

Design Process

In the first step of the design process the priority was to ensure that our design clearly included the requirements of the assignment while balancing a simplistic and usable design.

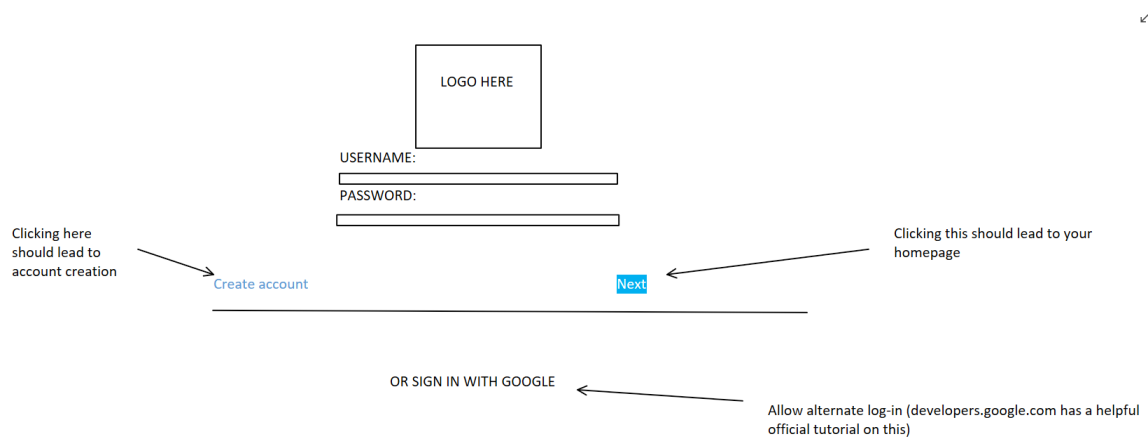


Figure 1: The first design of the log-in page

The first design of the log-in page was a general sketch which prioritised the inclusion of the requirements of the website. The design was intentionally simplistic and dimensions were not yet decided upon so that the group could first convene and determine whether the base design was acceptable.



