FreshDirect iPhone app

iOS7: **Navigation**

Apple redesigned the nav bars in their own iOS7 apps, and many third party developers have followed suit. The current design direction is for open inactive icons and solid active icons. Apple has chosen key highlight colors for its various apps, and third party apps tend to use their own branded colors.
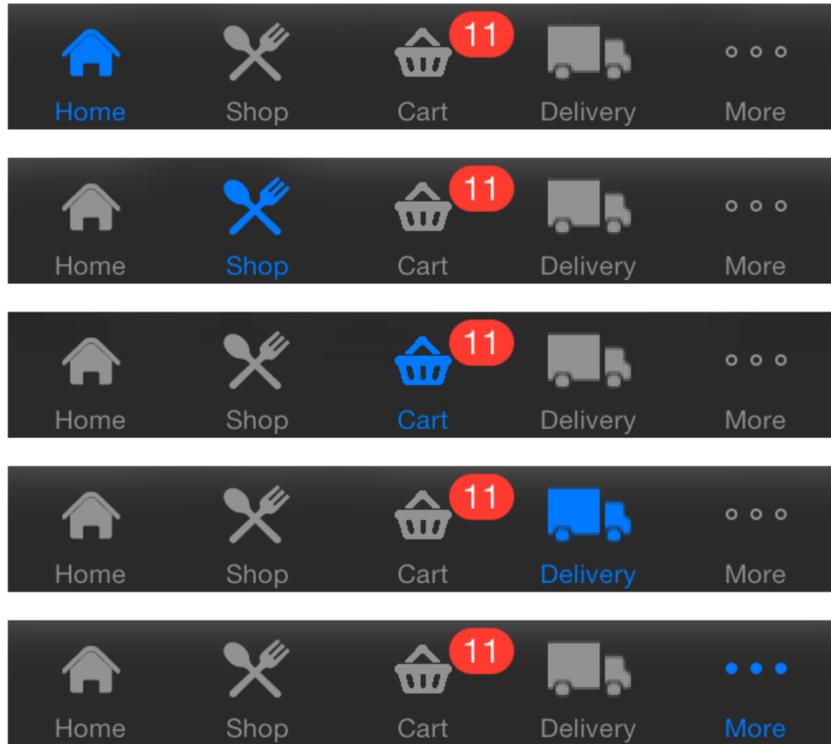
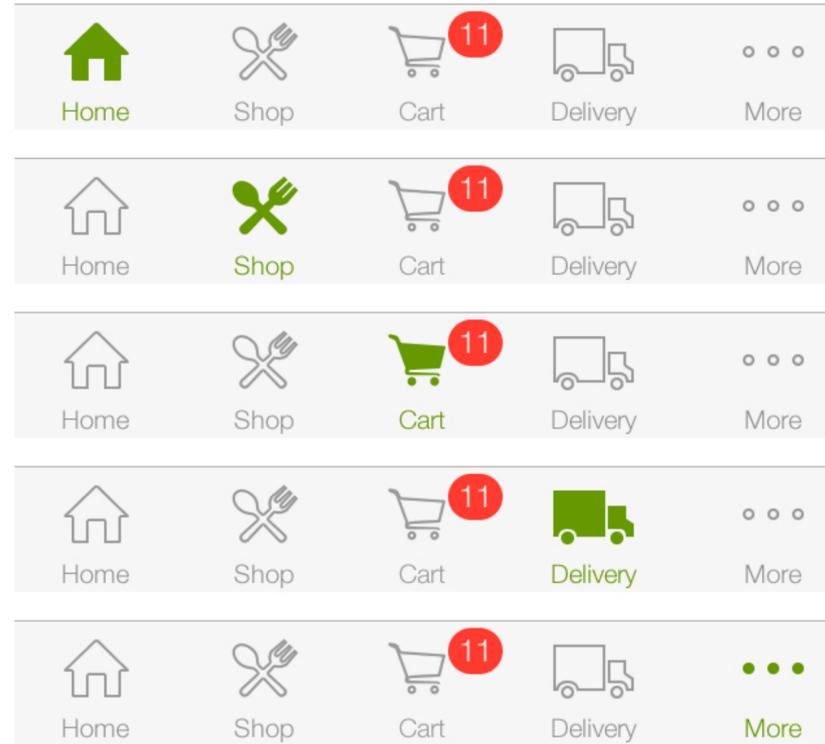

Fig. 1: Current app version 2.2.6

Fig. 2a: In the style of Apple's own iOS7 apps. Similar 3rd party apps include Facebook, eBay

