

Balancing Brand Guidelines and Android Guidelines.

Jean-Baptiste “JBQ” Quéro

Mobile Architect, Yahoo

jbq@yahoo-inc.com



ADC

GAME DEVELOPERS CONFERENCE[®] NEXT

FEATURING APP DEVELOPERS CONFERENCE[™]

LOS ANGELES CONVENTION CENTER · LOS ANGELES, CA

NOVEMBER 3-4, 2014



Agenda

- About myself
- Android design so far
- Android today
- Material design
 - Branding opportunities



Who is that JBQ person anyway?

- 15 years working in mobile



Credit: jeanmarc77 / flickr





Who is that JBQ person anyway?

- In Android team, 2007-2013



Credit: Google



Who is that JBQ person anyway?

- Now, Mobile Architect at Yahoo
 - 15+ native apps for Android
 - 550M mobile MAUs (Q3'14)

YAHOO!



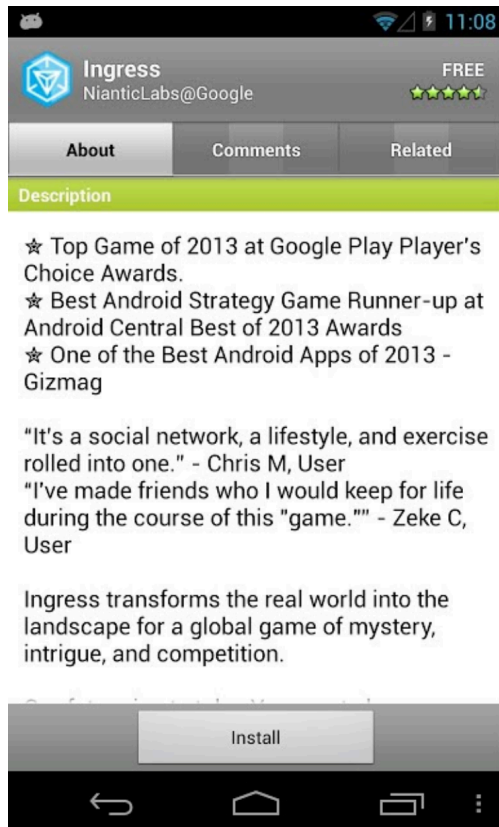
About Android



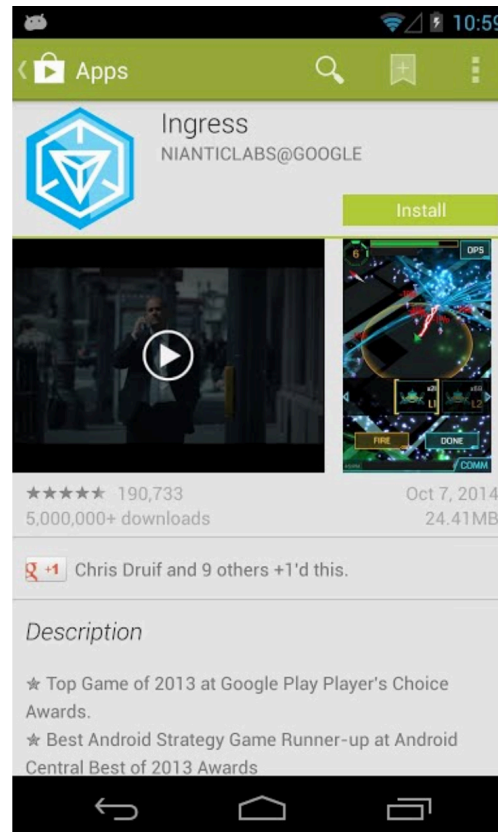
Credit: Google



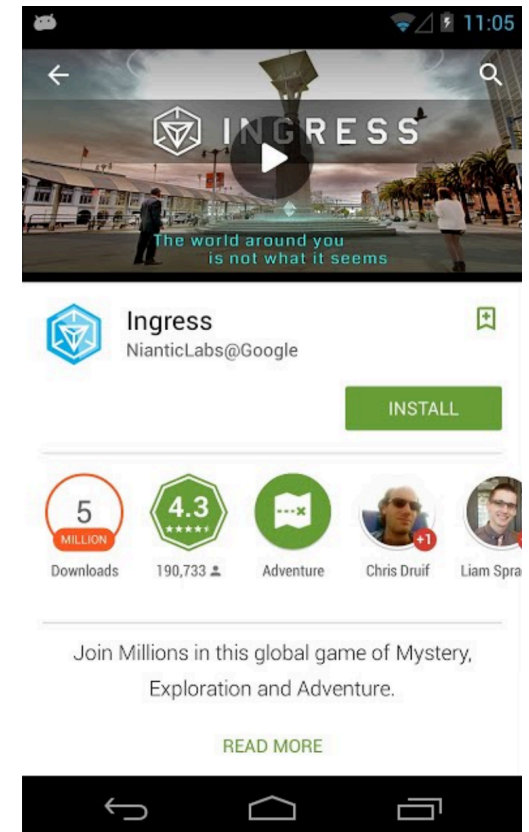
Android design so far



Classic era



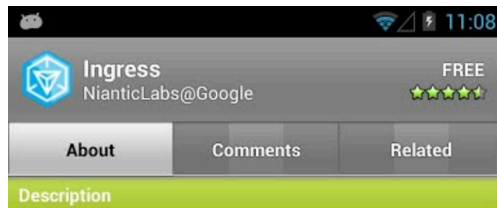
Holo era



Toward Material



Android Classic



- ★ Top Game of 2013 at Google Play Player's Choice Awards.
