SPEAKAP

Design Guidelines

INTRODUCTION

Speakap's mission is to integrate all of the customers important tools into one application. This way a user won't have to switch from one tool to another while performing his daily tasks. This not only at work, but also on the road, at school or at home.

To ensure not only a great user experience when using Speakap, but also when using your own applications from within Speakap, we've set up some guidelines for designing and building Speakap applications. This document will introduce you to these guidelines and how you can implement them.

TABLE OF CONTENTS

DESIGN PRINCIPLES

When designing Speakap we try to follow these key principles:

Make it social
Keep users notified and share information within the network if possible.

Keep it simple
Always try to keep the UI simple and readable and keep important actions within the user's reach.

Be consistent and recognizable
Try to keep the same layout throughout the entire application and use consistent shapes and colors for important actions.

Keep it clean and clear
Make sure you use readable font sizes and colors, preferably use the same fonts used by Speakap. Also don't add unnecessary elements, graphics or text.
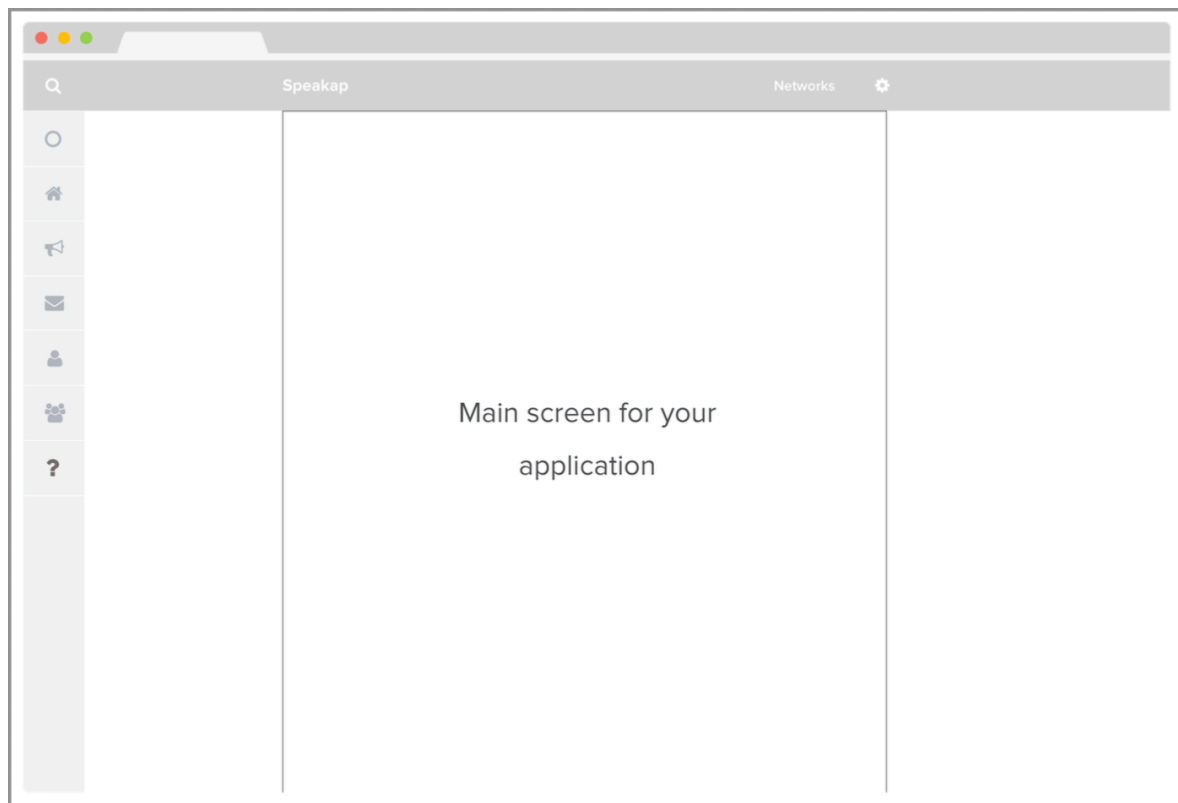
THE ANATOMY OF A SPEAKAP APPLICATION

Before you start creating your Speakap Application, it's important to understand all the different views of your Application within the Speakap platform. This chapter describes all these individual views.

