Motion in Product Philosophy

Motion is visual storytelling. It's how we guide our users through their journey and what breathes emotion and life into our app.

Purpose of Motion

To enhance usability for Stash's customers as well as create desired emotions within them. Motion is not merely decoration, it needs to be applied with purpose and restraint.

Usability
Aids navigation and comprehension
Directs attention

Emotion
Connects customers to Stash's unique personality
Delights and motivates customers to build wealth with Stash

Motion in Product

Microinteractions
Help people use components to achieve their goals.
Buttons, sliders, toggle

Navigational Transitions
Help people navigate, understand hierarchy, and move between locations.
Slide left, slide up, zoom in

Interaction Feedback
Help people know if their actions worked or failed.
Success checkmark, loaders, toast

Storytelling
Help people learn and understand concepts.
Explanatory illustration

Foundation of Motion

The foundation of motion lies in the changing of properties such as:
Easing
Opacity
Rotation
Scale
Position
Duration
Color

Stash's Design System has a motion library containing tokens that are made up of these properties. Combining these properties and tokens creates all motion elements, from transitions to microinteractions to animations. Thoughtfully choreographing these elements creates memorable experiences and signature moments for our customers.

MOCI Principles

Motion should exemplify/represent at least 1 of the MOCI principles.

Motivate
Use motion to encourage a customer to take an action.

Optimistic
Celebrate successful customer actions with positive reinforcement.

Confident
Build trust with customers through consistent, meaningful, and easily understood motion that reinforces actions.

Informative
Use motion to replace long-form copy and distill complex concepts into simple stories.

Motion Tone

We are designing for the 99%.

To design for the everyday person, keep motion simple, approachable and when applicable, literal (such as when it comes to feature highlighting or storytelling, i.e. representing Crypto as a coin). It should not be overly conceptual, complicated or gratuitous.

Motion Style

Motion should provide instant responses, spatial consistency, and lightweight interactions. It should also include thoughtful transitions – smooth, dynamic behavior connecting one experience to another.

When designing across multiple screens or flows consider how motion can connect the experience and create seamless and fluid transitions. Using consistent actors or a hero visual design element moving through the story can focus a customer's attention.

How to add motion effectively

Motion design is visual storytelling, so it is up to the designer to craft the right narrative and solution for the customer.

- Determine the narrative and purpose of the product flow
    - What problem are you trying to solve for the customer?
    - What do you want the customer to know/feel/think?
- Consider how motion will support this purpose and improve the customer experience
    - i.e. improving usability and comprehension by providing motion feedback as customer interacts with the product
    - i.e. playing to an emotional connection by using a celebratory animation to congratulate customer for reaching a goal
- Ensure the use of motion aligns with at least one MOCI principle
- Consider how screens and components will transition between each other for the most effective and seamless experience
- Use the SDS Motion Library and Style Guide (tbd) to help craft on-brand choreography of UI elements
- Avoid adding motion superfluously or adding too much motion, creating a visual overload
- Avoid blocking users with animation or making them wait unnecessarily

