

1.0 – Main Page

Color opacity has been used as a way to create a sense of hierarchy for the different sections and elements on the web page. Additionally, the analogous color scheme provided by it gives a harmonious look to said web page which brings in the important design principle of unity.

A higher opacity will have a stronger color which gives the implication that it's positioned higher on the z-axis – as seen in Figure 1.0.1. The navigation bar and the footer use the full opacity green color (Level 3), whereas the background of the content section uses a lower opacity (Level 2). Therefore, in terms of material design, the content section would lie under the navigation and footer sections.

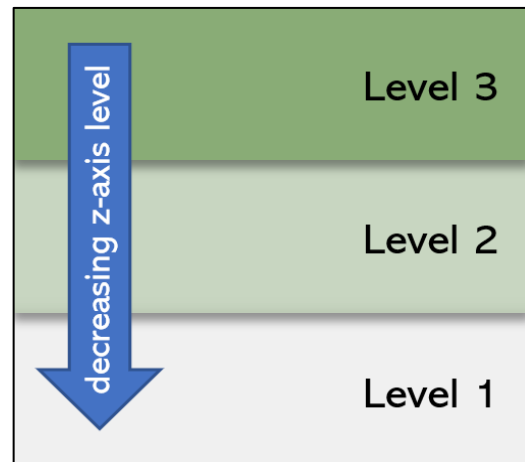


Figure 1.0.1

Regarding design principles, we achieve an asymmetrical balance from the distribution of optical weight of the elements on the main page. The top part (navigation bar) – see Figure 1.0.2 – is smaller but uses more intense coloring, whilst the bottom part (content section) is larger but uses weaker coloring for its background – hence, they visually balance out.

The white space on either side of the contents section not only reinforces this balance – from its absence of content and weak coloring – but it also gives further emphasis on said context section by both centering and surrounding it – surroundedness principle.

