Microsoft

Microsoft Band 2
Experience Design Guidelines

Published for Third Party
Version 2.0

Microsoft Band 2

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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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.
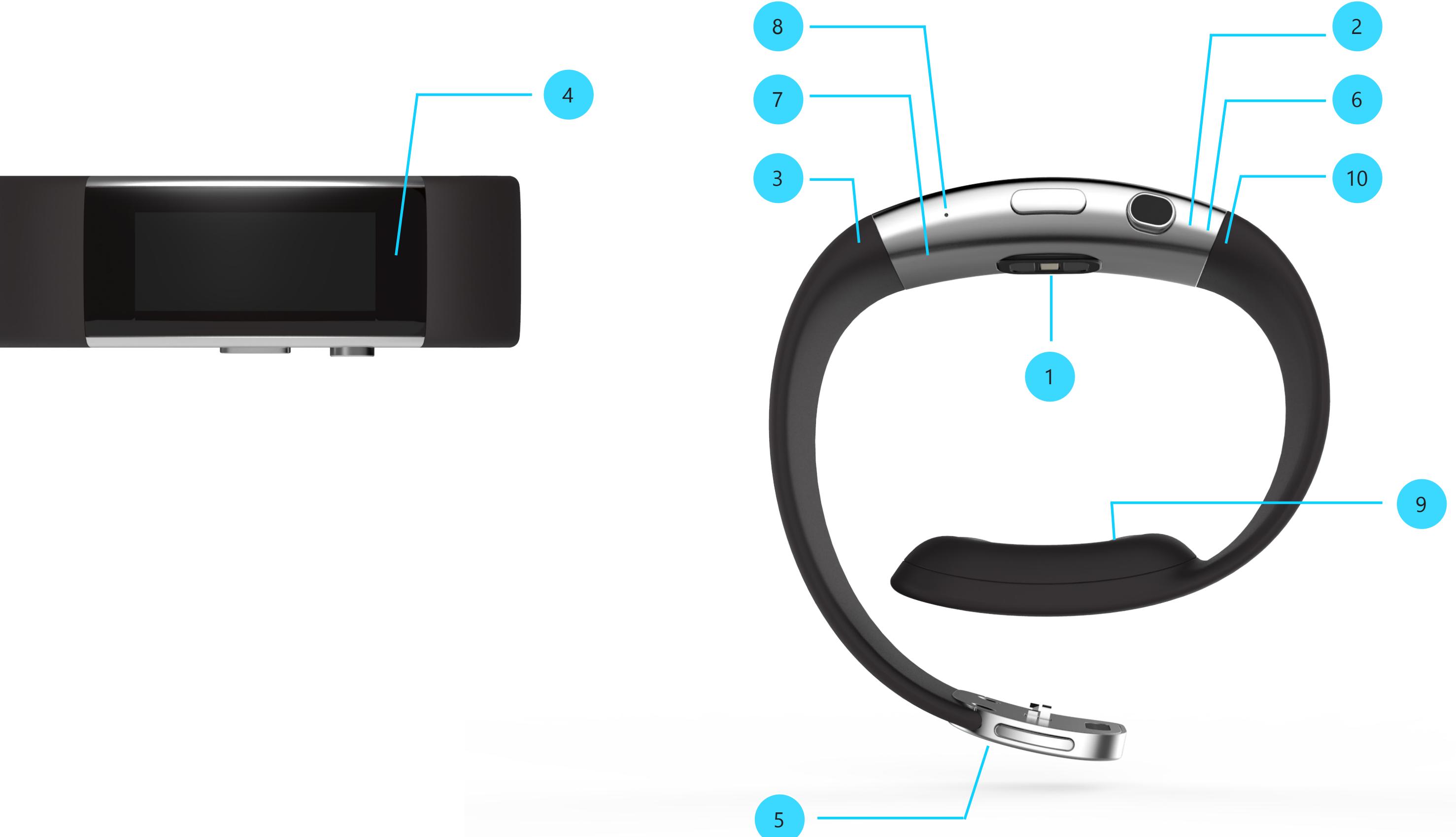
About you.
Knows your patterns and what you've done. Anticipates your needs through smart recommendations and tracking.

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**

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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:

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

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.

Action Button
The Action Button provides
contextual actions for the user.

320px x 128px

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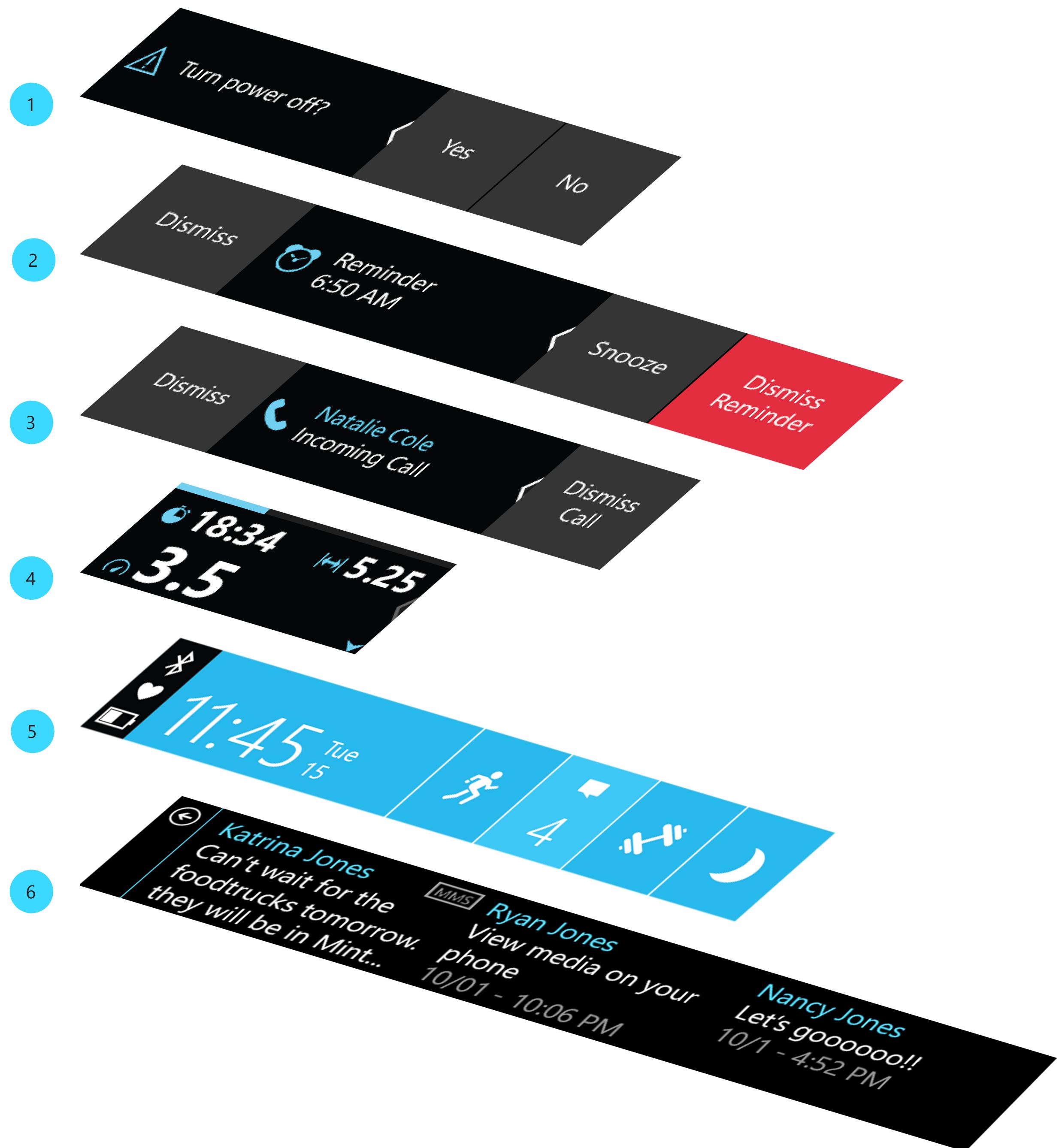
4 **Activity Screens**
In-activity for tiles like Run, Workout, Guided Workout

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

6 **Open Tile**
Tapping on any Start Strip tile opens up this layer

1 Turn power off? Yes No

2 Dismiss — Reminder 6:50 AM — Snooze — Dismiss Reminder

3 Dismiss — Natalie Cole Incoming Call — Dismiss Call

4 18:34 3.5 5.25

5 11:45 Tue 15

6 Katrina Jones
Can't wait for the foodtrucks tomorrow. they will be in Mint...

Ryan Jones
View media on your phone
10/01 - 10:06 PM

Nancy Jones
Let's gooooo!!
10/1 - 4:52 PM

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Start Strip
The Start Strip is composed of three main pieces:
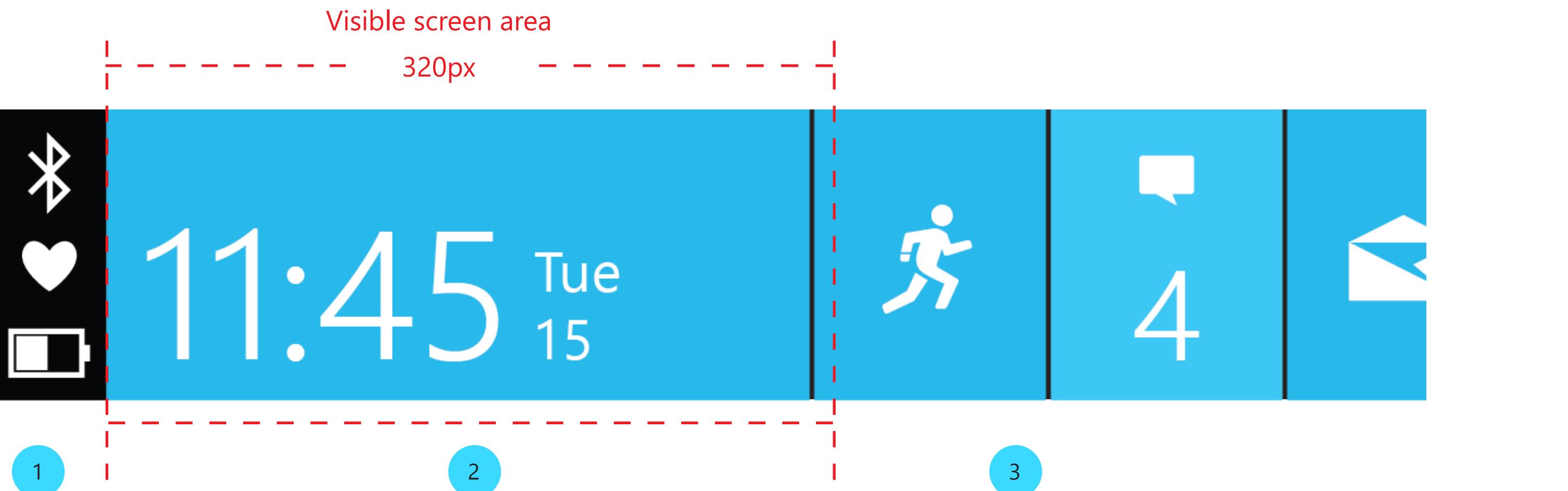
1 **System Bar**
The System Bar offers a quick peek of battery, heart rate, and Bluetooth connectivity.

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.

Visible screen area
320px

11:45 Tue 15

4

1

2

3

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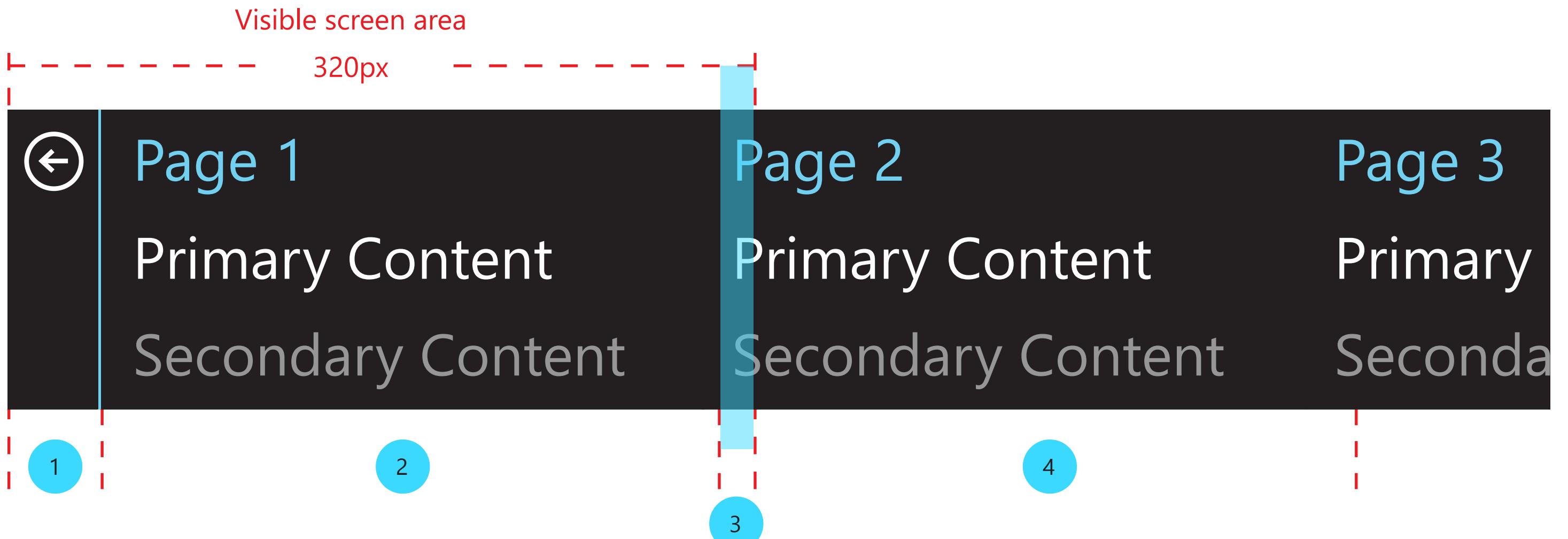
2 **Page 1**
The first page in the tile.

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.

Visible screen area
320px

Page 1

Primary Content

Secondary Content

Page 2

Primary Content

Secondary Content

Page 3

Primary

Seconda

1

2

3

4

Microsoft Band 2
Personality
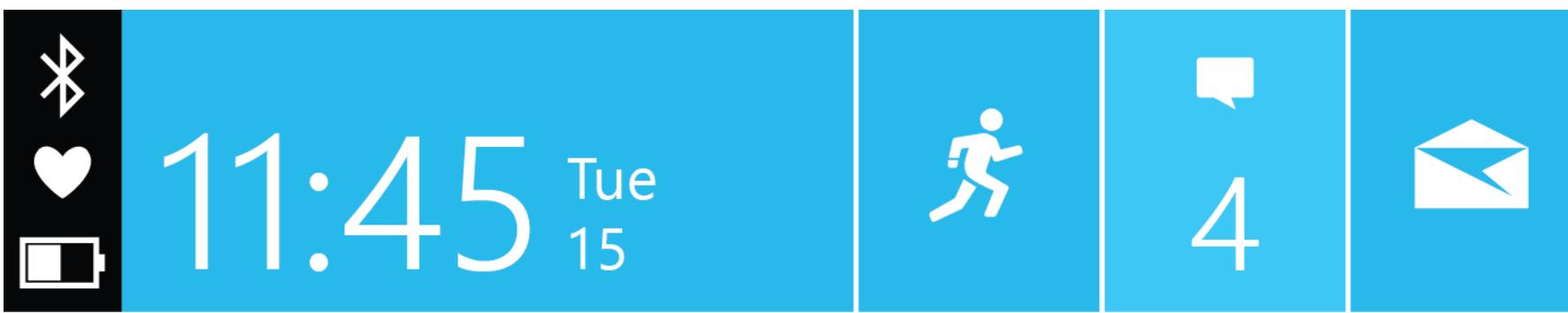
Personality
Microsoft Band communicates in a straightforward, honest and intimate way, like the voice of a trusted friend. It speaks to you in the same way that you'd talk to other people. Your Band should show empathy and excitement.

