



habbit

design language system

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introduction

habbit is all about helping people creating a happier, healthier life - in a fun way.

All design elements are aimed at supporting this goal.

Top priority though is to make the app easy to use and clear to navigate.

This design language system lists all design elements and their use for mobile, tablet and desktop versions. Here you'll find notes for all important design elements.



colors

make a great first impression!

colors effect us on a subconscious level. **Orange**, our primary color, stands for motivation and positivity. **Blue**, *habbbit's* secondary color, is associated with seriosity and professionalism.

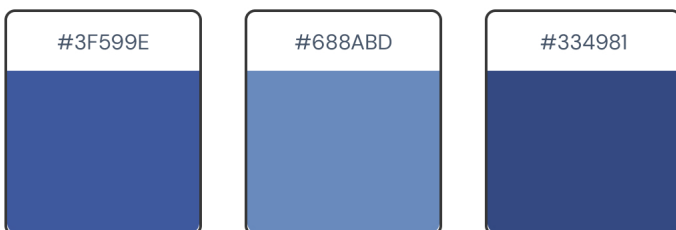
primary colors



User tests had shown that orange was the favorite color for all things action.

The main shade, #FF8B40 is used for the navigation bar, the primary buttons and the outline / text of the secondary buttons.

secondary colors



Blue, with the main shade #3F599E, is used for the data visualisation, as in the flower data charts or bar charts or line charts.

The circular backgrounds of the profile icons use a lighter / darker shades to indicate active and passive states.

greyscale

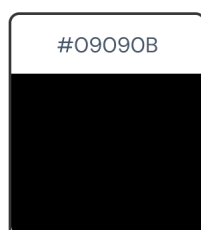


The greyscale shades all have a blue-ish undertone that is derived from the secondary color.

white



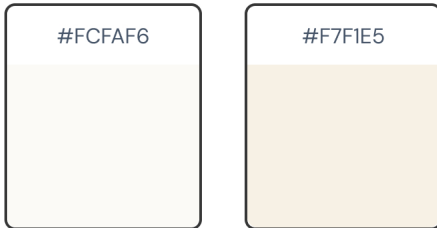
black



habbbit doesn't use pure black but a very dark anthracite. #09090B is used for all active text like titles and body copy.

colors (continued)

neutrals



The screen backgrounds uses a very light orange shade, #FCFAF, while modals etc. have a pure white background. A darker neutral shade. #F7F1E5, is used for card titles.

success



warning

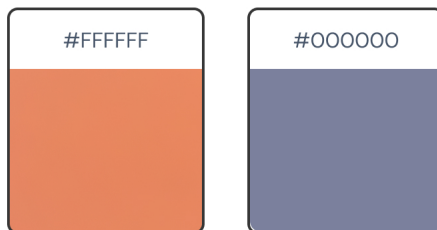


error



For system messages (success, warning, error), those three colors are defined.

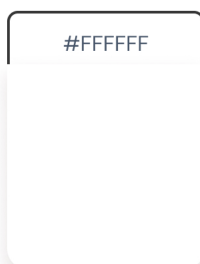
overlays



There are two versions of transparent overlays the *habbbbit* app displays:

1. an orange gradient anytime a positive action is required (f. e. motivation to create a new diary)
2. a darker shade of blue (#232D5B, 60% transparency) for informative screens.

shadows



For shadows of white areas (f. e. cards). *habbbbit* uses a tinted orange-y shade #87746D (see page 23)

typography

fonts are a visual voice

Inter is a variable Google font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

Aa

Inter Regular

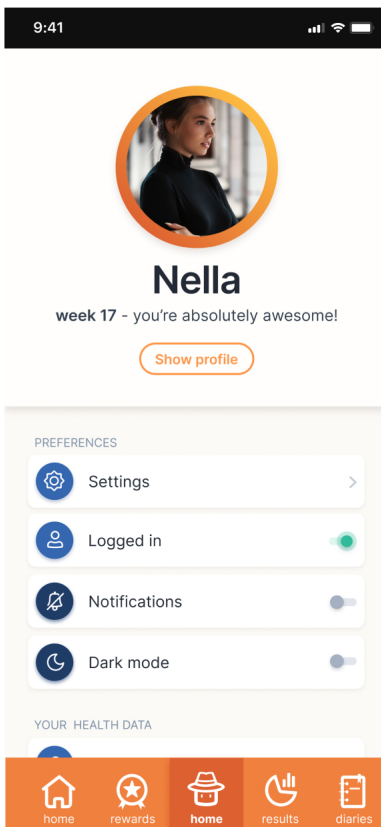
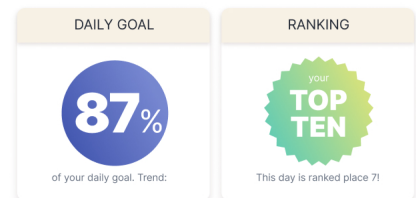
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890

Aa

Inter Semibold

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
1234567890

Inter black
is used for data display



fonts used in the mobile and tablet version

Your Diaries

> This is a Headline / Inter semibold, 24 pt (mobile) or 28 (tablet)

Sleep Diary

> This is a card title / Inter regular 16 pt

Create your first diary

> This is a button text / Inter regular 14 pt

YOUR HEALTH DATA

> This is a subtitle / Inter regular 12 pt

Keeping a mood diary is helpful in so many ways.

> This is a paragraph / Inter regular 12 pt

typography (continued)

fonts are a visual voice

For the desktop page, we created a complete font system, from H1-H6 to paragraphs, subtitles etc.
For more information, see page 26.

desktop font styles

Typography

Manage all your typescales in here

H1

H1a – Regular / 60px / LH 72 px
H1b – Semi Bold / 60 px / LH 72 px
H1b – Bold / 60 px / LH 72 px

H2

H2a – Regular / 56 px / LH 64 px
H2a – Semi Bold / 56 px / LH 64 px
H2b – Bold / 56 px / LH 64 px

H3

H3a – Regular / 40 px / LH 48 px
H3b – Semi Bold / 40 px / LH 48 px
H3b – Bold / 40px / LH 48 px

Typography

Manage all your typescales in here

H1

H1a – Regular / 60px / LH 72 px
H1b – Semi Bold / 60 px / LH 72 px
H1b – Bold / 60 px / LH 72 px

H2

H2a – Regular / 56 px / LH 64 px
H2a – Semi Bold / 56 px / LH 64 px
H2b – Bold / 56 px / LH 64 px

H3

H3a – Regular / 40 px / LH 48 px
H3b – Semi Bold / 40 px / LH 48 px
H3b – Bold / 40px / LH 48 px

H4

H4a – Regular / 33 px / LH 40 px
H4b – Semi Bold / 33 px / LH 40 px
H4b – Bold / 33 px / LH 40 px

H5

H5a – Regular / 28 px / LH 34 px
H5b – Semi Bold / 28 px / LH 34 px
H5b – Bold / 28 px / LH 34 px

H6

H6a – Regular / 23 px / LH 28 px
H6b – Semi Bold / 23 px / LH 28 px
H6b – Bold / 23 px / LH 28 px

H7

H7a – Regular / 19 px / LH 23 px
H7b – Semi Bold / 19 px / LH 23 px
H7b – Bold / 19 px / LH 23 px

SHORTEXT

SHa – Regular / 20 px / LH 24 px
SHb – Semi Bold / 20 px / LH 24 px
SHc – Bold / 20 px / LH 24px

