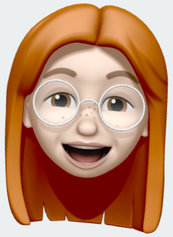
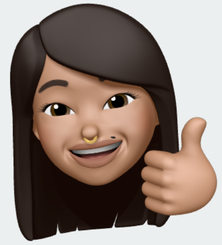
EXPRESS



WI-FI

DESIGN



SYSTEM

01/ Intro to XWF
02/ XWF Products
03/ Goals
04/ Data
05/ Best Practices
06/ Mapping
07/ Components
08/ Research & Design
09/ Next Steps
10/ Questions

Intro

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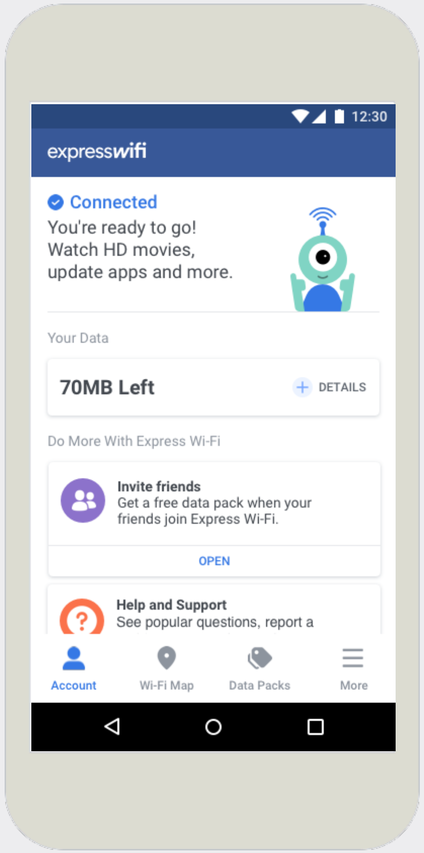
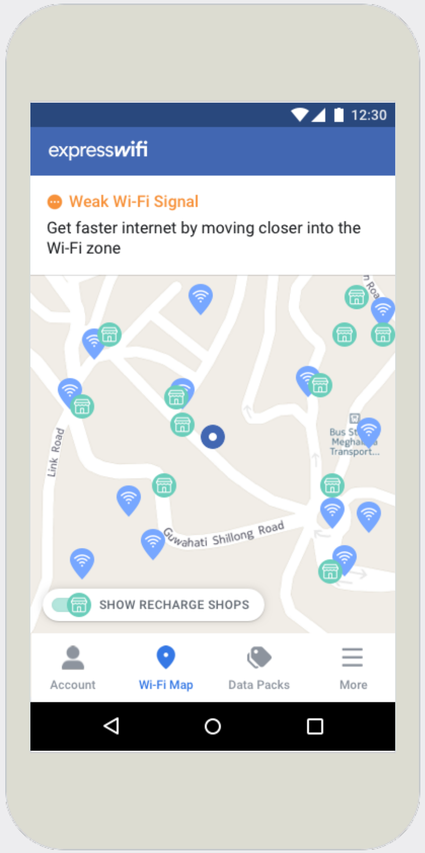
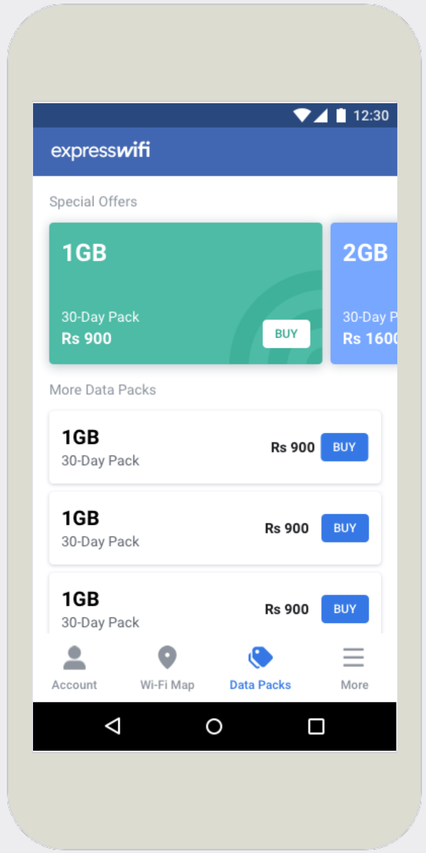
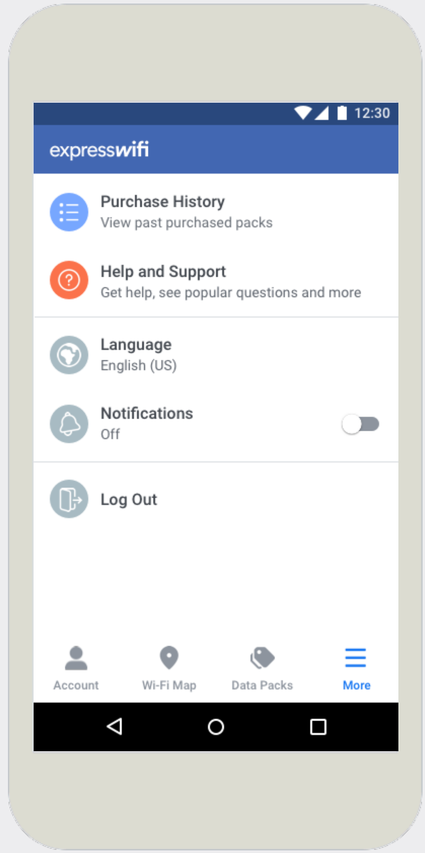
Consumer App

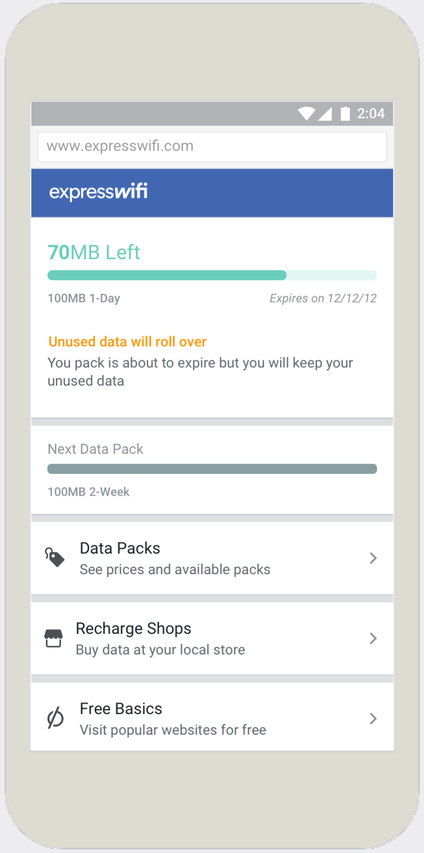


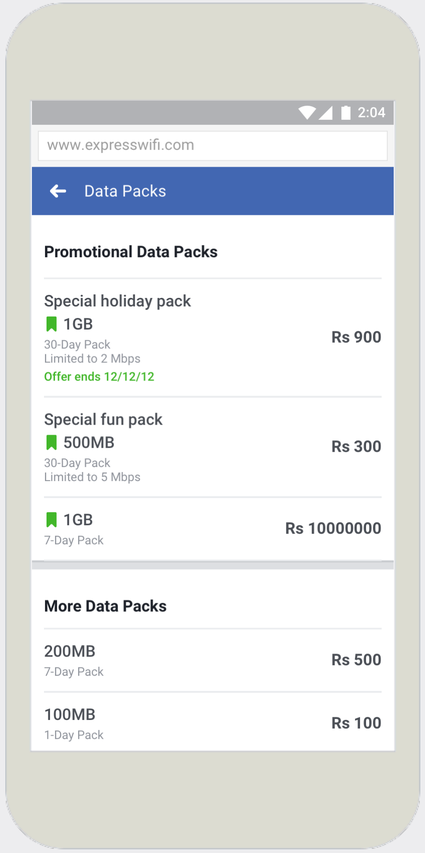


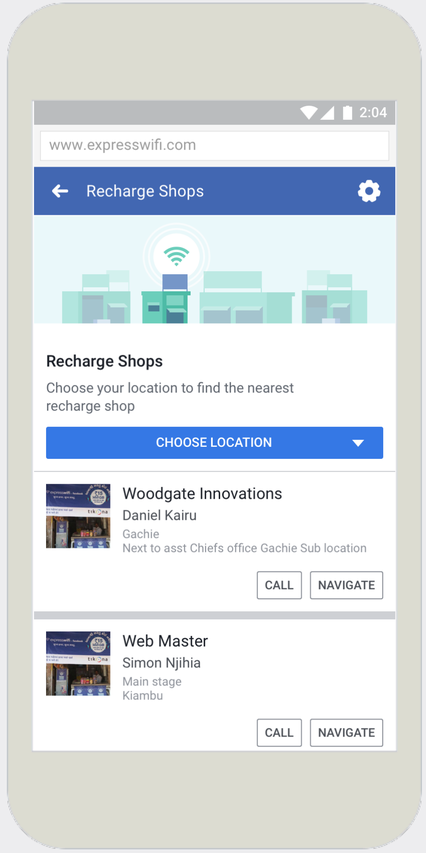


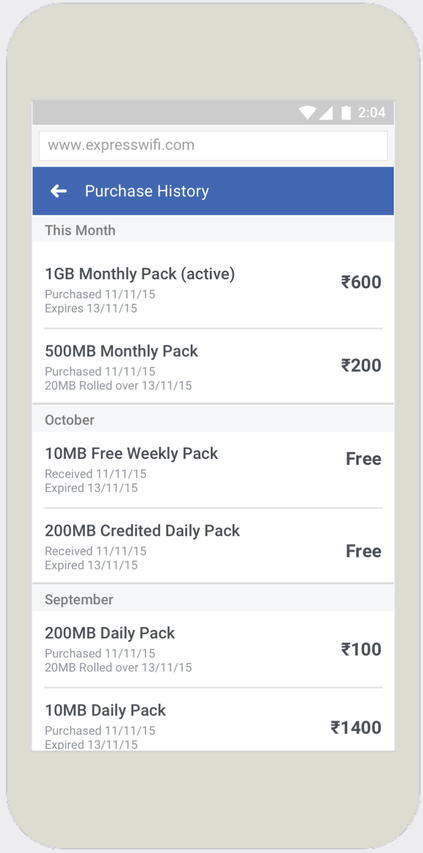


Consumer Web

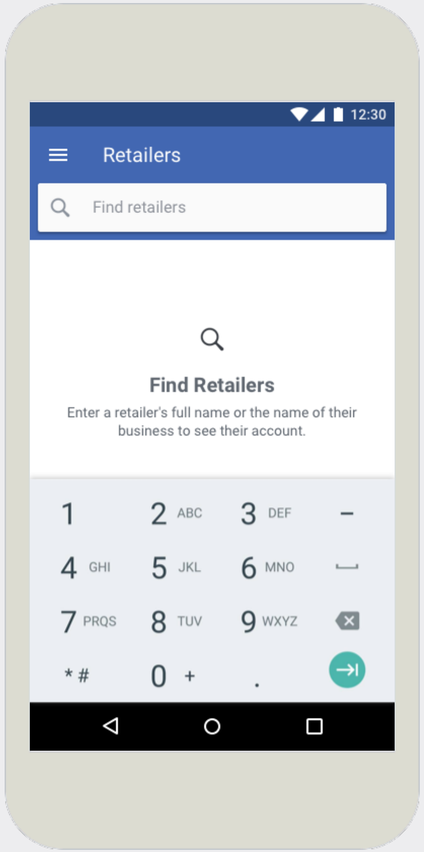


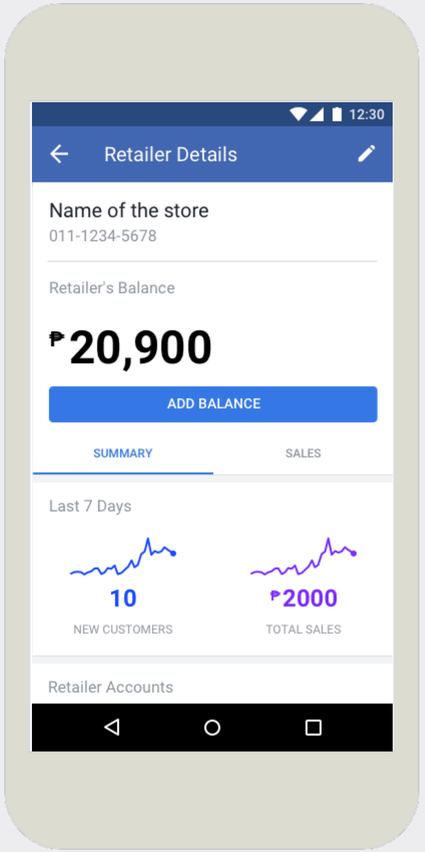


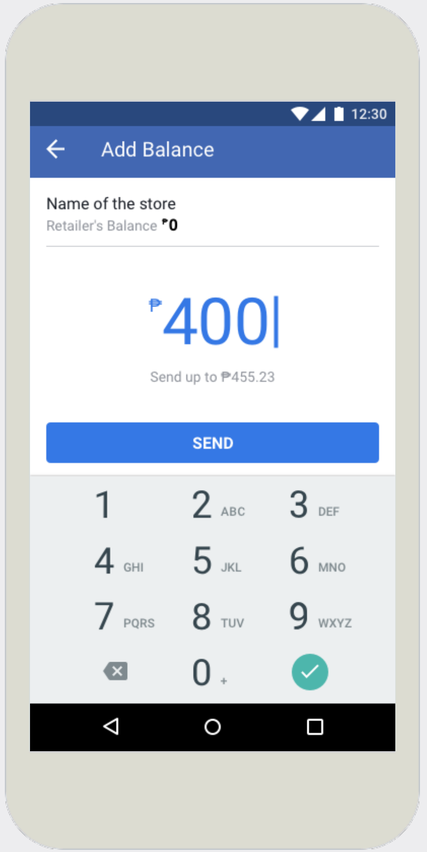


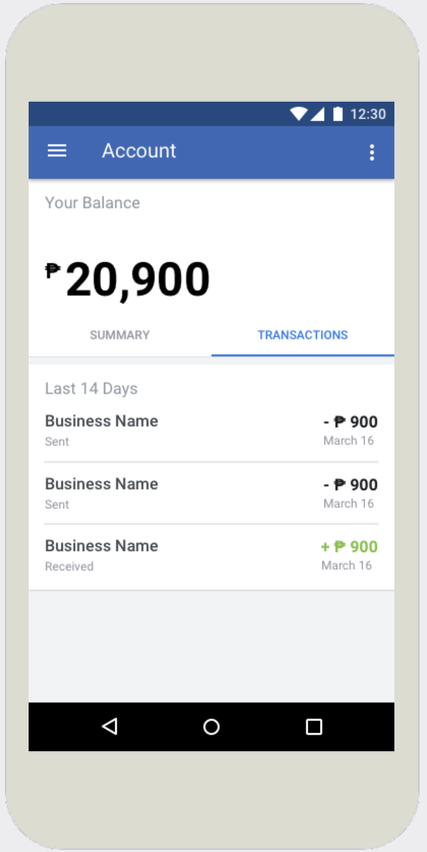


Distributor App

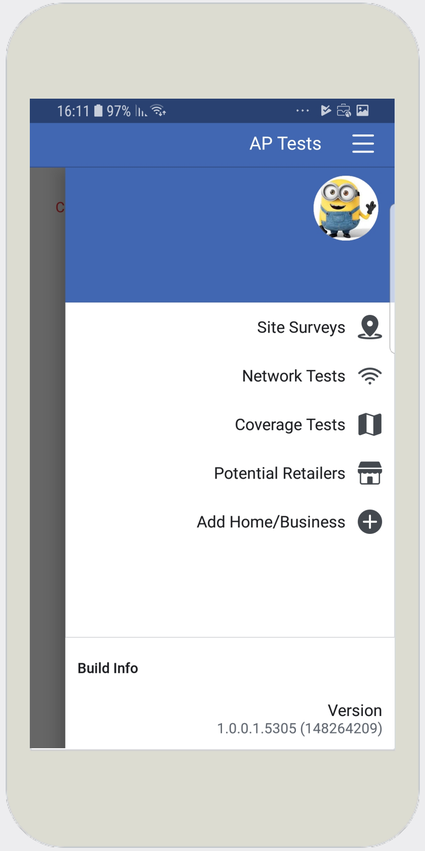


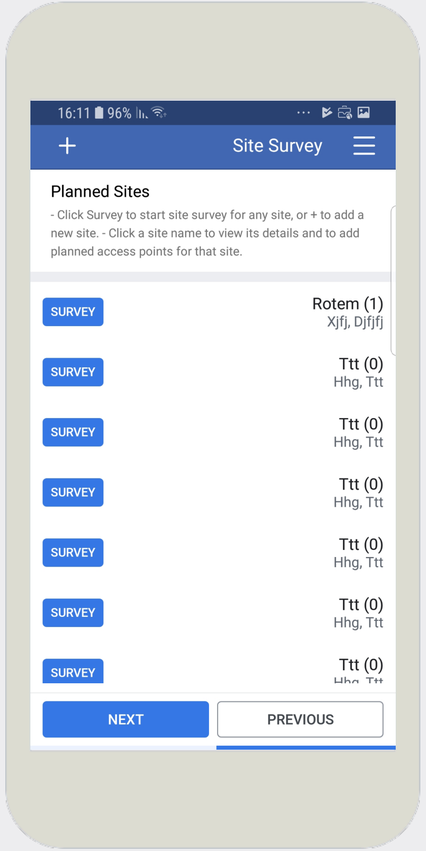


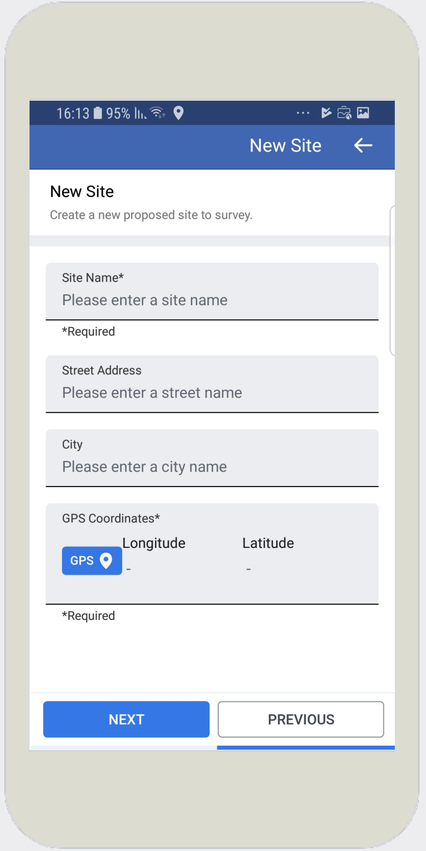


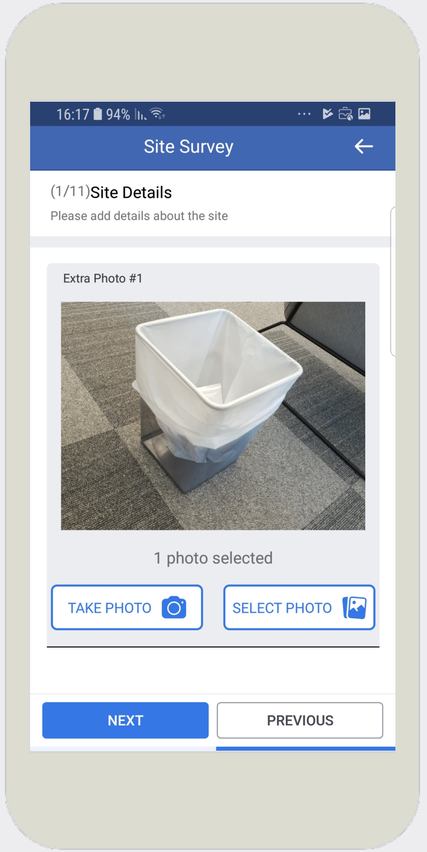


Technician App

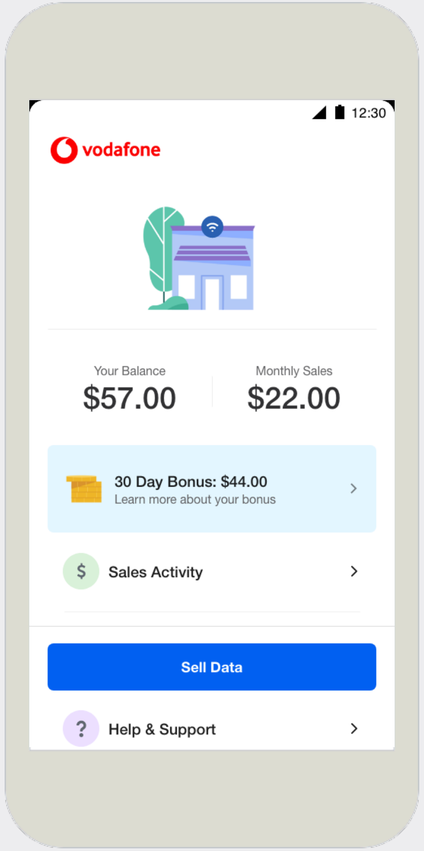


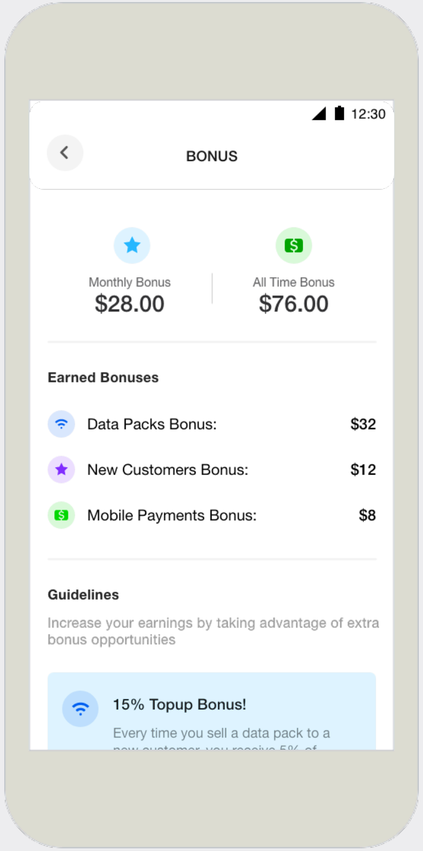


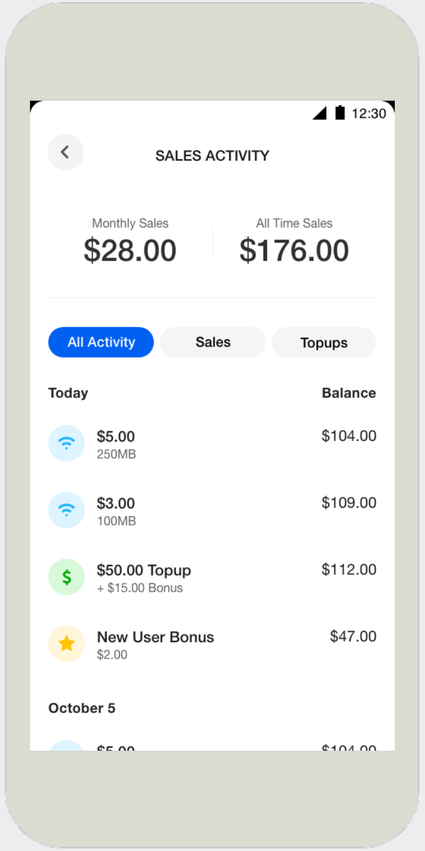


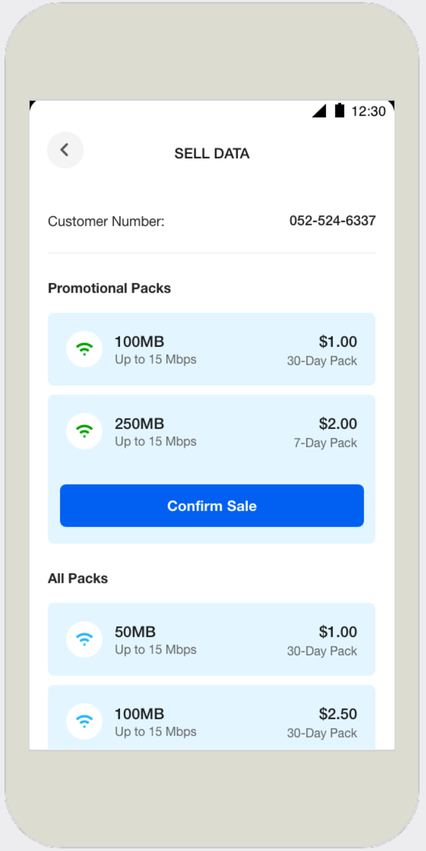


Retailer App









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Goals

01

Improve the product workflows for all XWF teams working on mobile products.

Goals

02

Improve the standard of quality across our products.

Goals

03

Provide solutions for business needs, raised by our partners.

