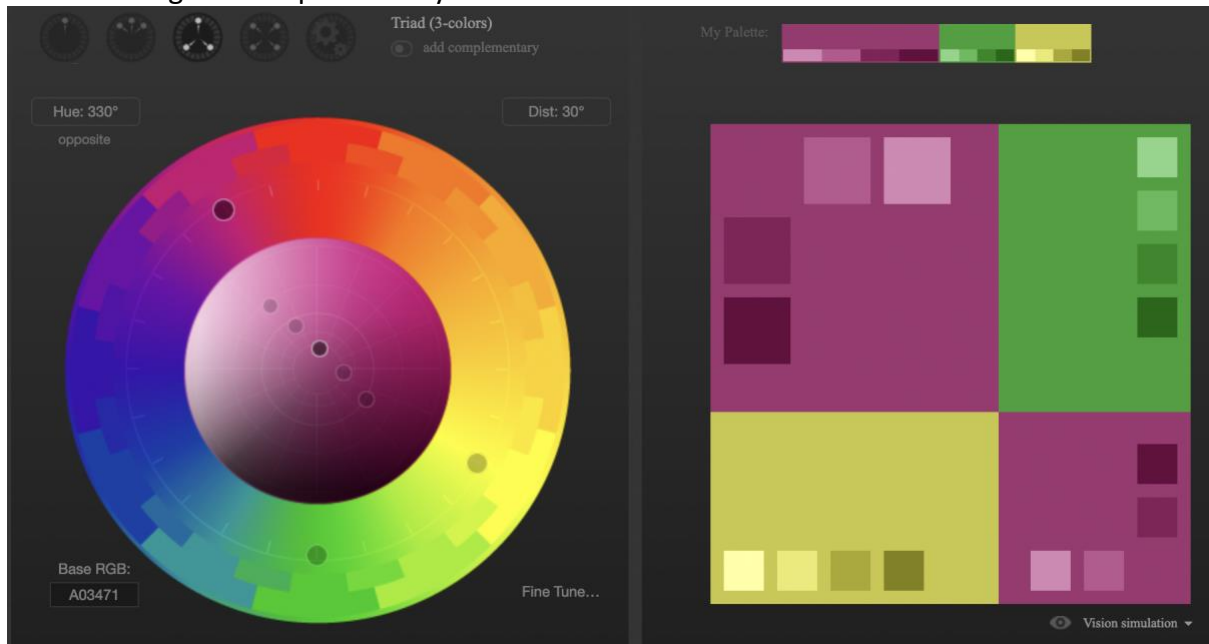


Assignment 2: Report

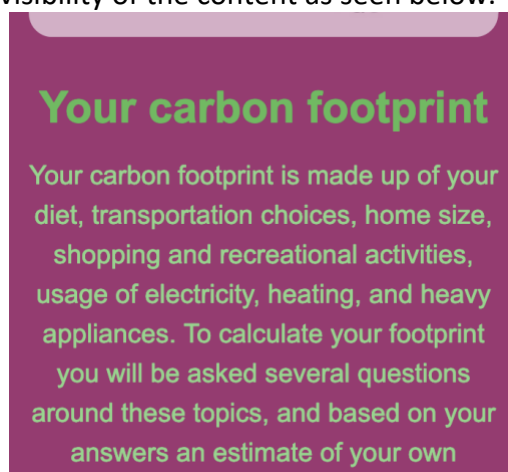
Done by : Hareen Sendanayake (dsen279)

Colour Scheme:

The colour I was assigned was #A03472. Thereby I created the colour scheme for my website around said assigned colour. I decided to use a colour triad colour scheme while also including the complementary colour of #A03472.



All elements on the webpage stuck to this colour scheme. I used #A03472 for the background of the containers and used its complementary colour for the text inside them. This ensured there was enough contrast between background and text for the content of the page to be clear and visible. This also adhered to accessibility guidelines for colour contrast. The brightest green #87D687 was used for the smaller text to further enhance the contrast and improve the visibility of the content as seen below.



Design decisions:

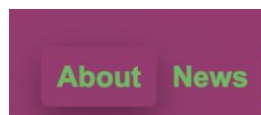
The whole website was designed to be minimalist showing the user only the information they need to see and while not hiding any functionality behind search bars or menus.