Figure 2: Evently Logo

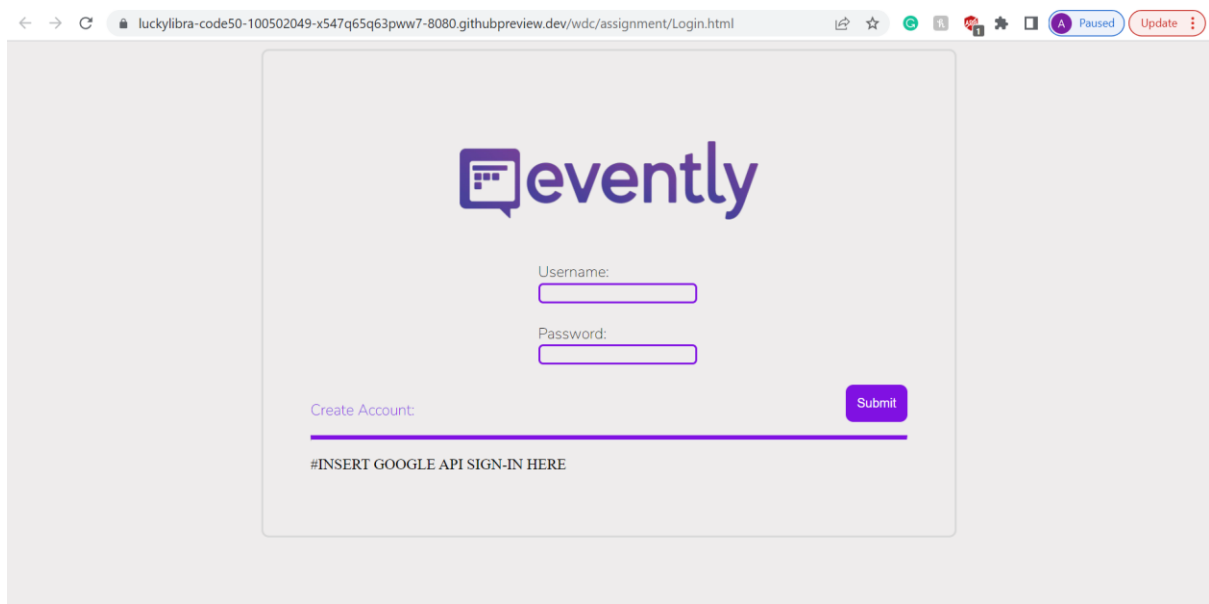


Figure 3: Log-in HTML with CSS stylings

The logo would then inspire the colour for the website, with the purple and blue gradient with the rounded font giving the impression of a smooth and modern website. The aesthetic was continued with the CSS elements, such as using slim rounded fonts and rounded buttons and input boxes. Originally, the margin of the logo was much larger than the that pictured in figure 3. However, it was decided that this great distance only increased the cognitive load of someone viewing the page, and that it was better to have them closer together. To the right, the submit button is clearly present and draws the users attention. On the other hand, the 'create account' text is still coloured to make it distinct while not making it overwhelming. The decision to make the 'create account' as text and not a button was influenced by the assumption that it would be more likely for a person viewing the site to log-in than to be creating an account. As such, the text is still distinct but does not compete with the 'submit' button. The body of the site was also originally white, however, experimentation with colouring found that a light grey was much softer on the eyes and was complemented by the purple more effectively than the white.

Create your account:

Username:

E-mail:

Password:

Confirm Password:

Next

Clicking this should do two things:

- 1) Save the username, email and password to the database
- 2) Send the user to a page which states that their account has been created OR if the username/email already exists in the database, it should state so. Both these pages should have a button on clicking will return the user to the sign-in page.

