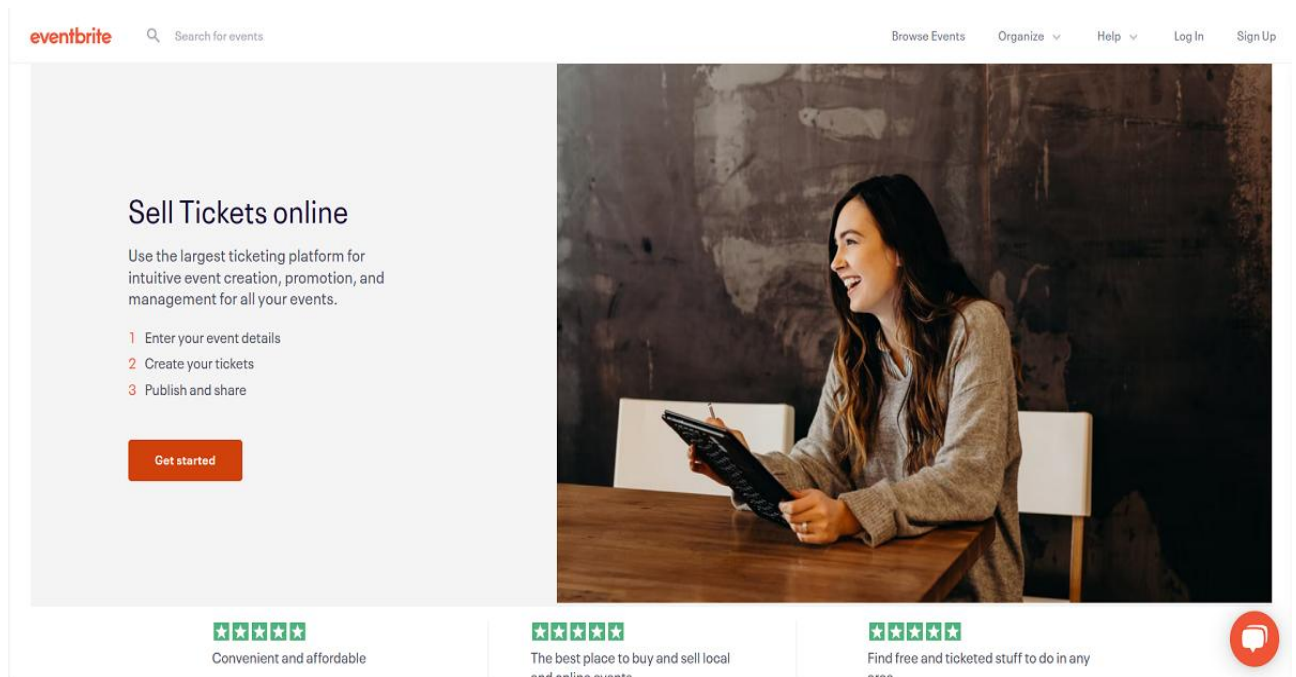# Web Application Research

Group member: Zhibo Xu

Interface Design

For the design of our web interface, the final solution we chose was Eventbrite's website <https://www.eventbrite.com.au>. The web page consists of five main parts, a header menu, an image, the basic information of the page, a search bar, and a logo. This simple design and layout provide a lot of functionality while keeping the page simple. In terms of color choice. The entire web page uses white as the main color, and then a dark color image to echo with each other, and most importantly, brighter color is used in some particularly

