

Windows Surface Calendar App



**Windows Surface Calendar App
Proposal
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Windows Surface Calendar App

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Creative Brief

Style Guide

1 Background

Microsoft Surface is the first series of tablets that was designed and marketed by Microsoft. They were first announced by CEO Steve Ballmer. The Surface was the first initiative to run their own hardware and Windows operating system.

2 Target Audiences

- Socially organized individuals
- Ages 28-35
- Microsoft Surface Team

3 Objectives

- Design a UI that unifies Microsoft's components
- Provide ease of social networking
- Syncing events and birthdays made simpler
- Adding tasks effortlessly

4 Obstacles

People rarely use their calendar apps from anywhere from their mobile phones to their tablets. Reasoning behind it is because it is quicker to just jot it down on a print medium calendar.

5 Key Benefits

Target audiences will enjoy the simple ease of use and convenient options the app has to offer.

6 Tone

Offers engaging interactivity, memorable backdrops, and an organized peace of mind.

7 Media

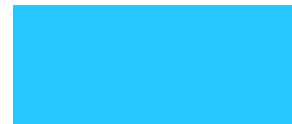
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RGB: 255, 255, 255



RGB: 38, 201, 55



RGB: 38, 201, 55



RGB: 0, 0, 0

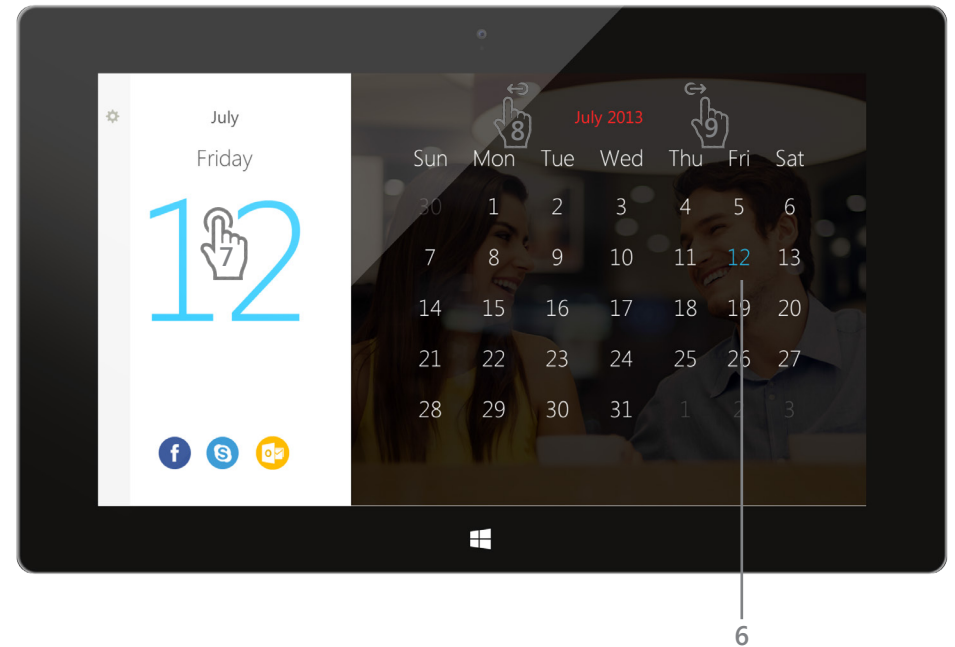
Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Main Screen Overview