Figure 4: First design of the log-in page

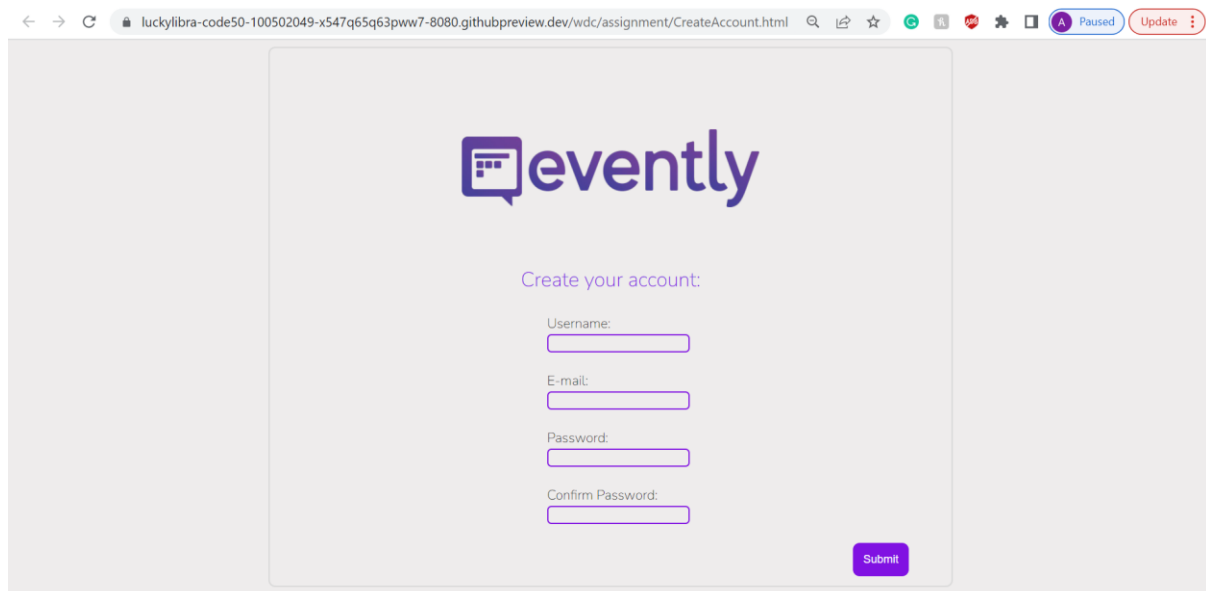


Figure 5: Create account HTML with CSS stylings

The initial design of the 'create account' page greatly differs to that of the final design. After some review, while the initial design clearly included all the requirements of the site, at a base level it was uninspired and did not have a defined aesthetic. For the log-in page final design, it was decided that

it should look similar to the log-in page in order to maintain the aesthetic of a smooth and modern website. Furthermore, the input textboxes were centred similar to the log-in page in order to decrease the cognitive load. The short distance between each input has the aim of decreasing the kinetic load of the website. While it would be possible to minimise this distance even more, it would also create a cluttered appearance which would be unappealing to the user. As such, the box model distance from each other was made with balancing the user kinetic load and the user experience.

