ToyHero

Design Principles

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Design Principles

Introduction

The aim of this document is to share our duo's design principles by introducing the steps and different approaches we took when it came to designing our product (ToyHero).

First and foremost we focused a lot on the consistency of the website because we believe that by having good levels of consistency the product becomes more usable and easily memorized by the user.

In this document, you will also find information about minimalism, discoverability, and learnability and how and why we used them to the extent that we did when it came to designing the web application.

Our team also touches upon why we believe that giving feedback to the user and adequately mapping the product, to insure that the relationship between the controls and the resulting functions are what the user would anticipate, and are equally important to the principles mentioned above when it comes to the design process of the product.
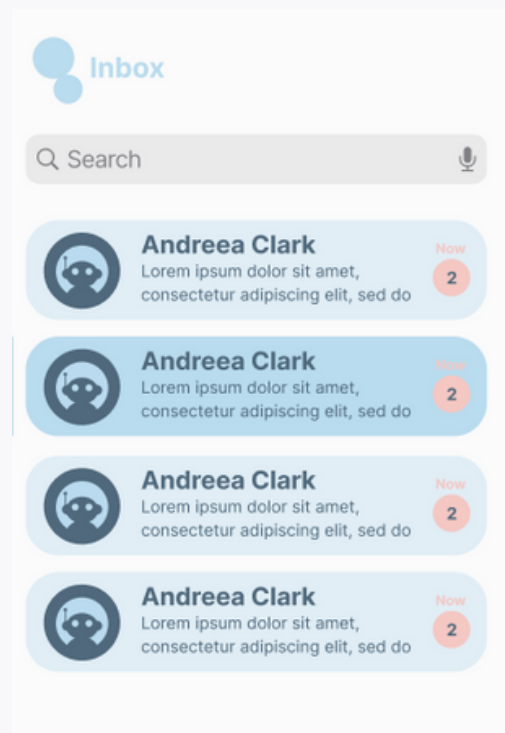
Interactive Design Principles

Consistency

Consistency is used to design systems so that similar parts are recognisable making them easier to learn and more usable, it enables people to transfer knowledge to new situations, learn quicker and focus their attention on the important aspects of a task.

Color Depiction

We are dedicated to maintain the consistency across our designs, our best example of this is the use of the colors and how every square has smooth edges, which give more calm and friendly vibe to the app. Having the blue color schematic as main color is another consistent part, where you won't see a big difference in the palette in the app.

More examples

More examples is the pink color, which highlights where the user might want to look at the most or needs to be eye-catched. The font is the same in the whole app, which is a need, but still worth mentioning.

Interactive Design Principles

Minimalism

Minimalism in one of the most popural approaches in the modern world when it comes to design. That is why we also wanted to keep our design simple and clean. Our colour pallete consists of two main colors - white and blue and one pink-ish color for little accents.

We have kept the style of the app as simple as possible, in order to give only the information the user needs and for him/her to be able to go into the app without problems. For example, the "favorite" button is just a heart, which has been popularized, so it's easy to grasp. The chat button is just a bubble with dots inside as well.

We used only one font for our website that is minimalistic and clean. We didn't want to have too many fonts because that could distract the user.

To keep our website simplistic and clean, we used images only for the toys inside.

From this research, we can understand why we chose to be minimalistic in our design and not to clutter the app too much.

https://nosidebar.com/is-minimalism-still-relevant-in-2023/

Interactive Design Principles

Discoverability

Discoverability describes how easy it is for visitors to locate and use website's features and services. Our team has used many ways to increase discoverability on our app, including obvious navigation, understandable labelling, and calls to action.