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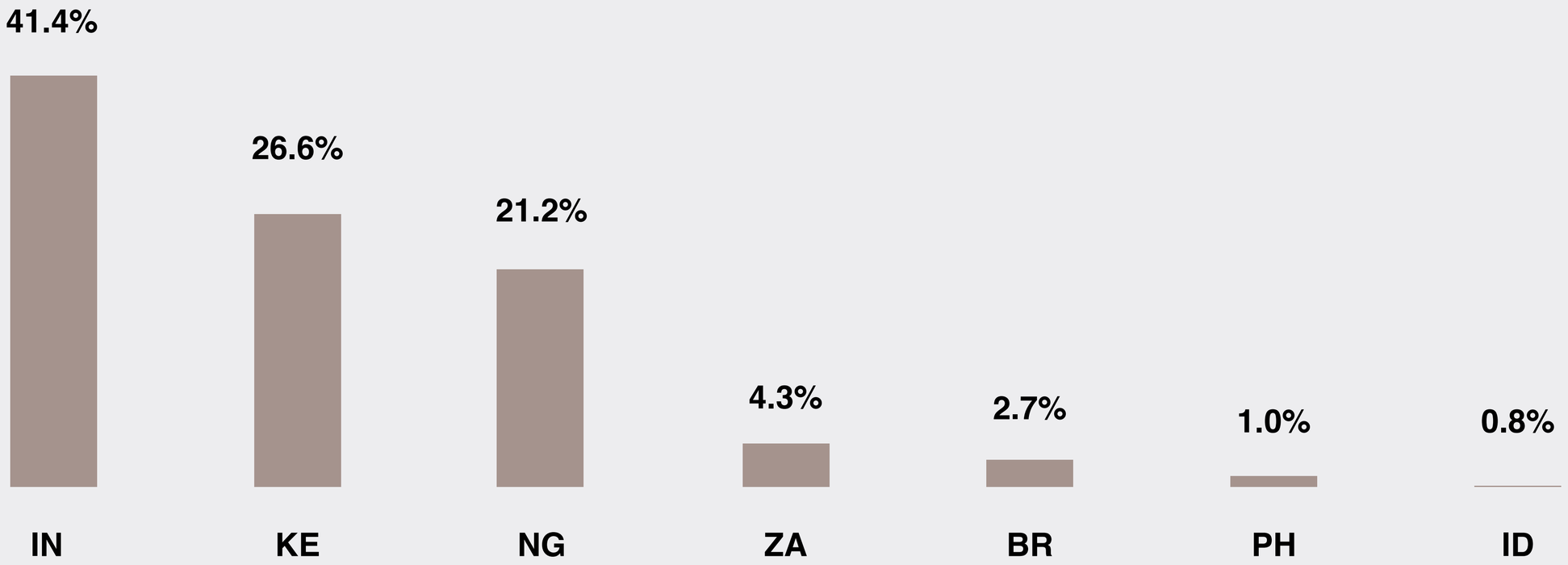
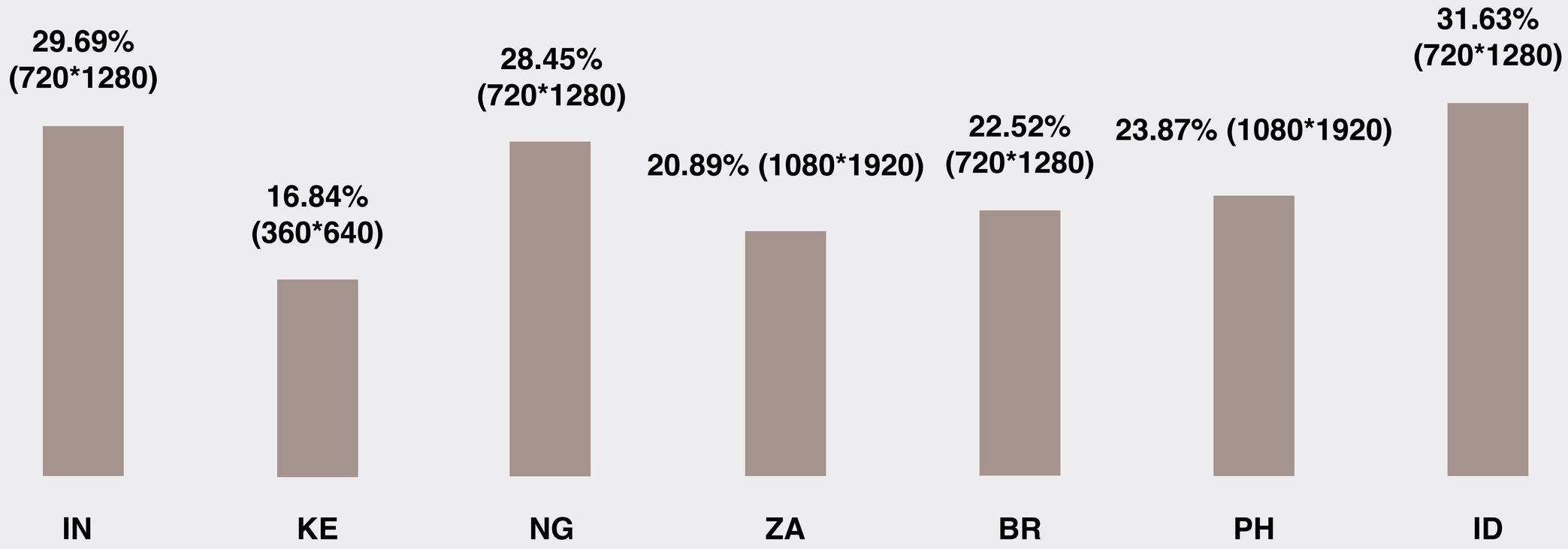
Data - MAP by Country



Data - Screen sizes



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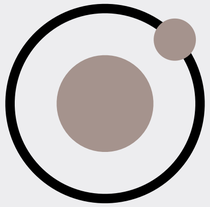
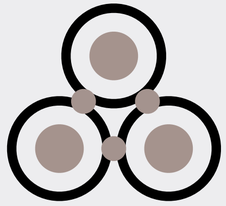
Best practices

Symphony App & Web	Geo Design System
Kite	Facebook Lite
Facebook Tetra	Material Design

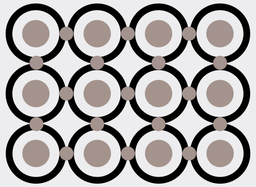
Atomic Design - Methodology



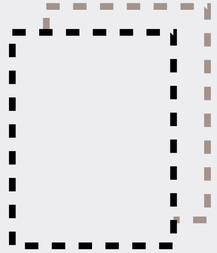
Atoms



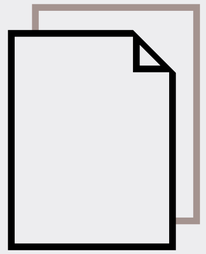
Molecules



Organisms



Templates



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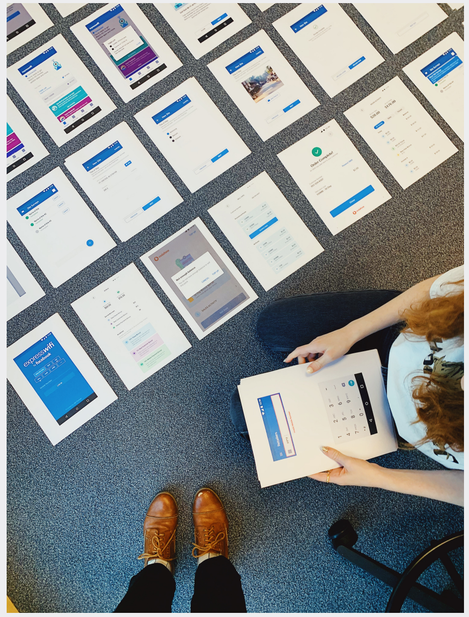
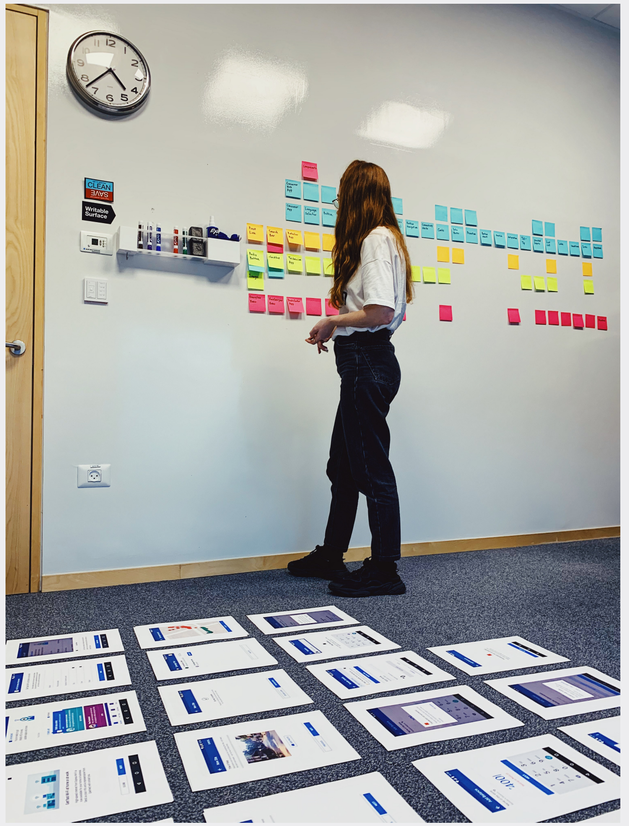
Mapping

Consumer App
Language Selector
Search Bar
Retailer App
Checkbox
Technician App
Hamburger Menu
Distributor App





Components
Consumer Web
Consumer App
Retailer App
Technician App
Distributor App
Language selector
Buttons
Dialog
Balance Card
Text Input
Header
Bottom Navigation
Connectivity State
Cards
Data Packs
Promotions
Bottom Sheet
Switch
Notifications
Tooltip
Stacked Inputs
List Cell
Label
Lightweight Feedback
Icons
Megaphone
Search Bar
Pivot Link
Check Box
Radio Button
Image
Hamburger Menu
Overflow Menu

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Core Components

- Language selector
- Buttons
- Dialog
- Balance Card
- Unit Header
- Navigation
- Connectivity Cards
- Cards
- Text Input
- Megaphone
- Tooltip
- List Cell
- Data Packs
- Promotions
- Bottom Sheet
- Typography

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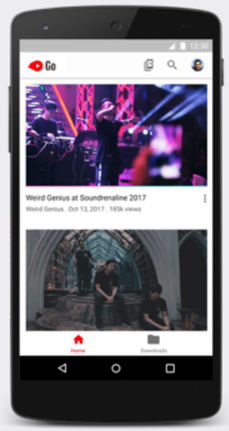
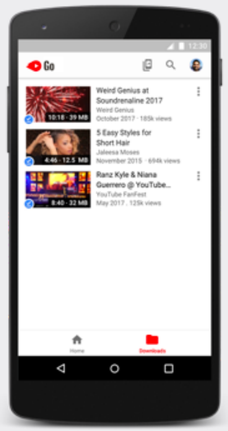
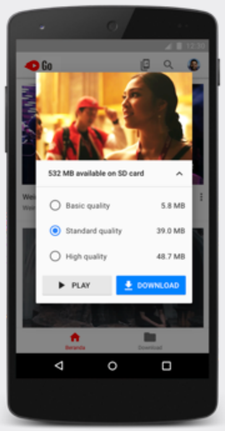
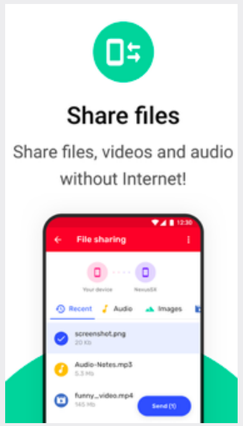
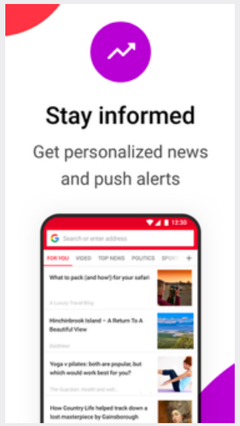
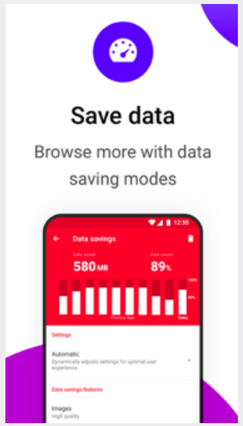
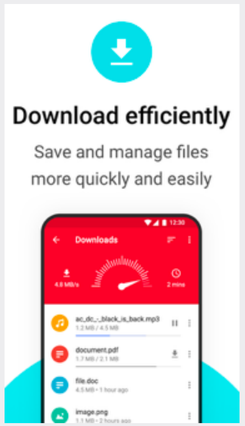
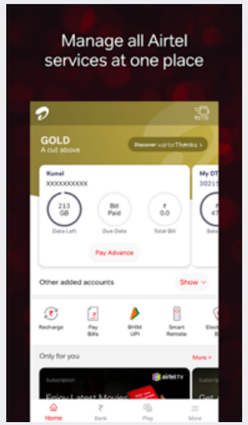
Emerging Market Apps

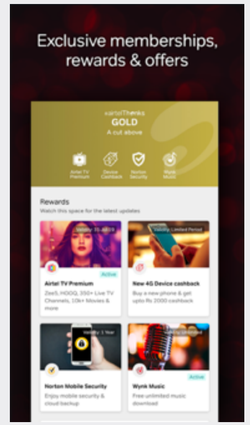





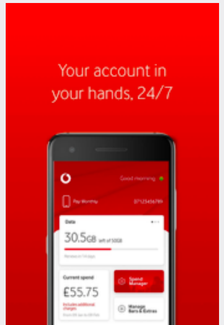


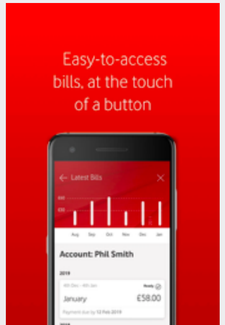


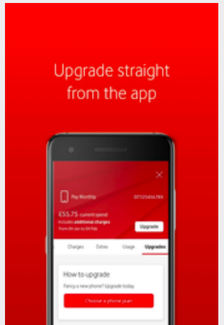


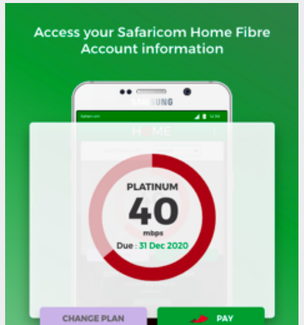


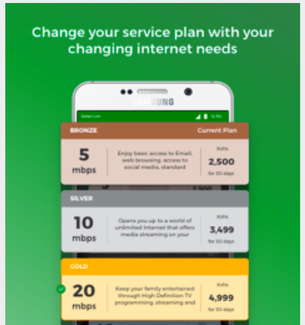


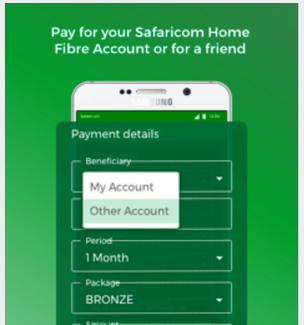


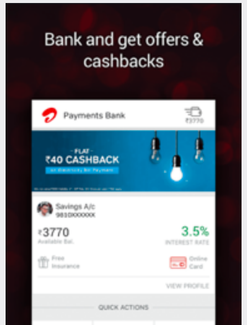


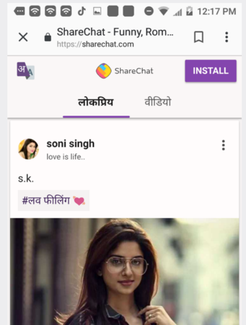


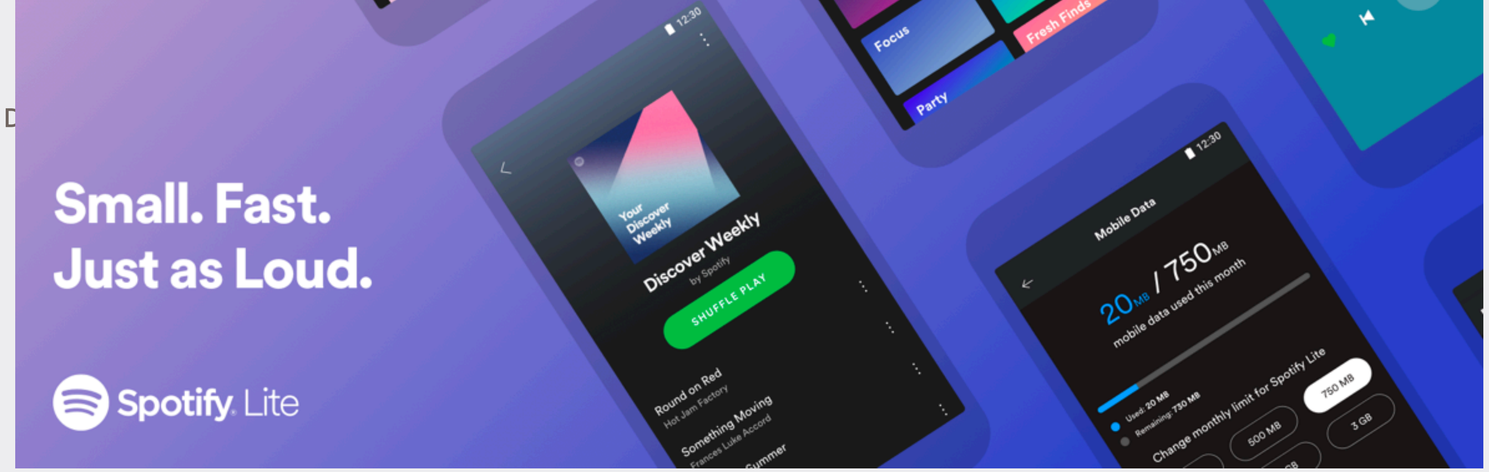


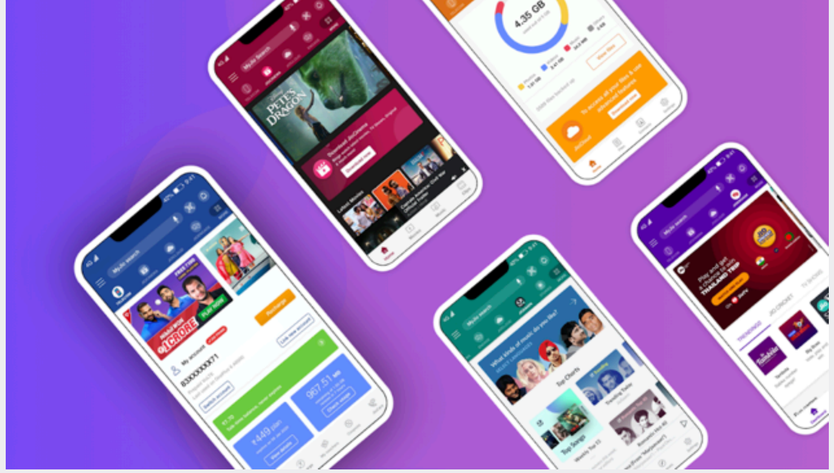


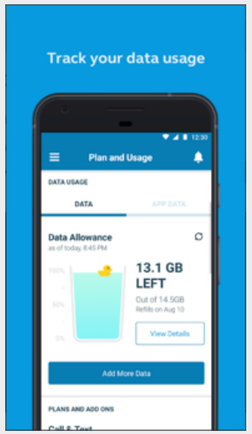


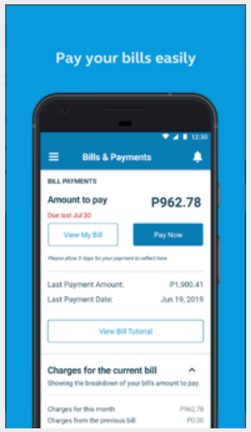


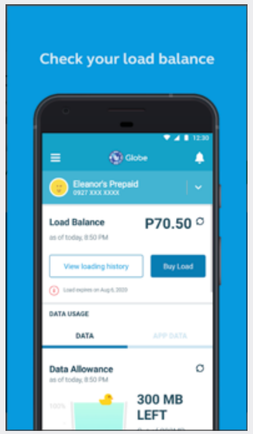


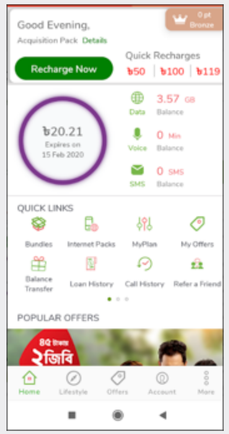

Small. Fast.
Just as Loud.
Spotify Lite
Discover Weekly
SHUFFLE PLAY
Mobile Data
20 MB / 750 MB
mobile data used this month
Change monthly limit for Spotify Lite

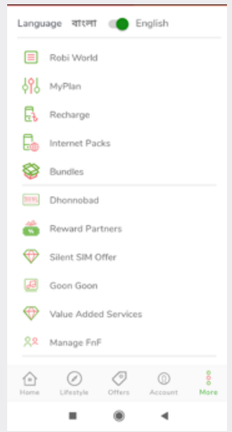


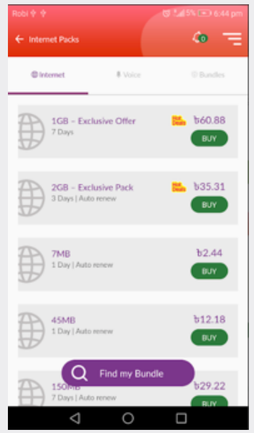

Track your data usage
Plan and Usage
Data Allowance
13.1 GB LEFT
Add More Data

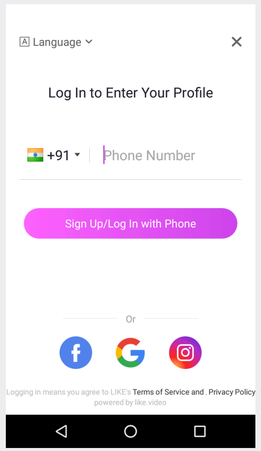

Pay your bills easily
Bills & Payments
Amount to pay
P962.78
Pay Now
View Bill Tutorial

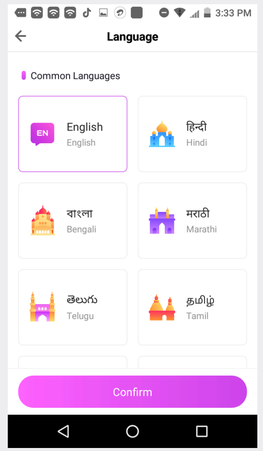

Check your load balance
Load Balance
P70.50
Buy Load
Data Allowance
300 MB LEFT

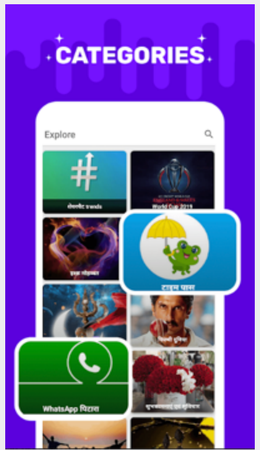

Good Evening,
Recharge Now
Quick Recharges
QUICK LINKS
POPULAR OFFERS


Language
English
Robi World
MyPlan
Recharge
Internet Packs
Bundles
Dhonnobad
Reward Partners
Silent SIM Offer
Goon Goon
Value Added Services
Manage FnF

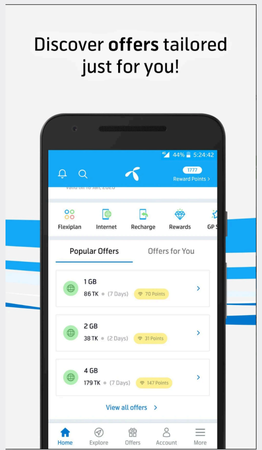

Internet Packs
1GB - Exclusive Offer
2GB - Exclusive Pack
7MB
45MB
Find my Bundle

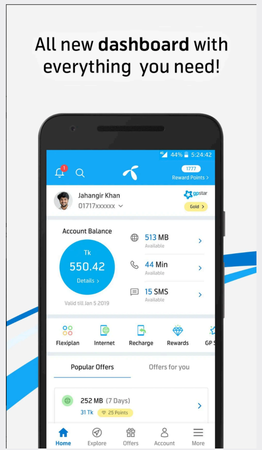

Language
Log In to Enter Your Profile
+91
Phone Number
Sign Up/Log In with Phone
Or

