

Report

User Experience:

- The target user of this website is people who want to join a book club.
- The home page is the face of a website. The user should be able to know that this is a book club website from the home page straightaway. So I put a picture of people reading and discussing as the background image on the very beginning of the page, and sentences on top of the background telling the user what the organization does. So that user would know if they are at the right place, and the sentences would also attract users who enter the page not on purpose.
- Since the purpose of a home page is not to provide many information, but to self-introduce the website and to navigate users instead, I decide to only put some quick overviews of different sections. User could click on View More or Learn More to navigate to the detailed pages. I also decide to lower the density of information on the home page because I do not want to overwhelm the user, otherwise it would violate the purpose of a home page.
- I put the Register button on top right, which is the usual place for a Register button that match user's experience of using other websites.

Gestalt Principles:

- Proximity:
 - o The navigation buttons on the right of the navigation bar sit together and are close to each other, so would be seen as a group. They have horizontal proximity. (figure 1)



Figure 1

- o The images of the books are in a line and sit closely, so would be seen as a group. They have horizontal proximity. (figure 2)



Figure 2

- o The three latest news on the screen are close to other, so the user would know they are elements in a group. They have horizontal proximity. (figure 3)



Figure 3

- Similarity:
 - o The navigation buttons have the same font and same size, so they would be seen as related. (figure 4)



Figure 4

- o The book cover images are all in the rectangle shape and have the same size, so they would be seen as a group. (figure 5)



Figure 5

- The Common Fate Principle:
 - o All the fields and names in the form point towards the same direction, so they will be seen as related. (figure 6)

Figure 6

- o The text in the news section are aligned to the left, and all the View More buttons below the text are on the right. So they will be seen as a group. (figure 7)



Figure 7

- The Area principle:
 - o The image is big, so it will be seen as the background. The text and the button are relatively smaller, so will be seen as the figure. (figure 8)

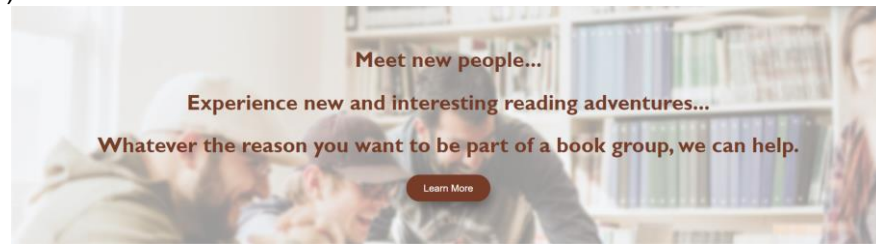


Figure 8

- Symmetry:
 - o The Books section as well as the Latest News section of the website is symmetrical and reinforce the order and the aesthetic of the website. (figure 9, figure 10)



Figure 9



Figure 10

Design Principles:

- Balance: the website is basically symmetrical horizontally along the vertical axis, which means the weight of the left part and the right part of the website is balanced.
The upper part of the screen consists of the welcome section and the Books section. Both the welcome and the Books sections have large objects, including larger texts and larger images. The bottom part of the screen consists of the Latest News section and the About section. These two sections consist of mainly clusters of text. The upper part and the bottom part of the website are balanced because the upper part is weighted by the large images, and the lower part is weighted by the text clusters. The two parts are both heavy, so the website is balanced vertically as well.
- Emphasis: The sentences on the welcome section stand out by the colour contrast. I added a blur filter and decreased the opacity of the image, so that

the text on top of it to be easier to be read. The three lines of text are in the dark colour that I was assigned to, which contrast with the background and is emphasized. Also, the three lines of text are aligned to be at the center. This alignment will make the text jump out at user's eyes immediately. (figure 11)



Figure 11

The text in the About section also has a colour contrast with the background. It emphasized the text. (figure 12)

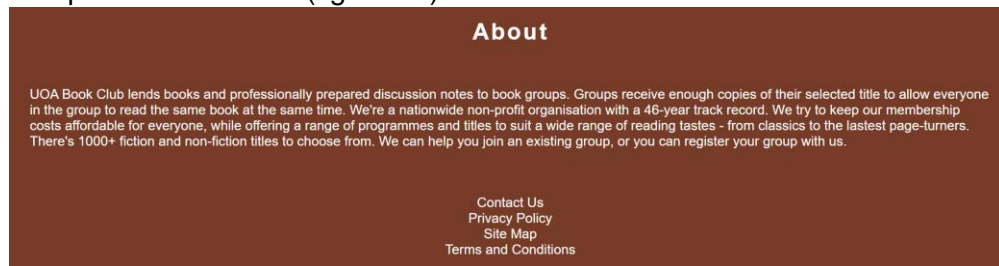


Figure 12

All the subtitles on the website are isolated with white spaces on top and below the title text. It emphasizes the title itself, and also emphasizes the separation of different sections. (figure 13, 14, 15)