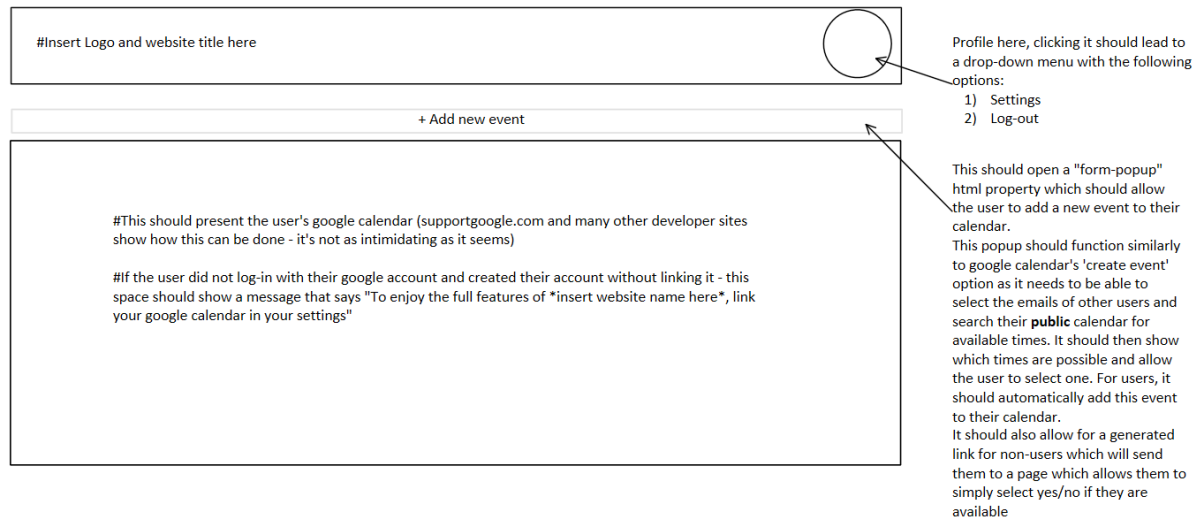


Figure 6: First design of the homepage

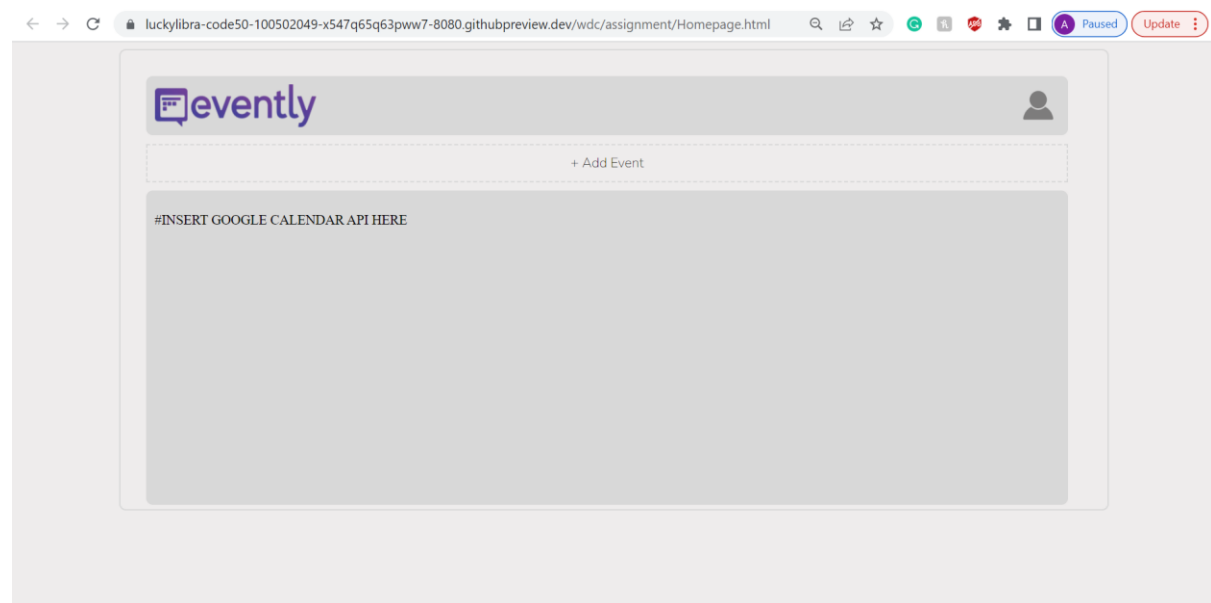


Figure 7: Homepage HTML with CSS stylings

In order to maintain the brand and aesthetic of the site, it was decided that the logo should feature prominently throughout the pages to create a memorable user experience. Furthermore, in order to make the site easy to navigate it was decided that the settings and log-out options should be in the top right corner of the website. Many social media websites commonly feature the user profile in the top right corner (Google, Youtube, Twitch, etc.) and through Evently also using this same position, it will make it easier for the user to navigate the site since a common feature will be in a similar feature. Therefore, while the location is in the top-right of the screen which would normally increase the kinetic load, the aim of the design is that this is offset by the minimisation of the

cognitive effort for the user. Similar to the previous pages, the colour scheme is maintained along with the recurring rounded imagery to maintain the aesthetic. The 'add event' selection is placed close to the calendar so that the user is easily able to view their calendar before adding an event. Originally, creating an extra page to separate adding events and viewing the calendar was considered. However, this decision would only increase the kinetic and cognitive load and it was decided that it would be a better and more efficient user experience to keep them close to each other.