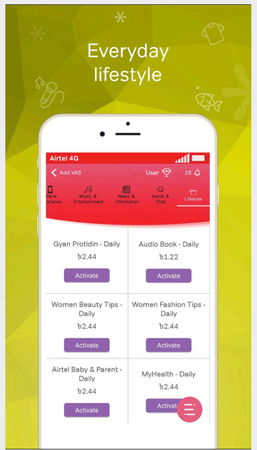

Language
Common Languages
English
Hindi
Bengali
Marathi
Telugu
Tamil
Confirm

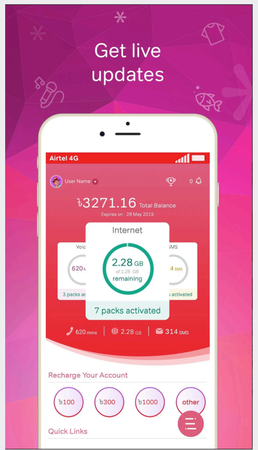

CATEGORIES
Explore

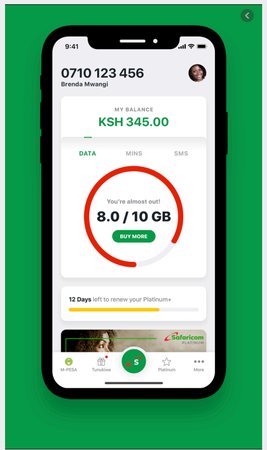
EARN CASH
GET INSTALLS AND EARN
PRINT MY QR CODE
SETUP PAYMENT

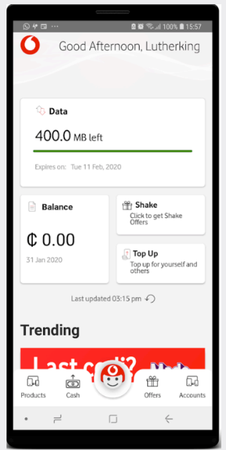

Discover offers tailored just for you!
Popular Offers
Offers for You


All new dashboard with everything you need!
Account Balance
550.42

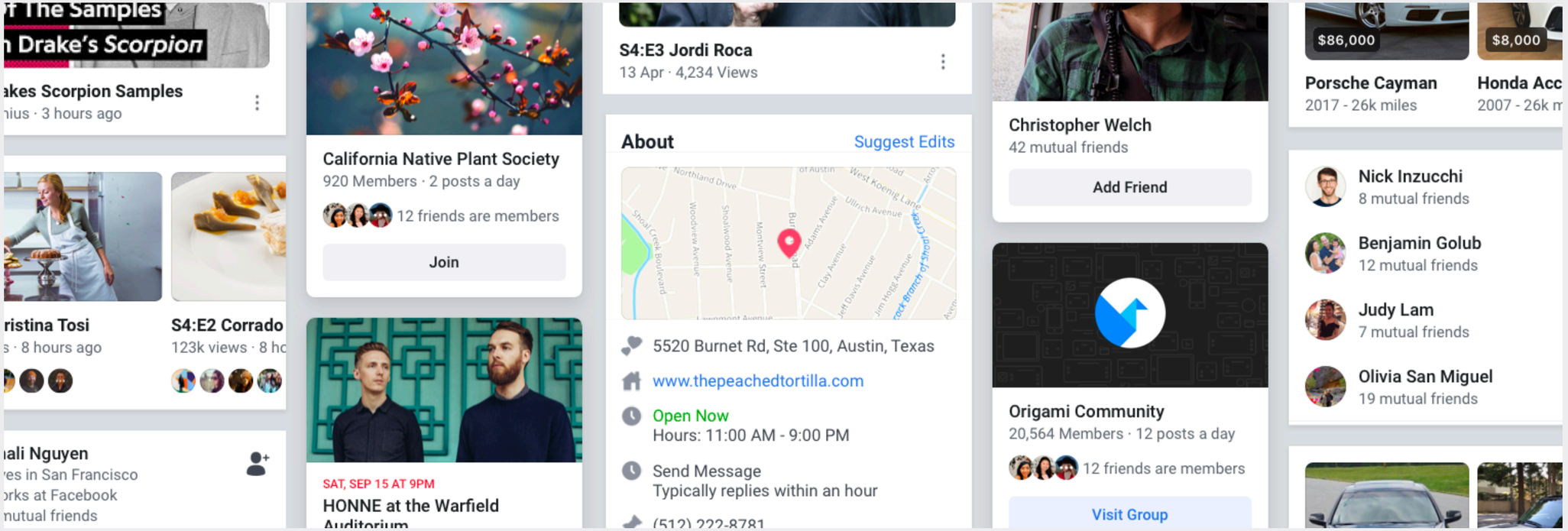

Everyday lifestyle


Get live updates
7 packs activated

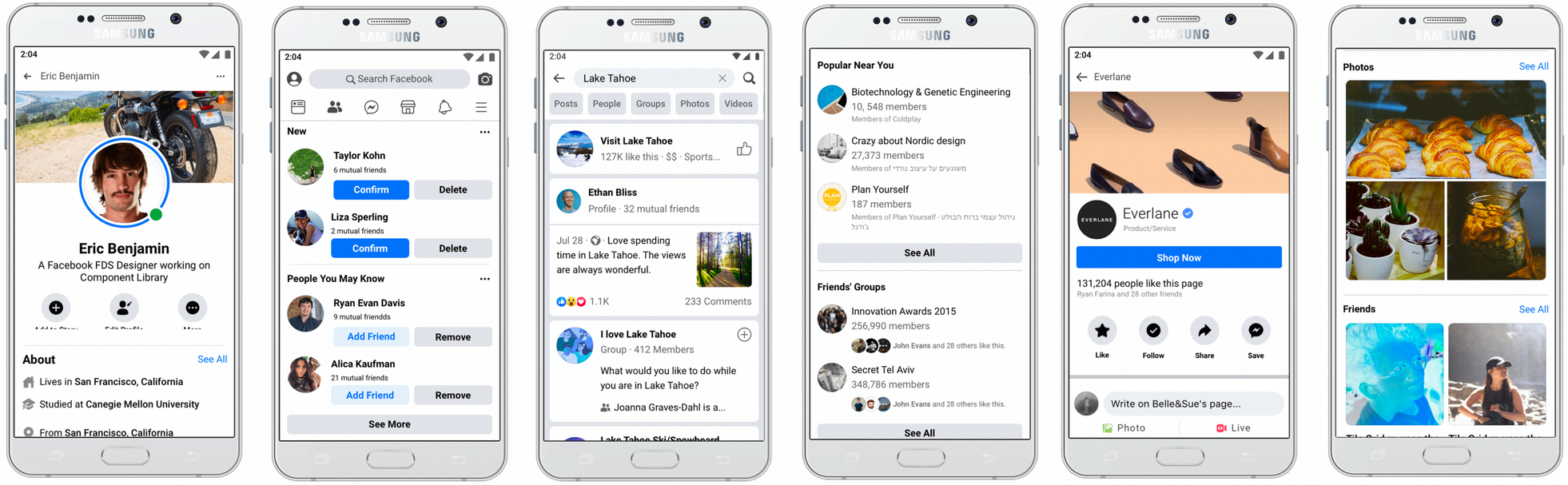

0710 123 456
KSH 345.00
8.0 / 10 GB


Good Afternoon, Lutherking
Data
400.0 MB left
Balance
Trending

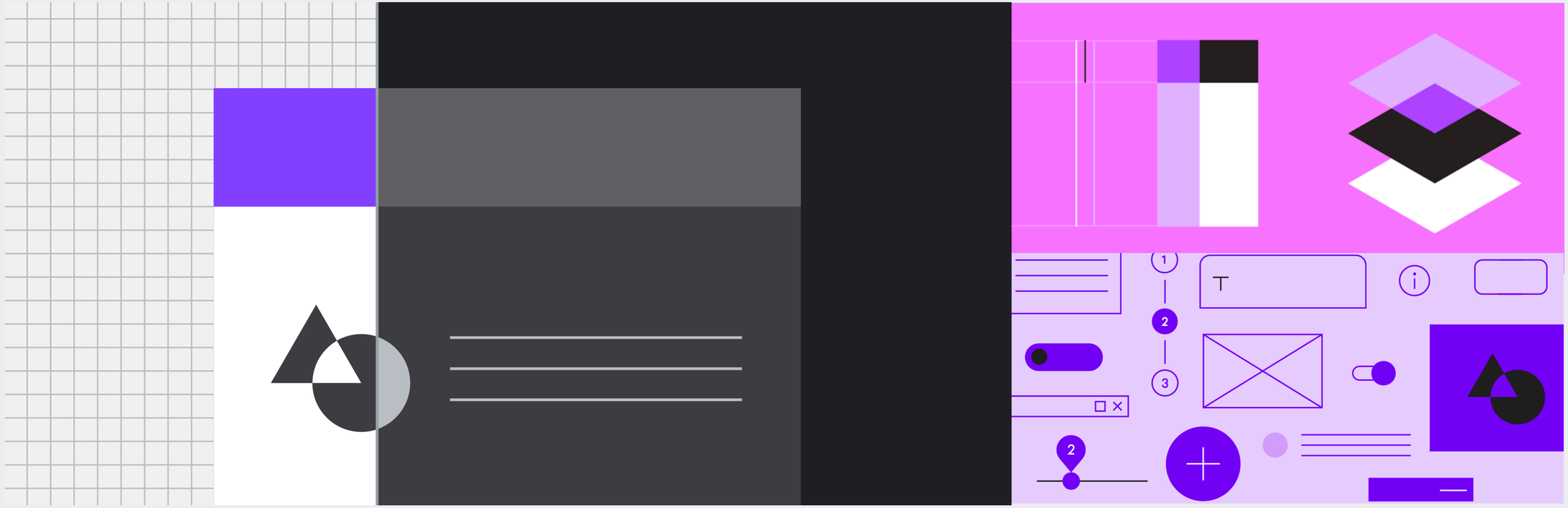
Facebook Tetra



Facebook Lite



Material Design



Design Principles

Simplicity

Optimized for people with low digital literacy by providing an experience that's straightforward and easy to understand.

Design Principles

Low-Connectivity

Tailored for our people: provides a customized experience for the people who use our product, many of whom have limited data and internet connectivity, and live in emerging markets.

Design Principles

Flexibility

Designing a system that enables flexibility to fit different brands' guidelines while answering their business needs.

Typography

Roboto bold 28/30pt	**Headline 0**				
Roboto bold 24/30pt	**Headline 1**	Roboto Regular 20/26pt	Body 1		
Roboto bold 20/26pt	**Headline 2**	Roboto Regular 17/22pt	Body 2	Roboto Bold 13/18pt	**Meta 2**
Roboto bold 17/22pt	**Headline 3**	Roboto Regular 15/20pt	Body 3	Roboto Medium 13/18pt	**Meta 3**
Roboto bold 15/20pt	**Headline 4**	Roboto Regular 13/18pt	Body 4		

Buttons

10m test
Not tested
RUN TEST

Your details have been sent
Thanks for contacting us, a representative from {partner} will contact you soon.
SEE ACCOUNT

Express Wi-Fi sent an SMS with your new PIN to +221769290330
(Not the right number? change number)
Express Wi-Fi PIN
NEXT
Resend SMS
Call me

Didn't receive your data pack?
If you don't see the data pack added to your account, enter the M-Pesa confirmation code received via SMS:
M-PESA confirmation code
Having problems?
Call the Surf help center xxxxxxxxxxxxxx

Name of Site
Completed
SURVEY

Name of Site #2
Completed
SURVEY

Name of Site #3
Incomplete
SURVEY

30 Day Bonus: $44.00
Learn more about your bonus
Sales Activity
Sell Data

Enter your CPF number
NEXT

500MB
30-Day Pack
Rs300
Get data now with a PayU mobile payment
BUY NOW
You can also buy data at a recharge shop
FIND RECHARGE SHOPS

GPS Coordinates
-71.1097335, 42.3736158
GPS
ADD PHOTO
PREVIOUS
NEXT

CLOSE
NEXT

Longitude
Latitude
GET GPS LOCATION
NEXT

ENGLISH
हिन्दी
Sign up for 14 days of free internet
Enter phone number
Next
By clicking Next, you agree to Safaricom's terms and to the Facebook Terms, Data Policy and Cookies Policy.

Choose an Express Wi-Fi provider
After choosing a provider, you'll only be able to connect at their Express Wi-Fi zones.
coollink.gy HIGH-SPEED INTERNET
TIZETI
SUBMIT
You can change providers anytime in the "More" menu.

Sign up today for 14 days of free interenet
Enter your mobile number
NEXT

Customer Number
052-524-6337
Recharge
Report a Problem

ENGLISH (US)
हिन्दी
বাঙালি
తెలుగు
मराठी
தமிழ்
...
Mobile Number
LOG IN
I don't have cellular signal

Buttons

10m test
Not tested
RUN TEST

Your details have been sent
Thanks for contacting us, a representative from {partner} will contact you soon.
SEE ACCOUNT

Express Wi-Fi sent an SMS with your new PIN to +221769290330
(Not the right number? change number)
Express Wi-Fi PIN
NEXT
Resend SMS
Call me

Didn't receive your data pack?
If you don't see the data pack added to your account, enter the M-Pesa confirmation code received via SMS:
M-PESA confirmation code
Having problems?
Call the Surf help center xxxxxxxxxxxxxx

Name of Site
Completed
SURVEY

Name of Site #2
Completed
SURVEY

Name of Site #3
Incomplete
SURVEY

30 Day Bonus: $44.00
Learn more about your bonus
Sales Activity
Sell Data

Enter your CPF number
NEXT

500MB
30-Day Pack
Rs300

Get data now with a PayU mobile payment
BUY NOW

You can also buy data at a recharge shop
FIND RECHARGE SHOPS

GPS Coordinates
-71.1097335, 42.3736158
GPS
ADD PHOTO
PREVIOUS
NEXT

CLOSE
NEXT

Longitude
Latitude
GET GPS LOCATION
NEXT

ENGLISH
हिन्दी
Sign up for 14 days of free internet
Enter phone number
Next
By clicking Next, you agree to Safaricom's terms and to the Facebook Terms, Data Policy and Cookies Policy.

Choose an Express Wi-Fi provider
After choosing a provider, you'll only be able to connect at their Express Wi-Fi zones.
coollink.gy HIGH-SPEED INTERNET
TIZETI
SUBMIT
You can change providers anytime in the "More" menu.

Sign up today for 14 days of free interenet
Enter your mobile number
NEXT

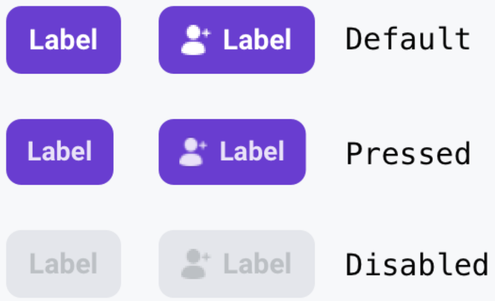
Customer Number
052-524-6337
Recharge
Report a Problem

ENGLISH (US)
हिन्दी
বাঙালি
తెలుగు
मराठी
தமிழ்
...
Mobile Number
LOG IN
I don't have cellular signal

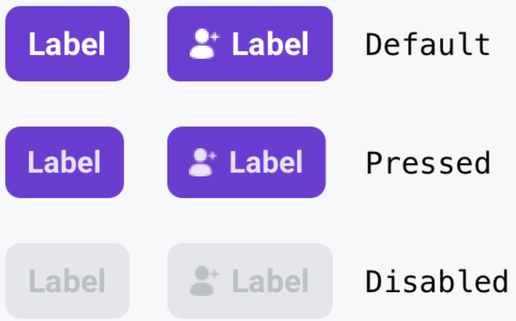
Buttons

Button (Primary)

Medium

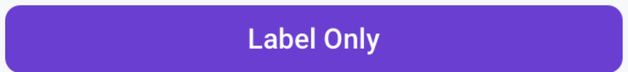


Large



Expanding (Props)

Medium Expanding



Large Expanding

Expanding (Props)

Medium Expanding

Label Only

Label Only

Label Only

Icon + Label

Large Expanding

Label Only

Label Only

Label Only

Icon + Label

Button (Primary Deemphasized)

Medium

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Large

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Expanding (Props)

Medium Expanding

Label Only

Label Only

Label Only

Icon + Label

Large Expanding

Label Only

Label Only

Label Only

Icon + Label

Button (Secondary)

Medium

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Large

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Button (Secondary)

Medium

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Large

Label	Label	Default
Label	Label	Pressed
Label	Label	Disabled

Expanding (Props)

Medium Expanding

- Label Only
- Label Only
- Label Only
- Icon + Label

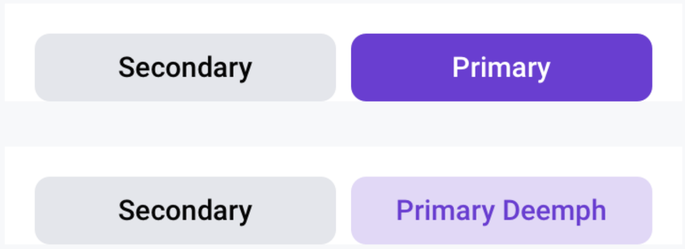
Large Expanding

- Label Only
- Label Only
- Label Only
- Icon + Label

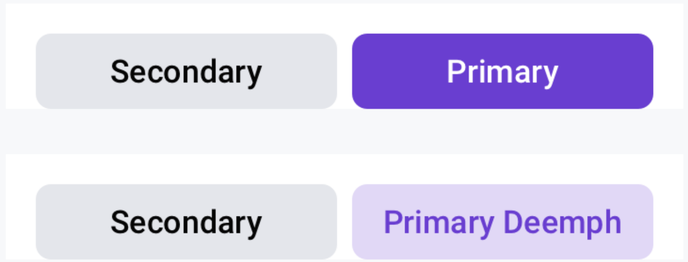
Button Group

Button Group (Two Buttons)

Medium

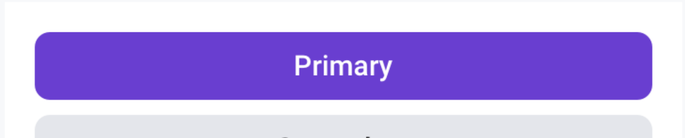


Large

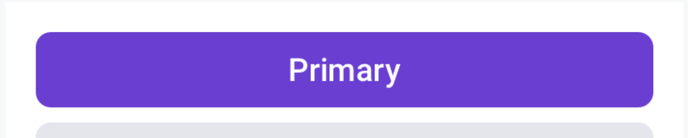


Two Buttons (Overflow)

Medium

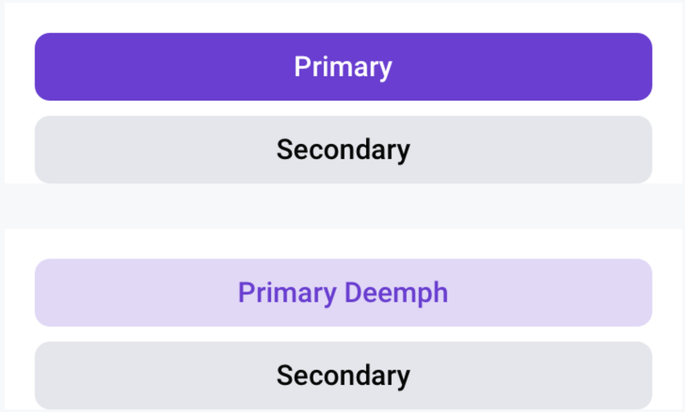


Large

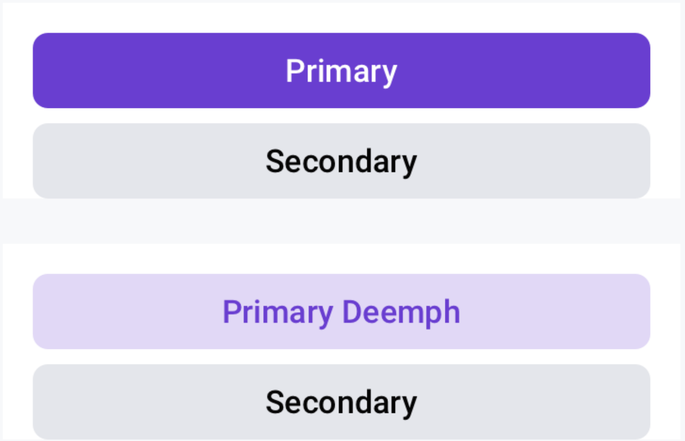


Two Buttons (Overflow)

Medium

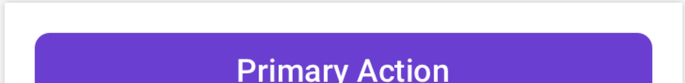


Large



Other Types

Button + Meta



Button + Meta

Primary Action

Meta 3 text that offers extra required information to the action. It can take up to 2 lines of text.

2 Button

Primary Action

Secondary Action

2 Button + Meta

Primary Action

Secondary Action

By clicking Next, you agree to **X terms** and to the **Facebook Terms**, **Data Policy** and **Cookies Policy**.

Links

Primary

Label	Default
Label	Disabled

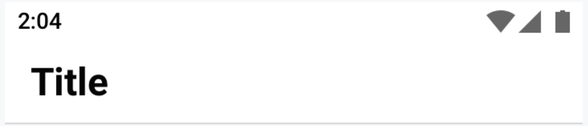
Secondary

Label	Default
Label	Disabled

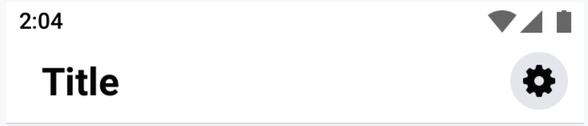
Page Header + Unit Header

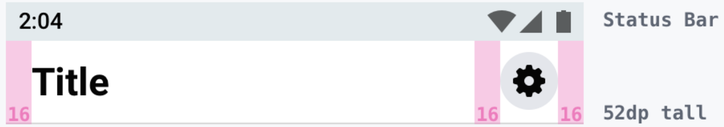
Page Header – To be used in a new tab

Title Only



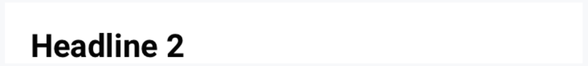
Title + Action

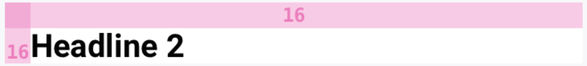




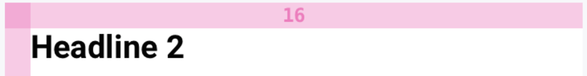
Unit Header

H2



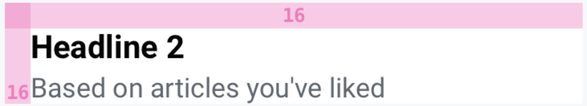


H2+B2



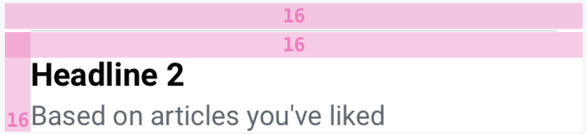
H2+B2

Headline 2
Based on articles you've liked



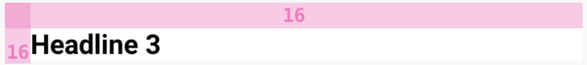
Section Header + Divider

Headline 2
Based on articles you've liked



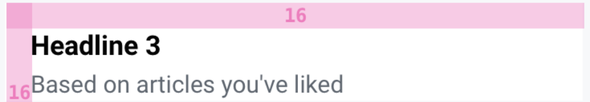
H3

Headline 3



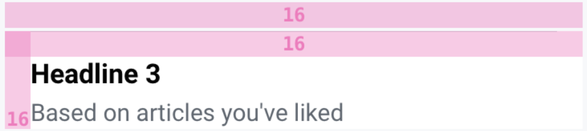
H3+B3

Headline 3
Based on articles you've liked



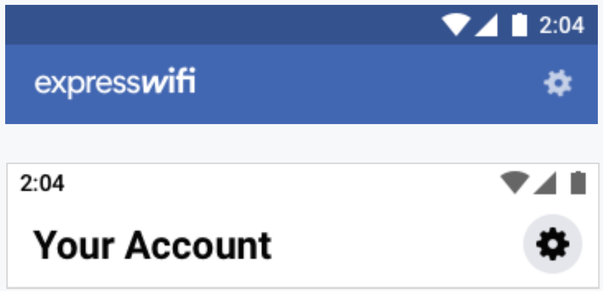
Section Header + Divider

Headline 3
Based on articles you've liked

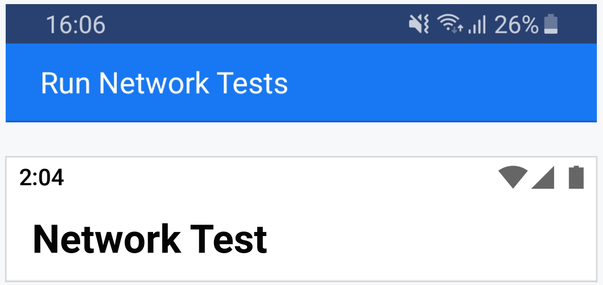


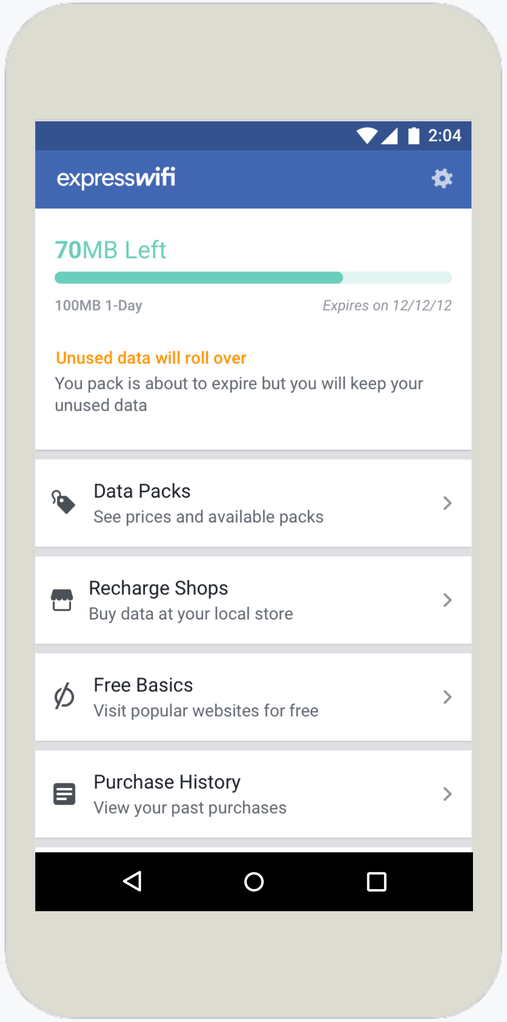
Page Header

CONSUMER WEB

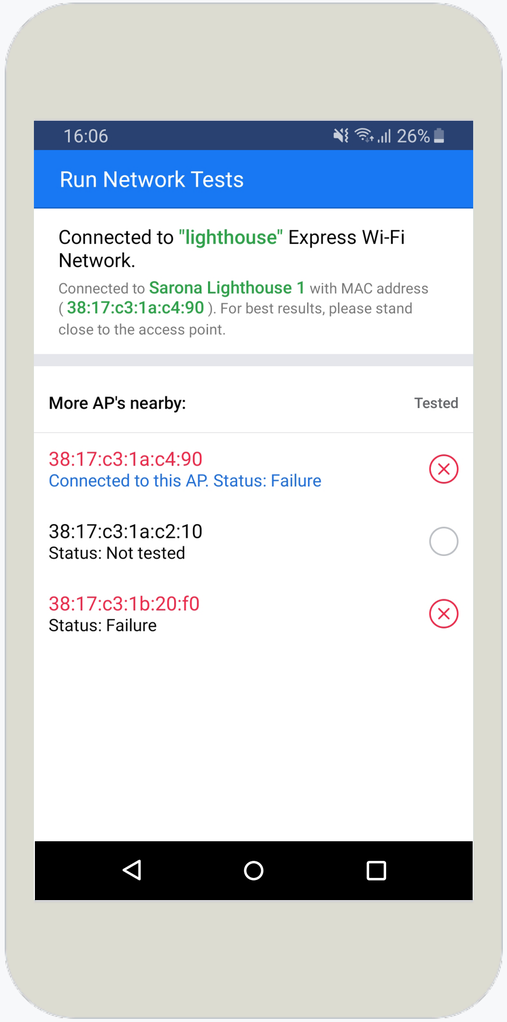


TECHNICIAN APP





CONSUMER WEB

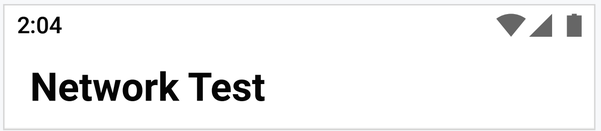


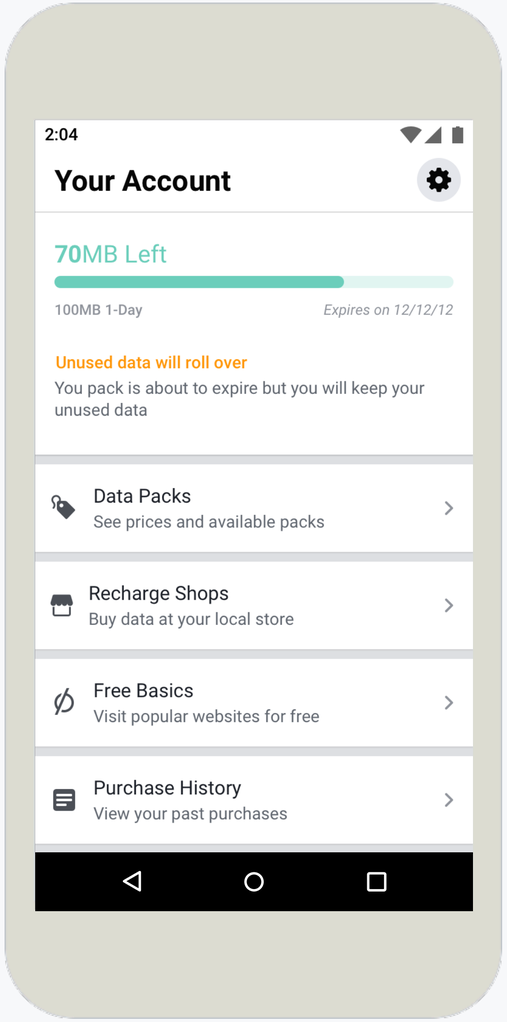
TECHNICIAN APP

Page Header

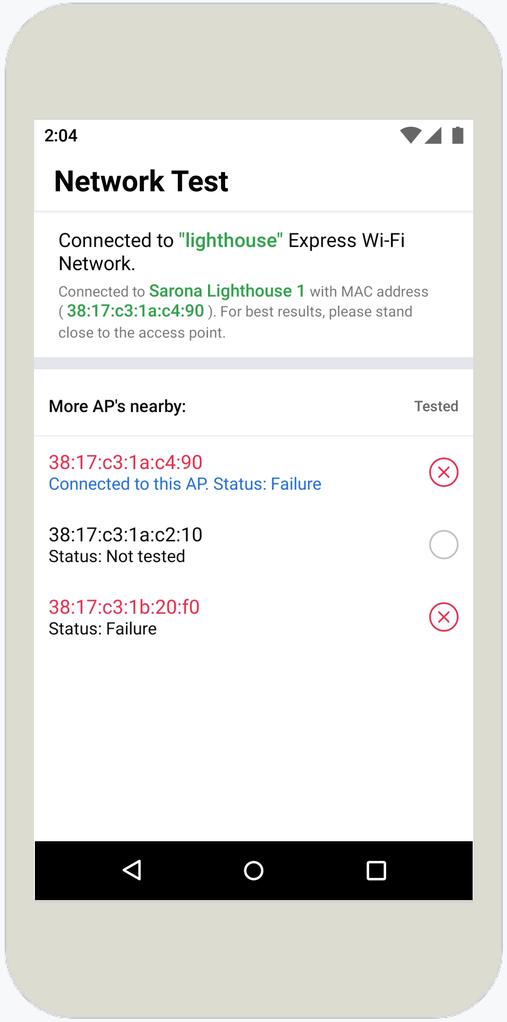
CONSUMER WEB

TECHNICIAN APP





CONSUMER WEB



TECHNICIAN APP

Unit Header

CONSUMER WEB

Express Wi-Fi sent an SMS with your new PIN to **+221769290330**

(Not the right number? change number)

Enter 4-digit PIN

Enter the code from the free SMS sent to (xxx)xxx-xxxx

TECHNICIAN APP

Planned Sites

- Click Survey to start site survey for any site, or + to add a new site. - Click a site name to view its details and to add planned access points for that site.

