



Blueprint

A Framework for Building AT&T Apps

May 22, 2018



+

POSSIBLE

BLOCK, TERMINAL No. 52A (COLOUR)

CORD, INST. No. 4/83AA,
(COLOUR), 72"
OR
CORD, INST. No. 4/121AT
(COLOUR), 3000mm

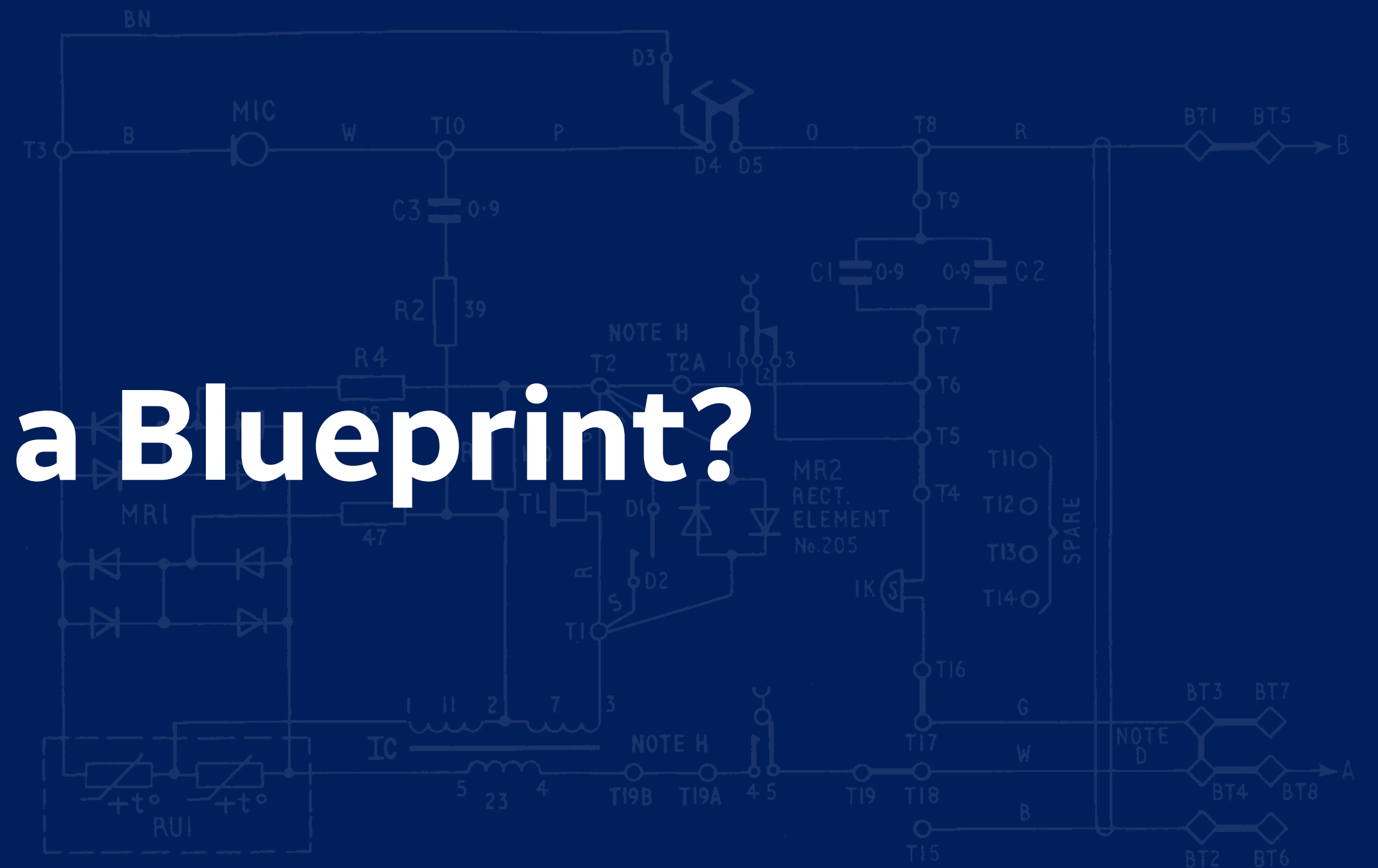
NOTE A

CORD, INST. No. 4/88AK,
(COLOUR), 10"
OR
CORD, INST. No. 4/118AX
(COLOUR), 200mm

DIAL No. 21FA
(CLEAR)

01. Why have a Blueprint?

FIG.1 TELEPHONE No.746F CIRCUIT DIAGRAM SHOWING CONNEXIONS AS ISSUED



In 1951, a designer named Gillis Lundgren, was trying to get an end table home in his Volvo. No matter which way he turned it, it didn't fit. He sawed off the legs, put them in the car and reassembled the table when he got home. This led to a an innovation....





The invention of flat packed furniture enabled customers to transport and build it themselves.



If you give anyone the right **pieces**, and the right **instructions**,
they will succeed.



Blueprint



If you give anyone the right **pieces**, and the right **instructions**,
they will succeed.



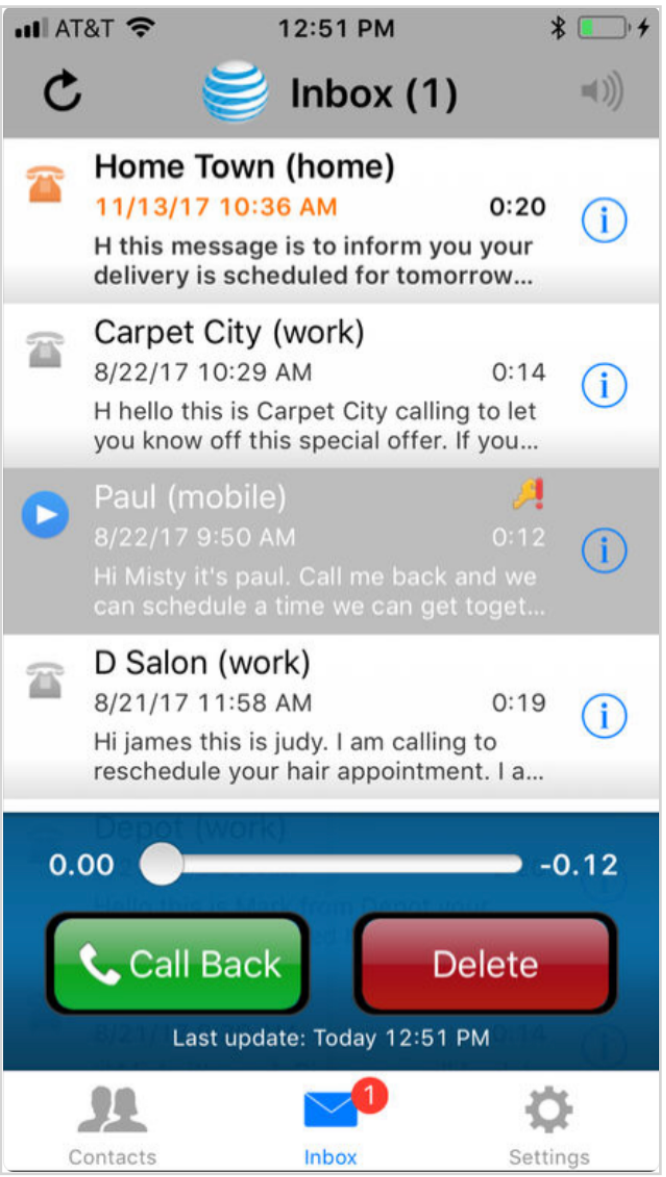
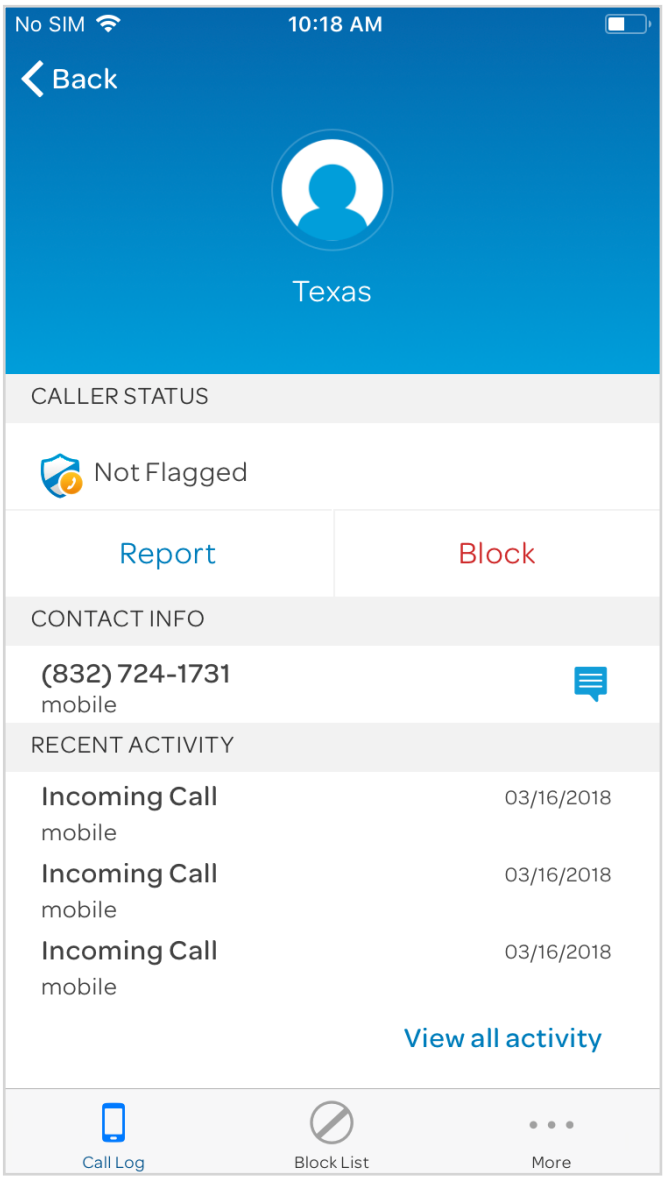
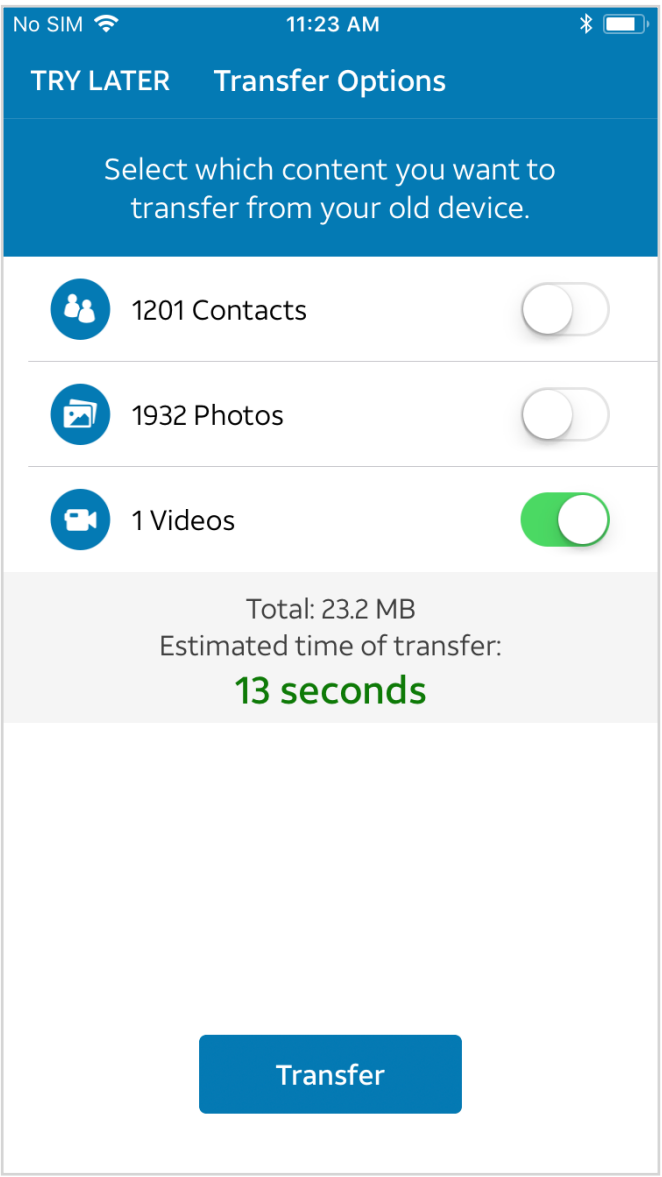
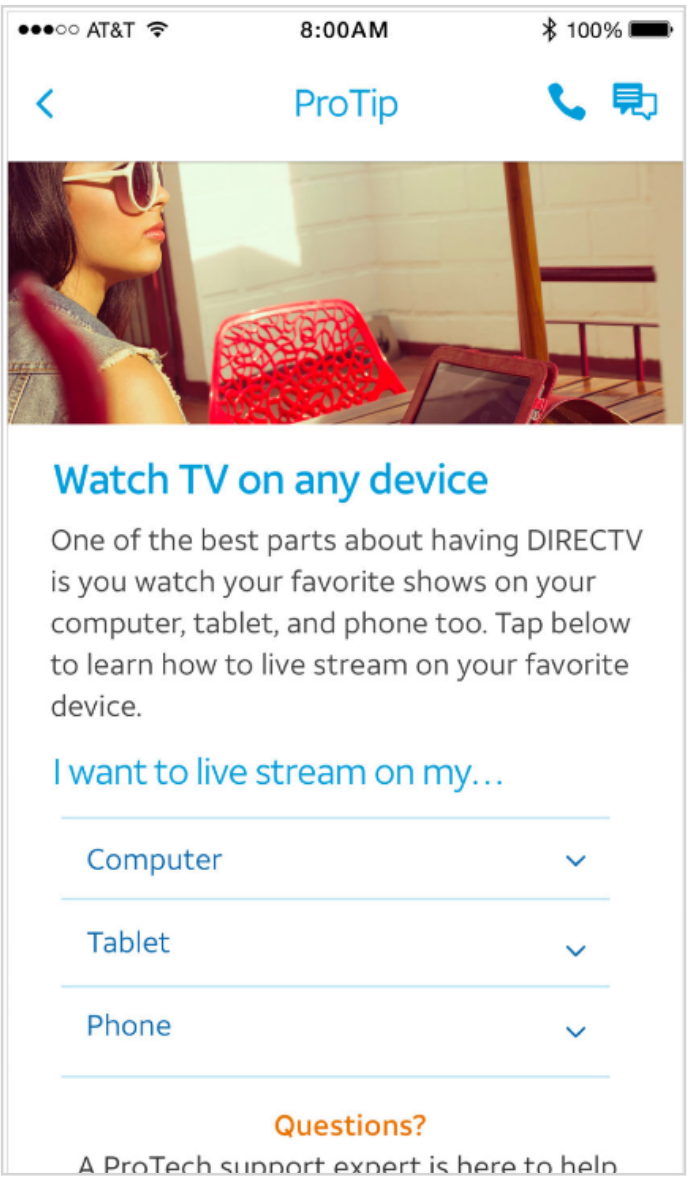
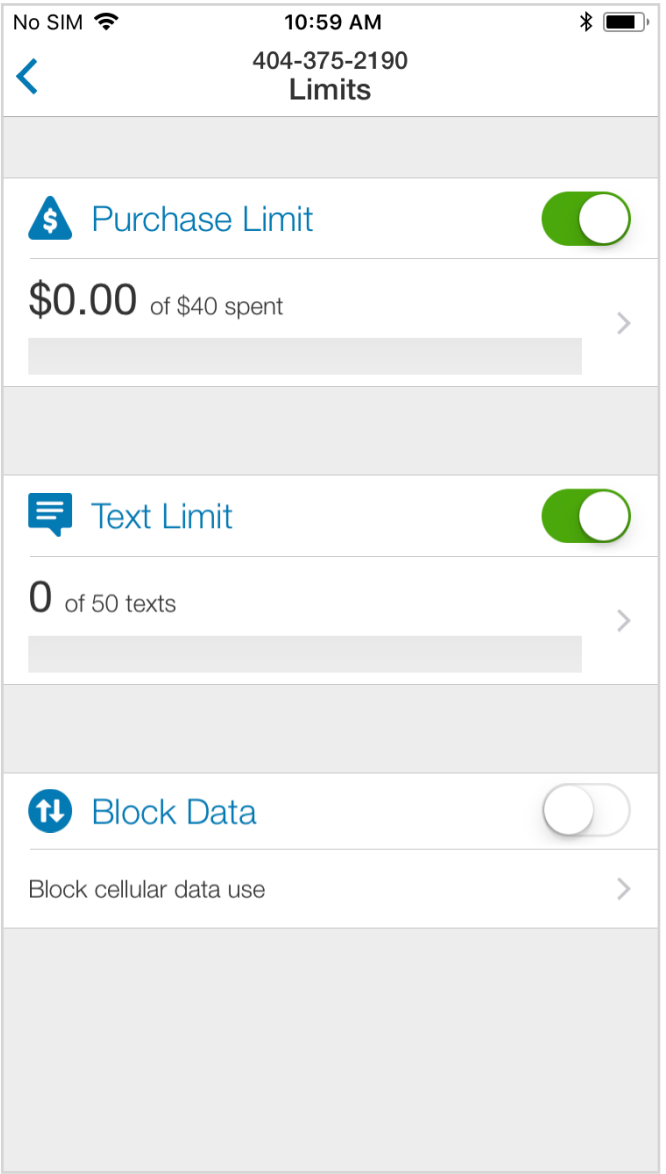
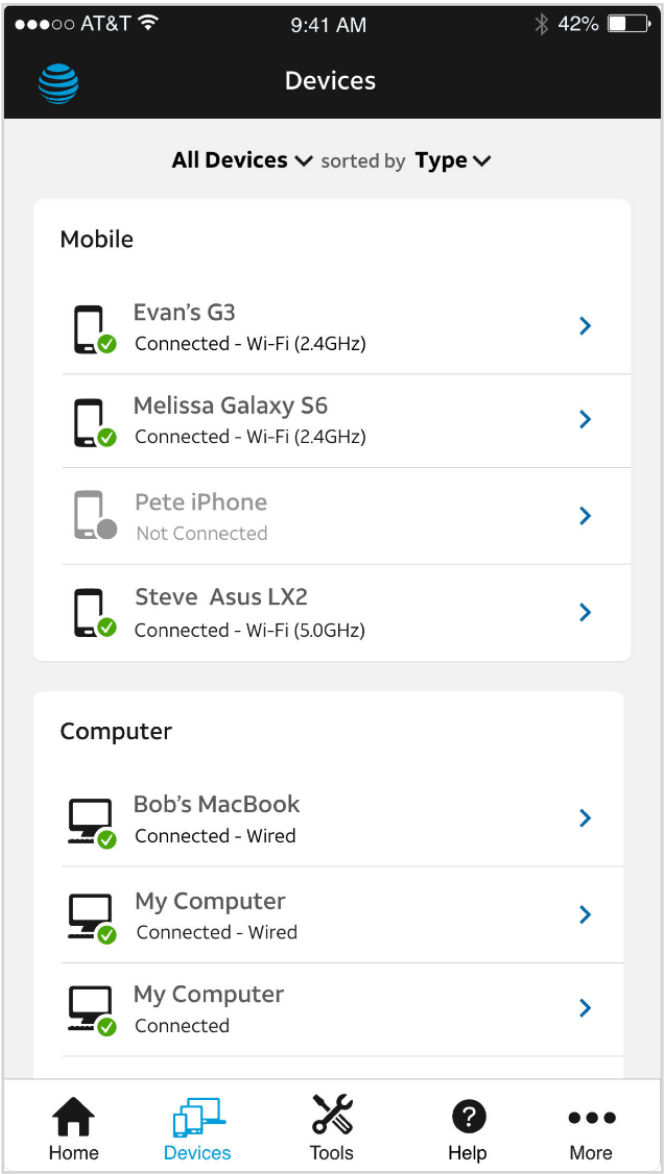
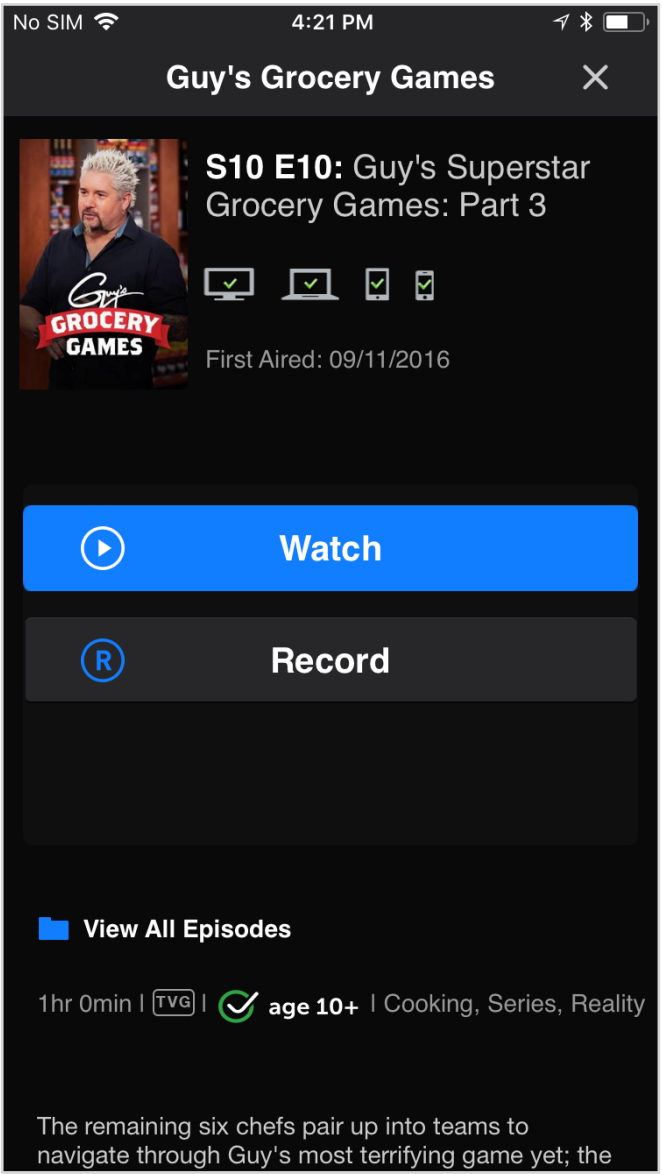
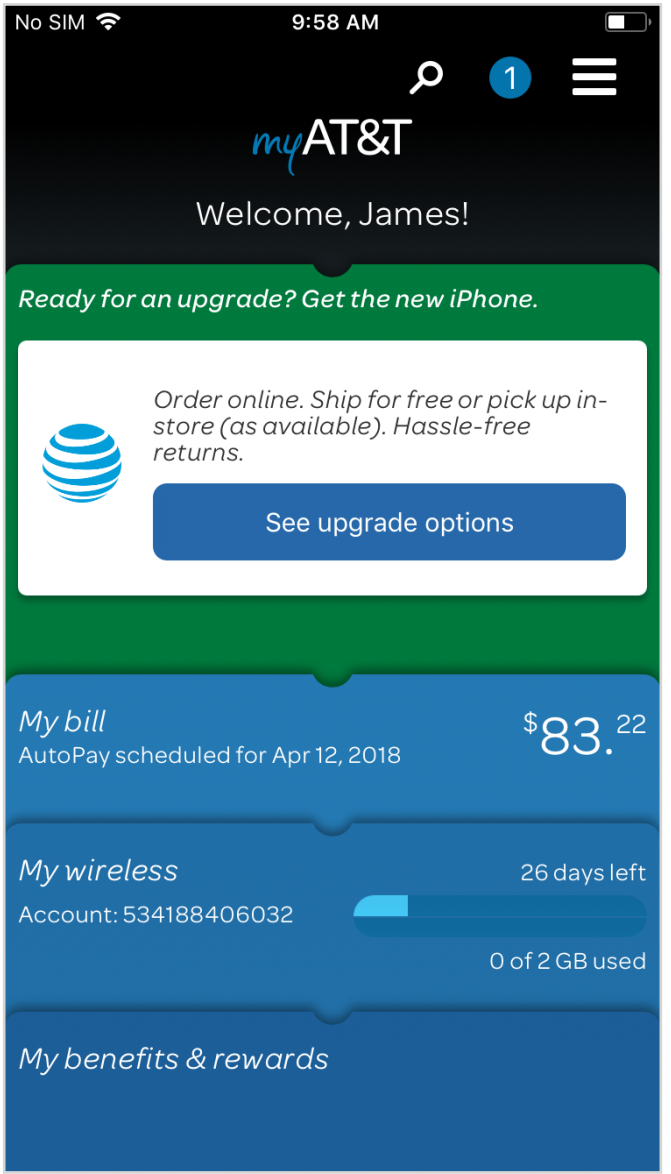
+