Signature Moments

[Signature Moments](#) are significant interactions at key moments in the user journey that create authentic, emotional and memorable connections with our customers. We use signature moments throughout the product experience to create a deeper connection between our customers and Stash that goes well beyond providing a fundamental human need. Signature Moments should be reserved for interactions that are uniquely Stash or that are strongly connected to The Stash Way, such as initiating Auto-Stash or a customer making their first investment.
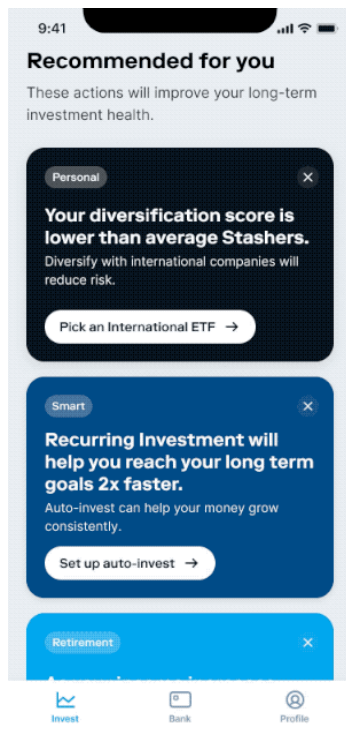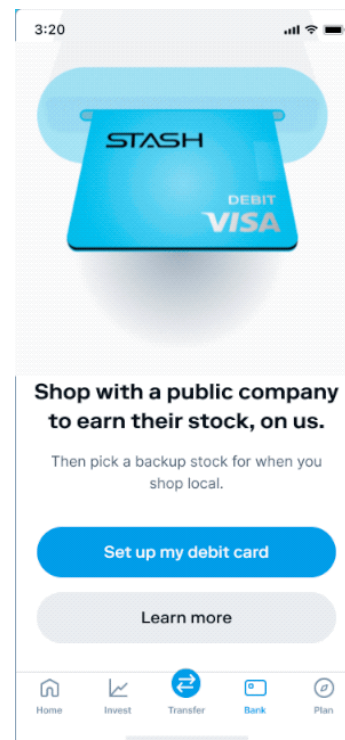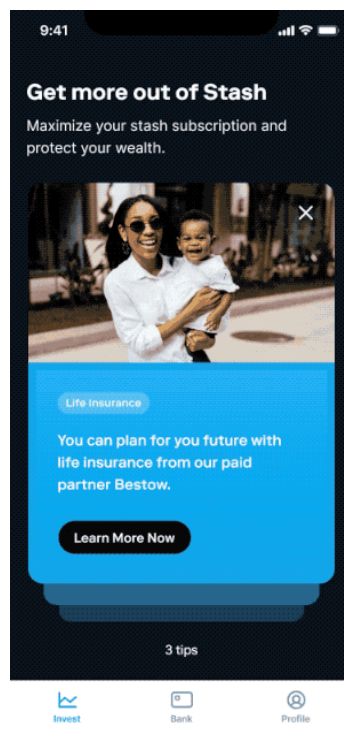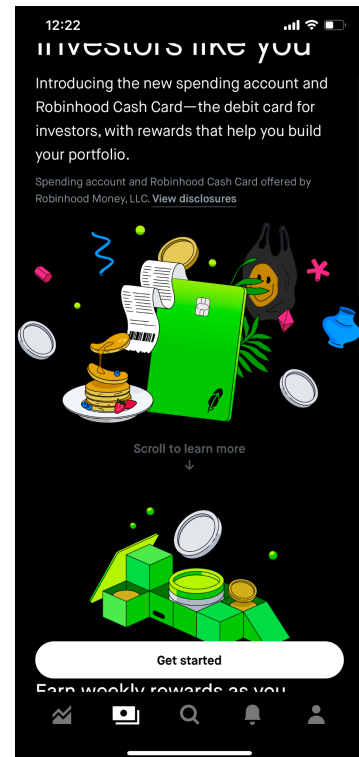
