

Bridger

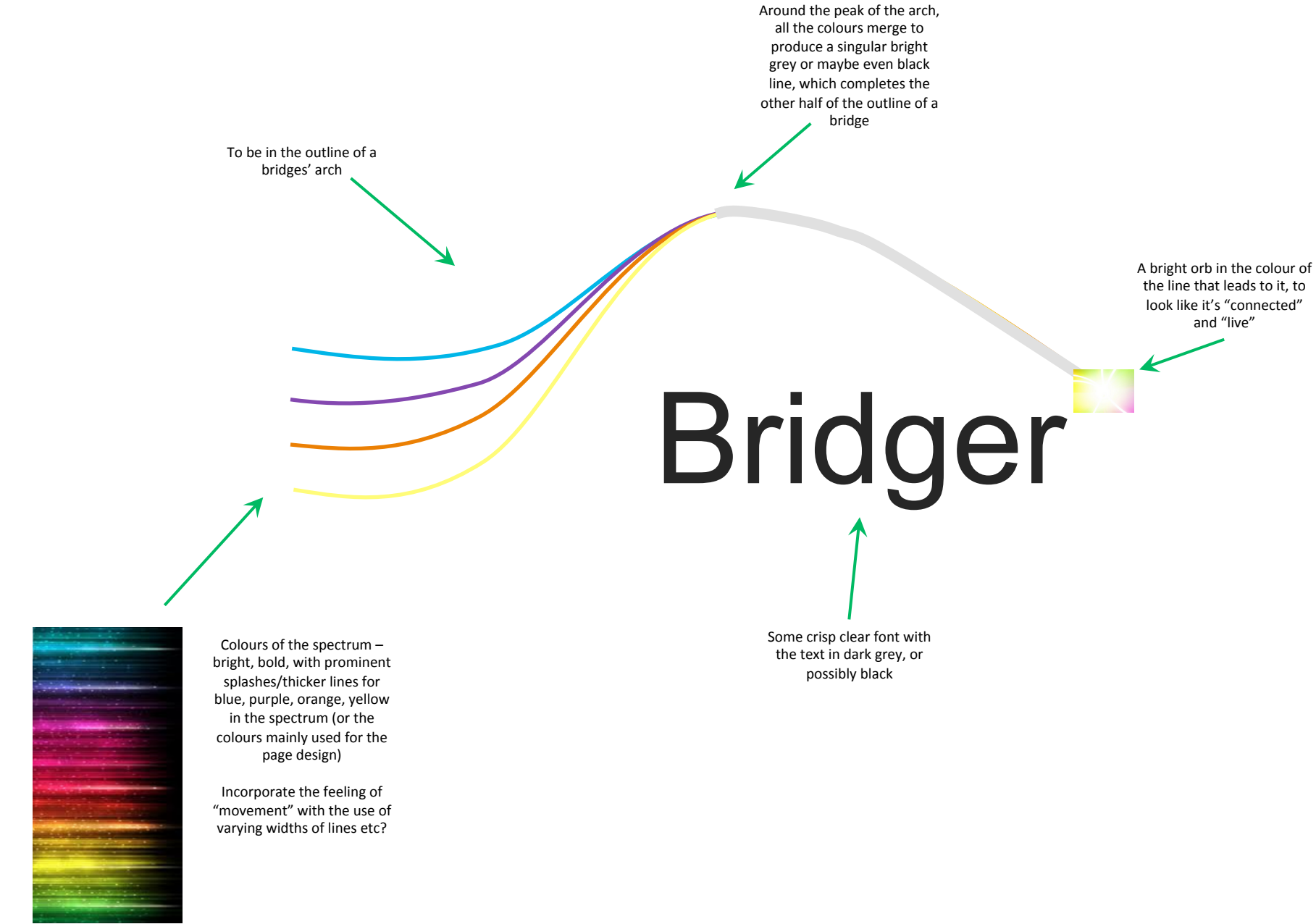
Concept: The Spectrum

Crisp whites and a large palette of grey, offset with bold splashes of bright colours