Calendar Current



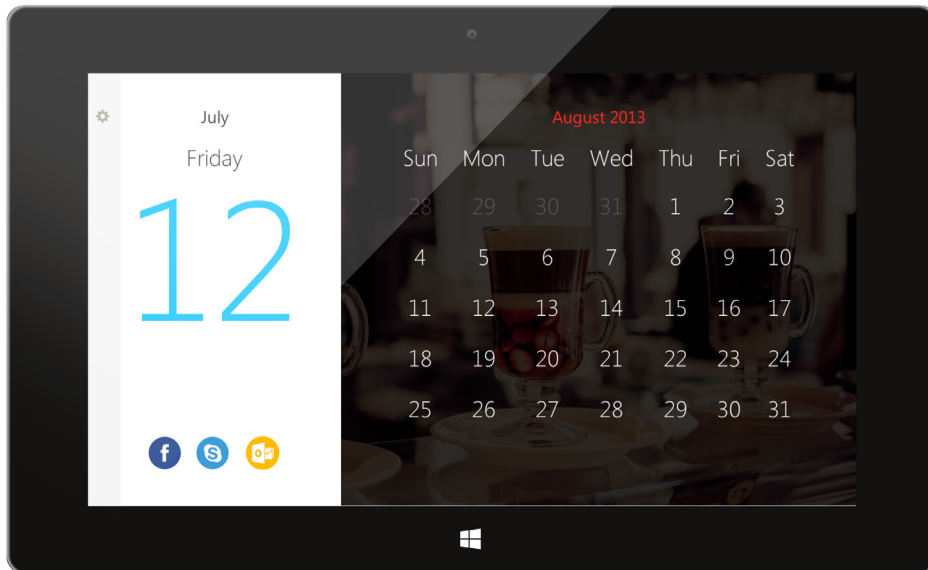
- 1 | Settings
- 2 | Date
- 3 | Personal Picture Frame or default photos.
- 4 | Add Button for Tasks
- 5 | Facebook Launch Button
- 6 | Skype Launch Button
- 7 | Email Launch Button

- 7 | Tap the date within the general area to slide over the calendar.
- 8 | Swipe left for previous months.
- 9 | Swipe right for upcoming months
- 10 | Current Day

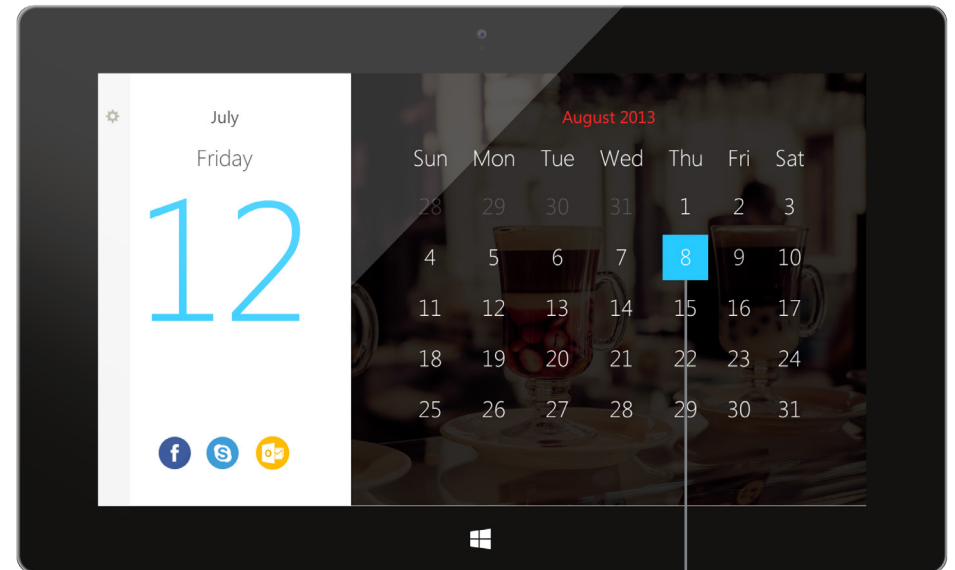
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Calendar Upcoming