- ★ Best Android Strategy Game Runner-up at Android Central Best of 2013 Awards
- ★ One of the Best Android Apps of 2013 - Gizmag

"It's a social network, a lifestyle, and exercise rolled into one." - Chris M, User

"I've made friends who I would keep for life during the course of this 'game.'" - Zeke C, User

Ingress transforms the real world into the landscape for a global game of mystery, intrigue, and competition.

(2007-2011)





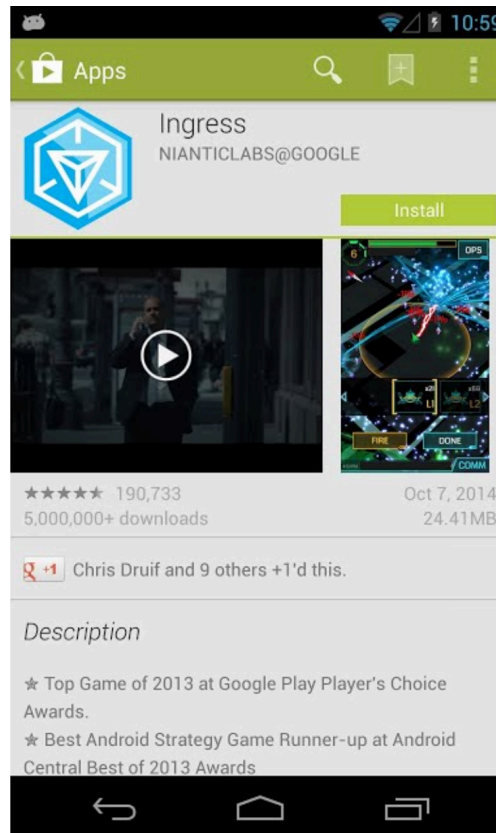
Android Classic (2007-2011)

- Android growing its core functionality
- Inconsistent navigation
- Clunky, unpredictable interaction
 - Long-press, hardware menu button
- Visually uninspiring, dated
- Very little room for customization
- No room for reasonable branding



Android Holo

(2011



2014)



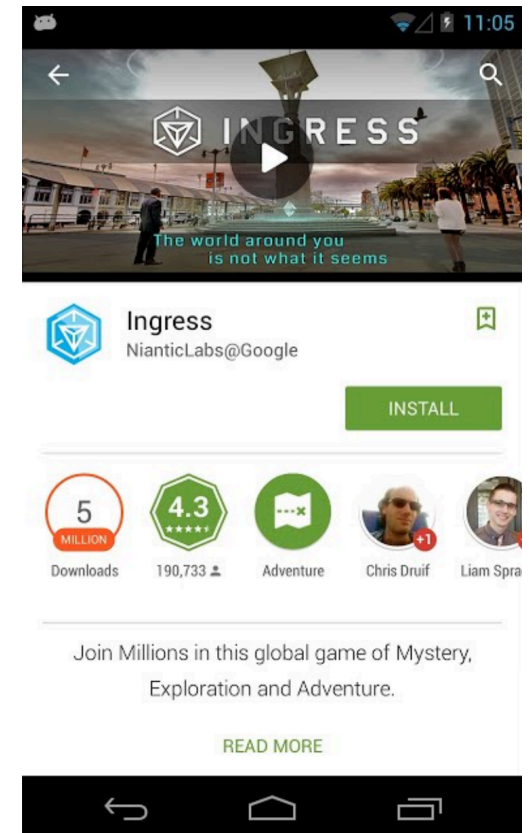
Holo (2011-2014)

- Felt reasonably current for its time
- Functionally solid
 - Well-defined navigation patterns
 - Action Bar, Navigation Drawer
- Visually muted
- Somewhat customizable
 - One main UI color. One icon.



