Design & User Experience Report

This document presents the high-fidelity design and user experience (UX) work for the Auction House web application. The design demonstrates responsive layouts for both desktop and mobile devices and reflects the final implemented solution.

Desktop (Web) Design
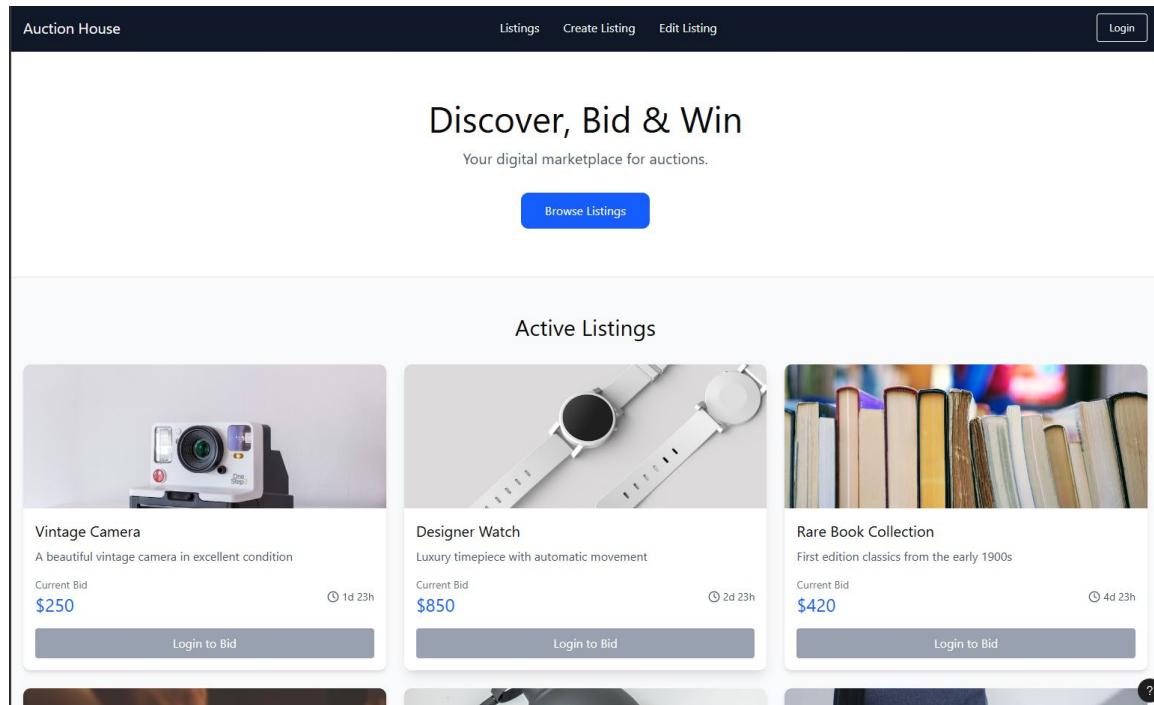

Figure 1 – Landing page – logged out
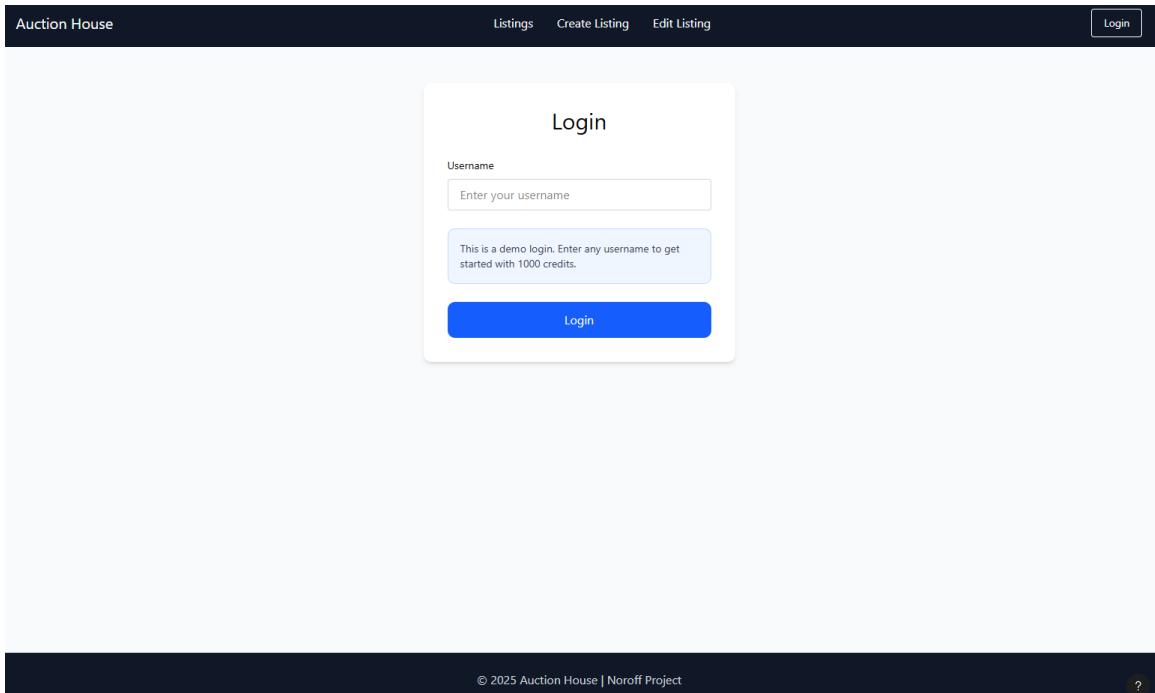
Figure 2 – Login page
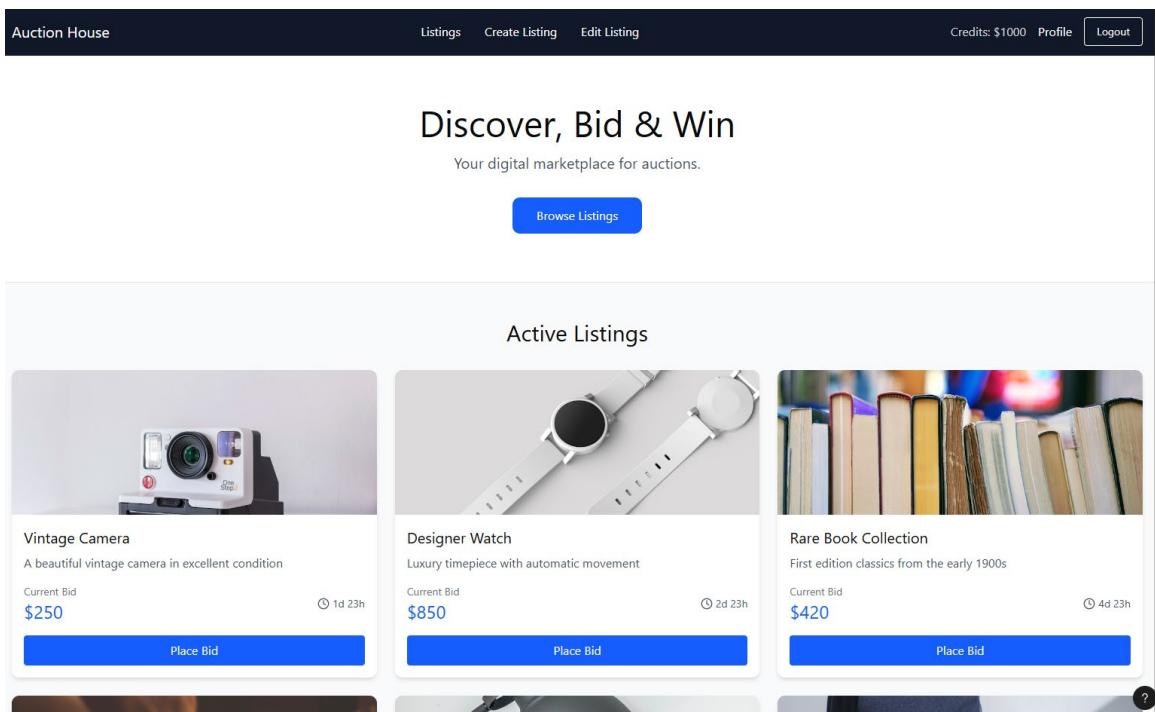

