



**SM6P07NI Digital Media Project**

**20% Research and Proposal**

**2023-24 Autumn**

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**Assignment Due Date:** Click or tap to enter a date.

**Assignment Submission Date:** Jan 8

**Word Count: 768**

*I confirm that I understand my coursework needs to be submitted online via Google Classroom under the relevant module page before the deadline in order for my assignment to be accepted and marked. I am fully aware that late submissions will be treated as non-submission and a marks of zero will be awarded.*

Abstract

*- Give a brief summary of what the project is about, and the contents included in this documentation. (Words not counted)*

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# Section A: Research

## Introduction

### Coursework Overview

In this coursework we need to do research and propose a digital media project (2000-2500 words). On a specific area of interest, we need to do both academic literature research and media products research and develop a detailed project proposal.

### Project Overview

I came up with the concept to design the user interface for SpaceChimp.ux, a website that offers IT courses. By providing a platform that is both useful and aesthetically pleasing, the project seeks to close the gap between students and top-notch design education.

## Literature Review

### Important of User Retention

User retention is the number of people who interact with a product or service over a period. Measuring user retention helps brands understand how much value they are providing to users (Fortugno, 2024).

User retention is important because it helps to ensure long term engagements, reduces acquisition costs and build brand loyalty which will help to a sustained growth and success.

To Increase user retention, we could do the following things: -

* Simplify onboarding process
* Provide personalize user experience
* Give priority to customer service
* Take user feedback to improve your product/services
* Send push notification to announce something new or remind user about your product or service
* Gamify the user experience

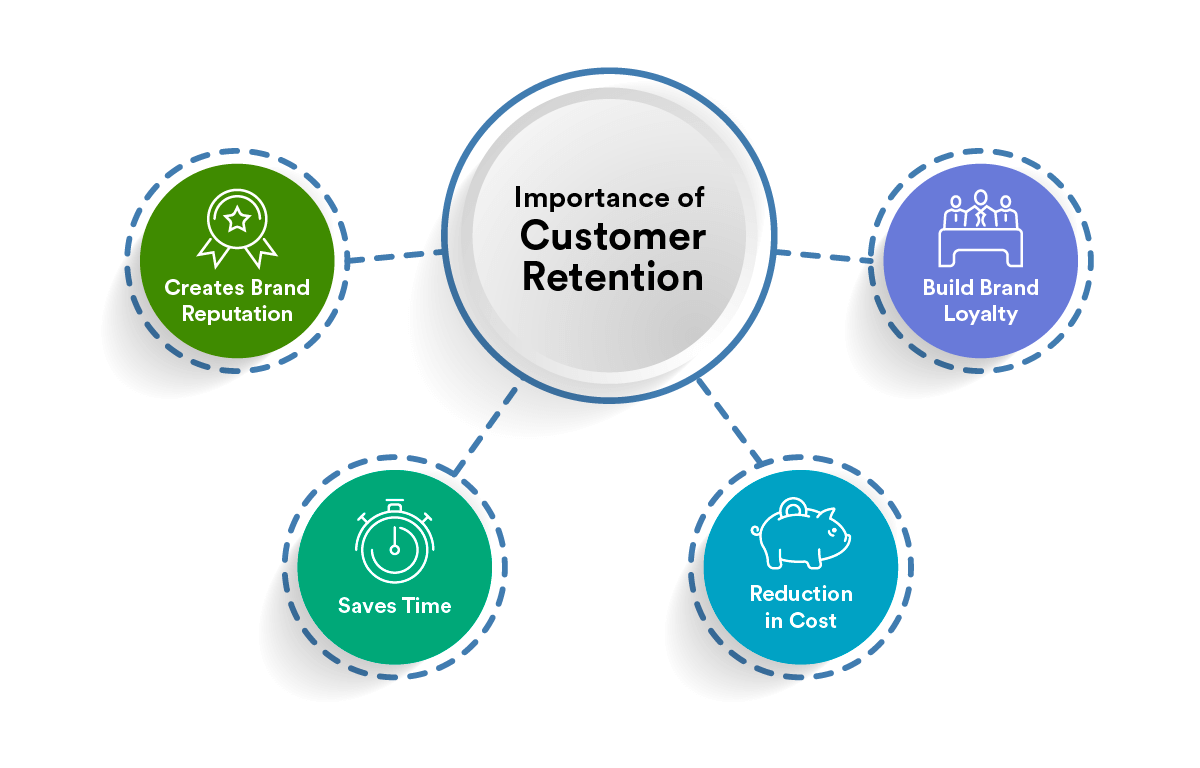


Figure : Importance of Customer Retention.

### Accessibility in UX design

Accessibility in UX design is the practice of designing products and services for users of various abilities. Accessible products and services make all users feel included and understood, regardless of their abilities, context, or situation (Tomboc, 2024).

Accessibility in UX design is important because it promotes inclusivity, Improves usability, Increases user base and Boosts SEO rankings. Also it aims to level the playing field.

