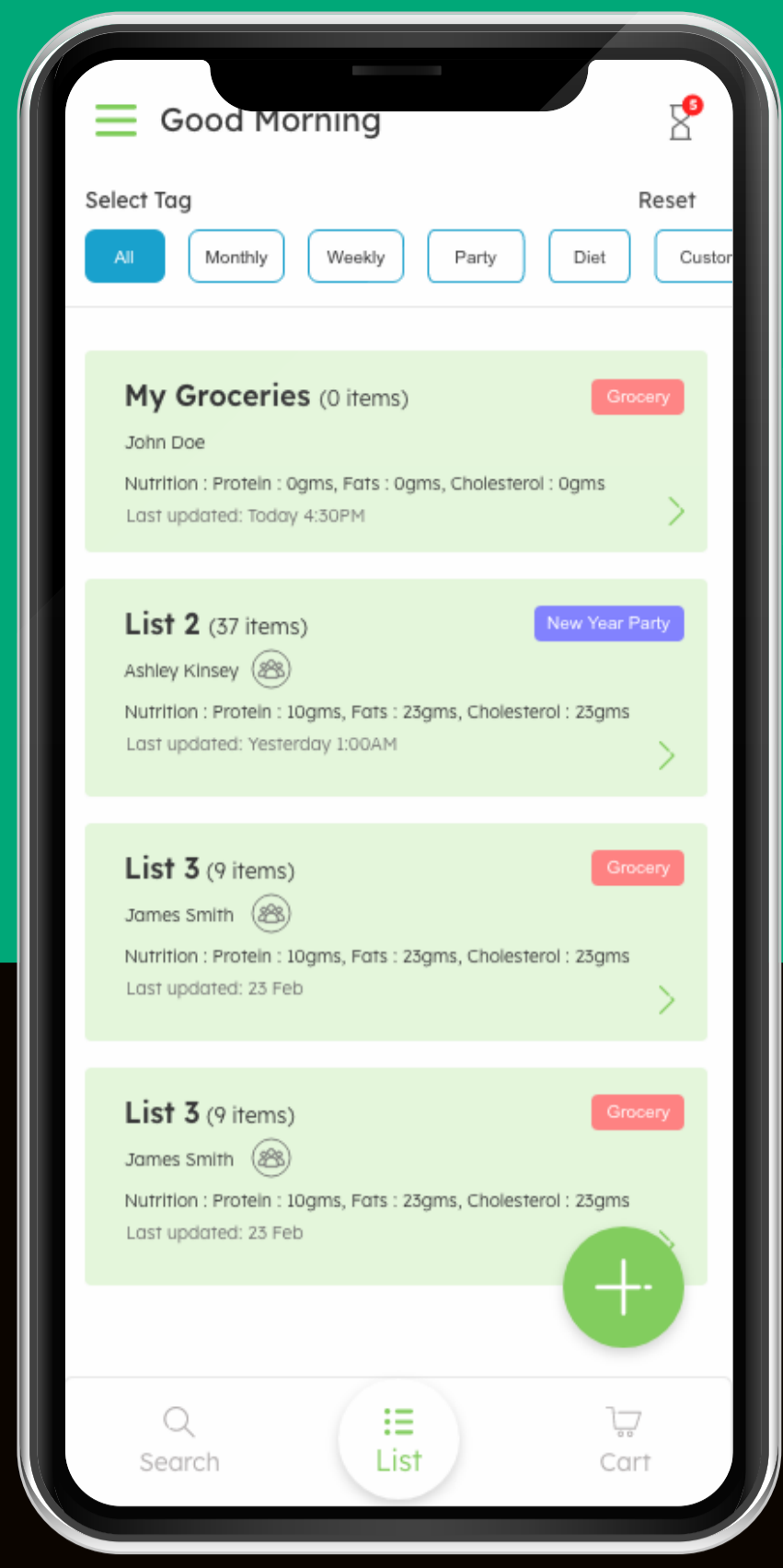


# Listing App

Consumer

A generic, unified list for items of multiple types (grocery, things to buy etc) with additional features that makes buying / purchasing items from different merchants (amazon, walmart etc)