Planned Sites

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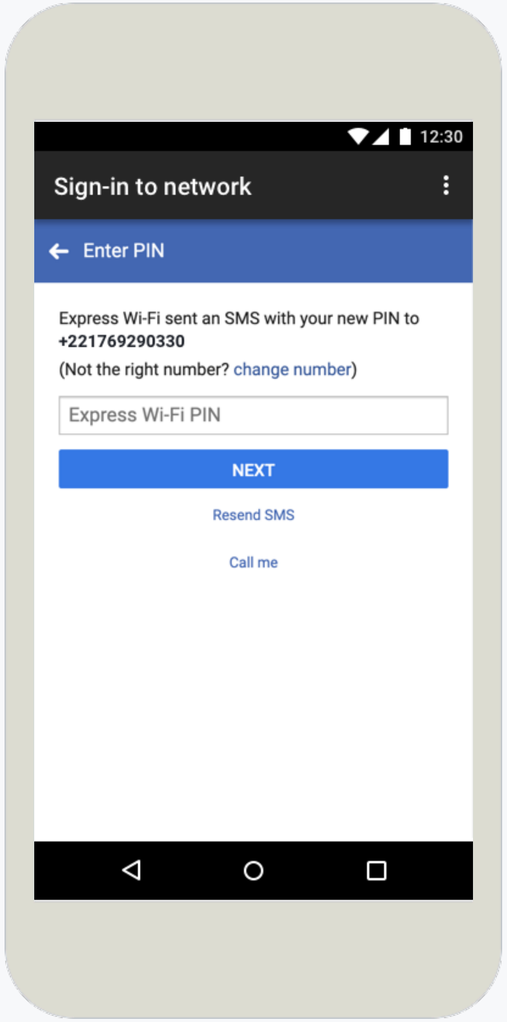
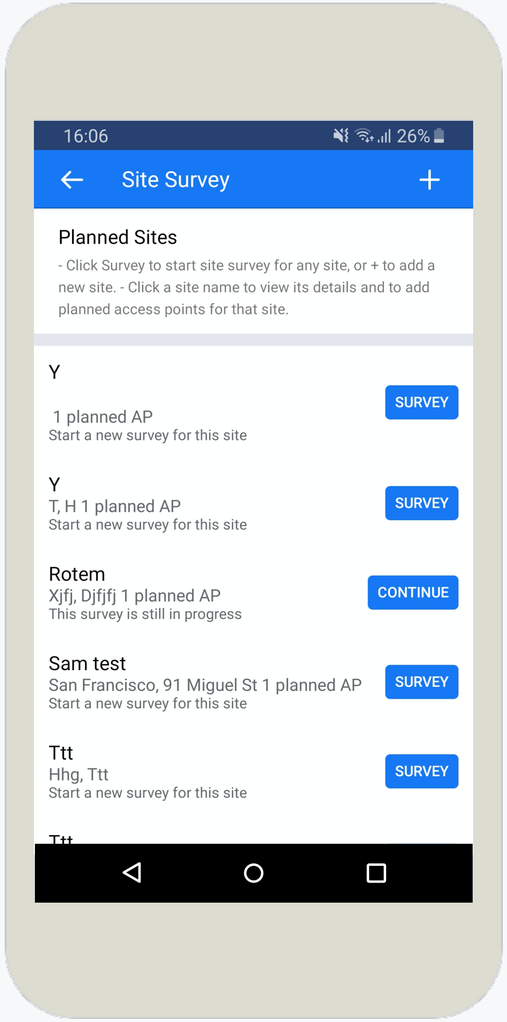


CONSUMER WEB



TECHNICIAN APP

Unit Header

CONSUMER WEB

Express Wi-Fi sent an SMS with your new PIN to **+221769290330**

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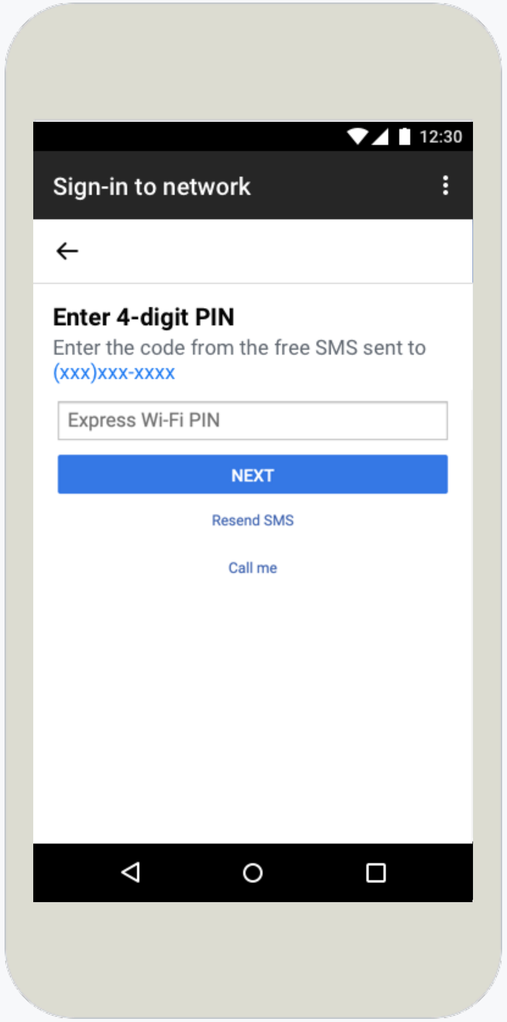
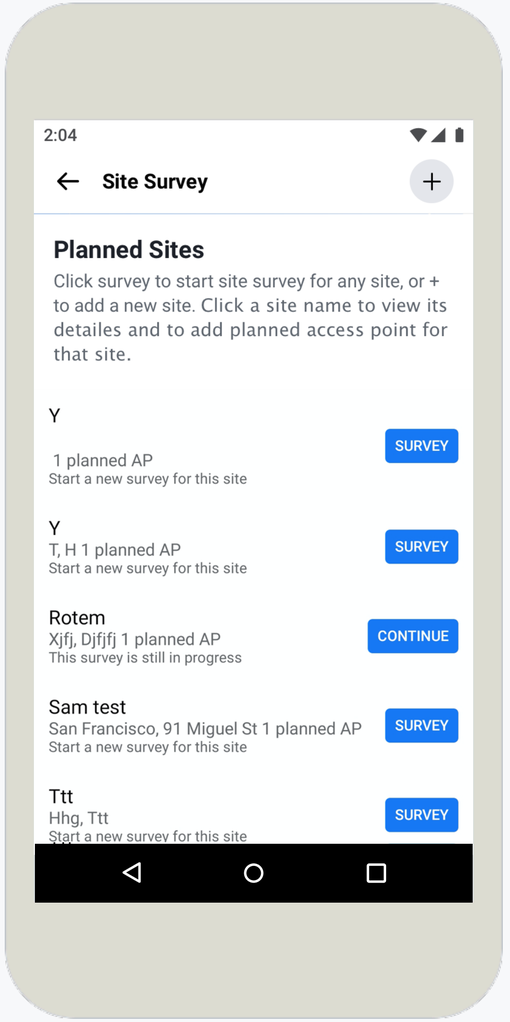


CONSUMER WEB



TECHNICIAN APP

Navigation Bar

Nav Bar

Back

Back with Action

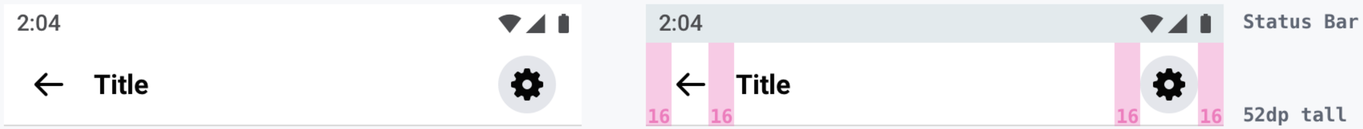
Back with Text Action

Action Text ("Skip"):
Regular 17pt, Black / FB Blue

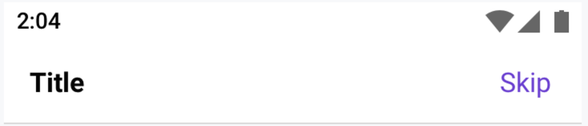
Nav Bar

Back

Back with Action



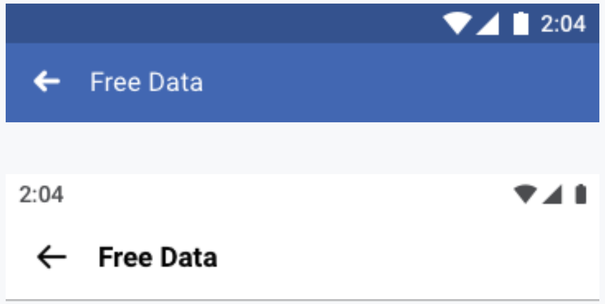
Back with Text Action



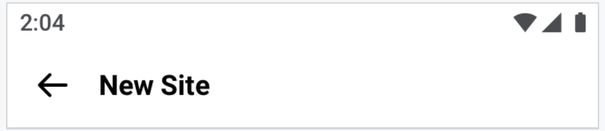
Action Text ("Skip"):
Regular 17pt, Black / FB Blue

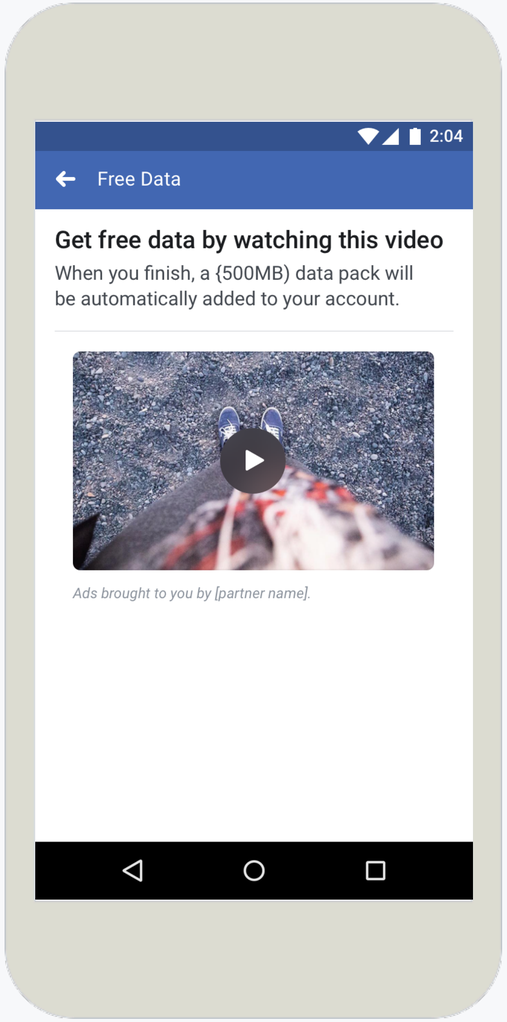
Navigation Bar

CONSUMER WEB

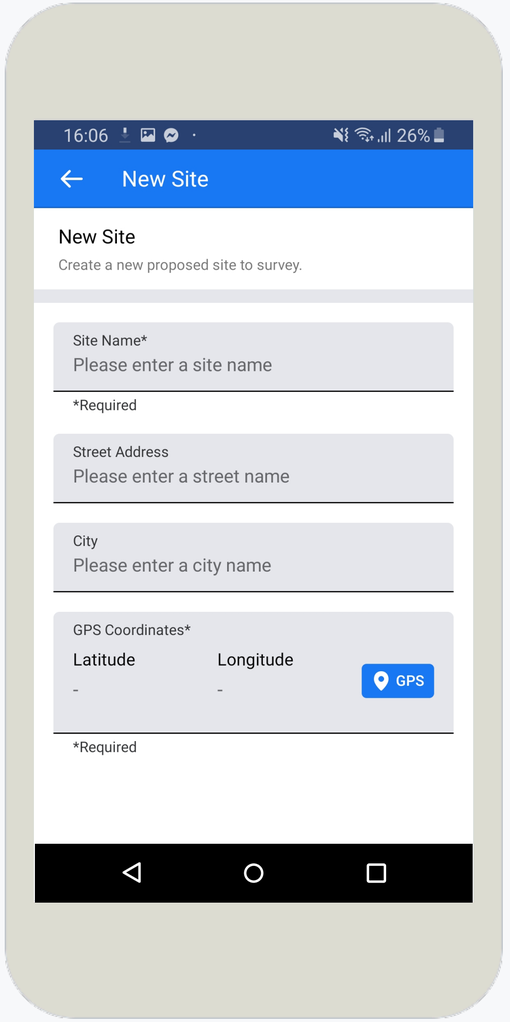


TECHNICIAN APP





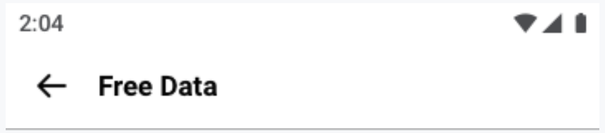
CONSUMER WEB



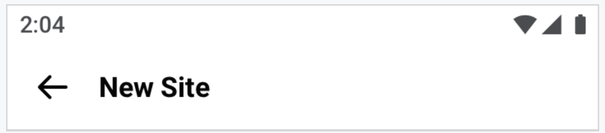
TECHNICIAN APP

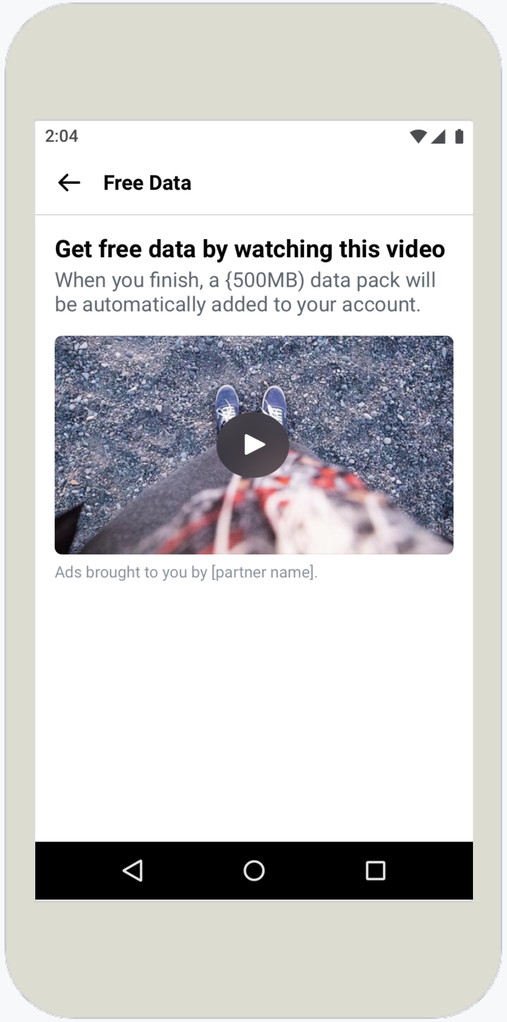
Navigation Bar

CONSUMER WEB

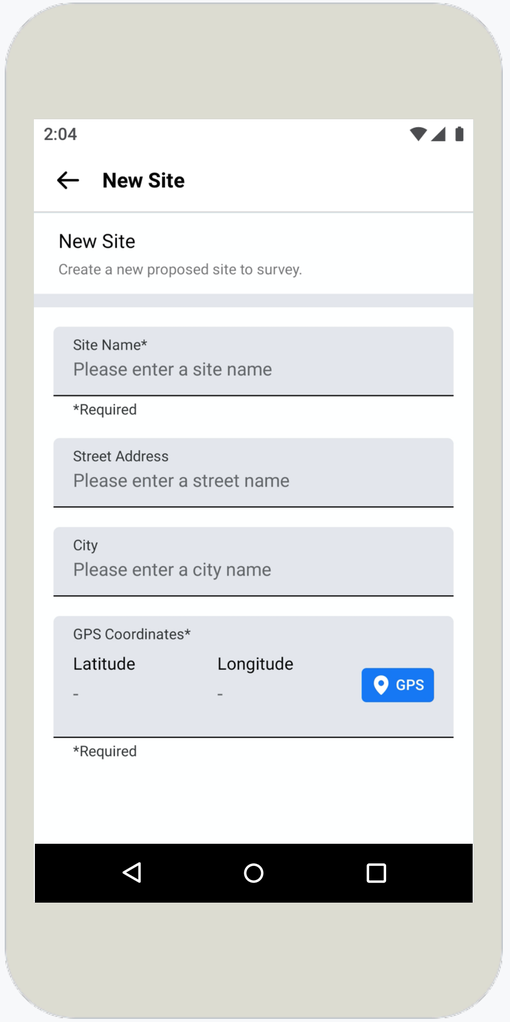


TECHNICIAN APP



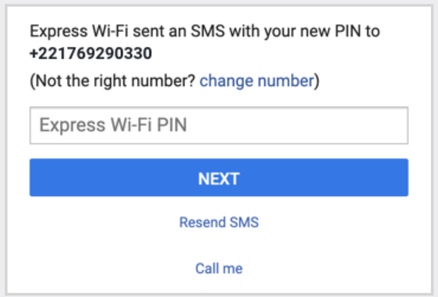


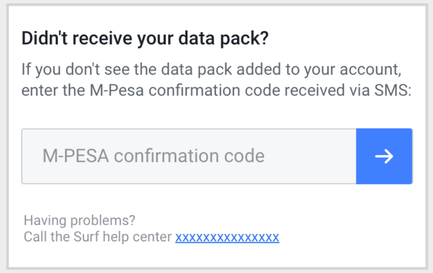
CONSUMER WEB

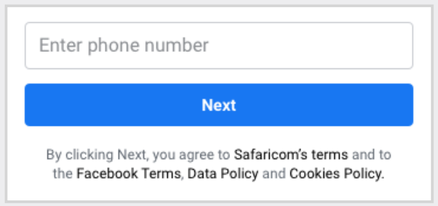


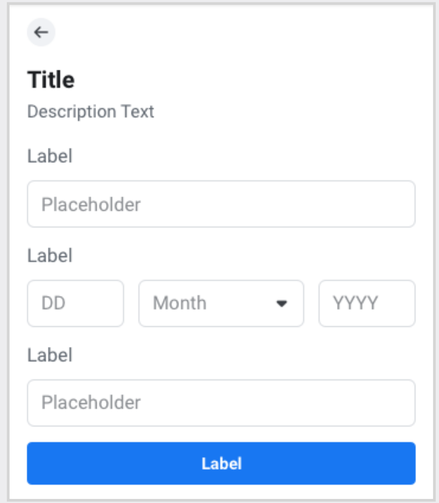
TECHNICIAN APP

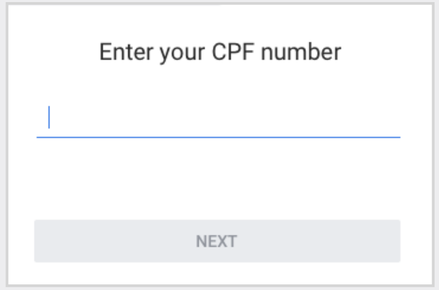
Input Field

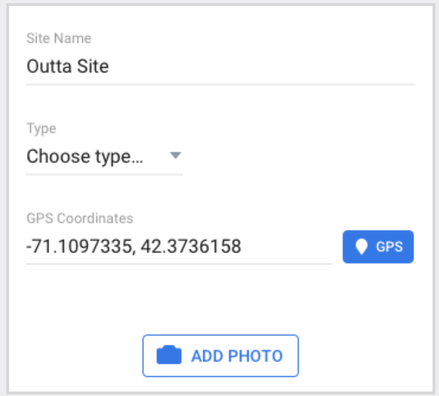

Express Wi-Fi sent an SMS with your new PIN to +221769290330
(Not the right number? change number)
Express Wi-Fi PIN
NEXT
Resend SMS
Call me

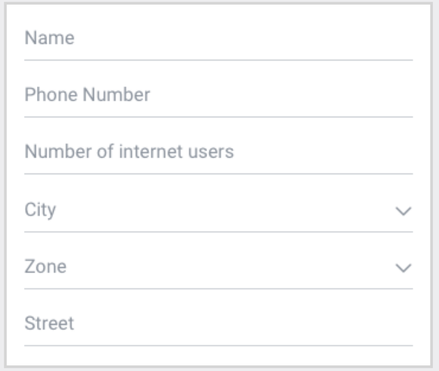

Didn't receive your data pack?
If you don't see the data pack added to your account, enter the M-Pesa confirmation code received via SMS:
M-PESA confirmation code
Having problems?
Call the Surf help center xxxxxxxxxxxxxx

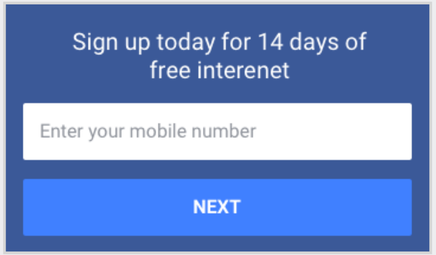

Enter phone number
Next
By clicking Next, you agree to Safaricom's terms and to the Facebook Terms, Data Policy and Cookies Policy.

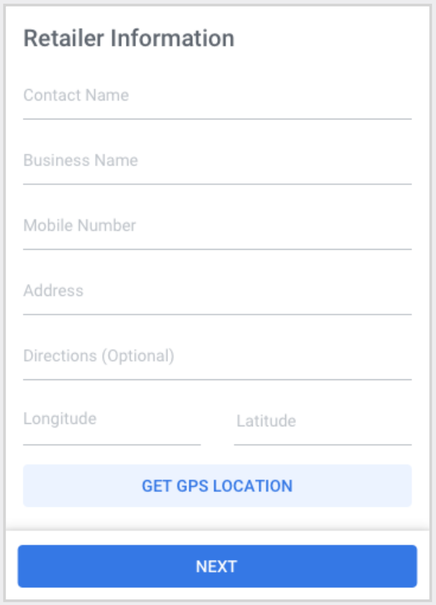

Title
Description Text
Label
Placeholder
Label
DD
Month
YYYY
Label
Placeholder
Label

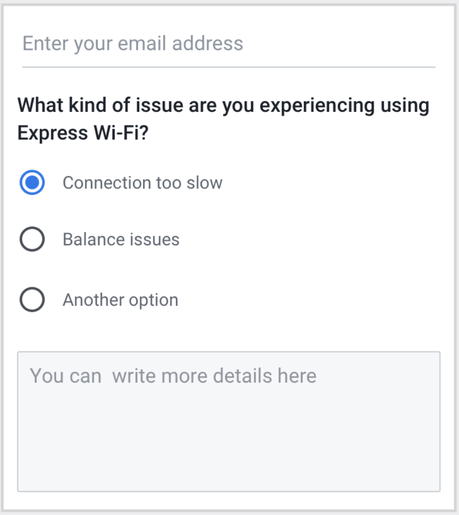

Enter your CPF number
NEXT


Site Name
Outta Site
Type
Choose type...
GPS Coordinates
-71.1097335, 42.3736158
GPS
ADD PHOTO


Name
Phone Number
Number of internet users
City
Zone
Street

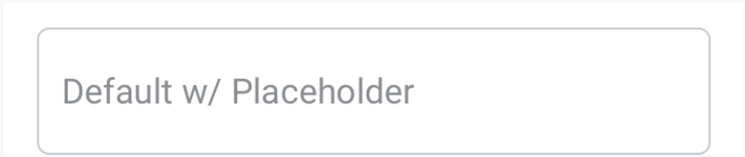

Sign up today for 14 days of free interenet
Enter your mobile number
NEXT


Retailer Information
Contact Name
Business Name
Mobile Number
Address
Directions (Optional)
Longitude
Latitude
GET GPS LOCATION
NEXT


Enter your email address
What kind of issue are you experiencing using Express Wi-Fi?
Connection too slow
Balance issues
Another option
You can write more details here

Input Field

Default State



Default State
In most cases, the text input is one line with descriptive text above the input.

Label: Regular 17pt/22pt, Gray 55.
Input: White, 1 dp border color Gray80.

Focused State in the CP

Focused State with Text in the CP
Text: Gray00.

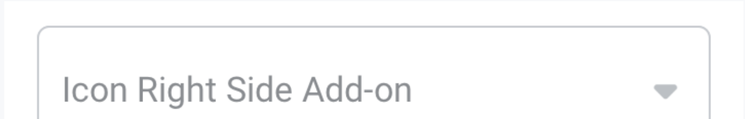
Focused State in the App

Focused State with Text
Text: Gray00.

Filled State

Filled State
Text: Gray00.

Drop Down



Drop Down

Icon Right Side Add-on

Label (Meta 3)
Resting Filled State

Drop Down – Option Selected

Multi Line

Default Placeholder

Default

Label (Meta 3)
Multi-Line text input(Label Placeholder)

Focused

Label (Meta 3)

Multi-Line text input can support up to about a million characters, but we should consider if there's a limit at % of viewport.

