

Nectar: Where Flavour Meets Well-Being

Web Design 1 – Assignment 3 - Progress Report



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# Design Deviations

* Originally, I wanted to have a parallax scroll feature as the loader for the webpage, but on further research and reading the assignment outline; I discovered this required more javascript intervention to achieve than HTML and CSS script which would have been outside of the assignment's scope. To avoid using more javascript than HTML and CSS I decided to have the company logo and matching linear gradient as the background of my loading screen. This allowed me to use more CSS and HTML to achieve an aesthetically pleasing loader that matches the company's site.
* Scrolling cards were used in my design however these were not full screen width as intended in Assignment 2. I felt that having them only be a percentage of the screen's width was more pleasing to the eye and gave a lift to the products being displayed with the box shadow to lift them off the page.
* The full-page header became a half-page header in the final design to show off the logo, but I felt a full-sized header and more imagery for this section were too noisy and didn’t suit the client’s brief of a natural relaxing flow.
* In the conventions listed in Assignment 2, I tried to keep as close to what I had originally stated and used colour contrast checkers and inbuilt accessibility readers (such as lighthouse in the dev tools on Google) to make sure the website would be appropriate for all users.

# Final Website Rationale –

## Aesthetic Rationale –

The colour palette chosen for the design directly corresponds to the primary colours featured in the client's logo, aligning seamlessly with the company's established colour preferences outlined in the brief. This strategic choice ensures a cohesive visual identity by integrating the new design with the existing brand colour scheme. Typography adheres strictly to the client's specifications for key website elements such as navigation, footer, and headings. However, to introduce a visual contrast, complementary typography is employed in paragraphs and forms, creating a dynamic balance between different sections.

The logo takes centre stage in both the webpage and product label designs. The product label design is thoughtfully crafted to harmonize with the company's overall aesthetic, capturing the essence of the brand. Special attention is given to maintaining a connection to the existing company aesthetics while integrating the logo seamlessly into the design.

Throughout the website, icons serve as visual elements for bullet points and spacers, and they are carefully selected from the 'Nature' category. This choice reflects the natural products offered by the company and embodies the scenic beauty of Margaret River. The imagery featured on the website is curated to align with the products and the environment in which they are produced. This deliberate selection creates a strong visual tie to the natural essence that the company aims to convey.

In summary, the design elements collectively reinforce the connection to the client's brief, emphasizing their commitment to nature and well-being. Importantly, these design choices enhance the user experience without overshadowing the products or the information provided, maintaining a clear focus on the roots and origin of the company's offerings.

## Interaction Rationale –

The top navigation of the website is designed to be responsive, facilitating seamless navigation. Clicking on each section heading in the navigation automatically directs the user to the corresponding section. On tablet and mobile screens, a familiar 'hamburger' menu is employed, listing all sections. Upon selecting an option, the menu closes, and the user is redirected to the chosen section. This aligns with Jakob’s Law, recognizing that users prefer concepts they are familiar with from other sites. The Law of Proximity is also applied, as similar elements (nav items) are grouped together at the top of the page, remaining fixed while scrolling, ensuring a consistent design.

The product presentation utilizes scrolling cards, allowing users to stack and compare products visually. This design is maintained for tablet and mobile views, where scrolling cards remain in the viewport. The focus shifts to the product itself, and users can click the product image to access detailed information. The Law of Uniform Connectedness is evident here, as product cards are grouped, conveying consistent information across all viewports with slight variations in display.

The contact form initially presents a simple interface, avoiding instant interaction. Upon clicking the submit button, users receive a thank-you message, assuring them that contact will be made soon. This message is displayed for 6 seconds before reverting to the reset contact form for new inquiries. Hick’s Law is applied, as the form is straightforward with minimal steps, reducing cognitive load for users. The Button Functionality web convention is also followed, with the button providing a visual effect on submission and a clear design indicating its function. This cohesive approach ensures a user-friendly experience, aligning with established principles and conventions.

# Final Project Critique

The layout prioritizes simplicity in line with the Aesthetic-Usability Effect Principle, ensuring easy navigation and clear section purposes. Responsive navigation enhances user experience, while aesthetically pleasing and informative scrolling cards contribute to user-friendly interactions. Each section is distinctly marked, fostering clarity in transitions. Though media queries and page section transitions could be refined, and top navigation improved to highlight the active section in view, these aspects remain opportunities for future projects, acknowledging the ongoing potential for enhancement.

# Project Experience

Returning to the fundamentals of web design was a refreshing experience, prompting a re-evaluation of the core principles underlying website creation. Despite my proficiency in React, Angular, and Bootstrap, I realized the need to revisit certain concepts. Delving into the design aspect, which I haven't explored in a while, required research on current standards. Excited about applying these newfound insights, I anticipate delving deeper into web design in the next study period. While my current role emphasizes web application implementation, this opportunity has reignited my interest in the holistic design process.

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