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
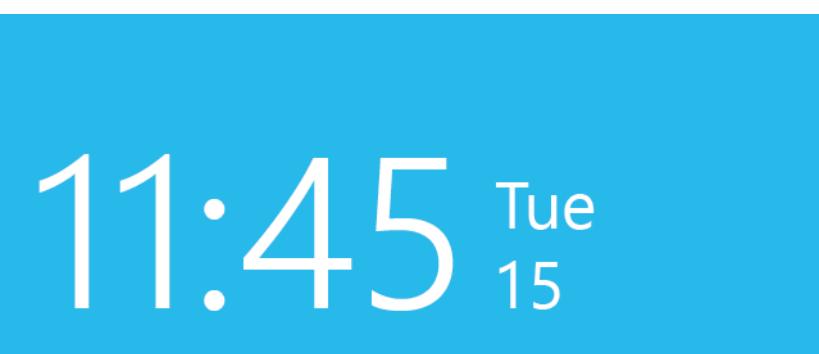
Glossary

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

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.

Glossary
These are examples of common elements that will be referred to throughout this document.
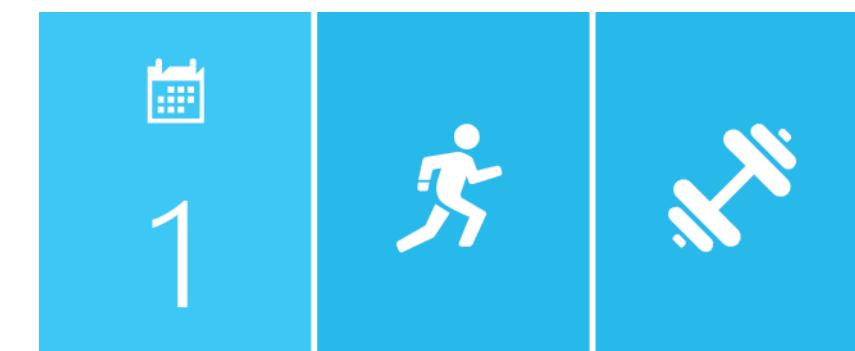
System Bar
The section located at the left end of the Start Strip that contains the status of the battery life, biometric sensors, and Bluetooth connection.

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.

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.

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.

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Glossary

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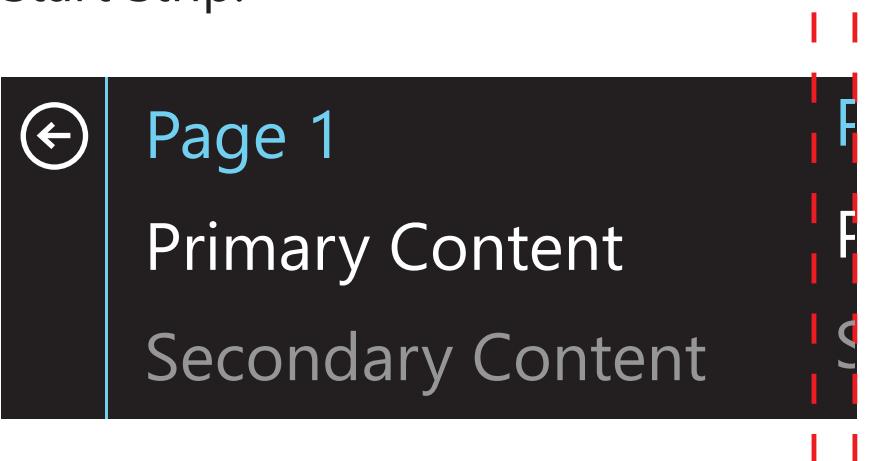
Badged Tiles

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.
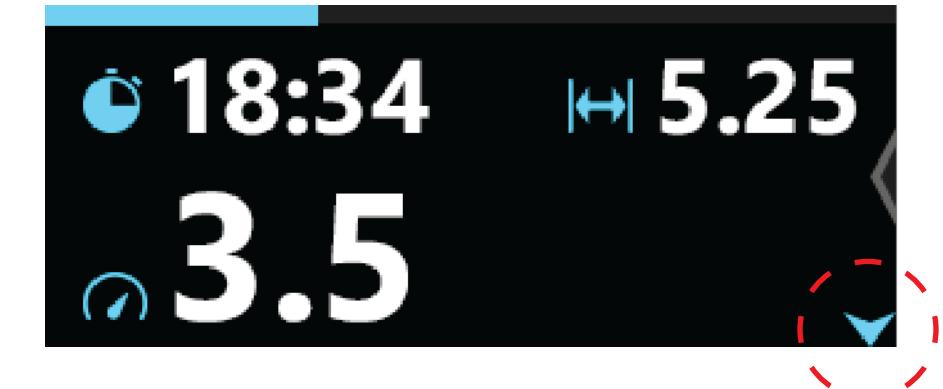
Page 1

Primary Content

Secondary Content

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.

18:34   5.25

3.5

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:
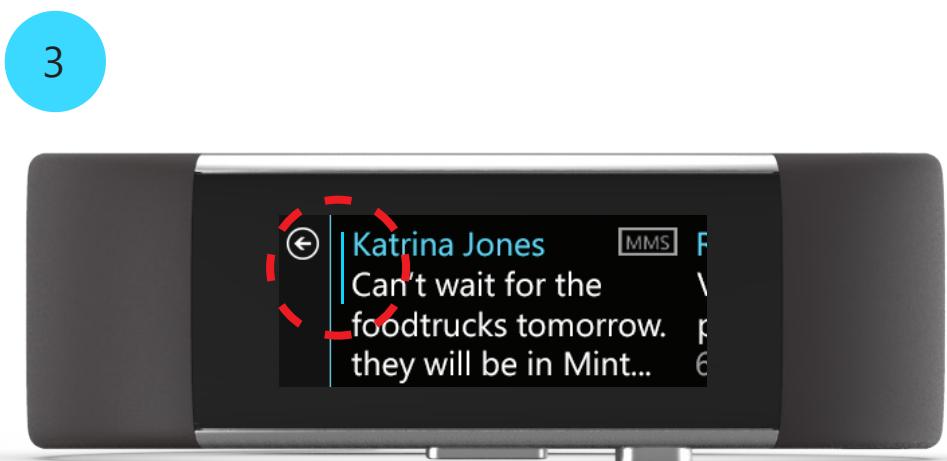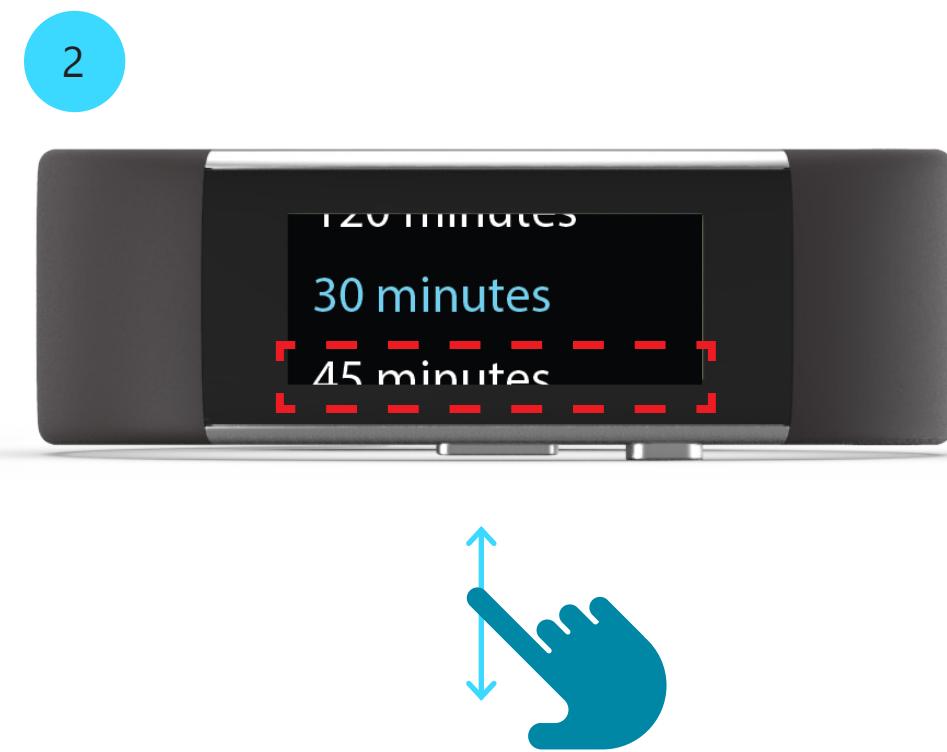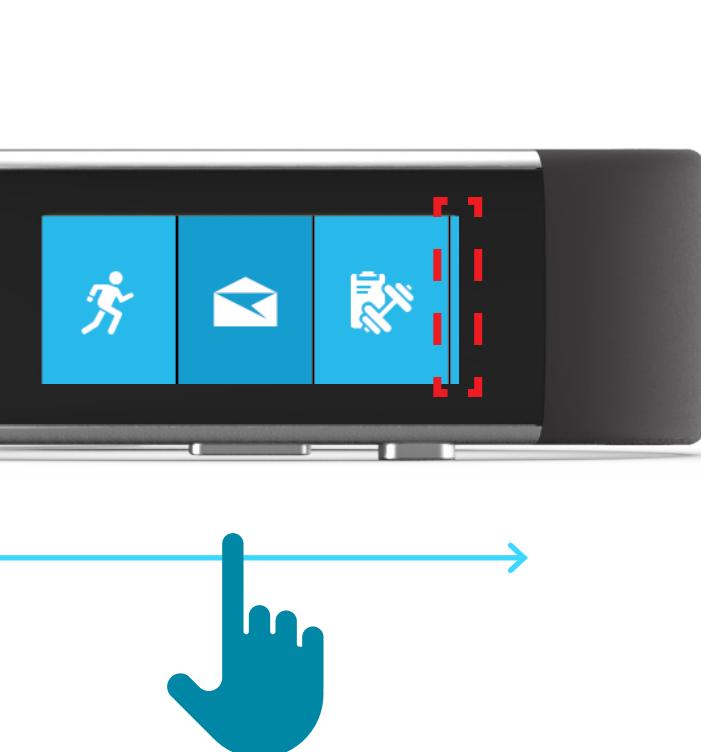
1 Tap
Tap for selection.

2 Horizontal Swipe
Swipe left and right to navigate.

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

4 Action Button: Single Press
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.

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Visual Cues

To help guide users through the experience, visual cues are used to hint at available interactions.
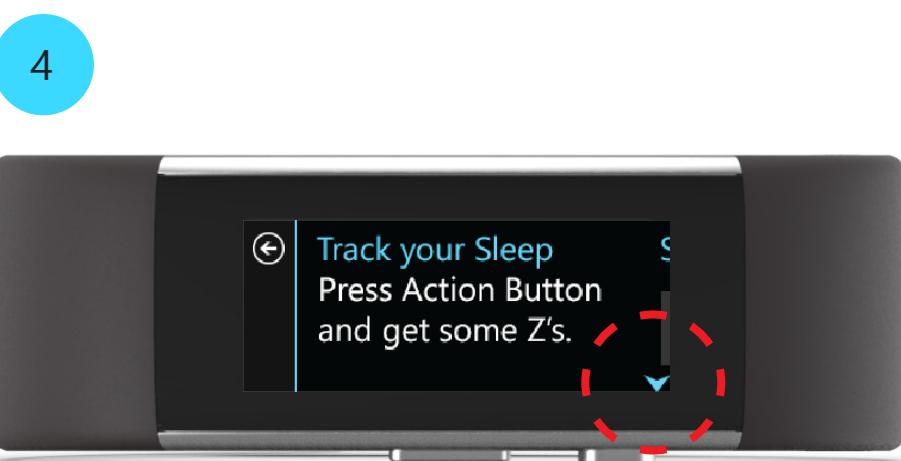
1 Peek (Horizontal)
The Peek shows the user that there is more content available by swiping horizontally.

2 Peek (Vertical)
In a vertical list picker, there is a peek of the options above and below.
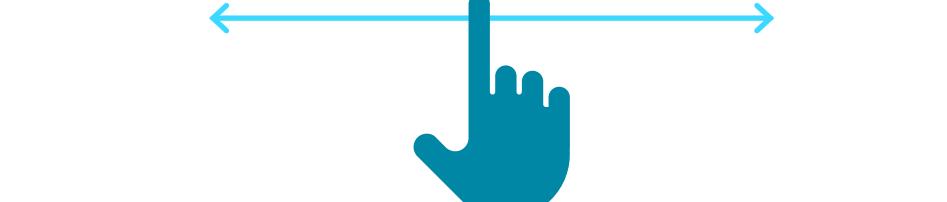
3 Scroll Bar
Upon a screen press, a scroll bar appears to provide added context that there is more text available by swiping up and down.
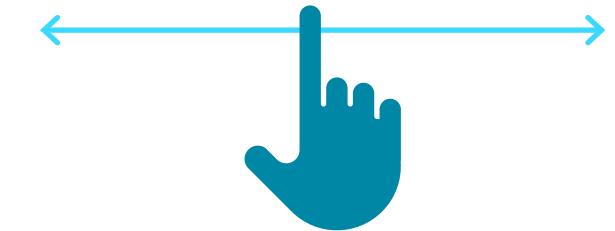
4 Action Button Indicator
The Action Button indicator arrow will always appear when a primary action is available.

5 Chevron Indicator
When there are button options to the right, there is an arrow peek indicator.

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Typography

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.

http://msdn.microsoft.com/en-us/goglobal/cc305145.aspx

Full Set   7R   Segoe UI P Regular 7px

            11SB   **Segoe UI P Semibold 11px**

Limited Set 11B   **Segoe UI P Bold 11px**

            14SL   Segoe UI P Semilight 14px

            19SL   Segoe UI P Semilight 19px

            19B   **Segoe UI P Bold 19px**

            23SL   Segoe UI P Semilight 24px

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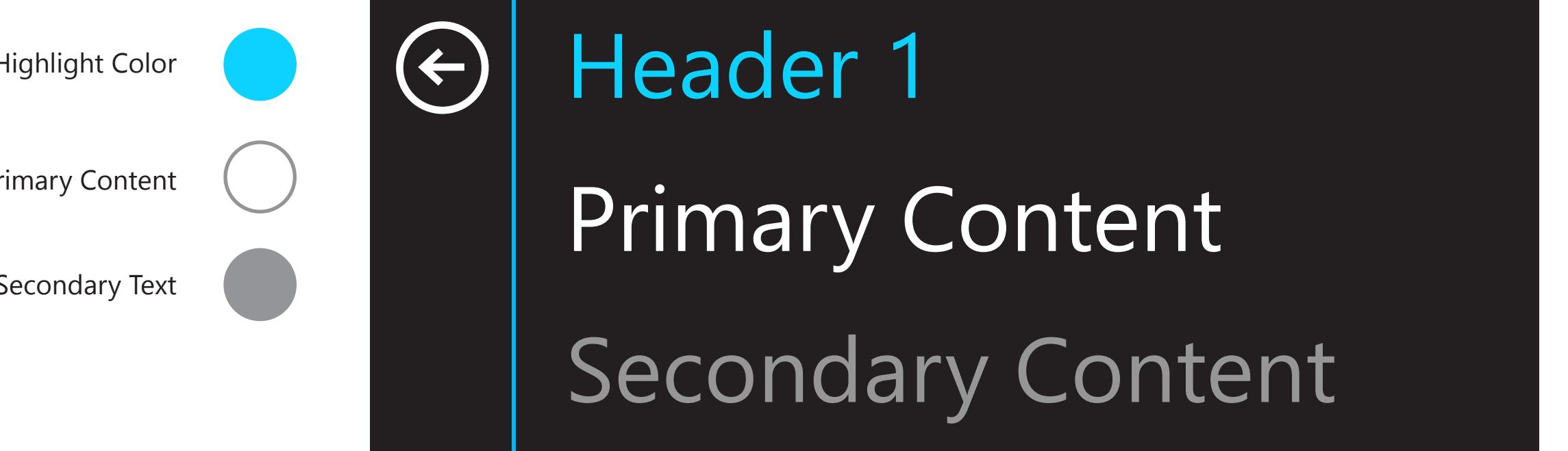
Limited Character Set

SP	+	0	4	8	€
"	-	1	5	9	₩
%	.	2	6	:	:
'	/	3	7	°	

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.