Filled

Disabled State

Label (Disabled)

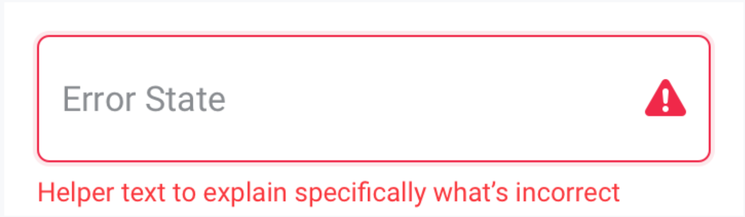
Default State with Helper text

Default w/ Placeholder

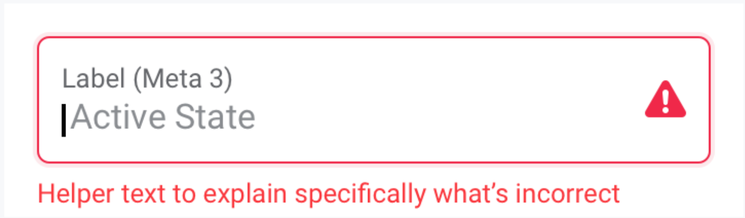
Meta 3 text that offers extra required information to the action. It can take up to 2 lines of text.

Default State
Helper text: 13pt/18pt, Gray70

Error State

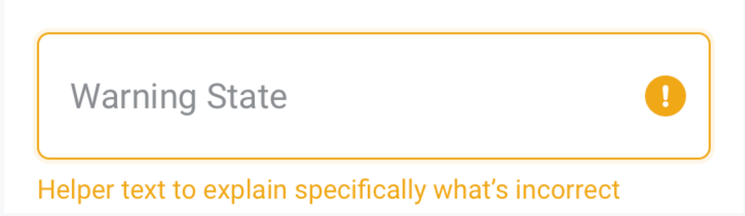


Default
Helper text: 13pt/18pt, Red

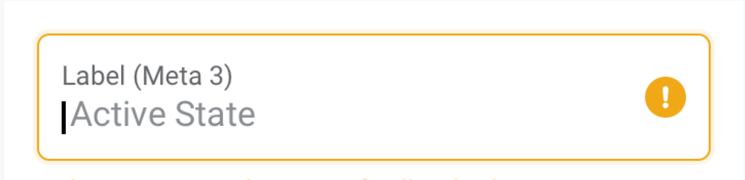


Focused State
Helper text: 13pt/18pt, Red

Warning State

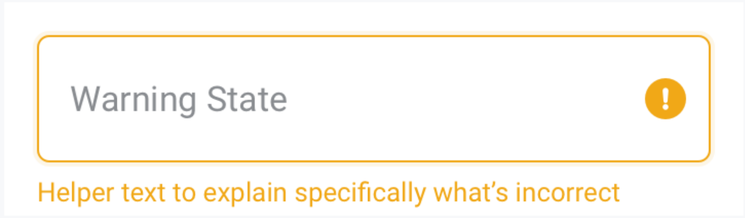


Default State
Helper text: 13pt/18pt, Yellow

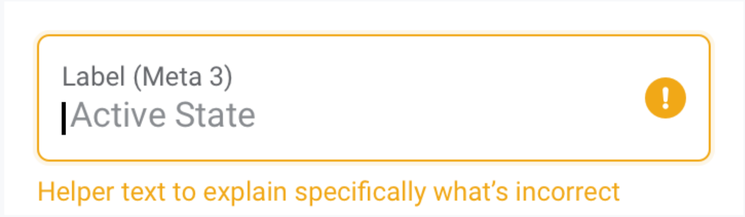


Focused State
Helper text: 13pt/18pt, Yellow

Warning State

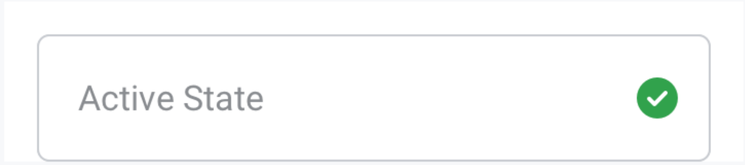


Default State
Helper text: 13pt/18pt, Yellow



Focused State
Helper text: 13pt/18pt, Yellow

Confirmation State



Default State

Input Field

CONSUMER WEB

Name

Phone Number

Number of internet users

City

Name

Phone Number

City

TECHNICIAN APP

Street Address
Please enter a street name

City
Please enter a city name

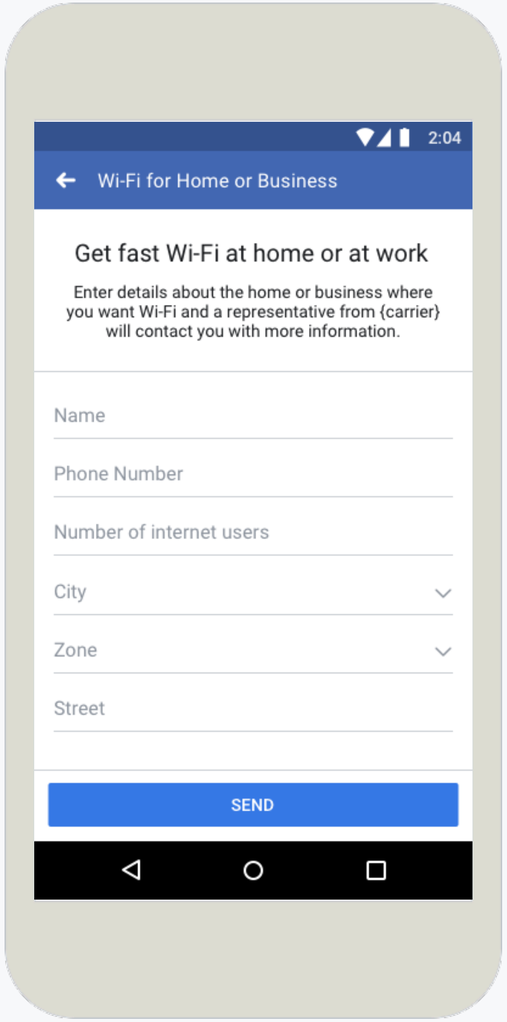
GPS Coordinates*
Latitude
-
Longitude
-
GPS

*Required

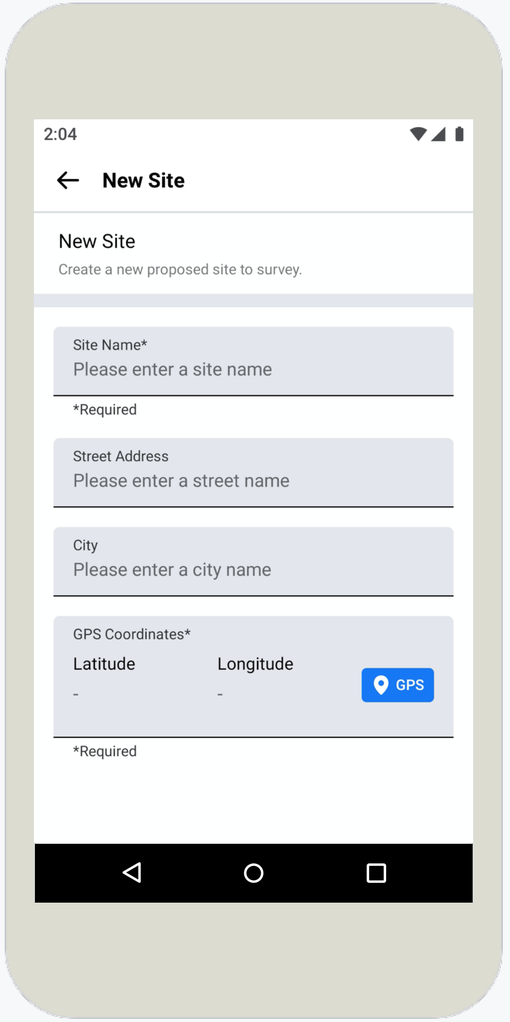
Street Address

City

GPS Coordinates* GPS



CONSUMER WEB



TECHNICIAN APP

Input Field

CONSUMER WEB

Name

Phone Number

Number of internet users

City

Name

Phone Number

City

TECHNICIAN APP

Street Address
Please enter a street name

City
Please enter a city name

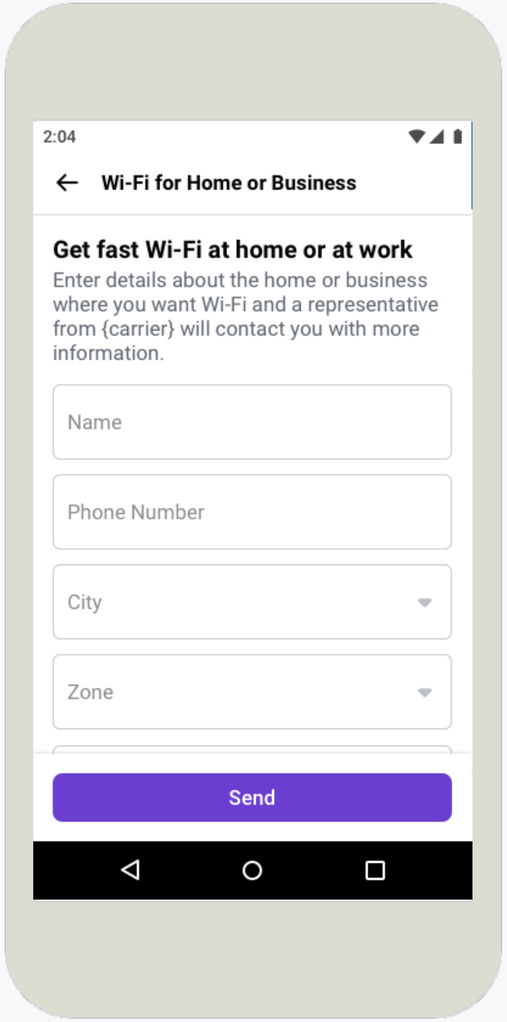
GPS Coordinates*
Latitude -
Longitude -
GPS

*Required

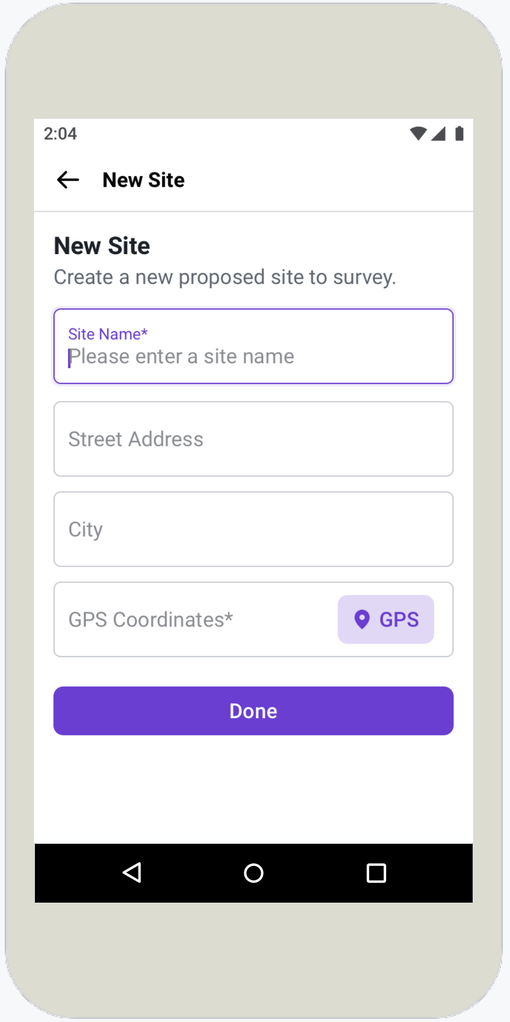
Street Address

City

GPS Coordinates* GPS



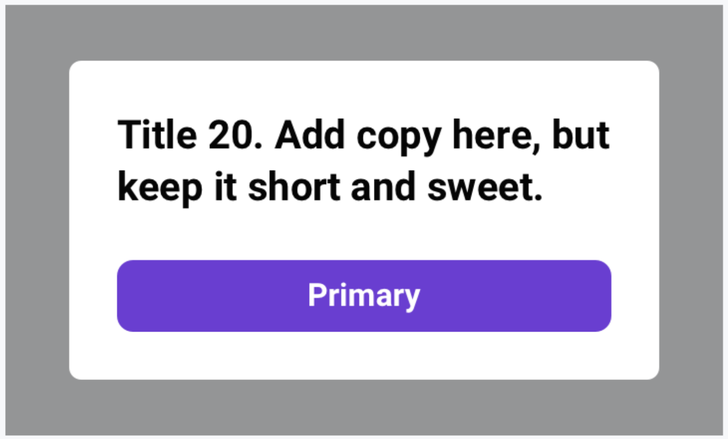
CONSUMER WEB



TECHNICIAN APP

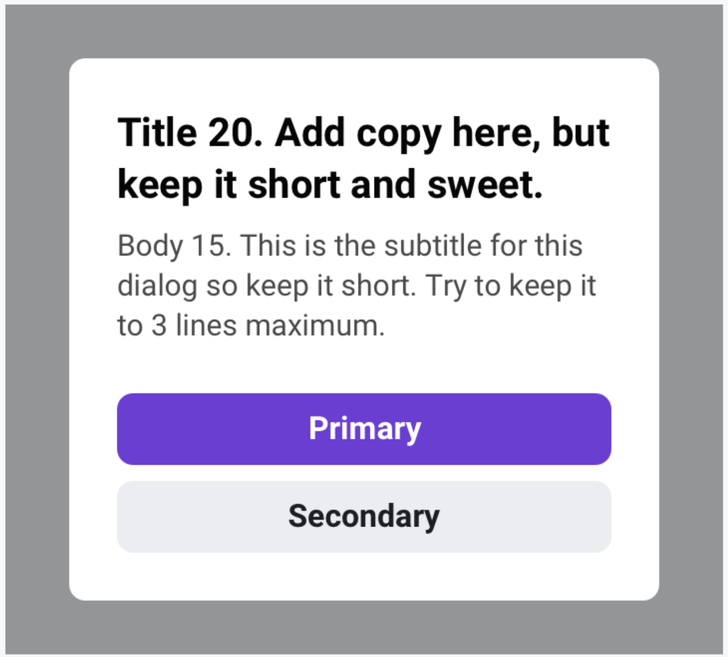
Dialog

Title + Primary Button

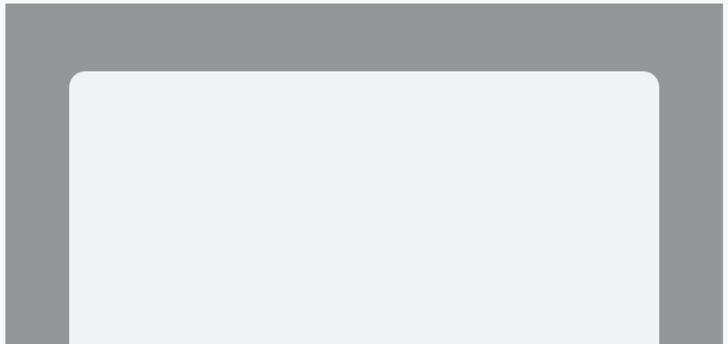


Title + Body + 2 buttons

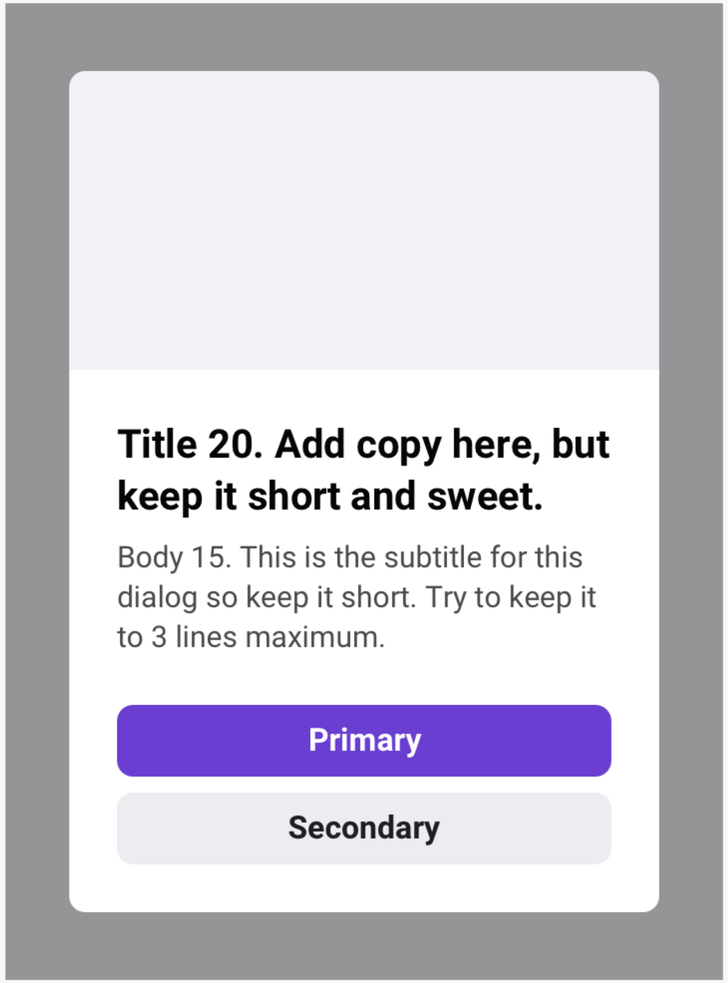
Title + Body + 2 buttons



Dialog full width illustrarion



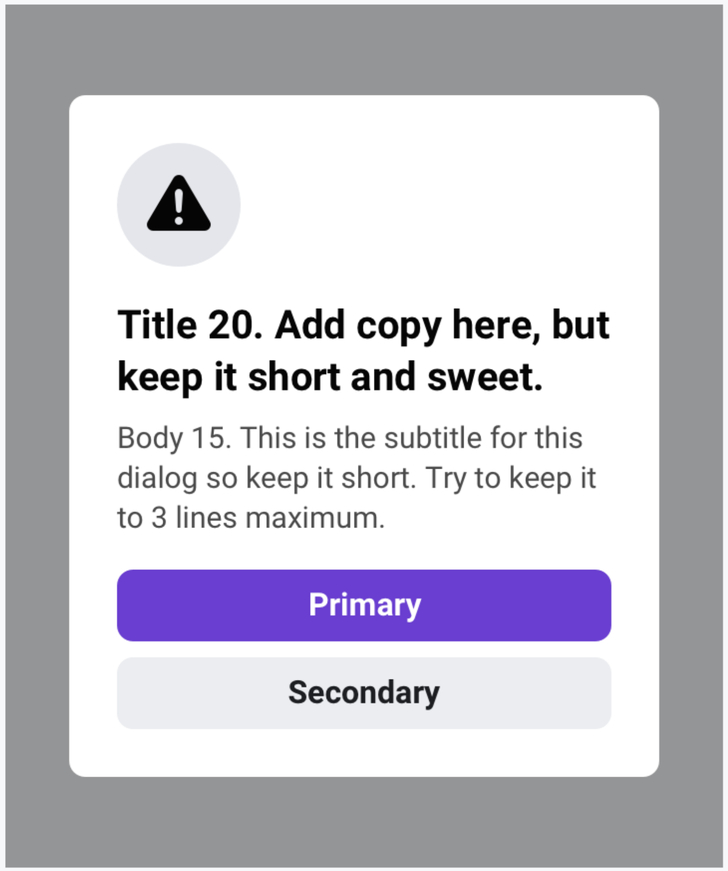
Dialog full width illustrarion



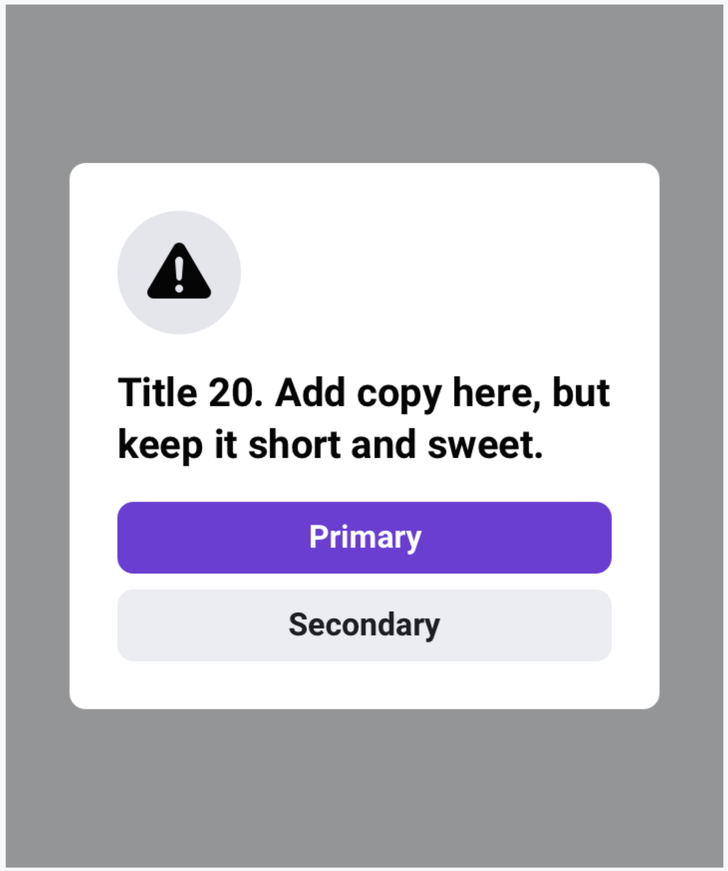
Dialog with an icon

Dialog with an icon

Icon + Title + Body + 2 Buttons



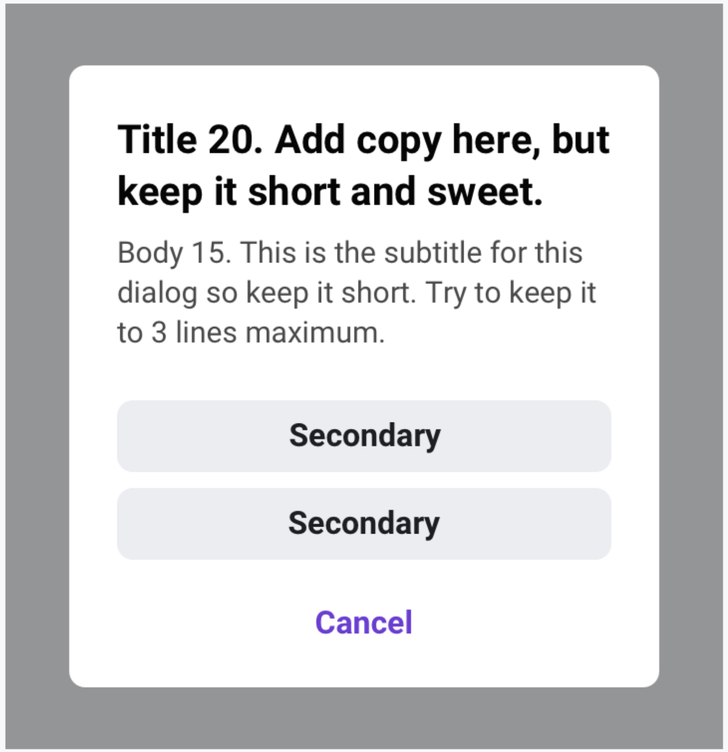
Icon + Title + 2 Buttons



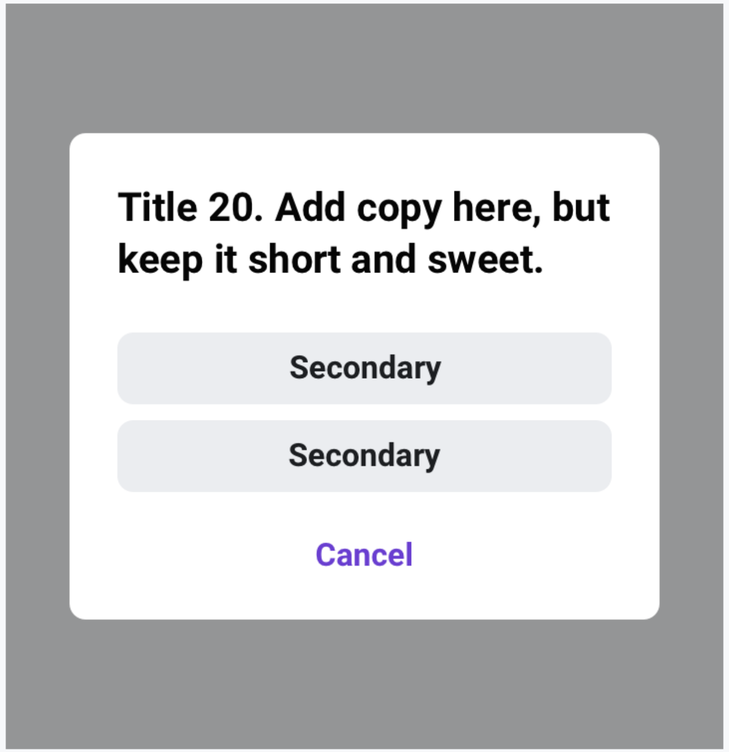
3 Buttons (Log out)

