

CM523 Design and Interactive Experiences  
SURGING SEAS: Design Document  
Kayleigh and Yumin

### **Color Palette**

Our color palette is focused specifically on blues and light-yellow. This coupling allows users to focus on the blue accents and avoids distracting viewers with flashy backgrounds. Mimicking the beach, this color pairing conjures visuals of the sea, reminding viewers of our project's topic. Choosing muted colors and avoiding bright colors or neons, we intentionally avoided distracting viewers with flashy colors and aimed to emphasize the seriousness of our project's topic.



[Photo](#)

### **Fonts**

We incorporated four custom fonts into our project.

#### 1. [Cute Font](#)

- Since the topic of our project is serious and complex, we wanted to couple this sternness with something playful. We chose Cute Font, which pairs well visually with the handwritten type of fonts used in our project name and some of the interaction buttons.

#### Cute Font

Designed by [TypoDesign Lab, Inc](#)

[Select styles](#)   [Type Tester](#)   [Glyphs](#)   [About](#)   [License](#)

#### Styles

Type here to preview text

Regular 400

**Surging Seas**

## 2. Square Peg

- Square Peg mimics the handwritten, DIY fonts seen on the Calm app. This font is playful and whimsical, yet easy to read when made larger. We used it in a more conversational context, including the body copy on landing page, subtitles in the question section on learnmore page and in the quiz.

### Square Peg

Designed by Robert Leuschke

Select styles Type Tester Glyphs About License

#### Styles

Type here to preview text  
The rising tides of sea level rise

Regular 400

The rising tides of sea level rise

## 3. Averia Serif Libre

- Averia Serif Libre font is serif. It is readable while also looks interesting. It goes well with the other two fonts we choose. We used it for our nav bar items, important body copy in main pages and also the subtitle(h2) in our web pages.

### Averia Serif Libre

Designed by Dan Sayers

Select styles Type Tester Glyphs About License

#### Styles

Type here to preview text  
TAKE ACTIONS | 27px ▾

Light 300

TAKE ACTIONS

## 4. M PLUS 1P

- M PLUS 1P is the sans-serif we choose for our website. It is clear and easy to read. We used it in the text-heavy content section to make sure that our audience feel comfortable while reading.

### M PLUS 1p

Designed by Coji Morishita, M+ Fonts Project

Select styles Type Tester Glyphs About License

#### Styles

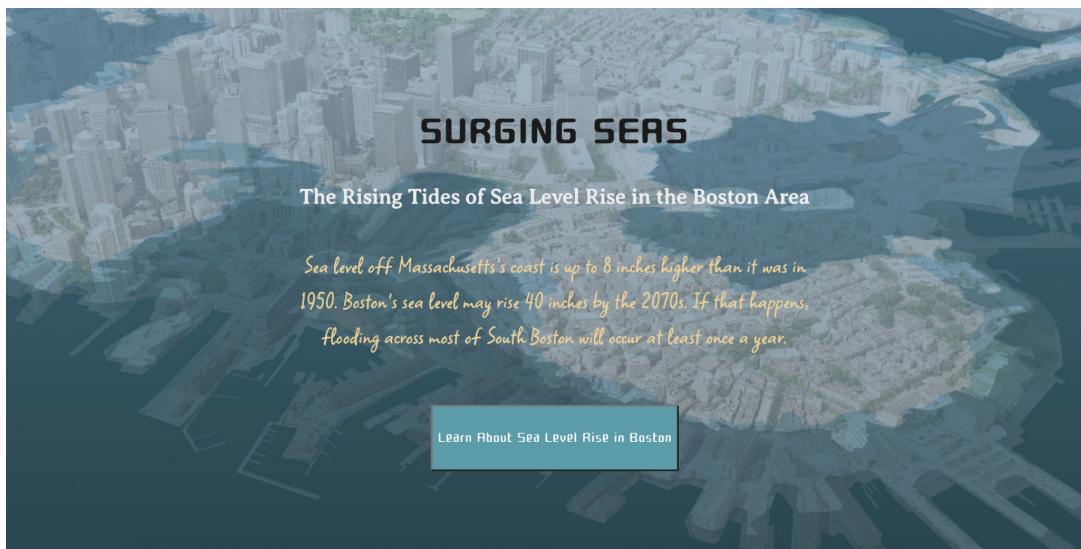
Type here to preview text  
four main causes of sea level rise in Massachusetts, changes in oce... | 26px ▾

Thin 100

four main causes of sea level rise in Massachusetts,

## Landing Page

The Surging Seas' landing page is quite straightforward – by showing only a map of potential Boston sea level rise within the next fifty years, the reader is immediately introduced to a visualization of the risks associated with impending sea level rise. Simultaneously, the user is directed to a button that leads to our interactive homepage. To make the text more recognizable, we use photoshop to add semitransparent cover over the picture.