PARAGRAPHS

P1a – Regular / 20 px / LH 24 px
P1b – Semi Bold / 20 px / LH 24 px
P1c – Bold / 20 px / LH 24 px

P2a – Regular / 16 px / LH 19 px
P2b – Semi Bold / 16 px / LH 19 px
P2c – Bold / 16 px / LH 19 px

PARAGRAPHS

P3a – Regular / 16 px / LH 19 px
P3b – Semi Bold / 16 px / LH 19 px
P3c – Bold / 16 px / LH 19 px

CAPTIONS

C1 – Regular / 12 px / LH 16 px
C1 – Semi Bold / 12 px / LH 16 px
C1 – Bold / 12 px / LH 16 px

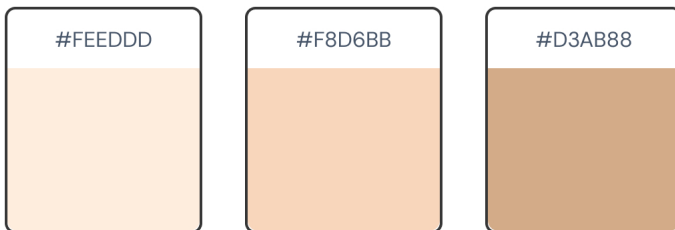
illustrations

a picture is worth a thousand words

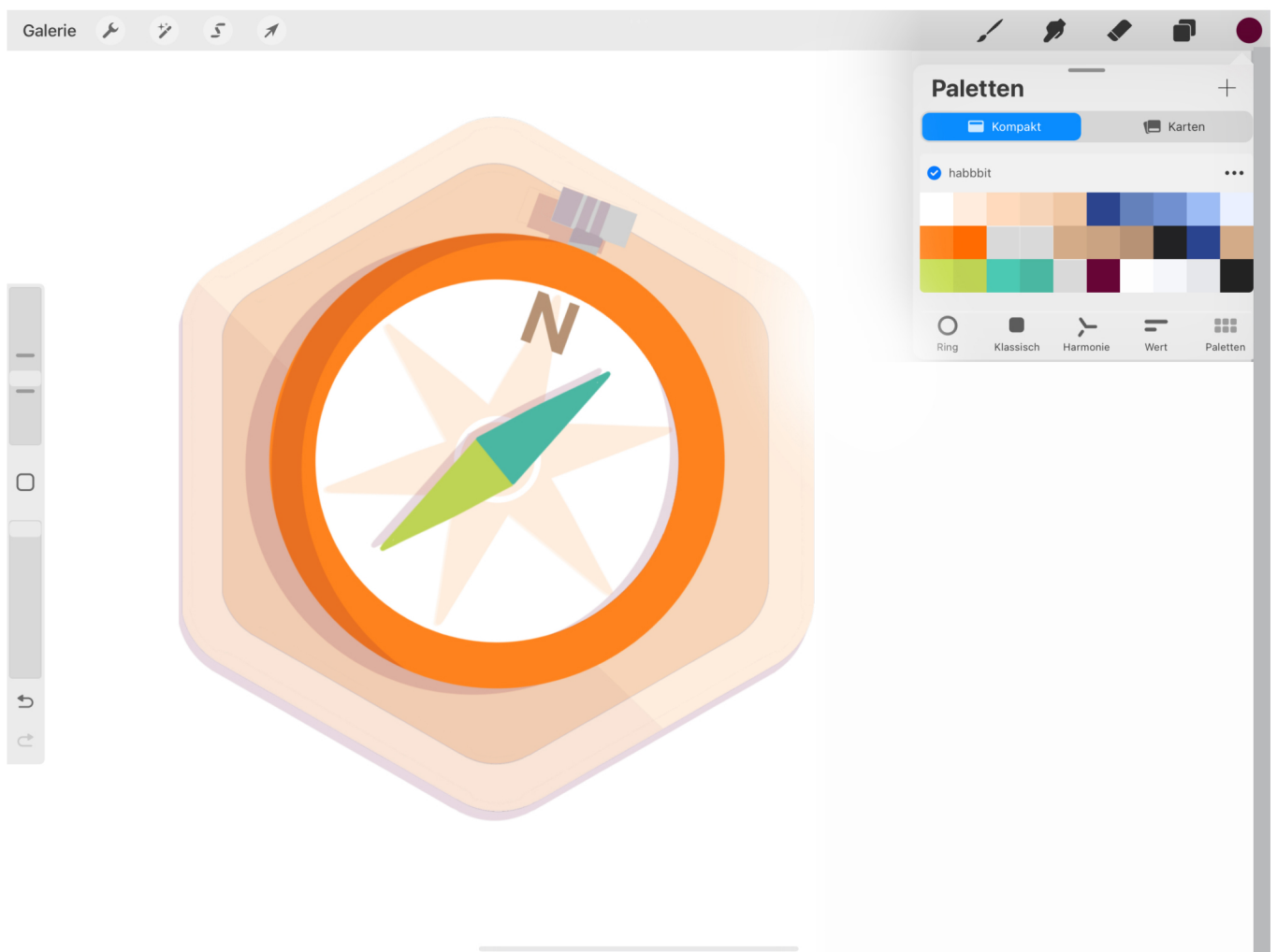
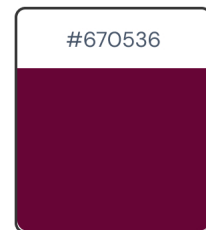
1. Complemented color palette:

The illustration colors are derived from the *habbit* colors, with shades of orange and blue being the starting point and the blues-ish green being the 'success' shade. Additional colors in neutral shades complement the basic colors. A dark purple with 15% transparency is used for all illustration shadows.

