

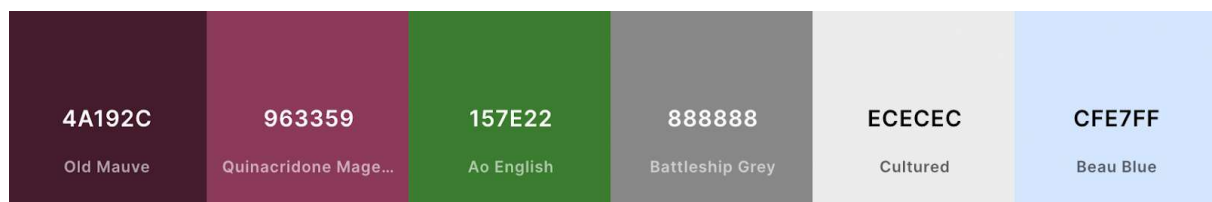
## Website Layout:

The home page of Carbon TipTow consists of two middle sections, sandwiched between a top and bottom navigation bar. This follows the **Surroundedness principle** and brings focus to the middle section of the website which contains all the relevant information.

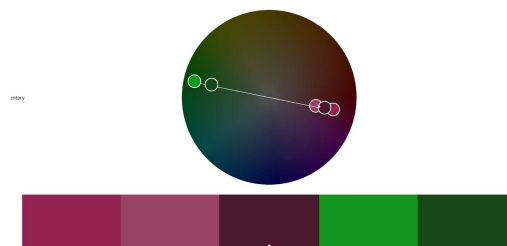
The website uses three font styles; navigation, header, and normal texts. As the main colours are of a darker tone, the navigation text is white to increase contrast and improve readability.

The header texts are used in combination with the normal texts to deliver relevant information to the user. The header text also has the company's colour so that this colour is used throughout the whole page acting as the dominant colour.

## Colour Scheme:



The above [colour palette](#) was inspired by the company colour #4A192C. The main colours are red and green. Green was chosen as it's the complementary colour to the red, complementary colours give a higher contrast ratio but they also create a visual separation which can help convey different meanings and bring attention to certain elements aiding the user experience.



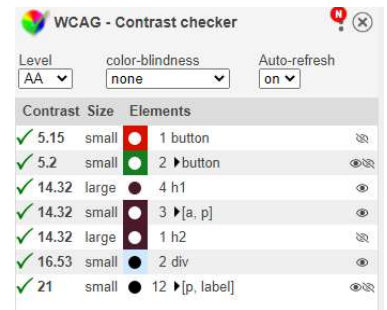
The background colours are chosen to be light blue and white as it lies between red and green so that it does not attract too much attention from the user. These colours serve as the third layer to the colour pallet so that the website does not look too monochromatic. To maintain a minimalist look, the website only uses the colours in the colour pallet in order to not visually overwhelm the viewer causing a bad user experience.

# Accessibility:

All colour contrasts are tested to be above 4.5 to provide sufficient readability.

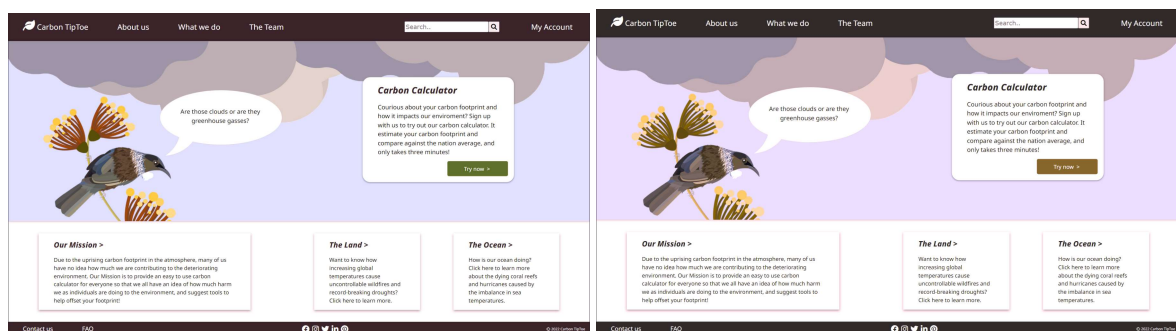
Alt texts are in place for images so that information about the image can still be seen when the webpage has trouble loading.