Figure 3 – Landing page – logged in
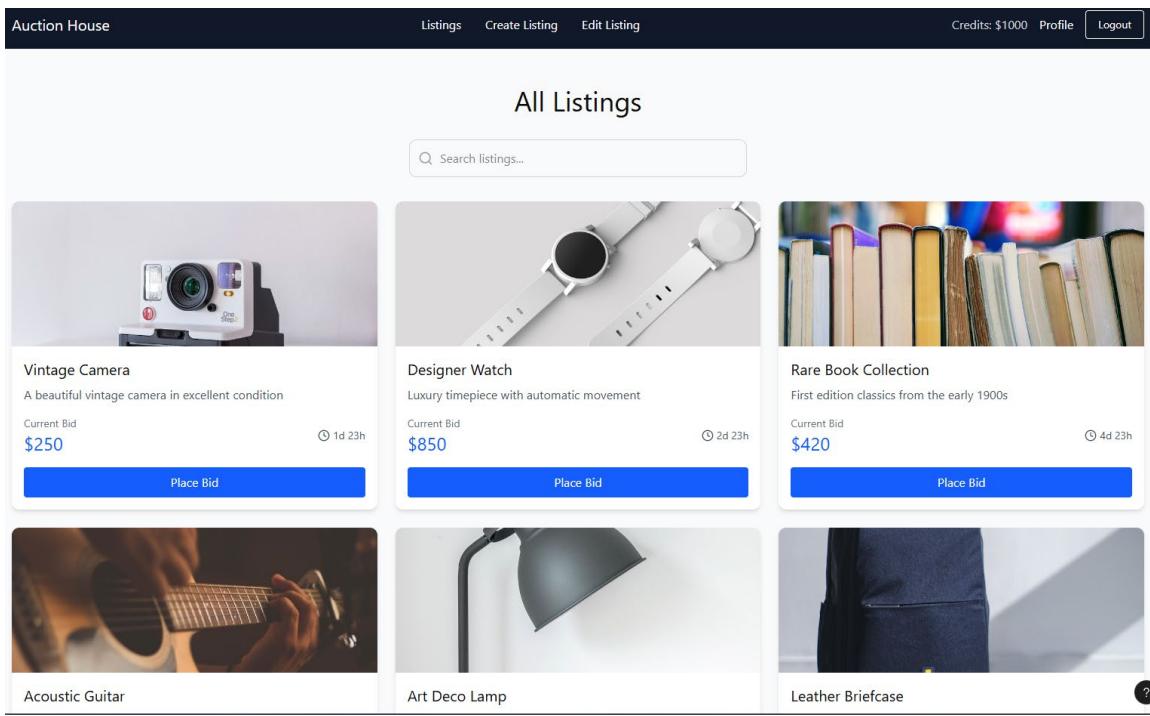
Figure 4 – All listings with search
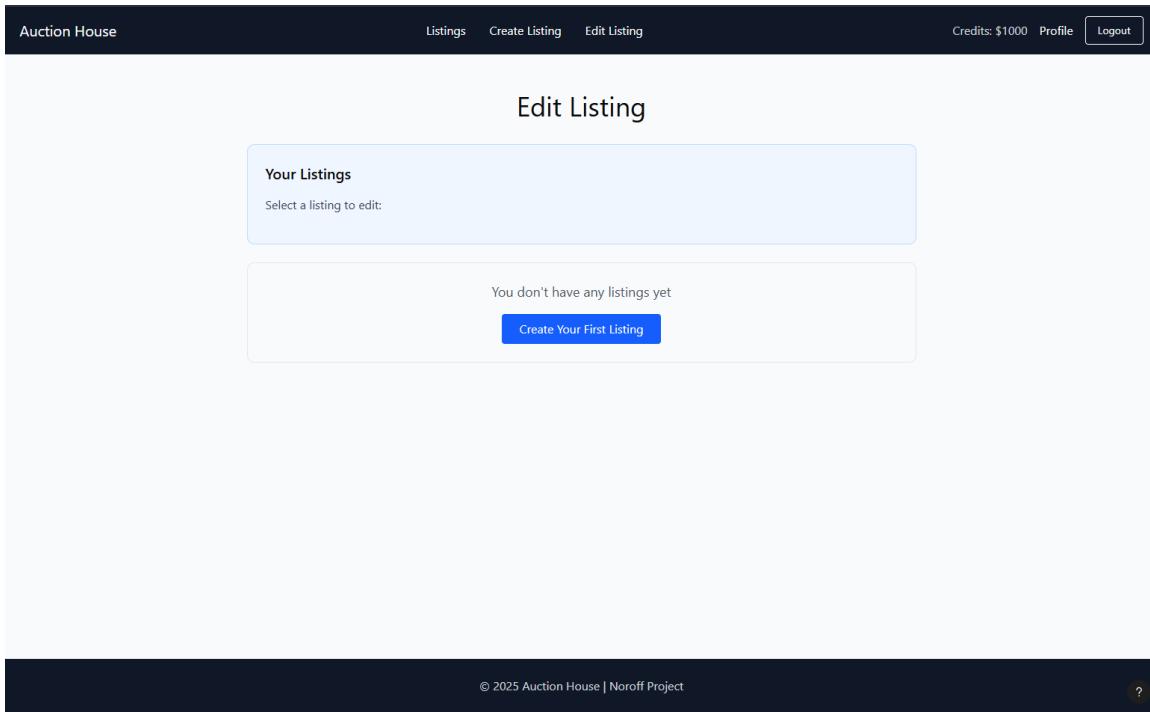
Figure 5 – Edit listing empty state

