



+ White text for contrast

Proximity

Because of how I sort of prototyped for functionality, by using HTML as the tool, I did not have a lot of different elements in my project, but generally I put all the similar aspects next to each other when I could. It is pretty good in the navigation bar, where I tried to make them similar lengths and sizes but nothing too crazy.

Repetition

The big thing for repetition I did was with the font being exactly the same throughout the whole prototype. I also made it so that I generally only used the reds as the secondary elements to the webpage, and used the overall blue as the main background.

Alignment

The large thing I did was generally set all of the alignment to the left, but pushed 1 grid unit to the right using materialize. Specifically on the Comparison page, I broke this alignment for the two comparison dropdown and put the dropdowns next to each other

Contrast

For contrast I mainly added white as a color in the color palette I got off of Color Hunt. Another method I added visual contrast is by placing all of the aspects of interaction in the main section of the screen so hopefully it is obvious what aspects are interactable in the prototype.