Fig. 3a: Branded color background (same as current app header). Similar third party apps include Gift Suggester, Momento
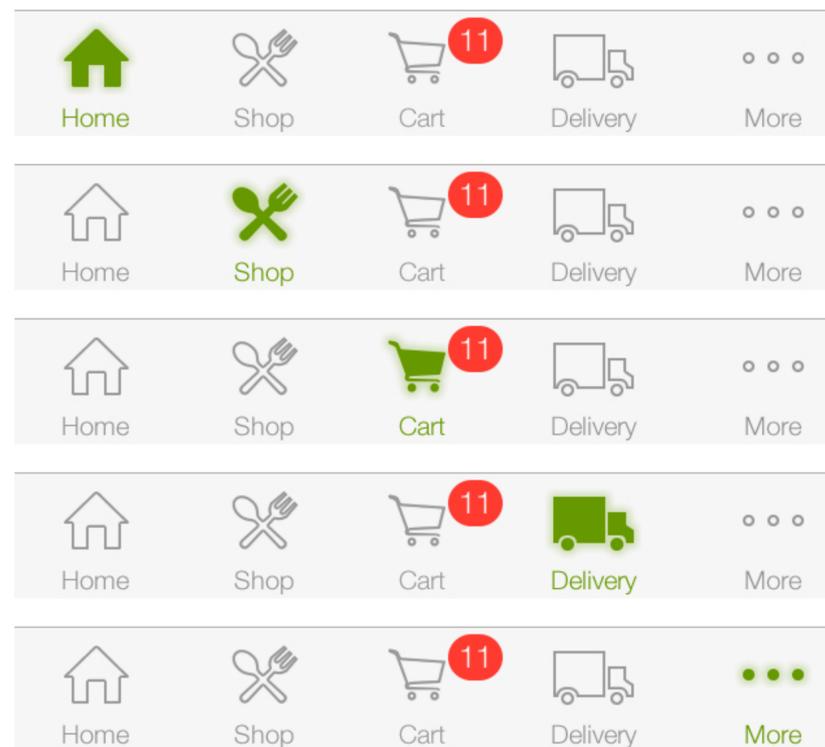

Fig. 2b: Some Apple apps (but not all) include glows behind active nav buttons, e.g. the Music app.

Fig. 3b: With glow applied to active icons.

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iOS7: Button Styles & Table Views

Prior to iOS7, the typical button style included a bevel, chiseled gradient, and drop shadow. With iOS7, Apple introduced a more "flat" design, without gradients or other effects (and usually non-bold labels). Often, they omit a button shape altogether in favor of colored text.

