



Compass Redesign Proposal

A UX Project by Sylver Wong

Philosophy

The Compass site is designed to help users use and understand their Compass cards easily and efficiently.

The colours are consistent with the main Translink branding so that users can easily associate Compass with Translink. The design is kept as clean and uncluttered as possible to help users find what they need without unnecessary distractions.

Using new technology like Compass can be confusing; with this website, we can alleviate that confusion.



Compass Style Guide

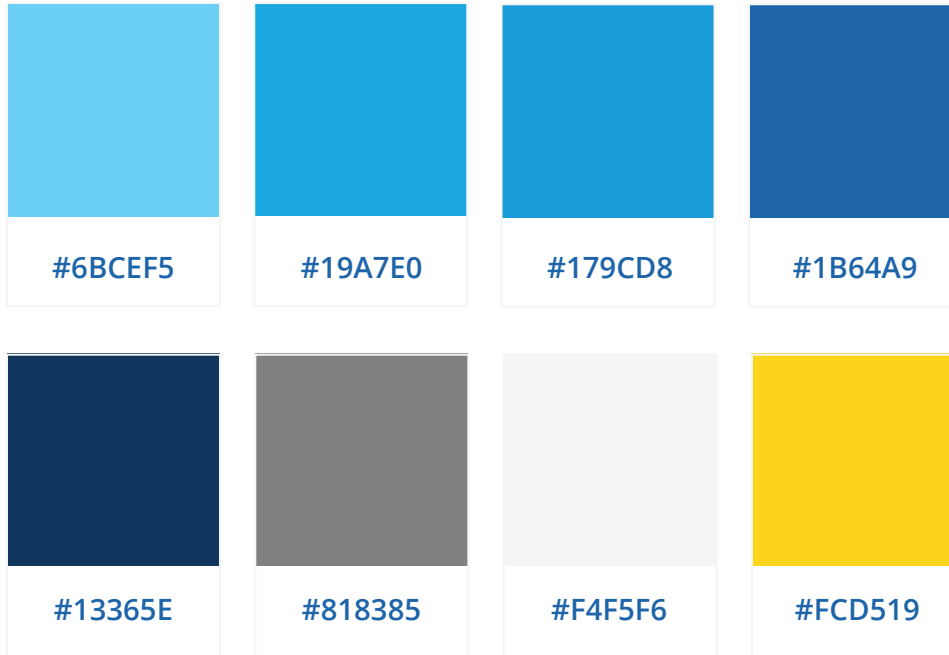
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Table of Contents

Style Tile	1
Colour Palette	2
Icons	2
Logos	2
Key Visuals	2
Fonts	3
Buttons	4
Forms	4
Layouts	4
Voice	6
Tone	6
Resources	7



Colour Palette



Colours are consistent with Translink branding to ensure users can associate Compass with Translink. Having this consistency also allows users to trust the Compass brand.

Icons



36px
Font Awesome

Logos



Key Visuals



The use of yellow instead of orange for concession cards better matches branding.



Background images have a white overlay to increase text readability.

Open Sans

AaBbCc

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Font Weights Used

- Regular
- Light
- Semibold
- Bold

36px **Header Level 1**

30px **Header Level 2**

24px **Header Level 3**

16px This is a paragraph. Lorem ipsum dolor sit amet, primis inimicus vim ex, ne sea commodo nominavi. **This is an inline link.**

18px **THIS IS A LINK**
THIS IS AN ACTIVE LINK

16px **THIS IS A TAB HEADING**
This is tab content.

Buttons



Forms

A form layout with two input fields. The first field is labeled 'Compass Card Number' and has a question mark icon to its right. The second field is labeled 'CVN Code' and also has a question mark icon to its right.


? Activates a tooltip to help users

Layouts



A form layout within a section. It contains two input fields. The first field is labeled 'Compass Card Number' and has a question mark icon to its right. The second field is labeled 'CVN Code' and also has a question mark icon to its right.



 MENU

SECTION 1 +

SECTION 2 +

ADULT


CONCESSION

What do you want to load?

OPTION

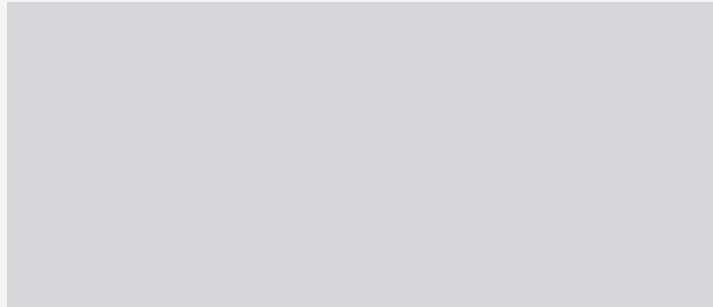
ACTIVE OPTION

BUTTON

 MENU

SECTION 2 +

SECTION 3 +



Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Voice

Compass is friendly and approachable but also professional. Transit is an important part of many people's lives, so we want to make the use of Compass as painless and as straightforward as possible. As transit users vary widely in age, technological ability and English fluency, Compass needs to communicate in a clear and easy to understand manner that is accessible to everyone.

Compass does:

- * use concise and easy to understand language
- * use the active voice
- * use positive language
- * keep a professional appearance

Compass does not:

- * use slang to appeal to a specific generation
- * use overly difficult words
- * use technical jargon
- * talk down to users

Tone

Compass's tone is generally professional, but not impersonal. Consider the context when adjusting the tone. Tooltips can be lighthearted to encourage users to keep trying if they are having trouble, but ensure they are still clear and concise. Twitter and other interactive mediums can be more informal to appear human and personable so that users can feel like there is an actual person behind the computer helping them.

Resources

Open Sans • <https://www.google.com/fonts/specimen/Open+Sans>

Font Awesome • <http://fontawesome.io/>

Translink Bus • <https://commons.wikimedia.org/wiki/File:Translink-V9508.jpg>