Drug Reaction Finder

The primary UX design principle of the Drug Reaction Finder site design is simplicity. This straightforward site is designed to be easy for people to scan, read, and use. A clear layout design that easily conveys content is imperative to promote a positive user experience.

Aquilent's User Experience (UX) process uses a mature, phased-approach methodology to enhance existing websites, as well as to create new websites and mobile solutions, the heart of which is based on classic user-centered design principles:

- Understand users' information and navigation needs through research
- Design a user experience, including an information architecture (IA) and content strategy, meeting those needs
- Test the user experience for usability with representative users and iteratively refine designs as needed
- Design a visual treatment that reflects agency branding and design guidelines
- Implement the design in the chosen technology, most often a content management system (CMS)

Figure 1-Shown above is the primary persona created as part of the User Experience process.

Other usability findings and guidelines have been implemented in the site design, including:

- Form labels work best above the field
- Quality of design is an indicator of credibility
- Blue is the best color for links
- White space improves comprehension

Even though responsive web design allows users access to the same content, the experience can be very different on a mobile device with a small screen (like a smartphone). To offer a more consistent, user-friendly experience, a mobile-first approach was taken and usability best practices for small devices accessing the Web was applied.
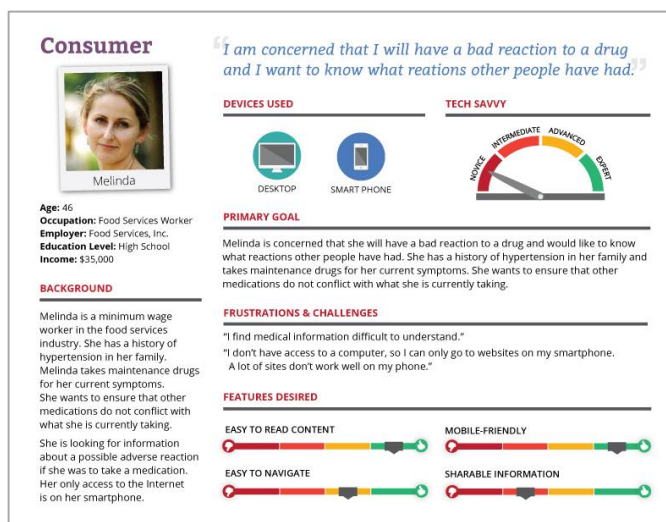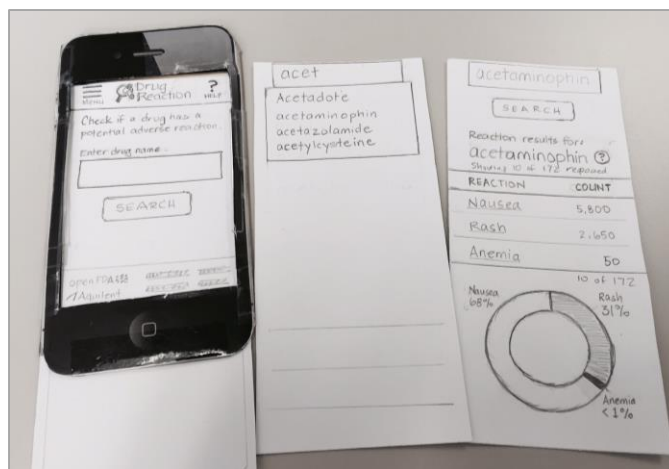