Also, table views with rounded corners have almost been totally omitted by Apple and 3rd party app developers.
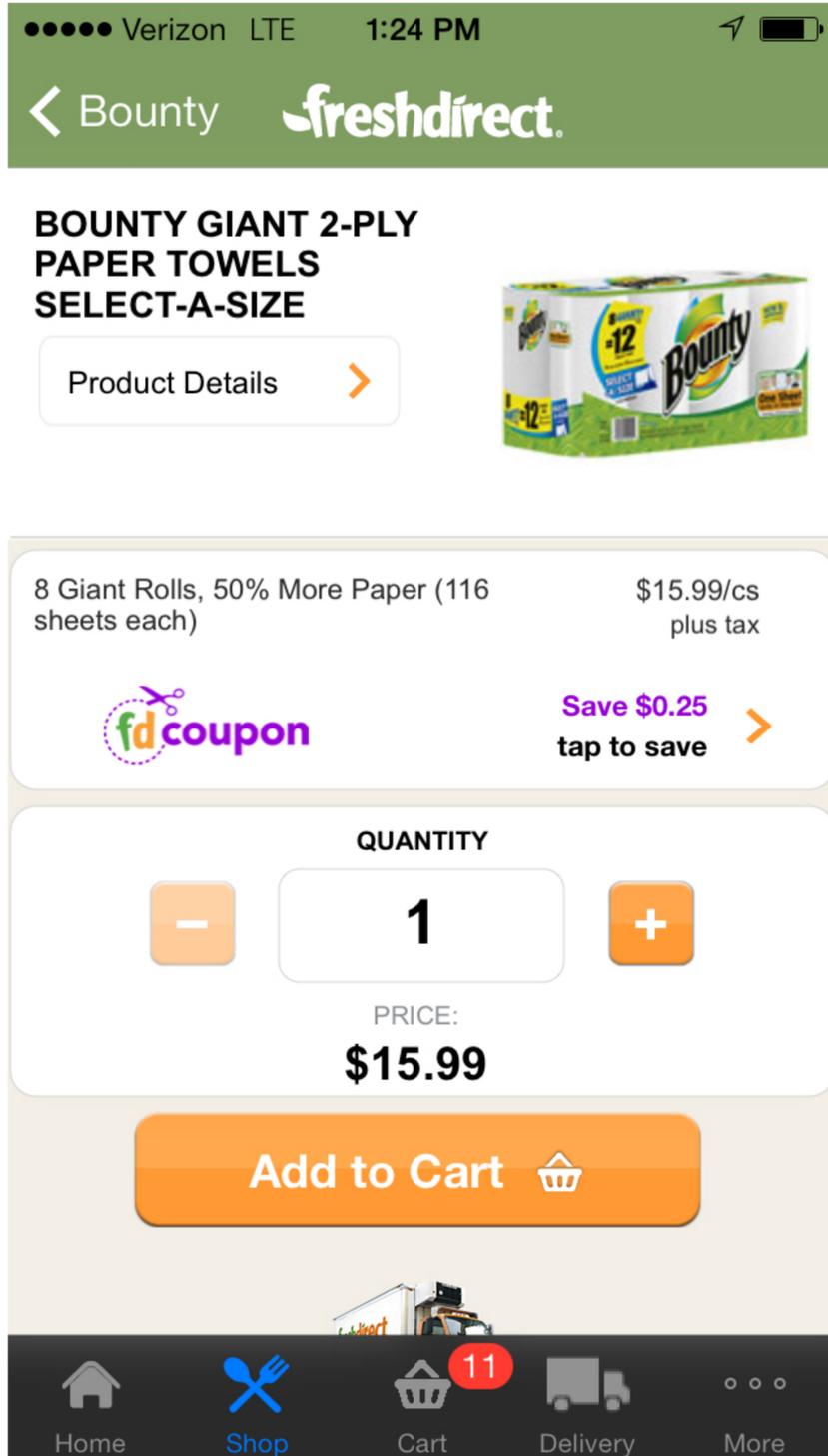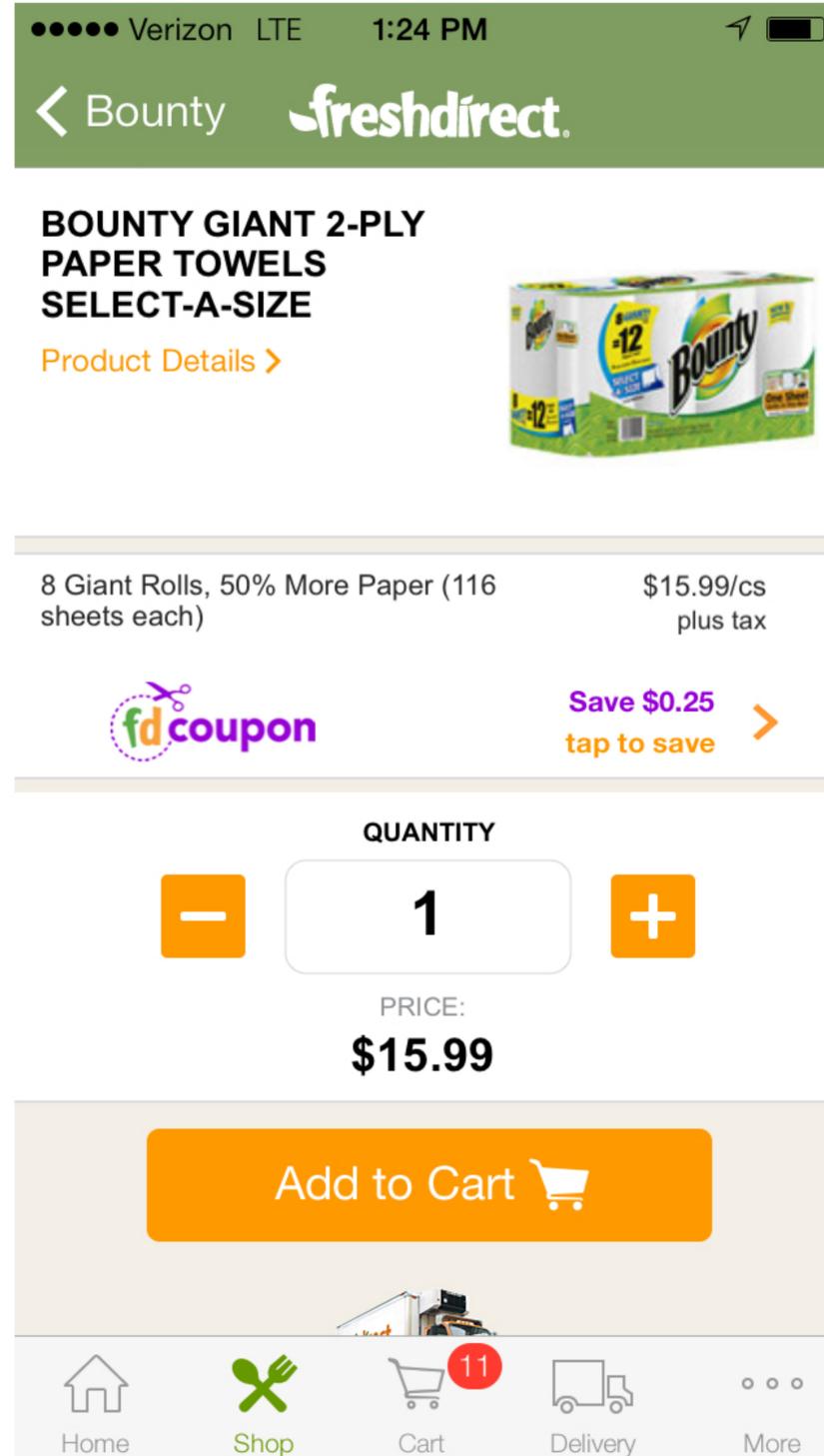

