

# HELLO GROVEMADE!

Web Design & Accessibility Review

CS130 Homework1

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Examples and answers to 6 questions listed as requirements

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Fun facts discovered during exploration



# Composition Analysis

Principle of composition:

Contrast, Repetition, Alignment, Proximity

# GROVEMADE

A design company for  
**minimalist** working space.

It always inspires me by its  
**simple** but **creative** designs.



WHAT VALUES  
DOES IT  
COMMUNICATES?

Minimalism

Creative

Joyful

# How does the design help to communicate these priorities?

## Contrast

White background,  
with colorful pictures  
(i.e., next page)



## Repetition

Consistent styles of  
pictures



## Home Office Inspiration

You need a home office that helps you get your work done. Check out these creative workspace solutions for a little inspiration to take your own space up a notch or two.

### Venice Beach, California

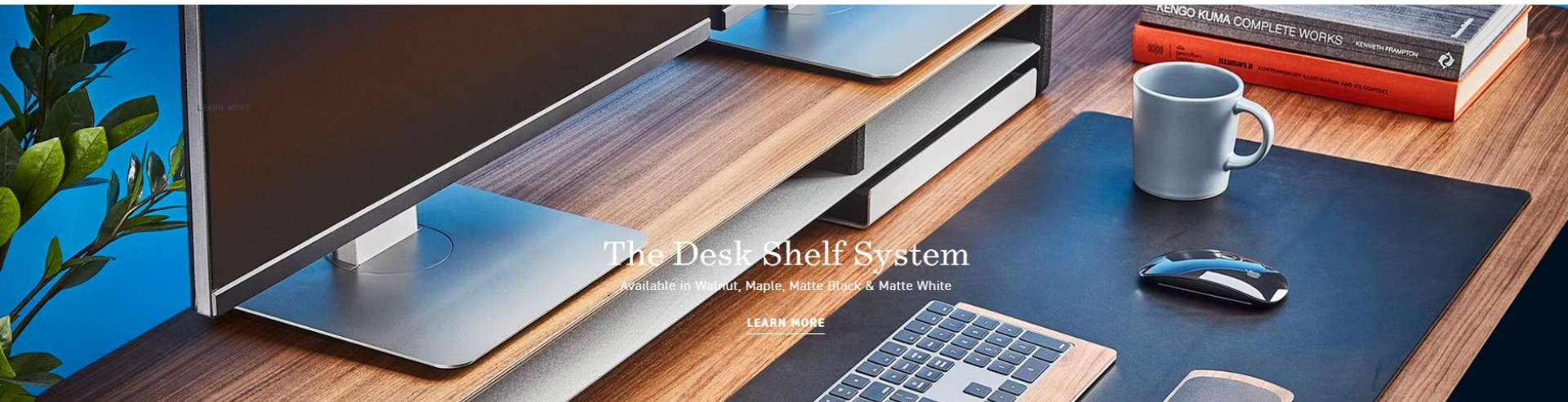
A setup fit for a dynamic duo in Venice Beach—featuring side by side desk shelves to keep things aligned.

## Proximity

Large margin and  
good alignment to  
group to contents and  
improve reading  
experience

Alignment





## The Desk Shelf System

Available in Walnut, Maple, Matte Black & Matte White

[LEARN MORE](#)

## Design Inspires

Build your dream workspace, so you can get your best work done.

[LEARN MORE](#)

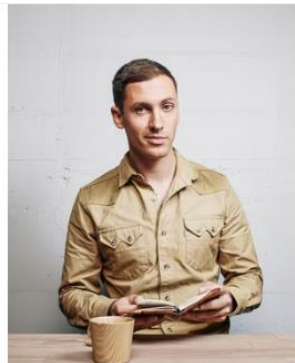
[GET STARTED](#)

*“Appropriate usage of contrast, attracting reader’s attention to pictures without being messy.”*



# Creative & Joyful!

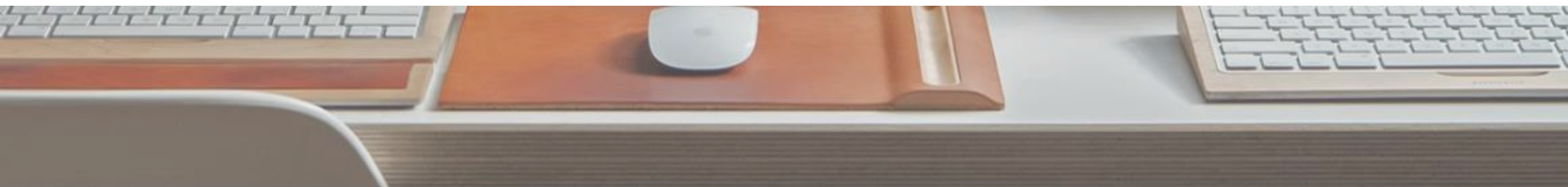
Clear background with colorful clothes and joyful faces





# Text is the least important here

All text in this site is light in both font and color.