Figure 2-A few of the smartphone paper prototypes of the Drug Reaction Finder are shown in sequence.
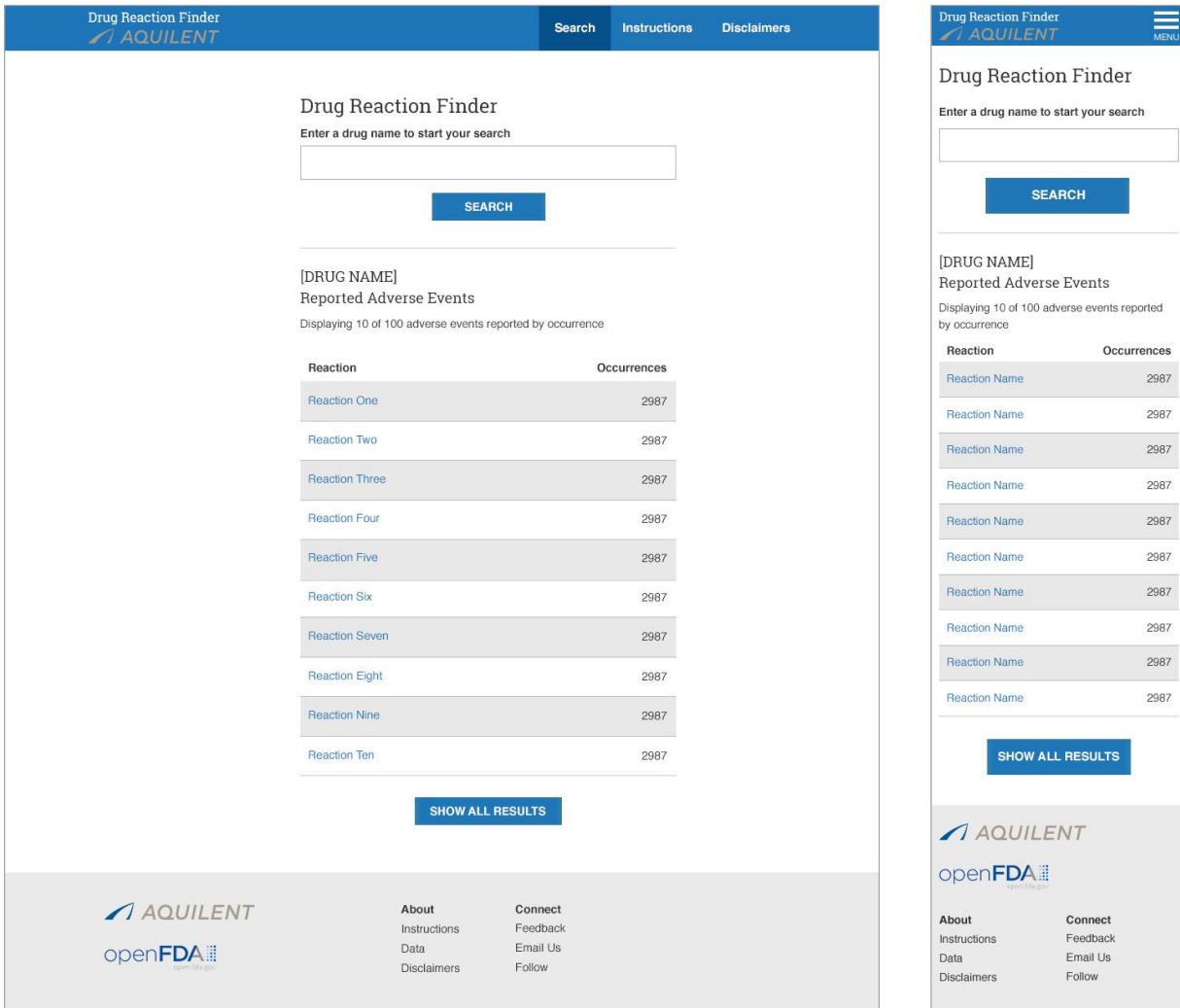
Fig. 3: User-interface designs for desktop browser and mobile platform views shown above.

Button/Link Placement & Size

Buttons have been sized to accommodate typical fingertips for touch interaction. Adequate space between links is important to ensure that intentional selections are made, avoiding mis-taps.

Navigation

As this is a responsive site, the navigation needed to be considered for desktop browsers and mobile platforms. On desktop browsers, the navigation is simplified in a row on the top right of the user interface. On hover, a rollover color of deep blue makes it easier to identify which menu item is selected.

On mobile platforms, the site design incorporates the three-bar, "hamburger" menu icon, common on mobile user interfaces. The menu expands like a window shade, revealing the hidden menu without making the user feel they have left the page. This functionality carries the same styling as the desktop site, but is neatly compacted to allow the user to access it only when needed.