Toward Material

(2014)





Android today

- Installed base: 1B MAUs in Q2 (Q2 Google)
- 84% of Q3 smartphone sales (Strategy Analytics)
- 58% of all Q3 phone sales (Strategy Analytics)
- 48% of all 2014 device sales (Gartner, projection)
- Front runner for wearables, TVs
- It's **BIG**. It's everywhere, quite literally.

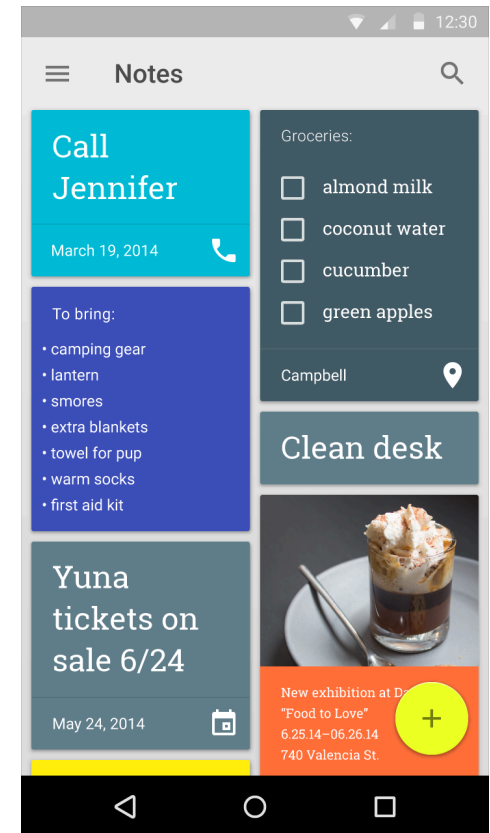
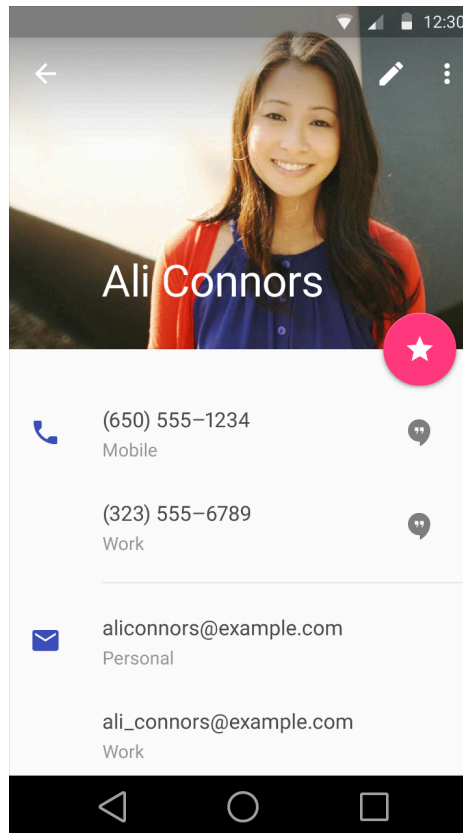
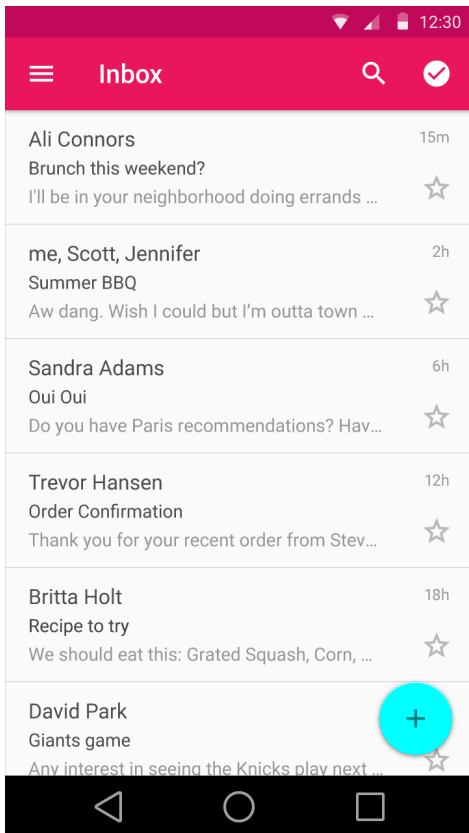


Now is a good time...