additional colors



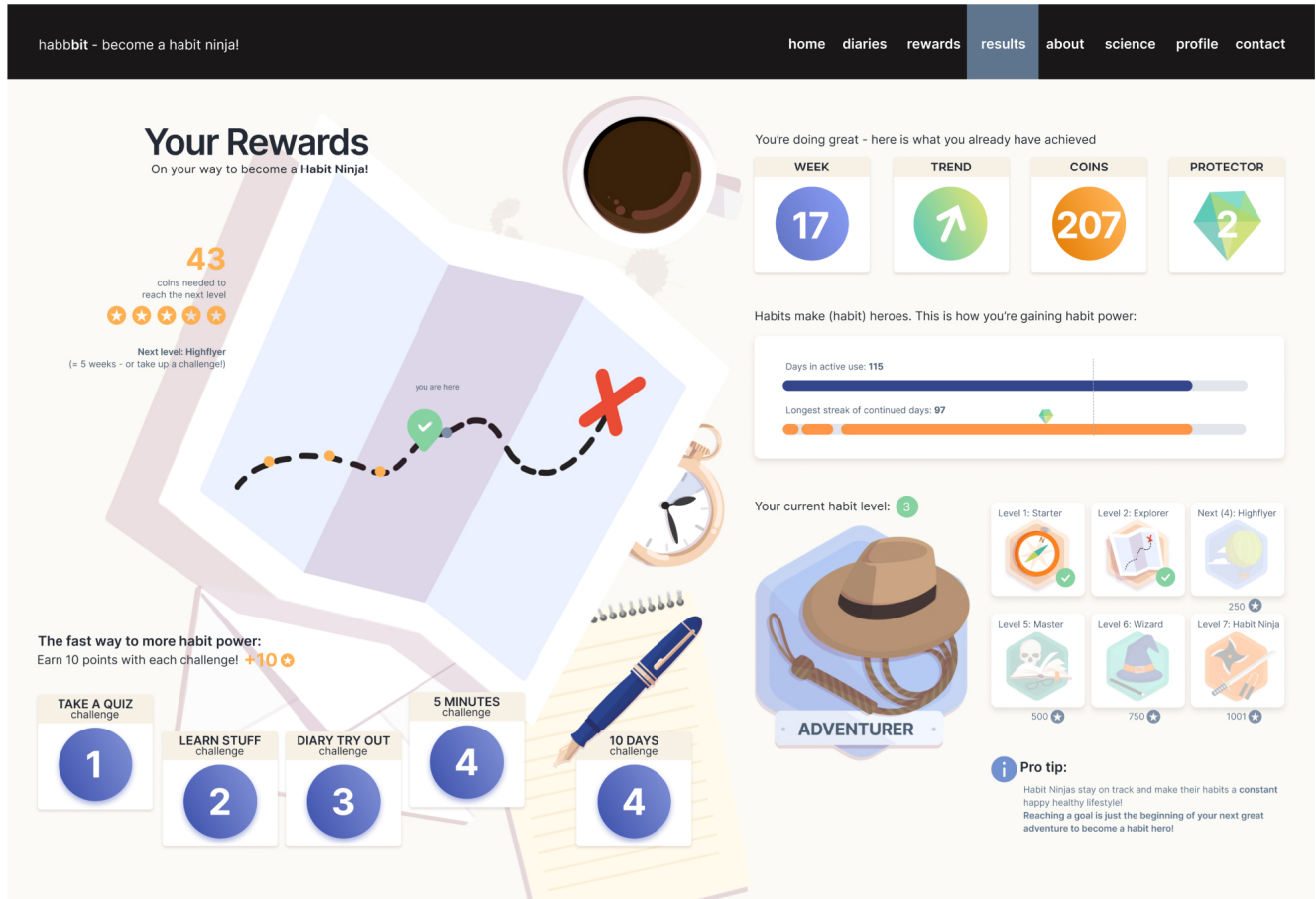
shadow



illustrations (continued)

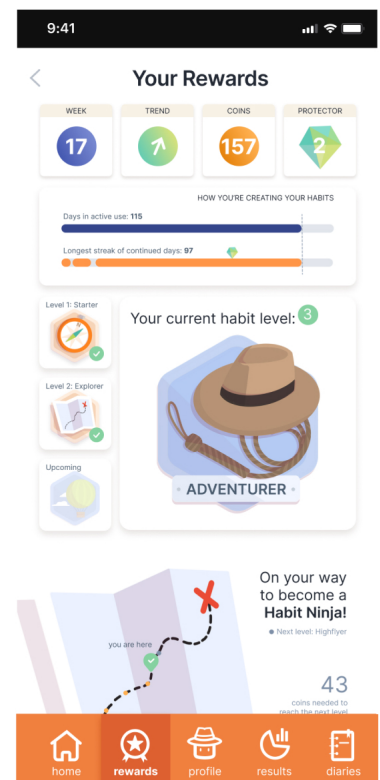
2. Storytelling illustrations

habbit's slogan is 'become a habit hero', thus the app tell's an adventurer's story. Creating habits is not exactly spectacular, but we can make the user feel like it!



Especially in the desktop version (see image above), there's enough space to show larger illustrations. For each level displayed with different illustrations, the *Rewards* page represents an adventurer's desktop with a map that shows the path to the goal and the stations / levels the user has achieved so far.

The storytelling illustrations are aimed at giving the user the impression *to be part of the app*, in contrast to *using an app*.



illustrations (continued)

2. a. Supporting / In App illustrations

Central part of habbbbit - and of creating happy healthy habits - is keeping a diary. Or several of them. That's why each topic got an illustration to make the process of choosing a diary easy and enjoyable. Those illustrations add to the look and feel, but are not related to the adventurer's story.

For a consistent look, all illustrations have a light blue circular background that binds the different illustration elements together.

The illustrations alternate in showing people / situations and objects to reduce visual density / clutter. Each illustration has to include at least one orange element to ensure a bright, positive impression.



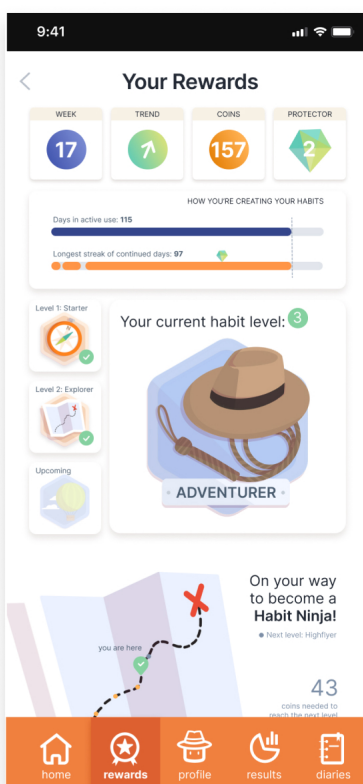
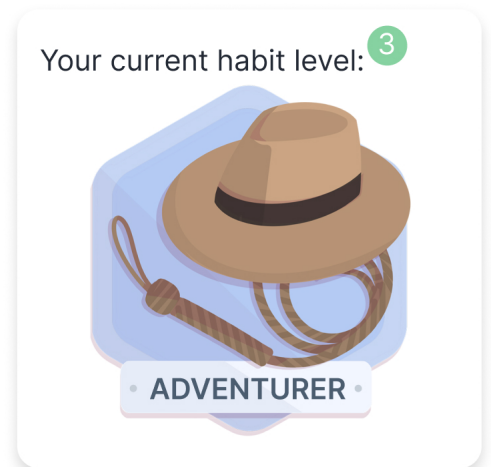
gamification elements

gamification is aimed at making the users feel like superheroes.

The *habbbbit* app is all about creating healthy habits on a daily base, so motivation is key. To make something unspectacular and maybe boring attractive, *habbbbit* is designed like an adventure game. With daily habits (like a diary entry) the user can earn points, take challenges and reach different levels until he / she reaches the final level and becomes a **Habit Ninja**.

1. Levels:

starter, explorer, adventurer, highflyer, master, wizard, habit ninja



2. Rewards:

Different user test had pointed out to the fact that users expect rewards as soon as they take any action. Honoring this, *habbbbit* places a lot of emphasis on rewards. They live in an own, dedicated screen (additionally, some reward display adds to the fun in the data visualization section).

The illustrated *Rewards* screen is aimed at making the desktop version of the app attractive enough to invite users to switch from the app to the web.



Each day with a diary entry creates a point / coin and marks a step on the user's journey to become a Habit Ninja.

gamification elements (continued)

SPEED UP THE GAME WITH MORE POINTS!

ENJOY THE RIDE!

10 days challenge

+ 10 ★

SPEED THINGS UP!

5 minutes challenges

+ 10 ★



READY FOR SOME MORE CHALLENGES?

Take a quiz + 10 ★

Learn some stuff + 10 ★

Check out a new diary + 10 ★

3. Challenges:

Science has shown that rewards get boring when they are predictable. Challenges - especially when they are not available on default, but at different times or after reaching certain steps - deliver an element of suspense and of playing a game instead of just filling in a daily diary entry.

habbit's subscribed users will receive notifications about available challenges (as part of the paywall / business strategy). Additionally, a pretty easy way of a challenge or to receive some extra points that speed up the process to reach the next (or final) level is to learn something or to take a quiz (same topic, just wrapped differently). This contributes in a playful way to the educational part of building habits.