## Redefine the Workspace

We believe that the physical environment matters in the pursuit of meaningful work. It should be calm, mindful and peaceful—an extension of ourselves and the quality we all stand for.

# Strengths Of Site Design



## Complementary color

Use complementary color palette to make webpage clean and have highlights



## Videos

Auto-playing videos make the site more attractive and live



## Hyperlinks Everywhere

All pictures are embedded with hyperlinks to improve accessibility



## Branding

Consistency in homepage and company's image

Co-branding with **Apple** –similar design language



# What Is The Limitations Of Site Design?

- Lack of text:
  - Information is hidden in different hyperlinks.
- Artistic language expression:
  - A bit hard for users to grab the key information.
- No alternative tags when image is unable to display.

## Design Inspires

Build your dream workspace, so you can get your best work done.

GET STARTED



The extra large, premium leather desk pad, sized for the Grovemade Desk Shelf.

### Desk Pads

LEARN MORE



Walnut Wood Grovemade Desk Collection with walnut laptop stand, pen cups, desk lamps, planter, leather mouse pad, leather wrist pad, and keyboard tray.

### Laptop Stands

LEARN MORE

## Featured Products

See What's Trending Right Now



# Example: blurred text when image is broken



# Apple

## Comparable Site

Similar design language:

- Minimalism with creativity

Better job:

- Straight-forward text &
- Appropriate emphasis





02

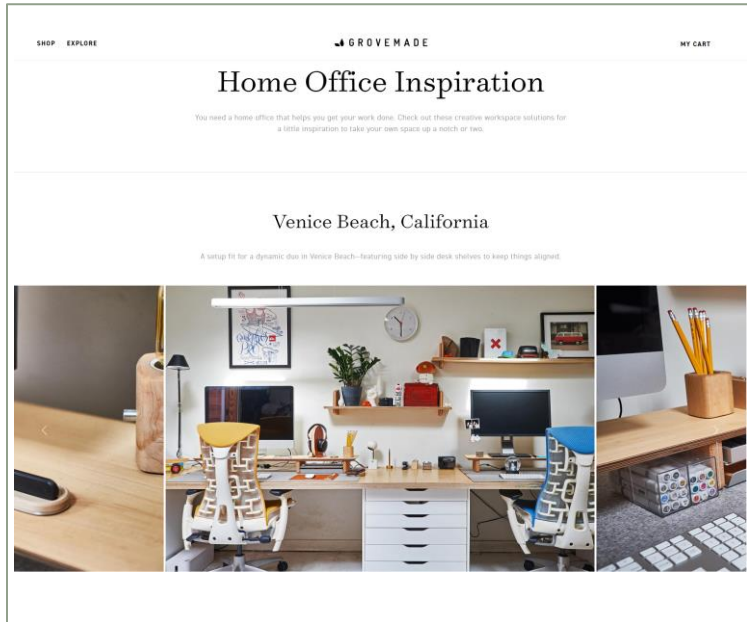
## Accessibility Analysis

Properties of a good web design

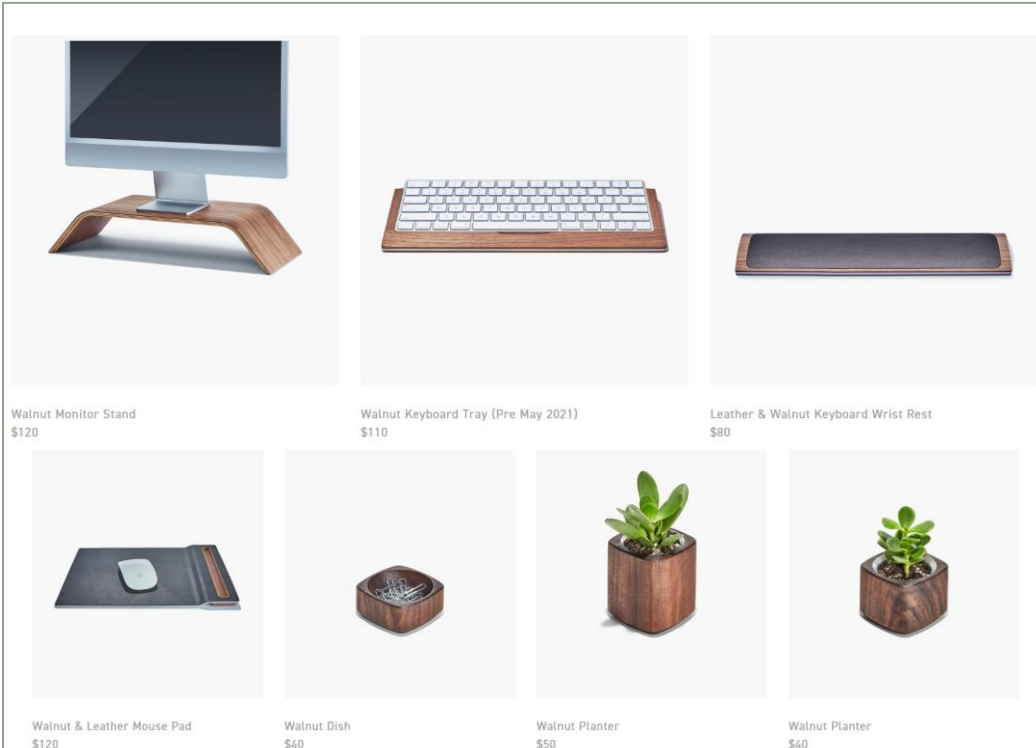
- Balance, Contrast, Emphasis, Proportion
- Accessibility beyond looks

# Accessibility Analysis –Balance

- Symmetrical design



- Appropriate size of images and text



# Accessibility Analysis – Contrast & Emphasis

- There're TWO level of contrasting emphasis relationships in site:
  1. Large & dark title vs. Small & light body paragraph
  2. Clean & concise background vs. **Colorful** **design** scenarios

Examples are as follows:

## Technical Specifications

### ORIGIN

*Design, cork processing & assembly by  
Grovemade in Portland, OR*

*Manufactured with vendor partners in  
Portland, OR*

### MATERIAL

*Natural Cork / Ebonized Natural Cork with  
Sumi Ink*

*Aluminum  
American Walnut / Maple Plywood (15 ply)*

### DIMENSIONS

*Width: 38" / 54"*

*Depth: 7 1/2"*

*Thickness: 3/4"*

*Bracket Height: 7 3/4"*

*Usable distance between brackets: 31" / 47"*

### INFORMATION

*Hand sanded and finished with vegetable-  
based oil*

### CONSIDERATIONS

*This product is made from natural materials  
and you can expect a variation in color and  
wood grain*

*Drywall hardware and installation  
instructions included*

*For maximum carrying capacity of 30 lbs,  
mount directly to studs (brackets spaced to  
align with studs spaced 16" on center)*

## Portland, Oregon

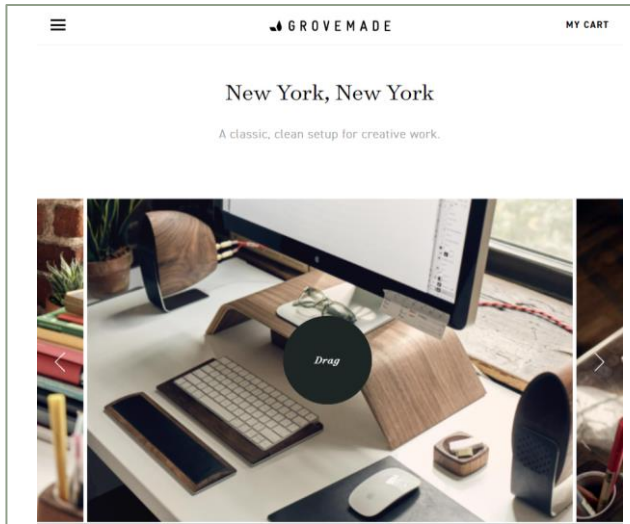
Clean and modern—a home / office combo to handle different work moods.