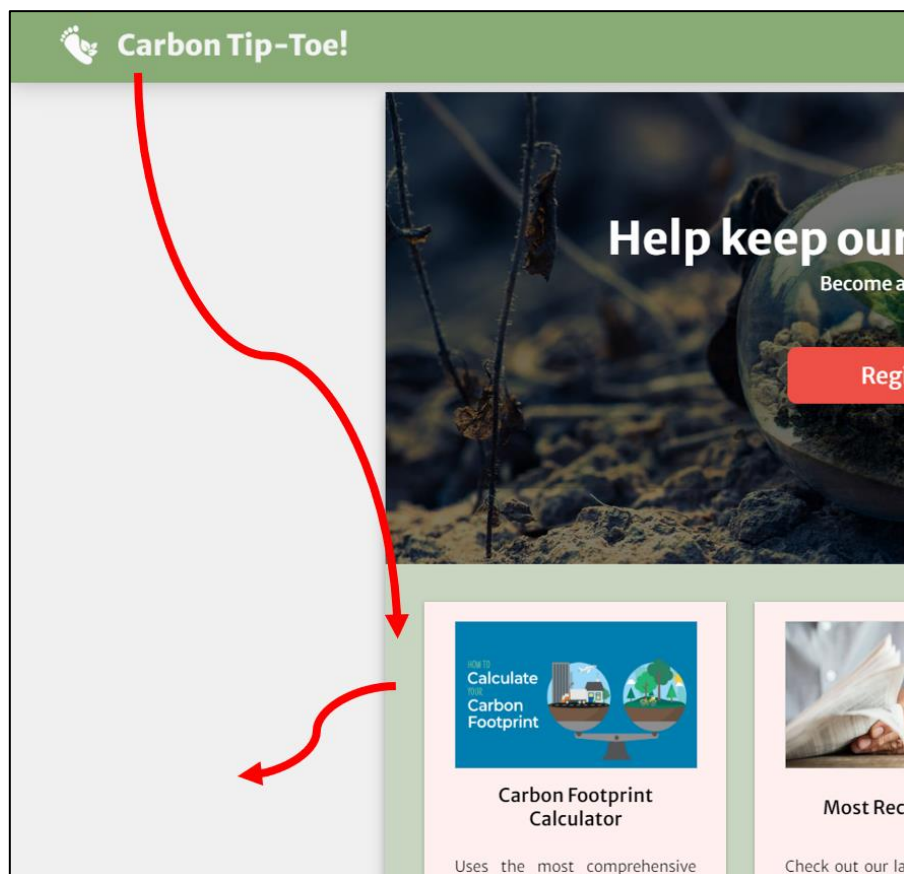


Figure 1.0.2

1.1 – Hero

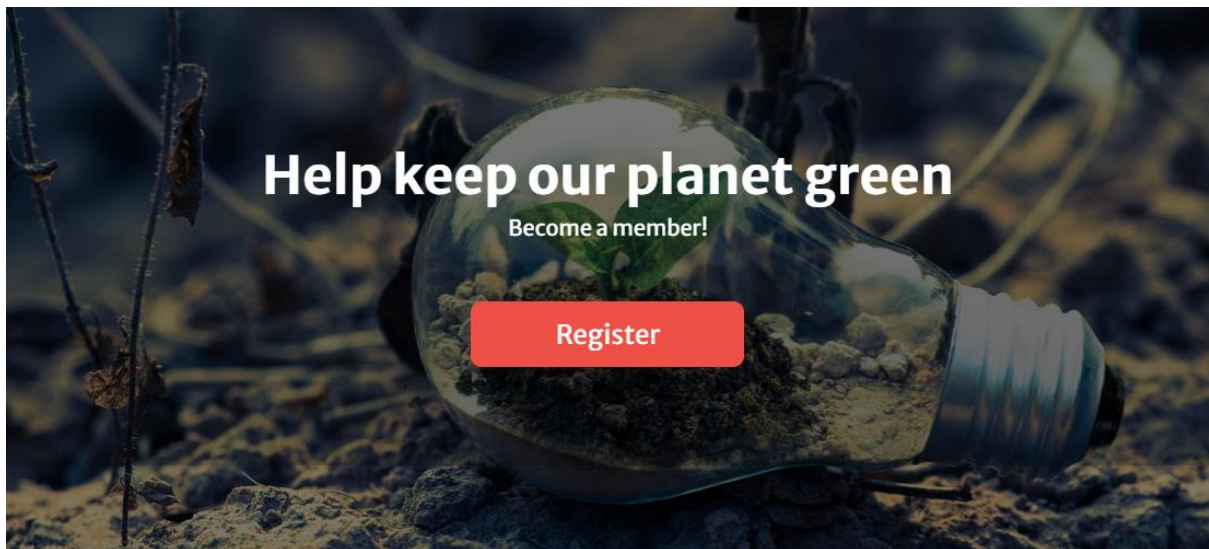


Figure 1.1.1

For the hero section – see Figure 1.1.1 – the use of a black-tinted background image with bright-colored elements – which are sized relatively smaller – makes use of the Gestalt’s principles of Area and Surroundedness.

The choice of a white color for the CTA – a direct color contrast to the background – heavily improves readability whilst also bringing emphasis to it.

The red-orange color of the Register button not only contrasts well with its direct background – with a contrast ratio of 5.8:1 – but it’s also a complementary color to the main green color scheme of the web page. This adds further emphasis onto the element which allows users to notice the button even just from their peripheral vision, which improves usefulness as it achieves the intended purpose of the hero section – to catch attention.

1.2 – Buttons

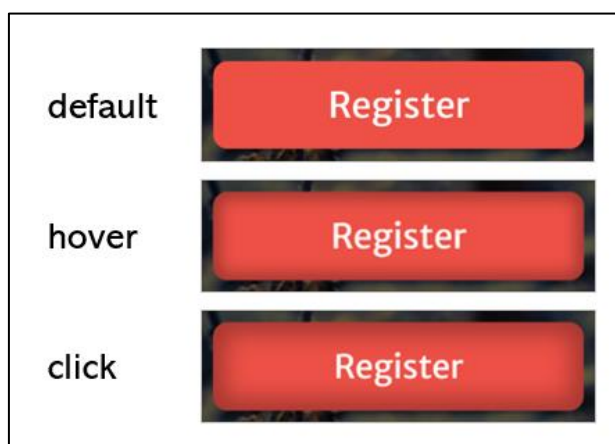


Figure 1.2.1

Any interactions made with the buttons – register (1.2.1), submit (1.2.2), or visit (1.2.3) – changes its appearance depending on the action performed – default, hovered or clicked. It appears to go deeper into the page in the order aforementioned, which gives a sense of realism.

These improve learnability for users – especially those with limited computer literacy – as the button displays similar behavior to something they already know.

The change of the cursor shape – from arrow to hand – also acts in conjunction to this, as it

indicates to the user that the element is clickable; hence, the user can expect that something will happen if they were to click the button. This is beneficial for users who are color blind or with weaker vision, as the subtle change in color or text size may not be noticeable for them.