**Industry :** List Management

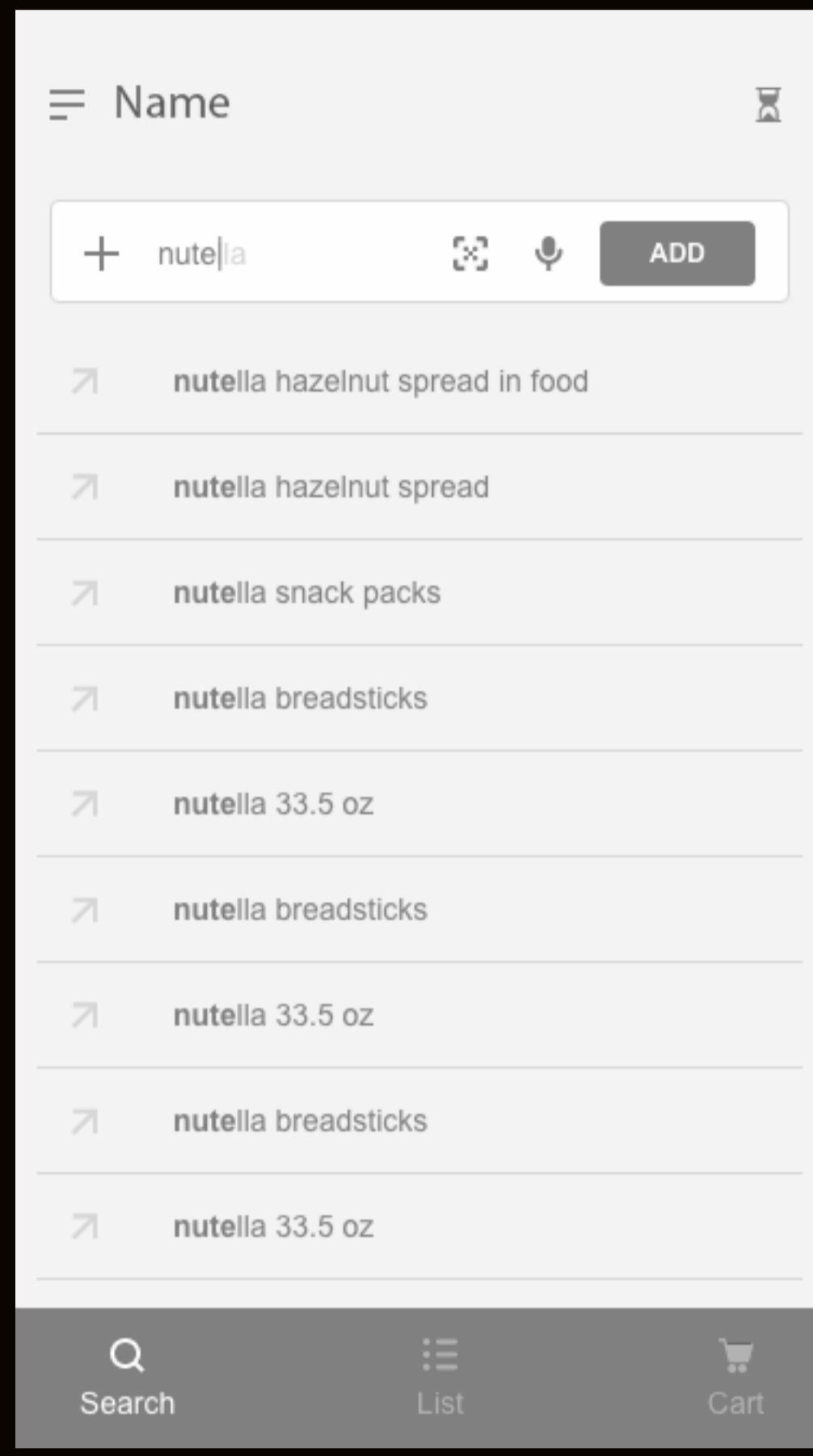
**Domain :** List Management

**Platform :** Android & iOS Mobile

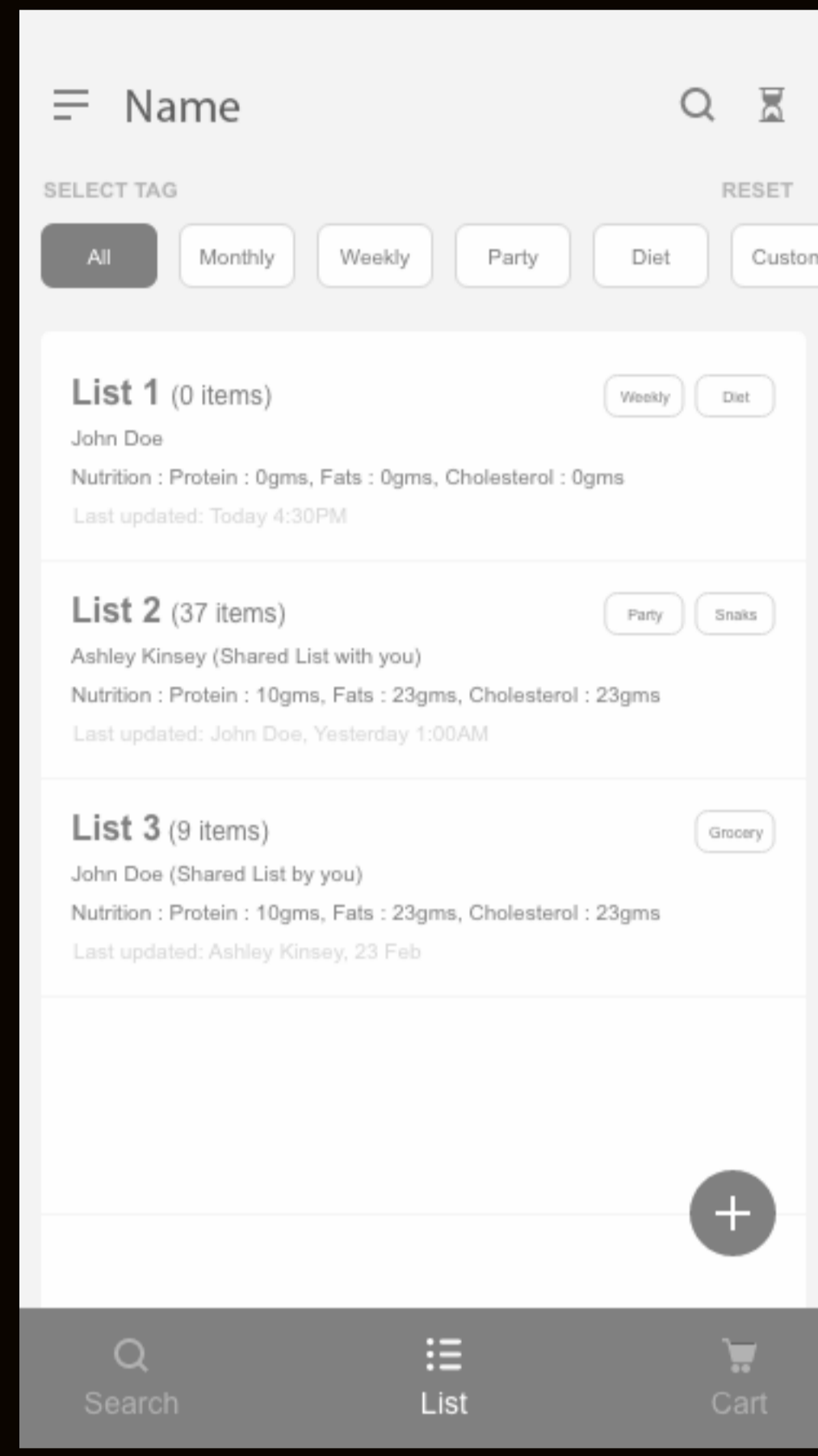
**Role :** UX & UI

**Problem Statement :** Create a generic list app that allows creation and sharing of list which can be used to add items from different sources or stores that can be then checked out at once. Comparing products over different stores gives an extra edge to this innovative list.