Calendar



1 Touch a specific date to add a new task or event.

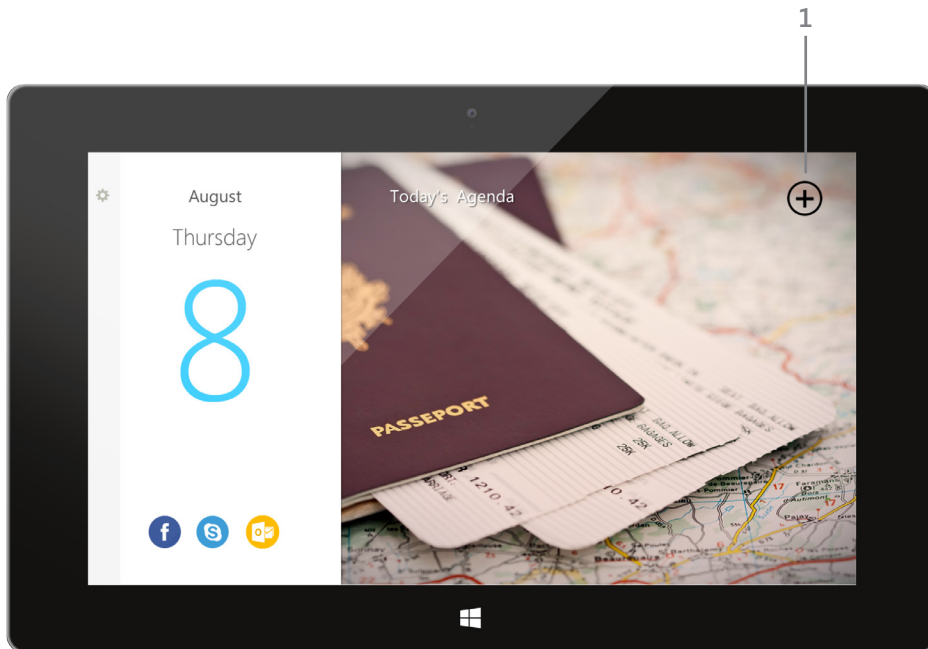


2 Button effect after touching a specific date.

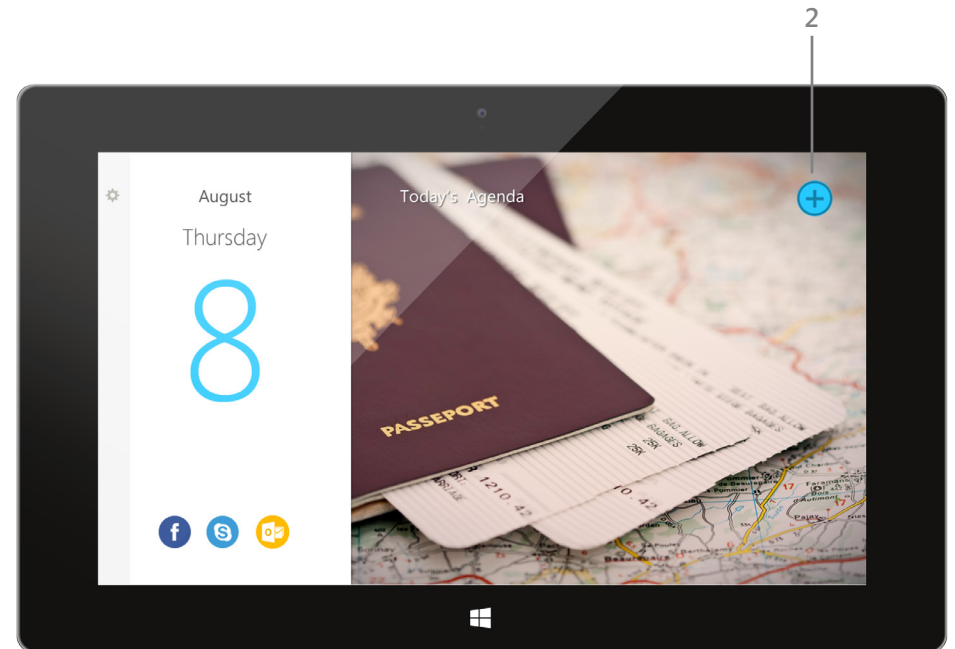
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Chosen Upcoming Date

