**Assignment 5: Part I**

**Due:** Saturday, 13 August 2022, 11:59 PM

**To do:** Make a submission



**Individual Assignment**

Forms are often the most important part of an online business' revenue. They are possibly the most interactive components on any business’s website and are often the most important part of an online business’ revenue. For example, subscribers to the email list sign up through a form, or purchasers of products or services fill out a checkout form. Remember good customer service is initiated through a feedback form.

Therefore, create forms that look clear, legible, easy to click on, with a design that’s easy on the eyes. Follow the tips and suggestions we discussed in the session. These suggestions will ultimately increase your forms’ conversion rates which will directly affect any business’s bottom line. In this assignment please design a visually appealing form.

Create a **Single Web Page** with a **Hotel booking form** in Adobe XD, research different booking sites for inspiration, you can include information like:

* **Arrival Date**
* **Departure Date**
* **Type of room**
* **How many adults vs kids**
* **How many rooms**
* **Check availability button etc**

Start by following the steps:

1. Start by drawing a [paper sketch](https://www.youtube.com/watch?v=ykHClgOUUj8) (<https://eclass.srv.ualberta.ca/mod/assign/view.php?id=6138545&forceview=1> )

2. Translate your paper sketch into a **wireframe** in Adobe XD

3. During Wireframing, choose and use appropriate, **Images, Colours, and Typography**, and **Flow** (if any) - *How a user gets to the next thing they want to do*

4. Share the [Adobe document link](https://youtu.be/3vj03O641GA) (<https://www.youtube.com/watch?v=3vj03O641GA> )

**Submission guidelines:**

Submit and share the Adobe XD link on eClass assignment section

**Evaluation Criteria**

* **Consistency:**The web page layout, use of visual elements, the messaging tone is consistent with the user requirements.
* **Organization and Clarity**: The layout and space utilization is organized, is simple, efficient, and clear. Visual elements are arranged and grouped together whenever required.

* **Form Elements**: Labels, placeholders, and CTA's are representing a powerful but relevant message. Text is added - whenever required - to explain or elaborate. Colour and typography are coherent with the overall design and add value.
* **Coherent and consistent**: Visual elements are coherent and demonstrate a clear understanding and application of shared best practices.
* **Human-Centered:** evidence of user research is present with a user-focused layout, and the placement of the visual elements supports user needs and requirements.

**Rubric**

Excellent = 4

Good = 3

Fair = 2

Needs Improvement = 1