WEB APPLICATIONS

Application iframe

When a user navigates to your Application, he will be directed to a page on Speakap in which your application is loaded in an iframe. The way you display your content is totally up to you, as long as you consider these Design Principles.

This iframe is 780px wide and as high as the current viewport. Only use vertical scrolling, never horizontal scrolling.
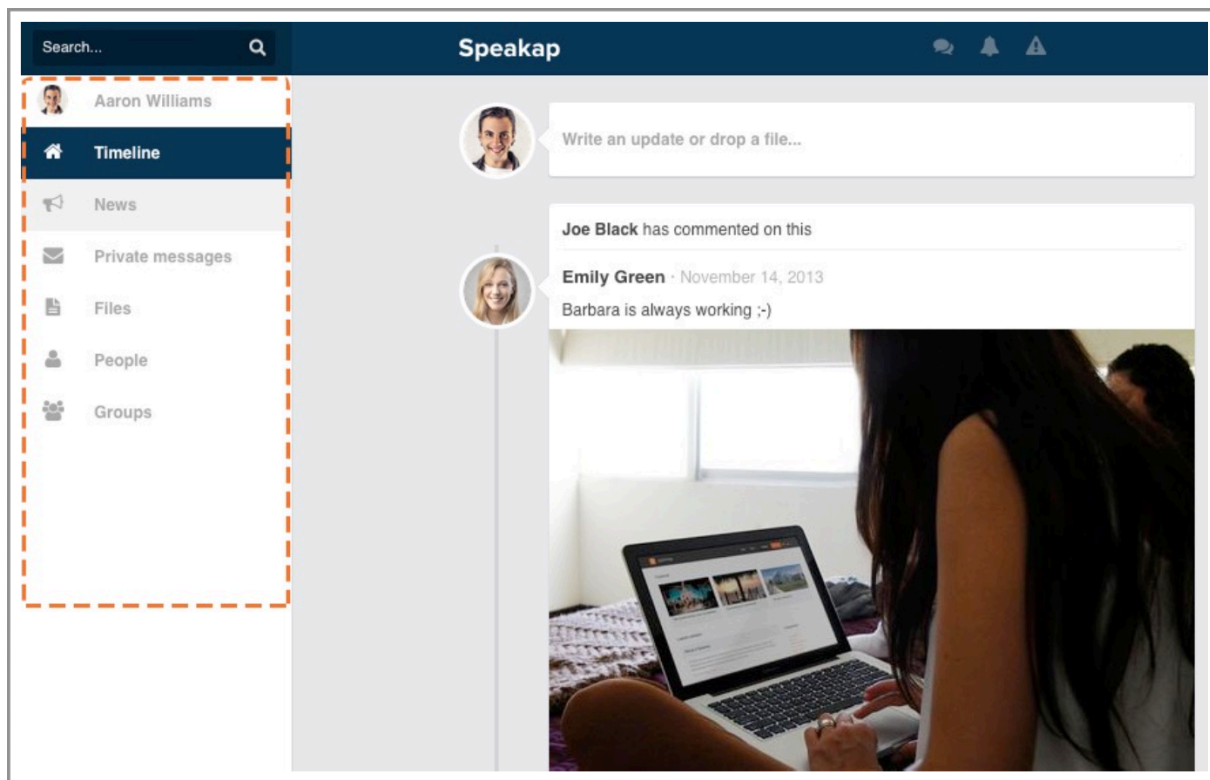
Main menu

When your Application is installed within a Speakap network, a link to the Application will be placed within Speakap's main menu. This menu item consists of two elements:

- Application icon
- Application label

Due to the limitations in width of the main menu, it's important that you use a short and descriptive name for your app. Ideally you should pick a name of 16 characters or less. Longer names will be truncated.
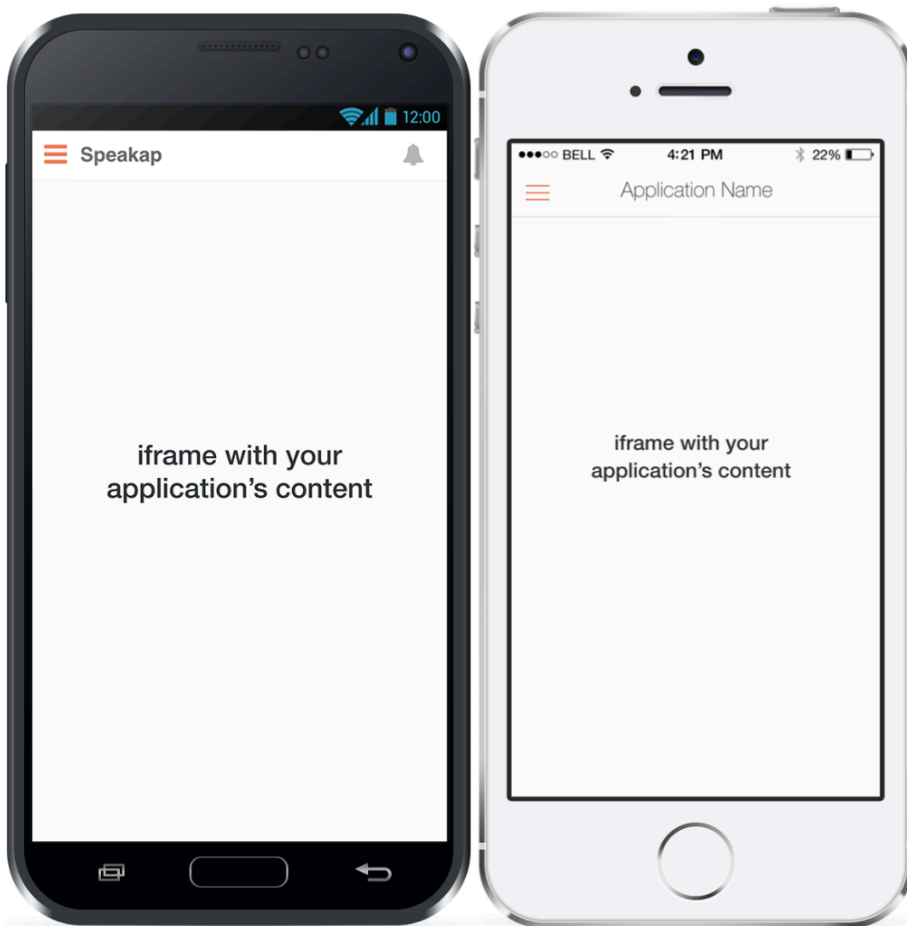

Widgets

It's possible to add a small widget to the sidebar on the Speakap timeline. You can use this widget to give the user a preview of the data that is available within your application.

This widget is 220px wide and 200px high.

MOBILE APPLICATIONS

Application iframe

Just like the web version of your Application, the mobile version will be loaded within Speakap's mobile apps in an iframe. It's possible to create a separate version of your app for this view, but it's also possible to create a responsive app which automatically adjusts itself for the different views.

As there are many different phones, with many different screen sizes, we don't have fixed dimensions for this view. You can use the full height minus the Speakap header and full width of the iframe. Only use vertical scrolling, never horizontal scrolling.

Main menu

When your Application is installed within a Speakap network, a link to the Application will be placed within the mobile app's main menu. This menu item consists of two elements:

- Application icon
- Application label

Due to the limitations in width of the main menu, it's important that you use a short and descriptive name for your app. Ideally you should pick a name of 16 characters or less. Longer names will be truncated.
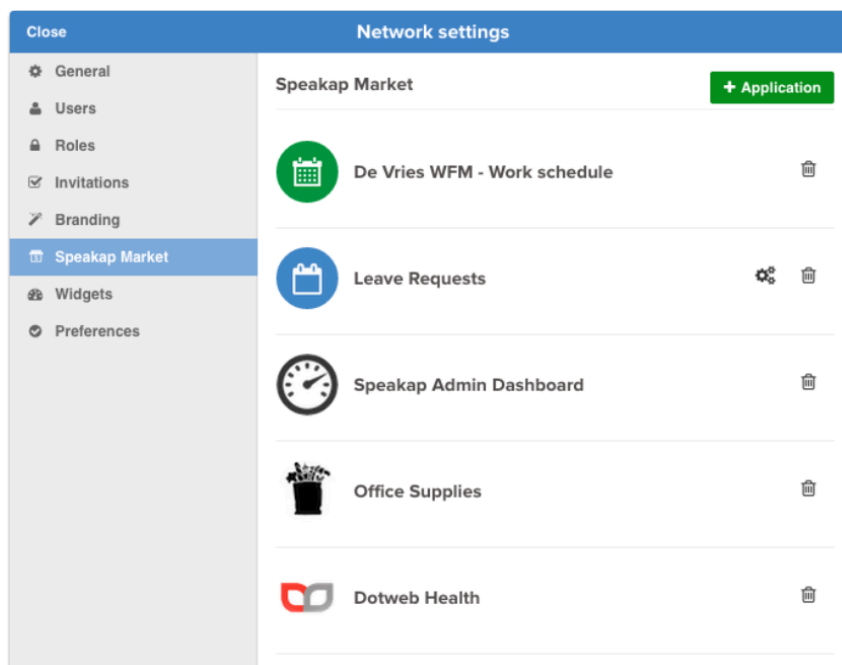
SPEAKAP MARKET

Before a network can start using your Application, it needs to be installed in this network. This installation takes places within the Speakap Market. In this Market, all available Applications are listed. A user can select one of the available Applications and install/ activate this for his network. Your entry in the Speakap Market consists of two elements:

- Application thumbnail
- Application name

Installation widget

If your Application requires some sort of authentication or configuration, it's possible to create an installation widget for your Application. You can use this installation widget to, for example, select users who are able to manage your Application.

BRANDING

We understand that, just like us, you have your own branding guidelines and want to incorporate this within your Application. We do however, have some guidelines concerning styling and branding to ensure the user has a great experience when using your Application within Speakap.
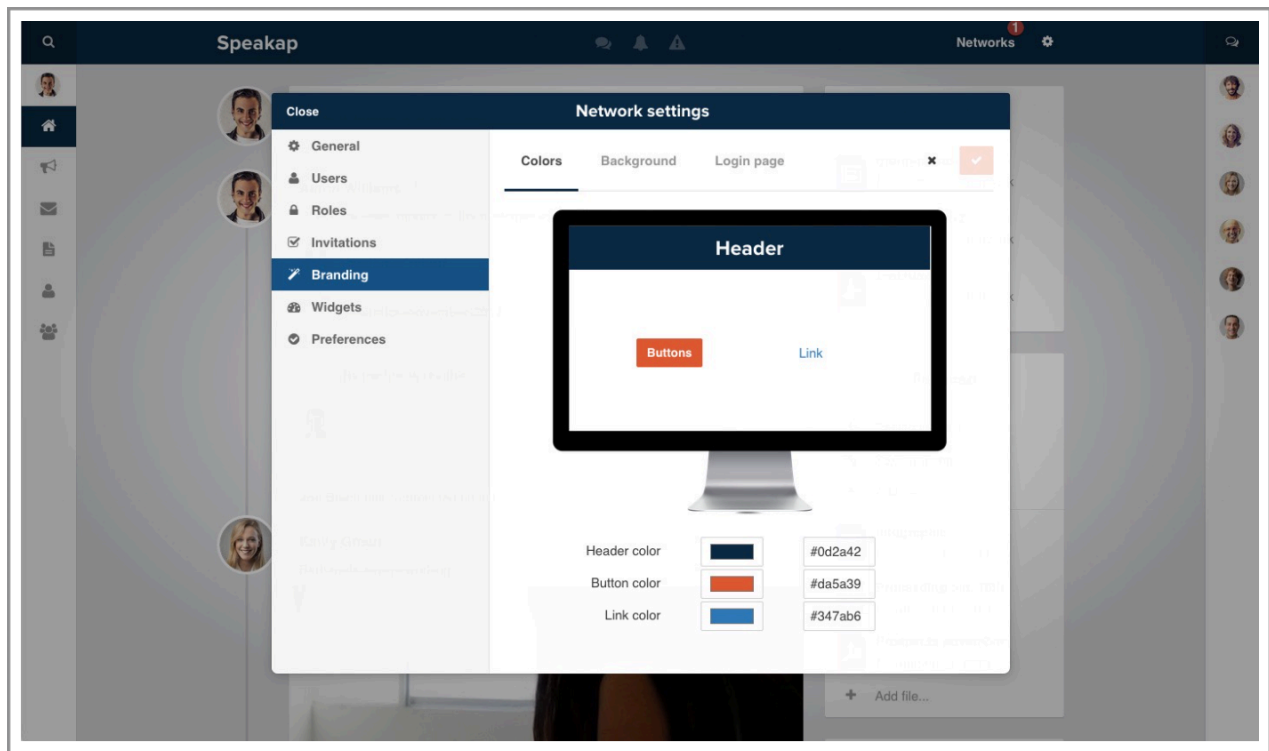
When designing your Application, keep the following tips in mind:

- All of the elements you add to your user interface should look like they belong with the other elements used within Speakap.

- Make a seamless integration by using the same style Speakap uses. So take a look at the Speakap UI and try to use the same elements and design patterns. You can introduce new patterns and elements, but try to keep them in the same style.

- Try to avoid using your logo throughout the entire Application. Remember the user already installed your Application, so there's no need for reminding them that they're using your App.

COLOR AND TYPOGRAPHY

THEME COLORS

Network administrators have the option to customize the look and feel of Speakap by changing the theme. Part of this theme are the colors of the header, buttons and links.

We advise you to use these custom colors where you can to make your Application match the look and feel of the network it's installed in. These theme colors are automatically included by Speakap.

Custom colors with their less variables
- Header color (@headercolor)
- Button color (@actioncolor)
- Link color (@linkcolor)

INTRODUCING NEW COLORS

If you do choose to introduce new colors to you User Interface, please consider some rules.

Rules for introducing new colors

- Be aware of color blindness. Especially color combinations like red and green can be a hassle for those coping with color blindness.

- Avoid using the same color in both interactive and non-interactive elements.

- Don't add too many colors to the palette, this can be confusing for the user and removes focus from key actions within the Application.

- Make sure there's enough contrast between different elements.

TYPOGRAPHY

Legibility and a seamless integration

The most important rule for typography is that texts should always be legible. If a user can't read the content, your application is useless. Therefore we strongly advise to use the default font Speakap uses, which is Helvetica. We also recommend using the same text colors we use throughout Speakap, ensuring a seamless transition from Speakap to your Application.

The table below shows the default weight, size and colors used within Speakap.

Type	Weight	Color/Hover	Size
Paragraph	normal	#3a3a3a	12px
Link	normal	#3a3a3a / @linkcolor	12px
H1	bold	#3a3a3a	38,5px
H2	bold	#3a3a3a	20px
H3	bold	#3a3a3a	22px
H4	bold	#3a3a3a	17,5px
H5	bold	#3a3a3a	15px
H6	bold	#3a3a3a	13px

Hierarchy

When displaying data, try to prioritize the importance of the elements and use different font sizes accordingly. This way users can easily scan the content and filter what's important for them.

ICONS AND GRAPHICS

THE APP ICON

All Speakap Applications need a recognizable icon which also represents the functionality for the Application. This way users can also recognize your App if the main menu is collapsed.

Web- and Android

For the web- and Android applications we recommended you use an icon from the Font Awesome icon set (set:http://fortawesome.github.io/Font-Awesome/icons/), but it's also possible to add your own custom PNG. In order to properly show your icon on retina screens, we suggest you supply an icon that is at least 100px wide and 100px high.

iOS

For the iOS Application a different icon set is used. At the moment you're required to use an icon from the "assets/ios/icons" folder to assure a seamless integration within the iOS App's main menu. If no icon is chosen, the default Speakap Application icon is used.

ICONS WITHIN YOUR APPLICATION

Within your Application, you're free to use icons wherever you require them. However, when using icons, we recommend using icons from the Font Awesome set, as this style will match with the icons used within the Speakap platform.

GRAPHICS

When adding or showing graphics within your Application, try to follow these rules:

- Support retina displays. Especially for iOS devices, it's necessary to supply @2x and @3x graphics. If you use images stored by Speakap use this page for reference (http://developer.speakap.io/reference/thumbs.html)

- Display graphics in their original aspect ratio and don't scale them greater than 100%.

- Needless to say, don't use offensive images and minimize the risk for users adding offensive images.