- ... for existing Holo apps ...
 - ... to update existing designs to Material,
 - ... to check and tweak app navigation,
- ... for new apps (or Classic apps) ...
 - ... to get on a level playing design field,
 - ... to leapfrog existing apps,
 - by adopting Material design,
 - by expanding over it.



Material Design (2014-)





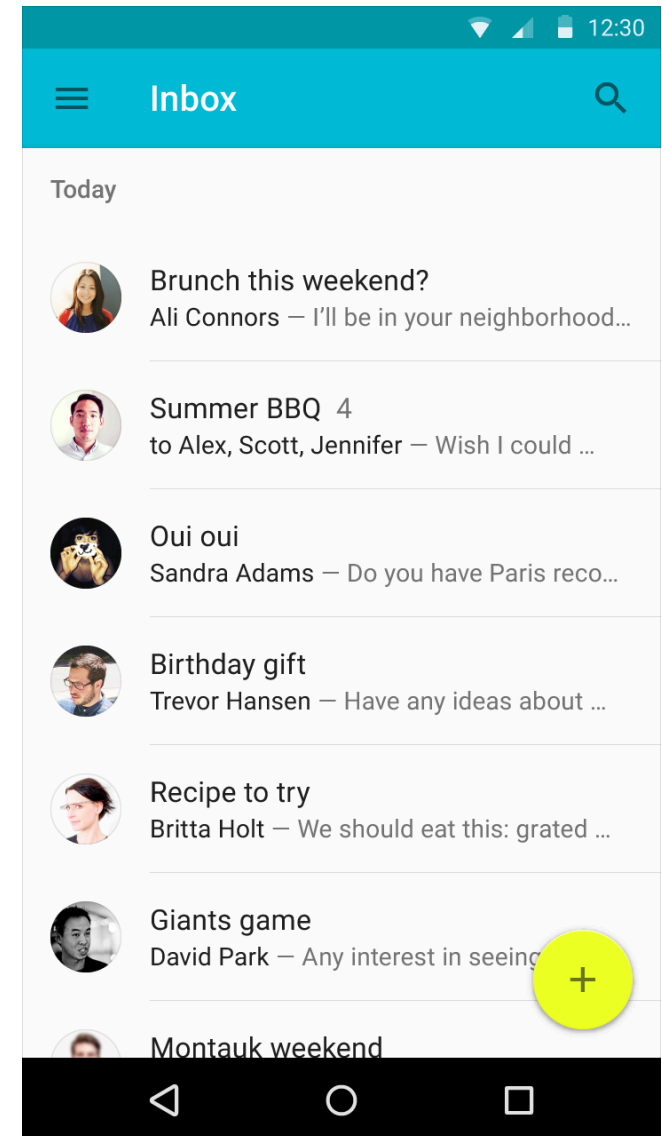
Material Design (2014-)

- Forward-looking
- High-level navigation similar to Holo
- Continuity of interaction
- Bold colorful visual design
- Branding opportunities
 - Color, shapes, layouts, fonts, even materials
 - However, no app icon in the action bar



