

Our website prioritises a smooth user experience by minimising both physical and mental effort required for navigation.

- **Kinematic load** refers to the physical effort required to interact with a website. In the case of our website, the homepage is fairly static, so there is only a little scrolling or clicking required to find information. This is a good thing for reducing kinematic load.
- **Cognitive load** refers to the mental effort required to understand and use a website. Our website uses clear and concise language, and the layout is simple and uncluttered. This helps to reduce cognitive load.

Meeting Design Standards

Our design adheres to several key website design standards:

- **Clarity and Simplicity:** We believe a clean and clutter-free layout promotes a user-friendly experience. This is achieved by:
 - **Limited elements:** We avoided overwhelming users with excessive visuals or text blocks on the homepage.
 - **Clear hierarchy:** Headings, subheadings, and bullet points create a clear structure, guiding users through the information.
 - **White space:** We strategically used white space between elements to improve readability and prevent a cluttered feel.
- **Usability:** Our website appears easy to navigate, with a clear structure that guides users towards their goals. This is achieved through:
 - **Intuitive navigation:** We strived to make the layout intuitive, allowing users to find what they're looking for with minimal effort. This involves clear menu labels, logical placement of buttons, or a breadcrumb trail for context within the website structure.
 - **Consistent layout:** We ensured a consistent layout across all pages to reinforce familiarity and make navigation predictable for users.
- **Accessibility:** The design prioritises accessibility by using contrasting colours and clear calls to action, making it inclusive for a wider audience:
 - **Colour contrast:** We used colours with sufficient contrast to ensure readability for users with visual impairments.
 - **Large enough fonts:** Font sizes are big enough to be readable on various screen sizes and for users with visual limitations.
 - **Alternative text (consideration):** We are considering incorporating "alt text" for images, which provides a textual description for screen readers used by visually impaired users.

By incorporating these details, our website design offers a user-friendly experience that minimises effort and adheres to key design standards.