User Interface Design

Layout and Alignment:

- The layout was carefully chosen to facilitate the way users interact with the interface and to ensure a pleasant and easy-to-use experience. We apply consistency in alignment to reduce confusion and improve overall usability.

Background and Border:

- The background is clean and clear to improve readability and reduce visual clutter. Borders are subtle borders to define different sections and elements without distracting the users.

Logo:

- We created a simple and minimalist logo for the system with the aim that simplicity contributes to versatility, making it adaptable to different media and sizes without losing impact and not causing exhaustive fatigue to users due to excessive colors or designs.

Font and Font Size:

- Fonts are still being defined, examples like Lato and Open Sans are clear and professional and can contribute to a cohesive design language providing a pleasant readability. Along with fonts, we are working on a deliberate hierarchy in font sizes for headings, subheadings, and body text to maintain consistency and at the same time, we can provide a better and effortless viewing experience to users.

Text Colour:

- Considering the nature of the hire equipment system, we choose to use a theme color scheme that conveys trust and reliability contributing to a friendly view and minimizing eye strain.

- Primary Color: #3498db (Blue) - Represents trust and professionalism.
- Secondary Color: #2ecc71 (Gray) - Indicates success and positive actions.
- Background Color: #ecf0f1 (Light Gray) - Enhances readability and reduces visual strain.
- Accent Color: #e74c3c (Orange) - Used for alerts or important notifications.

Heading:

- Aiming for clarity, hierarchy, and readability we used appropriate heading levels (H1, H2, H3) to structure information by adjusting size and thickness to achieve visual contrast and ensure responsiveness for various screen sizes.

Button and Element Positioning:

- Emphasizing the essence of "look and feel" we prioritize strategic button and element placement for a cohesive and intuitive layout, ensuring users enjoy a seamless and dynamic experience. Special attention was given to the positioning of form elements like drop-down lists, field sets, captions, and radio buttons, enhancing clarity and user-friendly interaction. In addition, by creating a visual hierarchy through size and style aiming for familiar and efficient positioning that enhances overall usability.