Animations - Basic Elements

Four basic patterns are used to introduce, transform and remove elements from the screen; "Move," "Scale," "Dissolve," and "Sit".

"Move"

This straightforward animation is used vertically and horizontally, and may be combined with other transitions. If the element remains visible on the page at both the beginning and end of the transition, easing should be applied to both.

The "Move" transition should generally not be used across a distance greater than 1/3 or the screen's largest dimension.

"Scale"

The basic scale transition increases or decreases the size of the target element. If the element remains visible on the page at both the beginning and end of the transition, easing should be applied to both. Generally, the "origin" of the scale should be the centerpoint of the element, which remains fixed throughout.

"Dissolve"

The dissolve transition increases or decreases the opacity of the target element, generally either from 0% to 100% or vice-versa. The transition should be eased on the 100% opacity side, regardless of whether this is the beginning or end of the transition.

A more subtle change (+/- 20% opacity) may be used to increase or decrease the prominence of an element on the page; in this case easing should be applied to both sides of the transition.

Animations - Basic Elements (continued)

"Sit"

The sit is a combination of a "Move" and a "Dissolve" in. This is the primary way of introducing elements to "build" a screen. A single sit should take approximately .5 seconds, and a group of elements may "sit" together, or be introduced in sequence for a more dramatic effect.

Both the "Move" and "Dissolve" are eased out, with the transitions slowing as the element approached its final position

While moving up into its final position, the element's opacity is increased to 100%.

The target element starts at 0% opacity 10 to 15 pixels below its final position.

Notes about usage

As a general guideline, an individual transition should take approximately 1/2 second, and while sequenced transitions should generally occur without any delay between one and the next, they should generally wait for the preceeding transition to clear.

"Sit" transitions should be used only for introduction of elements. The simpler dissolve should be used to remove an element from the page. While sits may be staggered, elements being removed via a dissolve should generally be removed all at once, so as not to draw out their removal.

A single element sit or group sit should be considered "blocking" in most cases, that is, it should be the only transition occuring at a given time. Other transitions may be more casually combined.
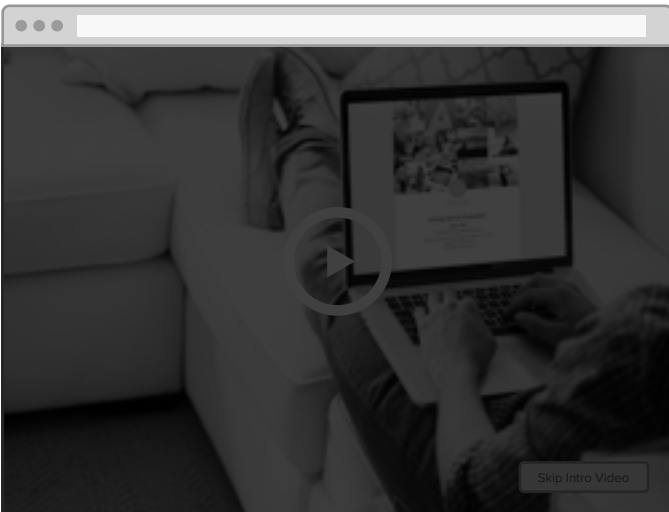
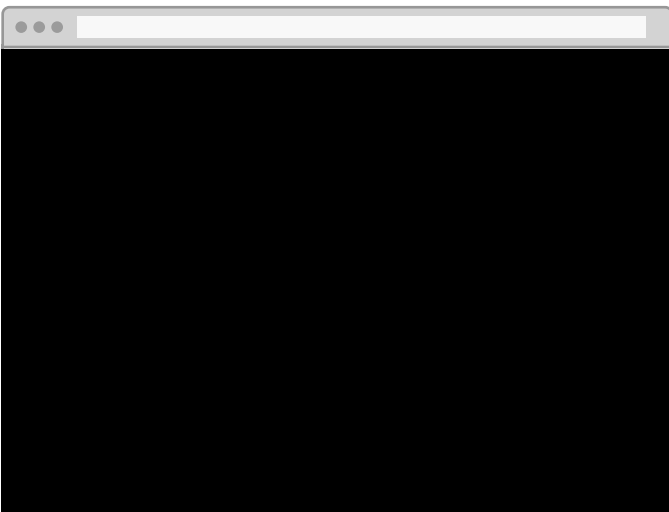## Onboarding Intro Screens - 1

Intro video

The first screen of the experience (intro video) **loads without transitions or animations**.