COINS

207

4. Coins:
Each day with a diary entry will award the user with a coin.

PROTECTOR

2

5. Protector:
"Streaks", consecutive days of diary entries, add to the intrinsic (internal) motivation to stay on track with your habits. Streak protectors are an important tool to deliver help and an incentive, because protectors have to be earned.

data visualization

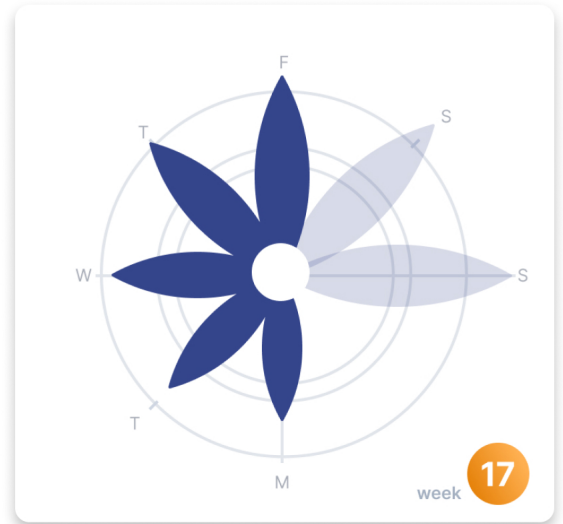
Data viz gives you answers to questions you didn't know you had

habbit gives those answers in different ways, inviting to have fun and to 'play' with data. As the most requested feature in user interviews, the goal is to deliver different perspectives - as patterns (like the flower petals) for a first glance, but also line and bar charts for advanced interpretation.

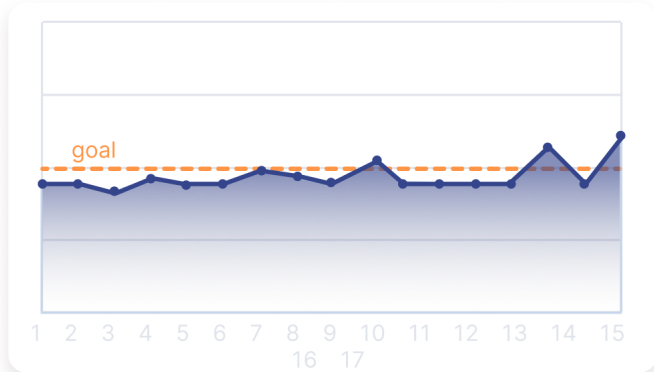
monthly overview



weekly overview



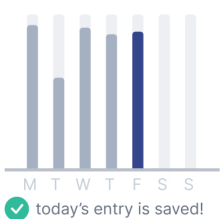
long-term overview



long-term overview



DAILY ENTRY

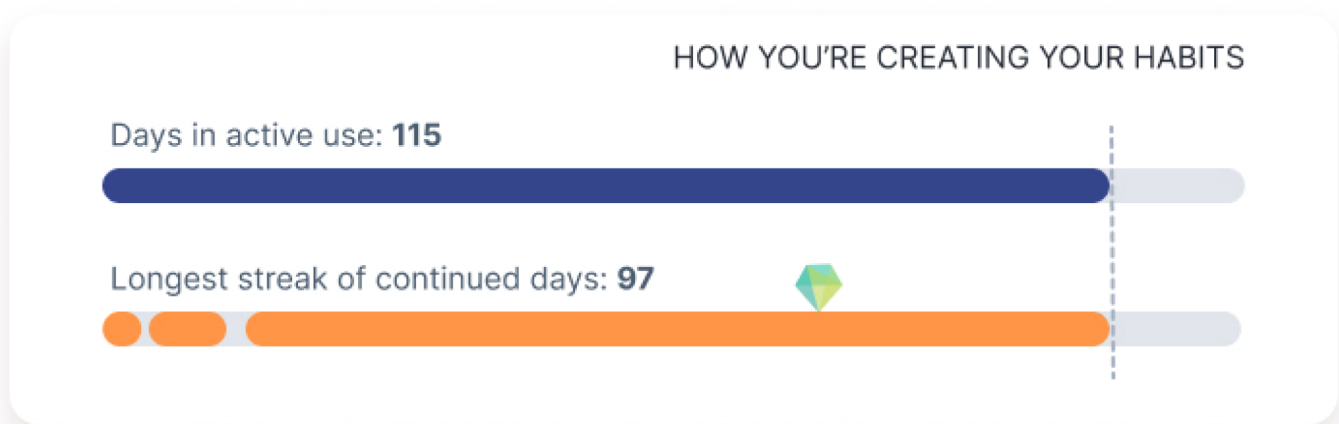
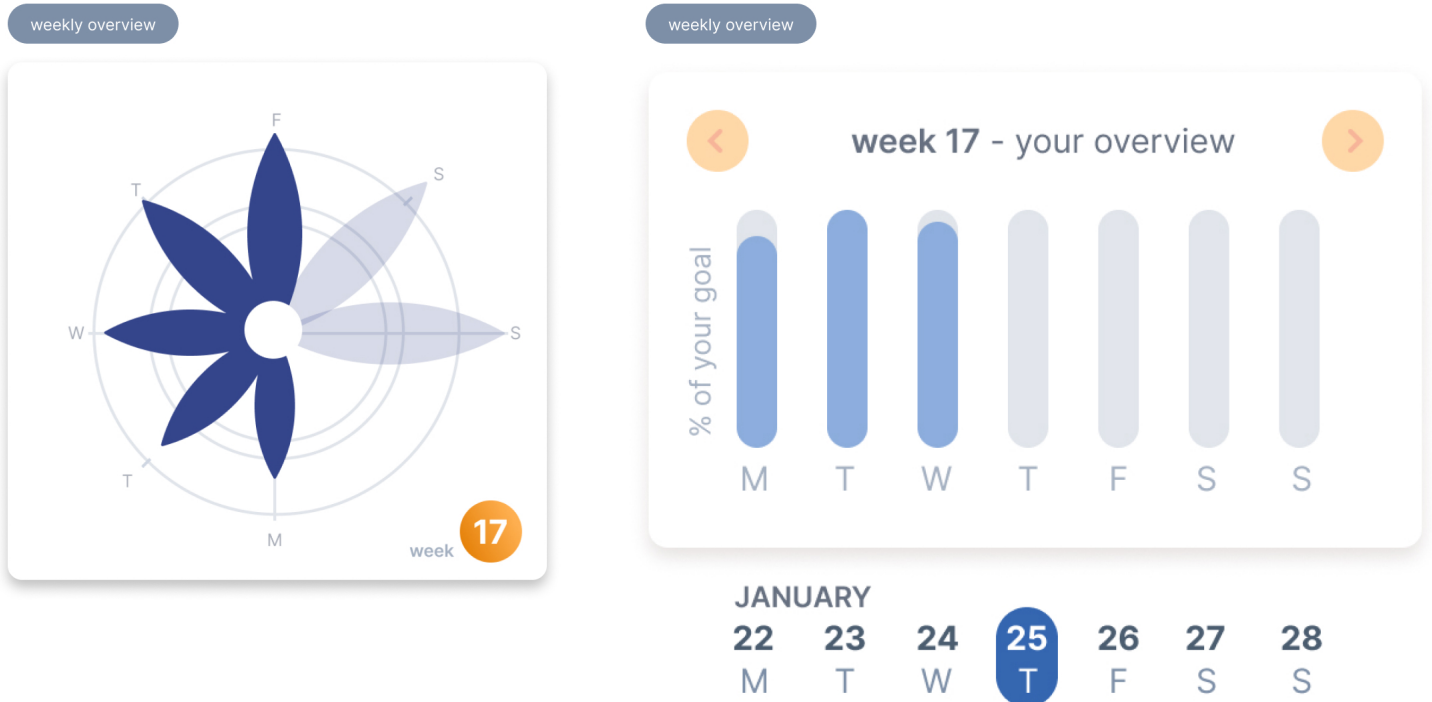


DAILY GOAL



data visualization (continued)

Creating habits is a long-term task, taking a small step every single day. *habbbbit* can only document this process, not speed it up. What we can do is making every entry, every step look good - literally. Data visualization is one of *habbbbit's* main features, and we show that it's fun and exciting, not boring.