Fig. 1: PDP, from current app version

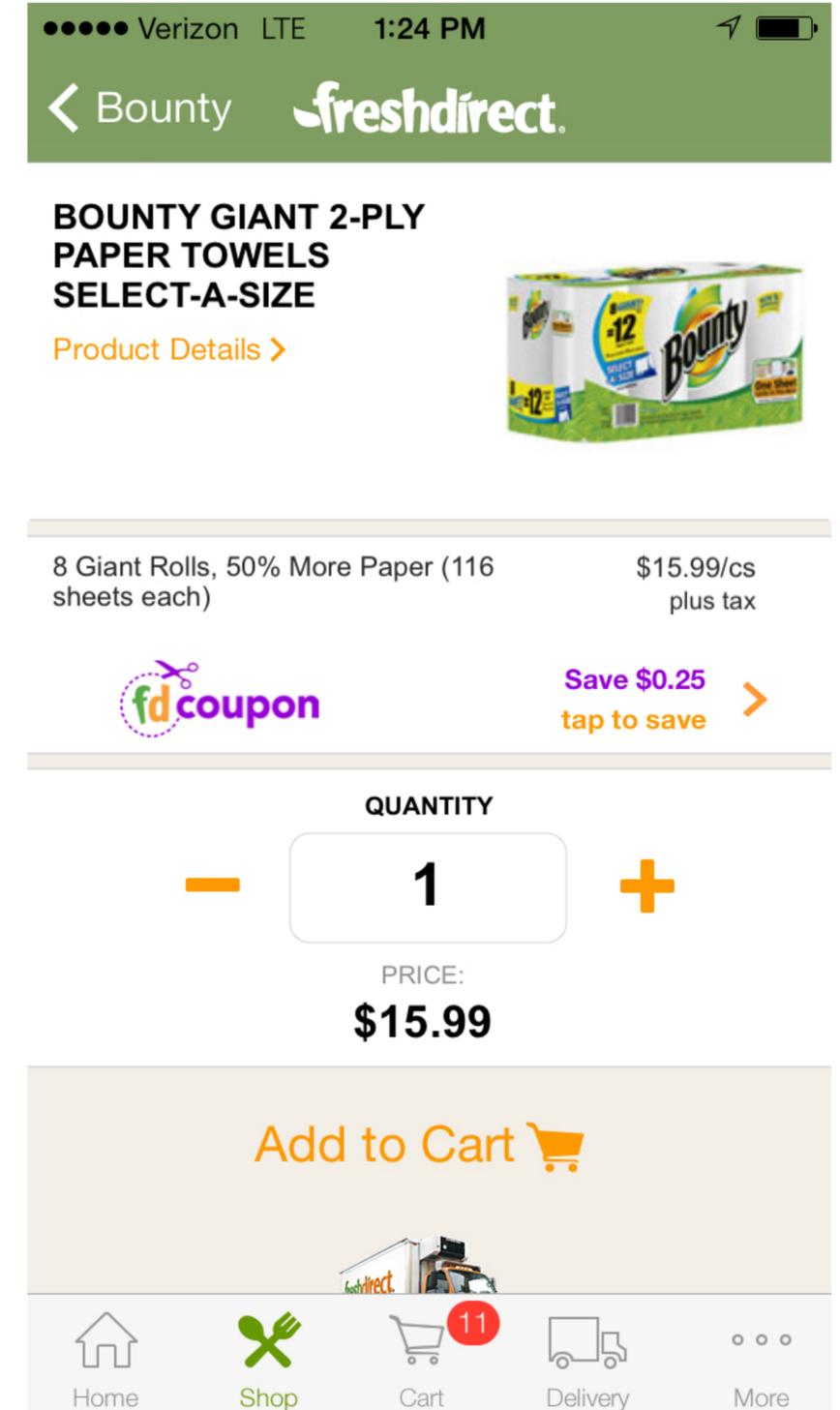

Fig. 2: "flat" button style and revised table views

Fig. 3: Another "flat" button option, without button shapes. Quantity buttons are more similiar to desktop site.

