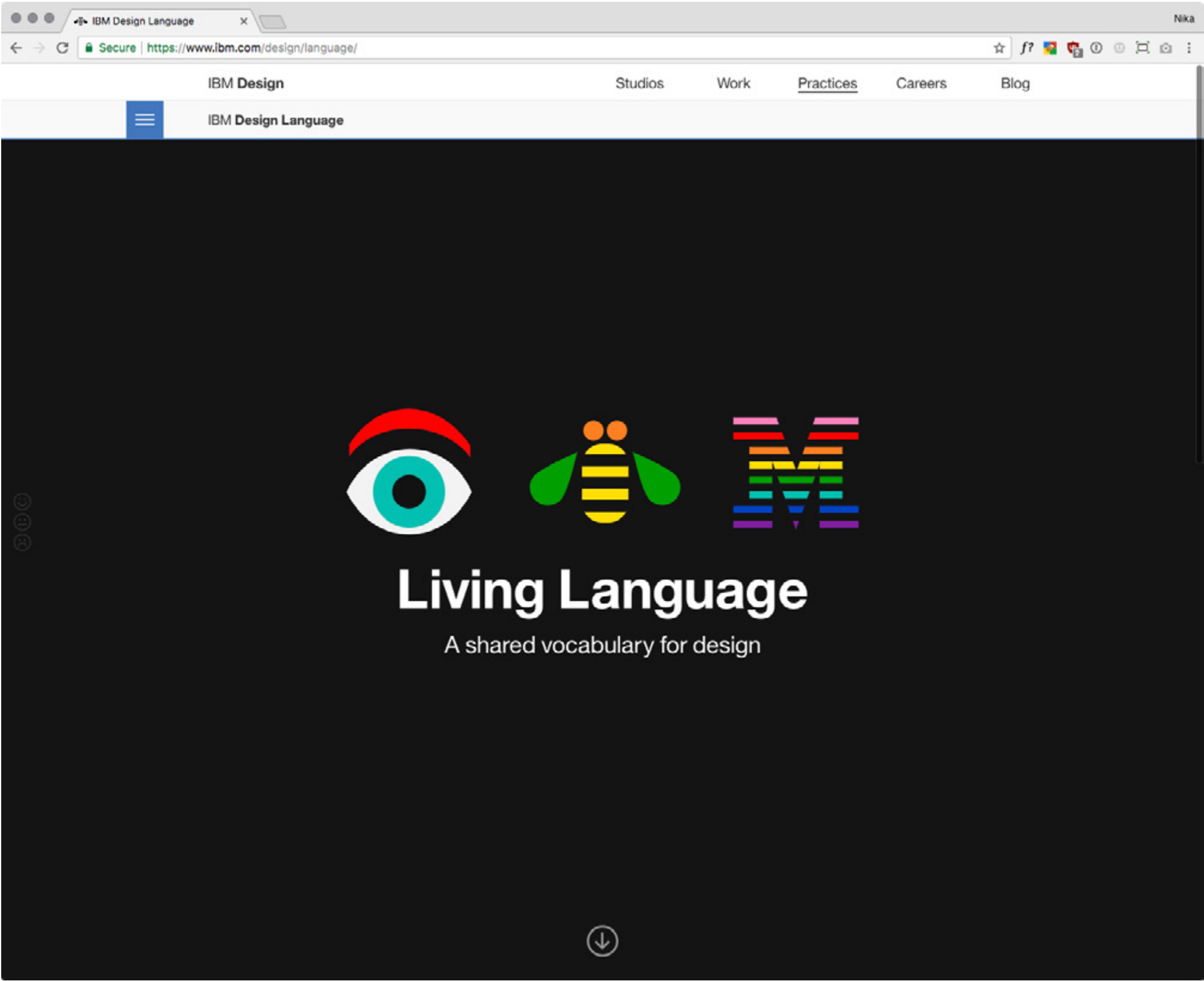# Branding Guidelines & User Testing

Branding guidelines are a document to help communicate the design and strategy of your project.