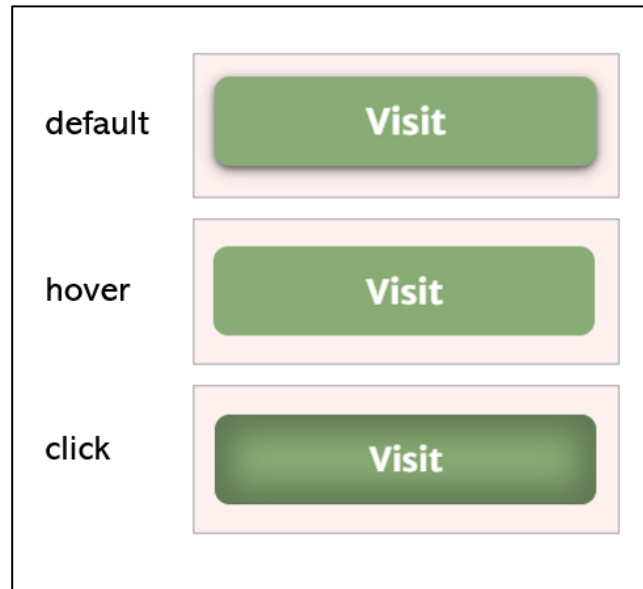


Figure 1.2.2

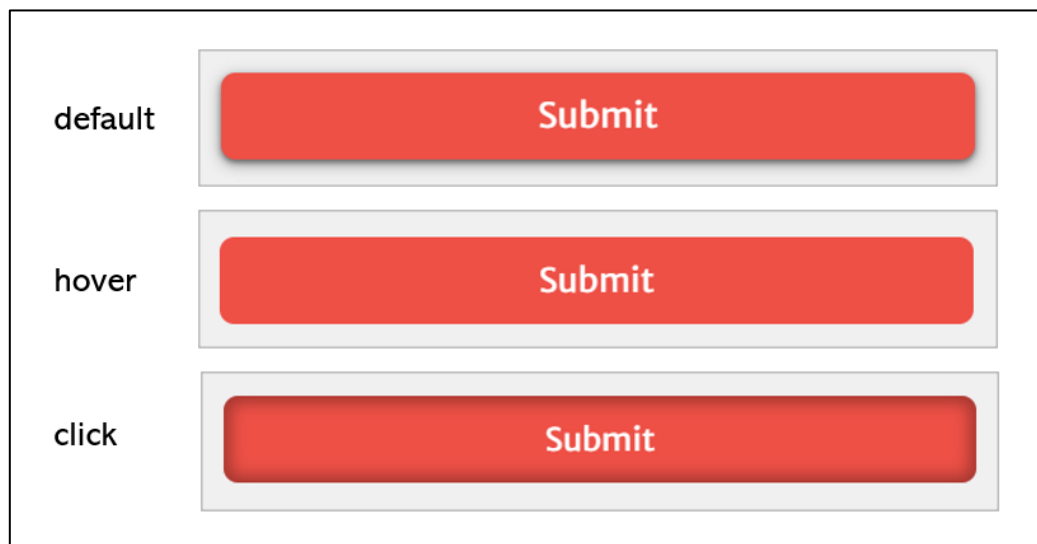


Figure 1.2.3

1.3 – Panels

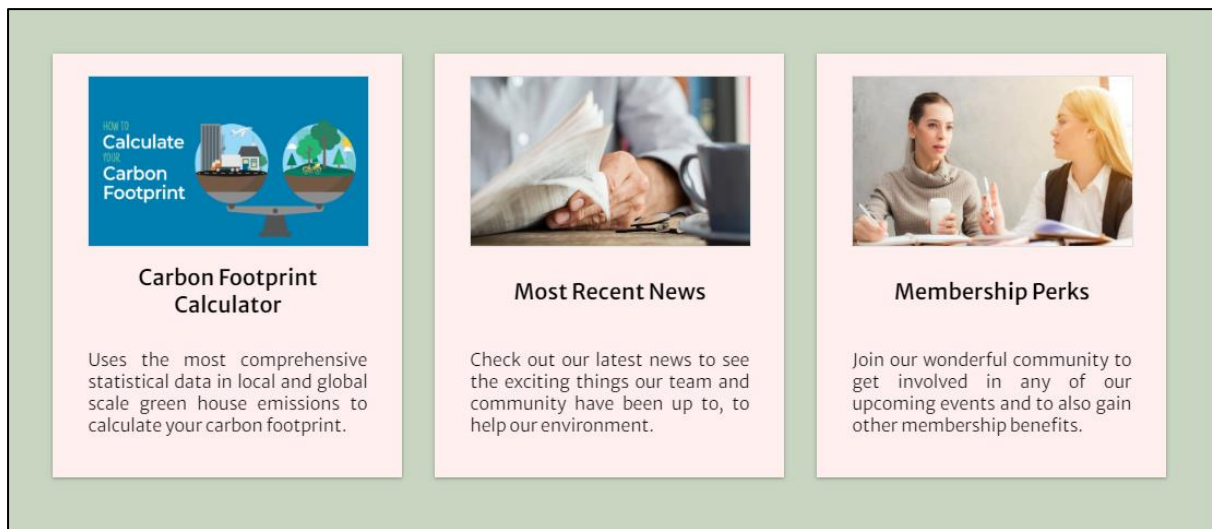


Figure 1.3.1

The 3 panels above – Figure 1.3.1 – follow the gestalt principles of Common Fate, Balance, and Similarity.

Common Fate is achieved from each panel being oriented upright in the same direction.

Balance is achieved from the symmetry caused by the panels being placed on the same level/height on the page and having equal spacing between them.

Similarity is achieved from each panel having the same dimensions, font-color, background-color, and sequence of content – image, title, then description. They also share the same hover effect – as seen from Figure 1.3.2 – which pops up a visit button upwards.

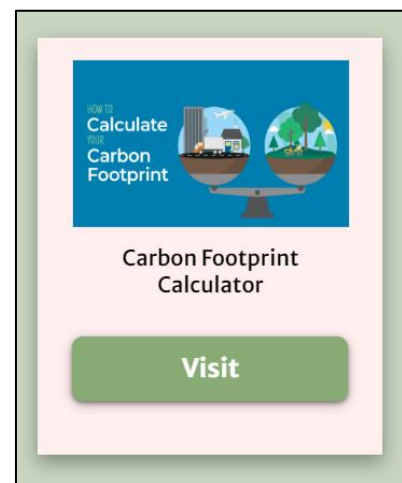


Figure 1.3.2

The use of images and bolded text on the panels improves recognition time for the users, as these help immediately convey the core idea of each respective panel's content. This improves the efficiency of use factor of usability as users will spend less time reading text, which may in turn also enhance user satisfaction.