Add Button



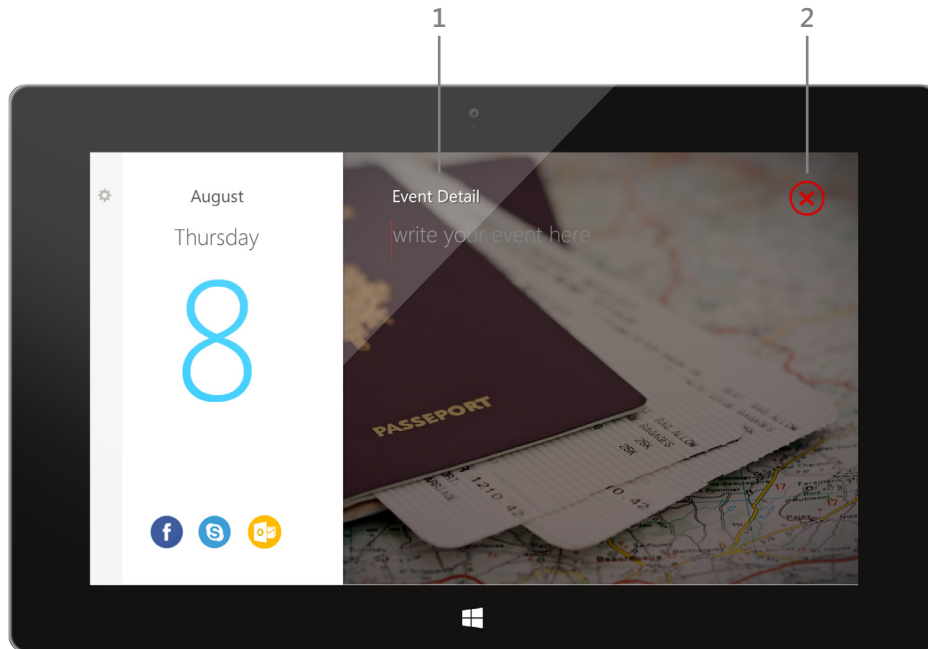
1 | Touch to add a task or event.



2 | Button Effect after touched.

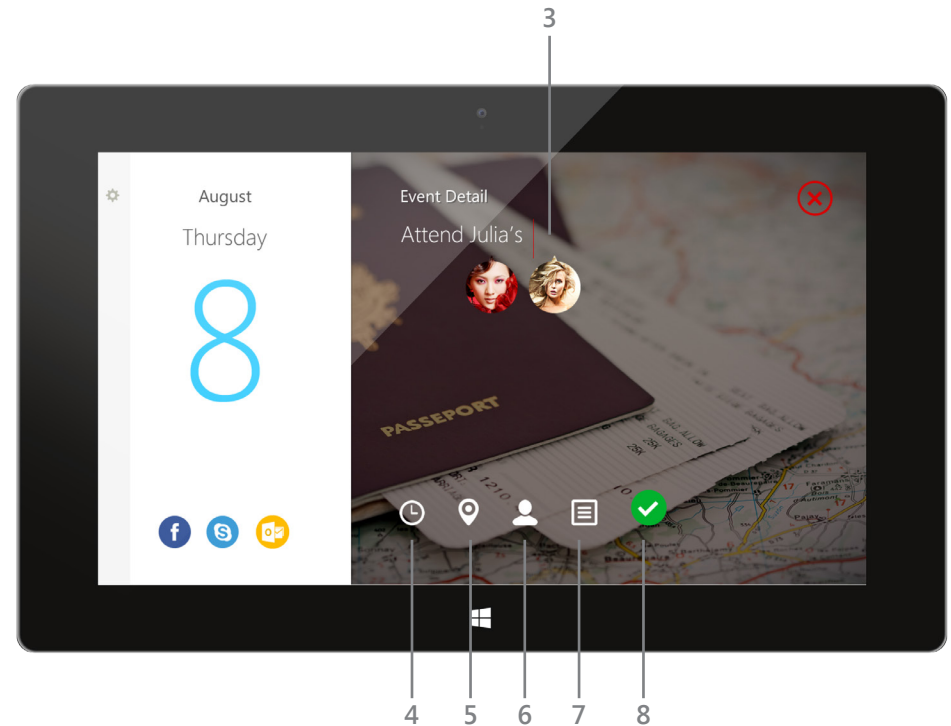
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Input Event/Task



