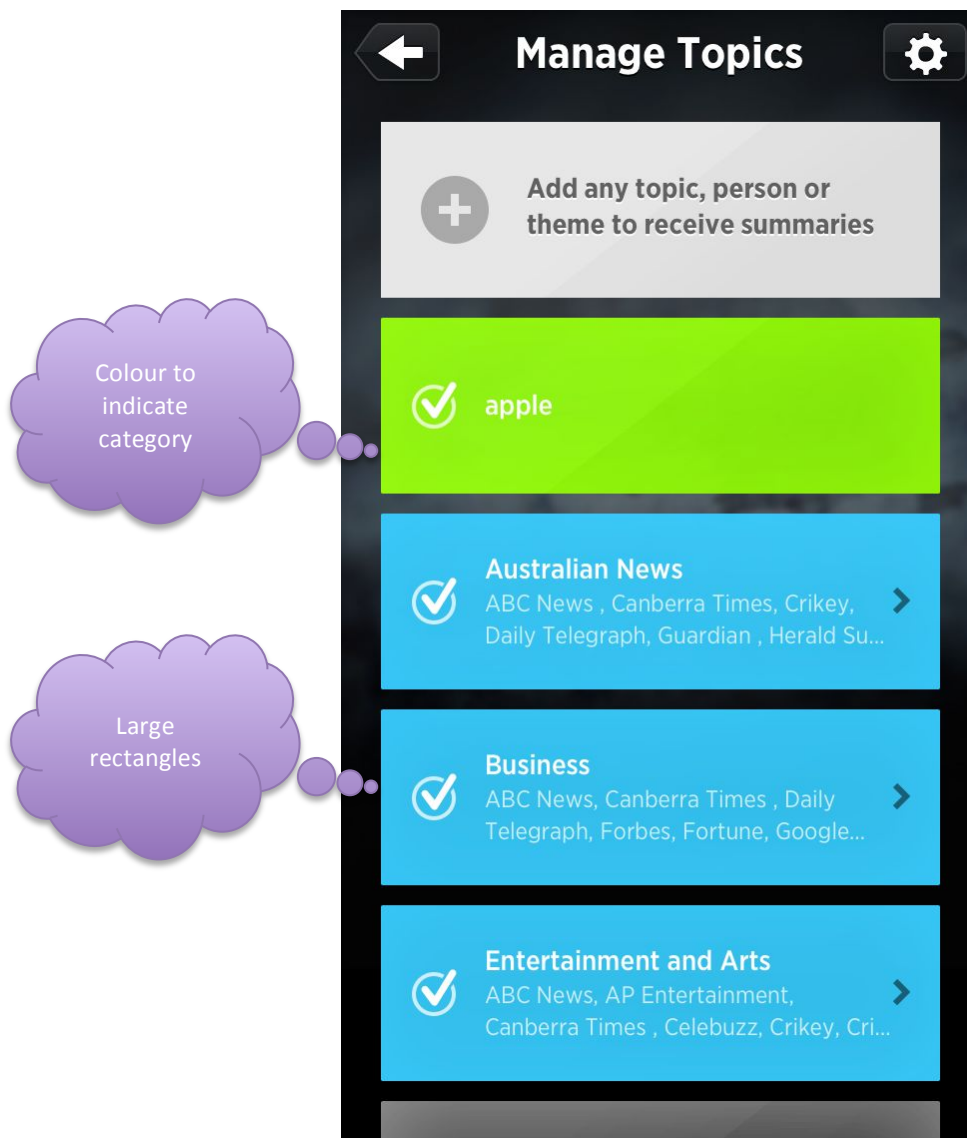


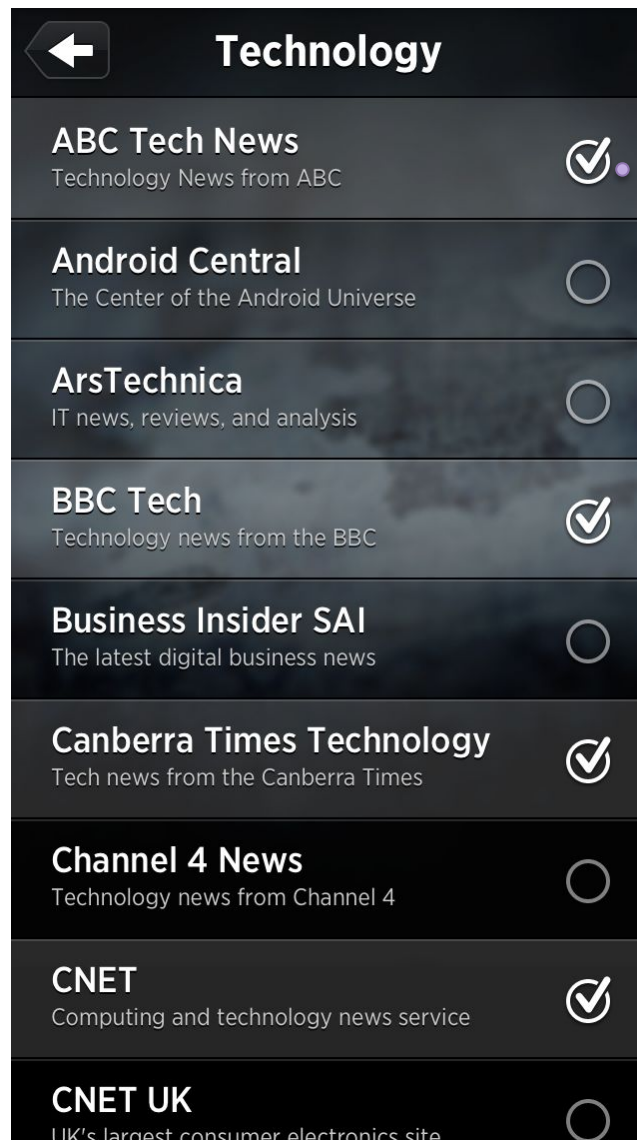
Attractive way  
of starting you  
to read the full  
text



