Mobile Application Style Guide

November 18, 2011
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Guide Overview

Who is Cleveland Clinic?
Cleveland Clinic is one of the largest and most respected academic health centers in the world. More than 2,700 full-time physicians and scientists provide and contribute to patient care in 120 specialties and sub-specialties at 21 locations. Cleveland Clinic is consistently ranked among the top hospitals in the United States by *U.S. News & World Report* and our heart and heart surgery programs have been ranked No. 1 since 1995. It has the highest acuity rating of any other hospital, which means Cleveland Clinic treats the sickest of the sick. Not only from the Midwest, but from around the world. Referring physicians and hospitals send their patients here because of our reputation and history of innovation and excellence.

Cleveland Clinic Mobile Mantra
To provide health behavior tools and information that ignite research, education, enhanced health, and patient and physician experience.

Your Challenge
Cleveland Clinic leads the way in medical innovations and breakthroughs. We want that same ingenuity and fresh thinking in our mobile experiences. Our target audiences are constantly educating themselves and have an abiding curiosity about new things. We want to provide them with valuable, engaging and memorable experiences on their mobile phones and tablets.
Guide Overview

Our Target Audiences

Consumer (Regional)
- Age: 35+
- Household income: $75,000+
- Treatment seeker
- Current patients and groups

Consumer (National)
- Age: 45-64
- Household income: $100,000+
- Well-educated
- Thought-leader, early adopter, values simplicity, brilliance, convenience
- Information seeker
- Can be healthy or seeking treatment

Healthcare Professionals & Institutions
- Primary Care and Referring Specialists at all sizes of medical institutions
- Seeking authoritative information on education, diagnosis, disease management or prevention
User Experience

The principal objective is to create consistent and brand appropriate user experiences across all the apps created or maintained by Cleveland Clinic.

Like any set of guidelines, these aren’t rules set in stone, but useful practices to help you quickly get off the ground and design an appealing, easy to use and useful application.

69% of people indicate a bad experience with a brand’s mobile app will result in a negative perception about the brand.

2011 EffectiveUI and Harris Interactive study
Design for Context of Use

One consideration in application design is the context of how and when the user will interact with the app. These factors can dramatically alter the approach. It is easy to forget that how the app is intended to be used is often very different in the real world.

Also, there is a large difference between how an application is used for consecutive hours at a desk, and how an application is used for a few minutes on a mobile device. The former allows for a more robust workflow and the latter requires fast and accommodating tasks.

Designing for the duration of use may seem obvious, but also consider the amount of attention the user is giving to the application. Consider what the user is physically engaged in at the time of use. Talking to a patient? On the go? Waiting in line? The ability to recover from distractions is an important component of good mobile application design.

73% of mobile users who said they expect a brand’s mobile app to be easier to use than their web site.

2011 Effective UI and Harris Interactive study
Section 2: User Experience

Example 2A

Splash screen without a purpose

Splash screen with a purpose

Example 2B

Poor icon design doesn’t inform the user what the icon does or what they can expect by tapping it.

Good icon design lets the user know what the icon does and what they can expect when tapping on it.

Favor action over branding
The nature in which people use apps requires that the apps avoid delays and enable people to start interacting with the application immediately.

One way to handle branding is to display the splash screen in conjunction with a loading sequence. (See Example 2A)

Users want to understand where icons will take them
Icons are considered to be small screen friendly. However, without text labels icons can be a point of confusion. It is important to make sure that icons are able to be understood properly by all user groups. The key thing to remember is that users simply want to understand where the icon will take them. (See Example 2B)

To ensure comprehension of icons, some devices include text descriptors in a small font below the icon. This can be an excellent compromise since it helps novice users if they do not recognize the icon, but does not impede expert users who are more likely to rely solely on familiar icons.

Best Practices
Best Practices

Challenging screen sizes

Small screen size is an obvious challenge. Complex, dense mobile application can be difficult to read and navigate on a mobile device.

The iPhone’s 320 x 480 pixel dimensions (and multiple but similar Android dimensions) make overcrowding of the interface a constant struggle. This is extremely important when designing the primary navigation and tap targets within an application. When targets are placed too closely together, mistakes will occur, causing frustration for the users.

