

COMPSCI 345 Group 7

Assignment 3:

Report for a Carbon Footprint Website

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Introduction

I am designing a website for the company Carbon Easy!, which relates to the carbon footprint calculator we have designed for the past assignments. I was assigned the colour #82f900, and asked to design my website around this colour. I was also asked to design a registration popup for the website, and keep it in theme with the rest of the page. I used the fonts OpenSans for the paragraph texts, as it is very easy to read, and Poppins for the headers, as it is very wide and bold.



The screenshot shows the homepage of Carbon Easy!. The header features a green navigation bar with the logo 'Carbon Easy!' and links for About, Contact, Calculator, and Login. The main background image is a photograph of a large tree from a low angle, looking up through the canopy. On the right side of the page, there is a call-to-action box with the text 'Become a Hero of Climate Change' and a button to 'Register your interest'. Below the main image, there are three sections: 'Who we are', 'What we do', and 'Contact'. Each section contains descriptive text and a small image related to its content.

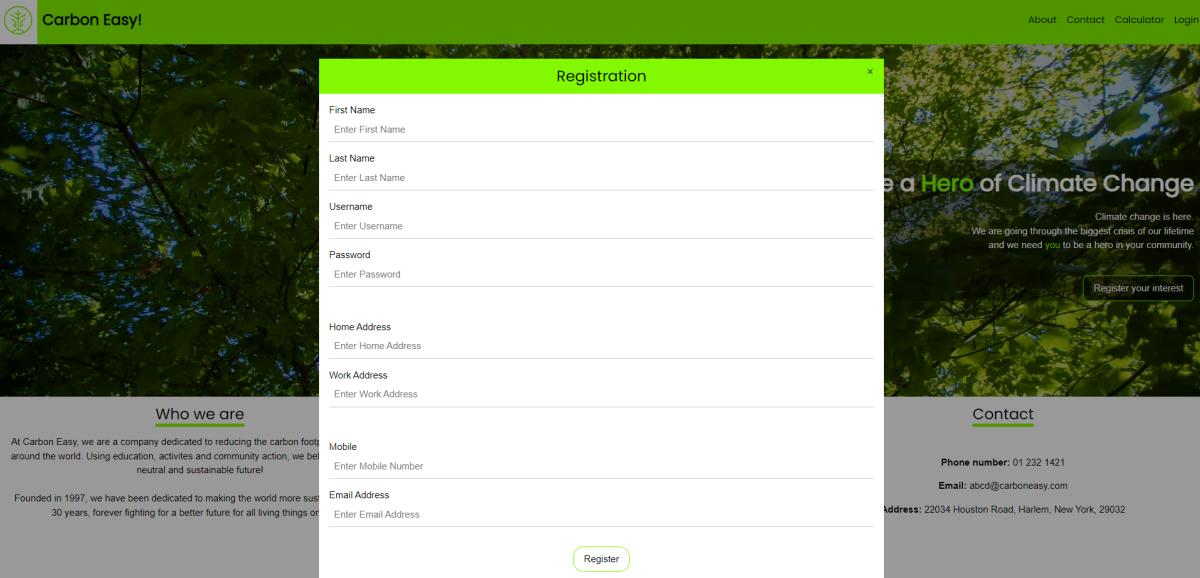
Who we are
At Carbon Easy, we are a company dedicated to reducing the carbon footprint of people all around the world. Using education, activities and community action, we believe in a carbon-neutral and sustainable future!

Founded in 1997, we have been dedicated to making the world more sustainable for over 30 years, forever fighting for a better future for all living things on Earth.

What we do
Our company provides education to many schools, businesses, companies and more about how to reduce their carbon footprint. Education has been shown as the best way for change for many years, and by educating, we can change the way people live.

We also provide community activities, getting more people working together in order to live a more sustainable future. Organising community gardens, recycling, and consulting with public transport are just some of the activities we do for the community.

Contact
Phone number: 01 232 1421
Email: abcd@carboneasy.com
Address: 22034 Houston Road, Harlem, New York, 29032



The screenshot shows a registration form overlay on the Carbon Easy! website. The form is titled 'Registration' and includes fields for First Name, Last Name, Username, Password, Home Address, Work Address, Mobile, and Email Address. Each field has a placeholder text and a red asterisk indicating it is required. At the bottom of the form is a green 'Register' button. The background of the form is white, while the rest of the page remains in the original green-themed design.

Colour Scheme

I used an 80/20 colour scheme, where 80% of the page is neutral and 20% of my page was the assigned colour. I made this choice because my colour was very bright and very saturated, so I wanted to reduce the eye strain that would happen if the whole page was this assigned colour. Glassman et al. (2016) states that "Saturated colours can cause visual fatigue because the eye must keep refocusing on different wavelengths." I limited the use of

the colour to the top navigation bar, the button outlines, a bold word, an important word in the hero word section and the underlines so that my custom colour was still the main colour, but did not cause any eye strain to the users. I also used it in the header of the registration modal.

I used black for most of the text as it contrasts with my green colour very well. WebAIM's contrast checker (n.d.) states that my colour and black have a contrast ratio of 15.49:1. For the hero text, the text colour is white to contrast with the grey translucent background, with some text in green to highlight their importance.