## Navigation Bar

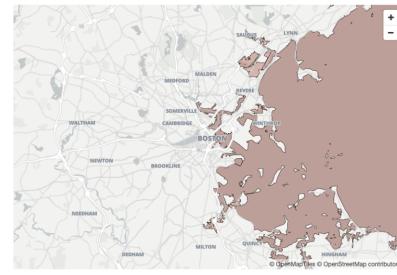
The Navigation is designed in a responsive and foldable way. Two design versions delivered the smoothless navigation experience for users no matter what device they are using. The project logo is linked to the landing page, while “LEARN MORE,” “TAKE ACTIONS,” and “ABOUT US” can direct users to the learnmore page, action page and about page respectively.



## Learn more page

- This interactive scale graph presents a variety of visuals detailing what a 1ft - 7ft increase in Boston sea levels looks like. By keeping the page simple and allowing this interactive graph to occupy most of the user's attention, we allow this important data to speak through itself through powerful visuals.

Slide the Button to Explore



Sea Level Rise 1 Foot

Under a high-emissions scenario, we should surpass this sea level rise in the Boston area by 2040. Even if we drastically curb emissions, we could see 0.98 feet of sea level rise by then.

0 ft 7 ft

- Under the interaction section, we designed knowledge-card groups to deliver the educative information about the sea level rise topic. The cards are designed in a visual-text-balanced manner to make the content easy to follow for the users. If the user is interested in specific section, he or she can click the card to access the external resource page for more details. Meanwhile, the cards are displayed in Grid way. The layout is responsive to different screen width.

### Knowledge About Sea Level Rise

Why Are Sea Levels Rising?

What's at Risk in Massachusetts?

How Can We Combat Sea Level Rise?

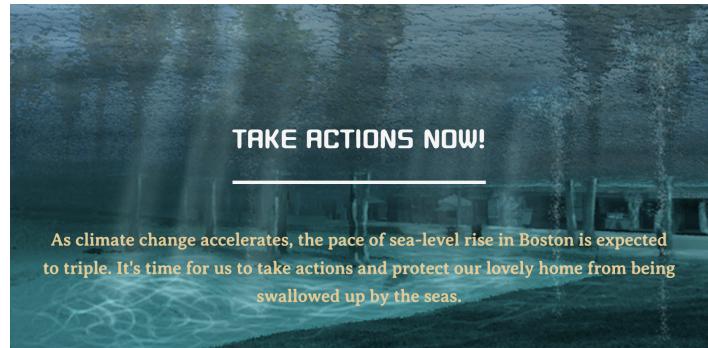
While there are four main causes of sea level rise in Massachusetts, changes in ocean circulation and ice melt are the largest contributors. Because the rate of ice melt has been increasing

Sea level rise can push water further inland and into tidal estuaries, causing saltwater to intrude into the coastal ecosystem and the porous rock that freshwater travels through

Individual voices and actions can add up and make the difference between whether we achieve constructive action or enable catastrophic delay. We can: 1. Cut down your carbon footprint.

## **Take action page**

- The first part of the Take action page is the “call for action section.” Using the imagery “Boston Underwater” picture as the background, we want to create a kind of tension to rouse the users to join us and take actions.



- Under the first section is the Action Cards section, in which three cards can direct users to our quiz page, petition page and our project research report to take corresponding actions. The cards are designed with hover effect and are displayed in grid, which makes them attractive and responsive for different devices.

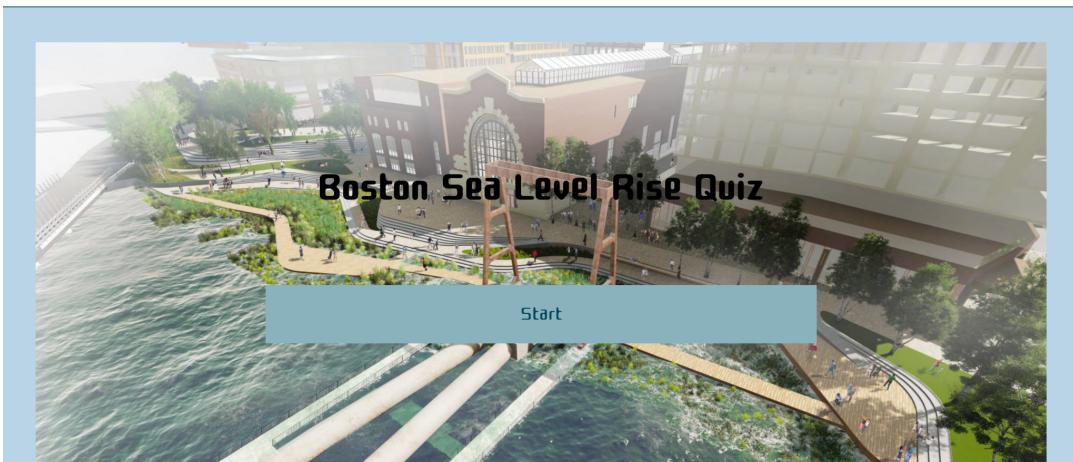
## **About page**

- Meet Team Section:  
In this brief section, we want to say hi to the users.