POSSIBLE

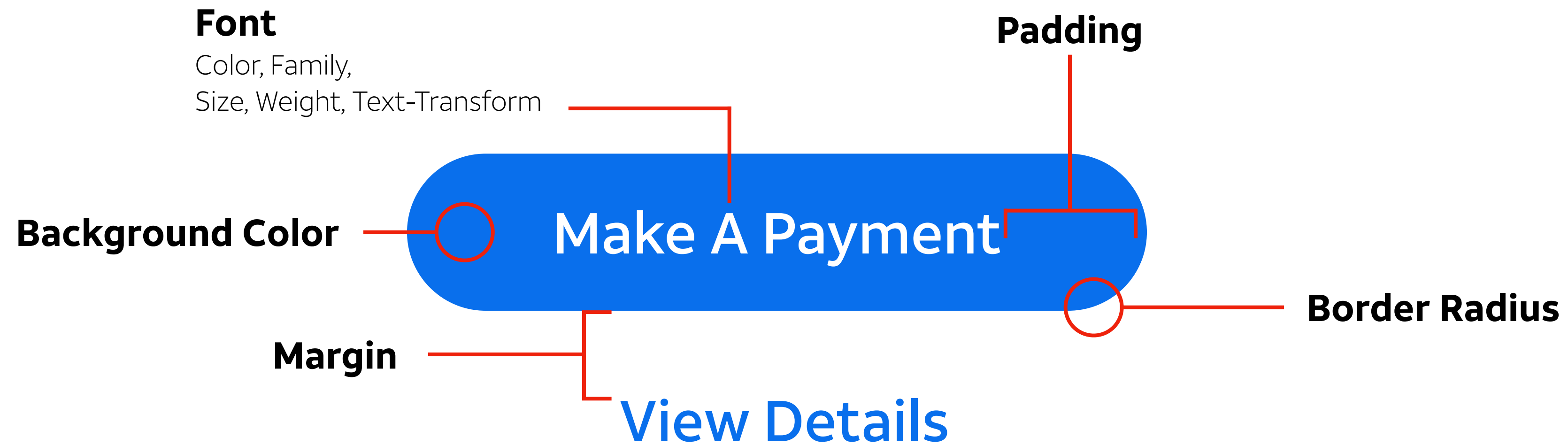
The Current State

Here are 8 Apps:

- 2 switches
- 3 back buttons
- 3 tab bars
- 5 button families
- 5 icon styles
- 5 shades of blue
- 6 table cells
- 7 nav bars
- 20+ text styles



In order to design those 5 separate button styles...
Separate teams went through this process in isolation.



Don't forget the states.

Disabled

Make A Payment

Enabled

Make A Payment

On Tap*

Make A Payment

*Initialize Sound & Haptic Feedback

And variations....

Only An Icon



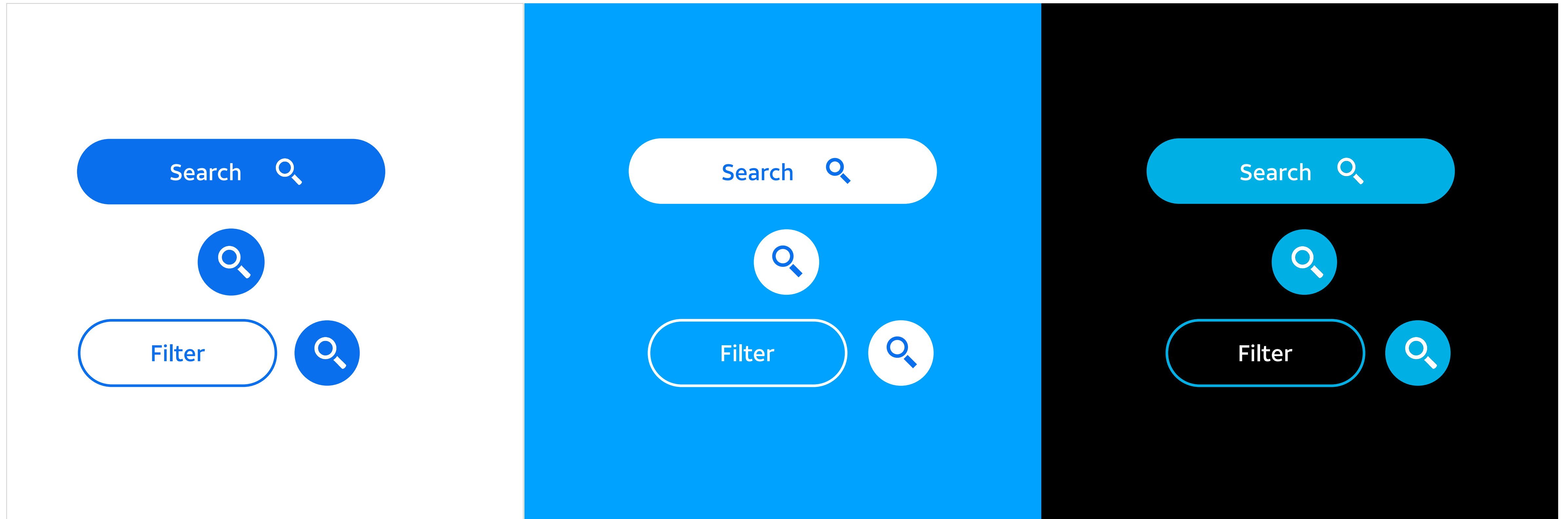
With An Icon



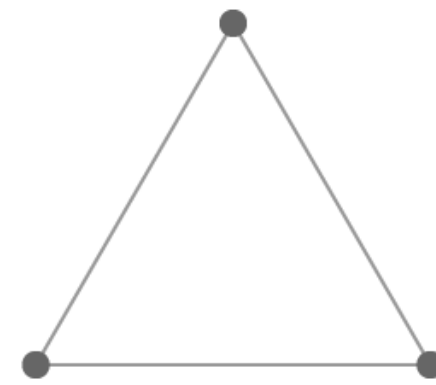
Group



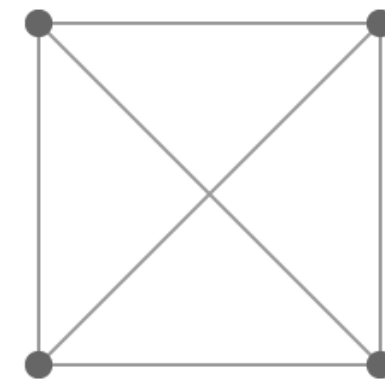
and different backgrounds!



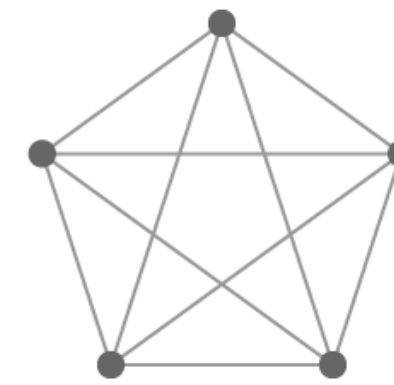
And the more people discussing these design decisions,
the longer it took.



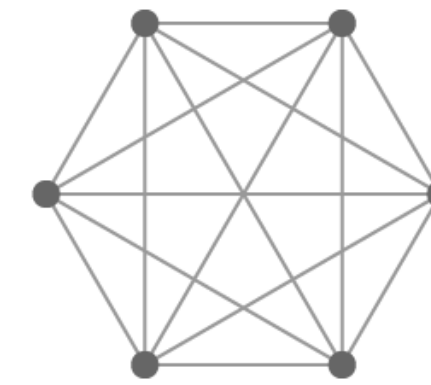
3 people, 3 lines



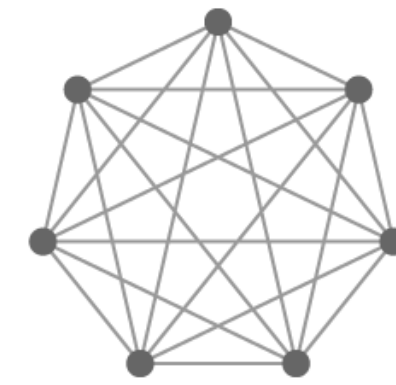
4 people, 6 lines



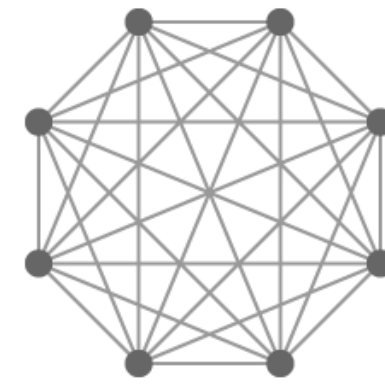
5 people, 10 lines



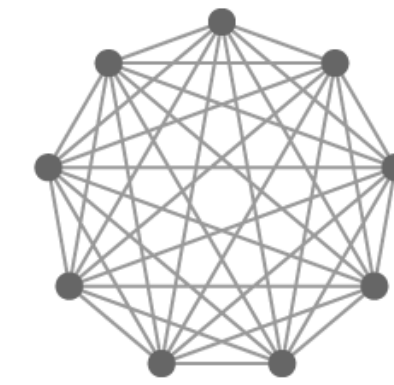
6 people, 15 lines



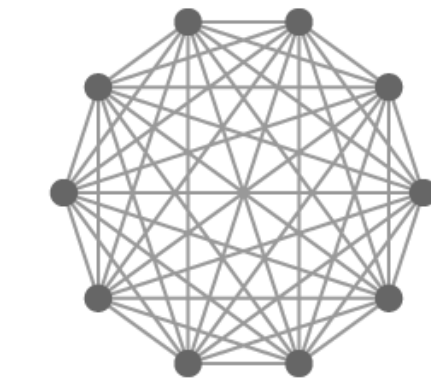
7 people, 21 lines



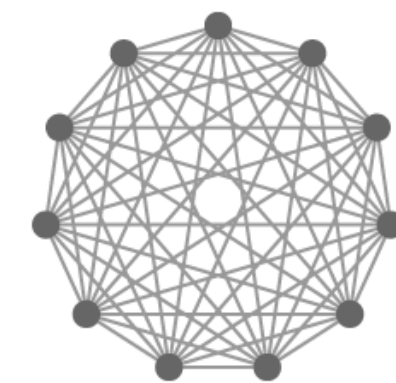
8 people, 28 lines



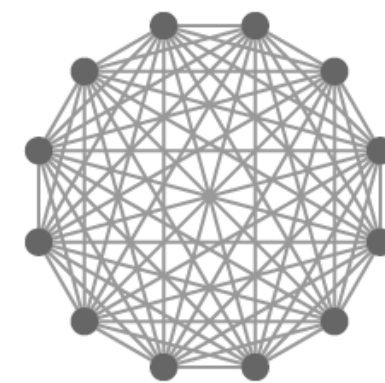
9 people, 36 lines



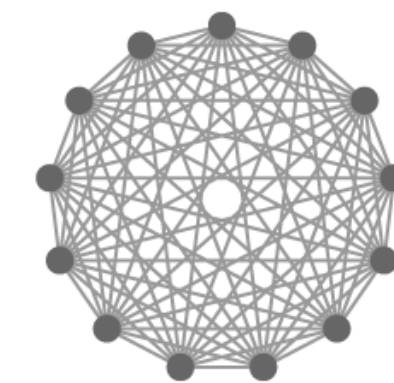
10 people, 45 lines



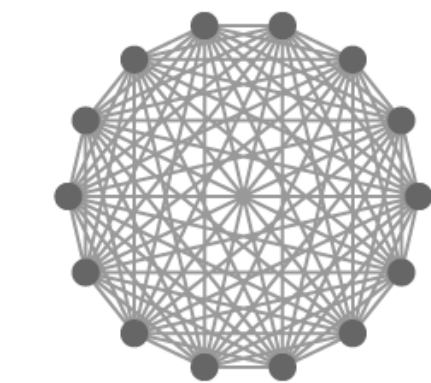
11 people, 55 lines



12 people, 66 lines



13 people, 78 lines



14 people, 91 lines

All that time and money spent to end up with an identity crisis.