While the flower charts show the patterns of daily activity, this bar chart focuses on displaying the 'streaks'.



Lots of small, daily steps add up to different kind of achievements (way before the final goal will be reached). *habbbbit* points out to rankings, % of the set goal/ day, earned coins etc. - the more results, the better!

iconography

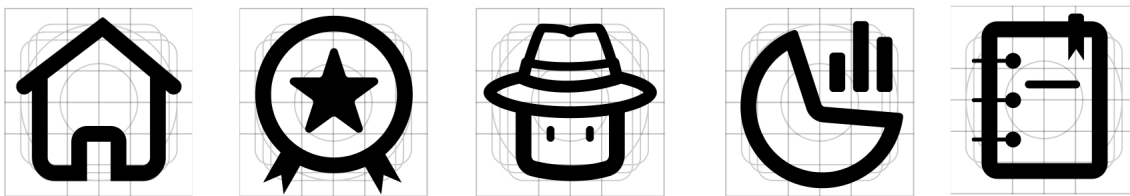
icons are the shortcuts to point out to different topics.

1 Navigation icons

The nav bar icon set is made especially for the habbit app, to make it unique and coherent. Especially the profile icon was intended to look as individual as possible and to underline the app's motivation / gamification concept.



size for navigation bar: 24 pt

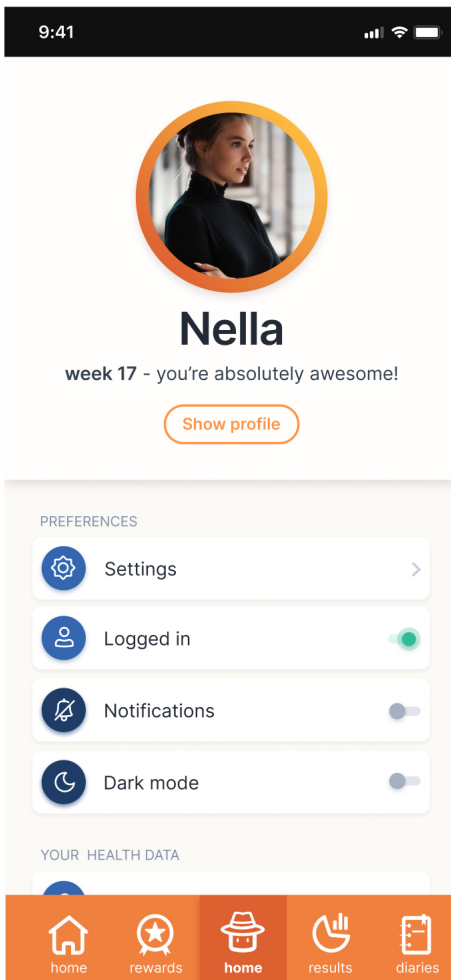


grid construction

2 In App icons

The rest of the icons (with fittingly rounded corners) originate from the *Basil icon set*, created by craftwork.design

Examples for use:
profile cards, search bar



2

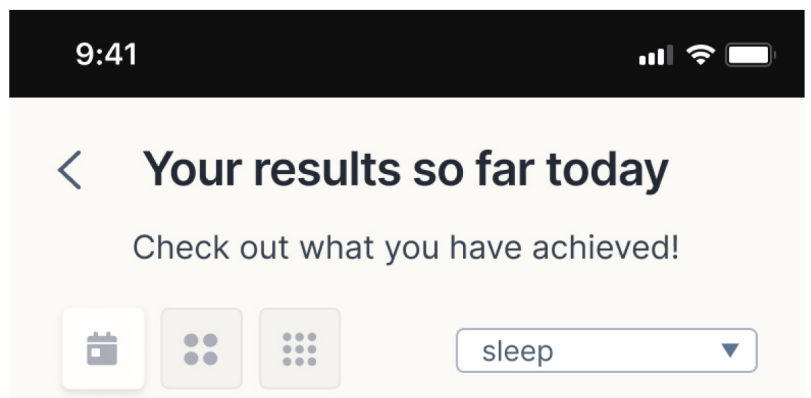
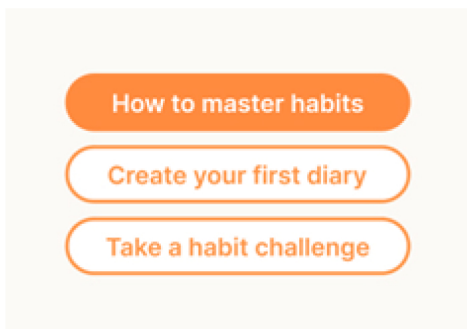
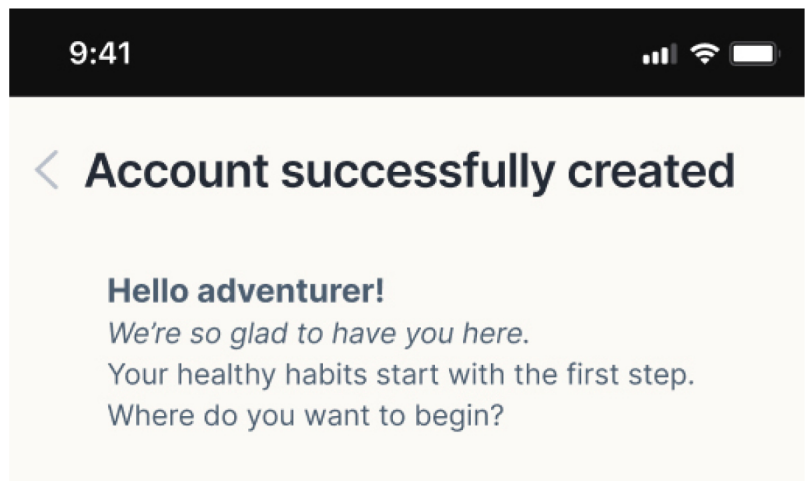
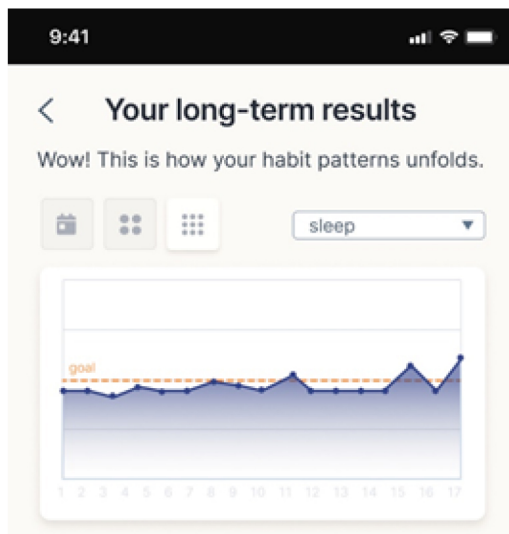
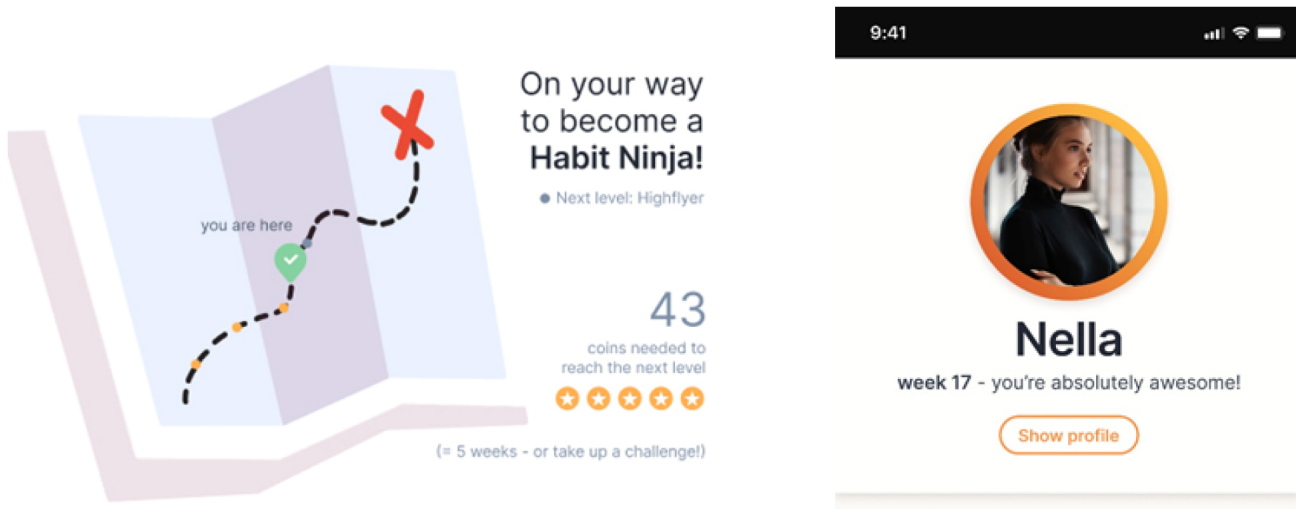
1