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iOS7: Button Styles & Table Views (shopping cart)

Some shopping cart screens include buttons attached to the bottom edge of the window, atop a ghosted beveled black bar.
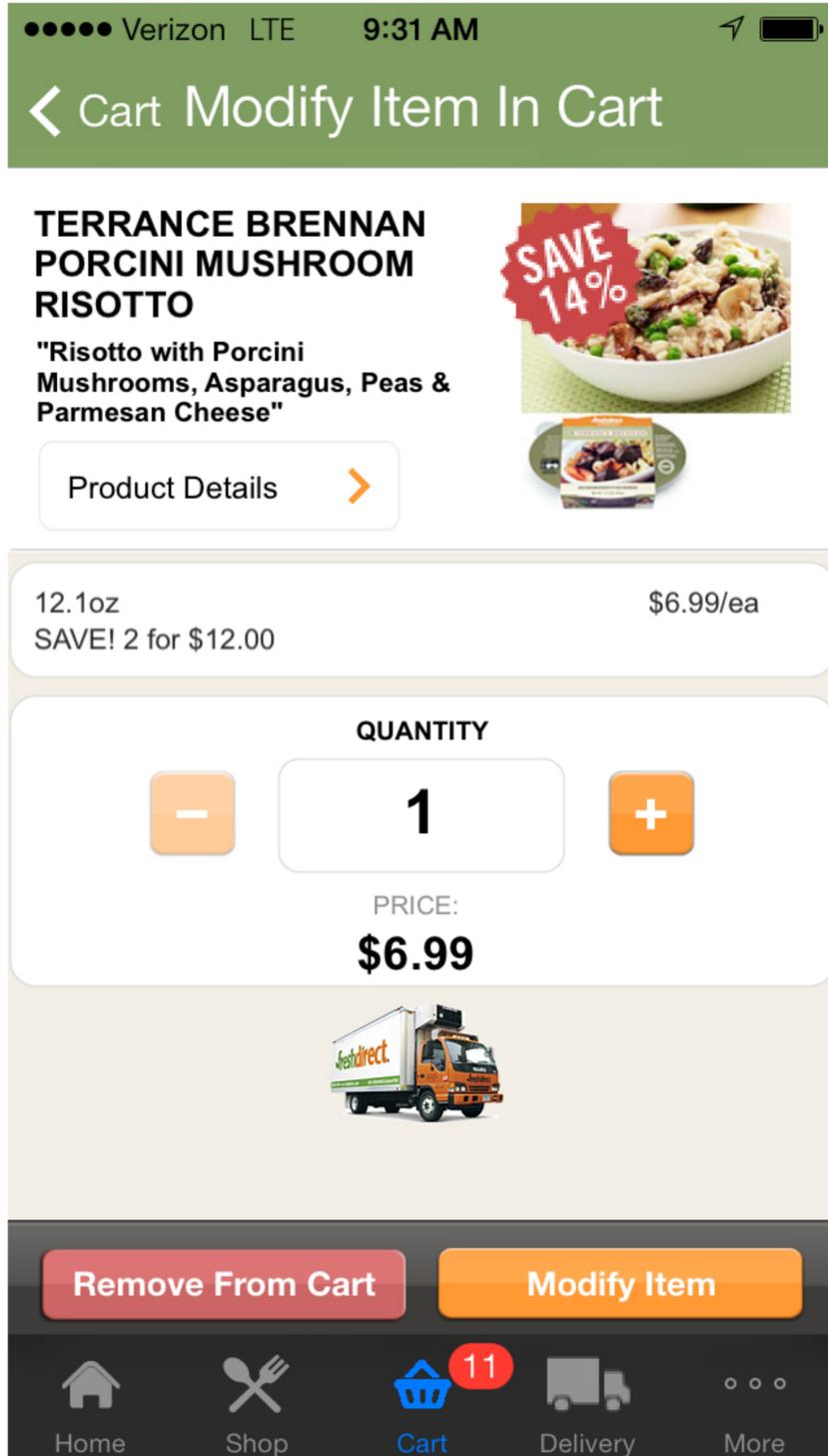