Highlight Color

Primary Content

Secondary Text

Header 1

Primary Content

Secondary Content

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

Segoe UI P Default Spacing

Default Tracking 0 1234567890

TRACKING SET AT 0

Don't

Segoe UI P Custom Spacing

Tracking set at -20 1234567890

TRACKING SET AT 100

Color
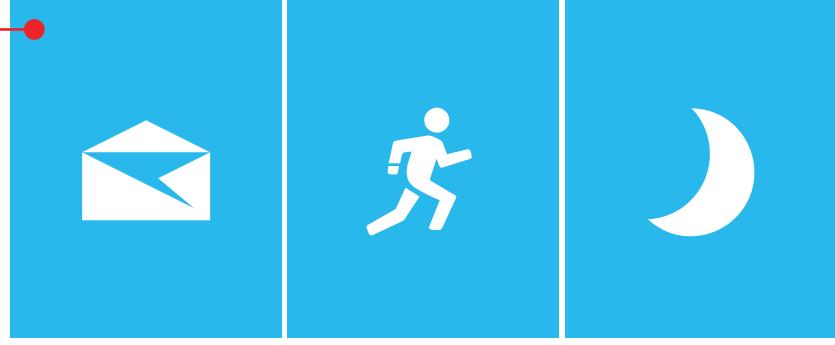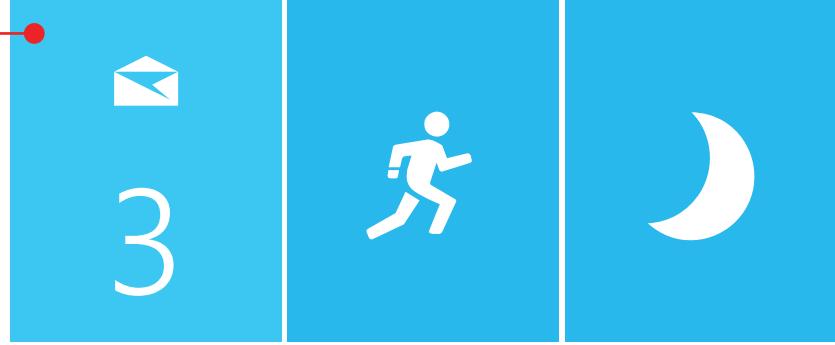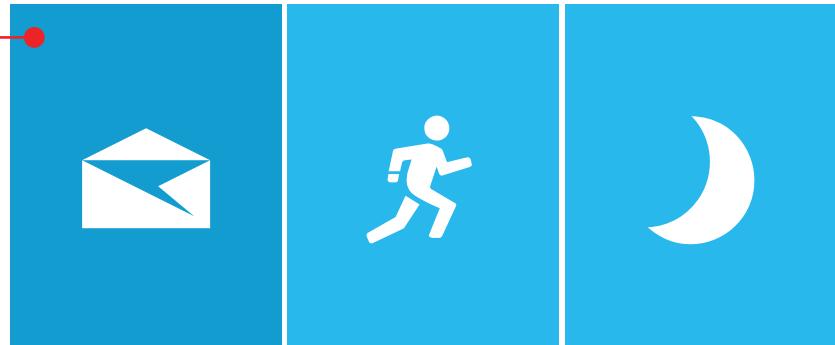
Color provides intuitive wayfinding through the Band's various levels of information, and serves as a crucial tool for reinforcing the interaction model. Color should be applied in consistent patterns across the Band and is the primary way for users to personalize their Band. First selected in the initial 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.

Theme Colors

		Essentials											Discreet						
		Electric	Skyline	Kale	Cyber	Lime	Tangerine	Tang	Coral	Kool-Aid	Berry	Cargo	Tuxedo	Storm	DJ	California	Killa Bee	PIzza	Lasertag
App	Preview																		
Start Strip Tile	High contrast	0DD1FF	1A6884	1D8989	37E27C	BFE51F	F8A52E	ED763B	FF5267	D83190	8B2593	8A5FCE	252525	252525	252525	252525	252525	252525	252525
	Base	00B9F2	005776	037C7C	39BF6F	A3CE19	F79B16	F16422	E74856	D10D7D	771E7C	7842CF	151515	151515	151515	151515	151515	151515	151515
	Lowlight	009DCE	004A64	057070	31A35E	99B71C	ED8E1D	D65421	C53D49	B20B6A	5B1860	6638B0	111111	111111	111111	111111	111111	111111	111111
Inside Tile	Highlight	5AE0FF	09B9D6	48FFDC	1CF77F	B8FF1D	FFBC00	FF6C45	FF5252	FF43B6	E845FF	A869F9	F2F2F2	5AE0FF	1CF77F	B8FF1D	FFBC00	FF5252	FF43B6
	Medium	009DCE	0498BA	0DBAB1	19CE78	8AAC0D	EA9823	CC4B19	E74856	D61D91	AE3CC6	904BF2	7C7C7C	009DCE	19CE78	8AAC0D	EA9823	E74856	D61D91
	Muted	004A64	005776	036861	186637	54680A	AD691F	873312	993344	891054	771E7C	432474	333333	004A64	186637	54680A	AD691F	993344	891054

Secondary Text	969696
Button Gray (Default)	353535
Button Gray (Pressed)	202020
End/Cancel/Delete	E0303E

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Start Strip Colors

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

Base — Base — Start Strip tile

High Contrast — High Contrast — Badged Start Strip tile (New content)

Lowlight — Lowlight — Touch down-feedback on Start Strip tiles
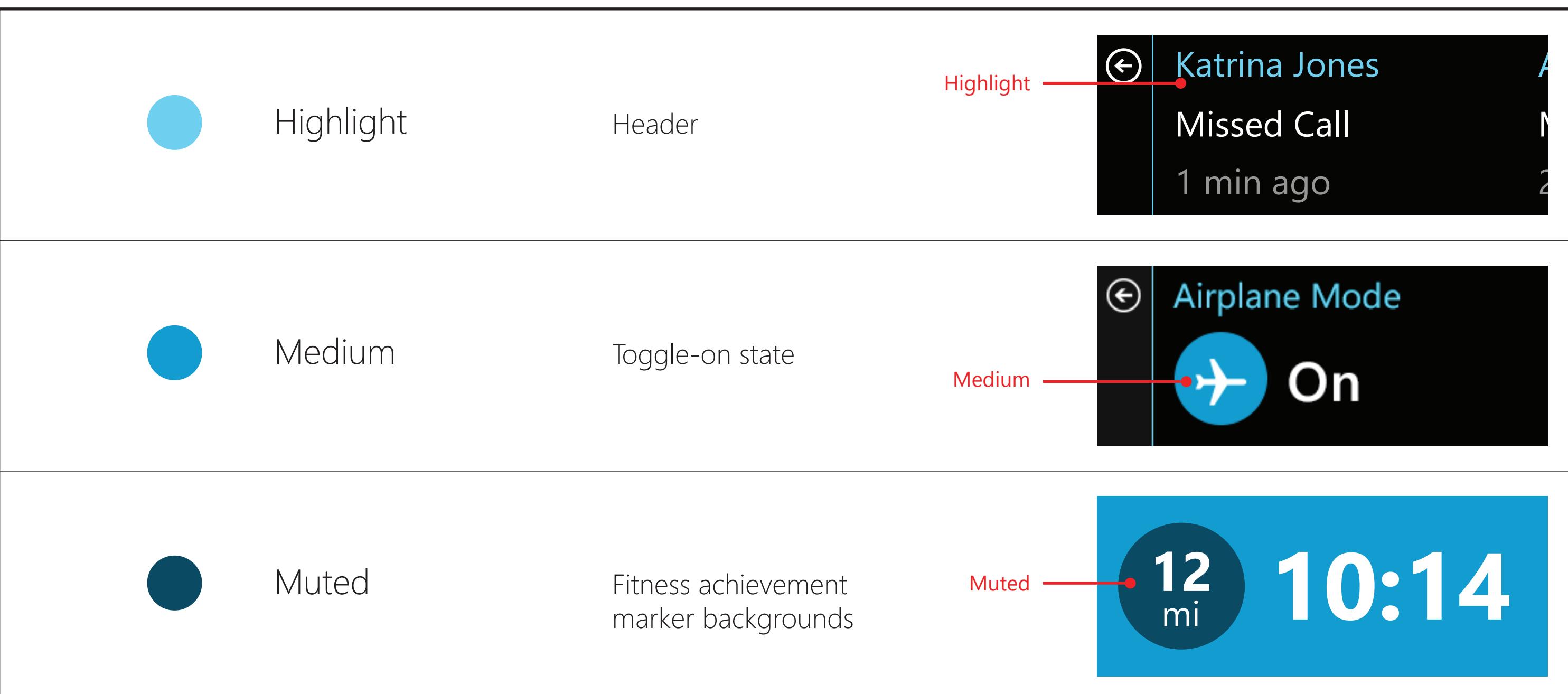
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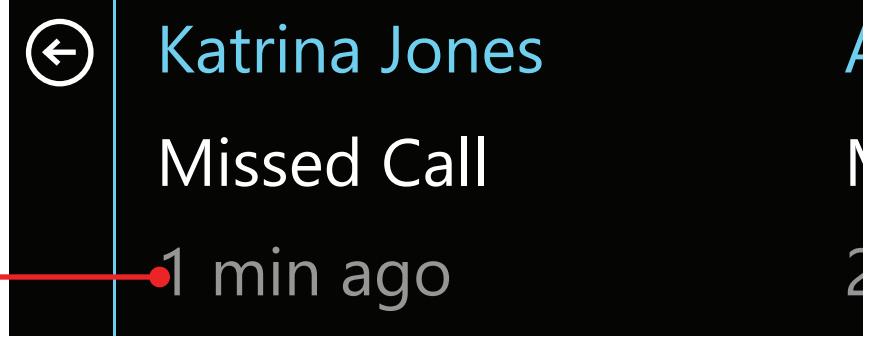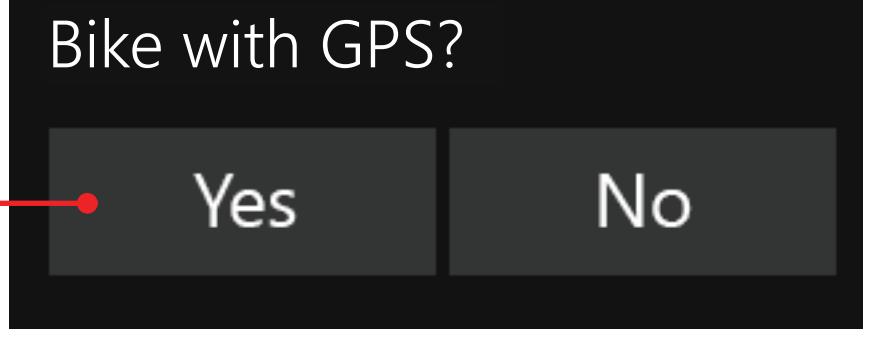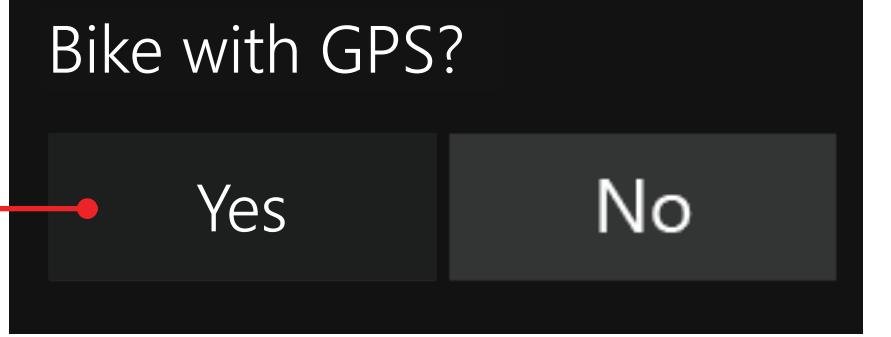
In-Tile Colors

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

Highlight — Header

Highlight

Katrina Jones

Missed Call

1 min ago

Medium — Toggle-on state

Medium

Airplane Mode

On

Muted — Fitness achievement marker backgrounds

Muted

12 mi   10:14

System Colors

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


|		
●	Secondary	System-wide secondary text color
●	Button	System-wide button gray color
●	Button Pressed	System-wide pressed button gray color
●	End/Cancel/Delete	System-wide red end/cancel/ delete

Katrina Jones
Missed Call
1 min ago

Secondary

Bike with GPS?
Yes   No

Button Gray

Bike with GPS?
Yes   No

Button Gray Pressed

5
Resume   End Session

End/Cancel/Delete

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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.