important parts of the site, allowing users to easily grasp the focus of the site. The use of these colors is also very close to the purpose of the site, which is an entertainment-oriented site, and the use of these colors does not give the user a particularly serious feeling, but rather a light and happy feeling. In addition, the use of relevant images reduces the amount of reading for the user, and the site's features are appropriately added alongside the images. This also makes it easier for users to quickly understand the purpose of the website. We chose this as the reference for our web page because our site is similar to this Eventbrite site in terms of content, and the simplicity of the design is what we wanted.
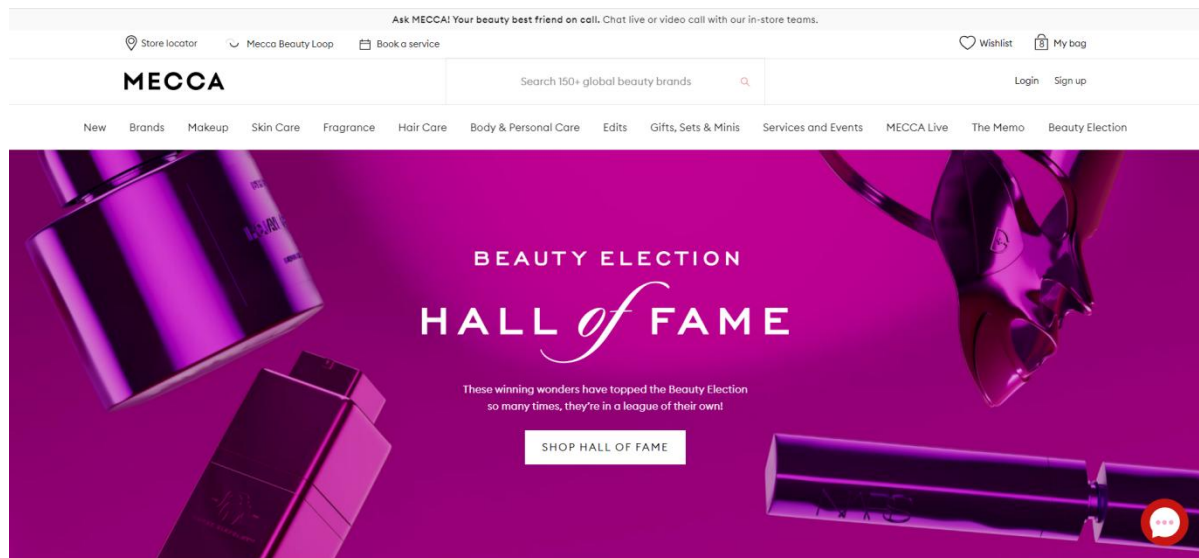
Navigation

What is navigation? Navigation allows users to quickly switch from one page to another, good navigation allows visitors to search longer on your site, giving them confidence in where they are and what they can expect from your site, navigation also allows visitors to search easily. Therefore a good navigation bar design is crucial to a web page. There are 5 common navigation methods used today, which are Vertical, Horizontal, Drop-down, Sticky/Fixed, and Fat footers.

Vertical horizontal
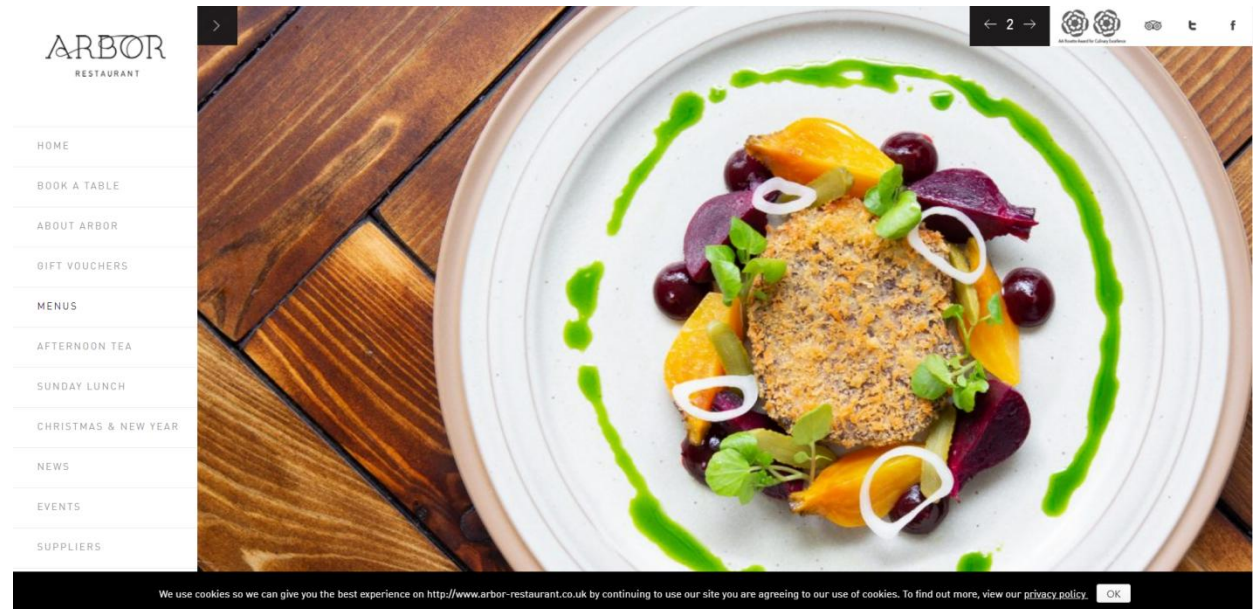
Vertical navigation is usually placed on the side, which allows the number of menu items to not be limited by the screen size. Vertical navigation alleviates the user from having to scroll to the top and find the link in the main navigation. However, it can take up other layout space. Also, menus with vertical navigation open the same on any screen size. The menu is easier to change and looks cleaner compared to the horizontal position. This page is from Arbor <http://www.arbor-restaurant.co.uk/>.