Users may:

1. Skip video without playing
2. Skip video while playing
3. Play video through to end

The intro video will end with a fade to black; in the other cases **the page background or playing full-screen video**, **as well as any UI elements** (video controls and skip button) also **dissolve to black in 1 second**.

The entire screen touches black while transitioning, but **does not pause** on black...

Onboarding Intro Screens - 2

Name entry and step introduction
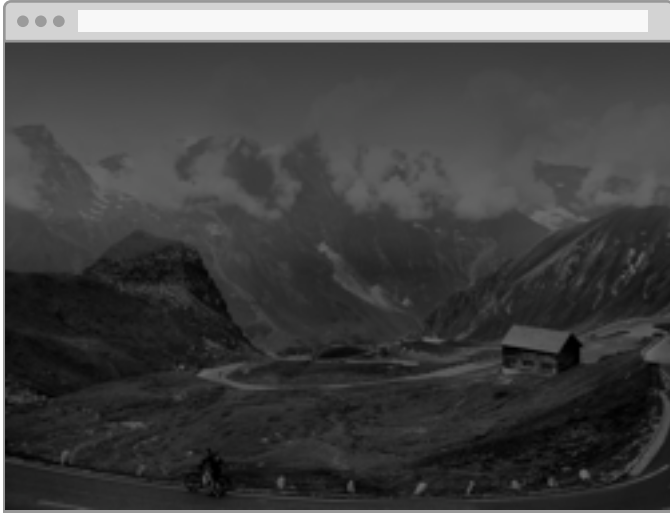
After touching black, **the new page background image dissolves in in .5 seconds**.
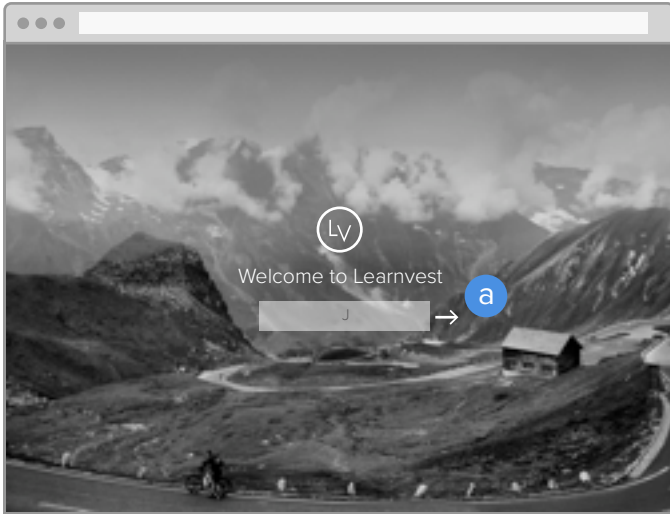

Once the background is fully dissolved in, it there is a **.5 second delay** before the page elements begin to transition in.
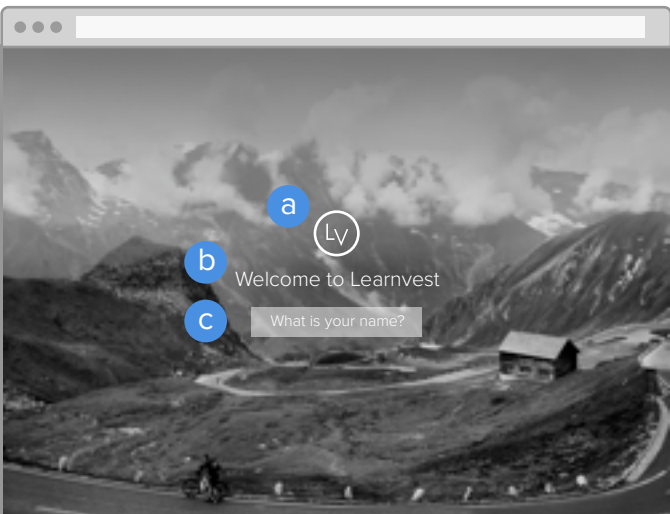
Page elements are introduced with **consecutive .5-second long "Sit" transitions**. First, the LV logo (a), then the welcome text (b), and finally the "What is your name?" text entry element (c).
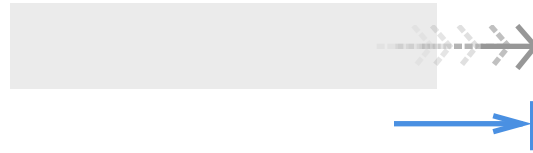
Onboarding Intro Screens - 3

Name entry and step introduction

The text entry element gains focus as soon as it hits.