They should quickly give an overview of the voice of the project, and provide guidelines for future applications.

The Process: New York City Transit Authority Graphics Standards Manual Reissue

PDF Examples

API in-app design guidelines

5

How to implement Uber buttons

The Uber buttons should be used to introduce the Uber experience within your app.

Whenever space allows, use the name Uber as part of the button copy. This helps identify the Uber experience for users who are unfamiliar with the Uber API icon.
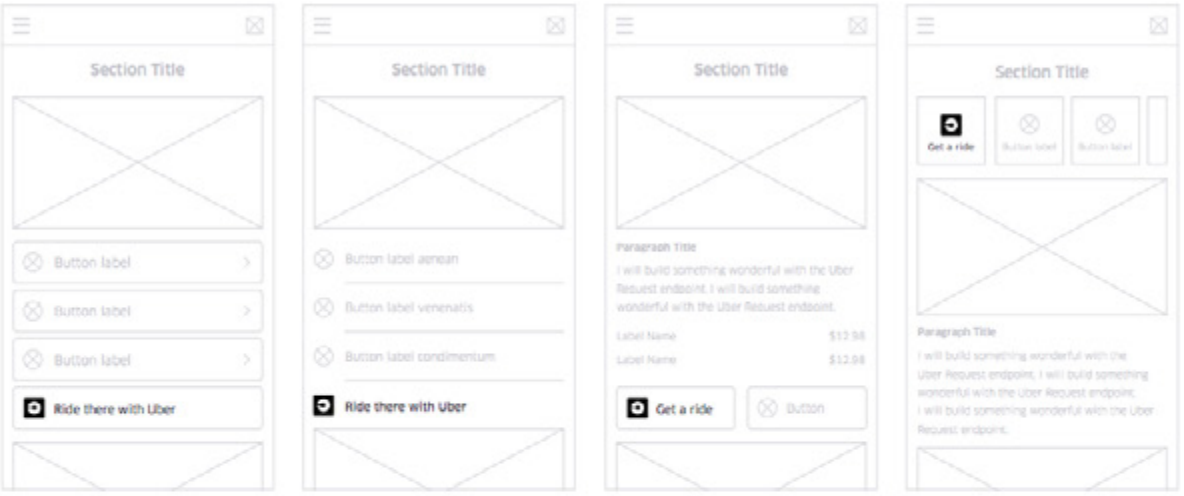
Full width button

Always use this button when space and design allows.

List view

Add this version to a list of actions a user can take.

Half width button

Use this button when the full width version doesn't fit or is otherwise not appropriate.

Small button

This option should only be used if the full width button doesn't work with your design.

Think about what would be useful to someone who knows nothing about the brand

Why might this be useful?