Since screen size for smart phones is at a premium, reduce the amount of elements on a screen to the bare minimum needed for a given task. Push the more advanced tools or those less frequently used to the background.

When in doubt strive for simple, clear navigation instead of putting everything in an app. Pick the key functions that are critical and remove everything else.

Tablet screen sizes (1024 x 768 for the iPad and similar Android dimensions) do not have as many constraints.

Average Android phone screen sizes breach 2.5"
Source: IE Market Research Corporation (IEMR) 2Q.2009
Android tablet screen sizes breach 7” or 10”
Best Practices

Provide top-level information at a glance

When creating a utility app, look to narrow the focus of the tool and provide only the top level of information first. By organizing the information in logical groupings, the user can quickly grasp the information being presented. Clarity is more important than density. (See Example 2C)

Focus each screen within the app on the important tools and/or tasks, allowing the user to tap into more information on an as-needed basis. This approach will take less visual scanning than trying to expose everything that an app has available.

Reduce each screen to only the critical elements. Include controls that are only to be used by most of the audience. You need to be ruthless with every button and/or icon. Every element should be tightly related to the specific task at hand. If it isn’t, consider moving it to a secondary screen or removing it completely.

Example 2C: Sample Wireframes from Calculator App
Best Practices

Tap targets should focus on the thumb

The comfort zone for the right thumb is along the left edge and bottom of the screen (for the left thumb the comfort zone is along the right edge and bottom of the screen). This makes only about a third of the screen effortless to reach.

Primary navigation and primary tap targets are positioned along the bottom of the screen. This is the complete opposite of a traditional web interface.

Buttons that are used less frequently or those that could change data should be placed near the top right – the most difficult position for the thumb to reach.

When possible it is best to design controls that span across the entire width of the screen with no gaps between the controls and the edge of the screen. This makes the tap targets easy to use for either right or left handed users, as well as providing clear guidance on what action(s) they should do. (See Exhibit 2D)

Tap targets size

The basic unit of measure across the Apple iOS is the 44px block. That is the recommended minimum size to allow for easy and reliable tap targets. However, this does not mean that all targets must have an outline of 44px. For example, the buttons that are within the standard navigation bar are only 29px high but the tap area extends outside of the button itself.
Identify your audience

Before jumping right into the app design, it’s important to first stop and think about the user. The most successful applications match the user’s experience and expectations. Experienced users do not have the same needs as first-time users and users with a lot of domain knowledge (i.e., doctors) have a different set of expectations than those who don’t (patients).

The primary focus of an application designed for experienced users with deep domain knowledge should be the application’s efficiency. For users with limited domain knowledge or experience, create a more guided experience.

A look at the identified audiences:

- **Current Patients & Groups**
  Most inexperienced users, limited domain knowledge

- **Healthcare Consumers**
  Limited domain knowledge

- **Professionals & Institutions**
  Experienced users, deep domain knowledge

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Fundamentally, ‘mobile’ refers to the user and not the device or application.

— Barbara Ballard
Mobile Strategist and UX Architect
User Experience

Sample Usability Flow Wireframe: Source Risk Calculator

Loading Screen
Start Screen
Select Type
Select Calculator
Question Flow
Results Screen

Footnotes
Visual Design

This information serves as a guide to convey the proper look and feel for all applications developed for Cleveland Clinic. All guidelines should be adhered to with flexibility based on audience and application use.
Several applications developed for Cleveland Clinic exist in the App Store on iTunes as well as Android Marketplace. These existing apps do not need to adhere to guidelines laid out in this document as they have been in market before the style was introduced.

While these apps are not constrained by the parameters set in this guide, any major redevelopment and updates will require them to adhere to this style guide.

“Legacy” Apps

Legacy Apps: iPhone & Android
- Let’s Move It!
- Cleveland Clinic Stress Meditation
- 360-5 Wellness Tip of the Day

Legacy Apps: iPad
- Cleveland Clinic Innovation
- Cleveland Clinic Heritage
## Color

### Palette

The primary palette consists of Cleveland Clinic colors white, green, blue and black. These colors are used to keep in line with Cleveland Clinic brand.