When the user enters the first character, it initiates a **.5-second "horizontal" Sit to introduce the arrow element (a)**. The element begins behind the text entry element, ending to the right of it.


Note: if the user deletes all entered text, the arrow remains visible but displays in a "disabled" state.
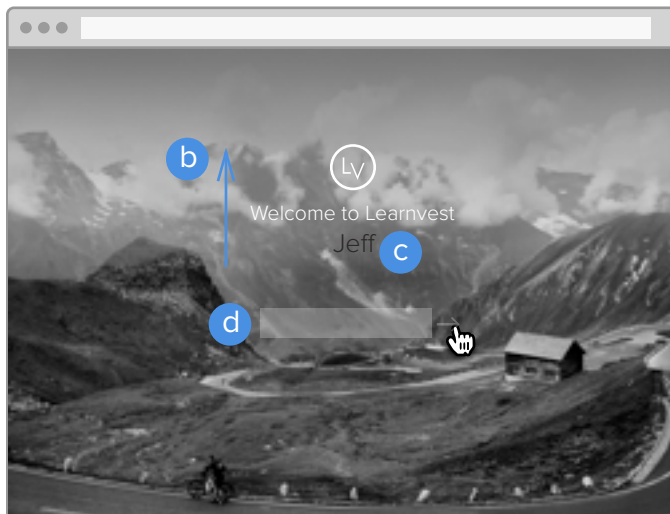
When the user clicks the arrow or hits return, **the logo welcome text and entered name (b) move upward via a 1- second move** while **the entered name scales (c) toward the final size** per design.
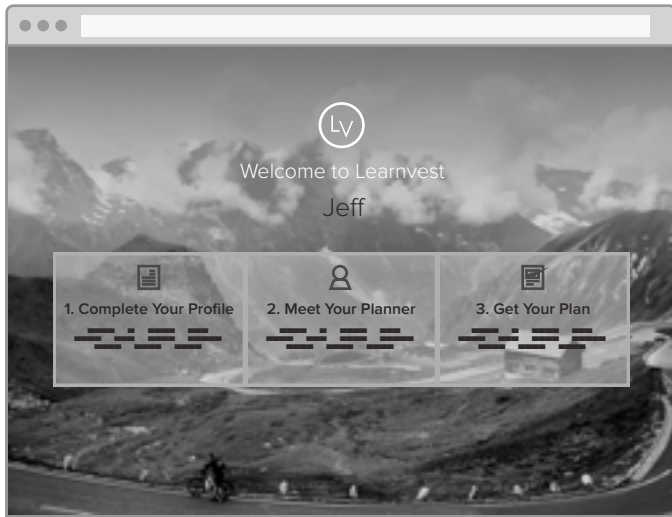
Simultaneously, **the text entry element and arrow (d) are simultaniously removed via a .5-second dissolve**.
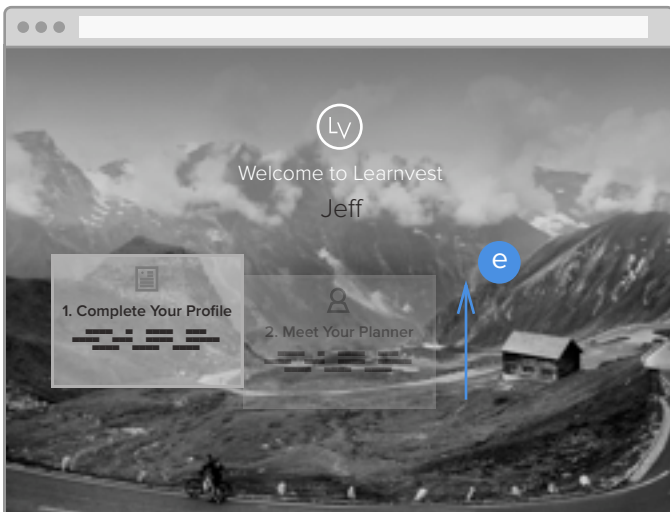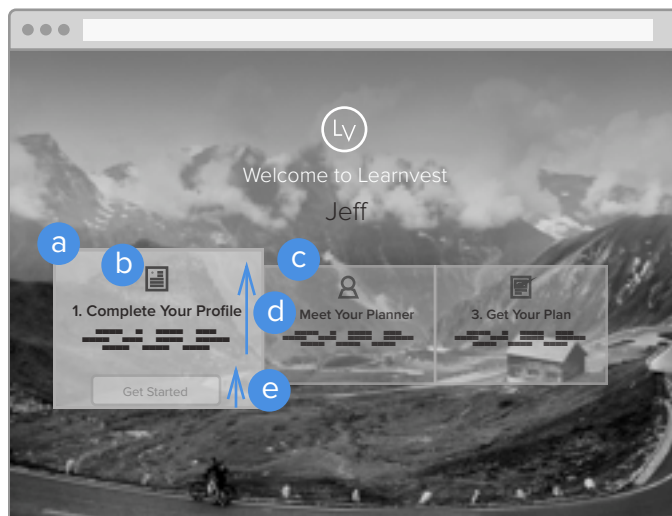