Some key principles for accessible design are as follows: -

* By using alt text for images, videos and icons so that users who rely on screen readers will be able to understand content
* Ensuring sufficient contrast in text and background to make content easily readable for users with visual impairments
* Providing keyboard navigation so that users with mobility impairments can use a website without relying on a mouse
* Using simple and clear language helps users with cognitive disabilities to understand content easily

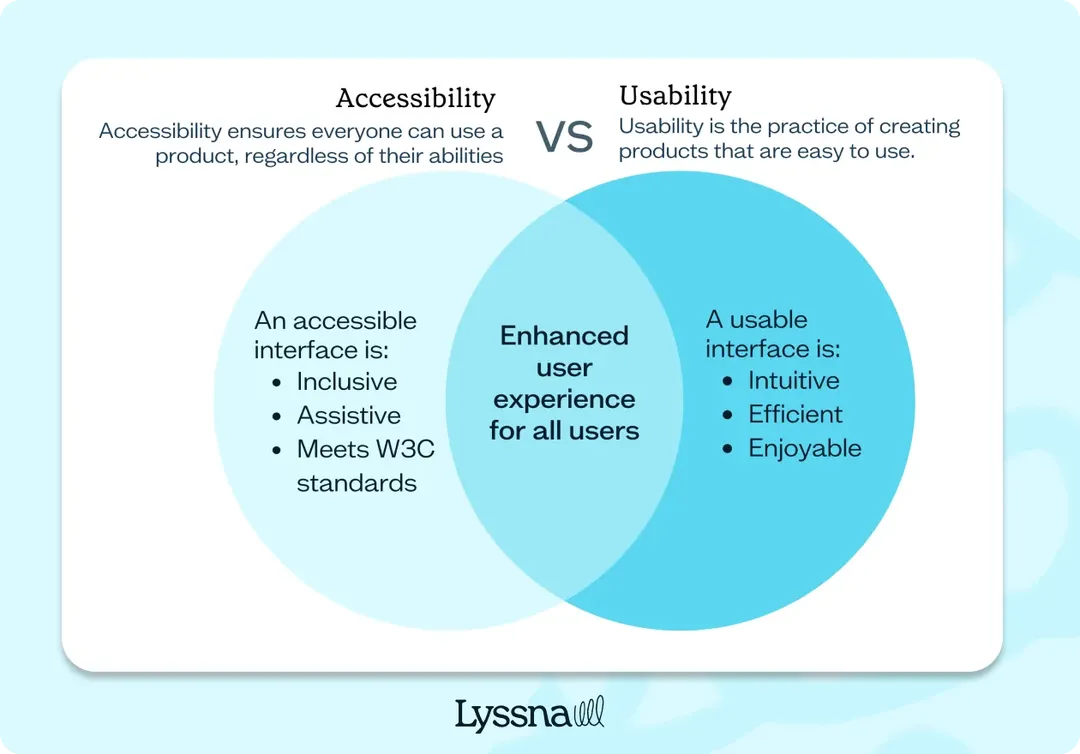


Figure : Accessibility vs Usability.

### Importance of Visual Hierarchy in UX

Visual hierarchy in web design is crucial as it organizes design elements in order of importance, directing user focus. It employs size, color, contrast, and space to delineate priority, guiding users effortlessly through the content and ensuring a harmonious, intuitive user experience (Interaction Design Foundation, 2016).

Visual hierarchy is important because it helps users to navigate easily. Better visual hierarchy helps to guide the eye, it reduces cognitive effort, prevents confusion and improves user experience.

