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# WEB DESIGN

BOOK PROGRAM DISCUSSION

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## 1.0. User Experience

### 1.1. Ease of learning

The website was designed with an ease of use in mind. On the banner of the home page, there is only one call to action which is the sign up button where new members can register for the club. The website has a nav bar which is located at the top right of the banner. This was designed like so because it helps with user learnability because it is likely to be like other websites, which have a nav bar located at the top of the page as well. Just below the banner there are three buttons which have a nice animation for easy identification for the user.

### 1.2. Efficiency of Use

The design of the form has keyboard functions built in. This means that a user which is confident with using tab to move from one line to another can do so. This will be faster than just using the mouse to select another input line.

### 1.3. Memorability

The main feature which a returning user would be expected to use would be the “news” and “books” buttons which are located just below the banner. This should be very memorable because these buttons are the largest on the home page. Also, if for some reason the user forgets that the images are buttons when they hover over the image an animation will occur which will clearly show that it is a button. Another feature which should be used frequently is the login link on the nav bar. Considering Hick-Hyman’s law, the login link is located at the right most link on the navbar. This should help the user remember where it is located. E.g. that knowing that it is always going to be on the right side is powerful.

### 1.4. Error frequency and severity

The other place on the website where user error can occur is on the registration form. This would be due to the user entering the wrong information. However, to help reduce the chance of human error when an input field is selected, there is a change in colour to the bar, so this clearly shows the user which field they are about to type in. Also, the placeholder text stays in the input field until the user is ready to start typing.

### 1.5. Aesthetics

Overall, the website design has a very clean and symmetrical design. Symmetry is achieved from the layout of the buttons under the banner and the images below that. Font size is also nice as it is large enough for people to read easily but also not too large where it is covering too much. The design of the buttons was based on Fitts’ Law. Large buttons mean that the user does not need to move the mouse as far and accurately as a smaller button.

## 2.0. Gestalt principles

### 2.1. Proximity and Similarity

The images below the banner are grouped together in a logical manner. The three images which act as buttons (news, Books, get involved buttons) are grouped together under one heading “Useful Information”. This makes it obvious that these three objects are meant to be grouped together. Also, the two images below that are also grouped together. Similarly, with the navbar, all the links are grouped at the top right of the home page. This principle ties together closely to the similarity principle. The three groups which I described above are also further grouped in the users minds

because they are the same size and shape as each other. For the case of the navbar they are also the same colour. This further emphasizes that they are related.

## 2.2. Common Fate

The registration form was designed with common fate principle in mind. All the input fields are in line with each other. All the lines are input fields are the same size, they start and end at the same time. This is to reduce the visual complexity of the screen shown.

## 2.3. The Area

The banner background image of the home page is very large and covers the entire screen. This is intended as it should give the effect of “this is the main home page”. The image buttons are also quite large to make them stand out.

## 2.4. Surrounded

For my design there isn't really one section which is surrounded. The 'figure' is simply the entire website with the surroundings blank white space acting as the ground. So, in a way it is surrounded by white space. This should give the same effect as 'surrounding' the more important information.

## 2.5. Pragnanz

The buttons on the website are shaped in a way that makes it obvious that they are buttons. For example, the signup button is in rounded rectangle shape which is very common for button shapes. Along with Pragnanz, the area and surround also work well to make the features 'pop' which makes the design very satisfying.

# 3.0. Design principles

## 3.1. Balance

Features on the website are designed to be in balance. Different text has different weights and sizes which change the importance of each section. The company name (book program discussion) is much larger and bolder than the navbar text. Subheadings such as “Useful information” and “Experience the reading adventures” is also very bold and large as they are there to create sections. Less important text has less weight and size to provide a balance, so the design is not too overwhelming

## 3.2. Emphasis

Emphasis is achieved from the contrast, placement, and isolation of features. The signup button is design as such. It is isolated from almost everything else and placed in the centre of the screen. The red colour of the button gives it large contrast to the background. Subheadings are also positioned in the centre and are contrasting to the other elements because it is bolded and larger.

## 3.3. Unity

Unity was achieved in many ways. For example, the images were all designed to be the same shape, rounded rectangle. It gives the effect of belonging as the images are all similar in a way. The hover effect for buttons and navbar links all have a common effect which is an animated transition effect with my custom colour (#ff2301- red).

## 4.0. Colour scheme

The interface is mainly a clean white background with accents in #ff2301. These accents are used mainly in button hover effects to give user a sense of responsiveness when moving the mouse over the button. The colour of text was chosen to give a high enough contrast to the background for readability. Text which is located over the banner are white because the background image is a dark colour. Whereas, text that is over the white background is black. The About us section at the bottom of the page is in grey because this information is less important and does not need to be in high contrast. Overall, my design focuses on simplicity. I did not want to mix too many different colours together to reduce the visual complexity. Additionally, the images provide a good amount of colour and contrast to the white background.

## References

### Images:

Placeholder Image: [https://www.flaticon.com/free-icon/learning\\_201608](https://www.flaticon.com/free-icon/learning_201608)

Banner Background: <https://www.pexels.com/search/library/>

News Image: <https://www.pexels.com/photo/person-holding-white-and-brown-newspaper-3957616/>

Book Image: <https://www.pexels.com/photo/brown-and-black-hardbound-books-4069092/>

Get Involved Image: <https://www.pexels.com/photo/people-forming-round-by-shoes-609771/>

Image 1: <https://www.pexels.com/photo/people-inside-building-2881370/>

Image 2: <https://www.pexels.com/photo/man-reading-book-beside-woman-reading-book-545068/>

My website was not built on any premade templates. I wrote the html and css from ground up incorporating features from many different design and examples.