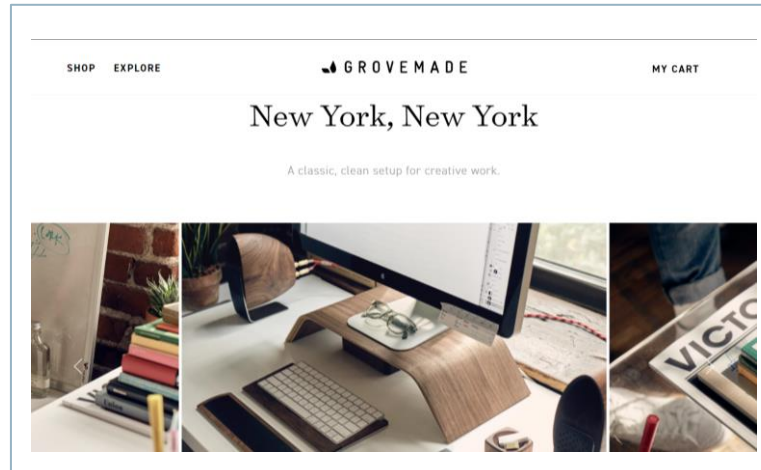


# Accessibility Analysis –Proportion

- **Auto-resize** according to browser width (Interoperability to multi-devices!)
- In full-screen, the size of image is too large to view it without scrolling up and down. (*disadvantage*)
- Examples are as follows (different margins between text):

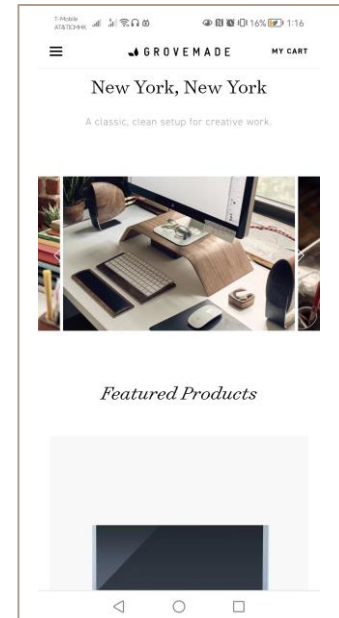


50%-width PC screen



100%-width PC screen

Cell phone screen



# Accessibility Beyond Looks – Semantic HTML

- Some semantic elements is used is webpage design

```
<head>...</head>
<body class="home has-stacked-navbar is-light" data-country="US" data-eu="False" style
data-new-gr-c-s-check-loaded="14.1057.0" data-gr-ext-installed>...</body>
<grammarly-desktop-integration data-grammarly-shadow-root="true">...</grammarly-desktop-
integration>
```

- Use different class names to navigate between same semantic elements, better code readability.

```
...<body class="home has-stacked-navbar is-light" data-country="US" data-eu="False"
style data-new-gr-c-s-check-loaded="14.1057.0" data-gr-ext-installed> == $0
  <div class="cookie-banner js-controller-loaded" js-args="{autoShow: true, cookieNam
e: 'cookie-banner-shown'}" js-controller-loaded js-controller="cookieBanner">
    <div class="cookie-banner__content">
      <div class="cookie-banner__close" js-cookie-banner-close> Close </div>
      <span class="icon-grovmade-logo cookie-banner__logo"></span>
      <div class="cookie-banner__title style-body-caps"> Cookie Notice </div>
      <p class="cookie-popup__copy style-body">
        " We and selected partners use cookies or similar technologies as specified in
        the "
        <a class="cookie-banner__link" href="https://www.grovmade.com/cookie-notice">
        cookie policy</a>
        ". "
      </p>
      <p class="cookie-popup__copy style-body">...</p>
      <p class="cookie-popup__copy style-body"> You can consent to the use of such
      technologies by closing this notice. </p>
      <div class="cookie-banner__accept" js-cookie-banner-accept>...</div>
    </div>
    <a class="accessibility-skip" href="#main" tabindex="0">Skip to main content</a>
    <div js-controller="desktop" style="display: none;" class="js-controller-loaded">
    </div>
    <div aria-live="polite" js-controller="ariaAnnouncerPolite" style="display: none;"
    class="js-controller-loaded"> </div>
```

- Embedded “accessibility skip” to main tag  
(I was unaware of the embedding until looking at the code!)

## Design Inspires

Build your dream workspace, so you can get your best work done



Handmade Desk Shelf

### Desk Pads

[LEARN MORE](#)

[GET STARTED](#)



Walnut Wood Grovemad

in, planter, leather

### Laptop Stands

[LEARN MORE](#)

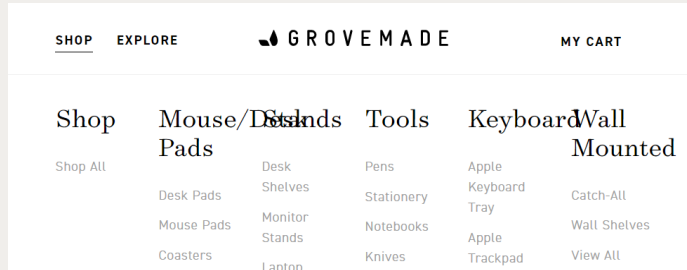
## Featured Products

See What's Trending Right Now



# Improve Accessibility

## Example: use notations when image is broken



- Arrange text & pictures by percentage:
  - Overlap when browser width being narrowed.
- Live chat for customer service
  - In an online shop, Robo-chat or live chat will help to improve user accessibility and experience a lot.
- Add notations for images or video with sound:
  - Friendly to sight disabilities and image display error.