Accent colors are to be used in conjunction with the primary palette to convey distinction between applications, varying on the intended audience and theme.

Neutral colors are to be used within the applications in backgrounds, gradients and unique button instances.

Additional colors may be added to the secondary and accent color palettes for flexibility. Additional colors must fit within the brand colors and be approved by Cleveland Clinic.

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**Please note:** the accent color red is to be used for alerts and warnings only when in button form within an application. Red may be used as an accent color with the design of an application icon.

### Primary Color Palette

<table>
<thead>
<tr>
<th>Code</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>255/255/255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>6/94/171</td>
<td>#065EAB</td>
</tr>
<tr>
<td>33/123/51</td>
<td>#217B33</td>
</tr>
<tr>
<td>54/53/52</td>
<td>#363534</td>
</tr>
</tbody>
</table>

### Accent Color Palette

<table>
<thead>
<tr>
<th>Code</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
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<td>#F4CE32</td>
</tr>
<tr>
<td>215/109/52</td>
<td>#D66E2D</td>
</tr>
<tr>
<td>207/50/56</td>
<td>#CE311A</td>
</tr>
<tr>
<td>172/0/105</td>
<td>#AC0069</td>
</tr>
<tr>
<td>213/227/168</td>
<td>#D5E3A8</td>
</tr>
<tr>
<td>219/220/87</td>
<td>#DCDF56</td>
</tr>
<tr>
<td>86/178/226</td>
<td>#55B3E5</td>
</tr>
<tr>
<td>97/26/110</td>
<td>#611B6E</td>
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</table>

### Neutral Color Palette

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<th>Hex</th>
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<tbody>
<tr>
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<tr>
<td>171/213/210</td>
<td>#ABD5D2</td>
</tr>
<tr>
<td>177/200/200</td>
<td>#B1C8DD</td>
</tr>
<tr>
<td>130/132/189</td>
<td>#8284BD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>200/201/203</td>
<td>#C8C9CB</td>
</tr>
<tr>
<td>78/79/100</td>
<td>#4F5064</td>
</tr>
<tr>
<td>236/199/168</td>
<td>#EDC9A9</td>
</tr>
<tr>
<td>79/37/0</td>
<td>#4C2300</td>
</tr>
</tbody>
</table>

---
Typography within each application is as important as the color palette in regards to maintaining the Cleveland Clinic brand integrity.

The highly legible sans serif font, News Gothic Bold, should be used for application headers and buttons. In select instances where the application platform will not accept this font, alternative choices similar to News Gothic Bold can be used. For the Apple iOS, Helvetica Bold should be used, just as Droid Sans Bold should be used for Android devices.

Similarly, menu copy should use News Gothic Roman. Helvetica Regular and Droid Sans Regular can be used as alternatives if News Gothic is not an acceptable font face.

<table>
<thead>
<tr>
<th>Headers &amp; Buttons</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Typeface</strong></td>
<td><strong>Alternate Typeface</strong></td>
</tr>
<tr>
<td><strong>News Gothic BT Bold</strong></td>
<td><strong>Helvetica Bold</strong> <strong>APPLE iOS</strong></td>
</tr>
<tr>
<td><strong>Droid Sans Bold</strong> <strong>ANDROID</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Menus</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Typeface</strong></td>
<td><strong>Alternate Typeface</strong></td>
</tr>
<tr>
<td><strong>News Gothic BT Roman</strong></td>
<td><strong>Helvetica Regular</strong> <strong>APPLE iOS</strong></td>
</tr>
<tr>
<td><strong>Droid Sans Regular</strong> <strong>ANDROID</strong></td>
<td></td>
</tr>
</tbody>
</table>

Download News Gothic BT [here](#).
Download Helvetica [here](#).
Download Droid Sans [here](#).
Icon Design & Requirements

Custom icons
The application icon should be designed in two ways, as an illustrated graphic or text. It is recommended to design both options and submit to Mobile Manager for review. Each design provides flexibility to suite each application’s needs, but also maintain a consistent look and feel across all Cleveland Clinic apps.