Upon completion of the previous transition, **the program step boxes are introduced in sequence via .5-second Sit transitions (e)**.

Onboarding Intro Screens - 4

## Name entry and step introduction

Once the steps are introduced, it there is a **.5 second delay** before the next transition.

After the pause, the first step's box **scales up and expands vertically while its background becomes slightly more opaque (a)** and **its icon's saturation increases (modified dissolve) (b)** while **the other steps scale down slightly and have their background become less opaque (c)**.

Simultaneously, **the content of the step moves up (d) to make way for the "Get Started" button, which is introduced via a "Sit" (e)**.
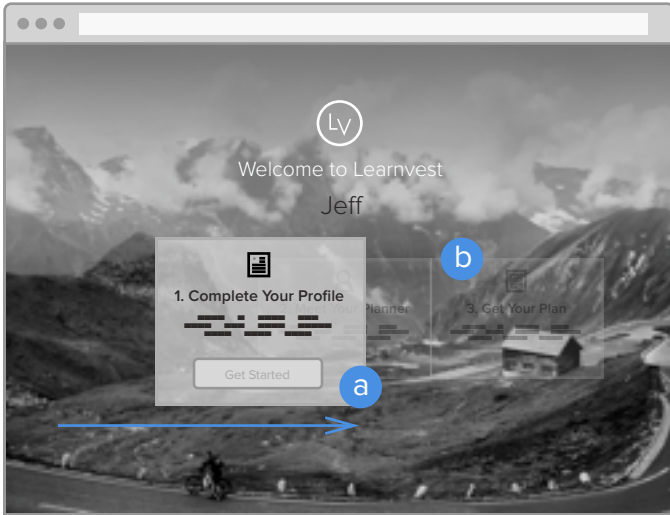
Note: The "Get Started" button should begin it' Sit from within the boundries of the step, so as not to appear to be outside the box at any time.
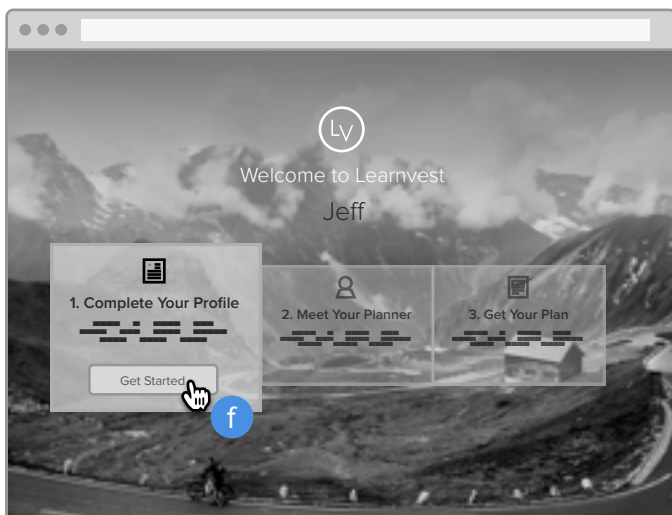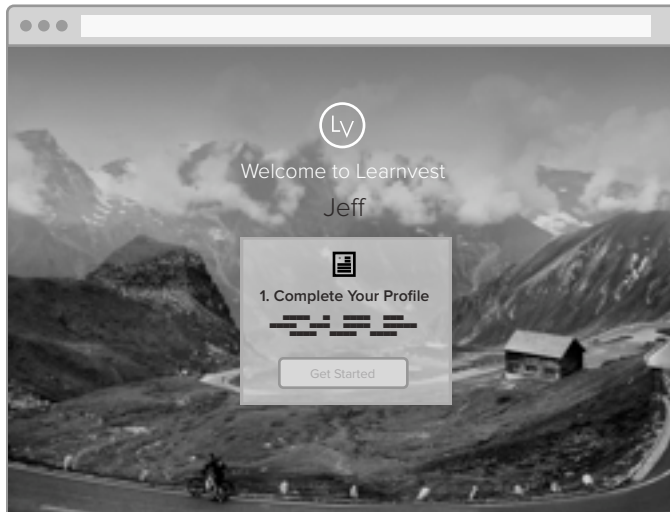