UX writing

One kind word can change someone's entire day

Since habbbbit is all about motivation, the tone of voice (including all microcopy) is friendly and motivating. All wording serves two directions / levels:

1. the adventurer's story and
2. making motivation and goals feel light and effortless.



***habbbbit* logo**

A brand is not its logo. It's the complete package.

The habbbbit logo comes in three versions (depending on its size) and combines different elements of the app design:

- the gradient of the circle filling is based on the primary color orange #F0803E
- the title uses two Inter fonts (regular and bold)
- the motif consists of three leaves as used in the data viz flower charts
- as for motivation and dynamics, the leaves move in an upwards-right direction (reading direction)
- the bold part of the title – bit – stands for the (many) little steps that are needed to create a sustainable habit



habbbbit
become a habit hero



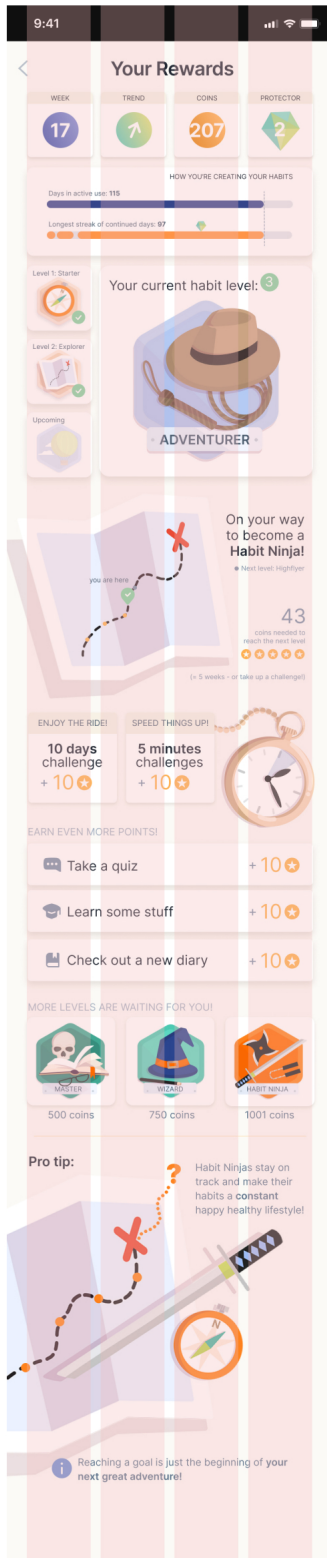
habbbbit



UI elements

1. grids

habbit uses a 4-column grid for mobile screens and an 8-column grid for tablet versions. The content is created adaptive, not responsive, that is that the content blocks are displayed differently and with different emphasis on each screen, aimed at best usability and data visualization.



UI elements (continued)

1. grids

Grids provide for a clear and neat screen layout. Having said this, grids have their limitations, especially when it comes to data display and our illustrated storytelling elements.



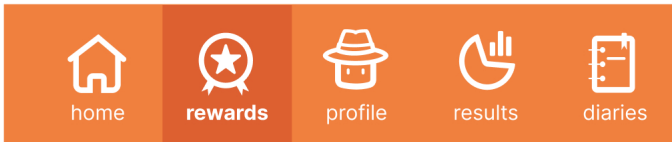
Depending on the size of the screens and the data to be displayed, it's more important to respect the way information has to be grouped to make the best sense and to give the fastest visual feedback. The desktop version shows how the different elements were pretty loosely oriented on the grid. Context rules!

UI elements

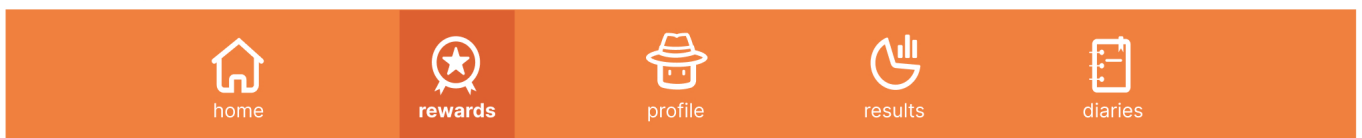
2. navigation

2.a. first level navigation

mobile navigation



tablet navigation



desktop navigation



2.b. second level navigation

sub-level navigation uses different versions of chevrons, see 'buttons'



'close' button for modals.