3 Buttons (Log out)

Title + Body + 3 Buttons

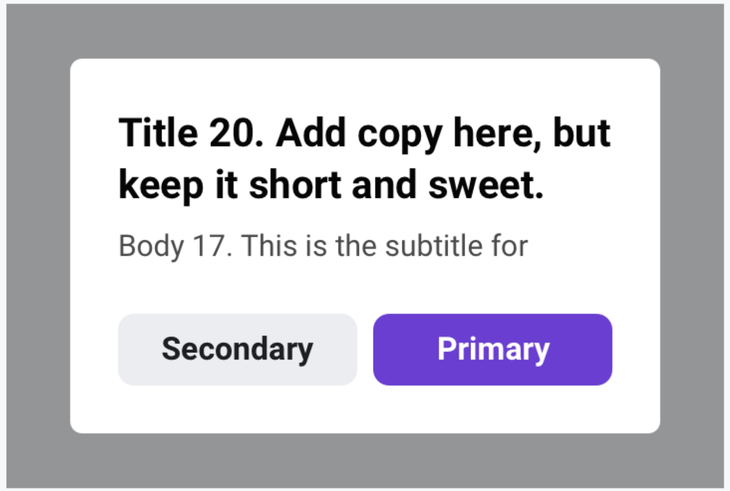


Title + 3 Buttons



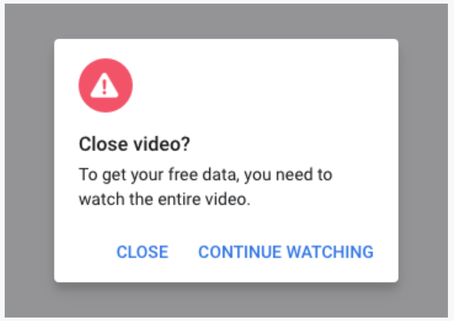
Title + Body + 2 buttons

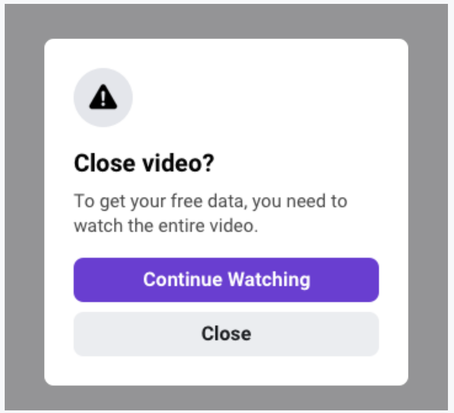
Title + Body + 2 buttons



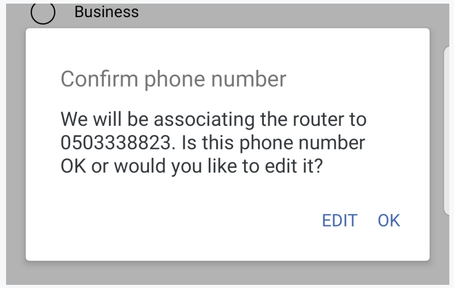
Dialog

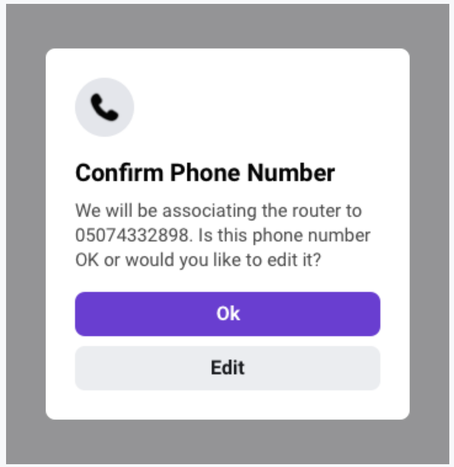
CONSUMER WEB

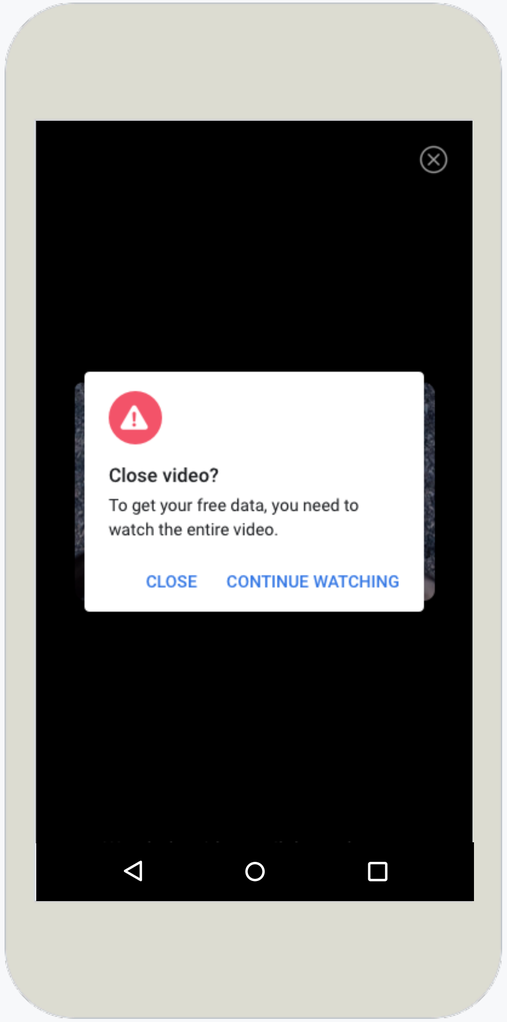




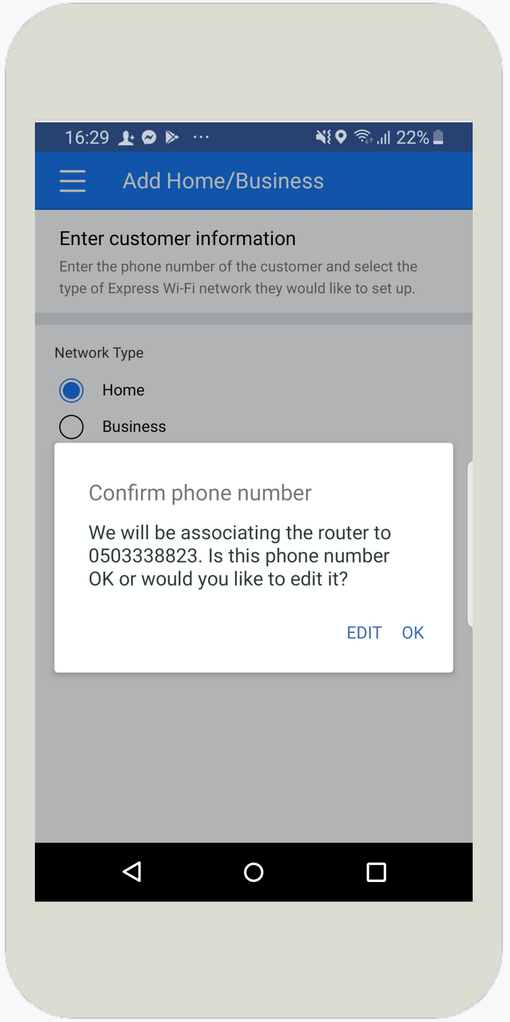
TECHNICIAN APP







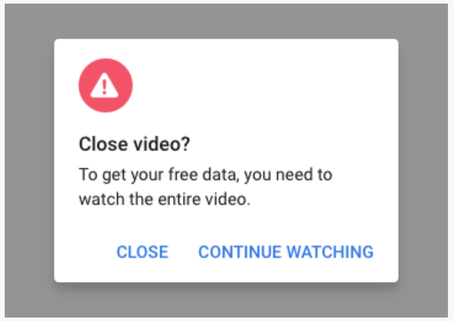
CONSUMER WEB

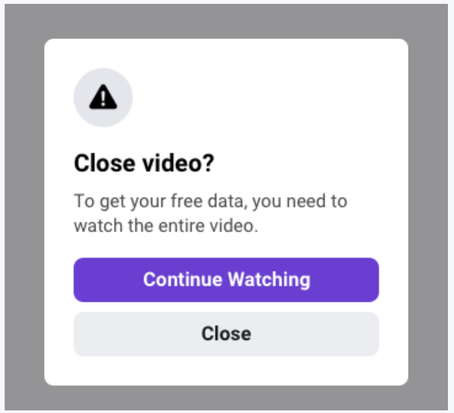


TECHNICIAN APP

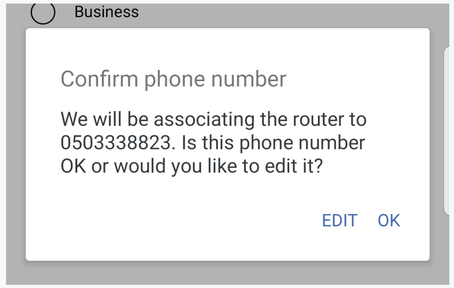
Dialog

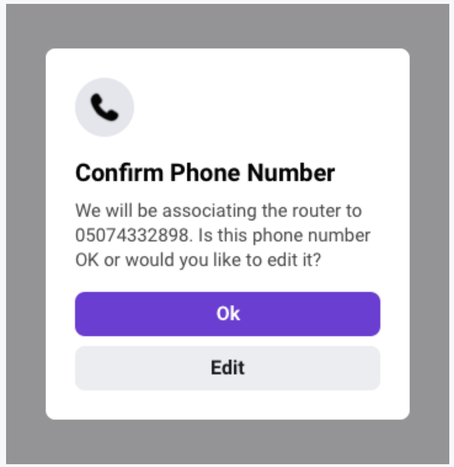
CONSUMER WEB

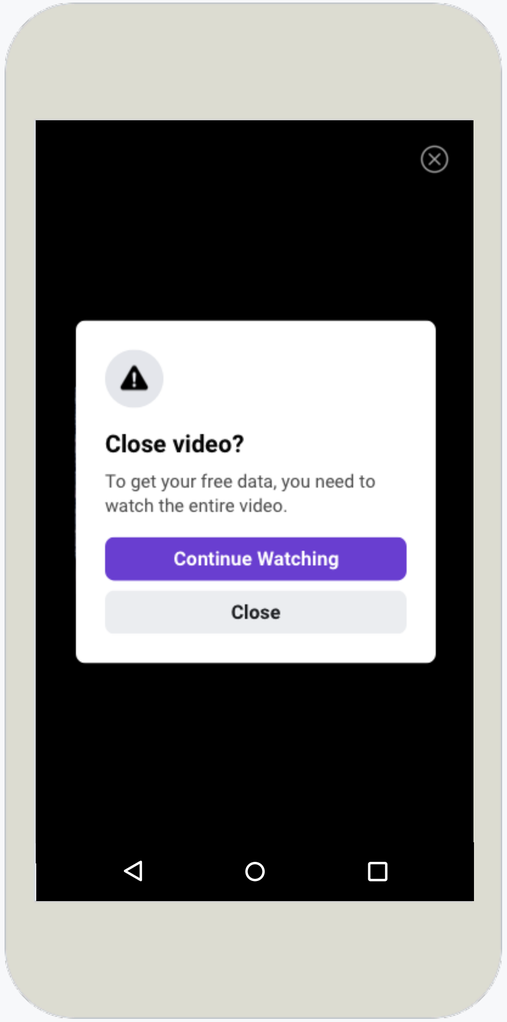




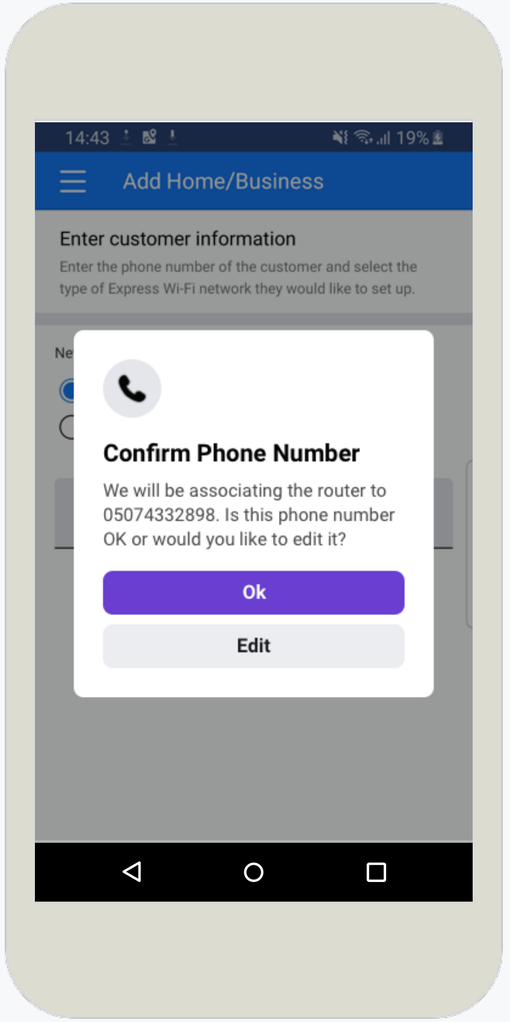
TECHNICIAN APP







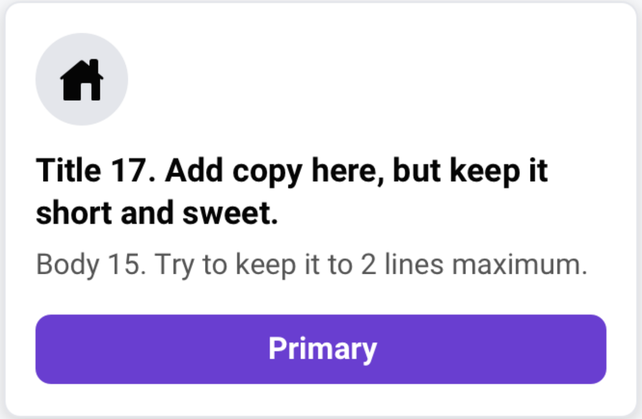
CONSUMER WEB



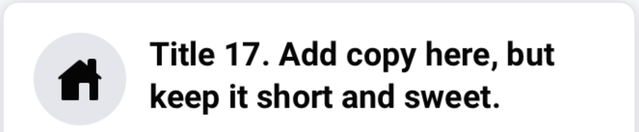
TECHNICIAN APP

Cards

Title + Body + Primary Button



Title + Primary Button



Title + Primary Button

Title 17. Add copy here, but keep it short and sweet.

Primary

Title + Body + Icon at the top + Primary Deemphasized Button

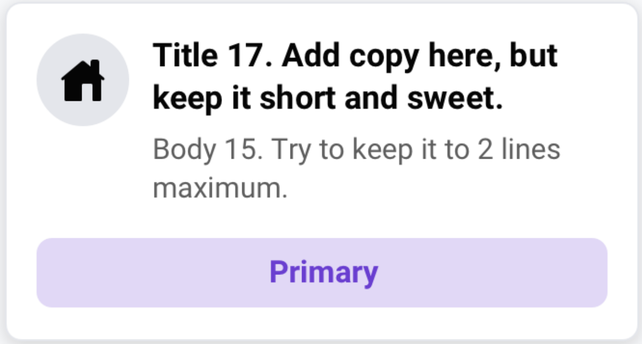
Title 17. Add copy here, but keep it short and sweet.

Body 15. Try to keep it to 2 lines maximum.

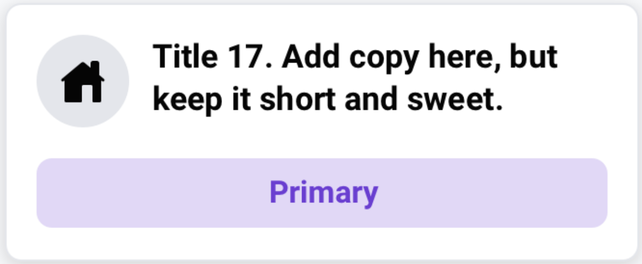
Primary

Title + Body + Icon on the left + Primary Deemphasized Button

Title + Body + Icon on the left + Primary Deemphasized Button



Title + Icon on the left + Primary Deemphasized Button



Title + Icon on the left + Primary Button

Title + Body + Primary Deemphasized Button

List Cards

Title + Body + Primary Deemphasized Button

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

List Cards

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

Cards

CONSUMER WEB

Want fast Wi-Fi for your home or business?
Learn how you can connect to Express Wi-Fi at home or at work.

LEARN MORE

Want fast Wi-Fi for your home or business?

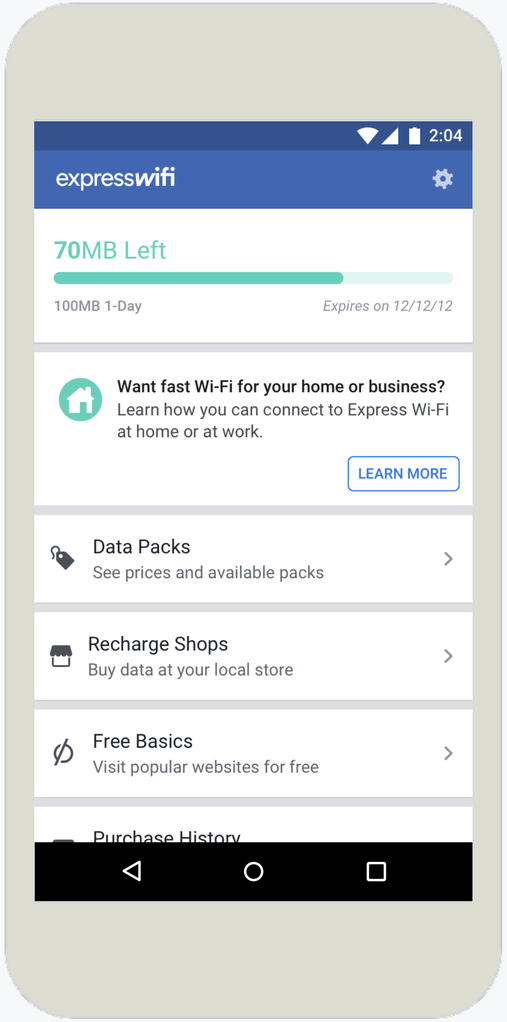
Learn how you can connect to Express Wi-Fi at home or at work.

Learn More

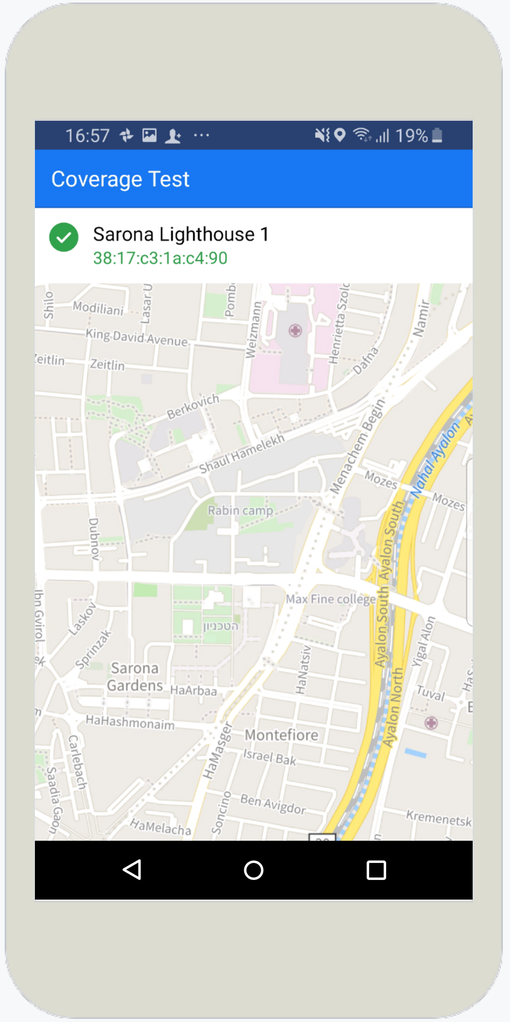
TECHNICIAN APP

Sarona Lighthouse 1
38:17:c3:1a:c4:90

Sarona Lighthouse 1
38:17:c3:1a:c4:90



CONSUMER WEB



TECHNICIAN APP

Cards

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LEARN MORE

Want fast Wi-Fi for your home or business?
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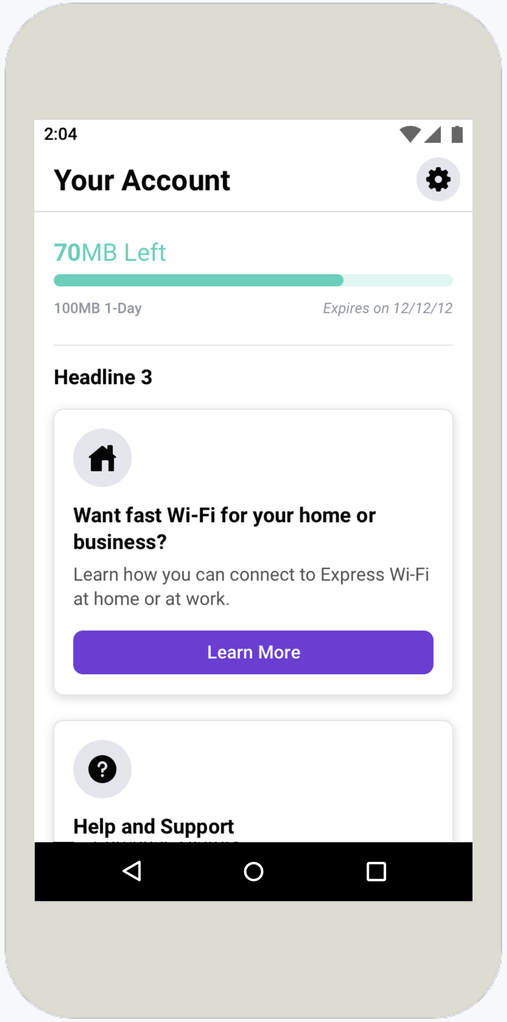
Learn More

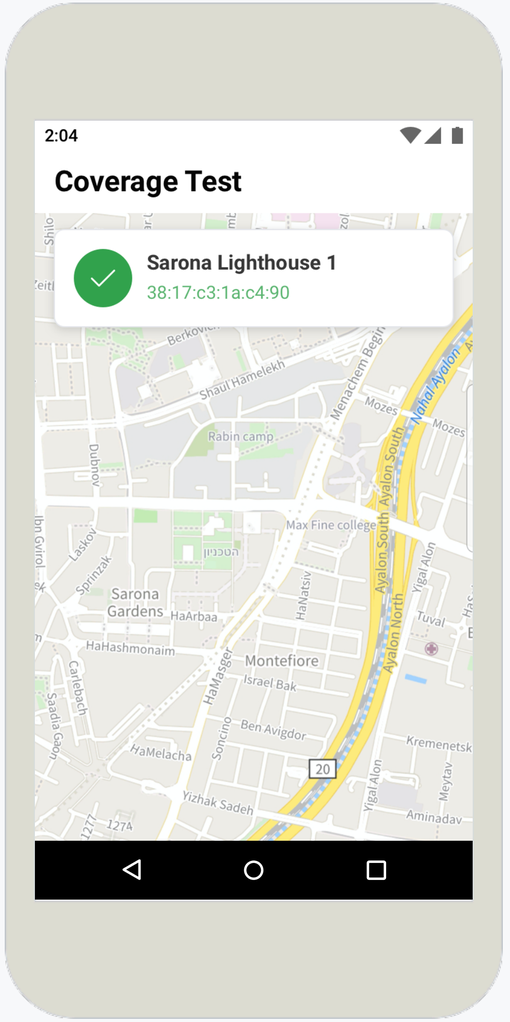
TECHNICIAN APP

Sarona Lighthouse 1
38:17:c3:1a:c4:90

Sarona Lighthouse 1
38:17:c3:1a:c4:90



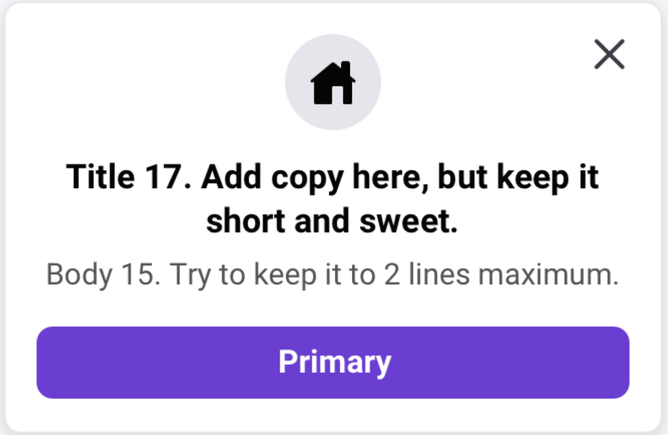
CONSUMER WEB



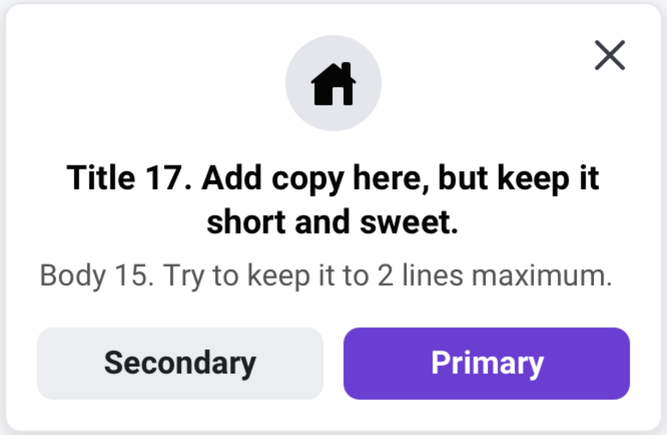
TECHNICIAN APP

Megaphone

Title + Body + Icon at the top + Primary Button (Promotional)



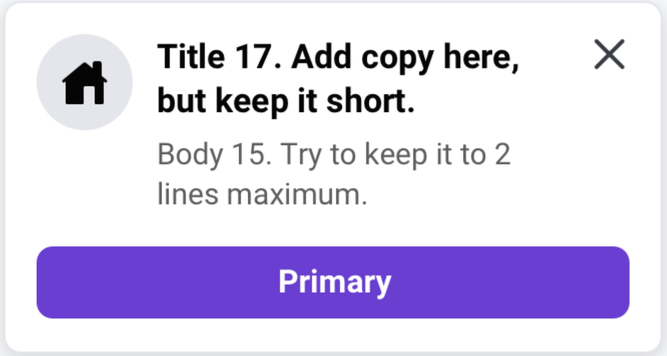
Title + Body + Icon at the top + Button Group (Two Buttons)



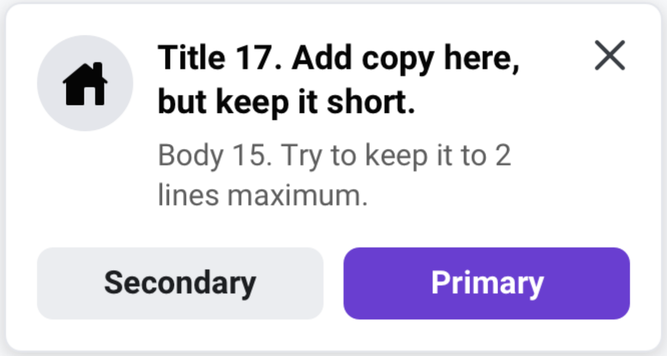
Title + Body + Icon on the left + Primary Button (Informative)

Title + Body + Icon on the left + Button Group (Two Buttons)

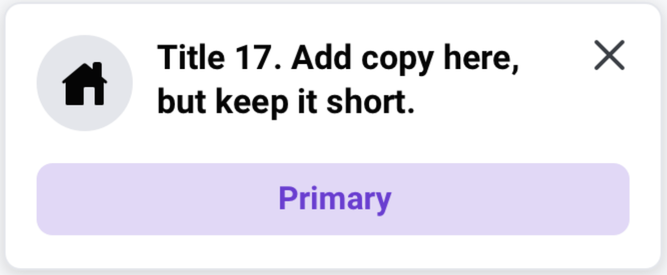
Title + Body + Icon on the left + Primary Button (Informative)



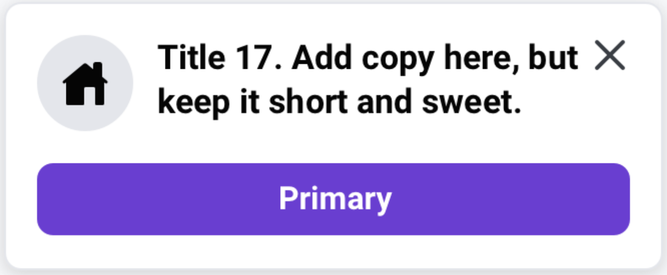
Title + Body + Icon on the left + Button Group (Two Buttons)



Title + Icon on the left + Primary Deemphasized Button



Title + Icon on the left + Primary Button



Title + Body + Icon at the top + Primary Button

Title + Primary Button

Title + Body + Icon at the top + Primary Button

Title 17. Add copy here, but keep it short and sweet.