Branding: ink colors

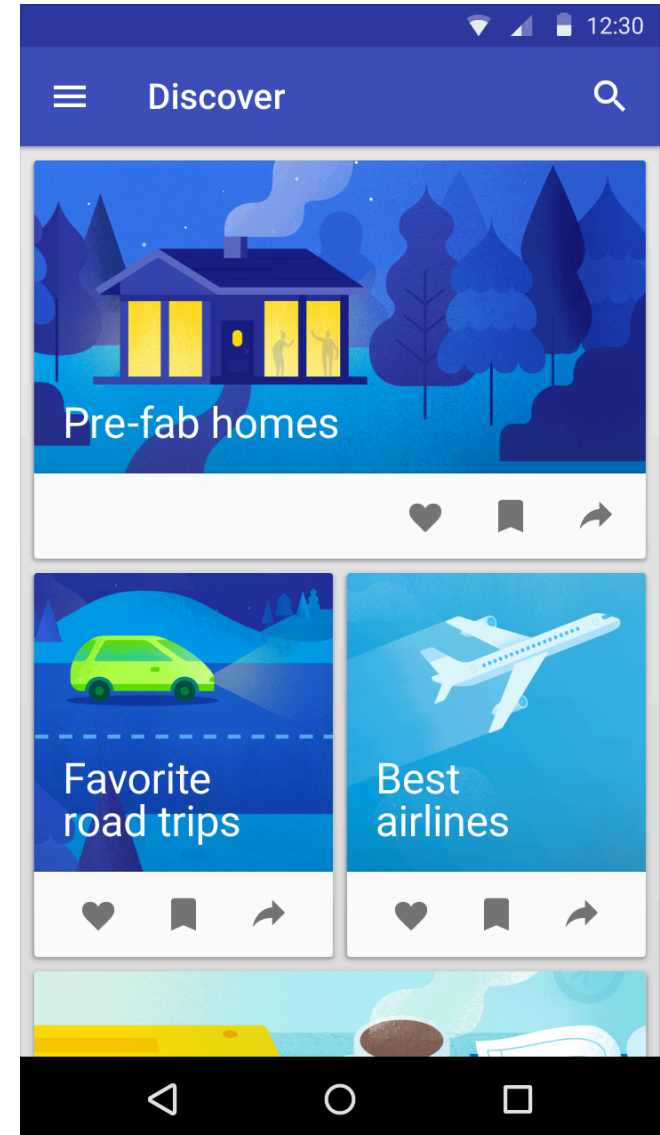
- Muted primary color
- Bright secondary color
- Use either for branding
 - with complementary color
- Or use both for branding





Branding: imagery

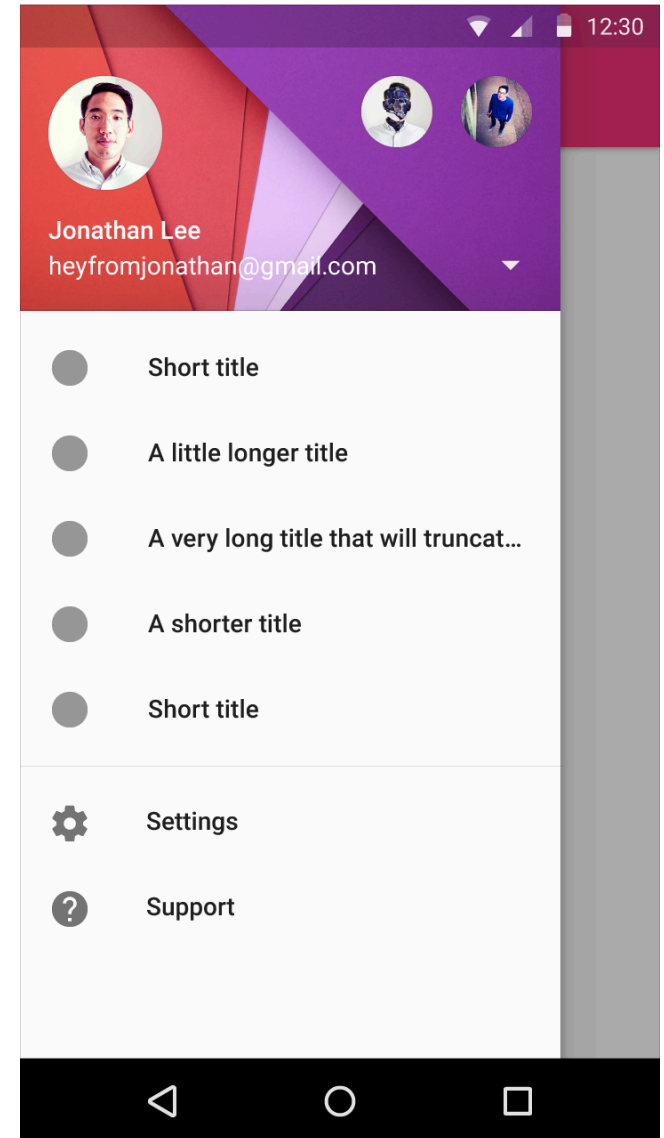
- Material sets no rules
 - Photos
 - Drawn art
 - Colors
 - Shapes
 - Theme