With regard to Figure 1.3.3, the visual transition from the green-tinted background to the red-tinted panels is a lot easier on the eyes, as opposed to if the panel were to have a very saturated red-orange color – wanting to keep to the red-orange & green color palette of the website. This is due to a weaker contrast of 1.5:1 between the two light-colored colors, causing the transition from green (cold) to

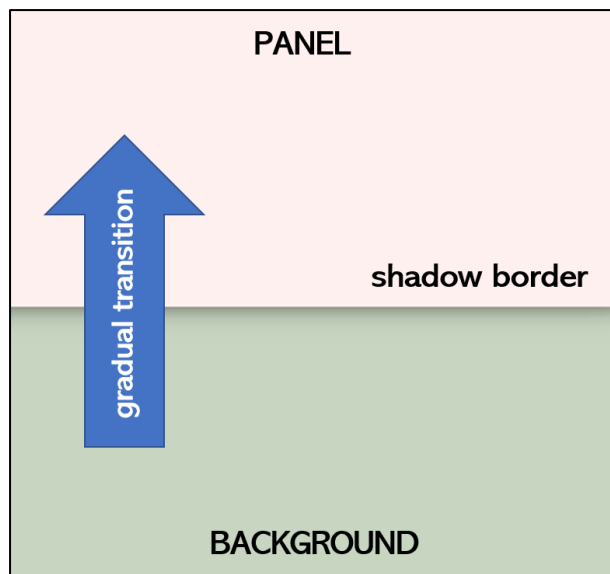


Figure 1.3.3

red(hot) to be more gradual; hence, it will not alert the user as much – but will still bring attention to the panels due to the subtle contrast between the colors.

The shadow effect around the panels' borders provides sufficient distinction between the panel and its background – due to the sharp edge created by the black color. Additionally, the shadow effect gives the panel a card-like appearance, making it seem like it is “laying on top” of the green background – reinforcing the material design theme.