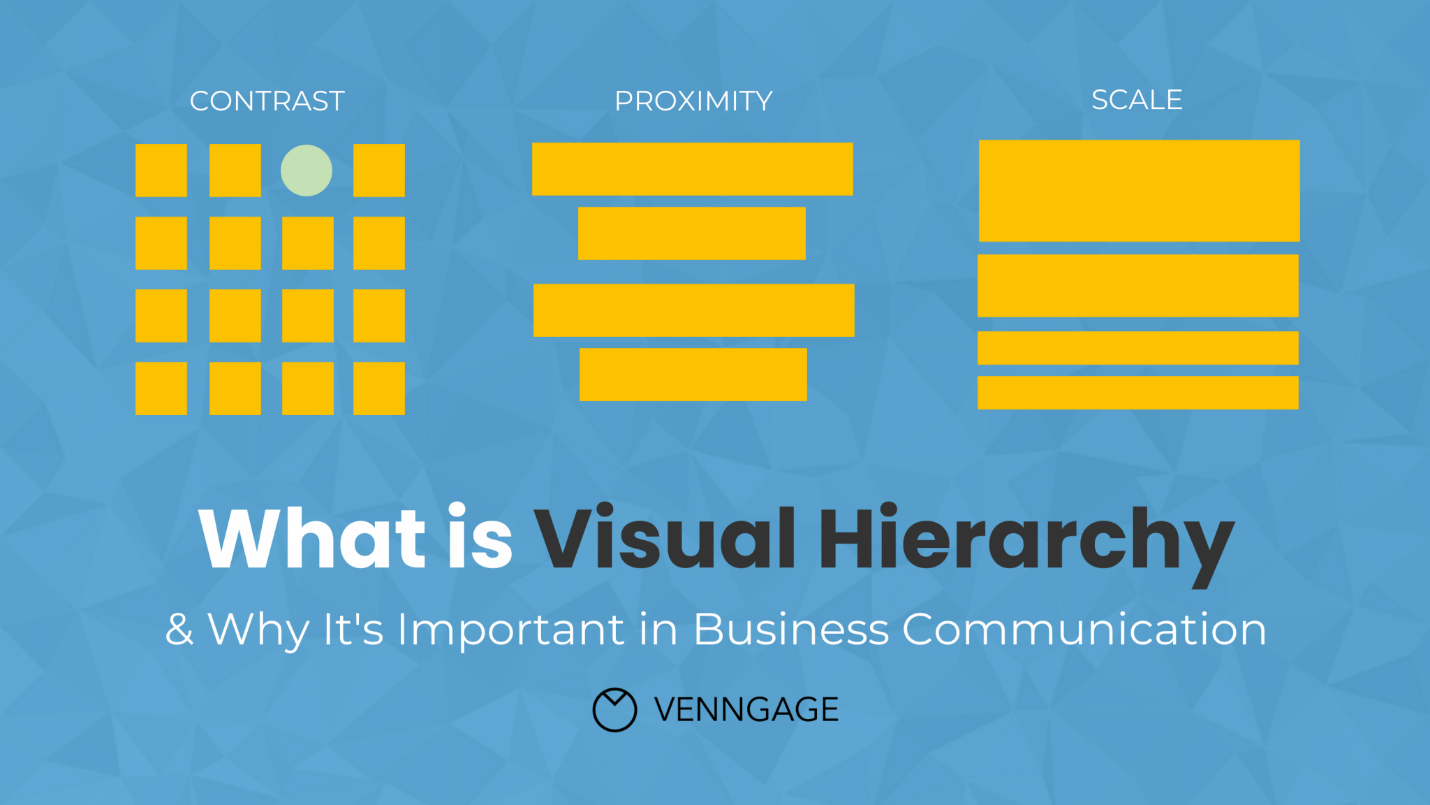


Figure : Visual Hierarchy (Venngage, 2022).

### Laws of UX

Laws of UX is a collection of best practices that designers can consider when building user interfaces (Laws of UX, 2024).

Principles like: -

Aesthetic-Usability Effect: Visually pleasing design creates positive response in people’s mind. People tolerate minor usability issues if the design look aesthetically pleasing.

A white triangle in a blue circle

Description automatically generated

Figure : Aesthetic-Usability Effect

Fitts’s Law: It says that interactive elements should be large enough and it should be place where they can easily access it.

A green and white logo

Description automatically generated

Figure : Fitts's Law.

Jakob’s Law: Users think every website works similarly, by following this law we can create websites with better user experience and easy usability.

A yellow and white logo

Description automatically generated

Figure : Jakob's law

I’m going to apply these UX Laws while designing space chimp’s website which will help to make the website more visually appealing and functioning.

### **Color Theory in Design**

Understanding color psychology in UX design is a key aspect of creating a color palette that works well in for users. While color is sometimes thought of as a purely aesthetic choice by some designers, it is, in fact, a key component of the psychological impact of a design on users, and as such, its UX (Cameron Chapman, 2018).

Color theory is important because it helps to create a visual appealing design. Different color has different psychological impacts with color we can set the tone of design. Also, color plays a vital role in accessibility. We need to follow WCAG guidelines to ensure that our design is easily accessible for all users.

A colorful wheel of colors

Description automatically generated with medium confidence

Figure : Psychology of Color (Cameron Chapman, 2018).

### Typography in Digital Design

Typography is a design discipline that involves the use of typefaces and the organization of those typefaces to create readable, usable and ideally, user-friendly interfaces or experiences. Effective typography enhances UX, optimizes usability, catches users’ attention and has the potential to increase conversion rates (Tlitz-Patrick, 2022).

Typography is important in UX design because it make how user perceive and interact with content. A good typography will make a design easily readable, maintain hierarchy and also conveys the tone and personality of a design.

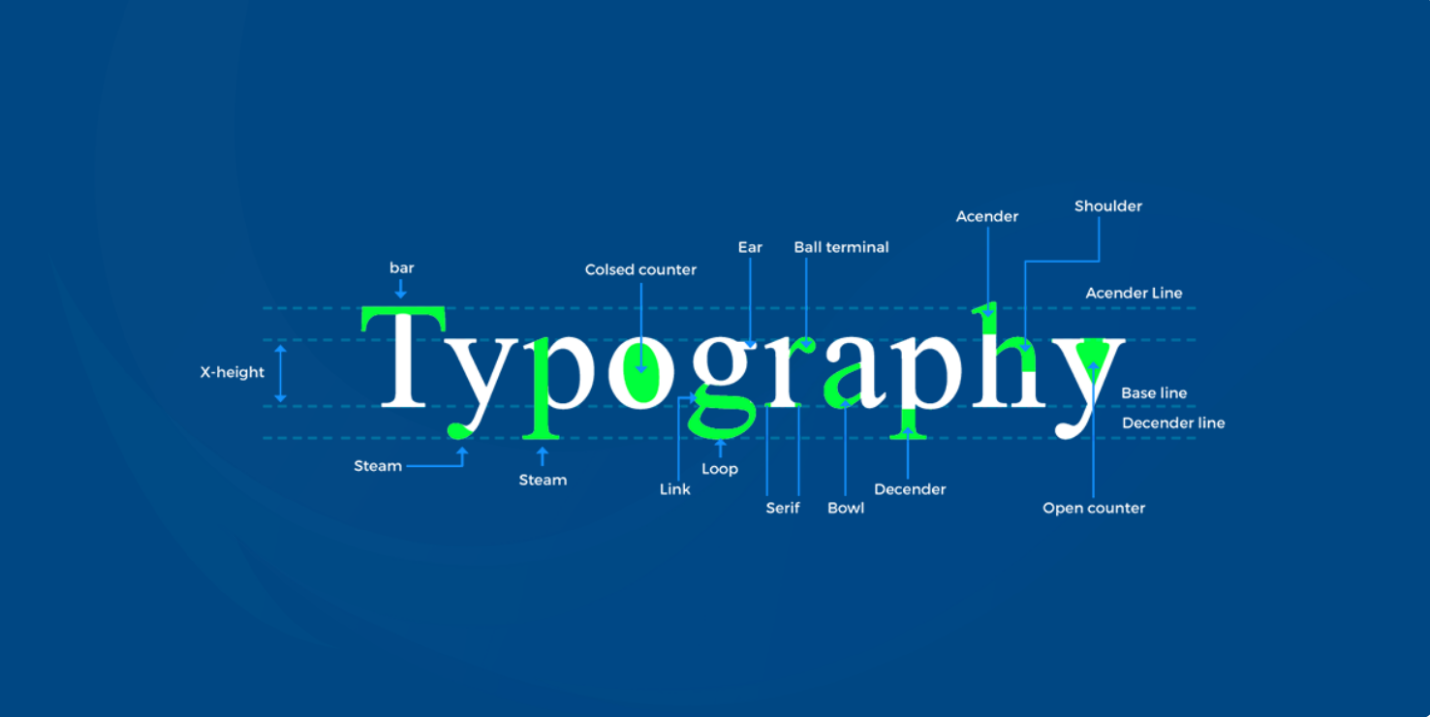


Figure Typography (Bhatt, n.d.).

