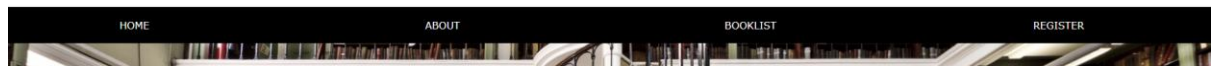


# REPORT

Users view the BPD website, the homepage of the website will appear first. The main image is in the middle of the homepage, which will make users understand the main topic of the website.

- The Area Principle – Objects with a small area, tend to be seen as the figure, not the ground.

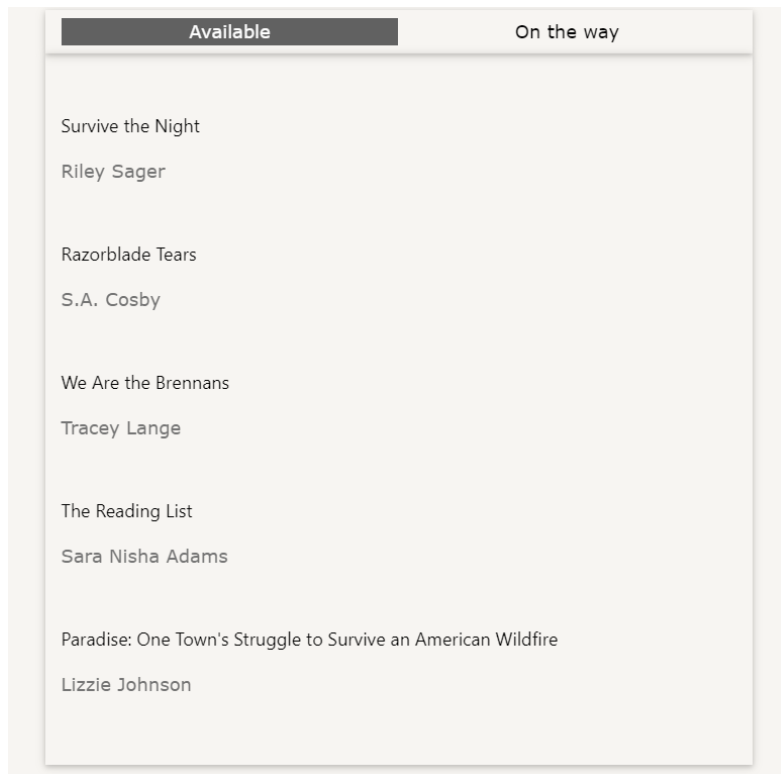
On top of the website, there has a search bar that shows a guide. From left to right, they are buttons of “HOME,” “ABOUT,” “BOOKLIST,” and “REGISTER.”



- Proximity Principle: Buttons that are close to each other will be seen as belonging together.
- Common Fate Principle: Buttons are sharing a beginning, direction, and end are seen as related.
- Similarity Principle: Objects with similar visual size, shape, and colour will be seen as a group and therefore related.
- Continuity Principle: Four buttons are separate parts, but they are designed in an assigned colour search bar for users to have a strong relationship.
- Symmetry Principle: Four buttons are symmetrical.
- Balance: Symmetry

The background colour of the search bar is the assigned colour. If users click the “HOME” button, the colour of the “HOME” button will change to grey, which will make it more obvious for users to distinguish the “HOME” button from the other buttons.

The second button is the “ABOUT” button. It is the instruction of the website. The third button in the searching bar is the “BOOKLIST” button. It will show the books which are available, and which are on the way. The design of “BOOKLIST” shows:



- Vertical Proximity
- Common Fate Principle: Available and on the way list share a beginning, direction and end are seen as related.
- Continuity Principle: Available and on the way are the different lists, but they are designed together for users regarding them have a strong relationship
- Symmetry Principle: Two lists are symmetrical.
- Balance: Symmetry
- Emphasis: Central vision
- Colour: Complementary

If users click the rightmost button of the search bar, it will appear modal on the screen. The meaning of this button is the registration form. If customers want to borrow books and participate in some group activities, they need information about them. The registration form is divided into three parts. The first part is user details, the second part is address, and the third part contacts. The website used three headers, which is evident for users to figure out the different parts. This design shows:

**User Details**

Given name  
Enter Given name

Surname  
Enter Surname

Username  
Enter Username

Password  
Enter Password

**Address**

Home Address  
Enter Home Address

Work Address  
Enter Work Address

**Contacts**

Mobile Number  
Enter Mobile Number

- Proximity Principle: Input boxes that are close to each other will be seen as belonging together.
- Common Fate Principle: Input boxes share a beginning, direction, and end are seen as related.
- Similarity Principle: Input boxes with similar size, shape, and colour will be seen as a group and therefore related.