Logo

Concept: The Spectrum

The Spectrum Logo



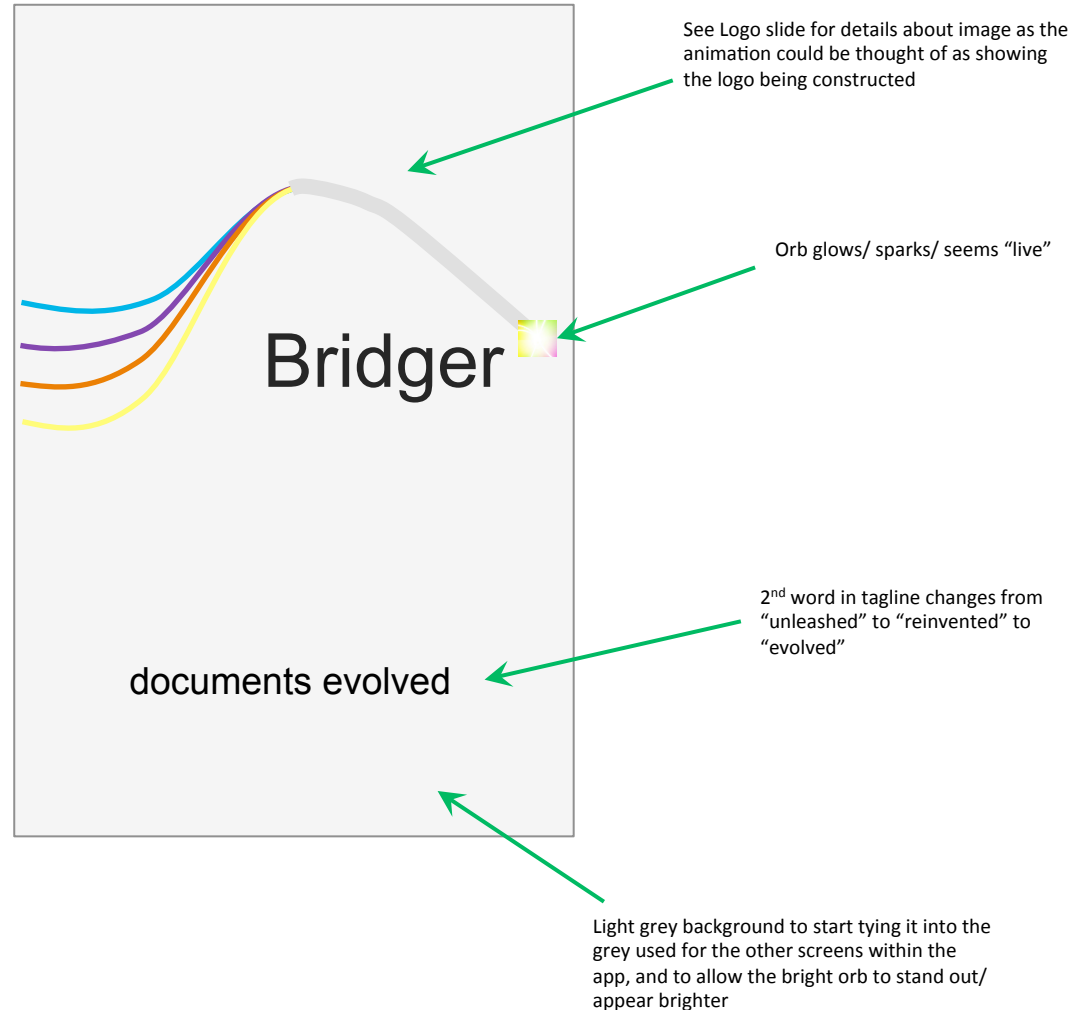
App Entry Animation

Concept: The Spectrum

The Spectrum Entry Splash Screen *Idea1*

Animation

- Spectrum from the logo starts from the left edge of the screen and follows the bridge arch.
- As it gets closer to the midpoint of the arch, the colours funnel in closer until they merge at the midpoint
- At the moment of merging, they collide and create the bright orb to spark up on the screen and when it subsides, the orb trailblazers through to finish off the arch shape and still remains on the screen, "live"/glowing. The word "Bridger" appears as soon as the spark subsided and the trailblazing began
- A moment after this occurs, there's a slight pause before the tagline appears and does 1 rotation only for the 2nd word to end on the word "evolved"