Figure 6 – Create listing form

Figure 7 – User profile overview

SF Pro Display

Heading 1

Font size: 48px / 3rem | Line height: 64px / 4rem

Body xl

Regular Medium **Semibold** **Bold**

Font size: 18px / 1.125rem | Line height: 24px / 1.5rem

Heading 2

Font size: 40px / 2.5rem | Line height: 56px / 3.5rem

Body lg

Regular Medium **Semibold** **Bold**

Font size: 16px / 1rem | Line height: 24px / 1.5rem

Heading 3

Font size: 32px / 2rem | Line height: 48px / 3rem

Body md

Regular Medium **Semibold** **Bold**

Font size: 14px / 1rem | Line height: 24px / 1.5rem

Heading 4

Font size: 24px / 1.5rem | Line height: 32px / 2rem

Body sm

Regular Medium **Semibold** **Bold**

Font size: 12px / 1rem | Line height: 24px / 1.5rem

Inter

Heading 1

Font size: 48px / 3rem | Line height: 64px / 4rem

Body xl

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Roboto

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Regular Medium **Semibold** **Bold**

Font size: 12px / 1rem | Line height: 24px / 1.5rem

Figure 8 – Typography style guide

Colors

Nuclear 1.0

Primary color

Grey
Used for text, backgrounds, and subtle shadows.
Grey is a versatile neutral color that provides a clean and modern aesthetic. It is ideal for creating a sense of balance and clarity in your user interface.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Primary
Main action buttons, important highlights, and key elements.
Primary is your brand's signature color, representing action and emphasis. It should be used sparingly to draw attention to essential elements within your UI.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Info
Informational elements, links, and secondary accents.
Info color conveys a sense of calm and trustworthiness. It is best suited for providing supplementary information and guiding users to additional resources or actions.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Warning
Alerts, warnings, and potential issues.
Warning color grabs the user's attention and signals caution. Use it to highlight situations that require extra attention or immediate action.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Error
Error messages, validation issues, and critical notifications.
Error color communicates urgency and indicates when something has gone wrong. It should be reserved for situations that demand immediate user action or resolution.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Success
Success messages, confirmation, and positive feedback.
Success color exudes positivity and reassurance. Deploy it to provide feedback when users complete tasks successfully or to convey a sense of accomplishment.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Complimentary colors

Rose
Rose is a soft and elegant color that adds a touch of sophistication and warmth to your UI. It's ideal for complementing primary colors and providing a delicate contrast.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Coral
Coral is a vibrant and energetic color that demands attention. Use it for important calls to action or to make specific elements stand out.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Teal
Teal is a fresh and lively color that signifies positivity and progress. It can be employed to highlight success and encourage user engagement.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Lime
Lime is a versatile and calming color that works well for navigation and secondary content. It provides a sense of stability and trustworthiness.

| 50 | 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 | 950 |

Figure 9 – Color palette showing primary, semantic, and complementary colors

Gradients

Gradients are used selectively to add depth and visual emphasis while preserving clarity. Primary gradients highlight key UI sections, while complementary gradients are applied sparingly to decorative elements to enhance visual interest without reducing contrast.
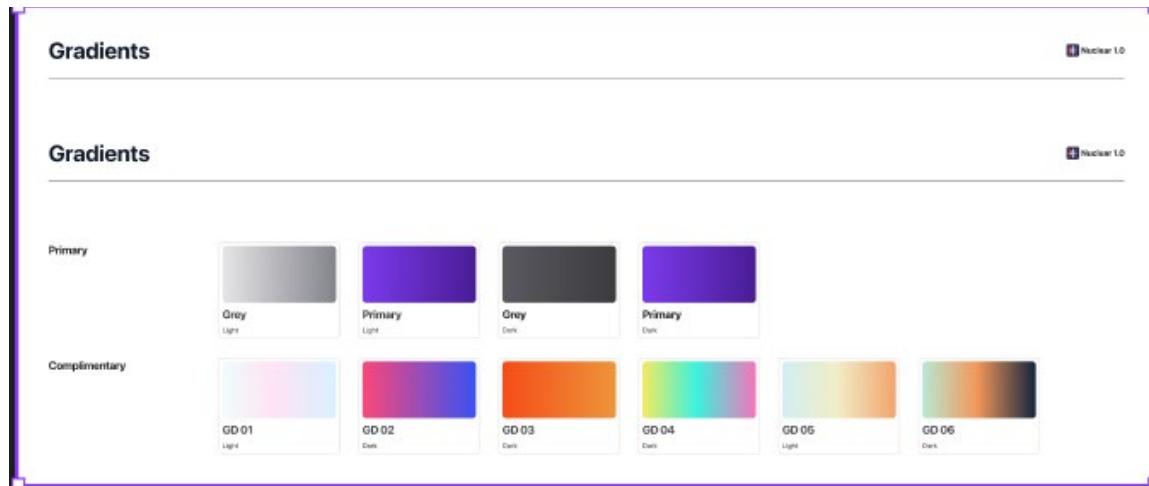