1. Provide a measure for your project

2. Help create visual unity between all assets.

3. Create a tool to share with collaborators.

• For homework, start assembling branding/design guidelines that introduce the brand's voice. Aim to have 3 pages complete. Here are some ideas on things to outline: brand values, logo usage (if applicable), color palette and how the color palette is used in context, typeface selection, supporting elements, iconography, animations, touch gestures etc.
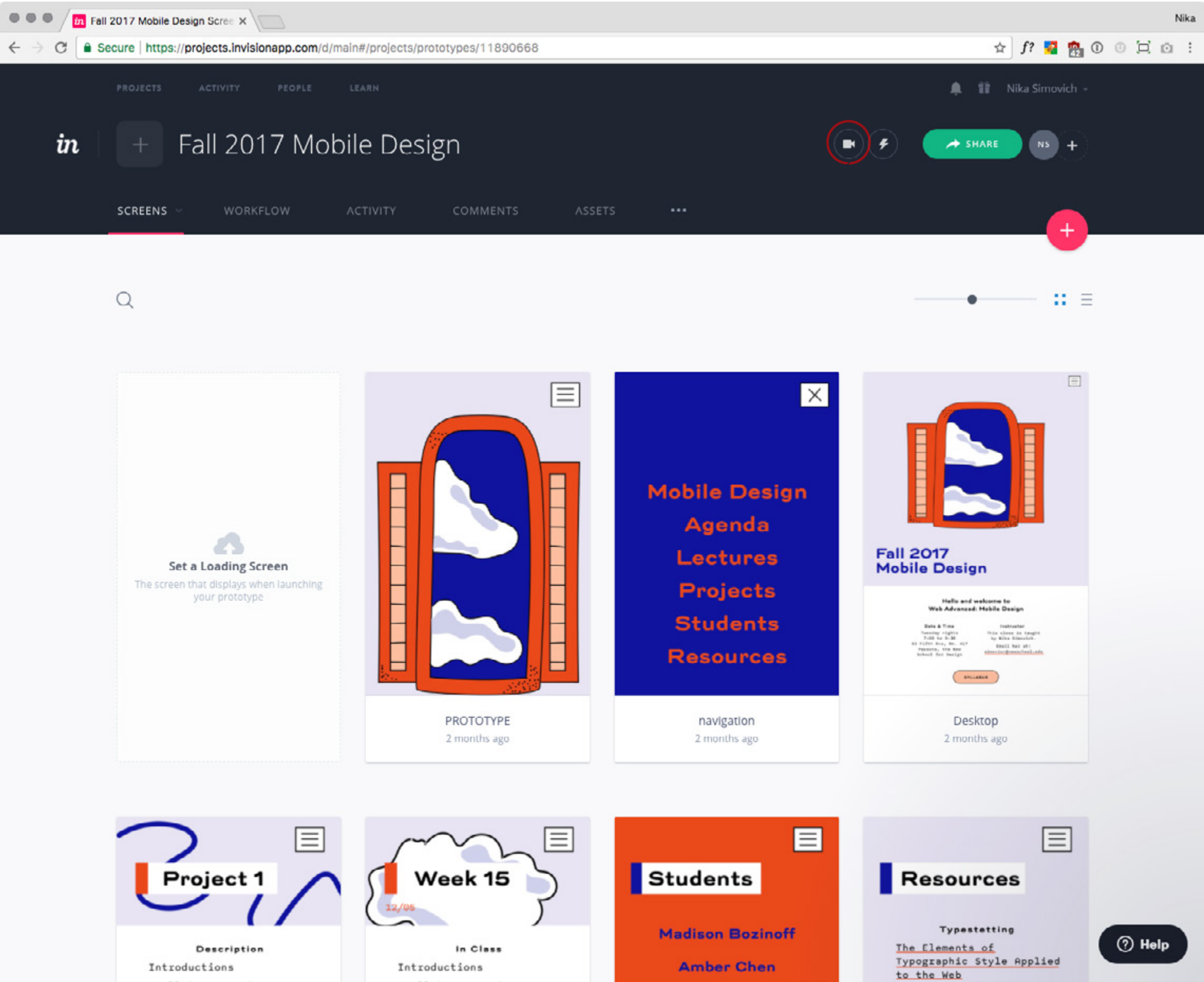
User Testing

User testing is when you have a person unfamiliar with your project test it out and share their responses.