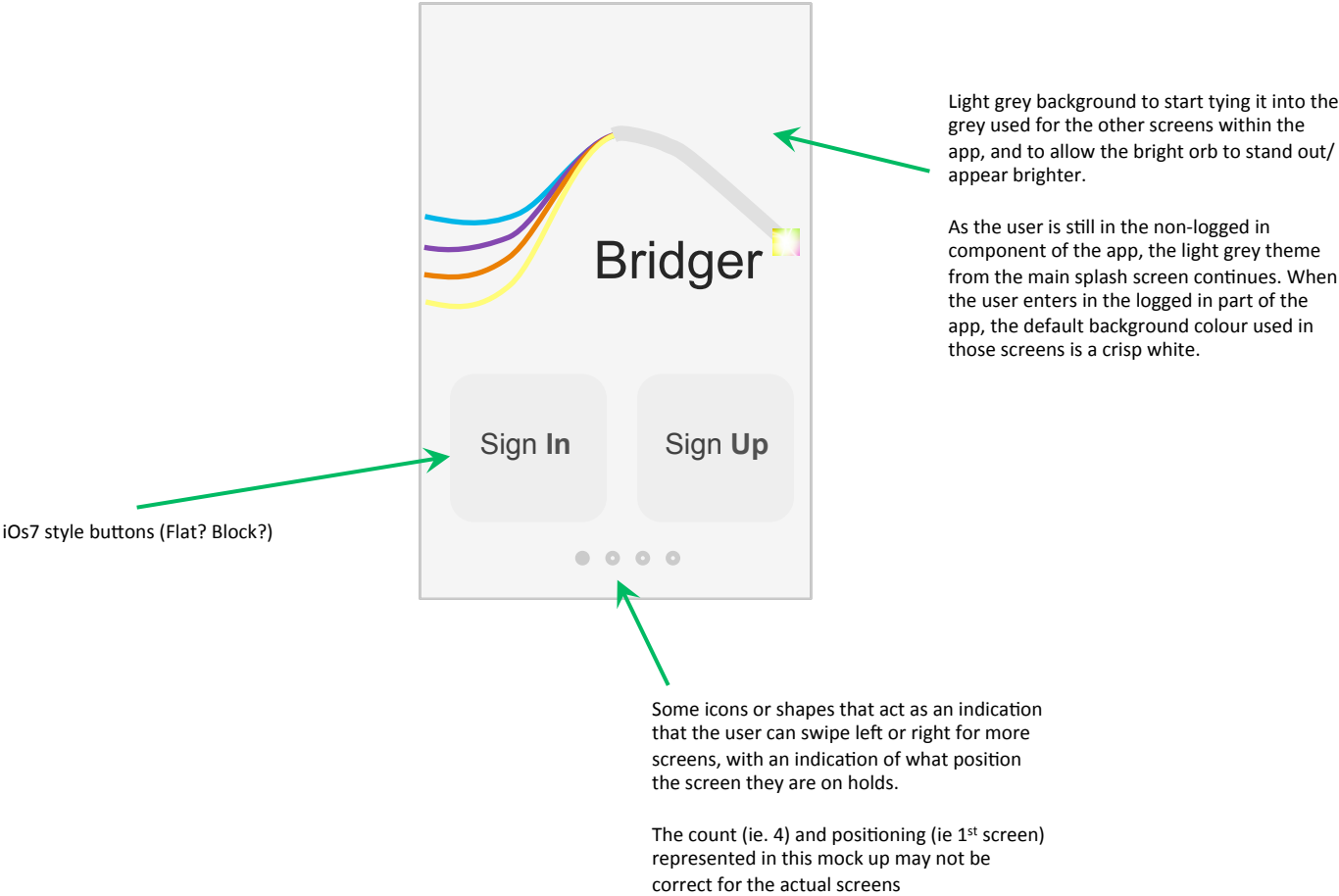


Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

Post Animation, Pre Sign In

Concept: The Spectrum

The Spectrum Post Animation, Pre Sign In/Main



Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

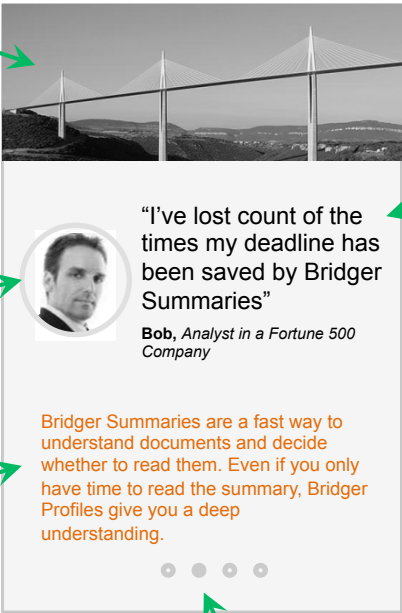
The Spectrum Post Animation, Pre Sign In/Use Case

Need some background image of a bridge.

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used. A better quality file is available.



Light grey background to start tying it into the grey used for the other screens within the app, and to allow the bright orb to stand out/appear brighter.

As the user is still in the non-logged in component of the app, the light grey theme from the main splash screen continues. When the user enters in the logged in part of the app, the default background colour used in those screens is a crisp white.

Stock photo in grey scale.

Text is coloured in one of the colours main colours used in the logo.

Some icons or shapes that act as an indication that the user can swipe left or right for more screens, with an indication of what position the screen they are on holds

The count (ie. 4) and positioning (ie 1st screen) represented in this mock up may not be correct for the actual screens

Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

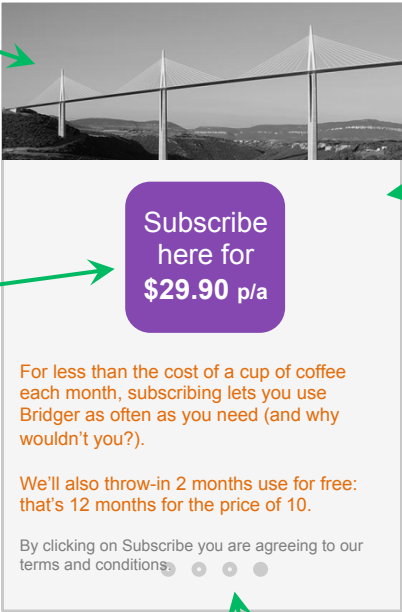
The Spectrum Post Animation, Pre Sign In/Subscribe

Need some background image of a bridge.

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used. A better quality file is available.



iOs7 style buttons (Flat? Block?)

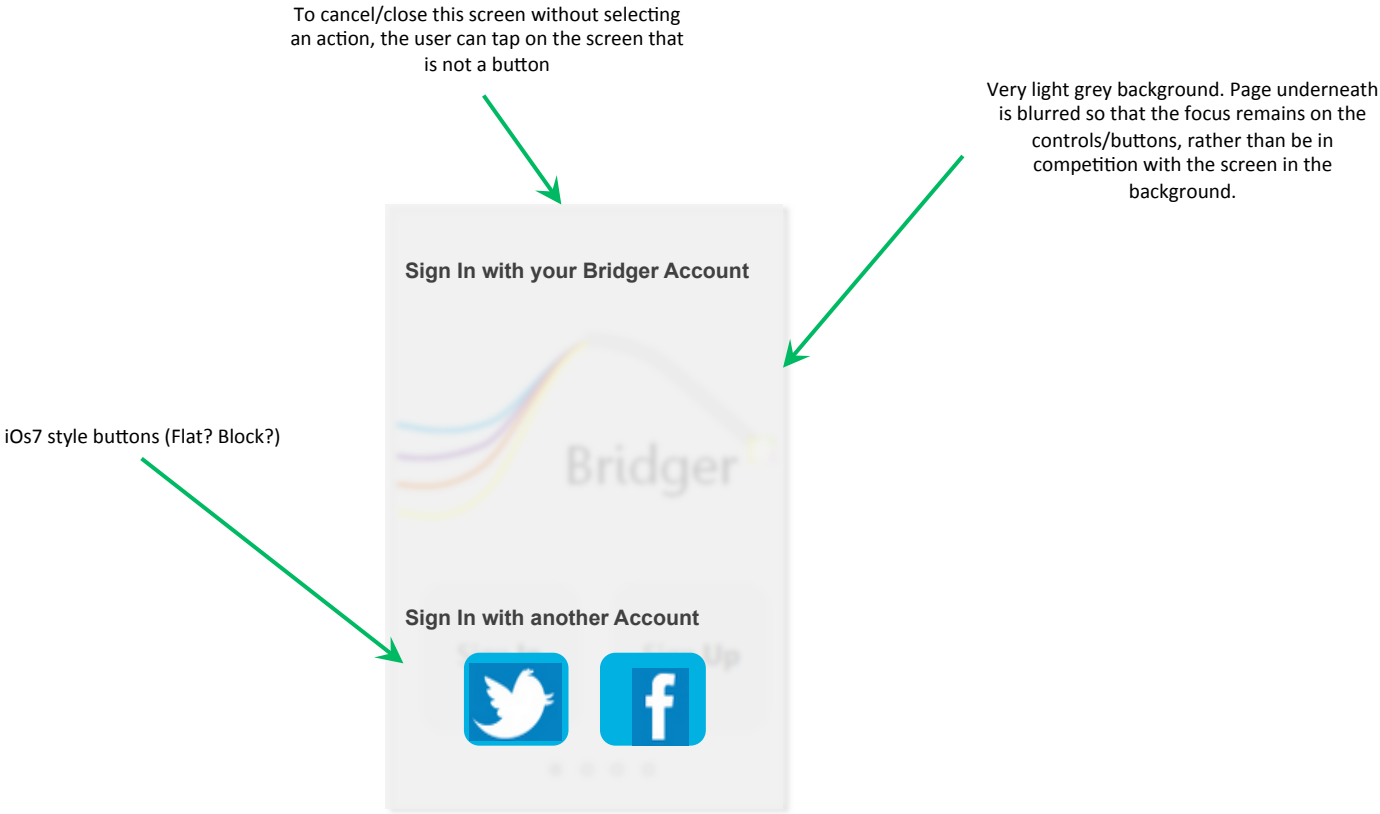
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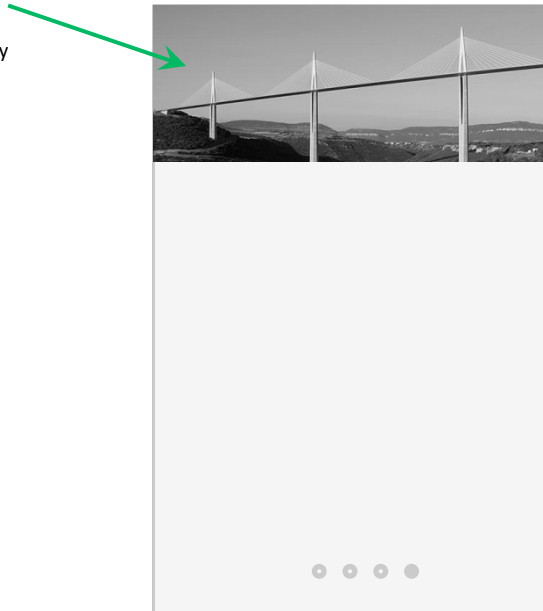