Users should input their names and passwords into the blanks. And then, they should type personal information, which is home addresses. Only home address is not enough. BPD wants to deliver books to them for the first time. So, JS developer added the work address into the address part. Home address and work address comprise room number, street, suburb, city, and postcode. Users must input them in one line, not two or three lines. It should be consistent with the other two parts.

- Similarity Principle: Input boxes with similar size, shape, and colour will be a group and therefore related.

JS developer added the “required” attribute in the <input> label. It will note that users that please fill this field do not ignore that. The margin of input boxes is designed 40px with the modal border, which will make users feel not too stressed. At the bottom of the modal, a significant colour is filled into submit button. It is a cold series colour. The background colour of input boxes is in the same series. It also distinguishes the priority. A red close button is on the right head of the modal. Users can click the close button or anywhere out of the modal to close the modal, which is convenient to use.

The background colour of the modal is a kind of grey. The colour white of the modal and the colour grey of the background will have a visual impact.

The image shows a web form with a white background and a grey border. At the top, the heading 'Address' is in a bold, sans-serif font. Below it, the label 'Home Address' is followed by a dark grey input field with the placeholder text 'Enter Home Address'. This is repeated for 'Work Address'. Below these, the heading 'Contacts' is followed by 'Mobile Number' and 'Email' labels, each with a corresponding dark grey input field. A bright blue 'Submit' button is centered below the input fields. At the bottom of the form, the text 'Paradise: One Town's Struggle to Survive an American Wildfire' and 'Lizzie Johnson' is displayed in a small, grey font.

- Emphasis: Contrast
- Colour: Complimentary
- Colour: Analogous

Scrolling down the homepage, users will see the available time and address of the book club. The fill-in colour of it is the assigned colour which is signed to by university email. On the following line, which is a part of “ABOUT THE BPD,” I use several words to make an introduction of our store. The information of introduction includes where and who found the club. The next section of it is the celebrity quotes. The background colour is a little bit darker than the white. It is the first difference. The second difference between them is the Italic. Different style words design will make homepage looks not too dull.

The image shows a section of a website with a light beige background. At the top, the heading 'ABOUT THE BPD' is in a bold, black, sans-serif font. Below it, the text 'Book Program Discussion (BPD) was founded in Auckland by Ben Wang in 430 queen street.' is in a regular, black, sans-serif font. This is followed by 'Book Program Discussion (BPD) lends books and professional discussion notes to participating book groups.' Below this, a quote is displayed in a dark grey box with a light grey border: *"There is more treasure in books than in all the pirate's loot on Treasure Island."* The name 'Walt Disney' is written below the quote in a regular, black, sans-serif font.

What else, bold black words are used to emphasize the importance of the opening hour and address. The BOOKLIST section is under the address. Users can see two sides of it. The left side is the available list which means users can buy or borrow it at any time. The right side of the bar is the on-the-way list. If users click the “Available” button, the fill-in colour of it is the assigned colour, the colour of words is white. At the same time, the “On the way” button is the

opposite colour. The last part is a reference. The background colour of this is a little bit darker than the middle part of the website. The ending bar echoes with the top bar.

Available

On the way

Survive the Night

Riley Sager

Razorblade Tears

S.A. Cosby

We Are the Brennans

Tracey Lange

The Reading List

Sara Nisha Adams

Paradise: One Town's Struggle to Survive an American Wildfire

Lizzie Johnson

Powered by [w3.css](#)

BPO

User Details

Given name

Enter Given name

Surname

Enter Surname

Username

Enter Username

- Closure Principle: We tend to see things as complete objects even though there may be gaps in the shape of the objects.
- Balance: Top bar and ending bar.
- Emphasis: Contrast

The most significant main image and other sections:

- Balance: Asymmetry

Logo:



Four different colours mean users from different countries participant in books changes and communication.

- Emphasis: Isolation
- Balance: an equal “weight”

Reference: W3.CSS [https://www.w3schools.com/w3css/tryw3css\\_templates\\_cafe.htm](https://www.w3schools.com/w3css/tryw3css_templates_cafe.htm)