See upgrade options



Watch

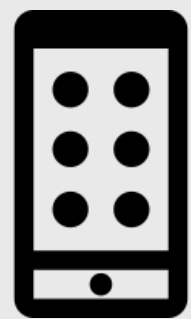
Report



Call Back

Transfer

Design systems make apps:



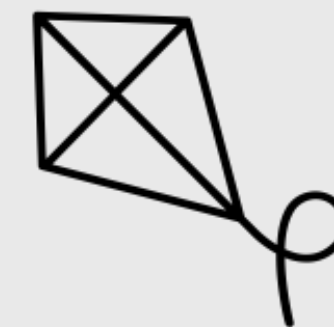
Scalable

- Avoid “reinventing the wheel” with every app
- Familiar interactions for users



Adaptable

- Easily update app templates across ecosystem
- Reduces redesign costs



Agile

- Engineers will be sure of design standards
- Focus on business logic & UX, not UI

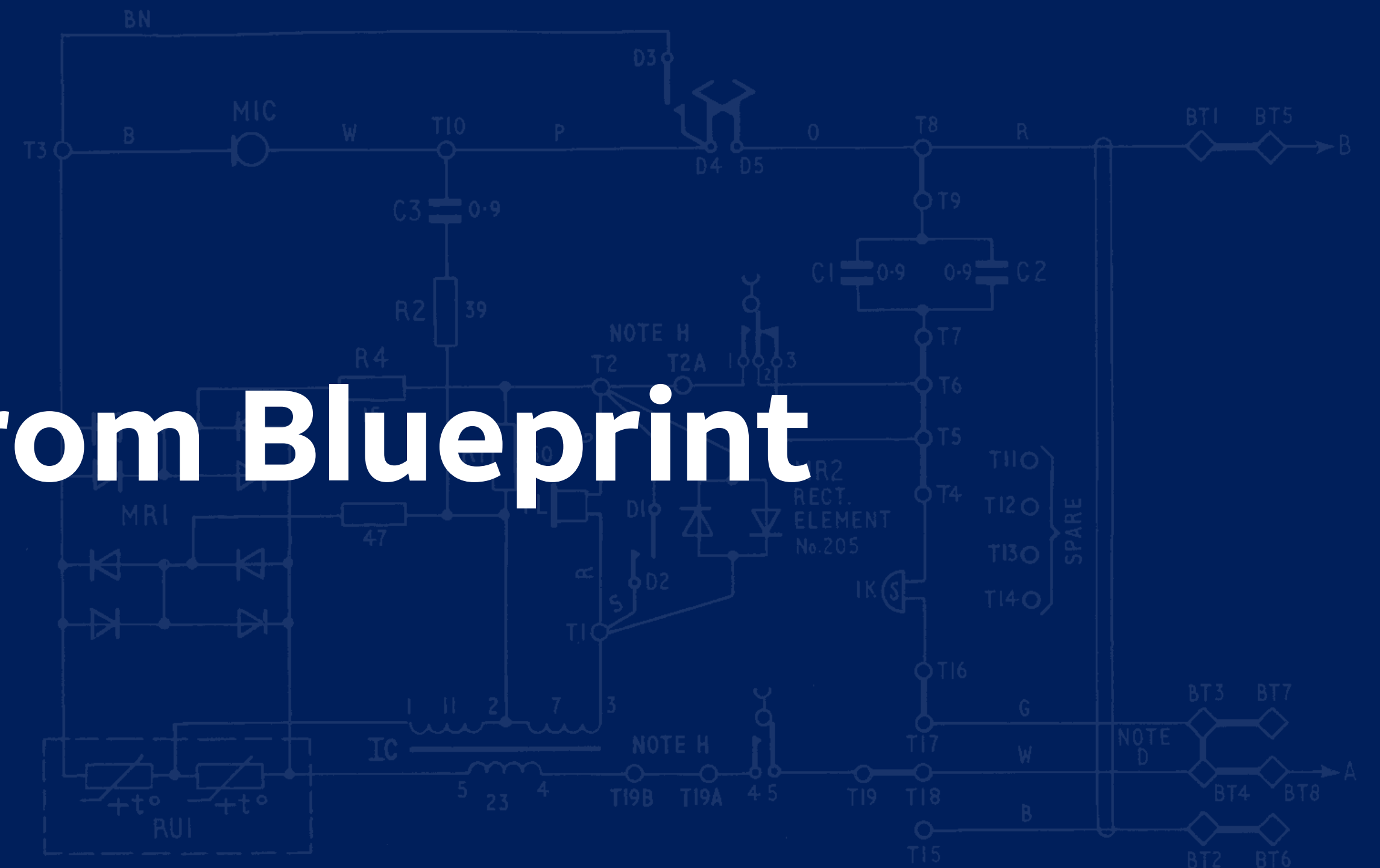


Accessible

- Apps use CATO approved components
- Easier to update templates when standards are added to



02. Excerpts from Blueprint



Excerpts from Blueprint

Select Content to Illustrate The System's Depth

For each section I'll show a few finished examples, followed by a list of additional content contained within that section.



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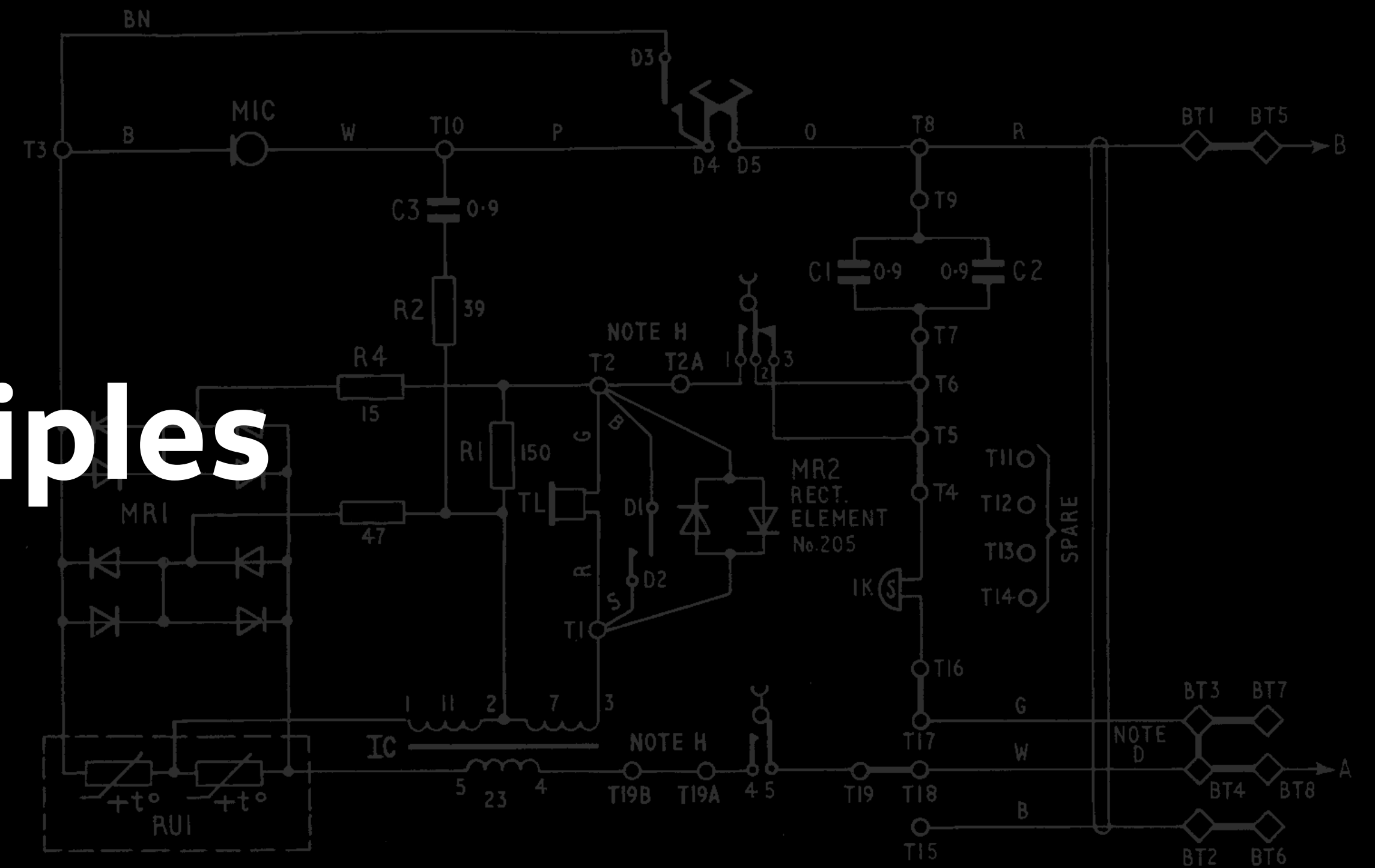
NOTE A

CORD, INST. No. 4/88AK,
(COLOUR) 10"
OR
CORD, INST. No. 4/118AX
(COLOUR) 200mm

DIAL No. 21FA
(CLEAR)

Principles

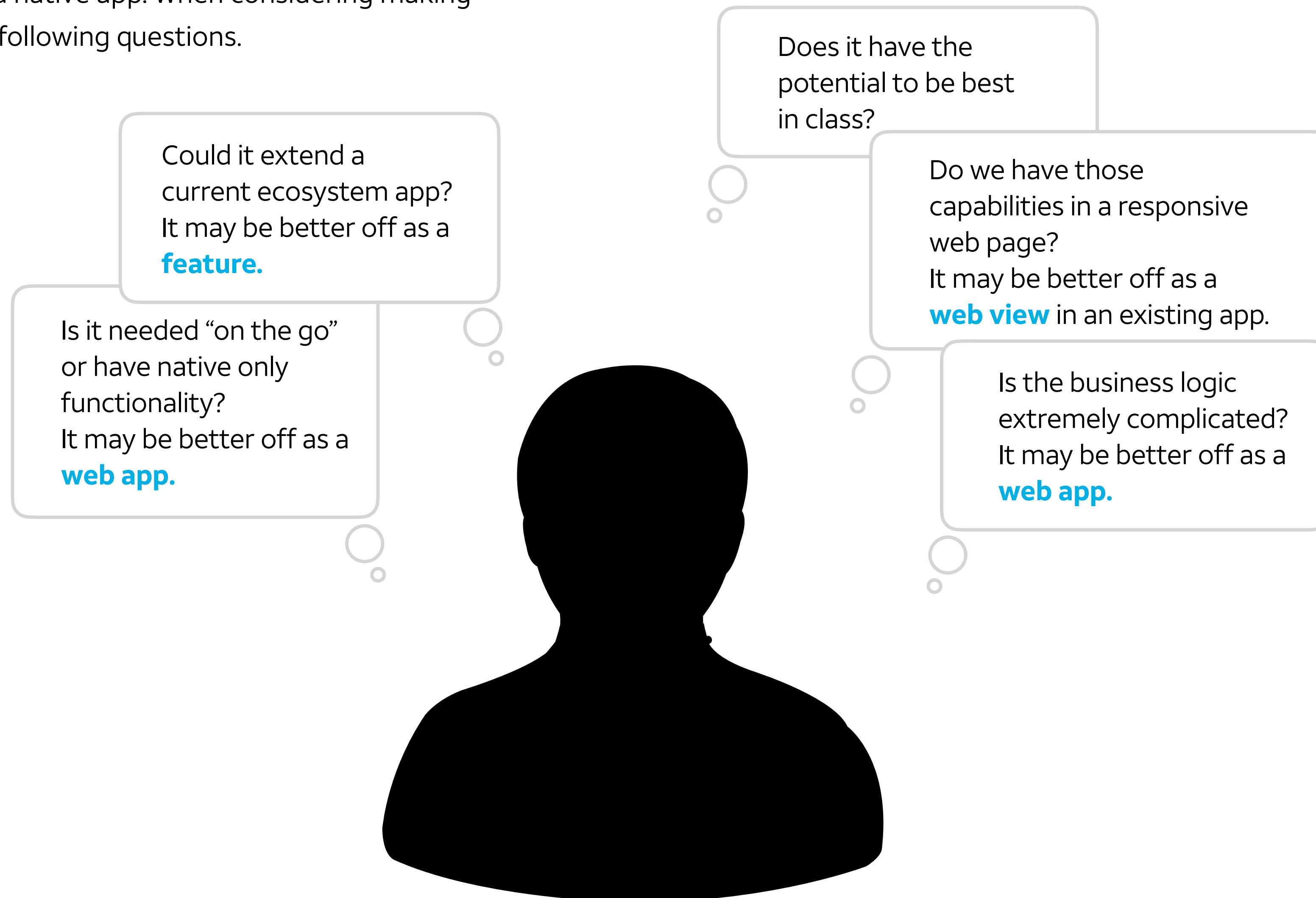
FIG.1 TELEPHONE No.746F CIRCUIT DIAGRAM SHOWING CONNEXIONS AS ISSUED



Principles

Web, Feature or App?

Not all ideas have to be a native app. When considering making an app, ask yourself the following questions.



Principles

AT&T Apps Should Be:



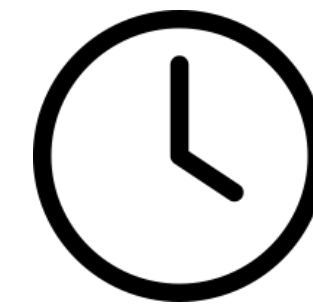
Necessary

- Needs camera, notification, accelerometer, location, AR, etc.
- Repeated Use Required



Unique

- Doesn't replicate use of native platform apps
- Doesn't make sense as a feature within other ecosystem apps



4.5 OUT OF 5GB
AVAILABLE

Valuable

- Users will spend time and space on a download



AT&T

- Keeps AT&T's brand promise of empowering people to pursue their passions
- Solves problems the AT&T way: through innovation and simplicity

Principles

Additional Content

- myAT&T as the Epicenter
- Integrating into Omni-channel Customer Experience

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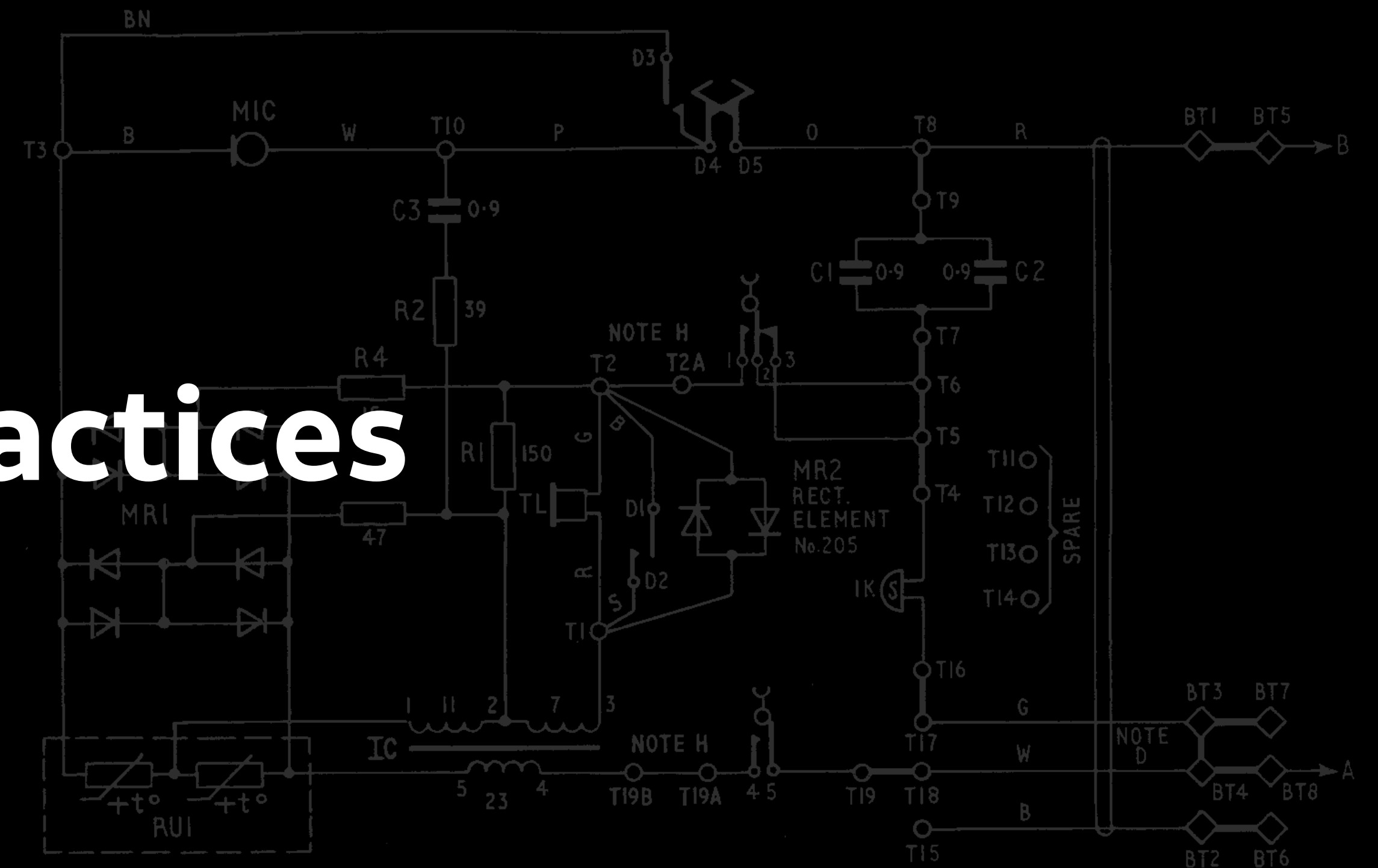
NOTE A

CORD, INST. No. 4/88AK,
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(COLOUR) 200mm

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(CLEAR)

Best Practices

FIG.1 TELEPHONE No.746F CIRCUIT DIAGRAM SHOWING CONNEXIONS AS ISSUED



Strategic Best Practices

Pro-actively anticipate needs based on context

Would you like to merge your DirecTV
Now bill with your other myAT&T
account bills?

Yes Please

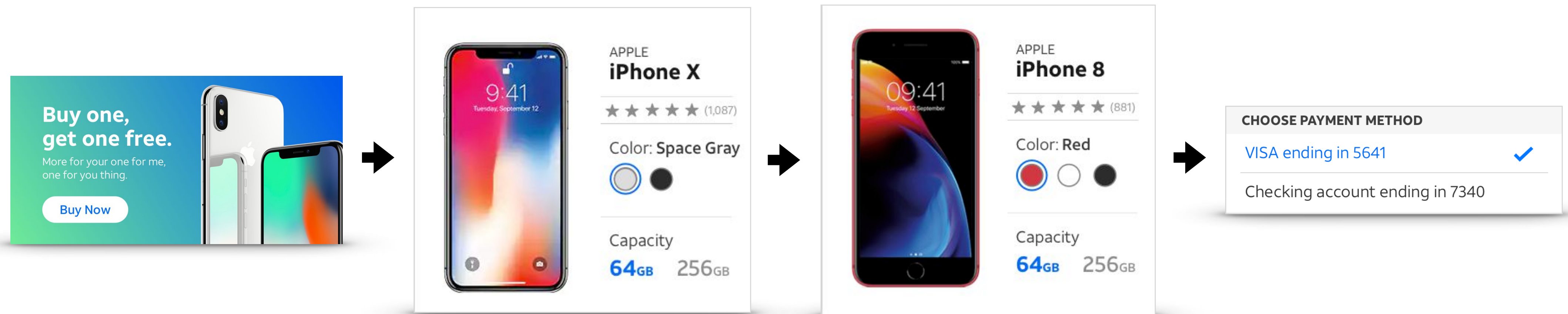
No Thank You

AT&T Billing Update

After updating one service's billing info, we anticipate users might want to update others.