- Project Document Section:  
By providing some brief text regarding our proposal, web wireframe, design documentation, UX Report and References we avoid overwhelming users with information by easily dividing these categories and keeping these sections short.  
To avoid being too bored, the documents are presented in the format of cards with hover effect, which are consistent with the previous page. We also designed posters for different documents to make the page looks vivid.

### **Quiz: Knowing Boston's Flood Zones**

Our quiz challenges the user on their previous knowledge regarding Boston-area sea level rise. Incorporating some powerful data into our quiz, such as the fact that Dorchester is at risk of going underwater towards the end of the century, we aim to engage our viewership through an interactive test of previous exposure to the topic of Boston sea-level rise. Simultaneously, we aim to educate our users on preventive measures against further sea-level rise.



### **Sign a Petition**

Our “Sign a Petition” page is similar to other information-heavy pages. With a beige background and our standard header, we provide brief information regarding the Hatch Shell petition, direct users to an external source for more information on the topic and keep our text brief.



The Hatch Shell, a popular Boston landmark, is at risk of going underwater within the next few years due to rising sea levels. Sign the below petition to convince the city of Boston to protect the Hatch Shell!

[Sign the Petition](#)

## ***Our Presentation***

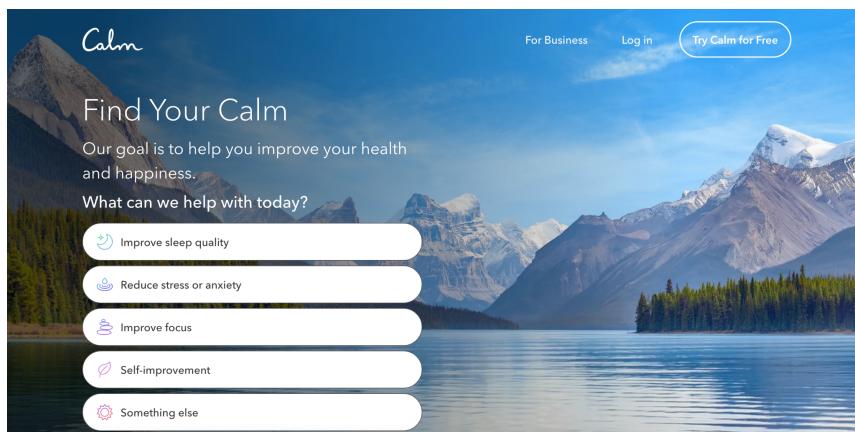
We created our presentation with the same design elements as our website (including fonts, media and color palette). Outlining the inspirations and intent of our project, our presentation explains our website in a brief and cohesive slideshow that mirrors the design of our project.

[\*\*\*Presentation Link\*\*\*](#)

## ***Design Inspirations***

### - [Calm](#)

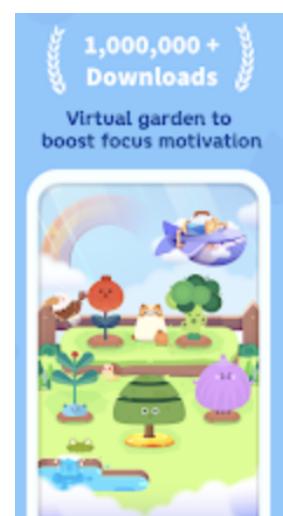
- We took inspiration from Calm's handwriting-inspired fonts and blue tones. Specifically drawing inspiration from the Calm logo, we drew inspiration from the cursive-y, looping logo and applied it to our subtext and body paragraphs (seen on our research and proposal page). The Calm homepage incorporates a fixed header on their homepage with its logo and buttons directing to other pages, which we drew inspiration from for our own header.



*Photo: Calm homepage*

### - [FocusPlant](#)

- We used FocusPlant as inspiration for the color palette of our project. Building upon the sea theme (inspired by the topic of sea level rise), we looked to incorporate earth tones including grays, blues and beiges in combination with sans-serif fonts, similar to that of FocusPlant's typefaces. [\*Photo\*](#)



- [LoveBoston](#)
  - We specifically drew inspiration from LoveBoston's fixed header and navigation tabs. I was impressed with how seamlessly the LoveBoston page incorporated this feature, especially coupled with their usage of the parallax effect.

