**Designer’s Statement**

[**https://marvelapp.com/57g2hig/screen/35001034**](https://marvelapp.com/57g2hig/screen/35001034)

I was tasked with designing a desktop application based upon an earlier design I had constructed for usage on mobile devices. This was a radio app.

The goal was to modify the aforementioned mobile application after completing a ‘Usability testing survey’. The results of the survey were carefully taken into consideration and influenced my approach to creating the new design for desktop.

In particular, a common piece of feedback given throughout the usability testing, was that the green coloured font of the title text did not appeal to many users. I had originally thought that the green had blended well with the contrasted blue background colour of the application, but on reflection, I tend to agree with the users who have commented on this. I therefore decided to strip the colours back completely, and make all text fonts, (bar one), a simple black. It is a common colour in design, is easy to read, and stands out against the blue in a way that the green previously didn’t.

The only text which is not black is the “On Air” label underneath the presenter image. I contemplated making this black to fit with the common colour scheme, but I just feel that red is such a universally accepted protocol in relation to “On Air” signs in radio, that it suits the purpose of the application.

I decided to add colour in other areas of the design. I wanted the navigation bar and the footer to stand out and hopefully learnt my lesson from the green in the previous design. Yellow and pink work much better contrasting with the blue I feel. Hopefully the user will not find it too testing on the eyes!

With regards to the functionality of the desktop application, I have kept the basic homepage buttons which were found on the mobile app, and transferred them over to the desktop app in the form of a navigation bar. This is another common trend in desktop apps, with a drop-down tab under the headings giving the user simplicity in relation to moving their way around the site. An “About Us” tab is also added to give more information on the purpose of the application. To the top right corner is also a “Search” bar function for users who prefer this option.

At the foot of the page is the contact information which is given in more detail compared to the mobile app. The advantage of more space on the desktop allows this and is a good way of getting the user to engage more on the website.

Almost all of the content was created myself in “Photoshop” with the exceptions being the station logos found down the right hand side of the page. These logos were acquired using google image searches and are the property of the stations themselves.

Overall, I found the design process fine as I did not intend to change too much after receiving such positive feedback during the ‘Usability testing’ phase. Having so much more space on the desktop was probably the biggest challenge as I wanted to find a contrast between the page looking too bare, or on the other hand too overloaded. Hopefully it appeals to the users.