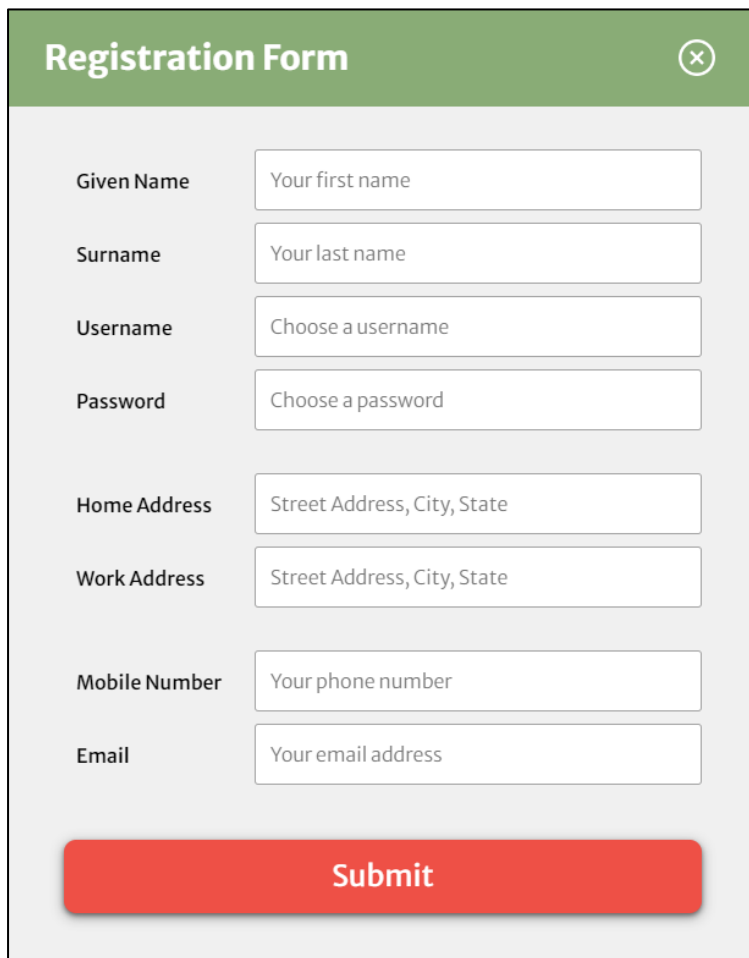
This material theme is further emphasized when the panel is hovered over on – the area of the shadow border increases, causing the panel to appear as if it were being lifted up along the z-

axis. This brings focus to the current panel being hovered on, as well as increases user engagement and subjective satisfaction due to the site's interactivity.

Given Name	<input type="text" value="Angelo"/>
Surname	<input type="text" value="Tangonan"/>
Username	<input type="text" value="Choose a username"/>
Password	<input type="text" value="Choose a password"/>

Figure 2.0.1

2.0 – Modal



The registration form is presented as a modal with a green header bar containing the title "Registration Form" and a close button (an 'x' in a circle). The form itself has a light gray background and contains several input fields, each with a label to its left and a placeholder text inside the field. The fields are arranged vertically with consistent spacing. At the bottom of the form is a prominent red "Submit" button.

Label	Placeholder
Given Name	Your first name
Surname	Your last name
Username	Choose a username
Password	Choose a password
Home Address	Street Address, City, State
Work Address	Street Address, City, State
Mobile Number	Your phone number
Email	Your email address

Submit

Figure 2.0.2

The fade in & fade out animation of the modal stays consistent with the material design theme of the website. Using animations are an effective way to increase user engagement, which in turn improves the emotional impact aspect of UX.

Each input field has a descriptive prompt associated with it – see Figure 2.0.2 – which helps the user recall, as well as help guide them in providing the correct type of information – which improves the memorability and error avoidance factors of UX usability.

The Gestalt principles of Common Fate, Similarity, and Proximity are followed by the input fields on the form. Common Fate is achieved from the input fields being oriented horizontally in the same direction – as rows on the same column. Similarity is achieved from all the input fields having the same dimensions, and each having a

corresponding label and placeholder. Proximity is achieved through the use of white space to separate input fields from different sections – user details, addresses, contacts.

The use of the background blur along with the shadow effect – see Figure 2.0.3 – brings great emphasis to the registration form – through Gestalt's principle of surroundedness. This improves the learnability and error avoidance factors of usability as it focuses the viewers attention solely on the form, reducing noise and unnecessary information.

The use of the label-coloring labels and additional hover and click effects on the input fields enhances user engagement from to the interactive nature of the web page – subjective satisfaction factor. It also helps the user immediately discern which input field corresponds to which label when there's very limited sectioning whilst there is a fairly great number of input fields. This improves efficiency of use as well as the error avoidance factors of usability.

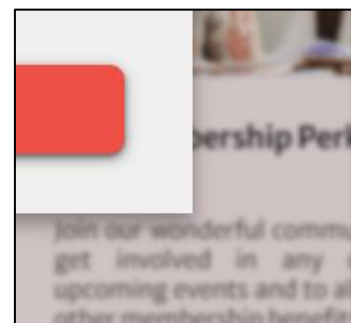


Figure 2.0.3