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The image should be in grey scale.

This image is ok to be used. A better quality file is available.

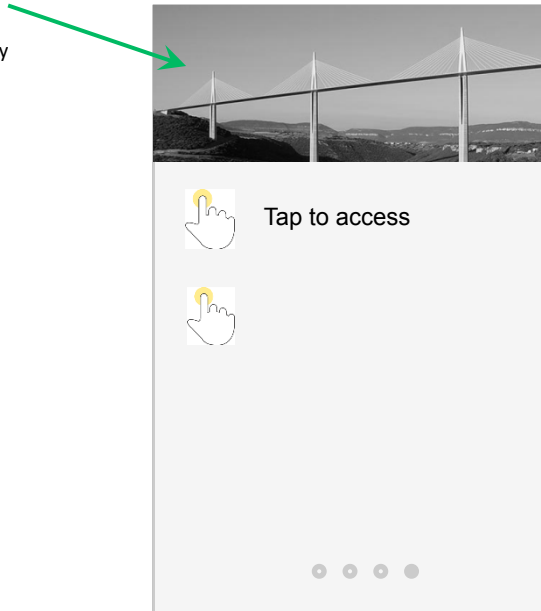


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The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used. A better quality file is available.



Navigational Objects

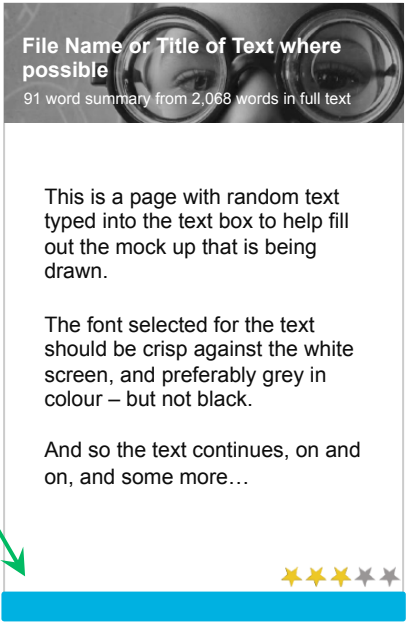
Concept: The Spectrum

The Spectrum Navigational Objects/The Filing Cabinet

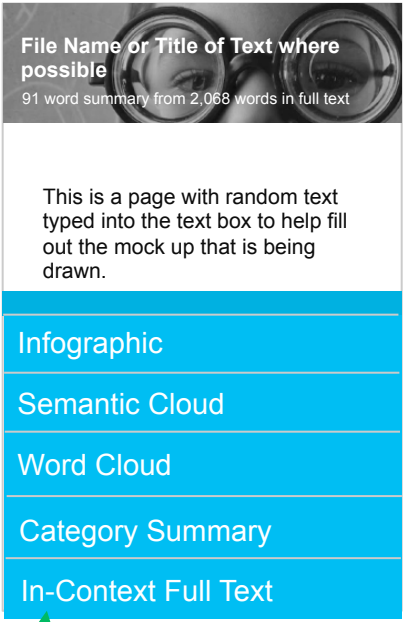
The Filing Cabinet when Closed...

The Filing Cabinet sits as a bar on the bottom of the screen where the screen has navigation options to similar/like screens available to the user.

By default, it remains in its closed position.



The Filing Cabinet when Open...



The actual options available in the Filing Cabinet will depend on where the user is in the app.

Although only 5 selections shown in the mock up, the Filing Cabinet should contain up to 8 rows.