Nice  
structuring of  
content

## User Profile Pages

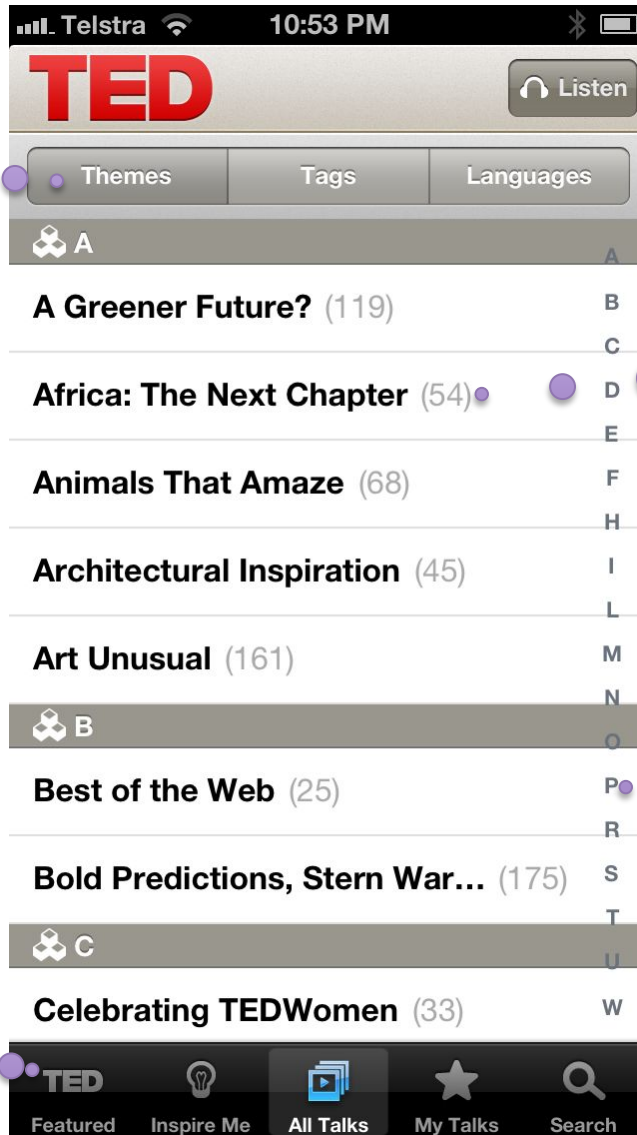








3 lists in one



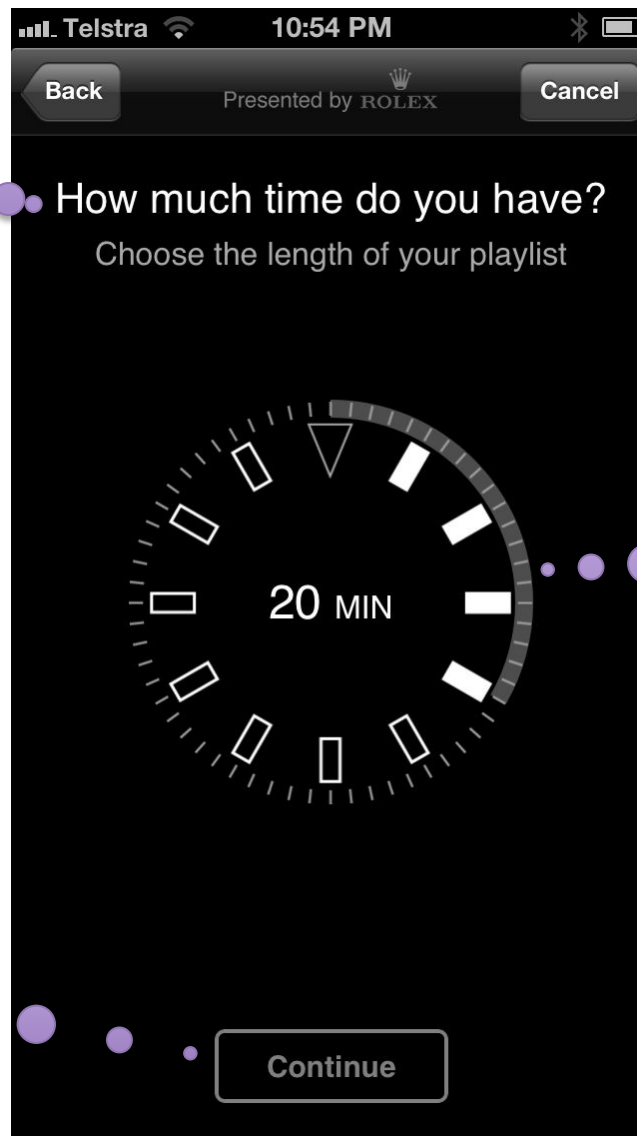
Clear indication of amount of data