Strategic Best Practices

Marketing should lead to a minimal friction flow



Buy One, Get One Free

Promo leads to flow where the user configures both phones and then pays with a saved credit card

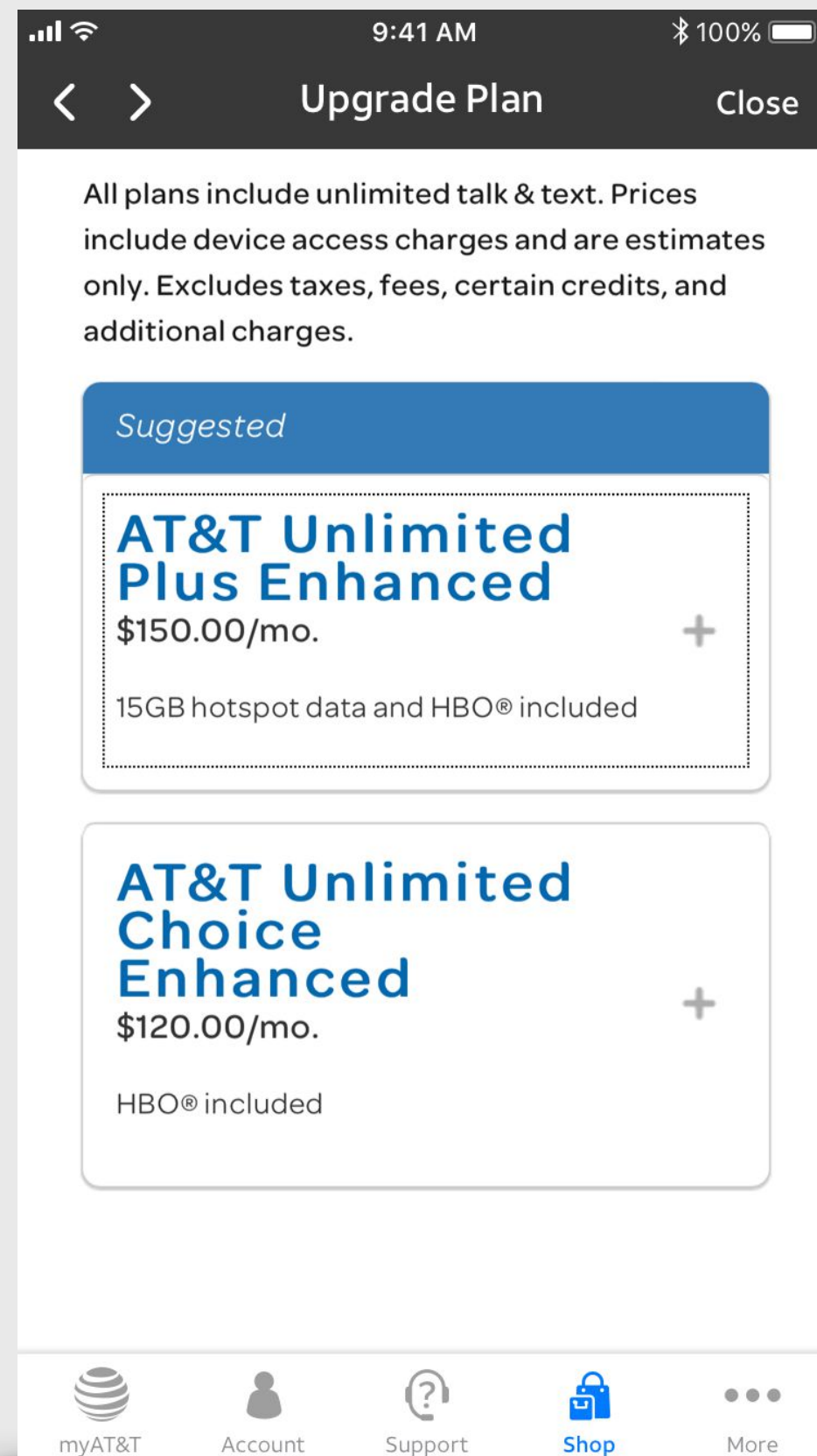
Strategic Best Practices

Additional Content

- Push Lifecycle & Calendars
- Providing A Valuable Location Based Experience

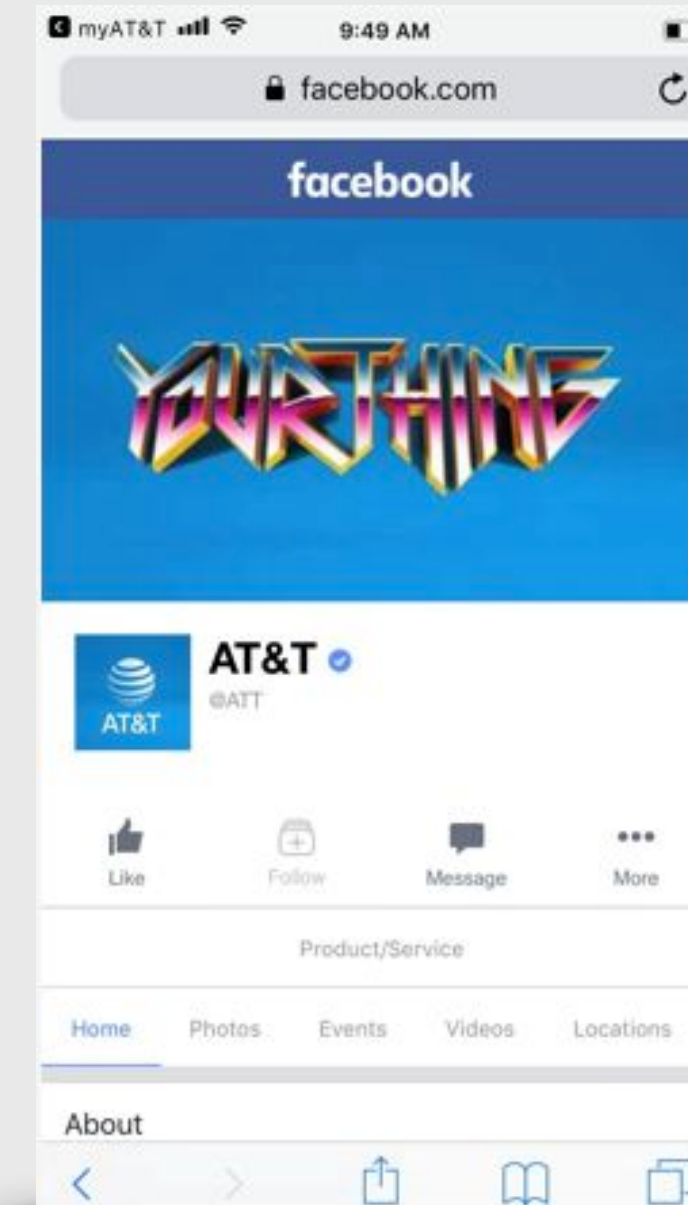
Tactical Best Practices

Linking To The Web



Webview

- Use with affiliated web sites
- Use the web view nav bar from the component library to ensure proper navigation and button placement



Browser

- Use when AT&T does not control the flow or content of the linked site
- Allows customers to use native functionality such as saved credit card info and autofill

AT&T on Facebook



Always use the “Web Link” icon to let the user know they will be leaving the app

Tactical Best Practices

Additional Content

- Onboarding Tips & Tricks
- Responding To App Store Reviews
- When To Ask For Customer Feedback

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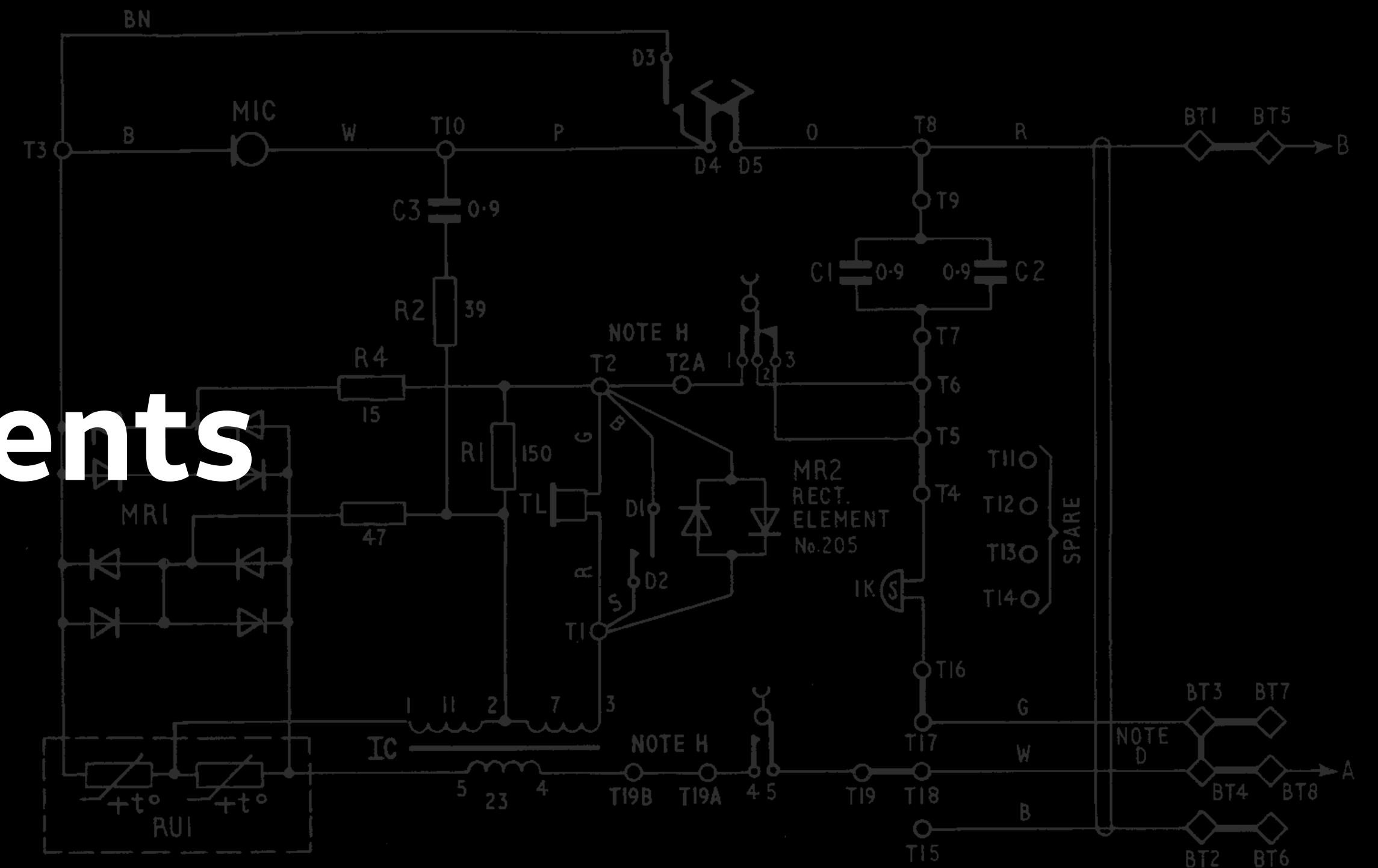
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(CLEAR)

Elements

FIG.1 TELEPHONE No.746F CIRCUIT DIAGRAM SHOWING CONNEXIONS AS ISSUED

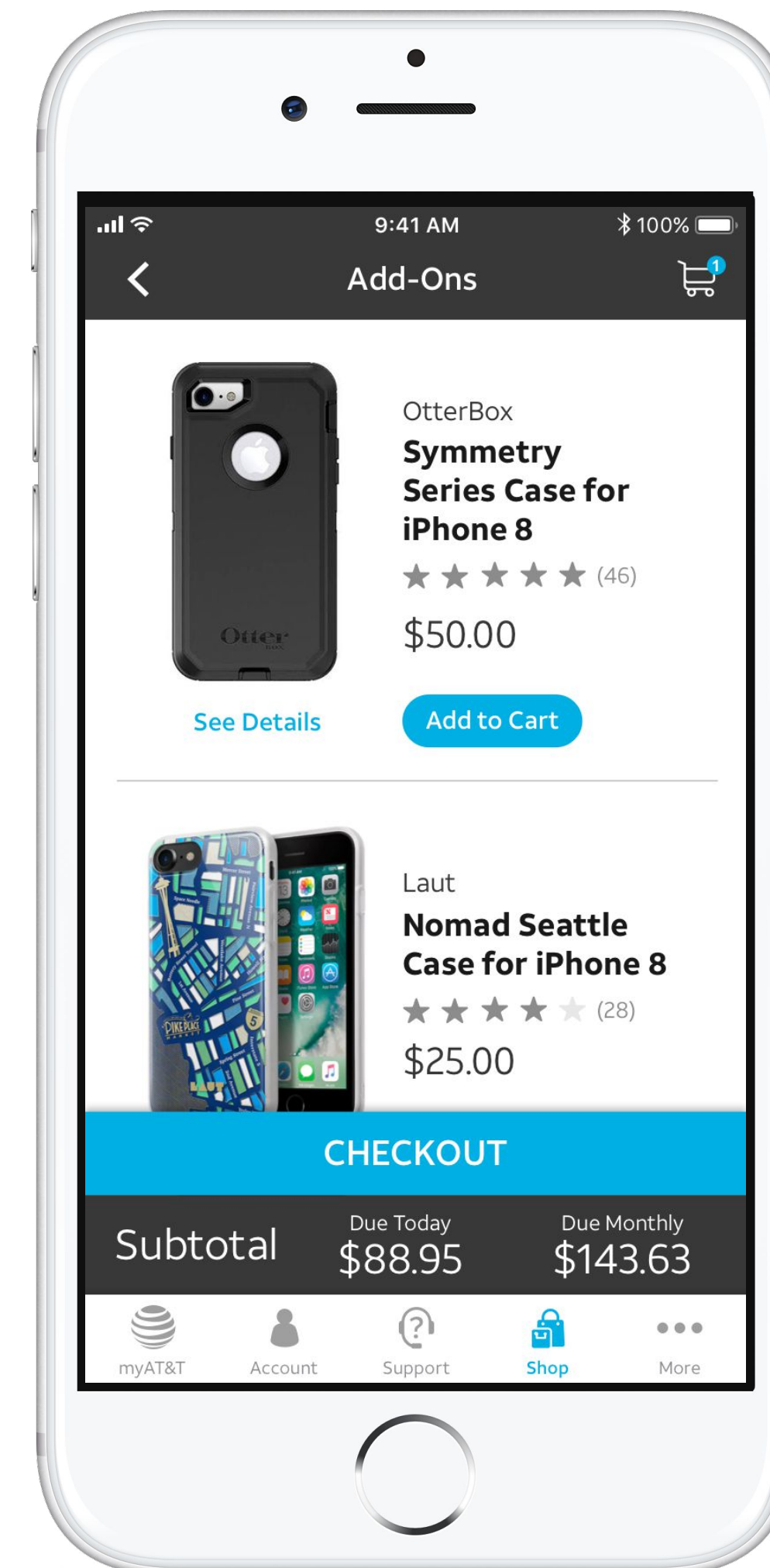


Color

Using Code to Future Proof Color Changes

\$AT&T Blue: #00AFE4;

Primary Color: \$AT&T Blue;

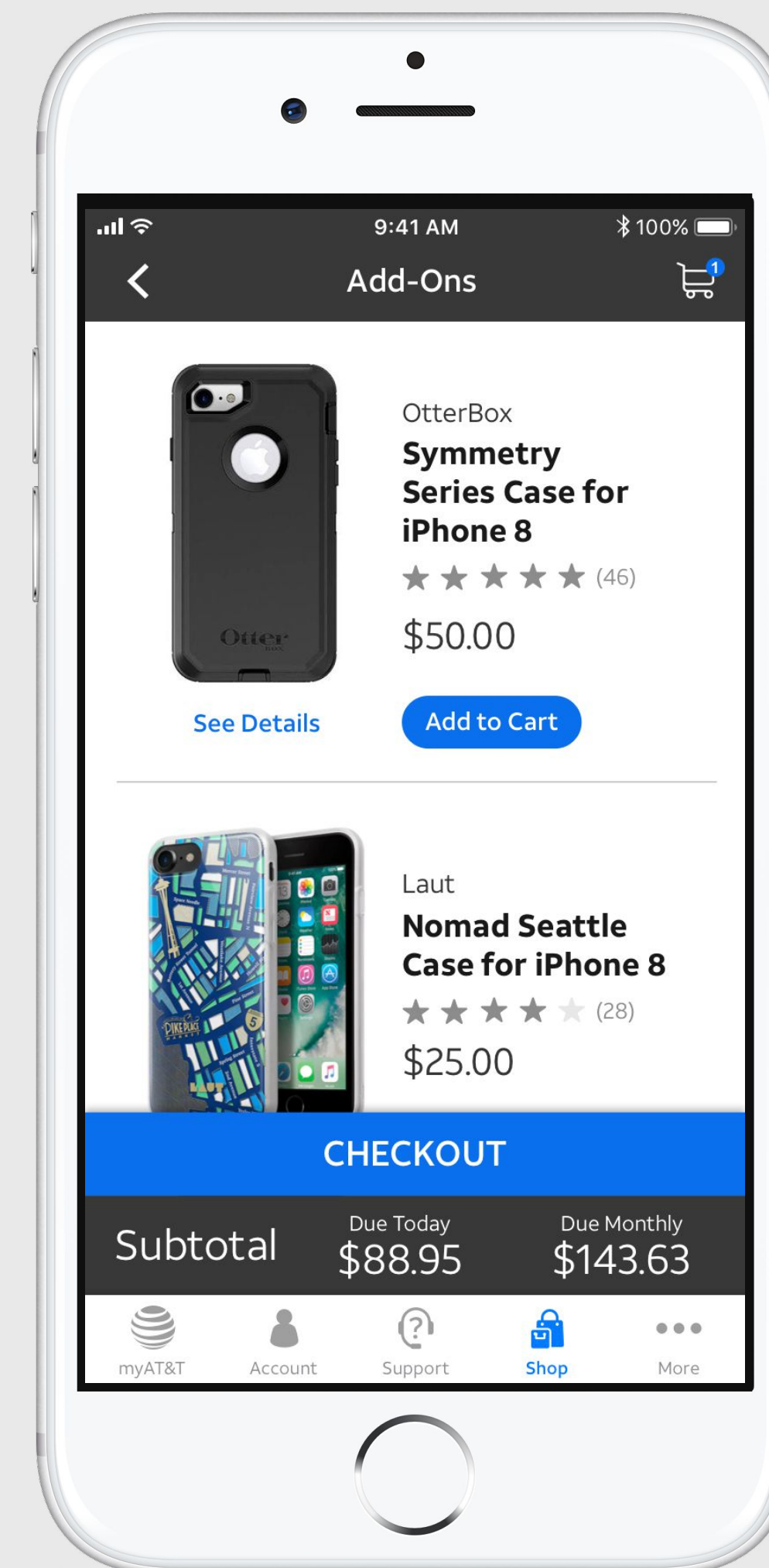


Color

Using Abstraction to Future Proof Color Changes

\$AT&T Blue: #096FEC;

Primary Color: \$AT&T Blue;



