Welcome

Microsoft Band 2 Experience Design Guidelines

These guidelines provide an overview of the Band, and define guidelines for the user experience for developers of third party apps.
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Microsoft Band 2 Experience Principals

The experience principles should be taken into consideration when creating app tiles for the Microsoft Band.

Direct, yet discrete.
Notifications are timely, not disruptive and quick to dismiss. Information passes from you to the cloud and back again in a direct, yet personal way.

Hyper-glanceable.
Buzz, ping, glance, swipe... Indoors or out, dark or bright, the information most important to you is always at arm's length.

Not a mini-phone.
Free your hands from the fear of missing out. Provide enough information in the moment so you know if and when you need to dig into your phone. It's all about the right amount of information, so you'll never miss the moments that are most important to you.

Forgiving.
Interactions are hyper-mobile. A nondestructive interface tailored for the range of human motion. Positive reactions to your actions. Compensates for error.

In and out in eight.
Never break the stride of life... Glance, peek, and decide all in less than eight seconds — the right type and amount of information at the right time.

About you.
Knows your patterns and what you've done. Anticipates your needs through smart recommendations and tracking.
Technology
Understanding the technology and different inputs will help you design the best experience for your user.

1. Optical heart rate sensor
2. 3-axis accelerometer/gyrometer
3. GPS
4. Ambient light sensor
5. UV sensor
6. Capacitive sensor
7. Haptic vibration motor
8. Microphone
9. Galvanic skin response
10. Barometer
Haptic Vibration Motor
The Microsoft Band SDK exposes nine unique haptic vibration tones. These tones are used throughout the band experience, so use with care to align to the standard haptic experience. Note by using the device settings, users have control over the intensity of haptic levels and they can turn the haptic motor off.

Tones
1. Notification one tone: One gentle notification tone
2. Notification two tone: Two gentle notification tones
3. Notification alarm: Three long high intensity tones
4. Notification timer: One long high intensity tone
5. One tone high: One high intensity tone
6. Two tone high: Two high intensity tones
7. Three tone high: Three high intensity tones
8. Ramp up: One tone with ascending intensity
9. Ramp down: One tone with descending intensity
Interaction Inputs
There are the three primary physical interaction points with the Band:

1. **Screen**
   The 254ppi screen size measures 320px wide by 128px high.

2. **Power Button**
   The Power Button turns the screen on and off. Pressing and holding the button for three seconds initiates the Power Off modal dialog.

3. **Action Button**
   The Action Button provides contextual actions for the user.
UI Layers
The UI system is comprised of the following layers:

1. **System Notifications**
   Power Off, Low Battery notifications, and so on

2. **Alarms**
   Remain on-screen until user interacts with them

3. **Notifications**
   Time out after a few seconds

4. **Activity Screens**
   In-activity for tiles like Run, Workout, Guided Workout

5. **Start Strip**
   Default landing screen (on the Me Tile)

6. **Open Tile**
   Tapping on any Start Strip tile opens up this layer
**Start Strip**
The Start Strip is composed of three main pieces:

1. **System Bar**
The System Bar offers a quick peek of battery, heart rate, and Bluetooth connectivity.

2. **Me Tile**
The primary tile on the Start Strip. The Me Tile displays the current time, metrics, and system states.

3. **App Tiles**
Opening a tile launches you into a specific experience or controls.
**Open Tile**
When a tile is open, it’s composed of the following elements:

1. **Back Bar**
   The back bar stays fixed on the screen in an open tile, with content scrolling behind it. The 40px back bar includes a 1px line in theme-color highlight.

2. **Page 1**
   The first page in the tile.

3. **Peek**
   The peek is the first 22px of the next page that provides a visual cue that there is more content to the right.

4. **Page 2**
   The second page of the tile.
Microsoft Band 2

Personality

Microsoft Band communicates in a straightforward, honest and intimate way, like the voice of a trusted friend. It speaks to you in the same way that you'd talk to other people. Your Band should show empathy and excitement.

Microsoft Band has more than one way of communicating:

- UI text
- Iconography
- Haptics vibrations

Personality Goals

- Stickiness: provide reasons to come back
- Likeability: always have a positive attitude
- Facilitation of understanding: keep communication simple
- Enable a sense of control
Glossary

This section contains definitions and visual references for elements that will be mentioned throughout this document.
Glossary

These are examples of common elements that will be referred to throughout this document.

Start Strip
The start screen of the Band UI is a strip made up of the System Bar, Me Tile, App Tiles, and the Settings Tile.

System Bar
The section located at the left end of the Start Strip that contains the status of the battery life, biometric sensors, and Bluetooth connection.