Figure 10 – Primary and complementary gradient styles

Design and UX Explanation

The overall design prioritises clarity, consistency, and ease of use. A card-based layout was chosen to make auction listings easily scannable, while consistent navigation across desktop and mobile ensures a predictable user experience.

Universal design principles were applied through sufficient color contrast, readable typography, and large interactive elements optimised for both mouse and touch input.

Mobile Design
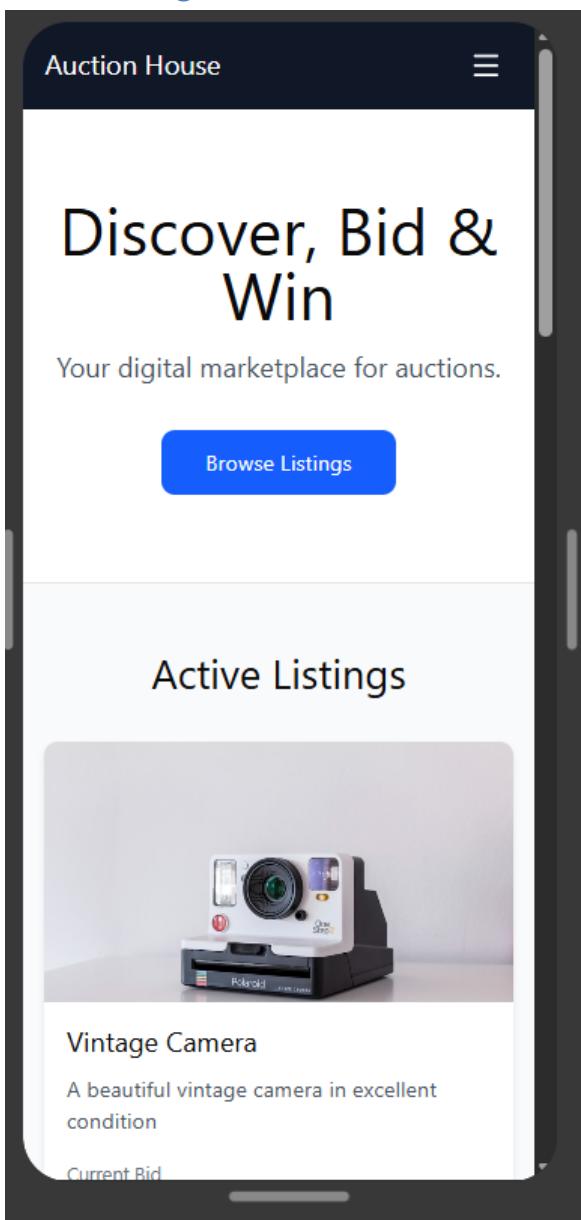
Figure 11 – Mobile landing page
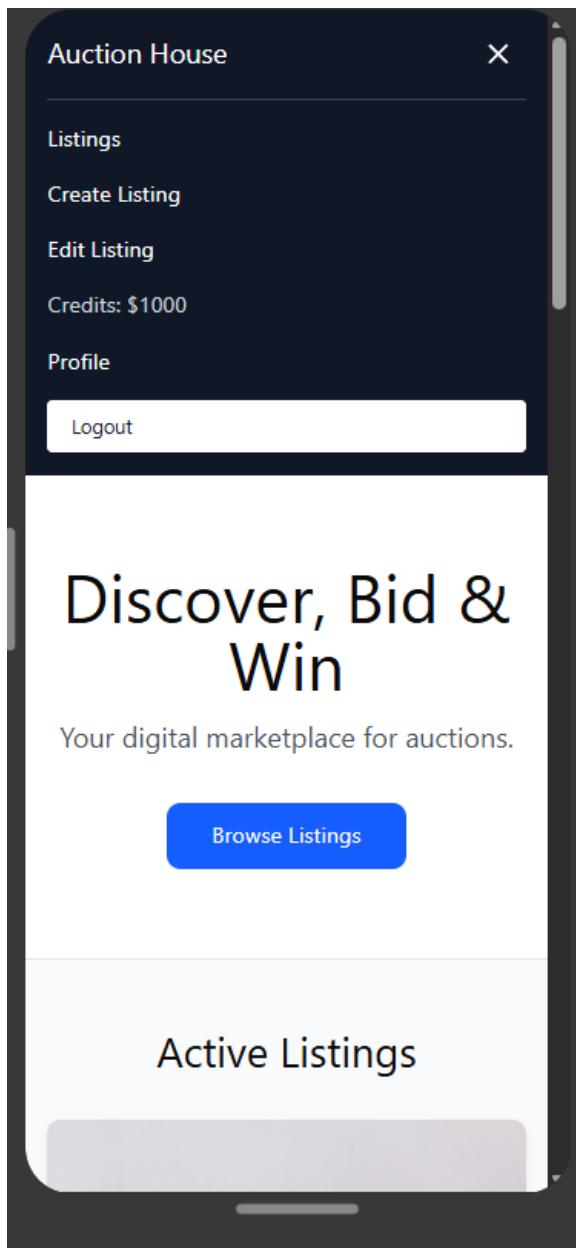
Figure 12 – Mobile navigation menu
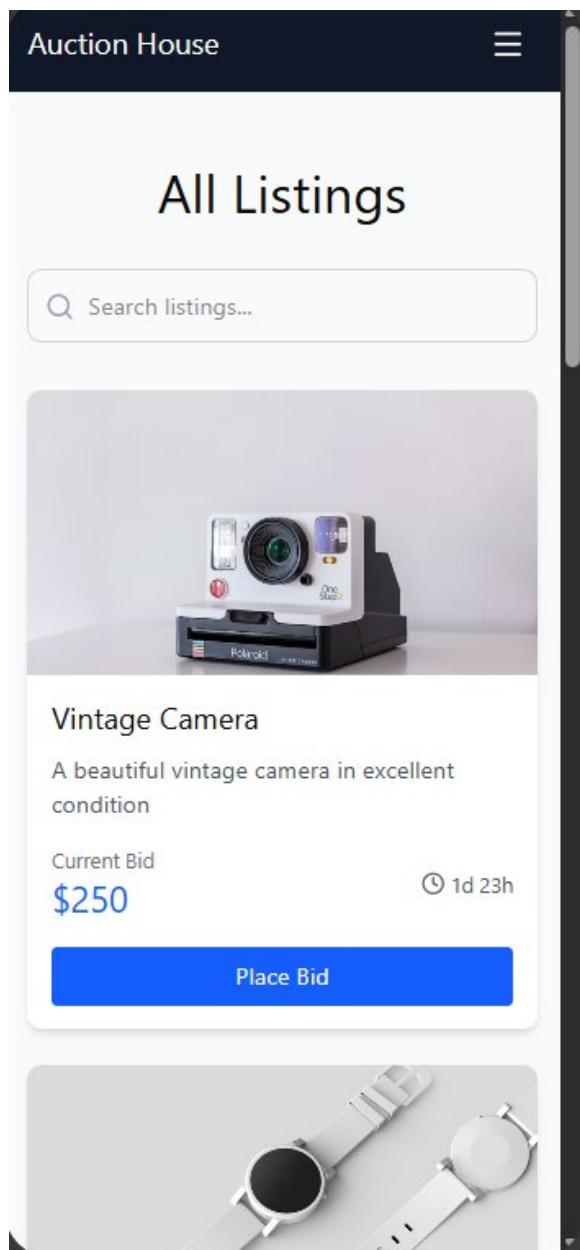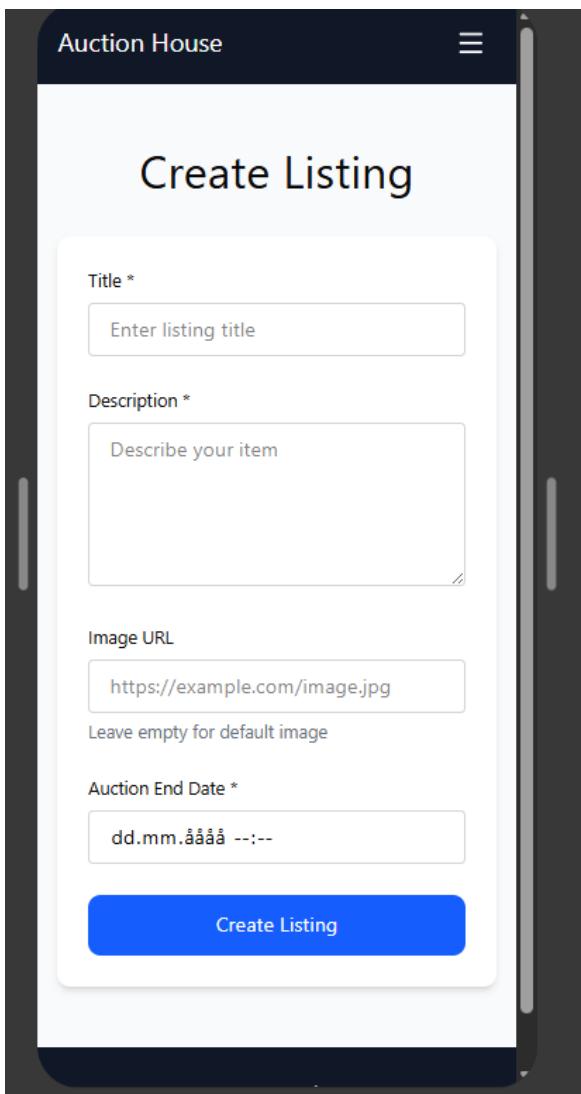
Figure 13 – Mobile listings view