Horizontal navigation

This horizontal navigation is from Mecca

<https://www.mecca.com.au/>

Horizontal navigation is typically located at the top of a page. It may be above, below, to the left or right of the header or logo, but it is always placed before the main content of the page and is consistent from page to page. Horizontal navigation provides designers with more flexibility in designing the main content areas. This design ensures that the page is aesthetically pleasing and prevents users from getting lost. But horizontal navigation also has the disadvantage that as the mouse moves down, the navigation bar disappears.

Drop-down
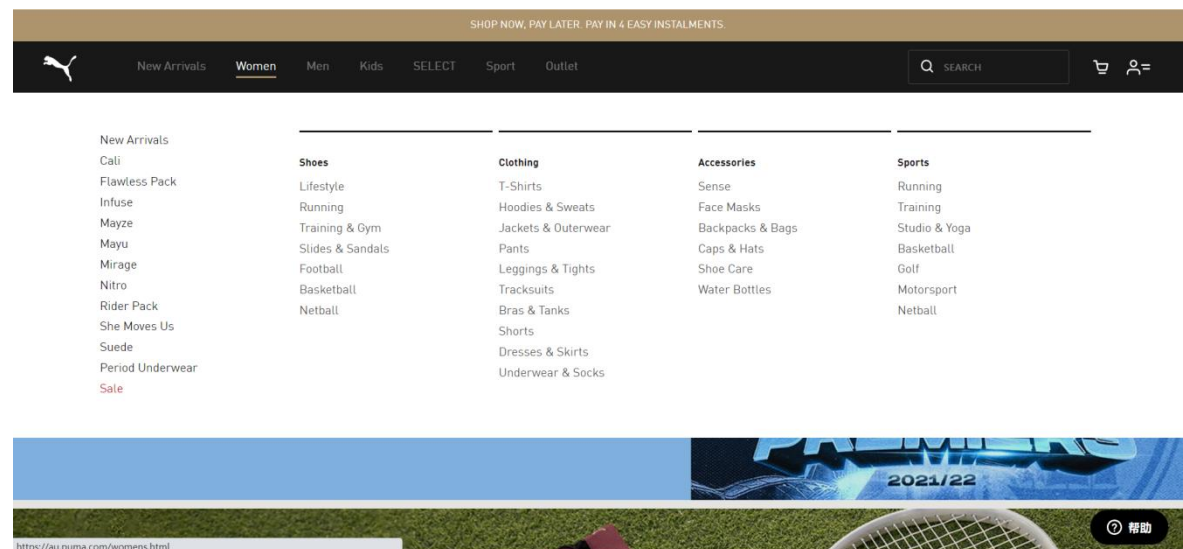
This picture comes from Puma <https://au.puma.com/>

It helps users to avoid long mouse scrolling. Also, it is ideal for websites with multiple content hierarchies. The typical design pattern for drop-down menus is that when the user hovers over the parent navigation item, a sub-menu of the navigation item appears, which saves the user time because they can jump down a level or two to get to the content they are looking for.

Of course, they have drawbacks, they don't always render well on mobile devices, and in addition, drop-down navigation is sometimes considered annoying because the user has already decided to click and then the drop-down gives the user more options.

Sticky/Fixed horizontal
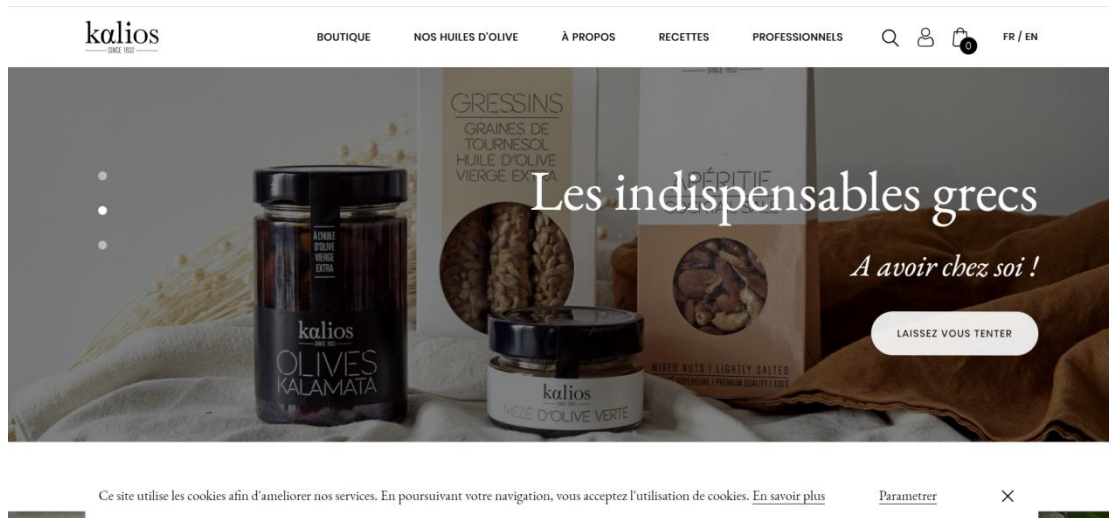
A sticky horizontal menu is a fixed navigation menu on a web page that remains visible and in the same position as the user scrolls down and moves around the site, usually at the top of the page. Also, because the menu is visible, the user can easily move to other parts of the site, regardless of where the user is in the page content, without having to scroll to the very top. The disadvantage is that it may be perceived as a distraction for the user. The picture source is <https://mykalios.com/>.