Both buttons have a 40 × 40 px active area in the background (dashed line)



2.c. data visualization navigation

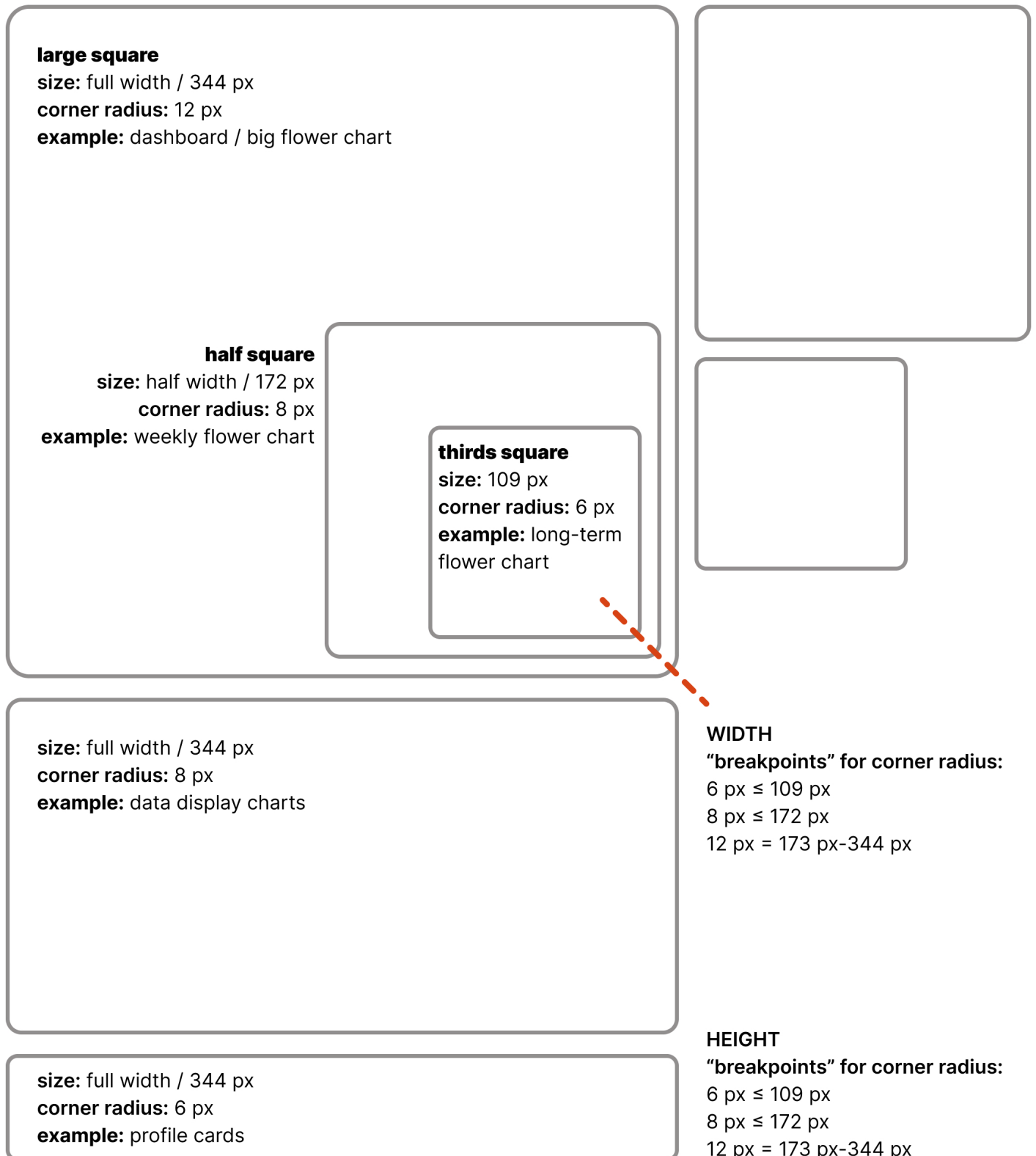
a special form of navigation is used for the three different screens of data display (day, month, long-term). Since user test have shown that words were misleading and chevrons not informative enough, the set of three buttons visualize the data 'behind' the buttons (four dots for the four weeks of a month, 9 buttons for the complete grid of consecutive weeks)



UI elements

3. cards & corners

(The same corner radius rules apply to form fields)



UI elements

4. buttons

All buttons resize according to text length. **For accessibility, all buttons (or areas to click on) have to be at least 44 px width & height!**



Create your first habit!

Type: primary button

Shadow: only when used on orange overlays



Create your first diary entry!



Show profile

Type: secondary button

Shadow: no

MAYBE LATER

Type: tertiary button

Shadow: no



Type: add button

Shadow: yes

Upload new document



Type: chevron / page navigation

Shadow: no



week 17 - your overview



Type: chevron / week navigation

Shadow: no

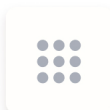
Note: for accessibility, the clickable (not visible) area has to be at least 40 ×40 px

< Friday, January 22nd

Type: chevron / day navigation

Shadow: no

Note: for accessibility, the clickable (not visible) area has to be at least 40 ×40 px



Type: data viz buttons - daily, monthly, long-term

Shadow: only the highlighted (bright) button



Type: social icon buttons for the registration process

Shadow: no


UI elements

5. form fields

For easy accessibility, all form fields have a height of 44 px, except for the search bar field with a 40 px height.

Your email

Password

password field entries can be switched to visible when the icon is clicked

Notes

5a. date form field / counter

How much did you sleep? (hh : mm)

 :

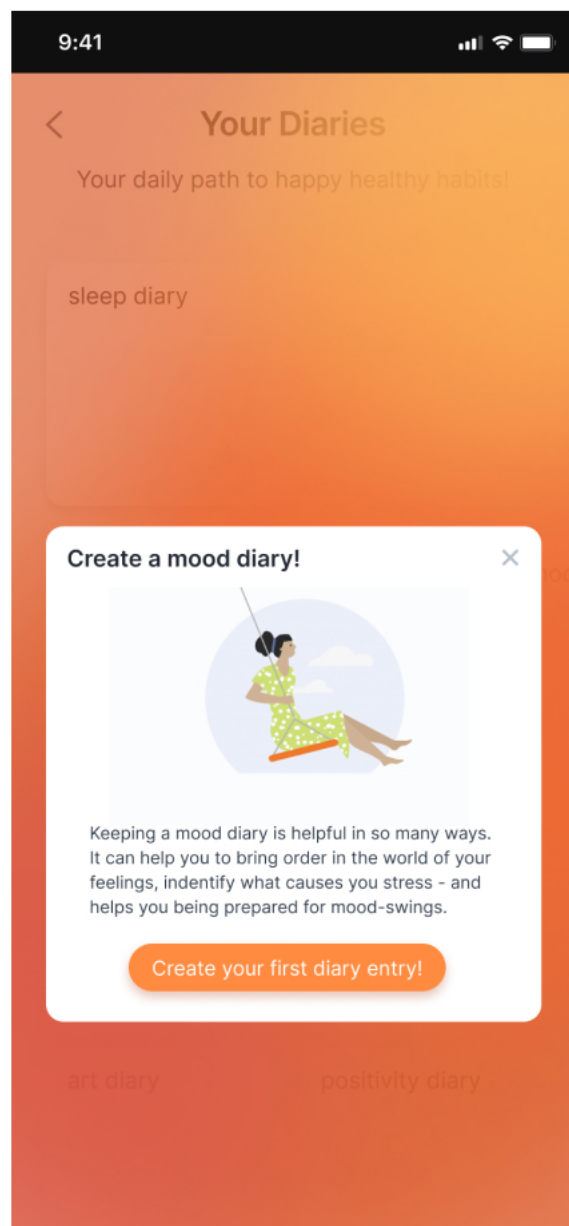
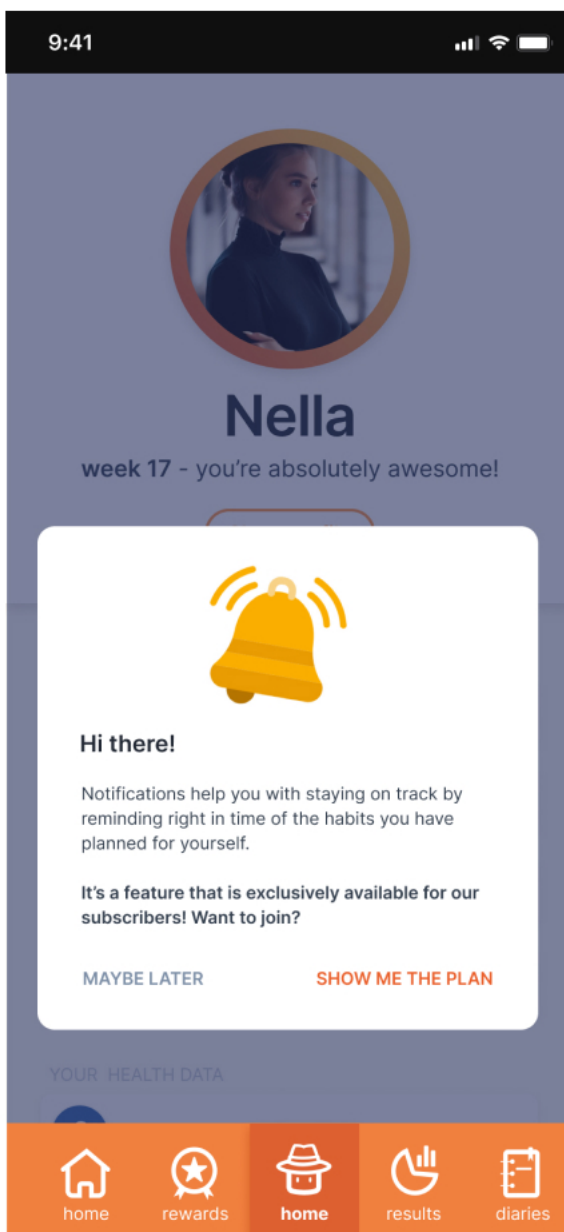
UI elements