- 1 | Input the name of the event or task.
- 2 | Close Button

Adding Details to Event/Task

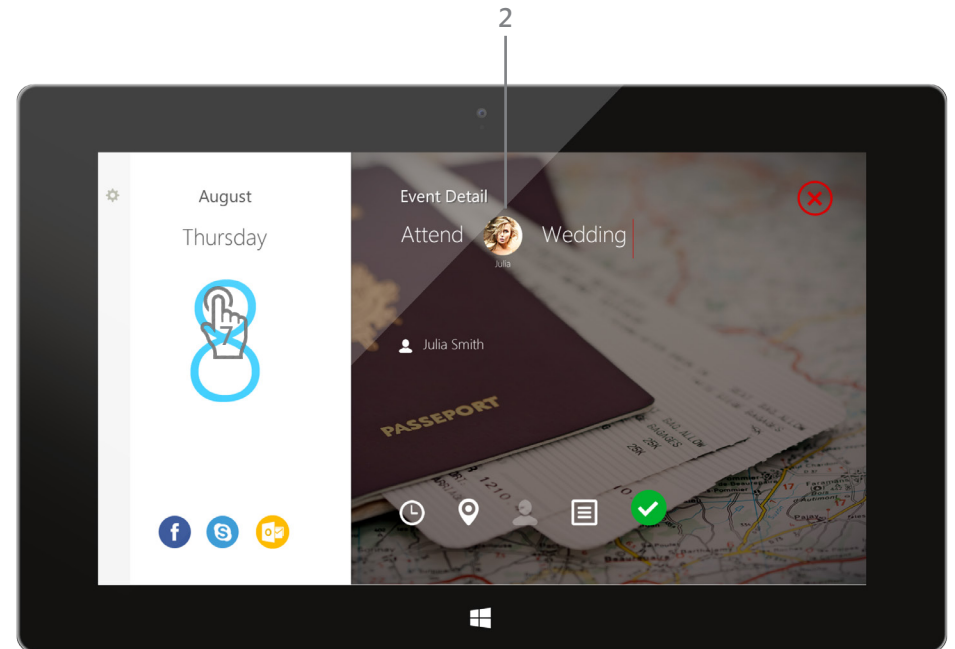
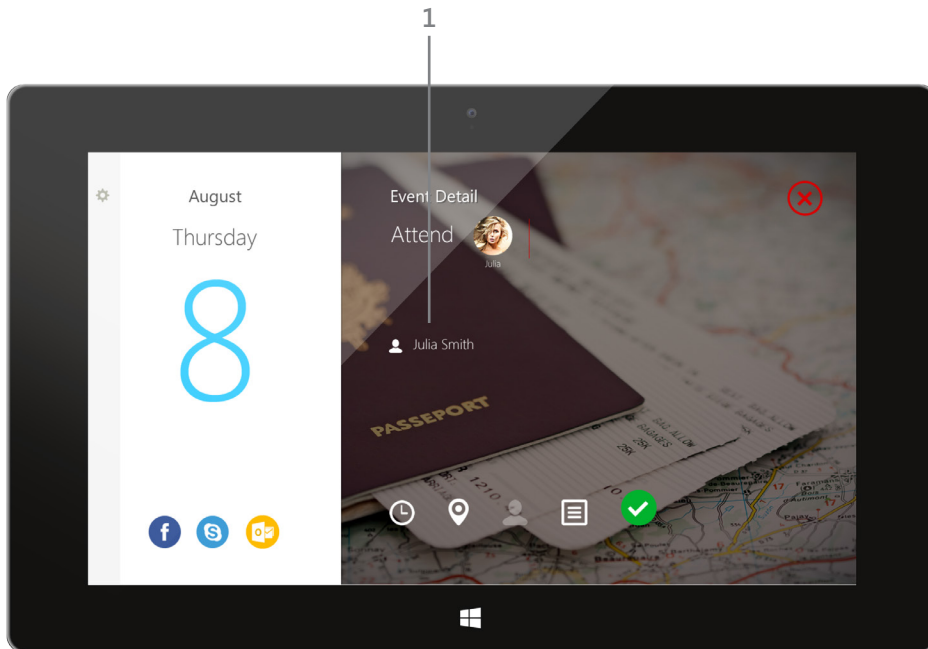