The navigation bar at the top of the website moves as you scroll, this accomplishes two things. The first and more apparent one is that this would ensure the user is given the ability to navigate to anywhere no matter where they are on the webpage this gives the user more freedom and control. Secondly it abides by the common fate principle of Gestalt's principles of perception, this communicates naturally to the user that the buttons on the bar are related and offer some related functionality, in this case they help the user navigate the website (this is further reenforced by how having the navigation bar designed as such is convention).

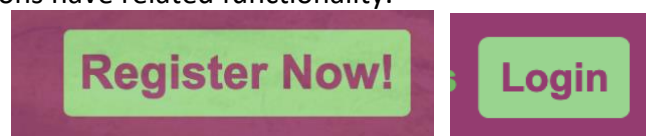
The website name "Carbon Tiptoe" is shown on the top right-hand corner, it was given the Google font of "Righteous," as it is quite stylistic and gives the appearance of a logo. Having a special font/logo will help differentiate the site and make it more memorable for users.



As is convention, clicking on the website logo will return users to the homepage. Upon hovering over the clickable items in the navigation bar they become elevated to indicate to the user that they are pressable. All the buttons used for navigation are presented like this and have similar functionality, their similar appearance alludes to Gestalt's similarity principle.

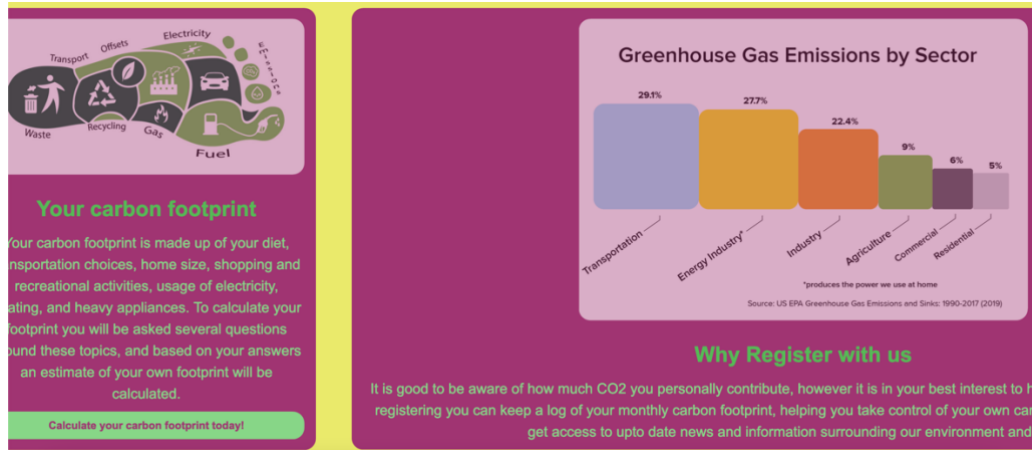


The only button that stands out in the navigation bar is also the only button that has slightly different functionality. The "login" button is in green and highlighted for three reasons. Firstly, as it is different and highlighted it brings attention to it, and this is good as an already registered user should be able to quickly find the "login" button. Secondly green is a functional colour and is a call to action for the user. Thirdly it is the same colour as the "register" button using Gestalt's principle of similarity it can be correctly deduced by the user that these buttons have related functionality.



A page wide image of a forest is used as it is in theme with our website. In the middle of it a container with a call to action slides in from the left as the website is opened. The background image visually grabs the attention of the user and thus placing the call to action (to register) in the image without completely obstructing it ensures that the user sees the prompt to register. To ensure web accessibility and "alt text" was used for the image in case it the image file goes missing for any reason.

Two containers are presented as you scroll down, one has some information on carbon footprints and a button that prompts them calculate their carbon footprint. The second panel explains to the user why they might be interested in registering to the website and the added functionality it provides. This allows users who entered solely to calculate their carbon footprint to do so, while also capturing the users who would like to register for all the added functionality the website can provide them. This gives the user more control and freedom and helps elevate the user experience. Further the text used here is of the font size 16px (h4 is 16px) this ensures visibility and improves the accessibility of the site.



All the containers and buttons on the website are rounded to give the users the idea that the website is more casual use than professional. Rounded edges are quickly becoming the norm in most social media application thus this would bring a sense of familiarity to the user.

The form has clear labels and titles preventing any possible errors.

Personal details

Given Name

Surname

Username

Password

Addresses

Home Address

Work Address

Contacts

Mobile Number

Email

Finally in the footer of the website it would be suggested to the brand to add their social media/contact information for any user who would like to reach out. Having it placed at the footer is common website convention and most users would look to the footer to find this information.