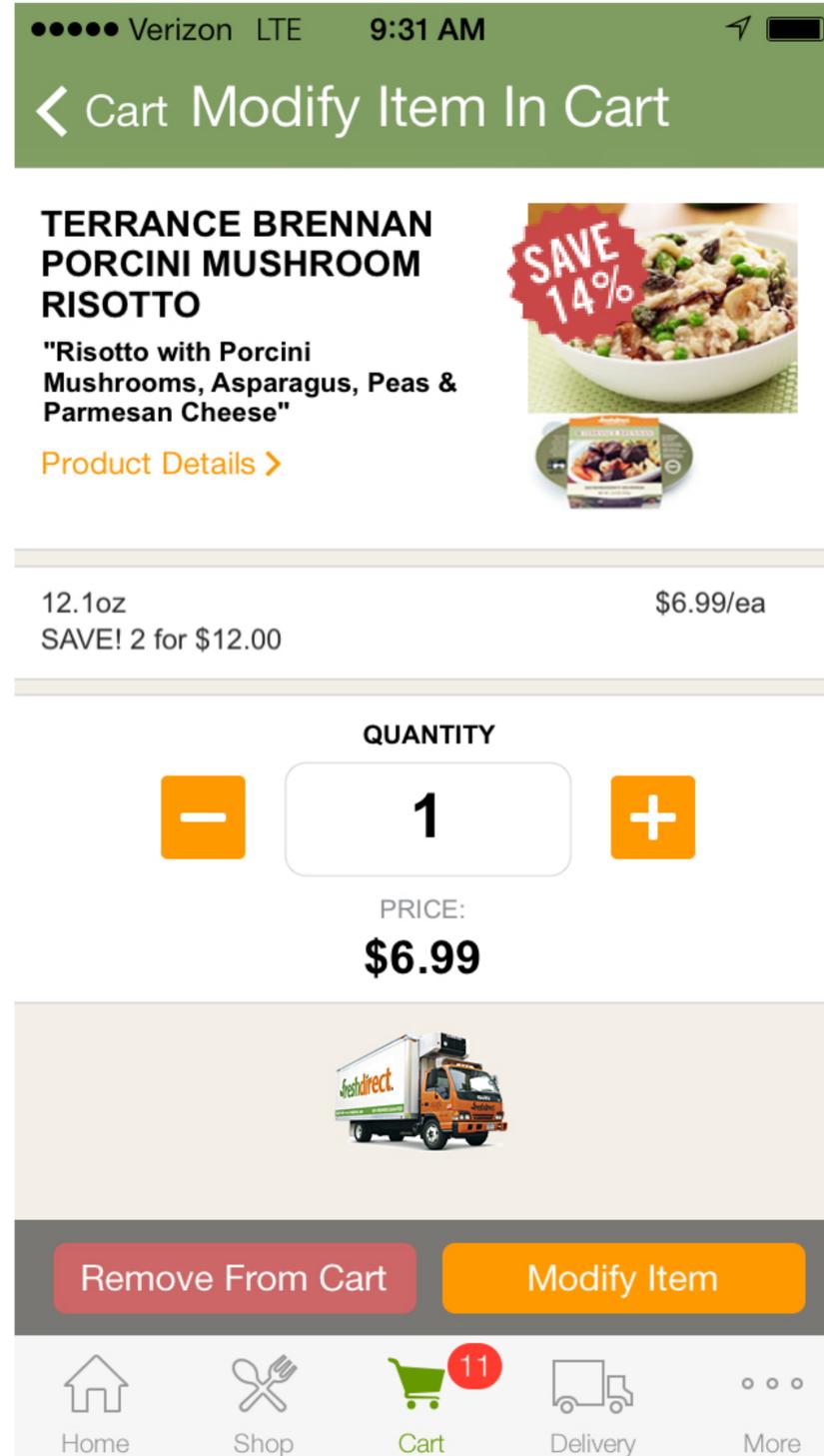**Fig. 1:** Cart: Modify Item screen (screenshot from current app version)