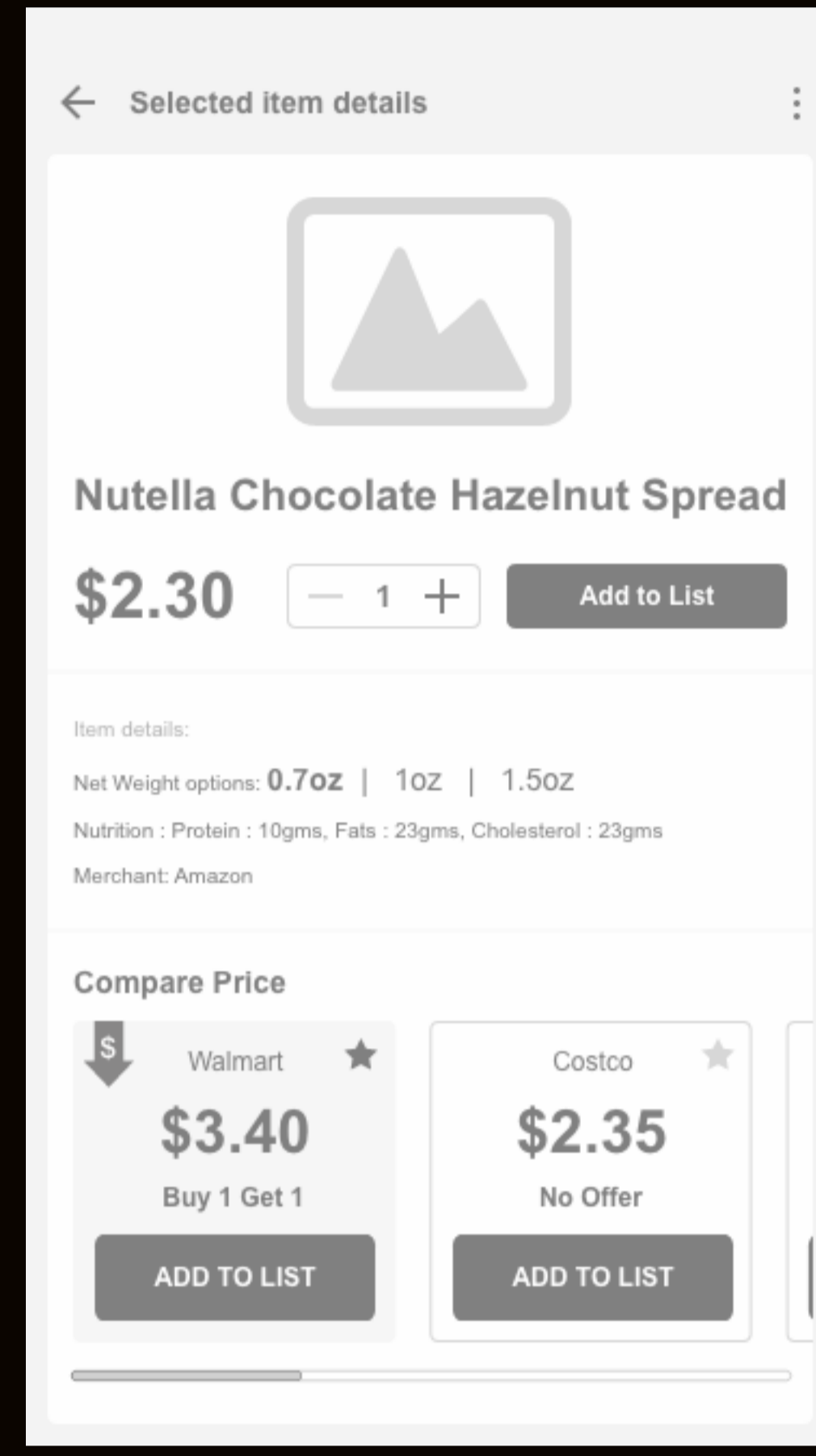
Search Item



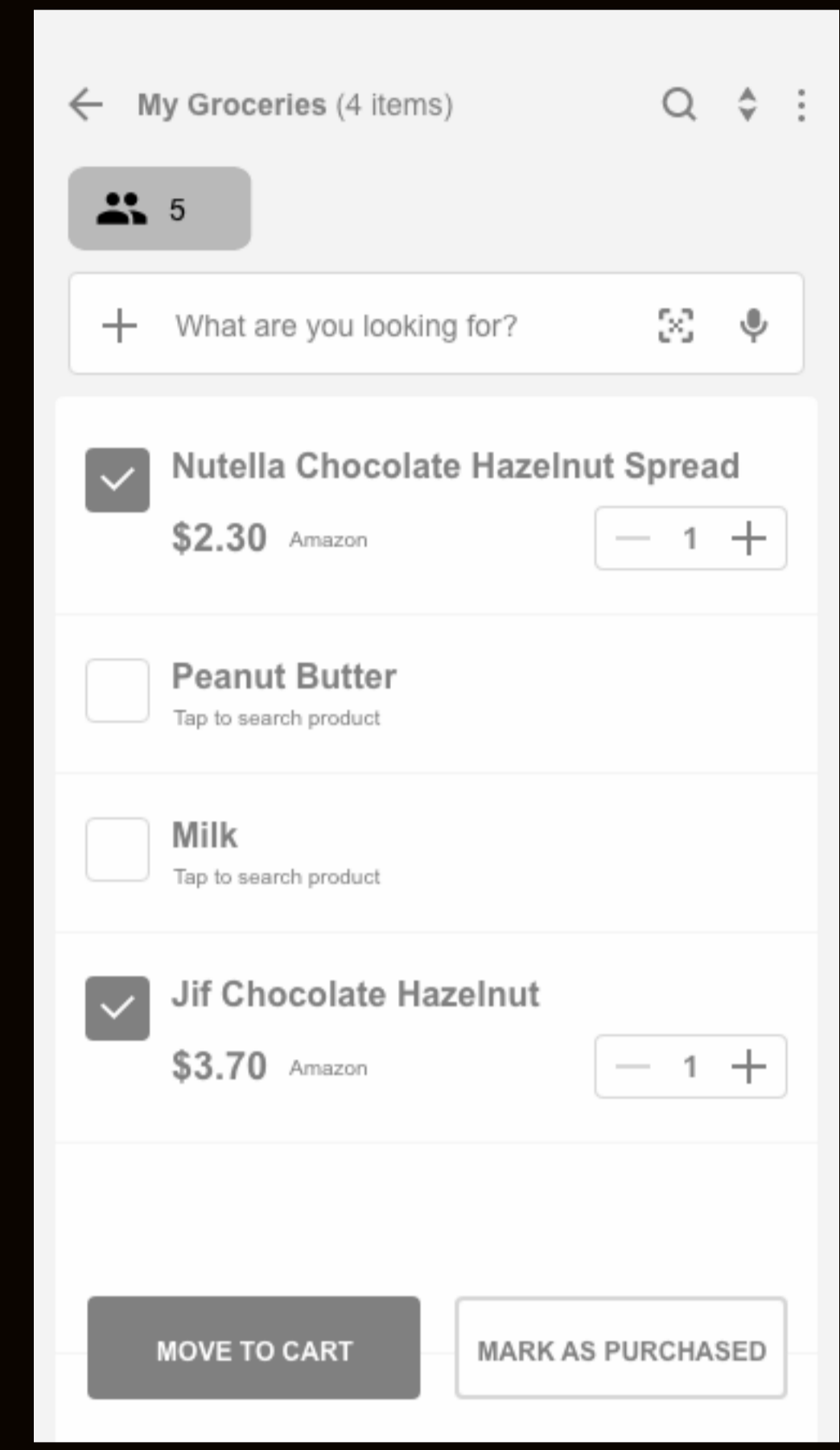
List of Lists



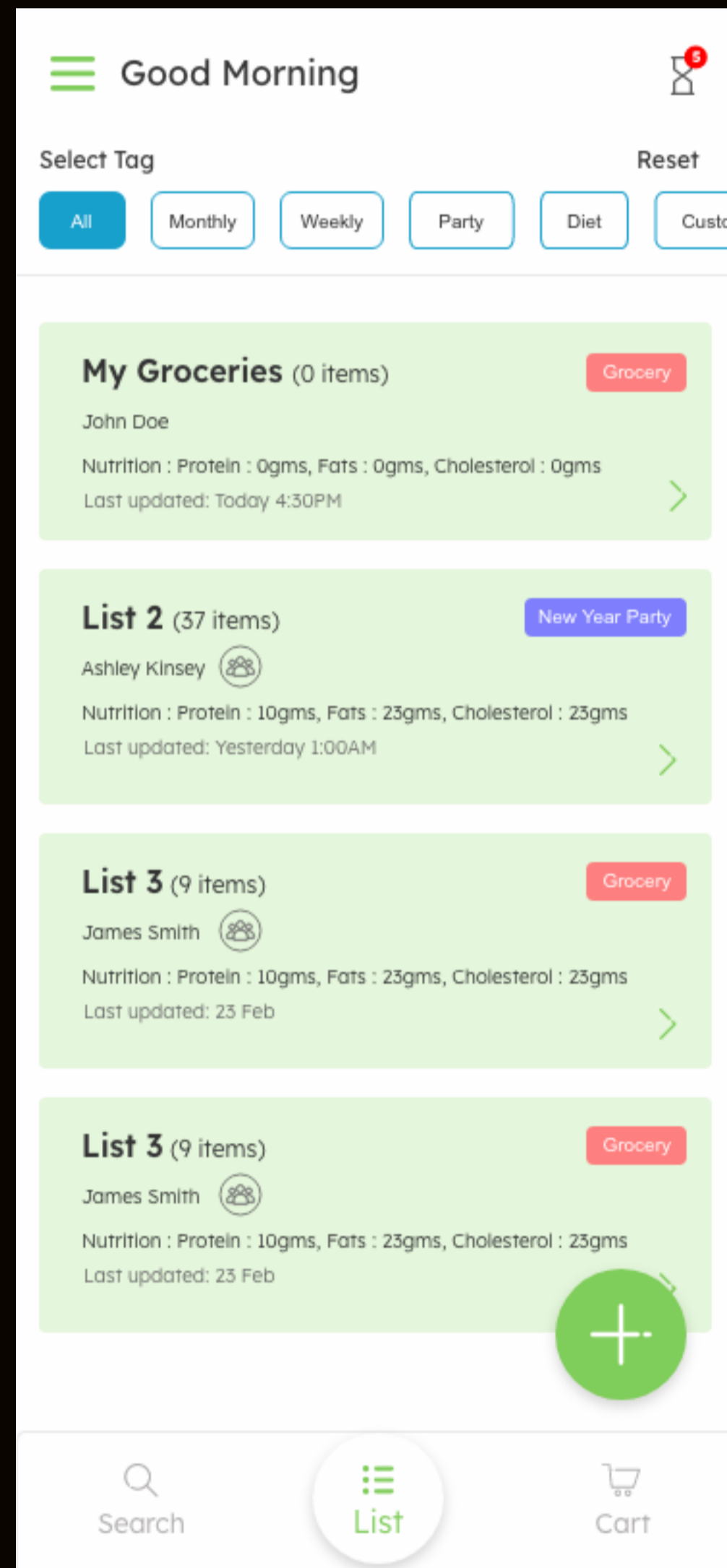
Item Details



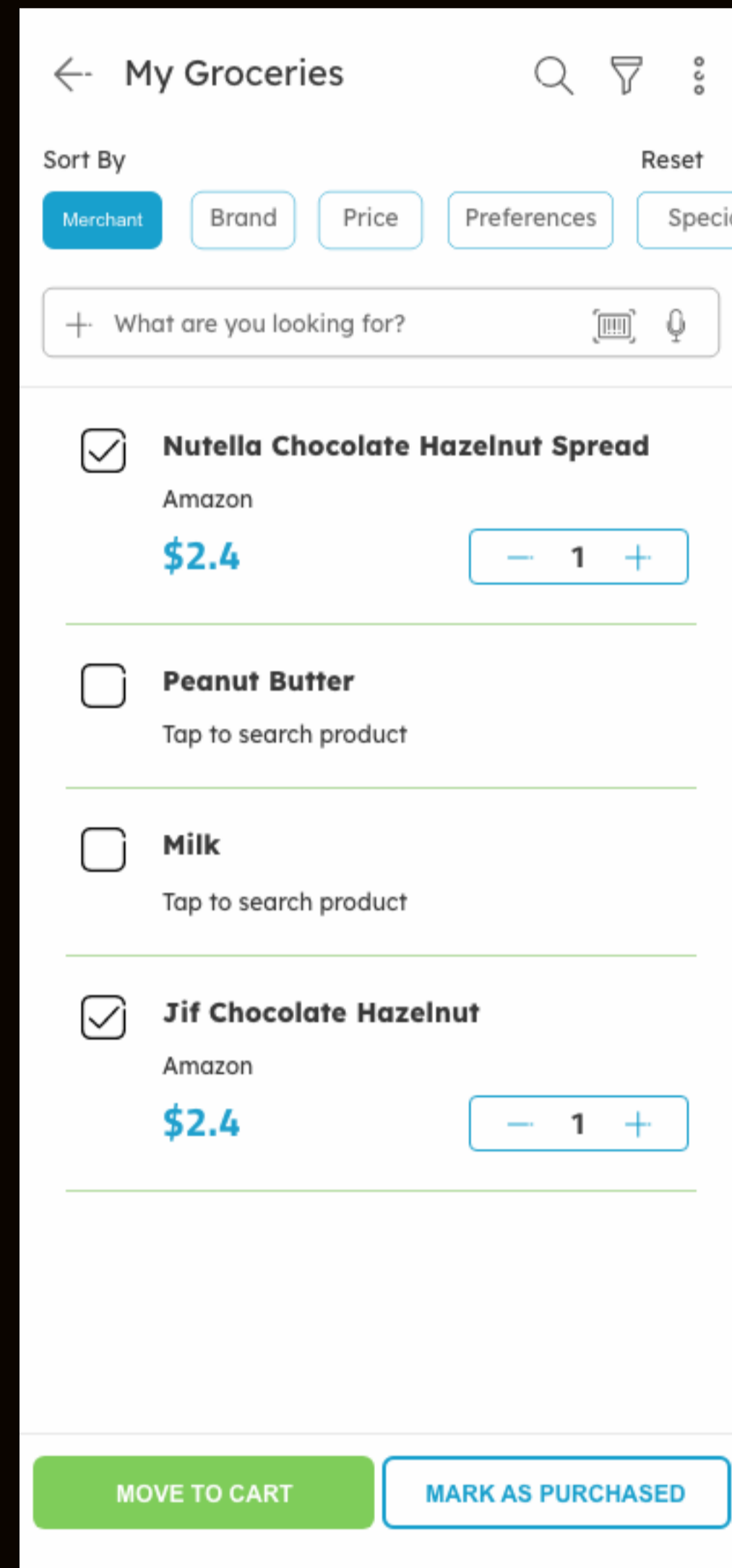
List



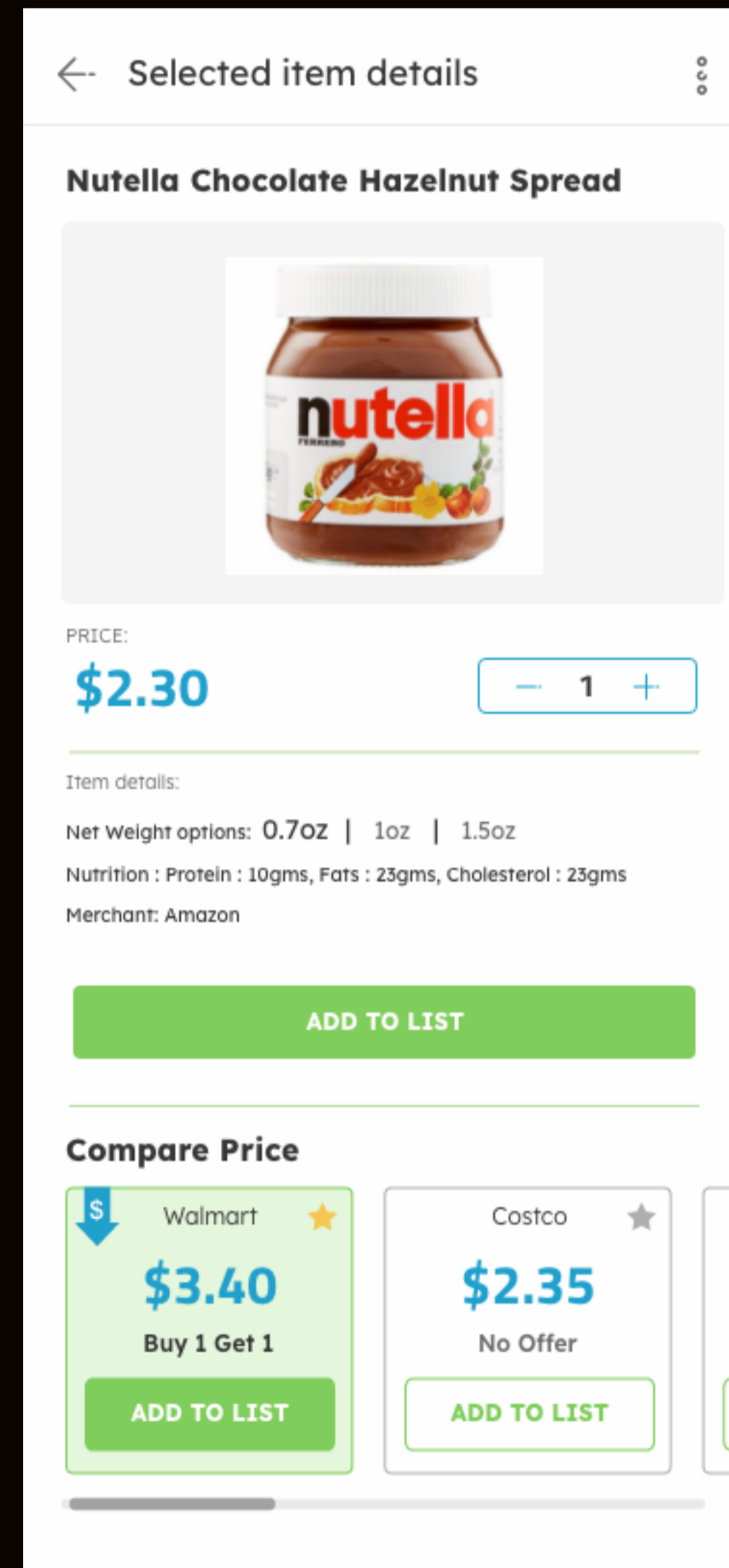