Each icon will be a rounded-corner square with a consistent white border. The two-color Cleveland Clinic bug is always to be placed in the upper right corner.

Background colors should be chosen from the approved colors palette (see page 15).

Graphic Icon Specifics
Icons using a graphic to describe the app should contain a simple, easily identifiable illustration layered on top of a solid colored background. Each graphic should be reversed out on the background color. Use of another color for the graphic will be reviewed on a per case basis.

Text Icon Specifics
Icons using text to describe the app should contain the most descriptive word as the dominant graphic feature. If a whole word is not able to be used, an abbreviated form should be used. All text should be reversed out on the background. Use of another color for the text will be reviewed on a per case basis.

Text icons should always include the starburst background design. Use News Gothic Demi for font.
# Icon Design & Requirements

Every application needs an icon and a launch image. It's recommended that applications also provide an icon for iOS to display in Spotlight search results (and, if necessary, in Settings). Various applications also need custom icons to represent custom document types or application-specific functions and modes in navigation bars, toolbars and tab bars.

Unlike other custom artwork in your app, these icons and images must meet specific criteria so that iOS can display them properly. In addition, icon and image files have naming requirements. The table to the left contains information about specific guidelines for creating custom icons and images.

An application icon is an icon users put on their Home screens and tap to start an application. This is a place where the brand and visual design theme come together.

## iOS Icon Specs

Create different sizes of your application icon for different devices. If you’re creating a universal application, you need to supply application icons in all three sizes.

<table>
<thead>
<tr>
<th>Description</th>
<th>Size for iPhone (in pixels)</th>
<th>Size for iPad (in pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Application Icon</strong></td>
<td>57 x 57</td>
<td>72 x 72</td>
</tr>
<tr>
<td><em>(required)</em></td>
<td>114 x 114 (hi-resolution)</td>
<td></td>
</tr>
<tr>
<td><strong>App Store Icon</strong></td>
<td>512 x 512</td>
<td>512 x 512</td>
</tr>
<tr>
<td><em>(required)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Small Icon for Spotlight Search</strong></td>
<td>29 x 29</td>
<td>50 x 50 (Spotlight Search Results)</td>
</tr>
<tr>
<td>Results and Settings</td>
<td>58 x 58 (hi-resolution)</td>
<td>29 x 29 (Settings)</td>
</tr>
<tr>
<td><em>(recommended)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Document Icon</strong></td>
<td>22 x 29</td>
<td>64 x 64</td>
</tr>
<tr>
<td><em>(recommended for custom document types)</em></td>
<td>44 x 58 (hi-resolution)</td>
<td>320 x 320</td>
</tr>
<tr>
<td><strong>Web Clip Icon</strong></td>
<td>57 x 57</td>
<td>72 x 72</td>
</tr>
<tr>
<td><em>(recommended for web applications and websites)</em></td>
<td>114 x 114 (hi-resolution)</td>
<td></td>
</tr>
<tr>
<td><strong>Toolbar and Navigation Bar Icon</strong></td>
<td>Approx. 20 x 20</td>
<td>Approx. 20 x 20</td>
</tr>
<tr>
<td><em>(optional)</em></td>
<td>Approx. 40 x 40 (hi-resolution)</td>
<td></td>
</tr>
<tr>
<td><strong>Tab Bar Icon</strong></td>
<td>Approx. 30 x 30</td>
<td>Approx. 30 x 30</td>
</tr>
<tr>
<td><em>(optional)</em></td>
<td>Approx. 60 x 60 (hi-resolution)</td>
<td></td>
</tr>
<tr>
<td><strong>Launch Image</strong></td>
<td>320 x 480</td>
<td>Portrait: 768 x 1004</td>
</tr>
<tr>
<td><em>(required)</em></td>
<td>640 x 960 (hi-resolution)</td>
<td>Landscape: 1024 x 748</td>
</tr>
</tbody>
</table>

Source: Apple iOS Reference Library iPhone Human Interface Guidelines
# Icon Design & Requirements

## Android Icon Specs

Since Android runs on a number of different devices with a number of different screen densities, Android has a more complex set of guidelines when it comes to creating icons illustrated in the chart to the left.