It is most effective when a website is nearly complete and in staging and when a target audience is using it.
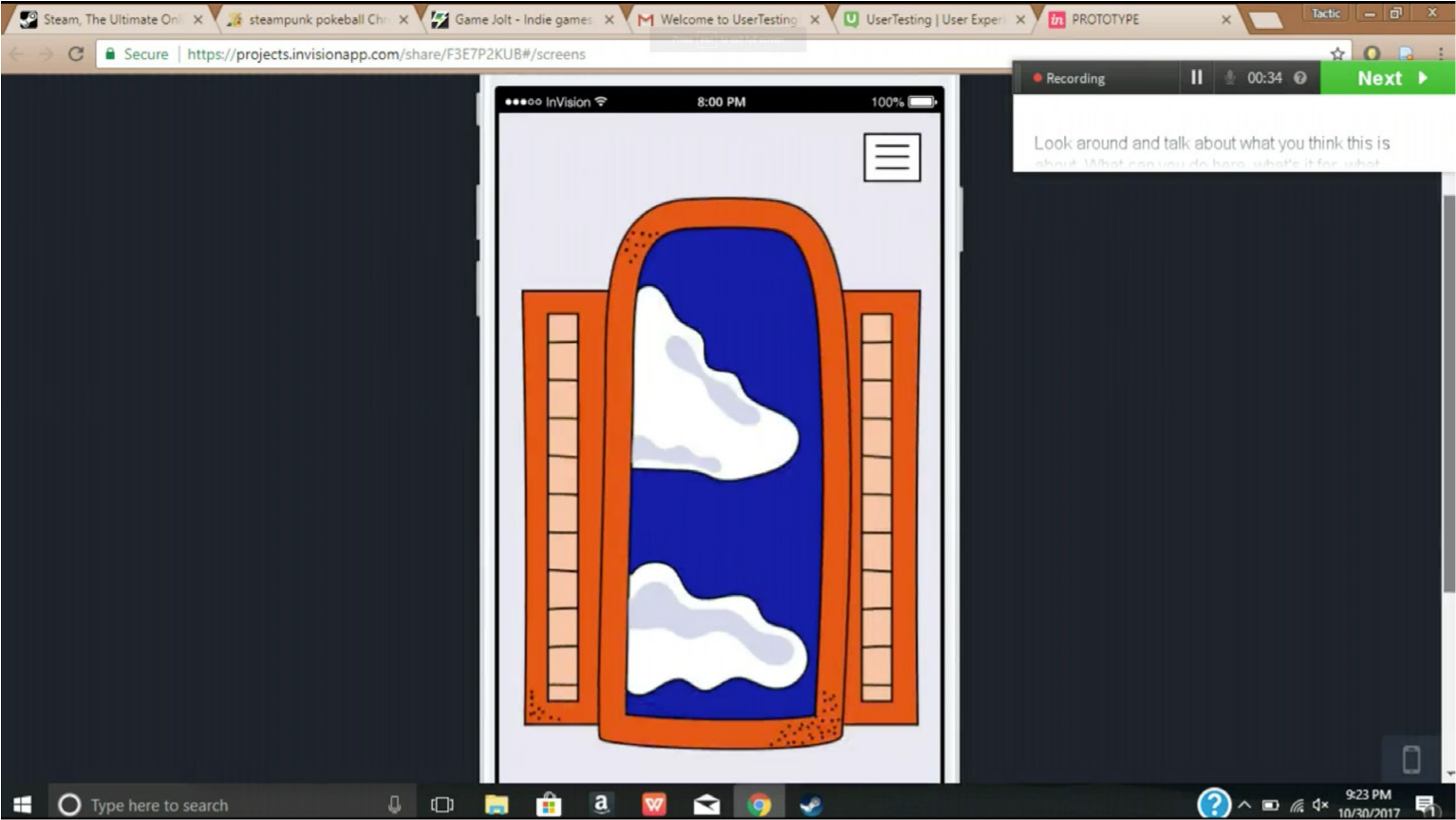
As shown on the previous example, it's important to have all your interactions fleshed out and to provide instructions to your user.

- Get in pairs and review your projects.

- Decide on what you'd like to test, and what screens would be necessary for someone to see to test this effectively.

- Write a short prompt specifying what your app is and what you're testing.

- Write 3 questions to ask the user.

- Assemble your screens and have your partner try them out.

- Send them to the InVision User Tester!