The Spectrum Navigational Objects/Back Bar

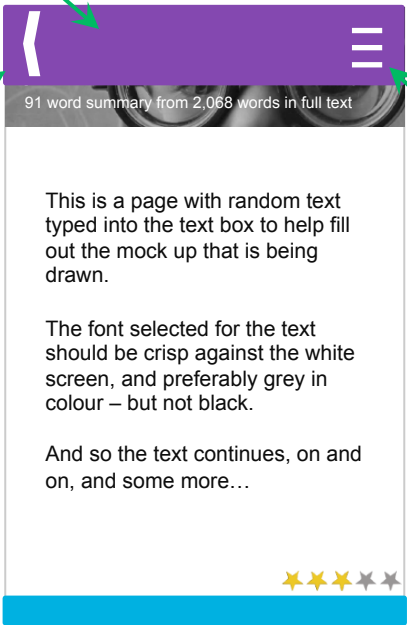
The Back Bar sits at the top of the screen when called for, but its default position is to be hidden.

The Back Bar can be made shown by tapping on the screen once (for example – action yet to be confirmed)

Back Bar to be coloured in purple or another one of the main colours in the spectrum used in the logo.

The icons to be crisp white.

Or reverse the colours?



The icons are to be in line with iOS7 design (thin, block, flat?)

The Back Bar should an icon for going back/returning to previous screen, and also one to call the Action Panel (see Navigational Objects/Action Panel slide)

The Spectrum Navigational Objects/Action Panel

Mock Up does not contain the right buttons.
Need buttons and icons for:

- Share and Save
- (1) Twitter
 - (2) Email
 - (3) PDF (??? maybe now, maybe for later phase)
 - (4) Save (for later phase)
 - (5) LinkedIn (for later phase)
 - (6) Google Plus (for later phase)
 - (7) Facebook (for later phase)

- Shortcuts
- (1) Bridge a New Document
 - (2) View My Portfolio
 - (3) Change My Settings
 - (4) Help

To cancel/close this screen without selecting an action, the user can tap on the screen that is not a button

Very light grey background. Page underneath is blurred so that the focus remains on the controls/buttons, rather than be in competition with the screen in the background.



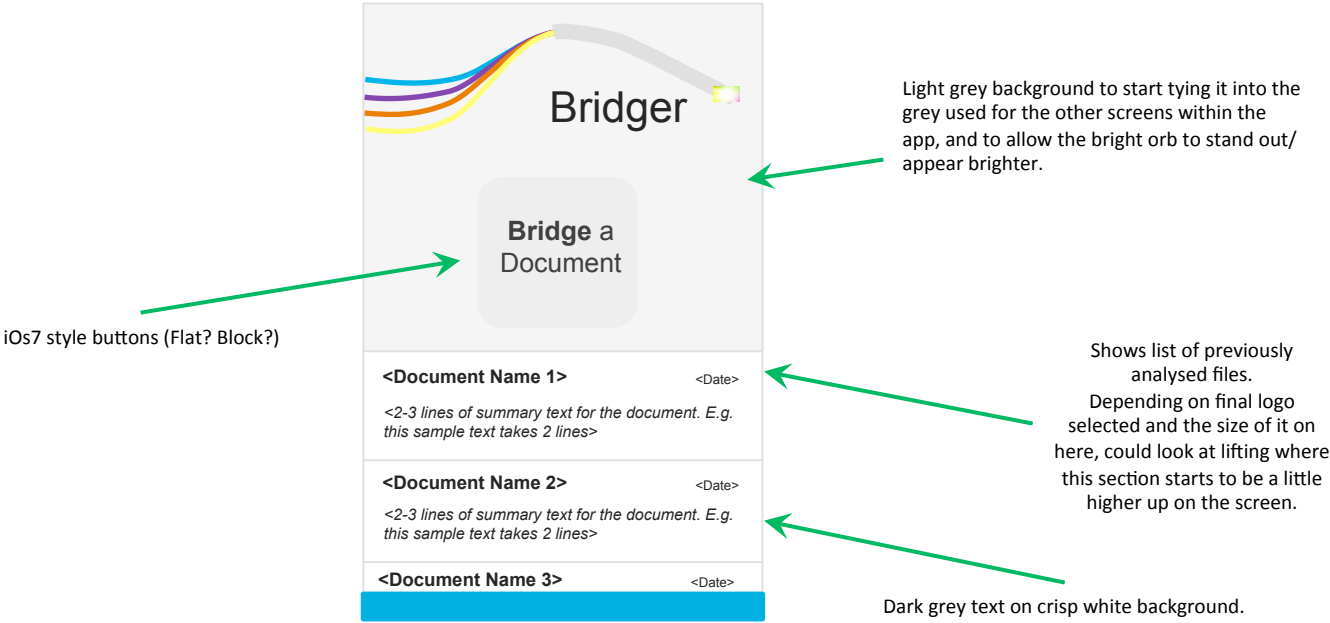
iOs7 style buttons (Flat? Block?)

iOs7 style icons for the buttons

Colours for these buttons to be selected from the main colours used in the spectrum for the logo