<table>
<thead>
<tr>
<th>Icon Type</th>
<th>Standard Asset Sizes (in Pixels): Generalized Screen Densities</th>
<th>Low Density Screen (ldpi)</th>
<th>Medium Density Screen (mdpi)</th>
<th>High Density Screen (hdpi)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launcher</td>
<td></td>
<td>36 x 36</td>
<td>48 x 48</td>
<td>72 x 72</td>
</tr>
<tr>
<td>Menu</td>
<td></td>
<td>36 x 36</td>
<td>48 x 48</td>
<td>72 x 72</td>
</tr>
<tr>
<td>Status Bar</td>
<td>(Android 2.3 and later)</td>
<td>12w x 19h preferred</td>
<td>16w x 25h preferred</td>
<td>24w x 38h preferred</td>
</tr>
<tr>
<td>Status Bar</td>
<td>(Android 2.2 and below)</td>
<td>(width may vary)</td>
<td>(width may vary)</td>
<td>(width may vary)</td>
</tr>
<tr>
<td>Tab</td>
<td></td>
<td>19 x 19</td>
<td>25 x 25</td>
<td>38 x 38</td>
</tr>
<tr>
<td>Dialog</td>
<td></td>
<td>24 x 24</td>
<td>32 x 32</td>
<td>48 x 48</td>
</tr>
<tr>
<td>List View</td>
<td></td>
<td>24 x 24</td>
<td>32 x 32</td>
<td>48 x 48</td>
</tr>
</tbody>
</table>
Section 3: Visual Design

Graphic & UI Elements

Global OS Items

Splash Screen
A splash screen is an image that appears while an application is loading. It may also be used to describe an introduction of the mobile application. The splash screens will contain the Cleveland Clinic logo, bug and name of the application being opened. The splash screen covers the entire mobile screen on all platforms.

Splash Screen Specifications
As mentioned on the page before, the splash screen should contain the minimum items: Cleveland Clinic logo (full-color or knocked-out white) and the application name. The example to the left contains a few specifications for keeping the family of applications consistent in design. (See Example 3A)
Graphic & UI Elements

Global OS Icons

Patient Acquisition
The “Patient Acquisition” icons need to be presented prominently in all Cleveland Clinic apps. These icons include the “Make an Appointment,” “Find A Doctor,” “Locations and Directions,” and “Contact Us” icons. Each icon will direct the user to the WAP sites that pertain to the specified action.

Custom Arrow
When developing items within an app that use arrows, custom icons should be used in place of default arrows. Arrows within Cleveland Clinic’s suite of apps are created by using one corner, or one fourth, of the brand bug in the logo. This corner is rotated 45°, as seen to the left. This same arrow should be centered within a stoked circle when being used as a “Play” button on video.
Application Title Bar Examples

**iOS User Interface**

**Navigation**

**Application Title Bar**

A navigation bar enables navigation through an information hierarchy and, optionally, management of screen contents.

**Appearance and Behavior**

The navigation bar appears at the upper edge of an application screen, just below the status bar and displays across the full width of the screen. This graphic element usually displays the title of the current screen or view, centered along its length. When navigating through a hierarchy of information, users tap the back button to the left of the title to return to the previous screen. Otherwise, users can tap content-specific controls in the navigation bar to manage the contents of the screen.

All controls in a navigation bar include a bezel around them, which, in iOS, is the bordered style. If you place a plain, or borderless, control in a navigation bar, it automatically converts to the bordered style.

In iOS, the navigation bar can be stylized with specific color to the application. Changing the iPhone’s orientation from portrait to landscape can change the height of the navigation bar automatically.
Graphic & UI Elements

iOS User Interface

Toolbar
A toolbar contains controls that perform actions related to objects in the screen or view.

Appearance and Behavior
The toolbar always appears at the bottom edge of a screen or view and are displayed equally spaced across the width of the toolbar. The precise set of toolbar items can change from view to view, because the items are always specific to the context of the current view. Background color selection can change based on the app color theme.