Nice way to skip quickly down a long list

Logos + text



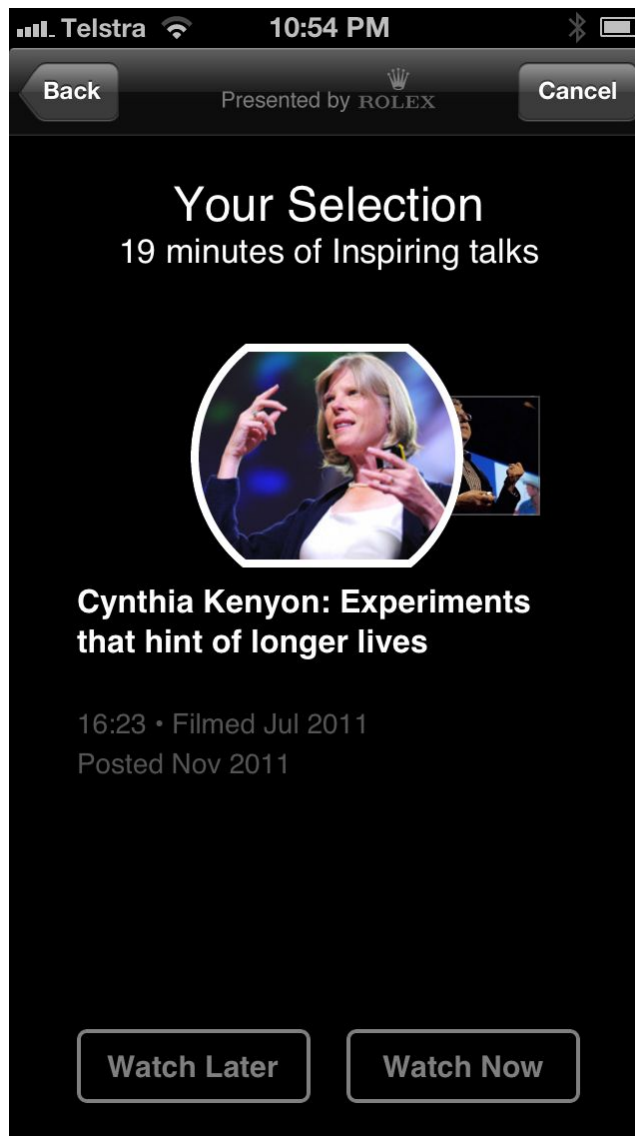
Addresses customer concern and flips the issue to their perspective