Spacing Units

TINY



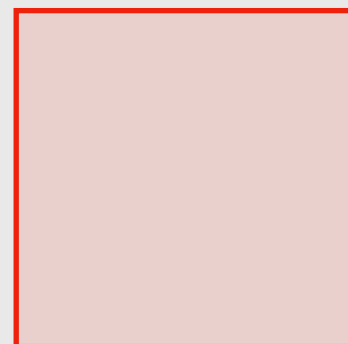
SMALL



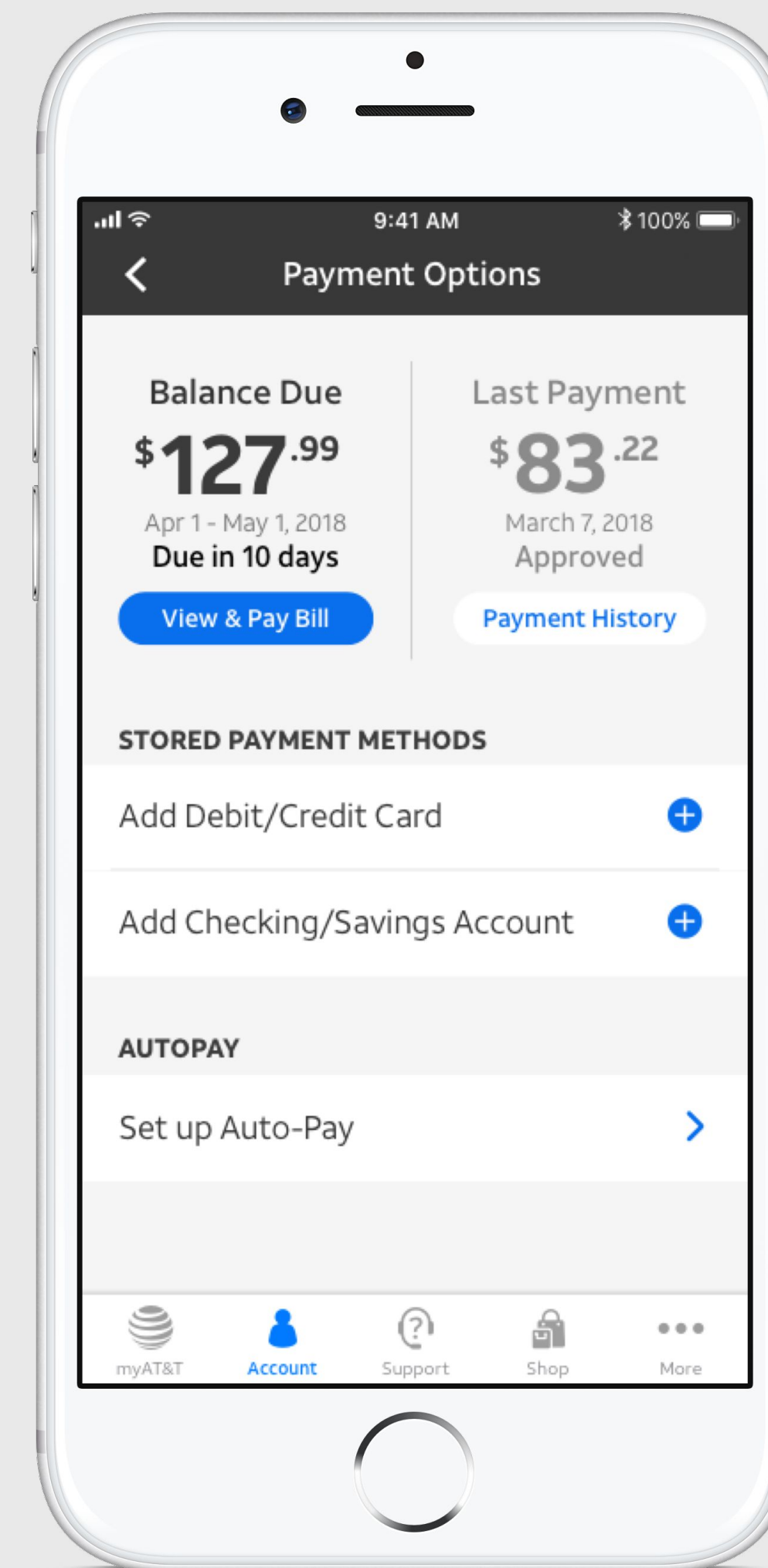
MEDIUM



LARGE



HUGE



Elements

Additional Content

- Typography
- Tags
- Icons
- Colors
- Grid
- Spacing
- Buttons
- Lists
- Form Fields

BLOCK, TERMINAL No. 52A (COLOUR)

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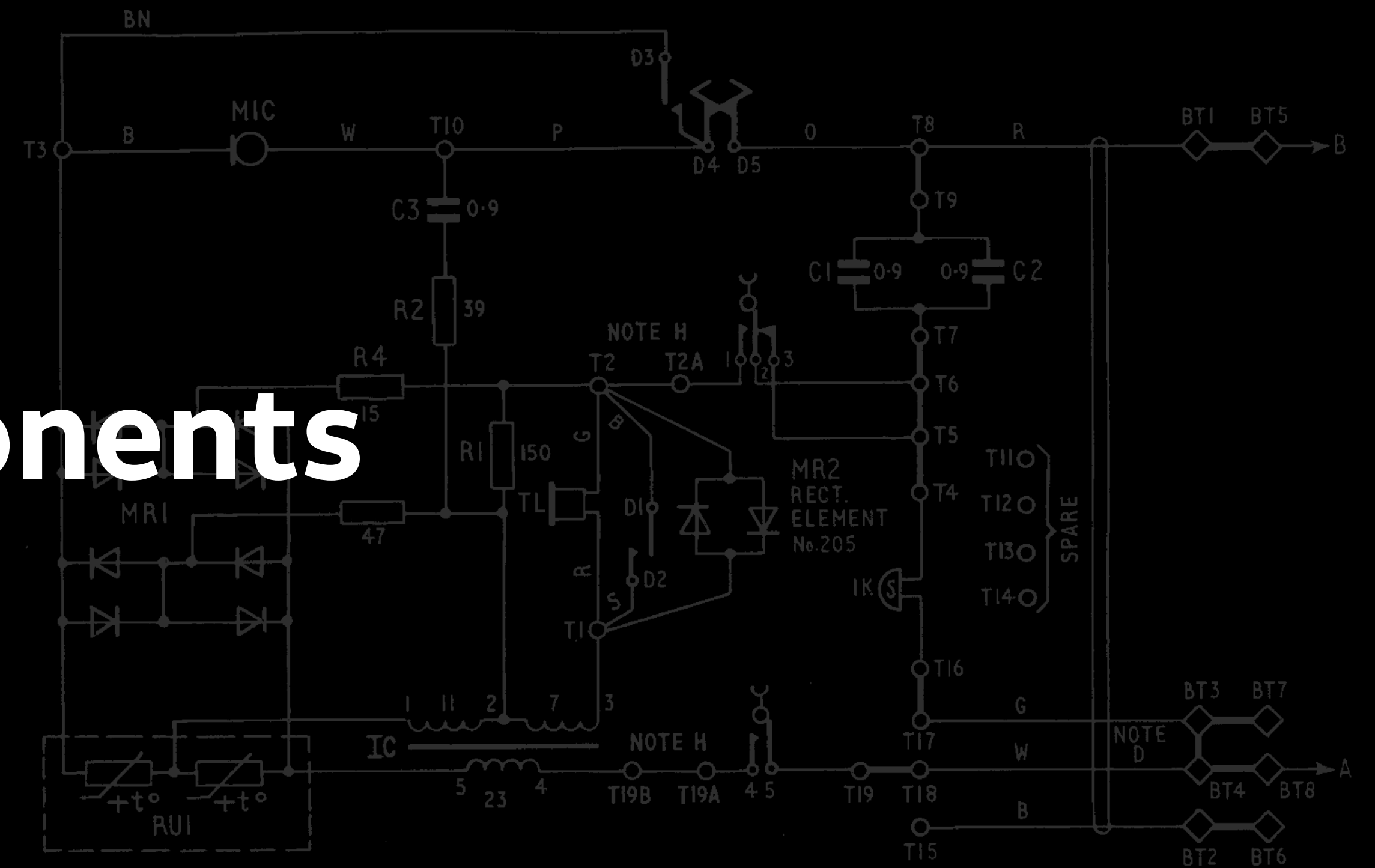
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(CLEAR)

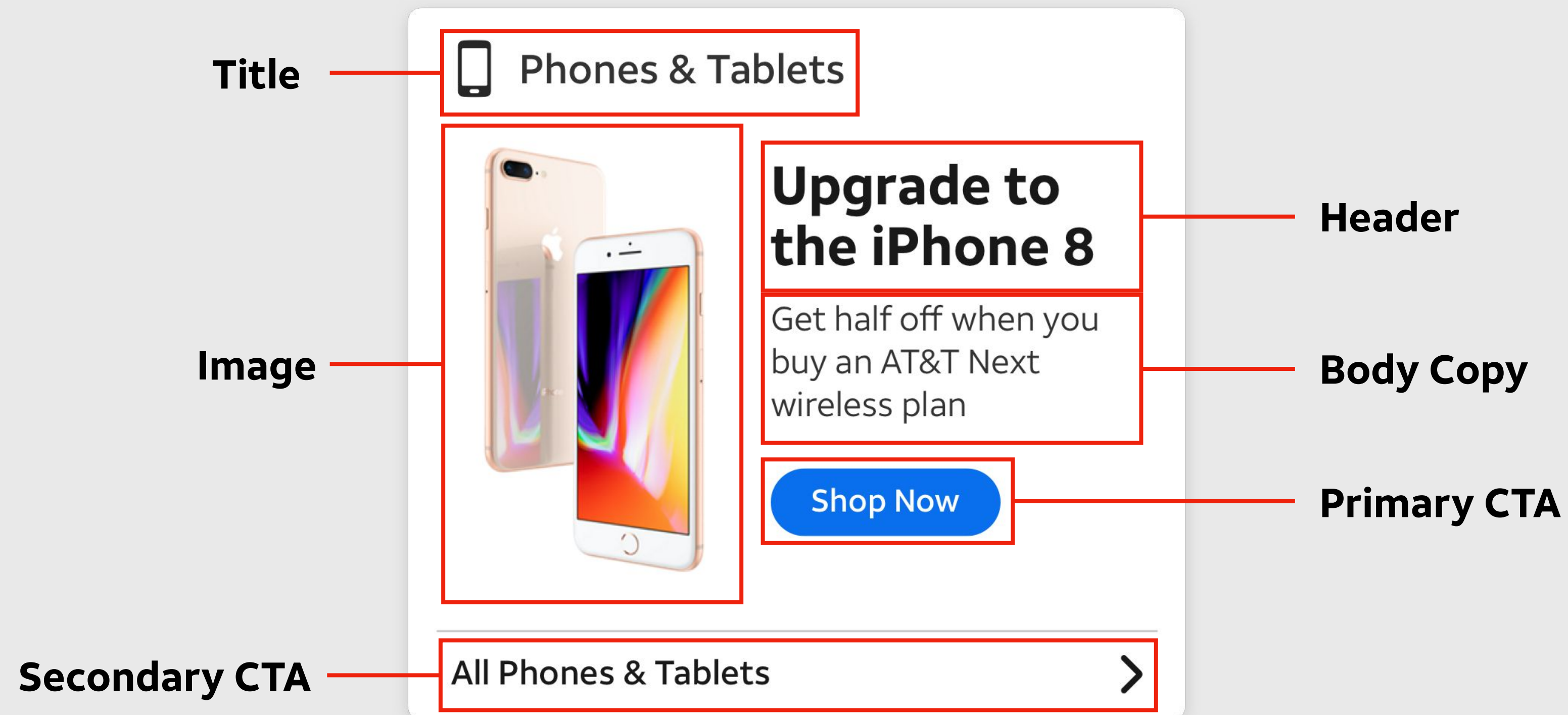
Components

FIG.1 TELEPHONE No.746F CIRCUIT DIAGRAM SHOWING CONNEXIONS AS ISSUED



Cards

Overview



Cards

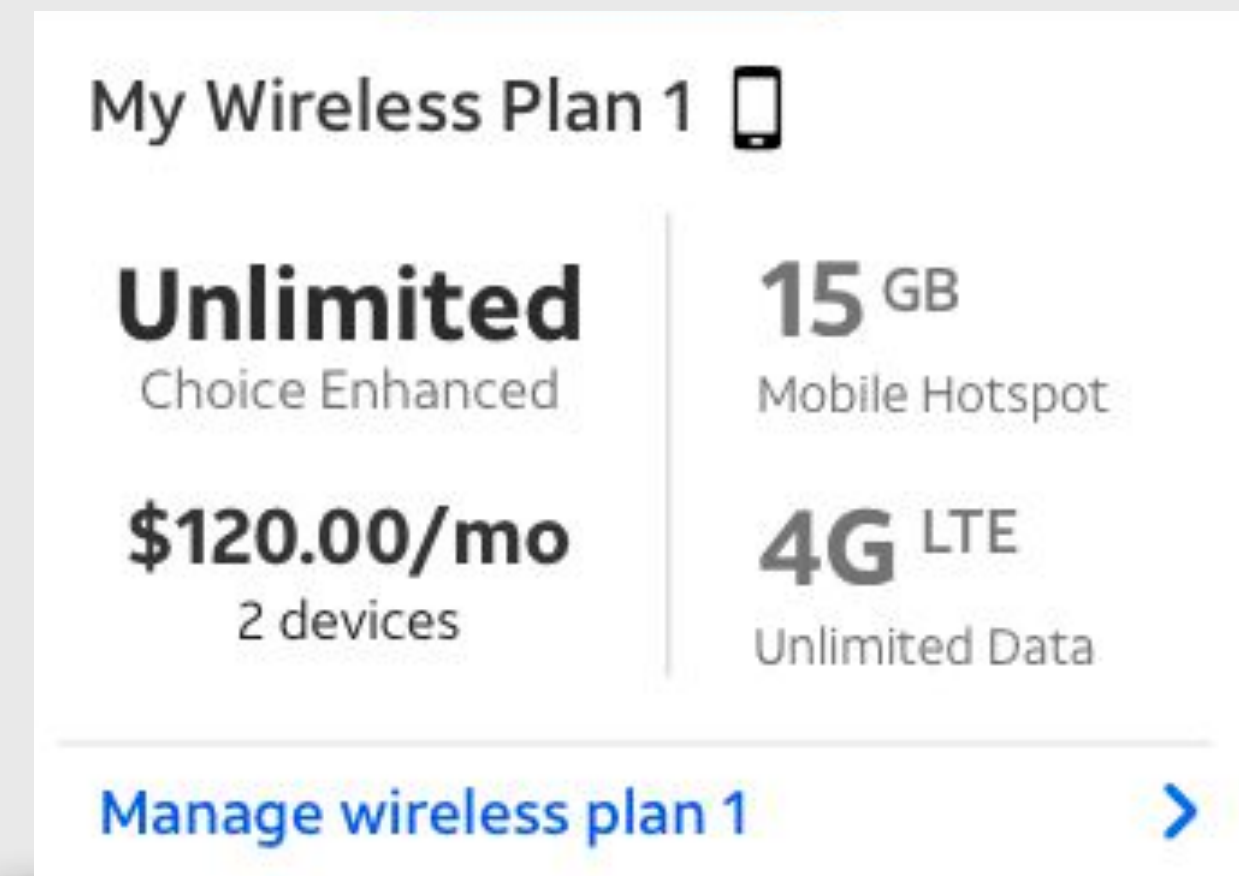
Rules

Managing CTAs

Cards are by their nature, tappable objects that link to a new page.

Buttons and other links are also.

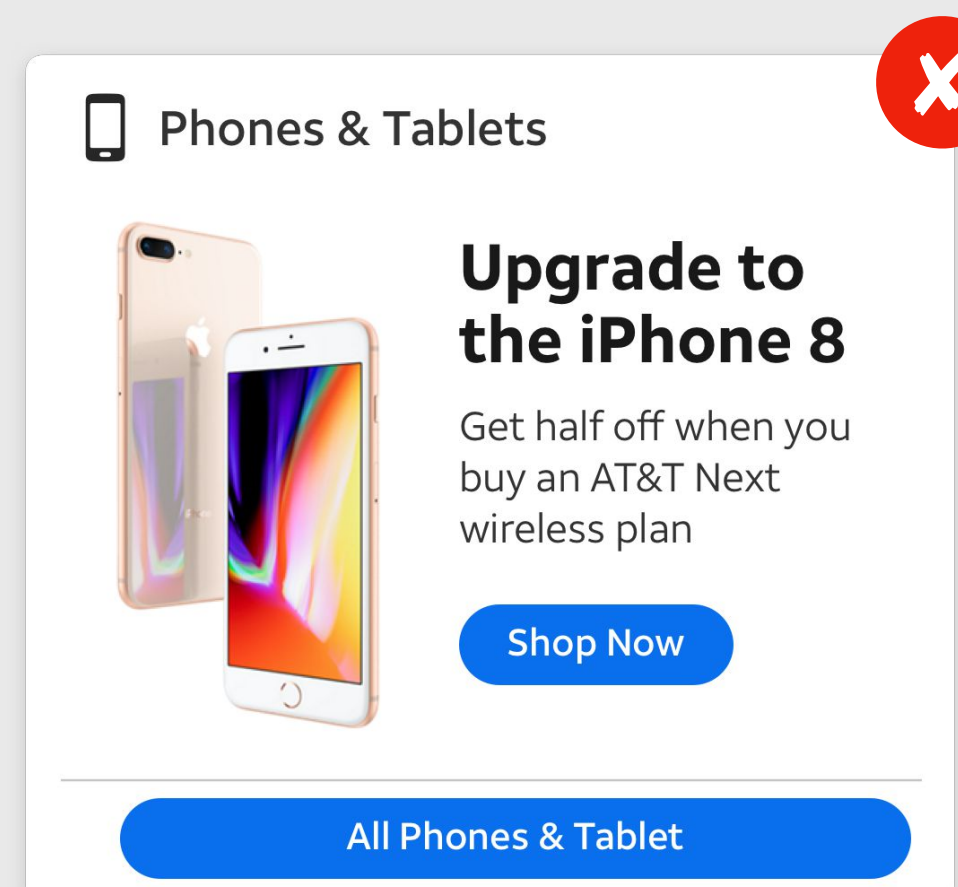
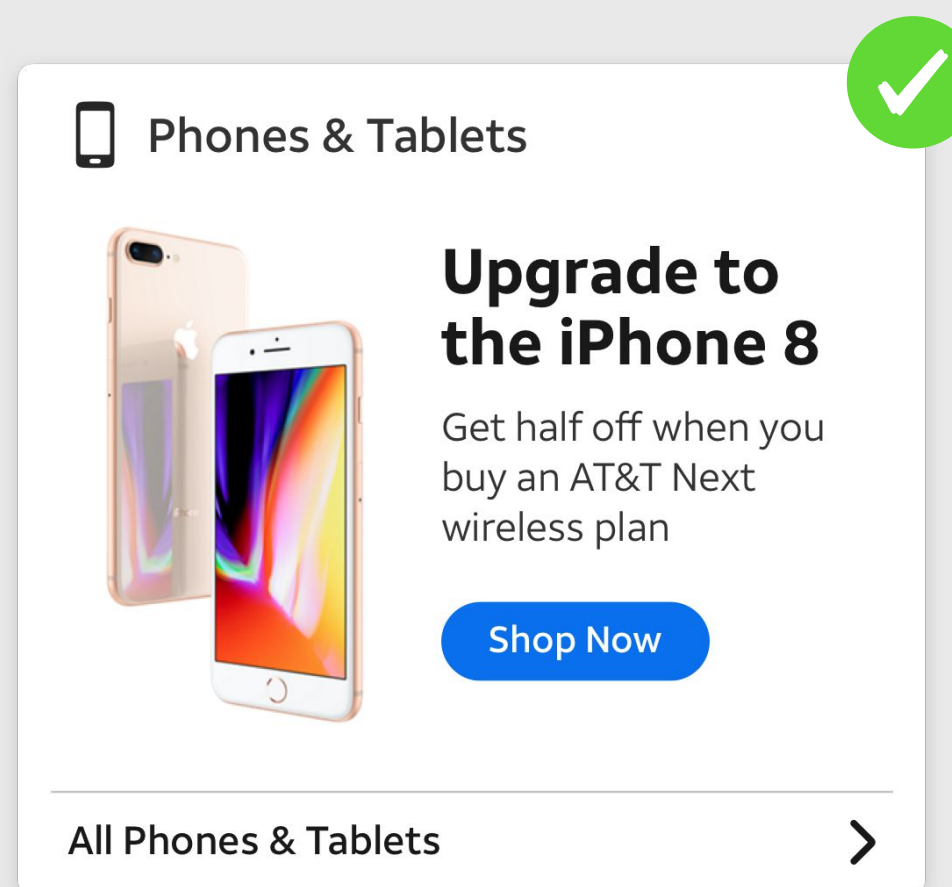
We should avoid making pages too busy with these redundancies.