Pages/Main/Portfolio

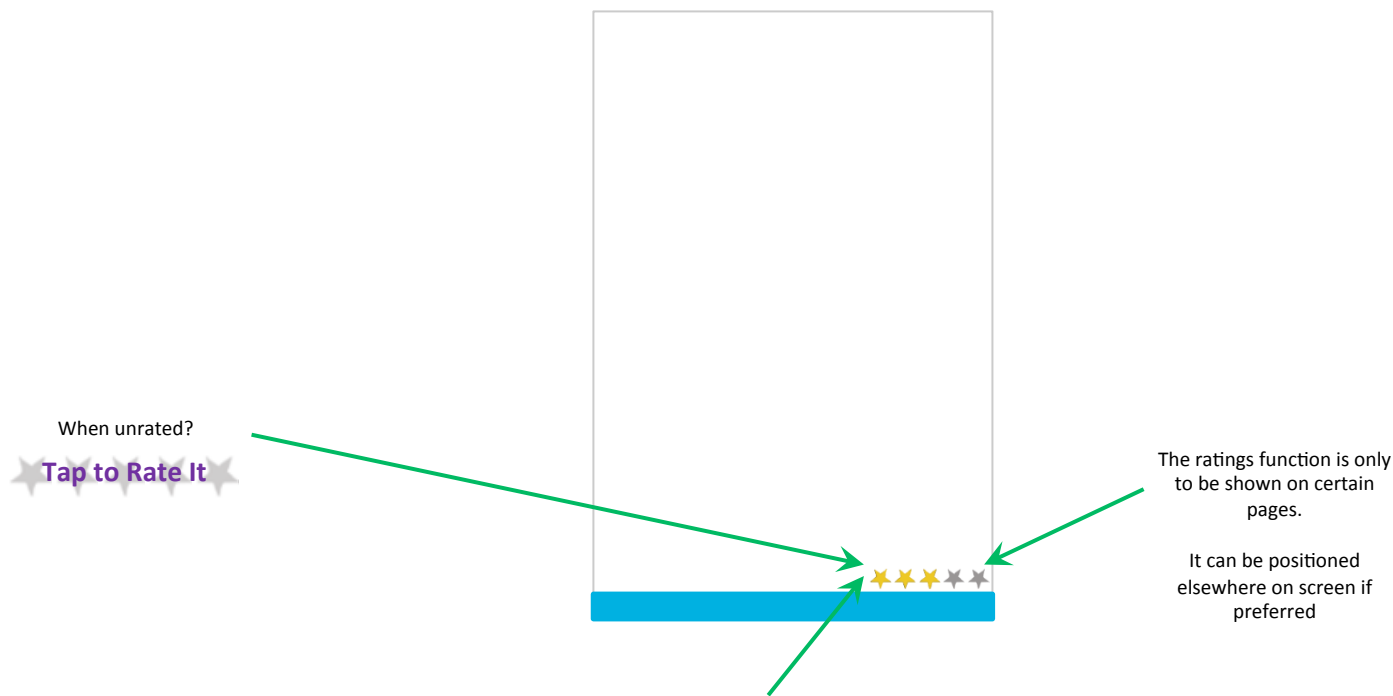
Concept: The Spectrum



Pages/Main/Results

Concept: The Spectrum

The Spectrum Pages/Main/Results/Ratings Function



When unrated?

★ Tap to Rate It ★

The ratings function is only to be shown on certain pages.

It can be positioned elsewhere on screen if preferred

5 star rating system for users to submit their feedback on the results derived by the application.

Colours of stars, when selected to fall within one of the main colours used in the spectrum for the logo.

When not selected, the colour should be grey.

The space around the stars should be transparent - not a white block as it is in the mock up (and can be seen on the following slides). This was not intended to be there.

The Spectrum Pages/Main/Results/Text Summary

Need some background image that has some element of “old world” charm and relates to the information shown on the screen (in this instance, text summary).

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used. A better quality file is available.

Displays icons and count for People, Organisations, Places, Industries, Technologies found by the application.

Please note in mock up, the big darker grey box is the result of a cut-paste job and is not intended to be there.

In screenshot below, circle is in blue. As the Back Bar is likely to be blue, select another main colour?



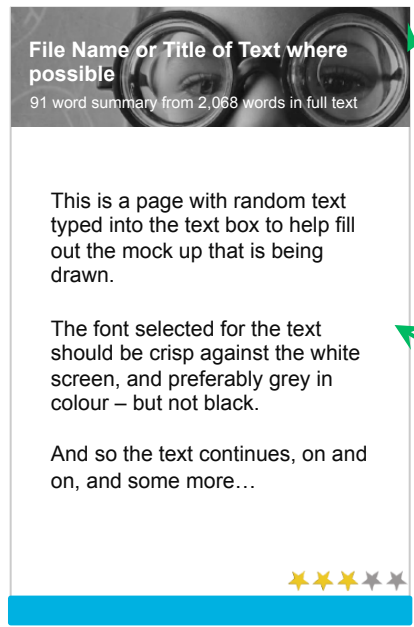
Displayed when first selected...



The estimated time /effort to read requires a coffee cup image. Image is to be in a grey scale and have a transparent surround (not a white box as in the mock up).

Cropped portion of the image from the full screen version

Displayed when scroll for more text...



White background with dark grey text

Need an iOS7 style icon

??? Lighter at the top corner and darken down the bottom where the text will be positioned, as per screenshot to the left.

Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

The Spectrum Pages/Main/Results/Semantic Cloud

Colours used should reflect the prominent colours from the spectrum in the logo.

Need to have 4 to 5 prominent colours to relate the major Categories (People, Organisations, Places, Industries, Technologies), then another 5 or so colours to be used for the less important and infrequent categories. These minor colours will only be used in the semantic cloud and do not need to be incorporated anywhere else throughout the app design



An image of a cloud or clouds.

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

The Spectrum Pages/Main/Results/Text Cloud

Difference between this cloud and the Semantic Cloud is that this cloud will be a word cloud based upon all the text in the original file, and not just show the categories/bridges found within the text by the application.

Therefore, this cloud will have a lot of words that won't match the criteria of any of the colours selected in the Semantic Cloud as they are "random" words / not referring to objects etc. Should have a default colour for all these non-Bridge/"random" words. Dark grey? Black?



An image of a cloud or clouds.

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

The Spectrum Pages/Main/Results/Full Text

Need some background image that has some element of “old world” charm and relates to the information shown on the screen (in this instance, full text).

The image should be crisp quality, and preferably with contrast.