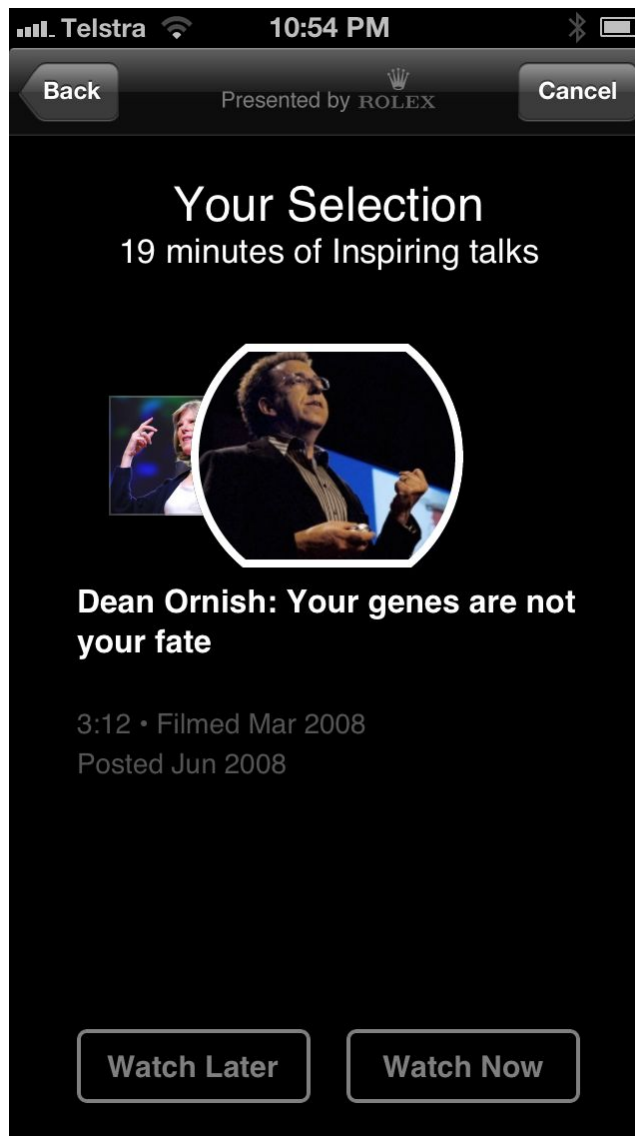


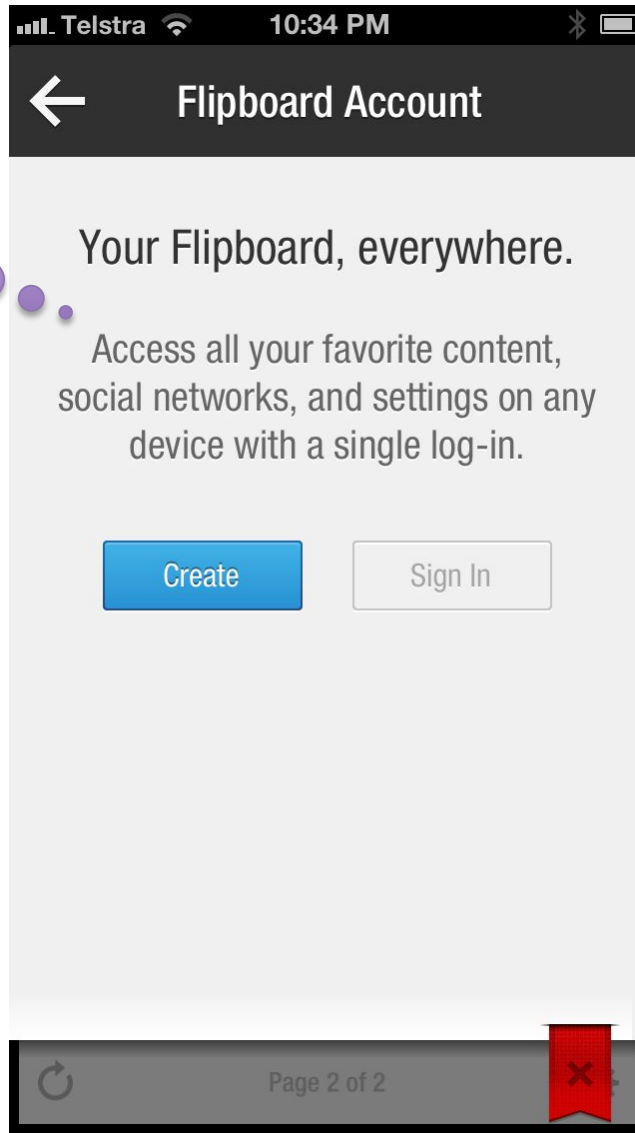
Attractive and familiar way to set + uses thumb