For instance, to make it simple for users to locate and access the components of our app, we have used as many icons that represent their functionality as possible, in order for the users not to have a hard time understanding what does what.
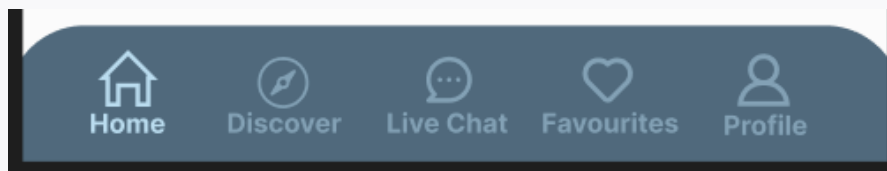
We talked about the icons that we used for "favorite" and for the "chat" and here I will include screenshots to show.
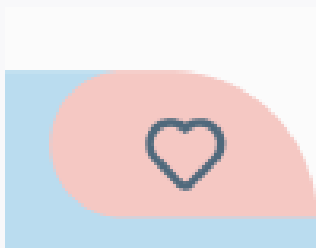
Color Choice

The color choice in an app is fundamental for its success and for the vibe that it gives. What we want to represent is a toy-donation app, which is friendly for everybody and is accessible and helps everyone in an easy, fast and good way.

We have used this color palette (screenshot below) for the whole app, the pinkish color is for accents and eye-grabbing purposes.

Those are the colors in horizontal order:
1 - #B0DFF0
2 - #FBFBFB
3 - #FFC5C3
4 - #476A7D
5 - #B8D2DF
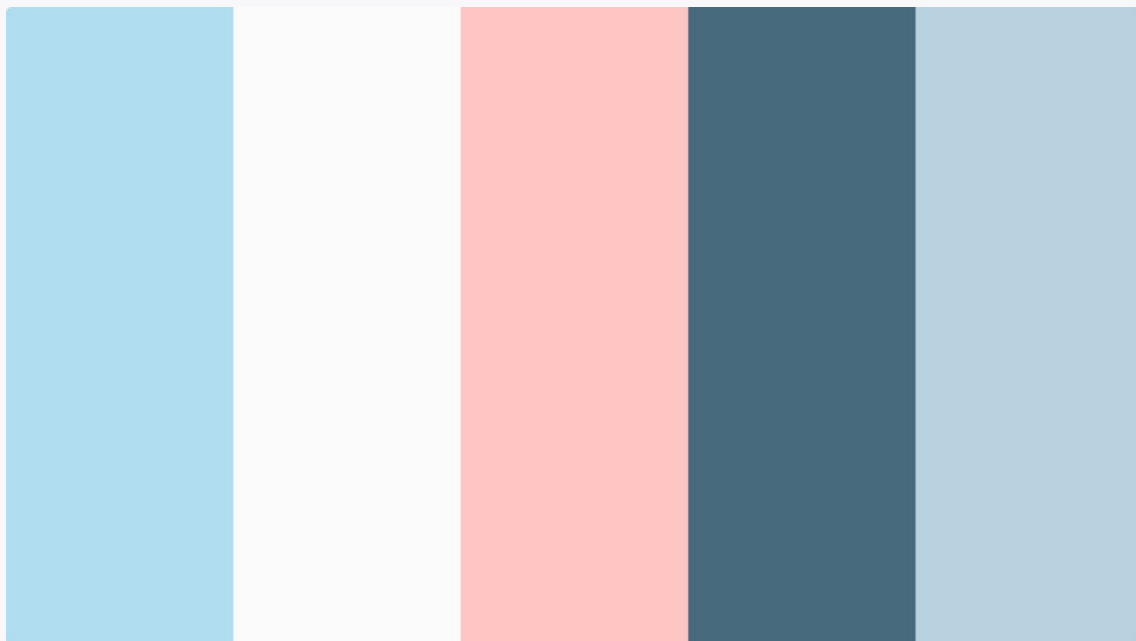
We decided to use blue, as it represents more the children and it represents our target audience, the audience which we want to make happy with our app.
Reasoning behind our choice - https://jyoko.com/en/blog/psychology-of-color-in-children.html

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Conclusion

To conclude, this document contains information that concerns our team's design principles and the reasoning behind them.

In terms of the design principles, they were all chosen meticulously to serve the purpose they we supposed to. We have taken great advantage of them all in order to push forward the idea behind ToyHero.

We have taken the most advantage of minimalism when it comes to the simple shapes and color pallets we have incorporated in the design because this allows us to make the app easy to use and understand. We value the use of consistency because it enables the user to focus their attention on the important aspects of the website.

And as it stands, we are content with the result in terms of design and we believe that through our design principles, we have shed more light on the choices we have made.