When the user **clicks "Get Started" (f) the button becomes disabled** and immediately initiates the final transition...

Onboarding Intro Screens - 5
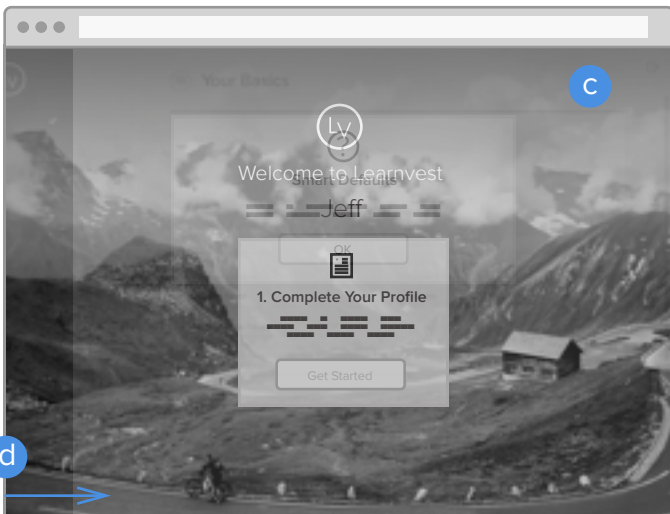
Entering the profile

The first step's box **moves to the center of the screen (a)** while the other boxes **simultaniously dissolve out (b)**.

After the first box lands in the center of the screen there is a **.5 second pause** before the transition continues.
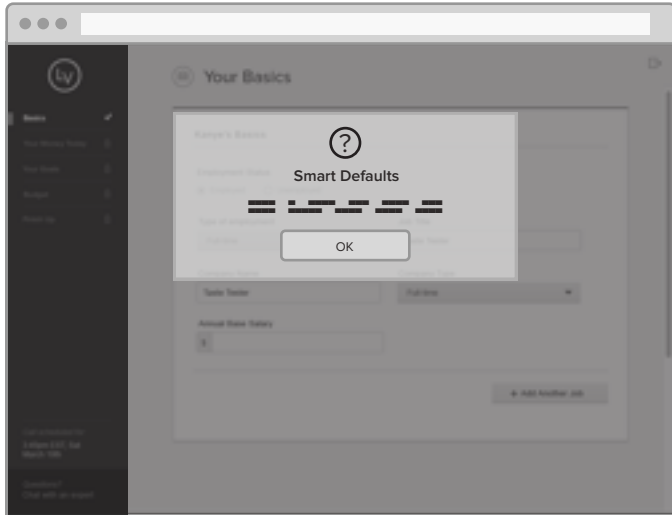
Note: If more time is needed for the content of the first set of questions to load, the "Get Started" button could be replaced by a loading indicator for that longer pause.