### Adaptive Design

An adaptive design approach makes a website usable on any size screen and across all device types, such as mobiles, tablets, desktops, and laptops (Dovetail Editorial Team, 2023).

I’m designing the SpaceChimp’s website for Desktop, Tablets and Mobile view. It helps to display effectively on all devices. Also, it helps to improve user experience and reduce website load time.

A diagram of a device

Description automatically generated with medium confidence

Figure : Adaptive Design (geeksforgeeks, 2022).

## Product Review

### Broadway Infosys Overview

Broadway Infosys is a successful educational institute in Nepal. They provide IT courses both online and physical classes. There website is well maintained with proper structure and clear presentation of information. Since Broadway Infosys are here from the long-time their content arrangement can be inspiration for SpaceChimp’s website. They also have well placed CTA buttons.  
Website Link: - <https://broadwayinfosys.com/>

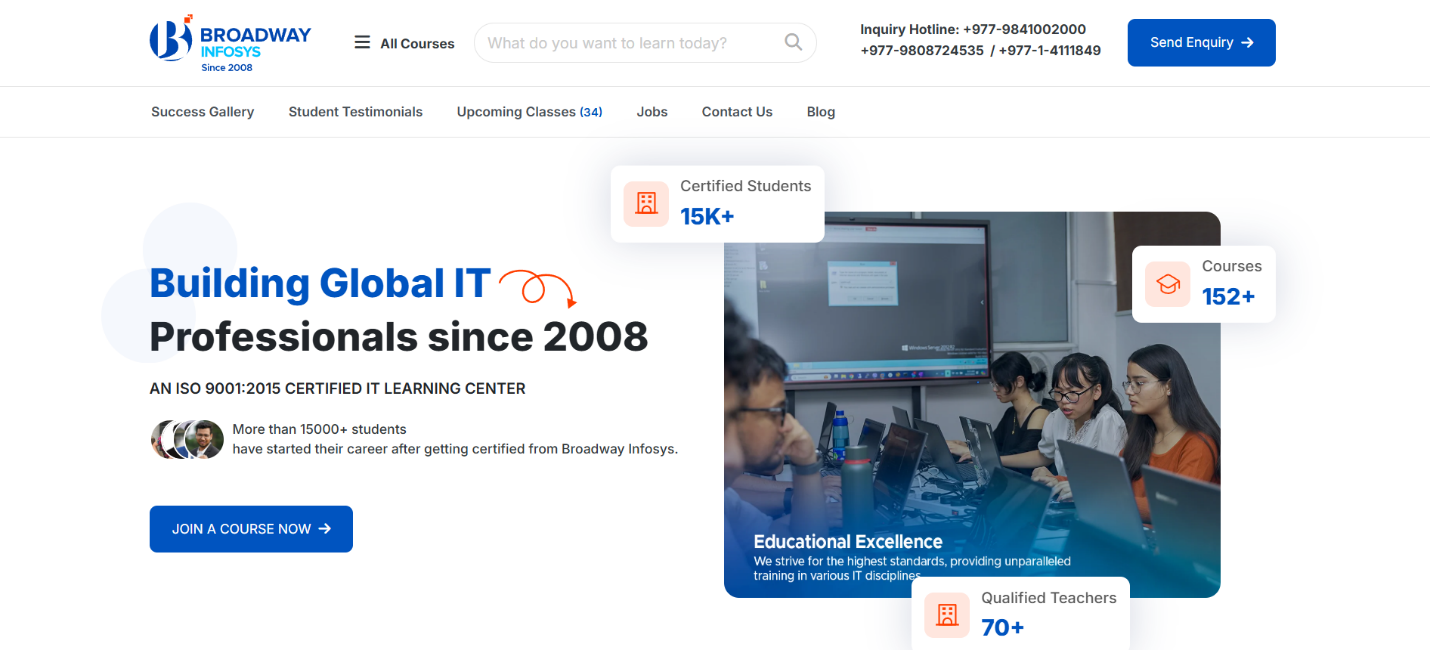


Figure : Broadway Infosys Landing Page.

### CTRL

CTRL is a design studio website. They have cool animations and clean user interface. Their website tell about the power of animation on a website creating a highly engaging user experience. After reviewing their website I have learned how motion can help in storytelling. Also where I could use motion for visual hierarchy, like I could highlight important section like available course in space chimp or CTAS.