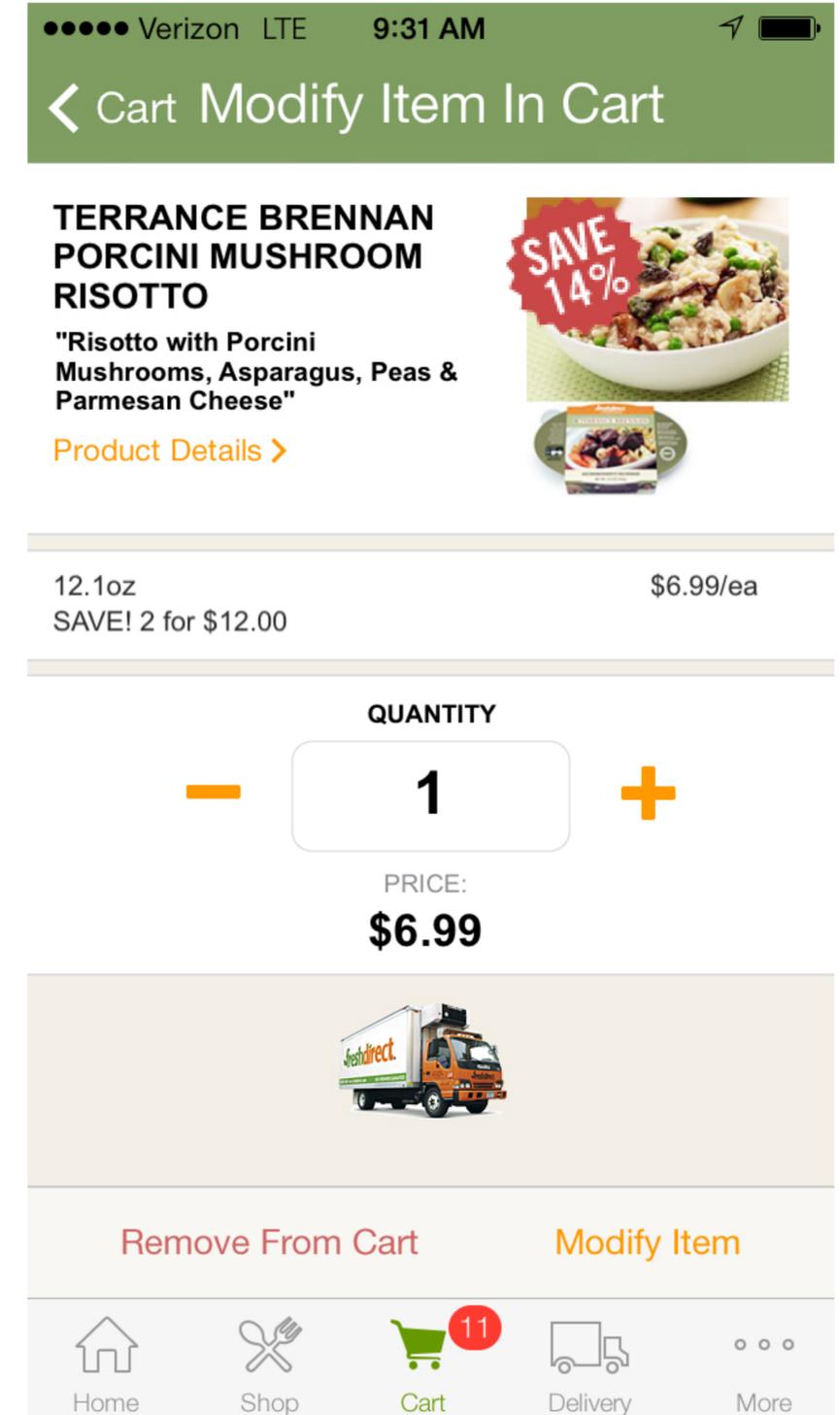**Fig. 2:** "flat" button style, revised table views, and flat ghosted black bar

Fig. 3: Another "flat" button option, without button shapes. White ghosted bar b/c black bar is too low-contrast for borderless buttons. Quantity buttons are more similiar to desktop site.