**Microsoft Band 2**

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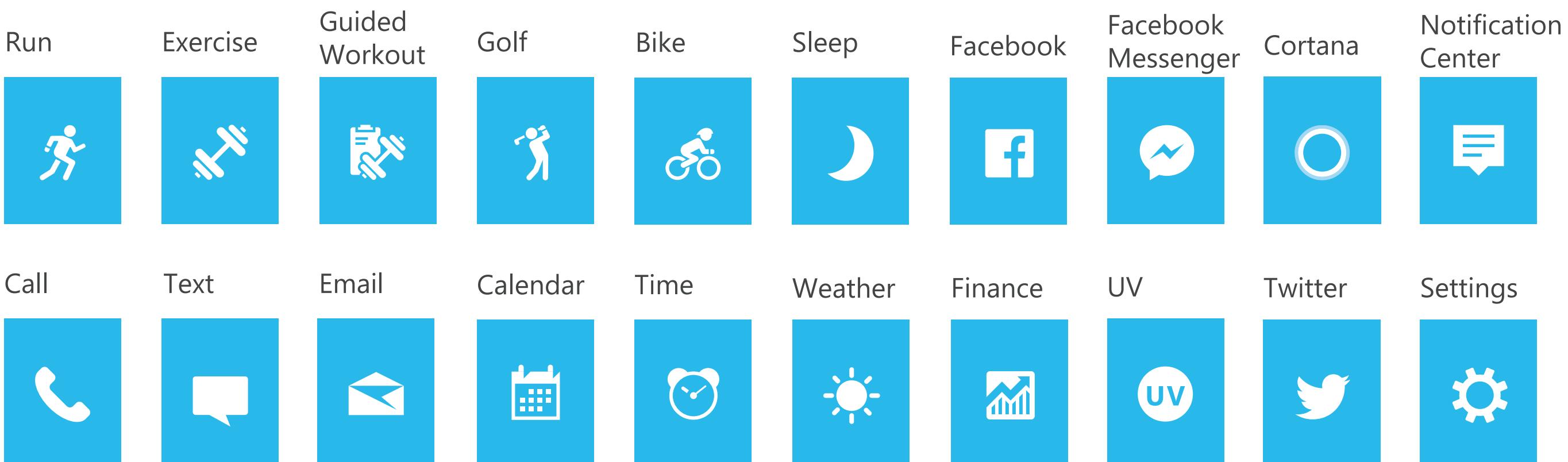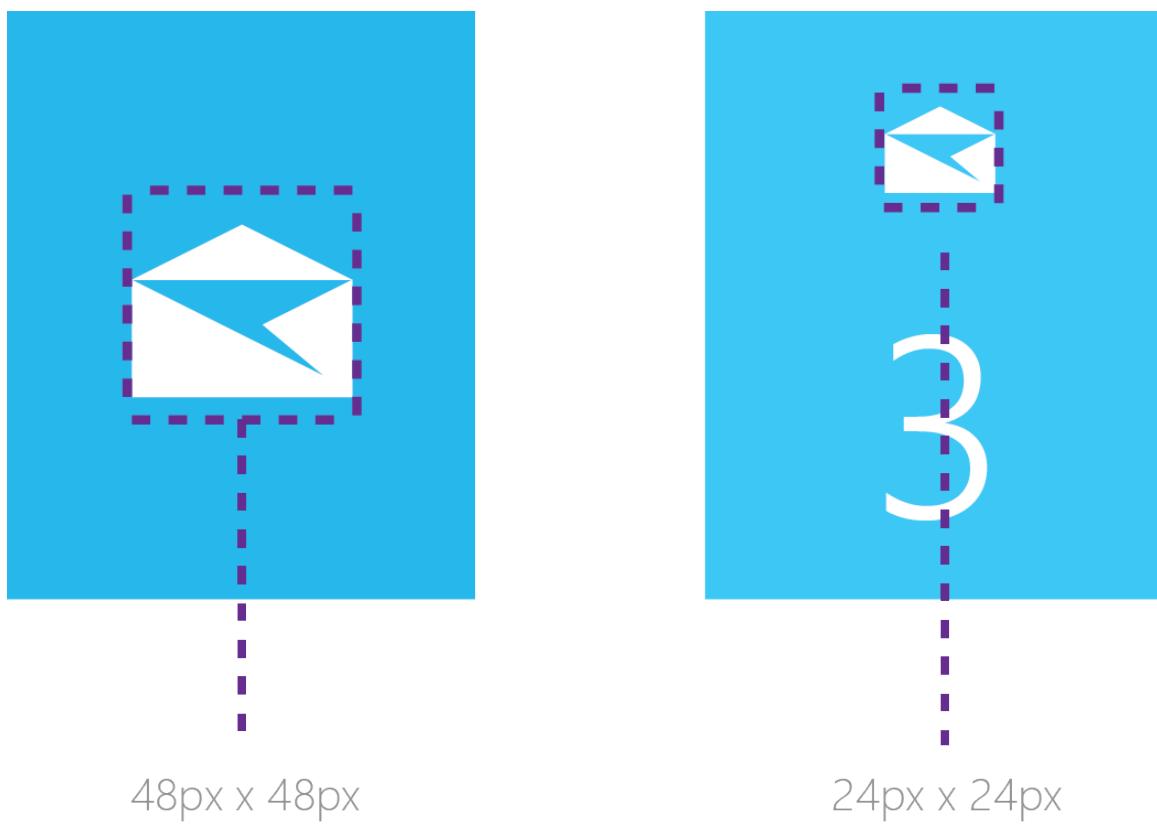
Icons are used extensively on the Band to represent the underlying app, metric, and/or functions. On the Start Strip, it is recommended that tiles use a single 48x48 px white PNG icon centered on the tile's background. Within individual apps, it is recommended that no more than 10 distinct icons are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

48px x 48px

24px x 24px

Run	Exercise	Guided Workout	Golf	Bike	Sleep	Facebook	Facebook Messenger	Cortana	Notification Center

Call	Text	Email	Calendar	Time	Weather	Finance	UV	Twitter	Settings

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Template Library

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:**

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

15px

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

Header 1

30px

Primary Content

42px

Secondary Content

41px

15px

40px   258px   22px

Example: Call Tile
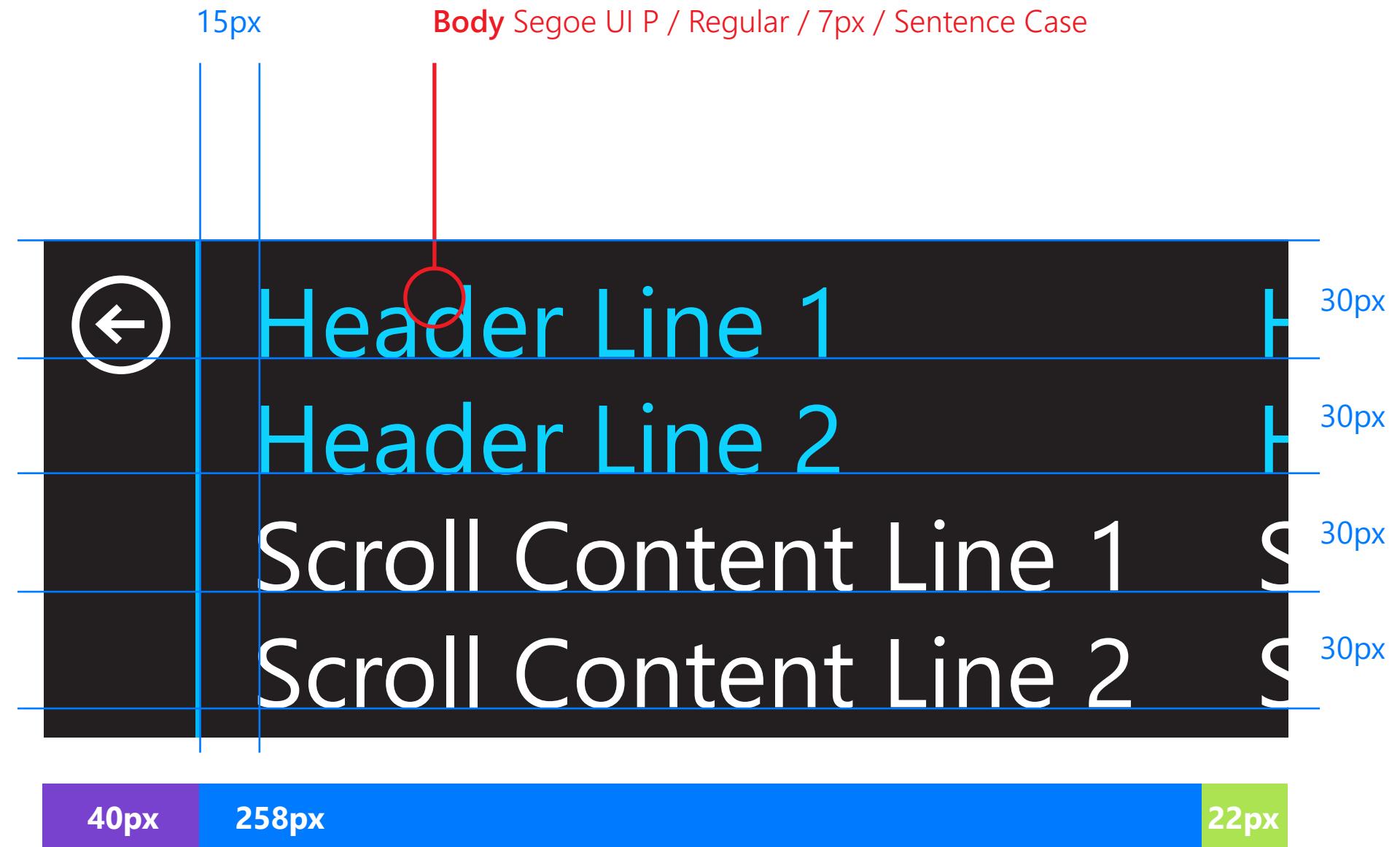
Simple Tile Layout

Header / Scroll / Secondary

■ Your Brand's Highlight Color

□ System White or Custom

■ System Secondary Text or Custom

15px

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

Header 1

Scroll Content Line 1

Secondary Content

30px

30px

30px

30px

40px   258px   22px

Simple Tile Layout

Single Page List with Multi-Headers

Your Brand's Highlight Color

System White or Custom

15px

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

Header 1

30px

Content Line 1

30px

Header 2

30px

Content Line 2

30px

40px   258px   22px

Simple Tile Layout

Scroll Page with Multi-Line Header

■ Your Brand's Highlight Color

□ System White or Custom

15px   **Body** Segoe UI P / Regular / 7px / Sentence Case

← Header Line 1   H   30px

Header Line 2   H   30px

Scroll Content Line 1   S   30px

Scroll Content Line 2   S   30px

40px   258px   22px

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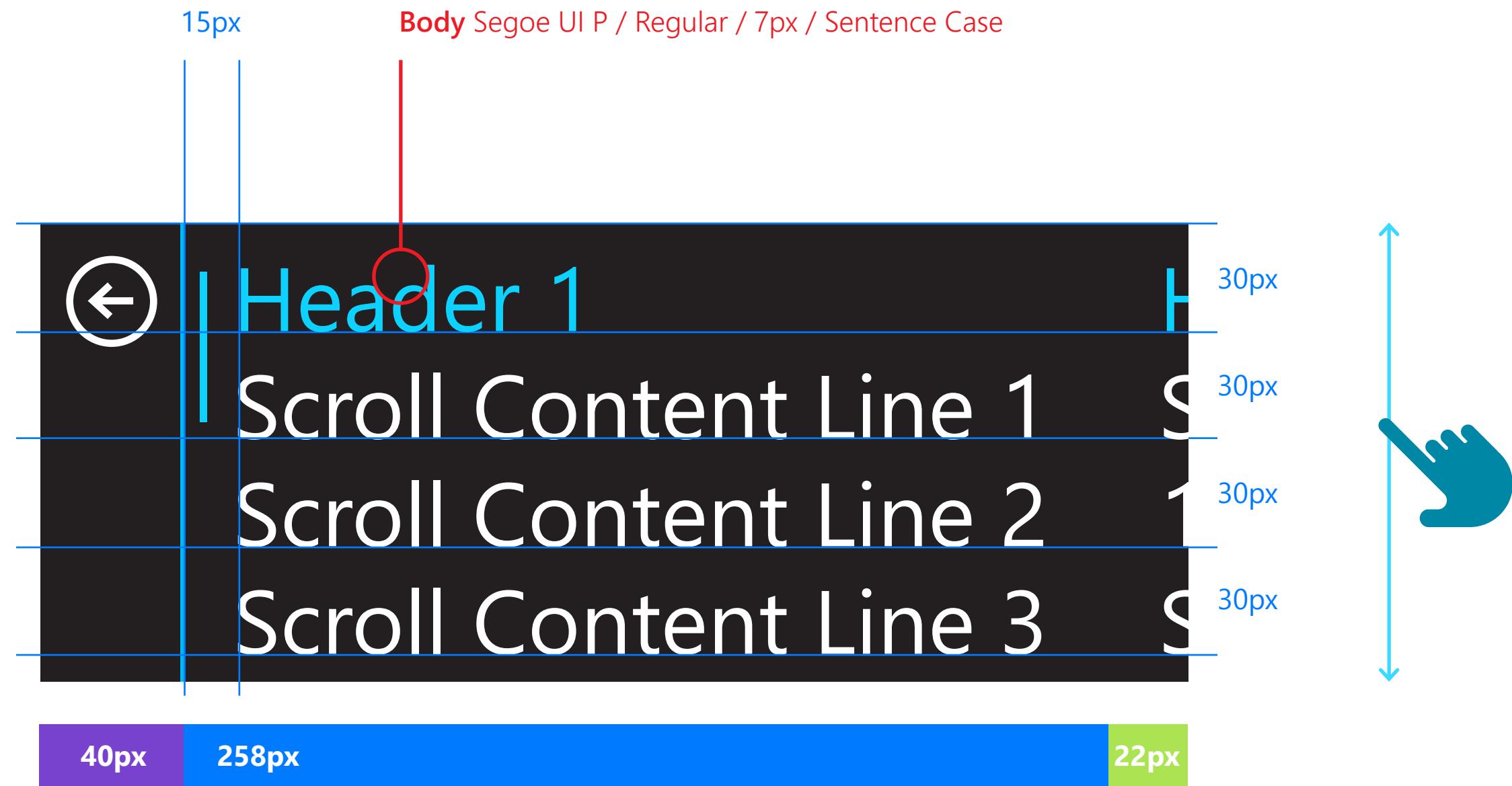
Simple Tile Layout

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

15px

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

← Header 1   H

30px

Scroll Content Line 1   S

30px

Scroll Content Line 2   1

30px

Scroll Content Line 3   S

30px

40px   258px   22px
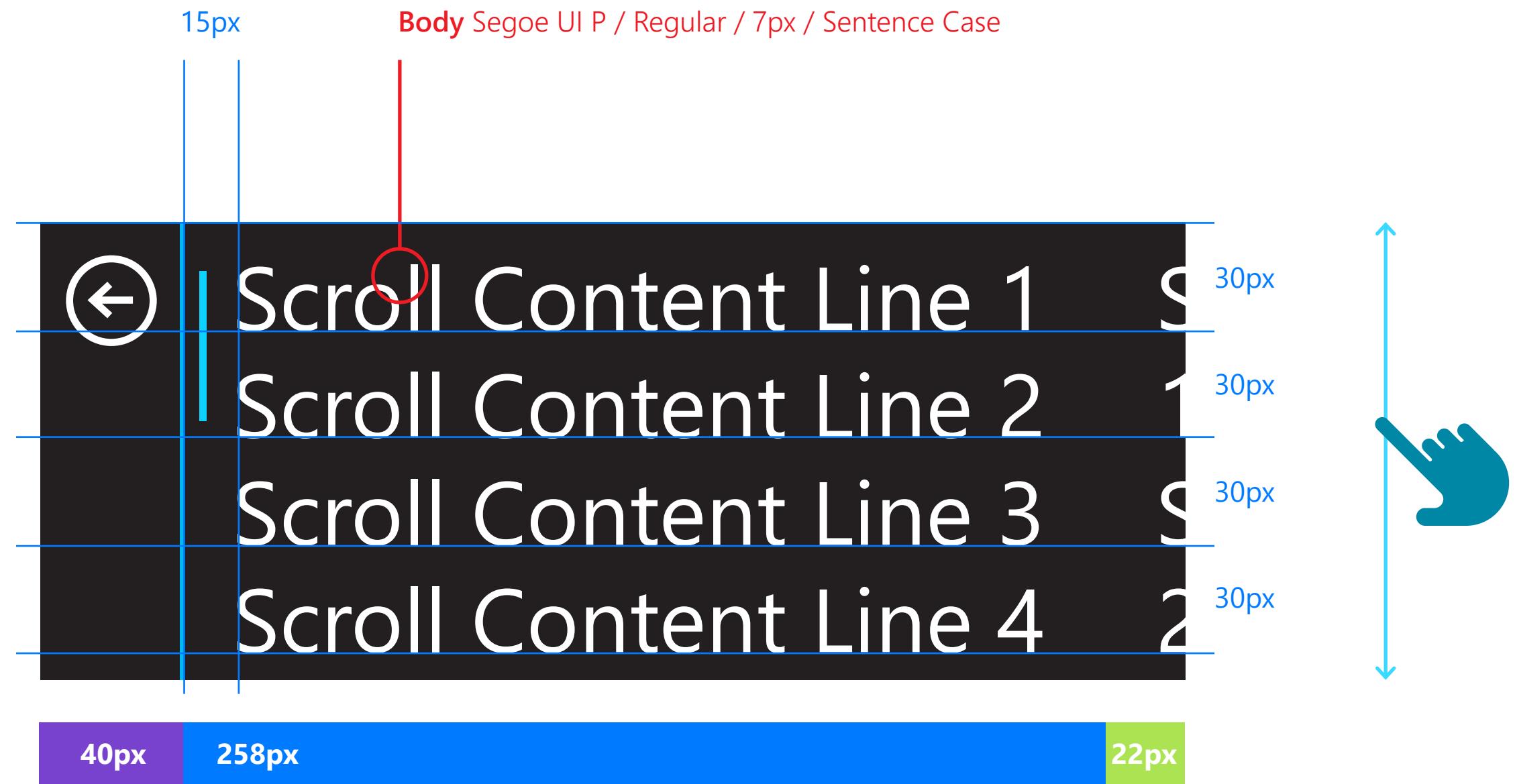
Example: Messaging tiles