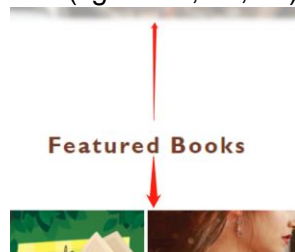


Figure 13



Figure 14



Figure 15

If the user hover on top of the buttons on the navigation bar, the button will be underlined. The underlined button contrasts with other buttons that are not hovered. It emphasizes the button that is hovered on. Also, the current page where the user is at has a bold font and is underlined to inform user about the system status (figure 16).



Figure 16

- Unity: every section on the website has the same style: all buttons have the same colour, font, and shape; all subtitles share the same font and size; the whole website uses the same font; the whole website uses the same colour scheme. All designs on the website is consistent, which makes all parts of the website to have a commonality.

Colour Scheme:

My assigned colour is #763C28. The contrast colour is #286276 (figure 17), which is white. The monochromatic is #9C4F35 (figure 18).

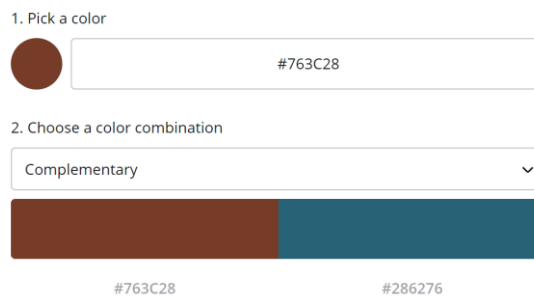


Figure 17

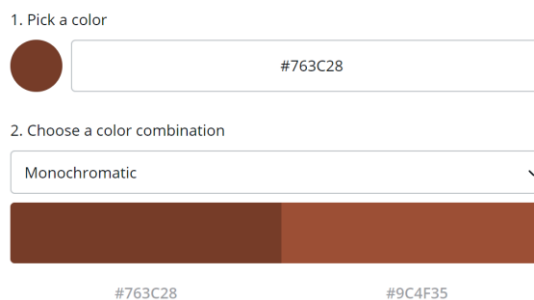


Figure 18

I decide to use my assigned colour to be the foreground colour. The buttons, title and subtitles, navigation buttons, main texts are all in the assigned colour. By using the contrast checker, I tested the contrast ratio of both white and #4D7F90 with my assigned colour, and I found out white perfectly contrasts with my assigned colour (figure 19) but #4D7F90 fails to do so (figure 20). Therefore, I decided to make the background colour to be white to reinforce the best colour contrast.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#763C28
Lightness

Background Color
#FFFFFF
Lightness

Contrast Ratio
8.58:1
[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Figure 19

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#763C28
Lightness

Background Color
#286276
Lightness

Contrast Ratio
1.26:1
[permalink](#)

Normal Text

WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

Text Input

Figure 20

I have also considered of using #4D7F90 for the text in the news section. However, this colour also fails one of the contrast tests with white (figure 21). So, I decided to use black for the text instead. The reason I did not use my assigned for the news text is because it would be too boring if all text on the website are in the same colour.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#286276
Lightness

Background Color
#FFFFFF
Lightness

Contrast Ratio
6.77:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input

Figure 21

I used #9C4F35, which is the monochromatic colour to be colour of the buttons when hovered on, because a different colour will emphasize the different when the user hovers their cursor on the button, to tell them that their cursor is above the button. The monochromatic colour will make the colour difference more harmonious.

Reference:

All images used on the website are with the creative commons license:

- <https://pixabay.com/illustrations/logos-book-literature-binding-987108/>
- <https://i.gr-assets.com/images/S/compressed.photo.goodreads.com/books/1466848106/30112418.jpg>
- <https://i.gr-assets.com/images/S/compressed.photo.goodreads.com/books/1521617436/36439337.jpg>
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