The website is also tested against colour blindness such that colour blind users will not be affected

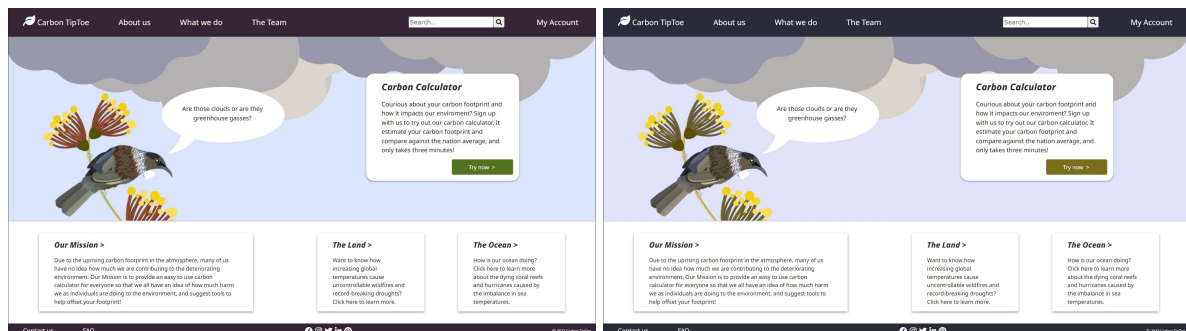


Level	color-blindness	Auto-refresh
AA	none	on
Contrast	Size	Elements
✓ 5.15	small	1 button
✓ 5.2	small	2 button
✓ 14.32	large	4 h1
✓ 14.32	small	3 [a, p]
✓ 14.32	large	1 h2
✓ 16.53	small	2 div
✓ 21	small	12 [p, label]