Do's and Don'ts
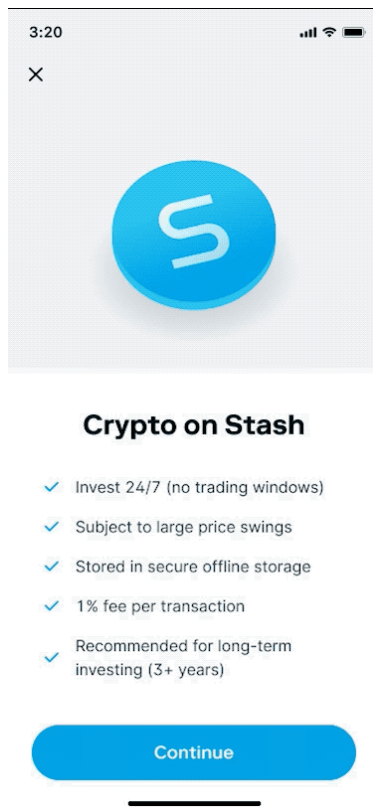
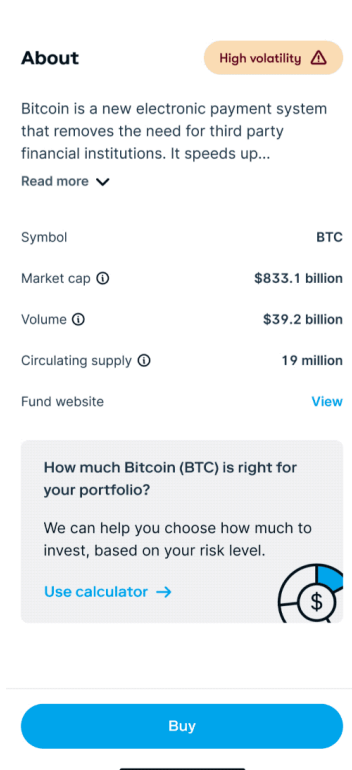
Do (literal, simple depiction)
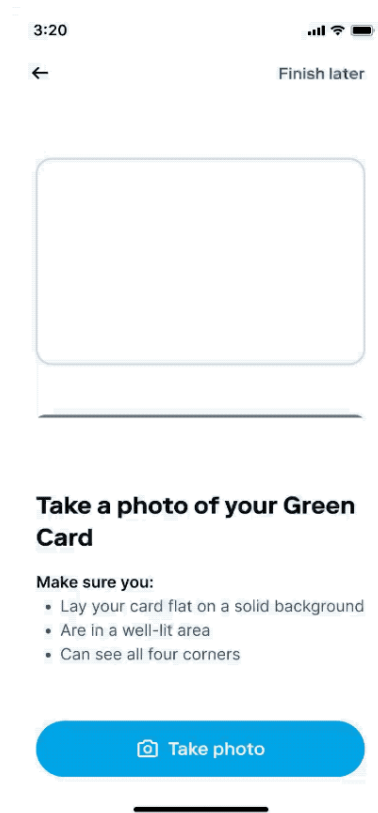
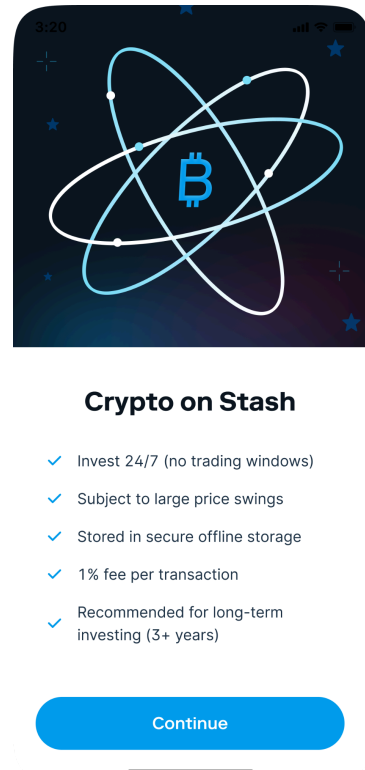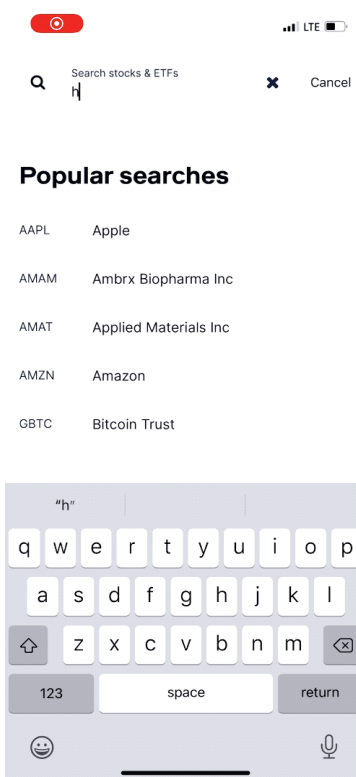**Do** (show object depth when appropriate)
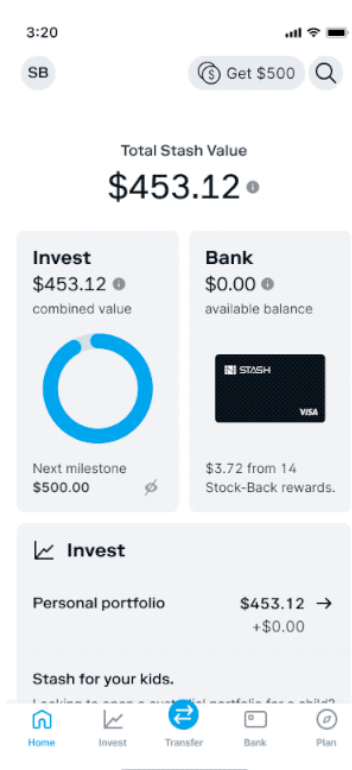

Do (show spatial dimension when appropriate)

Do (use consistent actor across flow)

Don't (long, blocking transition)   **Don't** (not approachable, busy, techy)

Don't (jerky transitions)   **Don't** (excessive, busy motion)   **Don't** (overly conceptual depiction)