Figure 14 – Mobile create listing form
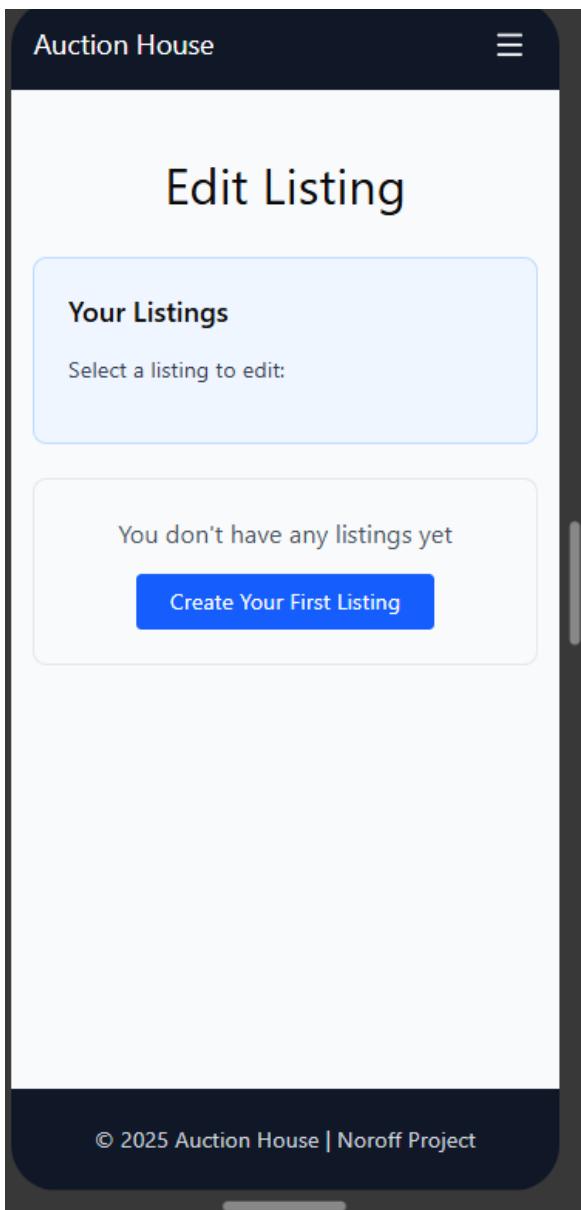
Figure 15 – Mobile edit listing
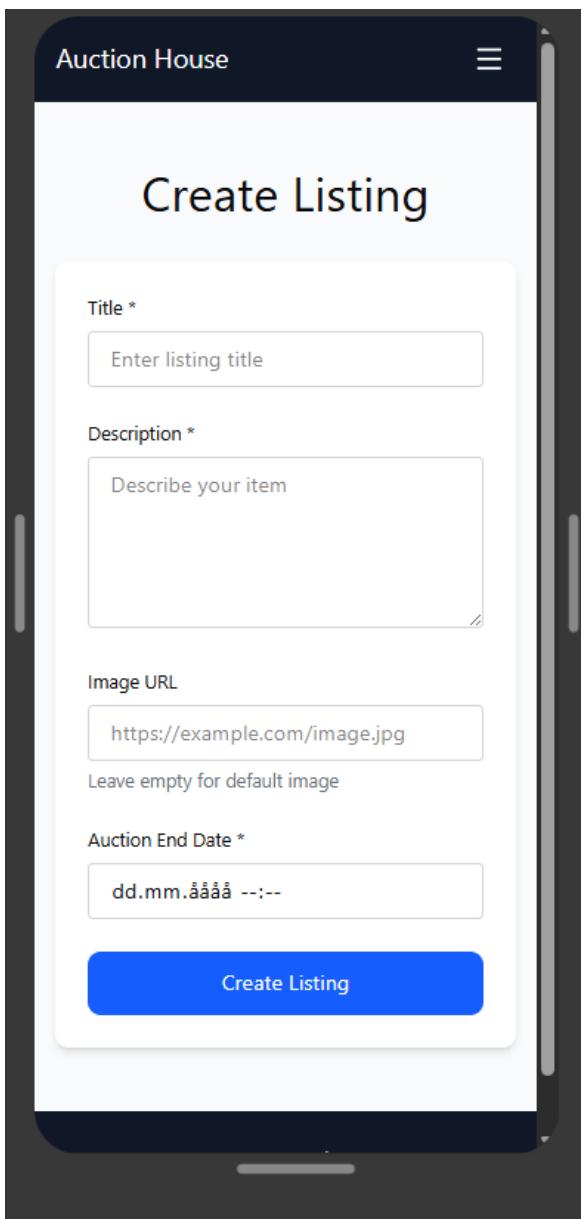
Figure 16 – Mobile create listing (alternative state)
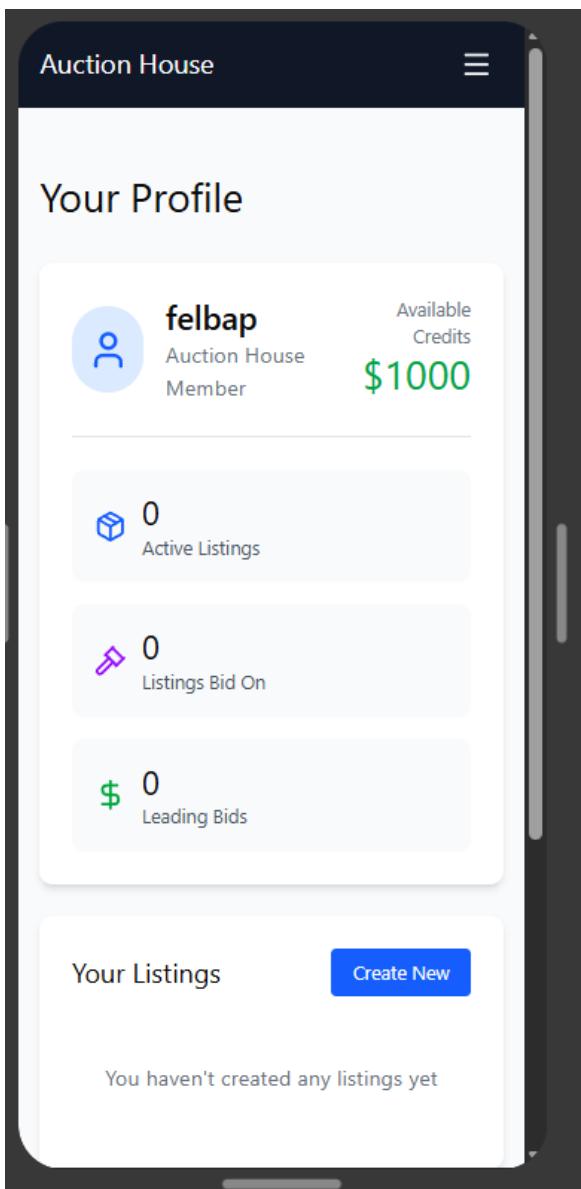
Figure 17 – Mobile profile view

Design and UX Explanation

The design focuses on clarity, accessibility, and ease of use. A card-based layout was chosen for listings to make information easily scannable. Navigation is kept consistent across devices, with a top navigation bar on desktop and a hamburger menu on mobile. Credits are always visible for logged-in users, fulfilling the project requirements.

The profile page provides users with a clear overview of their activity, including available credits, active listings, and bidding history. Empty states guide users towards meaningful actions, such as creating their first listing or placing a bid.

Universal design principles were applied throughout the interface, including strong contrast, readable typography, large interactive elements, and responsive layouts adapted specifically for mobile devices.