Tab Bar (iPhone only)
A tab bar acts as a secondary control to the toolbar that perform actions related to objects in the screen or view.

Appearance and Behavior
A tab bar appears at the bottom edge of the screen and displays icons and text in tabs, all of which are equal in width. Background color selection can change based on the app color theme. When users select a tab, the background lightens and its image is highlighted.
Section 3: Visual Design

Graphic & UI Elements

iOS User Interface

Buttons and Actions

iOS makes available many of the standard buttons users see in toolbars and navigation bars.

Appearance and Behavior

Colors from the Cleveland Clinic palette should be applied to buttons and actions. The buttons should use colors that appropriately support their contextual purpose. Red should only be used for an action like removing, deleting or canceling an item.
**iOS User Interface**

**Picker**

A picker displays a set of values from which a user picks one.

**Appearance and Behavior**

The users spin the wheel (or wheels) of a picker until the value they want appears. The overall size of a picker, including its background, is fixed at the same size as the keyboard on the iPhone. A Cleveland Clinic color should be used to highlight the selected label. The remaining selections can be in gray or black.

**Detail Disclosure Button**

A detail disclosure button reveals additional details or functionality related to an item (shown is an example inside a map annotation view).

**Appearance and Behavior**

Users tap a detail disclosure button to reveal additional information or functionality related to a specific item. The additional details or functionality are revealed in a separate view.

When a detail disclosure button appears in a table row, tapping elsewhere in the row does not activate the detail disclosure button; instead, it selects the row item or results in application-defined behavior.
Section 3: Visual Design

iOS User Interface

Search Bar
A search bar accepts text from users, which can be used as input for a search.

Appearance and Behavior
A search bar looks like a text field with rounded ends and displays the search icon on the left side. When the user taps a search bar, a keyboard appears; when the user is finished typing search terms, the input is handled in an application-specific way.

Slider
A slider allows users to make adjustments to a value or process throughout a range of allowed values.

Segmented Control
A segmented control is a linear set of segments, each of which functions as a button that can display a different view.

Switch
A switch presents two mutually exclusive choices or states (used in table views only).
Graphic & UI Elements

iOS User Interface

Content Views

Table View
A table view presents data in a single-column list of multiple rows.

Grouped Table View
A toolbar contains controls that perform actions related to objects in the screen or view.

Appearance and Behavior
A table view displays data in rows that can be divided by section or separated into groups. Users flick or drag to scroll through rows or groups of rows. Users tap a table row to select it and use table view controls to add or remove rows, select multiple rows, see more information about a row item, or reveal another table view. A table row highlights briefly when the user taps a selectable item. The text and arrows can be color styled to match the Clinic’s palette. It’s recommended to use a white background at all times so the legibility is high.
Section 3: Visual Design

Graphic & UI Elements

iOS User Interface

Table Category View
A Category table view presents data in a single-column list underneath a category level header.

Appearance and Behavior
It utilizes category header styles to section off the different organizations of labels. The color style of the category header background is determined by the app’s color theme.

A table view displays data in rows that can be divided by section or separated into groups. Users flick or drag to scroll through rows or groups of rows. Users tap a table row to select it and use table view controls to add or remove rows, select multiple rows, see more information about a row item, or reveal another table view. A table row highlights briefly when the user taps a selectable item.

If a row selection results in navigation to a new screen, the selected row highlights briefly as the new screen slides into place. When the user navigates back to the previous screen, the originally selected row again highlights briefly to remind the user of their earlier selection (it does not remain highlighted).

iOS defines two styles of table views, which are distinguished mainly by appearance.
iOS User Interface

Content Views iPad Only

Popover
A popover is a transient view that can be revealed when people tap a control or a screen area.

Appearance and Behavior
A popover is a self-contained view that hovers above the contents of a screen. It always displays an arrow that indicates the point from which it emerged. A popover can contain a wide variety of objects and views, such as:

- Table, image, map, text, web or custom views
- Navigation bars, toolbars or tab bars
- Controls or objects that act upon objects in the current application view

In iPad apps, an action sheet always appears inside a popover.