Branding: drawer

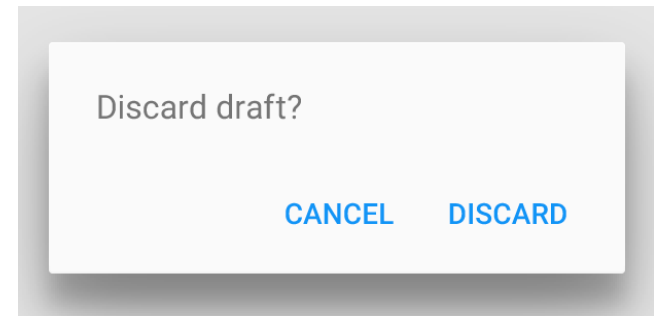
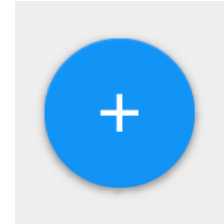
- The header image at the top of the navigation drawer is an obvious candidate for branding





Branding: material shapes

- Material can have any shape
 - Go beyond rectangles and circles
 - Buttons
 - Action buttons
 - Dialogs
 - Cards
- Re-shape edges, corners, whole elements
- Also, re-shape the ink ripples





Branding: other directions

- Typography
 - Beware, Android ranges from 100 to 500+ dpi
- System icons
 - Guidelines are very constraining
 - Opportunities for unique animations



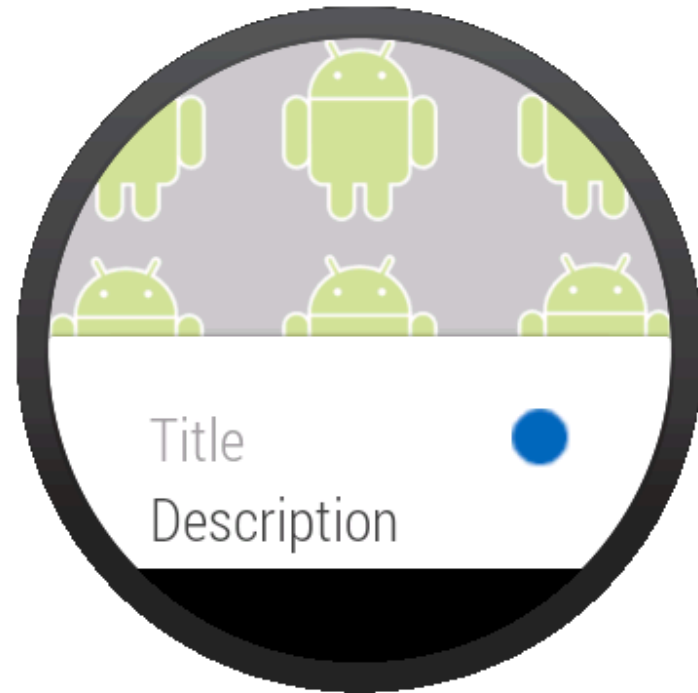
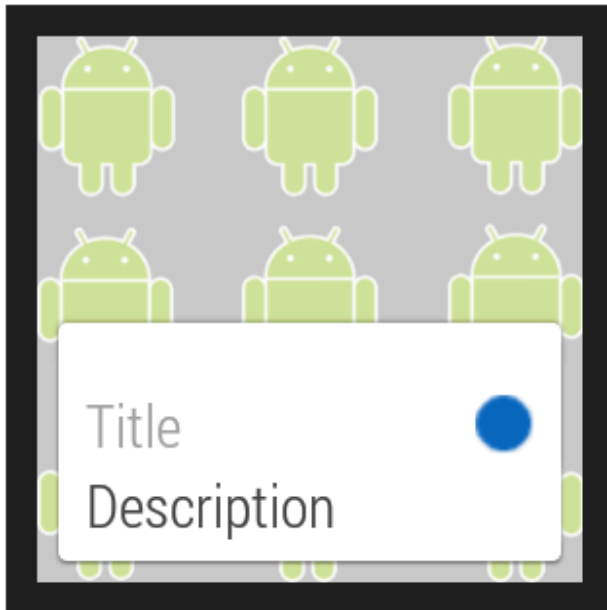
Branding: example opportunities





Don't forget the other screens

- Android Wear





Don't forget the other screens

- Android TV

