# Assignment 2 Report (SE350)

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Assignment 2 required the creation of a high-fidelity prototype as a mock-up for a book club website, including a form for users to register. A suitable logo for the website also had to be designed and added to the site.

The website features a header with the logo in the typical location in the top-left corner. The design for the logo was chosen because it was simplistic, and the “cycle” of different colours signifies that a book club brings together different individuals that receive and provide knowledge and insight to each other in a cyclical manner.

The navigation bar is also in the expected location, stretching from the top-middle to the top-right corner. The reason behind this design choice was to ensure that the website was easy to use as it was familiar, and users could draw from experience from their use of other websites. This follows the heuristic of ensuring that the website shows consistency and follows standards. The horizontal grouping of the navigation buttons also follows the proximity principle, suggesting that they perform similar roles (helping the user navigate to different pages).

The “Login” button is presented in a different style compared to the other navigation links as it is expected that most users will be looking for the “Login” button when they use the site. By differentiating and emphasising it, users should be able to spot the button quicker. The “Home” navigation link is also in a different colour with the purpose of indicating that the user is currently on the Home page. This follows the “visibility of system status” heuristic as it shows the user the page that they are currently on. The red colour was chosen as it showed a good level of contrast compared to the assigned yellow and did not cause a colour clash. The darker tone of the red also may appeal to older users as it was calmer.

The header is followed by a large image of book club meeting [1] that stretches the entire width of the page. Over the top of the image, the call-to-action text is shown in the colour of the theme of the page in large font to capture the user’s attention. Below it, an obvious and large button with the text, “Join us today”, is shown, which would present the user with the registration form when clicked. The style of the button is similar to that of the Login button. This is done with the intention of supporting unity on the site as a user should associate that style (dark red background and white text) as a button. This design choice follows the area principle, as the image acts as the background. This was suitable as the image is related to the purpose of the site, and also served to attract the user’s attention to the call-to-action as the text contrasted well with the image and was placed in the centre of the screen with plenty of whitespace around it, therefore maximising emphasis.

Below the image, there are three cards that show a limited amount of information from three of the other pages on the site. The intention behind the design was to allow a user to have a quick view of the latest posts from the News and Books pages, and some information from the Get Started page, which are probably the most accessed pages. The title of the cards are also clickable and would take the user to the full page for each of the categories. The layout of the cards are also symmetrical and maintain the horizontal balance of the site as the weight of screen elements on the left and right are very similar. The amount of text in the cards does, however, cause the balance of the page to be skewed towards the bottom as the text creates the effect of increased optical weight.

The registration form appears as a popup over the home page. The background is greyed to make the registration form more obvious to the user and separate it from the background. The registration form is split up into three sections, with a heading (User Details, Addresses, and Contacts) grouping the fields for each category. In the bottom-right, a “Submit” button with the same style as the previously encountered buttons is present, providing further consistency and unity. The exit cross in the top-right also allows the user to exit the form at any point, thereby following the “user control and freedom” heuristic. The elements of the registration form are also centred, maintaining the symmetry of the site. The alignment of the text fields also follow the common fate principle as they share a common beginning. The text fields are grey to allow them to stand out from the yellow background, but also not be as intense as using white. Using the contrast checker, the contrast between the black text and grey background of the input fields is more than enough to ensure good readability.

Sources:

1. https://brokeassstuart.com/2009/08/31/free-books-free-reading-free-show/