Clear way to proceed

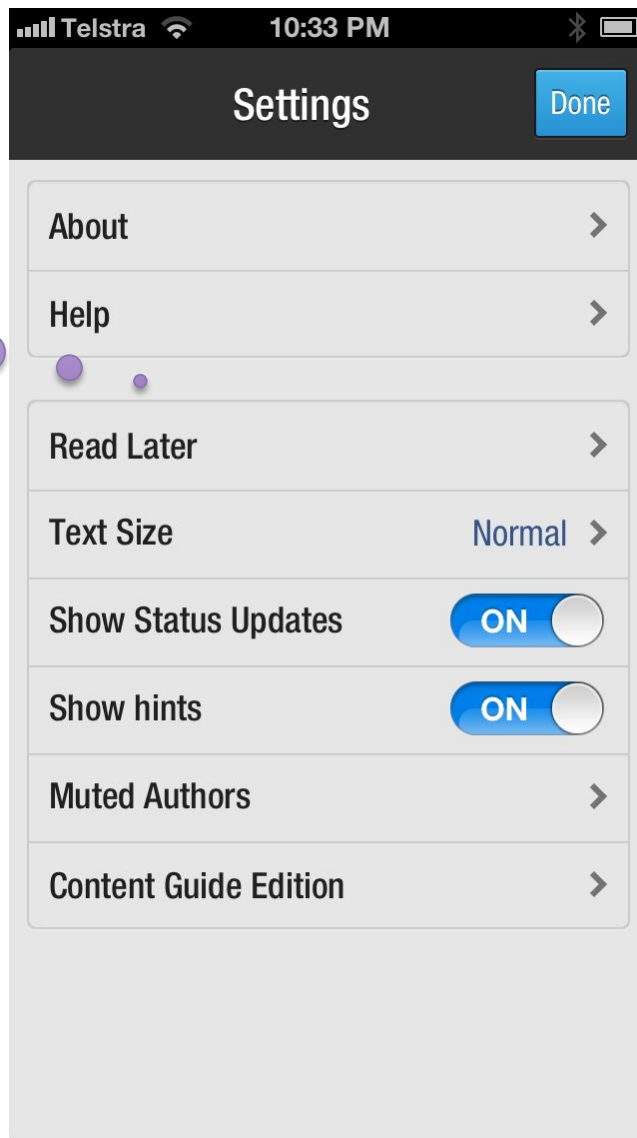




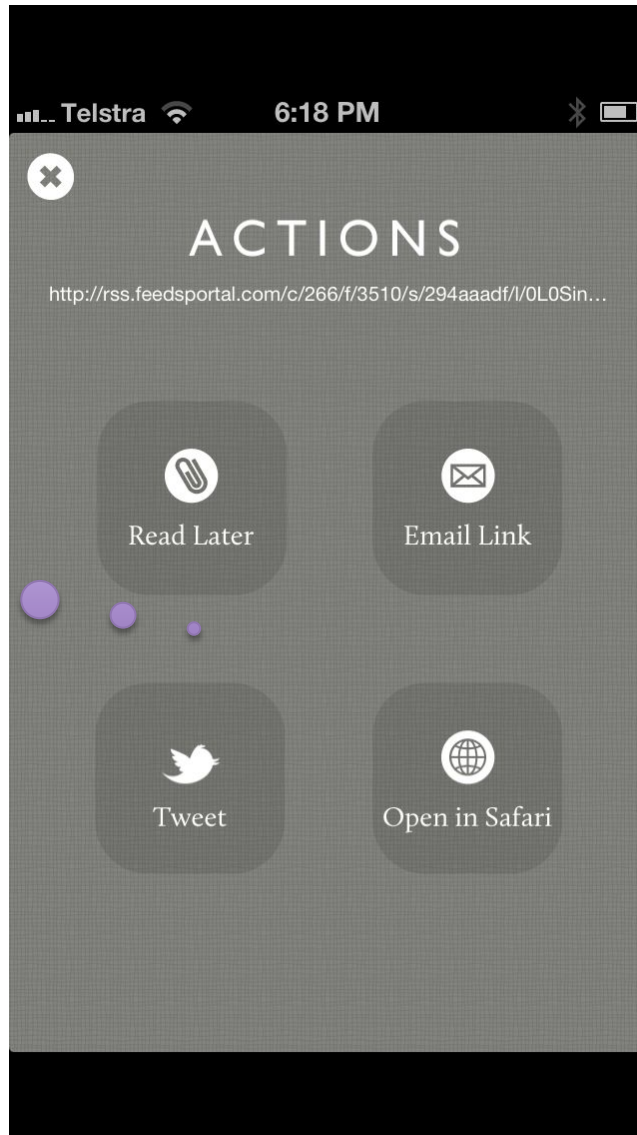