- 3 | Typing names or locations will pop suggestions of your contacts or locations.
- 4 | Input Time
- 5 | Input Location
- 6 | Add people to your event or task.
- 7 | Input details of the event or task.
- 8 | Finish Button

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Event/Task Details A

Event/Task Details B



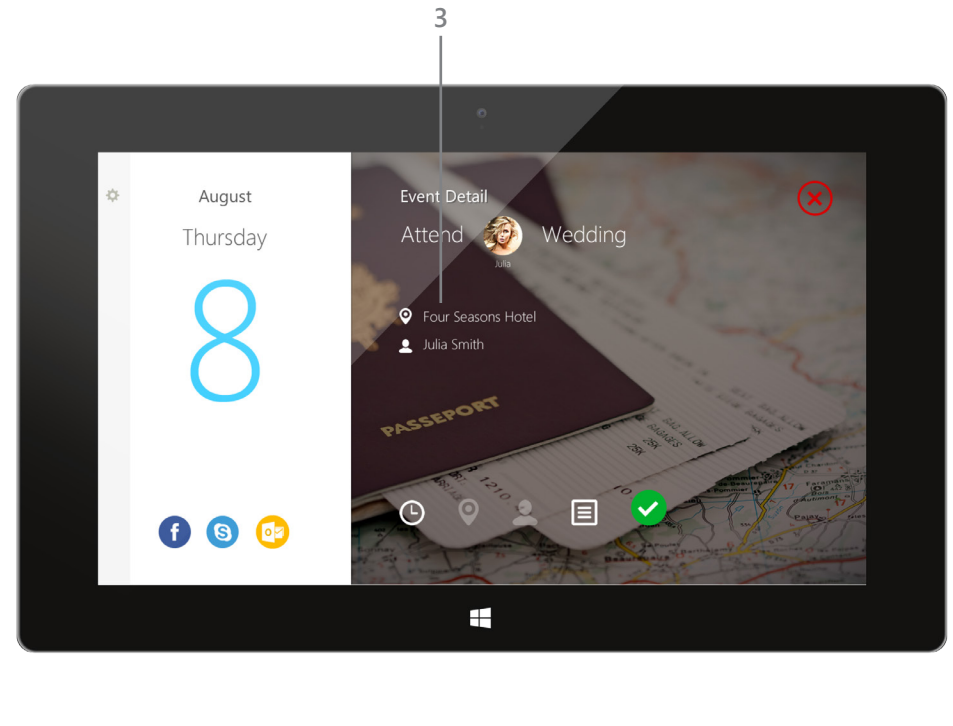
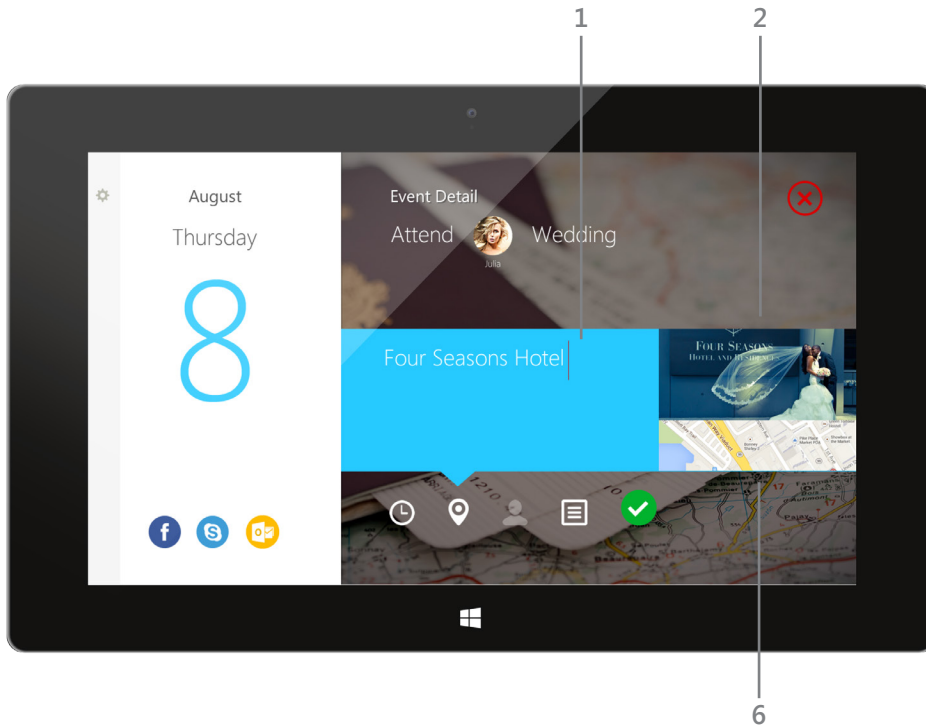
1 | Contact you added to your event.