List of Lists - VD



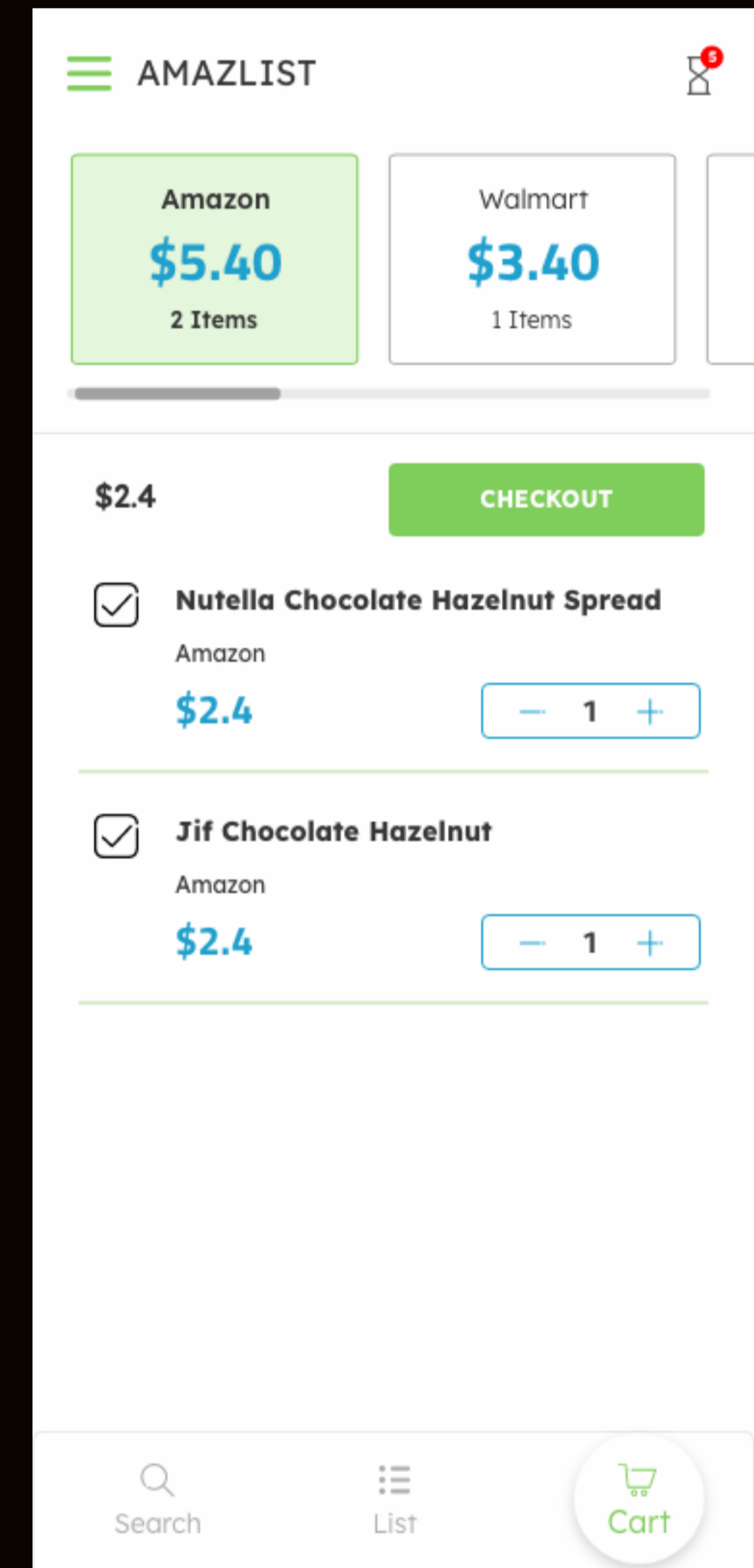
List - VD



Item Details - VD



Cart - VD



## Visual Design - Style Guide

### 02. Typography

**FOR TITLE AND TEXT**  
LEXEND

Regular  
Italic  
Light  
Light Italic  
Medium  
Medium Italic  
**Bold**  
**Bold Italic**  
Black  
**Black Italic**  
Thin  
Thin Italic

**FOR NUMBERS**  
TITILLIUM

Regular  
Light  
Medium  
SemiBold  
**Bold**

e.g.  
**\$2.4**

### 03. Color Palette

**PRIMARY** #80CE5B

**SECONDARY** #21A1CE

**ACCENT** #F78244

**NEUTRAL** #333333, #555555, #808080, #A0A0A0, #C0C0C0, #E0E0E0, #FFFFFF

**BACKGROUND** #FFFFFF

**TAGS** #21A1CE, #80CE5B, #F78244, #555555, #333333, #808080, #A0A0A0, #C0C0C0, #E0E0E0, #FFFFFF

### 04. UI Elements

**BUTTONS**

Primary Activate: submit (green)

Secondary Activate: submit (blue)

Inactive: submit (grey)

e.g.  
**Header** (green bar)

Text: Lorem ipsum dolor sit amet  
Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute

## Information Architecture