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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

15px

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

Scroll Content Line 1   S   30px

Scroll Content Line 2   1   30px

Scroll Content Line 3   S   30px

Scroll Content Line 4   2   30px

40px   258px   22px
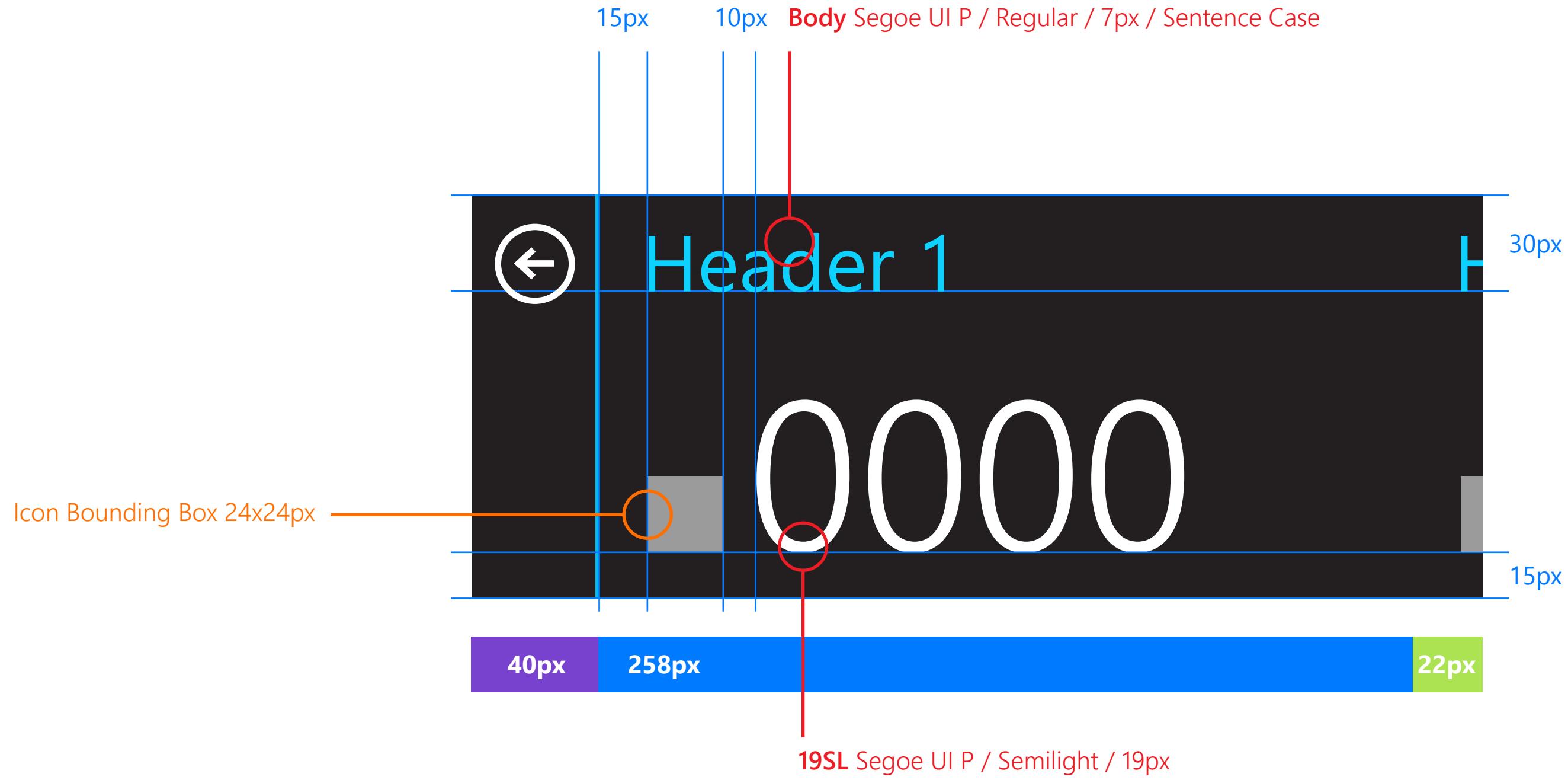
Metric Layout

Single Metric

▨ Your Brand's Highlight Color

☐ System White or Custom

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

15px

30px

Header 1

0000

15px

15px

40px 258px 22px

19SL Segoe UI P / Semilight / 19px

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

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Metric Layout

Single Metric with Icon

Your Brand's Highlight Color

System White or Custom

Your Brand's Highlight Color
or Custom

15px   10px   **Body** Segoe UI P / Regular / 7px / Sentence Case

Header 1

30px

0000

Icon Bounding Box 24x24px

15px

40px   258px   22px

19SL Segoe UI P / Semilight / 19px
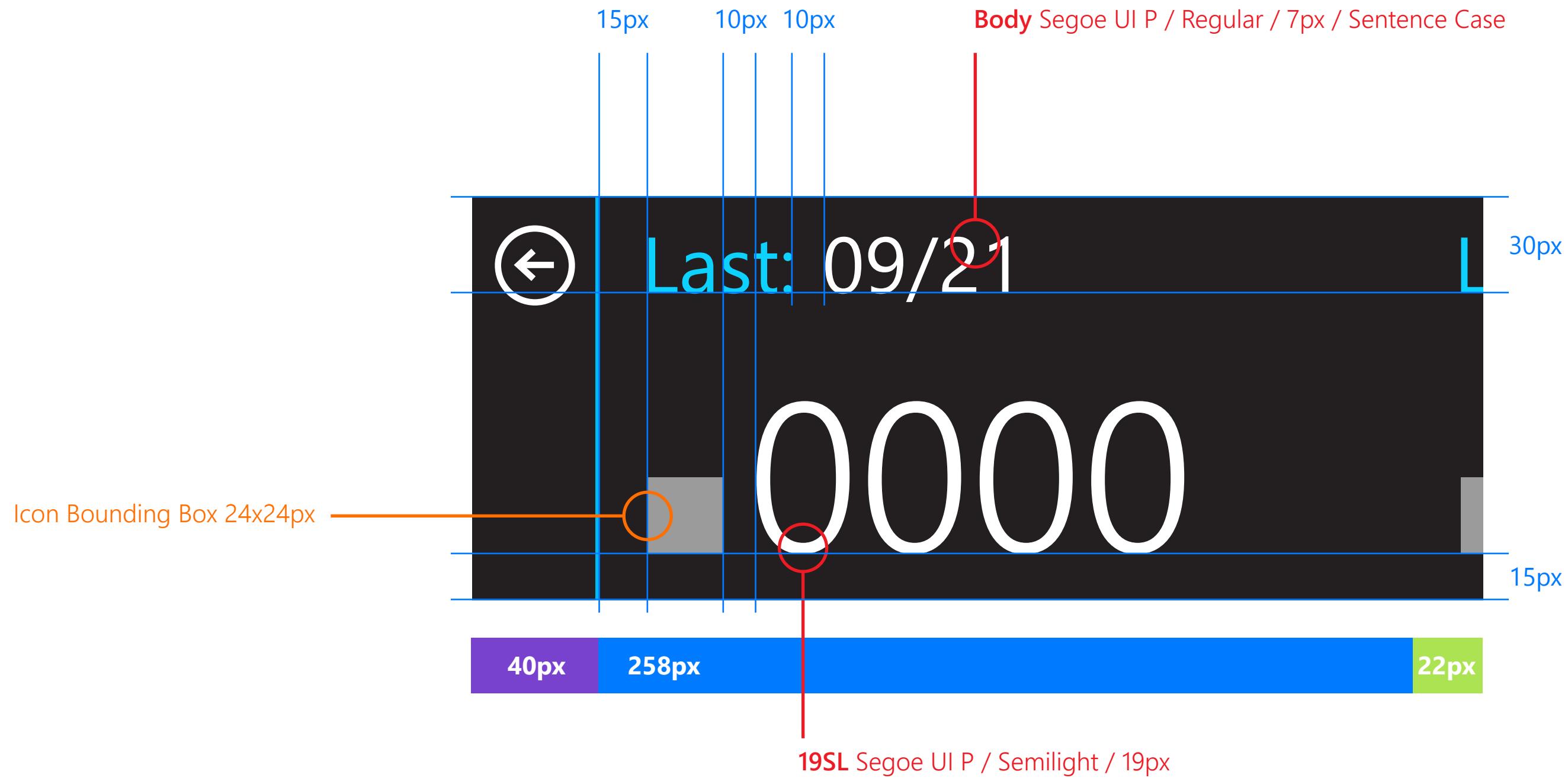
Example: Activity tiles, Last Exercise metric summary

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Metric Layout

Readout

Your Brand's Highlight Color

System White or Custom

Your Brand's Highlight Color
or Custom

15px   10px   10px   **Body** Segoe UI P / Regular / 7px / Sentence Case

30px

Last: 09/21

Icon Bounding Box 24x24px

0000

15px

40px   258px   22px

19SL Segoe UI P / Semilight / 19px
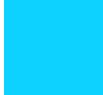
Example: Activity tiles, Last Exercise metric summary

Microsoft Band 2

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

15px   10px   **Body** Segoe UI P / Regular / 7px / Sentence Case

Header 1   30px

02: Readout   42px

2px

Icon Bounding Box 24x24px

03: Readout   41px

2px   15px

40px   258px   22px

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

Example: Activity tiles, Last Exercise metric summary

Microsoft Band 2
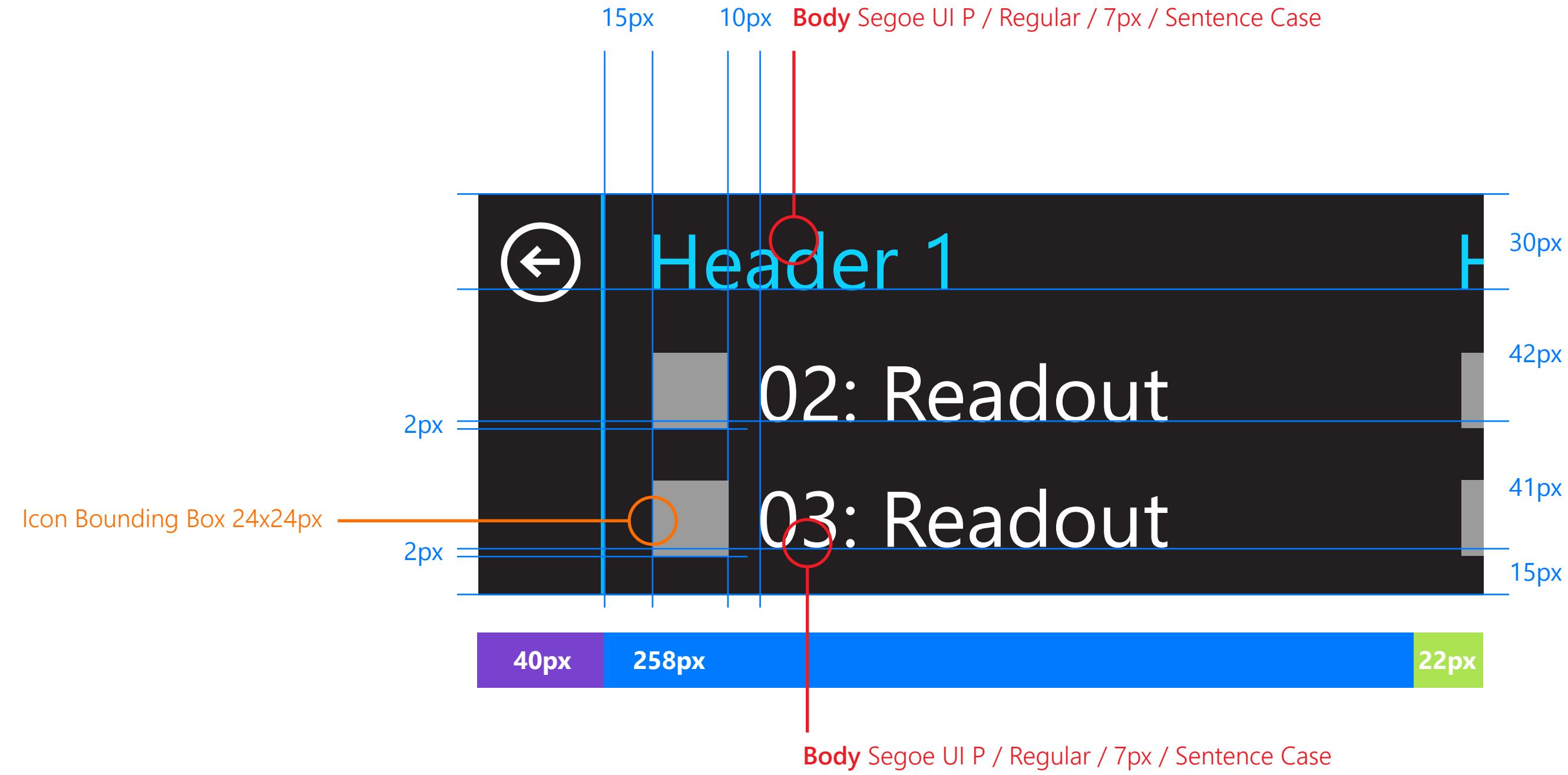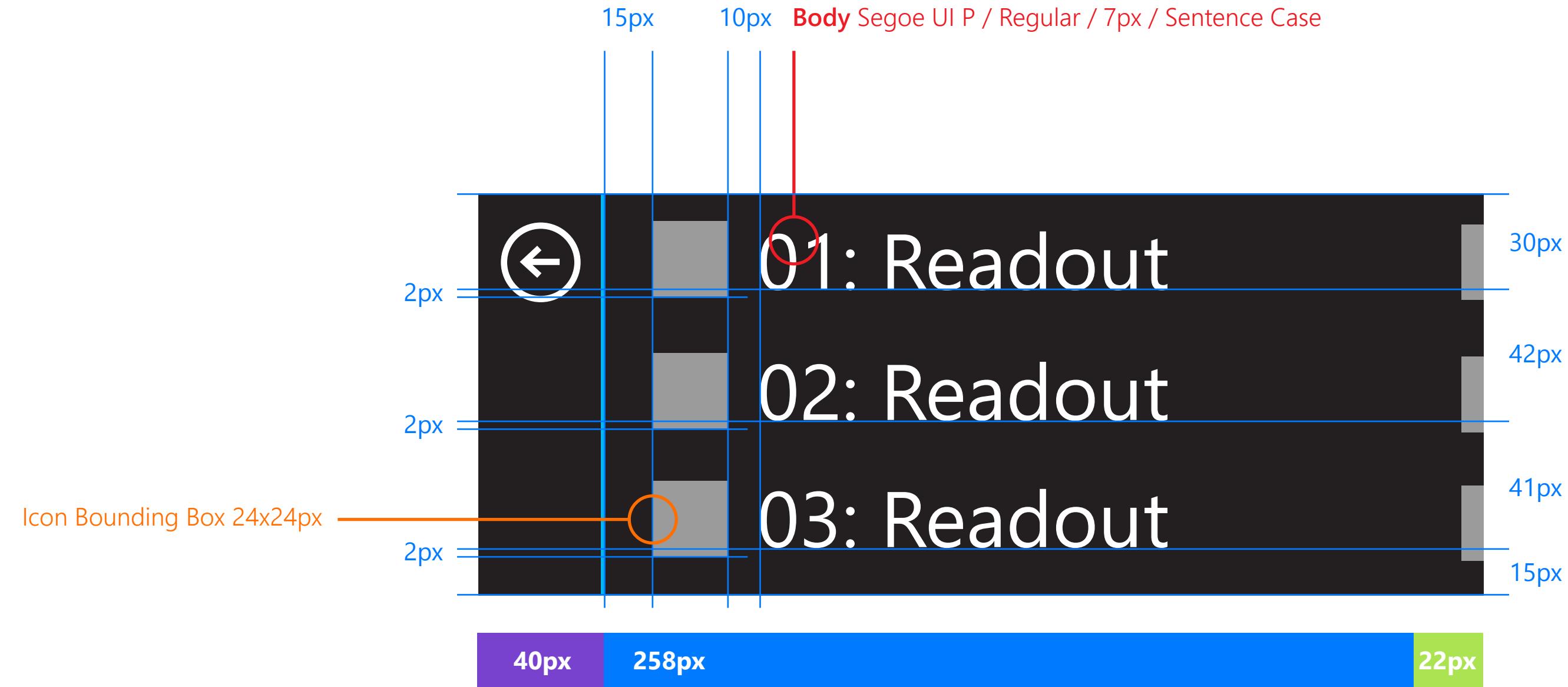
Metric Layout

