



Color Theory

& VISUAL RESEARCH





The Importance of Color

- FUNCTION
 - AESTHETICS
 - MARKETING
 - BRAND IDENTITY
 - BEHAVIOR
 - EMOTIONS
 - TRUST
- 



Color Harmony

BORING

Too bland and uninteresting.

CHAOTIC

Overdone and overstimulating.

HARMONIOUS

Strikes a balance of color.



Perception

**THE USER'S PERCEPTION OF COLOR CAN
BE INFLUENCED BY THEIR:**

- Age
- Gender
- Culture
- Vision and/or ability
- Emotional state

YELLOW



lively
Energetic
Cautious
Fear
Happiness

ORANGE



Ambition
Tiring
Joy
Determination

RED



Active
Emotional
Offensive
Anger
Love

PURPLE



Leadership
Passive
Arrogant
Introspective
Melancholic

BLUE



Faithful
Traditional
Sadness
Confident

GREEN

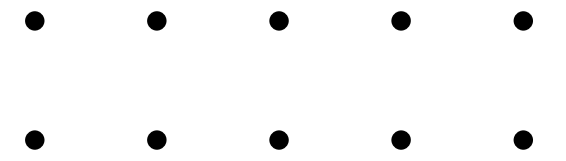


Calm
Neutral
Greedy
Sick
Faith

Theory of Colors and Emotions



Color + Politics in America

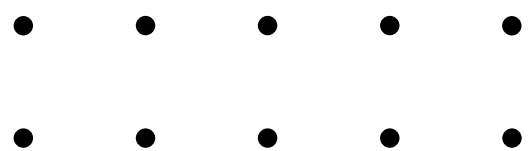


RED VS. BLUE

Powerful design system that is synonymous with "politics" in the United States. There are pros and cons to using these colors.

BIPARTISAN COLOR THEORY

The political "purple," is quite literally a mixture of red and blue. It can be used to show unity.





TESTING COLOR

- A/B Testing

Color is a common subject of A/B testing, especially for measuring clicking and conversion rates.

- Expectations

Ask the user about their own expectations regarding the appearance of the site/platform before they visit.

- First Impressions

Discover the user's first impression and gut reactions. Often reactions to color are inherently emotional.

- Trust

Trust is a crucial ingredient of success when it comes to interaction and politics alike, when testing color make sure to gauge the user's sense of trust.



Adding a Face to our Interface

MASCOT PROS

Studies have shown that mascots can be used as a great tool to gain trust. Along with trust adding a visual character can help in learning environments. Mascots give users an over sense of calmness to subjects that are usually more stressful.

MASCOT CONS

Although a mascot may be beneficial there is a possibility that if designed poorly a mascot could make our interface be perceived as childish. High School students want to be taken seriously not treated like children. Duolingo is a great example of an app that uses a mascot but isn't perceived as childish.

Challenges

- Framing our design system as political without leaning too heavily on red + blue
- Coming across as reputable and trustworthy, but not boring and stiff.
- Finding the fine line between a meme and patronizing.