Report on High-Fidelity Prototype

Main Rationale

The main purpose behind this website is to turn the original design of my low fidelity into real with some features edited in a better way. According to Image 1 below, the website is divided into six main parts according to the navigation bar on the top. First of all, the Registration Form is for users to create their account if they are interested in using this website later. The About Us button help users to find out more about the website's stories and backgrounds. The Tools is a button that allows users to quickly access four different types of carbon footprint calculators. For the Rank button, it meets the requirements that people may want to rank their achievements in protecting the environment within the community or just comparing with their friends and families. They could also contact the staff of the website if they want.

Carbon Tiptoe	Register About Us Tools Rank Contact Us

(Image 1)

Color Scheme

Here is a table of colors been used in this web design:

| Color	HEX	RGB	Category
	#f4a900	(244, 169, 0)	Theme Color
	#000066	(0, 0, 102)	Contrast Color
	#384071	(56, 64, 113)	Contrast Color
	#ff9d00	(255, 157, 0)	Analogous Color
	#000000	(0, 0, 0)	Contrast Color
	#151259	(21, 18, 89)	Contrast Color
	#0d0d39	(13, 13, 57)	Contrast Color
	#ffffff	(255, 255, 255)	White

Gestalt Principles

Gestalt Principles are applied several times in the designing process of the website. For instance, according to Image 2, at the bottom of the website, I put some hot topics that people may find interesting and want to discover more. To arrange these, I adopted the Proximity Principle, by defining the color and contents belonging to this block only, I could first separate them from the huge main image, and then spare enough spaces for them to give each card enough room to specify the topics. In this way, they are connected, but wouldn't be mixed.
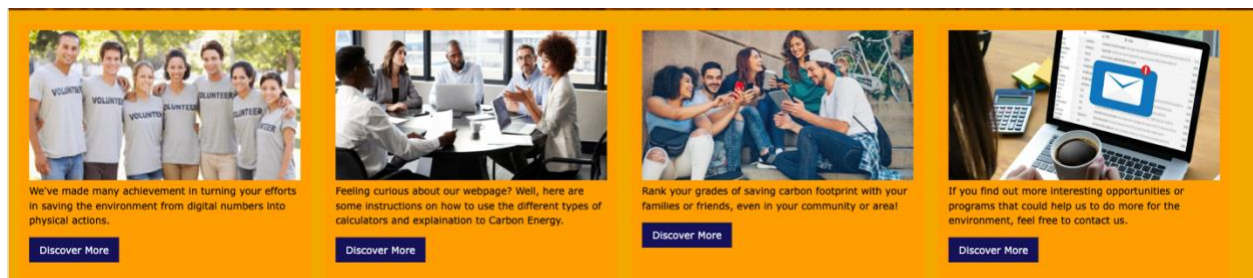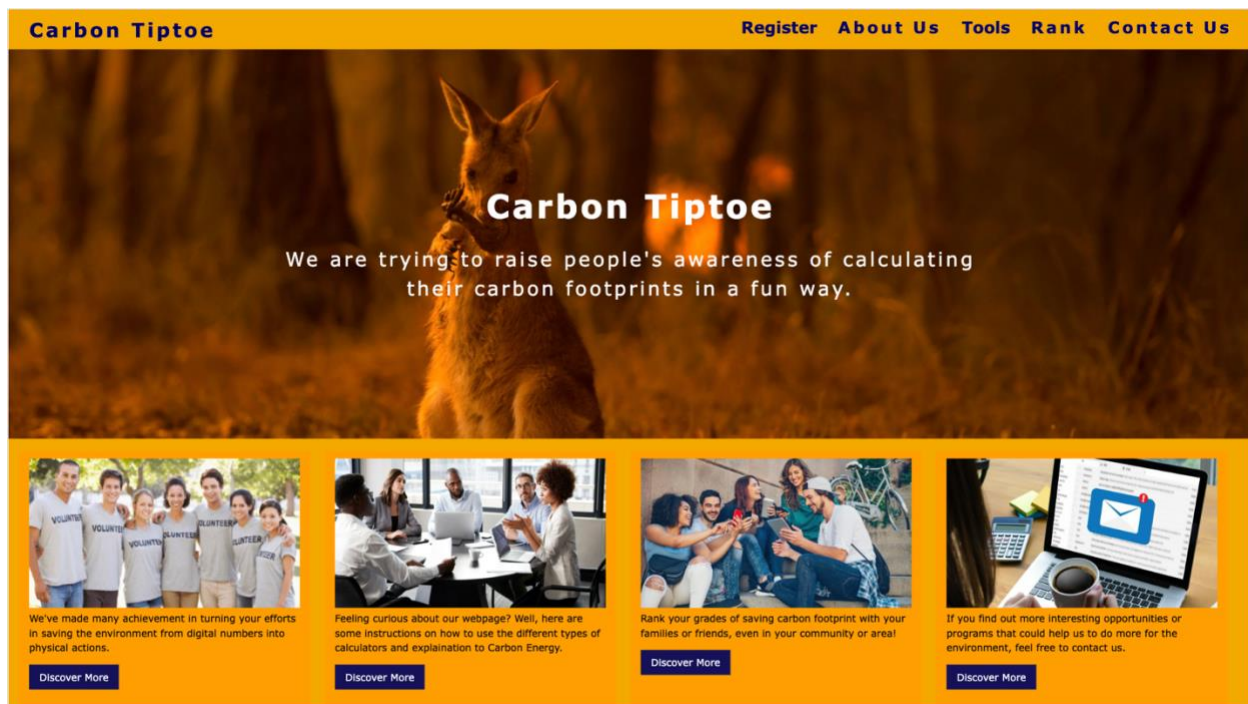