Website Link:- <https://ctrl.xyz/>

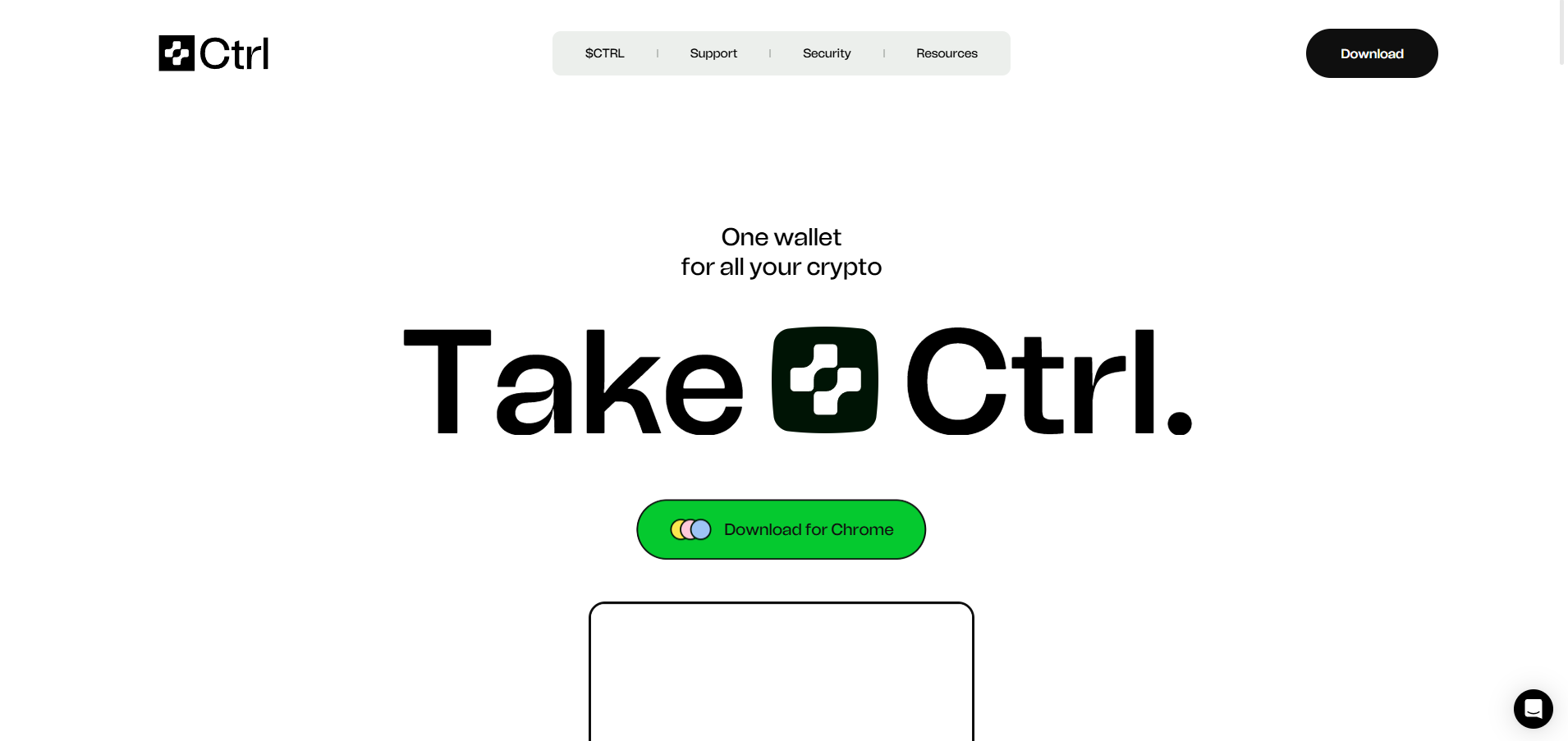


Figure : CTRL Viewport.

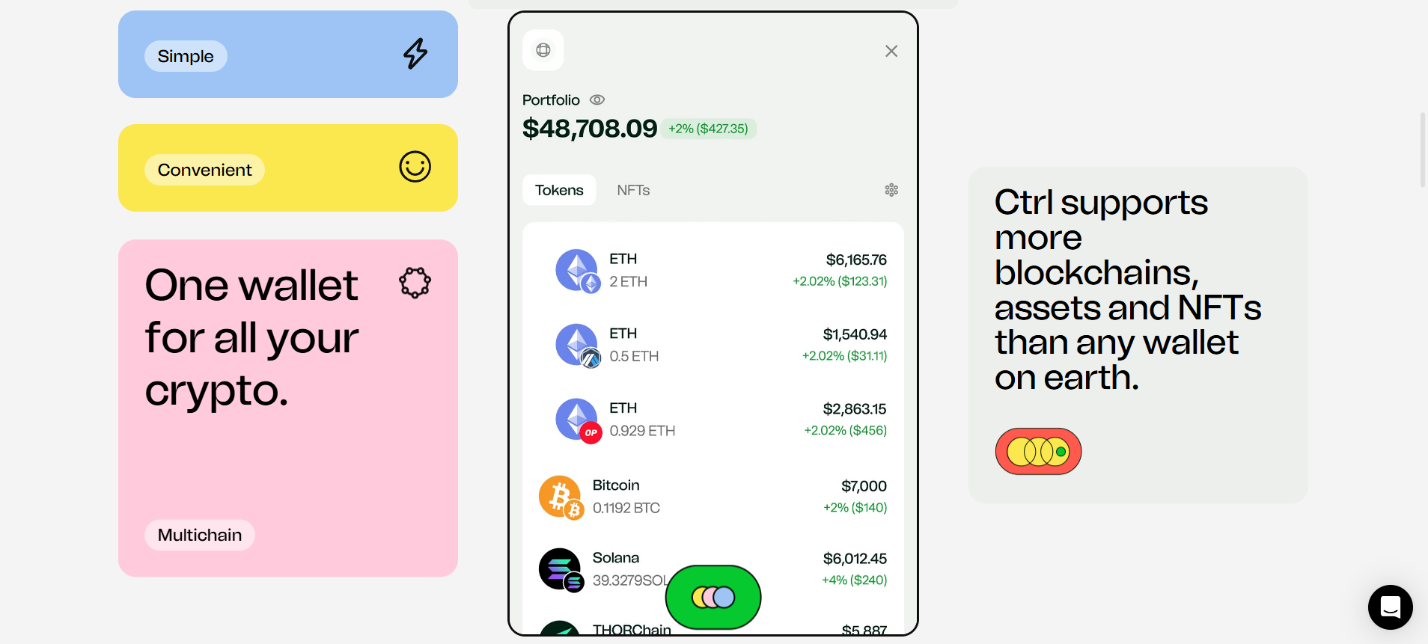


Figure : CTRL Section Layout.

