OnlySmash is a hook-up website for adults of all backgrounds, kinks, and experiences.

The design for OnlySmash varies depending on the page you are on. For example, the Home page consists of a simple layout with Big text to attract the viewer (contrast) at first glance, while the log in and explore page are much more structural and organized, since they require much more interaction.

For the Home Page, I looked at the Tinder home page for inspiration and used its simplicity and some parts of its color scheme in my website. The page consists of Header, Background Image, Main Content, and Footer, as seen in the wireframes. It also retains the same font style, buttons (mostly), colors, as well as neon lighting, throughout the website (Repetition). The header is essentially used in all html pages to maintain the consistency (Repetition). The header’s color scheme includes the colors of a translucent black background, with white text, making the content stand out (contrast). For the title at the top, I used a text-shadow effect utilizing the color of pink and purple, creating a neon sign of the website. Urban cities such as Toronto are known for their thriving cities, nightlife, and high populous. With that in mind, the usage of neon, not only makes the logo stand out even more, but it also brings the nightlife and clubbing vibe to the website, garnering the attention of many people interested in flings. Additionally, for the home page, the header also contains a bright orange-yellow colored log in button (contrast), which is direct contrast to the maroon and black colored background it is located in. Moving into the body, in front a dark red background lays a large and shining pink heart button (contrast), with text above it, drawing the user’s attention and letting them know where they should start looking immediately. Apart from being bright and pink, the shape of the button also creates contrast, since everything is almost rectangular shaped, while this button isn’t. The main content includes the past 3 reviews of users of the website with a small and consistent amount of distance between each review (Alignment & Proximity). These reviews persuade the viewer to sign up immediately. This part of the site is on a white page placed in front of the dark background image (contrast) similar to how tinder designed their page. This layout separates the heart button from the reviews at the bottom in a really fancy manner. Finally, the footer consists of text every site has at the bottom regarding issues about legality, privacy, and socials.

When it comes to the log in page, the consistency stays, with all buttons being the same color and font as the ones from the rest of the site. The header and background are still in unison with the home page as well. The contrast is clearly shown with the log in form being white, while inside a darker background. The alignment of the log in page is shown when both text fields are placed on the same x-axis, with the password text field being right below the username text field. The use of proximity is demonstrated when the “show” button is placed closely beside the password field, notifying the user of the purpose of the button. The Log in button is also placed closely to the text fields, but rather below them. The “back” button is placed far away to the top left, again signifying its purpose from the rest of the buttons.

With the explore page, the buttons remain the same font and color. Font is same throughout the page as well. Contrast is created when the main profiles are placed inside white boxes with neon box-shadows that illuminate in the darker purple background. The profiles contain information about each person individual and each box contains the same layout of that information. Lastly, the proximity is very similarly shown as both pages. The main profiles are separated from each other with consistent distances, but also remain close to each other. Also, the proximity of the “smash” buttons are farther away from the rest of the profile, since it is not a part of the person’s information.

The color scheme that I have chosen for OnlySmash is a combination of pink, red, black and purple. All these colors are in some shape or form representations of lust. When we are sexually attracted, we often blush. That is why red and pink represent lustful emotions. These emotions are demonstrated throughout the website as border, background and neon colors.