

DXB203 Assignment 2 Design Rationale Document

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Target Group

29 years and under

Most of them are just start and establish their career. They are easy to expect new stuffs and prefer succinct and clear design.

Assumption audience



Rosalie Goodwin

The young graduate. Just began her career. And start to get understand the superannuation.



Jack Pearson

The young father. He will step to his new life stage. He starts to consider more about his finance management and the superannuation.

Designed Web Style

Features

Succinct and clear

Main colour

Black

Orange

White

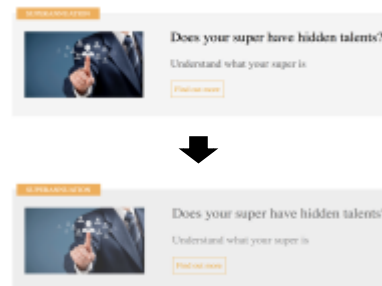
Design Interaction

Buying using hover, users will get a more clearly on where their mouse point to. In addition, it increases the vitality and interaction.

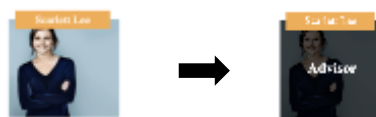
Button hover



Select box hover



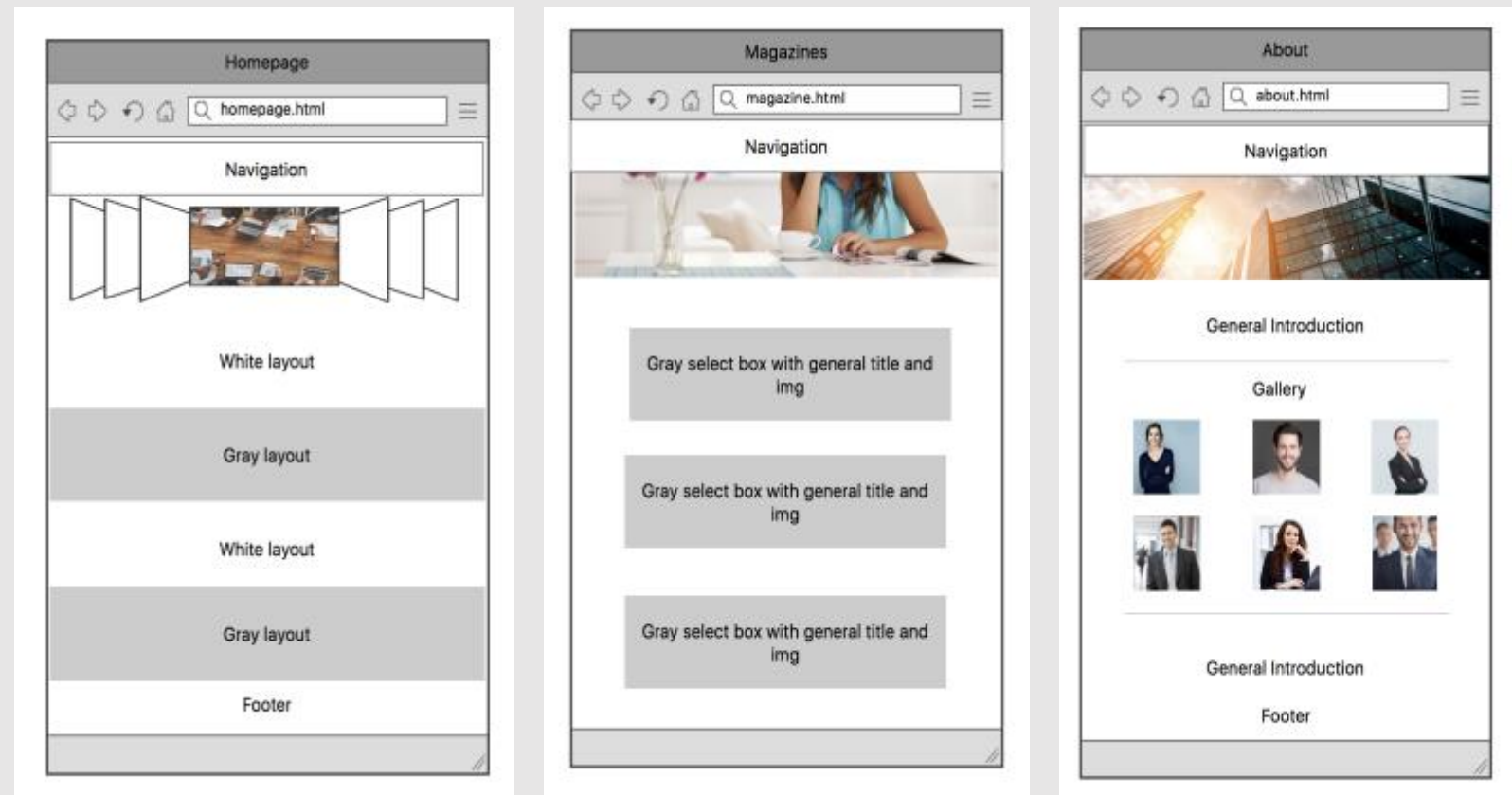
Gallery box hover



Section box hover



Main Design Frames



Map Site