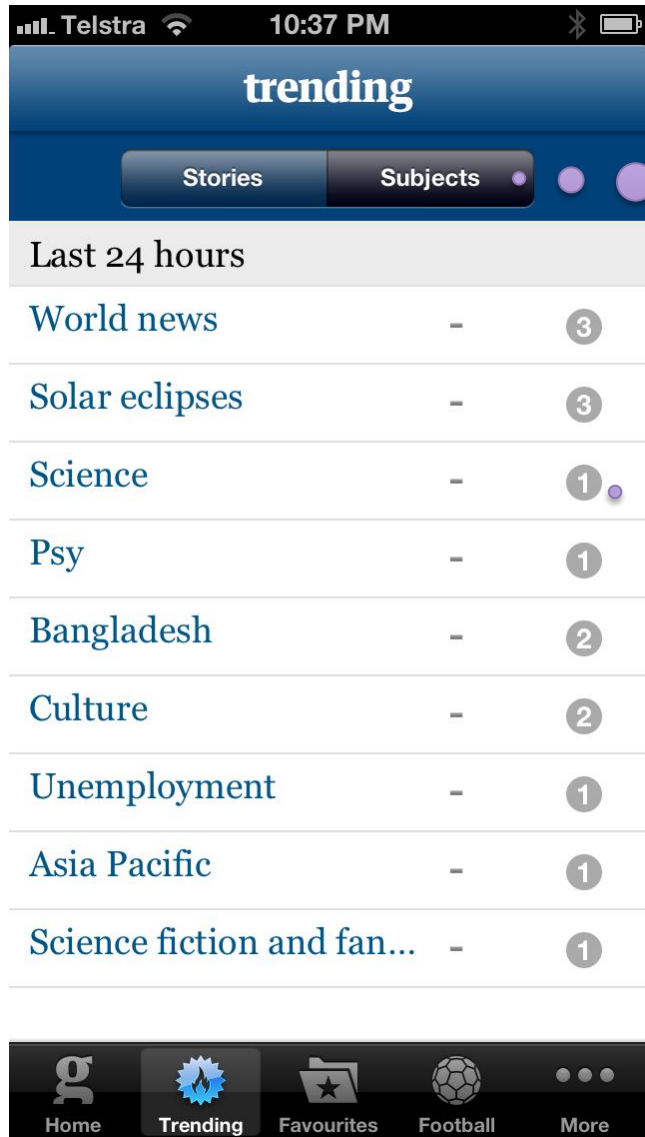


## Actions Pages





## Dashboards



2 lists in one

Clear? Add arrows?