Body 15. Try to keep it to 2 lines maximum.

Primary

Title + Primary Button

Title 17. Add copy here, but keep it short and sweet.

Primary

Title + Body + Icon on the left

Title 17. Add copy here, but keep it short.

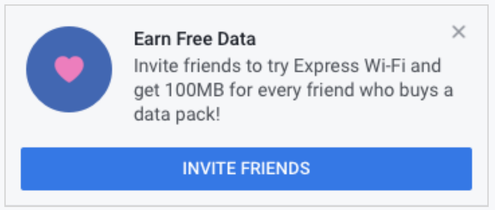
Body 15. Try to keep it to 2 lines maximum.

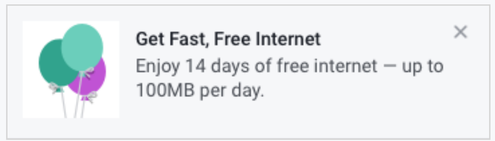
Title + Icon on the left

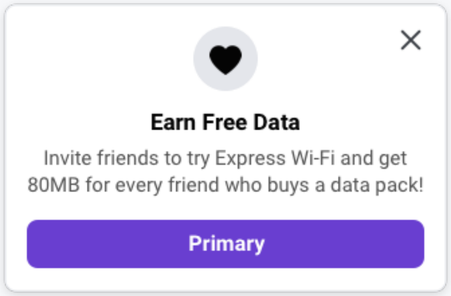
Title 17. Add copy here, but keep it short.

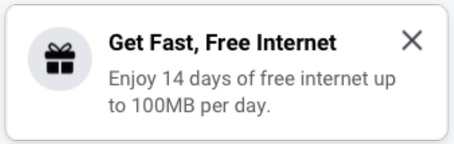
Megaphone

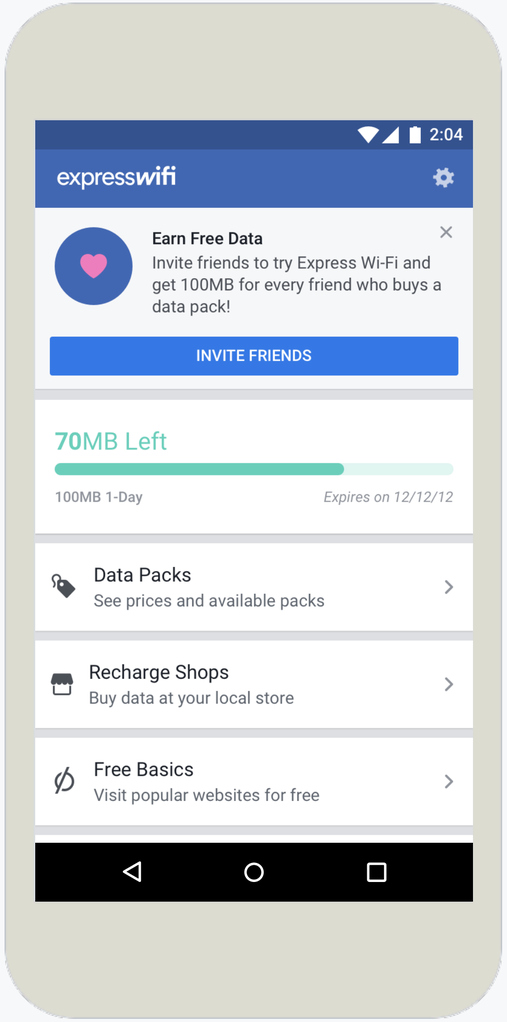
CONSUMER WEB



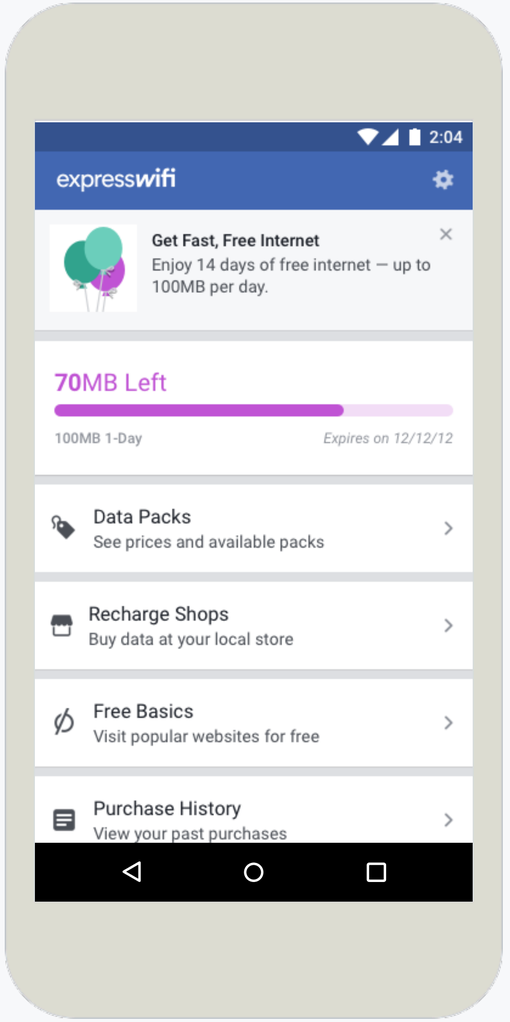








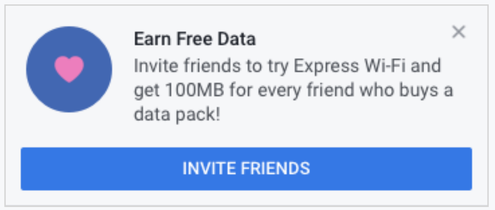
CONSUMER WEB

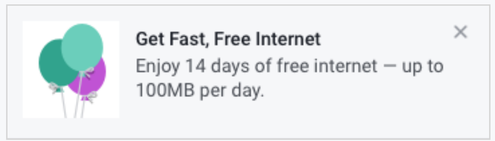


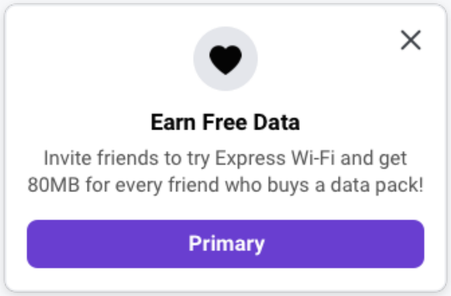
CONSUMER WEB

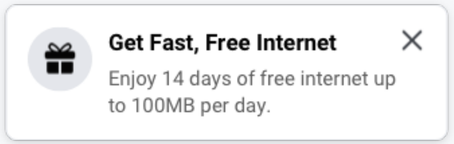
Megaphone

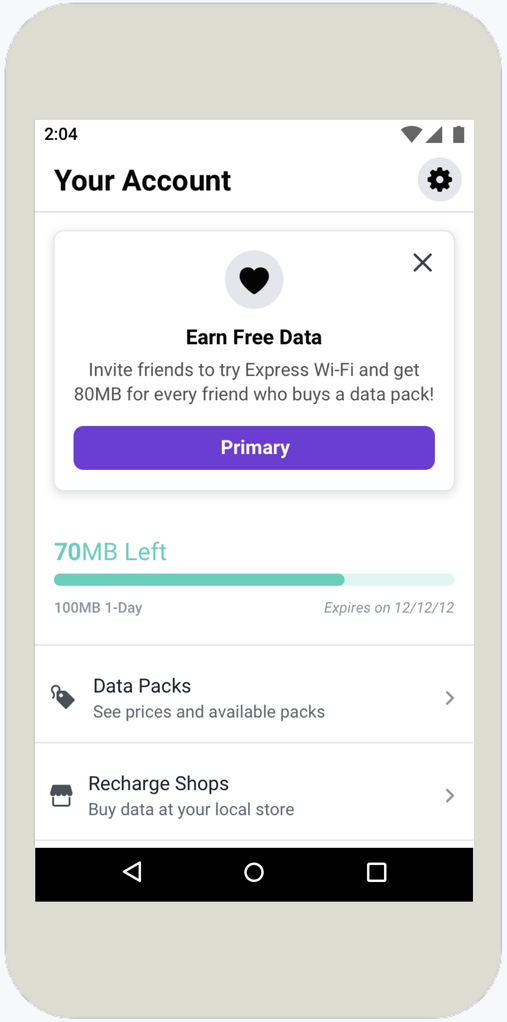
CONSUMER WEB



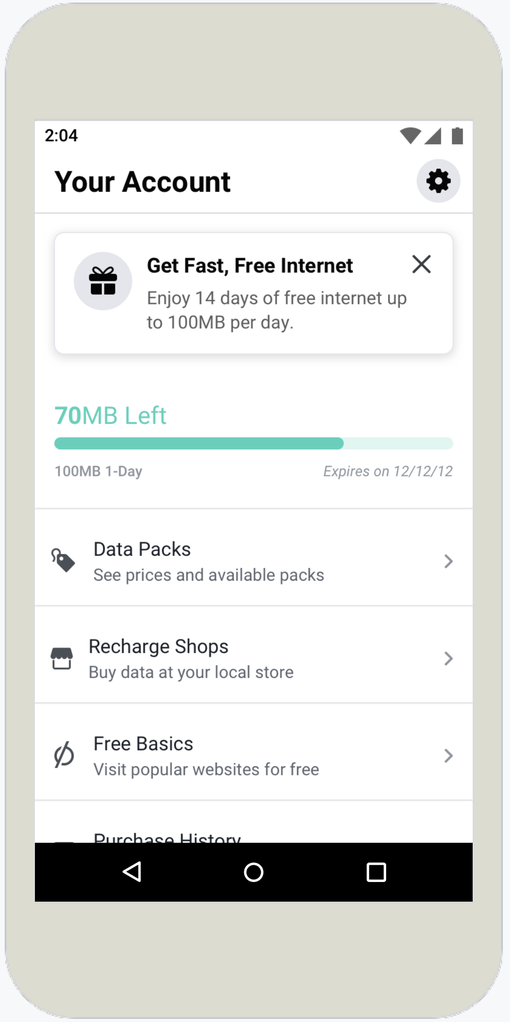








CONSUMER WEB



CONSUMER WEB

List Cell

Icon + H3 + Body

Headline 3 for Default
Body 15. Try to keep it to 2 lines maximum.

H3 + Primary Deemphasized Button

Headline 3 for Default Label

List Table

Headline 3 for Default
Body 15. Try to keep it to 2 lines maximum. Label

Headline 3 for Default
Body 15. Try to keep it to 2 lines maximum. Label

H3 + Primary Button

Headline 3 for Default

Label

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

H3 + Body + Primary Deemphasized Button

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

H3 + Body + Primary Button

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

H3 + Body + Meta + Primary Deemphasized Button

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Meta 13. Try to keep it to 2 lines maximum.

Label

H3 + Body + Meta + Primary Button

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

Meta 13. Try to keep it to 2 lines maximum.

Label

Icon + H3 + Button

Headline 3

Button 2

H2 + Body + Primary Button

Headline 2 for Default

Body 15. Try to keep it to 2 lines maximum.

Label

H3 + Chevron-right

Headline 3 for Default List Cell Title

Icon + H3 + Body + Chevron-right

Headline 3 for Default

Body 15. Try to keep it to 2 lines maximum.

H3 + Body

Headline 3, add copy here.

Body 15. Try to keep it to 2 lines maximum.

H3 + Body + Meta

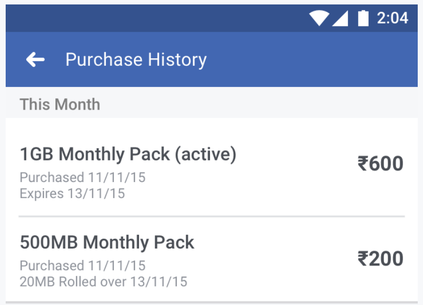
Headline 3, add copy here.

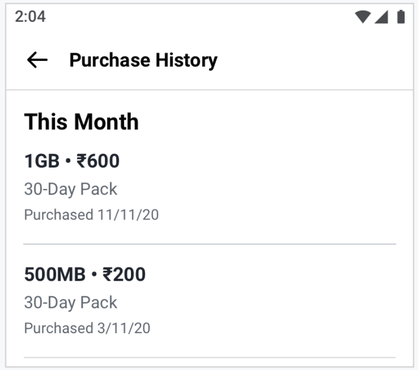
Body 15. Try to keep it to 2 lines maximum.

Meta 13. Try to keep it to 2 lines maximum.

List Cell

CONSUMER WEB





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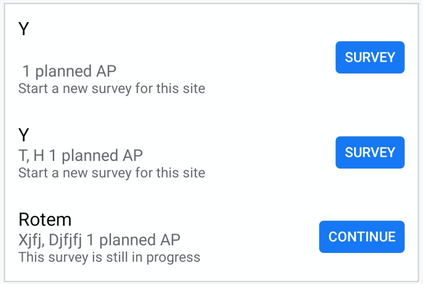

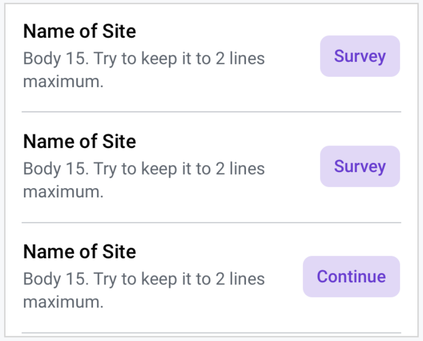

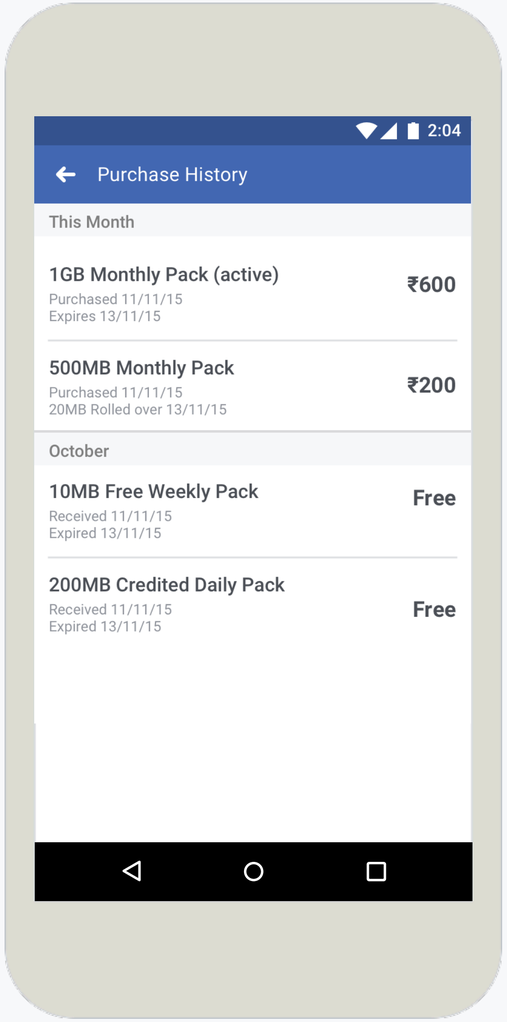

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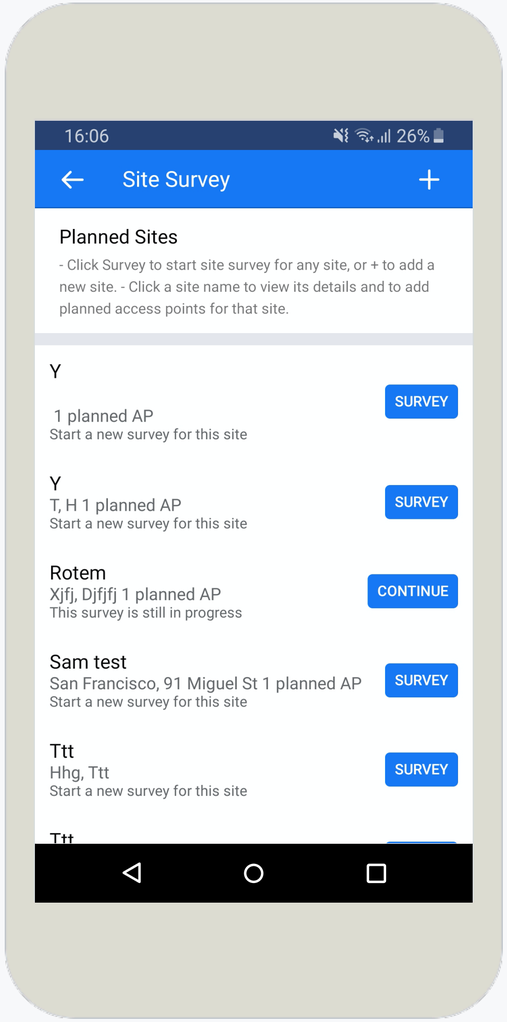

TECHNICIAN APP

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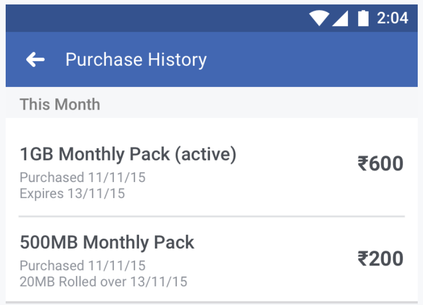

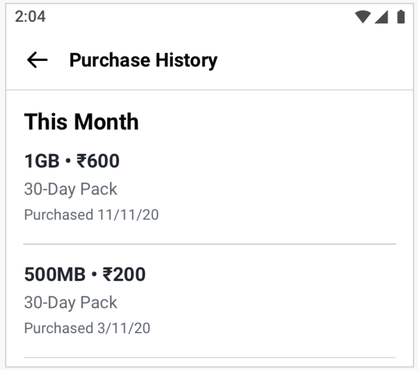

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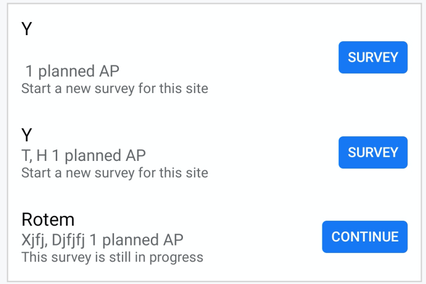

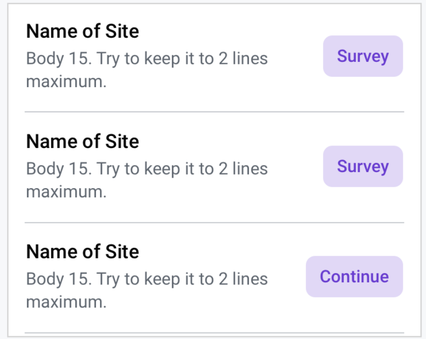

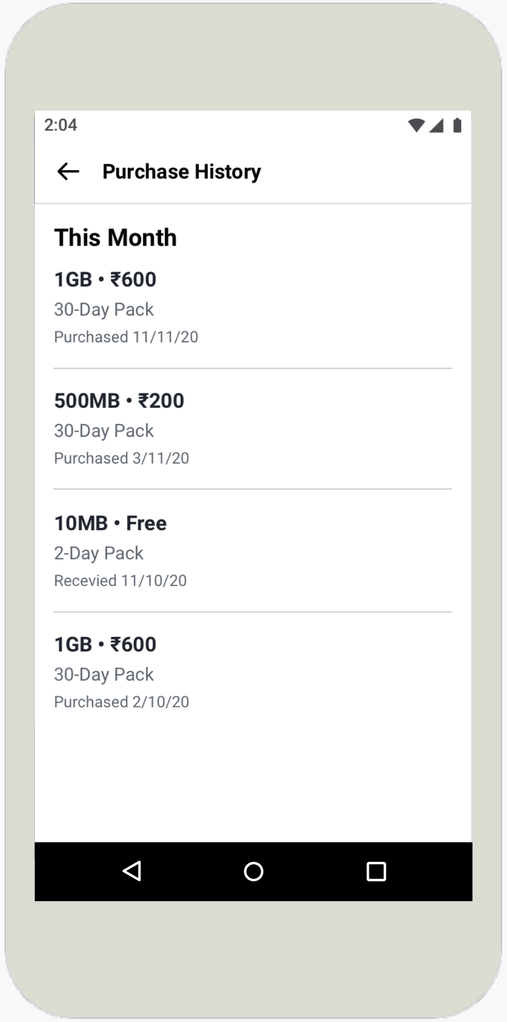

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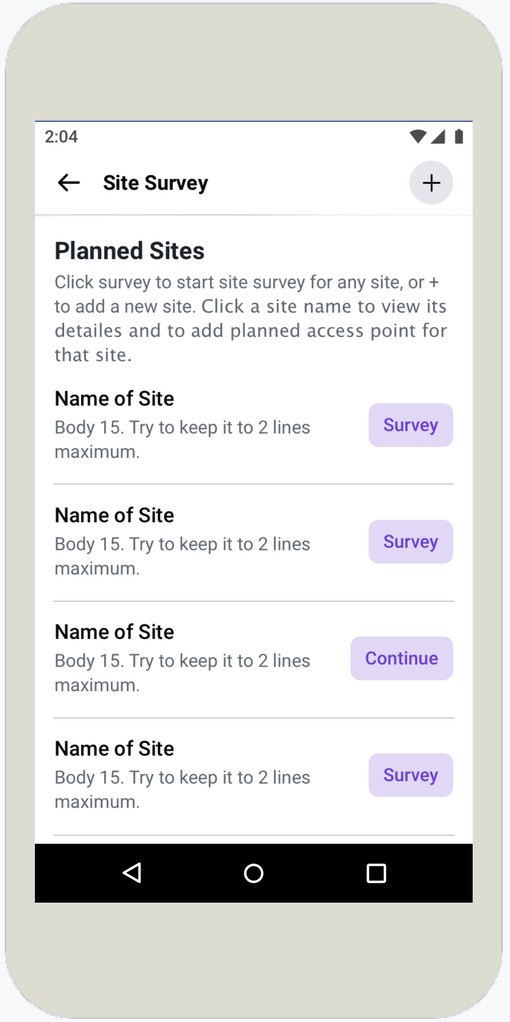

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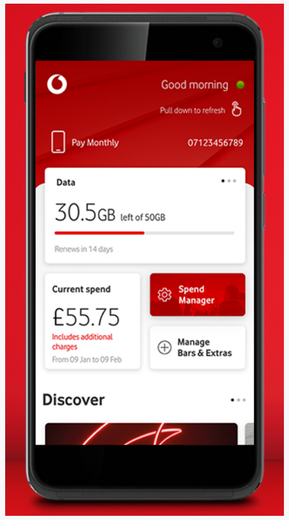
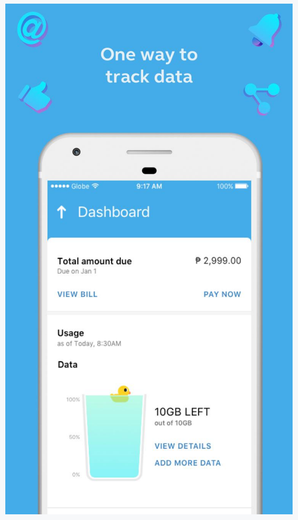
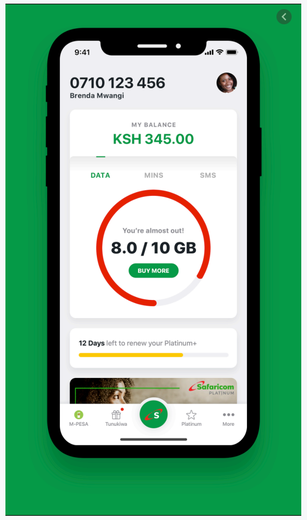
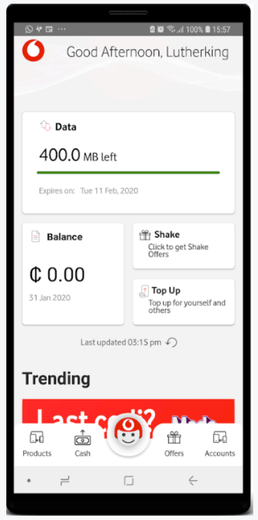
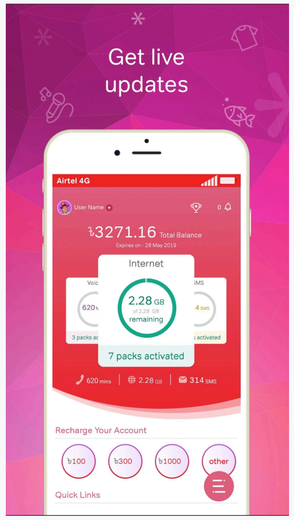
Balance Card

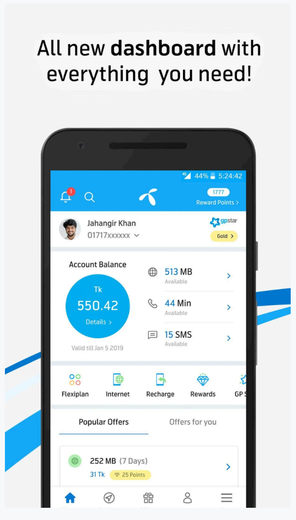


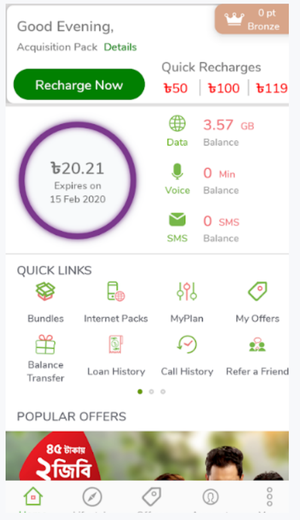












Balance Card

Typography Only

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Expiers on 12/12/20

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Expiers on 12/12/20

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Expiers on 12/12/20

long translation

100 एमबी वाम
100 एमबी से बाहर

12/12/20 को समाप्त हो रहा है

Icon

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Out of 100MB

Expiers on 12/12/20

Progress Bar

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Expiers on 12/12/20

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Expiers on 12/12/20

Progress Circle

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Expiers on 12/12/20

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Expiers on 12/12/20

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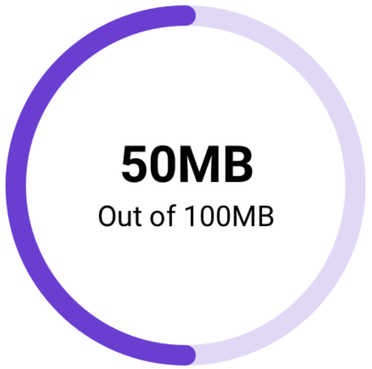