Navigation Bar



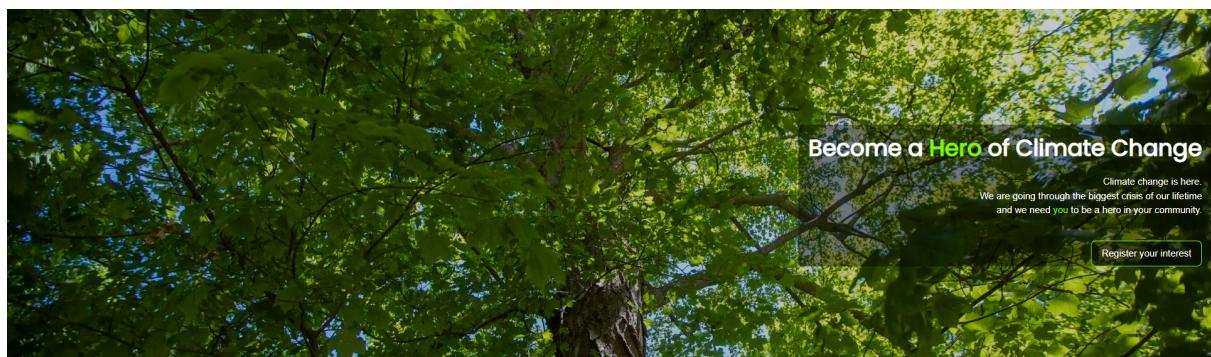
I modified the Living Carbon (n.d.) logo, changing the colour from a darker green to my assigned colour, and changing the lighter green section into white.

I balanced the navigation bar asymmetrically. The logo and the company name are larger and hold more weight than the other objects in the navigation bar, that are on the other side. The Gestalt law of proximity is used to show the groups as there are no lines to separate the groups, only space does. The company name is also bolder than the other text to highlight that this is the company name.



When I hover over the buttons on the right section of the navigation bar, the box changes to a white colour, and it adds an underline. This is to highlight that this option is about to be selected, and is easily visible. The underline is my assigned colour, so it would still be in theme with the rest of the page. This does not happen with the company name nor the logo, as it would undermine the importance of those two options. When the user is on the page, it would also be highlighted, however this is just the landing page and therefore none of the options are highlighted at the start.

Hero Image Section



I used an image from WBUR of a sugar maple tree, taken by Jesse Costa, as the hero image, which fit within the theme of carbon footprints and my colour scheme. I darkened a

section of the image so that the text would be more visible which follows the figure/ground Gestalt principle. I placed the text on the right side of the image in order to balance the entire page. The text is white, however there are some words that are in my assigned colour to highlight their importance. I coloured the word “Hero” in the header, so that it stands out and attracts their attention. I also highlighted the word “you” in the call to action so that it gets more of a response. The button is outlined with the assigned colour, and when hovered over, changes to the assigned colour to show selection. When clicked on, it opens up the registration modal.

Bottom Cells

<u>Who we are</u>	<u>What we do</u>	<u>Contact</u>
<p>At Carbon Easy, we are a company dedicated to reducing the carbon footprint of people all around the world. Using education, activities and community action, we believe in a carbon-neutral and sustainable future!</p> <p>Founded in 1997, we have been dedicated to making the world more sustainable for over 30 years, forever fighting for a better future for all living things on Earth.</p>	<p>Our company provides education to many schools, businesses, companies and more about how to reduce their carbon footprint. Education has been shown as the best way for change for many years, and by educating, we can change the way people live.</p> <p>We also provide community activities, getting more people working together in order to live a more sustainable future. Organising community gardens, recycling, and consulting with public transport are just some of the activities we do for the community.</p>	<p>Phone number: 01 232 1421 Email: abcd@carboneeasy.com Address: 22034 Houston Road, Harlem, New York, 29032</p>

I used cells in order to include information about the company efficiently, where all of the required information was easily accessible. The header underline is the assigned colour in order to show adherence to the theme, and the text is black for contrast with the white background. The contact information titles are bold in order to show importance and there is less text to balance the page. The Gestalt law of proximity shows that the cells are related to each other.

Registration Modal

The registration modal is a rectangular window with a light gray border. At the top, there is a green horizontal bar with the word "Registration" in white text and a small "x" icon on the right side. Below this, the main body of the modal is white and contains several input fields:

- First Name:** A text input field with the placeholder "Enter First Name".
- Last Name:** A text input field with the placeholder "Enter Last Name".
- Username:** A text input field with the placeholder "Enter Username".
- Password:** A text input field with the placeholder "Enter Password".
- Home Address:** A text input field with the placeholder "Enter Home Address".
- Work Address:** A text input field with the placeholder "Enter Work Address".
- Mobile:** A text input field with the placeholder "Enter Mobile Number".
- Email Address:** A text input field with the placeholder "Enter Email Address".

At the bottom center of the modal is a green rounded rectangular button with the word "Register" in white text.

I used the Gestalt law of proximity to separate the inputs into 3 separate groups, user info, address info, and contact info. My header is coloured as my assigned colour and the text is black in order to stay in theme with the rest of the site. The register button has a border that is the assigned green, and the same green covers the button when the button is hovered over. I used placeholders in the input boxes so that the users know where to click. This also follows common fate principles, as the content moves downwards until the register button.

Overall Balance

The screenshot shows a website for 'Carbon Easy' with a yellow line drawn vertically through the center to demonstrate visual balance. The page is divided into three main sections: 'Who we are' on the left, 'What we do' in the middle, and 'Contact' on the right. A large image of a tree occupies the top half of the page. A hero section on the right encourages users to 'Become a Hero of Climate Change'.

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Register your interest

This image has a yellow line drawn through it to visualise the balance of the page. The page contains more information on the left side of the screen, however the hero text box was quite heavy, slightly balancing the page. This imbalance may in turn, attract the user to the right hand side, and get them to register their interest by clicking on the button in the hero box.

References

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- Living Carbon (n.d.). *Logo*. <https://www.livingcarbon.com/>
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