Me Tile
The Me Tile is the default view of the Start Strip. It's the tile that contains the user's steps, distance, calories, floors climbed, heart rate, and today's date. The Me Tile also displays the state of the Band.

App Tile
App tiles are the tiles on the Start Strip that represent apps. Pressing an app tile opens up that app on the band.

Settings Tile
The Settings Tile gives the user access to the settings of the Band. The Settings Tile is always the right-most tile on the Start Strip.
Glossary
These are examples of common elements that will be referred to throughout this document.

Badged Tiles
Tiles badge with numbers and a shift in background color to show that new content is available to the user.

Back Bar
In open tiles, the back bar allows the user to close the tile and return to the Start Strip.

Peek
The peek is the first 22px of the next page that provides a visual cue that there is more content to the right.

Action Button
The hardware button that performs contextual actions when pressed.

Action Button Indicator
The blinking arrow acts as a visual cue that a contextual action is available.
Interaction Patterns

The Band has a simple horizontal navigation structure. Swiping right from the Me Tile, a user can interact with a tile app by tapping on the corresponding tile. The Start Strip tile order is configured in the “Manage Tiles” menu in the Microsoft Health app.

Inside a tile, users are greeted by their most recent content and can swipe over to see older information or additional controls. Tapping on the Back Bar sends the user back to the Start Strip.
Interaction
There are 6 common patterns performed when interacting with the Band:

1. **Tap**
   Tap for selection.

2. **Horizontal Swipe**
   Swipe left and right to navigate.

3. **Vertical Swipe**
   Swiping up and down to read more text.

   Press to perform primary action in given context.

5. **Action Button: Double Press**
   Double-press to perform a secondary action in given context.

6. **Action Button: Press and Hold**
   Press and hold for 3 seconds to access voice commands.
Visual Cues
To help guide users through the experience, visual cues are used to hint at available interactions.

1. Peek (Horizontal)
The Peek shows the user that there is more content available by swiping horizontally.

2. Peek (Vertical)
In a vertical list picker, there is a peek of the options above and below.

3. Scroll Bar
Upon a screen press, a scroll bar appears to provide added context that there is more text available by swiping up and down.

4. Action Button Indicator
The Action Button indicator arrow will always appear when a primary action is available.

5. Chevron Indicator
When there are button options to the right, there is an arrow peek indicator.
As the visual representation of language, typography’s main task is to be clear. Its style should never get in the way of that goal. But typography also has an important role as a layout component, with a powerful effect on the density and complexity of the design and on the user’s experience of that design.

Our aim for services is rigor and reduction. We use a minimum amount of weights and sizes and strive for the most efficient approach across all screens. We align with Microsoft’s brand personality and help to build a voice that’s friendly, authentic, and conversational. And we ensure that the particulars of our typography type ramp, sizes, and leading work in harmony with tiles and other elements.
## Typography

The Microsoft Band contains 7 different font styles. Of these 7 font styles, 2 have full character sets and 5 contain only numbers and punctuation.


<table>
<thead>
<tr>
<th>Font Style</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Set</strong></td>
<td></td>
</tr>
<tr>
<td>Segoe UI P Regular</td>
<td>7px</td>
</tr>
<tr>
<td>Segoe UI P Semibold</td>
<td>11px</td>
</tr>
<tr>
<td><strong>Limited Set</strong></td>
<td></td>
</tr>
<tr>
<td>Segoe UI P Bold</td>
<td>11px</td>
</tr>
<tr>
<td>Segoe UI P Semilight</td>
<td>14px</td>
</tr>
<tr>
<td>Segoe UI P Semilight</td>
<td>19px</td>
</tr>
<tr>
<td>Segoe UI P Bold</td>
<td>19px</td>
</tr>
<tr>
<td>Segoe UI P Semilight</td>
<td>24px</td>
</tr>
<tr>
<td>Limited Character Set</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td>SP  +    0  4  8  €</td>
<td></td>
</tr>
<tr>
<td>” -     1  5  9  #</td>
<td></td>
</tr>
<tr>
<td>%  .    2  6  :  :</td>
<td></td>
</tr>
<tr>
<td>‘ /    3  7  。</td>
<td></td>
</tr>
</tbody>
</table>
Typographic Hierarchy

Typographic hierarchy within content is achieved with color. Headers use the chosen color theme’s highlight color. Primary content uses white to give it the most visual prominence and focus. Secondary content is slightly toned down by using a gray color class called “Secondary Text.”

For more information on color themes and classes, reference the Color section of this document that begins on page 23.
Letter Spacing

At this time, custom letter spacing (tracking or kerning) can't be achieved on the band. Keep this in mind when creating your app to be as realistic as possible.