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Expiers on 12/12/20

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Expiers on 12/12/20

Pie Chart

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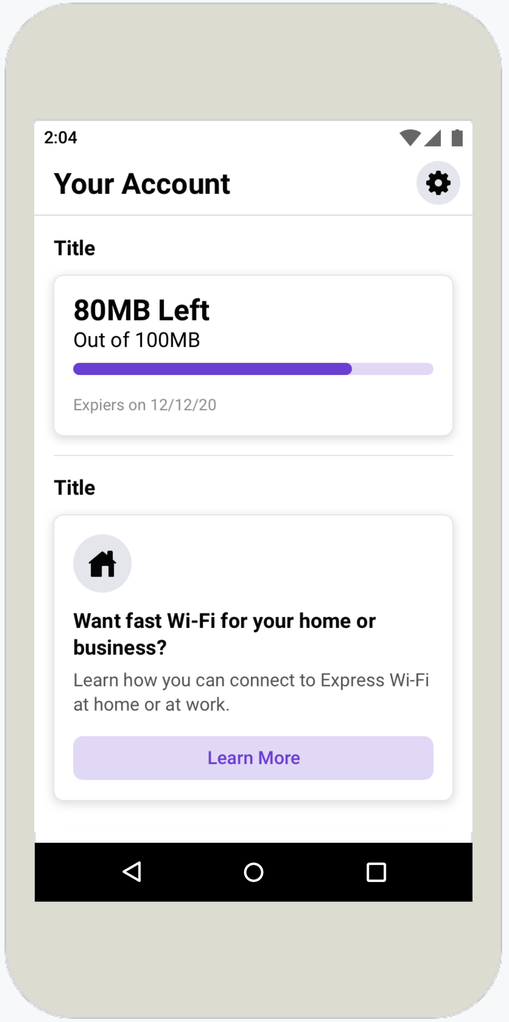
Expiers on 12/12/20

Balance Card



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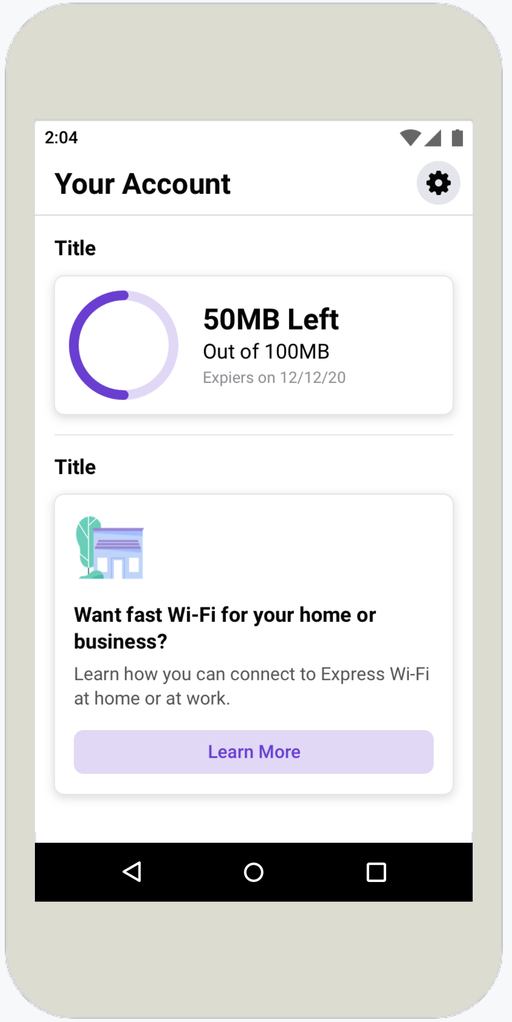

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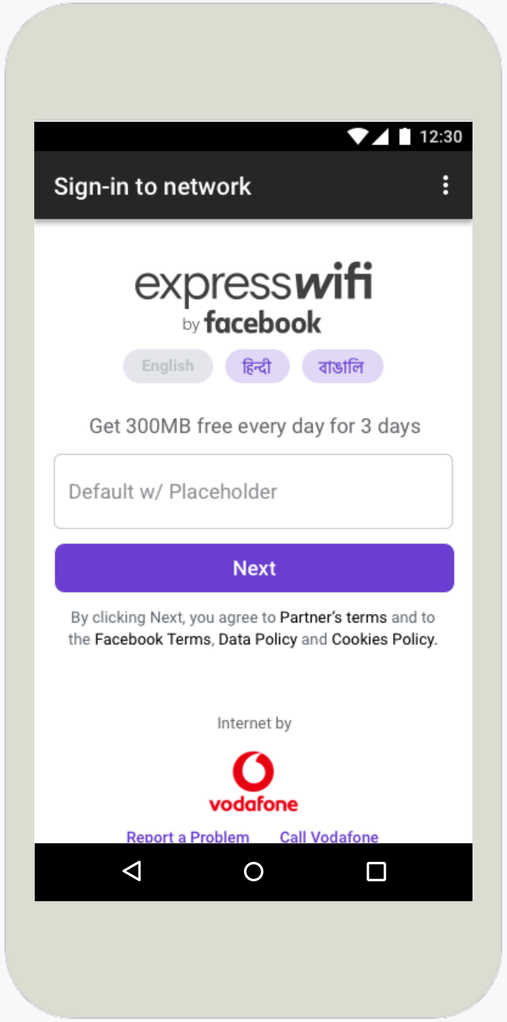

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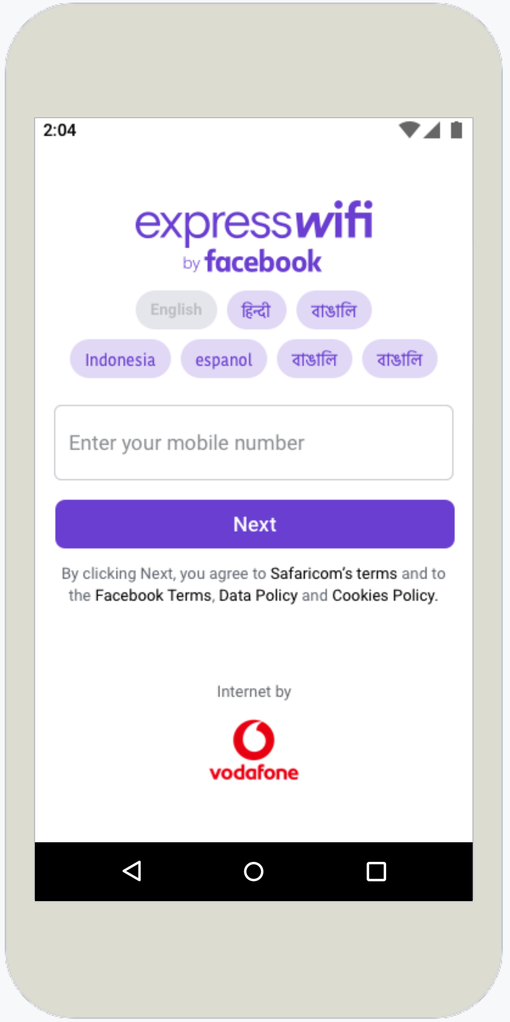
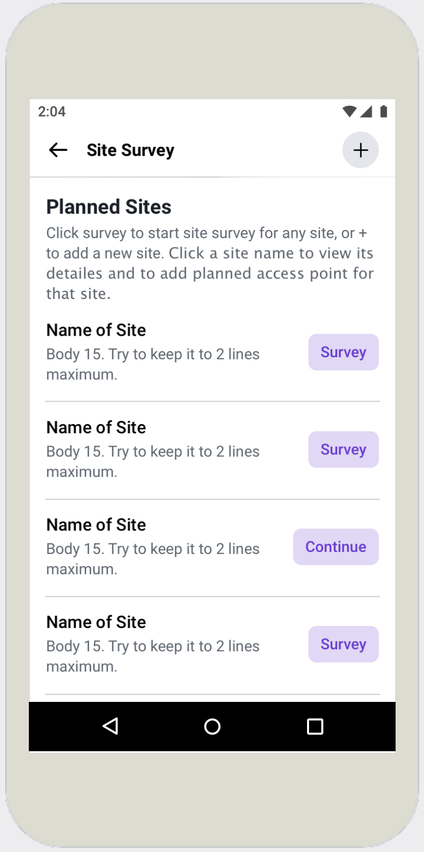
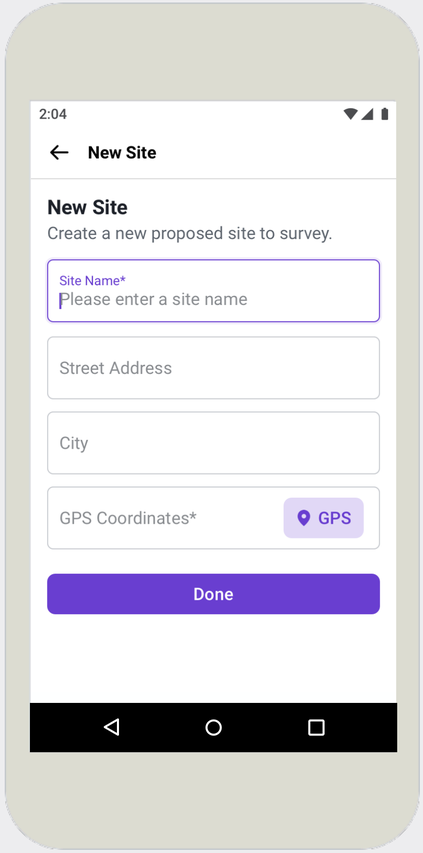
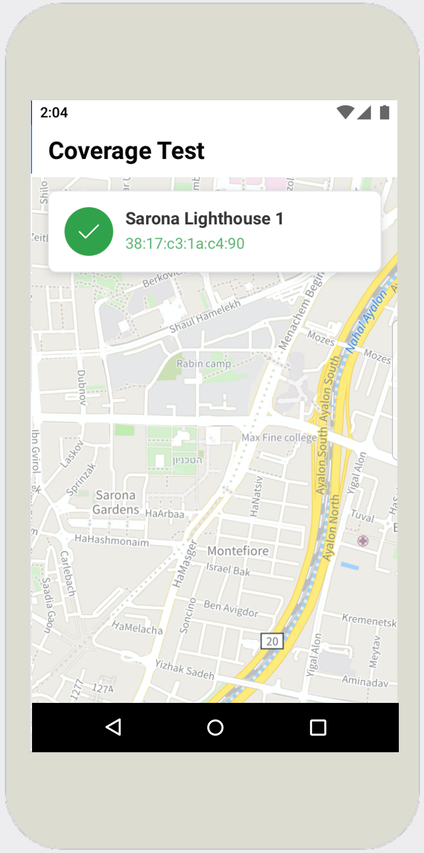


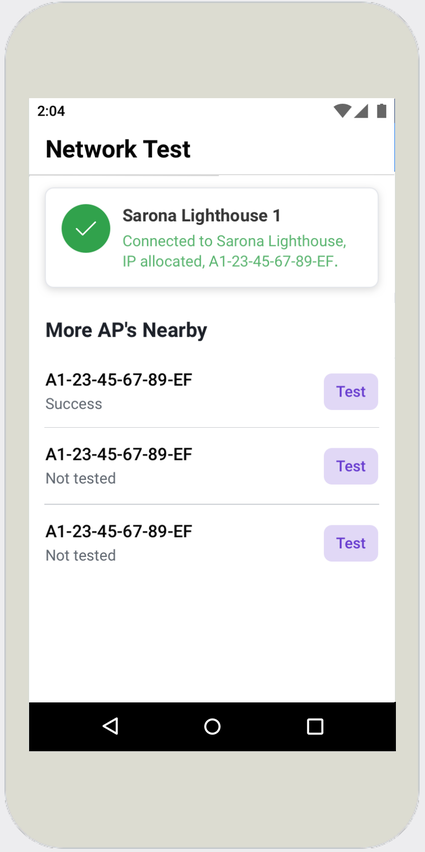
TECHNICIAN APP

Technician App









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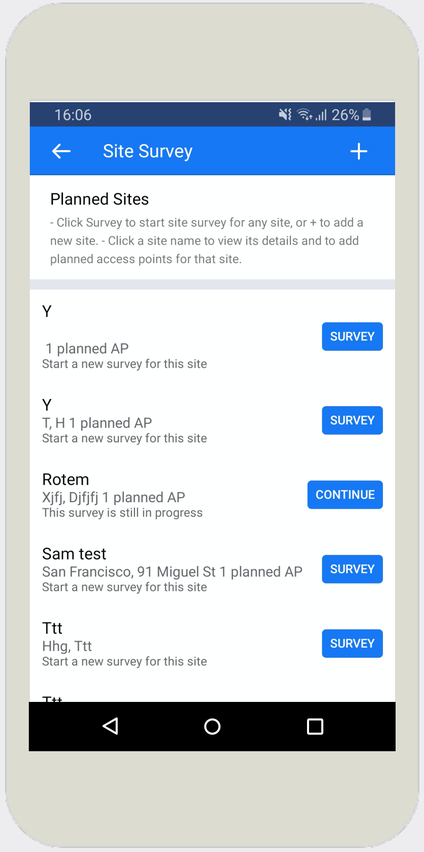

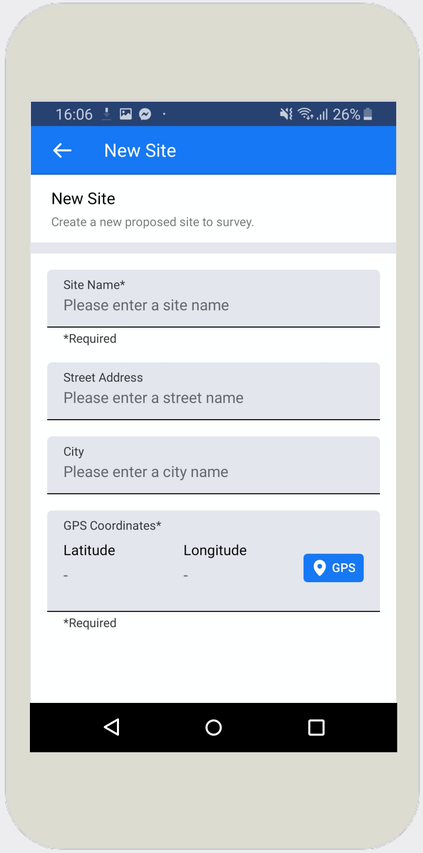

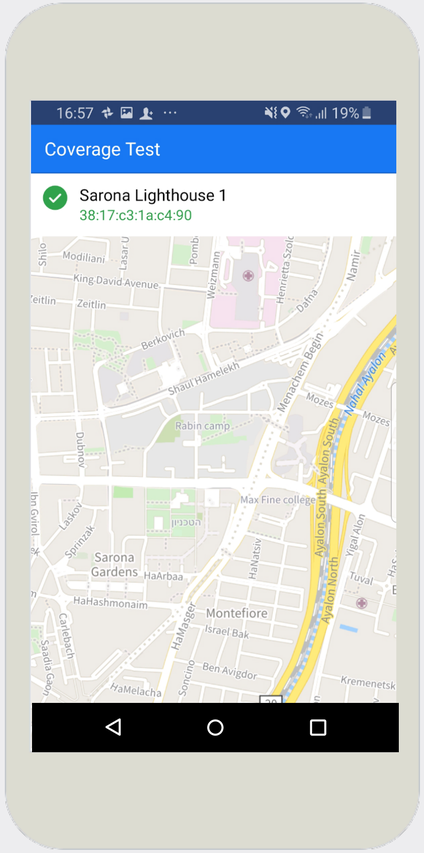

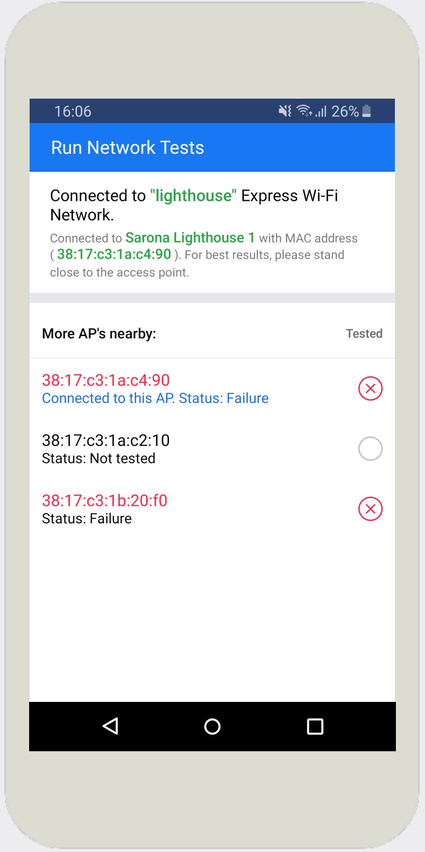

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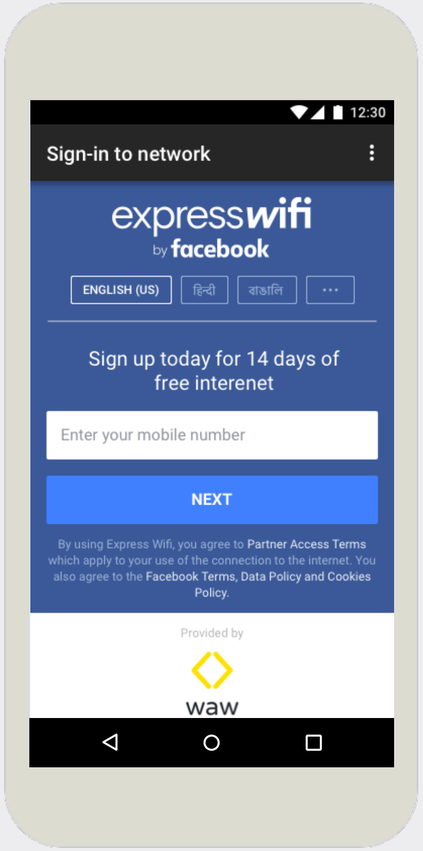

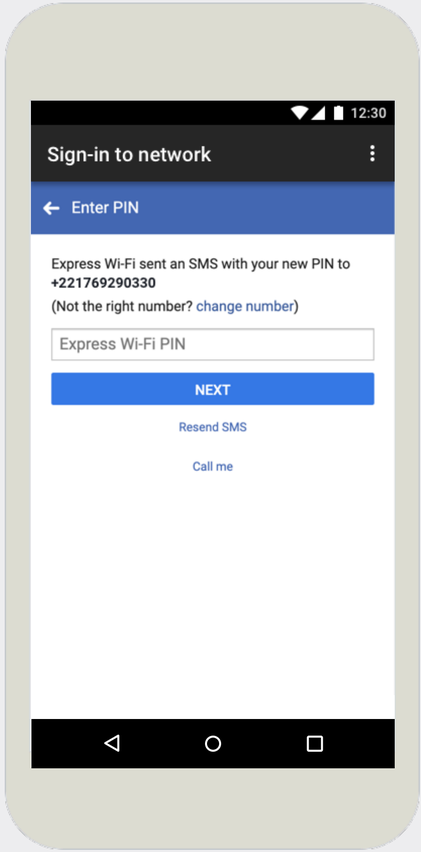

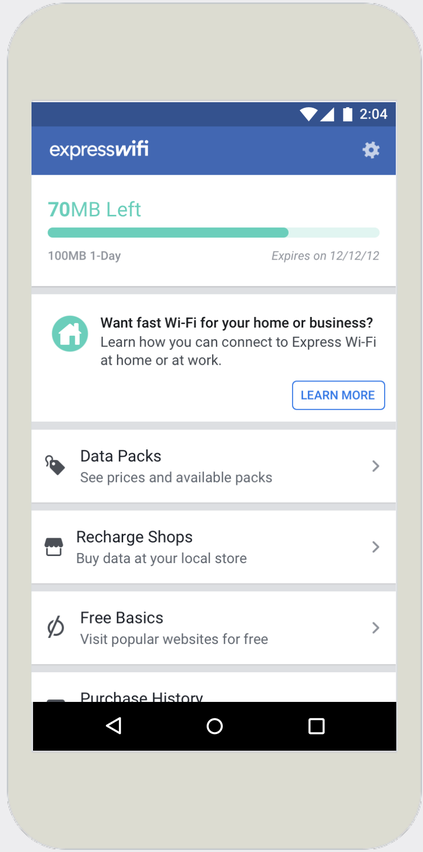

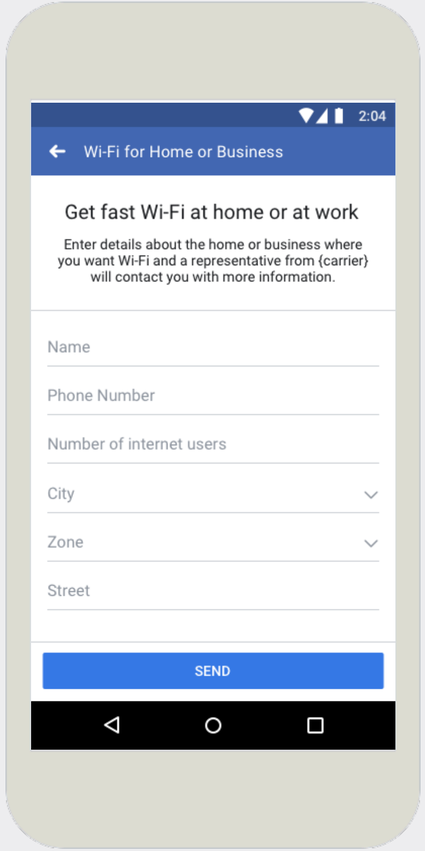

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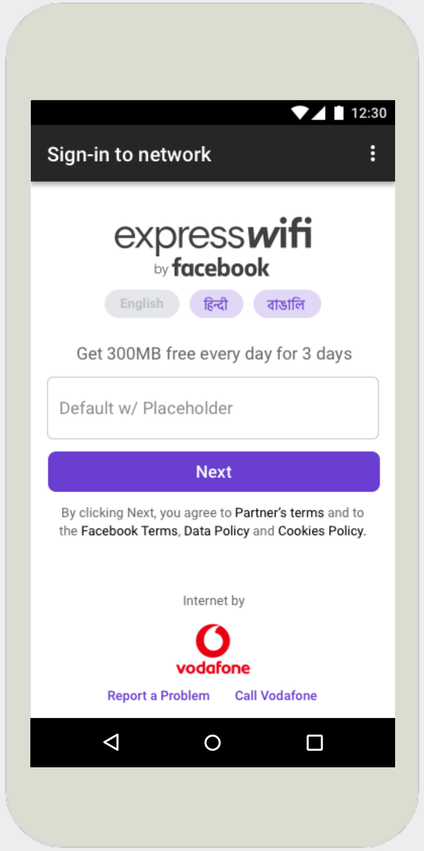
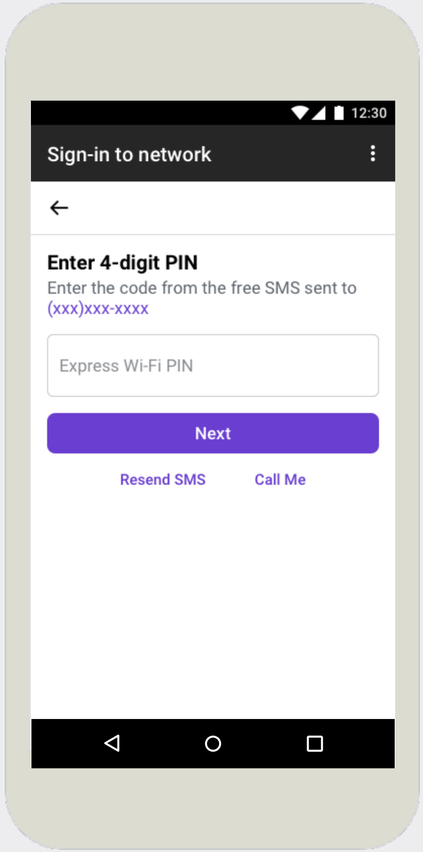
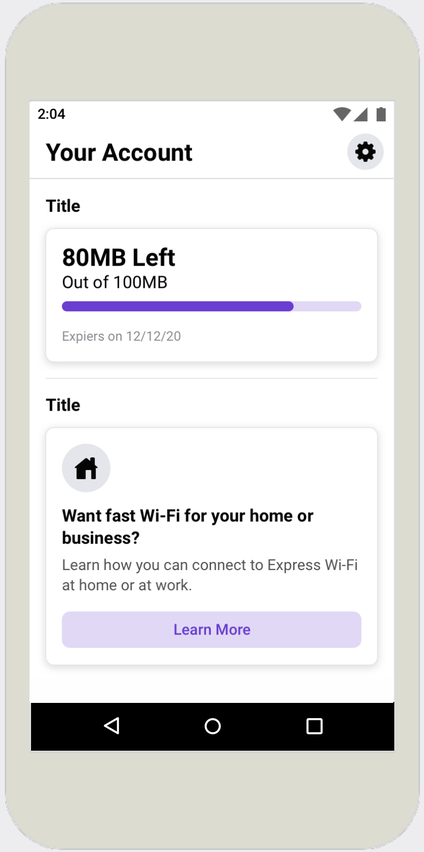
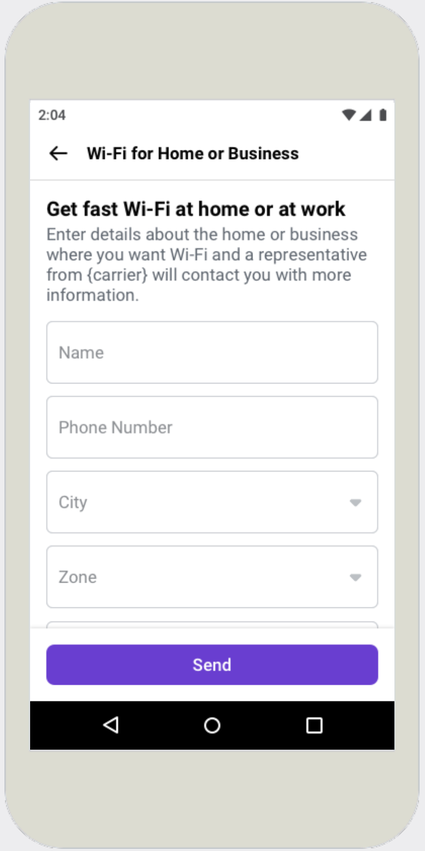








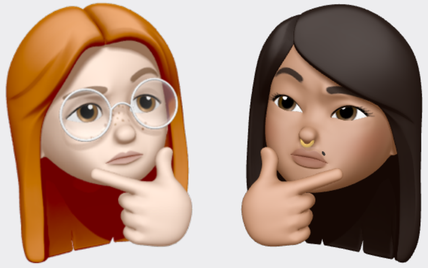
01/ Intro to XWF
02/ XWF Products
03/ Goals
04/ Data
05/ Best Practices
06/ Mapping
07/ Components
08/ Research & Design
09/ Next Steps
10/ Questions

Next Steps

01/ Complete Design work

02/ Implementation Review

03/ Design System Experiments

04/ Documentation

Thank You!