### Helen Macpherson Smith Trust

The Helen Macpherson Smith Trust website have a visual appealing color palette. Which makes this site engaging without overwhelming the user. This website tells me about the color hierarchy since space chimp also have vibrant palette, I can use their color hierarchy technique to visually distinguish sections and prioritize contents.

Website Link: - <https://hmstrust.org.au/>

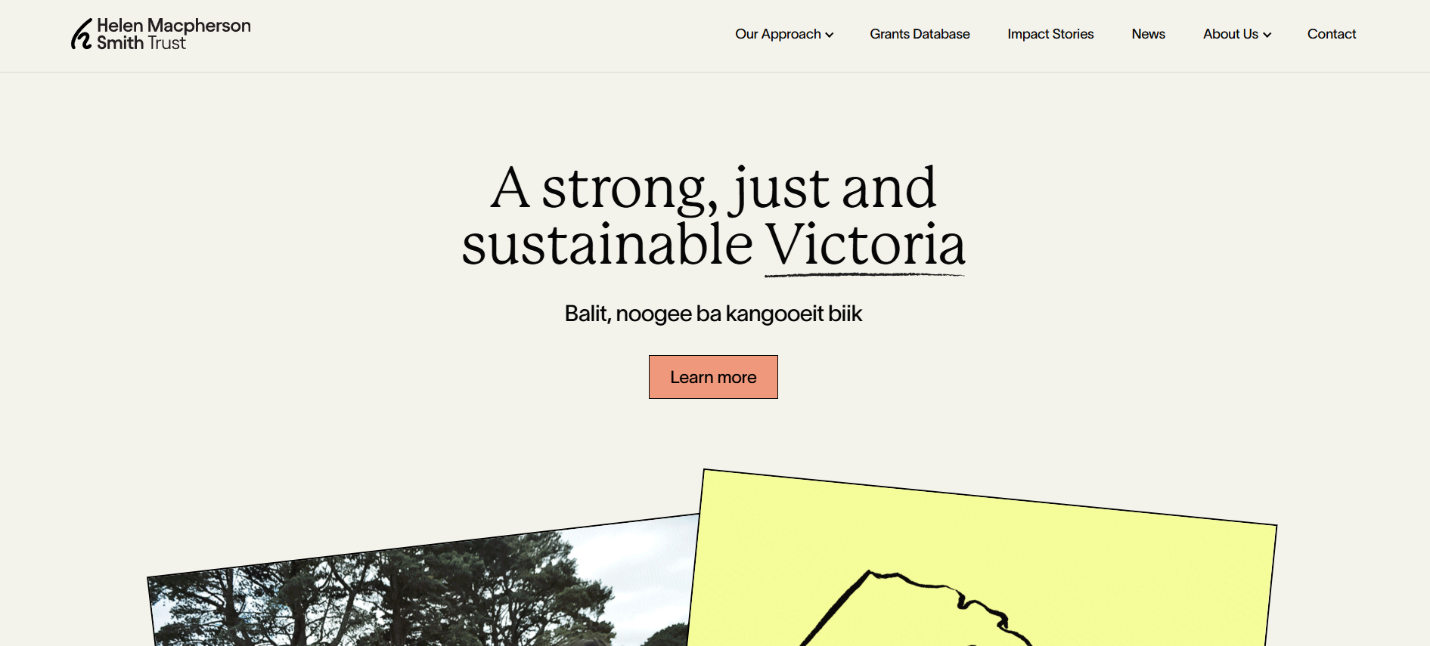


Figure : Hmstrust Landing Page.

