IMY 320: Group Design A Report
Fantastic Four

Group members:
- Ann-Mari Oberholzer u23537729
- Mpho Martha Siminya u21824241
- Lineo Khabane u23604043
- Moyahabo Tebogo Hamese u21532941

Design decisions

Based on the Login/Register page UEQ evaluations of the Bash, BT Games, and Superbalist websites, we observed strengths in usability (clarity, efficiency, and supportiveness). However, some weaknesses were also identified in visual excitement, inventiveness, and overall user engagement.

Below is a unified set of design guidelines that aim to retain the functional strength of conventional login systems while also improving the user experience through visual and interactive elements:

1. Maintain Core Usability and Familiarity
   - Keep important usability elements such as clear labels, an intuitive layout, "Remember Me" and "Forgot Password" features.
   - Follow standard field placements and interactions that users are familiar with.
2. Introduce Visual Depth and Interaction
   - Add subtle animations for buttons to create some form of feedback for the user and hover states to enhance user engagement.
   - Use shadows and rounded corners to add depth to the pop-up form component.
3. Include Third-Party Sign-In Options
   - Integrate sign-in with apps like Google and GitHub to increase efficiency.
   - Position third-party options below the standard form to maintain a natural reading flow.
   - Design the buttons to be distinct but visually balanced with the rest of the form.
4. Adopt a Full-Page Layout
   - Use a centralised layout that focuses the user's attention on the login/register process without distraction.
5. Unify the Visual Design Language
   - Maintain consistent button shapes, input field styling, and spacing throughout the website.
   - Ensure uniform typography; the font sizes and weights should be used to communicate the visual hierarchy.
   - Choose a balanced colour palette, ensuring visual hierarchy and brand alignment.

Jakob's Law

Jakob's Law states that users prefer websites or applications to work in the same way that other websites and applications they know work, the idea of sameness. This statement leads to the fact that familiarity improves usability. Based on the UEQ evaluations for the above-mentioned websites, we have observed that clarity, efficiency, and supportiveness were strong; this means that all websites had a familiar and usable design.

On the other hand, visual excitement and inventiveness scored extremely low, leading to the conclusion that designs were familiar but lacked engagement.

This supports Jakob's Law, since familiar patterns, such as email/password fields and "Forgot Password" links, lead to better usability. We appreciated what we recognized and expected from standard login and register pages.

Our guidelines maintain Jakob's Law in the following ways:

- We maintain core usability and familiarity by retaining standard placements, labels, and features users expect from login and register systems.
- We use third-party sign-ins like Google to reflect modern standards users have seen on many other platforms.
- We unify the visual design language, which preserves the consistent look and feel users are familiar with across different sections of a site or even across different sister sites.
- We introduce visual depth and interaction by mimicking common visual behaviors users encounter on modern websites. Subtle animation and hover effects on components are now expected, as users encounter them more than ever before.
- We adopt a full-page layout by replicating a widely used login and register pattern. We use a clean, centered layout that isolates the form from the rest of the website to reduce distractions.

Client Statement

The client requested a smart, flexible, generic login/register system that works across multiple sites. The client expects a generic solution, thus not specific to one brand or site. They expect a flexible solution, indicating the usability of the system across sister sites. Lastly, they expect a smart solution; thus, the solution must be modern and efficient.

Our design supports this by using modular design components, such as clean, simple styling and color choices, that are not distracting but still engaging. We also offer third-party sign-ins for flexibility and convenience. We are also creating a neutral visual style that can easily be adapted to future sister sites with minimal design changes needed. We are also trying to balance a familiar structure with interactive enhancements in hopes of improving engagement.