The elements and background of the intro screen **dissolve together (c)** while the onboarding nav **moves in from offscreen (d)**.
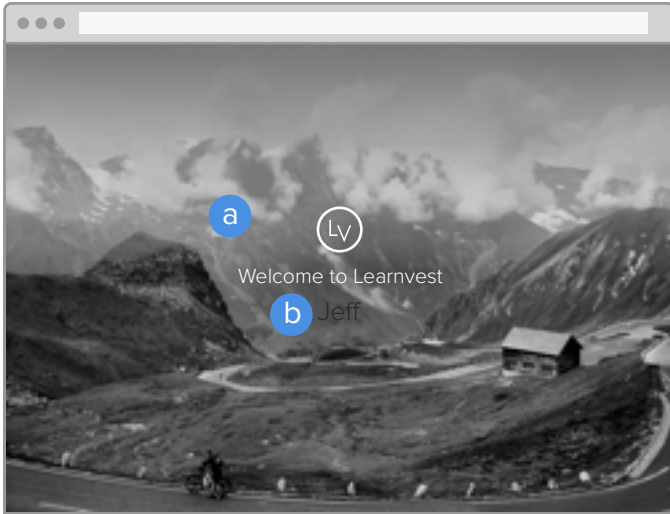
Onboarding Intro Screens - Intro Page

Entering the profile

Once the intro screen is completely removed, the transition is complete.

Onboarding Intro Screens Intro Page

Alternate - Name already entered

If the user's first name has already been captured, an alternate apprach is used rather than asking for the name again.

Coming from the video page, the background is revealed as usual.

Page elements are introduced with **consecutive .5-second long "Sit" transitions (a)**. First, the LV logo, then the welcome text, and finally the user's name (b).
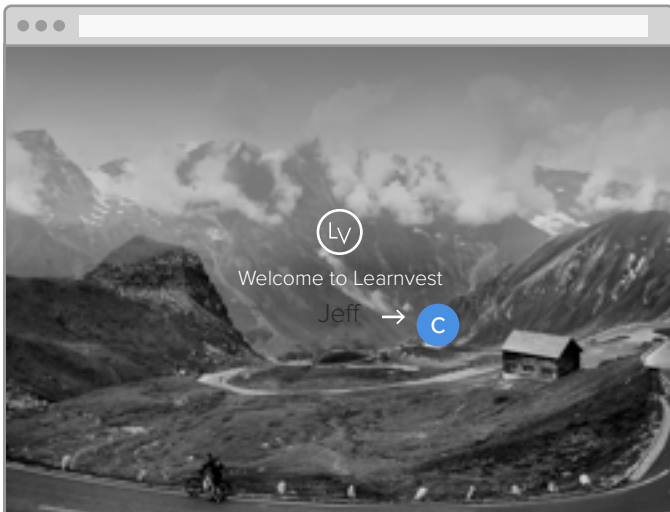
After pausing for .5 seconds, a **.5-second "horizontal" Sit introduces the arrow element (a)**. The element begins behind the text element, ending to the right of it.
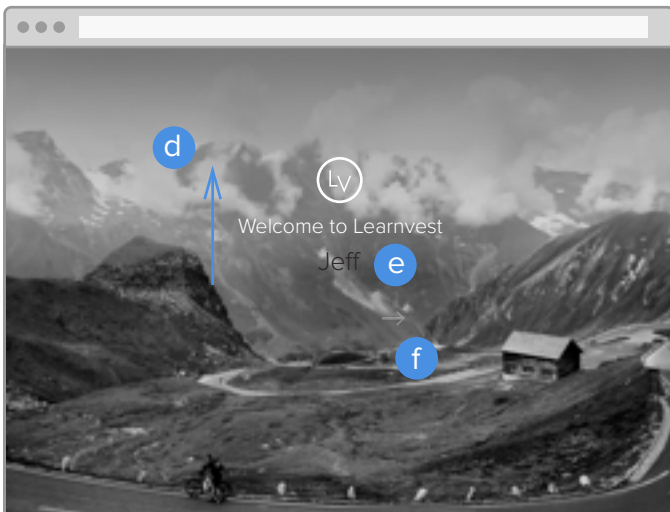
When the user clicks the arrow or hits return, **the logo, welcome text and name (a) move upward via a 1-second move**.

Unlike the previous example, the name is already full-size and does not scale (b).

Simultaneously, **the arrow (c) is simultaniously removed via a .5-second dissolve**.

Once this transition completes, the steps are introduced as in the previous example.