Split View
A split view is a full-screen view that consists of two side-by-side panes.

Appearance and Behavior
The width of the left pane of a split view is fixed at 320 points in all orientations. Users cannot resize either pane of a split view. Both panes can contain a wide variety of objects and views.
iOS User Interface

Alerts and Action Sheets

Alert
An alert, containing at least one button, gives the user important information affecting their use of the application. When needed, the alert pops up in the middle of the screen and floats above its views. The alert emphasizes that some change in the application or the device has been made, as the result of the user’s most recent action or a function of the application itself. Users must dismiss the alert before they can continue using the currently running application.

Appearance and Behavior
An alert always contains at least one button, which users tap to dismiss the alert. An alert always displays a title and might also display a message that provides additional information. The background appearance of an alert is system-defined and cannot be changed.
iOS User Interface

Alerts and Action Sheets

Action Sheet
An action sheet displays a set of choices related to a task the user initiates.

Appearance and Behavior
An action sheet has two different appearances. On iPhone, an action sheet always emerges from the bottom of the screen and hovers over the application’s views. The side edges of an action sheet are anchored to the sides of the screen, which reinforces its connection to the app and to the user’s most recent action.

On iPad, an action sheet is always displayed within a popover; it never has full-screen width. An action sheet can cause a popover to appear, or it can appear within a popover that is already open. In both cases, there is a strong visual connection between the action sheet and the user’s action.

An action sheet always contains at least two buttons that allow users to choose how to complete their task. When users tap a button, the action sheet disappears. An action sheet does not include a title or explanatory text, because it appears in immediate response to a user action.
## Section 3: Visual Design

### Graphic & UI Elements

#### Android User Interface

**Menu**

**Options Menu**

Contains primary functionality that applies globally to the current activity or starts a related activity. It is typically invoked by a user pressing a hard button, often labeled MENU.

**Appearance and Behavior**

On most devices, a user presses the MENU button to access the Options menu, as shown in the screenshot to the left. To close the menu, the user presses MENU again, or presses the BACK button. In fact, to cancel out of any menu, press the BACK button. (Pressing the MENU button or touching outside the menu also works.) Note that how to invoke this menu may be different on different devices.

The options menu can utilize color from the palette and icons that have relevant meaning of an action. Table cells allow room for up to five menu options.

The Android tablet’s Option menus can utilize more space and expand its width to fit the landscape. As the user rotates the tablet, the menu options width will adjust to accommodate the layout.
The context menu contains secondary functionality for the currently selected item. It is typically invoked by a user's touch and hold on an item. Like the options menu, the operation can run either in the current or another activity.

**Appearance and Behavior**

A context menu is similar to a right-click context menu in a desktop operating system. It is normally a shortcut that duplicates commands found elsewhere.

A user can touch and hold on screen content to access a context menu (if one exists), as shown in the screenshot to the left. A context menu is a list of menu items (commands) that can operate on the selected content. The command can either be part of the current activity, or the system can pass the selected content along to an operation in another activity (by way of an intent).

The context menu is designed with a title at the top of a menu and a list of menu actions below it. A background can be selected behind the title. Menu options will have a white background for easy reading. The button can sometimes be placed below the menu options in case the user decides to opt out of their selection.
Android User Interface

Content

**List View**
A list view presents data in a single-column list of multiple rows.

**Appearance and Behavior**
The look of the List View is similar to the Context Menu. A background can be selected for behind the title and menu options will have a white background for easy reading. The button can sometimes be placed below the menu options in case the user decides to opt out of their selection. It’s suggested to utilize the Android’s default list spacing so the user is familiar with the amount of items it sees at one given instance while scrolling.
Section 3: Visual Design

Graphic & UI Elements

Android User Interface

Dialog Box
A dialog box is usually a small window that appears in front of the current activity. The underlying activity loses focus and the dialog accepts all user interaction. Dialogs are normally used for notifications that should interrupt the user and to perform short tasks that directly relate to the application in progress (such as a progress bar or a login prompt).