(Image 2)

The Area Principle is also quite outstanding on my web homepage. Referring to Image 3, we could tell that the big picture of a kangaroo is functioning as a ground but not the figure as it took almost 50% of the screen. And then by putting the text onto the picture, hopefully, it would grab users' eyes and let them know the name and theme of the website. The reason why I chose this picture as a background image is that this is from the shocking bushfire in Australia. People tried to save the environment and the animals in those days, and it caters to the reason why we want to provide carbon footprint calculators.
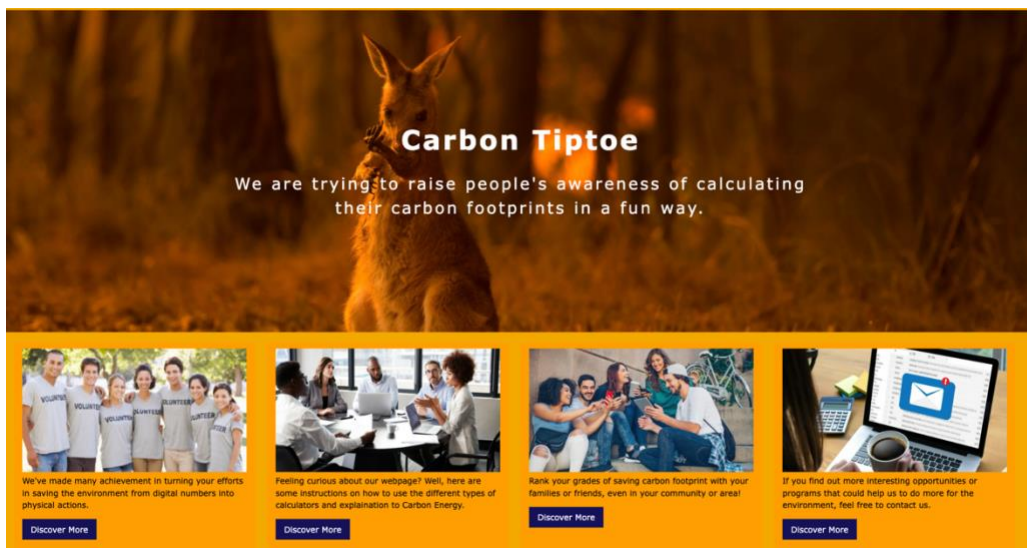
(Image 3)

Balance

The whole webpage is designed in a balanced way. According to Image 5, we could tell that the website is formatted symmetry. But for the navigation bar, since I want the title of the website to be separated from the other buttons, therefore, I separated them. It may cause the problem of not balancing the top of the website, in which case, I came up with the idea that letting the font size be different, making what I want to stress bigger and thicker, and the leftover be smaller and it will look thinner.

(Image 5)

Emphasis

For this website, I am first trying to tell users what is it by emphasizing the title of the website on a huge image to achieve the aim of being eye-catching (Image 6).

(Image 6)

Unity

For the Unity part, I would say most of my unity was achieved by adopting the theme color or using contrasting colors to connect them, the color could be one of the commonalities that my website has. Besides, they are all using a block format. No matter for the dropdown lists or the cards below, or even the Registration Form, they are all arranged in a block shape. Even the huge kangaroo image. I'm trying to use the rectangular layouts to make each part cooperate with better performance (Image 7).
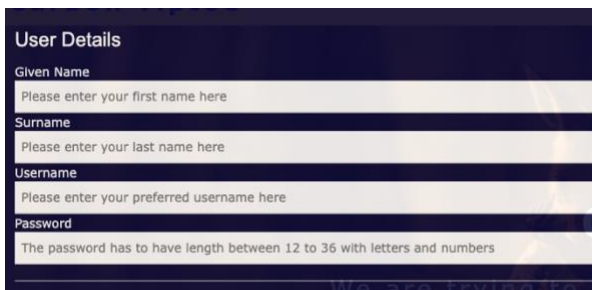

(Image 7)

User Experiences

I've been looking for professional students to try this website out for me and gave me some feedback about it for the past few days. And two of them gave me sufficient feedback.

My first user really cannot stand the color of the website, he said it was way too bright for users to look at. I explained to him that this was supposed to be my theme color, it then seemed more acceptable than before. He was quite satisfied with the main pictures on the homepage. It was quite protruding from his perspective. First, even though the image is about a kangaroo and the background is blurred, he could tell a little bit that this picture may relate to the huge fire in Australia last year. Afterward, he could see the main aim of the website on the image as it is outstanding there. The user felt like the theme color of the page could somehow match the theme color of the website, because they are both orange-ish. Later, I told him that I changed the transparency of the main image to make those two more similar from the perspective of colors.

My second user was my mom, who has no idea about professional user experience design or something like that. However, she as a stylist is also quite strict with the design. During the process, she is always trying to explore more which I did not expect to happen. She likes to find the button easily, and she thought the format of the registration form is well designed. This user provides the feeling that the overlay page of the registration form may not be that easy for her to read. She said she could get the idea of using colors with strong contrast to help distinguish things, but the colors could've been more friendly to the eyes (Image 8). She also mentioned visual fatigue when she clicked the dropdown list of the Tools button (Image 9).

(Image 8)

(Image 9)