Fat foot navigation
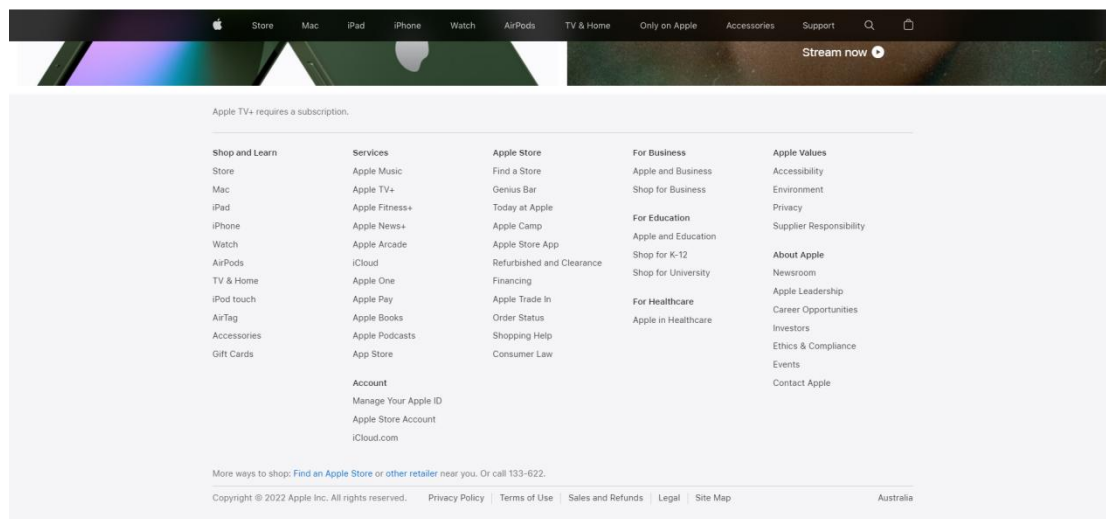
The picture comes from Apple <https://www.apple.com/au/>

Finally, footer navigation is the area located at the bottom of each page of the website, below the main content. It usually contains a copyright notice, a link to the privacy policy, contact information, social media icons, and an email sign-up form. But it also has the obvious disadvantage that when users cannot find the appropriate information, they will opt out of the site. In addition, it would appear on a site with other navigation, thus going to reduce the occurrence of such things.

Through our team members' discussion, we weighed the pros and cons of these five navigation methods and finally decided to choose the horizontal navigation method.

Log in

This page is from Eventbrite's website

<https://www.eventbrite.com.au>.   Like the vast majority of login

pages, this page consists of four elements. Logo, account/password,

email login, and third-party social media login.   The login page

does not need too many complicated and fancy features like the

main page, but simply completes the user login requirement. This

minimalist design makes the purpose of the page clear, it allows

users to fill in and log in quickly. The third-party social software

login provides another, more convenient way to help users log in or

use it, thus avoiding the complicated steps of registering an account.

Implementing this feature of login while achieving a clean, efficient

page was also a common goal of our group.

Sign up

eventbrite

Create an account

Email address

▭▭▭▭▭▭▭▭▭ ✏

Confirm email

First Name | Surname

Password

Your password must be at least 8 characters

Create account

Log in

This picture comes from <https://www.eventbrite.com.au>

For the registration interface, we kept the same design as the login

page, simple and efficient, including the basic registration with

email or phone number, to the more convenient registration with

third-party social software.