Alert Dialog Box
A dialog that can manage zero, one, two or three buttons, and/or a list of selectable items that can include check boxes or radio buttons. The Alert Dialog is capable of constructing most dialog user interfaces and is the suggested dialog type.

Progress Dialog Box
A dialog that displays a progress wheel or progress bar. Because it’s an extension of the Alert Dialog, it also supports buttons.

Appearance and Behavior
The dialog boxes will look similar to the Android’s default look. They commonly do not change in style but subtle adjustments to the buttons, load bar and backgrounds can make the look more appropriate to the app’s design theme.
Android User Interface

Buttons and Icons
Android makes available many of the standard buttons users see in menus and content views.

Appearance and Behavior
Colors from the Cleveland Clinic palette can be applied to buttons and actions. The buttons should use colors that appropriately support their contextual purpose. For example, red is used for an action (either removing, deleting, or canceling an item).
Mobile App Development Process
Mobile App Concept and Development Workflow

**DISCOVERY**
- Complete Mobile App Concept Form and submit to Mobile Manager
- Collaborative review with Mobile App Task Force (MATF)
- Determine scope of project
- Determine roles for design and development
- Approval of mobile app concept

**USER EXPERIENCE**
- Research, understand and outline the overall user experience
- Develop usability flow wireframe
- Submit to Mobile Manager for review/approval

**DESIGN**
- Develop design look and feel (following the Cleveland Clinic style standards)
- Review for brand compliance
- Make any updates to project scope before beginning development
- Submit to Mobile Manager for review/approval

**DEVELOPMENT**
- Develop app based on approved project scope, usability flows and design
- Issue regular progress reports to Mobile Manager
- Submit for final testing, Q&A, and brand compliance
- Final mobile app approval

**DEPLOYMENT**
- Work with Mobile Manager to submit to appropriate app marketplaces under the Cleveland Clinic parent accounts
- Ongoing support, performance metrics, and promotional ideas submitted to Mobile Manager
## Submission

### The Mobile App Concept Submission Process

To begin the process of formally submitting your application item, download and fill out the Mobile App Concept Form. Forms can be submitted to:

**Tony Crimaldi**  
Mobile Marketing Manager  
Cleveland Clinic  
216.448.1008  
crimala@ccf

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### Mobile App Concept Form

*Click here to download.*

<table>
<thead>
<tr>
<th>Overview</th>
<th>Checklist</th>
</tr>
</thead>
</table>
| **Description & User Experience:** | • Current Patients/Groups  
• Healthcare Consumers  
• Healthcare Professionals: Doctors/Students/Institutions |
| Creator |  |
| Service Line(s) |  |
| Priority | Rate 1-10 (1=low, 10=high) |
| **Health Behavior?** | • Educate/Diagnosis  
• Manage Condition/Overcome Illness  
• Prevent Disease/Maintain Health  
• Optimize Wellness/Maximize Performance |
| Exposure Level? | National, Regional or Local |
| Free app? | Yes or No |
| Co-branding? | Yes or No (If yes, with what company) |
| **Purpose?** | • Decision Support Tool  
• Utility-based  
• Educational  
• Entertaining  
• Inspirational |
| **Device(s)?** | Tablet, Mobile or WAP (indicate multiple devices) |
| **Rate 1-10 (1=simple, 10=difficult)** |  |
| **Rate 1-10 (1=slow, 10=high)** |  |
| **Insert source** |  |
| **Rate 1-10 (1=slow, 10=high)** |  |
| **Rate 1-10 (1=simple, 10=difficult)** |  |
| **Rate 1-10 (1=slow, 10=high)** |  |
| **Insert source** |  |
| **Rate 1-10 (1=simple, 10=difficult)** |  |
| **Rate 1-10 (1=slow, 10=high)** |  |
| **Insert source** |  |
Appendix

Shared Components & Mobile Ready Pages

When utilizing web-based applications or external site pages in your application, be sure to follow the same guidelines as though those pages were constructed natively for the device.

Development Reference

Apple iOS [here](#).
Android OS [here](#).