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

15px   10px   **Body** Segoe UI P / Regular / 7px / Sentence Case

01: Readout

30px

2px

02: Readout

42px

2px

Icon Bounding Box 24x24px

03: Readout

41px

2px

15px

40px   258px   22px

Example: Activity tiles, Last Exercise metric summary

Microsoft Band 2
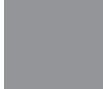
Metric Layout
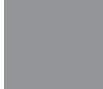
Metric with Secondary Content
Large metrics can be displayed,
providing that they respect page
padding concerns.
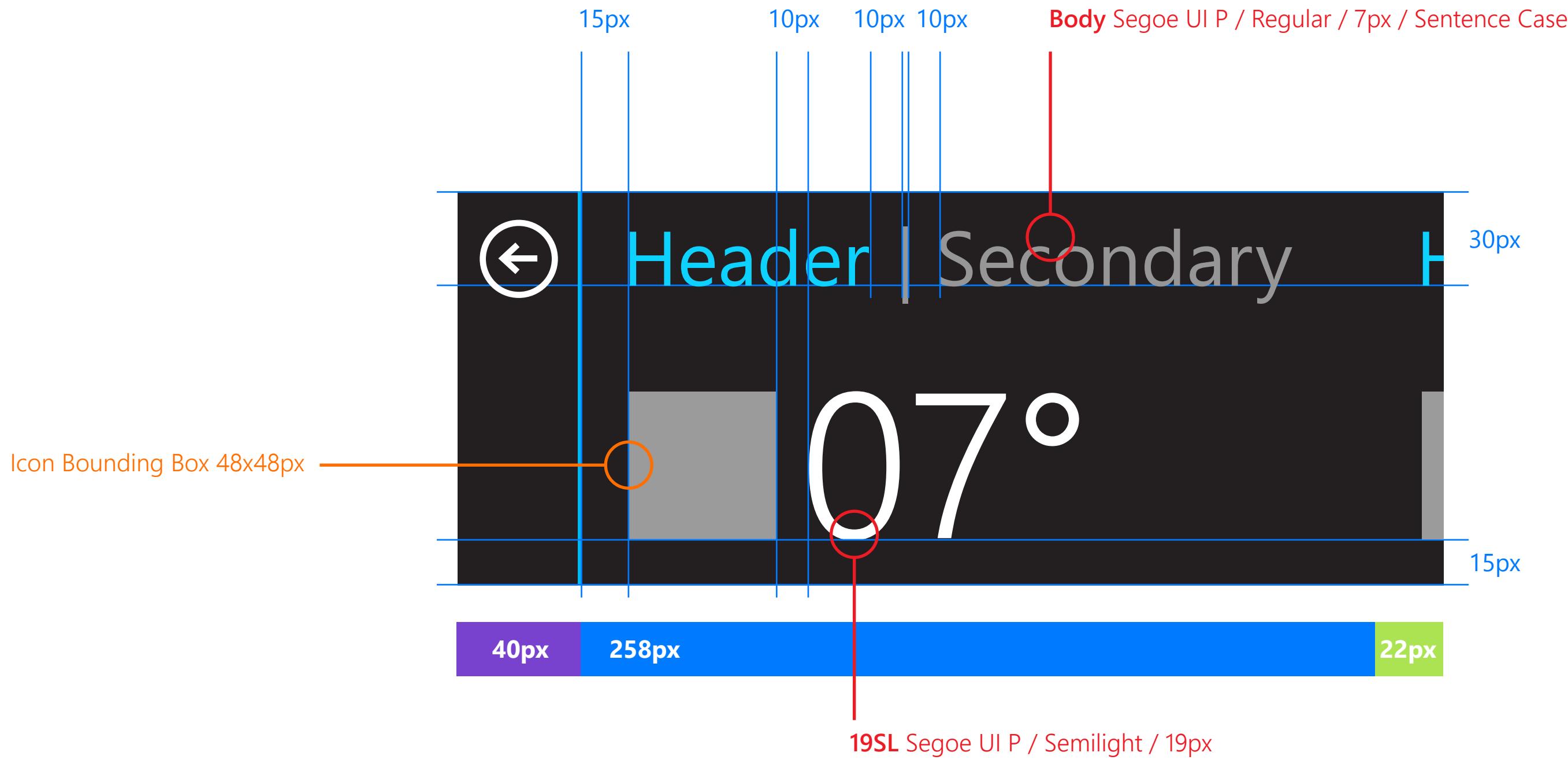
Your Brand's Highlight Color

System White or Custom

Your Brand's Highlight Color
or Custom (for Icon)

System Secondary Text or
Custom

15px   10px   10px 10px   **Body** Segoe UI P / Regular / 7px / Sentence Case

Header | Secondary   H

30px

Icon Bounding Box 48x48px   07°

15px

40px   258px   22px

19SL Segoe UI P / Semilight / 19px

Example: Weather tile   **Microsoft Band 2**
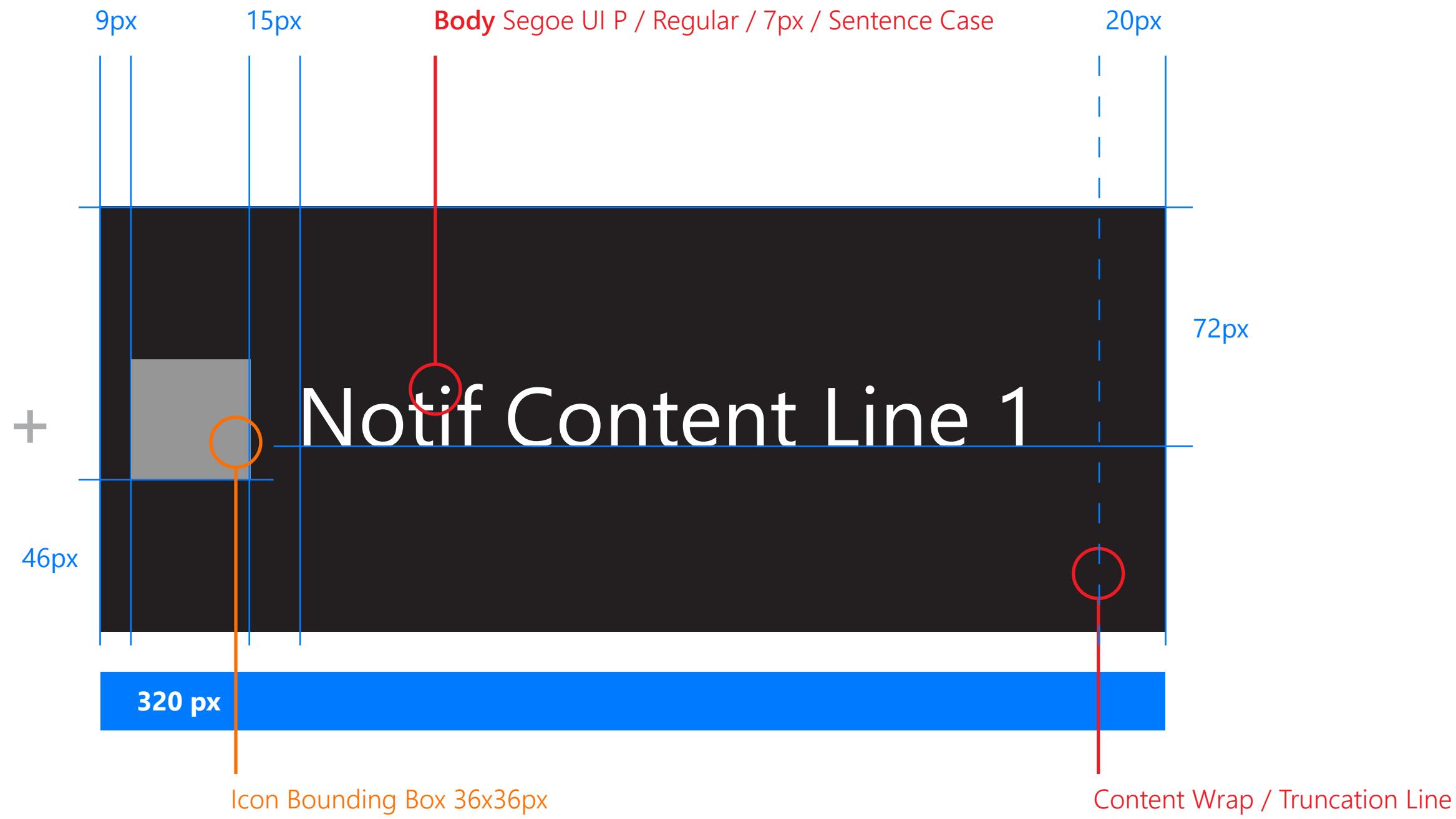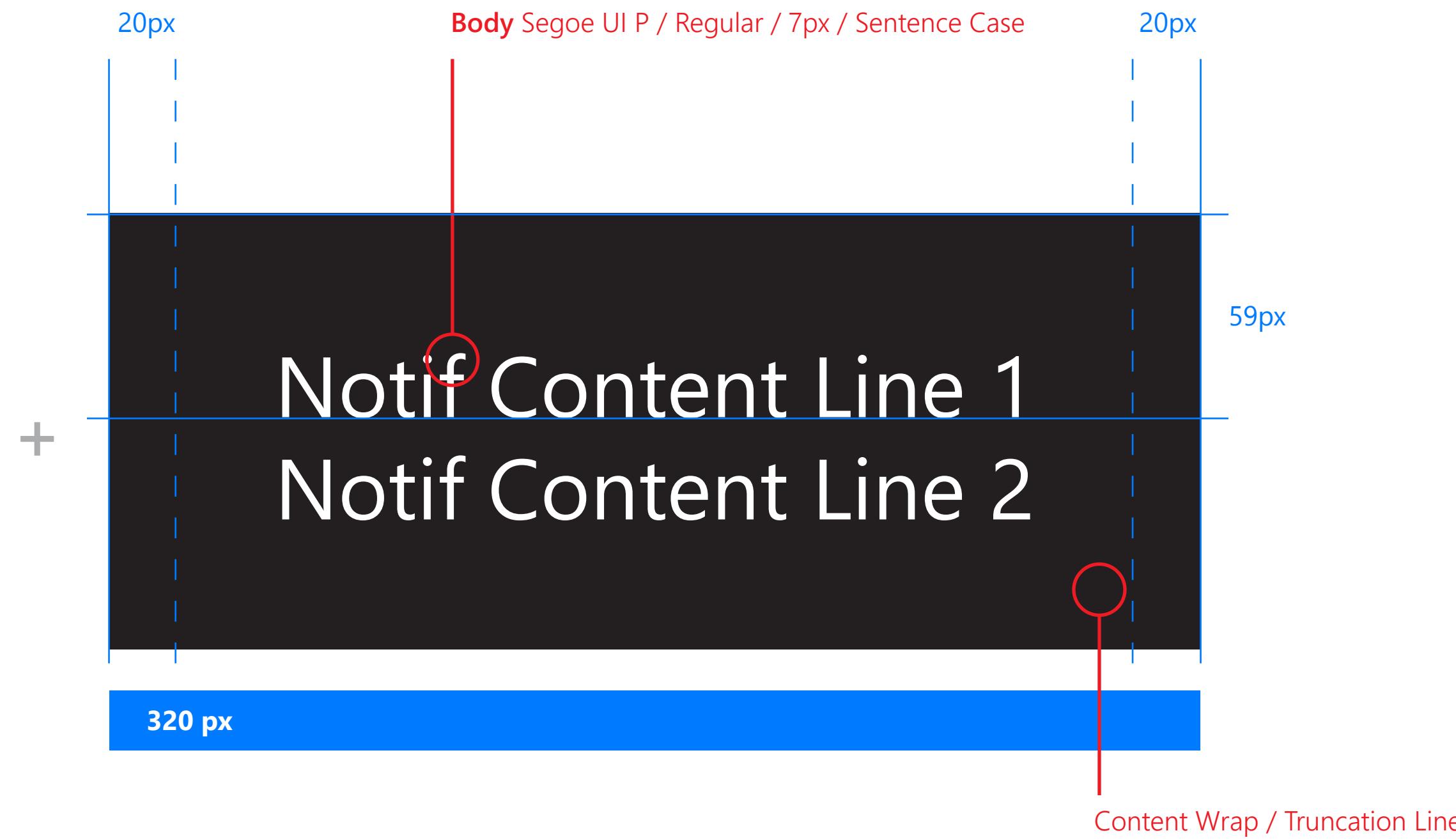
Notification Layout