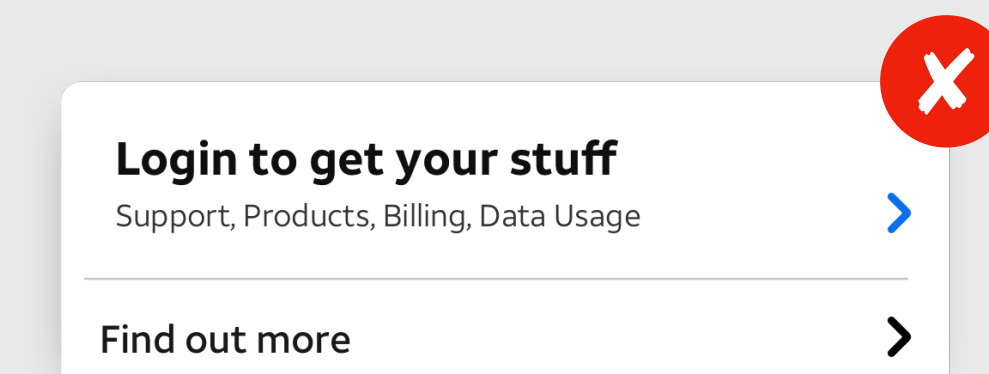
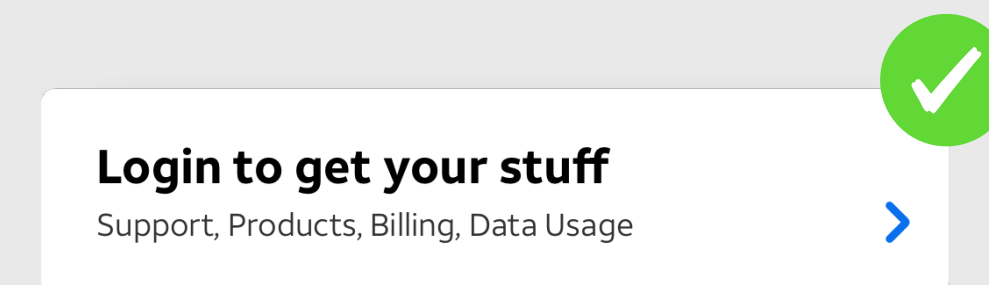
Cards

Cards should contain:

- At most: 1 button, List item or Caret as a Primary CTA.
- 1 Graph, Caret or Link as a Secondary CTA when needed



DON'T use a button as a secondary CTA.



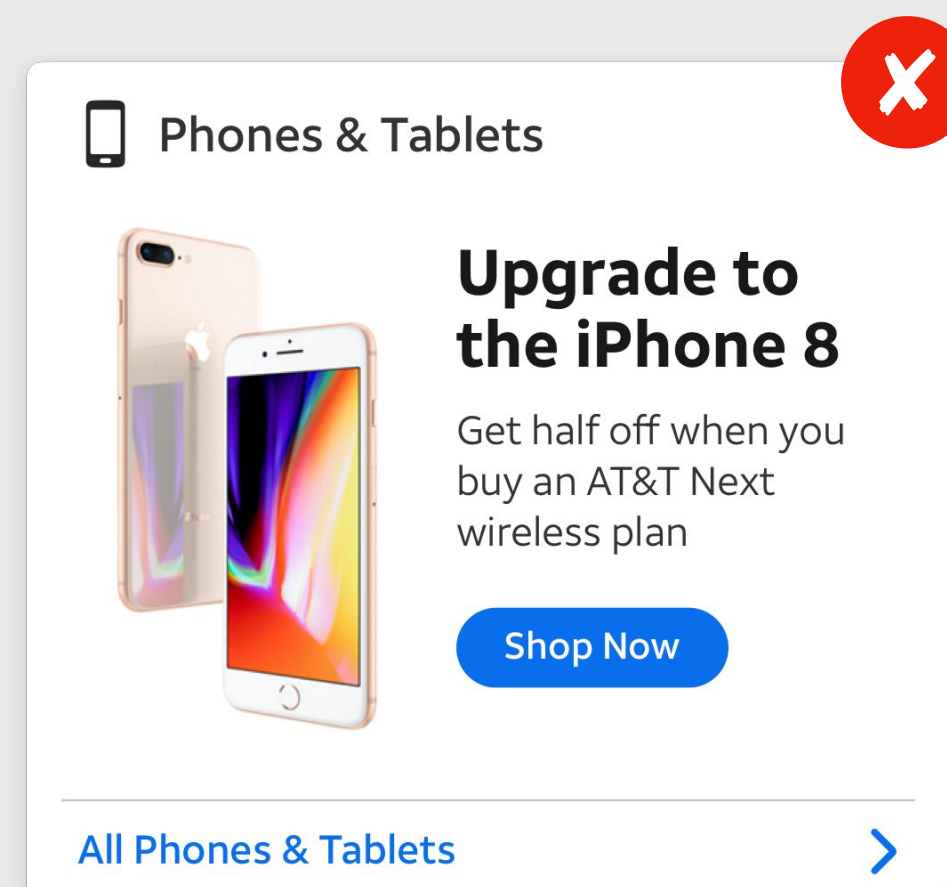
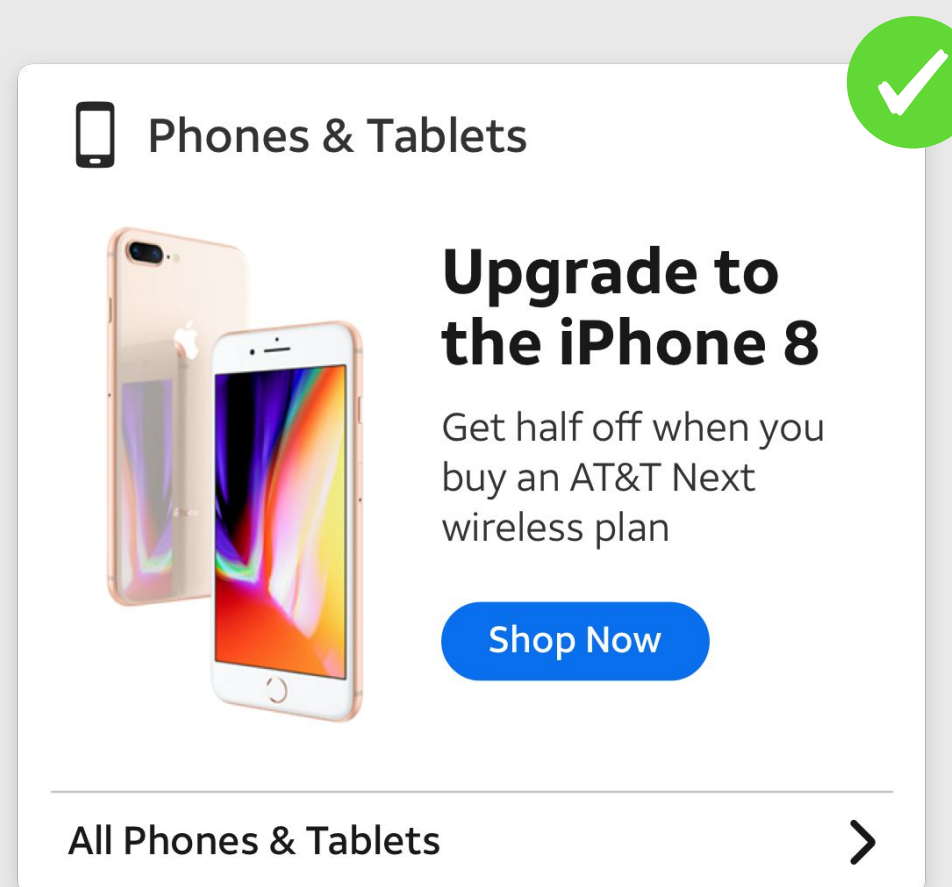
Uses a list item as secondary CTA. Consider using the List component instead of a card.

Cards

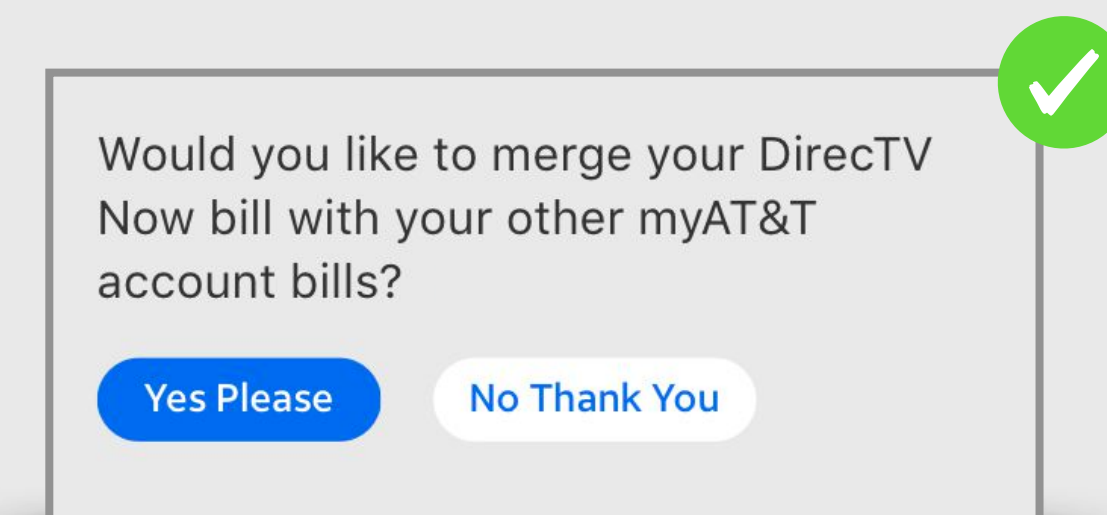
Cards should contain:

- Only 1 blue (aka Active) CTA

**Exception Primary/Secondary Button Groups*



DON'T use blue on primary AND secondary CTAs

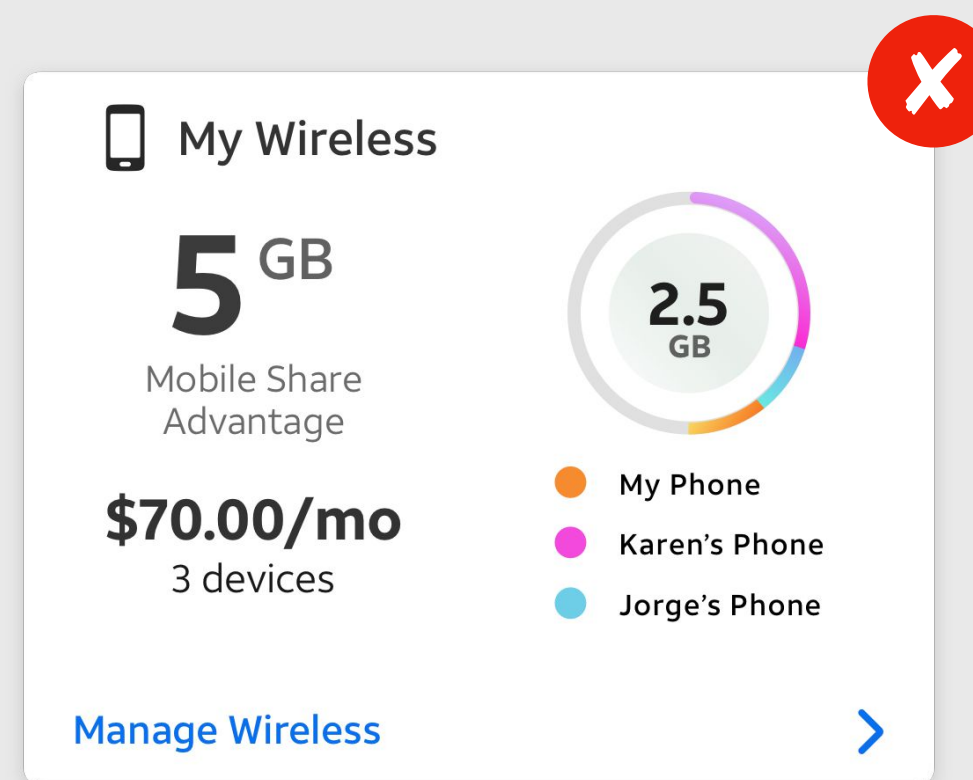
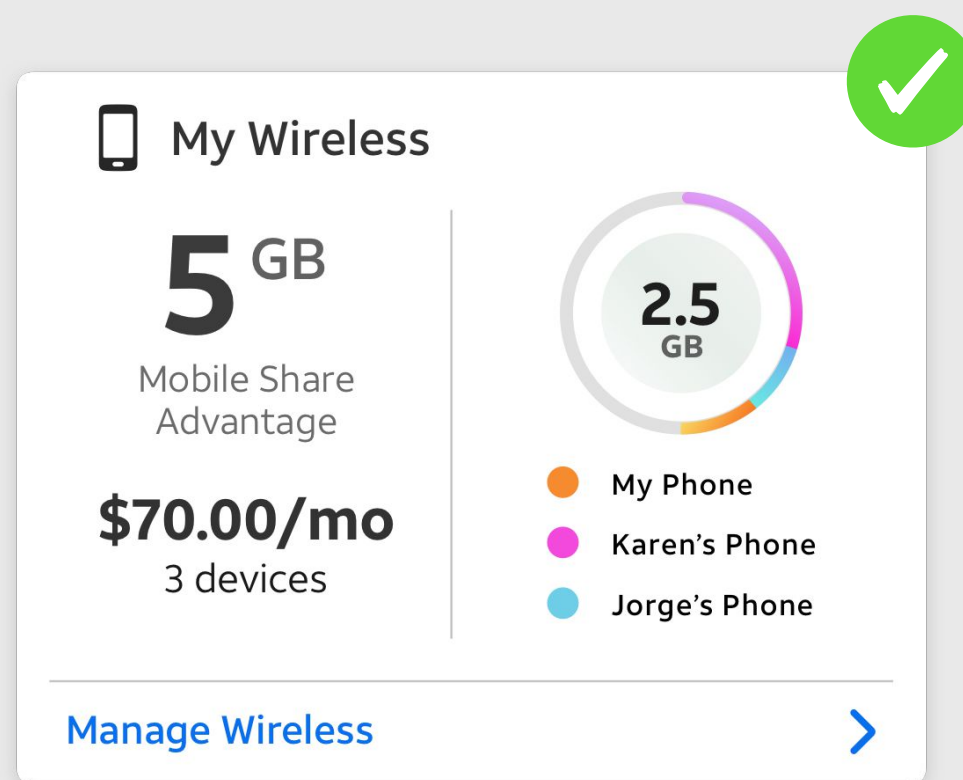


Exception for button groups

Cards

Cards should contain:

- No more than 3 separate capable card sections.
- Use dividers when separating two tappable unrelated sections.