## Social Screens

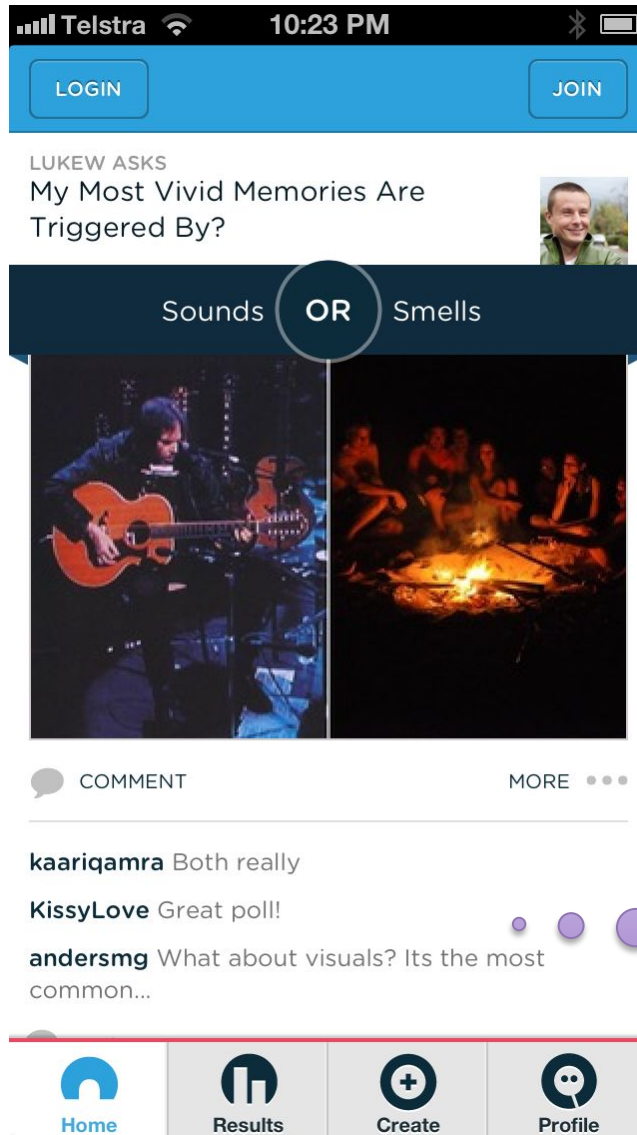


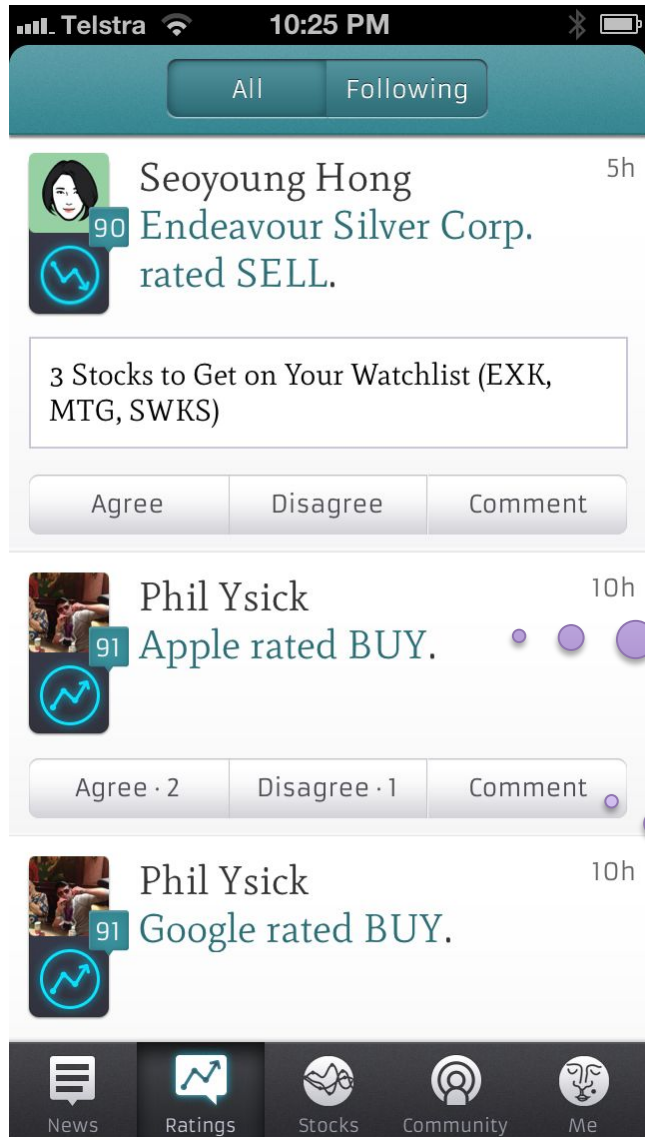
## A Plea To Women To Stay In 'Big Law'