At first, our idea was to use only a valid email address and then verify the validity of the email address and then let the user enter the password to successfully create an account. However, according to our team's investigation, we found that most of the websites require users to enter their full name, phone number, email, etc. to complete the final account registration to strengthen the authenticity of the account. So we finally adopted the Eventbrite registration model.

Browse events
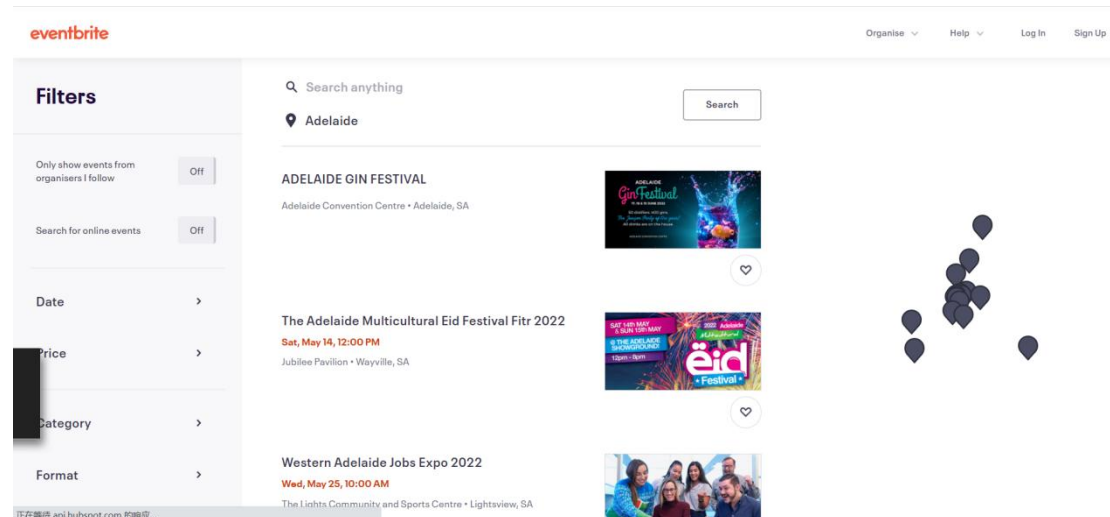
This picture comes from <https://www.eventbrite.com.au>

The main reference on this page is also the Eventbrite's website but in a simpler way.

In the middle of the page, all the content of the event is displayed, including the address, time, and price of the event. This allows the user to get the main information about an event as quickly as possible, reducing the user's reading time.

Manage my events
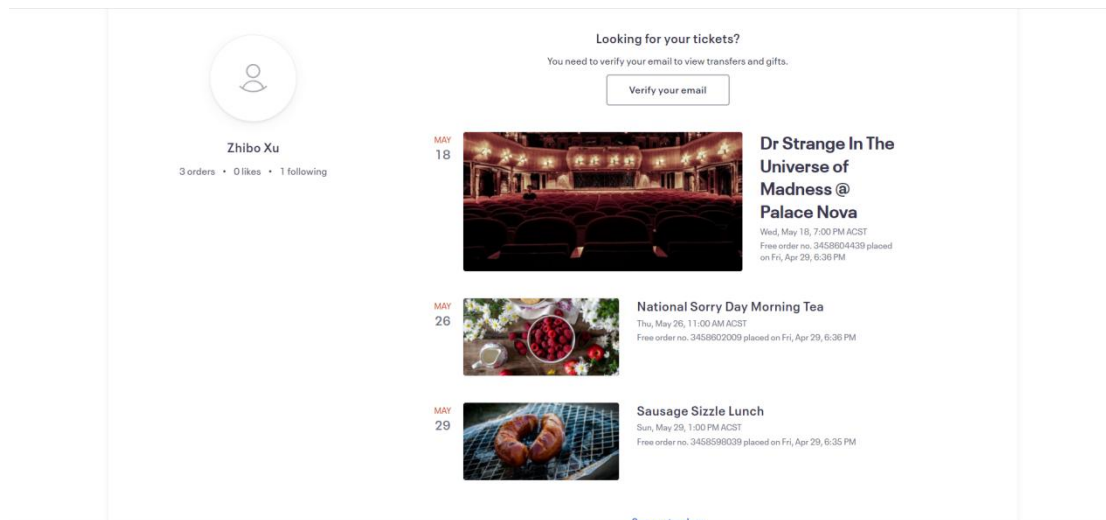
This picture comes from <https://www.eventbrite.com.au>

Here, we still use the Eventbrite's website, in this page, users can view information about all the events they have participated in, in addition, the one with the shortest time to start will look bigger than the others, so the design can remind users not to forget to participate in that event. On this page, we still use a simple and efficient design to highlight the main information presented on this page.