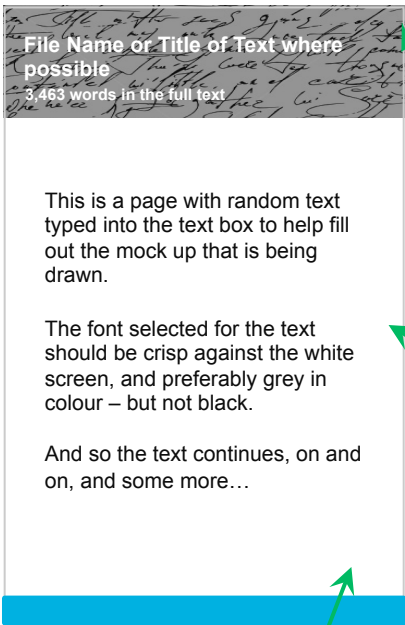
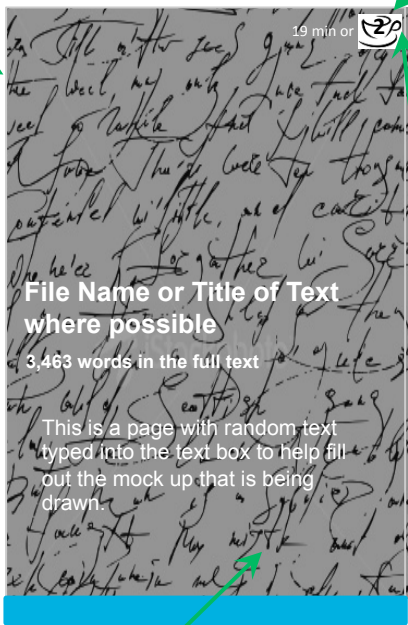
The image should be in grey scale.

The estimated time /effort to read requires a coffee cup image. Image is to be in a grey scale and have a transparent surround (not a white box as in the mock up)

Cropped portion of the image from the full screen version

Displayed when first selected...

Displayed when scroll for more text...



White background with dark grey text

Need an iOS7 style icon

??? Lighter at the top corner and darken down the bottom where the text will be positioned, as per screenshot to the left.

The Full Text screens in the Results page section do not require a ratings system as the screen is showing the text in the document/file they uploaded, and not some result set derived by the application.



Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

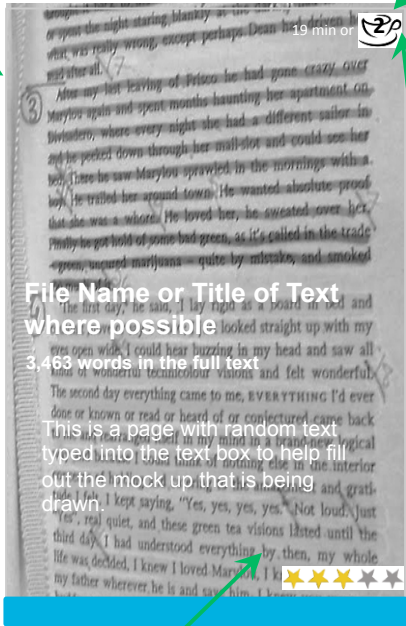
The Spectrum Pages/Main/Results/In Context

Need some background image that has some element of “old world” charm and relates to the information shown on the screen (in this instance, in context, which has highlights in the text where a Bridge has been found/ mentioned e.g. a person, place, organisation, an industry, or technology).

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

Displayed when first selected...



The estimated time /effort to read requires a coffee cup image. Image is to be in a grey scale and have a transparent surround (not a white box as in the mock up)

Displayed when scroll for more text...



Cropped portion of the image from the full screen version

White background with dark grey text

Where there is a person it gets highlighted in the colour chosen to represent a person in the clouds and infographics

Where a person, organisation, place, technology or industry is located within the text (as identified by the application), it will be highlighted in this version of the text in the same colour used for that category in the clouds

Need an iOS7 style icon

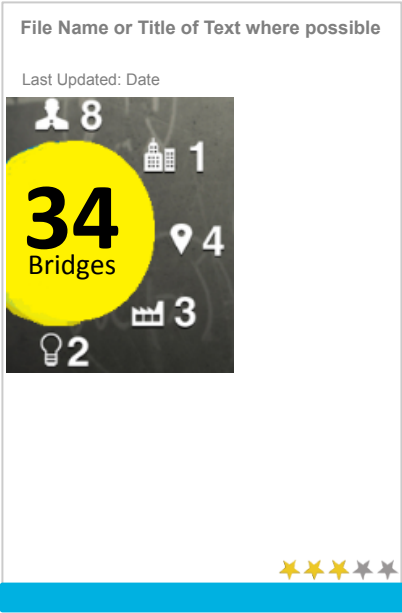
??? Lighter at the top corner and darken down the bottom where the text will be positioned, as per screenshot to the left.



Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones

Displays icons and count for People, Organisations, Places, Industries, Technologies found by the application.

Please note in mock up, the big darker grey box is the result of a cut-paste job and is not intended to be there.

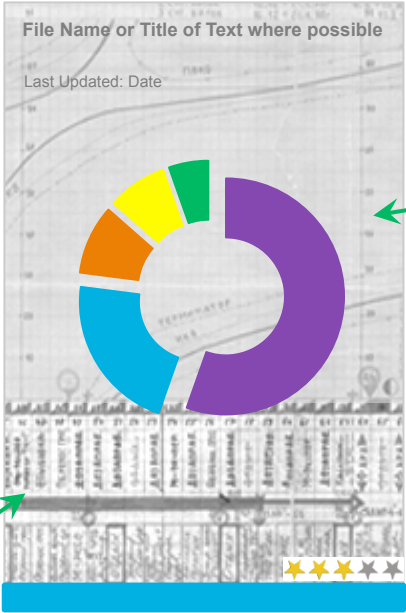


Need some background image that has some element of “old world” charm and relates to the information shown on the screen (in this instance, infographic / visual representation of some data).

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used even though it is not crisp, as if it were too crisp, the markings and writing would detract from the infographic. A better quality file is available.