2 | The contact's photo.

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Adding Location

Event/Task Details C

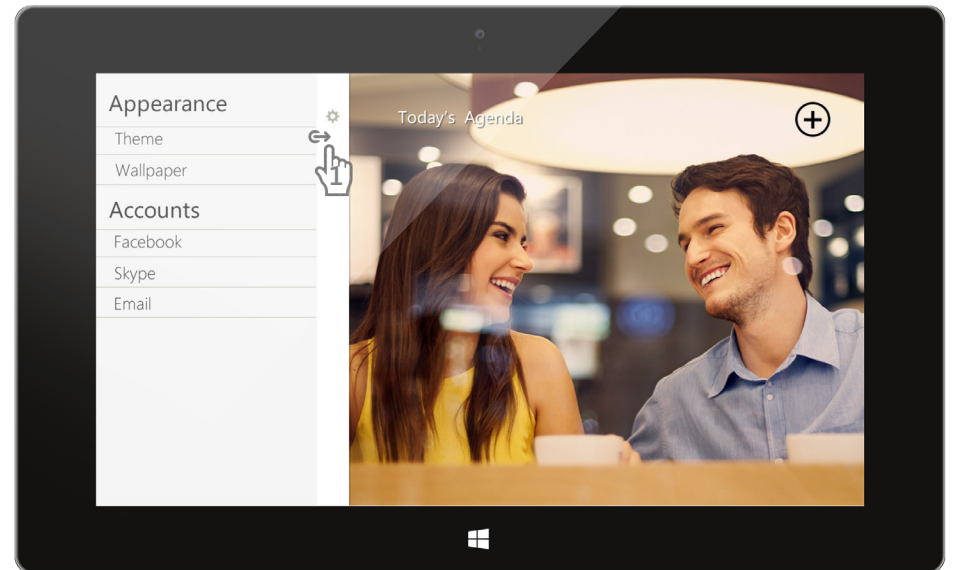
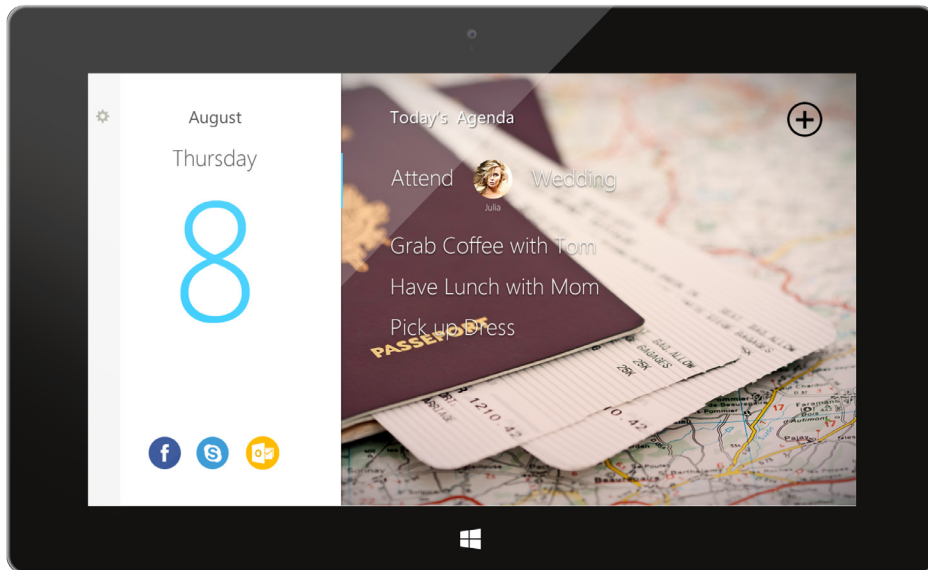