6. dialogs (modals)

Dialogs interrupt the process the user is currently in and need a decision or confirmation before proceeding. Only use when necessary, otherwise use a toast.

habbit uses modals with two different background overlays:

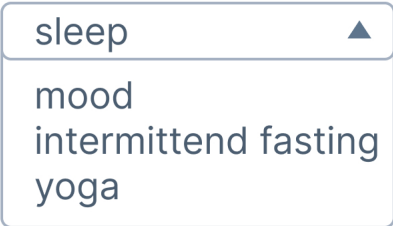
1. a transparent blue for system messages that require actions concerning the technical side of the app's use
2. a semi-transparent orange / tangerine gradient for all messages that require actions concerning diaries, challenges etc., that is the active side of handling the app



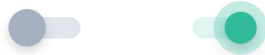
UI elements

7. miscellaneous

7a. drop down menu



7b. toggle off / on



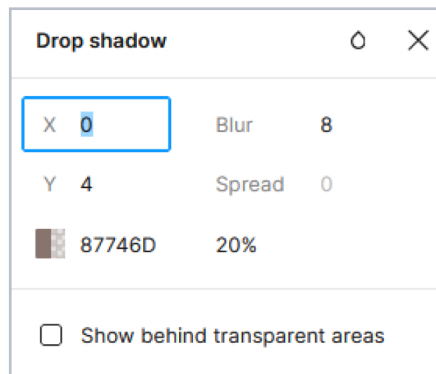
7c. wizard



UI elements

8. shadows

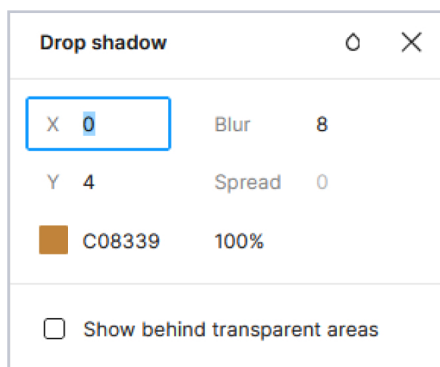
1. Shadows for white cards on the neutral background color use a darker shade of the background color for the shadow - #87746D.



All shadow have $x = 0$ and Blur being the double amount of y . As with the card size, the shadows have 'breakpoints': Large elements / cards have a Blur / y ratio of 12:8, middle size elements use 8:4 and small cards 4:2.

The transparency is 20% for large cards and 15% for all smaller cards.

2. Shadows of colored elements on a white background use a darker shade of the object's color. Important elements, as the 'add' button here, can get the double shadow size (8:4 instead of 4:2).



3. Never use shadows with elements that are filled with a gradient.

UI elements

9. animations

animations are used consciously and rarely in *habbbbit*, to avoid visual overload. For the same reason, the animations are rather fast (usually less than 800 ms)



1. Data visualization animations

Since animation / movement is associated with dynamics and growth (and, thus, success in terms of having made another step in direction of the habits / goal), the data display is animated.

The animations are performed in accordance with importance and sequential, not simultaneously to avoid distraction!

For example:

1. first the active days of the flower chart are displayed in an animation that fades in the leaves that indicate active days, one after another
2. after this animation is finally completed, the bar charts above left fade in, one after another.
3. Since the today's value (the dark blue bar) is the most important information of this chart, this bar blends in slower than the others (50 ms vs 10 ms)

2. Overlays

Overlays move in from the left or the right - depending on the trigger position (see below)

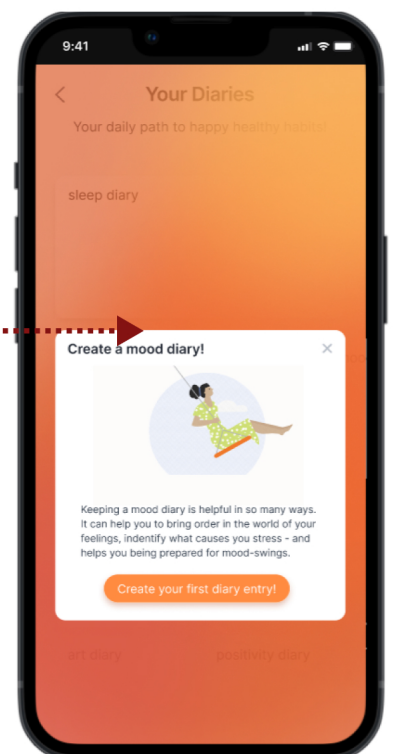
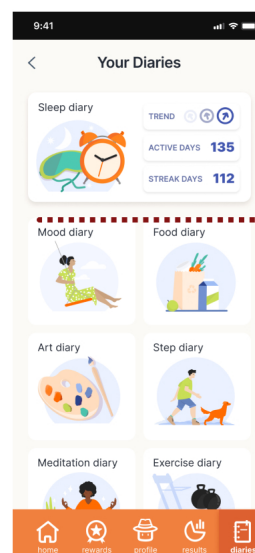
3. Modals

With a little delay, after the overlay starts to move, the modal swipes in. The direction and height (not size, but position) of the modal is dependent on the trigger.

In this example. the modal opens after the user has clicked on a card in the left column (Mood diary).

To create a continuous movement, overlay and modal swipe in from the left, thus quasi extending the movement.

Vice versa, if the trigger is a card of the right column (f. e. Food diary), overlay and modal would swipe in from the right. The position would try to meet the top margin of the trigger object.



UI elements

10. ressources

You'll find all resources sorted into different pages in this Figma file:

<https://www.figma.com/file/Mt8VkJGtC7HiBGpRAZN4Kb2/New-habbbit-Design-System?node-id=2%3A2>