Notification / 1 Line

System White or Custom

Your Brand's Highlight Color
or Custom

72px

Dismiss

+

9px   15px   **Body** Segoe UI P / Regular / 7px / Sentence Case   20px

72px

Notif Content Line 1

46px

320 px

Icon Bounding Box 36x36px

Content Wrap / Truncation Line

Microsoft Band 2
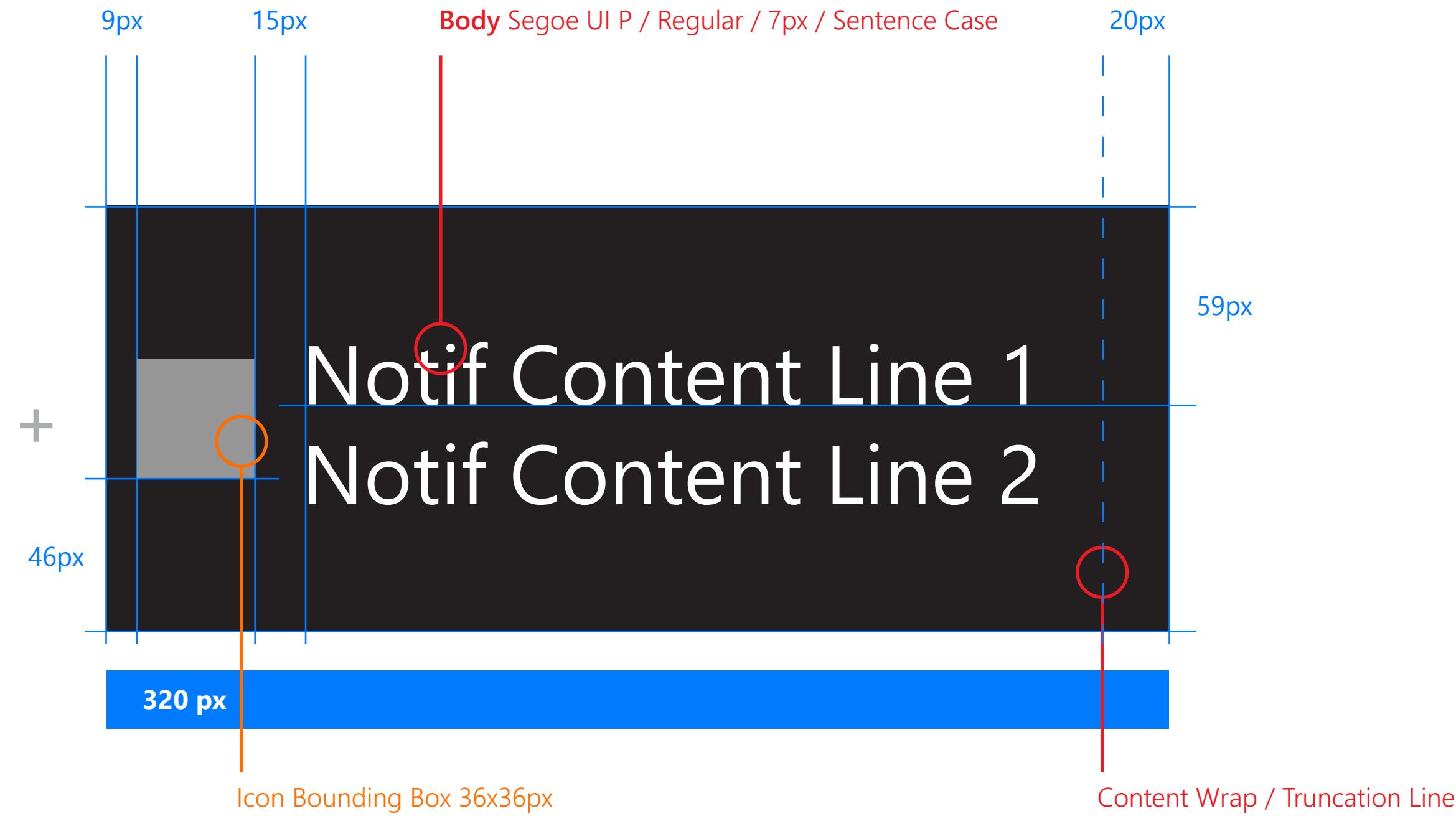
Notification Layout

Notification / 2 Lines

System White or Custom
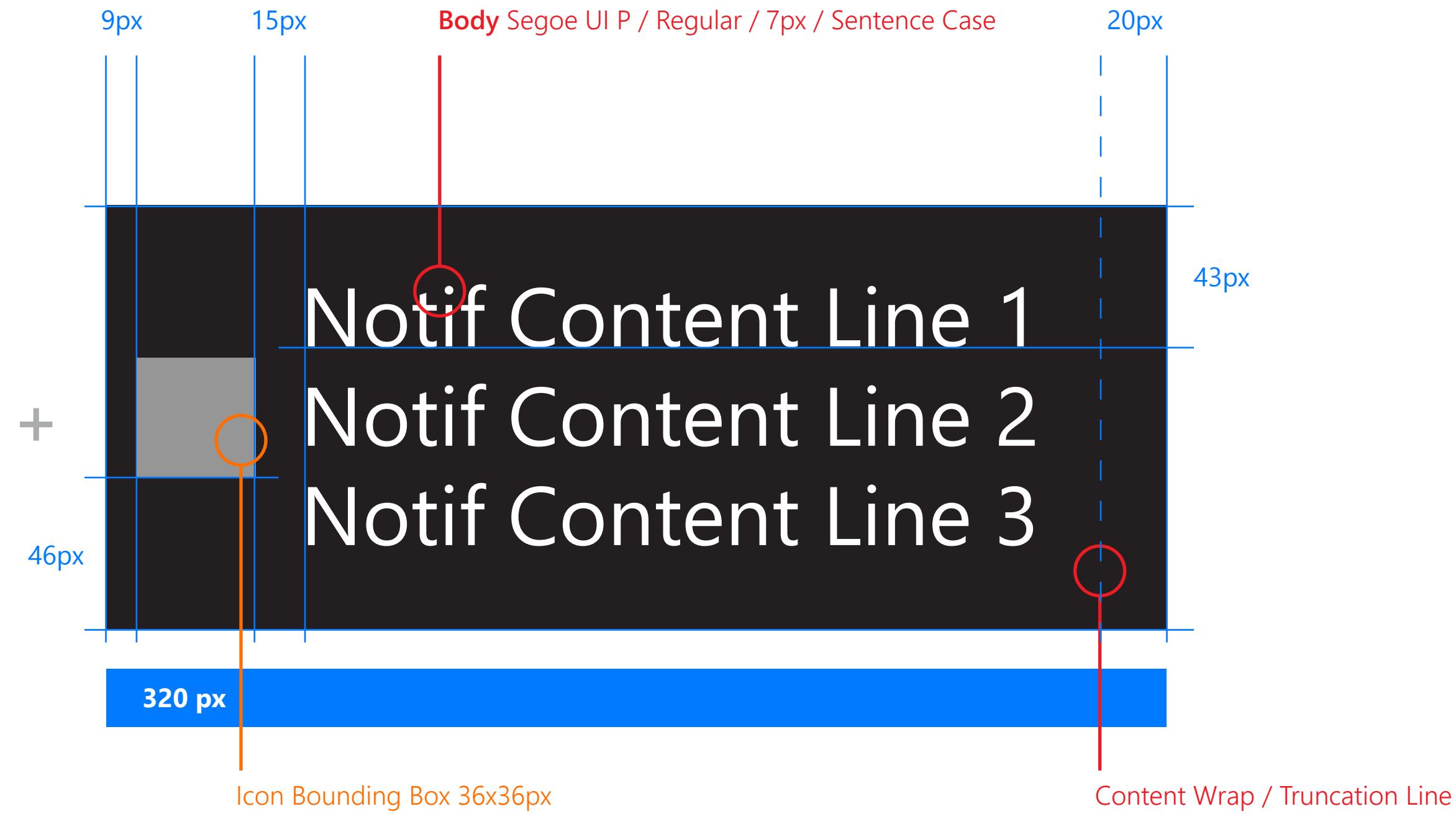
20px   **Body** Segoe UI P / Regular / 7px / Sentence Case   20px

59px

Dismiss **+**

Notif Content Line 1
Notif Content Line 2

320 px

Content Wrap / Truncation Line

Microsoft Band 2

Notification Layout

Notification / 2 Lines / Icon

System White or Custom

Your Brand's Highlight Color
or Custom

Dismiss

+

9px

15px

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

20px

59px

Notif Content Line 1
Notif Content Line 2

46px

320 px

Icon Bounding Box 36x36px

Content Wrap / Truncation Line

Microsoft Band 2

Notification Layout

## Notification / 3 Lines / Icon

☐ System White or Custom

▨ Your Brand's Highlight Color
   or Custom

Dismiss

+

9px   15px   **Body** Segoe UI P / Regular / 7px / Sentence Case   20px

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

43px

46px

320 px

Icon Bounding Box 36x36px   Content Wrap / Truncation Line
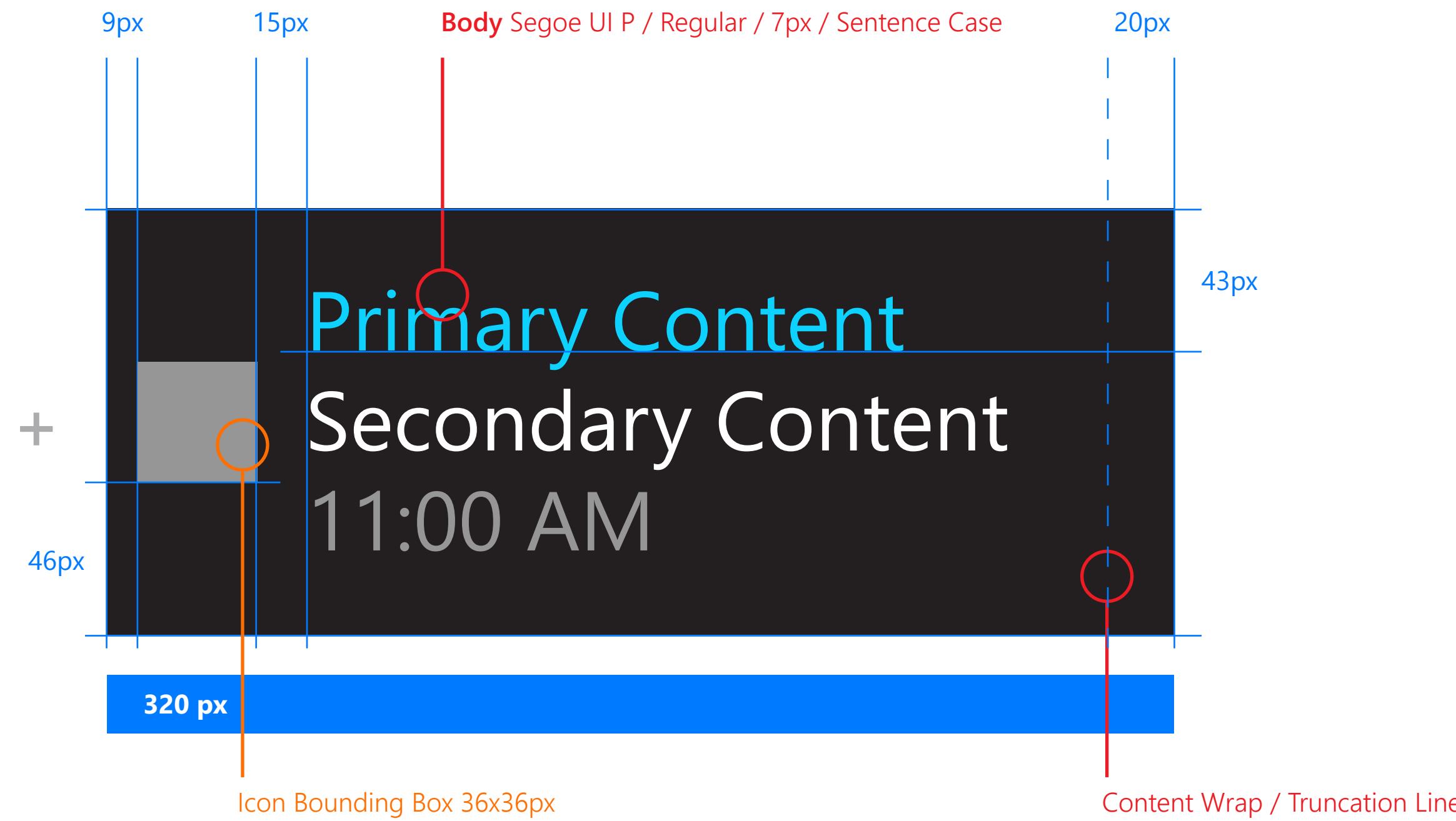
Notification Layout

Notification / 3 Lines / Icon

Your Brand's Highlight Color

System White or Custom

Your Brand's Highlight Color
or Custom

Dismiss

+

9px   15px   **Body** Segoe UI P / Regular / 7px / Sentence Case   20px

43px

Primary Content
Secondary Content
11:00 AM

46px

320 px

Icon Bounding Box 36x36px

Content Wrap / Truncation Line
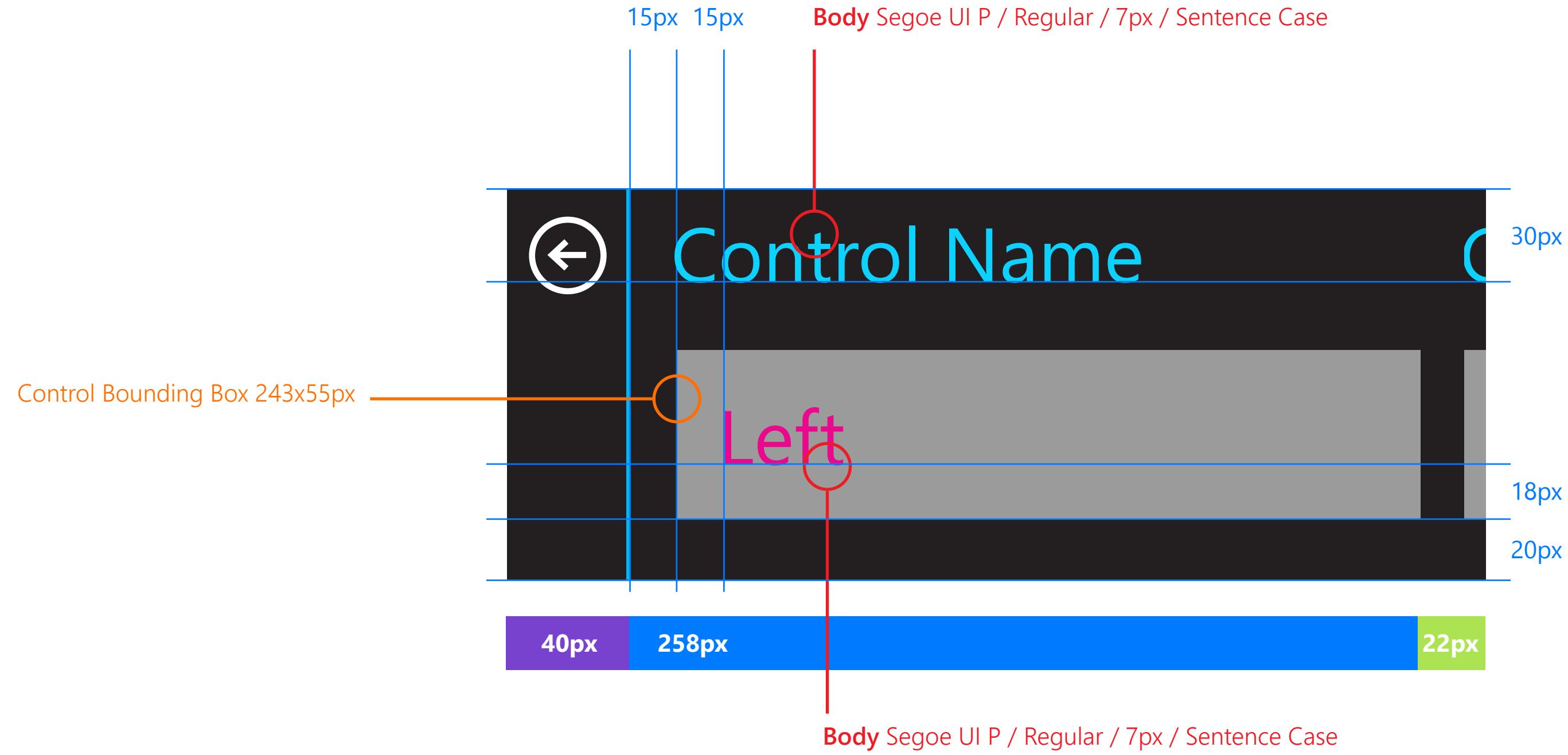
Control Layout