- 1 | Typing your location will suggest the location's details.
- 2 | The location's promotional picture.
- 3 | The location's detail such as address and phone number.

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Tasks and Events

Settings



- 1 | Swipe right to slide over menu settings. Swipe left to close.

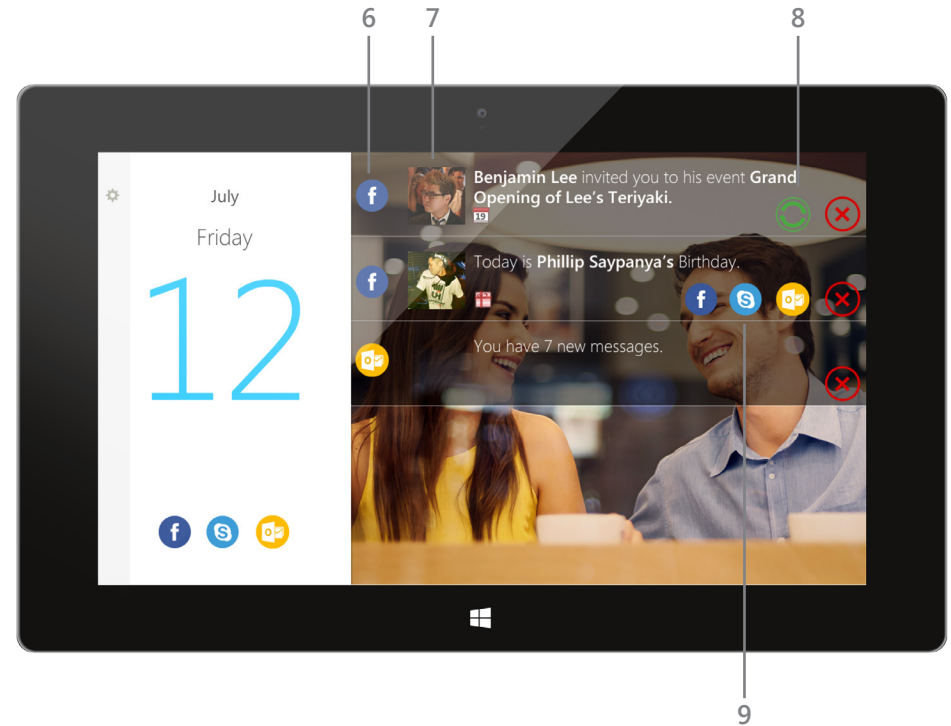
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Skype Incoming Call

Notifications



- 1 | Live video of incoming call.
- 2 | Answer call with voice only.
- 3 | Answer call with live video.
- 4 | Ignore Call
- 5 | Your live video feed.



- 6 | The app the notifications are from.
- 7 | The photo from the app's origin or your personal photo you selected.
- 8 | Syncs the event to your personal calendar.
- 9 | Wish your friend a happy birthday VIA Facebook, Skype, Email.

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Logic Map