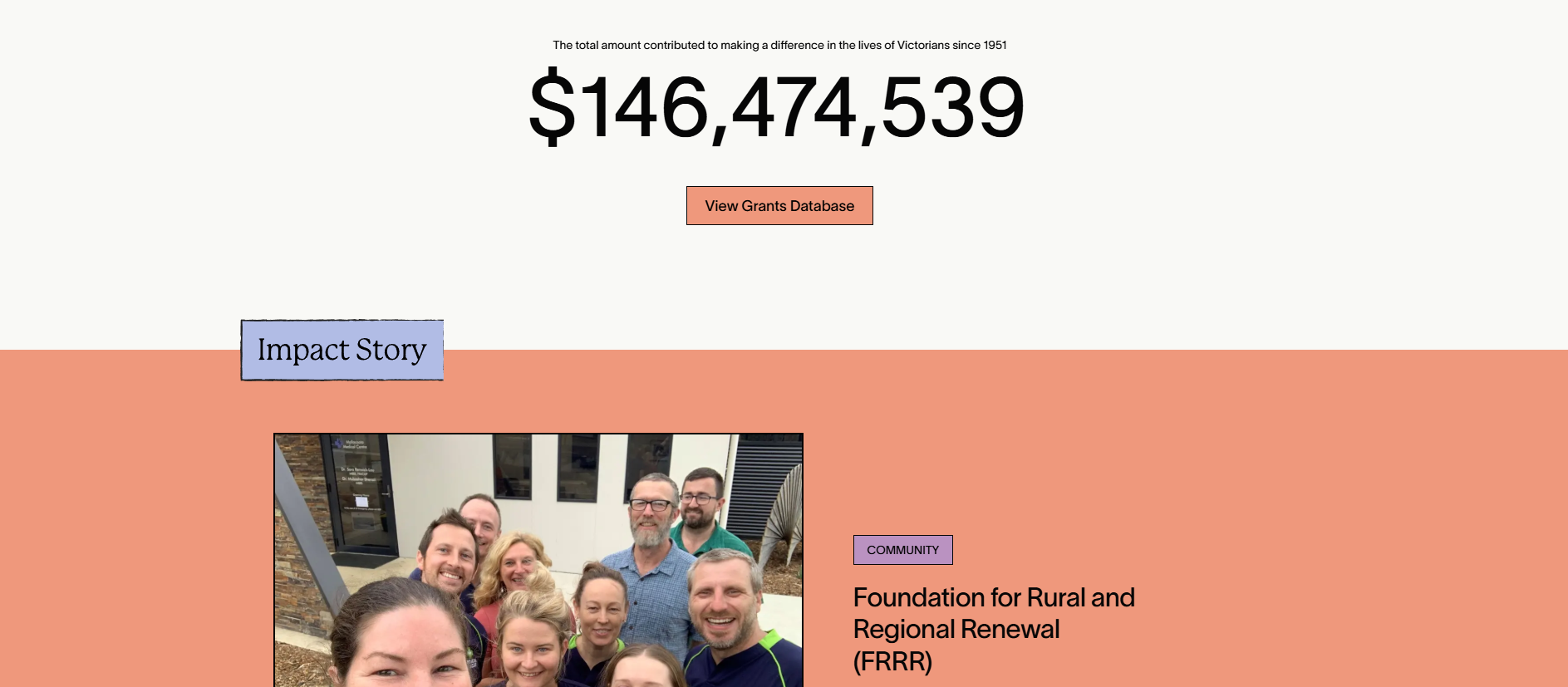


Figure : Hmstrust Impact Story Section.

### Skillshare

Skillshare is one of the online educational platform in international market, they have a wide range of courses for creative and professional fields. They have set a benchmark for providing an excellent learning experience. Their user centric design, engaging visuals, color usage and almost everything is very valuable for me to build a website with seamless user experience for SpaceChimp.

Website Link: - <https://www.skillshare.com/en/>

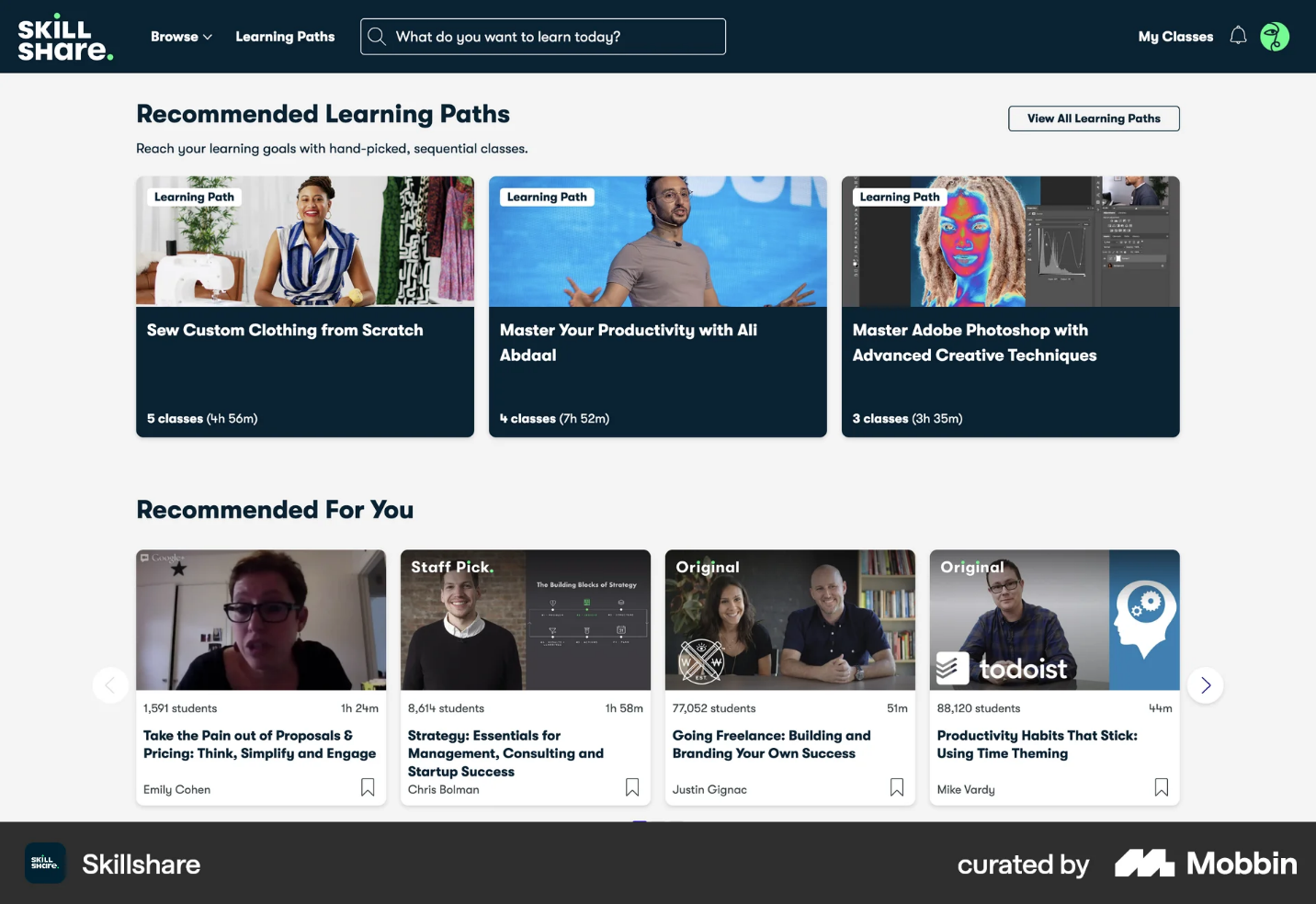


Figure : Skillshare Courses Layout.

