Design Review

minimising cognitive load

* we allow users to both search and see a map. This provides different ways for users to find what they need, whatever way that suits them.
* big buttons and pictures make finding what users need easier, thus reducing cognitive load.
* all text inputs are similar in design. This makes finding and using these elements easier for the user.

minimising kinetic load

* most major elements are centred (and a little to the left) with minimal surrounds to capture attention (less searching for much-used elements). This also decreases mouse movement when navigating the site.
* there are very few instances where scrolling is needed to gather important information or see the main object of the page (e.g. a map will not exceed the window size). This means less effort is spent on scrolling (especially the desktop; not as important on mobile)