Infographic is not yet built. This is a sample chart only (and does not include labels or icons for the categories)

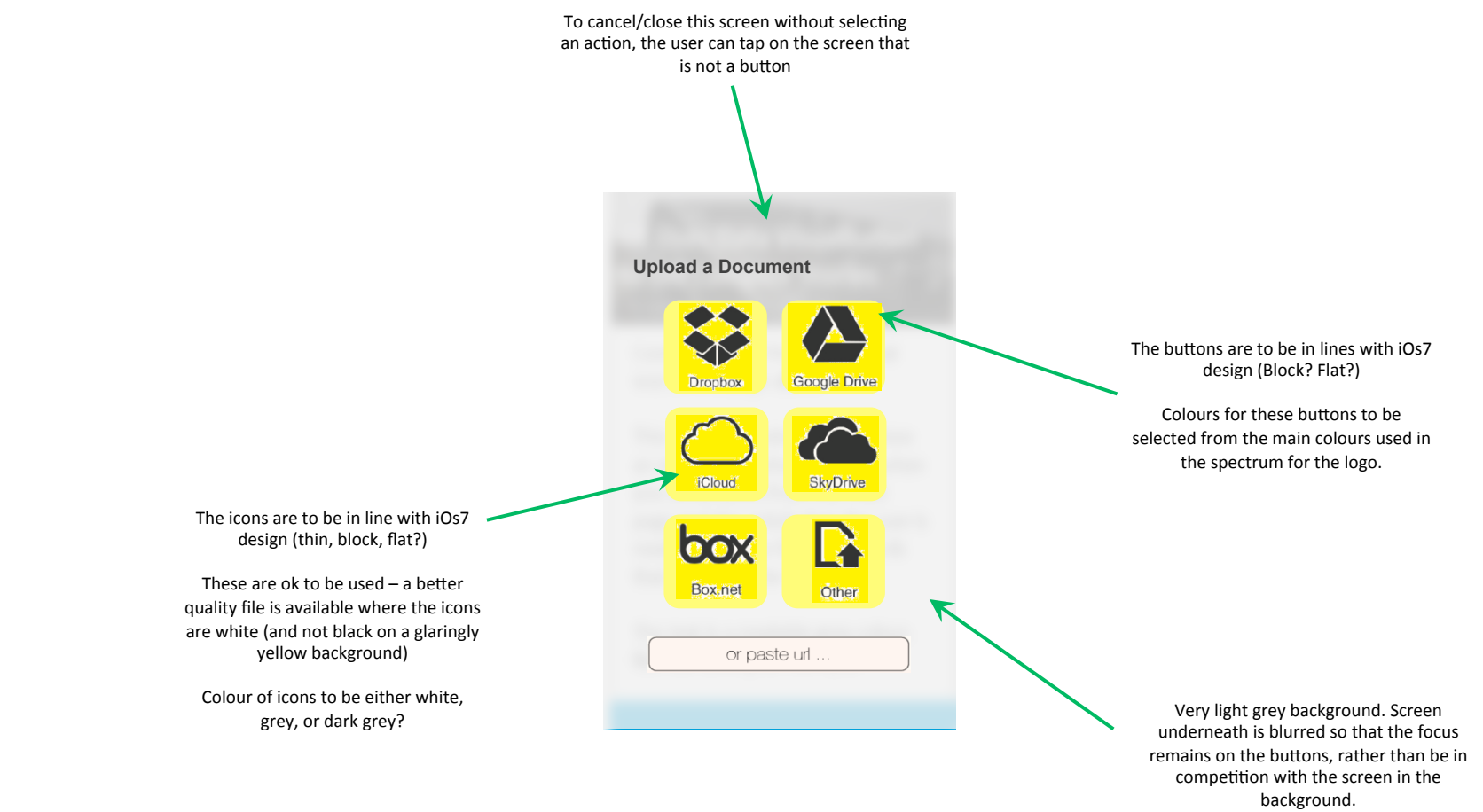
The colours that will be used in the infographic will be the main colours in the spectrum used in the logo.

These colours will represent the main 5 categories, with the same colour being used to represent the category in the infographic, the semantic cloud, the word cloud, the category summary, and for the highlighting in the in-context text.

Pages/Main/Other

Concept: The Spectrum

The Spectrum Pages/Main/Other/Upload a Document



Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones



Pages/Detail

Concept: The Spectrum



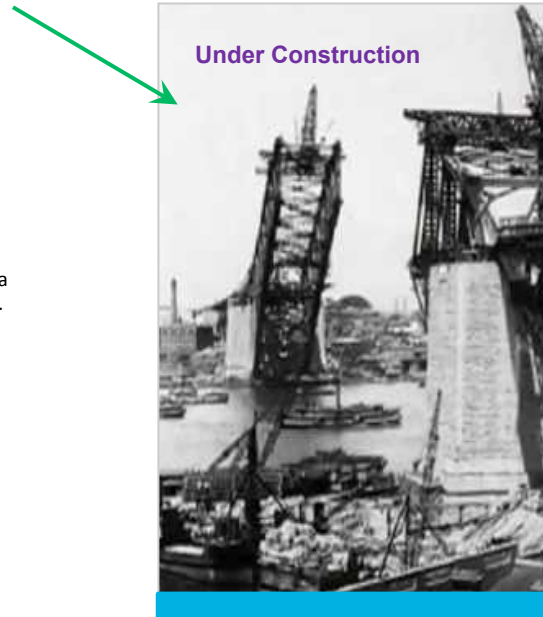
The Spectrum Pages/Detail/Under Construction

Need some background image that has some element of “old world” charm and relates to the information shown on the screen (in this instance, “Under Construction” or “Coming Soon”).

The image should be crisp quality, and preferably with contrast.

The image should be in grey scale.

This image is ok to be used – a better quality file is available.



Fonts selected for text (that aren't an image) should be in line with iOS7's design/ render crisp on Apple iPhones