**Do**

**Segue UI P Default Spacing**

Default Tracking 0

1234567890

TRACKING SET AT 0

**Don't**

**Segue UI P Custom Spacing**

Tracking set at -20

1234567890

TRACKING SET AT 100
Color

Color provides intuitive wayfinding through the Band’s various levels of information, and serves as a crucial tool for reinforcing the interaction model. Color should be applied in consistent patterns across the Band and is the primary way for users to personalize their Band. First selected in the initial set-up process, Theme Color controls and Me Tile background images are accessible in the Microsoft Health app setting menu. Theme Colors are used as the background of all tiles and should be used internally in apps for content headers and icons.

Because the Band hosts a “wearable UI,” it is important to protect the aesthetic decisions of the user and allow for the reflections of their tastes. We strongly recommend the use of the user-selected Theme Color in your app.

The Band operates in the 16-bit RGB 565 color space.
<table>
<thead>
<tr>
<th>Theme Colors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>App</strong></td>
<td></td>
</tr>
<tr>
<td>Preview</td>
<td></td>
</tr>
<tr>
<td><strong>Start Strip Tile</strong></td>
<td></td>
</tr>
<tr>
<td>High contrast</td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td></td>
</tr>
<tr>
<td>Lowlight</td>
<td></td>
</tr>
<tr>
<td><strong>Inside Tile</strong></td>
<td></td>
</tr>
<tr>
<td>Highlight</td>
<td></td>
</tr>
<tr>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>Muted</td>
<td></td>
</tr>
<tr>
<td><strong>Secondary Text</strong></td>
<td></td>
</tr>
<tr>
<td>Button Gray (Default)</td>
<td></td>
</tr>
<tr>
<td>Button Gray (Pressed)</td>
<td></td>
</tr>
<tr>
<td>End/Cancel/Delete</td>
<td></td>
</tr>
</tbody>
</table>
Color Classes
For each color theme, there are different color classes that are used to represent various states of activity on the band.

Start Strip Colors

<table>
<thead>
<tr>
<th>Color Class</th>
<th>State Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>Start Strip tile</td>
</tr>
<tr>
<td>High Contrast</td>
<td>Badged Start Strip tile (New content)</td>
</tr>
<tr>
<td>Lowlight</td>
<td>Touch down-feedback on Start Strip tiles</td>
</tr>
</tbody>
</table>
Color Classes
For each color theme, there are different color classes that are used to represent various states of activity on the band.

In-Tile Colors

- **Highlight**
  - Header

- **Medium**
  - Toggle-on state

- **Muted**
  - Fitness achievement marker backgrounds

Microsoft Band 2
Color Classes
For each color theme, there are different color classes that are used to represent various states of activity on the band.

System Colors

<table>
<thead>
<tr>
<th>Color Class</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>System-wide secondary text color</td>
<td>Katrina Jones Missed Call 1 min ago</td>
</tr>
<tr>
<td>Button</td>
<td>System-wide button gray color</td>
<td>Bike with GPS? Yes No</td>
</tr>
<tr>
<td>Button Pressed</td>
<td>System-wide pressed button gray color</td>
<td>Bike with GPS? Yes No</td>
</tr>
<tr>
<td>End/Cancel/Delete</td>
<td>System-wide red end/cancel/delete</td>
<td>Resume End Session</td>
</tr>
</tbody>
</table>
Color and Typography

When applying brand colors to the Band, keep in mind that text will commonly be viewed on black backgrounds. In many cases, a brighter “Highlight” version of a brand or theme color will need to be chosen to maximize legibility.

This is the base theme color of the brand.

Highlight is a brighter version of the base theme color applied to text.

This is the base theme color of the brand.

Highlight is a brighter version of the base theme color applied to text.
Iconography

Icons are used extensively on the Band to represent the underlying app, metric, and/or functions. On the Start Strip, it is recommended that tiles use a single 48x48 px white PNG icon centered on the tile’s background. Within individual apps, it is recommended that no more than 10 distinct icons are used.
Tiles and Icons

Each app tile is visually represented on the Start Strip by an icon that fits within a 48x48px box.

Tiles that contain messaging content will badge when new content arrives. When badge, the tile icon scales down to 24x24px to accommodate the badging system.

If your app requires both sizes, you may need to redraw your icon to make sure it is visually optimized for the smaller size.
The Start Strip has tiles with 2px of padding to the left and right.

The in-tile grid is designed to provide all of the needed navigational affordances (back to the Start Strip, content below, and content to the right). To enable this structure, inside each tile, the system maintains a 40px width back bar, 22px of peek content, and an on-screen content page with a width of 258px.

The following templates are available in the Microsoft Band SDK:

1 Simple Tile (page 32)
2 Metric (page 38)
3 Notification (page 44)
4 Control Layout (page 49)
Simple Tile Layout

**Header / Primary / Secondary**
The most basic page layout consists of a header, a single line of content, and a time stamp.