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

15px 15px   **Body** Segoe UI P / Regular / 7px / Sentence Case

Control Name

30px

Control Bounding Box 243x55px

Left

18px

20px

40px 258px 22px

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

Example: Settings controls that enter into list pickers
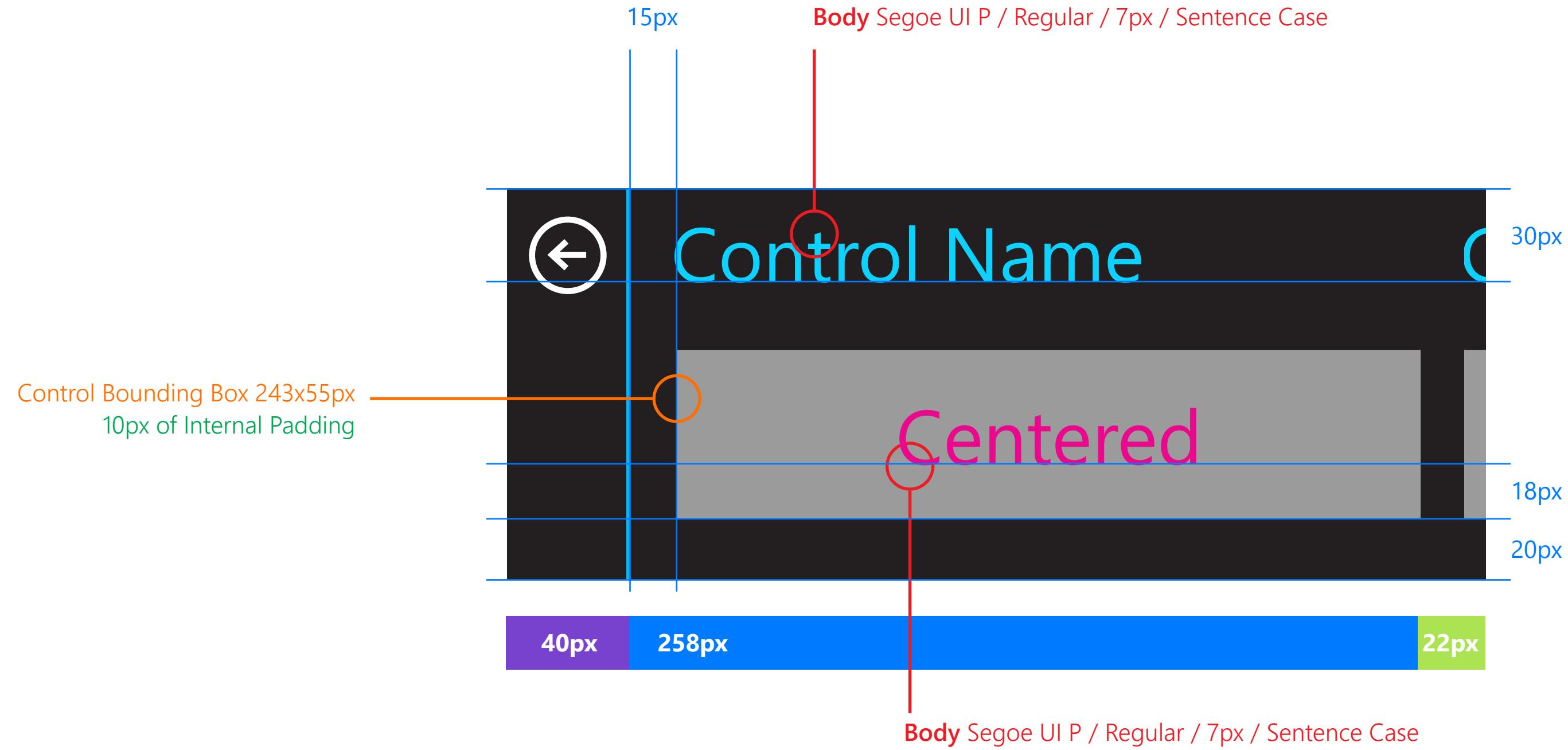
Microsoft Band 2

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

15px

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

Control Name

30px

Control Bounding Box 243x55px
10px of Internal Padding

Centered

18px

20px

40px   258px   22px

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

Example: Settings controls

Microsoft Band 2
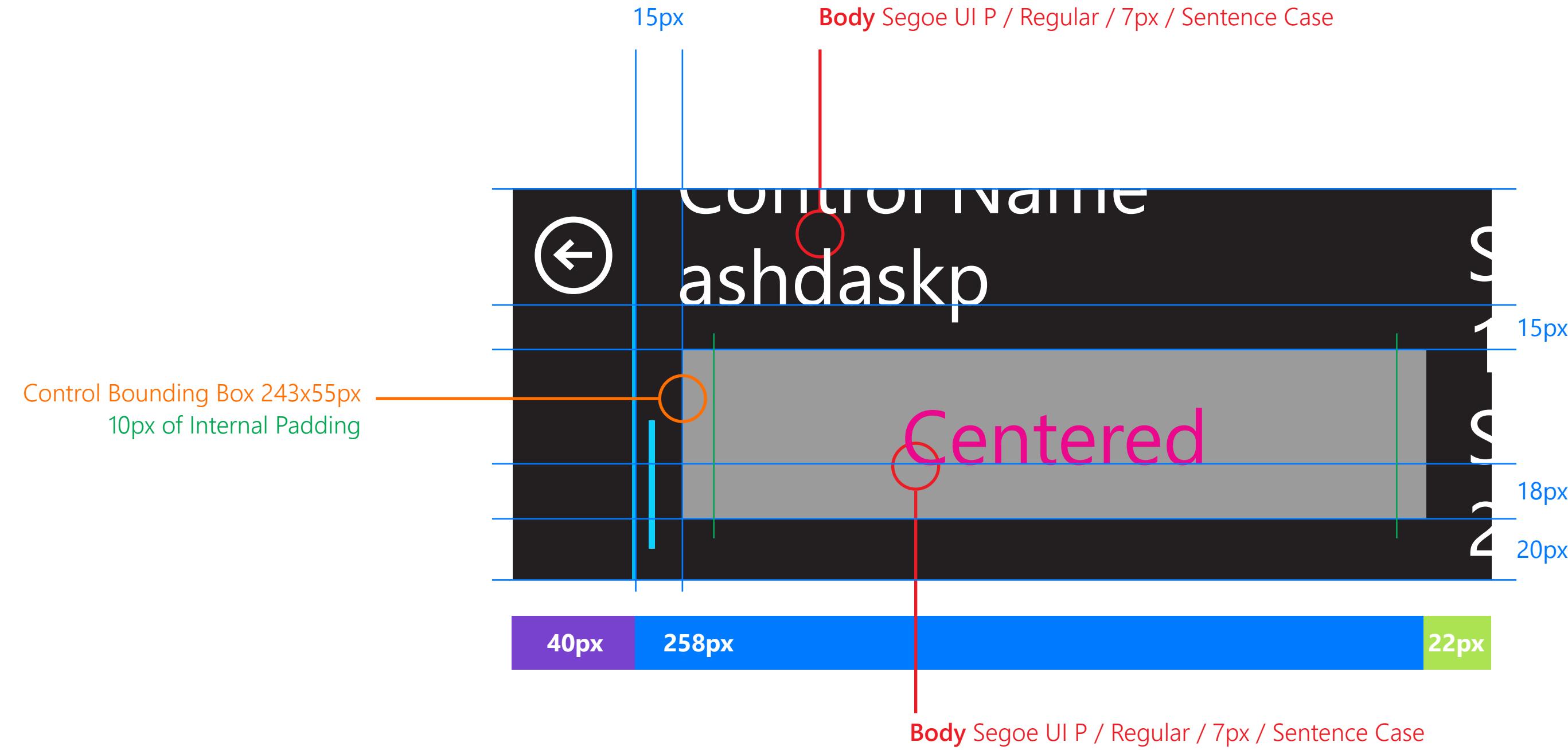
Control Layout

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

15px

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

Control Name
ashdaskp

15px

Control Bounding Box 243x55px
10px of Internal Padding

Centered

18px

20px

40px   258px   22px

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

Example: Reply options at the bottom of messaging tiles
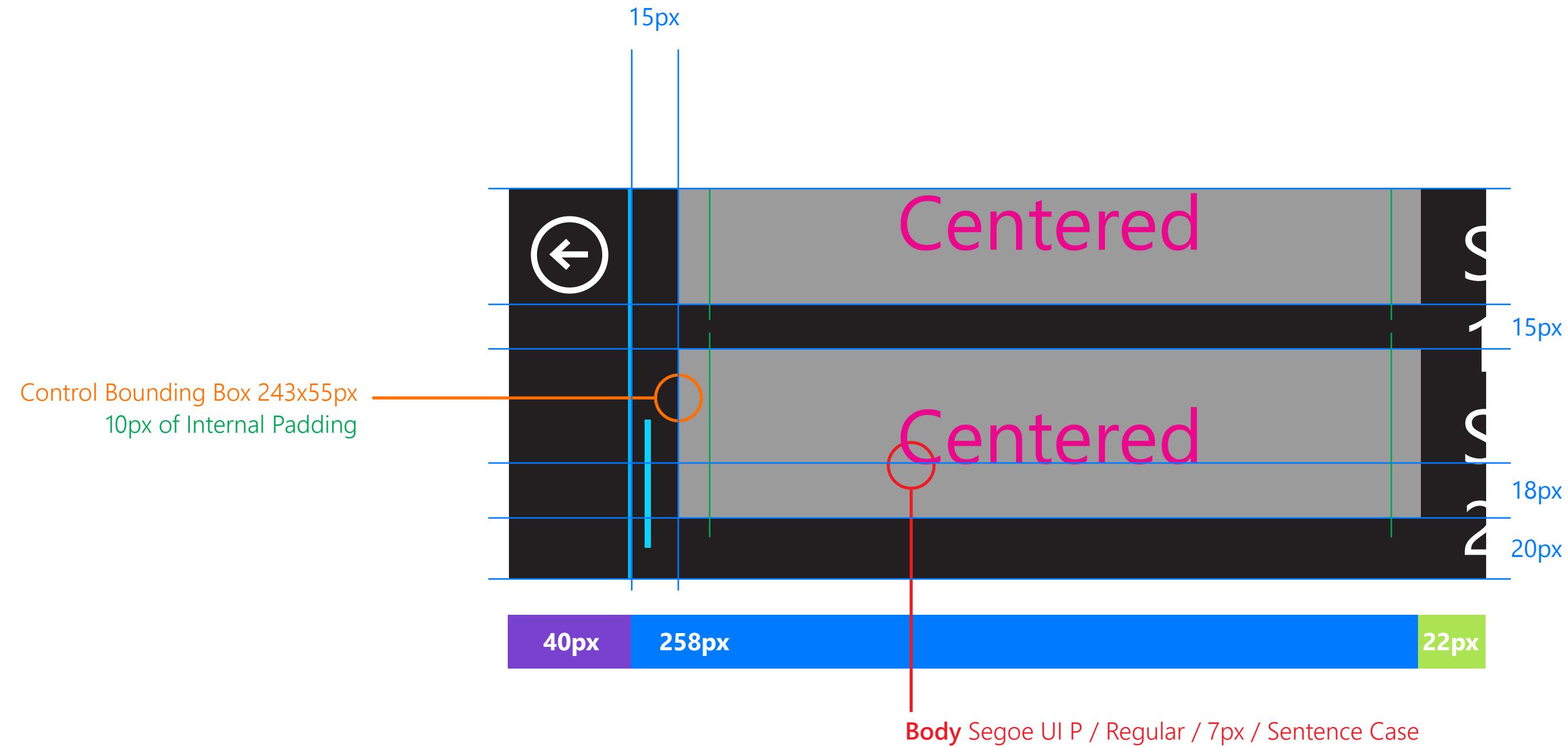
Microsoft Band 2

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

15px

Centered

15px

Control Bounding Box 243x55px
10px of Internal Padding

Centered

18px

20px

40px   258px   22px

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

Example: Options at the bottom of an email in Email tile
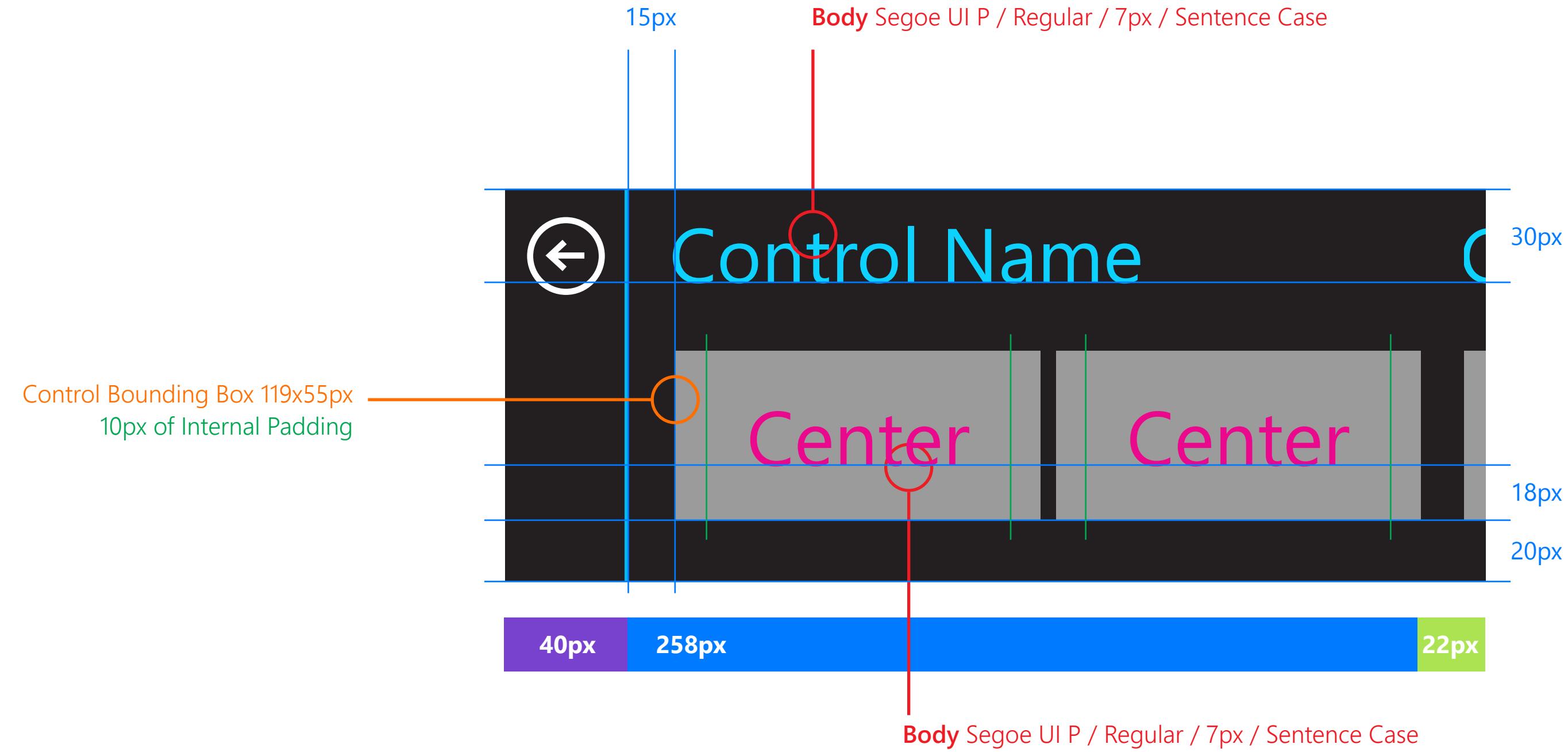
Microsoft Band 2

Control Layout

In-Tile Dialog
Dialog buttons can be placed inside tiles
below a descriptive header string.

Your Brand's Highlight Color

System White or Custom

System Button Color

15px

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

30px

Control Name

Control Bounding Box 119x55px
10px of Internal Padding

Center

Center

18px

20px

40px   258px   22px

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

Thank you.

Microsoft Band 2