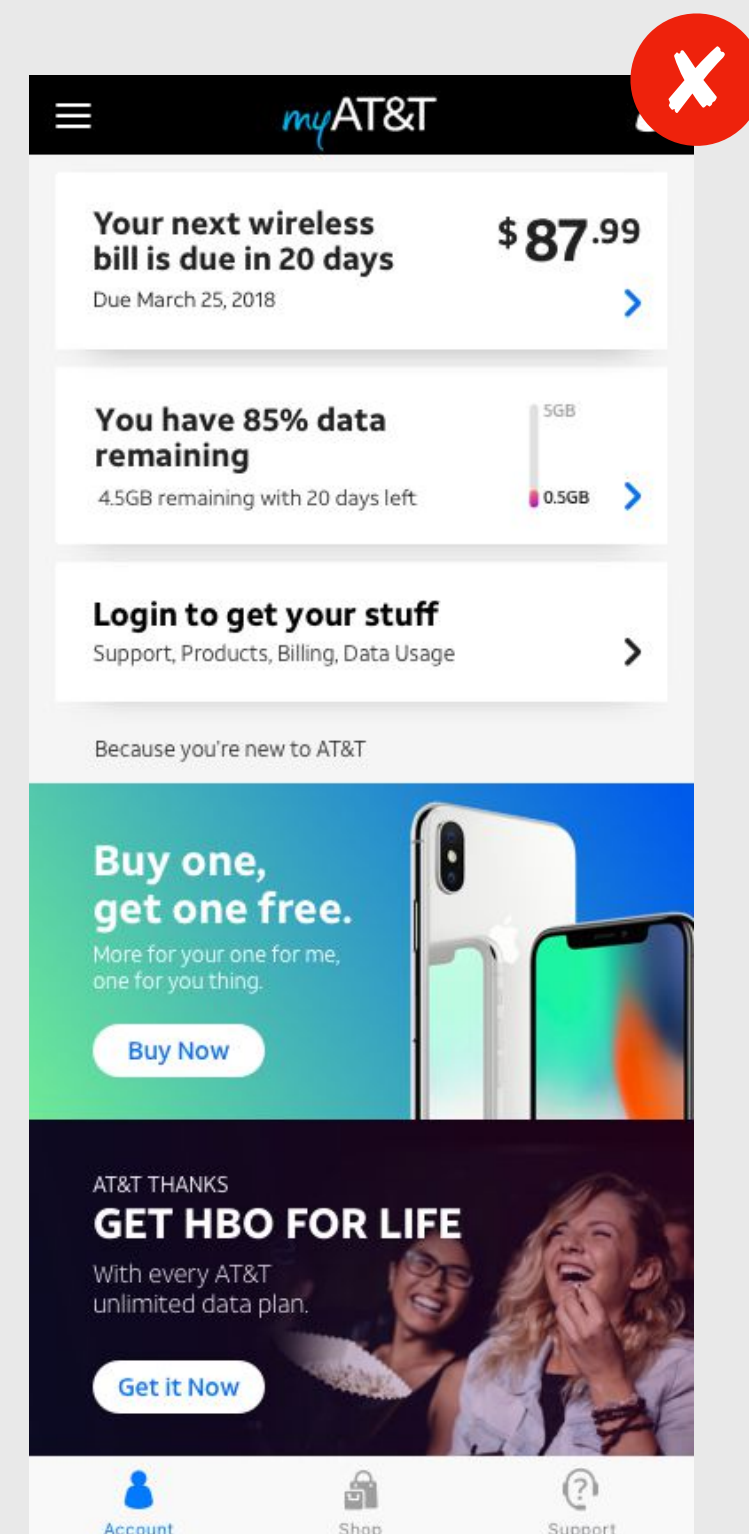
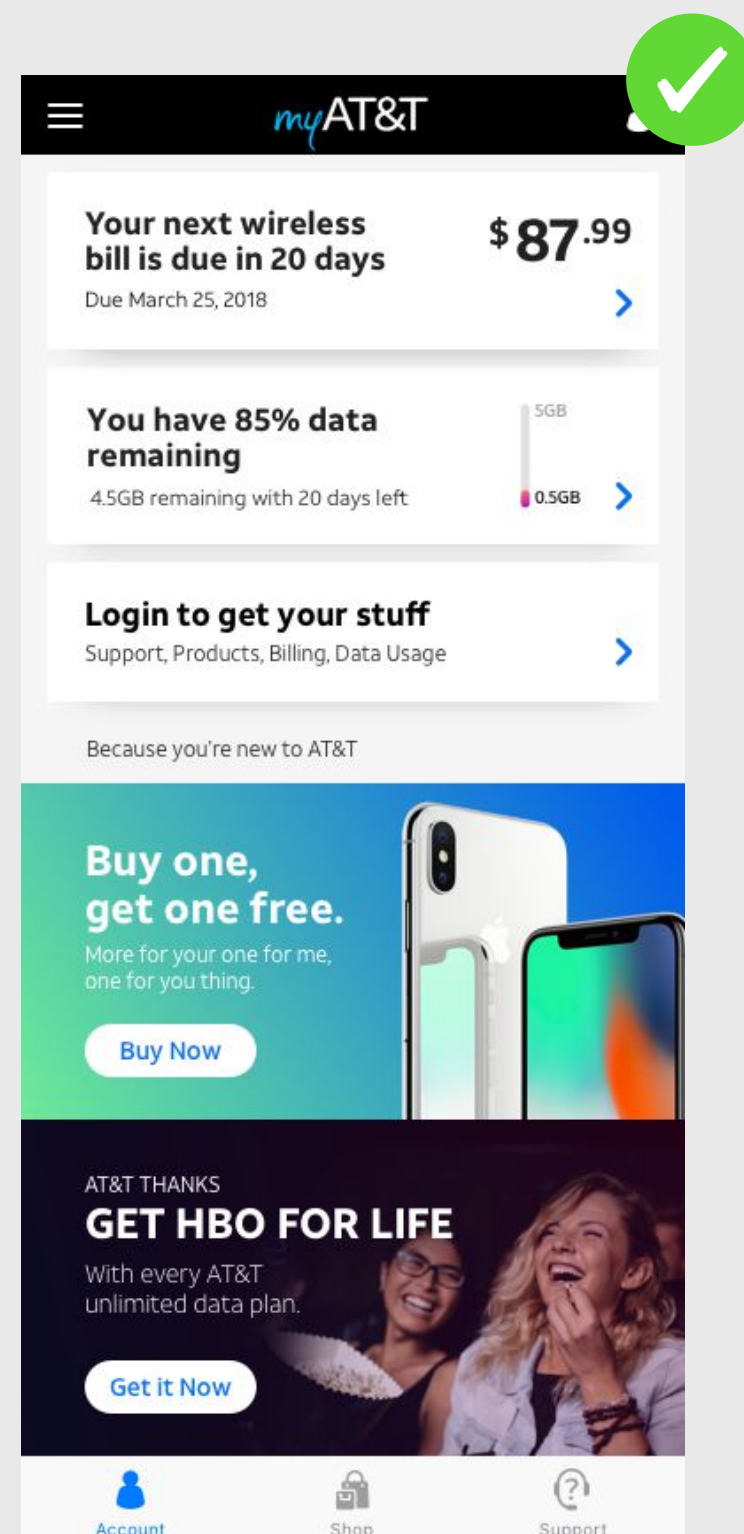


DON'T forget dividers for separate tappable sections

Cards

Cards should contain:

- Similarly styled elements as other cards on the same page



The 3rd card has a black caret instead of a blue one like the other 2 cards on the page.

Cards

Concepts

Priority



The bill is due soon and is **Priority**

Normal



We use the concept of “priority” to make a a card stand out that requires imminent action.

Cards

Concepts

Priority

DirecTV

▶ Keep Watching



The Mindy Project

Season 2 Episode 10

The user most recently watched “The Mindy Project” so it is **Priority**



Game of Thrones

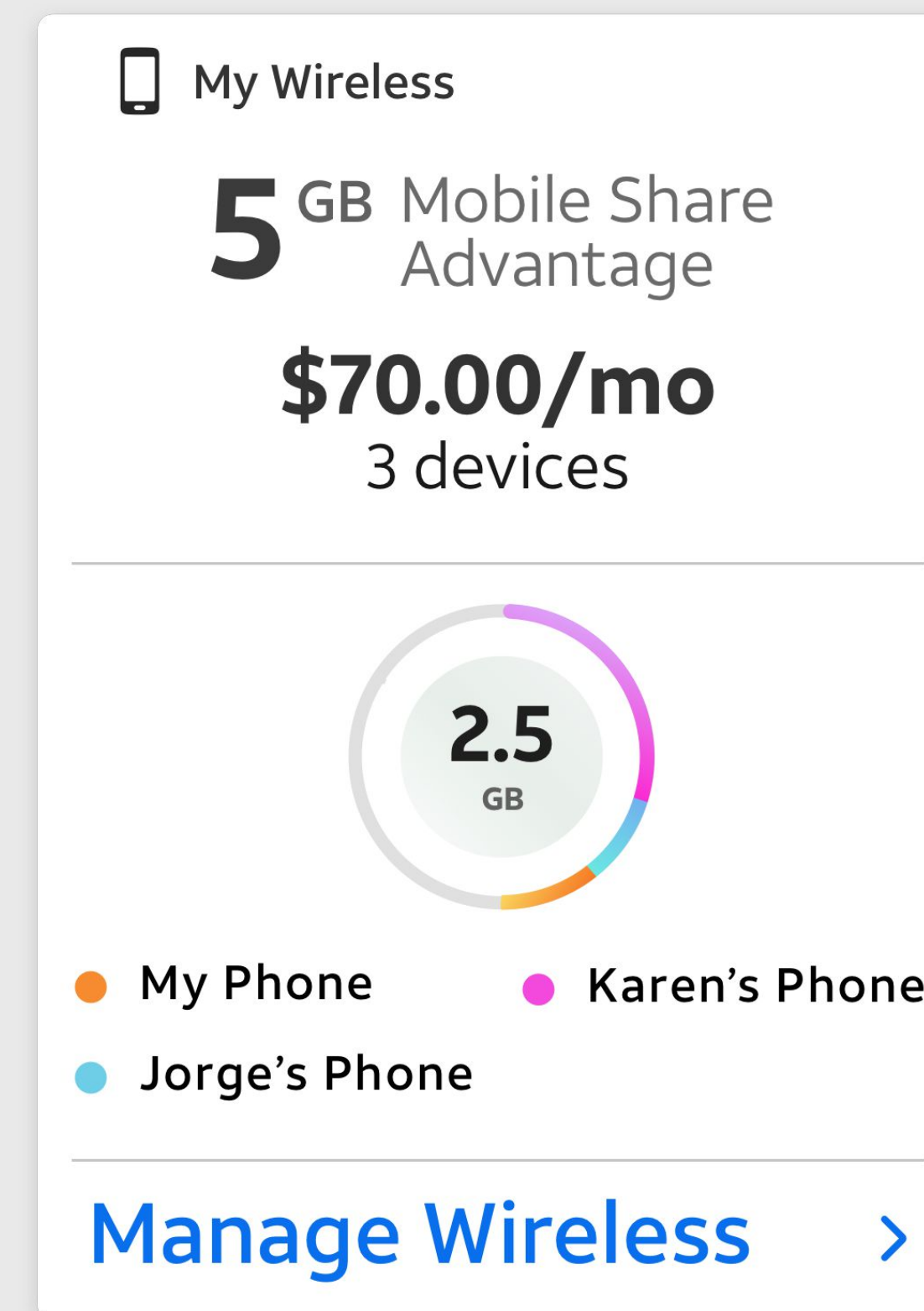
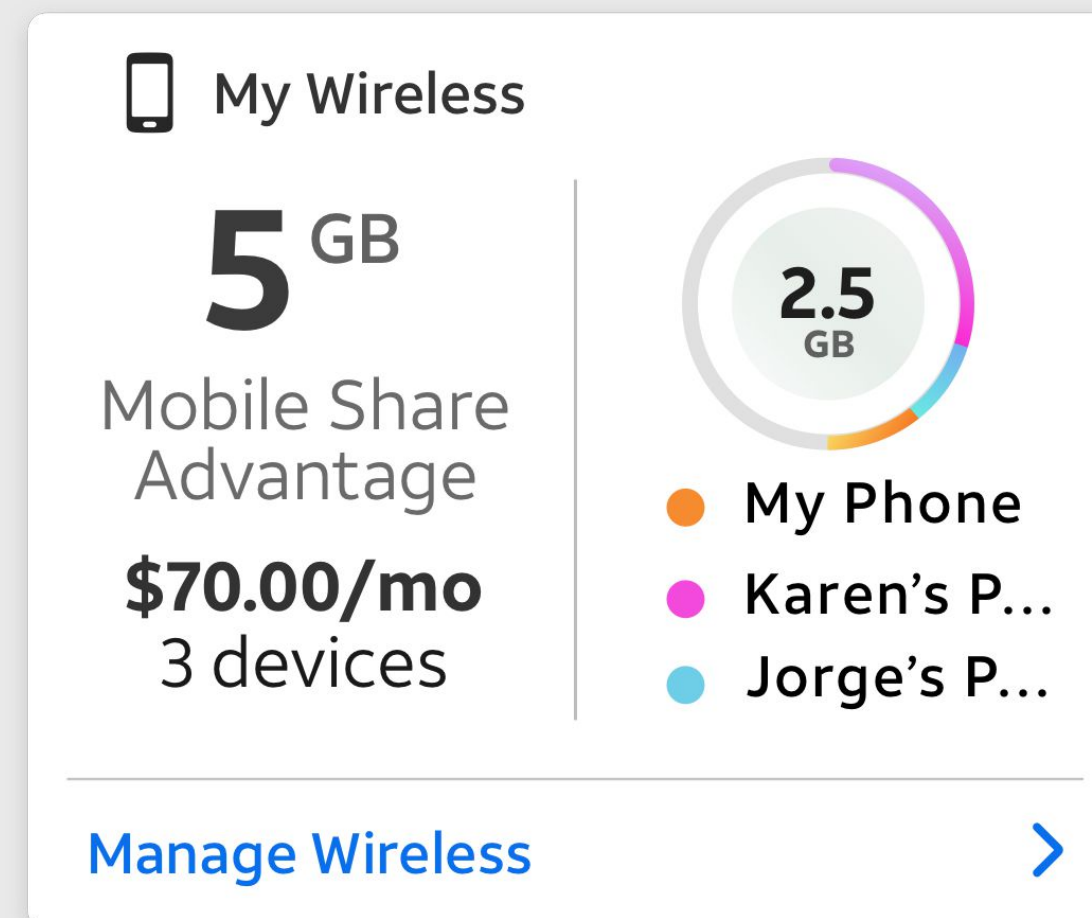
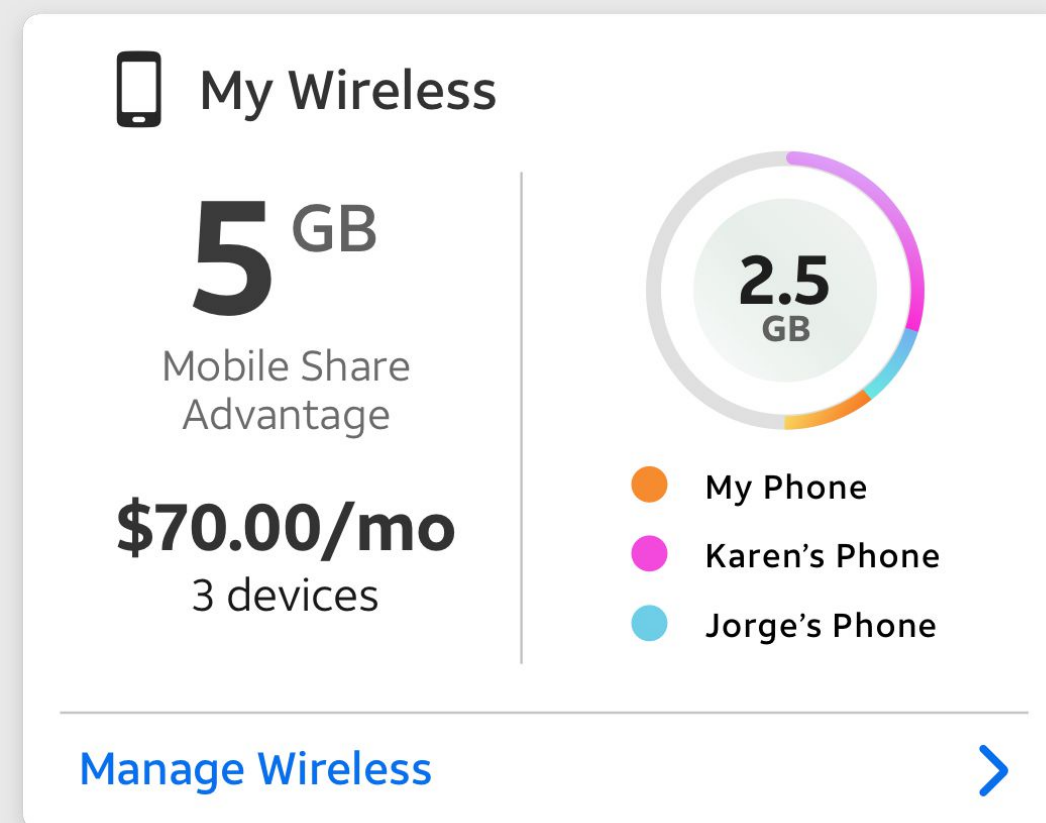
Season 5 Episode 6

Game of Thrones was watched less recently than “The Mindy Project” so it is **Normal.**

Cards

Accessibility

Cards and built out of the box to expand with the users selected text size.



Cards

Variations

Login to get your stuff

Support, Products, Billing, Data Usage

>

1 CTA Caret Only

Wireless

+

Internet

Combine Bills into a Bundle

Save money and simplify your payments

See Bundle Options

1 CTA With Text

Phones & Tablets

Upgrade to the iPhone 8

Get half off when you buy an AT&T Next wireless plan

Shop Now

All Phones & Tablets

>

2 CTA w/ Image

My Wireless

5GB

Mobile Share Advantage

\$70.00/mo

3 devices

2.5GB

My Phone

Karen's Phone

Jorge's Phone

Manage Wireless

>

Side By Side Split w/ Secondary CTA

Accessories

Apple AirPods

Get 30% off when you purchase an iPhone 8, iPhone 8+, or iPhone X

Shop Now

OtterBox Defender Case

Available for the iPhone X, 8 and 8+

Shop Now

All Accessories

>

Full Section

You have 50% data remaining

2.5GB remaining with 5 days left

5GB

2.5GB

>

1 CTA With Graph

Keep Watching

Game of Thrones

Season 5 Episode 6

1 CTA With Image & Graph

09:41

Tuesday 12 September

SPECIAL OFFER

APPLE iPhone 8

★★★★★ (925)

\$28.22/mo

See Details

1 CTA w/ Tag, Image and No Margin

Blueprint | A Framework for Building AT&T Apps



PASSENGER
AIR BAG

RADIO

MEDIA

PHONE

VOICE



9:41



LTE



Game of Thrones

Season 5 Episode 6

NAV

TRAFFIC

CAR

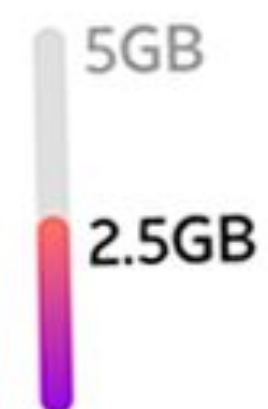
MENU



How much data do I have left this month?