- **Your Brand’s Highlight Color**
- **System White or Custom**
- **System Secondary Text or Custom**

**Example:** Call Tile
Simple Tile Layout

**Header / Scroll / Secondary**

- Your Brand's Highlight Color
- System White or Custom
- System Secondary Text or Custom

**Example:** Messaging tiles
Simple Tile Layout

Single Page List with Multi-Headers

Your Brand's Highlight Color

System White or Custom
Simple Tile Layout

**Scroll Page with Multi-Line Header**

- **Your Brand's Highlight Color**
- **System White or Custom**

**Example:** First page in activity tiles with a header that wraps
Simple Tile Layout

**Header / Scroll**
Some tiles may have content that extends out of the viewport. The user can scroll up and down to view this content.

- Your Brand’s Highlight Color
- System White or Custom

---

**Example:** Messaging tiles
Simple Tile Layout

**Scroll**
Some tiles may have content that extends out of the viewport. The user can scroll up and down to view this content.

- Your Brand’s Highlight Color
- System White or Custom

**Example:** Messaging tiles
**Metric Layout**

**Single Metric**

- Your Brand's Highlight Color
- System White or Custom

**Example:** When timer is set and running in the Time tile

Microsoft Band 2
Metric Layout

Single Metric with Icon

Example: Activity tiles, Last Exercise metric summary
Metric Layout

Readout

Example: Activity tiles, Last Exercise metric summary

<table>
<thead>
<tr>
<th>Icon Bounding Box</th>
<th>24x24px</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Your Brand's Highlight Color</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>System White or Custom</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Your Brand's Highlight Color or Custom</th>
</tr>
</thead>
</table>
Metric Layout

2 Metrics
Metrics should be displayed next to their corresponding icon on a Header / Primary / Secondary page layout.

- Your Brand's Highlight Color
- System White or Custom
- Your Brand's Highlight Color or Custom

Example: Activity tiles, Last Exercise metric summary
Metric Layout

3 Metrics
Metrics should be displayed next to their corresponding icon on a Header / Primary / Secondary page layout.

- Your Brand's Highlight Color
- System White or Custom
- Your Brand's Highlight Color or Custom

Example: Activity tiles, Last Exercise metric summary
Metric Layout

**Metric with Secondary Content**

Large metrics can be displayed, providing that they respect page padding concerns.

- Your Brand’s Highlight Color
- System White or Custom
- Your Brand’s Highlight Color or Custom (for icon)
- System Secondary Text or Custom

**Example:** Weather tile
Notification Layout

Notification / 1 Line

- System White or Custom
- Your Brand’s Highlight Color or Custom
Notification Layout

Notification / 2 Lines / Icon

Dismiss

Icon Bounding Box 36x36px

(Content Wrap / Truncation Line)

Body Segoe UI P / Regular / 7px / Sentence Case

Notif Content Line 1

Notif Content Line 2

System White or Custom

Your Brand's Highlight Color or Custom
Notification Layout

Notification / 3 Lines / Icon

- System White or Custom
- Your Brand's Highlight Color or Custom

Dismiss

Notif Content Line 1
Notif Content Line 2
Notif Content Line 3

Body Segoe UI P / Regular / 7px / Sentence Case

Icon Bounding Box 36x36px

Content Wrap / Truncation Line
Notification Layout

Notification / 3 Lines / Icon

- Your Brand’s Highlight Color
- System White or Custom
- Your Brand’s Highlight Color or Custom

**Example:** Calendar Notifications
Control Layout

**List Picker**
Tapping the list picker button takes you into a list picker modal where you can make a selection.

- Your Brand’s Highlight Color
- System White or Custom
- System Button Color

**Example:** Settings controls that enter into list pickers
Control Layout

**Header / Push Button**
Single push buttons can be placed inside tiles. Add them below a descriptive header string.

- **Your Brand’s Highlight Color**
- **System White or Custom**
- **System Button Color**

**Example:** Settings controls
Control Layout

**Scroll Push Button**
Push buttons can be located inside tiles as the bottom piece of scrollable content.

- Your Brand’s Highlight Color
- System White or Custom
- System Button Color
- System White or Custom

**Example:** Reply options at the bottom of messaging tiles
Control Layout

**Stacked Scroll Push Button**

Push buttons can be stacked on top of each other at the bottom of a scroll list. Padding between buttons should be at least 15px.

- **Your Brand’s Highlight Color**
- **System White or Custom**
- **System Button Color**
- **System White or Custom**

*Example:* Options at the bottom of an email in Email tile
Control Layout

In-Tile Dialog

Dialog buttons can be placed inside tiles below a descriptive header string.
Thank you.