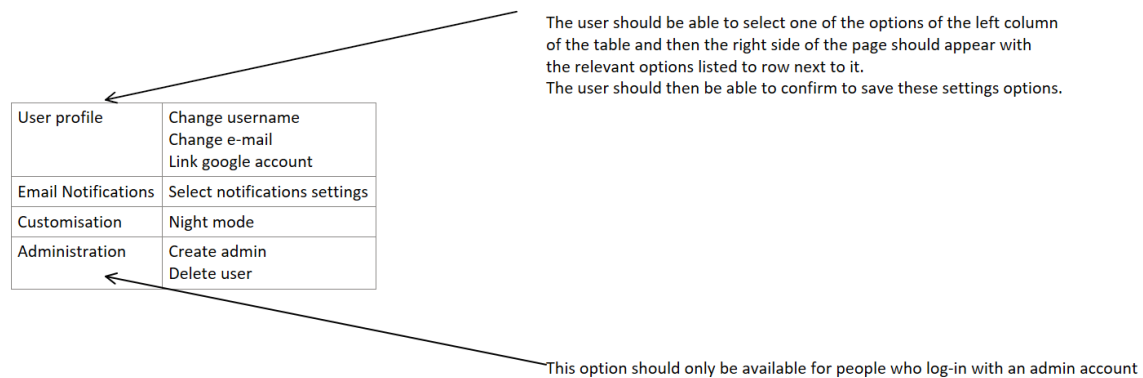


Figure 8: First design of the settings page

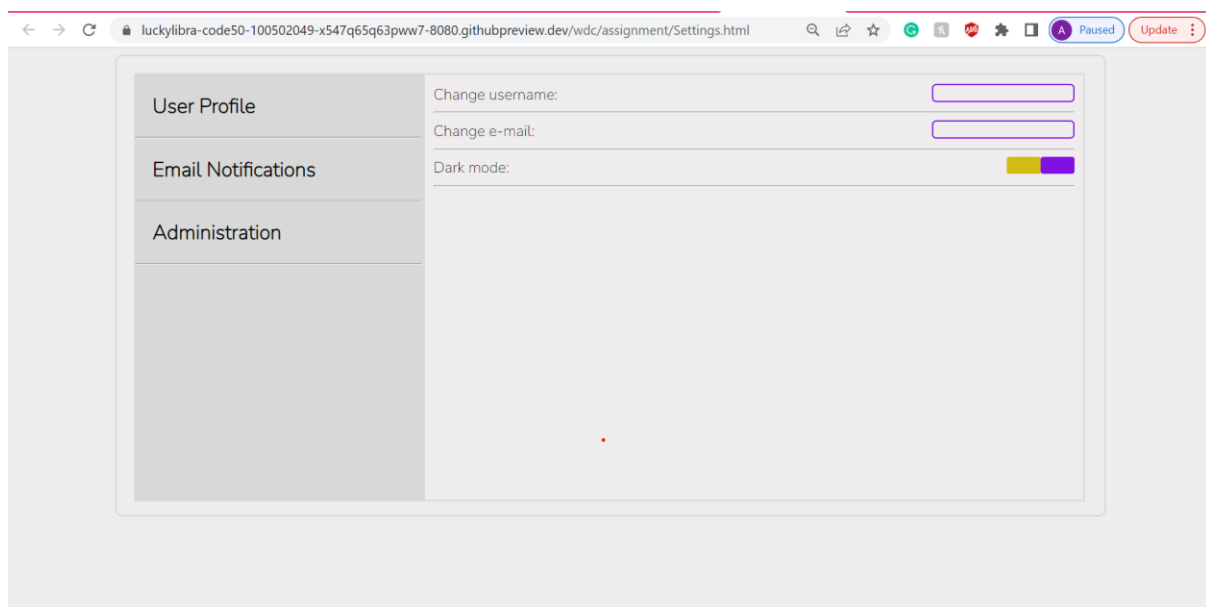


Figure 9: Settings HTML with CSS stylings

Similar to the previous pages, the aesthetic and design stylings have been maintained for the settings page. In the original design, only the bare minimum of the user requirements were included, while in the final design, they have been expanded upon and stylised. Also, the 'customisation' option has been removed as our only customisation plan for the site was dark mode. In order to decrease the kinetic load of switching between the settings option, dark mode was instead placed onto the 'user profile' settings selections. The headings on the left side of the page immediately draw the user's attention and presents them with a selection of choices as opposed to having all the settings options on one page which would be incredibly cluttered and only increase the cognitive load. This settings design has been edited from the original in order to make it as intuitive and easy for the user to use as possible.

Conclusion

The final designs for the Evently site have been created with aim of making an easy and efficient user experience while maintaining aesthetically pleasing design. We decided that it was essential to make the aesthetic design of the website a focus as outdated web designs can be off-putting to users.

Regardless of the site's useful feature, if the design is outdated and awkward in appearance, users will be unlikely to use it. In the next phase of the assignment, the aim is to integrate the calendar and sign-in APIs and modify them to suit the existing design of the website while maintain usability.