**You have 50% data
remaining**

2.5GB remaining with 5 days left

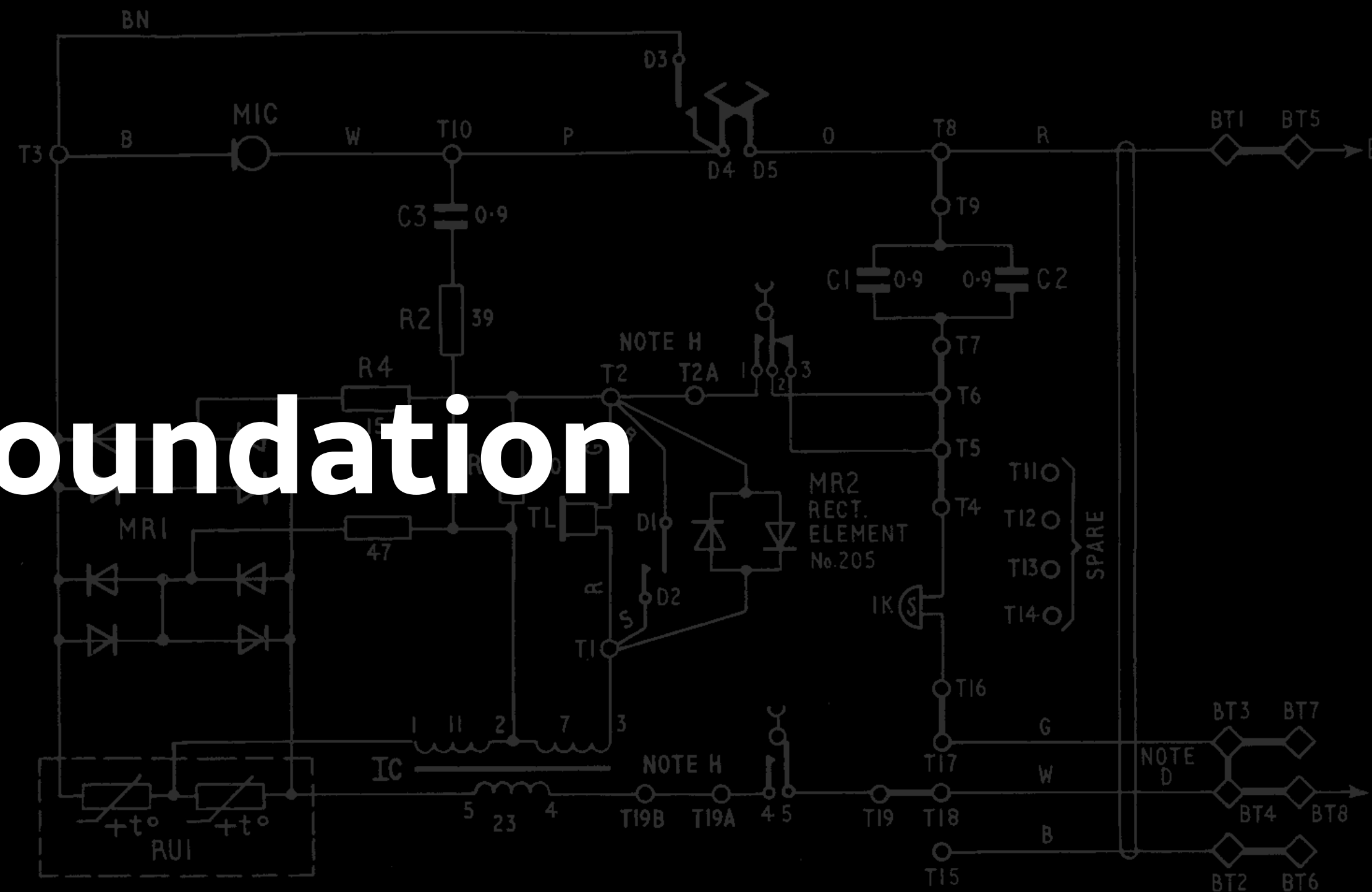


Components

Additional Content

- Button Groups
- Pinned Summary
- Graphs
- Recommendation Unit
- Internal Promos
- In app messaging
- Carousels

Technical Foundation



Technical Foundation

The Pieces



Configuration



Crash Reporting



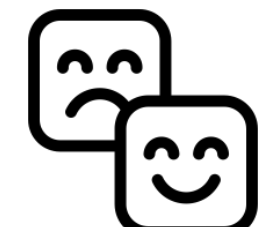
Deeplinking



Analytics



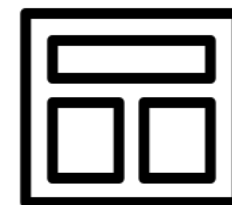
Notifications



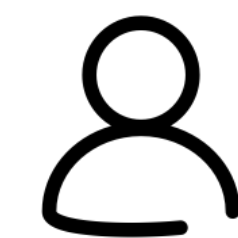
Feedback Capture



Backend



Templates



Login

Technical Foundation

Additional Content

- Git Workflow
- Submitting & Vetting New 3rd Party Solutions

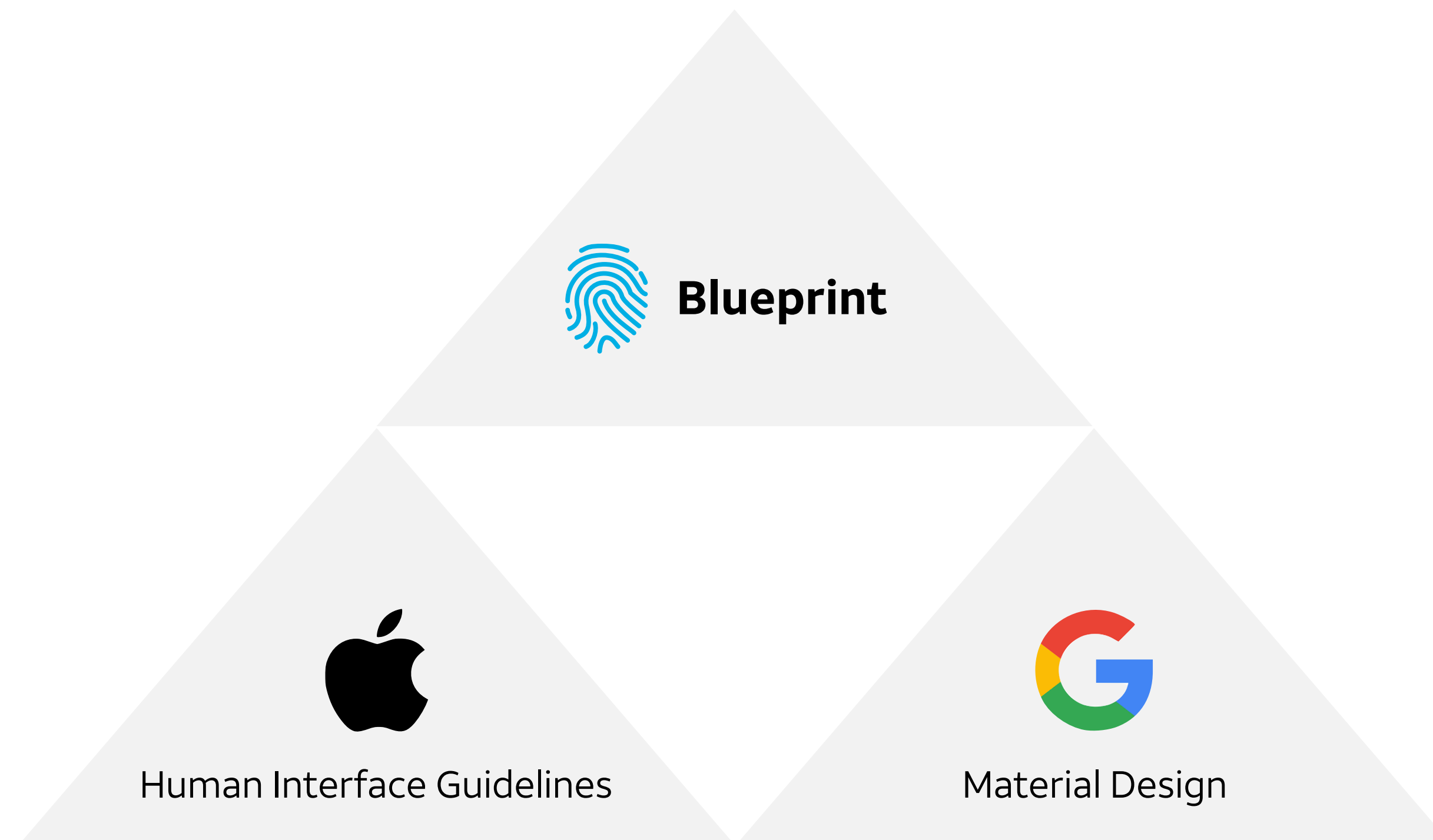
guidelines

platform design lines

Integrating with platform design guidelines

When in doubt...

Blueprint take precedence, but use platform guidelines as a firm foundation. We want to work with the strongest pieces of these guidelines while establishing our own brand presence.

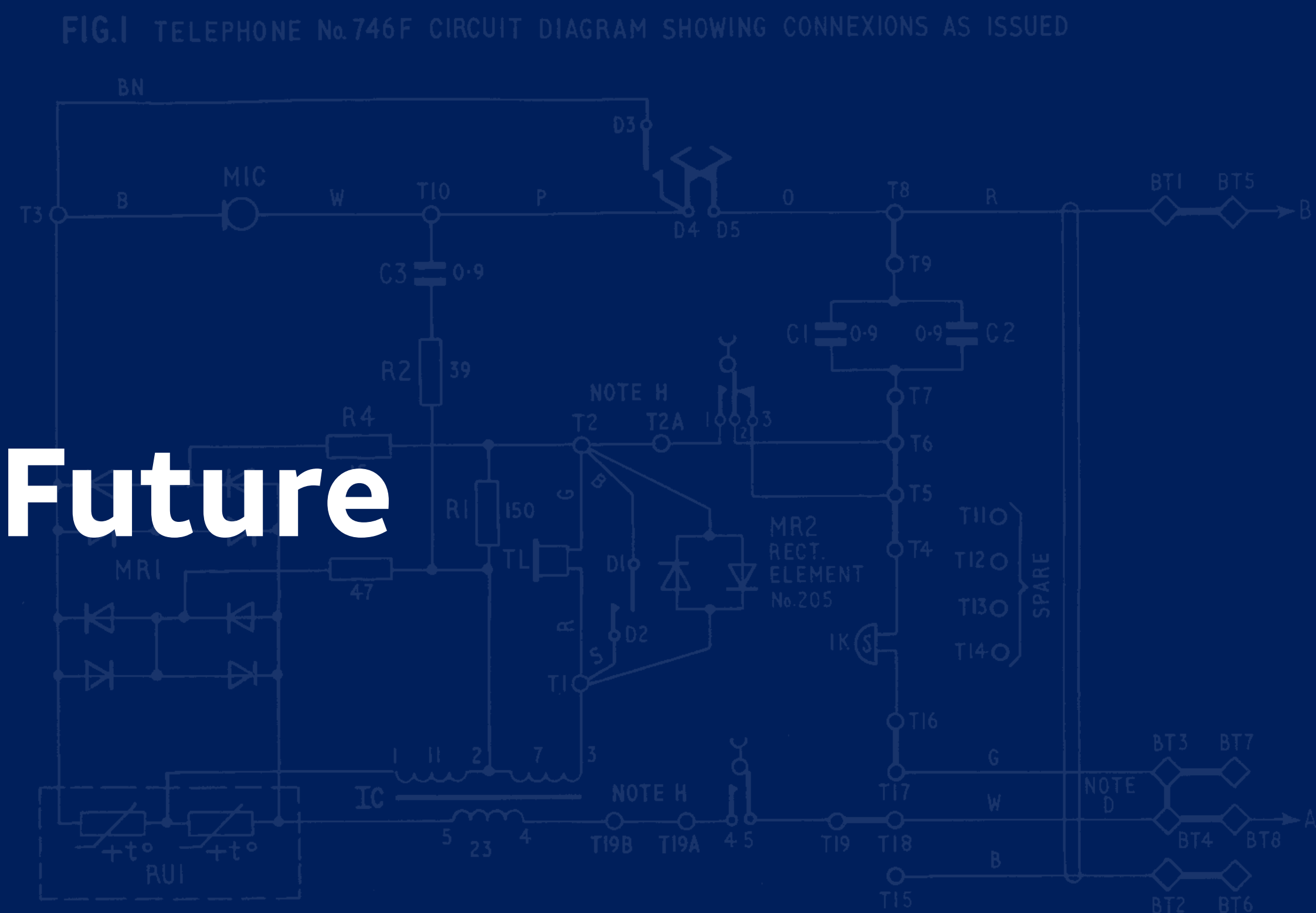


Other Sections

Additional Content

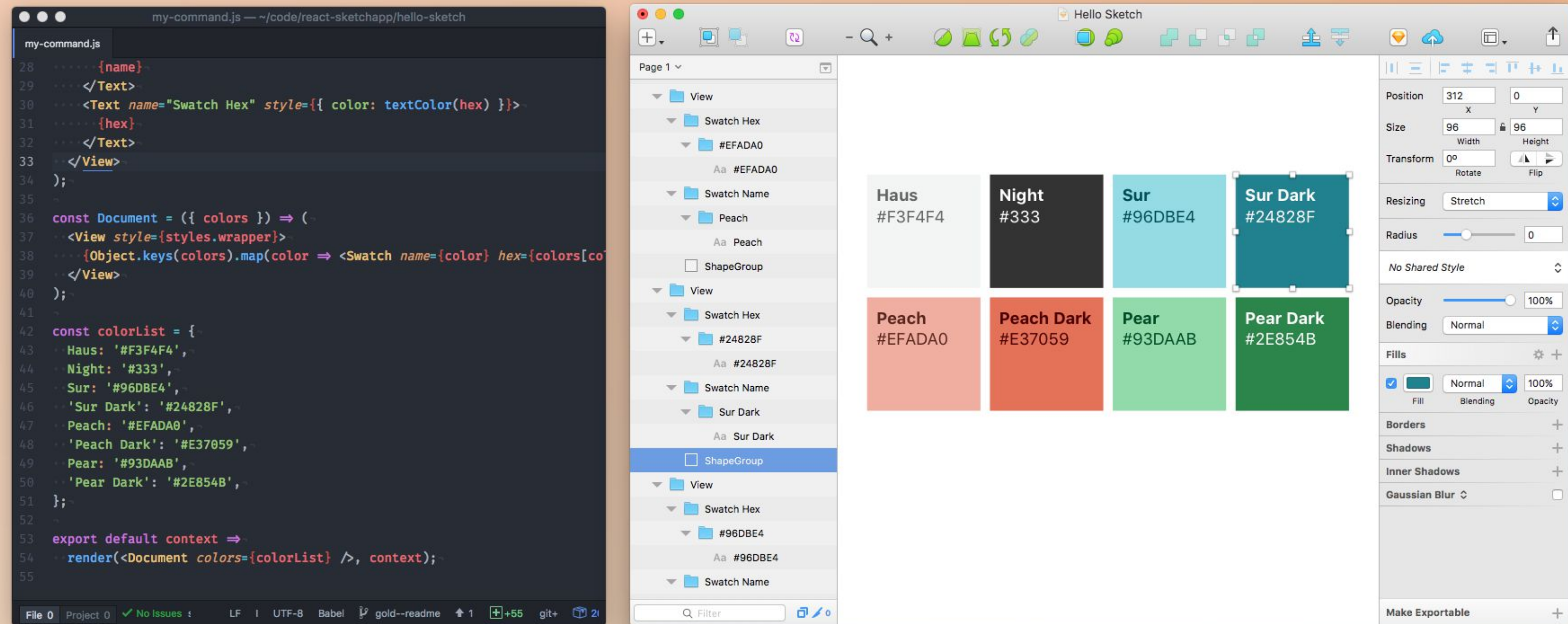
- An Action Plan for Redesigning Current Apps

05. The Future



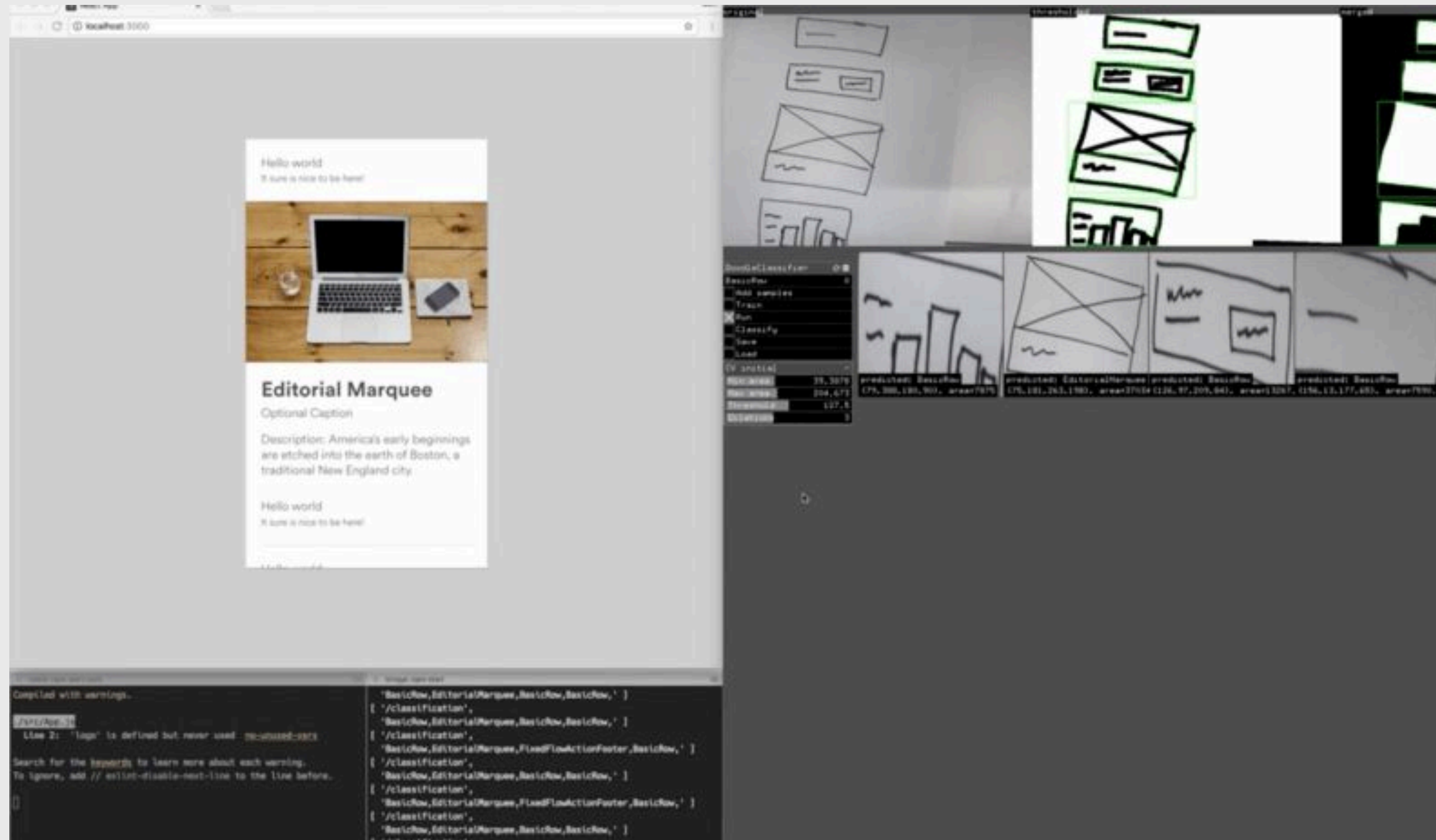
Case Study

Airbnb



Case Study

Airbnb



Governance

A Living Document

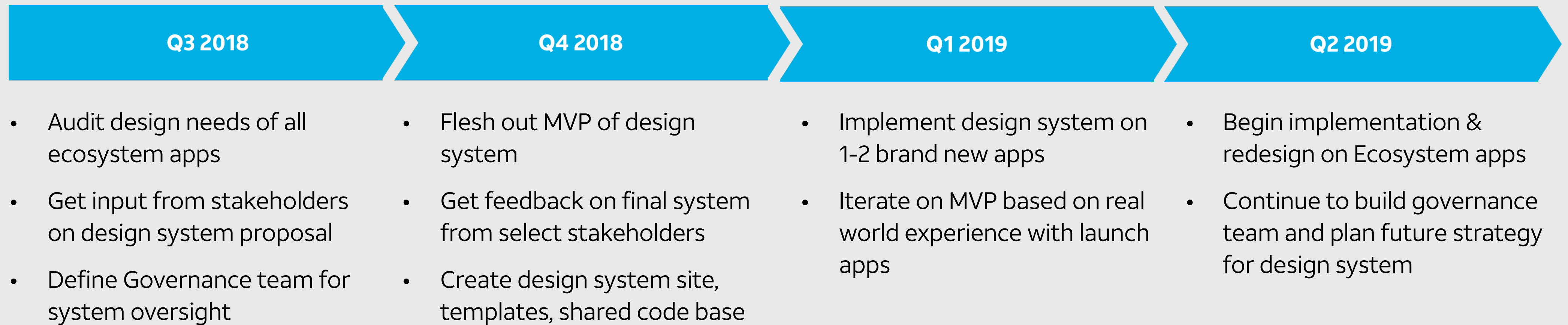
Blueprint needs a small team of personnel to help create and maintain the system so that it is up to date and relevant. Templates will first need to be updated by hand, but in later iterations can be maintained and updated using version control.

All members of the organization should have a way to contribute and recommend new guidelines and components and the system grows. The matinee team will vet those submissions as well as get stakeholder feedback to ensure the system is valuable for AT&T.



Roadmap

How We Get There



Thank you.