Accessibility & Section 508 Compliance

Interaction with content using a traditional keyboard and mouse, touch screens particularly on mobile devices, as well as use of assistive technology has been taken into consideration when designing the site. Access to content through keyboard functionality was included in the design of the site. Additionally, this site was designed using appropriate color contrast ratios to ensure legibility.

Use of White Space

White space or negative space is used throughout the user interface design to help people focus on the primary content. This helps people focus on accomplishing their tasks, without any distractions. Properly incorporating white space between content and in the margins has been proven to increase comprehension by up to 20%.

Color Palette

The Drug Reaction Finder utilizes a simple color palette. The color palette has a set of primary colors, accent colors and framework colors. The primary colors used are tones of blue and has been expanded with tones of purple for future section scalability. The accent colors are to be used to capture the user's attention and highlight important information. The framework palette is neutral and is used for the background and fonts.

Blue Tones

According to basic color theory, blue symbolizes trust, confidence, and sincerity. Blue is also used extensively to represent calmness and responsibility. Light blues feel understanding, friendly, peaceful, and clean. Bright blues are vibrant and impressive. Deep blues are strong and reliable. They are credible, authoritative, confident, and classic.

Purple Tones

Purple tones symbolize compassion and kindness. Rich tones are intellectual, contemplative and are associated with high quality. Light tones are light-hearted and cheerful.

PRIMARY

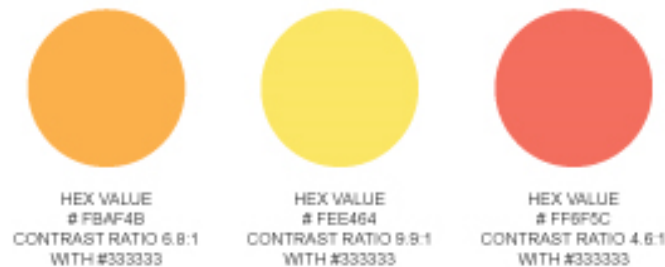| HEX VALUE # 1E75B7 CONTRAST RATIO 4.9:1 WITH #FFFFFF | HEX VALUE # 5D24BF CONTRAST RATIO 8.5:1 WITH #FFFFFF | HEX VALUE # 08518B CONTRAST RATIO 8.2:1 WITH #FFFFFF | HEX VALUE # C1E7F8 CONTRAST RATIO 9.6:1 WITH #333333 | HEX VALUE # D9C9FB CONTRAST RATIO 8.2:1 WITH #333333 |

Yellow, Orange and Red Tones

Used sparingly, yellow, orange and red tones are often are associated with caution and raise awareness. These accent colors are used to bring attention to important information.

ACCENT

HEX VALUE
FBAF4B
CONTRAST RATIO 6.8:1
WITH #333333

HEX VALUE
FEE464
CONTRAST RATIO 9.9:1
WITH #333333

HEX VALUE
FF6F5C
CONTRAST RATIO 4.6:1
WITH #333333

White and Gray Tones

White is used as the background color for the main content areas. A white background provides a high contrast backdrop for the dark gray text for clear legibility. Light gray provides a neutral backdrop that sections content when needed. Dark gray is used for body copy on the page. It is not as harsh as black, so it provides a more friendly, approachable tone.

FRAMEWORK

HEX VALUE
FFFFFF

HEX VALUE
EBEBEB

HEX VALUE
757575

HEX VALUE
333333

Typography

The user-interface design is simplified to completely focus on the content. Subsequently, this emphasizes the importance of the typography selected. Fonts have been sized to 14px or larger for improved legibility.

Roboto Slab (Slab Serif)

This slab serif font offers an approachable, easy to read and friendly style. It is used to introduce sections of content on the site.

Headline Text Sample
Subheader

Helvetica/Arial (Web Standard Font)

Helvetica/Arial are web standard fonts and used as the base fonts for the site. Sans serifs have been proven to be easier to read on-screen and are incredibly adaptable when resized and displayed across different platforms and browsers.

The Drug Reaction Finder was designed to be clean, easy to use, user-friendly, intuitive, and simple. It was created with people's top tasks in mind, promoting a consistent, positive user-experience.