## Summary and Conclusions

Through my research into theoretical principles such as UI design, typography, laws of UX, and responsive design, as well as product reviews of platforms like Skillshare, CTRL, Broadway Infosys, and HMSTrust, I’ve gained a comprehensive understanding of the key elements that make an educational website successful. These studies emphasize the need for user-centered design, appealing graphics, simplicity in navigation, and a proper balance between innovation and usability.

While SpaceChimp has much in common with other learning websites in that it too offers access to courses related to information technology, it builds over those inspirations with something uniquely different. By integrating bold animations inspired by CTRL, carefully curated color harmony modeled after HMSTrust, and a user-friendly content structure learned from Skillshare and Broadway Infosys, SpaceChimp dares to be different. Unlike these platforms, the SpaceChimp focuses strictly on UI/UX design, though with modern and engaging design principles, localizing its offer to better resonate with a target audience.

This unique blend of international inspiration put into local implementation will provide confidence that not only will SpaceChimp fit into this niche of educational platforms, but it also brings fresh ideas adapted for its audience in highly competitive conditions.

# Section B: Project Proposal

## Project Title: Space Chimp

SpaceChimp is an educational platform for IT courses. This project is about designing a website for SpaceChimp with a responsive interface for desktop, table and mobile view. This will be executed with enough research and planning in a professional way. It will also contain detailed UX research, information architecture (IA), moodboards, user flows, user personas, and a proper design system with a style guide. Starting from wireframes, it will be used as a guideline in developing the final design. The final design of the website that comes after the wireframes has especially considered transitions and animations to make it user-friendly and visually appealing for ensuring user satisfaction. The main aim of this website is to enroll interested students in space chimp’s courses.

## Research Question

**How can responsive, adaptive, and accessible design collectively improve user engagement and inclusivity on educational websites?**

A responsive and adaptive design, complemented with accessibility in mind, can significantly improve the engagement of users toward educational websites.

The reason is that a **responsive design** ensures the contents will correctly adapt to several sizes of screens and supply only one experience, either on desktop, tablet, or mobile device. **Adaptive design** is all about tailoring the layouts to specific devices for a personal touch in user experience and making navigation fun and intuitive.

Inclusive in the process, it includes principles of accessibility—such as proper color contrast, keyboard navigation, and compatibility with screen readers—that will make educational content accessible to all users, including people with disabilities. This brings in trust and encourages continued engagement.

**Better Learning Experience**

Responsive and adaptive designs guarantee that users can easily access learning materials from any environment, while accessibility features help to cater to different user needs, eliminating any barriers to engagement.

**Retaining Users Through Engagement**

The visual look, user-friendliness, and inclusiveness of a site keep customers longer, increasing retention and inviting revisits to the site.

## Treatment

On SpaceChimp's website, users are welcomed to the platform with a modern layout featuring courses through dynamic graphics and detailed descriptions. It gives a hint about the level of expertise of the instructors to assure users that they will have confidence in what they will learn.

Since the website will be responsive users can easily navigate thru any device desktop, table or mobile. The website will be designed to encourage users to sign up and enroll them in the courses that can be used to elevate their skills and career aspirations.

## Resources

Required Hardware: a laptop with following specs: -

* NVIDIA GeForce GTX 1660 Ti
* AMD Ryzen 7 4800H with Radeon Graphics

Required Software’s: -

* **Figma**: It will be used to create IA, Wireframing, High-Fidelity Design and Prototyping)
* **Jitter:** It will be used to create visual appealing animations
* **After Effects:** It will be used to create complex animations

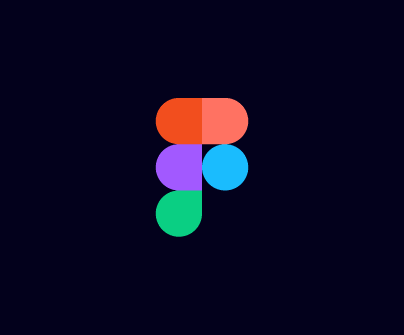


Figure : Figma logo.



Figure : Jitter Logo.



Figure : After Effects Logo.

## Contribution of Others

*If working in collaboration with anyone else (e.g. an employer / client / organization / end user) outline their role and yours. If using resources supplied by others e.g. a project for a voluntary organization based mainly on their media resources.*

## Evaluation & Testing

A detailed usability test will be conducted to check that the design of SpaceChimp meets user needs and expectations. This consists of user testing sessions in which participants will use the prototype on desktop, tablet, and mobile devices to uncover usability issues. From these sessions I’ll note down the feedback take from participants and implement then in my design.

Also, I will take feedback from my mentors and friends to check the design concepts and user flow. This will help me to identify area for improvement and show the final design with seamless and engaging user experience.

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*List all your references here with direct citation. (Words not counted)*

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# Appendix

*Keep all your supporting documents such as Gantt Chart, Survey Results, Interview and other details here (Words not counted)*