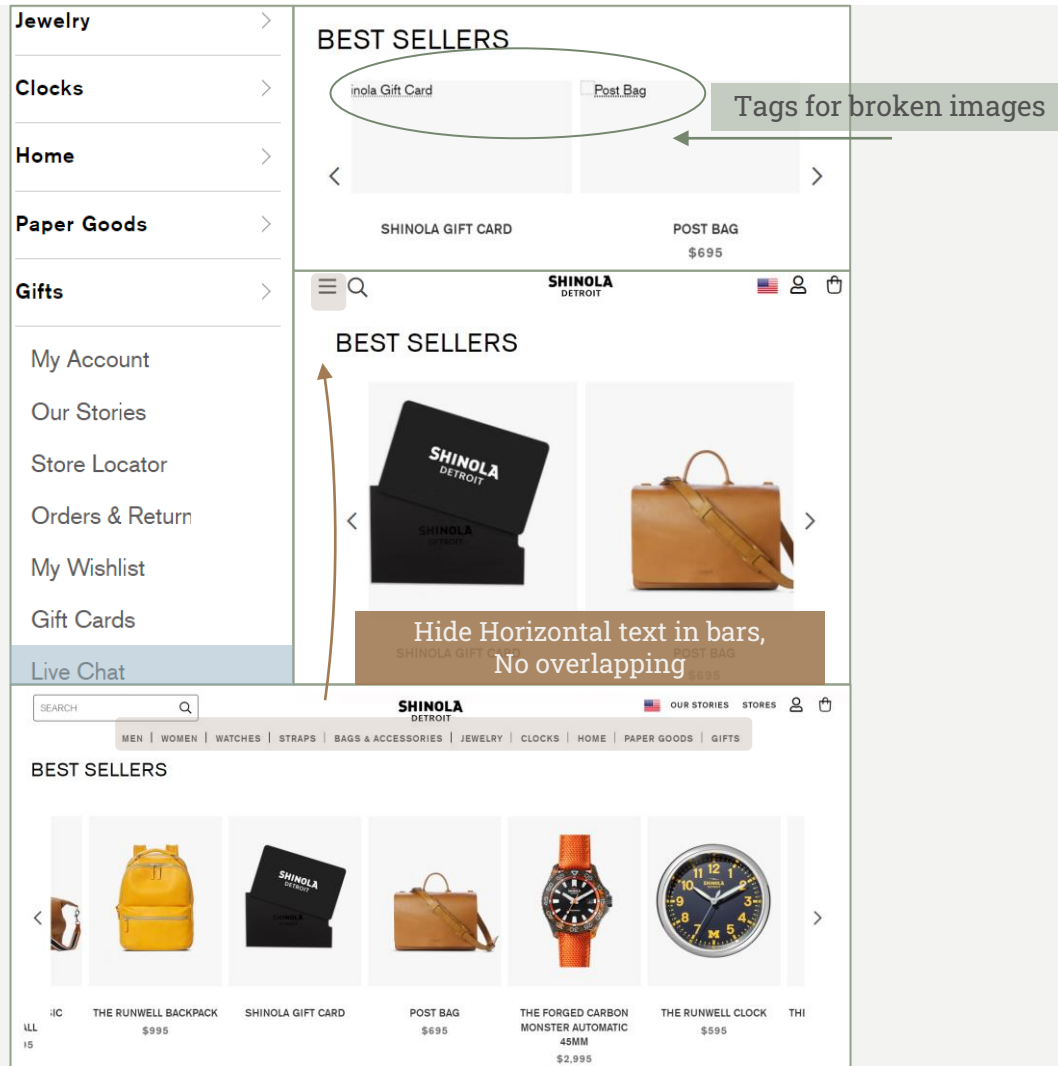
# Ideas To Improve Accessibility



# Shinola

## Comparable Site

- Offer Live Chat
- Clear tags for broken images
- No overlapping when resizing:





# Fun Facts!

<https://grovemade.com/>



# THANKS!

CS130 Homework 1:  
Web Design & Accessibility Review

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