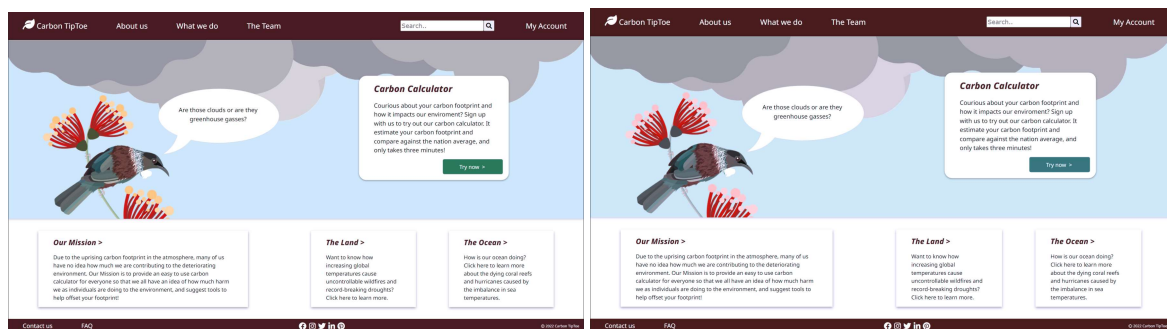
## Green Weak and blind



## Red Weak and blind



## Blue Weak and blind

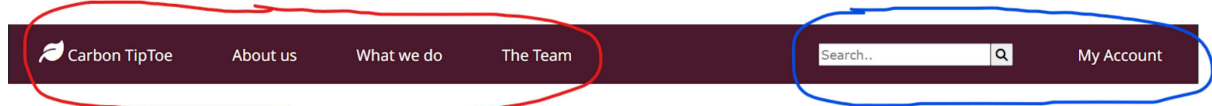


## Navigation Bars:

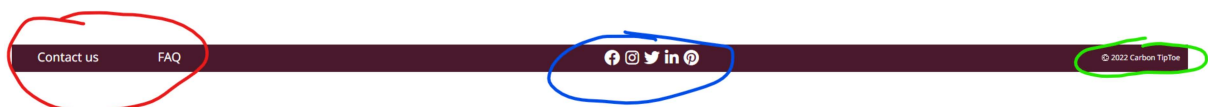
The two navigation bars should only be used to access common pages such as the home page, and the “about us” section, hence the information shown is kept to a minimum.

The navigation bars follow the **Unity Principle** where the colour and buttons of the navigation bar are consistent so that they can be seen as one element, separating it from the content in the middle of the page.

The individual buttons are split into local groups using the **Proximity Principle**.



Buttons in the top navigation bar are split by the functionality of each button. The red circle groups the buttons that are company-related, whereas the right sets of buttons are user-orientated. This follows the design format of many other websites, putting elements where the user expects can help them find elements easier.



The bottom navigation bar has three sections, it is also smaller compared to the top navigation bar because these functionalities are primarily based on user interests such as contact details for the company, and social media links. The copyright texts are smaller inside due to their lower importance to an average user.

## Main Section:

The main section is what the user first sees when they visit the home page, it has the highest visual hierarchy as it's placed in the centre and contains the most vibrant colours.

The custom artwork contains dark clouds on a light shade of blue with the main figures being the Pōhutukawa flowers and the Tui. The Pōhutukawa flowers reflect the colour theme of red and green and when combined with the Tui, create a lively scene that contrasts with the gloomy background. This emotional impact makes the user think about how much impact humanity has made on our ecosystem.

The Tui directly questions the user that raises their curiosity so that they are more incentivised to try out the calculator, then moving to the right as a logical flow, the user can see a short description of the carbon calculator.

The main section follows the **Area Principle**, where a large image is seen as the background (clouds and sky), whereas the smaller figures are seen as the foreground (Main figures and the signup box), bringing emphasis to these elements. This design also achieves **symmetrical balance** as there are two important elements of the left and right in this section.

A box shadow is added to the carbon calculator box to increase its z-axis, further emphasizing its importance.



## Bottom Section:

The bottom section shares a card style similar to the main section to deliver important information, this section uses the **proximity** principle to separate the company mission and other information about the sea and ocean.

The cards themselves follow the **Unity Principle** as each card has the same height and layout. The cards are highlighted grey upon hovering to let the user know that this card is clickable and will lead the user to a new page, again, following the overall style of the website (See other design rationales).

This section also achieves symmetrical balance similar to the main section by balancing the left and right side weight. The left displays more information but the right balances it out by having two elements.



## Form:

The form modal is activated after clicking the “Join Now” button in the main section. The form follows the **Common fate** principle as the fields and headers share the same x-axis alignment, making the fields seen as one related figure.

Note that general field headers such as userDetails, address and contacts were not used because it would add too much text on the screen, but the **proximity Principle** is used to separate the different field types are separated by an extra indentation to create a distinction between the fields because having one continuous input field may create a claustrophobic experience as the fields get fields with characters

## General Design rationale:

There are two main indications to help guide the user on what is intractable on the webpage. Upon hovering on an element, if the arrow cursor changes to the hand cursor, this indicates that the element can be clicked. Furthermore, if the cursor changes and the element also change colour, this implies that clicking the element will direct the user to a new page. An example of this is the Carbon TipToe logo on the top left, the cursor changes to a hand but the element does not change colour, indicating that the button will not lead the user to a new page, this gives the **system status**.

For interactive buttons that do not involve redirecting the user, e.g. the signup button. A less subtle visual cue of box shadow is used to indicate that the button will change some element on the current page. The only exception is the close button as a box shadow cannot be seen around the dark backgrounds.