**F** **Forbes** 449 WORDS · 11h ago

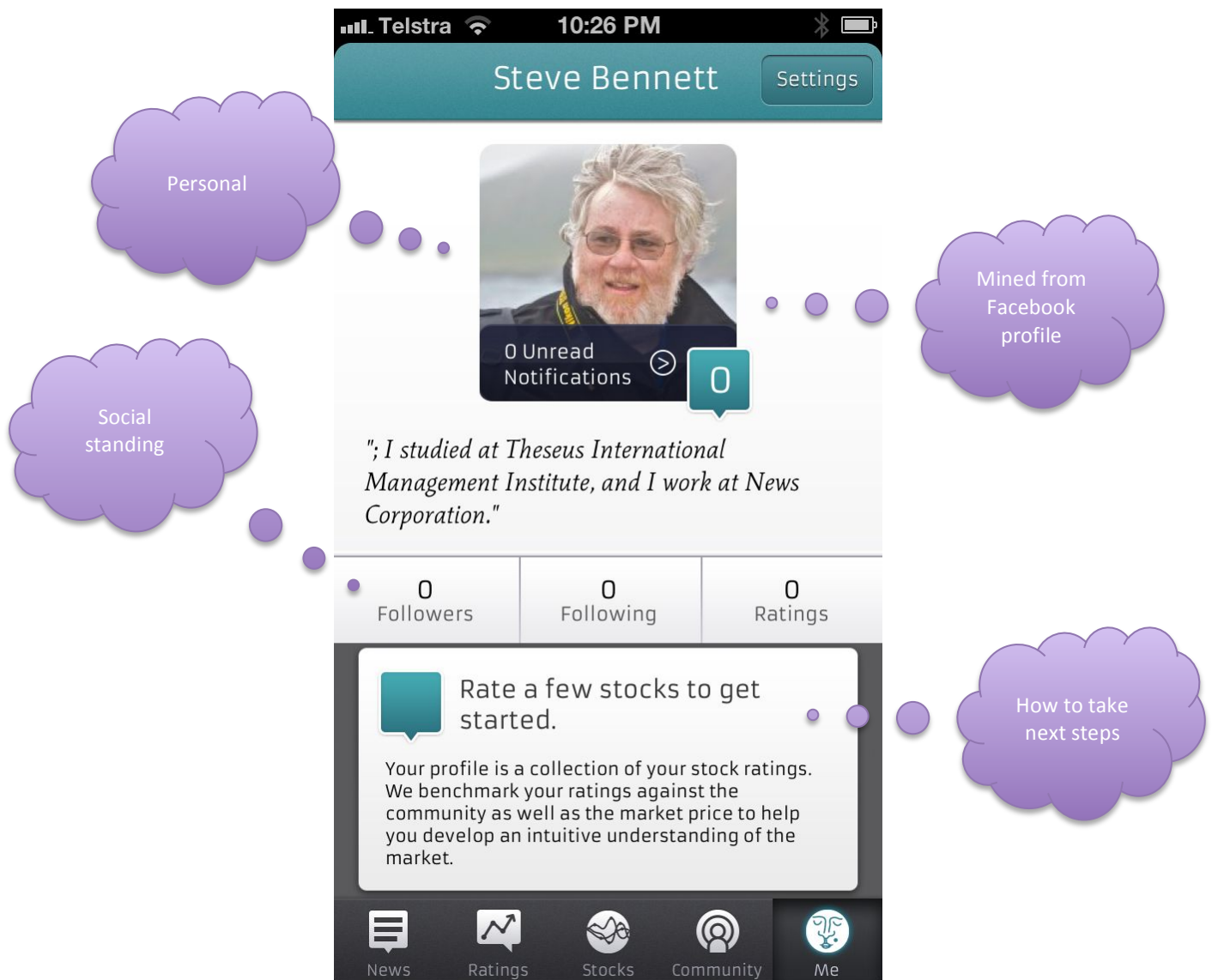
Furlong contends that “Women who enter law firms quickly and accurately diagnose that these are amateurish organizations that employ archaic workflow systems, inept pricing mechanisms, skewed compensation structures, and ineffectively managed not to mention a whole lotta personnel dysfunction. Follow the Power Nearly two of every five U.S. Senators are lawyers, which might account for the adversarial dysfunction of the place. There’s nothing at all wrong with that, of course.











## Menu/Subject Pages