FreshDirect iPhone app

iOS7: App Icon

iOS7 introduced a new app icon size, shape, and design aesthetic. Apple redesigned their own app icons to conform to a new color palette and golden ratio grid. Many third parties have redesigned theirs to the new grid, but their own color branding. Here are a few options for the FreshDirect icon. (q.v. http://appicontemplate.com/ios7)
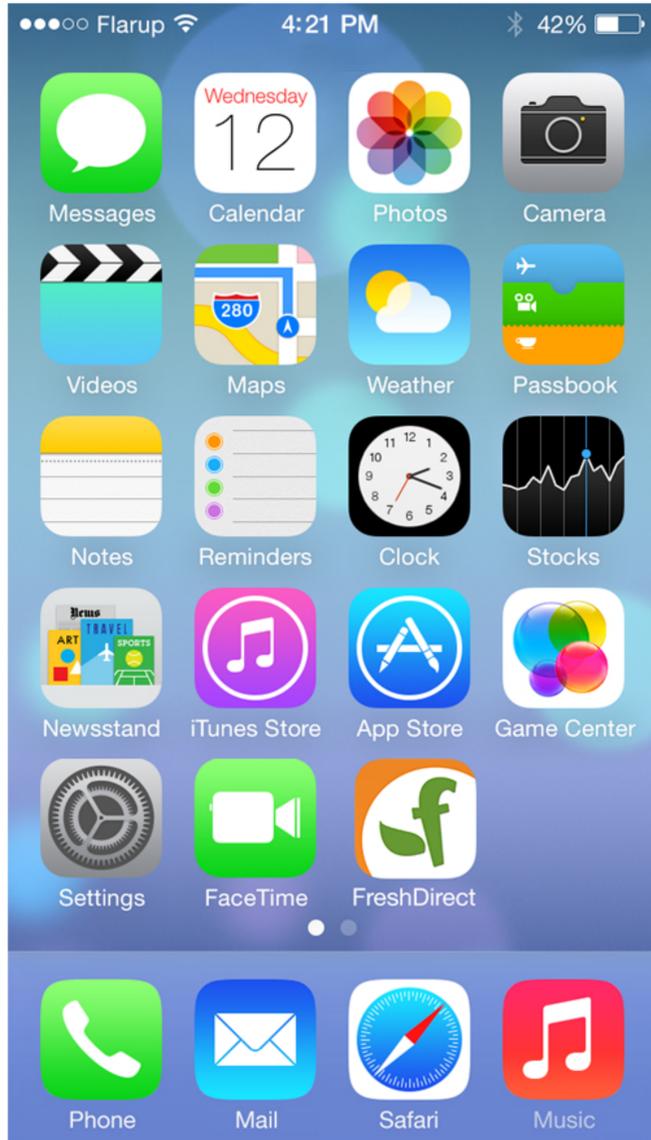

Fig. 1: Current app icon.

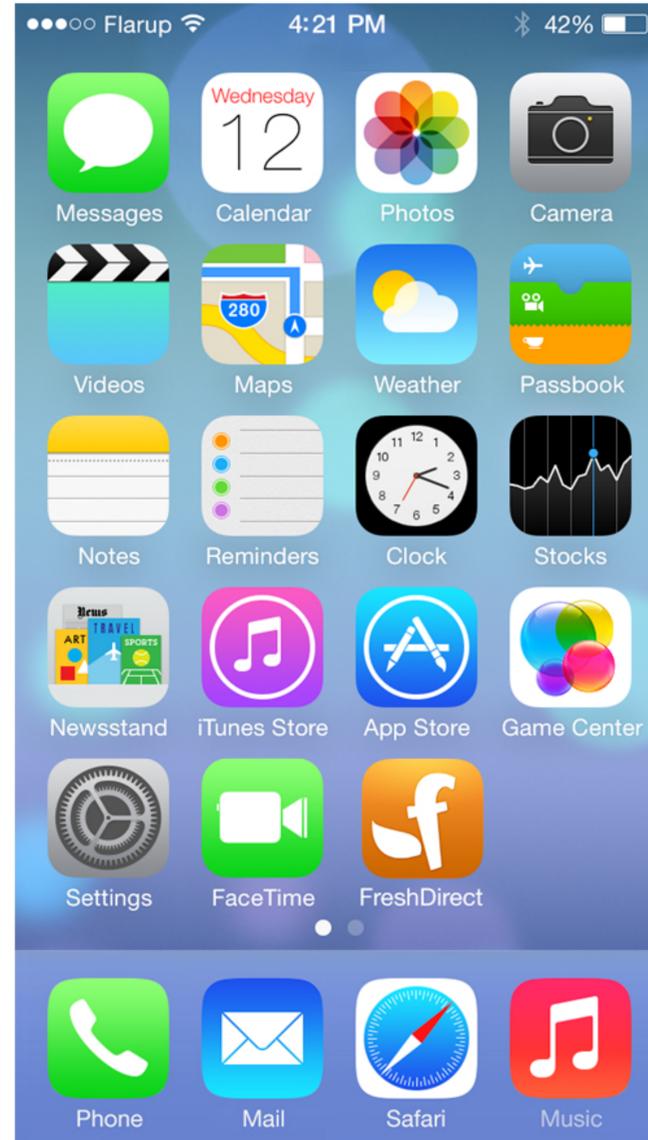**Fig. 2:** Option I: logo centered, conformed to golden ratio grid

Fig. 3: White on FreshDirect orange

Fig. 4: White on FreshDirect green